



# EQUAL

A Self-deflationary, Fairly Distributed,  
Multiplatform Utility Token

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**WHITEPAPER & ROADMAP**

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[www.equaltoken.io](http://www.equaltoken.io)

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This document and any other documents published in association with this whitepaper relate to a potential token offering (i.e. the EQL token) to persons (contributors) in respect of the intended development and use of the network by various participants. This document does not constitute an offer of securities or a promotion, invitation or solicitation for investment purposes. The terms of the contribution are not intended to be a financial services offering document or a prospectus.

The token offering involves and relates to the development and use of experimental software and technologies that may not come to fruition or achieve the objectives specified in this white paper. The purchase of tokens represents a high risk to any contributors. Tokens do not represent equity, shares, units, royalties or rights to capital, profit or income in the network or software or in the entity that issues tokens or any other company or intellectual property associated with the network or any other public or private enterprise, corporation, foundation or other entity in any jurisdiction.

The token is not therefore intended to represent a security interest.

## 1. EQUAL's Vision

### **ABSTRACT**

The token market is growing rapidly, as it does it becomes less and less unified as the spread of closed loop tokens are created to fund projects. With over one thousand different tokens in circulation, many of them only serving a purpose within a singular application. This creates borders and complexity, in-turn further increasing the difficulty of cryptocurrency adoption.

Our solution to this is EQUAL (EQL), a multi-platform utility token with a built in deflationary method to provide sustainable price growth over a long period of time. Fast & widespread adoption of EQL will be provided through the seed offering strategy, which will go into effect in Q1 of 2018. This phase will allow for service providers to apply for a seed offering package in return for implementation of the EQL token as a currency or reward within their service or application.

### **VISION**

EQUAL (EQL) is striving to become the most widespread multi-platform application token by unifying digital services and providing a cryptocurrency to be used across a range of applications, while providing steady growth via a built in deflationary method.

 **EQUAL** IS UNIFYING A FRACTURED  
TOKEN MARKET

## “ **TOKEN BURNING** PROVIDES A VALUE INCREASE TO TOKEN HOLDERS

### **BURN FEES**

EQUAL has a burn fee of 1% of your total transfer amount, with a max burn fee of 250 EQL. This makes small transfers feasible, as you will never pay more than 1% of the total cost of any transfer, even if your sending just 1 EQL. On the other hand the max cap ensures large transfers don't become too costly.

#### **Fee Example (Small transfer less than 25000)**

Transfers smaller than 25000 EQL. Burn fee: 1%

Transfer: 100 EQL

Burn Fee: 1 EQL

Total Balance Required: 101 EQL

#### **Fee Example (Large transfer greater than 25000EQL)**

Transfers greater than 25000 EQL. Burn fee of: 250 EQL

Transfer: 41000 EQL

Burn Fee: 250 EQL

Total Balance Required: 41250 EQL

## 2. ADOPTION

### SEED OFFERING & ADOPTION STRATEGY

EQUAL is focused on providing wide spread adoption and token implementation into as many services and cryptocurrency orientated platforms as possible. By allocating (35%) of the minted EQL tokens for our seed offering phase, allowing pre-existing and developing products to adopt and implement EQL as a method of payment or reward for their internal user base.

Following our second distribution phase the EQUAL website will provide a seed offering application form where service providers can request a seed offering package which will vary in size based on the level of adoption they are willing to implement. The EQUAL community members will also be granted bounties for actively reaching out and creating partnerships with service providers who are interested in implementing the EQL token in return for a seed offering package.

**“** **EQUAL INCENTIVISES ADOPTION**  
THROUGH THE SEED OFFERING PHASE

### 3. Token Dynamic

#### **EQL TOKEN**

The EQL token is to be the currency / reward value connecting an ever growing ecosystem of online service providers. It is the unit of value that will link consumers and service providers.

For the EQL ecosystem to flourish a steady flow of partnerships and further adoption of the EQL token within it is needed, ultimately building more value for EQL token holders as adoption and utility grows.

Using the EQL token in your own service has a number of advantages over creating your own token. Adopting EQL into your platform will instantly connect you with service providers, consumers and EQL investors. Allowing you to access a stable currency with a pre-existing community of investors and users.

#### **THE BENEFITS OF A DEFLATIONARY SUPPLY**

Token burning has been used throughout many ICO strategies as a method for destroying unsold tokens. This results in an increase in token value, as the token holders percentage ownership relative to the total supply has increased. This also effects the supply and demand ratio as token availability post burn has become more scarce.

Seeing the value in these token burning strategies EQL has implemented a method to allow for a steady burn of tokens based on token usage. Token burning is at its fastest when the EQL token price is low and transaction sizes are large, as the price of the token increases the size of the average transaction will also decrease resulting in smaller burn amounts.

#### 4. Bounty Hunting

##### **BOUNTIES**

Bounties will be made available to users after the second distribution round has occurred, bounties will be offered for the following tasks:

##### **Partnership Sourcing**

Bounties will be provided to community members who are able to secure partnerships with service providers and application owners, who are willing to implement the EQUAL (EQL) token.

##### **Social Media Marketing**

Bounties will be provided to community members who are able to produce videos or blogs promoting the EQUAL (EQL) token on Youtube, Medium and other Social media platforms.

#### 5. Token Distribution

##### **TOKEN MANAGEMENT**

An initial amount of 800 million tokens will be issued. Of these 800 million tokens, 45% will be made available via the Airdrop distribution rounds, of which there will be three in total. This total supply will decrease as transaction fees are burnt resulting in an ever decreasing total supply.

##### **TOKEN DISTRIBUTION OVERVIEW**

35% of EQL Tokens will be reserved for the Seed Offering phase as a reward for token implementation and adoption within services and applications.  
20% of EQL Tokens have been allocated for Airdrop Round One, the first of a three round strategy to provide a fair and decentralised spread of EQL tokens to early adopters.  
20% of EQL Tokens have been allocated for Airdrop Round Two, the second Airdrop which will reward token holders and newcomers to the ecosystem.  
20% of EQL Tokens has been reserved for founders and team members for internal development of the EQL token and wallet.  
5% of EQL Tokens has been allocated for Airdrop Round Three, the final Airdrop distribution.

## ROADMAP

EQUAL is already on its way to bringing its vision to fruition. Distribution of round one has been completed in Q4 of 2017 with a number of exciting events in the near future.



### **Q4 2017**

Airdrop Round 1 & First Exchange Listing

### **Q1 2018**

Airdrop Round 2 & Seed Offering of EQL Commences

### **Q2 2018**

EQUAL Wallet Launch

### **Q2 - Q4 2018**

Further Service & Exchange Adoption of EQL