

# **WHITEPAPER**

The open protocol for decentralized apps on the Ethereum blockchain



## **Table of Contents**

Introduction	3
SF Capital Developer Team	
- Our Vision	7
- Objectives	8
- Project Aspects	10
SF Capital Token (SFCP)	
- Smart Contract Technology	12
- Token Details	13
- Token Distribution	14
- Use of Proceeds	15
- Business Development Plan	16
- Roadmap	18
Appendix	20
Disclaimer	21





## **Introduction**

From \$0.003 USD in March 2010 to \$9337.74 USD in February 2018. This is of course, the price-value of 1 BTC (Bitcoin) in US Dollars. Bitcoin which started in 2009, is a cryptocurrency, a digital asset designed to work as a medium of exchange that uses cryptography to control its creation and management, rather than relying on central authorities.

The Bitcoin network came into existence with the release of the first open source bitcoin client and the issuance of the first bitcoins, with Satoshi Nakamoto mining the first block of bitcoins ever (known as the genesis block), which had a reward of 50 Bitcoins even when it had no significant price-value. A lot of investors and traders from numerous parts of the world have since then, found it profitable and comfortable to participate in the economy of this currency. Cryptocurrency, which started with the introduction of Bitcoin, has now led to the presence of over 1500 cryptobased coins in the world. This technology (Cryptography) which works with a transparent ledger system, known as Blockchain has made its marketplace a convenient one for everyone.

Blockchains have been revolutionary by allowing anyone to own and transfer assets across an open financial network without the need for a trusted third party. Now that there are hundreds of blockchain-based assets, and more being added every month, the need to exchange these assets is compounding.

With the advent of smart contracts, it is possible for two or more parties to exchange blockchain assets without the need for a trusted third party. Decentralized exchange is an important progression from the





ecosystem of centralized exchanges for a few key reasons: decentralized exchanges can provide stronger security guarantees to end users since there is no longer a central party which can be hacked, run away with customer funds or be subjected to government regulations. Hacks of Mt.Gox, Shapeshift and Bitfinex have demonstrated that these types of systemic risks are palpable. Decentralized exchange will eliminate these risks by allowing users to transact trustlessly - without a middleman - and by placing the burden of security onto individual users rather than onto a single custodian.

In the two years that have passed since the Ethereum blockchain's genesis block, numerous decentralized applications (dApps) have created Ethereum smart contracts for peer-to-peer exchange. Rapid iteration and a lack of best practices have left the blockchain scattered with proprietary and application-specific implementations. As a result, end users are exposed to numerous smart contracts of varying quality and security, with unique configuration processes and learning curves, all of which implement the same functionality. This approach imposes unnecessary costs on the network by fragmenting end users according to the particular dApps each user happens to be using, destroying valuable network effects around liquidity.





## **SF Capital Developer Team**

Peter Chung is a researcher working on cryptocurrencies, smart contract security and distributed consensus algorithms. He is experienced in

building high performance multiplatform applications. Peter believes in the force of the Ethereum and Blockchain technology. Much of his work revolves around community of technologies. He is interested in building high performance multiplatform applications. The open source project which embraces decentralization of mining pools in existing cryptocurrency.

One ailment of the cryptocurrency world is over-technicality and confusing jargon. We believe that blockchain technology can be delivered to a larger user-base with simplicity, and less confusion.



Peter Chung

Header of Developer Team

& Co-Founder

SF Capital (SFCP) token is striving to be one of the leaders in adoption of digital currency for everyday use. We intend to simplify and bring the powerful peer-to-peer ledger system into the hands of everyday people who will utilize it for everyday transactions.



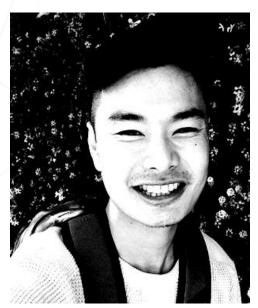




Johnny Liang is a senior backend engineer and OS system administrator over 20 years. He is experienced in building high performance for multi-platform in all function of applications. Johnny is interested in building higher performance of applications. He has been involved in blockchain technologies and cryptocurrency development since early 2015 and is a lead engineer at the Crypto Big project.

Johnny Liang
Lead engineer & Co-Founder

Nicky G. Khun has spent over a decade driving growth and awareness for both Fortune 200 companies and tech startups alike. He is one of the best marketing and business developer in advertising business industry. His results-oriented approach has earned him multiple industry awards. As an early and passionate adopter of crypto, he uses extensive marketing skill set to maximize the reach and success of SF Capital.



Nicky G. Khun
Business Developer





### **Our Vision**

One ailment of the crypto-currency world is over-technicality and confusing jargon. We believe that blockchain technology can be delivered to a larger user-base with simplicity, and less confusion. SF Capital (SFCP) token is striving to be one of the leaders in adoption of digital currency for everyday use. We intend to simplify and bring the powerful peer-to-peer ledger system into the hands of everyday people who will utilize it for everyday transactions.

Our vision to accomplish this is to put the community and the people first. We regularly speak of ourselves as a community currency and enjoy the simple comments and interactions of new users to blockchain technology. We allow them to dictate how we should make things easier and more effective for their use. We also are community run and desire to set the framework of an open source system where this currency will perpetuate with the community in control not a large investor or any larger centralized entity. We desire for SF Capital (SFCP) token to remain and continue as a decentralized currency for the people.





## Objectives

#### **E-COMMERCE APPLICATIONS**

SF Capital (SFCP) token is looking to make the cryptocurrency easily transferable and liquidable for purchasing power. We are already in talks with various companies that we believe are spearheading the way forward to integration with all major existing e-commerce online platforms. The current TX rates can be as low as 0.2 cents, so this makes our solution strongly competitive with Paypal or Stripe who charge 2.9%+ for each transaction of money. So our goal is to have SF Capital (SFCP) token available to be used by small businesses and entrepreneur or websites as method of payment or donation to transfer funds.

#### **TECHNOLOGY UPGRADES**

SF Capital (SFCP) token is to provide a stable cryptocurrency that will be trusted and adopted. We are currently utilizing the Ethereum blockchain as we have started an ERC20 token under their system. Our circulation of tokens is 100 million token with a decimal point of 18 and our contract address is: <a href="mailto:0x8b6cda5cc518c904e8844f445e1a7c7d2db0ff16">0x8b6cda5cc518c904e8844f445e1a7c7d2db0ff16</a> The Ethereum platform is trusted and utilized by very large companies and is a very forward thinking blockchain. We have discussed amongst developers the need to continue to evaluate the long-term durability of the ETH blockchain and if we need to start our own blockchain. So, we have not closed the door to this possibility depending on the adoption rate of SF Capital (SFCP) token and it's scalability issues.





#### **EDUCATING USERS**

SF Capital (SFCP) token is very sensitive to the need to educate people on blockchain technology in a simple user-friendly fashion. This objective is close to the heart of the project in putting people and their needs first in ensuring adoption of the technology is easy and even fun. Our platform is open source and also spreads further education and forward thinking of the blockchain technology, spurring on innovation.

#### WORLD-WIDE COMMUNITY

SF Capital (SFCP) token has, since its foundation, been a world-wide currency. Developers from many countries, advisors, innovators and volunteers on social media have been from varied parts of the world. This has become part of our DNA to cater to the needs of translation work and adoption of blockchain technology in countries all over the world. This is another way that blockchain technology is disrupting the financial sector in that it is rewarding not only the rich but poor in any part of the world. We are excited to have team members joining from all walks of life and social status to be a part of SF Capital (SFCP) token.

#### **USABILITY**

SF Capital (SFCP) token will make blockchain technology less daunting for the end user and give people renewed confidence in this pioneering way of transferring funds through a peer to peer digital network. From our custom applications to partnerships with like-minded teams, we are seeking to make this technology as user-friendly as possible.





## **Project Aspects**

#### ANONYMITY

Since the beginning of SF Capital (SFCP) token there has been a desire from many of the team members to remain anonymous in their contributions. This has helped the team focus on the main project and ensure steady growth. We see the same in the original vision of bitcoin, anonymity was also part of its success. Our goal is results that are tangible in user-interaction and adoption and not to focus on the developers behind the scenes.

#### DECENTRALIZED

Many ERC20 tokens starting are used by businesses that are centralized entities. The original vision of blockchain technology is to operate in a way that is peer to peer and not a part of any centralized hub. The genius of this technology is that it runs and works apart from the control of any one individual. Whether utilizing the ETH blockchain or starting our own, the goal will be to ensure a decentralized model is maintained.

#### **OPEN SOURCE**

In keeping with the spirit of many projects in the crypto world we desire to be open source with everything that is developed. From Wallet Apps to any E-commerce applications. Everything will be open source or released onto Github after initial development This will allow for further innovation and for anyone to take part in improving SF Capital (SFCP) token.





#### NO LARGE PRE-MINE

We are disseminating the currency in a way that will not allow for whales or large investors of a certain extend to own the currency at the beginning. This gives an equal fair share for investors of all types. Being a token and not a mineable currency we are ensuring wide distribution in varying amounts.

#### **COMMUNITY**

A big focus is the development of a strong and large community that is active and helping dictate the future of the SF Capital (SFCP) token currency. We see the value of the currency in its community and this will ensure the long-term durability of development, innovation and use of SF Capital (SFCP) token.

#### **MASS-ADOPTION**

An important aspect of this project is its outward focused goal of mass adoption rate. Innovation and improvement to the blockchain technology is important but if it is not being used it becomes just test-tube experiments but not applied to real-life. We believe in its adoption to a large user-base of even non-crypto minded people that the technology will have to adapt and change and this will bring innovation otherwise not thought of.





## SF Capital Token (SFCP)

### **Smart Contract Technology**

Smart contracts are a central component to next-generation blockchain platforms. The main goal of a smart contract is to enable two anonymous parties to do business with each other, usually over the internet, without the need for a middleman.

#### ✓ Fast & Inexpensive

Easy and effortless payments whilst avoiding expensive costs of blockchain transactions and data storage.

#### ✓ 100% Reliable

Sustainable network capable of delivering lighting fast transactions and the distribution of important client data.

Using Ethereum smart contracts, we can deliver on the above criteria. Our Ethereum-based contracts all comply with the ERC20 standard, which has gained significant prominence among developers. More detailed info about the ERC20 standard can be found here.

NOTE: It is impossible to corrupt or censor smart contracts, because they are placed in a decentralized infrastructure.





## **Token Details**

TOKEN NAME : SF CAPITAL

TOKEN SYMBOL : SFCP

DECIMALS : 18

PLATFORM : ETHEREUM

TOKEN SUPPLY : 100 Million SFCP

TOTAL CROWDSALE : 10 Million SFCP

INITIAL TOKEN PRICE: START \$0.1 USD

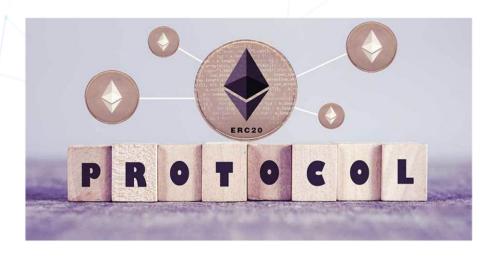
DURATION : 1 JULY - 15 AUGUST 2018

SOFT CAP : 2 Million SFCP

HARD CAP : 10 Million SFCP

FUNDING GOAL : \$3 Million USD

CONTRACT ADDRESS : 0x8b6cda5cc518c904e8844f445e1a7c7d2db0ff16

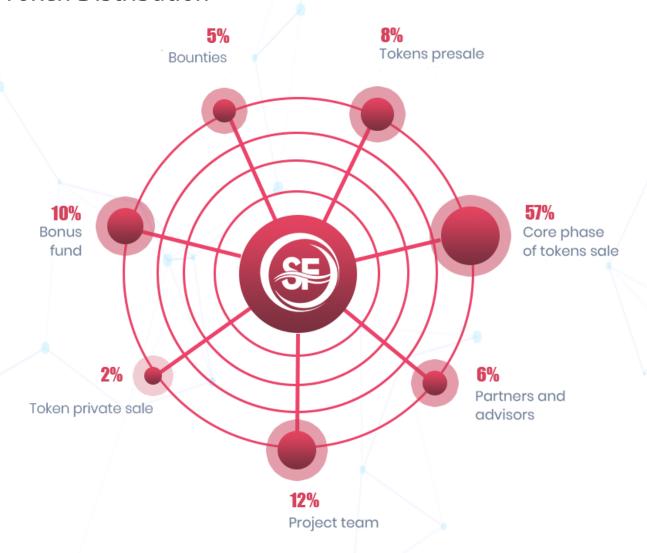








## **Token Distribution**



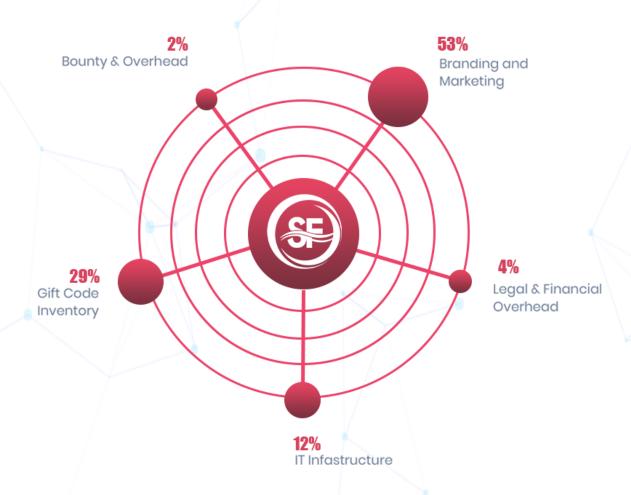
### Token distribution will be utilized as follows:

- 57% Core phase of tokens sale
- 12% Project team
- 10% Bonus fund
- 8% Tokens presale
- 6% Partners and advisors
- 5% Bounties
- 2% Tokens private sale





## Use of Proceeds



Funds raised in the crowdsale will be utilized as follows:

- 53% Branding and Marketing
- 29% Gift Code Inventory
- 12% IT Infrastructure
- 4% Legal & Financial Overhead
- 2% Bounty & Overhead





## **Business Development Plan**

SF Capital (SFCP) token is developed on the backdrop of ERC20 token using Ethereum blockchain. ICOs have paved the way for development of new token and Ethereum provides an apt ecosystem or it. We are launching SF Capital (SFCP) token with precise estimations of the market and quite sure of its success. Our token is only an instrument for us to generate initial costing but will also prove as a great source of earning for the investors. This is a perfect time for launching a new token since we have the best resources available and due to the surge in Cryptocurrency market. We have generated a plentiful of tokens for the investors and forecast a significant amount of yield.

The technology of SF Capital (SFCP) token, its platform and all technical developments are subject to changes in the interpretation, application, marketing and anticipated timeline. We do not foresee any future problems or setbacks arising although sudden changes can impact the launch, utility and/or value of the coin and management reserves the right to action such changes. Changes can be but not limited to internal policies, personnel restructuring, coin distributions, technical developments of the SFCP tokens and/or external factors outside of our control. We have focused on accumulating profit-bearing means by foraging the exchanges and avoided the replication of devices. SFCP tokens with their low costing attributes and profound network of exchanges is very likely to emerge as a market trailblazer. We aim to minimize the risks of a volatile market, making it undulating and firm. Notwithstanding the fact that, cryptocurrencies are regulated in most of the countries now, it is our accountability to stand by the investors in the time of crisis. There have been many markets launched





lately in the markets all with their different layouts and prospects. Our objective is to clinch the apex of the market and generate prolific outcome. We aim to beget new avenues and add more competition to the market for an overall beneficial environment. A prospective and all-encompassing review of the token has already been done by the market experts.

SFCP tokens is coming out at a time when the market is on a rise and people are eager to find new avenues to dabble in new cryptocurrencies. The regulation following and adherence to exchange mandates have coursed a way for us to spearhead the project. It is thoroughly a craftsmanship that we see in the modules of our tokens. We have not only tried and tested them, but also rated them through different exchange scales. The exchange indices and capping market have been raised to a point where they can't be deflected from their course. We have strategized to input the resources that were way too scanty for other providers. It is also an urge for the whole market to stand out and demarcate the critical boundaries. The onus is definitely on us to save the traders from the perilous markets, our bearings have been laid out is the most creative and transparent way so that each investor will be able to see through the system. It is our aim to set a milestone for investors and exchanges.

In addition, the ability to trade the coin on internet exchanges may be impacted by third parties and their trading policies. New policies and regulations governing the use of the SFCP coin and/or online exchanges may affect its value or the ability for it to trade on the market.





## Roadmap

#### **MARCH 2018**

- Research
- Web Development
- Business Planning

#### **MAY 2018**

- Launch Whitepaper
- Launch Roadmap
- Marketing

#### **JUNE 2018**

- Open token crowdsale
- Make business opportunities







#### **JULY 2018**

- Listing on popular exchange such as Yobit, Etherdelta,
   Folkdelta and HeroXchange
- Listing on other exchange
- Listing on Coinmarketcap

#### SEPTEMBER 2018

- Apps Wallet in iOS / Android
- Target Price 1 3 USD
- Listing on Top 20 Crypto exchange market

#### **DECEMBER 2018**

- Target Price 3 5 USD
- Leading to Top 100 Crypto on Coinmarketcap
- Research the Next Projects







## **Appendix**

#### ERC20 Token

ERC20 establishes a standard contract ABI for tokens on the Ethereum blockchain and has become the de facto representation for all types of digital assets. ERC20 tokens share the same contract interface, simplifying integration with external contracts.

#### Core ERC20 functions include:

- transfer(to, value)
- balanceOf(owner)
- approve(spender, value)
- allowance(owner, spender)
- transferFrom(from, to, value)

EIP101 includes a proposal to change ether to follow the ERC20 token standard. For now, a "wrapper" smart contract may be used as a proxy for ERC20 ether. For reference, see the Maker implementation or the Gnosis implementation.

#### Contract ABI

EIP50 proposes an extension to the contract ABI to support structs. This would allow the community to establish standard Order and Signature data structures, simplifying our contract interface and integrations with external contracts.





## **Disclaimer**

#### DISCLAIMER AND STATEMENT ON FORWARD-LOOKING INFROMATION

The information presented in this disclaimer contains "forward-looking statements" and "forward-looking information" with the reference of applicable Canadian securities legislation (referred herein as forward-looking statements). Besides the information of historical fact, certain information contained herein constitutes forward-looking statements which includes but is not limited to statements related to activities, occurrences and developments that SF CAPITAL (the "Company") expects or anticipates will or may take place in the future, statements regarding Company's business strategy, objectives and goals, and management's assessment of future plans and operations that are based on current internal expectations, estimates, projections, assumptions and beliefs, which may be proved incorrect. Forward-looking information is often recognized by the use of words such as "may", "will", "could", "would", "anticipate", "believe", "expect", "intend", "potential", "estimate", "budget", "scheduled", "plans", "planned", "forecasts", "goals" and similar experiences. Forward-looking information is based on a number of factors and assumptions made by management and considered reasonable at the time such information involves known and unknown risks, uncertainties and other factors that may cause the actual results, performance or achievements to be materially different from those expressed or implied by the forward-looking information.

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