

White paper



Table of contents:

- executive summary
- definitions
- interpretation
- issuer
- whitepaper responsibility
- token financing and metrics
- roadmap
- team, consultants and associates
legal
- main risk factors relating to tokens, their
market valuation and their availability
- protection of personal data

EXECUTIVE SUMMARY

We present to your attention a new generation social network, a project in SocialFi, which uses blockchain technology

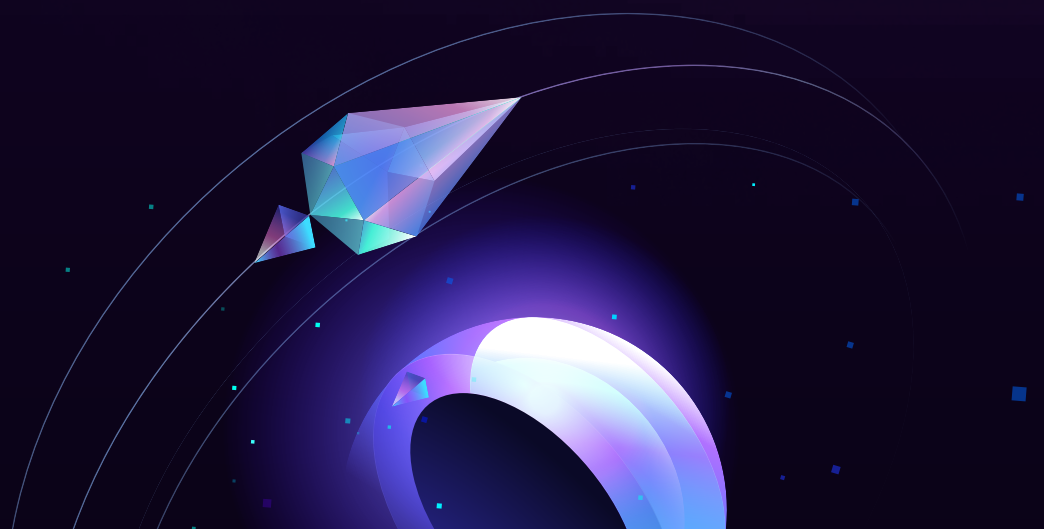
Here you do not need to follow the restrictions and or ever-changing rules and conditions for the supply of content for your subscribers and other platform participants. The platform is easy to use because of the absence of a regulator that can suddenly change the "rules of the game". Our platform has transparent market conditions.

The main values of the **SMART DONATION COIN** community are:

- Openness. No secret deals.
- Relevance. Only those promotions that elicit a voluntary response from the community. No spam.
- Personality. Work only on your own behalf.
- Meaning. Think, speak and mean the same thing. No mind manipulation.
- Environmental friendliness. Only the necessary. No spam.

It is also important to note that the **SMART DONATION COIN** environment will have no restrictions on advertising cryptocurrencies. This will make it possible to freely implement the dissemination of information, the creation of groups united by common interests, and later - a whole layer, community, enthusiastic people.

Creating a community that will closely connect not only bloggers, but also the media world will allow you to unite high-profile newsbreaks, the media and draw the attention of other influencers to the product. In this way, it is possible to achieve coverage of a huge audience belonging to different countries.



SDC for Bloggers



The project provides the following opportunities for bloggers:

- The ability not to waste resources on finding an advertiser.
- Tokens as a gift according to the number of subscribers.
- Mascot as a gift.
- The Mystery Box is one of the perks that bloggers can reward their followers with.
- Receiving tokens for placing advertising tags, links and other advertising elements.
- Receiving tokens for reaching a certain number of views and/or likes on the video/post where the link or tag is placed in any segment of the video.
- Getting tokens for video integration: pre-rolls or inserting an advertising component.
- Receiving tokens for placing a separate advertising post in a blogger's profile.
- Launch of live broadcasts with donations in the form of SDC tokens.
- Getting tokens for inviting another blogger (or a certain number of bloggers) through the referral system.
- Launch and sale of your own NFT on the SDC marketplace.
- Mention (pre-roll or integration) in the video about your NFT on the SDC marketplace.
- Posting a post about your own NFT in the SDC marketplace in a blogger's profile.
- Receiving a certain percentage from the trading of personal NFT cards from bloggers on the SDC site.
- Receiving tokens for promotion and advertising integration of Mystery Boxes.
- Receiving tokens for selling Mystery Boxes to a blogger's subscribers (a certain number of mystery box sales).
- Receiving tokens for becoming the official ambassador of the affiliate network (after completing all the tasks from the previous stages).

SDC for Advertisers

Advertisers can place an application for advertising, like on an auction, or apply for a specific blogger.

During the advertising campaign, with the help of a competent selection of opinion leaders for each stage of product promotion, the advertiser gets great opportunities to make his product known and recognizable to a wide range of audience and, consequently, the rapid growth of the project community.

SMART DONATION COIN will enable the advertiser to optimize their costs through direct cooperation with bloggers, avoiding the need to contact agencies*.

*Usually, when working with bloggers, companies turn to agencies to take over all communication. But this approach has disadvantages: the size of the agency commission can be two to three times the cost of the placement itself; Each agency specializes in a particular segment. If the company needs both the first and the second, it will have to conclude two contracts with different agencies. It also happens that microbloggers with 20-30 thousand subscribers are needed to solve the problem - agencies know about them, but prefer to offer large ones, because this way they can earn more.

SDC for Subscribers

SDC also provides an opportunity to earn money not only for influencers, but also for their subscribers. Ordinary Internet users have the opportunity to earn money through the passive income system (stacking). By investing in the liquidity of the coin, you become the beneficiary of the token and receive a percentage of the profit from any token purchase and sale transaction. Mystery Boxing is something that subscribers can receive as a gift from bloggers for certain activities or win. After the launch of the NFT marketplace, it will be possible to receive income from trading NFT cards.

DEFINITIONS

“SDC” - “SMART DONATION COIN”.

“SMART DONATION COIN” - a project owned by Coination OÜ, Private limited company.

“Issuer”: Coination OÜ, Private limited company.

“Token”: Standard BEP20 token of the Binance Smart Chain.

“NFT”: non-fungible token - a cryptographic token that is unique

“Whitepaper”: Document containing information of interest with respect to Coination OÜ, as issuer, and the Tokens and NFT to be issued. The information contained in this document must (i) be presented in an easily analysable and understandable form and (ii) allow investors to make an assessment, with sufficient information, of the assets and liabilities, financial situation, profits and losses, as well as the prospects of the Issuer and the rights inherent to the Tokens.

INTERPRETATION

In this Whitepaper, capitalized terms and expressions shall have the meaning given to them in the previous section entitled “Definitions”. Plural terms should include their singular and vice versa. Any reference to any regulation shall be deemed to be made to such regulation as promulgated, amended or extended, as the case may be. Any reference to “including” or similar term shall be understood as “including, without limitation” or “including, but not limited to”, as applicable.

ISSUER

Coination OÜ, Private limited company, with a registry code 16329618 and registered office at Estonia: Harju maakond, Tallinn, Nõmme linnaosa, Nurme tn 16, 11621.

Registered in the Tartu County Court Registration Department on 30.09.2021.

The joint director of Coination OÜ is Zamir Kurbangaliev, date of birth 27.06.1985, foreign ID code 1850627410191(Romania).

Coination's shareholder structure is as follows:
OWNER - Zamir Kurbangaliev, date of birth 27.06.1985,
PERCENTAGE of capital stock - 100%
Share capital is 2 508 EUR



WHITEPAPER RESPONSIBILITY

MR. ZAMIR KURBANGALIEV

date of birth 27.06.1985, in his capacity as director of Coination OÜ, Private limited company, (i) assume in the name and on behalf of Coination OÜ the responsibility for this Whitepaper and (ii) confirm the veracity of the content of this Whitepaper and that no relevant information is omitted or misleading.



INTRODUCTION

THE PROBLEM AND THE SOLUTION OFFERED BY SDC.

Smart Donation Coin is one of the SocialFi projects that eliminates the involvement of a third party and thus a decentralized cryptocurrency exchange saves time and fees. With SDC, users of the blogosphere around the world will securely receive their passive income.

Every day, millions of bloggers publish a huge amount of content. Thus, blogging has become by far the fastest growing business activity. Whether the content is independent or influencers blog from outside companies, their creativity and self-expression channel their earnings through their chosen platform.

And taking into account the fact that blockchain is the future, and that the decentralized finance ecosystem is developing steadily, Smart Donation Coin provides bloggers with an additional opportunity to earn money through decentralized finance technologies.

Without any investments and difficulties, bloggers and their audience can receive additional passive income.

In addition to the obvious non-monetary benefits, the platform gives bloggers several ways to earn income - income as a payment for the services provided, income in the form of received tokens as a reward for various actions in accordance with the conditions in force on the platform, income from trading NFT cards. **We list them to understand that there are many activities that are rewarded:**

Tokens as a gift according to the number of subscribers.

Mascot as a gift - individual mascot, which is developed by the platform designer for each blogger.

Receiving tokens for placing advertising tags, links and other advertising elements.

The Mystery Box is one of the perks that bloggers can reward their followers with.

Receiving tokens for reaching a certain number of views and/or likes on the video/post where the link or tag is placed in any segment of the video.

Getting tokens for video integration: pre-rolls or inserting an advertising component.

Receiving tokens for placing a separate advertising post in a blogger's profile.

Launch of live broadcasts with donations in the form of SDC tokens.

Getting tokens for inviting another blogger (or a certain number of bloggers) through the referral system.

- Launch and sale of blogger's own NFT on the SDC marketplace.
- Mention (pre-roll or integration) in the video about bloggers' NFT on the SDC marketplace.
- Posting a post about a blogger's own NFT in the SDC marketplace in the blogger's profile.
- Receiving a certain percentage from the trading of personal NFT cards from bloggers on the SDC platform.
- Receiving tokens for promotion and advertising integration of Mystery Boxes.
- Receiving tokens for selling Mystery Boxes to blogger's subscribers (a certain number of Mystery Box sales).
- Receiving tokens for becoming the official ambassador of the affiliate network (after completing all the tasks from the previous stages)

The logo for SDC, consisting of the letters 'S', 'D', and 'C' in a stylized, bold, sans-serif font. The letters are white and set against a dark background.

Also, Smart Donation Coin provides an opportunity to earn not only influencers but also their subscribers. Ordinary Internet users have the opportunity to earn money through the system of passive income (stacking). By investing in the liquidity of the coin, you become the beneficiary of the token and receive a percentage of the profit from any transaction of purchase and sale of the token. Mystery Boxing is something that subscribers can receive as a gift from bloggers for certain activities or win. After the launch of the NFT marketplace, it will be possible to receive income from trading NFT cards.

ECONOMIC INCOME MODEL.

SDC is a SocialFi partner platform for monetizing bloggers' content and attracting their followers to the ecosystem.

Project business model - Marketplace

Type: B2B

In the type of product provided - services

According to the way of concluding transactions - mixed: store + auction.

Place of receipt of the service: Online-2-Online

Depending on how many factors influence the choice of a product or service, our marketplace is intermediate between search marketplaces (a platform with unique offers that differ from each other in a number of parameters) and matching marketplaces (offers are unified as much as possible, and the client is ready to work by default with any of the providers) and looks like this: a unified selection of services provided by bloggers, but ranking by price depending on audience coverage and other indicators.

By type of relationship with suppliers (in our case, bloggers): a simple aggregation of offers from different suppliers.

The method of monetization is to receive a percentage of transactions that participants make. The resource can also earn on lead generation. In this case, the sellers will pay the owner of the site for each new client. In addition, the marketplace, like most sites, can make money on advertising and selling traffic.

TOKEN FINANCING AND METRICS

Token symbol: SDC

Blockchain: Binance Smart Chain

Token standard: BEP20

Contract address: 0x3f9de0de2abc8e0460c26533e031799c6ceb141d

Explorer page: <https://bscscan.com/token/0x3f9de0de2abc8e0460c26533e031799c6ceb141d>

Source code: <https://gitlab.com/smart-donation-coin>

Supported wallets: Binance Chain Wallet, Trust Wallet, Metamask, TokenPocket, SafePal etc.

Total supply: 100 000 000



SDC is Smart Donation Coin's native utility token and is used in the following functions:

- Internal Currency: Means for settlements between participants in Smart Donation Coin's marketplace.
- Staking: Stake SDC tokens to earn a percentage of platform revenues.
- Member Rewards: By participating in internal activities on the platform, members can earn SDC tokens.

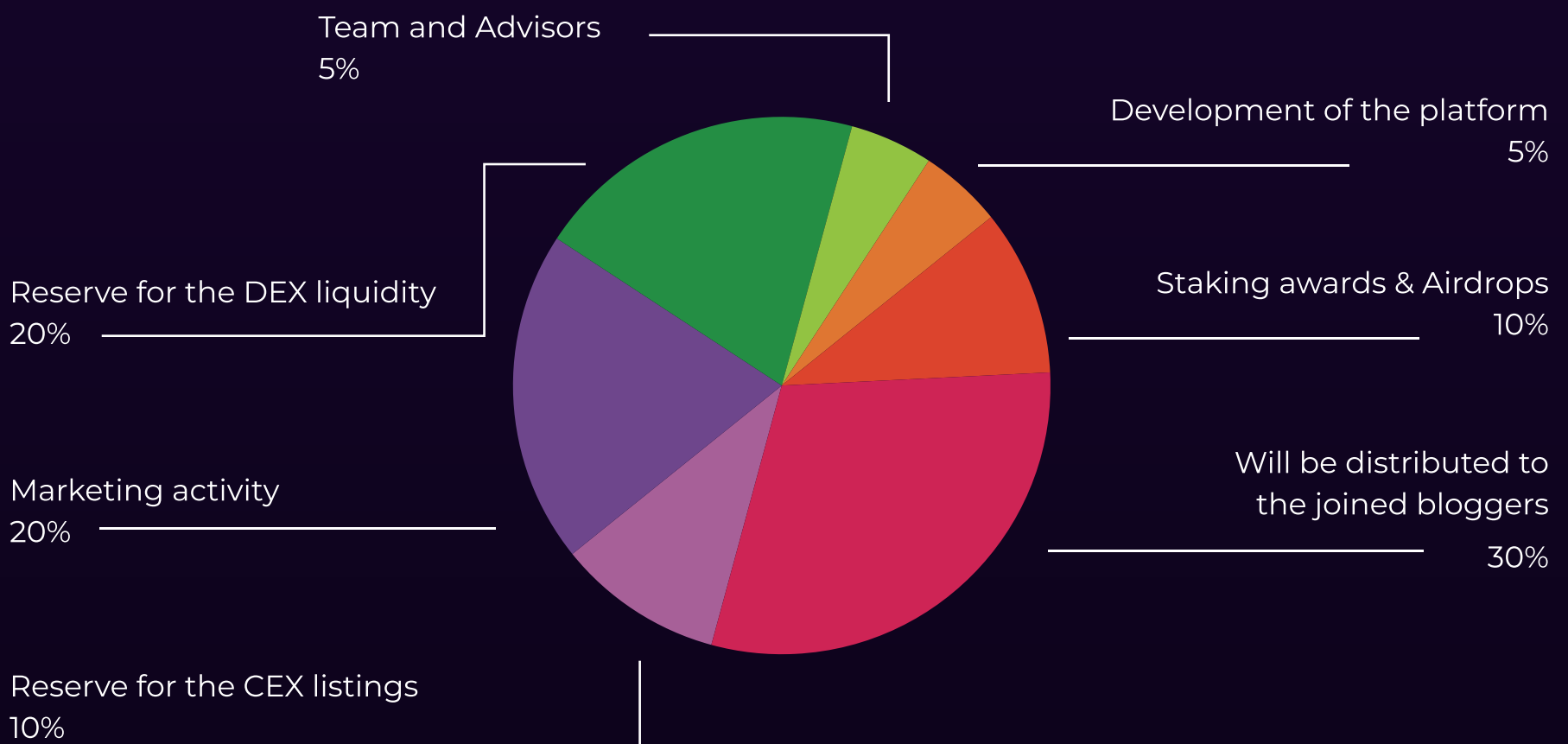
After transition to DAO:

- Governance: Participate in the governance process through a Decentralized Autonomous Organization (DAO), and vote on improvement proposals and platform developments (e.g. platform operations and development). Voter incentives will be introduced to encourage voter participation.

TOKEN FINANCING AND METRICS

Token distribution:

	Share	Number of tokens
Total	100%	100 000 000
Team and Advisors	5%	5 000 000
Development of the platform	5%	5 000 000
Staking awards & Airdrops	10%	10 000 000
Will be distributed to the joined bloggers	30%	30 000 000
Marketing activity	20%	20 000 000
Reserve for the DEX liquidity	20%	20 000 000
Reserve for the CEX listings	10%	10 000 000



INTERNAL DISTRIBUTION - FOR THE TEAM:

For the further development of the project, the team will reserve 10% of tokens (10,000,000 SDC), half of which (50%) will be frozen until August 1, 2023

EXTERNAL DISTRIBUTION - FOR BLOGGERS:

30% of the tokens (30,000,000 SDC) will be distributed to the joined bloggers and frozen until their activity. Each blogger will receive tokens depending on the size of his audience in a 1:10 ratio of their followers, where 1 - SDC tokens and 10 - number of followers.

Besides, the entry bonus will be unlocked for completing certain tasks from the SDC platform, 25% per month maximum.

Burning schedule:

1. Q1 2023 - tokens that were not claimed as part of the marketing activity.
2. Q2 2023 - tokens that were not claimed as part of CEX listings.
3. Q3 2023 - tokens that were not claimed as part of the distribution to joined bloggers.

ROADMAP

Q4, 2021

- Launch of the project

Q1, 2022

- Redesign
- Instagram, Youtube, Twitter, Telegram integration.
- Listing on the PancakeSwap
- Listing on index services
- Listings on CEX exchanges
- Facebook and Reddit integration

Q2, 2022

- Advertiser and Fan Portals
- TikTok Integration
- Donation Feature
- Referral Program Launch

Q3, 2022

- Live Chat integration
- Android app
- Mystery Boxes feature

Q4, 2022

- Listings on Tier-1 exchanges
- Alpha DAO Testing
- Twitch Integration

Q1, 2023

- BTC and altcoins payments integration
- NFT Marketplace
- iOS app

Q2, 2023

- Blogger Rankings
- Donation Rankings
- Beta DAO Testing

Q3, 2023

- Wallet Launch
- Full Transition to DAO

Q4, 2023

- Social Launchpad
- Influencer Agency Launch

Q1, 2024

Metaverse Launch (Oculus Integration)

**THE PROJECT WAS
LAUNCHED ON
NOVEMBER 6, 2021.**

**IN THE 1ST QUARTER OF 2022, THE
PROJECT WAS REDESIGNED AND ENTERED
AN ACTIVE PREPARATORY PHASE:**

1

A Listing on the PancakeSwap was released on 15.02.2022

2

SDC has been listed on following index services:

Coinsniper (19.01.2022) <https://coinsniper.net/coin/24597>;

CoinGecko (22.02.2022) <https://www.coingecko.com/coins/smart-donation-coin> ;

Dextools (22.02.2022) [https://www.dextools.io/app/bsc/pair-](https://www.dextools.io/app/bsc/pair-explorer/0x10a098336360836e6bacd98f5afc818e934cc36c)

[explorer/0x10a098336360836e6bacd98f5afc818e934cc36c](https://www.dextools.io/app/bsc/pair-explorer/0x10a098336360836e6bacd98f5afc818e934cc36c); Nomics (28.02.2022) <https://nomics.com/assets/sdc5-smart-donation-coin>;

Worldcoinindex (03.03.2022) <https://www.worldcoinindex.com/coin/smart-donation-coin>;

CoinMarketCap (09.03.2022) <https://coinmarketcap.com/currencies/smart-donation>.

3

Listing on CEX platform P2PB2B (07.02.2022)

4

Facebook and Reddit integration (31.03.2022)

IN THE 2ND QUARTER OF 2022, THE PROJECT TEAM PLANS TO FOCUS ON THE DEVELOPMENT AND LAUNCH OF AN INTEGRATION WITH SOCIAL NETWORKS, AS WELL AS FEATURES THAT WILL HELP BLOGGERS GET INVOLVED IN THE PLATFORM, MAKE IT EVEN EASIER FOR BLOGGERS TO PARTICIPATE ON THE PLATFORM, AND OPEN UP THE FIRST OPPORTUNITIES TO EARN.

Among the main expected events of the 3rd quarter of 2022, we highlight the launch of a mobile application for Android. Also, the launch of Mystery Boxes will be another tool to help bloggers to reward their subscribers, which is expected to increase the engagement of their subscribers.

In the 4th quarter of 2022, the development of the platform will continue with the listing of the token on Tier-1 exchanges, Twitch Integration, as well as the beginning of the transition to DAO - Alpha DAO Testing.

The main feature of DAO is that it does not have a central node that manages the entire system without coordination with other participants. In other words, there is no hierarchical structure in decentralized autonomous organizations, and all participants in the ecosystem have the same rights and can vote for changes in the protocol on an equal basis with other participants.

This principle is radically different from the election of members of the government: the electorate votes only for candidates but does not decide on the adoption of new laws. Instead, the DAO proposes to vote on exactly the changes that need to be made to the protocol, without the need to delegate power to any person or group of people.

Thus, in a decentralized autonomous organization, the role of the manager is played by the program, but it does not make decisions on its own: this is done by the community, and the program only executes instructions.

Information about all transactions is stored in the blockchain, and any user can always check what is happening on the network.

Therefore, DAO is not only decentralized, but also transparent.

Users, participating in the voting, can receive rewards. In favor of the selected offer, the user needs to freeze their coins for a certain period.

THE 1ST QUARTER OF 2023 WILL GIVE US SEVERAL SIGNIFICANT EVENTS FOR THE DEVELOPMENT OF THE PLATFORM AT ONCE:

BTC and altcoins payments integration and platform participants will be able to receive rewards not only in SDC, but also in Bitcoin and other cryptocurrencies.

NFT Marketplace - bloggers will be able to create their own collection of NFT cards and trade them on the marketplace.

iOS app.



In the 2nd quarter of 2023, we will introduce a rating system for bloggers and donators on the platform as a component to maintain the involvement of platform participants, and we will continue to prepare for the transition to DAO by implementing Beta DAO Testing.



The 3rd quarter will require a lot of effort from the project team, but also from the platform participants, as the Full Transition to DAO is being implemented.



By the 4th quarter of 2023, we predict sufficient development of the platform to launch Social Launchpad - there will already be an opportunity before the launch of the coin, bloggers and users can complete tasks and receive allocations or coins of projects that are just being launched as a reward.

At the moment, the creation of our own metaverse is also being considered, and if the trend continues, we plan to start implementing this stage from the 1st quarter of 2024.

TEAM, CONSULTANTS AND ASSOCIATES

Zamir Kurbangaliev

Founder

Isliam Useinov

CEO

Adam Zaitov

Lead Blockchain Architect



LEGAL

The token will be regulated as a utility token, and always seeking maximum legal security, many of the requirements of the Securities Market Law for the security of the tokens will be complied with, since legally it has been intended to maintain a conservative and demanding position, thus guaranteeing transparency for investors.

MAIN RISK FACTORS RELATING TO TOKENS, THEIR MARKET VALUATION AND THEIR AVAILABILITY

RISK OF CHANGES IN ESTONIAN OR EUROPEAN LEGISLATION.

Tokens will be issued in accordance with Estonian law in effect as of the date of this Whitepaper. There can be no assurance as to the impact of any possible court decisions or any possible changes in Estonian law or administrative practices after the date of this Whitepaper, and any such changes may significantly impair the price or usability of the tokens affected by such circumstances. Notwithstanding the above, it is necessary to point out that, as of the date of this Whitepaper, despite the fact that both the EFCA and the various European regulatory bodies have issued various opinions and/or recommendations regarding the legal concept of tokens, as well as the potential regulation of tokens and Initial Coin Offerings, there is no national regulation or specific and harmonized regulatory framework at the European level on tokens, their different types, or Initial Coin Offerings.

From the point of view of the main legal risks in relation to Tokens, some of the warnings or recommendations made by different regulatory and/or supervisory entities in this regard are briefly summarized below:

SOC

ANALYZING THE CHARACTERISTICS OF THE SDC TOKEN, WE CAN CONCLUDE THAT:

The token received by the user does not represent an asset of the value of the company.

The token received by the user is not associated with the shareholding and the final value of the company, nor is its sale or acquisition linked to a possible revaluation of the price.

Therefore, we can conclude that SDC Token is a utility token, according to Estonian legislation and EFCA criteria.

Furthermore, “MiCA” (proposal for a Regulation of the European Parliament and of the Council on crypto asset markets, amending Directive (EU) 2019/1937, currently pending approval) expressly recognizes that cryptoassets are digital representations of value or rights with the potential to bring significant benefits to consumers and market participants.

It also expressly recognizes that there is a varied typology of cryptoassets; some of them can be assimilated to financial instruments and, therefore, included in the scope of application of the rules on securities markets or to electronic money and, therefore, included in the scope of application of the

Community rules on electronic money.

These two types of digital assets would be excluded from the scope and object of MiCA once this regulation is approved.

However, MiCA recognizes the existence of other types of digital assets that are precisely those that this Regulation intends to regulate. Particularly, MiCA refers to: (i) cryptotokens or digital assets that have a payment functionality and are intended to serve as a means of payment to acquire goods and services and as a store of value, and; (ii) utility tokens whose main functionality is to give their holders digital access to an application, services or resources available and offered in a SDC and whose issuers only issue and accept them precisely to enable the use of such services, applications or resources. This is the definition of utility token that is precisely stated in Article 3.1 (g) of MiCA.

If we take into account the characteristics of the SDC Token by virtue of the information provided by the Client, we can conclude that the definition of utility token established by MiCA corresponds to the characteristics of the SDC Token. Therefore, in our opinion, the SDC Token can qualify as a utility token for the purposes of the definition that currently exists in the draft as far as we are aware of MiCA.S

Notwithstanding the foregoing, the Client must take into account the final wording and entry into force of MiCA, since this new EU Regulation imposes legal obligations on those companies whose activities are related to the issuance, trading and custody of utility tokens and establishes a complete regulation of this type of tokens in the European legal framework. By virtue of the foregoing, investors should be aware that at the time of the issuance of the Tokens, the legal nature of the rights derived from the Tokens cannot be guaranteed.

In other words, the investment in Tokens envisaged by SDC is subject to the risk inherent to the impact that may be caused by any judicial resolution, regulatory change or new regulation that, both at national and European level, occurs after the date of this Whitepaper, in relation to the Tokens. In conclusion, the investor Tokens should be aware that any of the above regulatory, administrative or legal changes could significantly impair the price, rights derived from, or ability to use the Tokens.

Risk related to withholding tax liability as a result of noncompliance with reporting procedures

The procedure described in this Base Prospectus for the provision of the information required by Estonian laws and regulations is a summary and the Issuer assumes no responsibility for them. In the event that the procedures currently applicable are modified or supplemented by, among others, any Estonian law, or by any interpretation or ruling of the Estonian tax authorities, the Issuer will notify the holders of the Tokens of such reporting procedures and their implications, as the Issuer may be obliged to apply withholding tax on distributions in respect of the securities in question if the holders do not comply with such reporting procedures.

THE INVESTOR IS ALSO AWARE OF THE FOLLOWING RISKS THAT MAY OCCUR:

Risk of loss of usability of tokens on the blockchain platform where they are hosted due to problems in the platform.

Risk of illiquidity and lack of representation in the market.

Risk of abrupt change in token valuation due to changes in the market.

Risk of abrupt change in token valuation due to token unlocking.

Risk of unknown errors in blockchain technology

Risk of loss of tokens by the token owner or a third party

Risk of loss of tokens or cryptocurrencies by SDC.

Important Notice

This White Paper is not endorsed by any government authority. The White Paper may not be redistributed, reproduced or passed on to any other person or published, in part or in whole, for any purpose, without the prior written consent of Coination OÜ, Private limited company. This White Paper, or any part of it, must not be taken or transmitted to any country or territory where its distribution or dissemination is prohibited or restricted. Any natural persons or legal entities who come into possession of this White Paper must inform themselves about and observe any relevant legal or regulatory restrictions they may be subject to and seek all necessary professional advice. By any such natural or legal person (“you” or “your”) accessing this White Paper, you agree to be bound by this requirement. For additional information on this White Paper, please contact Coination OÜ, Private limited company at

za.mir@icloud.com or at <https://smartdonation.app/>

The only authorized communication channels for the purposes of SDC are:

<https://smartdonation.app/>

<https://twitter.com/DonationSmart>

https://www.instagram.com/sdc_coin/

<https://t.me/sdcapp>

DISCLAIMER

The information in this White Paper is not intended as investment, tax or legal advice.

Please consult legal or tax professionals for specific information regarding your individual situation and interest. Some of this material was developed and produced by Coination OÜ, Private limited company to provide information on a topic that may be of interest. The opinions expressed and material provided are for general information and should not be considered a solicitation for the purchase or sale of any security.