Pocitcoin

a Pocits PROJECT

Pocit Token

Ħ1.00000

Advertising is ever present everywhere in the digital universe and constantly competing for your attention. But just how much is your attention worth?

Despite all the info advertisers can and do know about you, the *precise* value of *your* consumer eyeballs is still impossible to equate. Your ad worth varies. It depends on the company's marketing budget and the product being advertised, like a haircut at a salon vs a car from a dealer.

As consumers we're simply not the same to all businesses. But what we do know is the big picture; how much advertisers spend online to reach their audience. Across North America, about $210 billion is spent each year to reach people like you through all those apps and websites you engage in. Big bucks!

When divided by the population that's about $365 per person; nearly $1 a day to get your attention. Your digital activity generates a continuous stream of revenue each and every day, year after year. That means a city of 100,000 people generates $100,000 per day or $36.5 million a year. A lot of money! In fact, the collective online activity of you and the people of your town is a renewable resource!

But who benefits most? While advertisers simply wish to connect with local consumers, the money they spend largely exits each city's borders to the profit of very few companies and their owners. Over 50% goes to Google and Facebook alone! What if the money generated by your town stayed in your town for the benefit of the residents?

Pocits is a world of city networks with a better way to connect online. And best of all, at pocits.com, 100% of the advertising revenue earned from your town stays in your town! By simply marketing goods and services within the Pocits NETWORK, advertisers help to fund enterprise within their community via pocitcoin granted to the projects of local residents.

Pocitcoin is a digital asset issued on the Bitshares blockchain and trades under the name POCIT. Each token represents an ad-block; a fixed quantity of *time* to circulate a suite of marketing products within the ecosystem of pocits.com. The token's value is time and the goods it secures for that time. As the network's marketing suite is priced in pocitcoin, the token offers utility and constant buying power, irrespective of rising prices for those same products in all other accepted currencies.

Pocitcoin transforms advertising from a *static* expense to a *dynamic* commodity that can be bought and sold as a tradable asset. In addition to superior B2B and B2C networking and marketing at pocits.com, corporations, professionals and the general public may buy and sell the network's ad-blocks for their upside profit potential through the free market exchange of pocitcoin.

Oversight and fair market price is provided via the Pocit INDEX, the token's price discovery mechanism. The mandate of the Pocits PROJECT is to develop, secure and maintain its systems and to manage the initial token distribution as outlined in this document, at pocitcoin.org and at pocits.com.

Pocits Inc.
Corporate Director
The Pocits PROJECT
POCITS.ORG

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CONTENTS

POCITCOIN

1. Introduction

The TOKEN

Pocitcoin is a digital asset issued by Pocits Inc on the Bitshares blockchain January 1st, 2020 and trades under the name POCIT. A Pocit token represents one ad-block of the total number available within the ecosystem of pocits.com where marketing, circulation and time is priced in pocitcoin. Demand for the network's business-consumer dynamics and its networking utilities equates to the demand for pocitcoin. *High tides raise all ships* for token holders as Pocits scales to its market potential within North America's current $210 billion advertising market[1].

Prior to pocits.com's public opening of its commons and city networks (TBD), token availability is limited to Pocits PROJECT systems developers and the network's first-in beta members invited to participate in user validation and endorsements.

Currently, the token price is driven by the Pocits PROJECT exchange rate for developers and by our network's token holding beta members. The exchange of pocitcoin will increasingly be fostered by direct transactions between project workers, network members, by merchants as payment of goods and services, and by traders on the DEX.

Ultimately, it will be the everyday business-consumer utility and the sale of advertising as measured by the index, that will sustain the cash price of pocits.com's marketing suite thus, the token price. As the network's marketing products are priced in pocitcoin, with a surcharge for purchases in other currencies, advertisers are incentivized to acquire pocitcoin.

2. ENVIRONMENT

The following thumbnail highlights the fundamentals of our monetary world to provide a backdrop for pocitcoin's role in the current landscape.

Transactions

In commerce, the smallest of financial transactions are most often settled digitally rather than with cash in hand. In fact, the majority of the world's money only exists in digital form as data entries recorded and maintained by trusted institutions. Be it credit and debit cards or transfers and bill payments, money is a de facto digital currency that is stored in databases versus cash in vaults. Try to withdraw a large sum of cash from your own institution and the reality of limited cash on hand becomes evident.

Accounting

Confidence in banking institutions as third party trustees that settle our everyday financial transactions, now extends to trusted software technologies and blockchain accounting. Blockchain has garnered confidence across the globe for its ability to intermediate between transactions as a de facto trusted third party. With well over one trillion US[2] dollars in market capitalization for the top 100 cryptocurrencies, blockchain technology has proven itself as a trusted fiduciary.

Assets

Unlike *digital currencies,* which exist only as numeric entries recorded in databases, *digital assets* are standalone objects much like printed cash. Just like cash, cryptocurrencies physically exist apart from blockchain databases which record transactions between parties only. And just like cash, cryptocurrency assets have unique serial numbers (keys) and can be lost or stolen too.

Cryptocurrencies are held in wallets[3]. Wallets are software applications that store digital assets in two ways, *hot* or *cold* storage; i.e., *online* or *offline*. An *online* wallet stores assets on a server and is accessed through that service provider's website or app. An *offline* wallet stores cryptocurrency on a hardware device like your personal computer, phone, and even a flash drive which you can bury in your backyard if you so choose. Lose your hardware and you lose your funds.

Commerce

Money is simply a tool and though it has continuously changed in form through time and from place to place, its utility does not. Money is the tool by which we measure the value of goods and services. It's the medium to which we temporarily confer that value for the purpose of exchanging that value to meet our everyday needs and wants. Money in all its forms is the method by which we facilitate commerce. But just how accurate is your money's measure? How reliable is it to hold your value over time?

"*We cannot know …because all government statistics are based on the lie that money is a constant, when in fact it has become the greatest variable in everyone's life.*"[4] In reality, the history of money is a sordid tale of inflationary boom and bust cycles spanning from biblical antiquity *"when money failed in the land of Egypt"*[5] to the present financial crisis triggered in 2008 that's now affecting every country across the globe, including the good ol' US of A.

Irrespective of form, the one property of money that does remain constant through time is *utility*, we simply need it as a unit of measure for trade and as a medium for exchange. Maintaining this function is the fundamental challenge for all national (fiat) currencies. This is no less true for cryptos from bitcoin to pocitcoin. The pocit token is a unit of time and like an ounce or gram of gold, it too represents a fixed measure of goods within the ecosystem of the Pocits network.

3. UTILITY

Marketing

Fundamentally, the purpose of pocitcoin is to facilitate online marketing within the ecosystem of pocits.com. The total advertising available at pocits.com is divided into a fixed number of tokens that each derive their value by the goods

they intrinsically secure: marketing products, circulation, and time. Every token represents a block of pocits.com's suite of marketing products which are priced in pocitcoin. Therefore, the token's buying power is constant from day one whereas prices in all other currencies fluctuate at a premium to the exchange price of pocitcoin as driven by the demand for the network's business-consumer dynamics. The relative value of the token's goods when compared to competitor products, is equated by the ad-block metrics of the *Pocit Index*.

Pocits.com

Pocits is an online network with user profiles. More precisely, it's an online world of city and town networks where people, organizations and companies can connect and share privately with contacts only or engage publicly in their city's commons and beyond. Pocits is a place free of predatory data mining where members possess ownership, responsibility and control over their identity, communications, and content.

The City Network

Where is your city located online? While small towns may only have a bio featured in Wikipedia, a city typically has its own website. But does it represent your city on-the-whole? Does it connect its people and professionals? Does it network its organizations and companies? Does it showcase their goods and services or facilitate your needs and wants? Can it engage visitors and interact with other cities and towns too? Can you participate in your city's website as a resident? Not likely.

So how do you best connect with your city online? For friends and known contacts, you likely call, text, email, post and follow them directly through a bunch of apps and websites. But for most else in your city it's a Google search. You search to find your needs and wants from others who depend on search engines and third-party agencies to be discovered. But navigating multiple networks, apps, and sites can be overwhelming. For business, it's often for little return on investment (ROI). In the digital universe we are fragmented across many worlds with no mutual place we call home. Online we are all homeless.

Pocits is a world of online city networks with a new approach for people, organizations, and companies to connect, search, discover and share as residents. Pocits is a better way to network with friends, co-workers and contacts and interact with your city's public. Pocits city Commons is a simpler way for businesses and consumers to feature and find goods and services through a suite of apps priced in pocitcoin.

Products

The three classes of marketing products are *directories*, *promotions*, and *advertising* which serve both commercial business objectives and non-commercial community objectives. All marketing apps are free to activate on corporate and professional profiles to be featured to visitors.

The product paywall for marketing apps is circulation to *places*. Pocits places start with the *homes* and *offices* of the members and their respective *town* or *city* with its public Commons. Beyond the city lies the county, province, and country networks with the international hub being the homepage of pocits.com. Circulation fees priced in pocitcoin are based on population; no pay-per click, bidding, or contracts.

Advertisers can strategically target a variety of audiences within the hyper-engaging media hubs of the Commons and feature curated content that is readily accessible and doesn't simply disappear down an endless timeline. The Commons is where people can search and find or browse and discover to connect and engage with the things and the people in their town and places beyond.

4. Value

Commodity

POCIT is a commodity token[6]. Each token is equal to a fixed amount of goods called an ad-block. The total number of tokens in circulation is equal to the total amount of marketing, circulation and time available for purchase at pocits.com. Thus, tokens are a claim on goods priced in pocitcoin. Therefore, each token's value is its fixed block of goods which can be redeemed, traded, sold or gifted.

Products denominated in pocitcoin means that payments via other accepted currencies are settled by conversion to their free-market exchange rate for pocitcoin[7]. Therefore, pocitcoin is an asset underwritten by the suite of products it can redeem at pocits.com. Pocits.com's regional networks sell advertising only, they do not sell tokens on the bitshares exchange and it does not function or operate as an investment vehicle or enterprise[8]. However, the network does facilitate the exchange of tokens between members. See *Pocits Exchange (XCHG)*.

Measure

For clarity, the term *pocit* is used herein to reference the token as an object whereas *pocitcoin* denotes values of the token in much the same way as we reference *the dollar* as a currency and *dollars* as amounts. The symbol (ℵ) for pocitcoin is a non-trademarked wingding font character for the letter *i*.

The token is denominated with five decimal places as ℵ1.00000 with the minimum value of ℵ0.00001 or 1 pocitcoin (a.k.a., a '*pete*'). The token's fixed measure of goods consists of three elements on a 1:1:1 ratio of *products*, *circulation* and *time* (PCT). A token ad-block consists of any combination of product, circulation and time that is equal to the Index's baseline value which is ten marketing products circulated within the public commons of a County (regional network) with 100,000 population for ten days.

Pocitcoin can be expressed as a percentage thus ℵ0.00001 is

equal to 0.00001% (one hundred-thousandth percent) of a token which consists of one unit of each element: product (% weighted) + circulation (one person) + time (8.64) seconds.

Clients can select any combination of products, circulation and time to market in a variety of ways within the Commons' media hubs. For example, distribution of a coupon circulated for 10 days to a population of 100,000 people is the same cost as 100 days to a population of 10,000. A single ad-block provides a great deal of marketing and advertising utility.

5. ASSURANCE

The Director

The Pocits PROJECT director is Pocits Inc, a Canadian company founded in 2009 to research and develop the *pocits* concept; a transmedia network that consolidates multitudes of single purpose apps and sites to simplify online communications.

Pocits is an acronym for *personal organizational corporate information transmedia systems*. The title Pocits PROJECT, is an umbrella term for our collection of SYSTEMS including the NETWORK, MARKETING, INDEX, TOKEN, EXCHANGE, RESERVE, ENTERPRISE and SMARTS projects, denoted herein by small caps.

The Pocits PROJECT is not a corporate entity itself but a collaboration of people, organizations and companies invited to participate in various development capacities as project partners, workers, and network members of pocits.com.

Demand

Pocits is a general-purpose network with business-consumer dynamics and utilities that are broad spectrum not niche. Because you're many things to many people, create multiple profiles to network and navigate pocits' places and their respective commons. Switch seamlessly between casual, expert and professional profiles to connect casually with family and friends, engage in an organization as a member, or interact with clients, staff and prospects as a corporate employee. Network privately or publicly in community and business activities within your city and places beyond.

Pocits' regional networks and curated transmedia hubs are inclusive to all residents within any city or town with abundant opportunities for merchant and advertiser marketing.

Blockchain

The Pocit token is a Bitshares user-issued-asset. The Bitshares blockchain is an industrial-grade decentralized platform built for high-performance financial contracts with a focus on the financial technologies sector. Bitshares' array of financial services applications and its self-funded ecosystem ensures that the blockchain can continue in perpetuity.

As token creation is a basic application of the Bitshares platform, the functionality of pocitcoin is assured by their trusted Delegated Proof of Stake (DPOS) technology and "*virtually impossible to hack*"[9] possessing nodes.

Token Ad-block

The total supply of pocitcoin and the ad-block of goods assigned to each token was formulated by factoring the merchandising and advertising potential for each media hub within the commons of pocits.com, the price potential for each marketing product, and the demand potential from advertisers; commercial and non-commercial.

Formulations were derived from historic advertising revenue statistics and from the demographics typical to city and township populations within a county or municipal region[10] as illustrated below.

POPULATION: 100,000
    82,000 above 15 years
    28,000 families
    39,500 homes

POTENTIAL CUSTOMER BASE
    47,000 Professionals
    22,000 business services
    13,000 retail & wholesale services
    12,000 community services

ORGANIZATIONS 1800
    health care, social services, government, schools, colleges, universities, libraries, associations, charities, public and religious centers, etc.

COMPANIES 4800
    retail, wholesale, hospitality, finance, insurance, legal, communications, consulting, construction, manufacturing, agriculture, etc.

The advertising revenue generated from the above *County* network is projected to reach $12 million USD annually at full maturity or $36.5 billion for North America. The total number of tokens and the amount of goods assigned to each is designed to service this demand. The network's ad-blocks are distributed by region in proportion to population as their first point of entry into the pocits ecosystem.

The Index

The Pocit INDEX (PDX) is a price discovery mechanism for Pocits' suite of marketing products thus for pocitcoin too. The Index is a measure of the percentage of change between the price of two ad-block: the basket of pocits' marketing products versus a similar basket of competitor products.

The PDX goes up as Pocits' products gain in relative value. This provides advertisers, merchants, and all token holders with comparison metrics to minimize speculation and volatility in the free-market exchange price of pocitcoin. The Pocits PROJECT is responsible for the oversight and operation of the PDX.

Compliance

The PROJECT director and partners endeavor to ensure that token distribution will conform and comply with applicable legal and taxation regulations for each of the regions within

which it operates. Pocits.com does not operate as a corporate entity nor does it contract with any corporate entity deemed as being a country, county, municipality, city or township.

In keeping with this intent, Pocits Inc transfers ownership of its property and rights over the pocits.com domain name, logo and trademark branding, the UI and UX architecture and software, database(s), data, and hardware to the Pocits PROJECT and to the collective membership of the pocits.com network via the trade sale and subsequent acquisition of these assets to:

1. sever the platform as separate and apart from the legal corporate entity of Pocits Inc, its founders, advisers, shareholders, creditors, and any related obligations and encumbrances if any, and to

2. set Pocits Inc separate and apart from the Pocits PROJECT and the NETWORK to serve in a director capacity only over ongoing development and operations, and thereby

3. render the network to its collective membership in perpetuity free from future trade sale acquisitions by any corporate or private entity, and to

4. liberate pocitcoin from any inference as being a security or investment instrument rather than being a commodity, and to

5. initiate the token's distribution via the first transfer of pocitcoin to facilitate the purchase and acquisition from Pocits Inc.

This acquisition was settled by transfer of ⯒200,000,000 to Pocits Inc and equates to 2% of the total supply of pocitcoin. The current token status for the company's holdings are:

⯒20,000,000 Operations (circulating supply)
⯒80,000,000 Term Deposit (non-circulating)
⯒100,000,000 Invested (Pocits PROJECT)

6. Pocit Token

Total Supply

The total supply of pocitcoin is ten billion (⯒10,000,000,000) tokens with distribution likely to extend beyond a decade. Public token distribution via Pocit.com's ad-sales and enterprise grants, is directly proportional to the rate of token disbursements from the Pocits PROJECT reserve for its systems development.

Vesting mechanisms and term deposit incentives minimize sudden deviations in token exchange price and circulation volumes due to disproportionate or unexpected liquidations by Pocits Inc, the Pocits project, and by the network's token holding members.

Furthermore, token holder confidence is fostered by the Pocit Index. The PDX provides product-to-price comparisons for advertisers to gauge the free-market exchange price of pocitcoin against the fair-market price for its marketing goods vs those of competitors.

Current Supply

The total supply of POCIT tokens are held in the asset owner account named *pocits* and managed by Pocits Inc. Tokens activated into the *current supply* are then dispensed to the *pocits-operations* holding account and designated for distribution. One billion tokens have been activated to date; 10 percent.

Token Designations

Pocitcoin distribution commenced with the acquisition and subsequent disbursement to Pocits Inc from the *operations* account. The balance of the token supply is assigned to the Pocits PROJECT and the Pocits NETWORK. The Project's global budget is 800 million tokens and is designated to ongoing systems development and operations. The network's asset pool is 9 billion tokens designated for public distribution via pocits.com reserves and enterprise grants.

PROJECT Reserve

The PROJECT's asset pool is distributed through its two primary accounts; its *reserve* and *enterprise* accounts. The PROJECT's Reserve account is funded with a 100 million token ad-block investment by Pocits Inc (50% of its token holdings). Unlike the PROJECT's *Enterprise* asset pool and those designated to the NETWORK, the Project Reserve's tokens are assets that have been earned by Pocits Inc. and invested as kickstart funding for systems development. Therefore, these assets can be exchanged for goods and services or sold in the free market at pocits.org and/or on the DEX. The PROJECT reserve provides exchange liquidity in various currencies to its development community which is paid in pocitcoin from the Enterprise pool.

Each token disbursed from the Project's reserve initiates a cascading series of events in the distribution cycle. With each and every *transfer* from Pocits Inc to this reserve, eight times the amount is then *released* from the current supply to the PROJECT's *Enterprise* account. Subsequently, tokens are then released into pocit.com's regional network reserves and enterprise accounts.

When tokens are *disbursed* from the PROJECT's reserve, only then does the proportional amount become *available* to be assigned and disbursed from the other accounts as detailed below.

PROJECT Enterprise

The token allotment for the project's Enterprise initiatives is 8% of the total supply; ⯒800,000,000. This asset pool is the PROJECT's global budget to fund systems development and implementation of both online and on-ground operations such as the NETWORK and INDEX projects. Token disbursements to and from this pool are regularly published to provide market awareness of changes in volume to the circulating supply.

For every token disbursed from the Project's reserve, eight more are made available in the enterprise pool and may be assigned for development. These assets are disbursed to the

project's partners, delegates, advisors, consultants, workers, and contractors to fund development related expenditures such as acquisitions, property, leaseholds, and equipment.

Project participants are free to swap their earned tokens with the PROJECT reserve and pocits-xchg or hold, give, trade and sell them peer to peer at pocits.com and on the DEX.

Network Reserve

The Network's reserve is alloted 10% of the total token supply or ℋ1,000,000,000. This token supply is distributed to each regional network within pocits.com in proportion to population on a ⅛ basis. For example, at pocits.com, a regional network (*county)* of 100,000 population is designated 12,500 tokens (1/8th) as its reserve to facilitate conversion of ad sales revenue to pocitcoin.

Each network's reserve provides people and corporations of each region the opportunity to purchase marketing products via a variety of currencies other than pocitcoin. All products purchased with fiat or other crypto currencies are by conversion to the exchange price of pocitcoin plus a surcharge. The revenue is retained as a liquidity pool for sales cost operations and to support our Enterprise grants to local projects. For each ad-block sold in a regional network, eight tokens are made available in the Enterprise pool for project grants.

Network Enterprise

The Enterprise pool holds the lion's share of tokens with 80% of the total supply or ℋ8,000,000,000. These tokens are distributed to each region on a 1:1 token-to-population ratio and are available as project grants to fund the enterprise initiatives of the network's membership. Thus, a geographic region (county) with a 100,000 population is assigned ℋ100,000 tokens. In this way, tokens are broadly distributed to foster enterprise within each community.

Initially, grant recipients may swap their tokens for other select currencies from the reserve via Pocits' XCHG services only. Eventually, at full maturity, they will be able to exchange their holdings directly with others. Advertisers, who have a price incentive to purchase marketing with pocitcoin vs cash, may sponsor a specific enterprise by purchasing pocitcoin directly from any project offering tokens for sale. Project's may then exchange their tokens for goods and services with workers and merchants as well as swap their pocitcoin for other currencies via Pocits XCHG. (See *Section 7: Enterprise*.)

Pocits Exchange (XCHG)

Pocits-xchg has no initial distribution token allotment. The XCHG is an asset management service of the Pocits PROJECT that executes pocitcoin transactions on behalf of NETWORK members both virtually at pocits.com and cryptographically via Bitshares DEX. The XCHG may buy and sell assets on the DEX to provide liquidity to token holders and grant recipients. The XCHG may trade its currency holdings to strategically balance its portfolio.

The Repository

The Repository has no initial token allotment. The repository is an asset management service of the Pocits PROJECT that serves as a holding account for tokens in the current supply yet held from the immediate circulating supply:

A. Vested account - assigned but not yet disbursed
B. Trusted account - term deposits of member account holders

The repository's vested and trusted account holdings are disbursed on fulfillment of agreements and/or scheduled dates of maturity. In effect, the repository allows exchange markets to factor volatility in the circulating supply with respect to its holdings and maturities.

7. ENTERPRISE

Residents

At pocits.com, *County* networks are regional hubs that contain their city and township populations. The advertising potential these networks each possess is derived from the inherent business-consumer dynamics of the residents; people, organizations and corporations that both contribute and benefit as a collective.

Our online activity within the multitudes of social and service worlds in the digital universe, generates about $1 a day of ad revenue per person. For a city of 100K population, that's $100K per day and $36.5 million annually for North America. Your town's online activity is in fact a renewable resource. For the most part however, this revenue tends to exit city borders with billions aggregated each year into the coffers of few beneficiaries; the directors and shareholders of companies like Amazon, Google, Facebook, Twitter, Kijiji, AutoTrader, and many more.

Pocits' world combines a plethora of social and service utilities within a series of regional networks while retaining 100% of its revenue for the benefit of the region in which it's earned. In addition, the majority of pocitcoin is distributed by region via enterprise grants to the project's of local members. Pocits NETWORK incentivizes advertisers to capture tokens from these same projects to redeem them for marketing within the network.

Member Projects

Projects posted by members in the Commons of regional networks and endorsed by the residents, qualify for pocitcoin grants. There are three classifications of projects: *Private, Community*, and *Business*.

PRIVATE
  Private projects serve a personal interest or humanitarian need. Any member can create and feature their project in the commons such as a *Wheelchair Ramp* to be constructed for a private residence.

COMMUNITY

Community projects are non-commercial initiatives that serve the needs or interests of the general public. Community projects can be created by a company, organization, group, or an individual such as a *Wheelchair Ramp* for a public building.

BUSINESS

Business projects are for-profit commercial initiatives posted by a corporation, a start-up venture, or a lone professional with a plan like a *Handicap Accessibility Construction & Design* company.

ENDORSERS & SPONSORS

Projects require a minimum number of endorsers and sponsors to validate its authenticity and viability to qualify for grants. Members must post their project and promote its purpose, targets, incentives, updates, and fulfill obligations made, if any, to its supporters and developers.

GRANTS

Project grants are priced in fixed amounts of cash (POCITUSD) thus grants are always backed by the current market price of pocitcoin irrespective of token price fluctuations. Pocitcoin grants are deposited into self-directed *enterprise accounts* to assist in funding project development via Pocits XCHG.

8. Pocit Index

PDX

The PDX is an index (or measure) of the value of pocits.com's suite of marketing products relative to a basket of competitor products priced in United States dollars. The index goes up when Pocits products gain in comparative value. The index was designed by Pocits Inc with the name "Pocit Index'' and "PDX" as its trademark. The index is maintained and published by the Pocits PROJECT community.

The Pocit Index serves as the primary price discovery mechanism for Pocits' marketing products priced in pocitcoin. The PDX provides business sector advertisers with ad-industry metrics that gauge competitive market prices to minimize speculation and volatility in the price of Pocits products via the free-market exchange of pocitcoin.

Formula

The PDX factors the circulation and time of ten products (apps) within three marketing classes which comprises the goods of the ad-block. The following formula factors the relative value of Pocits ad-block price with the competitor's as derived from a similarly weighted (^{wt}) geometric mean.

PDX = P$_{AB}$^{50} × C$_{AB}$^{50}

WHERE

P$_{AB}$ = pocits ad-block price USD (50% weight)

C$_{AB}$ = competitor ad-block price USD (50% weight)

AND

AB = **P** (product) × **C** (circulation) × **T** (time)

WHERE

P = DIR^{WT} (directories) × PRM^{WT} (promos) × ADV^{WT} (ads)

C = place (baseline: county of 100K population)

T = 100,000 units (10 days OR 240 hrs @ 8.64 sec/unit)

The index commences at the 5 mark which represents the

network's initial product offering of $200 USD per ad-block against the competitor's, currently estimated @ $10,000 USD.

NOTE: Each market class and their respective apps, have weighted values with a subset of weighted values applied to each competitor relative to their market share. These baseline formulations are proprietary and will remain unpublished until further notice.

Valuation

Ultimately, the mature market value of the token ad-block will be determined by advertiser demand for pocits.com's marketing suite and networking utilities. As the network is currently closed to beta participants only, there is no active business-consumer dynamics yet for advertisers to equate. Therefore, any pre-launch product purchase from the Public XCHG or any token exchange between first-in beta members is a speculative buyer beware proposition.

For this reason, Pocits will refrain from speculative public promotions during closed-beta development apart from this document and within the Pocits PROJECT community. We will promote our professional and corporate user validations and endorsements of Pocits' superior networking utilities and its marketing suite.

Additionally, the Pocits PROJECT will publish its internal token valuations exchanged within its development community to guide token holder exchanges within the network and/or on the DEX. In this way, the free-market can factor in the current status and merits of the PROJECT itself.

9. SERVICES

Pocits Exchange (XCHG)

The Pocits XCHG provides its members with an easy-to-cross bridge between regular fiat currencies and the world of crypto currencies with no crypto know-how required. The Pocits NETWORK lets members to swap pocitcoin virtually while the XCHG executes the true blockchain transaction. Exchange services are driven by Bitshares' proven financial applications and blockchain utilities.

Pocitcoin is not required for membership at pocits.com nor is it required to advertise within the network's commons as its marketing products can be purchased with select fiat and crypto currencies. A bitshares account (wallet) is required to utilize the network's merchant, enterprise, and other XCHG services. There are six account types:

PERSONAL: people
GROUP: multi-signature
CORPORATE: company or organization
MERCHANT: POS retail
ENTERPRISE: project
REPOSITORY: vested holdings and term savings

Pocits.com is currently offering a free token to the first 10,000 people who click the follow button at pocits.com and pocitcoin.org. This may change without advance notice.

Wallets

A member crypto wallet is a Bitshares application, a trusted service. Pocits may employ other third party applications or opt to develop its own web or native mobile application.

Pocit Card

The Pocit card is a physical magnetic-strip type card for use in merchant payment terminals. The Pocit Card provides members with an easy-to-use method of transferring between pocit crypto and cash currencies. QR code apps and utilities may be adopted.

10. Distribution

Distribution Cycle

The *total supply* of POCIT assets created by the *pocits* master account is 10,000,000,000 tokens or ad-blocks. Tokens are *issued* into existence in tranches which then become the *current supply* and held in the *pocits-operations* account and designated for distribution. Token disbursements from this account enter the *available supply*.

Pocitcoin's distribution cycle is a series of cascading and recurring events that commence with token transactions to and from the PROJECT Reserve account as follows:

DEPOSITS: For each (1) token **deposited** into the PROJECT Reserve account from pocits-inc-operations, eight (8) tokens are then transferred from the *current supply* and deposited into the PROJECT ENTERPRISE pool, eighty (80) tokens into the NETWORK reserve account, and 640 tokens into the NETWORK ENTERPRISE account. This constitutes the *available supply* of tokens that are eligible for disbursement into the *circulating supply*.

DISBURSEMENTS: For each (1) token **disbursed** from the PROJECT Reserve account the proportional amounts then become eligible to be disbursed from the other accounts and distributed into the circulating supply; eight (8) PROJECT Enterprise tokens for systems development, eighty (80) NETWORK Reserve tokens to facilitate advertiser purchases at pocits.com, and 640 NETWORK ENTERPRISE tokens for grants to qualified member projects.

Supply and Distribution

Pocit Token	Total	Available	Current
Ad-Blocks	10,000,000,000	9,000,000,000	1,000,000,000

Pocits PROJECT	Total	Available	Current
Reserve	100,000,000	10,000,000	100,000,000
Enterprise	800,000,000	80,000,000	800,000,000
Systems	1,000,000	979,000	21,000
Development	8,000,000	7,999,500	480

Pocits NETWORK	Total	Available	Current
Reserve	1,000,000,000	100,000,000	10,000,000
Enterprise	8,000,000,000	800,000,000	80,000,000
Sales	10,000,000	210,000	60
Grants	80,000,000	1,680,000	480

Repository	Total	Available	Current
Pocits Inc	99,000,000	9,000,000	0
Pocits Project	99,000,000	9,000,000	0
Members	0	0	0
Followers	10,000	9850	9850

Pocits Xchg	Total	Available	Current
Holders	21,000	90	0
Projects	480	60	0
Merchants	60	0	0

1. Repository: vested and/or trusted assets of token holders on term deposit thus temporarily removed from *circulation* pending their respective maturity dates.

Available Tokens

What tokens can you acquire, how and when? There are three stages of participation; *follow*, *invitation (beta-users)* and *public (open sign-up)*. To date, tokens in the circulating supply have been earned by Pocits Inc., project developers, and first-in beta members, and were dispensed from the holdings of Pocits Inc and/or Pocits PROJECT only; not from the NETWORK's public pool.

During the NETWORK's *invitation* phase, ad-sales and project grants are available to a limited number of NETWORK partners, workers, and select enterprise projects. Open ad-sales and enterprise grants will commence with the public sign-up phase. The first sale of tokens offered on the DEX via *pocits-xchg*, is to be announced.

Circulating Tokens

The Pocits NETWORK does not sell tokens directly on the DEX. All tokens exchanged by members within pocits.com or on the DEX are the property of token holders. Prior to public launch of the network, token's can only be acquired from Pocits Inc., the Pocits PROJECT, its partners and/or workers via *pocits-xchg* and/or the DEX. The circulating supply of tokens sold or purchased either peer-to-peer or within the exchange are transacted at the discretion of the sellers and buyers.

Exchange Fees

At pocits.com, marketing products are priced in pocitcoin. The purchase prices in all other accepted currencies, fiat or crypto, is equal to the token's free-market conversion price at the DEX **plus** an exchange fee premium charged by the NETWORK. Thus, products purchased with pocitcoin are at a discount compared to all other accepted currencies.

Initial Product Offering

On day one of pocits.com's public sign-up, the initial cash price for the NETWORK's suite of marketing products (ad-block) is currently set at $200 USD (10 times our current exchange rate for project workers).

1. PRODUCTS

Directories

The Commons media hubs are *Book*, *News*, *Mall* and *Town* that each function as a networking directory with curated streams of posted content and public access to connect more than just socially with fans and followers.

Book RESIDENTS
People, organizations and corporate listings, posts and comments with endorsement, referral and compliment features and marketing applications.

News TOPICS & INTERESTS
Shared posts and comments of images and videos, articles and blogs with networking features and marketing applications.

Mall RETAIL & WHOLESALE
Products and services, store and associate communications and networking with promotional and marketing applications.

Town COMMUNITY
Classified information and services, organization and expert communications with non-commercial marketing applications.

Promotions

Promotions feature exclusively within the *Mall*; the products and services hub where consumers can search, find, browse, discover, network, and follow and where junk mail becomes wanted mail. Promotions are category and keyword driven with 24/7 editing and display.

Coupons
Upload and circulate a product or service coupon.

Flyers
Uploaded pdf formatted flyers.

Vouchers
Prepaid package deals of bundled products and services.

Advertising

Reach a variety of audiences in one or all media hubs where category curation and user-defined keywords maximize your advertising and content opportunities for viewer relevance.

Posters
Image and/or video ads featured in highly visible margins for web and swipe-in for mobile, are free to display on business profiles with circulation upgrades to the commons of homes, offices, and regional networks.

Billboards
Large header images and/or videos display prominently above posting streams of business profiles with circulation upgrades to the commons of homes, offices, and regional networks.

Walls
Full screen background imagery for first-display branding free on professional and corporate with circulation upgrades to the commons of homes, offices, and regional networks.

2. Circulation

Place Networks

Pocits *places* start with the private *Home* and *Office* networks of people and corporations to the *City*, *Town,* and *Region* networks where residents and visitors share and engage in the public Commons.

Home PERSONAL
Circulate any or all marketing apps to the private *Homes* of your followers only or target a specific demographic.

Office CORPORATE
Promote your B2B products and services to the *Offices* of your clients and followers only or target specific demographic of business sector companies and/or professionals.

City/Town PUBLIC
Market your products and services in your *City's* Commons through a variety of media hubs and share with the general public or target specific demographic of logged in consumers.

Region PUBLIC
Share products and services in the Commons of a *Regional* network where residents and visitors can browse content featured from every city and town within its borders. Regional networks scale up from *County, Province/State*, and *Country* to the *International* network of Pocits.com, its homepage.

c. Time

Pocit Time

The marketing fees for time is ubiquitous for all products and places thus uniformly applied. Pocitcoin is a measure of time where one token is equal to ten days or 864,000 seconds. Thus, 100,000 pocitcoin (Ⅻ1.00000) is equal to 100,000 units of time therefore:

Ⅻ0.00001 = 8.64 seconds (864,000 sec / 100,000 pocitcoin)

D. Shopping Cart

Fees

The cost to circulate the full suite of marketing products within the Commons of a County network of 100,000 population is Ⅻ1 for 10 days or 100 days to a population of 10,000.

PRODUCTS
Directories: Book, Mall, News, Town
Promotions: Coupons, Flyers, Vouchers
Advertising: Posters, Billboards, Walls

CIRCULATION
Place: County / 100K population

TIME
Days: Ten

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