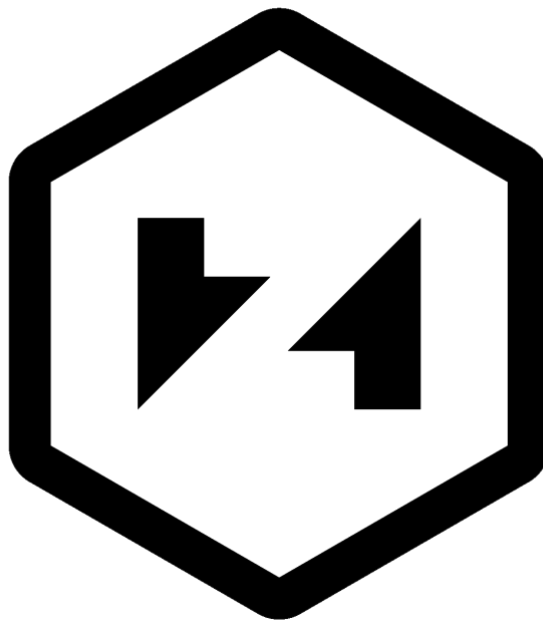


Bringing IT Consulting and Development closer together

Currency that motivates productiveness, brings value
and eases operation.



ZAN COIN WHITE PAPER

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KEY TERMINOLOGY

Developer or Software Developer (DEV):

Responsible for the research, design, programming and testing of computer software (similar descriptors include programmer, software analyst and/or software engineer).

Software Development Life Cycle (SDLC):

A framework for the division of software development work into distinct tranches to improve overall quality and design of the process and the product. The framework consists of a detailed plan for the development, implementation, maintenance and replacement of software.¹ The SDLC ensures the production of software of the highest quality, for the lowest cost and in the shortest time frame.²

Software Development (SD):

The process of designing, programming and testing required for the development and maintenance of software, from start to finish.

Blockchain technology:

A decentralized, cryptographically secure database, or ledger, of batches of data/currency transactions (blocks), stored in a network of hundreds of thousands of computers (nodes).³

Cryptocurrency:

A medium of exchange created and stored electronically in the blockchain, using encryption techniques to control the creation of monetary units and to verify the transfer of funds - it has no intrinsic value, no physical form and its supply is not determined by a central bank or other centralized body.⁴

¹ <https://www.techopedia.com/definition/22193/software-development-life-cycle-sdlc>

² <https://stackify.com/what-is-sdlc/>

³ <https://www.wired.com/story/guide-blockchain/> and <https://blockgeeks.com/guides/what-is-blockchain-technology/>

⁴ <https://blockgeeks.com/guides/what-is-cryptocurrency/>

Initial Coin Offering (ICO):

The creators of new digital currencies sell a proportion of the currency in advance of implementation, in order for investors to get in on the ground and for the currency creators to raise funds to finalize development of their technology.⁵

⁵ <https://www.wired.com/story/guide-blockchain/>

1) WHO ARE WE?



ZANFAU is a consulting and software development company, specialising in the enterprise security space. Our software products are focused on providing additional value to existing systems by creating reporting dashboards. We bring new ways to unlock the value of data, which is already being captured in most corporations.

Our consulting is in the identity management and application security space. We help our customers to design and implement solutions to automate processes, while ensuring compliance with internal and external requirements.

The two sides of our business enable us to assist our customers from a technical as well as a business point of view.

We have a team of dedicated resources and use contractors and freelance developers to help us deliver our solutions on time and to the highest possible quality.

2) INTRODUCING ZAN COIN



Software development (SD) models often lack consideration of factors ensuring employee motivation, which can affect the successful outcome of processes and the development of strong products.

Research into questions of employee motivation since the 1950s⁶ has consistently demonstrated that extreme job satisfaction is directly attributable to various tangible and intangible factors; factors such as interesting work and a strong sense of achievement in and responsibility for your work, as well as good pay and benefits⁷. When employee rewards and profits are directly linked to the success of the organisation through the products being developed, and can be measured through financial gain, then employee engagement and motivation can be enhanced. ZAN Coin can help make this happen.

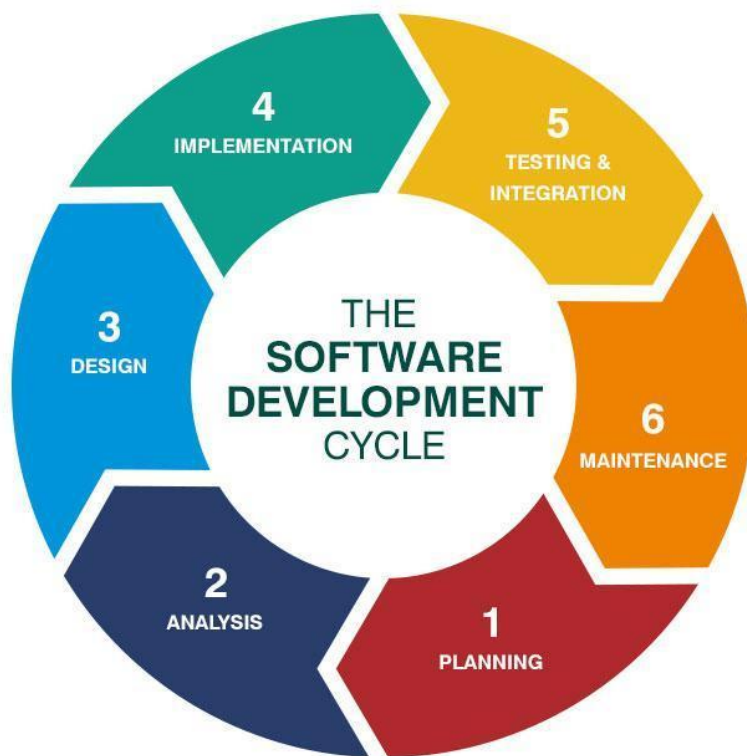
ZAN Coin is intended to increase the engagement and motivation of developers and investors in the software development life cycle (SDLC - see Figure 1) through the application of blockchain technology. ZANFAU aims to introduce a cryptocurrency into an existing and successful business model, to further improve its processes and products and truly embody core business values (see Figure 2). Developers and investors will be remunerated with ZAN Coin, which can then be cashed out or kept as further investment in the continued growth of the organisation. The potential for ZAN Coin dividends will enhance motivation through an increase in the level of responsibility of employees and other contributors to our overall achievements.

With over 35 years combined experience in security consulting and software development, ZANFAU would like to move the SDLC to a new level, making it faster, better and supported by a community of people who are truly invested in its success. Many of our freelance developers are already on board and are extremely supportive of this exciting shift in our approach to our business. We have done our homework and truly believe that this is an appropriate next step for growth. At the same time we do not entertain unrealistic expectations of massive increases in the value of ZAN Coin within short timeframes; what we offer is a concrete investment in a business with a solid background and an exciting future.

We at ZANFAU are very enthusiastic about using a cryptocurrency in our day-to-day work and are confident it can serve as a tool for enhanced motivation and success!

FIGURE 1:

The Software Development Life Cycle (SDLC) - maximising quality and efficiency and minimizing cost



⁶ <https://pdfs.semanticscholar.org/a3a4/05aff963b2d6d252e8ae136cde06508c0010.pdf>

⁷

https://s3.amazonaws.com/academia.edu.documents/40084558/Review_of_Employee_Motivation_Theories_-_Journal_of_American_Academy_of_Business.pdf?AWSAccessKeyId=AKIAIWOWYYGZ2Y53UL3A&Expires=1523591276&Signature=9e1BwX0KbGQGK71HeP7uw0RhUMU%3D&response-content-disposition=inline%3B%20filename%3DReview_of_Employee_Motivation_Theories_-.pdf

FIGURE 2:

Our commitment and our responsibility - ZANFAU embodies core business values for excellence in service standards and delivery of results



IMAGE CREDIT: Daniel de Carvalho Luz, CLO - Chief Learning Officer Grupo Panna

3) THE PROBLEM

SOFTWARE DEVELOPMENT LIFE CYCLE



The software development life cycle (SDLC) is a complex process involving the development, implementation, maintenance and replacement of software of the highest quality, for the lowest cost and in the shortest time frame.⁸

A dedicated and motivated team of developers and project managers is required to ensure the success of the SDLC, however building and maintaining employee motivation through this complex and high-pressure process can be tricky. Employee motivation has been a subject of serious inquiry for more than 70 years, and though motivating factors are fairly well understood, putting them into practice still proves difficult for some organisations.⁹

MOTIVATION



Salary/remuneration alone is, strangely enough, not generally the most motivating factor in the workplace. Research has consistently demonstrated that extreme job satisfaction is directly attributable to a variety of tangible and intangible, intrinsic and concrete factors (e.g. a strong sense of achievement, recognition of accomplishments/effort, undertaking interesting/challenging work, responsibility for work, good pay, good benefits, etc.).

ZANFAU believes that motivated employees will exponentially improve our processes and our products - and motivating employees means giving them a sense of responsibility and achievement beyond merely the accomplishment of a single phase or task in the SDLC. We believe that paying our employees through the cryptocurrency model implicates them directly in the success of our organisation, in the development and dissemination of high quality products from which they benefit both intrinsically (successful development and implementation of a whole product) and concretely (remuneration in ZAN Coin and accrued benefits as the value increases).

WHY WE'RE CHANGING OUR APPROACH



ZANFAU currently has a successful software development business with dedicated developers from across the globe. Our world-class team sees real potential in blockchain technology and the use of a cryptocurrency for the benefit of our organisation, our developers and our investors. We decided to develop our own cryptocurrency model, rather than using an existing currency such as Bitcoin, because it allows us to truly retain control of our investment, be it currency or labour. We feel that ZAN Coin will facilitate success by providing a common reward for employees, developers and managers alike.

POTENTIAL BENEFITS



Benefits will accrue in multiple ways. Developers will be more motivated (overall improvements in processes and products will benefit them directly through financial gain), which will lead to better products and increased sales, which in turn will lead to improved dividends for employees and investors - and all of this capped off with a buy-back option for cash flow and price growth.

⁸ <https://stackify.com/what-is-sdlc/>

⁹ <https://pdfs.semanticscholar.org/a3a4/05aff963b2d6d252e8ae136cde06508c0010.pdf>

4) ZAN COIN SOLUTION OVERVIEW



When introducing ZAN Coin we would like to ensure the involvement of like-minded people to share in our success across the board.

ZAN Coin is conceived by individuals with vast experience in different areas of expertise related to SDLC. Through ZANFAU, we have ongoing projects that are live and currently generating profit. By launching our own coin, we want to make the most of all the benefits of the blockchain, implementing it in our day-to-day business.

Why ZAN Coin? If the primary consideration was simply using a cryptocurrency, as previously discussed we could have used Bitcoin to pay our developers. But the speed of payments and tax issues are just two limitations of Bitcoin. Fundamentally we are aiming to involve people in our business and bind the currency price to our success. The most obvious way to achieve this is to keep coins in the pockets of the people who are driving the company forward – and for us this means the developers, who we hope will feel safe in the knowledge that their efforts will be rewarded monthly, with each sale generating further profits for them.

ZAN COIN LIFE-CYCLE



After the Initial Coin Offering (ICO) 70% of the coins will be shared amongst our developer/investor community. We aim to keep over 50% in the hands of developers in order to reward them for being among the most significant contributors to the success of our projects.

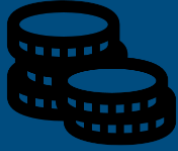
Using 20% of the total number of coins we will also initiate payments to our developers. This means distribution of coins to a team of devoted people who will then decide if they want to cash them out or keep their share as savings, becoming investors in ZANFAU.

Investors will start receiving dividends as soon as a project payment comes through. ZANFAU will be paid in traditional currency by our customers, which will then be converted to ZAN Coin and distributed to all investors (which also includes developers who've retained their ZAN Coin), depending on their proportion of shares.

“What happens when you run out of coins?”

This is where it gets fun. Every time we complete a sale, we will buy coins back from anyone willing to sell them on the open market. This is the so-called Buy-Back option (see Figure 3) which will actually fuel the coin price. What company buys back its own tokens? We will – because we need them to pay people. If people are not willing to sell their coins – the price will rise, which will consequently keep the price high. Higher priced coins are great as this will fuel motivation to further increase their value through even greater improvements in the quality and sales of our products - all while strengthening the trust of our business partners and benefits to investors.

ZAN COIN DIVIDENDS



Our dividends strategy is simple:

The profits of each sale will be split into 2 parts: 50% will go to the company and 50% will be split among ZAN coin holders relative to their proportion of coins. So not only investors, but developers as well, will gain dividends from their own work.

For example:

Assuming 1 ZAN = 1USD and a sale has occurred resulting in a profit of \$10,000 USD (10,000 ZAN Coin).

The profit is converted to 10,000 ZAN Coin and split 50/50 between company and investors.

Our investor John holds 1% of coins eligible for dividends, therefore he will receive 50 ZAN coin for this one sale!

Note: The ZAN Coin held by the founders or by ZANFAU for future payments are not part of the dividend pool. This means that all the dividends go to the investors, not back into ZANFAU or to the founders.

We will post monthly updates about the company's success and pay dividends monthly based on our sales results. This can all be seen on the ZANFAU website:

www.zanfau.com

WHAT WILL WE DO WITH THE MONEY WE RAISE THROUGH THIS ICO?



The initial investment generated by the ICO will be split three ways:

1) Infrastructure/Operations investment

We need to build up a strong testing and development infrastructure in order to improve our business.

Currently we run most of our operations on local machines - and we need infrastructure that will facilitate our work. This will lead to faster production, better and more complete testing and excellence in product development and delivery.

2) Sales

We will broaden our customer portfolio by conducting face-to-face meetings with new customers, developing formal partnerships, participating in conferences, and hosting special events.

3) Certification

We need to acquire official certification on most of our products, such as ISO 27001 and UAM compliance, which, though expensive and resource intensive, will greatly increase sales and benefits for our developers and investors.

FIGURE 3:

Buy Back Cycle



5) ZAN COIN DISTRIBUTION



Coins intended for founders will be locked for 1 calendar year from the ICO date. This guarantees the founders will stay motivated through the time required to finish the ICO project on schedule.

1) Crowd-Sale

The funds collected from the ICO will be fully invested to fund the ZAN Coin project. The funds collected will either be released to the project owners or safely returned to the contributors if the target soft cap goal of USD 1,000,000 is not achieved. If there are tokens left after the ICO they will be burned.

Note: The soft and hard cap goals are tied to the value of Ethereum (ETH). If the value of ETH changes significantly during the ICO phase, the soft and hard cap goals will be adjusted accordingly. We will announce any such changes on our website and on our official telegram group:

<https://t.me/zancoinofficial>

2) Whitelist

Our whitelist provides registered users with the privilege of purchasing ZAN Coin before the start of the first round of the coin sale. Users have to provide their email address and the amount of ZAN Coin they would like to acquire. There is a 24-hour time frame for the first round for users who purchased coins to send to Ethereum or Bitcoin in order to complete the contribution.

3) Private Contributions

For those that strongly support the future of the ZAN Coin project and want to purchase coins earlier, it is possible to contact the team directly via email:

support@zancoin.tech, or on our telegram channel: <https://t.me/zancoingroup>.

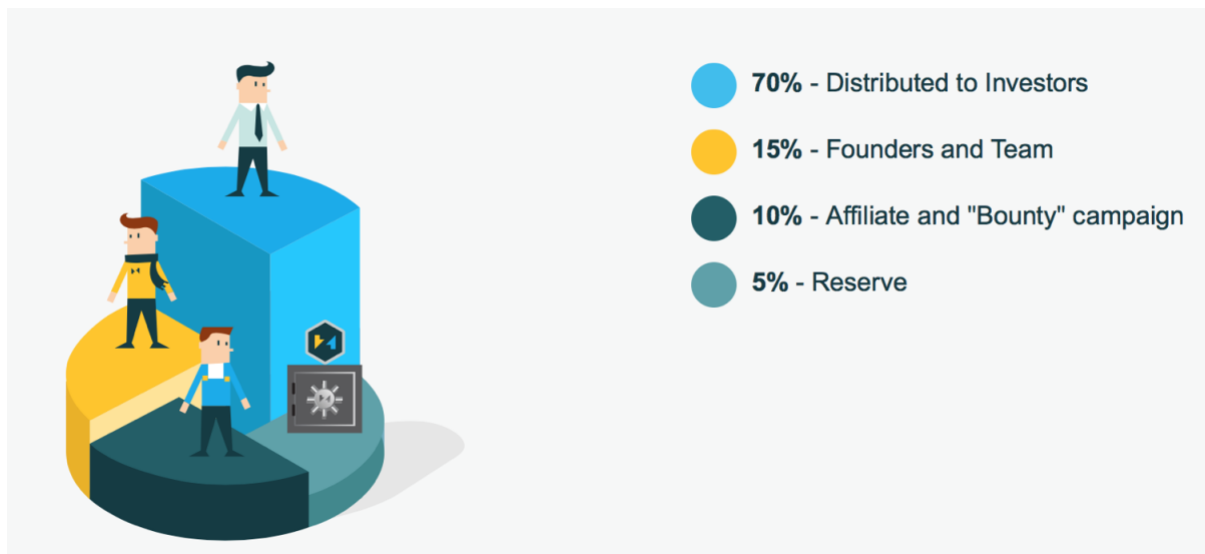
4) Referral Bonus

Users are able to see their referral links on user profile pages. They may share their link with others. 5% of the total coins of the downline will be added to the referrer's total number coins.

TABLE 1:

The total ZAN Coin supply will be 17,148,385 tokens. They will be distributed as follows:

Investors	70%	12 003 870
Affiliate and bounty	10%	1 714 838
Founders and Team	15%	2 572 257
Reserve	5%	857 419



The ZAN Coin held by Founders and coins held in the reserve by ZANFAU are not included in the dividend calculations.

TABLE 2:

ZAN Coin Launch Schedule

Event	Start date	End date	Tokens per 1 ETH
Pre-sale	15th May 2018	22nd May 2018	1500

ICO round 1	5th June 2018	12th June 2018	1200
ICO round 2	1st July	8th July 2018	900

THE TEAM BEHIND ZAN

Henrik Madsen (CEO)

Security Architect and implementation expert with more than 21 years experience with application security across several global clients. Henrik is the ZAN Coin CEO and is a highly respected member of the team.

Rali Ralev (CTO)

Blockchain Architect and integration guru with deep knowledge of multiple programming languages. Rali has participated in several successful start-up and blockchain projects, which means he's the best for ensuring a reliable and stable platform.

Todor Boyadzhiev (COO)

Project Manager and quality assurance specialist with more than 14 years experience in the IT sector. Todor is responsible for the ZAN Coin team operations and is our main speaker, so expect a lot of interviews with him!

ADVISORS

Kristiyan Marinov

Development Architect and Senior Developer

Paco Saez

Paco is a Marketing Professor in Universidad de Manizales, with vast experience in the EU, US and Latin America.

Chris Harmour

Chris has been a security consultant for over 12 years. He has experience in international affairs and will support us in this space.

Dimitar Apostolov

Dimitar has extensive experience in JEE and Android Apps

George Pavlov

George is a developer with 15 years of experience with Java in addition to other programming languages..

Ina Andreeva

Ina is a developer starting with .NET and now working with Java. She is supporting and contributing to our ideas from the development perspective.

Bjarne Chris Haug

Bjarne is co-founder of many companies and he is supporting our project. He also has a successful real estate photography business.

Stefan Dimitrov

Stefan is one of the earliest Bitcoin miners. He is also a freelance developer and SEO specialist with extensive expertise.

Monica Brown

Monica has 12 years of experience as a senior policy analyst with the Government of Canada and an academic background in communications and education - she is providing communications, writing and research support.

LEGAL DISCLAIMER

The purpose of this White Paper is to present ZAN Coin to potential coin holders in connection with the proposed crowdsale. This White Paper is for information purposes only and it does not create any contractual relationship between ZANFAU or ZAN Coin, or any recipient of this White Paper. The sole purpose of this White Paper is to provide relevant and reasonable information to potential coin holders.

Updates to the White Paper will be published on the ZAN Coin website.

ZAN Coin makes no warranties or representation as to the successful development or implementation of the project, or achievement of any activities noted in the White Paper, and disclaims any warranties implied by law or otherwise.