



**#NeverAgainInTheCloset,  
#AlwaysInValue.**

<https://maricoin.org/en/investors/>

#### Contact details

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#### Tech Team & Advisors

CEO – Francisco Alvarez: Serial  
Entrepreneur, cofounder at Startify  
Academic Director of Master Miami at  
UCM. Marketing & Master in Finance.

CIO – Jesús Sánchez-Bermejo: Expert in  
Blockchain and crypto assets, financial  
derivatives and commodities. CEO at  
Criptoro.

CTO – Iván Becerro: Director at Accuro  
Technology, Double Specialty in Software  
Engineering and Computing.

#### Advisors:

-Lorenzo de Leo (General Partner at Rokk3r,  
Founder & CEO at 10xU)

-Jesús Pérez Sánchez (Director of the Digital  
Assets Institute. Founder of Crypto Plaza and  
currently running Roble Venture Capital).

-Fernando Alberca (Editor at Consenso de  
Mercado, expert in Blockchain)

-Alberto Ballesteros (Cofounder and CEO at  
Avantgarde IT Services)

#### Stage

Stage: Seed

#### Summary

MariCoin is the the first cryptocurrency created by and for the LGTBIQ+ community, It is the first cryptocurrency that is not looking for a community, but is an existing community that is looking for its cryptocurrency, based on the values of freedom, respect and no discrimination.

#### Problem

1 out of 3 countries punish homosexuality, eleven with death. Minority groups (such as LGTBIQ+) are more than twice as likely to invest in cryptocurrencies. They seek to escape financial discrimination. And that is MariCoin's mission.

#### Solution

MariCoin is a payment method that materializes the value of the collective battle. MariCoin will create a crypto synergy where the members of the LGTBIQ+ community, merchants, organizations and investors, are represented and supported

- People will be able to use MariCoin as a financial tool, including paying for goods and services at a discount.
- Merchants accepting MariCoin will attract more customers and process transactions at a fraction of the cost of credit cards.
- And using MariCoin will help the LGTBIQ+ community, not only by showing support, but also financially as 20% of the tokens and 0.05% of each transaction will be donated to selected associations and human rights organizations. Associations will have 2% of the issue for urgent aid projects that require immediate liquidity, as well as an additional 3% to finance their events, mainly the LGTBIQ+ Pride parties around the world.

#### Traction

MariCoin has a built token on top of Algorand, a [White Paper](#), Team, Virality (+900 media exposure in 37 countries), Alliances, Merchants and Associations on board.

More than thirteen thousand registered investors on the waiting list and more than eight million dollars committed for the ICO starting on 14<sup>th</sup> February, 2022.

#### Market

The pink economy, the socio-economic phenomenon represented by the LGTBIQ+ community, makes up 7.5% of the world population.

According to Credit Suisse, if the LGTBIQ+ community were a country, it would be the world's fourth-largest economy in the world, with a GDP of \$4.6 trillion.

#### Competitors

As a means of payment, MariCoin competes with FIAT money, debit and credit cards and mobile payment methods.

As an investment asset on exchanges, MariCoin competes with all other cryptocurrencies.

#### Competitive Advantage

-Offering a lower exchange rate and discounts to those who pay with MariCoin facilitates adoption.

-Strengthen the payment side, this translates into a higher value of the asset.

-The support of the associations of the collective, which prescribe the currency to their associates and obtain as many tokens as their associates buy.

### Tokenomics

- 10% Seed Sale
- 15% Strategic Sale
- 10% Earnships (including staking and promo airdrops)
- 10% Events
- 20% Associations (Locked for staking)
- 2% Associations (urgent aid projects that require immediate liquidity)
- 10% Public Sale
- 20% Founders (Locked until 2024)
- 3% Mentos (Locked until 2024)

### Road Map (Summary)

- Feb22. Start Initial Coin Offering
- March22. End Initial Coin Offering.
- March22. Start listing process in major exchanges
- Jun22. Launch of our own wallet Maripay and an App for payments in MariCoin.
- Jun22-Nov22. Internationalization at WorldPride (20 LGTBIQ+ capitals of the world).
- Dec22. Smart Contract for stable payments,

### Revenue Model

MariCoin's business model goes beyond the expectation of the appreciation of the token. We retain 0.05% of all transactions, which are projected to succeed a million only in year 1.

Business Plan Scenario 1	From Today...			...to end 2022			
	Current needs to operate			Year 1			
Forecasting Bridge	Units	Prices	total	Units	Prices	total	%
Transactions Fee (Maricoïn)	-00	0,25	-00	24.000.000	0,25	6.000.000	100%
<b>Total revenues</b>			<b>-00</b>			<b>6.000.000</b>	<b>100%</b>
Refunds and non-payments			-00			60.000	1%
Labor (Tech)			100.000			150.000	3%
Liquidity Pool			180.000			500.000	8%
<b>Gross margin</b>			<b>-280.000</b>			<b>5.290.000</b>	<b>88%</b>
Transaction costs (Algorand)	-00	0,01	-00	24.000.000	0,01	213.600	4%
<b>Net margin</b>			<b>-280.000</b>			<b>5.076.400</b>	<b>85%</b>
Wages			-00			600.000	10%
Professional Services			150.000			200.000	3%
Marketing&Advertaising			-00			500.000	8%
Overhead			-00			150.000	3%
Total expenses			150.000			1.450.000	24%
<b>Net profit</b>			<b>-430.000</b>			<b>3.626.400</b>	<b>60%</b>

### Seed Round

We are rising \$1,4M.

We are offering equity at \$20M post-money valuation with 50% discount on the token

Vesting Conditions: 25% of the tokens acquired will be released every six months.

Details of the round:

- Date: Friday 25<sup>th</sup> Feb, 2022 at 1:00pm EST (7:00pm CET)
- Format: Online
- Platform: Stonks
- Event link: <https://stonks.com/rokk3r/algorand-miami-accelerator>
- Company link: <https://stonks.com/deal/maricoïn>