



MARICOIN

Cryptocurrency for LGBTQ+ community

WhitePaper



MARICOIN

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1. Introduction

1.1 History

MariCoin is the dream of a proud collective translated by Juan Belmonte, better known as Juan por Dios, hairdresser of Chueca, the iconic neighborhood in the center of Madrid, to create a currency for the LGBTQ+ collective around the world. A virtual means of payment that values the struggle of the collective and serves as a bond of union for all those who feel represented by any of the acronyms LGBTQ+ and for all those who think that equality, non-discrimination and the freedom to be and love whoever you want are fundamental rights.

Juan por Dios shared his vision of changing the world through that crypto for the gay community with friends during the 2017 Pride festivities and since then, receiving enthusiastic endorsements from other local small business owners willing to accept the currency in their premises. Fate, and a haircut, brought Juan and Paco Alvarez together in 2019, who joined the project, on boarding mentors and collaborators. The seed was already sown and soon two challenges of very difficult resolution appeared:

- That the currency could operate as a means of payment and at the same time generate profits to be invested in the collective and its associations, that is, that it could overcome the barrier of being listed as an alt-coin and be used as a currency in the establishments at the same time. Transactions should be agile, scalable, secure, inexpensive and decentralized.
- The appearance of Algorand Foundation Miami made all the pieces fit together and the magic happened: MariCoin was becoming a reality.

Indeed, the MariCoin project was one of the ten selected by the Algorand Miami Accelerator in October 2021 for an intensive acceleration program in ten weeks. Since then, the project has the invaluable support of the Algorand Foundation, the wisdom and experience of a huge group of mentors provided by Rokkr3, and the indispensable financial boost, without which the birth of this project would be unfeasible, from Borderless Capital.

The project has aroused a great deal of interest in the collective and in the media on a worldwide scale. 890 media from 37 countries have echoed, reaching 300 million impressions. We received more than dozens of daily emails and hundreds of comments on social networks.

1.2 Motivation

Discrimination suffered by persons on the basis of their sexual orientation or gender identity is manifested as unjustified distinction, exclusion, restriction or preference that has the purpose or result of nullifying or impairing the recognition, enjoyment or exercise, on an equal footing, of their rights and freedoms.

This undermining is deeply rooted and has been fed throughout history by prejudice, social and cultural stereotypes and distorted or inaccurate information, in addition to the existence of sociological doctrines or areas such as medicine, law or politics that have originated or justified such discrimination.

Unfortunately, this discrimination has not ended, and there are still thousands (if not millions) of people around the world who are insulted, mistreated, assaulted, tortured, detained, imprisoned and even killed because of their sexual condition. Millions of people are deprived of some of the most basic fundamental rights, such as the right to assembly, expression, information or the basic right to have access to a decent job, for showing themselves freely as they feel.

The latter has generated an unequal access of members of the LGBTQ+ community to the economic and financial system, generating, once again, an imbalance. Therefore, it is not surprising that, according to the Harris Poll in 2021, 59% of the LGBTQ+ community does not feel represented by traditional financial institutions and 39% distrust banks and institutions.

In this sense, we believe that cryptocurrencies, given their decentralized and transparent nature, are a magnificent vehicle to become a means of payment accepted by the LGBTQ+ community. And the data backs us up: according to [a study published by 'USA Today' en 2021](#), people belonging to the LGBTQ+ collective are twice as likely to invest in cryptocurrencies.

That is why MariCoin (MCOIN) was born in the heart of Chueca, in Madrid. A Social, Ethical, Transparent and Transversal currency (SETT) with an international vocation, which pursues a double objective:

- To become the means of payment (real, useful and used) of the LGBTQ+ community.
- Contribute financially to highlight the work that associations and organizations around the world are doing.

In short, we want to generate a means of payment that is not speculative, but widely used. Our MISSION is to support the work of the associations of the collective through the real use of the token and the redistribution of the economic wealth generated by its use. In addition, and also thanks to the use of the currency in establishments and businesses around the world, we want to highlight those entrepreneurs who advocate the basic principles of equality and non-discrimination, whether or not they belong to the group.

2. A currency in search of a community?

No, a community in search of a currency

Unlike other cryptocurrencies, MariCoin is not a coin that seeks a community, but rather it is the community itself that is clamoring for a coin, and it has found it in MariCoin.

There is enormous potential in the so-called "Pink Economy". In developed countries, the lesbian, gay, transgender, bisexual and intersex community is demonstrating high purchasing power, as well as consumption patterns in line with the initiatives that arise in favor of the collective. It is estimated that between 7% and 8% of the world's population is gay and that between 39% and 42% are sympathetic to the community's demands.

'LGBTQ+ Capital' [estimates](#) the global purchasing power of this consumer segment (LGBTQ+ GDP) to be about \$3.9 trillion per year (measured as nominal GDP), out of an LGBTQ+ population over the age of 15 of about 371 million people worldwide. A more complete list of LGBTQ+ GDP and population estimates (by selected countries and regions and globally) can be viewed and downloaded by clicking [here](#).

With the emergence of Blockchain, cryptocurrencies and similar initiatives have appeared over time, however, most of them have been developed with the community's back turned. Many others were purely speculative in nature, trying to take advantage of the community's solidarity "insights", but without tangible benefits for the community.

An example of this is the appearance of scam and fraudulent projects without any support from the Collective. As a result of the great diffusion in national and international media of the MariCoin project.

Other projects, the most honest ones, have suffered from a lack of communication, of a media loudspeaker with real capacity to reach a community that would help them to have a massive diffusion that would make the initiative crystallize.

In this sense, the opportunity is still there, we believe that it is a necessity for the LGBTQ+ community to have economic tools that help them to finance initiatives and to alleviate the discrimination of the collective, in force in 69 countries (one out of three in the world), which punish homosexual relations, 11 of them with death. Likewise, it is essential for the most politically insecure regions to have an economy based on individual anonymity and transparency of the final investment. This is something that new technologies are capable of providing.

2.1 MariCoin Manifesto

Associations, establishments and MariCoin ambassadors sign a manifesto committing themselves for sexual equality and against all types of discrimination. In case of a proven violation of any of these principles after their incorporation, they will not be allowed to continue operating with the currency and, in the case of associations and establishments, their tokens will be withdrawn and burned (eliminated).



MARICOIN

Cryptocurrency for LGBT community

Manifest

- MariCoin is the first cryptocurrency created for and by the LGBT community, a means of payment that materializes the value and the struggle of the collective.
- We assume and defend Human Rights and especially the rights of the LGBT collective and all those people in situations of exclusion, regardless of political or religious ideology.
- We vindicate the spirit of Stonewall and the right to be whoever you want to be and to love whoever you want to love.
- We invite all the LGBT collective and all those people who agree with its purpose, to be part of the "Maricoiner" community.
- We share the vision that the economic and social development of part of our collective can help other members who are in an unfavorable situation or even threatened with death.
- Proud of fighting to normalize life without asking for permission.
- We promote a SETT (Social, Ethical, Transversal and Transparent) economy.
- Never in the closet, always in value.

Let's go MariCoin

2.2 With the support of associations

Throughout the world, and in response to the situations of discrimination mentioned above, there is an important and active network of associations (organizations, communities and different collectives) that fight for the recognition of the fundamental rights of the LGBTQ+ community.

This associative network is a fundamental part of the MariCoin project. We firmly believe that the economic development of the community can contribute to helping other members of the collective in situations of exclusion or risk. In this sense, 20% of the tokens will be distributed to LGBTQ+ associations around the world.

The associations will receive MariCoins upon signing the MariCoin Manifesto and communicating among their associates the existence of the cryptocurrency. In addition to a welcome bonus of 10,000 MariCoins, each association will receive for free the amount of coins purchased by its associates through a specific referral section of the maricoin.org website connected to the exchanges.

To avoid the devaluation of the coin assets managed by the associations, the coins distributed to the associations of the collective will remain in 'staking' (passive management of cryptocurrency via blocked deposit). This system will allow the owners of the coins to obtain rewards, being able to make use of the interest passively without any need for input.

In this way, MariCoin aims to contribute to the financial independence of the associative fabric of the LGBTQ+ community.

In addition, 2% of the tokens (\$5 million at the starting price) convertible into fiat money will be available to the associations of the group for specific situations and projects of special need or urgency that require immediate liquidity for financing. They will submit their request for funding through a specific form on the website.

If the association is federated in another national or international association, it shall be considered accredited. If it is not, it must be endorsed by two other associations of the collective.

In the first case, a value scale will be generated: 10% of the tokens generated by local associations will be donated to their national federations; and 10% of the tokens generated by national associations will be donated to their international federations; in the second case (non-federated associations), 10% of the tokens generated will be donated to their two guarantor associations.

These projects will be proposed and elected by the community itself, through a transparent and secure voting system, and published by MariCoin in its dissemination channels.

2.3 With the support of businesses

Establishments and businesses are another of the fundamental legs of the project. MariCoin is born with the desire to become the currency of the community, a real means of payment. Or, as one of the brand's slogans says: "Never in the closet, always in value".

Thus, in establishments of the collective, promoted by people of the collective or related to its principles (LGBTQ+ friendly) it is possible to pay in MariCoins through digital wallets that support Algorand and its own wallet, MariPay (also known as the BI-lletera in Spanish-speaking countries), which is currently under development, and which will be launched in its first version before World LGTBIO+ Pride in June. The wallet has lower transaction fees than conventional transactions with debit and credit cards.

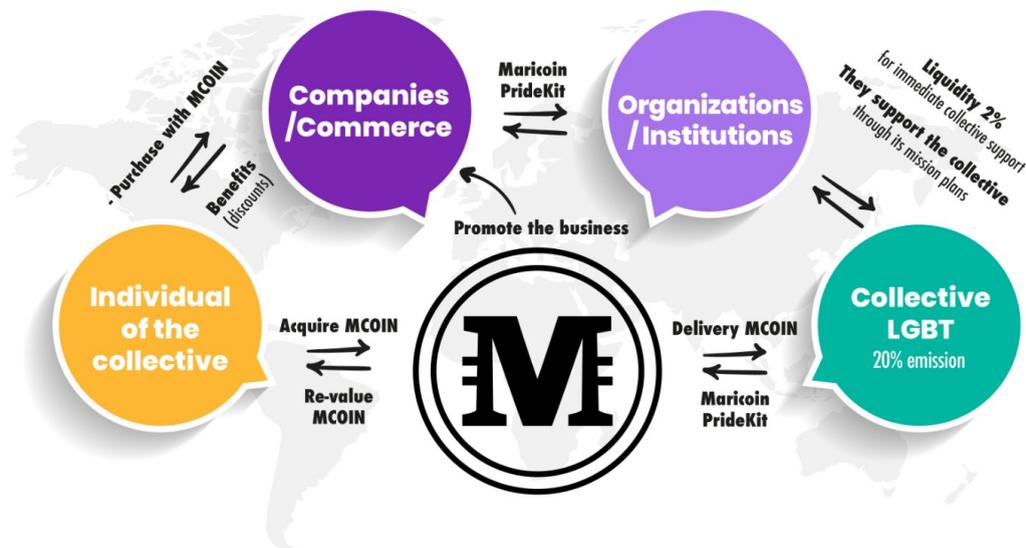
1. Establishments sign the Manifesto.
2. They receive the MariCoin Pride Kit, a set of stickers and other merchandising materials that will advertise the acceptance of MariCoins in the establishment, as well as tutorials for the download, use and accounting management of the application in collections made in their establishments or businesses.
3. They offer discounts and advantages to their customers who pay with MariCoins.
4. MariCoin finances these discounts by depositing on a monthly basis MCOINS in the wallets of the merchants for the accumulated amount foregone by the merchants on the products offered at a premium.

The MariCoinMap or MariMap is a layer equipped with all the navigation and geolocation functionalities of Google Maps. with the premises and businesses that accept payments with the cryptocurrency worldwide. It is available on the website www.maricoin.org. The MariCoinMap or MariMap identify the physical and digital businesses adhering to the project.

As of New Year's Eve, 2021, controlled pilots of usability and instant payments are being carried out in several of the establishments already adhered to MariCoin in the Chueca neighborhood of Madrid, using the Algorand wallet (MyAlgo), which allows paying in seconds from MariCoin to MariCoin through a unique and encrypted QR code generated by the wallet of the establishment at the time of payment and photographed by the customer using his own wallet.

Once the Maripay Wallet is launched, it will incorporate tax modules adapted to the regulations of each country, so that the establishment can consolidate payments in MCOIN together with payments in FIAT.

2.4 Market Approach Diagram and Value Proposition chart:



CRYPTOCURRENCY FOR LGBT COMMUNITY

	Value Proposition	Current Traction
Buyers 	(Why pay with MariCoin?) <ul style="list-style-type: none"> • Support the LGBTI+ community • Pride to be part of the collective. • Access to discounts and promotions • Stable payments (from Dec, 2022) through collateral loan 	<ul style="list-style-type: none"> • 300M impressions worldwide • +10K positive testimonials received. • LGTB influencers involved.
Investors 	(Why buy MariCoin?) <ul style="list-style-type: none"> • Support the LGBTI+s community • Price appreciation • Generate yield (Min. 5%) 	<ul style="list-style-type: none"> • Waiting list of 12k people (\$7M+ committed) • The more it is used, the more it values • Interest to close alliance from Yieldly
Merchants 	(Why accept MariCoin?) <ul style="list-style-type: none"> • Attract customers • Low transaction fees (0,05%) • Tax advantage 	<ul style="list-style-type: none"> • 21 merchants, 100k+ transactions/month • Interest to close alliances from Bify (BRA), Bit2me (Spain) and Remibit (Spain)
Non-profits and other organizations 	(Why support MariCoin?) <ul style="list-style-type: none"> • 20% of MariCoins will be distributed to organizations (locked and staking) • 2% of MariCoins will be granted to urgent humanitarian projects 	<ul style="list-style-type: none"> • 2 commitments, pipeline of 20 interested NGOs. • More than 1.500 associates in the WL thanks to mailing from their NGOs.
MariCoin 	(How does MariCoin make money?) <ul style="list-style-type: none"> • 0.05% of all transactions at merchants • Price appreciation 	

3. MariCoin Description

3.1 Description

MariCoin is the cryptocurrency for and by the LGBTQ+ collective, a currency that materializes the value and the struggle of the collective. A social, ethical, transparent and transversal means of payment.

It is a token running on the Algorand blockchain that, as discussed above, is born with two missions:

1. Means of payment for all those businesses and people who sympathize with the LGBTQ+ cause and want to contribute to the visibility of the struggle of the LGBTQ+ demands.
2. Source of funding for initiatives and projects of associations and groups around the world.

Currently, MariCoin is one of 10 projects selected by Algorand Miami Accelerator. The Algorand Foundation aims to encourage and drive the development of projects to build, grow and foster financial innovations across the Algorand ecosystem.

The project's mission is to change the world and help the most discriminated people through associations. Today, one in three countries in the world - 69 in total - punishes homosexual relations, out of which in 11 countries the punishment is death.

Members of the LGTBQ+ are more than twice as likely to invest in cryptocurrencies, than other communities according to a [survey appearing in USA Today in 2021](#). The reason is specifically the financial discrimination that they suffer, and this currency fights against it.

If we observe the large number of projects related to cryptocurrencies, it appears that only a few of them represent an underlying social value. MariCoin aims to cover an existing investment need by a group of people who are willing to trust what respects and represents their freedom. Freedom, being one of the main pillars of the blockchain philosophy.

Regardless of the technical aspects of the project per se, building MariCoin entails strengthening a community behind it. The project makes sense and will be successful if it is spread and adopted intensively by the collective, so we have to reach a critical mass of users, establishments and individuals using this payment method to strengthen the demand for MCOIN and make its price stable and an interesting ASSET for other types of financial players.

3.2. The name

Some controversy has been generated around the name chosen for the brand, especially in the Anglo-Saxon world, which, instead of translating "maricón" (the root of the name chosen for the brand) by "gay", which is the meaning with which the word is used in Spanish-speaking communities, has translated it by other derogatory insults towards the LGBTQ+ community.

Indeed, maricón, which in its origin comes from the Spanish tradition of naming Mariás as Maricas, which in Latin America derived in calling men with María in their name as "maricos", degenerated into a pejorative insult that the collective redefined.

We categorically reject the Anglocentric vision with agoraphobic overtones of considering that the people of the collective can call themselves "gay", but not reappropriate and re-signify the term "maricón", as in fact they do in practically all Spanish-speaking countries.

The word "feminist" initially defined the loss of secondary sexual characteristics, such as the loss of the beard, in tuberculosis patients in the eighteenth century. Then, 'feminist' became a generalized sexist and homophobic insult following the publication of the pamphlet "The Man-Woman" by Alexandre Dumas (son) labeling as "feminists" those women and men who were in favor of suffragettism. The feminist movement reappropriated and re-signified the term, which today lacks any of its past meanings.

The appropriation of the word "maricón" by the community itself is the tip of the iceberg of the collective's struggle to appropriate an insult and turn it into a symbol of identity, into a value, as is evident in different public and published manifestations, as in this article in Time Out in Mexico.

In this sense, MariCoin not only refers to "maricón" as a re-signified insult, but also to other insults directed at people of the collective, such as "marimacho" or "mariliendres" (to lesbians and or girls who associate with gays), "mamarracho" (to transvestites), etc. And it recovers the original meaning of "marica" as a reference to "Mariás", which was also intended to be used in a derogatory way against housewives. It fulfills a triple vindictive function and disarms homophobes and sexists.

11,837 people have expressed their opinion in writing on the four forms made available to them and in writing. Of these, only 3 people have questioned anything of the coin, and 1,590 people explicitly underline that what they like most about the project is its name.

In short, "with their stones I will build my castle", with their insults we will build the value of the community. To any of those who demand the withdrawal or modification of the name, we will not put our currency, MariCoin, "in the closet".

3.3 Tokenomics and business model

Currently there is an issue of 10.000 millions MCOINS. There will be no possibility to mine new Tokens, but the issuance is complete.

The token is identified as ASSET MCOIN499213551 on Algorand's MainNet. Here you can follow its movements.

The IPFS site associated with the token is MariCoin.coin, a non-http(s) domain that allows hosting decentralized sites. These are websites that run on IPFS, or the Interplanetary File Service, a peer-to-peer protocol for hosting websites. These domains are different from domain names such as .com, .gov and .net, because they are coined by Unstoppable Domains. Some exchanges, such as Coinbase, support these types of domains. This means that instead of sending a payment to a user to a long cryptographic address, the Coinbase Wallet allows you to send payments to, for example, MariCoin.coin.

To simplify traceability for less accustomed users, together with MariCoin.coin we have enabled maricoin.org as a corporate website.

The number of decimal places of the token is 3.

The cast of the issue will be as follows:

	Percentage	Dollars (M)	Euros (M)
Seed Sale	10%	25	22,25
Strategic Sale	15%	37,5	33,375
Earnships	10%	25	22,25
Events	10%	25	22,25
LGBTQ+ Associations (locked for staking)	20%	50	44,5
LGBTQ+ Associations (unlocked for urgent help)	2%	5	4,45
LGBTQ+ Public Sale	10%	25	22,25
Mentors -24 months locked up-	3%	7,5	6,675
Founders -24 months locked up-	20%	50	44,5
	100%	\$250 M\$	222,5 M€

3.3.1 Initial Coin Offering (ICO):

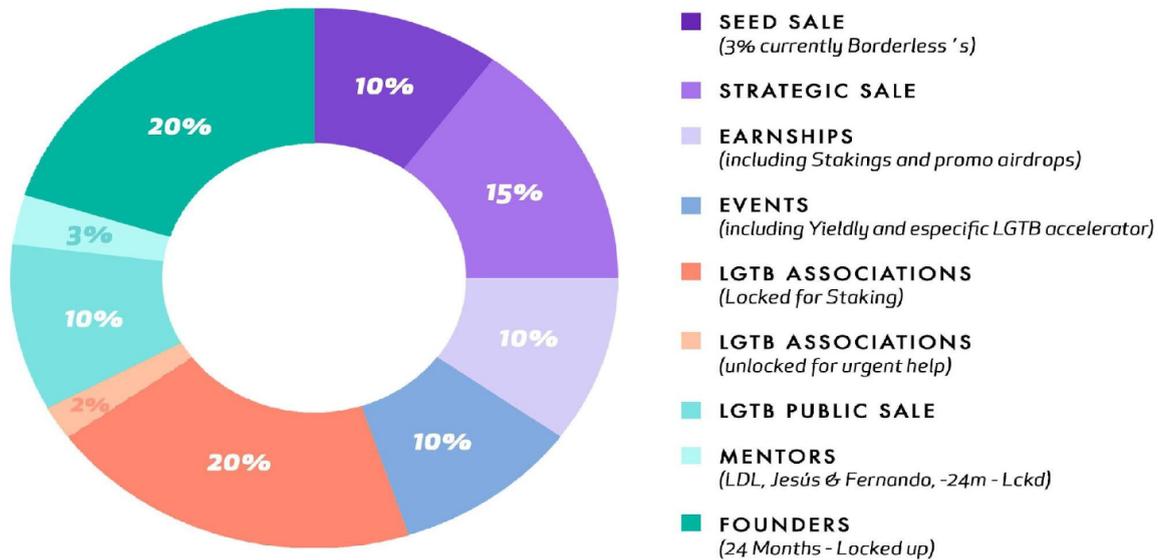
Three loyalty promotions have been launched as of the date of publication of this Whitepaper, which will be associated with the initial coin offering in presale for which a maximum of 320 million MariCoins will be issued from the public sale batch.

- The first was in the form of a Waiting List (a form with no commitment on the part of the subscriber) limited to the first 10,000 people interested in the coin, which was launched on November 17th, 2021 and was completed when the 10,000 people who constituted the first target to be reached on January 4th, 2022 were reached. Early subscribers to that waiting list will only be able to convert a maximum of 10,000 units into euros, dollars, sterling, yen or algos to avoid overly concentrated hoarding that puts the value at risk. They will receive two premium scales funded with part of that 10% dedicated to Profits: the first 100 will receive two MCOIN for every MCOIN they buy at their starting price (\$0.025); and the remaining 9900 will receive three MCOIN for every two MCOIN they buy at their starting price. The 10,000 subscribers to that first Waiting List have announced their desire to convert \$6,303,732.244 in that initial coin offering (ICO) to be started next February 14, 2022. focused on users who already have Algorand Wallet installed and configured to support MCOIN.
- The amount earmarked for premiums, provided in the scenario that the 10,000 interested people converted the amount they have consigned will be 4,513,920 MCOIN for the first 100 subscribers, and 167,626,907 MCOIN (4,190,673 dollars at its issue price).
- A second Waiting List, currently open with the right to participate in the ICO at the starting price of the coin, with no token premium, which as of the date of publication of this Whitepaper has attracted 2.786 people wishing to convert an additional \$967.458,7 to the previous amount to 38,368,533 MCOIN.
- A third promotion, applicable to referrals (applicable to subscribers of the two waiting lists launched), based on a bonus system whereby tokens will be given to the persons identified by other provided that those persons actually attend the ICO, according to the following distribution:
 - 400 MCOIN for the first referred friend.
 - 150 MCOIN for each friend referred between the second and tenth friend.
 - 200 MCOIN for each friend referred between the 11th and 20th place.
 - 250 MCOIN for each referred friend between 21st and 30th.
 - 300 MCOIN for each friend referred between the 31st and 40th place.
 - 350 MCOIN for each referred friend starting from the 40th.

There are two different Waiting Lists as explained above, who since February 14, 2022 (European Sexual Health Day and Valentine's Day) will be able to buy TOKENS in their initial offer and under the preferential conditions described. The ICO will be carried out in two phases, first focused on people who already have their Algorand Wallet configured to receive the token through manual one-to-one transfers; and second, through a new section on the website www.maricoin.org that will be enabled for this purpose and following the following procedure:

- The people enrolled in the waiting lists will receive a personalized email indicating the amount of investment they deposited, the tokens to which they are entitled at the price of 0.025 dollars or its equivalent in other currencies, the tokens they are entitled to as a premium according to the system described above, and the tokens they are entitled to for having been cited as referrals. That communication will also indicate the instructions for accessing the new section on the website, identifying themselves and converting the currency, and the instructions for creating their account in the digital wallet to be prescribed.
- From the new section that will be enabled on the website for the launch of this ICO or pre-sale of MCOIN, the registered persons will be identified with the same email address they indicated when registering, and they will be able to establish a private password through the link that will be sent to their emails.
- Once in the private area, the system will inform every one of the maximum number of tokens that can be converted (counting premiums and bonuses) and the conversion price of these tokens and will request a unique address identifying the wallet of each user, which must have been previously configured. From the amount to be invested, an ALGO will be deducted to finance the first transactions of such wallet.
- After committing the purchase and making the payment through a secure processor, three transfers or "trans" of MCOIN will be made to each user's wallet: the first of 1 ALGO to finance the first transactions, the second of 1 MCOIN to verify the security of the transfer system and that the user's wallet is correctly configured, and the third of the remaining MCOIN corresponding to each user.
- The funds raised in the ICO will be deposited directly into the publicly accessible Liquidity Pool, from where they will be withdrawn for liquidity and listing purposes in the different exchanges, preserving the necessary and essential liquidity support to make the market sustainable.
- Finally, you will receive a receipt from the local governance management company detailing the transaction.

3.3.2 Distribution of the token



- 25% of the issue (2.500 million MCOIN) is earmarked for seed (10%) and strategic (15%) sale.
- 10% of the issue (1 billion MCOIN) is earmarked for Earnships, including those allocated to stakings and loyalty promotions.
- 10% of the issue (1 billion MCOIN) is earmarked for Events, both collective events that are sponsored in order to be paid for and consumed with MCOIN, as well as events linked to gamification in virtual environments such as the intended integration with Yieldly, and the expenses of the specific accelerator for LGBTQ+ projects that will be financed with the 2% convertible item earmarked for associations.
- 22% of the issue (2.2 billion MCOIN) is destined to the Associations of the collective with the conditions described above: 20% will remain in staking so as not to devalue this equity, it will be released as associates acquire MariCoin at the rate of 1 MCOIN donated to the association whose associate buys 1 MCOIN, 10% of the MCOINs raised by local associations donated to the national associations that federate them, and 10% of the MCOINs raised by national associations donated to the international associations that federate them. The associations will be able to convert the interests derived from these investments into staking to self-finance their activity. The

adhered associations will be published in the MariCoin channels (web and application) and on an annual basis the amounts released of currency, interest and use in social projects that they have given to the donations. An additional 2% convertible into FIAT will be allocated to specific projects to help the collective that require immediate liquidity and will also be managed by the associations promoting such projects. In the second half of 2022, it will also finance a specific accelerator to be organized by MariCoin with the support of its U.S. partner Rokk3r, which is a co-promoter of the Miami Algorand Accelerator.

- 10% of the issue (1 billion MCOIN) is destined for public sale on the Exchanges that support the coin. At the date of publication of this Whitepaper, the Exchanges contacted for listing are Binance, KuCoin, Kraken and Bit2Me, which support Algorand, and Coinbase, which enables Algorand for Coinbase Pro users, is being considered. A liquidity pool in FIAT money will be provided to support issuances and an additional provision to monitor the market in case of sharp drops.
- 3% of the issue (300 million MCOIN) is earmarked for the project's Mentor Council, as well as for the role of currency ambassadors described above. The role of this Mentor Council is primarily to advise the project team on demand on how best to fulfill the project's mission of helping the project.
- 20% of the issue (2 billion MCOIN) is earmarked for the founders' team and the technical team, blocked for conversion or sale during the first two years after the issue and until the conversion of the company managing MCOIN into DAO, a decentralized organization, which will occur, according to the roadmap, in 2024. The team is in charge of the following functions, which are summarized below:
 - Economic monitoring of the token
 - Technical developments foreseen in the roadmap
 - Control and management of the LGBTQ+ projects assigned to the issue
 - Building and development of the MariCoin ecosystem community (associations, establishments and ambassadors).
 - Communication actions (media relations, corporate and digital communication) for the dissemination and generalization of the project.
 - Marketing actions for the dissemination and generalization of the project
 - Alliances with national and international wallets
 - Listing process on the main exchanges

3.3 How will the funds raised be used?

MariCoin will solicit interested investors for seed stage investment in the project in order to finance the activity and projects summarized below:

The first use foreseen for the funds raised and the financing obtained by both seed and strategic investors is the Liquidity Pool, which will maintain the immobilized own funds necessary to guarantee the liquidity support for all the exchanges where the coin will be listed, for which purpose contacts have been initiated with four of them. These immobilized equity funds may not be less than 1,000,000 dollars.

The second intended use of these funds raised will be to finance the technology required for the launch of a proprietary wallet application, MariPay, which should allow both the custody of MCOIN, the function of payments and collections with MCOIN, and the interconnection with exchanges. Funding for other technological projects contained in the roadmap and for the successive versions of MariPay until the presentation before LGBTQ+ Pride of a wallet under Algorand included in the roadmap will be released as these projects are undertaken by the technical team.

The third intended use of the funds raised and the investment obtained will be dedicated to the professionalization of the full-time team with the functions described in this Whitepaper.

The fourth planned use of the funds will be the internationalization of the project, for which the roadmap foresees three actions during the first half of 2022:

- Agreements signed to integrate MariCoin into the main wallets of each country. The first such approach has been reached with major wallet Bitfy in Brazil.
- International events of the collective or organized by people of the collective, in order for MariCoin to become the official transaction currency in such events.
- World Pride marketing and sponsorship actions from June 28 (LGBTQ+Pride Day) in the 20 main LGBTQ+ capitals of the world, which will include promotional actions (Floats in the parades, if they are held, according to the evolution of the pandemic) and direct sponsorship in MCOIN:

The fifth use of the project will be used to finance the activity of the company that will manage and govern the currency, although this activity should tend to be self-financed with the exchange commissions (in no case higher than 0.05% of the transactions).

3.4 Technical description of the developments that support the project.

The project presents the following components in its short- term roadmap:

- Token on Algorand with the aforementioned features.
- Application for the management and control of this token composed of:
 - o **API Token Management Layer:** A Backend layer has been created on top of Algorand Layer 1 to reinforce the services offered by Layer 1.

Our API is designed so that in the future third-parties can connect to our token governance in order to enable automations for basic operations such as Deploy, Mint, Seize, Transfer, delegate, generic token information, query the supply, query transactions, modify account roles, etc.
 - o **Admin app:** Basic application that serves as an interface for token monitoring and governance.
- **Mobile Wallet (MariPay):** We are currently working on the development of a specific Wallet to generate MCOIN transactions between individuals and individuals with businesses.

This web app will be released on the main mobile platforms and will be used to generate QR codes that will enable immediate payment options. The expected completion date of the first version of the currency will be the first half of February of 2022.

- **Web for conversion of Waiting List from FIAT to MCOIN :** It is scheduled for the end of January 2021 and will enable the purchase of MCOIN in an initial and single issue (ICO) described above.
- **SmartContracts:** In order to distribute tokens for LGBTQ+ associations and groups, SMARTCONTRACTS generated in DEAL are being prepared to support the following characteristics:
 - o Issuance of freeze tokens: generation of transaction limitations for certain accounts.
 - o Escrow Accounts Generation.

Planned completion date of development: April/May 2022

- **Integrations with Staking platform:** It is planned to negotiate with platforms that provide Staking services for cryptocurrencies and their integration with the Token management back-end. The first agreement reached in this regard is with Yieldly.

- Security and monitoring: The platform created has anti-fraud systems and cybersecurity services that foresee any possible technical risk of fraud, hacking, etc.
- Projects incorporated into the Roadmap that will be launched after a positive estimation of demand:
 - o MariMetaSocial: It is a decentralized Social Network based on NFTs and IPFS. Create NFTs in seconds, start gaining followers and capitalize on your inspiration and best moments. Additionally MariCoin will have its own NFTs profile, with collections in support of LGBTQ+. Users can create their decentralized profile by simply connecting to the platform with their wallet, create NFT posts and sell, purchase, auction and share them with the network.
 - o MariFund: Creation and management of investment funds through tokens and blockchain technology, with a social character, aligned with ESG (Environmental, Social and Corporate Governance) principles that mark the strategy of sustainable or socially responsible investment, and aimed at the strategy of impact investments in the collective, under the umbrella of the Sustainable Development Goals (SDGs) of the United Nations.
 - o MariVerse: One of MariCoin's star projects is the creation of a very participatory metaverse, accessible to all, but where the LGBTQ+ collective will be able to carry out a wide range of activities.

MCOIN will be the native currency of MariCoin's own metaverse.

Through NFT and other methods and under the Algorand blockchain, a myriad of pro-LGBTQ+ activities will be possible.

We are willing for featuring Earn's Play game, where MCOIN, as a native currency, will gain additional usability.

- MariBank: Within the R+D+I towards which MCOIN wants to move, there is the evaluation for the creation and launch of a *Neobank*, where microcredits will be offered to people and companies of the collective that need them, to help at an international level, to equality and economic improvement of the LGBTQ+ collective.

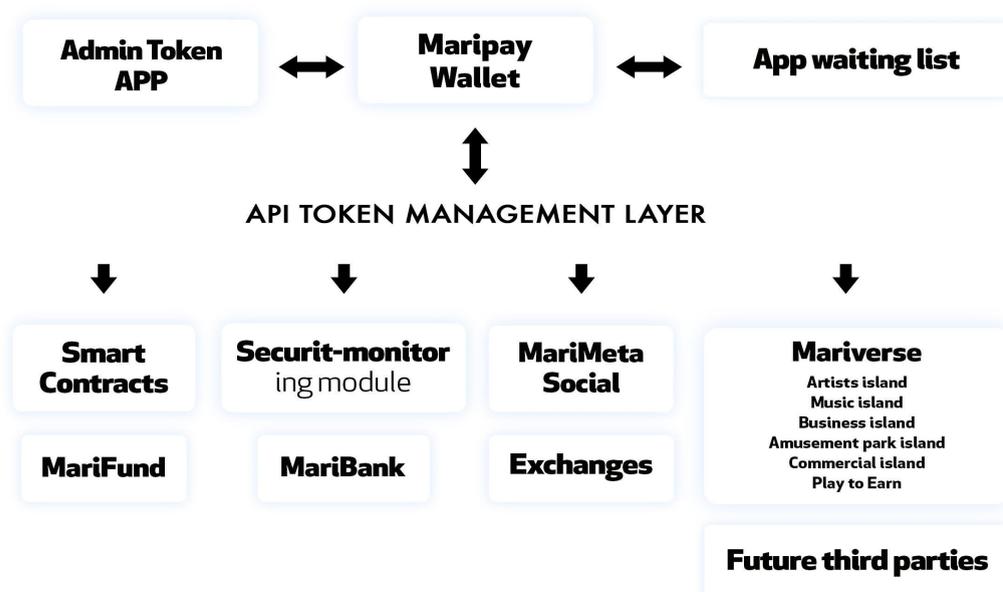
Other traditional banking services will be available, with advantages for the LGBTQ+ community.

3.5 Why Algorand?

At the beginning of the project we did some research on which blockchain platforms and technologies we could build our project on.

We decided to use Algorand for the following reasons:

- Open Source Blockchain
- High capacity: In particular, Algorand's blockchain technologies can handle more than 500,000 transactions per day, which is higher compared to alternatives such as Cardano's blockchain, which handles around 150,000 transactions per day.
- Costs: We believe it is currently the fastest and most cost-efficient platform.
- Permissions: Algorand is designed using a permission less blockchain protocol that can finalize instant transactions without any uncertainty.
- Origins: Algorand was founded by Silvio Micali, a professor of computer science at the Massachusetts Institute of Technology. Silvio received the 2012 Turing Award for his innovative contributions in cryptography, blockchain and cryptocurrency protocols, and electronic money, making him a leading mind in the cryptocurrency and blockchain industry.



- **Pixel Consensus Multi-Signature Pixel:** Pixel is a pairing-based multi-signature consensus protocol designed to secure signatures on blockchains. It can reduce bandwidth consumption, storage usage and also the processing power needed by nodes. Making Algorand the most energy efficient blockchain.

Pixel signatures are forward-secure so that new keys cannot be generated for use on old blocks.

- **Vault:** Vault is a security mechanism in the blockchain ecosystem that prevents instant withdrawal of cryptocurrencies.

Vault in Algorand reduces storage usage and costs for participants. Thus, users do not have to download, store and verify large volumes of data before participating in consensus protocols.

- **Immediate transaction finality:** The Algorand blockchain only verifies the block with the required signature threshold; therefore, all transactions on the Algorand blockchain are final.
- **Self-Selection:** Algorand has no dedicated nodes or users that determine the next block, but rather participants are continuously randomly and secretly selected to participate in Algorand's consensus protocol. Therefore, each block on the Algorand blockchain reveals the next set of participants, making it extremely difficult to predict participants in the blockchain confirmation.
- **Scalability:** Algorand has an efficient Byzantine protocol that can reach consensus on the next block at high speed. Therefore, Algorand's blockchain can support billions of users, Algorand can sustain a high transaction rate while maintaining low transaction costs, as computational power is not lost in solving cryptographic puzzles.

4. Team

The project team is structured horizontally and fluidly, without hierarchies, but functions in the organization, so that the roles that are considered necessary can be covered for the following main goals

- Expansion and loyalty of the community (particularly associations, establishments, MariCoin ambassadors and coin users).
- Operational management of ecosystem needs (including the functions of Mentor Board, CEO, CIO, CCO, CMO and Financials)

The following introduces the team members, their role in the company and links to their LinkedIn profile:

- [Juan Belmonte](#) (Chairman)
- [Francisco Álvarez](#) (CEO)
- Mentor Council
 - [Lorenzo de Leo](#) (International Mentor)
 - [Fernando Alberca](#) (Markets and Alliances Mentor)
 - [Jesús Pérez Sánchez](#) (Blockchain Mentor)
- [Jesús Sánchez Bermejo](#) (COO)
 - CTO - [Ivan Becerro](#)
 - Blockchain Manager (in the process of personnel selection)
 - Full Stack Development (in the process of personnel selection)
- [Patricia Magaña](#) (CCO)
 - Customer Service Manager (in the process of personnel selection)
 - [Bryce Dougherty](#) - English SM Manager and a spanish-spoken Social Media Manager (in the process of personnel selection)
 - PR Manager (in the process of personnel selection)
- [Gabriela Sánchez Silva](#) (CMO)
 - Brand Manager (in the process of personnel selection)
- [Eduardo Ranz](#) (CFO)
- [Javier Carpintero](#) (CDO)
- [Luis Canuto](#) (Ambassador Manager)
- Paco Chamizo (Collective Design Manager)
- [Rosa Briones](#) (Alliances and People Director)



MARICOIN

Cryptocurrency for LGBTI community

Juan Belmonte - PRESIDENT

COMUNITY TEAM

- Luis Canuto (Ambassadors Director)
- Paco Chamizo (Collective Design Director)

Francisco Álvarez - CEO

MENTORS COUNCIL

- Lorenzo di Leo (International)
- Fernando Alberca

Jesús Sánchez-Bermejo - CIO

TECH TEAM

- CTO Iván Becerro
- Blockchain Manager

Patricia Magaña - CCO

CUSTOMER SERVICE MANAGER

- Social Media Manager
- PR Manager

Gabriela Sánchez-Silva - CMO

MARKETING TEAM

- Brand Manager

Startify S.L. - FINANCIALS

COMPANY BUILDER TEAM

- Eduardo Ranz (CFO)
- Javier Carpintero (CDO)

5. Roadmap

- Sep19. Creation of the MariCoin Network in Chueca (Madrid)
- Oct21. Top 10 Miami Algorand Accelerator.
- Oct21. First contacts with exchanges
- Oct21. Incorporation of the Mentoring Council and formation of the operational team.
- Dec21. Launch of the token on Algorand
- Dec21. Communication of the Project to the media and the public, reaching a diffusion at the date of publication of this Whitepaper in 895 media in 37 countries (with an audience of 275 million people).
- Jan22. Collaboration agreement with the Fintech company Criptoro, as a technology partner
- Jan22. Incorporation of the CIO and technology team, the Director of Ambassadors, and the Director of Alliances.
- Jan22. Contact with Nestor Mullins in the United States as legal advisors for the incorporation of the MariCoin management company.
- Jan22. Agreement with Legendarium, metaverse, for the creation of a virtual office in the blockchain tower, being the first company of the collective that will have in this metaverse, office where different activities will be created, for a year. Training, dissemination, information and Radio MCOIN live broadcasts and podcast.

Future milestones

- Feb22. Start Initial Coin Offering
- March22. End Initial Coin Offering.
- March22. Start listing process in major exchanges
- March22. Launching of the LGBTQ+ partnership and selection program.
- April-May22. Launch of the first issues of MCOINS to collectives for staking.

- Jun22. Launch of our own wallet Maripay and an App for payments in MariCoin.
- Jun22-Nov22. Internationalization at WorldPride (20 LGBTQ+ capitals of the world).
- Dec22. Smart Contract for stable payments, based on a collateral swap that generates a loan in FIAT for 10% of the value of the investment in MCOIN, liquidable by the user / Smart Contract for stable payments.
- Feb23. Launch of MariVerse after evaluation of its viability. MCOIN will be the native currency of MariCoin's own metaverse. It will have different islands, where all kinds of activities to support the collective will be developed.
- Apr23. Launch of MariFund, crypto (sustainable) impact investment fund.



MARI COIN
LGTBIQ+

RoadMap



(* Previous positive evaluation of the project and its potential demand)

6. Investments risks

6.1 Disclaimer

The investment in MariCoin can lead to loss of money over short or even long periods. The investors in MariCoin should expect prices to have large range fluctuations. The information published on the WhitePaper cannot guarantee that the investors in MariCoin would not lose money.

6.2 Investments risks

Trading cryptocurrencies or buying tokens carries a high level of risk, and may not be suitable for all investors. Before deciding to trade cryptocurrency, you should carefully consider your investment objectives, level of experience, and risk appetite. The possibility exists that you could sustain a loss of some or all of your initial investment and therefore you should not invest money that you cannot afford to lose. You should be aware of all the risks associated with cryptocurrency trading, and seek advice from an independent financial advisor. ICO's, IEO's, STO's and any other form of offering will not guarantee a return on your investment.

Liabilities and warranties

MariCoin does not guarantee and is not responsible for:

1. The continuity of the contents, services and/or functionalities of the Web Portal;
2. The existence of errors in such contents;
3. The existence of viruses or other harmful components in the Web Portal or in the server that supplies it;
4. The vulnerability of the Web Portal or the possibility of violating the security measures adopted for it, although we will work to try to ensure that everything works correctly and without vulnerabilities;
5. Lack of usability or performance of the contents of the Web Portal, but we will work to keep everything up to date, and;
 1. Damage or harm caused, to himself or to a third party, by any person who violates the conditions, rules and instructions that MariCoin establishes, or through the violation of security systems. However, MariCoin declares that it has taken all necessary measures, within its possibilities and the state of the art, to ensure the functioning of the Web Portal and to minimize system errors, both from a technical point of view and in terms of the contents published on the Web Portal. MariCoin does not guarantee the legality,

reliability or usefulness of the contents provided by third parties through the Web Portal.

2. If the User becomes aware of the existence of any content that is illicit, illegal, contrary to the law, or that could infringe the rights of third parties, he/she must immediately notify MariCoin so that it can proceed to the adoption of the appropriate measures. MariCoin will not be responsible for the veracity, integrity or updating of the information published on the Web Portal coming from external sources, as well as those contained in other platforms linked to from the Web Portal.
3. MariCoin shall not be held liable for hypothetical damages that may arise from the use of the aforementioned information. MariCoin shall not be liable for causes beyond its control, including but not limited to: force majeure, internet access problems, technological problems beyond MariCoin's reasonable and diligent management, actions or omissions of third parties, etc.
4. In all the cases referred to, beyond the control and due diligence of MariCoin, there will be no compensation from MariCoin to the User for damages or losses, to the extent permitted by current legislation. The information contained herein may not be complete in relation to future products and services offered by MariCoin and may be subject to changes in organization, production, distribution or creation.
5. This WhitePaper does not constitute any recommendation, partial or total, commercial, investment, legal, financial, tax or otherwise. The MariCoin token (MCOIN) should therefore be acquired at the user's own risk and decision. Before acquiring MCOIN, the user should carefully review this WhitePaper, consulting with its financial tax advisor or other professionals who can help the user understand the potential benefit of its acquisition, possible risks and eventual consequences for the acquisition of MCOIN. Nothing in this WhitePaper constitutes a recommendation in whole or in part to purchase MCOINs and is for informational purposes only. You should consider the risk reward that could occur, losses in case of unforeseen circumstances or external factors not written in the WhitePaper.

Legal certainty of issuance

MCOIN is advised by Nestor Mullins' legal team in the United States, in charge of the incorporation of the token management company, the international legal and regulatory study, the dealings with international regulators and supervisors, and the launch of both the ICO and the listing on the main exchanges.

The management company will be incorporated in the first week of February as Delaware Corporation.

Despite the fact that the bridge company managing the project until the final incorporation of Delaware is incorporated in Spain (one of the minority shareholders, Startify S.L., with CIF B05233177), our token issuance does not require authorization from the Spanish supervisor (CNMV). Nevertheless, in order to make MariCoin a more transparent project in the country of origin of most of its founders, and to provide it with greater legal certainty, MariCoin and its legal team have decided to submit a consultation of the project to the CNMV to confirm that the MCOIN is not a financial instrument but a utility token. This pronouncement does not have to be an administrative authorization from the CNMV.

In fact, CNMV authorizations to carry out public offerings of negotiable securities in Spain are only granted to entities that issue just that: negotiable securities.

On the other hand, it is important to note that a simple offering of securities does not require authorization. This is stated in Article 33.1 of the Securities Market Law: "The issuance of securities shall not require prior administrative authorization (...). Public offerings of securities, in general, do require authorization. But even in the latter, there are also exceptions, which are found in Article 35.2 LMV. In any case, such authorization, in the articular of the issue of MariCoin, cannot exist because the MCOIN is not a financial instrument and is therefore, outside the scope of supervision of the CNMV. The MCOIN is a digital asset who's main underlying right is the possibility to access goods and services offered by Criptoro with remarkable discounts, up to 20% depending on each case. The MCOIN, therefore, also serves the function of a means of payment. In short, the purchase of the same, being a product that falls outside the regulatory framework of the Securities Market Law, will be governed by the general rules of civil and commercial law. In conclusion, we do not need authorization because our issue is outside the scope of supervision of the CNMV.

8.2 Data Protection

In accordance with the provisions of Regulation 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of individuals with regard to the processing of personal data and on the free movement of such data (General Data Protection Regulation) and Organic Law 3/2018, of December 5, on the Protection of Personal Data and guarantee of digital rights, all personal data provided by the user during the purchase of MCOINs will be treated in accordance with the provisions of the Privacy Policy of MariCoin that the user must expressly and previously accept. Help and support MariCoin makes available to the user several channels of direct contact with its team in order to provide support and help, as well as to receive any comments or concerns, both during the previous steps of the purchase of MCOINs and afterwards. The User can find these direct contact channels on the Web Portal, in addition to the possibility of sending an email to info@maricoin.org