



accessibility
liquidity
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Abstract

The global distribution of wealth is severely unbalanced, a problem that has affected every country, community and nation of this earth for as long as we can remember.

In recent times we have noticed that the “Status Quo” is being challenged, new and better technologies are being chosen for their disruptive qualities.

A perfect example is the birth of blockchain, a distributed ledger originally designed to serve as a payment system. There have been many improvements since the inception of blockchain and the Ethereum network is our point of focus.

A blockchain designed as a payment system that benefits from a second layer of functionality that allows for the creation of smart-contracts. Also known as DAPP's these decentralized applications are pieces of computer code that are created by developers. They are designed to autonomously fulfill functions in predefined environments, they operate in a trust-less manner.

The word trust-less refers to the fact that smart-contracts submitted to the Ethereum blockchain function autonomously without the need for human interaction. Their code and function is stored on millions of computers around the world and can be viewed by anyone on a number of decentralized block explorers.

This means that every transaction and function carried out by a trust-less smart-contract is completely transparent and beyond the reach of human tampering.

We are using the Ethereum network to create a tokenised crowdfunding platform and a decentralised exchange.



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Introduction

Arizn is a South African company with a passion for “Ubuntu” the essence of being human, since 2011 we have set about to effect as much socio-economic change as possible by developing an accountable, liquid and transparent crowdfunding platform.

Our History

The Arizn Project was started in 2011 and solidified as a proprietary limited company registered in South African in the year 2013.

The original founders were initially involved in Venture Capital funding of large scale development projects with a focus on socio and economic development.

As a company Arizn (Pty) Ltd. has always set about to effect as much change as possible. We continue to work with government agencies and non profit organisations to develop frameworks that empower entrepreneurs in the SADC region, which includes five countries.

We have been involved in many projects over the years and we have strong ties in the community, we have developed a network of over 300 location based Arizn community ambassadors.

Our grass roots involvement is key to our continued success in understanding and identifying development projects that affect the widest and most positive of change.

We have helped restructure deals to secure re-investment in life sustaining projects that feed and provide jobs for thousands of people. We maintain these relationships today and have been providing free blockchain awareness and use case seminars to our partners since 2016.

Our Vision

We see a free and fair future that is based on transparency and accountability, a venerable utopia where good ideas are well packaged and showcased to the global crowd of potential backers. A network that transcends the normal constraints of traditional capital markets, one that rewards founders and backers equally. We believe that by empowering entrepreneurs with our platform we will improve the options of the average human being and speed up advancements in every commercial and non profit sector.

Our Mission

We will deliver a compliant, ethical and profitable platform, that ensures accessibility, liquidity and transparency throughout crowdfunding process and into the secondary token exchange market.



Terminology

Blockchain : Shared, trusted, public ledger of transactions, that everyone can inspect but which no single user controls. It is a cryptographic, secure, tamper-resistant distributed database. It solves a complex mathematical problem to exist. A blockchain is a perfect place to store value, identities, agreements, property rights, credentials, etc.

Block : Shared, trusted, public ledger of transactions, that everyone can inspect but which no single user controls. It is a cryptographed, secure, tamper-resistant distributed database. It solves a complex mathematical problem to exist. A blockchain is a perfect place to store value, identities, agreements, property rights, credentials, etc.

Block explorer : An online tool for exploring the blockchain of a particular cryptocurrency, where you can watch and follow live all the transactions happening on the blockchain. Block explorers can serve as blockchain analysis and provide information such as total network hash rate, coin supply, transaction growth, etc.

Consensus : A fundamental problem in distributed computing is to achieve overall system reliability in the presence of a number of faulty processes. This often requires processes to agree on some data value that is needed during computation. The consensus problem requires agreement among a number of processes for a single data value. Some of the processes may fail or be unreliable in other ways, so consensus protocols must be fault tolerant. The Ethereum network carries 99% of all tokens and is the second most valuable blockchain, it has stood the test of time and is supported on a mass scale.

dApp (decentralized application) : For an application to be considered a Dapp or decentralized application it must be completely open-source, it must operate autonomously, and with no entity controlling the majority of its tokens. The application may adapt its protocol in response to proposed improvements and market feedback, but all changes must be decided by consensus of its users. (2) Application data and records of operation must be cryptographically stored in a public, decentralized blockchain in order to avoid any central points of failure. (3) The application must use a cryptographic token native to its system, which is necessary for access to the application, and any contribution of value from miners/farmers should be rewarded with the application's tokens. (4) The application must generate tokens according to a standard cryptographic algorithm acting as a proof of the value nodes are contributing to the application.



ERC20 Token : is a technical standard used for smart contracts on the Ethereum blockchain for implementing tokens. ERC20 defines a common list of rules for Ethereum tokens to follow within the larger Ethereum ecosystem, allowing developers to accurately predict interaction between tokens.

Ethereum : Ethereum is an open software platform based on blockchain technology that enables developers to write smart contracts and build and deploy decentralized applications(Dapps). The native token of the blockchain is called Ether which is used to pay for transaction fees, miner rewards and other services on the network. The main innovation of Ethereum is the Ethereum Virtual Machine (EVM) which runs on the Ethereum network and enables anyone to run any application.

Initial Coin Offering (ICO) : ICOs are types of crowdfunding mechanisms conducted on the blockchain. Originally, the main idea of an ICO was to fund new projects by pre-selling coins/tokens to investors interested in the project. During the crowdfunding campaign, investors purchase tokens with already established cryptocurrencies like Ethereum.

Node : Any computer that connects to the blockchain network is called a node. Nodes that fully enforce all of the rules of the blockchain are called full nodes. Most nodes on the network are lightweight nodes instead of full nodes, but full nodes form the backbone of the network.

Private key : Each time a user runs an Ethereum wallet for the first time a public-private key pair gets generated. The private key is a randomly generated number which allows users to transact over the blockchain. It is locally stored and kept secret. There are different types of wallets such as online wallets, mobile wallets, desktop wallet, hardware wallets or paper wallets. The category of each wallet is determined by where private keys are stored. Online wallets are mostly provided by exchanges and keep user's private keys on their servers. If the service provider goes offline users would lose access to their funds. Hardware wallets for example store user's private keys in a secure device which looks like a USB flash drive.

Smart contracts : Are computer protocols that facilitate, verify, or enforce the negotiation or performance of a contract, or that obviate the need for a contractual clause. Smart contracts usually also have a user interface and often emulate the logic of contractual clauses. Proponents of smart contracts claim that many kinds of contractual clauses may thus be made partially or fully self-executing, self-enforcing, or both. Smart contracts aim to provide security superior to traditional contract law and to reduce other transaction costs associated with contracting.

Solidity : Solidity is a programming language designed for developing smart contracts. Its syntax is similar to that of JavaScript, and it is intended to compile into bytecode for the Ethereum Virtual Machine(EVM).

Credit : <https://blockchainhub.net/blockchain-glossary/>



Market Overview

The global crowdfunding market came into full swing around 2011 when verified financial performance proved billions of dollars had been raised on over 400 CFP's (crowdfunding platforms).

The figures have grown immensely since then despite obscure and inaccurate data, we are looking at a market with potential in the trillions of dollars.

Here are some recent statistics :

Alternative finance has a potential value of \$3.3 Trillion annually

Early stage investment has a current value of \$ 300 Billion

Estimated revenue : \$70 Billion

Crowd Funding Portals : 1250

Equity based crowdfunding is growing at 410% or more per year.

Crowdfunding has created half a million jobs all over the world.

Unaccredited investors provide over \$100 Billion in crowdfunding capital annually.

The crowdfunding market is divided into the following Sectors :

- Accredited Investor Only Equity Crowdfunding Platforms
- All Investor Equity Crowdfunding and Mini-IPO Platforms
- Real Estate Crowdfunding Platforms
- Peer-to-Peer Lending Platforms
- Angel Networks, Secondary Markets, Venture Exchanges, etc.

Our ALT token wizard is able to provide solutions to support each of these sectors. The Arizn ALT token (AALT) forms the basis of our network and is used for all financial transactions on the platform.



The Problem

The crowdfunding market is a potentially lucrative but hazardous space. The major issue is related to the fact that there is literally a thousand or more crowdfunding portals or CFP's. This means that the sector has a very wide focus, with greatly varying information and results. The issues in this space affect founders and funders equally but differently.

Lets first look at the situation for a founder:

Paygates : The best platforms have sometimes impassable pay gates that may affect the launch of a campaign and or the ultimate cost of fundraising as it can be up to 20% or more. This mean a project backed for \$1million will only receive \$800k or less.

Limited audience : Each CFP has its own community and this means that founders may need to use multiple platforms, incurring multiple fee's, to raise the funds they need for their project.

Demanding campaigns : It may not be the case that a founder is a social media or marketing guru and managing multiple technical platforms may create untold issues and take up valuable time that could be better spent on the core development of the project.

Donations : The donation based model is the most commonly successful model in crowdfunding, which incurs the highest fee's.

Lack of funder confidence : The crowdfunding industry is largely unregulated worldwide and is fraught with mismanagement of funds and false campaigns.

Conclusion : There is a severe lack of transparency and accountability. Stewardship and community governance needs to be improved. The market needs new streams of funding and a unified focal point.



The Problem

Now lets look at the situation for a backer:

Unregulated : The crowdfunding market has hundreds of CFP's, all with their own practices and systems. These vary largely from one to the other which can cause confusion when founders use multiple platforms for the same campaign.

Trust-based : Almost every crowdfunding model to date is trust-based, this means that backers need to trust founders or the CFP completely in order for them to fund a project. This creates many grey areas that negatively impacts the chances of campaign success.

Non-Tangible reward : Many successful crowdfunding campaigns have delivered amazing products, which were pre-sold to backers in their crowdfunding campaign. Unfortunately this is not always the case and in most situations backers are left with nothing real to show for their funding a project.

Non-Liquid : All existing crowdfunding models lack basic liquidity, backer are tied into their investment for years at a time and often receiving little or no reward in the end. Situations change and having a liquid crowdfunding market will entice new streams of capital.

Lack of confidence : The crowdfunding industry is largely unregulated worldwide and is fraught with mismanagement of funds and false campaigns. This scares off backers and makes the crowdfunding model a potential fad, fraught with uncertainty and loss.

Conclusion : There is a severe lack of transparency and accountability. Liquidity and tangibility of reward for funding needs to be improved in order to encourage existing backers and entice new ones from other markets.



The Solution

The solution is simple crowdfunding needs blockchain.

Arizn is creating a crowdfunding platform that is built on the Ethereum blockchain. A completely transparent distributed ledger that is publicly view-able by anyone.

We are using smart-contracts to provide a range of products that offer a stake, equity, asset backed or loan based digital assets in exchange for funding a campaign on our platform. This means that founders, start-ups and existing businesses can tokenise their crowdfunding and create an attractive and liquid offering for potential backers.

These tokens are called ALT tokens, they represent Accountability, Liquidity and Transparency which are the core principle of Arizn. A founder will use our intuitive wizard to create compliant crowdfunding campaign, this campaign will be coded in solidity which is the language of the Ethereum network. All campaigns end up as smart-contracts which will manage all functions related to the receiving of cryptocurrency (AALT token) capital, the disbursement of funds and the automatic distribution of dividends or profits. The contract is then submitted to the Ethereum blockchain and distributed onto millions of computers world wide making it immune to corruption and human tampering.

This unique smart-contract will generate ECR20 tokens in return for cryptocurrency (AALT token) capital. These new tokens are minted automatically and sent to the backers wallet. ALT tokens are instantly trade-able and can be used as a form of payment or instantly exchanged for any type of suitable value.

This tokenisation creates a secondary market for ALT tokens that attracts large amounts of real world liquidity. The best part is that backers can access their value instantly without affecting the project they funded. The founders can continue to achieve goals related to their project. Our use of blockchain ensures consensus and funders are able to authorize payment schedules and play an active role in the project.

This approach of transparent fund disbursement will solve the issues related to fund management and accountability. It will also restore buyer confidence in the crowdfunding industry. Arizn will provide access on a free basic service product that allows anyone to create, verify and fund a project on the platform. This means that any idea can be met with compliant and equitable environment that creates success through stewardship and community support.



The Arizn Ecosystem

Arizn : Tokenised crowdfunding platform on the blockchain

At first glance you will recognize that Arizn is a thriving social network delivered in a simple and familiar format. The platform is designed to use the AALT token as a base currency, backers use it to fund projects and founders accept AALT tokens as an acceptable form of tokenised funding. Founders use the dAPP wizard to tokenise their crowdfunding campaign, business or asset and offer compliant tokens to potential backers. .

Arizn allows accredited Investors and non-accredited investors access to the same market and encourage funding through transparent, exciting and familiar products that reward backers with compliant and transferable ALT tokens that can be traded instantly.

LiquiDEX : Decentralized ECR20 token exchange

An ECR20 smart-contract based exchange that is decentralised and functions autonomously without the need for human involvement. The unified trade governor groups and executes trades on behalf of users and allows them to retain their private keys.

The exchange functions as a secondary market that allows ALT token holders to have instant liquidity.



Arizn - Overview

Arizn is a web and app based platform that allows anyone to create a compliant crowdfunding campaign that is transparent and rewarding for backers.

Features

All the usual functions you would expect to see on the surface. All functions are carried out on Arizn but because the smart-contracts created for all campaigns are compiled to the main network they can be interacted with outside of Arizn. It makes sense that Arizn will be the platform of choice as users benefit from the pooling of the community and the highly liquid market this activity creates.

The first step for any user on our platform is to get AALT tokens, the base currency of both platforms, Arizn and LiquiDEX. AALT tokens are used to fund campaigns and to pay for all additional services including trade fee's at LiquiDEX.

1. Register/Login
2. Verify identity
3. Verify project
4. Create campaign – Set target amounts, incl. Soft cap, hard cap, equity issuance, stake pr product tokenisation, vesting periods, loan repayments, governance profiles, disbursement timeline, development/project goal stages, dividend and profit share.
5. Supply supporting docs
6. Community discussion platform
7. ALT Token wallet creation
8. ALT Token creation, minting and disbursement
9. Promotional add ons

We are running our token sale on Arizn so this gives our funders a chance to experience the Beta version.

Our users create an account and verify their identity with our KYC/AML system. Once this process is complete they will have access to the platforms functions. They will use the wizard to upload their business plan, executive summary and any other supporting documentation including marketing material and official documents.

The wizard will walk a founder through our a series of questions that encompass over 2000 variables. Once complete the wizard will generate and ECR20 smart-contract that is able to automate the crowdfunding campaign The contract will include a range of functions, features and rules that can be tailor made to create an advanced, automated and well thought out plan to not only funds the project but engages with backers and includes them in the project. This creates a truly connected relationship that will encourage the overall success of the project and not just the funding of the campaign.



Benefits

The benefits of using blockchain are many, the most notable are decentralisation, transparency and tokenisation.

All campaigns created on the Arizn are executed by ECR20 smart-contracts that are compiled to the decentralised ethereum blockchain. This means that every command and function is predetermined and publicly view-able, its like having your company's bank account available for anyone to view online.

This is not just crucial to crowdfunding but to every financial, consensus and governance systems known to man, but we will start here.

The next benefit is tokenisation, tokenisation has been around since the dawn of money and in fact fiat cash money notes and coins are tokens, tokens that hold the value promised to the holder by the issuing countries reserve bank.

This means that tokenisation of digital assets and more specifically equity and or assets creates a secondary market for these items. This means that a founder could use any of his real world assets as security to raise funds rather than give away equity in his idea or project. The tokens that are issued represent a compliant and transferable digital record of ownership that can be used as money or traded for AALT tokens at liquiDEX, the platforms built in decentralized exchange.

There is also a crucial point that needs to be mentioned, we are a blockchain platform that is designed very much as a merger of ICO smart-contracts with traditional crowdfunding and capital products.

This means that we have the potential to attract two new streams of potential investors. Investors that quite frankly don't have a lot of options right now. We are confident that our approach is going to create a unified platform that is 100% accessible and inclusive of all CFP's.

More than just our own products, we will focus on working with other CFP's to include and on boarding platform or API, that will encourage other CFP's to interact with Arizn. The only problem is we don't charge and their fee's are 20% or more. None the less we will continue to use blockchain to revolutionize the crowdfunding industry as a whole and create a central focal point for backers, non-accredited and accredited investors a like.

The obvious knock on effect is that we be able to make rock solid corwdfunding data available for free to anyone, thanks to blockchain.



ALT tokens

ALT = Accesability, liquidity and transparency, ALT tokens represent just that.

Not to be confused with the Arizn ALT token (AALT), which is the first ALT token and has been created as a typical cryptocurrency with the Human Standard Token format to ensure rock solid reliability for mass adoption. AALT tokens are used for every financial transaction throughout the Arizn eco-system.

An ALT token is any token generated and or minted by one of the Arizn's crowdfunding campaigns. The campaign creators can define a unique name and all values related to supply and distributions. Every campaign created on the Arizn is executed by a unique smart-contract designed to act as paymaster/escrow agent.

All funds are accepted, disbursed and rewarded by the smart-contract in a decentralised and public domain.

ALT tokens represent a backers financial involvement in the project they have funded.

ALT Tokens are ECR20 format and can be used outside of Arizn ensuring the decentralisation of our platform. They are automatically listed at liquiDEX the platforms decentralized exchange.

They can also be listed at any external exchange and founders are able to use their unique governance system and reward system with or without the Arizn platform.

ALT tokens are unique to each crowdfunding campaign and are generated when funders deposit AALT. They have a range of features that control lock-in periods for founders and vesting periods for backers, they also automatically pay dividends and profit shares.



Smart-contract

All crowdfunding campaigns created on Arizn are developed by founders using our smart-contract wizard. This wizard's basic function is to accept information from the creator in such a way that it creates a framework of rules and functions related to financial management and governance. The wizard has over 2000 variables that combine to create literally billions of potential smart-contract and ALT Token variations that can be applied to literally any type of start-up or existing business, organisation and or government agency.

The potential expressed here requires buy in from ethical and profitable projects that can actually use blockchain in their business function. Every aspect of fundraising and fund management can be executed by smart-contracts even if the business it is applied to is off-grid or non established. In most cases the wizard is able to successfully tokenise any business and create an attractive offering in new markets. Tokens are their own asset and can be liquified or traded in an instant, this creates a secondary market in which any real world asset can be tokenised.

Conclusion

Arizn represents a transparent revolution to crowdfunding one that offers open source access beyond its own platform. The tokenisation of crowdfunding means that equity, products and even real world assets can be used as incentive for funding from the crowd. The unifying effect this will have and the merging of two established markets will create new streams of capital that will improve the general crowdfunding industry as a whole.

The current version Beta3.0 will be on Ropsten for public testing in August 2018. Still in a very raw state. Completed functions include account creation, verification of identity, campaign wizard (limited functionality), ALT token sales, ALT token wallets, ALT shift is a raw p2p asset shifting system available to verified users. (This inspired LiquiDEX, the development of which will be made possible by reaching our hardcap)



LiquiDEX - Overview (Part of Hardcap)

The LiquiDEX decentralized exchange began its life as a simple function we started adding Arizn. What we called ALT shift allowed users to easily shift ALT tokens between each others ECR20 wallets while still retaining their private keys, on either internally generated wallets or external wallets.

It functions as a smart-contract that acts as escrow agent between users. Where assets are sent to the smart-contracts and then sent off once the trade has been fulfilled. We are currently developing LiquiDEX to be its own decentralised exchange.

We have already included compatibility for over 200 of the worlds top ECR20 tokens and 5 of the top cryptocurrencies. This compatibility will attract cryptocurrency traders to the platform and improve traffic on the Arizn.

Features

A traditional trade view allows users to create buy or sell trades and add them to the public order book. Users can also trade directly with the order book for that pair. All trades assets including ALT tokens, cryptocurrencies and other tokens are held in the LiquiDEX trust-less smart-contract which groups, executes and settles orders on the ethereum blockchain.

Users can trade outside of the LiquiDEX platform by using specialized messages and interacting with the smart-contract directly using metamask, mist or mew. This means that any platform based server disruptions do not affect users wallet access. We are building a powerful and advanced platform but downtime is a real thing in technology and our traders don't need to worry about this affecting their funds or their trades.

When users trade on LiquiDEX they authorize trades with their own secret key, which is never entered into or seen by liquiDEX, users retaining full control over their funds and trades.

This is the ultimate in trust-less decentralized exchange because there is no way hackers can use our platform to gain access to your funds and assets. If you never give your private key to anyone then you retain full control.



ECR20 Tokens

ECR20 format is the Ethereum and Cryptocurrency token standard. These tokens are universal and can be managed, stored and transacted by almost any Ethereum wallet. This interchangeability is ideal for any founder or backer to have a widely accepted asset. With blockchain based access that transcends that of the LiquiDEX exchange. There a number of token formats but ECR20 accounts for over 99% of all tokens issued, considering the powerful dAPP's available in this format and its massive adoption we know that our ALT tokens will benefit from this interchangeability and global support.

Smart-Contract

The liquiDEX smartcontract groups , executes and settles all trades on the platform. Whether in the LiquiDEX trade view portal or the Arizn platform whenever users swap assets they use this smart-contract. Users retain their private keys and are able to interact with the contract outside of the platform ensuring longevity and value of the exchange.

Accessibility

LiquiDEX is not like Arizn in that it is decentralized and unregulated. This means that users may interact with the LiquiDEX outside of the platform So there is no verification or limits related to access or trading on LiquiDEX.

Their is no issuance of assets on the exchange, it is simply a place for exchange. This means that anyone with an ethereum wallet can use LiquiDEX to buy and sell digital assets. This crates a secondary market for ALT tokens created on the Arizn platform, which provides unrivaled access to liquidity for backers. To improve traffic and attract new markets we have already added compatibility for over 200 of the worlds top ECR20 tokens. This means that cryptocurrency traders attracted to our platform by low fee's and no limits will now also join our crowdfunding buying power and be exposed to the amazing work being done on Arizn.

Conclusion

LiquiDEX will solve the endless issue related to crowdfunding, liquidity. Now funders can trade or exchange their ALLT or ALT tokens for other assets instantly. This means that the new liquidity is found outside the operating capital budget of the project they funded, Which allows founders to focus on their project knowing that their capital remains untouched. You can help founders with gimmicky free gifts that may or may not assist their fund raising, or you can provide a liquid market/exchange for backers. A place where they can interchange their value and financial involvement in a project instantly allowing them more diversity and control over their portfolio.



Development Roadmap

July 2013

The Arizn project was formed. We identified a need for decentralized funding in developing nations.

March 2017 - Complete

Development framework setup, ETH ECR20, ICO/DICO, p2p trade, asset shift, governance.

July 2017 - Complete

Alpha testnet deployed on Ropsten. Successful with some bugs related to GAS, API lag and lazy DNS.

September 2017 - Complete

Closed Beta testing deployed on Ropsten. Successfully deployed 4 ECR20 templates with wizard, buy from ICO/DAICO no issues.

March 2018 - Complete

Closed Beta 2.0 deployed on Ropsten. Additional DAPP's tested, asset shift (p2p), BTC, BCH, ZEC, LTC cold wallet testnet Successful.

June 2018 - Complete

Deploy Beta version on Ethereum main network in ICO & social network mode, allow only AALT crowdfunding campaign to facilitate ICO sales.

November 2018

Open Beta 3.0 (Ropsten) Platform test, All ICO features will be available, create ICO/DAICO, ALT shift, ETH, ZEC, LTC, BTC, BCH wallet, 200+ ECR20 token wallet, Promotional features.

December 2018

LiquiDEX deploy on Ropsten or open testnet / hackathon. More details TBA.

February 2019

Arizn full platform test deployed on Ropsten testnet, the final phase of testing.

June 2019

Official launch of crowdfunding platform on mainnet, full feature launch day release.



Token Sale

Cost of 1 token AALT: 0.0001 ETH

Term of token sale: 60 days with the possibility of an automatic early completion in pursuing the final goals of ICO

Expanded goals after start of ICO: Impossible

Technical limitation of tokens: 1,200,000,000

Adjustable emission: Unsold tokens will be burnt

Secured ways to purchase tokens: Ethereum (ETH), fiat payments

Softcap: \$2,000,000 (Target reached)

Hardcap: \$25,000,000

Token Disbursement: 10 October 2018 (or 14 days after sale closes)

Arizn ALT Token (AALT): 0xb89cae06c883c48245795d70f19c91cfb1e46d23

Rounds

Private Pre-Sale (Fiat ZAR)

May 26, 2017

1 ETH = up to 15,000 AALT

up to 50% bonus

55,000,000 AALT

(up to \$2 million)

Status : Sold Out

Pre-Sale

June 26 2018

1 ETH = up to 14,000 AALT

up to 40% bonus

98,000,000 AALT

(up to \$2 million)

Status: Pending

Crowdsale

July 26, 2018 - September 26, 2018

1 ETH = up to 13,000 AALT

up to 30% bonus

280,000,000 AALT

(up to \$21 million)

Status: Pending



Token distribution

Token sale : 70%
Reserved Funding : 3%
Founders and Team : 9%
Advisers : 3%
"Bounty" / Airdrop campaign : 15%

Softcap Allocation

27% Product Development
39% Marketing, sales, merchant acquisition & partnerships
12% Operations
6% Business Development
10% Management
6% External Legal

Hardcap Allocation

27% Product Development
19% Marketing, sales, merchant acquisition & partnerships
12% Operations
6% Business Development
10% Management
6% External Legal
20% Buyback Rounds and Exchange liquidity



Profit Model

Arizn is developing an ecosystem of supporting and connecting products that combine multiple financial markets into one unified and decentralized platform. This creates a range of potential revenue streams. Despite being completely free to use as a basic portal to funding, there are many services that incur nominal fees that can add immediate value in the way of promotion across the platform.

There is no pay to win here as the more popular a campaign the closer it is scrutinized and therefore the governance of the community works to promote only legitimate and good ideas.

Blockchain consultation: A completely unrepresented industry in Africa, Arizn is already a leader in this field. We have government agency partners and 63 interns currently enrolled in our Blockchain courses.

Business Development: We assist founders with vital stewardship to ensure not only successful funding but well thought out businesses that function in the real world. This is exclusive to South Africa at the moment, once we have established the framework we will package it and sell franchised licenses for every country in the world.

Advertising / marketing : There is a wide range of chargeable services related to marketing, site-wide campaign promotions, site wide wallet issuance, air drops and traditional advertising channels.

Trade fees : LiquiDEX is a full blown decentralized exchange that charges nominal fees for trades, deposits, withdrawals as well as listing new assets and sitewide advertising.



Exchanges

Every single digital asset (ALT Tokens) created on the oAsys is ECR20 compatible just like the AALT Token. This means tokens like the Arizn ALT Token (AALT) can be easily added to 3rd party exchanges.

We are in negotiations with several big exchanges who are excited about our platform and we will be announcing official partnerships and listings as the token sale develops and our community grows. We will definitely be listed on Etherdelta and forkdelta with 21 days after the sales closes.

Buyback rounds

We are literally going to be buying back tokens at fixed prices to ensure a steady increase in the value of AALT tokens. We will be using up to 20% of the HardCap target to buy back tokens from our investors, on Etherdelta and Forkdelta. The first round is set for 17 October 2018, we will place orders at exchanges to buy-back our ICO tokens with a guaranteed 20% growth. More details about buyback rounds and our activity in the markets is available on request.

Price projection

Using buy back rounds we aim to take the value of Arizn tokens from \$0.05 to as much as \$0.50 over the development period of 12 months. We aim to offer a stable and steadily increasing asset in the AALT token.

Liquidity

This is ensured with regular buy back rounds at specific prices. Not only on liquiDEX but at etherdelta and forkdelta and other exchanges as well.



Partnerships

We have been working with government development agencies since 2012. Our Directors have been working with GGDA to unearth legitimate development projects. This goes back to Arizn's original roots in the large scale project funding sector which was the companies main focus between 2011-2014.

Arizn assists the Special Olympics Team in raising funds on the blockchain. We provide crypto to fiat services to ensure they have instant access to the funds they have raised on our platform. This is a free service that is available to any legitimate charity or NPO.

Arizn has partnered with the Avril Elizabeth home to assist them in raising funds on the blockchain. We provide crypto to fiat services to ensure they have instant access to the funds they have raised on our platform. This is a free service that is available to any legitimate charity or NPO.

Arizn has long standing roots in the South African community. We have been working with Paying it forward SA since 2016 to enable those without a voice to be heard. A caring group of local celebrities using their social media as capital to uplift the most needy. We have managed to cultivate a team of over 100 community ambassadors who are our eyes and ears on the ground.

Our partnership with Agri Crop included full setup of a digital platform to promote urban farming. This project including the setup of a national delivery and collection system. Agri Corp did so well it was bought out by a national grocery chain.



Compliance

We meet with government agency workers and decision makers almost every week and we have been assured that our business and its goals are directly in line with their own goals to improve the chance of success for Entrepreneurs, as well as using blockchain to create transparency and accountability of public funds at a state level.

We have a highly experienced international legal team on staff, of which two are executive directors in the company. We are using global standards to ensure that our campaigns are legal and that participants are properly verified and that the correct limitations are in place to ensure compliance at all levels.

We also have full title estate agents that also serve as Directors. They fall under compliance as we intend to develop the crowdfunding property aspect of Arizn considerably.

We have some staff members with strong mining experience and we have literally dozens of Mining projects we are currently working on tokenising, including Diamonds, Gold, Platinum with value in the tens of billions.

We have been working with Governments in five countries since 2011 and we have thousands of projects we are analyzing to create global standards for funding and not just crowdfunding.

We aim to broaden our focus by welcoming new company members who will help us to achieve our longterm goal of tokenising funding, equity, assets and ownership.



Contact

Company

Arizn (Pty) Ltd.

Reg no.

2013/225217/07

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AALT token terms of sale

THESE TERMS OF SALE CONTAIN A BINDING ARBITRATION CLAUSE AND CLASS ACTION WAIVER THAT IMPACT YOUR RIGHTS ABOUT HOW TO RESOLVE DISPUTES. PLEASE READ THE TERMS CAREFULLY. IF YOU DO NOT AGREE TO THESE TERMS OF SALE, DO NOT PURCHASE TOKENS

Purpose and Use of AALT

Arizn is developing and deploying an Ethereum-based platform enabling users to create ECR20 compliant smart-contract crowdfunding campaigns (“Platform”) that may be accessed with AALT tokens, a decentralized ERC20 token that Arizn is selling in the Token Sale.

The uses for AALT in the Platform are : AALT tokens are to be used to pay setup fees for creating campaigns, used as the only means of funding campaigns and the primary means of exchange of any other ALT token created on the platform. AALT tokens are also used to pay for fee's on the platforms decentralised exchange as well as any and all premium, consultative and or advertising costs within the eco-system. (the “Token Utility”).

The possession of AALT carries no rights, express or implied, other than the right to use AALT in connection with Token Utility, in each case, to the extent that the Platform remains in use after its deployment by Arizn. You understand and accept that AALT do not represent any ownership right or stake, share or security or equivalent rights, or any right to receive future revenue shares, intellectual property rights or any other form of participation in or relating to Arizn and its corporate affiliates, including the governance of Arizn and its corporate affiliates, subject to limitations and conditions in these Terms.

AALT are intended to be the decentralised token of the Arizn platform, not a security, commodity or any other kind of financial instrument.

Acknowledgement and Assumption of Risks

You acknowledge and agree that there are risks associated with purchasing AALT, owning AALT, and using AALT in connection with Token Utility.

If you have any questions regarding these risks, please contact us at admin@arizn.network .

BY PURCHASING AALT, YOU EXPRESSLY ACKNOWLEDGE AND ASSUME THESE RISKS.



Disclaimers

TO THE FULLEST EXTENT PERMITTED BY APPLICABLE LAW AND EXCEPT AS OTHERWISE SPECIFIED IN A WRITING BY US, (I) AALT ARE SOLD ON AN “AS IS” AND “AS AVAILABLE” BASIS WITHOUT WARRANTIES OF ANY KIND, AND WE EXPRESSLY DISCLAIM ALL IMPLIED WARRANTIES AS TO GOOD, INCLUDING, WITHOUT LIMITATION, IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, TITLE AND NONINFRINGEMENT; (II) WE DO NOT REPRESENT OR WARRANT THAT AALT ARE RELIABLE, CURRENT OR ERROR-FREE, MEET YOUR REQUIREMENTS, OR THAT DEFECTS IN GOOD WILL BE CORRECTED; AND (III) WE CANNOT AND DO NOT REPRESENT OR WARRANT THAT AALT OR THE DELIVERY MECHANISM FOR AALT ARE FREE OF VIRUSES OR OTHER HARMFUL COMPONENTS.

Limitation of Liability

TO THE FULLEST EXTENT PERMITTED BY APPLICABLE LAW: (I) IN NO EVENT WILL ARIZN OR ANY OF THE COMPANY PARTIES BE LIABLE FOR LOSS OF PROFITS OR ANY DIRECT, INDIRECT, SPECIAL, INCIDENTAL, CONSEQUENTIAL OR OTHER LOSS OF ANY KIND (INCLUDING, BUT NOT LIMITED TO, WHERE RELATED TO LOSS OF REVENUE, INCOME OR PROFITS, LOSS OF USE OR DATA, OR LOSS FOR BUSINESS INTERRUPTION) ARISING OUT OF OR IN ANY WAY RELATED TO THE SALE OR USE OF AALT OR OTHERWISE RELATED TO THESE TERMS, REGARDLESS OF THE FORM OR CAUSE OF ACTION, WHETHER BASED IN CONTRACT, TORT, OR ANY OTHER LEGAL OR EQUITABLE THEORY (EVEN IF THE PARTY HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES AND REGARDLESS OF WHETHER SUCH LOSS WERE FORESEEABLE); AND (II) IN NO EVENT WILL THE AGGREGATE LIABILITY OF ARIZN AND THE COMPANY PARTIES (JOINTLY) FOR ANY LOSS ARISING OUT OF OR RELATING TO THESE TERMS OR THE USE OF OR INABILITY TO USE AALT, EXCEED THE AMOUNT YOU PAY TO US FOR GOOD.

THE LIMITATIONS SET FORTH WILL NOT LIMIT OR EXCLUDE LIABILITY FOR GROSS NEGLIGENCE, FRAUD OR INTENTIONAL, WILLFUL OR RECKLESS MISCONDUCT OF ARIZN.

Governing Law and Venue

These Terms will be governed by and construed and enforced in accordance with the laws of South Africa, without regard to conflict of law rules or principles (whether of South Africa or any other jurisdiction) that would cause the application of the laws of any other jurisdiction.



Token Pre-Sale Procedures and Specifications

Total Number of AALT to be Created and Sold

Arizn will create a total of 1,200,000,000 AALT, this is the maximum amount of tokens to be minted and unsold tokens will be burnt.

The distribution of AALT tokens

70% of AALT is allocated to the tokens sale, including private pre-sale, pre-sale and main sale.

3% of AALT is allocated to reserve funding / liquidity / buy-back rounds

9% of AALT is allocated to our team members.

3% of AALT is allocated to advisors.

15% of AALT is allocated to bounty campaigns.

Token sale phases

The Fiat based Private Pre-sale begins at 23:00 PST on May 26, 2018 and will continue until (i) 23:00 PST on June 26, 2018.

- 50% Bonus
- 110M AALT are available at 0.0001 ETH per AALT.
- \$2Million target. (This covers our softcap of \$2Million)

The Ethereum & Fiat based Public Pre-sale begins at 23:00 PST on June 26, 2018 and will continue until (i) 23:00 PST on July 26, 2018.

- 40% Bonus
- 98M AALT are available at 0.0001 ETH per AALT.
- \$2Million target

The Ethereum & Fiat based Public Pre-sale begins at 23:00 PST on July 26, 2018 and will continue until (i) 23:00 PST on September 26, 2018.

- 30% Bonus (decreasing 5% per week)
- 840M AALT are available at 0.0001 ETH per AALT.
- \$21Million target. (This covers our hardcap of \$25Million)



Registration and Buying AALT tokens

Registration is required to participate in any phase of the token sale. You must have an ERC-20 compatible Purchaser Wallet, such as the Ethereum wallet supported by MetaMask.

To begin Registration, you must access the Registration webpage at <http://ico.arizn.network>.

Registration Information is currently expected to :

First name, last name, email address, Purchaser Wallet address, the amount of Ether you intend to use to purchase AALT, a copy of your official national passport or other government issued identification.

No citizen or resident of the United States is allowed to participate in the token sale.

We will verify your email to persons who successfully complete Registration, and may provide further information relating to the Token Sale to you via email.

AALT Purchase & Delivery

Following your Registration, you will click buy AALT to buy tokens, here you will use your MetaMask plugin to make a deposit to the crowdsale contract address.

Tokens will be sent to your Purchaser Wallet address within 14 days of the closing of the public token sale ("Delivery Date").



Technical & Internet Security

Cybersecurity

- We have consulted with security specialists and we have taken the best possible precautions to ensure our security..
- Cybersecurity threats are ever-present.
- There is a risk of loss of funds or even total loss of funds should an unauthorized intrusion and theft of funds materialise.

Technical difficulties

- Our AALT token is part of the Ethereum network.
- Failure or complications with the Ethereum network
- This may affect our AALT token functionality.
- Negatively affect our business operations and AALT token value.

AALT token volatility

- Digital currencies have been incredibly volatile in recent years.
- Contributors must assess whether this risk is manageable.
- We regard this risk as likely.

Business Risks

- Our fundraiser may fail.
- we may as a possibility not meet our funding targets.

Risk of Uninsured Losses

AALT and ALT tokens are uninsured unless you are able to specifically obtain private insurance to insure them. In the event of loss or loss of utility value, there is no public insurer.

Counterparty risks

There is always the possibility that the institutions and service providers that the Arizn ecosystem does business with may encounter financial difficulties that may negatively affect their operational capabilities or result in disruption and or losses to AALT token and the Arizn ecosystem.

Risks Arising from Taxation

The tax characterization of AALT token is uncertain. You must seek your own tax advice in connection with purchasing AALT and ALT tokens, which may result in adverse tax consequences to you.