

# nuggets



## Take back control of your data

Nuggets is an e-commerce payments and ID platform. It stores your personal and payment data securely in the blockchain, so you never have to share it with anyone – not even Nuggets. That means no more data breaches – because companies don't have to store your data. So you can use services and make payments without worrying about your privacy and security.

## **SUMMARY V16**

# Take back control of your data

Nuggets is a consumer blockchain platform that will revolutionise online transactions. It gives users a single, simple biometric tool for payment, login and verifying identity – without sharing or storing personal data. Not even Nuggets itself can access that data.

Nuggets gives consumers back control of their personal information. And it liberates companies from the risk and cost of trying to manage and secure huge databases of customer records. By atomising those databases, which are so prone to breaches and tempting for hackers, Nuggets can remove business' biggest challenge: cyber security.

## Development roadmap

### KEY DEVELOPMENT MILESTONES

Nuggets has been in development for several years, inspired by its founder's experience of having his own payment details used fraudulently – and the complicated, frustrating process that ensued.

Nuggets has a well-established team (see below). 2017 represents the final stage of platform build-out, from proof of concept and testing with the UK's Financial Conduct Authority (FCA) Sandbox.

Nuggets tackles the urgent challenge of protecting consumers' personal data, using zero knowledge blockchain storage, encryption, privacy, security and trust – all combined with the decentralised immutable ledger. This creates an entirely new platform for making simple e-commerce payments and other transactions, without having to sacrifice control over your personal data.

For the first time, Nuggets also gives personal data the value it has always deserved. As a reward for use, loyalty and referrals, users accrue Nuggets Tokens, which they can use to buy products and services. They can also gain Nuggets Tokens by choosing to share “Nuggets” of personal data.

The need is urgent: data security is in a critical state. Hacks and data breaches, from the small-scale to the globally damaging, have compromised billions of personal records in 2017 alone. And a breach in any one of a user's accounts compromises all of them.

This problem is only getting worse. An average consumer currently has over 100 online accounts, and that figure is set to double over the next five years. Each of those accounts stores sensitive and valuable information, such as payment card details, email addresses, home addresses, phone numbers and passwords.



# The Nuggets platform

Nuggets combines the security of blockchain encryption with biometric verification to render passwords effectively obsolete, and give users a secure 'personal cloud' of data in zero-knowledge storage.

With Nuggets, the user can pay, login, or verify their identity simply by choosing the Nuggets option and validating their identity with biometrics. Services like desktop e-commerce sites and telephone customer service agents can also ping the mobile app for payment and ID verification.

The platform transparently flags every successful transaction to merchants – without revealing the user's identity, or the

details of the transaction. Over time, this means the user develops a trust profile, proving the user is a good actor in the network and uses reliable payment methods.

For consumers, Nuggets provides a single sign-on tool without tracking and selling their activity. It also means they only have to update details, like a new payment card or home address, once – in Nuggets – rather than having to manually re-enter sensitive details into dozens of accounts. Nuggets will be available across e-commerce platforms and payment gateways.

## The Nuggets proposition to token purchasers

### **NUGGETS TOKENS**

At its heart, Nuggets is a Tokenized system. A Nuggets user will accrue Nuggets Tokens (NUG) from day one, by downloading the app and using the platform in various ways. They will also be able to buy additional Nuggets Tokens.

### **BUILD UP NUGGETS TOKENS**

Users will receive Nuggets Tokens as a reward when they sign up, refer someone, to Nuggets, log in, make a payment or verify their ID. They will also receive Nuggets Tokens if they choose to share certain "nuggets" of their private data.

### **VALUE YOUR INFORMATION**

Before Nuggets, users routinely gave away their valuable information to dozens of companies, in return for using the services they loved. But Nuggets Tokens will put a real value on that information, reflecting the enormous value it has to companies.

### **USING NUGGETS TOKENS**

Consumers can use their Nuggets Tokens to buy physical and digital products and services from Nuggets-enabled merchants. So Nuggets Tokens have genuine value.



## How consumers will be able to use Nuggets Tokens

### PRODUCTS

- Pay for physical and digital products from e-commerce stores
- Part-payment for products from e-commerce stores
- Pay for subscriptions

### SERVICES

- Transport
- Utilities
- Communications

## How merchants will be able to use Nuggets Tokens

### PRODUCTS

- Pre-pay for Nuggets service

### SERVICES

- Pay transaction fees for payments fulfilled through Nuggets
- Pay for Customer Login services
- Pay for Customer ID verification
- Pay for future Nuggets services

### CHARITY

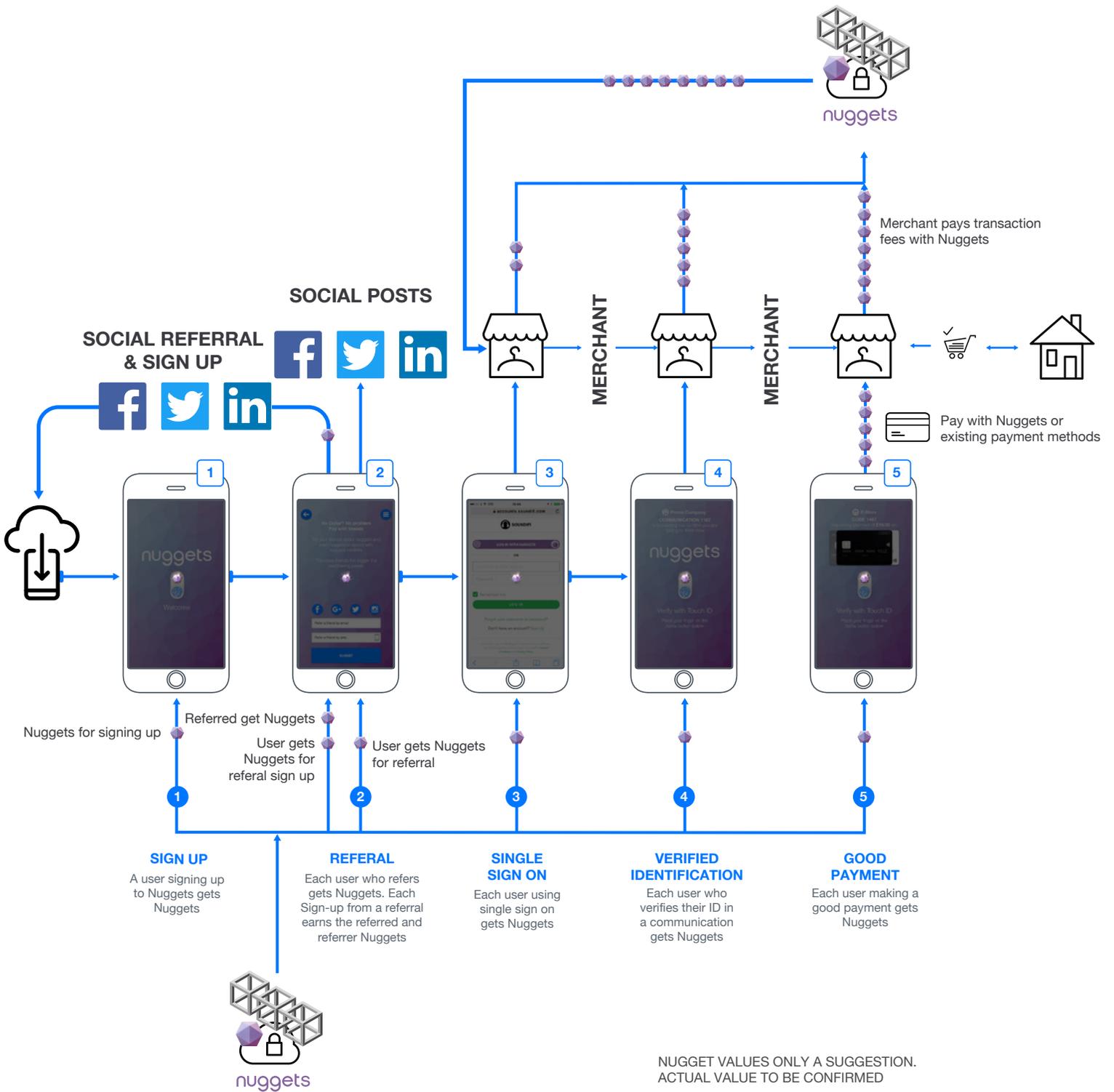
Nuggets will give part of each transaction fee to charity. At any time, users can also use Nuggets Tokens to donate to a list of charities selected by Nuggets.

## Earning Nuggets Tokens for sharing data

Users will also be able to earn Nuggets Tokens from merchants by sharing personal data with those merchants. For example, a user might share their email address with a merchant (with the option of the right to be forgotten) in return for a discount and Nuggets Tokens. Or the user might share their first name, or a chosen representative name, to receive communications – like sale notices – for Nuggets Tokens from the merchant.

As a user continues to use the platform, they build up more and more “nuggets” of information to their profile, all securely protected by zero knowledge storage. Nuggets gradually becomes more powerful – either by being able to provide data the user chooses to share without the user having to re-enter it, or by validating a user’s identity with more services through the trust network.

Users win both ways. If Nuggets can validate the user’s identity through the trust network, there’s no need for the user to share any data with a merchant. Or, if a user chooses to share data, the user will be rewarded with Nuggets Tokens, which can be used to buy products and services.



# The Nuggets platform

Once the platform is launched, the ecosystem will focus primarily on creating a network effect amongst retailers and users, and on attracting more participants to the platform. To that end, Nuggets intends to sell 22% of all Nuggets Tokens (NUG) during its pre-sale and public Nuggets Token sale to fund platform development, partnerships, platform launch and commercialization. Any unsold Tokens of the 22% will be burnt after the public sale.

Nuggets intends to reserve another 3% of the Nuggets Tokens for Post token sale supplier and administrative costs.

Nuggets will hold in Trust 10% of Tokens which will be locked up for a minimum of 2 years and be used for the continued commercialisation of Nuggets.

Nuggets intends to set aside 30% of all Nuggets Tokens as incentives, and for use in the ecosystem. Nuggets intends to keep 15% of Nuggets Tokens as long-term project contingency reserves with a one-year lock up and 15%

for Nuggets employees with a two-year lock up and 50% vesting after one year.

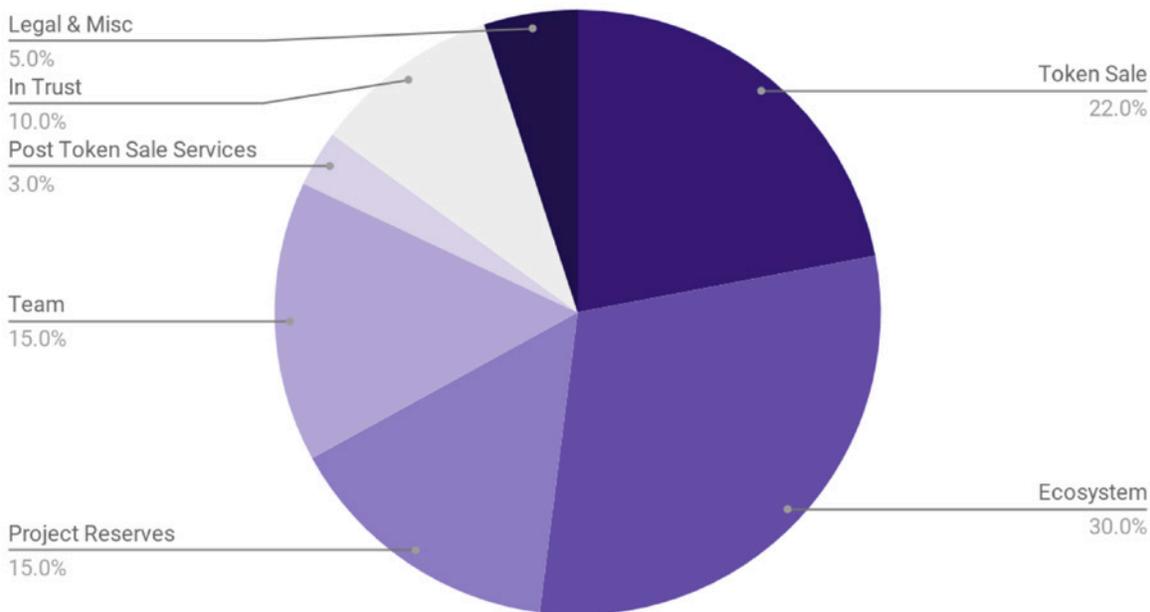
Nuggets intends to reserve another 5% of the Nuggets Tokens for legal, regulatory, and miscellaneous costs leading up to the platform launch.

Some early retail adopters may receive token awards, both to pay some fees in Nuggets Tokens and to capitalise on the network effect as the ecosystem grows.

Buyers will be able to purchase Nuggets Tokens with BTC, ETH and USD. This is open to non-US residents. The pre-sale has a minimum purchase of \$10,000 if purchasing with USD, no minimum for BTC / ETH purchases and no maximum purchase. 22% of the Nuggets Tokens will be allocated to the Token Sale. Tokens will be available for a 20% discount in the pre-sale. The public sale is scheduled to start on 18th June 2018. The Token Sale will be hard capped at a total raise of 20,000 ETH.

## Proposed Nuggets Token allocation

### Proposed Nuggets Token Allocation



# Nuggets product features expected roadmap

FEATURES	LAUNCH	POST LAUNCH
Secure payments	✓	
Reduced card fraud	✓	
Reduction in false positives	✓	
Prevent fraudulent chargebacks	✓	
No passwords – all biometrics	✓	
Trusted reputation model	✓	
Own and control your identity (zero knowledge storage)	✓	
Single sign on	✓	
Platform and device agnostic	✓	
Rewards for referral and loyalty, and charitable benefits	✓	
Protects email identity	✓	
Cryptocurrency	✓	
Verify ID for customer services		✓
NFC		✓
Virtual credit		✓
Shipping location direct to courier		✓
Integrate with existing payment tools such as Android Pay		✓

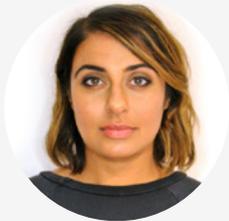
# The team

Nuggets is led by two highly experienced founders, who have gathered a passionate, expert team of specialists.



## **FOUNDER AND CEO ALASTAIR JOHNSON**

Alastair has spent over 25 years as an entrepreneur and innovator, almost entirely in digital innovation: taking big ideas and design through to delivery. With deep knowledge across technical, production and commercial areas, he has led global integrated product development and product marketing for brands like Microsoft, Skype, Office, Xbox, Hololens, Disney, TED and the BBC. He has created and led multi-disciplinary global teams in both start-ups and multinational businesses, both client and agency side.



## **CO-FOUNDER AND COO SEEMA KHINDA JOHNSON**

Seema has over 18 years' strategic experience leading teams and delivering large-scale commercialization, products, campaigns and projects. She has successfully launched global products across many regions and cultures for brands like Skype and Microsoft, achieving major user engagement and acquisition.



## **ACTING CTO ADI BEN-ARI**

Adi is respected within the blockchain development community with over 20 years' hands-on experience designing, developing and leading technology solutions and teams. He has worked across the telco and fintech sectors. A blockchain expert, Adi also co-founded Applied Blockchain – a team of blockchain professionals focused on creating real-world applications that harness the unique properties of the blockchain. Together, they have delivered platform-agnostic products and privacy/security frameworks that deliver real business objectives.



## **CHAIRMAN STEVE LAU**

Establishing Nuggets and leading Business Development in China. Eagles Fund Founder and Managing partner, Founder and Chairman for China Fortune Holdings Limited, Managing partner of DFJ Dragon Fund Angel investor behind Beijing V2 Technology Limited



## **SENIOR STRATEGIC ADVISOR JOSHUA J. BOUW**

Joshua develops new partnerships and advises on Nuggets' technical strategy. An innovator of blockchain technology, he established Blackcoin – the world's first 100% proof-of-stake currency – in 2014.

Joshua was the receiver of the first ever smart contract, as one of those involved in the BlackHalo and BitHalo smart contracting platform. One of the godfathers of proof-of-stake, Joshua is a popular speaker on alternative currencies, and has represented altcoins at OKCoin and Huobi events.



## **STRATEGIC ADVISOR SEBASTIAN QUINN-WATSON**

Sebastian Quinn-Watson is a leading Asia and US focused blockchain fund raiser and ICO advisor. He has advised on a number of successful and market leading projects such as Powerledger, Bluzelle, Simple Token, CanYa, Viberate, Airswap and others. He also sits on the advisory boards of Powerledger, CanYa and Bluzelle. In addition he has interest in crypto currency exchanges, PR firms and Marketing firms across the world.

## The team CONTINUED



### **PAYMENTS & FRAUD DIARMUID CONSIDINE**

An award-winning risk management leader with over 15 years' experience in the telecomms and digital goods industries, Diarmuid has a deep understanding of daily operational issues in multinational companies like Skype, Microsoft and Mastercard. Internationally recognised as a leading expert on fraud and payments, he has served on the board, and as Chair of the European Advisory Board, at the Merchant Risk Council.



### **CUSTOMER EXPERIENCE MARK NICHOLS**

Mark is a customer-centric, strategic leader with deep delivery experience and a record of transformation and benefit realisation at a global scale. A board-level influencer, he has executed numerous performance improvement strategies and investible end-to-end customer experience initiatives across multiple channels, markets and languages. Mark has held numerous senior leadership roles in organisations including Telefonica, Skype, Microsoft and is currently the VP of Customer Experience at Virgin Mobile USA.



### **FINANCIAL SERVICES STEVE CASTLE FCA**

With 35 years' experience in international financial services, Steve has held leadership (board level) positions at a range of companies including LV= General Insurance (which he helped to grow five-fold, into the UK's third-largest motor insurer) and RBS Insurance. His wide-ranging experience encompasses work in over 20 countries, and considerable experience of acquisitions and disposals, as well as integration. As an entrepreneur, Steve has also co-founded, developed and sold two financial services businesses of his own.



### **CFO ROBERT SEOK**

Rob has been a finance professional for the past 18 years, specialising in media and tech. He has worked in many multinational organizations such as KPMG, UBS, BT, and Virgin Media, in roles ranging from commercial strategy to pricing. He has also helped a tech company successfully IPO on the AIM, in exceptionally challenging conditions.



### **CMO ANDREW AMADEO**

Andrew has worked in advertising and marketing for 28 years – 18 of them at management level. He's led and produced award-winning, innovative work for global brands like Nike, Unilever, P&G, Honda, InBev and Diageo. In recent years, has specialised in multi-channel, integrated consumer campaigns. As a former Creative Chief of Collett Dickinson Pearce, Mustoes and Grey London, he offers a wealth of knowledge, across marketing, creative and leadership perspectives.

# Overview of this offering

<b>NUG TOKEN</b>	An ERC20 smart contract for use as a unit of account and means of exchange between consumers and retailers on the Nuggets platform
<b>TOKENS OFFERED</b>	In total, Nuggets will issue 10 billion Nuggets Tokens at launch, with 2.2 billion sold in the pre-sale and public sale. Tokens will be available at a 20% discount in the pre-sale. The Token Sale will be hard capped at a total raise of 20,000 ETH.
<b>PRICE PER UNIT</b>	USD \$0.0069 per NUG token in the pre-sale and USD \$0.0086 per NUG token in the public sale
<b>CURRENCIES ACCEPTED</b>	BTC, ETH and USD. Subscribers for NUG Tokens using USD must purchase a minimum of \$10,000 in NUG Tokens
<b>PRE-SALE</b>	\$10,000 minimum purchase if purchasing with USD, no minimum for BTC / ETH purchases
<b>PUBLIC SALE</b>	Commencing on 18th June 2018, \$10,000 minimum purchase if purchasing with USD, no minimum for BTC / ETH purchases



# Legal notices

Nothing herein constitutes an offer to sell, or the solicitation of an offer to buy, any tokens, nor shall there be any offer, solicitation or sale of Nuggets tokens in any jurisdiction in which such offer, solicitation or sale would be unlawful. This document is a summary of the terms that will be outlined in greater detail in the token purchase agreement by which this document is qualified in its entirety. Nuggets will publish a white paper, which you should read carefully and understand fully, including any updates. Every potential token purchaser will be required to undergo an on-boarding process that includes identity verification and certain other documentation, which you should read carefully and understand fully because you will be legally bound. Please make sure to consult with appropriate advisors and others.

This summary describes our current vision for the Nuggets platform. While we intend to attempt to realize this vision, please recognize that it is dependent on quite a number of factors and subject to quite a number of risks. It is entirely possible that the Nuggets platform will never be implemented or adopted, or that only a portion of our vision will be realized. We do not guarantee, represent or warrant any of the statements in this summary, because they are based on our current beliefs, expectations and assumptions, about which there can be no assurance due to various anticipated and unanticipated events that may occur.

Please know that we plan to work hard in seeking to achieve the vision laid out in this summary, but that you cannot rely on any of it coming true. Blockchain, cryptocurrencies and other aspects of our technology and these markets are in their infancy and will be subject to many challenges, competition and a changing environment. We will try to update our community as things grow and change, but undertake no obligation to do so.

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