



Karma. Economy of Trust

p2p scoring and loans all over the world any assets, collateral and interest rates empowering trust-based communities

What opportunities we are creating?

Investors from countries with low interest rates (Japan, US, Switzerland) can invest in countries with 20-30% interest rate or almost blocked access to loans, where 60% of the world population live.

Borrowers (SMEs owners) will get access to loans.

In future: lowering loan interest rates, creating a p2p-economy with minimum transaction fees.

Market volume: 2.6 trillions of USD

(World Bank, SMEs credit lack worldwide).

Project milestones

1. Working p2p-fund for SME loans, 5M USD portfolio from scratch in 3 years.
2. November 2017. Blockchain App Alpha-version.
3. Q1.2018. Cross-border fiat and crypto p2p-loans and scoring.
4. Q2.2018. Loans for the future delivery of goods or services.
5. Q3.2018. Inner non-fiat currency loans and deposits.

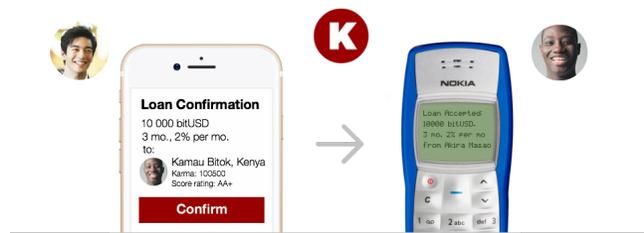
Key advantages

p2p-ecosystem, every participant can take any role: investor, borrower, seller, guarantor, scoring, insurer, debt collector, portfolio fund manager.

Participants' contribution is rewarded with both money bonus and social reputation increase.

Cross-border international deals, different types of collateral assets (crypto, real estate, goods), loans without collateral, API for connecting to banks, scoring systems, insurance and real estate registers, courts of law.

Users at the open market create an infinite number of social and economic interaction types.



What happens if the loan is not paid back?

Every loan is an agreement with legal force.
Automated claim filing, including class action suits. Collateral assets sale.
The network of insurance peers will provide insurance to cover the losses.
The network of local debt collectors will collect debts from the borrower.
Mutual responsibility: in case of a default, all deal members' reputation suffers.
p2p-system members take care of their reputation.
Inner Mutual Aid Foundation.

What the token holders will get?

The holders of more than 100 000 tokens will get:

- Access to the dark pool: possibility to access new investment and loan applications a few days in advance.
- Up to 50% discount on transactions inside the platform.

Top 15 token holders have voting rights on the delegates board.

Token economy: demand and price growth

Growing demand: system members get the commission only in tokens, automatic currency to token conversion via exchanges API.
The total volume of commissions is ≈5% of transaction volume.
Transactions volume plan by 2020: 1 bln. USD per year.
Token demand 50M USD per year (fundamental, without news and hype).
Token emission is strictly limited.
Tokens are traded at the Open Ledger exchange after the token sale.
Additional listing planned at the worlds' top-20 exchanges: Binance, Bittrex.

Exit points

Additional emissions after the KPI reached on loans volume and token price:

- after 1 year — 10M USD, at 0.02 USD per token,
- after 1.5 years — 30M USD, at 0.06 USD,
- after 2 years — 60M USD, at 0.12 USD.

Economy of the project

Transactions commission. Non-profit ecosystem like Ethereum and Bitcoin: the surplus is spent on project development, insurance foundation, buyback.
Burn rate: 200k USD/mo, about 18M USD/mo loans volume is enough for the operational self-sufficiency.

Legal

100% legal token sale: tokens can be bought even with USD, even by US and China citizens (qualified investors).
Karma non-profit fund is incorporated in Netherlands.
Legal partner: International Tax Associates Netherlands.

Presale

August 2017
Target: 0.5M USD reached.
What for: alpha version, team empowering, legal construction, PR&Marketing, token sale preparation.
Weekly reports:
medium.com/@karma.project

Token Sale

November 2017
Target: 10M USD (2.7M USD whitelisted in first week)
For project development, increasing loans volume, reaching self-sufficiency.
15-50% discounts for token buyers from 0.2M USD.

The Team



George Goognin
15 years in fintech. 10 years in startups.
MOEX, VTB, Samsung, LEGO, Nike.
Vice chairman at the Blockchain Experts Chamber at Russian Parliament.



Artem Laptev
15 years in finance management.
Founder of a p2p private foundation for SMEs worth 5M USD.



Ronny Boesing
OpenLedger founder, CoinsBank, OBITS, Apptrade. Tokensales managed at 100M+ USD in total.

Partners



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