



D I S C

White paper

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Introdaction.....	3
Discount Token.....	5
Token information.....	1 0
Distribution of tokens.....	1 1
Roadmap.....	1 2

Introduction

Traditional economists consider a person to be an absolutely rational creature. Someone like a robot. Who always chooses the best at the best price. And impartially. But in life everything is far from the case.

You came to the grocery store: a million different goods, but you only need a few. Is it possible in such conditions people are able to analyze everything and make the best choice? In life, we are faced with a lot of much more difficult situations: a mortgage, a choice of profession or life partner.

Given the frequency of unsuccessful decisions, it is difficult to call them a rational choice. There are many factors that influence how we make decisions. For example, where the goods are, how it is packed, is there a discount. And also - what is the weather on the street, whether the seller smiled at what feet the buyer himself was today and whether his favorite football team won.

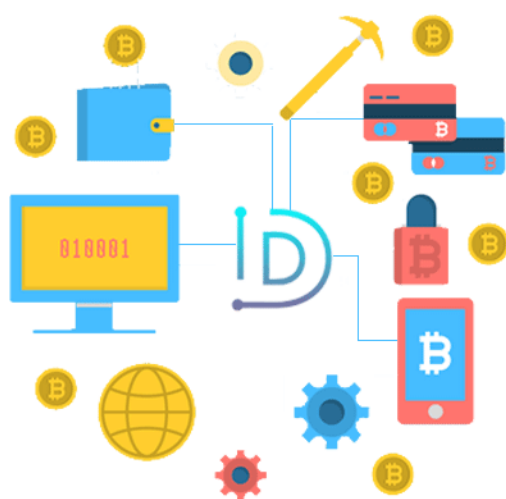
People always struggle rational and emotional. You are reasonable, with plans for the future, good intentions and rational goal-setting. Or, frivolous, live for today, carelessly swimming along the current.

Here is an example. We all want to live right: to do exercises, eat healthy food, save money for the future. We set goals, draw up plans and seriously think that we will observe this. But when it comes to real affairs, emotions turn on. Do exercise laziness, a juicy burger where it is more delicious than cereal loaves, and the savings can be postponed for later, if right now so want to buy this blouse. We are such people!

We must work on self-control. It is worth saying that there are a lot of ways. For example, to accumulate a certain amount, you can issue a standing order in the bank. And with each salary 5 - 10% will be immediately transferred to the replenishable deposit. Automatically. Then it will be more difficult to spend this money. And you can see our project. We are the solution to the problems mentioned above.

Any cryptoeconomically sound project must ensure compliance with securities regulations around the world. This is why token design must not promise passive profit or appreciation. Simultaneously, in order for a token model to truly support a growing ecosystem, it must incentivize use, participation, and effort, while demonstrably diminishing speculation. By definition, discount tokens are distinct from currency, commodity, utility, and security tokens. Unlike gift cards or one-time coupons, discount tokens are not burned when used, but continue to confer these benefits over an indefinite period of time. If an owner no longer wants to use the network, they can sell the tokens to someone who does.

Discount tokens are on par with traditional assets. Such resellable assets are not considered securities, because people generally buy them for the benefits they generate, not just for resale value. In essence, discount tokens provide the right incentive structures for customer-driven rather than investor-driven businesses.



Discount Token



Discount Token - a single token for discount systems. There are million of various loyalty programs and discount systems in the world, but the problem is that these benefits are detached from each other. We decided to change it and came up with idea of Discount Token. This Token was created in order to combine all the systems of discounts and promotions into one single Discount Token. Imagine that you can buy cosmetics for your wife, get points and use them as discount while paying for fuel at the gas station or even sell tokens on the exchange for BTC or USD.



Token will be used in a variety of areas: travel, household appliances, events and more. Several agreements have already been signed, which will be announced in the nearest future. We will be glad to see you among the first members of our platform. For testing and use you will be credited with additional bonuses in the form of our tokens.



A discount is the sale of goods at a discounted price (formally or in fact). With a number of reservations, one can even consider discounts a kind of economic dumping.

Considering the essence of discounts, first of all it must be said that this is the invention of the XX century. It is also necessary to proceed from the recognition of the unity and interrelation of the discount system with the development of a relatively modern concept of a unique trade offer. Beyond understanding the nature of a unique trade proposal, it is almost impossible to understand the nature of discounts.

So, since the second half of the XX century, the market has been filled with a variety of products. And if earlier the production was developed not based on the needs of the buyers, but on the ideas of its own economic expediency and partly on the principles of subsistence farming, then, faced with a commodity surplus, the producer began to think about whether this product is needed for the consumer before producing something. But the goods were still growing, but meanwhile the market was getting more and more intense.



The main theses of Rosser Reeves on the book "Reality in Advertising" boil down to the fact that:



1) Each advertisement should contain a specific offer for the consumer: buy this particular product and get this particular benefit.



2) The proposal should be such that the competitor either can not give, or simply does not put forward. It must be unique. Its uniqueness must be linked either to the uniqueness of the product, or to the statement that has not yet been made in this sphere of advertising.



3) The proposal must be so strong that it can attract new consumers to consumption.

Of course, with the development of advertising, marketing and PR tools, his proposals were refined, updated and displayed the current position of the moment. But the main thing remained unchanged - unconditional acceptance of the position of his idea of a unique set of characteristics, we can say "product highlight" in the product offered to the consumer.

Meanwhile, Rosser Reeves, probably, would be surprised to learn that for the most part, the main form of selling his ideas today are discounts.

Naturally, discounts are not the same everywhere and in everything. Further we will classify them.

I suppose that the reason for the popularity of discounts lies in the psychology of consumer behavior and their population mentality. Buying any goods at a discount, the buyer very often understands that his 5-15% discount is already included in the cost of the purchased one. But this does not stop him, and he still goes and buys where he is promised a discount. All this can lead to large-scale psychological obmelchaniyu consumer, when the thirst for cheapness makes you buy something not because it is like it, but because the buyer is offered a discount or gift. We offer a different solution.



Discount tokens are digital assets that give their holders a limited right to receive discounts on purchases of products or services from an organization, company or a blockchain network.



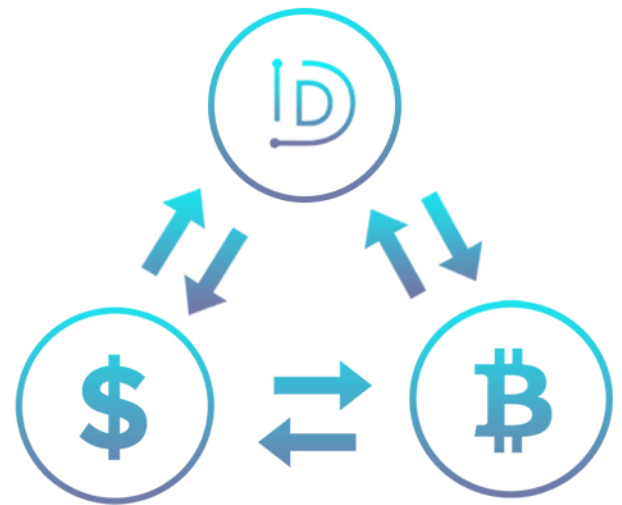
Unlike gift cards, discount tokens are not invalidated when used (“burned” in lockchain parlance), but remain in possession of the holders. Maximum discount customers can receive is limited to a given percentage, which could sometimes be as high as 100%, making services effectively free for some.

Notwithstanding the fact that some users may receive free services, the discount token model ensures that the total discounts networkwide

We decided to change this and came up with Discount Token. Token created to combine all the systems of discounts and promotions into one single Discount Token.

Imagine that you can buy cosmetics for your wife, and then buy fuel for this discount at a gas station or even sell tokens on the exchange for BTC or USD.

Token will be used in a variety of areas: travel, household appliances, events and more. Several agreements have already been signed, which will be announced in the near future.



We will be glad to see you among the first members of our platform. For testing and use, you will be credited with additional bonuses in the form of our tokens.

Token information

Name — Discount Token

Label — DISC

Emission — 100 000 000

Decimals — 3

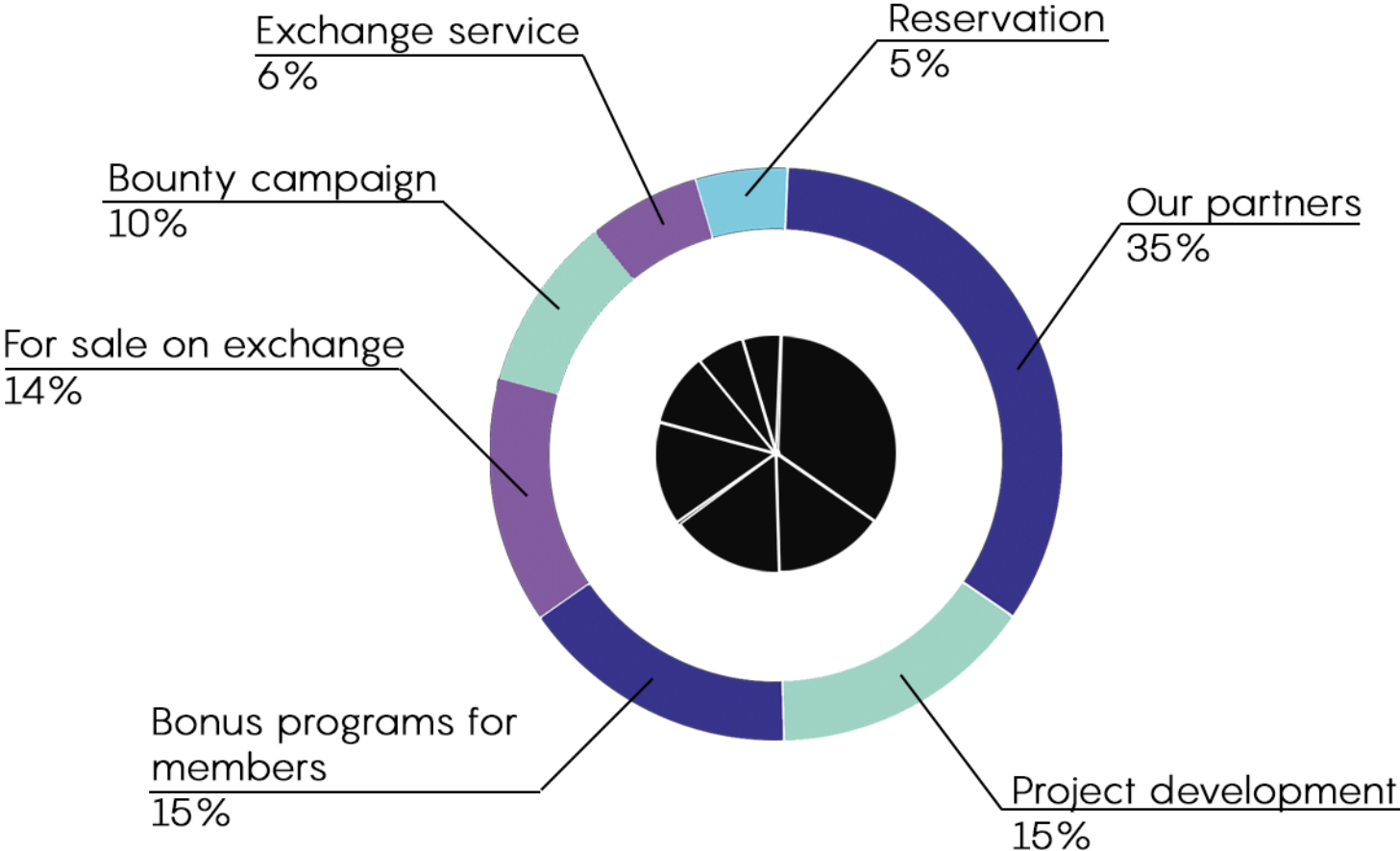
Network — Ethereum

Type — ERC-20

Contract address -

0x1D374E5CcD845EF6f1f15a4a3d5FDad92320DbDA

Distribution of tokens



Roadmap

