



# PLEDGE UTILITY COIN TOKEN

WHITEPAPER

*“Change the world,  
one block at a time”*



April 15th 2022

[www.trypledge.org](http://www.trypledge.org)

## What is the PUC token project?

Pledge Utility Coin token is a decentralized finance (DeFi) BEP20 token that seeks to be a force for greater good. PUC intends to do this by powering automated humanitarian charitable giving through blockchain solutions, to solve many of the problems faced by those most in need in our societies.

**“ We believe the best way to bring about positive social change is by financially empowering the active nonprofit organizations and foundations that are already positioned to help with problems in their own communities ”**

## How it works

The PUC token contract is designed to transfer a proportion of transaction fees collected into the wallets of registered nonprofit organizations and foundations whenever the PUC token is exchanged.

Humanitarian nonprofit organizations and foundations that register with the PUC project may be selected by Pledgers as the default recipient of any and all fees accrued from their own transactions with PUC on decentralized exchanges.



In the case that no such preference is indicated for a particular nonprofit organization or foundation prior to performing a transaction, the charity fees are collected in a designated charity wallet from where it will be distributed randomly and evenly between all registered nonprofit organizations and foundations on a predetermined schedule.

# Why Pledge?

## Why have we undertaken this project?



### **01: To make it easier to give to those most in need**

The most successful inventions are the ones that solve an important social problem.

If you have ever come across representatives of humanitarian nonprofit organizations crowdfunding on busy metropolitan streets to get you to commit to a pledge, you realize just how difficult it is for these organizations to rally the sort of support that they require to meet their objectives.

In the aftermath of the COVID-19 pandemic, the situation becomes more dire as people seek to avoid unnecessary interpersonal communication to prevent the possibility of contracting the virus.

When such conundrums arise, they create a social problem. The PUC team developed the PUC token to tackle this particular problem by making the process of donating to nonprofit organizations and foundations seamless through the use of blockchain technology

### **02: Because PUC will power NFT purchases**

PUC plans to develop a simple to use NFT creation and exchange platform where the PUC token will be used to trade NFT tokens. See the roadmap section for more information.

### **03: Because PUC plans to build its own blockchain.**

PUC plans to develop its own blockchain. We are in this for the long haul and our goal is to ultimately revolutionize the blockchain and nonprofits industries. See the roadmap section for more information

### **04: To generate additional revenue for nonprofit organizations and foundations**

As detailed in our roadmap, PUC plans to develop a crowdfunding platform to generate regular income for nonprofit organizations and foundations.

The PUC token will primarily be used to facilitate transactions on the crowdfunding platform which will provide an additional source of donations for nonprofit organizations and foundations, from transaction fees collected for each transaction that is actualized on the platform.

### **05: To ensure that the most pertinent needs are identified and addressed in the most transparent and expedient manner**

As detailed in our roadmap, PUC plans to develop a web application for donors to keep up to date with ongoing charity based projects, and for nonprofit organizations and potential beneficiaries to bring an urgent need to the attention of the community.

### **06: To ensure that the people who help others have the means to do so**

Most nonprofit organizations have to manage big goals with small budgets. The problems they try to solve are global even though their reach is local.

The PUC token represents a desire to ensure that these organizations have more of the resources they need to meet their goals.

It's an opportunity to level the playing field for those most in need in our communities and the world at large, and a chance to seamlessly solve some of the most pertinent issues at the bedrock of the conscience of modern society, with minimal disruptions to the daily lives of our Pledgers.

### **07: To encourage others who can make a difference**

The nonprofit sector is not the most attractive for the best minds in our societies because most of the jobs typically don't offer adequate financial rewards.

PUC represents an attempt to change that rhetoric because the quickest road to success and sustainability is to get the smartest people solving the biggest problems.



**We are a group of individuals who are dedicated to making the world a better place.**

**We are Pledgers, just like you**

**01** **Kolapo Akande**  
Chief Cryptocurrency Officer

**06** **Abel Oyewo**  
Head of Marketing

**02** **Ifeanyi Enwerem**  
Chief Technical Officer

**07** **Mustapha Kazeem**  
Chief Operating Officer

**03** **Pranay Pattani**  
Legal Advisor for The Pattani Law Group

**08** **Darrin Tracy**  
General Advisor

**04** **Jide Ladipo**  
Head of Digital Marketing

**09** **Tyler Watts**  
General Advisor

**05** **Yomi Fowler**  
Head of Business Development

**10** **Remigiusz Soltys**  
General Advisor



- Symbol: PUC
- Contract Address: 0xc9dc172bB1f1afe84d303c2F84b7B70A134a5d38
- Chain: Binance (BEP-20)
- Issued Supply: 1 Quadrillion tokens (1,000,000,000,000,000)
- Verified: [SolidProof](#)

## Business Wallets:

### 01: Liquidity:

0x410c229B8860Dc53A6D12D5753903194d3E7b288

- The Liquidity Wallet will be used to fund liquidity pools on exchanges where PUC will be traded.

### 02: Charity:

0x17F79e489f254b29A63d52E340e6097376359aD4

- The Charity wallet will be used for storing the portion of transaction fees that will be remitted to charities.
- It is the default wallet for fees collected from Pledgers who have not specified which specific charity a portion of their transaction fees will go to.
- The Charity wallet is also the general wallet where the signup bonus of PUC tokens for NonProfits that partner with PUC will be stored.

### 03: Dev & Marketing:

0xB291677e6D69F5Df0A8e140B8f5C577Ff62ceC3F

- The Development and Marketing wallet will be used to fund ongoing software development and marketing activities of the project.

### 04: Founders:

0x6DAF7B4c5AB8ad379cD9284f2b5C1e1cA3925E8F

- The Founders wallet contains PUC tokens for the original founders and seed contributors of the PUC project.

### 05: Lottery:

0x28D30713Ca5DB091Adeb387c1a965013A33c9366

- The Lottery wallet will eventually be used to facilitate a monthly PUC lottery program for holders of PUC.



## Tokenomics

### Token Release Schedule:

PUC is implementing a token release schedule before / at presale time as one of several methods to protect our Pledgers and registered nonprofit organizations from speculative pressures inherent in decentralized digital financial markets.

This means that PUC tokens will be released on a monthly or otherwise predetermined schedule to the various wallets responsible for different aspects of the PUC token business process.

Business Wallet	# of Tokens Total	Unlock Rate / Month after listing	Unlocked tokens at listing
Liquidity	300 Trillion (300,000,000,000,000)	1%	Up to 19*% <small>These will be locked on the first exchange where PUC is listed Note - The amount of PUC locked on the exchange is a function of how much will eventually be raised at our Token Sale and as such needed for liquidity.</small>
Charity	200 Trillion (200,000,000,000,000)	2%	2%
Dev & Marketing	100 Trillion (100,000,000,000,000)	2%	2%
Founders	200 Trillion (200,000,000,000,000)	2%	2%
Presale	200 Trillion (200,000,000,000,000)	N/A	See - Plans for Unsold Tokens (Section 5.c)

**Note - Up to 57 Trillion Tokens (19% of the Liquidity wallet) will be made available from the Liquidity wallet to fund liquidity on pancakeswap or the first exchange listing after presale.**

The amount of PUC locked on the exchange is a function of how much will be raised at token sale and as such needed for liquidity.

These tokens will also be locked for the post-token sale to demonstrate our long term commitment to the project. However, we do not plan to lock tokens purchased at pre-sale, so this is not factored into the estimated amount of unlocked PUC tokens at initial listing on a decentralized exchange.

**Overall the plan is to have a maximum of 1% of the MAX PUC Token supply unlocked at our initial exchange listing.**



## Fee Structure

PUC anticipates that the fee structure will continue to reflect the business environment for the PUC token project in the medium to long term i.e Charity wallets will eventually become the largest recipients of the fee distribution as other requirements and milestones for the project are met

There are currently 2 fee structures for transactions made with PUC tokens, depending on how long the tokens are held:

### Less than or equal to 1 year HODL

## 04%

4% transaction fee with the following breakdown:

- 1.5% to the Dev & Marketing wallet
- 0.5% to the charity wallet
- 1.5% to the liquidity pool wallet
- 0.5% to the lottery wallet

### Greater than 1 year HODL

## 01%

1% transaction fee with the following breakdown:

- 0.375% to the Dev & Marketing wallet
- 0.125% to the charity wallet
- 0.375% to the liquidity pool wallet
- 0.125% to the lottery wallet

**Note - the fee structure is subject to change.**

## Other Features

Other Features (of the project and what they are supposed to achieve i.e how we minimize the speculative pressures that affect most tokens)

### Anti-dump features:

## 01

#### Fees Structure:

PUC will charge a 4% transaction fee when tokens are held for a period less than or equal to 1 year after purchase, and a 1% transaction fee when tokens are held for a period greater 1 year after purchase

#### Token Release Schedule:

PUC will adopt a monthly token release schedule to make tokens available for purchase because protecting the assets of our members and Pledgers from speculative market pressures is a priority for us.

### Anti-rug pull features:

## 02

#### Max Transaction Limit:

Buy / sell orders for the PUC token are restricted to a maximum of 1% of the issued supply so that no whale can pull the rug on other Pledgers in a single transaction

## PUC plans to sell 200 Trillion Tokens in the Presale Wallet in Two Phases that will run concurrently

### Phase 1

#### (Whitelisted Presale):

This whitelist will be made open to the public. Information will be made available about the whitelist on PUC token telegram channel at the appropriate time: <https://t.me/TryPledge>

1. **Number of Tokens for Sale:** 40 trillion tokens
2. **Planned Pricing:** 1 PUC = 0.000,000,0125 Dollars

### Phase 2

#### (Public Presale):

This will be a public presale which will also be made open to the public. This will commence immediately after the whitelisted presale.

1. **Number of Tokens for Sale:** 160 trillion tokens
2. **Planned Pricing:** 1 PUC = 0.000,000,059375 Dollars



### Soft Cap:

**\$500,000**

#### What is a Soft Cap to the PUC Project?

This is the amount we need to raise at a minimum for the project to be viable. A Soft Cap raise will mean only a subset of our project roadmap can be executed, without additional revenue or raising money in the venture capital circuit. If the PUC project raises less than this amount, all money(s) raised will be returned to the Token Sale Participants.

### Hard Cap:

**\$10 million.**

#### What is a Hard Cap to the PUC Project?

This is the maximum amount we will be raising across all token sale(s) in this phase of the project. This amount will almost guarantee complete focus on our roadmap without the need to court venture capitalists.

### Token Generation Event

At completion of Coin Sale.

# Token Sale Plans



## What the PUC Project plans to do with the amount(s) raised:

In the event we are able to reach our **Hard Cap** goal:

<b>TASK</b>	<b>EST. COST HARD CAP (5 YEAR COSTS)</b>	<b>NOTES</b>
Development	\$1,800,000	1 Onshore Sr. developer + 2 Sr. Developers (Offshore) \$30,000 per month for 5 years.
Quality Assurance	\$250,000	2 QA Professionals based (Offshore) \$4,167 per month for 5 years. Costs are loaded costs, salary + payroll taxes
Legal + Accounting Costs	\$500,000	\$100,000 per year for 5 years. There is a lot of regulatory uncertainty with crypto
Server Hosting + Other Software Costs	\$300,000	\$5,000 per month for 5 years.
Marketing	\$750,000	\$150,000 per year for 5 years
Business Development, Project Oversight	\$750,000	\$150,000 per year for 5 years
Liquidity (Exchange)	\$5,000,000*	Up to half of the money raised will be used to support liquidity on the exchanges.
Exchange Listing Fees	\$650,000	Note - Some centralized exchanges charge up to \$100,000 (or even more) for listing fees.

# Token Sale Plans



In the event we are only able to reach our **Soft Cap Goal**:

<b>TASK</b>	<b>EST. COST HARD CAP (2 YEAR COSTS)</b>	<b>NOTES</b>
<b>Development</b>	\$200,000	2 Sr. Developers, and a Mid level developer (Offshore) \$8,333 per month for 2 years. Costs are loaded costs, salary + payroll taxes
<b>Legal + Accounting Costs</b>	\$25,000	\$12,500 per year for 2 years. We would be taking a lot of risk not being ready for regulatory challenges in jurisdictions that we are registered or doing business.
<b>Server Hosting + Other Software Costs</b>	\$21,000	\$875 per month for 2 years. We will try to stick with open source software as much as possible.
<b>Marketing</b>	\$40,000	\$1,667 per month for 2 years.
<b>Liquidity (Exchange)</b>	\$190,000*	Up to half of the money raised will be used to support liquidity on the exchanges
<b>Exchange Listing Fees</b>	\$24,000	We will focus on decentralized exchanges - which typically have nominal listing fees.

Note: For the scenario above (Soft Cap Raise), it is likely we will need to raise money through traditional means at some point. Also, the funds raised is unlikely to take us through the entirety of our project roadmap - especially our ultimate goal of building our own blockchain.

## Plans for Unsold Tokens:

All tokens not sold will be split proportionally across the business wallets

# Why have we decided against burning tokens as part of our planned Token Sale?



A quantitative analysis of the effectiveness of deflationary tokens reveals that it isn't a very good strategy for mitigating inflationary pressures inherent in decentralized, digital financial markets due to speculation.

Using the average price and token supply quantities - normalized against a common base value for comparison, it's observed that the burn rate is inadequate to alleviate the pressure on the market due to differences in the demand and supply of the token.

The chart below illustrates changes to the average price and quantity of 13 sample deflationary tokens. The calculated slope of the supply curve ( $S_0$ ) - which represents the relationship between a change in price due to a unit change in quantity - is inadequate to ease downward pressure on the price of the tokens that occurs due to speculation over a period of 3 months, following the token's presale (token sale or coin sale).

The average price of deflationary tokens reduced by approximately 70% during this period, while the average available quantity of tokens reduced by less than 0.01% due to the deflationary pressures caused by auto-burning tokens over the study period of 3 months.

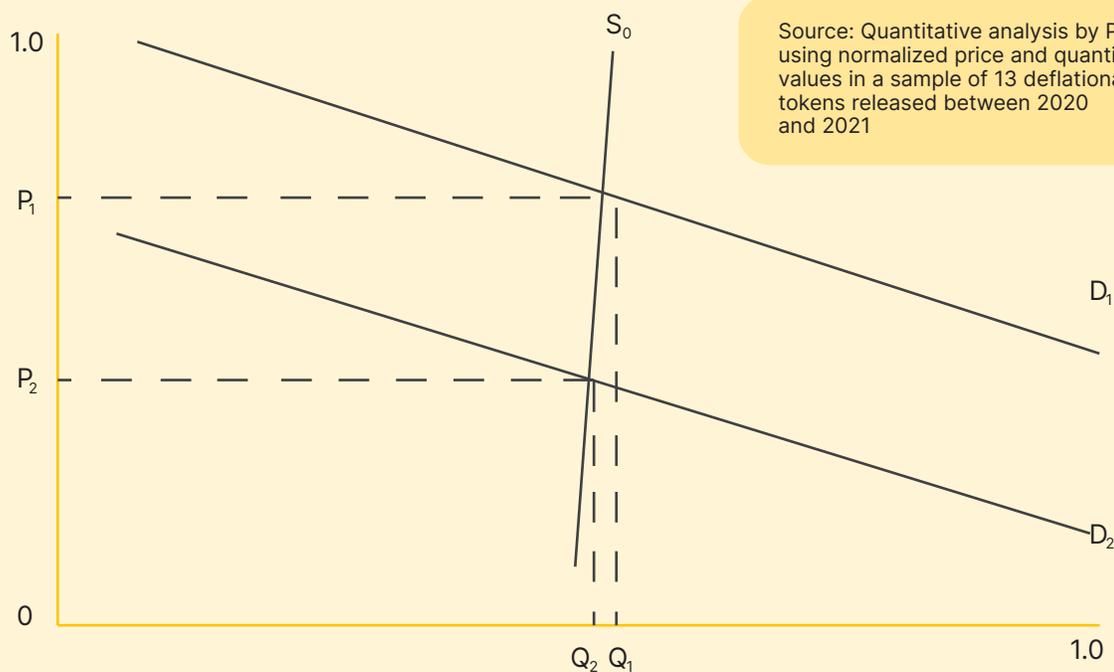


Figure 1: Effect of burn rate on the price pressures faced by deflationary tokens due to speculation

# Why have we decided against burning tokens as part of our planned Token Sale?



In other words, the price of digital tokens typically drops steeply after a short period following the token's presale - which is represented on the y axis of the chart ( $P_1 - P_2$ ). This drop in price is a market reaction to a drop in demand for the token ( $D_1 - D_2$ ) shortly after the presale as investors sell off to take profits. During this period, the deflationary implementation in the token's contract only marginally reduces the quantity of tokens available - illustrated on the x axis ( $Q_1 - Q_2$ ), however, this marginal reduction has so far proven to be an ineffective method for protecting the value of digital tokens following their presale.

Keynesian economic theory postulates that mitigation through fiscal and monetary policies should be robust in order to produce the desired impact of restoring market equilibrium. Similarly, instead of auto-burning tokens, PUC plans to implement a managed token release schedule before / at presale time to mitigate short & medium term price problems.

By managing the overall supply of the PUC token from the start of the project, it follows that the induced scarcity will maintain upwards pressure on the price of the token to ease the downward inflationary pressures typically faced by digital tokens due to speculation, following their presale.

As the PUC ecosystem matures, we strongly believe that the need for token management will reduce significantly once demand for the PUC token grows as a byproduct of increased interest in the projects and platforms that will be undertaken and developed as part of the PUC project roadmap.

# The Project Roadmap



The following projects in the roadmap may be undertaken / developed concurrently or independently of each other, depending on available resources as well as other external factors. Therefore, the calculated time estimates are also subject to change. For specific dates and times for planned execution of the Project Roadmap, **please visit our website at [www.trypledge.org](http://www.trypledge.org).**

## PUC Donation Widget for NonProfits

An easy to use PUC web widget which organizations can place on their websites or blogs will be developed and made available to nonprofit organizations and foundations that partner with the PUC project.

We anticipate that this widget will have some positive effects on the entire PUC project, including:

- Increase the demand for PUC, the total number of transactions made with PUC and consequently, the total amount in donations made to our registered nonprofits and foundations
- Increase the number of donation channels for our partner nonprofits and foundations.
- Identify the PUC brand and help promote businesses that support Pledge



**Time Estimate: 0.5 - 1 year**

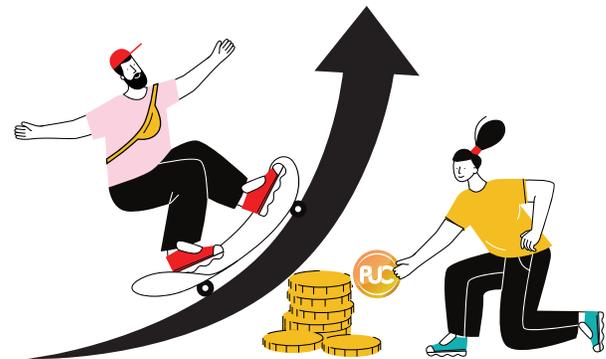
## The Pledge Crowdfunding Application

In recent years, crowdfunding has become a way for regular individuals and organizations to pledge their support for positive change in our societies.

The PUC crowdfunding platform will incorporate advanced features for different types of crowdfunding projects, mitigating many of the drawbacks of modern crowdfunding platforms in use today.

PUC tokens will primarily be used as the currency of choice on the platform which means that registered nonprofit organizations and foundations will still receive a portion of the generated transaction fees from all pledges that are actualized on the platform.

**Time Estimate: 1 year**



## Pledgers Merchandise

PUC plans to explore the possibility of creating and marketing physical merchandise like t-shirts, mugs, hats etc. as part of our future iPledge initiative.



# The Project Roadmap



The **iPledge** campaign will be used to generate additional income for all registered nonprofit organizations and foundations from transaction fees and sales proceeds through the sale of these items on our website.

Income generated will be distributed based either on the Pledger's choice of a favorite nonprofit organization, or randomly and evenly between all registered nonprofit organizations and foundations at a predetermined schedule, in lieu of a preference by the Pledger.

**Time Estimate: 0.5 year**

## The Pledge Charity Application

The pledge charity app will be a web based application and content management system that can be used by registered nonprofit organizations and foundations to publish information about their charity based projects. PUC believes that this project will have the following benefits:

### Traction & Support:

The platform will add the possibility for registered nonprofit organizations and foundations to create traction and support for their charity based projects by publishing the project on the platform. It will offer ways to keep subscribers informed about the charity based projects of all registered nonprofit organizations and foundations from a single application.

### Engagement:

The platform will make it easier to remain engaged in the projects of humanitarian nonprofit organizations and foundations from a single application. It will allow Pledgers to make informed decisions about the charity based projects published on the platform by registered nonprofit organizations before pledging their support to those causes that are most dear to their hearts.

PUC expects that this feature will be especially informative for Pledgers when they make decisions on their preferred nonprofit organizations and foundations

**Time Estimate: 1.5 years**

## The Pledge NFT Application

PUC plans to develop a Pledge NFT application. This application will be a simple to use NFT creation and exchange platform with several features, including:

- The application will enable creatives to generate income from the creation of digital assets directly on the platform
- The Pledge NFT application will feature an NFT exchange on the Pledge Blockchain once developed to facilitate collecting, storing and exchanging tokens on the platform.

Our goal is to donate a portion of all NFT token sales and transaction fees to our registered nonprofit organizations and foundations.

**Time Estimate: 1 year**



# The Project Roadmap



## The Pledge Blockchain & Pledge Coin

PUC will develop an intrinsic, environment friendly, proof of stake digital coin on a Pledge blockchain that will be recognized as the #1 cryptocurrency for social conscientiousness.

The development of the Pledge blockchain will be done for several reasons, including:

- The Pledge blockchain will enable Pledge to implement a reward structure directly on the network that donates a portion of the gas fees to registered nonprofits and charities
- The blockchain will allow Pledge to implement a system of documentation i.e donation receipts that are required for Pledgers to fulfill all sorts of legal requirements
- The blockchain will allow Pledge to keep transaction costs low for Pledgers. Loop constructs on the blockchain will be engineered for affordability so that sharing transaction fees between several registered nonprofits and foundations for a single transaction becomes feasible
- The blockchain will allow Pledge to implement the requirements that physical and digital businesses have for adopting Pledge, directly on our network. This is a priority for us because collecting transaction fees from frequent transactions is the best way to get significant donations to our registered nonprofits and foundations



We plan to have dual support of the PUC digital token described in this whitepaper and Pledge Coin (on the Pledge Mainnet). Also, all holders of the PUC token will be compensated with an equivalent amount of PUC coins on our own blockchain platform, following the launch of our blockchain.

Other features of the proposed Pledge blockchain include

### ● Mainnet Transaction Fees & Funding Charities

Transaction fees will be reduced significantly from the current PUC token rates to around \$0.0000035 per transaction, similar to very low transaction fee tokens like XLM. Up to 90% of the collected transaction fees will be redistributed to our registered nonprofits and foundations.

### ● Smart Contracts

The Pledge blockchain will support smart contracts and the ability for other developers to build their own tokens using PUC as gas for transactions. Smart contract support on our blockchain will serve to increase adoption of PUC and its native demand.

### ● Open Source

Once we have a stable blockchain, we intend to open source our code, so that our feature set(s) will be community driven. This will reduce the risk that comes with company managed blockchains that are susceptible to government influence / manipulation.

**Time Estimate: : 2 - 2.5 years**

# Opportunities & Challenges



## Marketing and Awareness

The PUC sales & marketing team has earmarked a marketing plan to create awareness for the PUC project. The goal of this proposed marketing campaign is to create a formidable brand that will be trusted and adopted by nonprofit organizations and Pledgers as the best way to engage with causes they care about.

### Incentives for early registrations

PUC will be adopting a 3 tier incentive system to reward nonprofit organizations and foundations that adopt the PUC token early. The earlier an organization registers with the PUC project, the greater the possibility that they are included in a higher tier. The incentives will be pulled from the Charity Wallet.

#### Tier 1

**Up to 750 Billion tokens** per organization for a maximum of **20** registered organizations

#### Tier 2

**Up to 500 Billion tokens** per organization for a maximum of **30** registered organizations

#### Tier 3

**Up to 300 Billion tokens** per organization for a maximum of **50** registered organizations

Note - Our process for selection of nonprofits is one of continuous verification. Nonprofits that do not fulfill their charitable obligations/causes will lose their designation with us.

### Influencers and Celebrity Endorsements

PUC plans to dedicate 2.000022% of the development & marketing wallet to celebrity & influencer promotions

### Proposed Lottery Programs

PUC will initiate weekly and monthly lottery programs for holders of the PUC token as well as all registered nonprofit organizations and foundations.

### Airdrops

The airdrop incentive is a way to build our community, and reward new members of our community for helping to create awareness about the PUC token. PUC plans to dedicate up to 300 Billion PUC Tokens from the development & marketing wallet to airdrops. The airdrop will be completed following the presale of the PUC token, most likely in the second quarter of 2022.

### Engagement

PUC plans to keep our Pledgers and registered members informed about the PUC token project through various means including social media, email and information published on our platforms

### The iPledge initiative

Our proposed iPledge initiative is a branding proposal for physical souvenirs and merchandise like t-shirts, mugs, hats etc. that should create further awareness and revenue for our registered nonprofit organizations and foundations.

# Opportunities & Challenges



## Market Demographics

The target demographic for PUC token primarily includes

- 01** Cryptocurrency and digital token owners and enthusiasts of any level of experience and interest - across the globe
- 02** Pledgers who are interested in donating money to causes they care about using a seamless, easy to use process
- 03** Pledgers who have reservations about how their pledges are currently being used, which may prohibit them from donating to the causes they care about
- 04** Creative Pledgers who are interested in generating income for the causes they care about
- 05** Pledgers who are interested in donating money to causes they care about, and currently trade or own cryptocurrencies and/or NFTs

## Project Development

PUC has earmarked quite a few projects as the main drivers for continued circulation of the PUC token, and for creating awareness and support for the work done by our registered nonprofit organizations and foundations.

Successfully developing these projects will require expert human resources as well as significant financial commitments.

The core team and infrastructure already exists to put all these requirements in place.

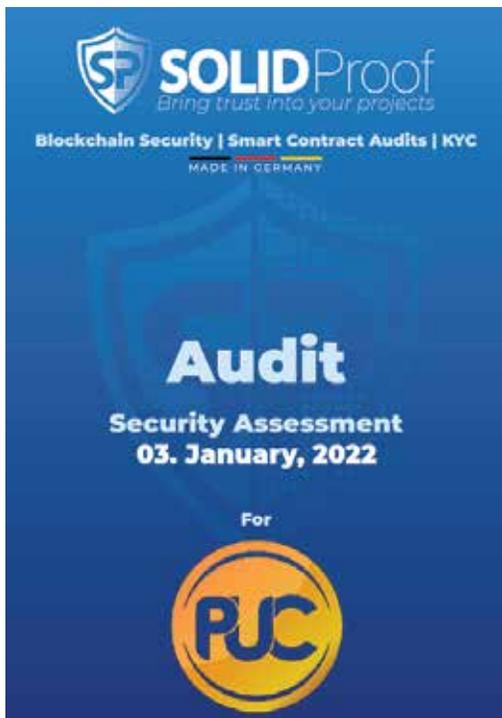
## Political Environment

Cryptocurrency is still subject to government interference around the world. Countries such as India, China and the USA have introduced varying degrees of restrictions aimed at curbing unfettered access to cryptocurrencies and digital tokens in the not-too-distant past.

As the effect of global warming continues to be felt around the world, there are concerns about the huge amount of energy used by proof-of-work cryptocurrencies like Bitcoin. Such concerns could lead to blanket legislation that further prohibits access to cryptocurrencies, tokens and other similar digital assets.

PUC also considers the effect that meme coin tokens have on the credibility of most decentralized digital tokens projects. There is a lack of trust and transparency in these projects as government regulation struggles to keep up with the fast moving blockchain technology that is responsible for the development and proliferation of these types of projects.

“ Security is at the heart of everything that PUC does to protect resources that belong to the most vulnerable in our societies.”



- The PUC token contract has passed a comprehensive security audit by SolidProof for which a **certificate** and a **full audit report** were issued.
- The PUC token smart contract is **upgradable** which allows the development team to upgrade the contract to use the latest security patches and to correct any potential security oversights
- Our development team consists of career professionals who employ best practices for security in their code. PUC uses comprehensive unit testing to ensure that features of the smart contract work as expected.
- We will continue to strive to inform our Pledgers and registered members about best security practices on social media and all our digital platforms.



# Some of Our Nonprofit Partners



(USA based Nonprofit)



(West Africa Based Nonprofit)



(East Africa Based Nonprofit)



(West Africa Based Nonprofit)



(Europe - Germany based Nonprofit)

We will continue to add to our nonprofit partner list; Our target is to partner with a minimum of 100 nonprofit organizations and foundations from various countries around the world.

If you are an active, registered nonprofit organization / foundation and are interested in partnering with us, please send an email to [charity@trypledge.org](mailto:charity@trypledge.org)



# Keep Up With The PUC Token Project

**Project Website:**

 [www.trypledge.org](http://www.trypledge.org)

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**Project Email Address:**

 [contactus@trypledge.org](mailto:contactus@trypledge.org)

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**Telegram**

 [ThePledgeCoin](#)

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**Facebook**

 [thepledgecoin](#)

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**Twitter**

 [thepledgecoin](#)

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## HOW TO REACH US

**Nonprofit Partnerships:**  
[charity@trypledge.org](mailto:charity@trypledge.org)

**Other Inquiries:**  
[contactus@trypledge.org](mailto:contactus@trypledge.org)

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**Marketing inquiries:**  
[marketing@trypledge.org](mailto:marketing@trypledge.org)

**Are you a developer?**  
[technology@trypledge.org](mailto:technology@trypledge.org)

# Disclaimer



i. This Whitepaper explains PUC (the "coin") and the Pledge Utility Coin Project, and in no way constitutes a legal document and shall not be upheld in the court of law. These Presale Terms do not constitute an offer to sell the coin that the company will be bound by. The Presale Terms have never been, nor will be, submitted, filed, nor registered to any regulatory office whatsoever in any jurisdiction of any region nor country at all. It has never been nor will be looked over nor checked by any regulator of any region or country. In reading this Presale Terms, individuals, corporations or any other organizations shall carefully examine and understand the content hereof, risks, effects and expenses, and, if necessary, should take the responsibility to consult with experts and professionals, or carry out study on their own. Please also read the "Terms and Conditions" of each and every relevant document, e.g., the usage of the coin, the coin sale (or pre-sale or presale), to ensure that you have fully understood the content yourself when using the services of Pledge Utility Coin.

ii. The content of the "Presale Terms" and the "Terms and Conditions" of the service of PUC, the coin sale, etc., are subject to change at any time. Any time a change has been made, the company will post the latest Presale Terms and/or other documents on the website. Readers, those who purchase the coin, and those who receive the coin for free via an airdrop and retain it shall read the latest Presale Terms and other updated related/relevant documents. The company shall have the right to make alterations, modifications, additions or partial deletions of the Presale Terms and the terms and conditions of the coin and coin sale, etc., at any time during the selling period of the coin, at its discretion, by posting the altered / modified points on the website. Purchasers and holders shall be deemed to have accepted such alterations upon the purchase of each coin. If, at any point in time, a purchaser/holder does not consent to the latest Presale Terms and the terms and conditions of the coin and coin sale, etc., at that time, he/she should not purchase, receive, or hold the coin.

iii. Any information presented in the Presale Terms shall not be construed to constitute or imply grounds for investment or intent to make any specific recommendations. Pledge Software or its assignee. ("the company") will NOT be liable or responsible for any mistake, omission or inaccuracy of any information, or any kind of direct or indirect losses or damages that may arise and be caused, directly or indirectly, out of any acts to be conducted based on such information.

iv. Regarding purchase of the coin, citizens (in terms of tax treatment or otherwise) or residents in a country or state where the purchase of the coin or any "crypto asset" equivalent thereto is prohibited or is possible to be prohibited or is possible to be deemed not to have conformed with the applicable laws and regulations shall not be entitled to purchase coins through the coin sale and thus they cannot purchase PUC. Residents in the United States of America will not be able to purchase before the commencement of the coin sale of PUC in the United States of America. If, at the selling stage before the commencement of the coin sale in the United States of America, the person should be found a resident in the United States of America after the purchase, his/her purchase shall be canceled. If expenses or damages are incurred by the company due to the foregoing, the company may take actions for claiming compensation for expenses and damages. Furthermore, as to U.S. citizenship holders, those who can purchase PUC shall be limited to individual and institutional investors fulfilling specific conditions. If non-fulfillment of the said conditions should be found after the purchase, the purchase shall be canceled. If expenses or damages are incurred by the company due to the foregoing, the company may take actions for claiming compensation for expenses and damages. Residents in the People's Republic of China cannot purchase PUC through the coin sale. If the person should be found a resident in the PRC after the purchase, his/her purchase shall be canceled. If expenses or damages are incurred by the company due to the foregoing, the company may take actions for claiming compensation for expenses and damages. Residents in the Cayman Islands cannot purchase PUC through the coin sale. If the person should be found a resident in the Cayman Islands after the purchase, his/her purchase shall be canceled. If expenses or damages are incurred by the company due to the foregoing, the company may take actions for claiming compensation for expenses and damages. You may not purchase or hold the coin if such activity is in contravention of applicable law in your jurisdiction.

v. The coin is a digital asset developed and issued by the company. Purchasers/holders shall not acquire any rights from the company, express or implied, by purchasing or by receiving the coin and possessing it thereafter. The coin is deemed as a "crypto asset". The coin, however, is not either a prepaid payment means, or securities (bonds, share certificates, and ownership rights pertaining to transactions issued by the company and/or a related company, shares and rights related shares, options or derivatives, CDF contracts or other related rights for the purpose of profit recognition or loss avoidance, the securities to be held by a considerably large number of persons who respond to the solicitation, certificate of ownership of business trust, derivatives ownership of business trust, and any other type of securities, but not limited to the foregoing securities). In the PUC Project, Pledge Software or its assignee. is the business entity in charge of an airdrop service, e.g., an airdrop itself, repurchase request contacts, and the alliance with membership companies. Pledge Software or its assignee is the coin issuing entity in charge of matters of the coin, e.g., issuance of coin itself and the initial exchange offering using cryptocurrency exchangers. Now, for details on roles, functions, rules concerning relevant functions of the business entity and the coin issuing entity, you are responsible for reading and understanding the contents of the "Terms and Conditions" of each and every relevant document.



## vi. Regarding Delivery of the Coin – Important Notice on Claims

Claim refers to the work by a purchaser/receiver to notify the company (Pledge Software.) of the BEP20 Wallet by which the purchaser/receiver receives PUC. Claim functions will be disclosed accordingly. The input deadline shall be announced by e-mails and/or in announcements. Unless the Claim is completed by the deadline, any coin corresponding to that Claim will not be issued. The coin is non-negotiable and is attached to the functionality of selling limitations. Until the coin gets listed on an exchange based on the legal contract between us and the exchange, the coin is systematically prohibited to be negotiated and to be transferred to any other places than the BEP20 Wallet notified by the purchaser/receiver. Everyone, even including us, are unable to transfer any coins before the listing on an exchange to any other places than the BEP20 Wallet notified by the purchaser/receiver. Do not designate a wallet issued by a cryptocurrency exchange for the BEP20 Wallet to be designated for receiving purposes. Please make sure to use the wallet capable of BEP20 Standard, and to register the BEP20 Wallet which the purchaser/receiver owns. If the company deems it as name-lending or for the purpose of money laundering, issuance is canceled. No money shall be refunded even where the BEP20 Wallet was wrongly registered. In no event shall the company be liable for loss or damage attributable to Claim deficiency (including the failure and/or absence of the BEP20 Wallet notification by the purchaser). Remittance of cryptocurrency and fiat currency to us for the purpose of purchasing coins is final and non-refundable. Refunds, however, are only possible to be made to purchasers should we reject a purchase request as the result of KYC (Know-Your-Client).

## vii. Regarding Risks of the Coin (PUC)

Coin purchasers and holders should, before the purchase, retention, and use of any coins, carefully consider the following risks (without limitation) associated with the coin. We deem that the purchaser and the holder have fully understood them and accepted them before the purchase. Please understand that price may drastically fluctuate day-to-day, and accordingly it could happen to yield huge profits or vis-à-vis cause losses to purchasers and/or holders.

### a. Risk Relating to Technical Matters

Various technologies that support cryptocurrency and blockchain technology are just ever-progressing. Therefore, many risks, including system failure, loss of secret key, cryptocurrency-related protocol malfunction/failure or abandonment, attacks from outside parties, or weakness relating to hacking security, always exist concerning related techniques and related technology in connection with that field.

### b. Risk Involved in the Project

The planned Project mentioned in the Presale Terms may not necessarily be proceeded with as planned. Profit, right later on, and others that we describe in the Presale Terms with regard to the coin depends on the development of the PUC Project. Although we strive to accomplish the Project in accordance with the plan explained in the Presale Terms, there may be possibilities where plan components such as profit plan, right plan, scheduling, contents, and others could change. The company does not guarantee whether those components shall be achieved as aimed or planned at all.

### c. Risk Associated with the Coin Market

This coin is a digital asset that has been developed by our company. By retaining it after purchasing PUC or receiving it by an airdrop, purchasers/holders do not acquire any rights from us either explicitly or implicitly. Sellers will neither guarantee to support the secondary distribution and external evaluation of the coin nor promote them. While distribution and trading through markets post liquidity risk, price fluctuation risk and the like to coins, the company will assume no responsibility for various circumstances, events or outcomes, etc. to be brought about to coins by those risks.

Furthermore, the company aims to be dealt by cryptocurrency exchange service providers (meaning the so-called “to be listed on an exchange”) at a certain point in the future; however, the company does not guarantee whether the goal will be achieved as aimed or planned at all. Although the company retains the right to have the coin listed on their exchanges of cryptocurrency exchange service providers the company is not obligated to do so (listing) at all, because listing the coin on an exchange is up to the cryptocurrency exchange service providers’ own judgment and decision.

Examinations and judgments by the regulatory authorities may also affect listing one way or another. These matters will eventually generate non-liquidity risks with respect to coins purchased and/or owned by purchasers/holders.

In addition, purchasers/holders cannot sell coins that they purchased/received until the coins get listed on the exchanges of cryptocurrency exchange service providers. Although the company strives to do its best to create a market for the coin, the company does not guarantee whether the goal will be achieved as aimed or planned at all. Purchasers/holders should, therefore, understand there may be the possibility where the liquidity of the coin could decrease more than they initially expected at the time of purchase/receipt.



#### **d. Risk of Loss Not Covered by Insurance**

Unlike bank accounts or accounts of other financial institutions, the coin will not be covered by any insurance unless a purchaser/holder specially obtains and takes out a private insurance. Accordingly, in the event of loss or lost utility value, there will be no public insurance company such as a deposit insurance corporation at which such purchaser/holder can rely on and there will be no private insurance arranged by sellers.

#### **e. Risk Associated with Legal Restrictions**

In many jurisdictions, the status of regulations over coins, sales of coins and blockchain technology are not clear or evolving. It is difficult to recognize/ foresee how the regulatory authorities apply or will apply the current regulations as to such technologies including the coin and its use. Likewise, it is also difficult to recognize/foresee how the parliaments or the regulatory authorities of each nation enforce or will enforce amendment to laws and regulations that affect blockchain technology including the coin and its use. Regulatory measures will have various influences on the value of the coin in various ways, such as making a judgment that the coin is a financial instrument subject to regulation which requires registration or a permit and license. In cases where regulatory measures or amendment to laws and regulations shall determine the operation in a certain jurisdiction to be illegal or where acquiring an approval of regulatory authority is necessary for operating in a certain jurisdiction shall be determined to be commercially unfavorable, and the company may make the decision to suspend the operation in that jurisdiction.

#### **f. Risk Arising From Taxation**

Taxation of the coin is not necessarily clear yet or currently evolving. Purchasers/holders shall, in connection with the purchase of the coin and the holding of the coin, seek advice concerning taxation by themselves and consequently they may be subjected to disadvantageous tax treatment including requirements for withholding tax, corporate income tax and a tax return.

#### **g. Risk of Unfavorable Fluctuation of Value of Binance or Other Currencies**

The company intends to, as explained in the Presale Terms, appropriate the sales of the coin sale for development and maintenance of the ecosystem. The sales of the coin sale will be denominated in BNB and Bitcoin, which may in some cases, be converted into another cryptocurrency or legal tender. If the value of BNB or other currencies adversely fluctuate after the selling period, sellers may become unable to allocate the funds for development etc.. It may become likely that the ecosystem cannot be developed and maintained by the contemplated method.

#### **h. Dissolution Risk**

There is the possibility that sellers or the Company will dissolve themselves due to a number of reasons, such as disadvantageous fluctuation of value of cryptocurrency or legal tender, decrease in efficacy of the coin, commercial failure, or as a motion of objection against the ownership of intellectual properties.

#### **i. Risk Arising Out of the Lack of Right to Governance**

A coin will not grant any type of rights to governance with respect to the developer of the ecosystem, sellers or affiliates, etc. Therefore, the company will make, at its discretion, various decisions concerned with the ecosystem, sellers, the Company or corporate affiliated companies, such as decisions to discontinue the development plan or initiative of the ecosystem, to generate, sell or gift additional coins, or to sell-out or liquidate the Company. There is the possibility that those decisions will have an adverse effect on the ecosystem and the coin purchased.

#### **j. Any Other Risks Not Predicted or Recognized at Present**

Cryptographic coins like this coin are a new untested technology. In addition to the risks previously explained, other risks such as natural disasters, e.g., earthquakes, unpredictable by sellers at present with regard to the purchase, retention or use of the coin could at some point exist. Such risks are possible to actually arise as an unforeseen transformation or combination of risks being examined here.

**k. The Company has a limited operating history** and relies heavily on its founding team. A change in the Company's operations or core team may risk or alter fundamental aspects of the coin.

**viii. Responsibility Concerning Security** Purchasers/holders shall be responsible for taking reasonable measures with respect to the wallet to be used when keeping the coin before and after purchasing/receiving it from the company and thus shall manage all aspects of the storage mechanism used to hold the coin, to preserve a secret key and information necessary for access to the storage mechanism. In the event a secret key of a purchaser/holder or other information is lost, the purchaser/holder may lose access to the coin. The company shall not be held responsible for such loss. Furthermore, in addition to the foregoing, if a third party utilizes the PUC service using wallet information or other registration information of the purchaser/holder, the company shall deem the said use as the use by the purchaser/holder



## ix. Representations and Warranties

Upon purchase and retention of the coin, a purchaser/holder shall represent and warrant the following. The company hereby expressly retains the right to suspend or deprive the purchaser or holder's account if the purchaser/holder breaches any one (1) of these matters. Unless explicitly noted, these representations and warranties shall survive even if the coin is no longer held by Purchaser/Holder. The company shall not be liable for any outcomes resulting from a breach of this article by the purchaser/holder:

- a. Having ability and authority to purchase and to retain the coin in accordance with laws and regulations involved;
- b. The purchase/retention is for his/her own purchase and/or retention, and it is not the purchase or retention for other people than himself or herself;
- c. Having understood that the coin does not fall into the category of securities in the purchaser's/holder's jurisdiction, and having verified, agreed to, and recognized it;
- d. Having understood that the promotion of the coin by the company does not fall into the category of solicitation or offering of securities in the jurisdiction where the purchaser/holder resides;
- e. Having understood that the purchase and retention of the coin is not prohibited by laws or regulations in the jurisdiction where the purchaser/holder resides, and if any restriction would apply to the purchase/retention of the coin, the purchaser/holder would be liable for any remedy necessary by himself or herself without incurring any liability whatsoever onto the company;
- f. Having thoroughly read documents such as this Whitepaper, Terms of Sale, and Terms and Conditions of other relevant document, and understood the contents thereof;
- g. Having understood the documents and fully understand the risks and influences associated with the purchase/retention of the coin;
- h. Having acquired sufficient information on the coin to make decisions based on appropriate information when purchasing/retaining the coin;
- i. Having understood that the coin will not grant any rights in any form to/in the company or the affiliates. In rights that purchasers/holders should understand, rights relating to voting, distribution, reimbursement, settlement and property (including intellectual property rights in any forms) or other property rights and legal rights are included;
- j. Having understood that due to limited liquidity or none whatsoever, a purchaser/holder cannot sell coins that the purchaser buys and/or the holder retains until the coins get listed on the exchanges of cryptocurrency exchange service providers. Purchaser should be prepared to hold the coin for an indefinite period of time without a need to sell for necessity of funds.
- k. Having understood that though the company strives to do its best to create a market of the coin, the company does not guarantee whether the goal will be achieved as aimed or planned at all and there may be the possibility where the liquidity of the coin could decrease more than they expected when they initially made their purchase/retention.
- l. Comply with obligations under laws and regulations and tax laws applicable to the jurisdiction of the purchaser/holder which will arise due to the purchasing/receiving of the coin
- m. The purchaser/holder is not a citizen or resident of a region where access to the coin is prohibited by the applicable laws and regulations, etc., treaties and administrative measures;
- n. The purchaser/holder has not had in the past and does not have at present an economic relationship, business relationship, employment relationship or delegation relationship with antisocial forces, etc. and has not conducted, temporarily or continuously, a commercial transaction, provision or transfer of profits, or any other transactions with anti-social forces, etc.;
- o. Having understood that the coin is deemed as a "crypto asset"
- p. Having fully understood the technical background of "crypto asset" as well as risks that could arise due to the said technical factors and restriction
- q. Having fully understood the company and the Project are with business risks involved;
- r. Having understood that the company will not be liable for any loss including indirect loss, special loss, accidental loss or any other type of loss deriving from the purchase/retention of the coin by the purchaser/holder
- s. The purchaser/holder will not use the coin for the purpose of any illegal activity including money laundering and financing terrorist activities;



**x. Indemnification** Purchaser/Holder, its employees and agents (collectively the "Indemnifying Party") will indemnify, defend, and hold the Company, its officers, directors, employees, shareholders, and agents (collectively the "Indemnified Party"), harmless from and against any and all damages (whether ordinary, direct, indirect, incidental, special, consequential, or exemplary), judgments, liabilities, fines, penalties, losses, claims, actions, demands, lawsuits, costs, and expenses including, without limitation, reasonable attorney's fees, which arise out of or relate to any material breach of these Presale Terms by the Indemnifying Party or its employees or agents, or from any acts or omissions of negligence, willful misconduct, or fraud of the Indemnifying Party or its employees or agents, including, but not limited to, third party claims and claims for intellectual property infringement against Indemnified Party. The Indemnifying Party's liability under this Section shall be reduced proportionally to the extent that any act or omission of the Indemnified Party is a contribution to such liability. This provision shall survive even if Purchaser/Holder no longer holds the coin.

## **xi. Exclusions**

- a. The company will not be liable for any loss whatsoever that a purchaser/holder would suffer from with regards to the purchase of and the retention of the coin, including but not limited to any liquidated, special or consequential damages or any loss of profits.
- b. The coin shall be sold on an "as-is basis" and "to the extent providable" without any kinds of warranties, and the company denies all warranties, including without limitation, implied warranty of merchantability, fitness for any particular purpose, the title or non infringement.
- c. The company does not represent or warrant that the coin is trustworthy, the newest, free from any errors and satisfies conditions sought by a purchaser/holder, or that any defects in the coin will be corrected in the future.
- d. The company does not represent or warrant that the coin or delivery mechanism of the coin has not been infected with virus or other harmful components.
- e. The company is not liable for accuracy, etc. of information concerning the Terms and Conditions of the coin sale, the Whitepaper, and any other kinds of documents and information, etc. on the website. The company will not represent or warrant the Terms and Conditions of the coin and coin sale, the Whitepaper, and any other kinds of other documents with regard to the coin and coin sale, and will not provide the purchaser, holder and reader with any authenticity, perfectness, promise, or guarantee of the information and statement. And the company will refuse to provide with any authenticity, perfectness, promise, or guarantee of the provided information and statements.
- f. The company is not liable for the loss of the purchased/received coin (including the loss of any ID/password, etc. of the wallet used to hold the purchased/received coin).
- g. Just like other cryptocurrencies, the value of the coin may drastically fluctuate and in some cases the value may decrease from the initial purchase price due to various factors. The company will not be liable for any losses
- h. The coin price amount with regards to the coin purchase is always the price before tax calculation. Purchasers are responsible for calculation, capture, reporting and payment of any taxes related to the purchase of the coin. The company is not liable for any calculation, capture, reporting and payment of any taxes related to the purchase of the coin by the purchaser and to the retention of the coin by the holder

THESE PRESALE TERMS ARE AS OF THE DATE BELOW. THE COMPANY MAY MODIFY OR AMEND THESE TERMS IN ITS SOLE DISCRETION AT ANY TIME. IF THE COMPANY MODIFIES OR AMENDS THESE TERMS, IT WILL SEND THE PURCHASER/HOLDER AN UPDATE IN A COMMERCIALY REASONABLE TIMEFRAME.

Date: April 15th 2022