



THE STRATEGY - NEAR TERM

An Overview

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PROOF-OF-STAKE VERIFIED. PROOF-OF-WORK DISTRIBUTED.

VERICOIN

NETWORK-STAKE-DEPENDENT INTEREST.

Introduction

VeriCoin is a decentralized, network consensus controlled, secure, proof-of-stake digital currency that improves on the greatest strengths of Bitcoin and is free of its greatest weaknesses. With ten times the transaction speed, thousands of times lower energy consumption, interest earning capacity and an emphasis on accessibility, it rings clear VeriCoin can be powerfully positioned in the market. VeriCoin's novel feature set positions it well within the digital currency market next to the gold standard Bitcoin, but ultimately is aimed for the electronic payment market generally. Below is our current plan for the near term and the dawn of building this market position. VeriCoin is uniquely juxtapositioned at the center of four key attributes: accessibility, usability, transparency and privacy.

Accessibility

Overview: VeriCoin is unique in its emphasis on accessibility. The digital currency market is rich in technology and complexity, but light on simplicity and ease of use. This is one of the biggest rate limiting factors in mass market adoption, and is open territory in the market. To this day most digital currency users are technologically adept, and tend not to demand features necessary for those new to this technology based platform. This has resulted in slow innovation in this arena and VeriCoin is taking advantage of this largely untapped potential.

Current Attributes: VeriCoin has released a innovative feature that makes it possible for the better part of the world to use VeriCoin nearly regardless of class and country. VeriSMS is a text message based wallet system that links the cell network to the VeriCoin network. VeriCoin users can send and receive VeriCoin from phone number to phone number, while having never touched a computer. In developed nations where the smart phone is a day to day tool, we are one of the few digital currencies with a wallet built for Android. In addition, we have a desktop software wallet for the three most common operating systems: Windows, Mac and Linux. We are actively building on these strengths with these upcoming releases.

Future Releases:

1. Next to be released, is a new sleek desktop wallet that is sharp, intuitive, and as simple to use as an email client. Bridging cutting edge technology and intuitive design for efficient ease of use.
2. Building on our success with the popular VeriCoin wallet for Android, we are in the review process with Apple for acceptance into the App Store. Pending approval we may be one of the first digital currency wallets ever on iOS.

Usability

Overview: Nothing can define a currency more than its ability to be easily traded in divisible units of value for goods or services. VeriCoin has taken an innovative approach to making it the most spendable digital currency besides Bitcoin itself. Combining the power of Bitcoin's breakthrough market penetration with the benefits and technological advancements of VeriCoin, enables a method of spending, owning, and earning a currency that empowers the individual.

Current Attributes: VeriBit is a novel and ground breaking feature that makes it possible for VeriCoin to be spent anywhere Bitcoin is accepted. This includes hundreds of thousands of businesses around the world including Dell, Overstock, Expedia and many others. It's as easy and as quick, to spend VeriCoin where BitCoin is accepted. While holding VeriCoin however, you earn ~2% per year in interest. VeriCoin's novel network stake-dependent interest (NSDI) is dynamic. It's automatically constrained to minimize inflation of the currency and expanded to maximize your investment. NSDI is dependent on the liquidity of the currency in the network for added value stability.

Future Releases:

1. We are developing into the wallet the option to purchase VeriCoin as easily as a few clicks. This will be possible via a novel service code named 'bitVeri' and aims to remove one of the biggest barriers to entry that all digital currencies suffer, trading and technical knowledge requirements.
2. By partnering with the SuperNET, a network of some of the top digital currencies and assets, VeriCoin will be building itself access to some of the best cutting edge services and exchanges. In addition, VeriCoin will benefit from being positioned centrally in a new and developing digital asset ecosystem.

Transparency and Privacy

Overview: One of the most powerful aspects of digital currency is the public transaction list. Contrast this to the private transaction list held by a minority in the banking industry with privileged access to personal information. Full public access to every transaction is possible in digital currency and this can enable a transparency unparalleled in society and social systems of the future. Privacy is maintained via a pseudonymous accounting system, where personal identity is not necessary for account usage and ownership. Though in the standard pseudonymous system, network triangulation analysis can be implemented to deconstruct identities and/or locations of account holders exploiting the public transaction list system.

Current Attributes: VeriSend is VeriCoin's privacy service built from the ground up and is as easy to use as clicking 'VeriSend'. VeriSend masks transaction data via a transaction ring node system that makes the task of associating a sender with a receiver nearly impossible. This offers extra privacy protection for those who desire it. The question then ultimately becomes how can it be possible to have more privacy and more transparency than the current systems without one defeating the other.

Future Releases:

We are developing a fully decentralized and streamlined version of VeriSend that will achieve even greater privacy. With this level of efficient privacy it is possible to optionally identify accounts while maintaining privacy in a public transaction list. In paired development with the new VeriSend is a fully private and decentralized username system VeriName. In this way businesses or friends can send each other funds simply by typing in a user name without exposing the intricacies of their budgets to each other. A feat of transparency, ease of use and privacy, yet to be achieved.

