

Pocitcoin

a Pocits PROJECT

Pocit Token

⌘ 1.00000

Advertising is ever present and 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 product being advertised and a company's marketing budget, 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 each year to reach their audience. Across North America, advertisers spend about \$130 billion to reach people like you through all those apps and websites you engage in. Big bucks!

When divided by the population that's about \$355 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 \$35 million a year. A lot of money! In fact, you and the people of your town are a renewable resource! But who benefits most?

While advertisers simply wish to connect with local consumers, the money they spend largely exits their 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 local projects.

Pocitcoin digital asset, issued on the Bitshares blockchain, trades under the name POCIT. The token is a commodity; an ad-block that redeems a fixed quantity of marketing

products, circulation, and time within the ecosystem of pocits.com. Its value is the goods it secures as the network's marketing suite is priced in pocitcoin. The token offers utility with guaranteed buying power irrespective of rising and fluctuating prices for those same products in all other currencies.

Pocitcoin transforms advertising from a *static* expense to a *dynamic* commodity that secures online marketing budgets within a tradable asset. In addition to Pocits.com's superior B2B and B2C networking and marketing, pocitcoin offers corporations, professionals, and the general public the ability to digitally buy, hold, and sell the network's ad-blocks for their profit potential through the free market exchange.

Oversight and fair market price for pocitcoin is provided through the Pocit INDEX, the token's price discovery mechanism. The mandate of the Pocits PROJECT is to establish, secure and maintain its [systems](#) development and to manage the token's initial distribution as outlined in this document, at pocitcoin.org and at pocits.com.

Pocits Inc.
Corporate Director
The Pocits PROJECT
[POCITS.ORG](https://pocits.org)

EDITION:

Jan 04, 2022

CONTENTS

Pocitcoin

1. Introduction

The Token

2. Environment

Transactions

Accounting

Assets

Commerce

3. Utility

Marketing

Pocits.com

City network

Products

4. Value

Commodity

Measure

5. Assurance

The Director

Demand

Blockchain

The Ad-block

The Index

Compliance

6. Pocit Token

Total Supply

Current Supply

Token Designations

Project Reserve

Project Enterprise

Network Reserve

Network Enterprise

Pocits Exchange (XCHG)

The Depository

7. Enterprise

Residents

Projects

8. Pocit Index

PDX

Formula

Valuation

9. Services

Pocits Exchange (XCHG)

Wallets

Pocit Card

10. Distribution

Distribution Cycle

Designations & Distribution

Available Tokens

Circulating Tokens

Exchange Fees

Initial Product Offering

SCHEDULES

A. Marketing

Products

Circulation

Time

Shopping Cart

B. Depository

PENDING

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 Pocits' superior networking utilities and business-consumer dynamics 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 \$250 billion advertising market¹.

Prior to the pocits.com public sign-up event (TBD), token availability is limited to Pocits PROJECT partners and workers for systems development and to first-in network members invited to participate as beta users in customer validations and endorsements.

Currently, token price is driven by the PROJECT workers and network's token holders. Ultimately, it's the everyday networking utility, the platform's and business-consumer dynamics, as realized by advertisers and 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, therefore advertisers are incentivized to acquire pocitcoin. Token exchange will increasingly be fostered by transactions directly between network members, by merchants as payment for goods and services, and trading on the DEX.

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 not in vaults. Try to withdraw a large sum of cash from your own institution and this reality of limited cash on hand becomes evident.

Accounting

Confidence in banking institutions to settle our everyday financial transactions as third party trustees, now extends to trusted technologies and the accounting of blockchain. Blockchain has garnered confidence across the globe for its

ability to intermediate between transactions as a trusted third party. With well over one trillion US² dollars in market capitalization for the top 100 cryptocurrencies, blockchain has proven to be a trusted fiduciary.

Assets

Unlike *digital currencies*, which exist only as numeric figures recorded in databases, *digital assets* are standalone objects much like printed cash. Cryptocurrencies physically exist apart from their blockchain databases which record transactions between parties only. And just like cash, cryptocurrency is a digital asset with a unique serial number (key) and can also be lost or stolen.

Cryptocurrencies are held in wallets³. 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, or 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 and 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 The history of money is a sordid tale of inflationary boom and bust cycles spanning from antiquity *"when money failed in the land of Egypt"*⁵ to the present crisis of Argentina and various countries 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 for trade as a unit of measure and as a medium of 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 measure and like the ounce or gram, it too is a fixed measure of goods.

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. A token is ownership of 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. Products priced in other currencies fluctuate with free-market demand for pocitcoin and the network's business-consumer dynamics. The shopping cart's product prices, when featured in currencies other than pocitcoin, are determined at the token's market price on the DEX plus a surcharge exchange fee. The relative value of the token's goods when compared to competitor products, is equated by 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 the 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.

In addition to socially networking with friends and contacts for business or pleasure, [Pocits...](#)

- connects people, organizations, and corporations as residents of online city & town networks and...
- scales internationally within autonomous county, state, and country networks;
- simplifies digital life with a multitude of business and community apps,
- competes for local, regional, and international marketing budgets;
- grants its revenue back to communities via enterprise projects, and
- monetizes independent content creators and broadcasters too.

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

Three classes of marketing products, *directories*, *promotions*, and *advertising*, serve both commercial and non-commercial objectives with a plethora of business and community applications. Pocits suite of marketing apps are free to activate and feature to visitors of corporate and professional profiles.

The product paywall begins with circulation of the marketing apps within Pocits' *places*; regional networks. Pocits' places start with the private *homes* and *offices* of its members and the **commons** of their *town* or *city*, the public hub. Beyond the city and scaling internationally, are the autonomous *county*, *state*, and *country* networks. Marketing fees are priced in pocitcoin with the *county* commons serving as the ad-block baseline. Fees are flat rate and governed by 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 to feature readily accessible content that is curated and doesn't simply disappear down an endless timeline. The Commons is a transmedia hub where people can browse and discover, search and find, and connect and engage with people and things in their town and beyond.

4. Value

Commodity

Pocitcoin is a commodity⁶ token; a fixed amount of goods. The total number of available tokens equals the total amount of available marketing at pocits.com. Thus, tokens are a claim on goods priced in pocitcoin. Therefore, each token's value is its block of goods which can be gifted, traded, sold or redeemed.

Products denominated in pocitcoin means that purchases via other currencies accepted at pocits.com, are settled by conversion to their exchange rate for pocitcoin⁷. Therefore, the pocit token is an asset underwritten by the suite of products it can redeem at pocits.com. The Pocits NETWORK sells advertising to clients only, it does not sell pocitcoin directly to members on the bitshares exchange (DEX), nor does it function or operate as an investment vehicle or enterprise⁸. (see Pocits XCHG)

Measure

For clarity, *pocit* is a reference to the token as a currency like the *dollar* and *pound* whereas *pocitcoin* is an informal term in the same way as *bucks* or *quid*. *Pocitcoin* is not trademarked and its symbol (Ⓜ) is a free-use character from the wingding font for the letter *i*.

The token is denominated with five decimal places thus, Ⓜ0.00001 is equal to one hundred thousandth percent. At pocits.com, each token represents one *ad-block*; a fixed measure of 1:1:1 ratio of three elements for marketing within its ecosystem; *products (P)*, *circulation (C)*, and *time (T)*.

Ad-block consists of ten products circulated to 100,000 population for ten days within the county-level networks. The ad-block is also segmented into 100,000 units therefore, one pocitcoin is equal to one unit of each element of an ad-block, thus 1P (0.00001%) + 1C (person) + 1T (8.64 seconds).

Clients can market goods and services in a variety of ways within the network's media hubs and in any combination. 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** is not a corporate entity but rather a collaboration of people, organizations and companies invited to participate in various development capacities as project partners and network members of pocits.com. Its director is Pocits Inc, a Canadian company founded in 2009 to research and develop *pocits*; a transmedia concept to simplify online communications by consolidating a multitude of business and community utility within one unified online world.

Pocits is an acronym for *personal organizational corporate information transmedia systems*. The **Pocits PROJECT** title is an umbrella term for its collection of SYSTEMS development projects such as the **TOKEN**, **INDEX**, **XCHG**, **NETWORK** and the **ARTS** - an interactive version of a terms of agreement. System development project's mentioned in this document are indicated by small caps.

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, users can create multiple profiles to network and navigate its transmedia environment. 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.

Engage in community and business privately or publicly within your city and beyond. Pocits transmedia hubs and

multi-networking capabilities are inclusive to all residents within any city or town with abundant opportunities for advertisers and merchants.

Blockchain

The Pocit token is a Bitshares user-issued-asset. The Bitshares blockchain is a stand alone industrial-grade platform that provides high-performance decentralized financial services. Bitshares' array of applications and 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 the platform's trusted Delegated Proof of Stake (DPOS) technology and it's "*virtually impossible to hack*"⁹ possessing nodes.

The Ad-block

The total supply of pocitcoin and the goods assigned to each ad-block was formulated by factoring the business-consumer dynamics of the network, the merchandising and advertising potential for each of its media hubs, the price potential for each marketing product, and the demand potential from commercial and non-commercial advertisers and merchants.

Formulations were derived from historic advertising revenue statistics and from the demographics typical to city and township populations within a *county*; the baseline metric for marketing in Pocits.com's regional networks¹⁰ as illustrated.

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* demographics is projected to reach \$12 million USD annually at full maturity; approximately \$36 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 divided regionally in proportion to population and distributed as grants as a first point of entry into the Pocits ecosystem.

The Index

The Pocits PROJECT is responsible for the oversight and operation of the **Pocit INDEX** (PDX), the price discovery mechanism for Pocits' marketing suite, thus pocitcoin. The Index is a measure of the percentage of change between the price of pocits marketing suite (ad-block) versus a similar basket of competitor products.

The PDX goes up as the ad-block gains in relative value against its competitors. This provides advertisers, merchants, and all token holders with comparison metrics to minimize speculation and volatility in the cash price for the network's marketing products, thus the free-market exchange price of pocitcoin.

The INDEX project currently estimates the competitor product basket between \$10K to \$12K USD with the ad-block potentially attaining a third of that value.

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 to the **pocits.com** domain name, logo and trademark branding, the UI and UX architecture and software, database(s), data, and hardware 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 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 well beyond a decade. The public distribution of pocitcoin by the Pocits network via project grants, is directly proportional to the rate distribution by the Pocits PROJECT for systems development.

The Pocits DEPOSITORY, and its vesting mechanisms and term deposit incentives, guard against and disproportionate and/or unexpected liquidations by Pocits Inc, the Pocits project, and token holding network members. This minimizes sudden deviations in token circulation volumes and exchange prices on the DEX.

Token holder confidence is also fostered by the Pocit Index (PDX). The PDX provides advertisers with metrics that gauge the free-market exchange price of pocitcoin against the fair-market cash price to market at pocits.com vs its 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** account where they are designated and held for distribution. One billion tokens have been activated to date with 80% held in the operations account.

Token Designations

Pocitcoin distribution commenced with the acquisition from Pocits Inc and the subsequent **disbursement** (2%) from the *operations* account. The balance of the total supply (98%) is designated to the Pocits PROJECT and the Pocits NETWORK. The **Project's** designation of 800 million tokens (8%) is its global budget and is disbursed for systems development and operations. The **Pocits network** asset pool of 9 billion tokens (90%) is designated for public distribution: 1 billion disbursed through ad-sales and 8 billion disbursed via project grants to network members. The network sells advertising not tokens. Therefore, pocits.com does not sell directly to members or on the Bitshares exchange (DEX). See *Pocits Exchange (XCHG)*.

Project Reserve

The PROJECT operates through two primary accounts; its **reserve** and **enterprise** accounts. The PROJECT's reserve account was funded by a 100 million token ad-block investment by Pocits Inc; 50% of its token holdings. Unlike the PROJECT's 800 million enterprise pool tokens and the 8 billion designated to the NETWORK, its reserve tokens are assets that have been earned and invested by Pocits Inc. Therefore, these reserve assets can be exchanged for goods and services and/or sold on the project's website at pocits.org, the XCHG at pocits.com and/or on the DEX at bitshares.org. The reserve provides the Pocits project with liquidity to its disbursements from the enterprise pool for its development community.

For distribution, each token disbursed from this reserve initiates a cascading series of events. With each and every token *transfer* from Pocits Inc to this reserve, eight times the amount is then available to be *released* from the current supply to the PROJECT's *Enterprise* account. Subsequently, ten times the amount is then available to be released to the NETWORK's respective reserve 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 Pocits Project's global budget to fund online and onground development and operations of its SYSTEMS projects such as the NETWORK and INDEX projects. Token disbursements to and from this pool are published to provide market awareness of change in volume to the circulating supply.

For every token disbursed from the Project's reserve, eight in the enterprise pool become available to be assigned and granted to systems projects. These assets may be disbursed to fund partners, delegates, advisors, consultants, workers, contractors and for related expenditures such as acquisitions, leaseholds, property, equipment and labor.

Project leaders and participants are free to swap their budgets and earned tokens with the PROJECT reserve or hold, give, trade and sell them peer to peer via Pocits XCHG or on the DEX.

Network Reserve

The *Network's reserve* is allotted 10% of the total token supply or 1,000,000,000 and are distributed proportionally by population to each of pocits.com's *county* networks on a 1/8th basis. For example, a regional population of 100,000 people is designated 12,500 tokens to its county reserve. These assets facilitate business sector marketing and advertising purchases via cash and other non-pocitcoin crypto currencies.

Each county reserve retains its sales revenues which provides liquidity to the local enterprise projects granted pocitcoin. For each token designated as *available* within a county reserve, eight from its enterprise pool are available for grants.

The Pocits network sells its suite of marketing products only, it does not sell tokens directly to members nor on the DEX. All products purchased using fiat or crypto currencies have a transaction surcharge and are converted to the market price (spot price) of pocitcoin. Subsequently, an equivalent value of the reserve's pocitcoin is then *burned*; returned to the master account thus removed from circulation.

Network Enterprise

The *Enterprise* pool holds the lion's share of tokens with 80% of the total supply or 8,000,000,000. These tokens are distributed proportionally to each county network on a 1:1 token-to-population basis. These assets are available to the public via project grants to fund the enterprise initiatives of the local residents. Thus, a county network serving a geographic region of 100,000 population is assigned 100,000 tokens. In this way, tokens are broadly distributed to foster business sector marketing and local enterprise within each community.

Grants provide projects with assets to fund their enterprise which can be utilized in several ways. In addition to swapping pocitcoin for other currencies at a surcharge via Pocits XCHG, project's may:

- exchange pocitcoin for goods and services with their project workers and participating merchants
- sell tokens to network members peer to peer
- tender their tokens for sale directly on their project page or website and/or on the DEX

As advertisers are incentivised to acquire pocitcoin to purchase their marketing and advertising purchases, projects may gain corporate sponsors to buy their assets thereby avoiding XCHG surcharges for both parties. See *Section 7: Enterprise*.

Pocits Exchange (XCHG)

Pocits-xchg has no token distribution allotment. The XCHG is an Pocits PROJECT system that manages virtual transactions of network members and executes their true crypto transactions on their behalf via the Bitshares blockchain and its financial services and utilities. The XCHG may buy and sell assets on the DEX to provide liquidity to network token holders and grant recipients. The XCHG may trade its currency holdings to strategically balance its portfolio.

The Depository

The *Depository* has no token allotment. The depository is an asset management system that manages the vested and trusted holdings of the Pocits PROJECT, the NETWORK, and token holders. The depository's assets are tokens from the current supply and held apart from the immediate circulating supply in two portfolios:

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

Depository's holdings are deposited via smart contracts and available for withdrawal and/or redeposit based on scheduled maturity dates and/or fulfillment of agreements. In effect, the depository allows depositors to profit on their deposit and at the same time, allows exchange traders to factor its holdings with respect to maturity dates to gauge market volatility in token prices on the DEX.

7. ENTERPRISE

Residents

At pocits.com, *county* networks are regional hubs that each contain city and town networks and their respective populations. The advertising potential each county possesses is derived from the business-consumer dynamics inherent to the resident people, organizations and corporations who 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 region 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, pocitcoin is distributed by county and disbursed to the enterprise initiatives of its local residents via project grants. Pocits NETWORK incentivizes advertisers to capture tokens from these same projects to redeem them for marketing within the network.

Projects

Members can post projects within the *commons* of their county network to gain local endorsements by the residents and qualify for a pocitcoin grant. Project grants are available in three classifications: *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.

ENDORSEMENTS

A project requires a minimum number of endorsements to validate its authenticity and viability to qualify for a grant. Members must post their project and promote its purpose, targets, incentives, updates and fulfill obligations made, if any, to its sponsors and developers.

GRANTS

Pocitcoin grants are deposited into self-directed *enterprise*

accounts to assist in funding project development via private and public exchange. Expansionary growth type enterprise projects may qualify for up to eight stages of grant disbursements.

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" 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 following PDX formula factors the three elements of the token ad-block which comprise its goods (G); *products* (P), *circulation* (C), and *time* (T). The values for Pocits marketing suite (POCITG) and the competitors basket (CPRG) are both derived from a similarly weighted geometric mean for the three product classes.

$$PDX = POCITG^{WT} \times CPRG^{WT}$$

WHERE

$$G = P \times C \times T$$

AND

$$P = DIR^{WT} \times PRO^{WT} \times ADV^{WT}$$

$$C = 100K \text{ population}$$

$$T = 10 \text{ days}$$

Each *product class* factors weighted values for each *product type* with an additional subset of weighted values for each competitor relative to their market share ranking.

Valuation

Ultimately, the mature market value of the token ad-block will be determined by advertiser demand for the pocits.com's marketing suite and its networking utilities. As the network is currently closed-beta participation only, there is no active business-consumer dynamics 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. Pocits will instead promote its professional and corporate validations and endorsements of the network's marketing suite and user interface (UI).

Additionally, the Pocits PROJECT will publish its internal token

valuations exchanged within its development community to aid advertisers in product purchases at pocits.com and 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 to be a member 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
- DEPOSITORY: 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.

Wallets

The 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.

Designations & Distribution

POCIT TOKEN			
Designations & Distribution			
The total supply of pocitcoin and the goods assigned to each ad-block was determined by factoring the network's business-consumer dynamics, the merchandising and advertising potential of its media hubs, the marketing suite's price potential and the demand potential from commercial and non-commercial advertisers and merchants.			
Supply	Total	Available	Current
Tokens	10,000,000,000	9,000,000,000	1,000,000,000

the Project			
Pocits Project tokens are disbursed to its series of systems projects to fund ongoing development and operations.			
Pocits Project	Total	Available	Current
Reserve	100,000,000	10,000,000	1,000,000
Enterprise	800,000,000	80,000,000	8,000,000
SYSTEMS DEV	*	*	*
Projects	1,000,000	750,000	250,000
Budgets	8,000,000	7,999,500	4,225

the Network			
Pocits Network tokens are distributed proportionally by population to its regional networks and disbursed to local enterprise via project grants.			
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
PUBLIC ASSETS	*	*	*
Sales	10,000,000	210,000	60
Grants	80,000,000	1,680,000	480

the Depository			
Pocits depository contains the holdings of vested and/or trusted assets as term			

deposits. Therefore these assets are removed from exchange within the circulating supply pending their respective maturity dates.

Depository	Total	Available	Current
Vested	99,000,000	9,000,000	0
Trusted	99,000,000	9,000,000	0

the Xchg

Corporations, professionals and the general public may freely acquire and profit through the free market exchange pocitcoin.

Pocits Xchg	Total	Available	Current
Circulating	2,000,000	150,000	pending

The Pocits Xchg buys and sells tokens on the Bitshares DEX on behalf of Network members. Pocits members may exchange pocitcoin virtually with no crypto know-how needed. The Xchg executes the true transactions on the blockchain. Crypto savvy users may opt to use a true crypto wallet by adding the address to their pocit profiles.

(ad-block) is currently set at \$200 US (may be subject to change).

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 developers and first-in beta members for systems development and were dispensed from the holdings of Pocits Inc and/or Pocits PROJECT only; not from the NETWORK's public pool (beta projects).

During NETWORK's *invitation* phase, ad-sales and project grants are available to a limited number of NETWORK endorsers and beta projects. Open ad-sales and project grants will commence with the public sign-up phase. The first sale of tokens 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 with the initial token's being acquired from the Pocits PROJECT workers and partners and resold via [pocits-xchg](#). 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 the public sign-up, the initial cash price to advertisers for its suite of marketing products

SCHEDULE A Marketing

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 (100,000) is equal to 100,000 units of time therefore:

$$100,000 \text{ pocitcoin} = 864,000 \text{ sec} / 100,000 \text{ pocitcoin}$$

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 1 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

References

1. Advertising Expenditure - [Statistica -North America](#)
2. Coin Market Cap - [Top 100 cryptocurrencies](#)
3. Digital vs Mobile Wallet - [Merchant Maverick](#)
4. Alasdair Macleod via [The Mises Institute](#)
5. KJV - [Genesis 47:15](#)
6. Investopedia - [Commodities](#)
7. Currency conversion surcharges may vary
8. Investment Enterprise - [Glass-Steagall Act 1933](#)
9. Security & DPOS - [bitshares.org](#)
10. Typical Regional demographics - [Canadian Census](#)