KalyCoin

WHITE PAPER

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This may require a restructuring of these initiatives and/or their unavailability in some respects. In addition, the development of any initiative is intended to be implemented in stages.

During certain stages of development, the project may rely on relationships with certain licensed third party entities. KALYSSI will make sure that the authorizations of these third parties are in order,

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KLC tokens may differ significantly from the description in this white paper

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The completeness of all translations in case of inconsistency between a translation and the French version of this white paper, the French version prevails.

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GRAPHS

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Purchasing KLC chips involves significant risk and may result in the loss of a substantial portion or all of the amount committed. Before purchasing KLC chips, you should carefully evaluate and consider these risks,

including those listed in any other documentation. A buyer should not purchase KLC tokens for speculative or investment purposes. Buyers should only purchase KLC tokens if they fully understand the nature of KLC tokens and accept the inherent risks.

Cryptographic tokens may be subject to expropriation and/or theft by hackers or other malicious groups or organizations who may attempt to interfere with our system/network in a variety of ways, including malware attacks, denial of service attacks, consensus-based attacks, Sybil attacks, smurfing and spoofing, which may result in the loss of your cryptographic tokens or the loss of your ability to access or control your cryptographic tokens. In this case, there may be no recourse, and cryptographic token holders are not assured of recourse, refund or compensation.

The regulatory status of cryptographic tokens and digital assets is currently unregulated, varies by jurisdiction and is subject to significant uncertainty. It is possible that in the future, certain laws, regulations, policies or rules relating to cryptographic tokens, digital assets, blockchain technology or blockchain applications may be implemented that directly or indirectly affect or restrict the right of holders of cryptographic tokens to acquire, own, hold, sell, convert, exchange or use cryptographic tokens.

Uncertainty in the tax laws relating to cryptographic tokens and digital assets may expose holders of cryptographic tokens to tax consequences related to the use or trading of cryptographic tokens.

Digital assets and related products and services involve significant risks. Potential buyers should independently assess the nature of the risks and their own risk appetite and consult with their advisors before making any decisions.

PROFESSIONAL ADVICE

You should consult a lawyer, accountant, tax specialist and/or other professional advisor as necessary before deciding to purchase KLC tokens.

CAUTIONARY STATEMENT REGARDING FORWARD-LOOKING STATEMENTS

This white paper contains certain forward-looking statements that are based on KALYSSI's beliefs and on certain assumptions made by KALYSSI and information available to it. Forward-looking statements, by their nature, are subject to significant risks and uncertainties.

Forward-looking statements may involve estimates and assumptions and are subject to risks, uncertainties and other factors beyond our control and anticipation. As a result, these factors may cause actual results or outcomes to differ materially from those expressed in the forward-looking statements. Any forward-looking statements speak only as of the date they are made. We do not undertake to update any forward-looking statement to reflect events or circumstances after the date on which such statement is made or to reflect the occurrence of unanticipated events.

EXECUTIVE SUMMARY

I-1. The Genesis

Blockchain technology and crypto-currencies are one of the major emerging technology trends of our century. By enabling untrusted, immutable and decentralized transactions, blockchain technology is laying the foundation for a series of next-generation applications that will enable stronger and more inclusive societies.

KALYSSI's mission is to accelerate the transition to crypto-currencies. Indeed the KALYSSI team has a clear vision, to make crypto-currencies available in secure wallets, while focusing on their real use.

It took a little more than three years for KALYSSI to launch the key product of its consumer offer: payment cards accepted worldwide, with its partner Visa, the KALYPAY Visa cards. Subsequently, KALYSSI has made available to customers ATMs for the purchase/sale of crypto currencies, the incorporation of traditional payment methods into the KALYPAY ecosystem, the purchase of goods and services...

This approach of KALYSSI, starts from the observation that traditional payment networks do not natively accept crypto-currencies today, It is a slow and expensive process. Market process, strongly limiting the number of people we can introduce in the cryptographic ecosystem.

The KALYPAY system was created to solve this problem.

I-2. Statement of the problem

Traditional fiat currency payment systems rely on an old infrastructure that makes it difficult to adopt new and innovative forms of payment like crypto-currencies.

As a reminder, traditional cash-based payment systems have
essential characteristics:

Highly centralized,

Controlled by strict rules, resulting in a lack of flexibility

Costly for participants (especially consumers), and limited flexibility (e.g., difficulty in easily integrating new innovations/currencies)

In several countries, more modern digital money payment solutions have already emerged and almost replaced the traditional cashless payment system (e.g. Mobile money in Africa and Alipay/WeChatPay in Asia...).

Unfortunately, the current blockchain technology is not sufficiently exploited to offer a good, efficient and personalized alternative to traditional money networks.

I-3. Mission and vision

Mission: Accelerate the transition to crypto-currencies

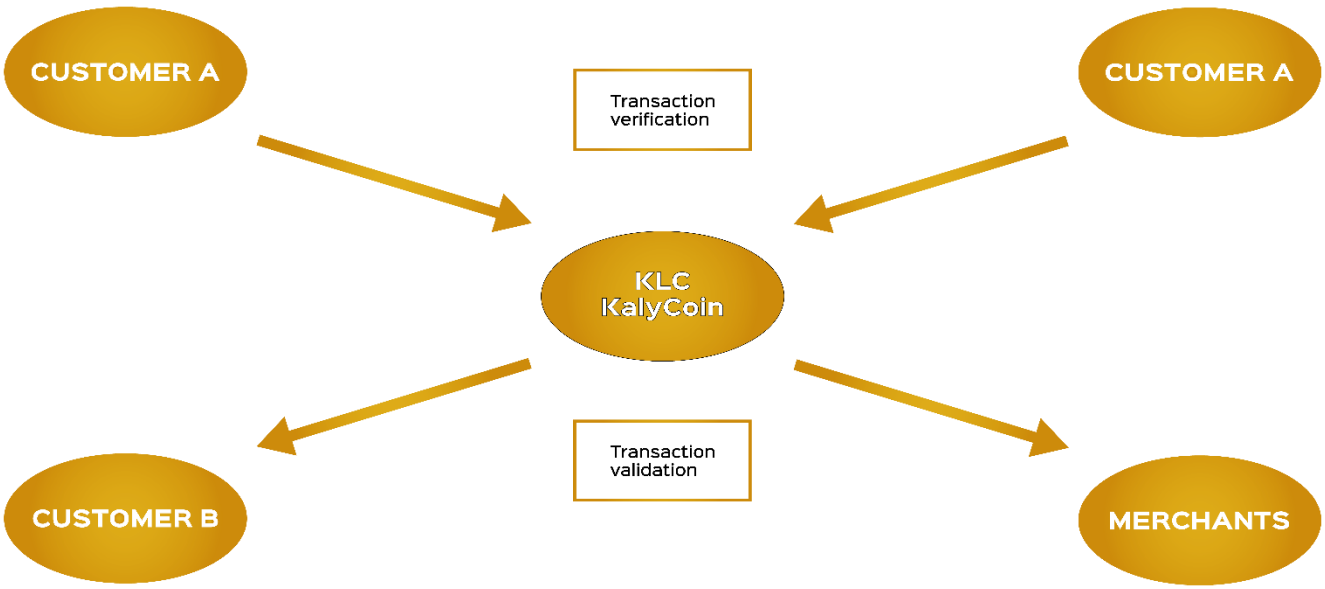
Vision: The reference for regulations and transfers combining the most modern methods and technologies in any location.

We strongly believe that decentralization is an important part of building a better society for all and, accelerating the world's transition to crypto-currencies.

By building, on the one hand, a network of crypto-currency projects and, on the other hand, by focusing on developing the ability of merchants to accept crypto-currencies as payment (see diagram below).

We want the KalyCoin network to be a high-performance blockchain solution, which will make the transaction flows between crypto-currency users and merchants accepting crypto-currencies transparent, profitable and secure,

Kalycoin transaction scheme



Transactions 1:
Transaction between 2 customers A and B, for the execution of this operation customer A transmits the order to KLC which after checking the balance executes by crediting the account of B

Transaction 2:
When paying at a KalyPay merchant, the transaction is transmitted to KLC, this one after verification of the exactitude of the data carries out by crediting the account of the merchant

MARKETING STRATEGY AND ROLE OF THE PLAYERS

II-1. Marketing strategy

The main differentiating factor of the KALYSSI network is its clear strategy of on the market, which should lead to rapid adoption. Six

important points are at the basis of its strategy:

1. Broad and attractive offers for customers to financially encourage the use of crypto-currencies.
2. Focusing on solutions that allow customers to spend via multiple channels and online merchants to accept crypto-currencies.
3. KALYPAY's API's linked to existing gateways (payment methods) will encourage merchants to deploy them and can also offer substantial discounts to their customers. Customers will pay using the KALYPAY application. Payment will be instantaneous.
4. The non-existence of inter-client transaction fees to encourage massive use of the system.
5. Decentralization of the protocol in transaction processing.
6. The network of distributors and franchises adapted to each type of market: aware that despite the potential offered by blockchain and crypto-currencies there is a large gap, for the massive adoption of this new technology.

Building a global payment network is a multi-year effort. The deployment of the KALYSSI network will therefore be done in stages, which will significantly increase the speed of adoption.

II-2. ROLES AND INCENTIVES

We have outlined below the expected roles of the various parties who will be able to use the KALYSSI network and the incentives expected for them to use it.

The Client

Role: Use the network to perform inter/external transfers in the KALYPAY ecosystem, crypto-currency payments, call unit reloading, use of magnetic cards throughout the visa network.

Incentives:

Rebates: pay in crypto and receive rebates funded by the network, Access

(time): instant access to the crypto-currency

Access (distribution): ability to spend crypto-currencies directly from the crypto-currency account/portfolio at merchants, online or offline, without switching to fiat currency.

The merchant

Role: to accept payment methods from the KALYPAY ecosystem.

Incentives:

Reduced costs: free processing fee (for fiat and crypto payments)

Marketing: offer customers network-funded discounts and demonstrate its ability to follow a new trend.

The distributor (franchise)

Role: selling KALYPAY services to the population to ensure proximity

Incentives: Commission-based compensation for use of the range of services available.

Marketing: KALYPAY communication tools and support and a presence in traditional media and social networks to facilitate their outreach.

Kalypay

Role: manage the flow of funds from customers to merchants and distributors (from transaction authorization to settlement), set specifications, standards and distribute processing fees to eligible participants in exchange for their services.

Kalypay Network: Expand the network of merchants accepting payments from the KALYPAY ecosystem, set compliance standards; and manage the dispute resolution process

Incentives: achieve the vision of accelerating the transition to crypto-currencies and manage network transaction flows.

II-3. SUPPORT TO FINANCIAL INSTITUTIONS

Our stated vision is to accelerate the transition to crypto-currencies, and as such, we extend an open invitation to existing mainstream financial institutions to democratize crypto-currencies. As such, these institutions could adopt blockchain technology in a number of use cases.

We intend for the KALYSSI network to address the key challenges faced by these financial institutions with respect to crypto-currencies:

- Secure custody of these on- and off-chain settlement digital assets in a timely and cost-effective manner
- the volatility of these assets, particularly between settlements and management.

KALYSSI will provide the supporting technology solutions necessary to meet the compliance and regulatory requirements of financial institutions.

We want the KALYSSI network to allow these institutions to easily integrate crypto-currencies into their existing system with a few lines of code through our APIs.

Have the ability to define their own rules and parameters from a business model and compliance perspective. Have direct access to our customer service team.

II-4. USER EXPERIENCE

Customer Experience

The customer journey for crypto-currency payment using the KALYPAY ecosystem is intended to be as simple and versatile as possible.

Opening an account

The customer opens his KALYPAY account and has instant access to multi-currency and crypto-asset wallets. From his KALYPAY account, the customer can perform reload operations via several payment methods, and he can transfer money within the entire KALYPAY ecosystem.

Expansion of the customer network

With the crypto-currency market booming for more than 10 years, KALYSSI adopts an aggressive marketing and integrates proximity agents with several means of payment to the KalyPay ecosystem (bank card, mobile money,
merchants...) this multitudes of possibilities favors the massive adoption of the Internet of value by the users.

Fees and Incentives:

KalyPay community members can send each other assets internally without
pay no network fees

Each user is an active ambassador of the system, on each account opening when he/she makes a minimum fiat load of 50$ Kalypay pays him/her a commission in KLC.

Merchant Experience

The implementation requirements for merchants are minimal and offer great flexibility in accepting fiat currency and crypto-currencies.

How the operation is carried out

Merchants use their existing payment terminal ("TPE"), or integrate the online payment gateway "KalyPay", customers pay using their wallet and merchants receive their payments instantly in KLC, stablecoin and fiat (D+3).

Expansion of the merchant network

KALYSSI will lead a business development team to drive acceptance, using our payment industry relationships and strong balance sheet to entice players to join the KALYPAY ecosystem.

We want to target different distribution strategies and channels, including:

- direct transactions between online and offline merchants
- payment gateway
- transactions with acquirers that currently accept credit cards.

For all types of buyers, we have a suitable proposal:

A growing market: access to nearly 200 million consumers worldwide who currently hold crypto-currencies, with this number expected to continue to grow with crypto-currency related services increasingly meeting consumer needs.

Lower fees: merchant processing fees are near zero compared to fiat currency, resulting in higher margins for merchants, minimal integration effort, and co-marketing including financial incentives.

THE POTENTIAL OF THE NETWORK

The creation of Bitcoin and Ethereum wallets has seen explosive growth (>10x) from 2013 to 2015 and 2016 to 2019 respectively.

Figure 1 : Evolution of the number of Bitcoin addresses

Figure 2 : Evolution of the number of Ethereum addresses

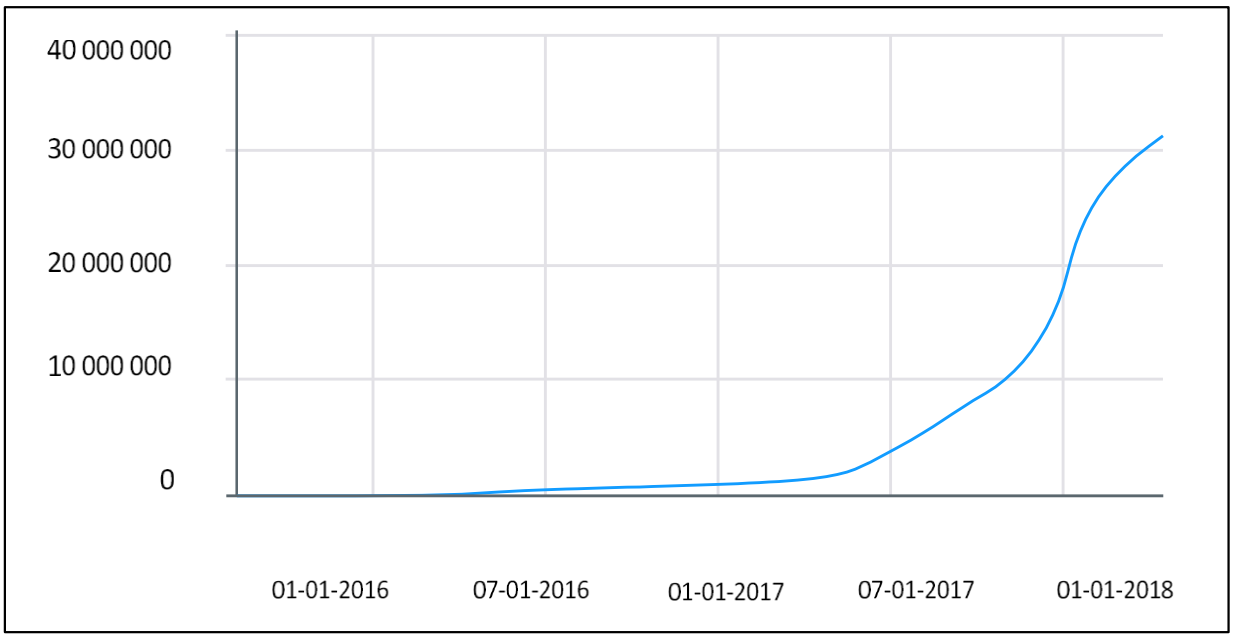
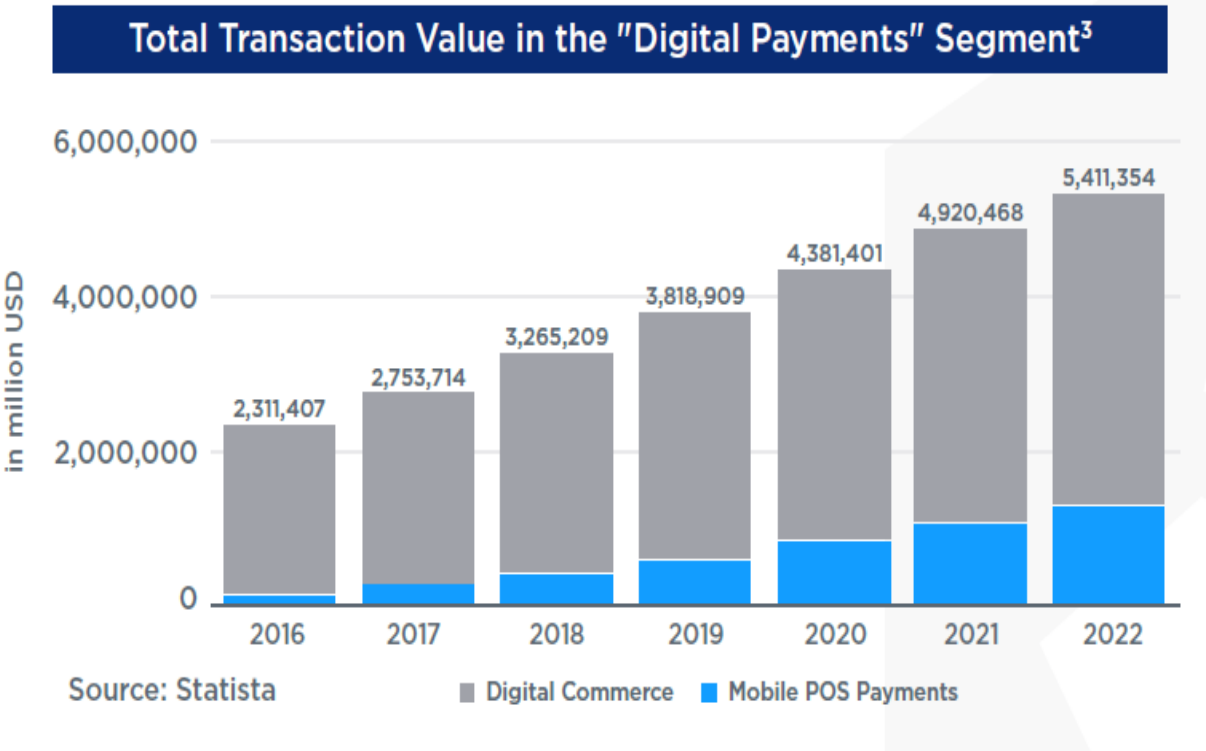


Figure 3 *:* Value of digital payment transactions



Based on forecasts of growth in Bitcoin/Ethereum wallet creation, and taking into account users with multiple wallets as well as the overlap between wallets on each blockchain, we expect the number of crypto-currency users to reach 250-500 million by 2025.

III-1. Inclusion of networks

KALYPAY will open its protocol to customers and merchants who wish to transact directly on its cryptographic payment network without going through an acquirer.

Direct participants will be able to leverage the power of the KALYSSI network to create closed-loop community payment channels to settle crypto-currency payments for free.

KALYSSI will provide participants with an easy-to-use wallet application ("App") with deposit/withdrawal and wagering and payment functions to support this decentralized process.

III-2. Decentralization of the network

The KALYSSI network is built with complete decentralization. In the long term, the KALYSSI network will be able to operate in a fully decentralized manner as we develop the key elements of the architecture and technology to make it possible.

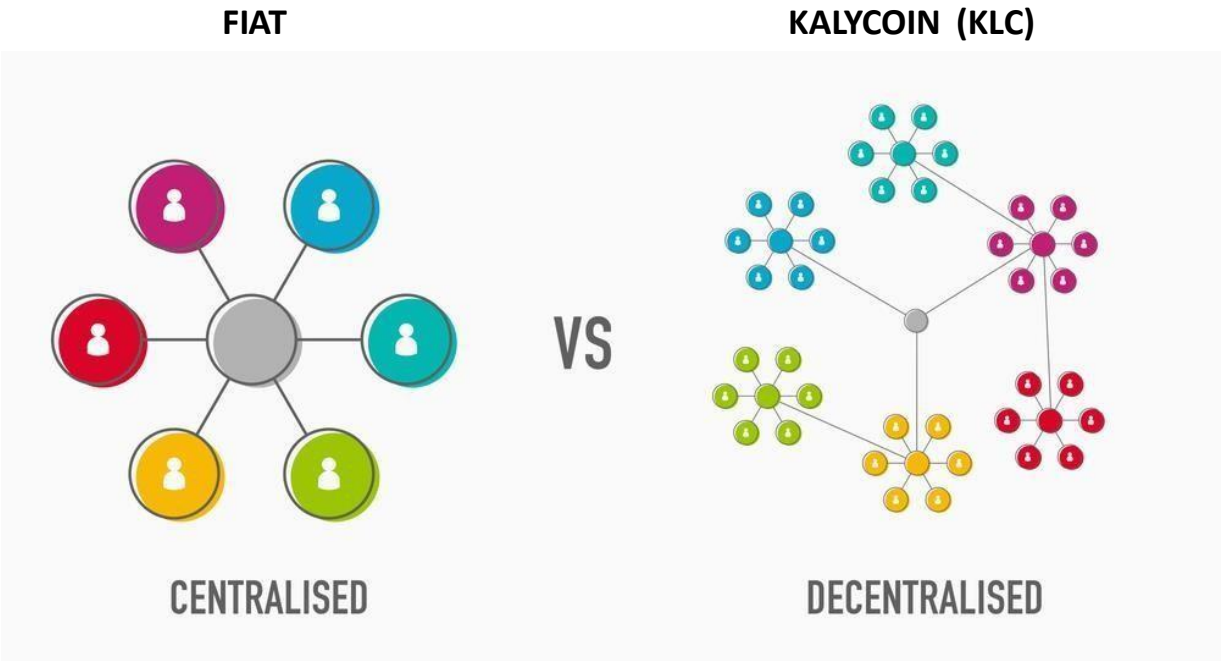


Figure 4 : Representation of the decentralized network of KALYCIOIN (KLC

THE KLC JETON

Token Issuing Entity : KALYSSI

Token Name : KALYCOIN

Symbol : KLC

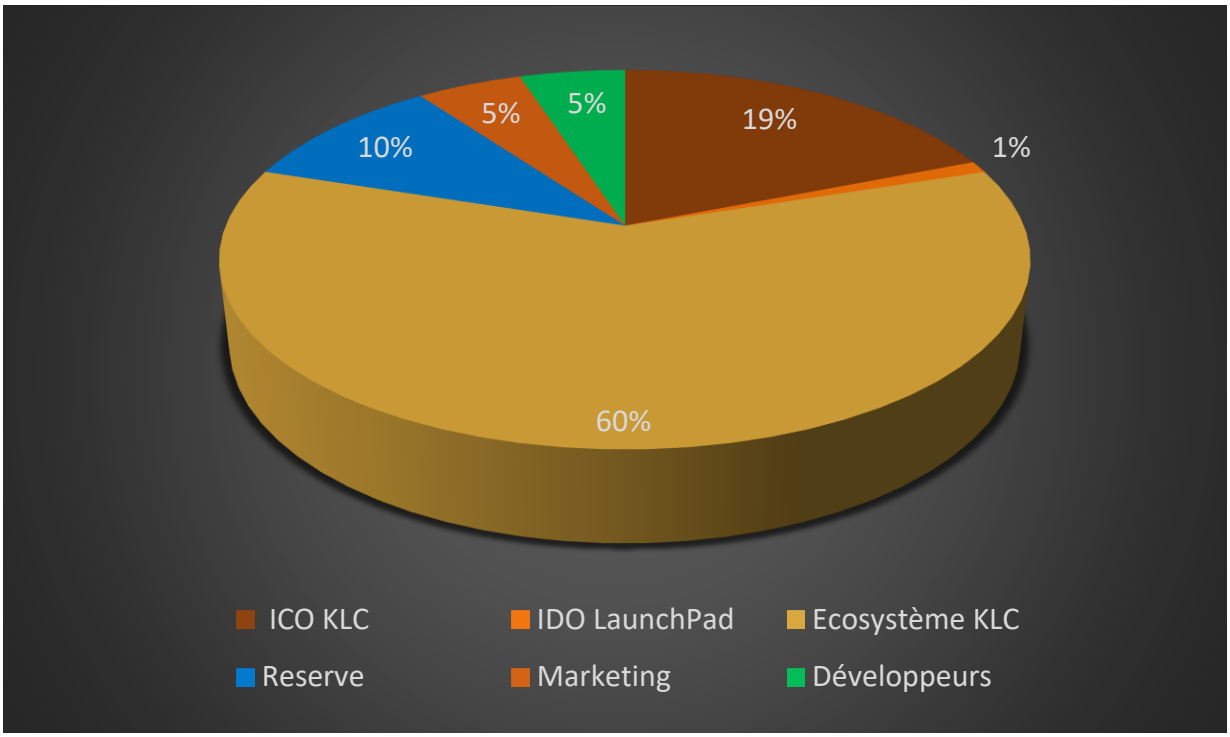
Total bid: 75,000,000 KLC

Distribution mechanism: pre-sale, sale, secondary distribution

DISTRIBUTION OF KLC TOKENS

ICO KLC	19%	14 250 000
IDO LaunchPad	1%	750 000
KLC Ecosystem	60%	45 000 000
Marketing	5%	37 500 000
Reserve	10%	7 500 000
Developers	5%	3 750 000
TOTAL	100%	75 000 000

Figure 5: Distribution of KLC tokens



ROADMAP

2021

March
Development of the Kalypay website

April
BackOffice integration of customers and franchises

May
Integration of mobile money and crypto APIs

June
Bank card API integration

July
Launch of KLC on Binance Smart Chain

August
KLC integration in Kalypay

September
Launch of the KLC ICO

October
Launch of the Kalypay payment system and distribution of bank cards

November
Migration from the old Kalyssi system to Kalypay

December
Closing of the ico and preparation of the IDO

2022

January
Launch of the IDO on Binance LaunchPad

February
Application for EME approval and Crypo license

March
Listing on 5 or 6 exchange platforms

April
Deployment of APIs for merchants

May
Integration of the KLC on the Marketplace

June
Launch of the Marketplace

THE KALYCOIN & KALYPAY TEAM

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