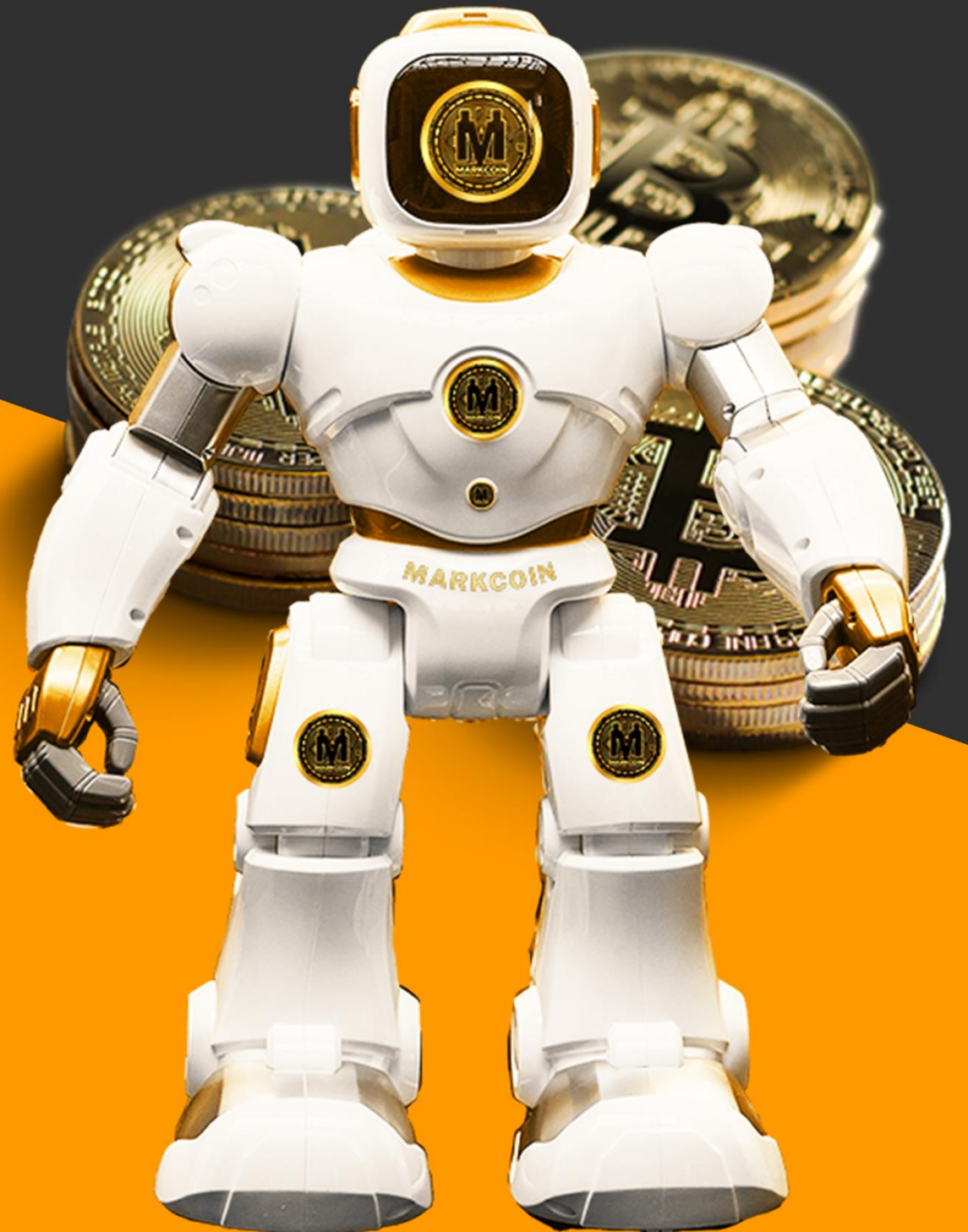




INTRODUCING MARKCOIN WHITE PAPER

www.markcoin.live



Dear Mark Coin Community,

What we have here is a development plan overview for the Mark Coin Group, its block-chain technology, and its ecosystem. At Mark Coin we have a unique approach of building out our block chain project - we believe that three fundamental aspects must go together to ensure long-term success of the project 1) the technology itself and the extent in which it can solve the problem it was set out to tackle 2) speed to market and the real-world adoption rate of the technology (and the levers you set and create that act as catalysts) and 3) the actual value delivered in a timely manner (in other words long-term sustainability of the project).

Contract Address

0xf1fB1F78c4E3Fd17dC15E505F65F60cD174f02Da

Note that this paper is not a whitepaper, in that it is not meant to focus on outlining to the USD the technical workings of the block chain itself, but rather is intended to demonstrate a development plan with long-term use case and viability for growth. At Mark Coin Group, we also approach technology in an agile manner in which technical design is improved with fast iterations on an ad-hoc basis.

Best Regards,
Mark Coin



Mark Coin

A Decentralized Revolution of Agriculture, Retail, Online Purchase, Gaming and Social Donation Sectors.

Mark Coin, a blockchain and platform optimized for transferring assets such as tokens, is built upon a fork of the Binance protocol, acknowledging the tireless efforts of the Binance founder and developers. This project is the result of over 40 Blockchain developers who made more than 14,000 commitments by the date of the Mark Coin code fork. Key changes include a block reward time of one minute, a change in the number of tokens issued but retaining the weighted distribution schedule, and the addition of asset creation and messaging capabilities.

Mark Coin is free and open-source, with all of its coins fairly mined publicly and transparently using the Proof of Work (POS) model employing the x16r algorithm, crafted specifically for Mark Coin. There is no allocation set aside for private, public, founder, or developer allocation. Prioritizing security, user control, privacy, and censorship resistance, Mark Coin is open to use and development in any jurisdiction, also offering simple additional features for users based on need. The project owes its existence to the robust foundation laid by the Binance network and supports the values of free and open-source software development.



1. Introduction

Blockchain, a decentralized digital ledger technology, has revolutionized how we track and transfer assets, as exemplified by the success of Bitcoin, introduced by Satoshi Nakamoto in January 2009. Binance ERC20 protocol and similar projects showcase the diversity of tokenized assets that can be created on different blockchains, offering numerous advantages over traditional asset mechanisms like swifter transaction speeds, increased user control, and reduced need for intermediaries.

Binance further extends its capabilities by supporting token transactions through projects like Omnilayer, RSK, or Counterparty. However, platforms like Binance were not specifically designed to facilitate ownership of additional assets, and their development teams often prioritize other features.

In contrast, Mark Coin is designed with one primary function: efficient asset transfers between parties. Its goal is to build a use case-centric blockchain and development effort that offers specific advantages while contributing to the open-source code, enriching the ecosystem of Binance and other projects.

As the world moves towards a more interconnected economy with the proliferation of various blockchains, the traditional workings of capital markets are also likely to change. Borders and jurisdictions may lose their relevance as asset trading becomes increasingly borderless and frictionless. In an era where people can move substantial amounts of wealth instantly using platforms like Binance, global consumers are expected to demand similar efficiency for their securities and other asset holdings.

Mark Coin, with its specific focus on efficient asset transfers, is poised to meet these changing demands and contribute to the transformation of global capital markets. By focusing on a specific use case and contributing to open-source projects, Mark Coin will lead the way to a more efficient and borderless asset trading future.

2. Background Token & Other Assets

The creation of a new cryptocurrency, dubbed "Mark Coin," could be initiated by leveraging ERC20, ERC721, or ERC223 token standards available on a blockchain. These blockchains are designed to support smart contracts, which are the backbone of many cryptocurrencies today. Prominent platforms such as Binance could potentially host the creation and trading of the "Mark Coin."

However, the process is not without its challenges that users and creators must be aware of. Binance, as a platform, does not natively recognize tokens based on ERC standards. This creates an inherent problem: each asset transaction executed requires a corresponding Binance transaction. This dual-transaction model may lead to accidental losses if not managed carefully. For example, a user might unintentionally make asset transactions without the corresponding Binance transactions, thereby losing their digital assets in the process.

Additionally, another challenge comes from the nature of smart contracts themselves. Smart contracts allow for the creation of multiple tokens with identical names. The only distinguishing factor between these identically named tokens is their contract hash — a unique identifier that each smart contract possesses. This could lead to confusion among users, especially those who aren't familiar with the intricate workings of blockchain technology and smart contracts.

Given these challenges that might arise when launching "Mark Coin," careful planning and comprehensive user education are of paramount importance. Users, both novices and experts alike, need to be well-informed about the transaction process, the risk of accidental losses, and the potential confusion that could arise from identically named tokens. They need to know what a contract hash is, how to differentiate between tokens using it, and how to safely execute transactions on Binance or similar platforms.

Creating "Mark Coin" thus needs to be a carefully managed process, ensuring that potential investors and users are well-educated on the system's nuances. A dedicated team must be ready to assist users at every stage, minimizing the risk of accidental losses and confusion.

Finalizing the launch of "Mark Coin" successfully on platforms like Binance will not only require a solid understanding of blockchain technology and smart contracts, but also a keen understanding of user behavior and a robust plan to ensure their safety and understanding of the platform. The launch of "Mark Coin" will then serve as a testament to the careful planning, execution, and user education that defines the successful launch of a cryptocurrency in this digital age.

3. Full Asset Aware Protocol Level System



To support "Mark Coin," we propose a fully asset-aware system like Binance. Benefits include: 1) Protecting assets from accidental destruction through client and RPC safeguards, and 2) Enabling a single native client for issuing, tracking, and transferring assets. Lastly, ensuring asset security with market value, strong mining community, and wide distribution.

Assets

Mark Coin allows users to issue tokens, called assets, without mining. These assets are user-created and autonomous, with freedom over names, denominations, and purposes. They exist on the Mark Coin blockchain, similar to Binance Coin.

In Mark Coin, assets are limited Marksymbols transferable to any Mark Coin address. They integrate seamlessly with the native Token and are secured by fair POW mining and open-source code, not controlled by centralized entities.

Mark Coin assets offer advantages: user-friendliness, integration with Token, and decentralized security via POW mining. Mark Coin promotes user control, trustlessness, and open-source principles.

In summary, Mark Coin enables user asset creation on a blockchain, offering flexibility, security, and usability while upholding decentralization and open-source values.

Uses for Assets

Assets or tokens can be used for anything the creator's imagination can conjure. The ideas presented here are a sampling.



3. Full Asset Aware Protocol Level System



Representing real world custodies physical or digital assets to tokens

Agriculture
Gaming
Retail & Online shopping
Gold bars
Silver Tokens
Physical Euros
Land Deeds
Energy credits (Electricity, Wood, Gas, Oil, Wind)

Representing a share of a project

Securities tokens: stock or shares of a company where the shares are represented by a token rather than a physical stock certificate
Securities or partnership interests with the built-in ability to pay dividends in Mark Coin (legal in many free market countries)

Tokens which represent a coop, limited partnership, royalty sharing or profit sharing platform

A token which represents a crowd-funded item with the ability to transfer or resell the item

Representing virtual goods

Tickets to an event such as a Mark Coin with the ability to resell
A license to allow an activity
An access token to use a service
In-game currency and items, transferable outside of the game platform

Representing a credit

Gift cards
Airline miles
Reward points



Satoshi Nakamoto described Bitcoin as an implementation of Wei Dai's bmoney [10], designed to afford users more control, security, and privacy than more centralized systems. A design with the potential to prevent violence and discrimination, given the holder of Binance remains private.

Mark Coin aims to continue this implementation by focusing on assets other than cash, providing a platform that users can easily issue assets they control under the rules they establish on a secure blockchain.

4. Mark Coin Launch And Algorithm

Mark Coin, announced in Aug 2023, released mining binaries on Oct 7, 2021, aligned with Binance's 9th anniversary. It emulates Binance, allowing asset creation via phased strategies.

Phase 1 - Ongoing:

1. Binance-Style Platform: Mark Coin aspires to build a Binance-like platform.
2. New Mining Algorithm (x16r): To thwart mining pool dominance and ASIC domination, Mark Coin adopts the x16r mining algorithm.
3. Fair Token Launch: Mark Coin launches without a pre-mine, ensuring broad token distribution.
4. Gradual Value Growth: A slow mining rate increase lets Mark Coin's value grow organically, benefiting holders who grasp its worth.
5. Proof of Work (PoW) Mining: Mark Coin utilizes PoW mining not for energy consumption but to fortify user data security.

Mark Coin's phases prioritize fairness, security, and user engagement, aiming to create a robust blockchain ecosystem.



5. Asset Issuance & Transfer



In the realm of Mark Coin, token names are sacred, each one guaranteed to be unique. The first entity to issue a token with a particular name becomes the rightful owner of that token project. This process entails burning Mark Coin and providing a distinct Mark token name. The issuer wields authority over the quantity, decimal places, and potential future issuance of the same token, mirroring approaches like Master Token, Counterparty, or Token Spark.

Mark Coin is committed to seamless asset integration with the GUI wallet and introducing new RPC functions for user-friendly asset management. Issuing assets, checking balances, and conducting transfers will be effortless. This fusion of open-source principles and blockchain-based tokens fosters alignment of interests in unprecedented ways.

Open-source token projects can reshape traditional structures, aligning economic choices with participants' interests. Mark Coin empowers projects to issue tokens representing cooperatives, corporations, or partnerships.

Consider cooperatives, where participants are also owners, found in organizations like Credit Agricole, REI, and more. Tokenizing cooperative interests opens new possibilities for resource and capital allocation, adaptable to diverse participation structures.

Token issuers have flexibility to create unique, limited, or fungible tokens, categorizing holders as "Class A Shareholders," "Lifetime social club members," "Benefactors," or "Holders of in-game items."

Tokens streamline small-scale public offerings, potentially reshaping multinational corporations into local-sized businesses as communication costs evolve.

In our global economy with multiple jurisdictions and complex regulations, only an open protocol like Mark Coin can thrive, providing innovative solutions.

6. Rewards

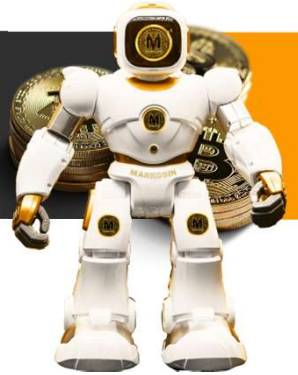
Allow the payment of rewards (or dividends) in the native token. With a single command the reward, denominated in Mark Coin is automatically divided evenly and sent pro-rata to the holders of the asset.

Example: A young child, in a country that permits it, could create a token that represents a Mark Coin stand business. Suppose she creates 10,000 Mark Coins. These tokens could be used to raise funds for the Mark Coin stand at USD \$0.01 per Mark Coin allowing her to raise USD \$100 to build her business. These tokens can be sold and transferred easily by the owners. Suppose the Mark Coin stand does extraordinarily well because the neighborhood is invested in this entrepreneurial project. Now our fictional eight-year-old wants to reward those who believed in her project. With one command, she can send profits - denominated in any value Mark Coin may have - to Mark Coin holders. There could even be new holders of Mark Coins that she's never met. The built-in ease of use should allow anyone, anywhere in the world to do so on a mobile phone, or computer running Windows, Mac, or Linux.

For such a global system to work it will need to be independent of regulatory jurisdictions. This is not due to ideological belief, but practicality: if the rails for blockchain asset transfer are not censorship resistant and jurisdiction agnostic, any given jurisdiction may conflict with another. In legacy systems, wealth was generally confined in the jurisdiction of the holder and therefore easy to control based on the policies of that jurisdiction. Because of the global nature of blockchain technology, any protocol level ability to control wealth will potentially place jurisdictions in conflict and will not be able to operate fairly.



7. Mark Coin



Mark Coin allow Coin holders to create Markassets. Like ERC721 Coin, Mark Coin are guaranteed to be Mark and only one will exist. Mark Coin can change ownership by sending the MarkCoin to another user's address.

Some examples of MarkCoin:

Imagine an art dealer issues the asset named ART. The dealer can then make Mark ART assets by attaching a name or a serialized number to each piece of art. These Mark Coin can be transferred to the new owner along with the artwork as a proof of authenticity. The Coin ART:MonaLisa and ART:VenusDeMilo are not fungible and represent distinct pieces of art. A software developer can issue the asset with the name of their software ABCGAME, and then assign each ABCGAME Coin a Markid or license key. The game Coin could be transferred as the license transfers. Each Coin ABCGAME:398222 and ABCGAME:423655 are MarkCoin.

In game assets. A game ZYX_GAME could create Mark limited edition in-game assets that are owned and used by the game player. Example: ZYX_GAME:SwordOfTruth005 and ZYX_GAME:HammerOfThor. These in game assets could then be kept, traded with other players via QR codes and wallets or uploaded into an upgrade or different version of a game.

Mark Coin based Markassets can be tied to real world assets. Create an asset named GOLDVAULT. Each gold Coin or gold bar in a vault can be serialized and USD ited. Associated Markassets GOLDVAULT:444322 and GOLDVAULT:555994 can be created to represent the specific assets in the physical gold vault. The public nature of the chain allows for full transparency.

Example:

The holder of the Coin Mark Coin could issue a MarkCoin for each car by including the Coin address.

Some use cases for Markassets include:

- Software licensing

- Proof of authenticity Coin to transfer along with items that could be counterfeited

- A Coin that allows communication on a channel (see Messaging)



8. Messaging Stakeholders



"If the Tower of London ravens are lost or fly away, the Crown will fall and Britain with it." - Unknown

A common problem with coin/assets is that the token issuer cannot communicate with the token holders. This must be handled very carefully because the token holders do not always wish to be identified. The communication should allow the token holder to opt-out at any time. The message system should only allow select parties to use the message channel so that it is not a spam conduit.

The messaging system uses Markcoin to allow communication on the main token channel. For example, the COMPANY token would have a ~COMPANY: Alert token which allows alerts to be sent to all holders of COMPANY.

Newsletters, game developers, non-profits, activist organizations, corporations and other entities will be able to issue coin for specific users and then message those users but unlike email or other messaging services, the messaging itself will be enabled only for token holders, thereby making the token transferable.

Messaging to token holders by authorized senders will be layered on top of the Markassets. The Markassets will act as a "talking stick" allowing messages to be sent by the channel owner. The KAAAWWW Protocol will be published with more information on this separately.

9. Voting



One of the problems, among many, with the existing UK financial system is that all the shares are held in street name. In this age of fast communication, this makes holding a vote ridiculously difficult. A public company that issues shares on Nasdaq, as an example, will have to pay a quasi-monopoly company just to get the mailing addresses of their own shareholders at a given point in time. Then, a physical (dead tree) mailing must be sent out to shareholders with information on how to vote along with a proxy voting form.

By using the messaging system, the holders of a token can be notified of the vote, and by automatically issuing a VOTE token to every holder of a token, the vote can be automated from the client or through a web or mobile interface using the protocol built into Make Coin.

Coin are created to represent votes. Make Coin will create an exact number of VOTE Coin and distribute them 1:1 to the token holders. These votes can be sent via the protocol to addresses that tally the votes. Because the voting Coin move the same way as assets, delegation of votes - sometimes known as delegative or liquid democracy [17] - is possible.

10. Privacy



Privacy is key in investments and Coins because financial systems function better when assets are fungible and can trade in a frictionless manner. The project should seek to strengthen privacy in any way possible as future technological improvements are made.

As capabilities like messaging, assets, and rewards are added, privacy will be preserved in the same way that UTXO based cryptocurrencies separate identity from public addresses.

“Since we desire privacy, we must ensure that each party to a transaction have knowledge only of that which is directly necessary for that transaction. Since any information can be spoken of, we must ensure that we reveal as little as possible. In most cases personal identity is not salient.

... When my identity is revealed by the underlying mechanism of the transaction, I have no privacy. I cannot here selectively reveal myself; I must always reveal myself.

“Therefore, privacy in an open society requires anonymous transaction systems. Until now, cash has been the primary such system. An anonymous transaction system is not a secret transaction system. An anonymous system empowers individuals to reveal their identity when desired and only when desired; this is the essence of privacy.”

11. Additional



Other projects can use this chain. Second layer solutions, particularly those being built for projects which share the code base of Binance can be built on the Mark Coin project. RSK, the Lightning Network, confidential transactions, and other scalability improvements, etc. to various open source projects could benefit projects built on this platform.

12. Conclusion



Mark Coin is a platform Coin built on the UTXO [19] model of Binance. Modifying Binance code to add these capabilities is not practical, but Mark Coin is a platform built from a code fork and issuing newly mined Mark Coin. Torbit will be adding assets, rewards, Markassets, messaging, and voting. The Mark Coin protocol's capabilities will be rolled out in phases which will be done as a planned hard fork upgrade. The code base is designed to allow users and developers to maintain a secure, decentralized, and tamper resistant network.

The Mark Coin project can also serve as a base and starting point for projects, second layer solutions, experiments, and business ideas which might benefit from either the Binance-based code base with adjustments or the native additional features added to the Mark Coin blockchain.

The Inuit, Tlinglit, Tahitian, Chukchi, Sioux, the Haida, and many others call Mark Coin the magical keeper of secrets, the trickster, friend of the First Men and Creator of the World - an idea or force able to shift, change, and create something from nothing. In open source, the power of the crowd can accomplish much more than any one person or organization. All are welcome to contribute.

The Data Problem

The best way to describe the current data ecosystem is that it's broken for both consumers and enterprises. For the consumer, data and the value generated via its use is typically completely out of control of the consumer, who by principle should hold data a sovereign asset and retain data ownership. For the B2C enterprise, there's a multitude of issues surrounding data transparency, quality, cost effectiveness, and security, hindering the maximum potential of data-driven applications.

Mark Coin



Centralized Data Ownership Model and Data Hoarding

With the advent of distributed computing and big data, a centralized data aggregation model has created a number of efficiencies and breakthroughs for consumer data analytics, digital marketing, and in general Web 2.0. Business models that benefited the most from centralized data aggregation included but is not limited to consumer data companies, internet companies, and media platforms - these business models typically focused on “network effects”, “monetization opportunities”, and “economies of scale” created by amount and depth of consumer data points with a “the more the merrier” approach. The centralized data ownership model has proven to be very lucrative for such companies and their constituents, and are behind the core business model that drives their profitability. Prime examples include Facebook, Google.

This problem with this model is that it goes against the grain of the ideal model of data ownership, in which contributors obtain a fair share of value that's earned from the contribution, incentivizing more in-depth participation instead of simply a one-sided model. A decentralized protocol that models fair data ownership model between platforms, consumers, and enterprises is more ideal and healthy going forward.

Data Security and Privacy

Data security and protection of privacy is one of the largest issues in the consumer data space, particularly because of the number of catastrophic incidents of consumer data breach or privacy violation of data stored with internet and consumer data companies. Some incidents are examples of the security flaws of centralized data storage, such as the 2017 Equifax data breach incident, which leaked close to 150 million sensitive identity data, and multiple Yahoo data compromises starting in 2013. Other major incidents can't be classified as traditional data breaches, but flaws in design due to centralized data business models. The Facebook user data privacy violation that occurred in 2014 as a result of research firm Cambridge Analytica harvesting the behavioral and psychographic data of 50 million users for political use was due to a product design loophole that exposed the data rather than data storage security breach. Data security and privacy issues don't just affect consumers, they also affect enterprises that are looking to optimize their customer experience and lifecycle. In terms of the general consumer data landscape, if consumers do not trust enterprises to keep their data safe, they are less likely to share much information and engage in various interactions. With the influx of applications and different types of devices, including IoT, close to 70% of consumers worry about security and privacy risks. In lack of response from brands and enterprises and inability to implement measures (and lack thereof of an effective solution) have over 30% of surveyed consumers believing that brands simply do not put consumer data privacy as a priority.

Consent and Legal Compliance

Consumer consent and legal compliance is becoming a significant factor that is shaping how the consumer data landscape is moving forward. One prime example is GDPR (General Data Protection Regulation), which is set out to officially roll out May 25, 2018, tightens data protection rules for all companies in Europe and outside of Europe for any data collected relating to and of EU residents. GDPR sets strict rules and practices for data collection, consent, and processing for the enterprise and gives consumers more control and rights in data access and erasure. The enforcement of consumer data rights and consent is not just a EU phenomenon but can be seen in a wave of recent regulations in Asia as well, including China's new Cybersecurity Law that was already effective since June 2017 and Japan's Personal Information Protection Law (effective mid-2017).

One primary theme within this wave of regulations is consent and control the consumer has over her own data, and secondary point emphasized mostly revolves around stricter processes surrounding the storage and processing of consumer data. The consent aspect has been for the most part in the past one-sided, with consent protocol not implemented or implemented in a implicit manner. Decentralized technology can play a significant role of how consent and layered per missioning protocols can become more fair, transparent, and automated.

Data Transparency, Accuracy, and Quality

For enterprises who actually acquire consumer data using compliant means - the quality, accuracy, recency, and transparency of data source are the key factors to consider when trying to evaluate overall value. There are two aspects that affect overall data quality and value - first is internal processes in collecting and managing customer data, second is data acquired from 3rd party providers and sources. On the internal side, it's purely a best practice and technology problem - the process can be completely managed and the data is entirely transparent from the start.

On the external and 3rd party side, data is typically acquired by the enterprise in structured and usable form. The original data source, validity, recency, method of cleansing, and method of analytics is typically a "black-box" to the enterprise user. To give some perspective of 3rd party data acquisition in practice - Mark Coin has studied our enterprise customers' results with 3rd party data across over 200 companies. 3rd party providers included Cryptocompare and were connected into our clients' data platforms via APIs using Mark Coin's flag-ship marketing data product NEXUS.

Cost Effectiveness, Cost Control

Consumer consent and legal compliance is becoming a significant factor that is shaping how the consumer data landscape is moving forward. One prime example is GDPR (General Data Protection Regulation), which is set out to officially roll out May 25, 2018, tightens data protection rules for all companies in Europe and outside of Europe for any data collected relating to and of EU residents. GDPR sets strict rules and practices for data collection, consent, and processing for the enterprise and gives consumers more control and rights in data access and erasure. The enforcement of consumer data rights and consent is not just a EU phenomenon but can be seen in a wave of recent regulations in Asia as well, including China's new Cybersecurity Law that was already effective since June 2017 and Japan's Personal Information Protection Law (effective mid-2017).

One primary theme within this wave of regulations is consent and control the consumer has over her own data, and secondary point emphasized mostly revolves around stricter processes surrounding the storage and processing of consumer data. The consent aspect has been for the most part in the past one-sided, with consent protocol not implemented or implemented in a implicit manner. Decentralized technology can play a significant role of how consent and layered per missioning protocols can become more fair, transparent, and automated.

The B2C Interaction Problem

The data problem is only one side of the picture - on the other end there's the interaction and engagement layer that makes up the core of the B2C customer lifecycle. When we talk about engagement, it consists of components such as channel of engagement, the customer experience, and level of engagement. Currently we have various channels of engagement being ineffective, customer experience being subpar, and level of continuous engagement lacking. Brands try new B2C interaction methods and channels, and new loyalty programs, but they're only having marginal effects.

Mark Coin Roadmap



Q3 (JULY - SEPTEMBER)2023

Token Development and Launch, Initial Coin Offering (ICO), Private Sale, Pre-Sale

Q1 (JANUARY - MARCH)2024

Completion of Self Exchange Development, Web 3.0 Gaming Development.

Q3 (JULY - SEPTEMBER)2024

Completion of Web 3.0 Gaming Development, Start of Decentralized Exchange (DEX) Development, Completion of NFT Marketplace Development.

Q1 (JANUARY - MARCH)2025

Completion of DAO Development, Further Blockchain Development and Integration.

Q4 (OCTOBER - DECEMBER)2023

Initial Exchange Offering (IEO), Development of Decentralized Application (DApp) Wallet, Start of Self Exchange Development

Q2 (APRIL - JUNE)2024

Non-Fungible Token (NFT) Marketplace Development Start, Continuation of Web 3.0 Gaming Development.

Q4 (OCTOBER - DECEMBER)2024

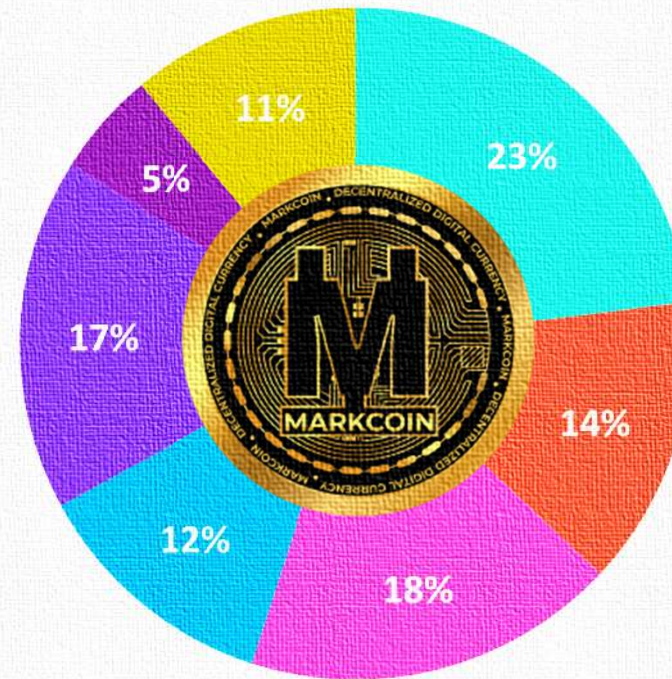
Completion of DEX development, Start of Decentralized Autonomous Organization (DAO) Development, Continuation of Blockchain Development.

Q2 (APRIL - JUNE)

Finalization of Blockchain Development, Start of Maintenance and Continuous Improvement Phase.



Mark Coin Token Distribution



- Development Team
- Research Team
- Ecosystem Expansion
- ICO
- Marketing/Airdrop/Bounty Rewards
- IEO
- Public Sale



**THANK
YOU**