



BUSINESS-MARKETING DEVELOPMENT PLAN

FROM 1ST OCTOBER - 1ST JANUARY

"FRESHCOIN/FRESHONLINE PLATFORM"

POM – PROOF OF MARKET

www.freshcoin.net



www.freshcoin.net



CONTENT

STATEMENT	1
VISION	2
MISSION	3
IDEA	4
CURRENT STATE	4
WHAT IS FRESHCOIN	5
WHAT IS FRESHONLINE PLATFORM	6
FOCUS GROUPS	7
• Miners	8
• Investors	8
• Game developers	8
• Exchange traders	8
GOALS	9
PRODUCT	11
PRICE	13
PLACE	18
PROMOTION	19
TECHNICAL ANALYSYS	20
MARKETING PLAN ANALYSYS	22
INNOVATION BY PHASES	23
EVALUATION	24



STATEMENT

THIS MARKETING PLAN IS A VALID DOCUMENT – A FEASIBILITY STUDY, WHICH IS USED TO EXPLAIN OUR REALISATION OF IMPLEMENTING FRESHCOIN THROUGH THE FRESHONLINE PLATFORM IN ONLINE GAMES IT AIMS TO ACT AS A BRIDGE TO UNDERSTAND THE USE FOR INVESTORS, GAME DEVELOPERS AND THE COMMUNITY

THIS DOCUMENT WILL DISPLAY TO YOU PLANS FOR THE FRESHCOIN PROJECT AND ITS USABILITY FOR THE NEXT 3 MONTHS

OWNERS OF THIS DOCUMENT RESERVE THE RIGHT TO CHANGE IT HOWEVER THE EARLIEST POSSIBLE REVISION BEING A MINIMUM OF 7 DAYS AFTER THE RELEASE OF THIS DOCUMENT ON BITCOINTALK TOPIC "FRESHCOIN"

THIS DOCUMENT IS OWNED BY THE TEAM OF FRESHCOIN AND FRESHONLINE SYSTEM AND CANNOT BE USED WITHOUT PROPER PERMISSION OR BY ANY MEANS ALTERED. COPYRIGHT 2014 ALL RIGHTS RESERVED BY FRESHCOINTEAM (SAVALE, FRANGOMEL, JCNC, OCMINER)

FRESHCOIN IS TREATED AS A PROPERTY



VISION

FRESHCOIN, its vision of the future is based on the assumption that the cryptocoin world is in the process of change, reform and transition to real business applications, which is characterized by the need for decentralization in existing online businesses and the market economy dominated by private ownership.

No doubt that this new era needs new deep implementation, which primarily means a step forward from the existing businesses to a new view of the world and different approach to the economy, legal system, information and gaining knowledge for upgrading.

FRESHCOIN with the slogan "FRESHness into PROgress" is POM– Proof of market, based on the engine code of this coin and future based implementation into real and existing economy. This means that the process of upgrading our system needs to contain a realistic and feasible set of actions for implementing FRESH into a working payment system, which is one of our goals.



MISSION

We concluded on an optimal number of compulsory goals and functional objectives within the FRESHCOIN as a whole, these consisting of; freshonline platform, investment fund, cheapest mining, easy market so community are allowed by freedom and initiative to independently choose optional way within the collecting, holding or implementing it within businesses.

FRESHCOIN is based around its usability, and its functionality over FRESHONLINE system opens sets of options for implementation. That's why is our first option set is online games, network social games which is a step forward into cryptoworld in terms of realization. We are using POM (PROOF OF MARKET) as the chosen innovation system in cryptoworld.



IDEA

The Idea was generated in absence of the ease of an online platform being implemented; FRESHcoin online achieves this desired objective for businesses (POM). Checking with the technical specifications of FRESHcoin justifies the idea in terms of great mining benefits (kw/hrate ratio) - green algorithm, awesome stability, FRESHonline system usability and most importantly, incredible developer skills.

CURRENT STATE

The current state of the project is in the development process in which we have a parallel evolving business sector and programming sector. We released Freshonline system and in it there are sections for sending and receiving money. We have log-in and register via facebook username and password and an investment section as part of which we have already 55000 freshcoins in investments. We are currently working on negotiations with future partners in the gaming industry as well as the further development of the FRESHonline system in terms of additional options that will allow end-users and investors the possibility of monitoring and other useful tools. Also we are working on implementation of additional systems such as woocommerce. From the promotional side we have a Facebook page, Twitter page, Reddit page, work on linking, PR with Cryptocoinsnews and other big crypto-houses.



WHAT IS FRESHCOIN

FRESHCOIN is a cryptocurrency based on the Bitcoin protocol, with a new dedicated FRESH algorithm. It has the best (kw/hrate) ratio for miners of all cryptocurrency coins. Freshcoin has two markets which are for trading:

BTER : www.bter.com (https://bter.com/trade/frsh_btc) and

BITTREX: www.bittrex.com (<https://bittrex.com/Market/Index?MarketName=BTC-FRSH>)

FreshCoin is a revolutionary Fresh PoM (Proof of market) coin featuring a **new FRESH mining algorithm**. This new algorithm consumes **15% to 20% less energy** compared to x11 / x13 / 15 algorithms. The FRESH algorithm cherry picked and combined the most low energy hashing algorithms (SHAVITE, SIMD & ECHO) which results in the most **ENERGY efficient** hashing solution available. The combination of 5 rounds of multiple algorithms stand for high security and will keep ASIC miners away.

FRESH features a new difficulty adjustment algorithm (Slingshield) and a unique two phase distribution plan which ensures that the coin remains sustainable and economically viable indefinitely.

It has great specifications:

- The greenest hashing algorithm: FRESH! Keep your energy bill low and your miners COOL
- POM (Proof of market) – which includes POW
- ~10 Million coins total.
- Fast transactions! (60 Sec block time.)
- Digishield Slingshield (thanks to FRACTAL) Advanced 51% protection by increasing hashrate required for attack to 71%.
- Forked from latest bitcoin source: 0.9x
- ~60% of coins mined in the first 7 days of mining to combat inflation and price instability.



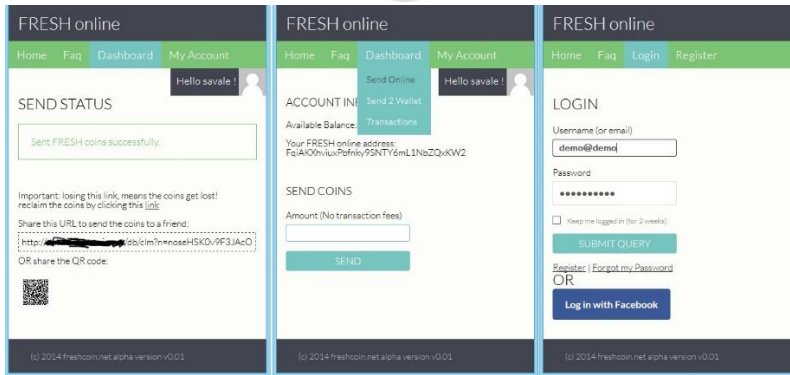
- Sustainable difficulty adjustment tailored to the coins timeline.
- 1% transaction fees after 7 days, ensuring that mining remains profitable without hyperinflation.
- Fair and stable launch: first 30 blocks contain no coins
- Low / transparent premine
- Coin mature: 360 blocks (6 hours)
- More detailed information is available at <http://www.freshcoin.net>

WHAT IS FRESHONLINE PLATFORM

Freshonline platform is a unique business system, the basis on which we will add a variety of applications, ideas, processes, and with which we bind many partners. It is the core of Freshcoin and is characterized by the speed of sending and receiving freshcoins (anonymously), modular system (upgrading) in the vertical and horizontal direction. Application Freshonline platform is versatile and represents a merging of many systems into a single entity. We establish a system of payments, marketing and implementation to the online world as well as in the system of products of different requirements for gaming industry. In addition to payments, system exists also for **investors and game developers** which opens up incredible opportunities like monitoring and measurement which is in the interest of investors to the various categories (small, medium, large). Implementation of communication services within freshonline system is not behind, so that the groups of interest are in one place, in a single communication. In addition to the above, news option, social networks and audio-video option will be safely implemented in the near future as part freshonline system. It would be upgraded for Android and Iphone use and would be promoted as independent systems.

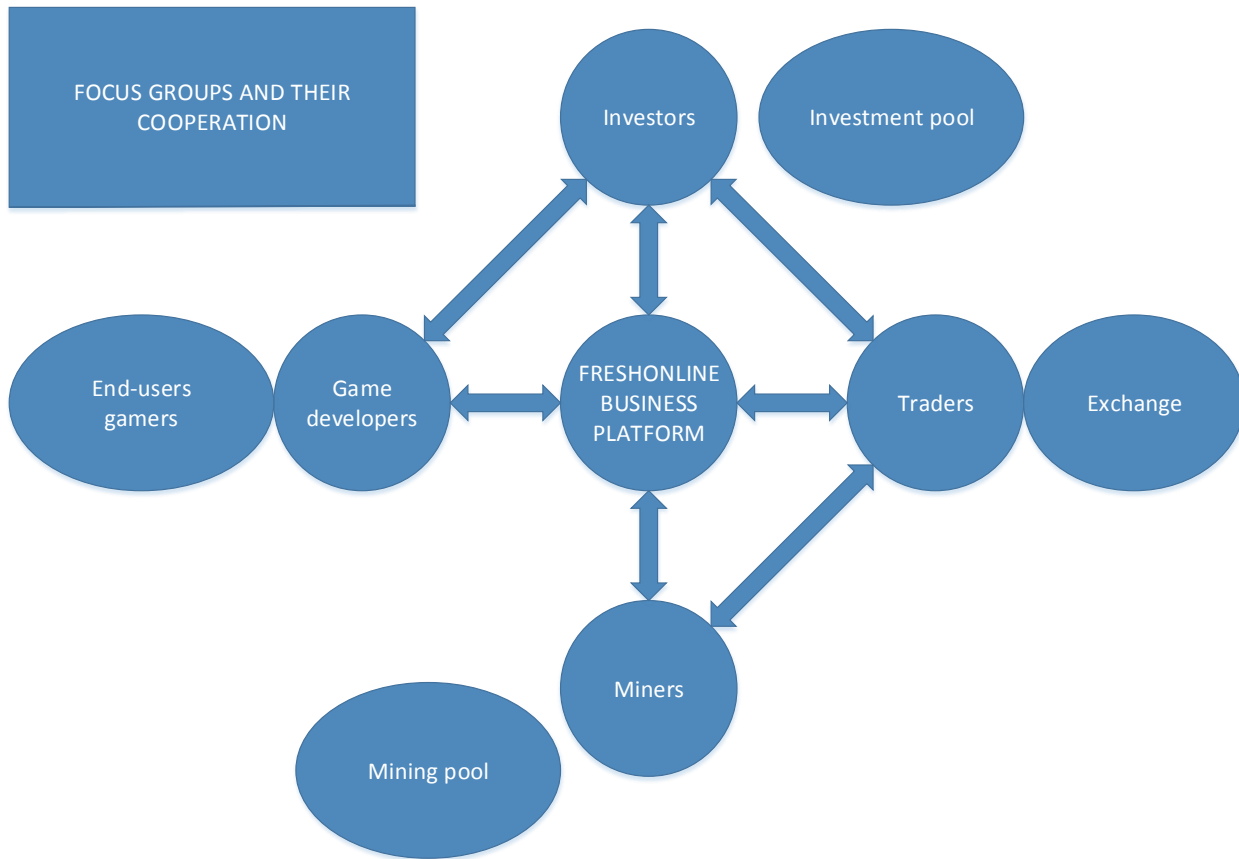
Game developers have great automatic system which is into games implemented through API and also automatic payment system form end-users.

<http://online.freshcoin.net/login>



FOCUS GROUPS

We have selected focus groups that work dependant upon the demand and requirements currently needed within the FRESHonline platform. We want to satisfy every need of every part of focus groups which is categorized and have connections in by this scheme:





1. Miners

Mining freshcoins through mining pools for using it on the market. They could be both, traders or investors.

2. Investors

Incubating freshcoins into pool for using it as a business solution for implementing into games. They could be both traders or miners also.

3. Game developers

We aim to have two way business with them, where we are doing marketing and promotion, spreading their focus groups – end users, and implementing the FRESHonline business platform into games for both success. Looking into end-users (gamers) as additional we are making platform oriented to them so we are using out-in strategy for making product better..

4. Exchange traders

They are buying or selling freshcoin for trading on exchange and following retail price as we want to have system used by all focus groups. They could be both miners and investors.



GOALS

In terms of making goals we relied on the needs of upgrading and implementing freshonline system as meeting the needs of all focus groups. We have made priorities in making goals, firstly looking for a criteria of usability, promotion, trend and diversification to other cryptocurrencies. From the practical side we categorize goals into two measurable groups :

- 1. Technical group**

- 2. Functional group**

Both of the groups would be measured by two criteria's:

- a. date of announcements**

- b. usability of resolving the goal**

Whatever criteria will be chosen from measuring by community, it would give optimal indications of resolving our plans and reaching goals.

1. Technical group we are understanding every wallet upgrade, upgrading freshonline (backend and frontend), innovating end-user (gamers), implementing innovations for miners, regarding to developers.



Those goals includes:

Sphere of goal/shared to	Announcement (measurement)	Usability (measurement)
Upgrading freshonline to V2.0 / savale&JCNC	from 1st October till 15th October in phases	It includes whole investor balance, investor BTC withdraw support, investor calculator, frontend upgrades, investor IRC channels, sms send&receive FRESH, e-mail send&receive FRESH, SSL support / security improvements)
Implementing API for gaming payments / savale&JCNC	From 10 th October till 1 st November	Importing freshcoin deep into games
Android app / JCNC	From 15 th October till 1 st November	
Iphone app / bounty	From 15 th October till 1 st November	
Importing mining feature for CPU / bounty	from 1st November till 10th November	We will open pool for CPU miners
Woocommerce add-in / savale&JCNC	From 15 th to 25 th November	Bitstickers implementation and other shops, It would improve freshcoin side-strategy!
Importing other social networks into the freshonline system (whatsapp, Chinese social networks) / Frangomel&savale&JCNC	from 1st December till 15th December in phases	





2. Under **functionality** we are looking for goals which are in the sphere of business, economic, promotion, investments, exchange and community. So want to base our goals to this main measurements and in that area we are selecting them to:

Sphere of goal	Announcement	Usability
Promoting / Frangomel	Continually work	
Business and economic / Frangomel	Partnership with first game developer(s) till 15th of October	Implementing FRESHcoin into games and looking for a partner in games
Business and economic / Frangomel	Reference partnerhips with more than 5 developers or games till 1 st of January	Implementing FRESHcoin into games

PRODUCT

When we talk about the product, we have two products that are correlated with one another. The first product is freshcoin and makes it recognizable in terms of the low current consumption during the mining, protection systems, the ideal volume, great block halving, stable blockchain, prices in the market which is conditioned by the other product.

Another product on which we base our idea is called Freshonline platform. Its indications are primarily uniqueness, comparative advantage, differentially, easy to use system, usage by end users partners or investors.

The correlation that makes the two products is the price on the stock exchange and the market price. With proper management and useness of the Freshonline platform - we can get a balanced effect on production characteristics and as a result a stable uptrend price.



PRICE

Freshcoin price is defined by the usability of freshcoin and Freshonline platform and it is visible on the exchange. We want a stable uptrend price which will be result of implementation of our ideas into network social games. Addition to that retail price, on the other side of price line, is defined by first threshold of management.

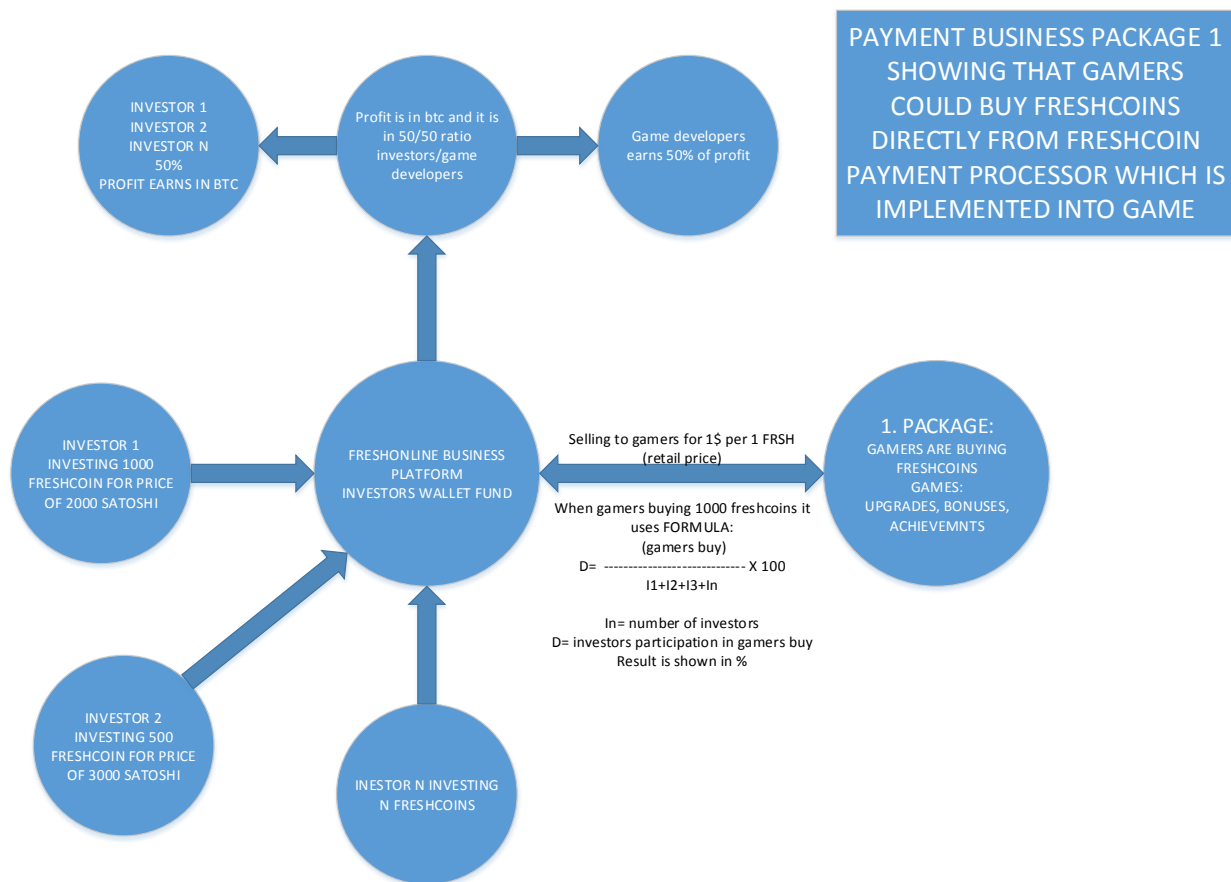
Price line is made from the moment when miners are getting freshcoins as award of hashing algorithm to the retail price for gamers. In the middle phase, or on the line there is price flow from selling and buying Freshcoin on exchange to the investment into investment fund and selling freshcoins to the gamers. Retail price to the gamers from game developers is **1\$ for 1 Freshcoin**. Investors will sell freshcoins proportional to its claimed game developer, so if we have 10 investors they will sell freshcoins at the same fixed percentage till claimed freshcoins have been filled to game developers or gamers. Benefit for investors is that at the moment of investment the price is fixed as the middle exchange price and it is lower then selling price because there are trend of announcing and promoting freshcoins till gamers will buy it. Predicted ratio of the invested and sell price is minimum 1:100. Investment price is measured in bitcoins and sell price is practically in bitcoins.

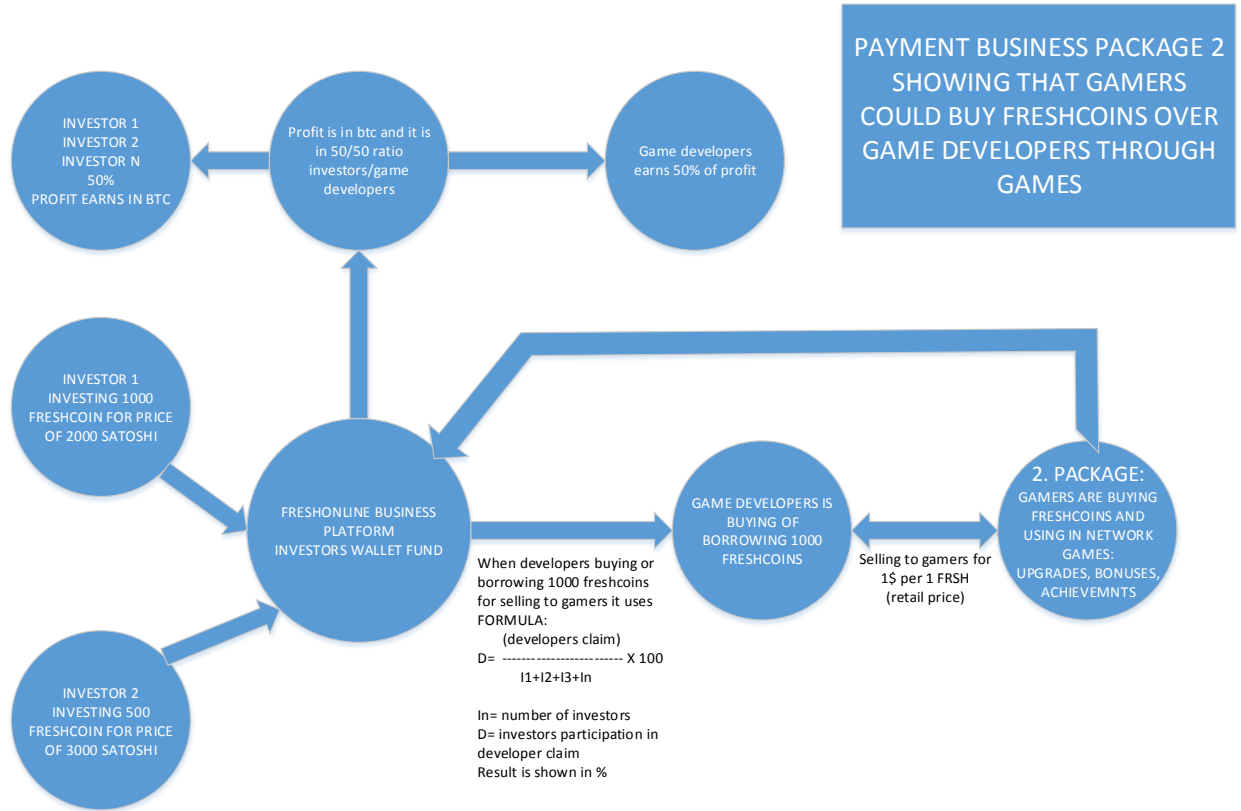
So, define price which is invested is controlled by exchange and there is analogy between freshcoin and real stock exchanges like London, New York etc. This is for sure biggest implementation in economy part and we are showing that freshcoins as a value and property will have their flow into cryptoworld. Freshcoin price of 1\$ (for gamers) has impact on invested price so investor interest is to have a more coins on hold which have consequence that less freshcoins would be on exchange and it is good because miners need to mine it to have it more in circulation. So we have closed circle in terms of mining till selling on real market.



One of the new rules which we implemented is batch system. We created it so we have more interest for investors to invest in freshcoin. First batch has started on 3/9/2014 and it will be open till 18/10/2014. So if you want to be in the first batch our statement with all percentage of profit and price is valid. After date (19/10/2014) we are starting new batch with new rules in terms of retail price and so on with we announce on (15/10/2014). Rules will be part of trend, price, profit, partnerships and experience!

In this charts you will see 2 packages that shows which models could gamers use to buy freshcoins:





All investors will have their percentage by this formula:

(DEVELOPERS CLAIM)

$$D = \frac{I1 + I2 + I3 + I4 + I5 + In}{I1 + I2 + I3 + I4 + I5 + In} \times 100 = \text{same procentage for all (I)}$$

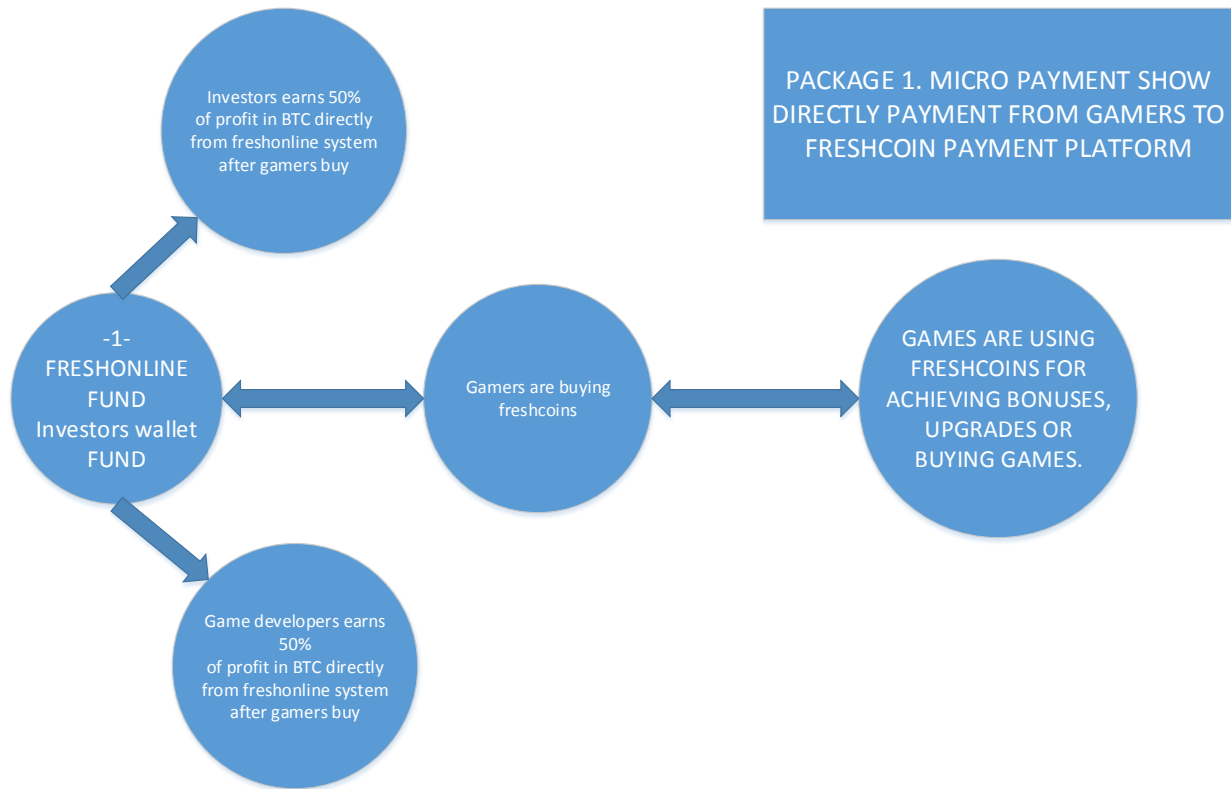
D= investor participation in game developers claim

In=number of investors



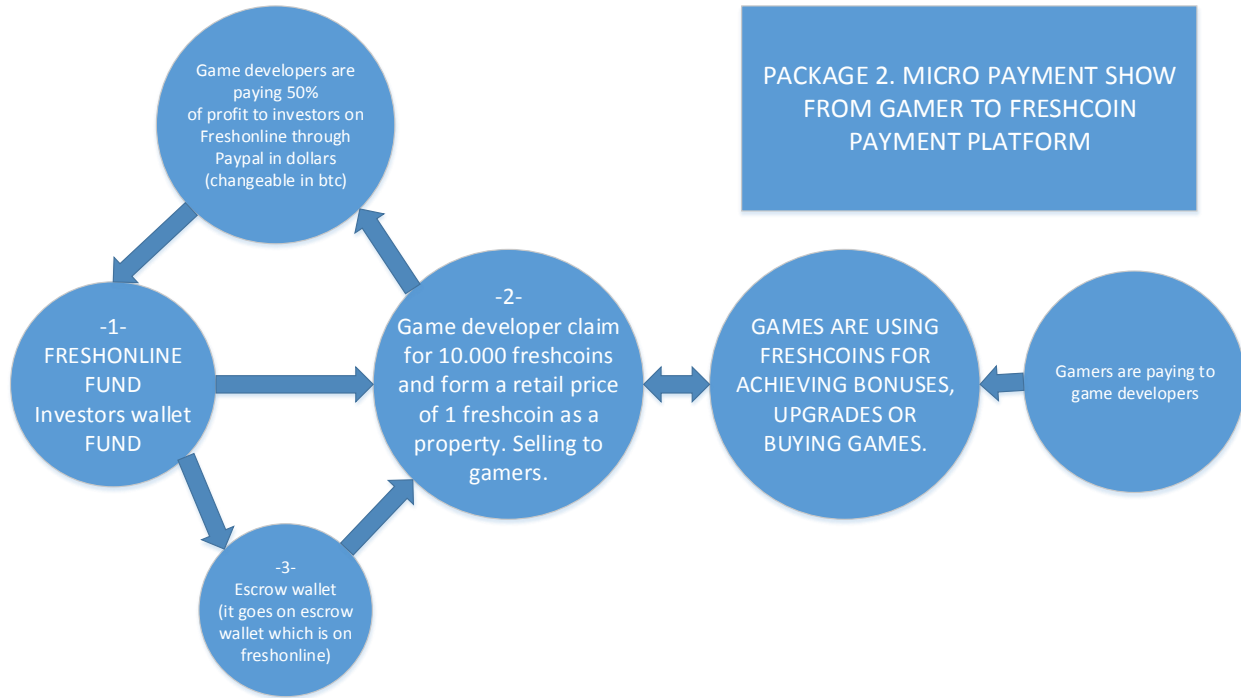


This chart shows micro payment package 1 system from gamers to freshonline:





This chart shows micro payment package 2 system from gamers through game developers to freshonline:



Freshcoin decimal 1.00000000 offers the possibility for game developers to make range of products into the games selling them for example by 0.0000001 or any after decimal price.

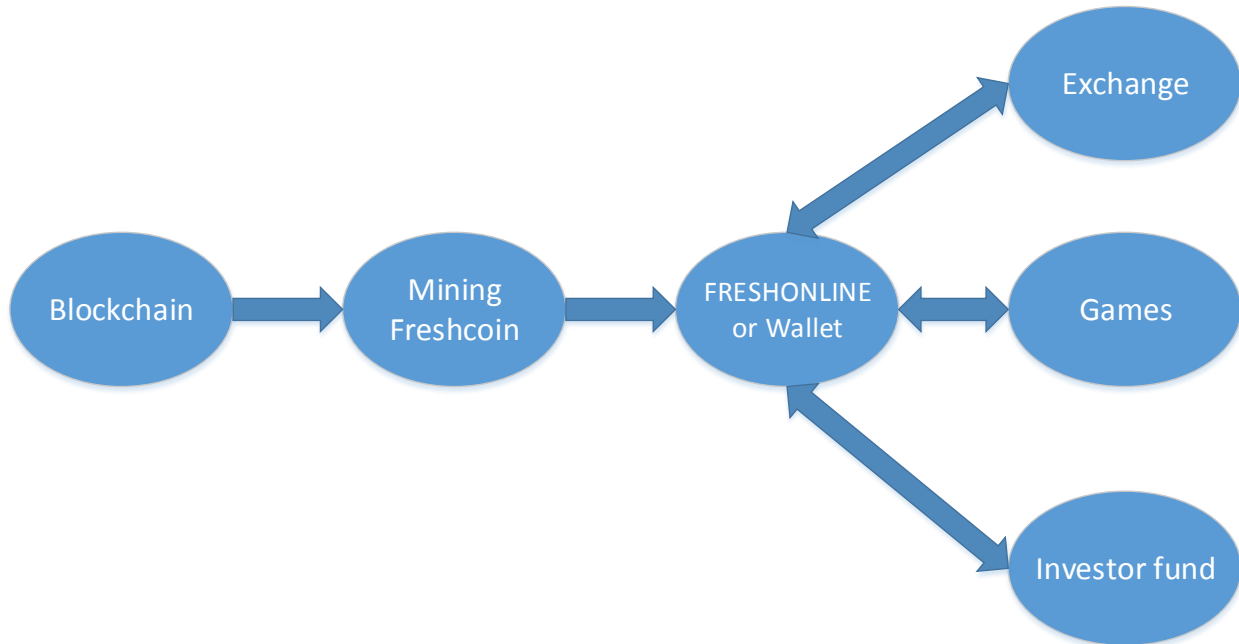




PLACE

In terms of distribution strategy freshonline system makes it automatically from the side of investor to the side of user and back to the blockchain. It is shown in graphics.

Freshcoin has its own distribution process from mining to game user and back:



Looking from side of place freshcoin has its usability from start to end through all segmented groups and it has circulating dynamics.



PROMOTION

Promotion is used to be in focus group places. As we have four focus groups, miners, traders, investors and game developers we place our promotion into their rally points.

So then, promotions channels are mostly:

FRESHCOIN	http://www.freshcoin.net/
BITCOINTALK	https://bitcointalk.org/index.php?topic=670939.0
CRYPTOCOINSNEWS	http://www.cryptocoinsnews.com/bitcoin-forums/topic/freshcoin-big-step-forward/
CRYPTOCOINTALK	https://cryptocointalk.com/topic/13141-freshcoin-frsh-information/
FACEBOOK	https://www.facebook.com/freshcoin
TWITTER	https://twitter.com/FreshCoin1?refsrc=email
REDDIT	http://www.reddit.com/r/Freshcoin/
COINMARKETCAP	http://coinmarketcap.com/2
COM=HTTP	http://com-http.us/coins/frsh/
CHINESE MARKET PROMOTIONS	
WALLET ADVERTISE PLACE	
GAMES DEVELOPERS FORUMS AND PLACES	
YOUTUBE 2 MIN VIDEO	



TECHNICAL ANALYSIS

Looking on exchange price bittrex and bter and as we are using POM system expected price will be followed by using its business and technical work. In that terms, we understood that making Freshonline as a platform and making business solution for it our end-users will buy coins and move the price up. So our games implementation in the quality of backend work (technical upgrades, freshcoin specifications, marketing plan, negotiations, diversification than other systems, benefits for end and middle users, great community) will make win price as a follower for our work.

In that terms we make some technical analysis which is showing past things which could be related to prediction of price movement:



If we look to major events (black circles) we could understand that price followed our work related to market POM.

19th of August, we formed as a team

28th of August we announce first time table and our plans

3rd of September we announce freshonline system (5 days before formal announcement)

15th of September we announced marketing plan....



So the market is moving as we going on with our preparation for market which we expected to do. As we said we want stable price without so much volatility so the retail price could be generated for 150% more than middle price on market for last 7 days.

The red line shows good middle uptrend of the price what we initiate with our work. What are we waiting is first contract which we plan to do till 15th of October. Price movement will be uptrend till then and after we expect to go with vertical wall which will be connection between preparation and realization!

Looking in terms of buying and selling columns we understand that as POM coin it is related to marketing. One of the our focus group, investors and holders are using to hold the coins which is good because they are awaiting for implementation and getting more profit. Of course we don't expect market to stop but to promote coin and get more traders which could buy it as well as gamers will do!

In that terms from 1st of September we have SMA and EMA with dynamic lines which is good:



We like to watch at EMA because it shows realistic view, blue line. Which is following process of announcing and communicating with community.

We need to say that this is just prediction, what we did here is little display of our expectations.





MARKETING PLAN ANALYSYS

As we do our first marketing plan of Freshcoin POM, Freshonline and bussines platform we wanted to show you analysis in terms of two main focus groups investors and game developers. We will show you optimal analysis which is saying what is now and what could waiting us “behind the corner”:

SWOT analysis:

	HELPFUL	HARMFUL
INTERNAL ORIGIN	<p>STRENGHTS:</p> <ul style="list-style-type: none"> Incredible coherent dev.team Great community Flexibility Cheapest mining solution Stable blockchain Great blockhalving Proof of market Freshonline and business platform Secured system 	<p>WEAKNESSES:</p> <ul style="list-style-type: none"> Timing dynamics Scams and FUDs
EXTERNAL ORIGIN	<p>OPPORTUNITIES:</p> <ul style="list-style-type: none"> Great offers for investors Great offers for game developers Easy to use system Implementation into games Comparative advantage to other cryptocurrencies Innovations 	<p>THREATS:</p> <ul style="list-style-type: none"> Missunderstanding things because of new innovation system Lots of coins on market We don't have developer for Iphone application of Freshonline





INOVATION BY PHASES

PHASE I

This is first **PROOF OF MARKET - POM** coin which have to meet the following criteria:

- To have real market usability in terms of circulating through system
- To have its value based on real market implementation/market exchange
- To have its wholesale and retail price
- To have its segmented focus groups
- To have its measurable marketing plan

Freshcoin is treated as a property which means that it has it's wholesale and retail price for based on a exchange price on a market.

Freshonline platform with built in business system of implementing it in online games has next featuers:

- Marketing platform for game developers usability
- Circulating payment system
- Investment fund + features for investors (publishments, infos etc.)

PHASE II

TEASER: Hold all of your other coins!



EVALUATION

When we talk about evaluation process firstly we think of upgrading technical and business activities in terms of implementation into games. That means minor changes in marketing plan, freshonline, cooperations, but it would be published on bitcointalk and other promotion channels before every change.

This would be in good intentions for community and all focus groups because we would to progress our work. Now we are in phase I, phase II means spreading internall strategy to other parts of business when we have stable and strong price.

WE WILL ANNOUNCE MARKETING PLAN V2 BEFORE 1ST OF JANUARY

BEST REGARDS,

FRESHCOIN TEAM

SAVALE, FRANGOMEL, JCNC, OCMINER

24