

telechain

W H I T E P A P E R

Prepared by: Telechain Team

Version 1.0



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1. OVERVIEW

TELECHAIN - will be holding a crowdsale event of **TELECHAIN** Tokens (TCN Tokens). Funds raised will support the development of **PUPIN™**, the most secured smartphone on the market. Customers will be able to purchase all **TELECHAIN** products and services with TCN Tokens.

2. ABOUT US

The people behind **TELECHAIN** project is a group of programmers, IT specialists, legal & data protection experts, and network marketing consultants that share the passion and enthusiasm for new technologies like Blockchain and will to change the world using it.

We are the first one that will use Blockchain Technology and Network Marketing together. For that purpose we have designed our own Smart Contract and TCN Token (ERC20 Token Standard) that will be used for purchasing our products, services and also for the share of the profit.

The Startup was founded in January 2018, and at the early beginning the idea spread by **TELECHAIN** Team got great support by many major tech companies. People have recognized the idea as something really revolutionary and outstanding in the smartphone industry today.

3. COMPANY FORMATION

TELECHAIN will be established as a Limited Liability Company (Telechain Ltd.) in three stages.

First one will have headquarters in Belgrade (Serbia), second one in Valletta (Malta), and final stage in Zug (Switzerland).

Why Belgrade?

Belgrade is a capital city of Serbia, which became in past 10 years the most popular country for outsourcing business. Great number of young educated IT specialists and low expenses have attracted many major companies like Microsoft, NCR, TeleSign, Ubisoft, Telenor and many others to move their businesses to Belgrade.

Why Valleta?

Valleta is a capital city of Malta (EU), small island in the Meditteranean Sea. Malta has already declared as crypto friendly state. It laws have attracted plenty of crypto companies. With just 5% on corporate tax, **TELECHAIN** has decided to run its Initial Token Offering in Malta.

Why Zug?

The small city of Zug in Switzerland, with a population of approximately 30,000 inhabitants, is considered a top investment destination for cryptocurrency businesses. Nowadays became prestigious to run crypto business in Zug. Today there are more than 100 major Blockchain companies here, **TELECHAIN** will be one of them. This is the final stage of **TELECHAIN** company formation, and all corporate business will be run in Zug. This means **TELECHAIN** will be first Swiss smartphone brand.

4. OUR MISSION

Idea of the TELECHAIN is to change the smartphone market forever, first by producing our own smartphone, second by unique distributing and selling model and third by bridging the gap between the mass market and the Blockchain economy.



Decentralized APPs that are not controlled by third parties, major tech companies and government's related agencies.



Call, send messages, E-mails and browse the Internet without privacy concern.



90% of the profit shared with the general public.



Unique Network Marketing Opportunity with endless potential for earnings.

5. PRODUCTS

To be attractive on today's smartphone market, we have designed new generation smartphone, called **PUPIN™**.

The brand was named after Michael I. Pupin, Serbian American physicist who is well know for numerous patents in Telephone and Electronics industry.

What makes us different from others are some unique Blockchain features that major smartphone companies don't have.

First of all, our focus is on security and decentralization which actually is a main reason why Blockchain technology was invented.

Privacy concern is our main focus, since there are many major companies today that were involved in scandals like exposing data of their users.

Regarding this we have designed special features:



TCN Cloud

Decentralized cloud service with 512GB free storage first year. Advised price from second year is 12\$/year for 512GB cloud storage.

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TCN App

Secure, end-to-end encrypted messaging and calling among all TELECHAIN users.



TCN Outlook

Secure, end-to-end encrypted Email service among all TELECHAIN users.



TCN Browser

Integrated browser that allows to surf the Internet without exposing location, using integrated VPN service.



TCN Wallet

Secured multi-cryptocurrency wallet with precise information of all sales, referrals and token balance.



TCN Guarantee

Unique 24/7 back up guarantee allows you to get replacement phone if you have issues with one you bought. All data will be moved from your TCN Cloud to your replacement phone.

These are only the major features that will be implemented in early stage. TELECHAIN is doing every day to make more new features that will attract general public.

TELECHAIN'S first generation smartphone

PUPIN™ One



PUPIN™ One



Octa-Core Processor

6GB RAM

128GB ROM

Micro SD Card up to 256GB

Display size 5.99"

Resolution 1080x2280

Front camera 13MP

Rear camera 24MP + 5MP

4000 mAh Battery

Latest Android OS*

Dual SIM

Face ID + Fingerprint Sensor

Target price 760\$

*Second generation smartphones will run on TELECHAIN OS, complete decentralized and independent Operating System, developed by TELECHAIN Team.

Specs, features and design are subject to changes.

6. NETWORK MARKETING

After designing a perfect smartphone, second thing is how to sell it. Today common and only way to buy a phone is to order it online, buy it in the shop or buy it from mobile carrier. Most popular way is to buy it from mobile carrier, but that way has certain problems. First you are obliged to make a two/three year contract with your mobile carrier, second your phone is locked only for certain carrier and third, at the end you pay your phone 30% more expensive than in the shop.

After all this facts, we have decided not just to be more user friendly and customer orientated, we have decided to share almost all the the profit. After all expanses (manufacturing, distribution, marketing, export/import taxes) are covered, **TELECHAIN** will keep only 10% of the profit only for further investment and development, while 90% will be shared with all people that are buying our products through network marketing.

For that purpose we have designed our own patent pending compensation plan called **Unlimited⁴**.

We ALSO created our own Smart Contract and Token (TCN Token) that will be used for all transaction in **TELECHAIN** community. Blockchain technology allows transactions to be transparent an immediate.

Why Network Marketing?

Today when you mention network marketing, most of the people think on pyramid scheme and fraud. Unfortunately during the history there were many examples of bad network marketing models, that were illegal and allowed only certain number of people to get rich, while others got only money losses.

There are more than 2000 direct selling and network marketing companies in the world today. To share the profit, they created several network marketing compensation plans like **Unilevel, Stair Step Breakaway, Matrix, Binary** and **Hybrid**. After deep examination all of them, we saw that all of them have certain problems. Some of them desire to buy huge amounts of products or starter packs to start a business and most of them are not user friendly and too difficult to understand.

These are some of terms used in mentioned compensation plans that we know today:

<i>ACTIVE</i>	<i>CONSULTANT</i>	<i>WALLET</i>	<i>PERSONALLY ENROLLED CUSTOMER</i>
<i>ACTIVE RANK</i>	<i>CYCLE</i>	<i>LEADERSHIP POOLS</i>	<i>PERSONALLY ENROLLED MEMBER</i>
<i>ASSOCIATE</i>	<i>EXECUTIVE</i>	<i>LINE OF SPONSORSHIP</i>	<i>PLACEMENT SPONSOR</i>
<i>ASSOCIATE BACK OFFICE (ABO)</i>	<i>EXECUTIVE GROUP</i>	<i>MAJOR VOLUME SALES TEAM</i>	<i>POSITION</i>
<i>ASSOCIATE SUPPORT SYSTEM</i>	<i>DIRECTOR</i>	<i>MANAGER</i>	<i>PRODUCT INTRODUCTION BONUS (PIB)</i>
<i>AUTOSHIP</i>	<i>ENROLLING SPONSOR</i>	<i>MARKETING ORGANIZATION</i>	<i>QUALIFYING VOLUME</i>
<i>BUSINESS-BUILDING ACTIVITY</i>	<i>EXCESS VOLUME</i>	<i>MEGACYCLE</i>	<i>RECOGNITION RANK</i>
<i>BUSINESS CENTER</i>	<i>EXECUTIVE BONUS</i>	<i>MEMBER</i>	<i>REGION</i>
<i>BUSINESS VOLUME (BV)</i>	<i>GRACE PERIOD</i>	<i>MINOR VOLUME SALES TEAM</i>	<i>RETAIL CUSTOMER</i>
<i>COMMISSION WEEK</i>	<i>GROUP VOLUME (GV)</i>	<i>PAID-AS RANK</i>	<i>RETAIL DIRECT PROFITS</i>
<i>COMMISSIONABLE PRODUCT</i>	<i>HOLDOVER VOLUME</i>	<i>PERSONAL VOLUME (PV)</i>	<i>RETAIL PROFITS</i>
<i>COMPENSATION</i>	<i>INTERNATIONAL SPONSOR</i>	<i>PERSONALLY ENROLLED ASSOCIATE</i>	<i>TEAM BONUSSES (CYCLES)</i>

Are you feeling confused by these terms?!

7. UNLIMITED⁴ COMPENSATION PLAN

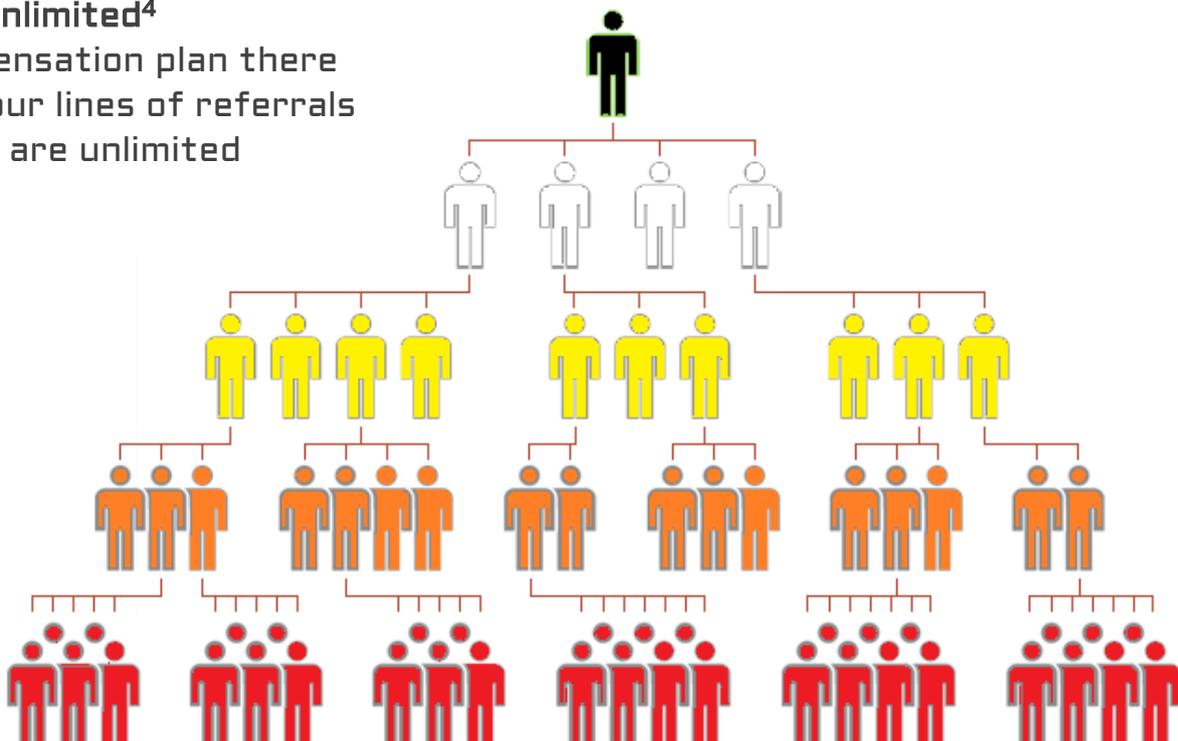
After research of all compensation plans on the market, TELECHAIN has made its own, called **Unlimited⁴**. This is the most simple, fair and unique compensation plan on the market.

How to get started?

Unlike the other compensation plans, to start the network marketing business in TELECHAIN, you only need to buy one PUPIN™ smartphone and that's it. No starter packs, hidden fees and clauses.

As soon as you buy your first PUPIN™ phone, you get your unique ID, referral number (your TCN Wallet address), and also unlimited potential for earnings.

In **Unlimited⁴** compensation plan there are four lines of referrals which are unlimited





WHITE LINE (WL) is the first line in **Unlimited⁴** Placement Tree. All persons that you've sold phone personally, or used your referral number to buy it online are in this line. The number of those persons depends only of you, it is unlimited.

YELLOW LINE (YL) is the second line in **Unlimited⁴** Placement Tree, it represents all sales made by people in **WHITE LINE**. It's also unlimited.

ORANGE LINE (OL) is third line in **Unlimited⁴** Placement Tree, it represents all sales made by people in **YELLOW LINE**. It's also unlimited.

RED LINE (RL) is final fourth line in **Unlimited⁴** Placement Tree, it represents all sales made by people in **ORANGE LINE**.

As you see, there is endless potential for earnings!

But how you earn and how much you earn?*

For all sales in **WHITE LINE** you get 100\$ per sale in TCN Tokens.

For all sales in **YELLOW LINE** you get 70\$ per sale in TCN Tokens.

For all sales in **ORANGE LINE** you get 50\$ per sale in TCN Tokens.

For all sales in **RED LINE** you get 40\$ per sale in TCN Tokens.

The price of products are fixed in USD, but calculated at exchange rate in TCN Tokens at the moment of sale.

All buy and sell transactions in **TELECHAIN** are made using TCN Tokens. For all products you sell using your referral number you receive certain amount of TCN Tokens in your TCN Wallet. Note that these sales are controlled by smart contracts in Ethereum Blockchain, which means they are transparent an immediate.

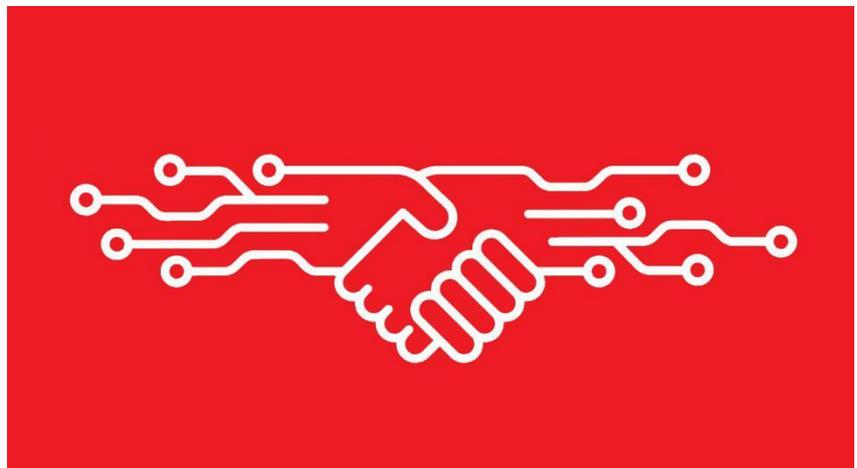
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For example, when person sells phone from YELLOW LINE to a person in ORANGE LINE, you got your TCN Tokens in same second when purchase is made. For all other sales in your placement tree is the same, for each transaction you will get in a second your TCN Tokens.

In TCN Wallet at any time you can see all statistic about your sales, referrals and token balance.

Can't be more simple!

But that's not all!



There are certain ranks and bonuses in TELECHAIN society.

RANKS*:

Classic: First time when you buy PUPIN™ smartphone, you become **Classic Member!**

Silver: When you achieve total 8 sales in WL, 16 in YL, 64 in OL and 256 in RL you become **Silver Member!**

Gold: When you achieve total 32 sales in WL, 64 in YL, 512 in OL and 4096 in RL you become **Gold Member!**

Platinum: When you achieve total 72 sales in WL, 144 in YL, 1728 in OL and 20736 in RL you become **Platinum Member!**

BONUSES*:



**ROLEX SUBMARINER
OR 10000\$
SILVER MEMBER BONUS**



**MERCEDES S CLASS
OR 100000\$
GOLD MEMBER BONUS**



**PRINCESS V40 YACHT
OR 500000\$
PLATINUM MEMBER BONUS**

*Bonuses, ranks and earnings may be subject to changes.

8. MARKETING

Unlike the other network marketing companies that rely only on sales and marketing inside the network, **TELECHAIN** will have serious sales and marketing strategies. On one side, there will be online courses and live presentations how to boost the sale of **TELECHAIN** products, and on the other, there will be several actions on **TELECHAIN** global awareness.

TELECHAIN aims to partnership with FORMULA 1 and MOTO GP and some of the teams.



For 2019 there are plans to do live presentations of **TELECHAIN** on every Formula 1 and Moto GP race.

Also note that TV cumulative audience - i.e. the aggregate of the average audience of all F1 programs broadcast across the year is 1.4 Billion, and 1,2 Billion for Moto GP.





This means that in short period TELECHAIN will become well known to general public.

9. TOKEN SALE

In order to achieve all mentioned in this WHITE PAPER, TELECHAIN needs support from investors and general public. That for we will run our Initial Token Sale (TCN Token).

Initial Token Sale will be held in two stages, PRE-SALE and SALE. Final date will be announced soon.

TCN TOKEN SUPPLY:

TOTAL AMOUNT 1 000 000 000
TOKEN DISTRIBUTION 900 000 000
DEVELOPEMENT RESERVE 100 000 000

PRE-SALE 1 TCN = 0.00025 ETH

FIRST WEEK BONUS 50%
SECOND WEEK BONUS 40%
THIRD WEEK BONUS 30%
FOURTH WEEK BONUS 20%
FIFTH WEEK BONUS 10%

SALE 1 TCN = 0.0005 ETH

More info on Token Sale and Terms & Conditions coming soon.

10. ROAD MAP

H1/H2 2018

Design of **Unlimited⁴** compensation plan

Launch of **telecha.in** website

Promotion of Startup through Network Marketing and Telegram App

Promotion of Token Sale through Network Marketing and Telegram App

Token Sale Event in two stages, PRE-SALE and SALE

Listing of TCN Token on exchanges

H1 2019

PUPIN™ One development

Contract with the factory for **PUPIN™ One** manufacturing

Partnership with Formula 1 and Moto GP

Participation at Blockchain and Bitcoin Conference 2019

H2 2019

Official launch and distribution of **PUPIN™ One**

Promotion on every Moto GP and Formula 1 race

Various seminars and presentations across the globe to boost the

Network Marketing sale of the **TELECHAIN** products

H1 2020

PUPIN™ Two development

Development of **TELECHAIN OS**

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H2 2020

Official launch of PUPIN™ Two
Official launch of TELECHAIN OS



DISCLAIMER: This WHITE PAPER represents work in progress and illustrates the intent of TELECHAIN to develop, launch and market certain products. The implementations of these products are built on new technologies, and it is expected that significant changes will be continually required to meet the evolving requirements of the market's and customer's demands.

TELECHAIN is developing a complex hardware and software project and its launch may be delayed due to unforeseen development barriers.

WHITE PAPER is subject to changes.



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