

ClapClap Token (CCT)

The Future of Tipping

Whitepaper v1.0

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Berlin, Germany





Disclaimer

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ABSTRACT

The paper introduces the vision and concepts underlying the ClapClap Token (CCT) project. The team aims to create a fun, easy-to-use mobile app which allows tourists and art lovers to tip their most appreciated street artists and performers from around the globe. The integration of indigenous businesses and organizations will create a sustainable ecosystem and mutually beneficial relationships between street artists, visitors and local entities.

CCT will strongly benefit the graffiti and street art culture.



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INTRODUCTION

Tourism is booming worldwide. Visitors wait in hour-long queues to get into museums and art galleries. Tickets and reservation for admission are often required. Main exhibits and collections are surrounded by rude and chaotic crowds.

Just outside these venues, outstanding creations are displayed on walls instead of canvas. True art pieces that beautify the city. For free.

The street art movement is finding its place in the larger art and cultural market. ClapClap Token (CCT) intends to valorize these open-air galleries and push broader acceptance of street art and urban culture. As fewer people carry cash, CCT aims to become the ultimate tipping method. Travelers and locals will be able to leave a tip as a virtual form of appreciation for the genuine discoveries on offer.

A mobile app will help navigate through the streets of the most popular art metropolises and connect with the artists. The virtual map will allow travelers to discover the public collection of hidden artworks in a fun and interactive way. Besides the tipping function, visitors will be able to gain and spend CCT at local businesses. CCT will create a "loop effect" whereas arty areas draw art-loving crowds that in turn attract more artists. CCT will help bring the street art community together and attract positive attention.

The widespread adoption of CCT, and its mobile app, will be achieved through strategic partnerships with tourist offices, art organizations and local businesses.



In a second stage other functionalities will be added to the mobile app. This will entice new users to download the platform and help increase the app user base.

ClapClap Token aims to support the street art scene and bring the work of local and international artists to a cold audience.



THE TOKEN

ClapClap Token (CCT) is an ERC20 token built on the existing Ethereum blockchain. The token will be used as a tipping tool and to power the mobile application. The app will allow users to donate and receive tokens anywhere and almost instantly.

SPECIFICATIONS

Token Name : ClapClap Token

Token Symbol : CCT

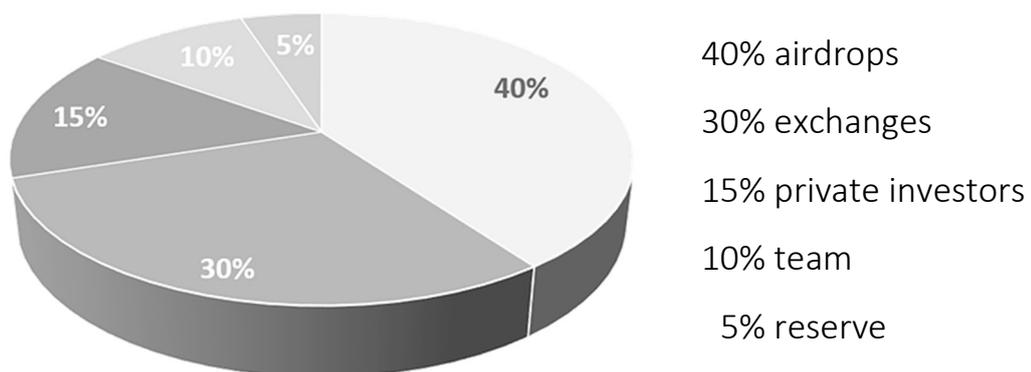
Decimals : 18

Total Supply : 18,000,000,000 CCT

Token address : 0x0f00c8dd21da51bc6a6ac07f491a7dbe69746f16

ALLOCATION

The graph below shows CCT's forecasted allocation.



Forty percent of the token supply is going to be airdropped to the public throughout three stages. The Initial airdrop took place in November 2018. Only the first 1,000 eligible participants were rewarded. The



second and third airdrops will take place in Q1 and Q2 2019, respectively, and target a much wider audience. This will greatly increase the number of token holders. A larger number of holders will benefit the token's usability and adoption.

Thirty percent of the tokens will be used to stimulate liquidity on exchanges where CCT has been listed. The higher the liquidity, the less volatile the token market, and this includes less drastic price changes. Trading promotions are planned in the course of development in order to sustain trading volume and achieve market liquidity.

Fifteen percent of the token supply has been sold to well-known and trustful investors, which have been rewarded with CCT for their financial support in the early stage of the project. The proceeds have been allocated to marketing, operations and expansion costs (i.e. new exchange listings).

Ten percent of the tokens is allocated to CCT founding team. Tokens are locked up until final release of the finished product.

The remaining five percent of the token supply has been categorized as "reserve". Allocation of these funds is yet to be determined. A final decision will be taken by the team after the token's most critical development stage. The non-distributed tokens will be eventually destroyed.



2019 ROADMAP (V1.0)

The following outlines ClapClap Token's strategies for Q1-Q4 2019.

Q1

Second airdrop – an even larger pool of tokens will be distributed to a wide target audience.

Trading promotion – trade airdrops will be frequently offered on exchanges as an incentive, in order to achieve higher trading volumes.

Exchange listing – CCT will start participating in voting competitions and eventually trading on new exchanges in different world regions.

Brand awareness campaign – launch of various PR campaigns to promote brand awareness among other crypto exchanges and possible strategic partners.

Staffing – the marketing and development team will expand as the project enters the first phase of development.

Q2

Third airdrop + Token burn – final token distribution event and rewards program for loyal token holders. Token burning of all remaining supply.

Mobile app beta testing in Germany – first testing of the beta version from a user's perspective will commence internally. Security functionality and ease of use will be tested in at least to cities. Public release and app store rating will follow.



Top-25 exchange listing – CCT achieves a top-25 ranked exchange listing.

Q3

Mobile app beta testing in other cities worldwide – testing of the beta version will be extended to other cities around the world.

Release of new functionalities – the mobile app will be reinforced with new functionalities and greater usability, boosting the app user base. New content and bug fixes will increase quality rating.

Exclusive partnerships – major partnerships will help promoting CCT in the tourism and art culture.

Update of development plans – roadmap for Q3 and Q4 will be updated to reflect ongoing developments and expansion.

Q4

Launch of global PR campaign – strong market campaigns to widespread consumer adoption in target and strategic regions. Worldwide social media advertising.

Top-10 exchange listing – “the icing on the cake”. By getting listed on a top-10 exchange, CCT will gain additional exposure.

Final application release – the mobile app goes “live”. The product will be delivered to our partners for distribution.

Giveaways and promotions – new incentives to spark interest in CCT and to encourage loyalty among the community.



MOBILE APPLICATION

OVERVIEW

The ClapClap Token mobile app will allow people to tip street artists and performers in a simple and transparent way. The intuitive user interface and functionalities will deliver a pleasant user experience, even for individuals that are less familiar with the use of mobile apps.

HOW IT WORKS

The app will provide with an interactive map featuring the artworks that are on display around a selected city. Both famous and less recognized attractions will be promoted with the indication of their location on the map. The app will provide additional contents, like background information on the artist, the story behind the artwork, links to social media, and allow anybody to share and confirm newly discovered gems and routes. Users will also have access to features and content in offline mode.

Street art enthusiasts and tourists will be able to tip their favorite artists simply by swiping their phone. A small credit balance will be already available after installation. The initial credit will be provided by local tourist offices, art associations and foundations, and the CCT team itself (through special promotions). These sponsors will have to stock up CCT by buying it directly from the exchanges. The app will be configured to charge suggested tip amounts. The range of preset tip options will psychologically encourage travelers to donate a more generous amount, based on what they think the piece of art is worth.



Users will be able to collect additional CCT for simply walking past sponsored locations. Local retailers, like coffee shops or lunch spots, will have the possibility to advertise their business and attract nearby customers, in exchange of free tokens for the public. The app will also help visitors find local merchants that accept CCT. The token will be accepted by businesses as a mode of payment, so as to increase usability. Payment transactions will be carried out wirelessly by simply scanning a QR code with the mobile app.

DATA MANAGEMENT PLATFORM

All the data contained in the mobile app will be collected and managed through an online platform. Secured access will be granted to street artists and sponsors.

The platform will allow street artists to either list fresh creations or claim unlisted art works, update their profile, and directly interact with the CCT team.

Retailers will be able to register their local business and be added to the map. The platform will also allow to run and manage promotions and special offers.

Art associations and foundations will have the opportunity to apply for collecting the tokens distributed in favor of (still) unclaimed art pieces. These organizations will need to get verified and guarantee that part of the proceeds will be re-assigned to the app funding.

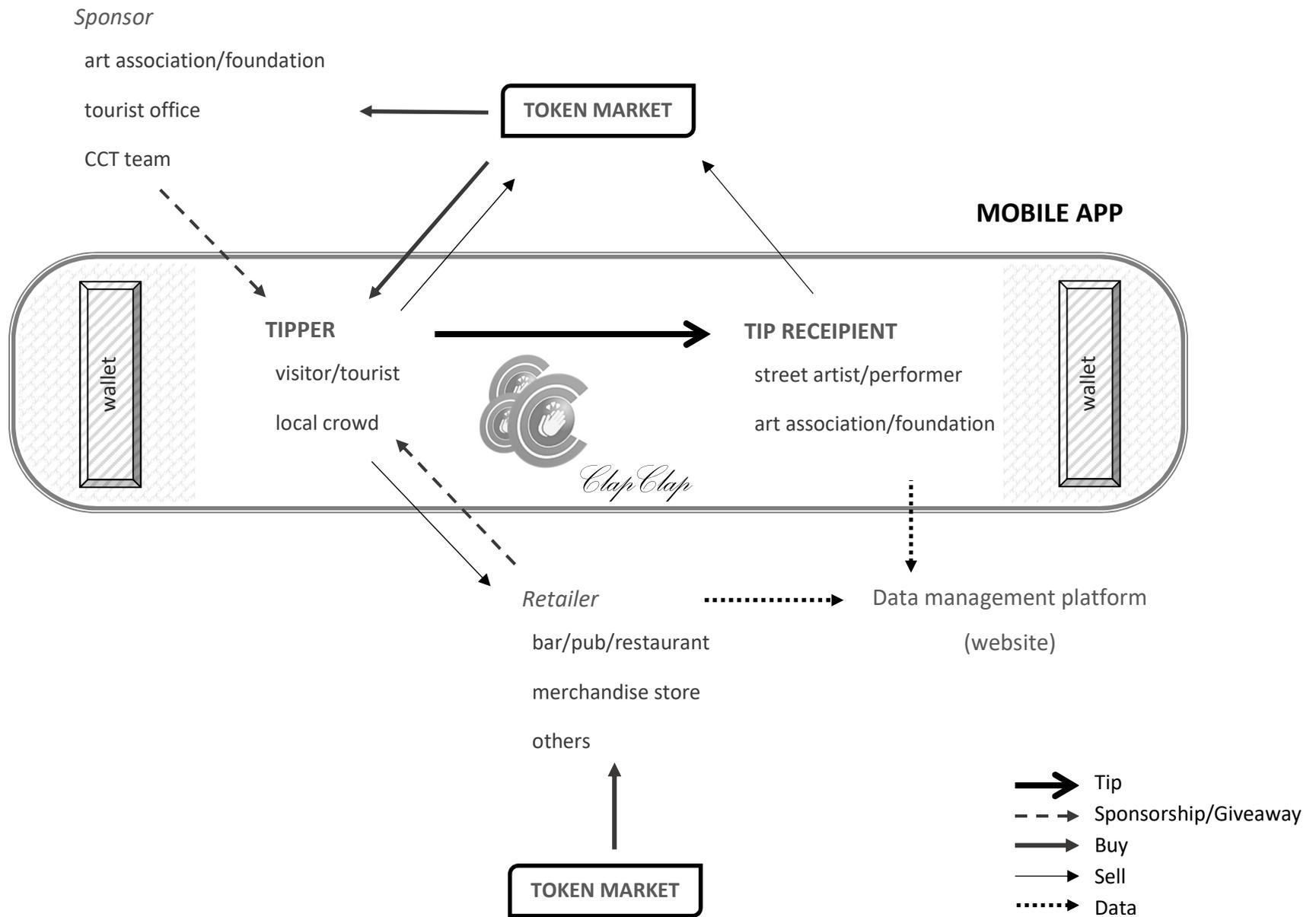
The platform will also show statistics on the most appreciated street artists and artworks around the globe.



OTHER FUNCTIONALITIES

In order to target the largest possible audience, the mobile app will be expanded to other areas.

The team has already planned to extend the tipping function to the street music scene. Users will be able to reward street musicians for their performance. The app will also provide information about the artist's daily schedule and local events. App users will have the possibility to set up a profile and connect with other music lovers around the world, and share their personal experience.





TEAM AND CONTACT

The team behind this project has been working in the banking industry for over 10 years. The two co-founders are employed in the cash management and payment department for a multinational investment bank and financial services company*. Their plurennial experience allows the team to better understand people's needs and expectations for the digital transformation.

The team guarantees full transparency with users and investors by responding to any inquiry through the following channels:

E-Mail : clapclap_token@outlook.com

Telegram : <https://t.me/clapclaptoken>

Twitter : <https://twitter.com/ClapClapToken>

Website : <https://www.clapclaptoken.com/>

* The identity of team members cannot be disclosed at the moment as any crypto-related activity is against their employer's internal policy