



**PROPS**

*A Project by*

**younow**

**CoinList Sale Mechanics**

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**FAQ**

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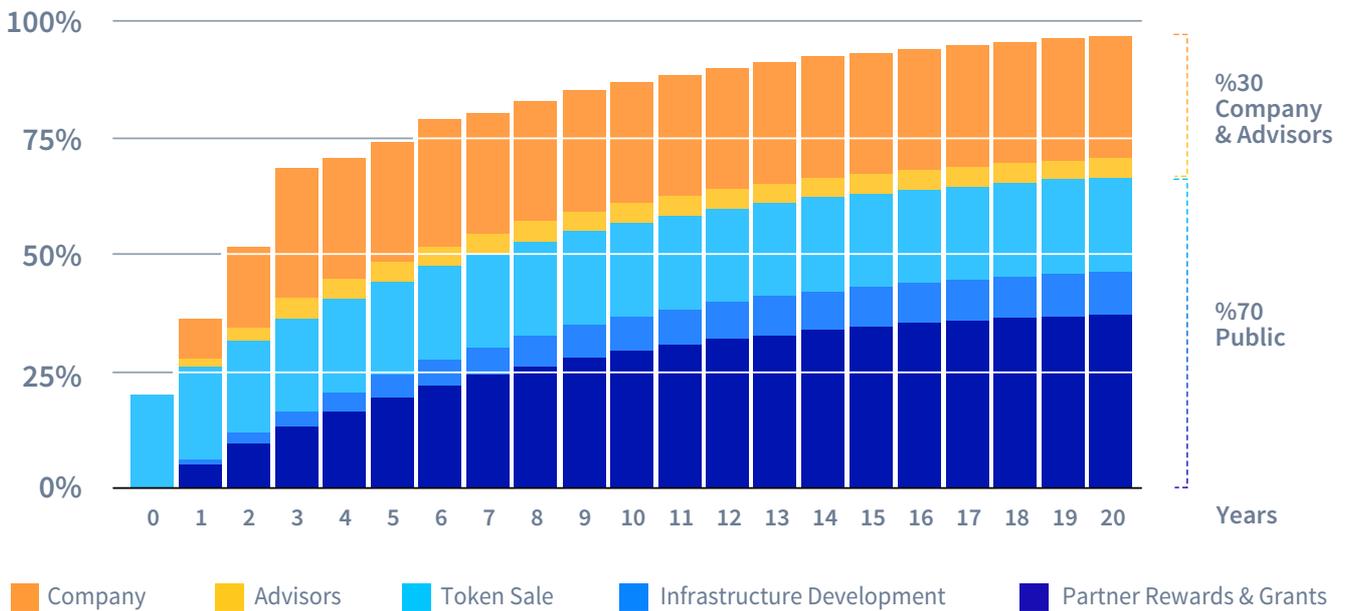
November 21, 2017

# CoinList Sales Mechanics

## Sale Overview

**20%** of the PROPS token supply is being sold for a total of up to **\$25 million** hard cap. The remaining 80% of tokens is divided between 4 categories, and will gradually be released over time, through a combination of vesting and a decaying rewards schedule.

## Token Distribution Schedule



For a more in-depth look at the token economics, please see *PROPS Token Economics* via <http://coinlist.co/props#documents>.

## Purchase Options

In order to satisfy different liquidity preferences, we are offering two purchase options on CoinList:

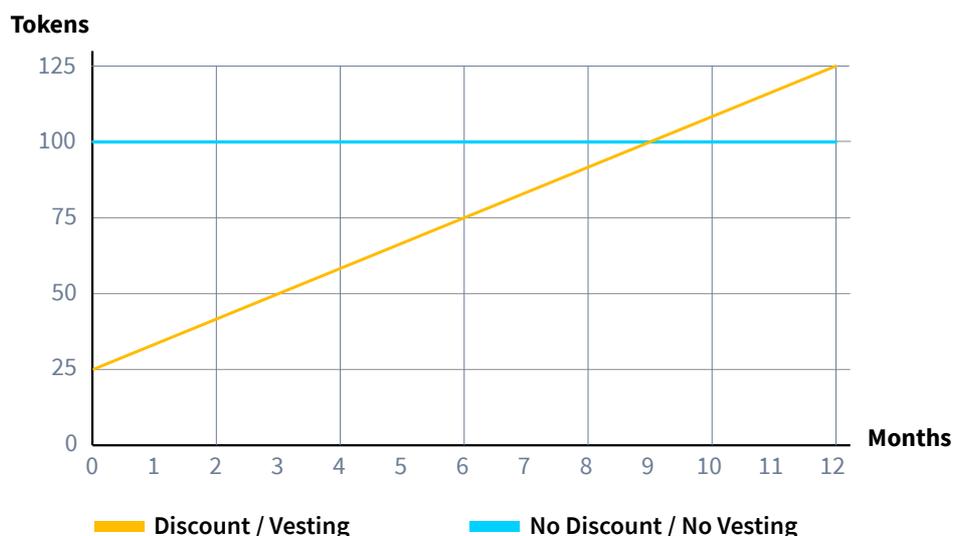
### 1) No discount / No vesting

You pay full price for the tokens, and receive them all immediately upon network launch.

### 2) Discount / Vesting

You get a **20% discount** on the full token price. 20% of your tokens are received immediately upon network launch. The remaining **80% vest linearly over 12 months**.

For example, if tokens were to cost \$0.10 each, and you invest \$1000, this graph shows how many tokens you would have over time with each option:



Linear vesting means that your tokens are held in an Ethereum Smart Contract, with more available to withdraw as each block on the network passes. This vesting structure is helpful in order to (A) provide investors with more liquidity and (B) ensure that tokens are not released to investors all at once.

## Token Supply

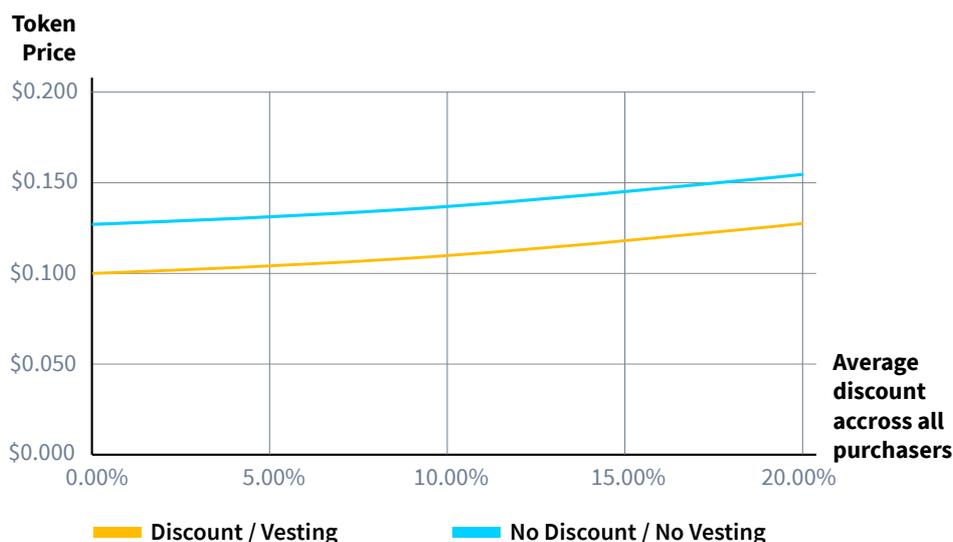
Up to **200 million** tokens will be sold to the public, representing exactly **20%** of the supply, for a targeted total supply of **1 billion tokens**.

In the event that not all 200 million tokens are sold, fewer tokens will be minted for each of the allocations, in order to preserve the 20% ratio. For example, if only 150 million tokens are sold:

- a. 150 Million tokens will represent 20% of the total supply.
- b. The total supply will be 750 million, instead of 1 billion, with all allocation ratios adjusted in a prorated manner.

## Token Price

With a fixed hard cap of \$25m, the exact token price will vary slightly, based on the average discount across all purchasers.



Once the CoinList sale has concluded, and the average discount is known, the token price will be set, and the number of tokens purchased calculated.

## Sale Allocations

The majority of tokens being offered for sale will be sold through the CoinList platform, however a limited amount will also be sold through other avenues:

### Strategic Partner Sale

Up to \$8m, raised through a SAFT for strategic partners and advisors supporting the project early on, with a discount of 15-35% and linear vesting schedules on 80% of their tokens.

### Republic Crypto

\$1.07m worth of tokens will be made available to unaccredited investors through our partnership with Republic Crypto. This sale will have small individual caps, in order to ensure as many participants as possible. More information will be made available on [www.republic.co/crypto](http://www.republic.co/crypto) when the CoinList sale goes live.

### Token Distribution Event

A number of tokens will be reserved for network participants to purchase in a crowd sale, alongside the network launch in Q1 2018.

## **CoinList Sale Timeline**

### **Registration Opens - Wednesday, November 29, 12pm ET**

Step1: Make your account on CoinList.co and verify your accreditation status. The accreditation check can take 24 hours or more and you will receive email confirmation.

Step 2: Fund your USD account or show proof of Bitcoin or Ethereum funds. Bank transfers, especially international transfer, can take up to 5 days. If you are using the USD payment method, make sure your CoinList account is funded by Sunday December 10th, 2017.

### **Sale Opens - Monday, December 11, 12pm ET**

Step 3: Choose an investment option:

- Discount with Vesting or
- No Discount / No Vesting

Step 4: Submit your contribution

*Note: Investments are accepted on a first-come, first-served basis, with a minimum investment of \$1,500 USD and a Maximum of \$2 Million.*

# FAQ

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Below are answers to frequently asked questions about the the sale of tokens by PROPS and its affiliates. This FAQ is subject to revision. This is not an offer of any security or a solicitation of offers to buy any security. If your question is not covered in the FAQs below, please contact us by email at [support@propsproject.com](mailto:support@propsproject.com) or on [Telegram](#) or [Twitter](#).

## **1) What is the PROPS Token and what is it used for?**

PROPS is a cryptocurrency that powers participation in video applications and equitably rewards users, creators and developers that drive engagement on its digital media network. PROPS grants access to features, content, and status across media apps including the [Rize video platform](#), the first PROPS-powered app, which will enable developers to leverage PROPS' open, many-to-many video infrastructure. You can learn more about the PROPS platform [here](#).

## **2) Who can participate in the PROPS Token offering on CoinList?**

Only accredited investors who pass the KYC process can participate in the upcoming offering on CoinList. Non-accredited investors can participate on Republic Crypto.

## **3) Can international investors and users participate in the PROPS Token offering?**

Yes, people outside of the U.S., can participate in the upcoming token offering as allowed by applicable law. Investors from all over the world will be able to participate, except countries and territories restricted by law or regulations, such as Iran, North Korea, Sudan, Syria, etc.

## **4) Who will govern PROPS? Can the supply of PROPS tokens increase or decrease?**

The token supply is fixed, it cannot increase or decrease after the Token Distribution Event. PROPS in circulation will gradually grow over time. Fifty percent of tokens will be held by the Decentralized Media Foundation, a nonprofit organization, that programmatically and transparently distributes tokens over multiple years to developers and creators who contribute value to the ecosystem. As a result, the majority of tokens will be distributed over time to partners and the public.

In practice this implies that in the first year, up to 5.9% of the total supply may become active and eligible for distribution from the Decentralized Media Foundation allocation, declining to 5.1% in year two and reducing further each year thereafter. If the PROPS Foundation releases less than the proposed cap in any given year it will rollover to the subsequent periods. The Foundation may change the proposed cap in the future.

## **5) When will the network with tokens go live?**

PROPS token network will go live immediately after the token sale is finalized in the first quarter of 2018. The Rize app in alpha is currently being tested by thousands of people, and the Rize app in beta is expected to launch by early 2018 with the PROPS token functionality. Participants in the token sale will have their tokens distributed shortly after the sale and will be able to use them on the Rize app.

## **6) Will the tokens be integrated on exchanges? If yes, when?**

PROPS holders will have the ability to transfer the token to others and therefore trade them at the end of the Token Distribution Event. We are committed to bringing crypto to the masses with this project. As such, we are working internally to create the most frictionless method possible for those who want to convert their PROPS to fiat. This has been a priority for us and is something that we plan to continue to improve upon over time, beyond launch. It is possible that secondary markets will develop for buying and selling the PROPS token after the network goes live, however this is not guaranteed and is outside of our control.

## **7) What are the requirements for being an Accredited Investor?**

Accredited Investors are individuals with \$1M or more in assets (excluding the value of a primary residence) or \$200K or more in income for the past two years. Only accredited investors can participate in the accredited sale as required by applicable law. Non-accredited investors can participate through our partnership with Republic Crypto.

## **8) What is the hard cap for the sale?**

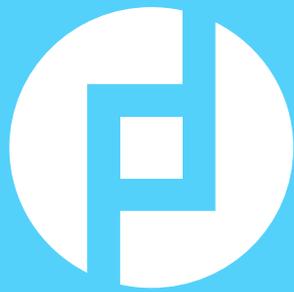
The hard cap for the sale will be \$25 million USD.

## **9) Do overseas users also have to go through identity verification and “KYC” (“know-your-customer”) checks?**

Yes. Identity verification and KYC checks apply equally to US users and people outside of the US. The accredited sale KYC checks are implemented differently from the user sale, but broadly speaking you will need to provide a government ID and other information before a token purchase closes.

## **10) How do I get my tokens?**

You will need to provide an ERC-20 compatible Ethereum wallet address for your tokens to be sent to, before the Token Distribution Event occurs. Once the sale has concluded, we will reach out to collect this information.



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[propsproject.com](http://propsproject.com)