



Unity Coin: A new digital currency for the wedding industry.

White Paper, October 2017



Abstract

The OneWed team is building a new ecosystem to connect and advance the wedding industry through cryptocurrency and artificial intelligence (AI). Our ultimate vision is to solve the technological inefficiencies of the wedding industry by encouraging consolidation around a central medium of exchange, and through sharing our neural network.

The community engagement that digital currencies demand is desperately needed in the wedding industry. With over 300,000 wedding-related businesses in the US alone, and no clear global leader, the process of attaining quality inspiration for weddings is cumbersome and time consuming. With cryptocurrency, we can inspire a level of collaboration and engagement that could vastly improve current market inefficiencies.

In addition, AI technology must play a vital role in the advancement of the industry. Inspiration for weddings is primarily found online through photos. Yet, photographic sources make it difficult for couples to connect photos of products and services to vendors. Furthermore, a lack of intelligent photo tagging renders image searches more time consuming than they have to be. With our own advanced neural network in development, we plan to connect vendor photos to products and services through the most advanced network of image repositories in the wedding space.

By the economic incentives that Unity Coin offers e-commerce platforms, vendors, and consumers, as well as our commitment to technologically improve the wedding industry, we can generate enough enthusiasm to achieve widespread adoption and sustainment of a new digital currency, Unity Coin.

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Introduction

When we first acquired the technical rights for OneWed Inc., we envisioned disrupting the wedding industry through the development of our own neural network to create the most advanced photo directory in the world for wedding inspiration. Our mission was to create an ecosystem whereby vendors could take advantage of our technology to showcase and promote their products on OneWed in the most user-friendly way possible. Ultimately, our intention was to encourage the consolidation of vendors on our platform to improve accessibility and efficiency, and to improve a technologically inept industry with poor photo technology.

With the recent surge of support for cryptocurrencies, our vision has evolved. Instead of being the sole beneficiary of our technological ambitions, we could adopt a community mindset and share our technology with the industry, while encouraging the adoption of a superior medium of exchange in the process.

Built on the Ethereum blockchain, the main purpose and function of Unity Coin will be as a fungible medium of exchange for goods and services in the wedding industry. To help increase its value, collaborators and contributors within the Unity ecosystem will receive rewards through the Unity Rewards system. As interaction increases, the value of Unity Coin will increase, and so will the reward. In addition, OneWed's AI Sharing Program will share our neural network with adoptees to serve as yet another means of incentive to achieve successful dissemination of Unity Coin.

Ultimately, the governance of Unity Coin will be decentralized, and facilitated by the Unity Coin Foundation. This will create a fair and transparent community for Unity Coin holders to decide upon technological updates to the currency, and create a space through which Unity Coin will survive the test of time.

The Team

Executive Team



Joelle Blaikie

Chief Executive Officer (CEO)

Joelle holds a Bachelor of Commerce from the University of Victoria, and has over seven years of product design and marketing experience in the tech industry.

As CEO of OneWed, Joelle's primary responsibility is to compose and lead the team, as well as effectively set and execute company visions to the benefit of stakeholders. Furthermore, Joelle oversees product guidance and development, marketing initiatives, and launch strategies to ensure market readiness and scalable accelerated growth for OneWed.



James DeGreef

Chairman

James DeGreef is a technology veteran and successful entrepreneur. He was the original founder of GenoLogics, and helped raise venture capital to grow the business. It was acquired by the multi-billion dollar human genome sequencing heavyweight, Illumina (NASDAQ: ILMN), in the summer of 2015. James is also an engaged angel investor with many investments in private tech companies, including Hyperloop One, Wave Apps, Foodee, as well as many public companies and cryptocurrencies.

James serves as the Chairman of OneWed Inc., and provides strategic oversight for all business, financial, and technological developments. He is a key guide in helping OneWed achieve widespread dissemination of Unity Coin.



James Addison

Chief Technology Officer (CTO)

James Addison has 18 years of experience in the technology industry, ranging from digital media asset management, computer security, and B2C and B2B related companies. He has helped develop multiple products in Windows desktop software, Linux server software, mobile apps, as well as web-based application platforms and sites.

In collaboration with the rest of the management team, James works to define the product architecture and technology plan of OneWed in a future-friendly and scalable manner. He works closely with OneWed's technology team to rapidly build upon and expand technical plans in an agile and efficient manner.



Kit Dean

Chief Operating Officer (COO)

Kit holds a BA in Psychology and an MBA from the University of Victoria, and is the COO and VP of Sales for OneWed. Kit has extensive experience in sales and business development, and has helped grow multiple startup tech companies. Outside of the technology industry, Kit is a property manager and avid investor in real estate.

At OneWed, Kit is responsible for establishing and meeting sales targets to satisfy company objectives. He also heads strategic sales planning and execution to ensure sales growth and customer success. Kit will play a vital role in the overseeing sales and marketing initiatives for the Unity ecosystem.

Core Team

OneWed has a strong core team of product designers, web developers, web marketing specialists, business developers, and customer specialists. The team is based in Victoria, BC, Canada, and frequently travels to Vancouver, Seattle, and San Francisco for customer and partnership meetings, as well as conferences. We also have an extensive network of business partners, consultants, and overseas resources we draw upon.



Jennifer Tigner
AI Lead & Developer



Owen Hofmeyr
Business Analyst



Carly Paracholski
Design & Marketing



Howard Wu
Customer Success



Samuel Lee
Full Stack Developer



Chris Candell
Full Stack Developer



Kate Culver
Front End Developer



Neha Dubey
Content Marketing

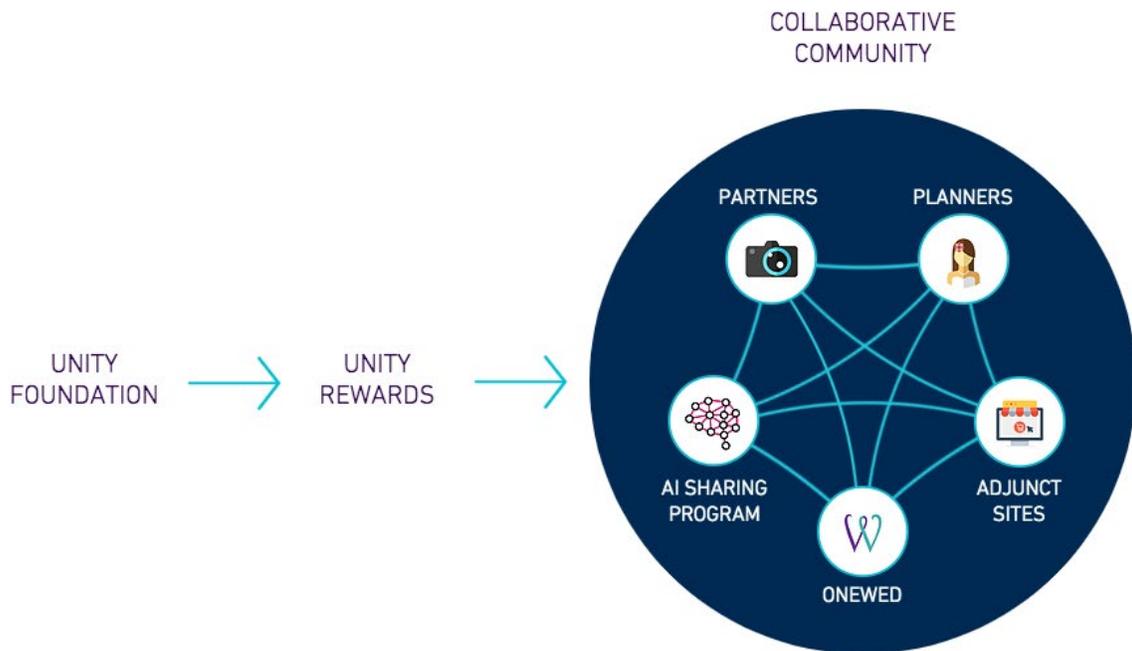
Workforce Expansion

Following our ICO, we will hire the required workforce to support the design and implementation of the Unity ecosystem, and the successful expansion of OneWed. We will also grow our AI research team directly in collaboration with Dr. Aaron Gulliver at the University of Victoria.

The Unity Coin

Unity Coin is a new digital currency for the wedding industry. The intent of its creation is to create a market-specific currency for weddings and ancillary markets and services based on a decentralized platform.

The Unity Ecosystem



The Unity ecosystem will be made up of partners, OneWed and adjunct sites, users, and community supporters. This is where coin governance, technology sharing, and rewards will take place. Unity Rewards will reward users and vendors with Unity Coin for various acts that contribute meaningfully to the ecosystem. A meaningful act is something that supports the currency, which could be as simple as vendor adoption, or a user review of a product purchased from a partner.

To ensure that our reward system sustains itself over time, 48% of Unity Coin will be reserved to help the Foundation manage Unity rewards and promotional efforts. This is to ensure that the method of reward will remain objective and neutral in nature, and that updates are community-driven and supported.

Additionally, as the crypto space continues to evolve, new and more efficient technologies are likely to emerge. OneWed will commit itself to the promotion of new and helpful technologies within the ecosystem as an active voice for technological sensibility. During the first twelve months that Unity Coin is under management by OneWed, we will administer network updates as needed to ensure readiness for decentralized governance.

Governance

OneWed Inc. will be the initial governing authority for managing the Unity ecosystem to deploy any initial required updates with expediency. This means that OneWed will, to start, manage Unity Rewards and coin supply.

The Unity Coin Foundation

1

Decentralized governance for network and system updates.

2

Ensuring proper management of the Unity Rewards system.

3

Committed to open source and open access code.

4

Maintaining simplicity and accessibility to the layperson.

The Unity Coin Foundation will be the decentralized governance vehicle through which Unity Coin will be managed, executed, and updated. Like most other cryptocurrencies, we believe that the decentralized model is the fairest form of governance.

The Unity Coin Foundation will operate nearly analogous to most other cryptocurrency-based organizations, in that changes or improvements to the ecosystem and Unity Coin will be made through consensus. Ethereum will remain the primary settlement layer to avoid unnecessary complexities, and all code shall remain open source and open access.

After a successful ICO, 48% of Unity Coin will be transferred within the first twelve months to the Unity Coin Foundation. This sum of Unity Coin will be used to manage Unity Rewards, network updates, and promotional efforts.

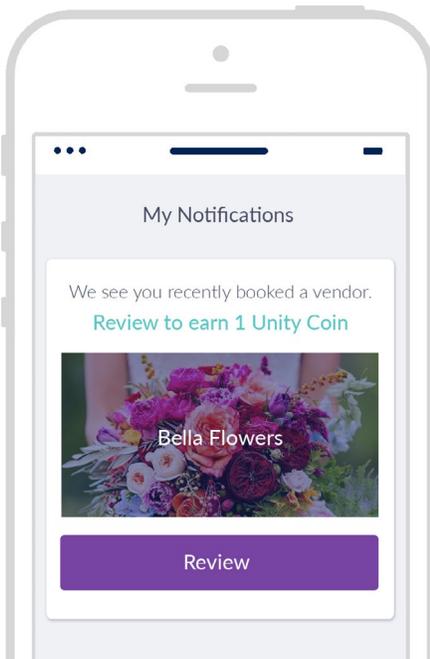
Achieving Market Adoption

In order to achieve adoption for Unity Coin, we need to provide enough incentive for vendors and users to interact and contribute to the Unity ecosystem. This means providing both vendors and users with reason to join or interact with the ecosystem.

Unity Rewards

Unity Rewards will be one of the primary incentives for vendors and users to join the Unity ecosystem. Users and vendors will have the opportunity to earn Unity Coin by adding value to the ecosystem in different ways. Outlined below are some of the different cases by which users and vendors can earn Unity Coin.

For Users



Reviewing products. Customer feedback on e-commerce sites is typically low. Consumers on Amazon.com, for example, are speculated to review products as low as 2-5% of the time. By introducing a user review system that rewards Unity Coin, partners can expect a higher-rate of customer engagement with reviews on products and services. When a user purchases goods or services from a vendor, they will receive the option to review the product in exchange for Unity Coin.

Tagging photos. Tagging photos correctly and accurately improves the quality of OneWed's neural network. The greater the variety of photos, the more our neural network will learn. Users who tag photos correctly will receive Unity Coin in exchange.

Sharing purchased products to social media platforms. When a user shares a product or service to a social media platform that they purchased through a vendor on OneWed, we benefit, and so does the vendor. When users purchase products or services they discover through OneWed, they will be rewarded Unity Coin.

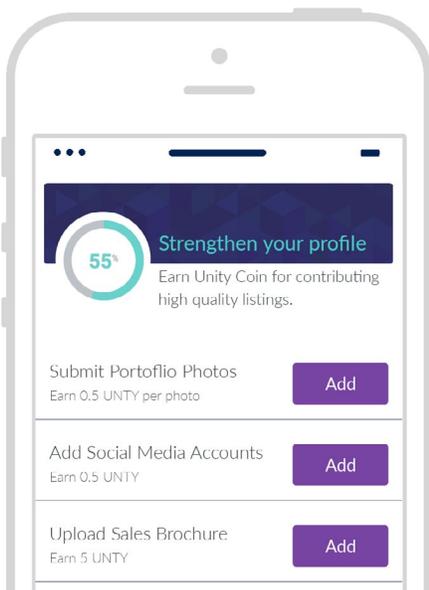
Survey and research participation rewards. As part of our vision to improve the wedding industry, we may administer surveys to our user audience to ask a variety of questions on user experience. Participation will warrant a reward in Unity Coin.

Photo uploads. Brides and grooms who upload their wedding photos add to the value of our repository, and improve our neural network. Brides and grooms who contribute vendor-linked photos will get some Unity Coin.

Hosting exclusive groups. Users and vendors can earn Unity Coin by charging their audience some in exchange for access to exclusive sneak peaks or collaborative groups.

For Vendors

The simple act of vendor adoption will warrant a one-time transfer of Unity Coin. Vendors will also be able to earn Unity Coin in a number of ways.



Creating high-quality business listings on OneWed. OneWed has a major part to play in the evolution of the wedding industry, and part of that belief is offering users the highest quality experience possible on our platform. All vendors who take the time to create informative and well-written profiles will receive Unity Coin in exchange.

Vendor groups. Vendors will be able to earn Unity Coin by hosting product-centered groups that charge Unity Coin for entry. Businesses can take advantage of Vendor Groups to attract new customers who are eager to gain access to exclusive pre-release merchandise at premium prices.

Uploading professional work. Photographers and Videographers who upload photos and videos on OneWed and adjunct websites to promote their work will receive Unity Coin in exchange.

The AI Sharing Program

The AI Sharing Program will be designed to share, integrate, and implement OneWed's neural network into partner platforms. Initially, all vendors who join the Unity ecosystem will receive the benefit of direct technical support from our software development team to help integrate OneWed's neural network into their platforms. Their photos will be tagged and catalogued appropriately on OneWed as well, which will help promote and connect them to users.

The AI Sharing Program will remain under the control and administration of OneWed; where research and development will continue as part of our vision to keep the wedding industry on the cutting-edge of technology. Our commitment to AI research and development will allow us to remain a powerful promoter of Unity Coin, and a valuable contributor to the ecosystem. We will be an active voice within the ecosystem, as an advocate for technical updates, to help keep Unity Coin a highly efficient and valuable currency.

As our neural network evolves, we plan to explore autonomous AI options to help manage Unity Rewards, uploads, and security. We believe our commitment to AI research and development will be of great benefit to vendors who adopt Unity Coin, as they will be able to enjoy the benefits of all changes and updates we make to our neural network, without having to worry about updates themselves.

Technology

As a cryptocurrency, a major part of the success of Unity Coin lies in the technology that supports it. Unity Coin will exist as an ERC20 token on the Ethereum blockchain, and we will work closely with the Ethereum Foundation to represent the interests of the Unity Coin community. Most of our technology focus will be on tools and infrastructure that enable and support the adoption and utilization of Unity Coin for relevant e-commerce sites, service providers, brides and grooms, and other wedding marketplace constituents.

Ethereum and ERC20

Ethereum is the industry standard for blockchain-based open source computing, and is the primary settlement layer for Unity Coin. Ethereum allows for the deployment of smart contracts, which are cryptographically secured contractual programs tracked on a universal ledger.

Ethereum will provide us with the capacity to create specific and complex rules for Unity Coin and its incentive structures, like discounts during the ICO sale. It also offers important useful components, like an emergency break, and the possibility for inflationary controls.

Smart Contracts, Exchanges, and Wallets

There are two primary smart contracts to be deployed to the Ethereum blockchain: one ERC20 compliant token contract for the Unity Coin itself, and the other a crowdsale contract. The latter can be deployed for both presale and main ICO sale purposes, custom-based on our financial and distribution parameters.

A number of standard functions are built into the Unity Coin smart contract, including an optional refund mechanism if minimum purchase thresholds are not met, as well as the `ActivateToken()` function. We intend to call the `ActivateToken()` function after the ICO sale, when we determine that all Unity Coin distributions are correct and verified. Upon activation, Unity Coin will be immediately tradable on decentralized exchanges. Sequentially, we will begin reaching out to centralized exchanges to encourage support for Unity Coin.

The Unity Coin Foundation and OneWed Inc. will each have separate multi-signature wallets for the storage of unreleased Unity Coin. Furthermore, we will have proper legal contracts, financial controls, and security strategies in-place, like offline cold storage.

Development Philosophy

All of our code for the Unity Coin token will be made available on GitHub as open access and open source under a mainstream licence.

Since we believe in an open and community supportive philosophy, we recognize that security is of high importance, which is why we will take necessary precautions to ensure against any malintent or system abuses. For all our open source code, we have developed a fully automated unit test harness, and have released this publicly on our GitHub repository.

[Click here to access our GitHub repository for our latest code](#)

SDKs and Supporting Tech

The Unity Coin Foundation will develop supportive tools for wedding vendors to ease their adoption and usage of Unity Coin. These tools will include an open and well-defined API, along with library bindings, modules, and SDKs for common programming languages. These will be important for account management, as well as financial conversions and transaction support. Also, standard supportive e-commerce and infrastructure tools for Unity Coin will be developed and utilized, like embeddable shopping carts, buy buttons, and metrics support. The Unity Coin Foundation will also seek partnerships with companies that provide infrastructural support for e-commerce, like Shopify.

Unity Coin Enabled OneWed Platform

OneWed aspires to be the wedding industry's image focused e-commerce wedding platform. Our initial focus is on North American expansion, but with near-term plans to expand globally as well. As part of our Market Adoption strategy for Unity Coin, the OneWed platform will be the first to natively support Unity Coin for both consumers and vendors.

Unity Coin E-Commerce Mobile App

OneWed is actively developing a mobile app platform that will allow wedding vendors in North America to build IOS and Android mobile apps for their businesses.

When vendors adopt Unity Coin, they will have the option to build their own highly discounted business-specific mobile app, with built-in support for Unity Coin e-commerce.

These mobile apps will be easily managed through the OneWed business dashboard to update things like listed products, services, promotions, and communication mediums. These mobile applications will allow tens of thousands of local wedding businesses to transact online through smartphones, and support Unity Coin at the same time.

OneWed and Artificial Intelligence

The wedding industry is the most photo-centric market there is, which is why OneWed is developing a machine learning neural network for photo analysis.

At the University of Victoria in British Columbia, Canada, we currently have a research team, lead by Dr. Aaron Gulliver, developing an advanced neural network built off Google's TensorFlow platform. The AI is to be programmed with a highly detailed and wedding-specific vocabulary to help it master advanced image recognition and pattern categorization suited for the wedding industry. In late 2018, we expect to have our neural network fully integrated into the OneWed platform, and ready to share with partners.

The power of our neural network will improve image recognition and categorization dramatically compared to the status quo, offering users a level of image search quality and efficiency not achieved by any other online wedding platform.

As part of our AI Sharing Program, if vendors adopt Unity Coin, we will not only provide them with Unity Coin as a signing bonus, but we will also share and integrate our neural network into their platforms.

The Wedding Space

A Highly Lucrative Industry

The wedding services industry directly accounts for a \$300 billion global market, with over \$75 billion spent each year in the United States alone.¹ It is estimated that, by 2019, the US wedding industry will account for \$120 billion in revenue.² Once we include ancillary markets like home furnishings, fashion wear, luxury vacations, and accommodations, the total reaches over \$2 trillion dollars globally.

As we move into a more mobile-centric world, there is increasing demand for wedding inspiration online. 82% of newlyweds use social media to find inspiration for their weddings, a clear indicator that today's couples want to connect and plan online.³ In a market that appears to be saturated, there is no clear leader in the online space; in fact, the four largest players account for less than 5% of the industry.

Market Inefficiencies

Weddings are a truly unique event, with often a lot of research, money, and time spent on the planning process. Currently, there are many disparate vendors in the industry, which makes the time-critical nature of planning a wedding chaotic. Despite efforts of other businesses to improve the process, there is no clear “go-to” when it comes to wedding planning.

In the United States alone, approximately 2.1 million couples wed every year, or an average 6,200 per day.⁴ Each wedding is characterized by unique wants, needs, and expectations.

The average price tag for a wedding in the US is \$35,329, which is frequently spread across markets both local and abroad.⁵ A couple will typically inquire and transact for each of the following:

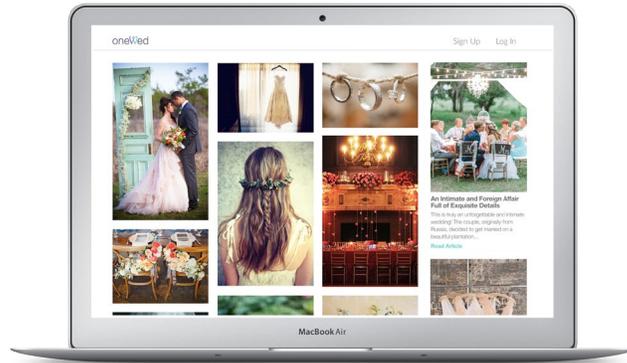
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|  Venue \$14,103 |  Flowers \$2,232 |  Rings \$5,912 |  Band \$3,870 |
|  Photographer \$2,556 |  Decor \$830 |  Make Up & Hair \$380 |  DJ \$1,305 |
|  Videographer \$1,750 |  Wedding Cake \$485 |  Catering \$5,871 |  Ceremony Band \$704 |
|  Wedding Dress \$1,414 |  Stationary \$391 |  Officiant \$704 |  Ceremony Venue \$1,996 |
|  Suit Rental \$289 |  Accessories \$512 |  Event Planner \$2,122 |  Transportation \$690 |

The picture above accounts for twenty important verticals in the planning process. Each vertical is siloed, and there is usually no communication between them. It is the couple or wedding planner who must consult each vertical before a purchase is made. As for couples, they will often shop around for multiple vendors of the same type before one is chosen. Clearly, it would be convenient if there were a platform to add more efficiency into the equation.

The Future of Weddings

A majority of engaged couples today experience what many others do: a love affair with mobile devices and social media.⁶ Similar to the impacts of smartphones and social media, technology will continue to influence the industry in revolutionary ways. Blockchain technology, cryptocurrency, and artificial intelligence are yet to make a unified appearance in the wedding space. We believe that the introduction of these technologies to the industry will advance it in an unprecedented way.

The OneWed Platform



OneWed is a website that helps couples find inspiration for their wedding that they can get their hands on. Visitors on the site can browse tens of thousands of top quality photos to suit any style of wedding, with the option to save and share their favourites. In time, every photo on OneWed will be associated with a brand or vendor so that users can easily purchase the products they love.

In addition to enjoying extensive photo galleries, visitors may also access a directory of local service providers, with the ability to book or contact them directly through the site.

In other words, OneWed is a one-stop-shop for all things wedding-related.

Leveraging OneWed's Successes

As the first adopter of Unity Coin, OneWed will be the initial mechanism through which Unity Coin is introduced to the wedding industry.

With 250,000 active users, 120,000 active vendors, and over 100,000 Facebook followers, OneWed is established and carries influence. Our existing website, newsletter, and social media presence provide us with the communication channels necessary to educate the industry on Unity Coin, and to incentivize both vendors and users to join the Unity Ecosystem.

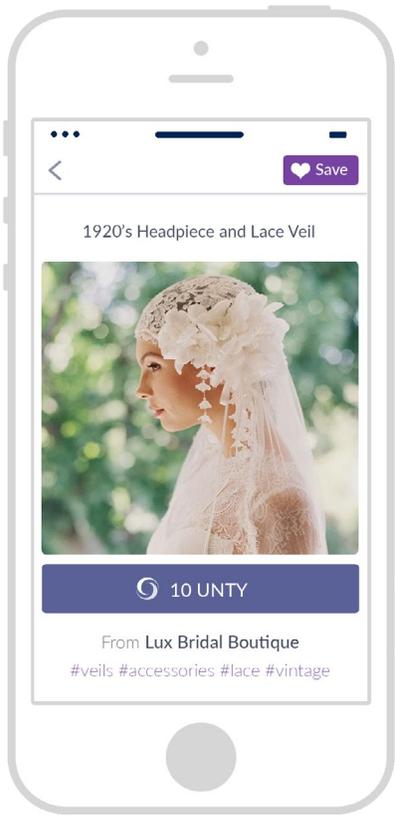
Unity Coin Use Case Scenarios

Use Case Scenario #1: As a Fungible Medium of Exchange

A common medium of exchange for wedding-related goods and services will be Unity Coin's most basic function. As mentioned earlier, we plan to eventually expand its usability to ancillary markets.

Examples: In its basic sense, Unity Coin will be used similarly to that of traditional currencies, for things like, but not limited to:

1. Goods and services from OneWed, adjunct e-commerce sites, and partners.
2. Ancillary purchases, such as party, travel, and honeymoon services from participating companies.
3. As a cash-equivalent gift to married couples for gift registries.
4. To be bought and sold on reputable exchanges.

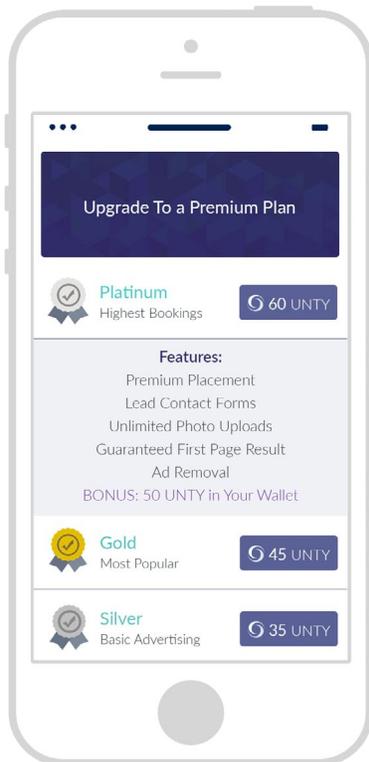


Example: Purchasing goods and services from OneWed

All photos on OneWed will be linked to purchasable products or local wedding services they can book. Products on OneWed will be easy to purchase using Unity Coin.

Use Case Scenario #2: As a Means to Promote Vendors

Vendors who join the ecosystem will have the option to promote their goods and services directly through OneWed. We will offer affordable premium advertising packages to be paid with Unity Coin, at a significant discount compared to competitor prices. This will offer small to medium-size vendors a chance to improve their profit margins by joining the ecosystem.



Example: Vendor Onboarding

A vendor using Unity Coin to purchase tiered photo presence to increase exposure of a new product line.

Use Case Scenario #3: Technology Support Costs

Participants of the AI Sharing Program will be charged nominal annual fees, which they can pay with Unity Coin. This will cover maintenance, development, and support costs of our neural network, as well as any future AI-related developments that directly benefit their platform.

As mentioned earlier, partners may also use Unity Coin to take advantage of OneWed Apps. These will also be subject to annual support and maintenance costs.

Roadmap



Phase 1: Launch Planning

The first stage is to research and develop ways we can achieve successful adoption of Unity Coin in North America. We have completed this step, and believe that our sales and marketing strategy is ready for execution.



Phase 2: Development

Neural Network Completion

Our neural network will be fully integrated into OneWed and ready for sharing with partners by the end of 2018. Before completion of our neural network, we will actively reach out to vendors through sales and marketing initiatives to begin dissemination of Unity Coin. Upon completion of our neural network, we will share it with adjunct sites and partners.



Market Expansion Through Adjunct Sites

Part of our expansion in North America involves the creation of numerous adjunct e-commerce sites to support the ecosystem. These adjunct sites will expand where Unity Coin can be earned and used. We believe that it is vital to have as many locales as possible for users and vendors to discover and interact with Unity Coin, to onboard them as active participants in the ecosystem.



Phase 3: Decentralize & Expand

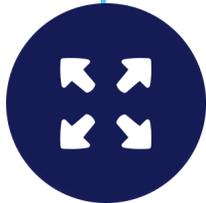
Launch Unity Coin Foundation

We will launch the Unity Coin Foundation, and pass the facilitation of Unity Coin and Unity Rewards to adhere with the cryptocurrency standard of decentralized governance.



Global Expansion

We will begin our international expansion efforts. We plan to launch similar sales and onboard initiatives as outlined in stage two. Beginning in Europe and Asia, we will launch multiple adjunct e-commerce sites and reach out to vendors to promote the vision Unity Coin represents.



Phase 4: Ancillary Market Expansion

We believe in the teachings of Geoffrey Moore, well-known management consultant and author. Moore believes that the best model for business expansion is to build a solid foundation in one market before expansion to others is justified.

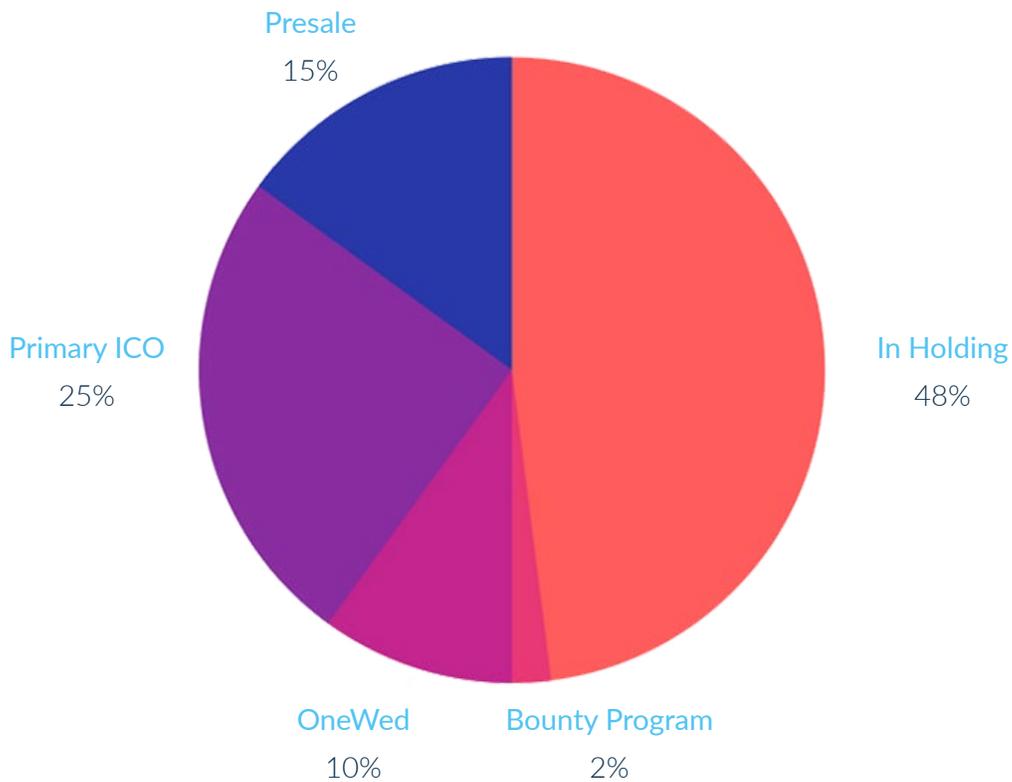
Once we have consolidated enough support for Unity Coin, OneWed will expand its sale and promotion efforts beyond the wedding industry to ancillary markets, like home furnishings, travel, accommodation, and honeymoon services.

Unity Coin & ICO Financial Parameters

Unity Coin Token Allocation

Unity Coin has a fixed capacity of 4 billion, and will be subject to supply controls. Allocations of Unity Coin are for the Unity Coin Foundation to manage its obligations effectively, and for additional promotional support by OneWed.

- 48% will be held by the Unity Coin Foundation for the Unity Rewards Program.
- 25% will be available for sale to the public in our Primary ICO.
- 15% will be available for sale to the public in our Presale.
- 10% will go to OneWed Inc. for market adoption and development support.
- 2% will be set aside for the bounty program and key advisors.



ICO Crowdsale Information

The ICO presale and primary sale are to be held for the purposes of funding business development and sales initiatives to help achieve widespread adoption of Unity Coin.

The Unity Coin presale and primary ICO will offer early bird discounts to give enthusiastic investors a chance to buy Unity Coin at discounted prices, to help kickstart its expansion. A purchase will result in an accurate amount of Unity Coin transferred to the purchaser's corresponding wallet.

In the event that our minimum presale target is not met, participants will be refunded in full. In the event that our minimum primary sale target is not met, primary sale participants will be refunded in full, and presale participants pro rata.

The Presale

October 30th - November 3rd, 2017.

600,000,000 UNTY will be available for purchase at the following early bird rates for 5 days.

First 2 days: 30% discount
Day 3-5: 25% discount

The Primary ICO

November 20th - December 19th, 2017.

1,000,000,000 UNTY will be subject to the following early bird rates for the first 20 days.

Day 1-5: 10% discount
Day 6-21: 5% discount

Official instructions for purchasing Unity Coin: unitycoin.onewed.com

Coin Parameters and Caps

Unity Coin will be sold at a rate of 10,000 UNTY / 1 ETH.

Total Unity Coin will be capped at 4,000,000,000 UNTY.

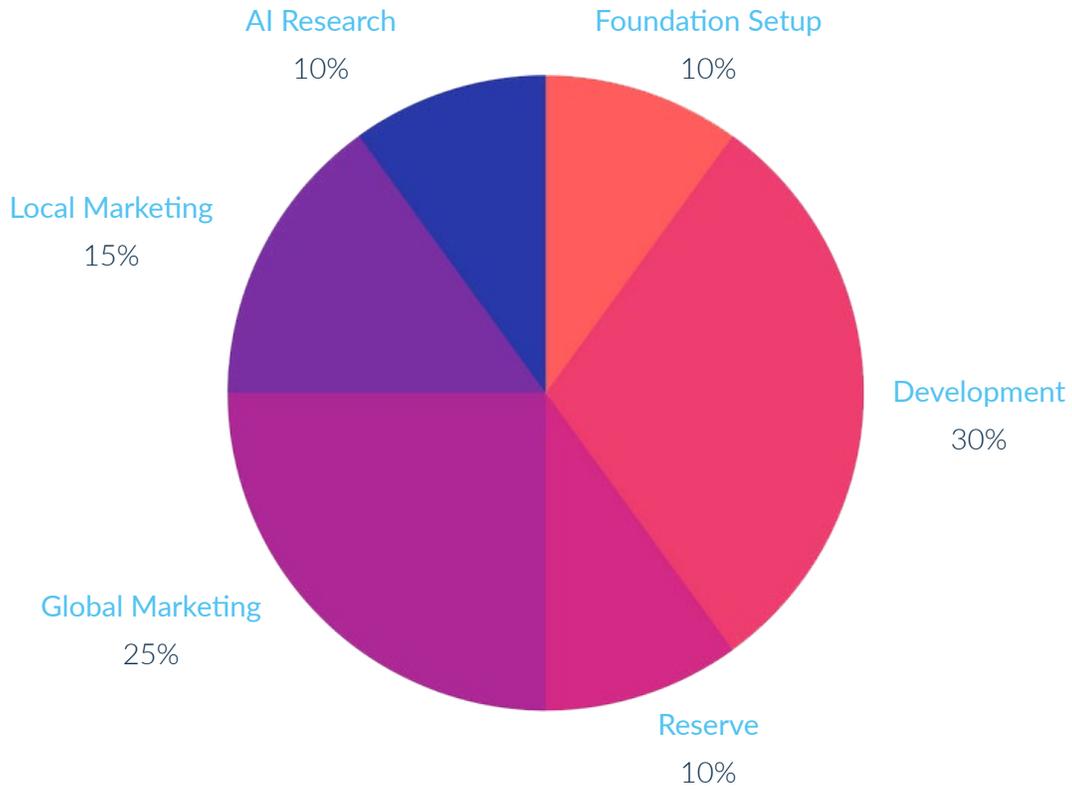
Minimum individual contributions are capped at 5 ETH, and maximum contributions at 860 ETH.

As a reminder, Unity Coin trading will be suspended until both sales are completed, and Unity Coin is distributed to participants accordingly.

Use of Proceeds

With the Ether that OneWed receives from the presale and ICO, most will be held in Ether and converted to fiat currency as needed to support OneWed expansion operations, marketing initiatives, and product development. Below are estimations on how we will allocate the proceeds.

- **Unity Coin Foundation Setup and Support: 10%** will be used to create the Unity Coin Foundation and support initial years of foundation management and operations.
- **North American Marketing Initiatives: 15%** will be used for marketing and sales to achieve successful market expansion of OneWed in North America, as well as to promote and sell Unity Coin enabled mobile applications.
- **Global Marketing Initiatives: 25%** will be used for marketing and sales to achieve key market expansion of OneWed globally, as well as to promote and sell Unity Coin enabled mobile applications.
- **Development: 30%** will be used to build out the OneWed platform, as well as Unity Coin enabled adjunct e-commerce sites, mobile applications, and e-commerce infrastructure.
- **Artificial Intelligence Research and Development: 10%** will be used for AI research and development, with a focus on completion and future updates of our image-focused neural network, and later on applications for wedding planning and vendor sourcing.
- **General Business: 10%** will be held by OneWed Inc. for discretionary purposes, be it for additional product development, maintenance, software development, legal fees, contributory obligations, administrative costs, etc.



Bounty Program and Key Advisors

For our bounty program and key advisors, 2% of total Unity Coin will be set aside for participants, which equals 80,000,000 UNTY.

Our bounty program presents an opportunity for the crypto community to help us with early-stage marketing and launch support. Visit our website for more information about our bounty program.

Endnotes

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3. Brides, 2016, American Wedding Study 2016 Unveils the Latest Wedding Trends and Spending Habits of Engaged Couples, Brides, [online], 10 August, available at <<http://www.marketwired.com/press-release/brides-american-wedding-study-2016-unveils-latest-wedding-trends-spending-habits-engaged-2149673.htm>>
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