

0. Legal Disclaimer

This document is strictly private, confidential and personal to its recipients and should not be copied, distributed or reproduced in whole or in part, nor passed to any third party.

THIS DOCUMENT IS FOR INFORMATION PURPOSES ONLY AND SHOULD NOT BE RELIED UPON. THIS IS NOT AN OFFERING CIRCULAR, INFORMATION MEMORANDUM OR ANY OTHER FORM OF OFFERING DOCUMENT. TIP BLOCKCHAIN NETWORK INC. (TOGETHER WITH ITS RESPECTIVE DIRECTORS, MEMBERS, OFFICERS, EMPLOYEES OR AFFILIATES) MAKES NO REPRESENTATION OR WARRANTY, EXPRESS OR IMPLIED, AS TO THE FAIRNESS, ACCURACY, COMPLETENESS OR CORRECTNESS OF THIS CONTENT. NOR DOES THE COMPANY ACCEPT ANY RESPONSIBILITY OR LIABILITY WHATSOEVER FOR ANY LOSS OR DAMAGE HOWEVER ARISING FROM ANY USE OF THIS CONTENT OR ARISING IN CONNECTION WITH IT.

THIS DOCUMENT DOES NOT CONTAIN OR CONSTITUTE, AND SHOULD NOT BE RELIED UPON AS, AN OFFER OR INVITATION TO MAKE AN OFFER OR TO ACQUIRE ANY SECURITIES IN ANY JURISDICTION.

BY ACCESSING THIS DOCUMENT, YOU ACKNOWLEDGE, ACCEPT AND AGREE TO THE FOREGOING.



Token Model



1. Token Model

1.1 One Sentence Overview

Tip is a self-sustaining economy where businesses discover new ways to understand and interact with users based on the various transaction data generated in the offline world.

TIP does this in 2 ways

1. One-stop-shop platform where both users and businesses can easily transact in crypto without leaving the platform
2. Discovery blockchain where businesses can translate the nuanced purchase behavior of users into an opportunity

By incentivizing users and developers to share and build something with the offline transaction data, TIP will discover countless ways where users and businesses can creatively interact with one another.

1.2 Dual Token Model

Before we go into details it's important to note that TIP will have 2 token model in order to address the volatility issue of cryptocurrency.

1. TIP - Token that fluctuates in price based on the growth of the TIP ecosystem (TIP represents 2 things. Piece of the pie of the TIP ecosystem as well a conversion token that can be converted into TS to do day-to-day purchases)
2. TS (TIP STABLE) - Stable token that you can only buy using TIP that will be used in day to day transaction within TIP (always equivalent to value of USD)



Volatile nature of cryptocurrencies make them undesirable in day-to-day use. This is due to many reasons including limited use of cryptocurrencies (imagine if USD is only used for trading and nothing else, it would just as be volatile if not more) or maturity of the market (another victim of trading where supply and demand constant changes). Once the market matures and cryptocurrencies have more uses other than trading, it is our hypothesis that in long term the price will eventually begin to stabilize.

However we still need to solve this issue until the market matures so with the 2 token model, what Tip is trying to do are 2 things.

1. Create a barrier between trading token and the day-to-day transaction token so that the tokens used to do day-to-day transactions are shielded from external variables
2. Reduce the number of times users are exposed to price volatility in day-to-day transaction (instead of thinking about it every time, users are only thinking about it when they are converting from TIP to TS)

1.3 Phases

In order to achieve this ecosystem there will be 2 phases

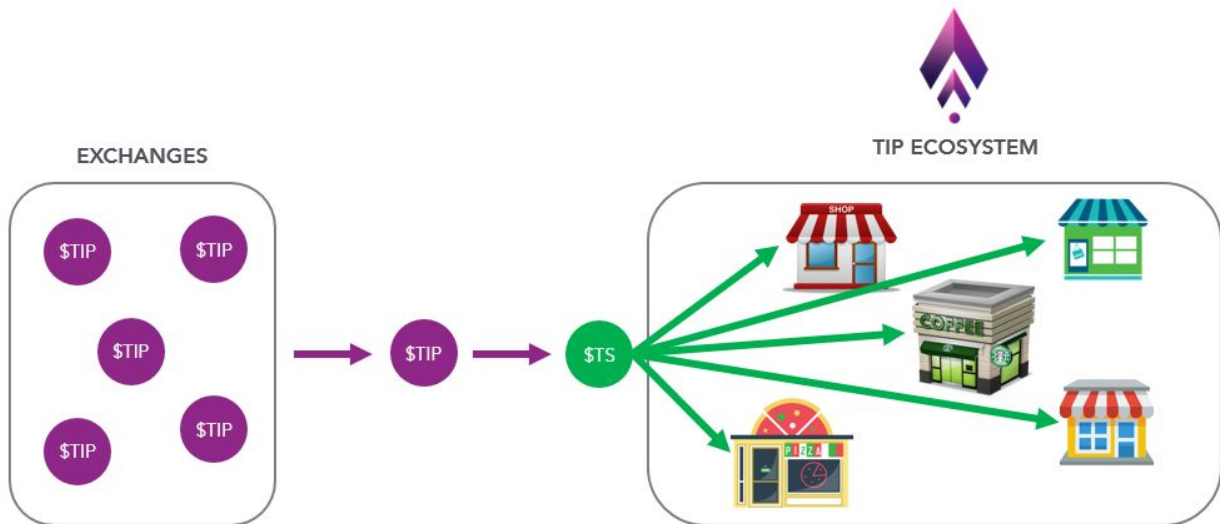
1. Adoption - Creating a one-stop-shop platform for businesses and users to seamless use crypto in the offline world
2. Discovery - Building a blockchain that will store all the user transaction metadata (ie. location, time, demographic or purchased item) generated from offline transaction so new opportunities can discovered from the patterns and insights within the data

Now that's all been briefed let's get down to the token model and how it fuels Tip.

1.3.1 Phase 1 - Adoption

The following token model focused purely on gaining adoption through incentives.

Users first obtain TIP from various exchanges and use that to convert into TS (Stable Token) to be used in the ecosystem. As mentioned above this reduces the frequency of times users are exposed to price fluctuations and they don't have to think about the price conversion everytime they are purchasing something in the ecosystem.



This means most of the transactions done in TIP ecosystem will be done in TS.

In Phase 1 TIP collects 1.5% transaction fee in TS from all the transactions that occur within TIP ecosystem (this is still competitive compared to existing credit cards who charges anywhere between 2.5% – 3.5%) that is distributed back to the users in a form of cash back.

The model starts by collecting 1.5% transaction fee in TS from all the transactions that occur within TIP ecosystem (this is still competitive compared to existing credit cards who charges anywhere between 2.5% – 3.5%)

The 1.5% TS goes back to the customers in 2 ways

1. The 0.5% is evenly divided among the people in the network - Regardless of how much you spend
2. The remaining 1.0% is distributed in a vendor by vendor basis. If you are among the TOP 80% of the spenders then it's divided proportionally based on how

much you spent at "THAT SPECIFIC" Store - This builds loyalty and repeated businesses for businesses

Ex. Let's say there are 4 stores A, B, C, D

This is the total amount of transaction collected from each store (1.5% of the transaction fee)

- A - \$10
- B - \$20
- C - \$30
- D - \$40

The 0.5% - Making every user an active user on TIP

Now the 0.5% of total amount is distributed every week or 2 weeks to all the "ACTIVE" users (Users who have spent TS in the past week – This way the users have an incentive to keep using the system) in the network equally which means

$$\{(10+20+30+40) * 0.5\} / \text{number of people in the network}$$

This model does 2 things.

1. First, it incentivizes EVERY user (whether they are heavy or light user) to constantly be active and spend TS in the ecosystem which creates a healthy level of liquidity
2. Second, it incentivizes users to replenish their wallet because they will always have some balance remaining in their wallets. This constant influx of 0.5% in their wallet will entice users and drive more TS into the ecosystem

The remaining 1.0% - Building repeat businesses for merchants within TIP

After skimming the 0.5% off the top, the remaining 1.0% is distributed to the 80% of the people that spent the most money in "EACH store"

A: \$10 - 2 = 8, \$8 divided proportionally into the top 80% based on how much they spent. So if someone is a loyal customer and has 10% of the total transaction volume in Store A, they will get 10% of the \$8 (\$0.80)

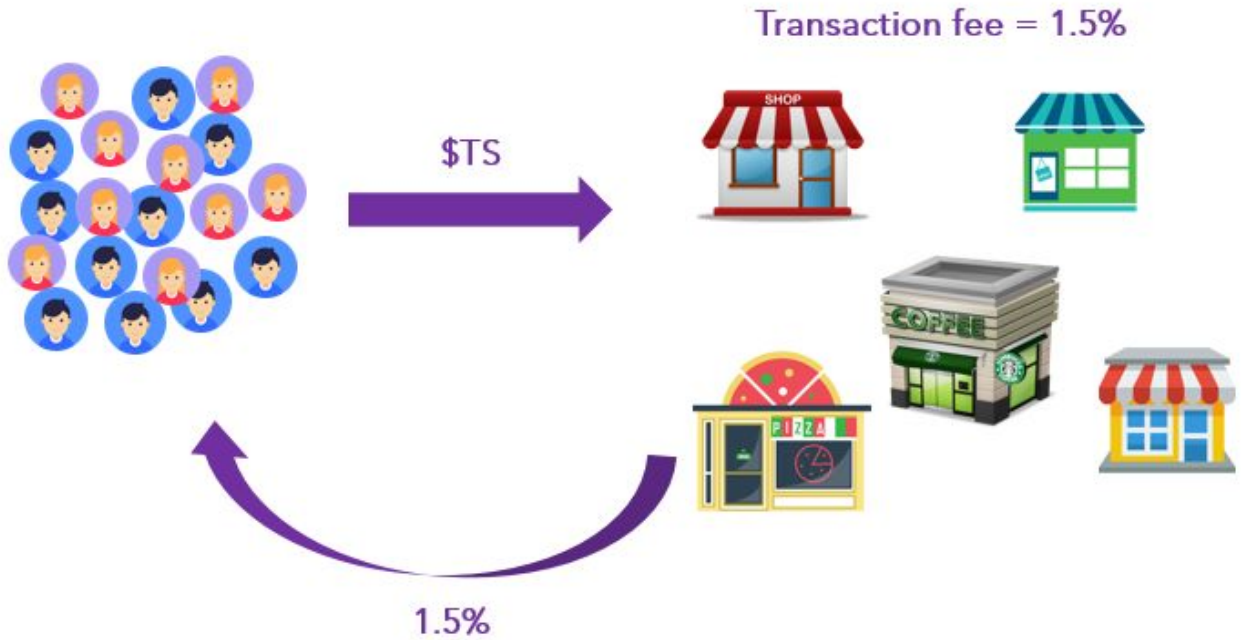
This incentivizes people to become loyal customers to the shops which merchants will love. And If someone is a loyal customer, they'd rather use TIP then Cash because it

will allow them to benefit off the cashback they will be getting. This builds loyal and strong community between users and merchants.

In order to drive actionable changes for the users, we will be looking into creating an interface that shows where you are ranked on each store, so users who are close to the 80% will be incentivized to spend more to be in the top 80% percentile.

Diagram of the Token Model

Basic Flow



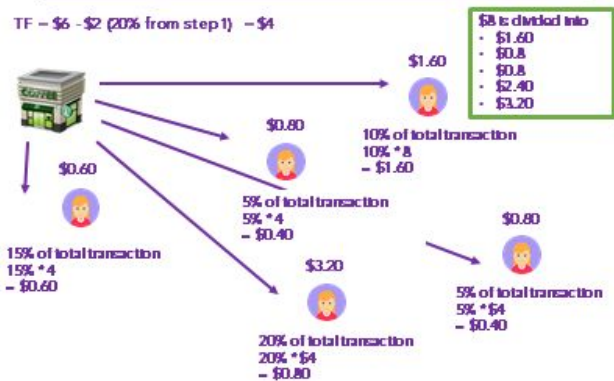
1.5% is distributed in 2 WAYS

= Everyone in the network

0.5% (33.3% of Transaction fee) divided by number of people in the network (Regardless of how much they've used TIP)

= (By each store) Top 80% of the people who spent the most amount in individual store basis

1% (66.6% of Transaction Fee) in each store is divided proportionally to top 80% people based on their spend amount



1.3.2 Phase 2 - Discovery

Requirements

The following 2 conditions need to be met before we can begin Phase 2

1. A healthy ecosystem built upon active businesses and users transacting in TS
2. Completion of TIP blockchain which has the ability to store metadata generated from offline user transactions (i.e. location of the customer & shop, time when the item was purchased, personal information about customer (age, sex, etc), price of the item purchased and SKU # of the purchased item), as well as the functionality for developers to build services and DApps using those metadata.

Players

There are 3 players in the Discovery phase

1. Users - Users in the TIP ecosystem who are purchasing with TS and sharing that data
2. Creators - Developers creating apps within the ecosystem using the offline user transaction data
3. Buyers - People buying the service created by creators

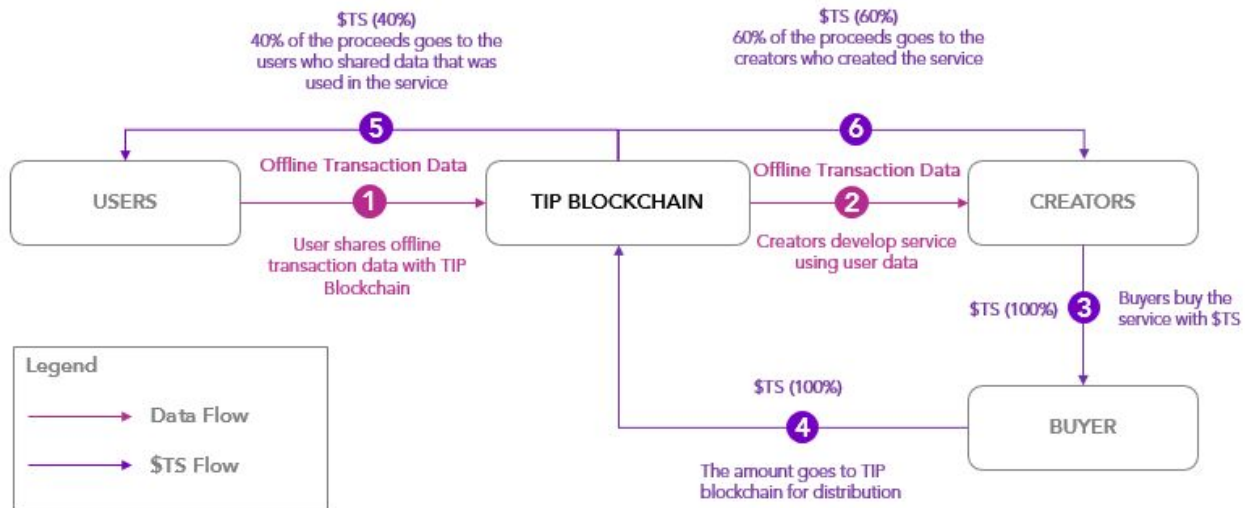
Business Flow

What does a business flow look like in the TIP ecosystem?

The TIP ecosystem begins and ends with the user.

1. First user sets how much information they want to share (users will be incentivized to share more information. More on this later)
2. Based on the setting, the offline transaction data that the user generates in their day-to-day purchases are sent to the TIP Blockchain
3. Creators take this data to develop a service or a DApp that will add value to buyers (3rd party advertisers, vendors in the network, users, etc)
4. Buyers buy the services developed by Creators using TS and the amount get distributed between Users who shared the data in that specific service (or application) and the Creators who created the service.

Business Flow



Scenarios

1. **Marketing to high net worth Individuals** - ABC Luxury decides that they want to target high net worth individuals so converting their TIP to TS, they find a DApp where they can push their discount codes to people with over 100,000 TS in their balance. This costs 10,000 TS which is divided between Users (40%) and Creators (60%) who shared and built the DApp. (By incentivizing users to share more types of data that was not available before, we can open a whole new possibility into how marketers and businesses understand customers)
2. **Just in Time Promotion** - User buys a bagel from ABC Bagel. As soon as this happens ABC Cream Cheese is notified that the user is in close proximity. ABC Cream Cheese sends a promotional discount for 30% off cream cheese at their store to get the user into the store.
3. **Mass Targeting** - A creator builds a DApp where you can see surge of pizza purchases in Area A between 12PM - 2PM. ABC Pizza purchases a promotion package using TS where for 2 weeks between 12PM - 2PM all the people in Area with history of buying pizza is given a 20% discount to ABC's Pizza. The proceeds are divided among creators and users who are targeted.

1.4 Justification behind Token Design

Volatility

Until crypto community as a whole find a solution to volatility (whether that is through maturity of the market or more uses of crypto other than trading), TIP's dual token model will protect TS (TIP STABLE) from external market pressure. By doing this TIP drastically reduces the number of occasion where user has to think about price volatility and give them peace of mind when doing day-to-day transaction with TIP.

Supply of Tip Stable

TIP poses an interesting alternative to the existing dual models. Users are able to buy as many TS as they want using TIP. However the total amount of TIP that can exist is limited to the current market cap of TIP. For example regardless of how much TS exists in the ecosystem, if market value of TIP is 1 Billion and TIP is \$2 each then the total amount of TIP tokens that can exist are 500 million.

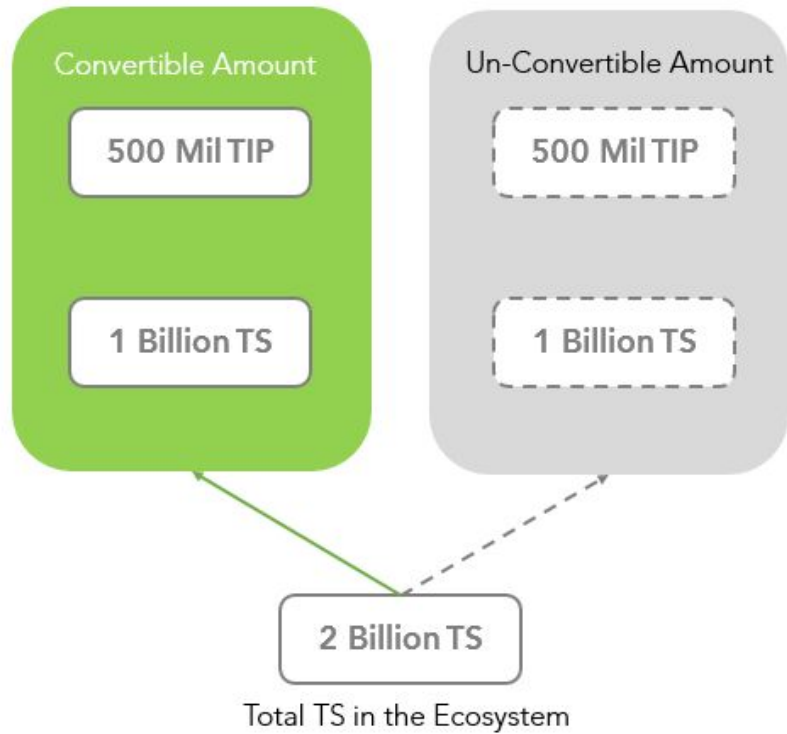
This is interesting model for 2 reasons.

1. It creates an independent ecosystem within TIP where instead of relying on outside variables, businesses and users agree to do business in TIP
2. It encourages users to use the token instead of constantly converting it back to trade it
3. Because all the incentives are paid in TS, people already have TS in their wallet which incentivizes them to use it to do day-to-day transactions
4. Most importantly it prevents a scenario where unbalanced number of conversion from TS to TIP exceeds the current market share and breaks the ecosystem

TS Conversion Restrictions

Market Information

- Market Cap = 1 Billion
- TIP = \$2
- Tip Stable (TS) = \$1



The biggest issue with having a separate stable token is that there might be excess supply that can't be converted back into TIP. In the diagram above we can see that even though there is 2 Billion TS that exists in the TIP ecosystem, only 1 Billion of those can be converted back to TIP. The rest circulates in the ecosystem creating an independent economy. This means that if you want to convert TS to TIP, it's limited to what the market share of Tip is at that point and there must always be a counterparty willing to convert from TIP to TS.

1.5 DPoS - Delegated Proof of Stake - How TIP sustains itself

TIP will achieve DPoS in two phases.

Phase 1: Ethereum Network

Our goal is to deliver a solution to market as soon as possible. Thus, the first phase of our platform will be built on the battle tested Ethereum Network. Usernames will be stored on chain and each node will be able to query for users. Transactions by username will also be supported.

Phase 2: Tip Blockchain

Usernames and data stored on chain. Interplanetary file system (IPFS) used as backing store for large data sets. All information is indexed on chain for fast lookup.

As a network participant TIP will be receiving 15% - 20% of additional 10% TIP token that are created each year. TIP will be using this to maintain operation until enough infrastructure is built to be completely decentralized

Details

- Consensus: Delegated Proof of Stake (DPOS)
- Full Nodes: 99 Delegates
- Block Time: 8 seconds
- Transaction fee (Between Users): 0.1%
- Block Reward: 24 TIP (decreasing by 4 TIP every year or 3,504,000 blocks)
- Token Emission: 259,200/day or 94,608,000 year 1 (9.46%)
- Tokens per delegate: 955,636 (year 1)
- Tip Blockchain Inc to own 15-20% of the delegate pool
- Transactions per second: 1,000, scale up to 8,000

In contrast, emission rate for other currencies

- Dash = Year 1: 17%
- Ethereum = Year 1: 15.1%
- Lisk = Year 1: 15.7%
- Monero = Year 1: 19%
- Neo = Year 1: 0%, Year 2: 30%

*More detail about TIP's DPoS can be found in the whitepaper

2



Adoption



2. Adoption

Why will users use it

In the early days

- The constant influx of TIP rewarded to active users
- Incentive based on use level on each store
- Convenience of being able to complete everything on mobile phone

In the future

- More features that will enrich the TIP ecosystem and allow users to make better decisions based on insight
- Global reach where you can use it anywhere in the world

Why will vendors use it

In the early days

- Repeat customers - Merchants that are early adopters will begin seeing repeat customers and others will follow suit to not to miss out on the opportunity
- Free for Merchants - Up to \$10,000 in yearly transaction amount will be covered by the TIP network using the 15% stake of the yearly minted tokens (This works because as more transactions happen in the network (thus more transaction fees), the value of TIP will also go up with it thus being able to handle the transaction fees by selling minted tokens)

In the future

- Network effect incentivizing businesses that are not on TIP to get onboard in order to not miss out on new customer opportunity
- Ability to see insights about customers and reach out to target market directly on one platform
- Able to take advantage of TIP global ecosystem and expand globally in an instant

How will we deal with volatility?

We will be mitigating volatility in the following way

- Priced in Fiat – The price of the items will be in fiat initially and will automatically adjust based on what TIP price is
- Spot Transaction – Merchants will have the option to immediately convert their TIP to Fiat if they wish to
- Maturity – As cryptocurrency market matures the volatility will decrease over time
- Use Cases – As TIP is used in more and more day to day activities (and not just trading) it will become more resilient



Acquisition Model



3. Acquisition Model

CORE IDEA

Create strong communities within 1) the target geographical market and 2) the target industries that will benefit the most based on the token model. Start with the crypto community and slowly spill out to the mainstream community.

3.1. Choosing the Target Location and Industries

Our acquisition plan will be focused on building strong communities within geographic locations and industries that have an appetite for the unique nature of our token. Once we release our chat-wallet, we will begin identifying

1. ideal geographical locations
2. ideal industries that we will begin our acquisition efforts

3.1.1. Target Geographical Location

WHERE we begin our acquisition, will depend on the areas that best meet the following criteria.

- Places that have high concentration of TIP supporters (from the ICO, Airdrop, and the users in our community (telegram, facebook, etc)
- Places that already have existing crypto adoption (places with high concentration of shops already accepting bitcoin as payment)
- Places that use cash as a prominent method of payment (Novelty of not having to carry around cash will make it for easier adoption)

3.1.2. Target Industries

WHAT industries we will target, will depend on the industries that best meet the following criteria.

- Businesses that already have crypto adoption (Crypto Media, Online/Offline shops with Bitcoin Payment, etc)
- Businesses that are easily replaceable – We'll be able to provide repeated businesses via our token model (Restaurants, Cafes, Nail Salons, Convenient stores, Online Shops)

3.2. Strategy for User Acquisition

After identifying the target geographic location and industry, TIP will focus on acquiring users that match those criteria.

Acquisition of user is divided into 2 big phases

1. Getting users onboard on our chat application
2. Getting Merchants onboard to our Merchant POS system

3.2.1. Getting users onboard on our wallet/chat application

This phase is about getting users on to our platform and facilitating active peer to peer transactions

After the ICO we will finish developing the chat-wallet application and begin promotions to get users onboard.

The target market is as follows

1. Participants of the ICO
2. Supporters within our social channels
3. Crypto users in cities that already have wide crypto adoption (The idea is to first get inside adoption and slowly breakout of the crypto bubble as more and more users/businesses come onboard) - More on this later
4. Supporters of crypto communities that are in the crypto payment spaces
5. General crypto online communities
6. Early adopter shops who want to be in the forefront of adopting new technology

This phase will mostly be online marketing within the crypto community and beyond to raise awareness about our platform and drive growth.

We will also grow our community by a referral program that incentivizes members to invite other users to our network. In our app's onboarding process, users will be able to invite all contacts from their contact list. Users will be incentivized to do so by receiving rewards in TIP tokens for referrals who join the network.

3.2.2. Getting Merchants onboard to our Merchant POS system

This phase is about building clusters of communities around cities that have a) Lot of our users or b) existing wide spread crypto adoption (that we have shortlisted through our research. Something like this -

<https://www.ccn.com/top-10-11-bitcoin-friendly-cities/>)

Merchant phase is divided into 2 phases

1. Developing offline communities
2. Developing online partnerships

1. Developing offline communities

Once we have built out the merchant POS system, we'll begin setting up hubs around the targeted areas.

Process of setting up hubs

- Find crypto influencers in the area
- Work with them to set up a meetup
- Get both businesses and users onboard by offering promotional discounts and free tokens to be given out in meetups (Connect the community through the mutual commonality of being able to use TIP token)
 - Community will grow bigger as more users and more businesses come onboard
- Setup a chat group within each meetup to establish seamless online communication channel

Merchants will join due to

- Low fee 1.5% compared to the usual 2.5-3.5% per transaction
- Convenience and ease of use
- promotional discounts/tokens that are being provided
- Potential for Repeated Business

2. Developing online partnerships

We'll be doing this in 2 ways

- Reaching out to ecommerce accepting crypto (that we have shortlisted and have an existing relationship with. Something like this <https://99bitcoins.com/who-accepts-bitcoins-payment-companies-stores-take-bitcoins/>)
- Partnership with crypto payment companies that already have vendors on their platform (bitpay, bitgo, etc)

4

Competitor Analysis



4. Competitor Analysis

Following is the analysis of the TOP 10 competitors of TIP and what makes TIP different than the rest.

The projects in the analysis are as follows

1. Dether
2. Toshi
3. Status
4. Dash
5. Circle
6. STK
7. Carry Protocol
8. MobileCoin
9. Pundix
10. Chat Coin

Before diving into the analysis there are 3 main components that makes TIP stand out from the rest and these are:

1. **Adoption** - TIP's incentive system that makes it attractive for users and vendors to constantly spend and be active on the platform
2. **Volatility** - TIP's dual token model that reduces volatility and allows users to easily use TIP in day-to-day transactions
3. **Discovery** - TIP's ecosystem that incentivizes users to share their transaction data and Creators to develop something that allows discovery of new ways users can interact with businesses

As you read through the list, you will realize TIP is not the following things:

- A wallet
- A system for processing crypto payments

What TIP is trying to build (which will be emphasized over and over throughout the analysis) is this:

A decentralized ecosystem where businesses and users can discover new ways of interacting with each other using the insights from offline transaction data

01. Dether

What are they doing

- Dether provides way to buy ETH with fiat from local sellers and discover shops that accept ETH

How are they doing it

- Dether's platform allows buyers to discover ETH sellers in their area
- Amount of Dether staked determines how much ETH can be transacted by ETH sellers and vendors
- For every transaction done in Dether ecosystem, sellers and vendors earn loyalty points which can be used to buy premium services like preferred visibility on the map

How is TIP different

- Core Difference: Fundamental difference is TIP is about discovering new ways businesses and users to can interact with another using offline transaction data, whereas Dether is about making it easy to buy and sell ETH locally
- TIP's adoption token model incentivizes users to be active in the ecosystem and keep using the token, whereas dether does not have a separate incentive system for people to keep using Dether
- Dether does not address the volatility of the coin prices, there for deterring people from using it in day-to-day purchases
- Dether is targeting the unbanked population with smartphones, whereas TIP is targeting developed countries with high cash usage and early crypto adoption

02. Toshi

What are they doing

- Toshi allows users to send ETH between each with a chat like interface and discover other DApps that are built on ETH

How are they doing it

- Toshi's chat-wallet platform allows users to discover other users that they can send ETH to and acts as a app store for users to try various DApps built on ETH

How is TIP different

- Core Difference: TIP's focus is on growing the real world use of crypto with the insights from transaction metadata, whereas Toshi is about making sending and receiving ETH easier and discovering DApps built on ETH
- TIP's first phase of creating a chat-wallet is the only thing that's similar with Toshi
- TIP focuses on creating interfaces for both users and vendors to easily spend and manage crypto transactions, whereas Toshi focuses on sending ETH between peers.
- Toshi is not a blockchain, it's a DApp made for ETH

03. STATUS

What are they doing

- chat-wallet that allows you to send ETH, buy ETH locally and discover other DApps
- Status' chat like platform unifies these 3 functionalities
 - Sending and receiving ETH via chat
 - Try out DApps built on ETH
 - Discover nearby users to buy/sell ETH locally

How are they doing it

- Transaction within Status ecosystem is done in ETH but if you want to use Status' service such as
 - Registering username on the network
 - Receiving push notifications
 - Creating large group chat room
 - Promoting your DApp on the network
 - Etc

Then you must pay SNT to buy these services

How is TIP different

- Core Difference: TIP's focus is on creating a offline ecosystem fueled by discovery of metadata whereas Status is about building a messenger network that allows easy discovery of decentralized apps and sending/receiving of ETH
- TIP's first phase of creating a chat-wallet is the only thing that's similar with Status
- Looking at the SNT token model you can see that Status is focusing on building an online messenger community whereas TIP is about building a offline ecosystem between users and vendors fueled by discovery of insights from transaction metadata

04. DASH

What are they doing

- Dash is a faster and more private version of bitcoin

How are they doing it

- Providing cryptocurrency users can use to make private payments to vendors who accept DASH

How is TIP different

- Core Difference: TIP's focus is on creating an offline ecosystem fueled by discovery of metadata whereas Dash focuses on being a digital ledger
- TIP's adoption token model incentivizes users to keep using the token, DASH does not have a separate incentive system for people to keep using Dether
- Dash's model does not address the volatility of the coin prices, there for deterring people from using it in day-to-day purchases

05. Circle

What are they doing

- Allows users to easily move currencies globally as well as invest and trade crypto all in one platform
- Circle is a platform where users can
 - Move money between currencies and countries with a chat like interface
 - Buy major cryptocurrency using fiat
 - Trade between cryptocurrencies

How are they doing it

- One platform that unifies the functionality of sending/receiving multiple currencies globally via chat interface, instant purchase of crypto and OTC trading

How is TIP different

- Core Difference: TIP's focus is on creating a offline ecosystem fueled by discovery of metadata whereas Circle's focus is on making money transfer and investments in crypto easier
- Circle is not a blockchain, it is an app to support cryptocurrencies. Therefore it's goal isn't a true decentralized self-sustaining ecosystem.
- The only thing that's similar is the chat like interface of sending/receiving money (on the user side)

06. STK

What are they doing

- Allows users to pay with STK using the existing POS at shops

How are they doing it (Picture might be better - of the product and ecosystems)

- STK's wallet integrates with existing POS system to allow users to transact in STK instead of fiat
- STK uses off chain solution to speed up the transactions where transactions are lumped together before being recorded on-chain

How is TIP different

- Core Difference: STK focuses on leveraging existing POS systems to make crypto payments easier (payment processing) whereas TIP leverages data generated from user transactions to discovery insights and opportunities in the real world.
- STK does not have a buffer to protect users from price volatility so users have to think about price conversion everytime everytime they want to buy something at the shops

07. Carry Protocol

What are they doing

- Carry Protocol incentivizing users to share their offline data to marketers so marketers can benefit from more targeted approach

How are they doing it (Picture might be better - of the product and ecosystems)

- Carry Protocol benefits 3 players
 - Merchants - Enable them to accept cryptocurrency and issue store specific token that enables repeat business
 - Consumer - Able to get paid for sharing transaction data
 - Advertisers - Utilize consolidated offline payment data
- Carry also has a 2 Token Model
 - CRE - This is used advertisers to buy and utilize consumer transaction data which is then paid to those consumers
 - BT (Branded Tokens) - Tokens issued by specific shops that consumers can only use it in that specific shop

How is TIP different

- Core Difference: Carry Protocol focuses on building an AD platform whereas TIP incentivizes developers to unleash their creativity to do whatever they can with the transaction data
- Carry Protocol's Branded Token (BT) model limits the use of the token to one shop (therefore exposed to the same issues as many reward points today where they just go on unused), whereas TIP's tokens can be used everywhere within TIP's ecosystem (creating more dynamic and active ecosystem)
- TIP's dual token model focuses on creating a stable ecosystem where users are protected from daily price volatility of the token, whereas Carry's dual token model focuses on creating giving reward points to consumers

08. MobileCoin

What are they doing

- Cryptocurrency that can be implemented in existing messengers

How are they doing it

- MobileCoin provides a cryptocurrency wallet that can be integrated into existing messenger
- Provides fast and secure transaction with 4-6 digit PIN key management

How is TIP different

- Core Difference: From the website and the whitepaper, Mobile coin seems to focus on privacy, speed of transaction and easy private key management whereas TIP leverages data generated from user transactions to discovery insights and opportunities in the real world

09. Pundi X

What are they doing

- POS system that allows merchant to accept cryptocurrency

How are they doing it

- A POS hardware that allows vendors to sell and accept various cryptocurrencies at their shops

How is TIP different

- Pundi X is another payment processing project compare to TIP which is a decentralized ecosystem built on user transaction data
- Because Pundi X accepts various cryptocurrencies they can also be seen as potential partner

10. Chat Coin

What are they doing

- A chat-wallet with a social media functionalities

How are they doing it

- Chat Coin will have 4 functionalities
 - Wallet - Users are able to store various cryptocurrencies in the wallet
 - Chat - Chat function allowing users to chat with one another
 - Social Network - Place where users can discover news, updates and friends
 - DApp Store - DApps store where users can find other DApps build on Chat Coin Protocol

How is TIP different

- Core: Chat Coin is building a social media platform based on a messenger whereas TIP builds a decentralized ecosystem based on customer transaction data
- Chat Coin protocol does not have a clear advantage to build DApps on top of whereas TIP's clear value proposition is building something that lets businesses discover insights and opportunities about customer's transaction habits