



# VEGAN NATION

## Accepting VeganCoin: Benefits for businesses

If you own a vegan-friendly business, consider accepting the VCN cryptocurrency, or **VeganCoin**, as a form of payment for your customers to use. By doing so, you will become part of a unified global effort to increase transparency that will ultimately help support businesses like yours by eliminating animal cruelty and exploitation, improving your bottom line, and helping your business gain additional exposure. Whether your business is a chain or a single storefront, structured online or as a traditional brick-and-mortar business, you can be a part of the revolution led by VeganNation.

### What is VeganNation?

VeganNation is the first global, vegan-friendly, decentralized nation. Based on the blockchain technology, a designated cryptocurrency, and a sharing economy platform, VeganNation is creating a fully functioning ecosystem that unites hundreds of millions of vegans from around the world into a single, vast global community. The Nation then provides services (as a nation would do) spanning economy, technology, content, marketplace and more. Our mission is to assist vegans with every aspect of their lives, every single day, and to make veganism easy, approachable and more affordable.

### What is VeganCoin?

VeganCoin (VCN) is the cryptocurrency issued by VeganNation with an Initial Coin Offering (ICO) beginning in March 2018. VCN will be the official currency of the vegan community, allowing direct trade from cruelty-free commodity and service providers to consumers who lead a vegan lifestyle. With VeganCoin, the VeganNation connects all vegans through a digital infrastructure and currency that can be verified to be 100% cruelty-free through a peer-to-peer blockchain-powered mechanism, built on the Ethereum blockchain system. It also

provides a symbiotic relationship with the VeganNation, encouraging vegan initiatives and access to vegan and ecologically-safe products and services.

### **Accepting VCN for Increased Profits And Exposure to New Customers**

The most popular cryptocurrency in the world - by far - is Bitcoin. It is accepted by several hundred thousand businesses, including major travel agencies, hotels, airports, universities, and dating services, as well as shops, restaurants, online services, major marketplaces like Etsy, and even large US chains, including JC Penny's, Home Depot, ReMax, Tesla, Starbucks, and many more.

As businesses realize the potential for cryptocurrencies to attract millennial customers, with main attributes of this customer segment including a love of technology, ease of payment, as well as loyalty based on a personal connection to the business and its story, they understand that they can gain a competitive advantage by embracing these new forms of payment in advance of their competitors.

## **BENEFITS**

### **Benefit to the vegan community and the planet**

Joining VeganNation and adopting VeganCoin is putting your money where your mouth is. It's the best and simplest action you can take to support your values and beliefs and to help make a true global impact toward a cruelty-free, plant-based world. As our ecosystem grows, the more collaborations we create, the more self-sustaining the Nation will become. Each business owner becomes a building block in the VeganNation ecosystem, creating a ripple effect of positive change throughout the community with every transaction you make.

### **Attract New Customers**

Mobile wallets are the preferred choice of payment for millions of people worldwide, especially millennials, with over 1.4 billion people worldwide who have used them. Millennial consumers are more interested in electronic coupons, loyalty programs, and reward points more than any other group; similarly, they are more likely to make purchases based on those factors.

Another key behavior of millennials, who account for 30% of population and spend 200 billion dollars annually, is that they don't want to simply consume, but rather co-create with brands, creating positive impact on the future by choosing brands with strong social and

environmental causes. 68% of millennial consumers state that a brand's social and environmental causes are a factor of extreme importance, and 90% claim they are likely to switch from one brand to another – even when price and quality are equal – if the second supports a cause.

By joining VeganCoin you join a global, simple-to-define and an easy-to-act-upon cause that doesn't require any of your own resources to maintain.

### **Increase customer loyalty**

With VCN, the loyalty program is embedded into the currency's use, so there's no need for customers to enter a separate loyalty program. The process is seamless - customers receive points for shopping at your store every time they use the currency. This increases the chances that a first-time consumer will become a repeat and loyal customer for your store. And by telling friends about your store - one that accepts VCN - customers will know that they benefit the vegan ecosystem overall, contributing to a good feeling about their purchases, leading them to be more vocal about your brand, increasing traffic to your site, and increasing sales due to word-of-mouth advertising you from other Nation's citizens.

### **Get a vegan stamp of approval**

VeganNation will check and approve every business that wants to join our ecosystem to ensure that the products and services offered meet the Nation's standards. The list of vendors and collaborators will be exclusive and as such, provides your business with the VeganNation stamp of approval. As the supply chain has becoming a major topic, blockchain initiatives have already begun with market leaders like IBM and Walmart, who are attempting to bring transparency into the field. VeganNation is already putting a lot of time and effort into bringing this much needed transparency into the vegan supply chain, ensuring a 100% cruelty-free shopping and community experience.

### **Additional exposure for your business**

With VeganCoin you can do business anywhere and attract international customers, breaking the global barriers and lowering costs for of global trade, associated with receiving payments from overseas, foreign exchange risks and transaction delays, as well as receive additional global exposure as a VeganNation vendor.

### **No exchange fees and dependency on local currencies**

When opening new store locations or localized language versions of your shop, you don't have to worry about accepting payments in the local currencies, which increases global business, trade and partnership opportunities.

### **Get Paid Faster by Customers, Distributors and Resellers**

In the traditional model, consumers purchase a product and pay via cash, check, or credit. It may take time to fully clear the funds into a business' account. When doing business with distributors and resellers, it may take 30-180 days to get paid for most vendors. VCN can be used for any part of the supply chain, and smart contracts allow for immediate payment upon delivery of product as specified in the contract for all levels of the supply chain. Thanks to blockchain, smart contracts are programmable, self-executing computer codes that run independently of traditional financial approval systems. The ledger transparency provided by blockchain allows a stable algorithm to perform the transactions immediately, and records all ledger changes in the process. This means that businesses no longer need to wait for their hard-earned funds to appear in their accounts.

### **Elimination of ChargeBack Fees**

Chargebacks that occur due to fraudulent activities, of which vendors are usually unaware nevertheless held responsible, are detrimental to businesses - with small businesses taking the biggest hit. Thanks to the blockchain nature of smart contract cryptocurrency which provides transparency and safety, all VeganCoin sales are final, and vendors therefore experience zero risk income loss. The business can honor returns in accordance with their return policy through a frictionless process.

### **Why VeganCoin and not Bitcoin?**

VeganCoin is the first and only cryptocurrency designated for the vegan community. This token is the structure for an entire vegan ecosystem aimed to serve vegans worldwide. By accepting VCN you will support the global vegan community, charities that support vegan causes, innovations for a cruelty-free planet, and so much more. Making this choice is just the first step in making a large-scale impact.

The purpose of VeganCoin is to become the official currency of the vegan community, a

currency that benefits the vegan world by allowing direct trade between cruelty-free commodity and service providers and consumers who lead a vegan lifestyle. By using VeganCoin we will create a 100% transparent, cruelty-free currency, which will continuously serve and further the products, services, and causes that share our goals.

## FAQs

### How is the price of VCN calculated?

Initially, the value of 1 VCN (New Vegan Coin) will be equal to \$0.5. As the currency grows and markets shift, the final value will be determined by currency demand and supply (as is true for values of other currencies).

### How can VCN be exchanged into fiat currencies?

VCN can be exchanged into fiat (USD, Ruble, NIS, etc.) via cryptocurrency exchanges.

### When can I start accepting VeganCoin?

The currency will be issued in July 2018. We will start setting up wallet infrastructure for our vendors prior to the launch.

### How do I start accepting VeganCoin?

Please contact [yael@vegannation.io](mailto:yael@vegannation.io) to start the application process. We will also connect you with our PR agency for any announcement you would like to release prior to the launch of VeganCoin.

### How will my customers know that we accept VeganCoin?

You will be featured on the VeganNation platform as a collaborator; we will also provide a logo "We accept VeganCoin" to add to your platform.

### How will you help us increase exposure of our business?

Your business will be featured in our marketplace upon launch, providing exposure to community members. The marketplace will feature special offers or discounts for your products and shop..

## CONTACT INFORMATION

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