

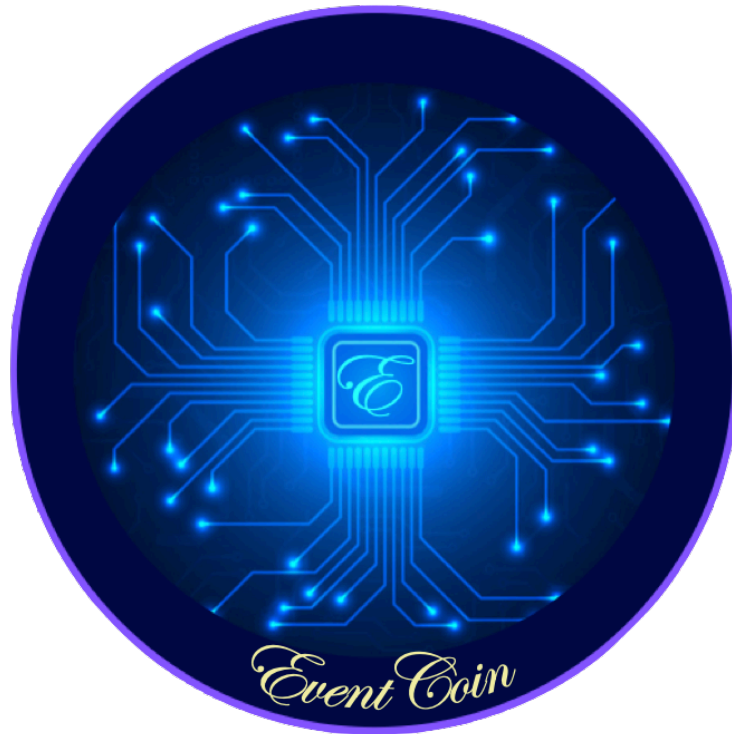
WHITEPAPER

V1.3



Event Coin

PROMOTING THE ARTS AND
SUPPORTING GREAT GOOD PLACES



Using blockchain technology to acknowledge and reward artists and all who support them

by

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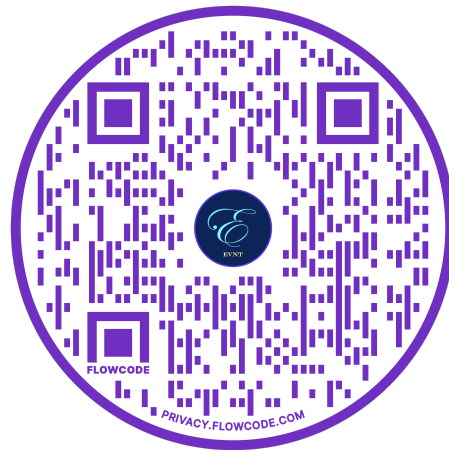
July 25, 2022

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This document and its contents are not designed to act as an investment brochure. *EventCoin* is not to be considered an investment opportunity. The information in this Whitepaper is neither investment nor legal advice. Those participating in the *Augvents* service and *EventCoin* cryptocurrency are advised to read this Whitepaper and our General Disclaimers before participating.

This Whitepaper was developed in collaboration with our compliance advisor Atty. Jeffrey J. Dennis and our team of professional advisors.



Description

This document is the *EventCoin* whitepaper version 1.3, which includes descriptions of *Augvents* – *EventCoin*'s platform – and *EventCoin*'s history, goals, and roadmap. The company will be continuously updating this document to reflect developments and opportunities. For the latest information and the current version of the whitepaper, visit www.eventcoin.us (www.augvents.com).

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Abstract

EventCoin: Enhancing and Growing the Arts and Culture Economy

Augvents is a consumer and business marketing platform for the arts. *Augvents v1.0* focused on musicians, their fans, and the venues that catered to musical performances. The platform's second version will cover all of the arts and add many new features, the most significant being its cryptocurrency, *EventCoin*.

In 2019, the production of arts, cultural goods, and services contributed roughly one trillion dollars to the United States' gross domestic product (GDP). This amount is greater than the construction, transportation, warehousing, mining, or agriculture industries. The arts and cultural industries had 5.2 million workers on the payroll, not including self-employed art workers. By the beginning of the pandemic, the art industry was growing at an annual rate of three percent, a rate of growth exceeding the economy as a whole. These data illustrate the immense size and importance of the arts and culture ecosystem to the nation's economy.

Augvents – *EventCoin*'s host platform – reinforces the arts economy by helping users discover and participate in art events. Through the use of *EventCoin*, it is easier to acknowledge talent and reward artists and small venues. *EventCoin*, in turn, gives outlets, such as various commercial establishments, an exciting new way of rewarding loyal customers.

EventCoin makes it easy to direct rewards and recognition to members of art's three key groups -- artists, venues, and patrons. And it adds to the manner and method of exchange by increasing any participating artist's and venue's chances of being discovered, acknowledged, and rewarded.

EventCoin is an integrative technology that strengthens the bonds among those participating in the arts. The currency creates a mutually reinforcing network for distributing social and financial rewards, further encouraging participation and support for the arts.

EventCoin obtains its value from *Augvents*' integrated process of gifting and exchange utility, adaptability, and ease of exchange outside the traditional financial

Event Coin

systems. The coin's scarcity may grow as demand for its use increases. Although unique to *Augvents*, *EventCoin* may find additional outlets for exchange and distribution.

“...Great good places, are the many public places where people can gather, put aside the concerns of home and work (their first and second places), and hang out simply for the pleasures of good company and lively conversation. They are the heart of a community’s social vitality and the grassroots of a democracy.”

Ray Oldenburg, sociologist and author of The Great Good Place.



*A Great Good Place – The Spirit Room, Jerome, Arizona, USA
(Lawrence, 2019)*

Our Mission

SUMMARY

- *Augvents'* founding team members have contributed to the arts for over 30 years, believing creative expression is essential to human health, the economy, community building, and a free society.
- Developed to promote the creative arts, *Augvents* and *EventCoin* achieve this goal by making it easier to reward talent and enlarge the arts economy.

For the past 30 years, members of our founding team and advisors have been involved in all aspects of the arts – creating, performing, advocating, organizing, and funding. As national economic data indicates, the arts are crucial to the economy's prosperity. We believe the arts are essential to human health and our emotional well-being, play a vital role in community building, and contribute to maintaining a free society.

Augvents and *EventCoin* were designed to promote the arts, artists, and venues, making it easier for patrons to find and reward talent while supporting their favorite places – especially the great good places – that offer many platforms for artistic performance.

By creating a social media technology that encourages participation in the arts, and an easily shared cryptocurrency for rewarding artists, we believe the arts economy will grow, artists nurtured, venues strengthened, and, more broadly, society and culture nourished.

FAQ

What is EventCoin?

EventCoin is a cryptocurrency based on a derivative of Bitcoin. The currency was developed to support artists and venue owners who inspire patrons of the arts. EventCoin is integrated with Augvents, a social media platform that highlights and assists in discovering art and cultural events.

What gives EventCoin its value?

EventCoin derives its value from its use in the social media platform, Augvents. The Augvents platform provides supporters of the arts with an easy method of gifting artists and venues. As the use of Augvents grows and the ability to gift artistic talent made easier, demand for EventCoin will grow, adding value to the currency.

Is there a working prototype of the project or is it theoretical?

EventCoin exists. The first 100 blocks were mined, the mining operation suspended, and placed in a custodianship until the release of Augvents v2. Augvents v1 has been in use for over a year for testing and evaluation. Version 1 of Augvents was limited to the musical arts. Version 2 will include EventCoin and the many arts formally designated by the US National Endowment for the Arts. Augvents is undergoing design changes and a significant revision to its web, mobile app, and cloud services. The first version of the mobile app is still available on the App Store and Google Play for download and use.

What blockchain technology was used to create EventCoin?

EventCoin uses much of the same source code as Litecoin (LTC, ~\$100), making simple transactions quicker and more efficient. Similar to Litecoin, EventCoin is a "peer-to-peer cryptocurrency and open-source software project.... Litecoin was an early bitcoin spinoff or altcoin.... In technical details, Litecoin is nearly identical to Bitcoin." (Wikipedia, 2022)

How many EventCoins are there, and will more be added?

There are one (1) billion EVNT (EventCoins), meaning the maximum circulating supply of EventCoins will eventually reach 1,000,000,000. No additional EventCoins will be created. For comparison, Litecoin has a maximum circulating

supply of 84,000,000 LTC. When EVNT is fully mined in an estimated eight years, the circulating supply of EVNT will be approximately 12 times larger than Litecoin's maximum circulating supply.

How many coins are held by the company and founders?

The company, i.e., Augvents Inc., holds 250 million pre-mined coins in its treasury. Of this number, 100 million coins, with a sliding four-year restriction, will be allocated to the founders. The remaining 150 million pre-mined coins will be distributed and used for rewarding the company's advisors, patrons, service subscribers, i.e., venue owners and artists, and the company's referral marketers.

“The key to understanding any people is in its art: its writing, painting, sculpture.”

Louis L'Amour



*Sculptor – Alejandro Camargo, Escolásticas, Mexico.
(Hodges, 2022)*

Is the currency being mined, and how do I mine it?

Following its creation, the first 100 blocks of EventCoin were mined, and further mining suspended until the release of Augvents v2.

How many coins are awarded through mining?

When mining resumes, a reward of 100 EventCoins will be given for every block mined. The EventCoin Network aspires to process a block every minute, rather than Litecoin's 2.5 minutes and Bitcoin's 10 minutes. This speed allows EventCoin to confirm transactions in less than half the time of Litecoin and ten times faster than Bitcoin. When resumed, estimates place the time to mine an EVNT block at one (1) minute.

Will there be ways to obtain EventCoins other than mining?

Yes, plans call for EventCoins to be rewarded to artists and venue owners when purchasing the Augvents service. Artist will be gifted (2,500 EVNT) and venue owners (5,000 EVNT) per annual subscription. Individuals who download the free Augvents app and signup to become a patron will receive 500 EventCoins. Artists, Venues, and Patrons can obtain packets of 10,000 coins from the treasury for a service fee of \$50. Anyone participating in the Referral Program receives 500 EventCoins per artist or venue referral and an additional 10% commission on the referral's purchases. Anyone referring a patron receives 200 EventCoins. And finally, artists, venues, and patrons can exchange, gift, and receive EventCoins using the EventCoin wallet integrated into Augvents' v2 mobile app. The supply of EventCoins is dynamic. As the availability of EventCoins from treasury is diminished or the value of the coin increases, the size of gifts and rewards will change accordingly.

Is EventCoin available for purchase on an exchange?

At this time, EventCoin is not available for purchase on an exchange. The company hopes to add this service once it reaches an agreement for an Initial Exchange Offering (IEO) or ICO through a well-known, secure and reputable cryptocurrency exchange.

Can I use Augvents to discover where artists are presenting their work?

Download the free Augvents app from the App Store or Google Play. Launch the app to see where registered venues and artists are presenting or performing. Registration is free but required to use the app.

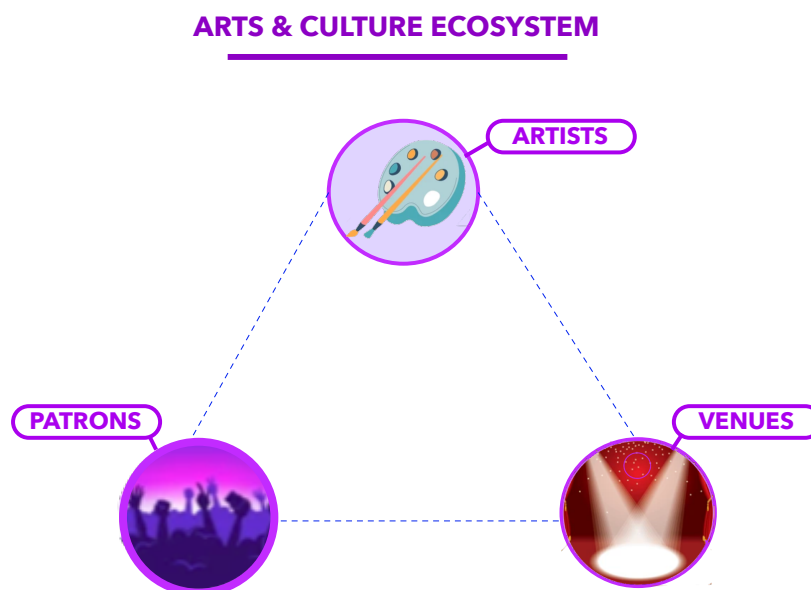
Problem Statement

SUMMARY

- The arts community consists of three groups: 1) artists, 2) venue owners, and 3) fans of the arts.
- Members of each group face their own sets of social and financial constraints involving the creation, performance, and appreciation of art.
- *Augvents* and *EventCoin* address each set of problems.

The arts and culture ecosystem consists of three groups: artists, venue owners, and supporters of the arts. Members of each group face their own sets of social, financial and logistical problems surrounding the enterprise and enjoyment of the arts.

Many of the issues are interrelated. Reducing these complications while adding an easy-to-use, secure and elegant reward system is the goal of *Augvents* and its integrated cryptocurrency, *EventCoin*.



Basic Problems

Artists need places to display, perform and exhibit their work. Details of this problem vary by art form, but for the most part, artists eventually need to be found, their work recognized and hopefully appreciated in some capacity. Finding the next venue can be difficult. The search can be stressful, surprisingly time-consuming, and often error-prone due to misunderstandings over terms and payment. Equally challenging is informing the public of where they will be and what they are showing while hopefully being rewarded.

SUMMARY: Where's my next venue and how do I let people know?

Venue owners are always looking for good talent. Often, that search is conducted without knowing how good that talent might be or what others think of the artist's work. Besides the personal experience and word of mouth, what does the venue owner have as guidance? Like the difficulties faced by the artists who are unaware of unfamiliar venues, venue owners are often unsure of the artist's talent, reliability, or honesty. And what methods are available to the venue owner to reward patrons for their support and encourage their return?

SUMMARY: Where do I find my next artist? What metrics can I rely on for an evaluation? How do I get people to come to the show and keep them coming back?

Supporters of the arts are themselves often searching for a show or performance of new talent or an old favorite. Hearing of a showing, finding its location, and the event's details can sometimes be unclear or just hard to find. In appreciation of the artist's work, admirers will often want to support the artist financially and say or do something to enhance the artist's reputation. In specific settings, a tip jar might serve the purpose. In other situations, it's nearly impossible to give a reward or let others know of your recommendation. A painting or ceramic in a gallery, a mural on the side of a building, or an artist discovered while strolling along a street fair are situations where talent is often recognized but challenging to reward without buying their work.

SUMMARY: Is there an arts event in town today, this weekend or next month? Who's showing or performing, and where will they be?

Worldwide, the problems faced by the arts community are largely the same:

- For the **artist** – showing your work, being acknowledged and rewarded.

Event Coin

- For the **venue** – finding good talent, encouraging attendance and keeping people coming back.
- For the **patrons**, the supporters of the arts – to learn of events and have more ways of supporting the arts and favorite artists.

Augvents and *EventCoin* are designed to address the basic problems faced by the arts community.

“To be an artist is to believe in life.”

Henry Moore



*Painter and Ceramicist – Carrie Day, in her studio. Bowling Green, Ohio.
(Dupont, 2020)*

Solution

SUMMARY

- The solution to many of the problems faced by artists, venue owners, fans, and patrons of the arts lies in creating a robust marketing application and integrated cryptocurrency that encourages networking, the flow of information, and gifting rewards among the three groups.
- Augvents simplifies the entry and updating of event information for artists and venue owners, making it instantly available to fans.
- EventCoin provides everyone participating in Augvents premier plans with a direct and immediate way to recognize and reward artists, venues, and fans.

The solution to the interrelated problems of those in the arts community lies in creating a simple-to-use social media application and integrated cryptocurrency. Their design is shaped by understanding the intricacies and struggles involved in the arts and culture ecosystem.

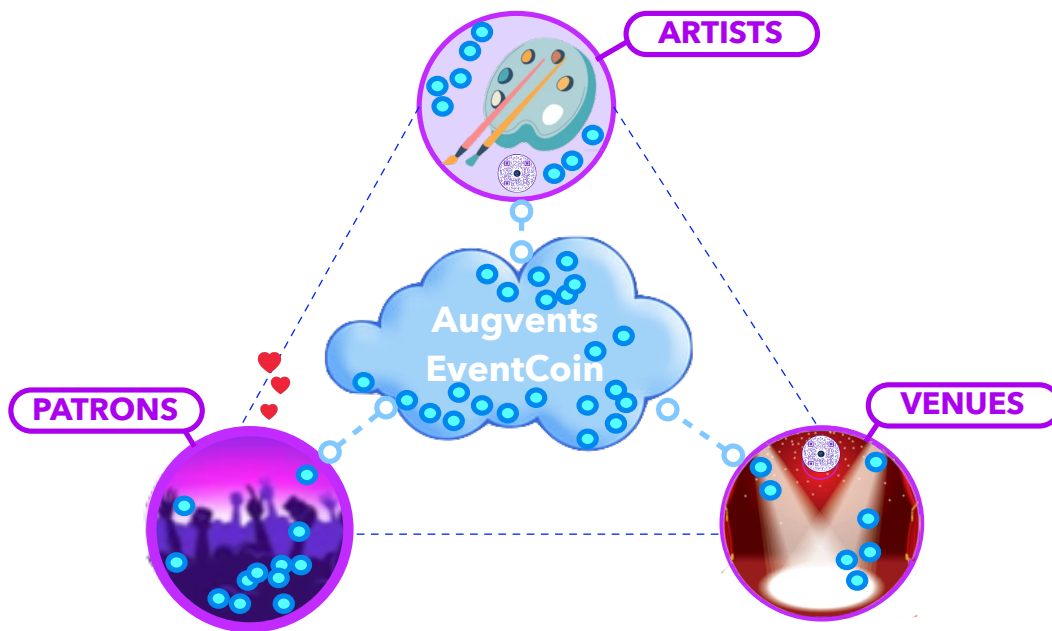
Augvents is a Progressive Web Application for the desktop and mobile platforms that simplify the entry and updating of event information for artists and venue owners. In addition to location, dates, and times, details about the venue and performance can be added along with media containing photographs and clips of past performances and showings. The information is available immediately online, can be automatically pushed to other social media platforms, and is especially important to the patrons wanting to know where and when their favorite artists will be showing.

The necessary recognition and rewards artists and venues depend on are distributed through *Augvents'* proprietary data analytics and integrated *EventCoin* wallet. Along with entering basic event information (free to all registered artists and venue owners), those purchasing *Augvents'* premier services can also evaluate artists/venues and, in turn, review summary evaluations of all other artists/venues in the system. The premier service includes a rebate of *EventCoins*. Premier service clients can additionally purchase Remote Estimates™, *Augvents'* proprietary analytics service

reporting patron demographics geolocated by event, and QR codes to simplify the sharing of *EventCoins* while providing additional audience analytics.

As illustrated in the Ecosystem Dynamics graphic, *EventCoin*, the integrated cryptocurrency, provides everyone participating in *Augvents* with a direct way to recognize and reward artists, venues, and patrons. Members of each group at different times have their reasons for wanting to reward others in the community – patrons wanting to reward artists for the beauty of a mural, joy experienced following a night of good food, drinks, and entertainment at a local venue, or the venue owner wanting to reward patrons and artists for their support of the business. All of these capabilities are provided securely through *EventCoin's* wallet.

ECOSYSTEM DYNAMICS WITH EVENTCOIN



“Music is divine. It can make you forget all your worries and take you to another world altogether.”

Karan Kapoor



*Songwriter, vocals, bass – Die So Fluid with front women Grog live on stage at Tavastia Club - Helsinki, Finland.
(Stryker, 2010)*

Product Story

SUMMARY

- Many people, maybe most, learn of art events relying on the same sources and methods they depend on for learning about other things happening around them. Even with the recent addition of powerful social media apps, searching for and discovering events can be difficult and time-consuming.
- This search process can be improved, and with it, a strengthening of the arts economy.

Even in a close-knit, arts-oriented midwestern university town of 30,000, it is not uncommon to hear, "I didn't know they were performing," or "I wish someone had told me her work was showing at the gallery." Or, in that same town, when a nationally ranked arts and music festival takes over the city for three days each September, people still report they didn't realize it was festival weekend.

Those voicing regrets at having missed a show are genuine, often wishing they still had a chance to catch the performance. Clearly, for those who depended on their friends for event information, the network was not working, or, at least, not effectively. But any explanation for missing events must also consider common personal feelings such as a lack of interest, focus, or sense of isolation and alienation as reasons for missing events. Nonetheless, there is a persistent inefficiency of informal communication networks and mass communication sources we rely on for information. Whatever the failings, many people, maybe most, are still largely unaware of art events in their community.

Community after community, whether large or small, people rely on the tried and true: hearing of events through the social "grapevine," reading about an event online or in the newspaper, noticing a poster at the grocery store, hearing something on the radio or overhearing bits of a conversation among strangers. By and large, we learn of art events using the same sources and methods we depend on to hear about other things happening in our community. Even with the recent addition of social media apps on our iPhones, our search strategy remains an information-gathering process

that's catch-as-catch-can; that is, whatever method or materials are available informs us about current and upcoming art events. This process can be improved, and with it, a strengthening of the arts and an expansion of their enjoyment.

Along with the difficulty of hearing about art events, there is also a need for more and better means of complimenting and rewarding artistic talent. Other than buying artwork, tickets to a performance, philanthropy, or voting for tax levies intended to support the arts, e.g., education, what other means are available to the average person for supporting/rewarding artistic talent? For many, purchasing art is not a financial option. Yet, many would enjoy participating in the arts more fully through a show of support for an artist with a simple online "thumbs up" evaluation, or a small, immediate financial reward delivered with an appreciation or a simple note of thanks transmitted anonymously.

More ways of supporting the arts are needed, even if those methods involve little more than making it easier to learn about art events and simplifying the rewarding of artists and venues.

With additional support, the arts ecosystem can be enriched, and the size of the population and quality of their participation in the arts increased. A process that acknowledges an artist's talent and directly rewards it using a cryptocurrency designed for that purpose will strengthen the art and culture ecosystem.

How It Works

SUMMARY

- *Augvents* is accessed online, and its mobile app is available on the App and Play Store.
- Registration is free and quickly completed on the desktop or mobile.
- The Premier Plans all reward users with *EventCoins*. And through its crypto wallet, members easily share and reward others in the *Augvents* system.

The *Augvents* app is free and available on the App Store or Google Play. Registration is straightforward and quickly completed on the desktop or mobile.

Registration is free and provides essential services. Supporters can search and discover artists and venues, map/route events, and approximate site locations by viewing augmented reality glyphs. Artists and venue owners have access to the same. Artists and venue owners also can add personal/venue information, address and location data, appearance dates, photos, and fliers as part of their free services.

Premier services offer considerably more to registered members.

Patrons – Supporters of the arts choosing to become patrons, provide basic demographic information (e.g., age, gender, education), agree to receive notifications or questions about their favorite venue or artist, and allow app Bluetooth sharing. No individual information provided is sold or shared outside the company. Personal demographic data are aggregated and used to prepare audience analysis reports as part of additional analytic services available to artists and venue premier members.

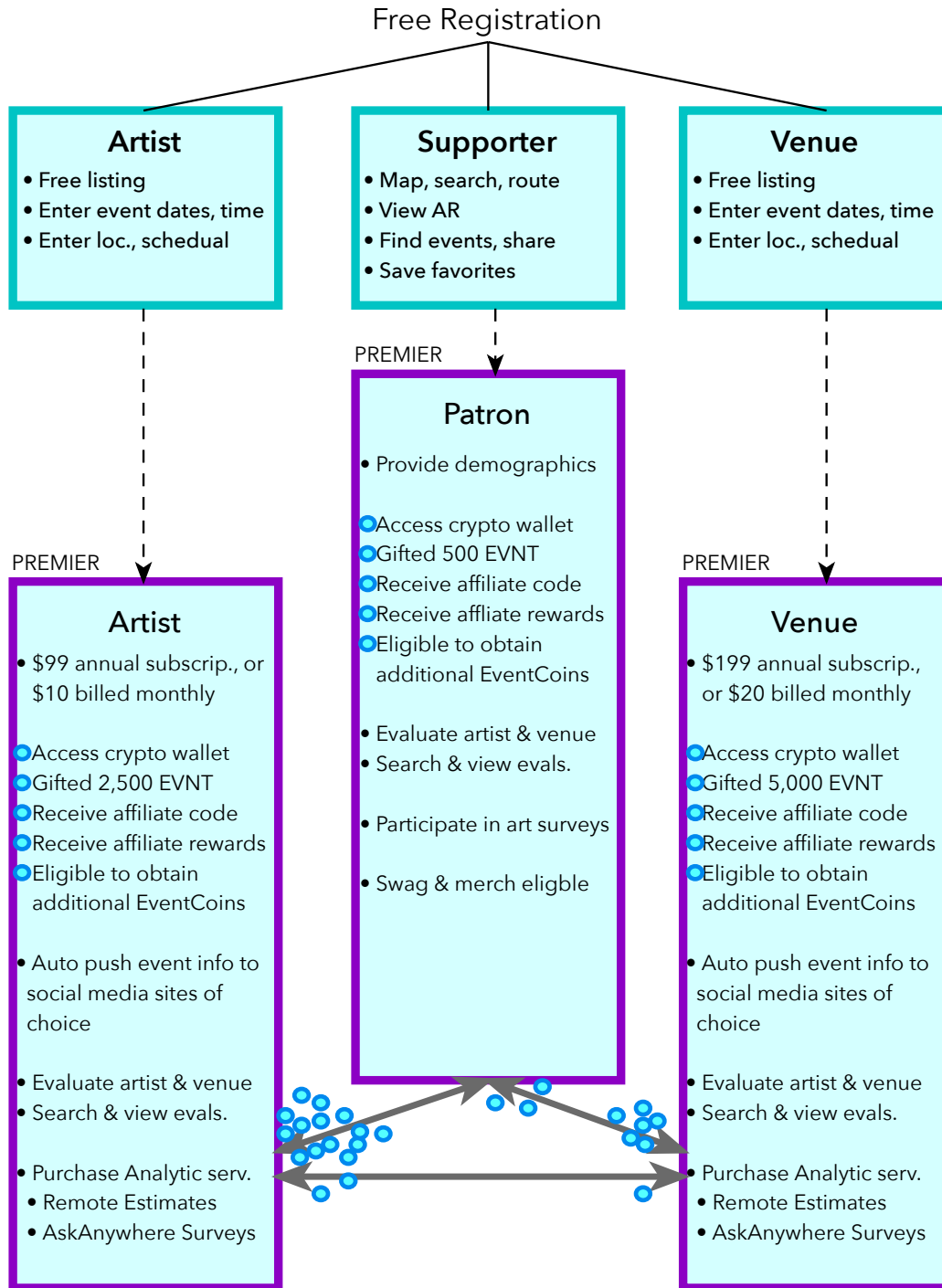
In return for becoming a premier member, patrons are gifted 500 *EventCoins* and an integrated cryptocurrency wallet, making it possible to share and receive *EventCoins*. A unique alphanumeric 6-character code is generated for use in the referral program. The code makes it possible for patrons to receive an additional 200 *EventCoins* for each referral plus 10% of the membership fee paid by referred artists and venue

owners. Patrons can view the overall evaluation of individual artists and venues, and submit their own ratings and gift of *EventCoins*.

Artists – The annual subscription fee for premier services is \$99, or \$10 billed monthly. Artists are gifted 2,500 (or 200 monthly) *EventCoins* and gain access to *EventCoin's* crypto wallet. Each subscriber is given a unique alphanumeric 6-character code for use in the referral program. As with other premier plan members, artists receive an additional 200 *EventCoins* for referrals plus 10% of artists and venue member signups. Artists also can view patron evaluations, select to have future event information automatically pushed to their social media accounts, and subscribe to *Augvents'* Remote Estimate analytic services.

Venues – The annual subscription fee for premier services is \$199, or \$20 billed monthly. With the subscription, venue owners are gifted 5,000 (or 400 monthly) *EventCoins* and gain access to *EventCoin's* crypto wallet. Each subscriber is given a unique alphanumeric 6-character code for use in the referral program. As with other premier plan members, venues receive an additional 200 *EventCoins* for referrals plus 10% of artists and other venue member signups. Venue owners also can view patron and artists' evaluations, select to have future event information automatically pushed to their other social media accounts, and subscribe to *Augvents'* Remote Estimate analytic services.

Augvents/EventCoin Plans



Our Market

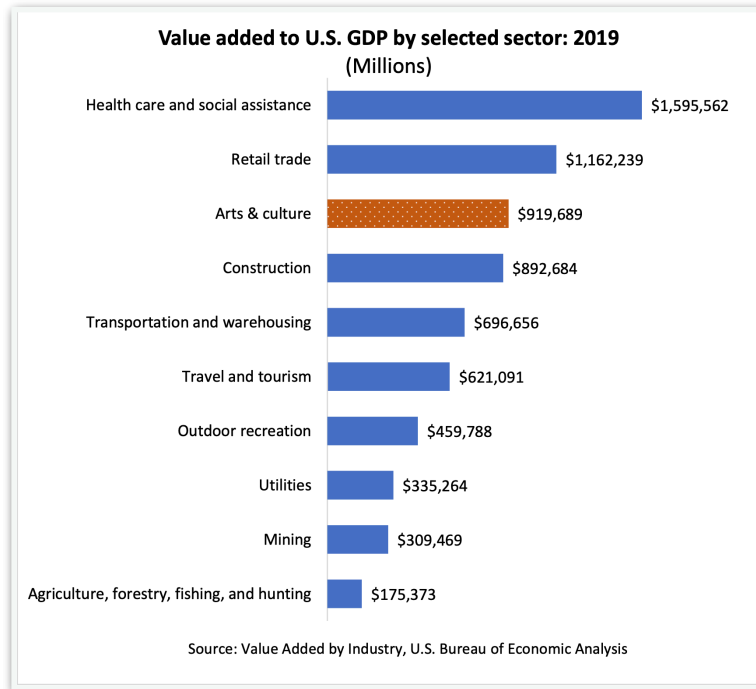
SUMMARY

- The United States arts and culture economy is the third largest sector in the U.S. economy.
- More than five million individuals are employed in the arts and cultural sector, and nearly 2.5 million are artists. Another roughly 333,000 workers hold secondary jobs as artists.

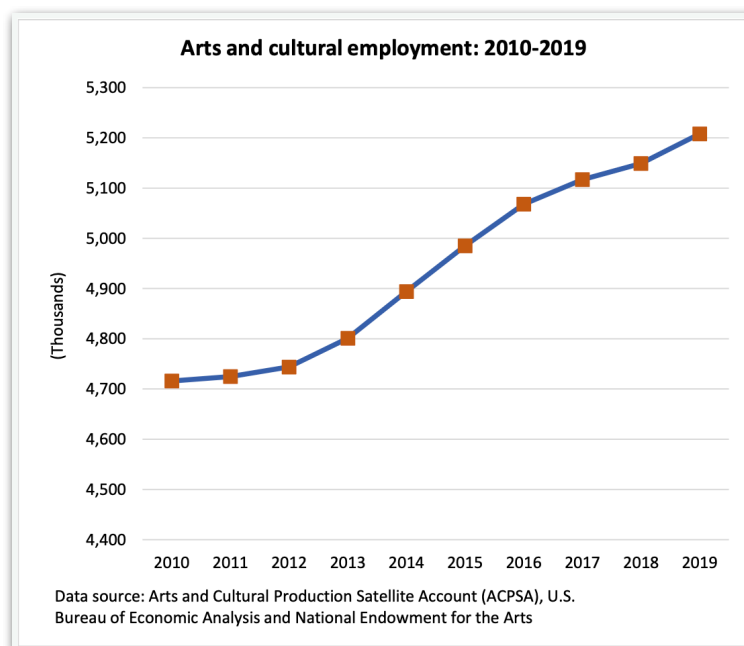
The arts and culture sector of the U.S. economy is enormous, contributing more than the output of either Sweden or Switzerland (Florida, 2019) with a significant impact on culture and habits through its influence on opinions, styles, and social norms.

Augvents and *EventCoin*'s market – artists, venue owners/managers, and patrons, i.e., arts supporters – make up a large share of the sector, forming the essential segment of the economy's overall arts and culture sector.

The Value of this market – charted in **Value added to U.S. GDP by selected sector: 2019** – is the third most valuable sector in the economy, contributing nearly one trillion dollars to the United States' GDP. (National Endowment for the Arts, 2019) Perhaps surprising to many, arts and culture outstrip other significant sectors of the economy, including construction, transportation and warehousing, travel and tourism, and agriculture.



As shown in **Arts and cultural employment: 2010-2019**, In 2019, more than five million individuals were employed in the arts and cultural sector of the economy, with the industry producing more than 200,000 new jobs between 2015 and 2019 and generating roughly \$446 billion in wages 2019. (National Endowment for the Arts, 2019)



Of the more than five million individuals employed in the arts and cultural sector, nearly 2.5 million are artists, either self-employed or wage-and-salary workers. Another roughly 333,000 workers hold secondary jobs as artists. Artists are 3.6 times as likely, as other workers to be self-employed. (National Endowment for the Arts, 2019)

The National Endowment for the Arts reports that spending on the arts in 2019 was up, with consumers spending \$28.5 billion on admissions, movies, and original entertainment. Another indicator of strength underlying this segment of the economy.

And while the arts and culture economy is geographically concentrated in states such as New York and California, and large metro areas, the NEA reports the arts sector of the economy has grown rapidly in other parts of the country including states such as Washington, Georgia, Utah, and Nevada. These findings suggest broadening interests and appreciation of the arts for entertainment, excitement, and pleasure.

The arts and culture sector is neither distinct nor independent of social change and modern society's major institutions. What has developed is a merging of this segment with other institutions, including science, technology and business management, which are significant drivers of regional economic development. It would be a mistake to view today's economy as little more than high technology when the data suggest that it should more accurately be considered a broadly creative economy in which the arts and culture play a critical role.

The opportunities for growth in this economy sector are substantial not only due to the sector's size but its dynamism and potential for further rapid development.

Competitive Landscape

SUMMARY

- The number of online event marketing and search services is extensive and diversified. Many players are well-known marketing and search powerhouses such as Ticketmaster, Eventbrite, Facebook, Yelp, Google, and others.
- Although most artists and venues use one or more event marketing services, they aren't necessarily the best choice due to fundamental inefficiencies.
- *Augvents* and *EventCoin* are explicitly designed specifically for the large, underserved marketplace usually ignored by the major competitors.

Augvents, an event marketing, search, and location service, and its integrated cryptocurrency, *EventCoin*, face competition on several levels.

The number of online event marketing and search services is large and diversified, reflecting the market's size, complexity and value. Event marketing and search powerhouses Ticketmaster, Eventbrite, Facebook, Yelp, Google, Bandsintown, CloseSeats, Fever, Songkick, StubHub, SeatGeek, and others provide excellent service for better-known performers, musical arts, and large venues in the major metropolitan areas. Young artists, those just starting, small venues, non-musical arts, and smaller markets, on the other hand, are underserved.

The costs of establishing ties with small venues and new artists are the key factors that make it difficult for primary online search services to cover the many up-and-coming young artists and the tens of thousands of venues in smaller cities. And while *Augvents* and *EventCoin* can serve the big acts, large venues, and major markets, it is the many thousand-more unknown, underserved artists, venues, and cities that need covering.

The underserved, many of whom are showing their work for the first time in popup locations, coffee shops, bookstores, local pubs, and other small venues – the great

good places – can be reached by *Augvents* and benefit from *EventCoin*. *Augvents*' customers are all hoping to be found by artists and patrons of the arts in their area and recognized and rewarded with *EventCoin*.

This is *Augvents*' market, an enormous underserved marketplace largely ignored by the major competitors. These are *Augvents* and *EventCoin* future clients waiting and hoping to benefit from the coordinated use of technologies linking talent, venues, and fans with targeted social media and cryptocurrency.

“If murals serve as mirrors of political change, then the 20th century’s tumultuous struggles have been widely reflected.”

Sarah Jilani



Street artist Julien Malland, Paris, France
March 2022



Street artist Eric Ze King, Paris, France
March 2022



Italian street artist known by the name of 'Laika'
Rome, Italy, March 2022



Muralist Maximiliano Bagnasco
Buenos Aires, Argentina, March 2022



Mural of Putin, Hitler, and Stalin on wall of PKM Gdansk
Jasien train station - Gdansk, Poland, March 2022



Mural depicting Ukraine’s capital Kyiv under siege
Cardiff, Wales, March 2022

The art of war: Artists around the world leave their mark in support of Ukraine. (Jeffery, 2022)

Customer Acquisition

SUMMARY

- Customer acquisition is based on friendships and shared appreciation for the arts.
- The *Augvents/EventCoin* Referral Program lies at the heart of obtaining and keeping customers.
- New customer referrals receive a gift of *EventCoins*, and, in the case of artists and venue referrals, 10% of the membership fee.

The customer lifecycle model outlines the fundamental approach guiding *Augvents'* customer acquisition strategy. Efforts at attracting and convincing customers to adopt *Augvents* and *EventCoin* are rooted in the belief that personal relations based on respect, friendship, and a shared appreciation for the arts should guide us in our marketing, sales, customer relations, and retention efforts.



Social media, direct sales, podcasting, and advertising at *Augvents* venues will be a part of the overall effort to acquire new customers. However, the essential part of the plan rests on the *Augvents/EventCoin* Referral Program.

As illustrated, the referral program is rooted in the informal network of relations among fans, artists, and venues. These relations, coupled with the program's reward plan, are intended to provide organic growth in acquiring new customers.



All *Augvents* premium customers, i.e., patrons, artists, and venue owners, are eligible to participate in the referral program. During signup, Premium members receive a referral code to share. Those who sign up for Premium memberships receive *EventCoins*, plus *Augvents* services. Those referring new customers will receive an additional gift of *EventCoins*, and, in the case of artists and venue referrals, 10% of the membership fee.

“The difference between fashion and art is that fashion is art in movement.”

Carolina Herrera



Lakshmi Menon at the Badgley Mischka Fall 2009 Show New York City, USA (Zimbio, 2009)



Lakshmi Menon at the Jean-Paul Gaultier Fashion Show Paris, France - (Zimbio, 2009)

Use Cases

By integrating *Augvents* generated artist/venue QR codes, patron analytics, access to the artist/venue database, and *EventCoin*, there is a wide range of possible use cases for the currency.

City Sculpture Parks - By entering the artist's name or QR code, it is a simple matter to identify the artist in *Augvents*' database, view their other work, text a word of support, or an immediate gift of *EventCoins*.



Art Festivals - Given the crowds and many excellent artists showing at juried fairs, it isn't easy to buy everything you like. However, with *EventCoin*, it is easy to quickly leave a favorite artist or two with praise and a gift of *EventCoins*.



Great Good Places - You've worked around the clock to create, staff, and find the talent to turn it into one of the local favorites, but keeping it going is tough. It would be fantastic if you had something to strengthen the ties between your establishment and the patrons and artists. It would help if you had a way to say thanks for your support while taking the pulse on what customers are thinking.



Musical Performances - There may be a tip jar, so always look for that, but in case there isn't, or you're too embarrassed to walk up, find them in the database or their *EventCoin* QR code if it's displayed, and send them the gift they deserve for a fantastic night of music!



Murals - One hundred thousand murals, a million? The art is beautiful, and the message is often powerful. Scan the QR code on the wall and send the artist a crypto gift to recognize their work. The GPS coordinates will accompany the present, so the artist knows which of their murals was appreciated.



Coin Allocation

SUMMARY

- A total of one billion *EventCoins* has been allocated. No additional coins will be added to this total.
- Seventy-five percent (750m) of the billion coins are un-mined.
- One quarter (250m) of the total is pre-mind and allocated accordingly: Founders (100m), advisors (40m), the ecosystem (50m), and a possible ICO/IEO (60m).

A total of one billion *EventCoins* are allocated. When the maximum circulating supply of *EventCoins* reaches 1,000,000,000, no additional *EventCoins* will be added. This total is distributed in two categories, with 75 percent of the coins un-mined and the remainder set aside for compensation, rebates, and a potential ICO/IEO.

Un-mined Coins (75%) *EventCoin* value resides mainly in the un-mined pool of 750 million coins. Successfully mining one block, which is estimated to take one to two minutes, is rewarded with 100 *EventCoins*. The halving period is four years in duration, keeping with the standard Bitcoin schedule.

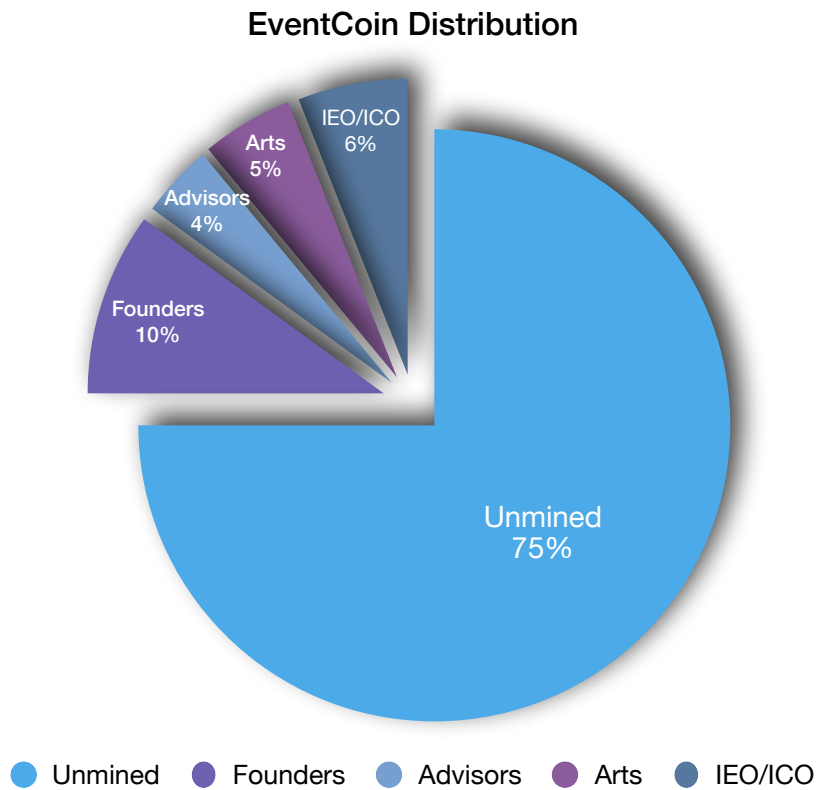
Founders (10%) The Founders are committed to long-term growth. Shares of their 100 million pre-mined coins will be vested over four years with a one-year "cliff." In other words, 1/4 of their shares vest after one year. After the cliff, 1/36 of the remaining shares (or 1/48 of the original grant) vest each month until the four-year vesting period is reached. After four years, they are fully vested.

Advisors (4%) There are several advisory groups guiding the venture – financial, legal, technical, and artistic. Members of these groups are essential and will be rewarded accordingly.

Arts and Culture Ecosystem (5%) Supporters of the arts who become Patrons, along with Artists and Venue Owners who purchase Premium Services, receive rebates for their memberships. Patrons will be gifted 500 *EventCoins*. Members in the Artists

and Venue categories receive 2,500 and 5,000 *EventCoins*, respectively. Members can obtain additional *EventCoins* in blocks of 10,000 for a fee of \$50 per block.

ICO/IEO (6%) A block of 60 million pre-mined *EventCoins* is reserved for use in a potential ICO/IEO.



EventCoin Technology

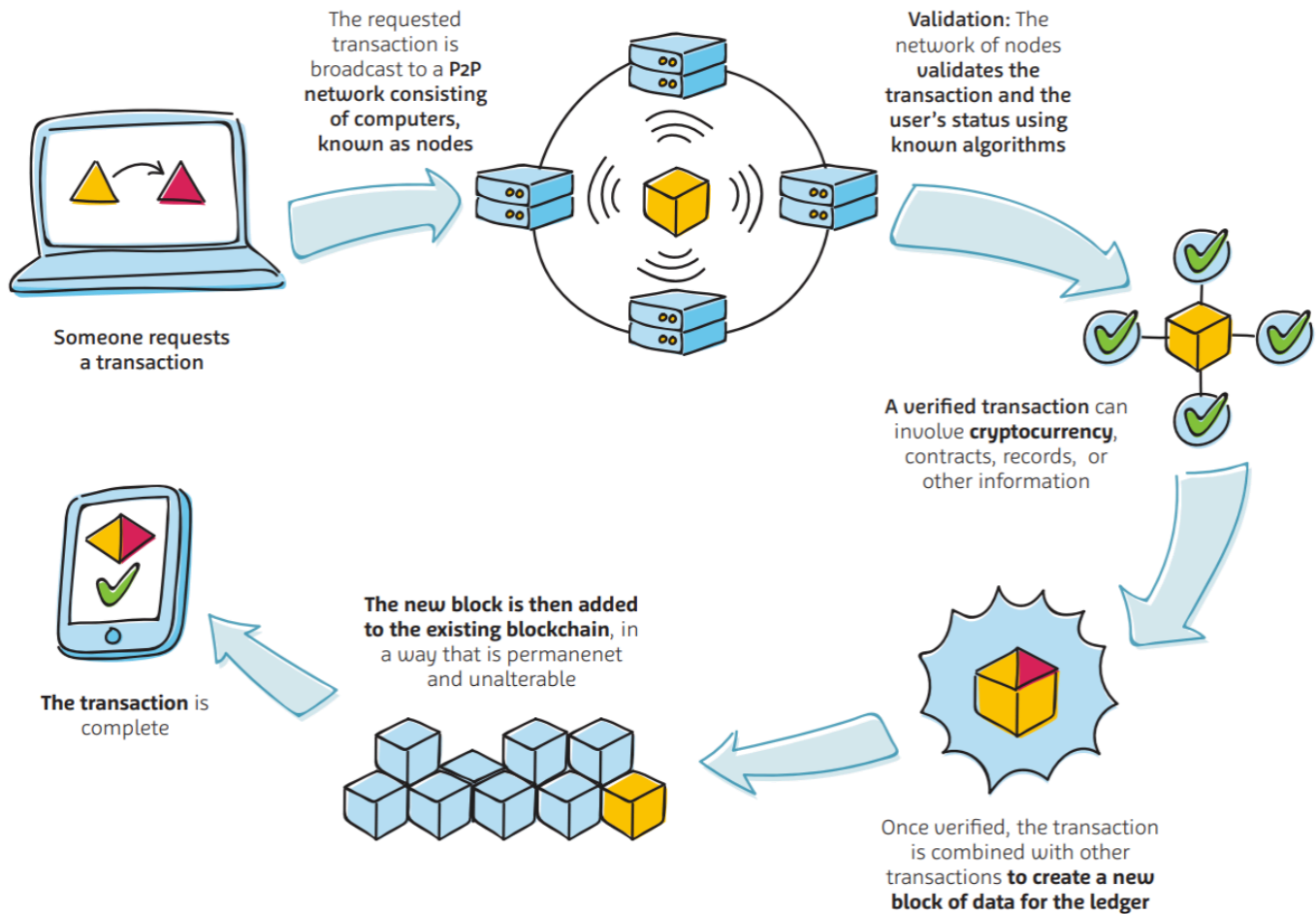
SUMMARY

- A cryptocurrency blockchain is a list of sequentially connected data structures, or “blocks,” containing information about transactions involving that currency.
- The complete record of this blockchain is stored on a globally distributed network, with copies of the blockchain held on the computers that support it. This distributed network is the backbone of how all blockchains, and by extension, all cryptocurrencies, maintain their integrity while also allowing user participation in the mining and economic transactions.
- *EventCoin* is a customized blockchain currency based on the source code of the popular Litecoin, a derivative of Bitcoin.

Blockchain Fundamentals

A blockchain, at its core, is a list of sequentially connected data structures. These “blocks” contain relevant information, generally meta-information about the block, unverified transactions, and target nonces [*nonce is the* abbreviation for “number only used once.” In cryptocurrency mining, it “...is a number added to a hashed–or encrypted–block in a blockchain that, when rehashed, meets the difficulty level restrictions. The *nonce* is the number that blockchain miners are solving for.”] for future block mining. (Frankenfield, 2021)

While digital currencies are the most prevalent use of the blockchain, blockchains can facilitate transactions of almost any asset, as long as it is digitally represented. The complete record of this chain is held on a globally distributed network, with copies of the blockchain being held on the nodes that support it. This distributed network is the backbone of how all blockchains, and by extension, all cryptocurrencies, maintain their integrity while also allowing user participation in the process of mining and economic transactions.



These distributed networks are a revolutionary way to solve the “double-spend” problem in electronic currency, a form of fraud in which a spender can use the same currency in two separate transactions simultaneously, effectively spending it twice. This problem has historically been solved using a trusted intermediary, i.e., a bank, to provide a central record of transactions and fund accounts. Globally distributed ledgers replace this centralized transaction record with a decentralized network of nodes, each containing a copy of every transaction made on the network. These nodes update each other, relay transaction info over the internet, and rely on a consensus method to determine the “correct” ledger. Once consensus is reached concerning a transaction, the transaction is permanently set in the blockchain, becoming increasingly secure as more nodes build on top of the blockchain contained within. All said a publicly distributed blockchain makes it much harder to steal metaphorical cookies from a jar by allowing the public to see any potential hands reaching in.

Cryptocurrency Basics

While not all blockchains in today's world are implemented for virtual currency, the first significant distributed blockchain network was created for the cryptocurrency Bitcoin.

Created by Satoshi Nakamoto, Bitcoin was the first widespread implementation of a globally distributed ledger. Bitcoin, and by extension most cryptocurrencies, work by leveraging the blockchain's consensus system to provide a secure method of exchanging currency on the open market. As transactions within the market happen, they are compiled into a pool of transactions included in the next block to be produced, thus placing those transactions into the permanent record once the majority of the network verifies the block. Blocks are produced by a process colloquially referred to as "mining," but it is really a proof-of-work system.

Mining entails solving a cryptographic puzzle. When solved, the miner has the right to add a block to the ledger and earn new coins. Currently, a successful *EventCoin* miner is rewarded with 100 coins.

Mining begins with the previous block's target nonce, i.e., a 32-bit hexadecimal number that is hashed into a 256-bit code. The goal of mining is essentially to find a hash that, when put back through the hashing algorithm, is less than or equal to that of the target. Miners then use their machines and the related computing power to make guesses at the target, and, once they find an acceptable solution, they can produce a verifiable block. This block is then attached to the end of the blockchain, allowing the transactions held within to be verified. The new changes are then broadcast to the rest of the network to ensure the blockchain is up to date.

Bitcoin incentivizes mining by providing rewards to the mine in two forms. First, for successfully mining a block, the user is rewarded with "new" bitcoins provided by the system. These coins are then accessible by the miner to spend as they wish. Additionally, miners collect a "tax" in the form of a transaction fee from the other users who have made transactions within the network and have a need for their transactions to be confirmed. The transaction fees can also affect the order in which transactions are given priority in getting added to the blockchain. Those willing to pay a higher fee are given preference. These fees have the side effect of helping to

provide longevity to the currency. As block mining becomes less profitable, transaction fees will rise as the space for transactions in blocks becomes a more coveted commodity. Eventually, the primary reason for mining will become these fees rather than the actual block rewards.

Blockchain Security

An essential feature of many blockchain applications is security, and the technology is designed to reflect that. First and foremost, while there are many different hashing algorithms available today, the ones used by the major cryptocurrency blockchains are among most cryptographically secure -- meaning the risk of direct interference in mining is low. Second, cryptocurrency provides a great deal of anonymity for its users, as its use is based on the standard public/private key technology and requires no more identification than a public key to send/receive currency. While there are now many wallets and trading applications with accounts similar to other applications, most crypto wallets are effectively a set of blockchain addresses, which can be stored in several ways -- online and in "cold" wallets -- that require no identifying information.

Lastly, the distributed network and consensus system provides inherent security to the blockchain by making it incredibly difficult to corrupt the blockchain without controlling a majority of the nodes in the network, which, for the biggest networks, is effectively impossible. This is due to how the network determines which blockchain is the "correct" chain. Nodes determine the correct chain simply by choosing the longer chain. This means that if a node with malicious intent intends to double-spend their coins or otherwise make a faulty transaction, they need to become the longest chain. They achieve this by either controlling 51% of the network (unlikely) or mining blocks faster than the entirety of the rest of the network to ensure that their incorrect blockchain becomes longer than the healthy chain, thereby making their branch of the chain the primary chain. However, this is incredibly difficult to do for several reasons.

First, if some product is involved, say a transfer of digital artwork, the seller will often require several confirmations before the piece is sent/transferred. This relates directly to the number of blocks the seller requires to be mined after the transaction is entered into the blockchain, thereby solidly cementing the transaction into the record more and more. This translates to an immediate disadvantage to the user trying to double-spend their coins. The number of blocks mined above the block the transaction is stored in gives a head start to the healthy blockchain that the criminal

user must overcome to build the unhealthy chain longer than the healthy chain. Keep in mind the criminal node has less, often vastly so, computing power than the rest of the network. This correlates to a much-reduced chance of being able to mine the next block.

Say we are being generous and give the criminal node a 1/10 chance to be the one to find the next hash and mine the next block. With an even start, there would be a 1/10 chance that the criminal node would mine the next block and have the longest chain, thus successfully double-spending their coin. However, in the 9/10 chance that the remaining network produces the next block, the criminal node must now mine two blocks in a row to become the longest, reducing their chances to 1/100. Their chances continue to decrease exponentially if the healthy network continues to mine blocks.

Additionally, the number of confirmations a seller requires for any given transaction essentially provides a head-start for the healthy network. Say we need five transactions. Our criminal node must now produce six blocks in a row to outstrip the healthy network but still only has a 1/10 chance of finding the next block, resulting in a 1/105 chance of getting their double-spend verified. The whole situation devolves very quickly into the gambler's problem (Teow, 2017), making this form of attack on the network hard to pull off and not incredibly profitable for the cost required to do it effectively. All said, the structure of the technology makes it much easier and more profitable to mine coins legitimately.

EventCoin

EventCoin is a customized blockchain currency based upon the source code of the popular altcoin, Litecoin. *EventCoin* uses much of the same source code as Litecoin, with changes made to make simple transactions quicker and more efficient. *EventCoin* is designed to produce a block approximately every minute, compared to Litecoin's 2.5 minutes or Bitcoin's 10 minutes, providing users with the ability to make more confirmations in a short time period. This facilitates quicker transaction times, which is essential in the real-world scenarios *EventCoin* is designed to operate in. *EventCoin* was also implemented as a fresh blockchain, allowing Senecio to take advantage of pre-mined coins to incentivize the use of *EventCoin* through various avenues. The fresh blockchain also provides us with the ability to easily develop the integrations into existing applications without the weight of a large blockchain.

EventCoin

However, the first 100 *EventCoin* blocks have been mined to provide the necessary block heights to allow for mining reward confirmations.

EventCoin can also be accessed through its wallet application, without needing to run a full *EventCoin* node. Through this wallet, users can send and receive *EventCoins* with little to no technical knowledge of blockchain or cryptocurrency technology. Additionally, the wallet provides functions to view and change information related to a user's account, e.g. account balances, settings, etc. This wallet currently resides in a separate desktop application, but the incorporation of *EventCoin* into Augvents v2 will include integrated wallet functions to allow users an easy way to interact with *EventCoin* through the app.

“Art enables us to find ourselves and lose ourselves at the same time.”

Thomas Merton



*Qawwali Singer – Nusrat Fateh Ali Khan. WOMAD 1985. Mersea Island in Essex, England.
(Kalia, 2020)*

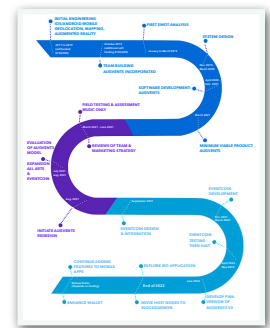
Augvents & EventCoin Roadmap

SUMMARY

- Mapping, augmented reality, and BLE research, design, and engineering work on *Augvents* got underway in 2017.
- The MVP was released in early 2021.
- *Augvents* redesign begins in August 2021, with *EventCoin* design and integration beginning in late 2021.
- *EventCoin* undergoes development from October 2021 to March 2022.
- Reengineering *Augvents* begins summer 2022.
- Pursuit of venture capital 2022-23.

The illustration on the following page highlights the path followed in the initial stages of *Augvents* and *EventCoin*. *The final section marks out the platform's future.*

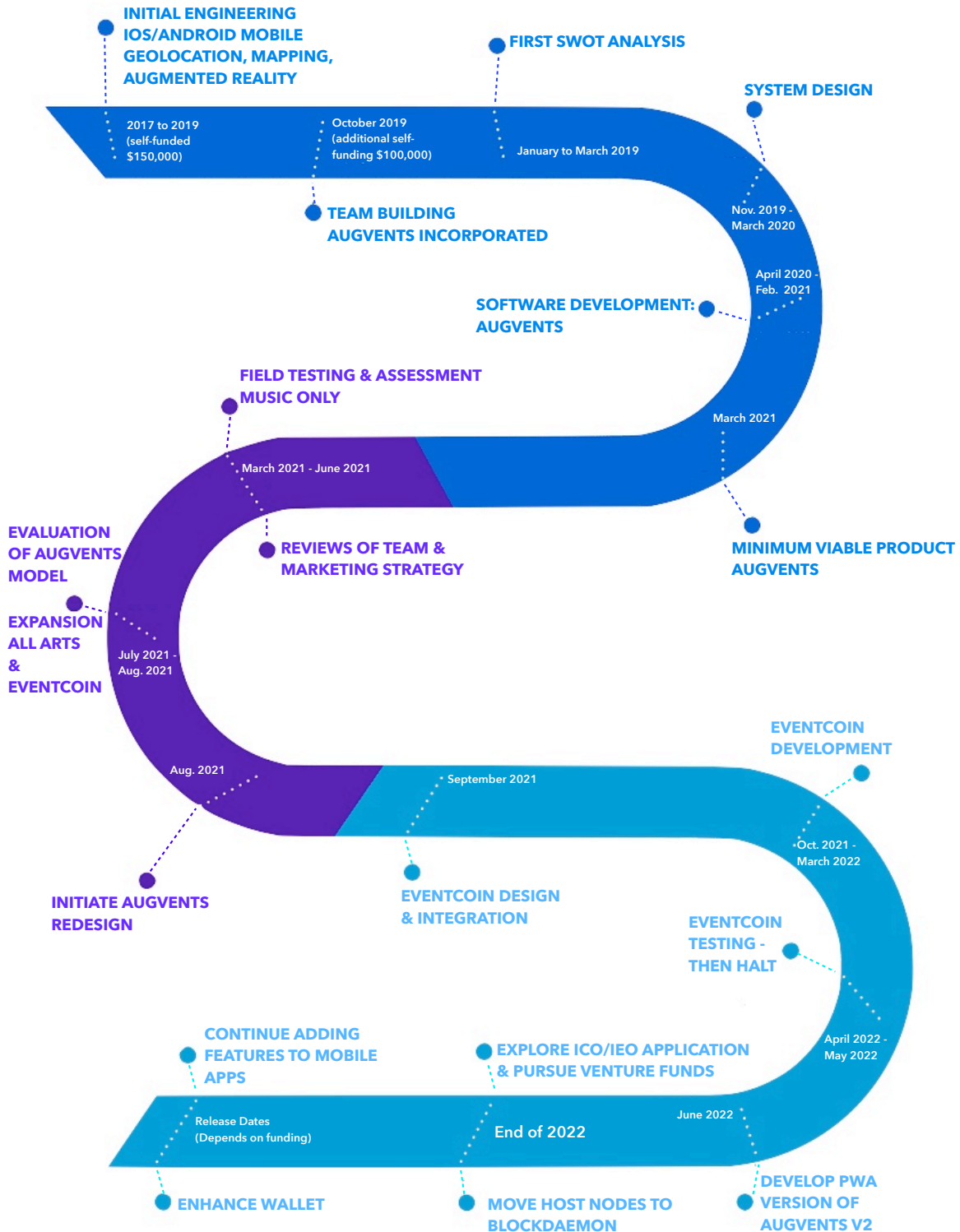
In 2017, the decision was made to concentrate engineering efforts in geolocation, mapping, and augmented reality. The company viewed these technologies as fundamental to the planned science, education, and public service-oriented mobile software initiatives. Those early efforts led to the development of three exploratory apps for iOS and Android. The first was a census application – **This Area** – that provided a user with U.S. Census population and housing data at the Block Group level for the nine-block area around the user's location. This effort was quickly followed by – **Public Places** – an app for mapping and, with augmented glyphs, viewing any one of 11 different public services, e.g., police, fire, emergency services, within a 10-mile radius of a user's location. This effort was quickly followed by a privately contracted Bluetooth low energy (BLE) panic button system for the hospitality industry. The plans and design for *Augvents* grew from these early research efforts.



As described in the **Product Development** section of this whitepaper, the experiences of artists and venue owners shaped the initial design of the *Augvents* platform. Following the MVP version of the *Augvents* platform and a series of field tests and SWOT analysis, the decision was made to redesign the platform and include an integrated cryptocurrency to strengthen the informal bonds among participants in the arts.

The development and testing of *EventCoin* are complete but now awaits 1) the redesign and development of *Augvents* v2, 2) the integration of *EventCoin*'s wallet into the platform, and 3) the infusion of additional funding to finish the platform and strengthen the management and sales teams necessary for the venture's expansion.

Roadmap



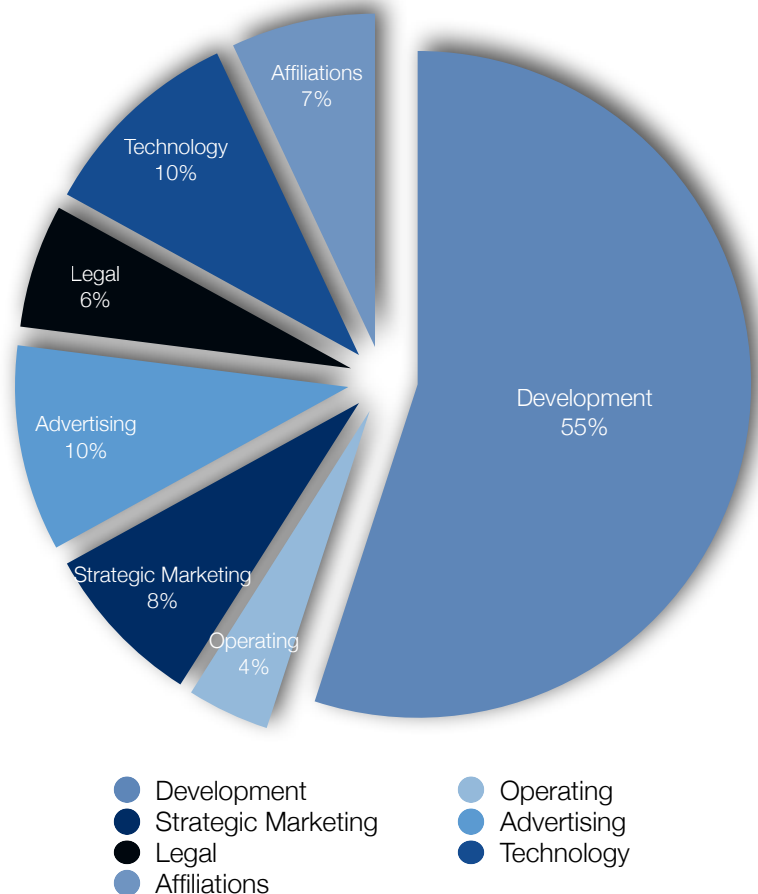
Allocation of Funds Raised

All funds raised will further develop and maintain the *Augvents* and *EventCoin* platform.

More than half of the funds, i.e., 55%, will strengthen the development and management team, with the lion's share committed to engineering, testing, and distribution.

Operating capital requires 4%, with another 6% going toward legal work to ensure EventCoin complies with all regulatory standards and *Augvents* privacy and best practices policies. Strategic marketing (8%), web advertising (10%), and recruiting affiliates (7%) will go to increase awareness of the platform and attract more users. Ten percent (10%) will go into technology improvements for node security and server upgrades.

Allocation of ICO/IEO/Venture Funds



Team

Founders



David Coddling

Co-Founder & Technical Advisor

An automation engineer, Dave is the founder and president of SAI, www.sai.us, a leader in workflow and building automation systems serving the hospitality industry and large corporate centers. SAI's newest venture involves co-generation energy plants, an extension of their work in the facility control industry, and a field Dave believes is ripe for DeFi tokens.



Robert Charles Green, Ph.D.

Co-Founder & Computer Science Officer

Rob is the founder and owner of All Code, LLC and an Associate Professor of Computer Science at Bowling Green State University. He consults on software architecture design and directs large-scale data analytics for clients in the alternative energy and healthcare industries. His research expertise is in Computational Intelligence and High-Performance Computing.

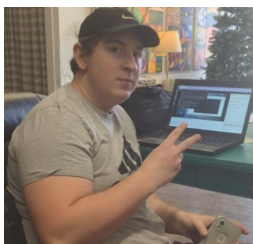


Jerry W. Wicks, Ph.D.

Co-Founder, Designer & Chief Strategist

His software designs have received seven NIH SBIR awards as a demographer, technologist, and entrepreneur. His mobile applications incorporating augmented reality and Bluetooth-based geolocation are available on the App Store and Google Play. He is Professor Emeritus of Sociology, former Dir. of Survey Res. Center, Bowling Green State University, and founder, Senecio Corporation.

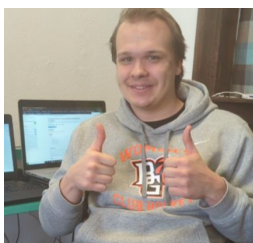
Programmers



Christopher J. Fyfe

Software Engineer

Chris is a senior at Bowling Green State University studying computer science specializing in data analytics. Already an accomplished programmer with experience in several languages and technologies, including, but not limited to, JavaScript/React, NodeJS, MongoDB, and crypto. He enjoys exploring new and emerging web technologies, solving New York Times Crosswords, and drinking unhealthy amounts of espresso.



Mitchell Pandy

Software Engineer

Mitch is a recent Computer Science and Geology graduate from Bowling Green State University and recipient of Geology's Golden Hammer Award as the top student. Currently a computer science graduate student and programmer at Senecio Corp, Mitch programs in Swift/Xcode, Ionic/React/Capacitor/Nodejs, MongoDB, Postgres, and is enthusiastic about Crypto.

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“He who controls the past controls the future. He who controls the present controls the past.”

George Orwell



*Author – George Orwell, writing the satirical attack on the totalitarianism of Stalin and Hitler, 1984.
(Lynskey, 2019)*

APPENDIX A

General Disclaimers

This whitepaper is not a final version of the document. The document is provided for information only. None of the information provided can be considered a public offer or a reason to take action. *Augvents, EventCoin*, affiliated parties, and associated individuals are not liable for the consequences of any decision made regarding the use of *EventCoin*. These materials (the “materials”) are not intended to be an offer to sell or a solicitation of any offer to buy any security or other financial instrument or invest in *EventCoin* and are intended for information, illustration, and discussion purposes only. As of July 25, 2022, these materials are not complete or final, may be estimated, are subject to change, and do not contain all material information regarding investment, including specific information about an investment’s risks. The offering of the *EventCoin* has not been registered, qualified, or approved under any securities, futures, financial instruments, capital markets, or exchange control legislation, regulation, or ordinance of any jurisdiction. You should carefully read *EventCoin*’s documents and consult with your advisors. An “investment” in *EventCoin* is speculative and involves risks, which you should understand before investing, i.e., time, energy, or money. *EventCoin* will fluctuate in value, whatever that may be, especially over short periods. Opinions, assumptions, or statements regarding future events or forward-looking constitute only subjective views. Outlooks, estimations or speculation surrounding *EventCoin*, should not be relied on, are subject to change due to a variety of factors, including fluctuating social and political conditions and economic factors, and involve inherent risks and uncertainties, both general and specific, most of which cannot be predicted or quantified and are beyond the control of *EventCoin* and *Augvents*. *EventCoin* has no obligation to update or keep current any information or projections contained in these materials. There can be no assurance that the coin will ever be issued. *EventCoin* is subject to complex, evolving, and extensive U.S. and foreign laws and regulations. Therefore, there is no assurance that purchasers will receive a return on their investment if the coin is traded.

EventCoin has limited operating history, which makes it hard to evaluate. Coin holders generally will not have voting rights or the ability to influence *EventCoin* or *Augvents*’ decisions. *EventCoin* and *Augvents* may be forced to cease operations. *EventCoin* may not successfully develop, market, launch, or integrate the *EventCoin* wallet system into *Augvents*; even if launched, the *EventCoin* wallet system may not be widely adopted and may have limited users and could be subject to significant competition. Prices of blockchain assets are highly volatile, and fluctuations in the price of digital assets could materially and adversely affect *EventCoin*’s business. *EventCoin* holders shall not be entitled to any utility functionality as part of the coin. Nevertheless, the company expects to provide certain additional benefits to holders of the currency in the future (the “discretionary benefits”); these will not be a part of the terms and conditions of the coin but rather benefits voluntarily provided by the company to coin holders.

APPENDIX B

Understanding Crypto Taxes

The following is for INFORMATIONAL, ILLUSTRATION AND DISCUSSION PURPOSES ONLY. At no time is the information contained within this whitepaper to be considered investment, legal, or tax advice. *EventCoin* is not to be considered an investment opportunity and those taking part are advised to read both this whitepaper and our General Disclaimers in **Appendix A** before doing so.

The following information and more can be found in the Coinbase article titled, "Understanding crypto taxes: How is crypto taxed in the U.S.? Your guide to the 2021-2022 tax season." Readers are encouraged to read the full article (see link below).

Readers are also encouraged to review the article on cryptocurrency gifts and donations. (Lodha and Chandrasekera, 2020) Readers are encouraged to obtain professional tax advice from a Certified Public Accountant when completing their tax filings.

To understand if you owe taxes, it's important to look at how you *used* your crypto in 2021. Transactions that result in a tax are called **taxable events**. Those that don't are called **non-taxable events**.

Not taxable

- **Buying crypto with cash and holding it:** Just buying and owning crypto isn't taxable on its own. Tax is often incurred later when you sell, and its gains are "realized."
- **Donating crypto to a qualified tax-exempt charity or non-profit:** If you give crypto directly to a 501(c)(3) charitable organization, like GiveCrypto.org, you may be able to claim a charitable deduction.
- **Receiving a gift:** If are given crypto as a gift, you're not likely to incur a tax until you sell.
- **Giving a gift:** If give crypto as a gift, you're not likely to incur a tax unless your gift exceeds \$15,000 per recipient. More than that and you will need to file a gift tax return.
- **Transferring crypto to yourself:** Transferring crypto between wallets or accounts you own isn't taxable.

Taxable as capital gains

- **Selling crypto for cash:** You will owe taxes if you sell your crypto for more than you paid for them. If you sell at a loss, you may be able to deduct that loss on your taxes.
- **Converting one crypto to another:** When you use bitcoin to buy ether, for example, you technically have to sell your bitcoin before you buy a new asset. Because this is a sale, the IRS considers it taxable. You'll owe taxes if you sold your bitcoin for more than you paid for it.
- **Spending crypto on goods and services:** If you use bitcoin to buy a pizza, for example, you will likely owe taxes on the transaction. To the IRS, spending crypto isn't that much different from selling it. You need to sell the asset before it can be exchanged for a good or service, and selling crypto makes it subject to capital gains taxes.

Taxable as income

- **Getting crypto in exchange for goods or services:** If you accept crypto in payment for a good or service, you're responsible for reporting it as income to the IRS.
- **Mining crypto:** If you [mined](#) crypto, you will likely owe taxes on your earnings based on the fair market value (often the price) of the mined coins at the time they were received.
- **Getting an airdrop:** You might receive airdrops from a crypto company as part of a marketing campaign or giveaway. Getting an airdrop is taxable as income, and you'll need to report the amount in your taxes. [See the latest IRS guidance on airdrops](#)
- **Receiving other incentives or rewards:** This list isn't comprehensive – there are a variety of reasons why you might receive free crypto. These can include rewards from [Coinbase Earn](#) or incentives like getting \$5 in bitcoin for referring a friend to a crypto exchange. Regardless, you'll need to report these as income.

See: https://www.coinbase.com/learn/crypto-basics/understanding-crypto-taxes?src=tokenrivia_cta&utm_source=lterable&utm_medium=email&utm_campaign=campaign_3673529

APPENDIX C

Privacy Policy

Your privacy is important to us. Augvents' policy is to respect your privacy regarding any information we may collect from you across our website, <http://augvents.com>, mobile apps, or EventCoin's crypto wallet.

We ask for personal information only when needed to provide a service to users. We collect it by fair and lawful means, with your knowledge and consent. We also let you know why we're collecting the data. Data will use mainly for creating summary demographic and opinion reports provided as a service to artists and venues to improve their presentations and services. We also collect information about the make and model of your mobile device, the date and time you search, and your location at the time of each search. Again, these data are for internal statistical analysis of trends and differentials in patterns of use and analytical reports, not for use or resale to third parties.

We access the camera for required use in augmented reality, external storage for your sharing of screenshots, and location services necessary for mapping and search.

We only retain collected information for as long as necessary to provide you with your requested service. We'll protect what data we store within commercially acceptable means to prevent loss and theft and unauthorized access, disclosure, copying, use, or modification.

We don't sell or share any personally identifying information publicly or with third parties, except when required by law.

Our website and mobile apps may link to external sites, such as the App or Play Store, that we do not operate. Please be aware that we have no control over the content and practices of these sites and cannot accept responsibility or liability for their respective privacy policies.

Your continued use of our app will be regarded as accepting our practices around privacy and personal information. If you have any questions about how we handle user data and personal information, feel free to contact us.