

Making blockchain mainstream

Blockchain is a powerful new technology that has given rise to hundreds of new applications. The crypto market cap has ballooned **25x** in the last two years and continues to grow. Yet less than **0.3%** of people use cryptocurrency today and it suffers from volatility and poor liquidity.

Just like smartphones, PCs and the Internet, which all began as niche technical tools for niche technical audiences, blockchain needs to evolve in order to become mainstream. And just like those paradigm shifts, those who help usher in mainstream adoption will be richly rewarded.

Coinweb's mission is to make the blockchain **more personal, more connected** and **mainstream**.

A personal and connected blockchain

We know our friends by their names. The DNS (Domain Name System) of the Internet gives us readable names to send email and visit websites. Blockchain needs names too. Our **CNS** (Coinweb Name System) makes the blockchain **personal** and makes sending and receiving tokens and coins as easy as email. In fact, [Paul Mockapetris](#), inventor of the [DNS](#), is leading our efforts with CNS.

There are more than 1,500 different coins and tokens today, but these require multiple wallets and logins. Our innovative Hyperlayer **connects the blockchains**, so for the first time everyone can have a **single, easy-to-use** multi-currency wallet.

Our robust platform

- Gives everyone easy-to-use, readable names and a multi-currency wallet.
- Connects across blockchains using the Hyperlayer, making trades more seamless and smart contracts more powerful.
- Provides a decentralised exchange for trading popular tokens including BTC, ETH, LTC and user-created tokens.

- Trades a native token, XCO, used for name registrations and to ensure a smooth running network.
- Empowers anyone to issue their own tokens and smart contracts.

Our strategic go-to-market

Platforms need more than technology to reach the **mainstream**. Our comprehensive go-to-market strategy includes direct-to-consumer and B2B reach through the **Coinweb 360° Accelerator**. Existing businesses can connect better with their customers and build new revenue streams using the blockchain, building on our tokens, wallet and names and leveraging our network of expert advisors. The launch of these projects increases demand for the XCO token and improve its liquidity and velocity.

Our solid business model

We earn fees from **transactions** and **name registrations**, both of which create and benefit from [network effects](#). As their usage increases, they increase the demand for the Coinweb XCO token.

Our platform is in testing today for public release in the fall. It is based on proven technology and has been built for global scale.

Our proven track record

Our team has deep experience in crypto and commercial-scale platforms, and we have a world-class team with decades of successful leadership at Microsoft, Google, Barclays, Cisco, Oracle, and Bitcoin. We've designed and delivered products which are used by hundreds of millions of people all over the world every day. We also have a strong and active advisory board. Key members include:

- **Toby Gilbert, CEO.** Successful serial entrepreneur and telecom executive.
- **Knut Vinger, Chief Scientist** and co-founder. Deep experience in crypto, software engineering and security.
- **Mike Conte, CTO:** Led Microsoft Excel, Office, Shopping, Entertainment and was CEO of Musiwave, the largest provider of digital entertainment in Europe, startup CEO.
- **Paul Mockapetris, Director CNS.** Inventor of the DNS. Key contributor at DARPA, Salesforce, Oracle. Former chair of the IETF and sought-after speaker.
- **Lexi Willetts, Director Operations.** Experienced startup executive and attorney at FIFA
- **Alexander Kjeldaas, Director Architecture.** Expert in AI, blockchain and security. Former Google and FAST lead. Developed crypto for the linux kernel and updated Bitcoin core.
- **Kate Rhodes, Investor Relations and Regulatory Affairs.** Experienced Barclays and Visa Europe executive.
- **Paul Davis, Director Strategy.** Microsoft Technical Evangelist, Word product lead and experienced startup CTO.
- **Marina Pengilly, 360 Accelerator Director.** Entrepreneur and startup consultant. Former Hatch and JP Morgan Accelerator participant.
- **Tom Yoritaka, Advisor Ecosystem.** Advisor for startups, entrepreneur and previous executive at Cisco and Yahoo! Expertise in IoT, AI, big data, cloud, cybersecurity and blockchain.
- **Chris Darnell, Advisor Finance.** Experienced finance professional with leadership roles at Microsoft Xbox and CFO of various startups.

Token metrics

Of a total of 7.68 billion XCO tokens, up to 2b can be sold in the private pre-sale period at €1.320 USD. Up to 2.4b will be available post launch when the price will rise to €2.199 USD. Pre-sale ends August 2018.

Legal and governance

We are UK, Scandinavia, BVI, Ukraine and US based. Our practices reflect the requirements

Blockchain has a bright future and there is no doubt that those who are investing in it today, including Credit Suisse, Santander, Google, Microsoft, Morgan Stanley, UBS, Deloitte, Oracle, VISA, Goldman Sachs, HP, IBM and Facebook, see its huge potential. And we agree – let's **unchain the blockchain**.

of the applicable laws of Jersey and our strict governance framework serves the long-term interests of all of our stakeholders.

To learn more about Coinweb please email us at hello@coinweb.io or visit www.coinweb.io.

