



MINGO

Growing the crypto community by
100x

V1.7 (updated 2017-10-02)

Table of Contents

1. Executive Summary	3
2. The Opportunity	4
2.1 Pre-sale	4
2.1.1 Pre-sale Purpose	4
2.1.2 Pre-sale Budget	4
2.1.3 MingoToken	5
2.1.4 Participating in Pre-sale	5
2.1.5 Website	6
2.2 Initial Coin Offering.....	6
2.2.1 ICO Purpose	6
2.2.2 MingoToken	7
2.2.3 Participating in ICO	7
2.3 Coin Launch	7
2.3.1 MingoCoin	7
2.3.2 Volume Calculation	7
2.3.3 Distribution	7
3. The Platform	9
3.1 MingoMessenger.....	10
3.1.1 Account Merging	10
3.1.2 Contact Merging.....	11
3.1.3 Future Messenger Features.....	11
3.1.4 White-labelled Mingo Business Channel	11
3.2 MingoWallet.....	12
3.2.1 Gamification.....	12
3.2.2 Multi-currency.....	13
3.2.3 Cross-currency.....	13
3.3 MingoCoin	14
4. Strategic Partners.....	15
4.1 Niall Horan	15

4.2 Xunison..... 15

4.3 CYFX..... 15

4.4 Enterprise Ireland 16

5. Team 17

 5.1 Internal 17

 5.2 Advisors 19

6. Conclusion..... 20

 6.1 Roadmap 20

References..... 21

1. Executive Summary

Imagine downloading Mingo, joining the Mingo ICO Telegram group in Q1 of 2018, clicking a “contribute” button in the group message, choosing your source of funds (BTC, ETH, EUR, or USD) and contributing. Mingo makes cryptocurrency accessible to masses. **Mingo may be how all future ICOs are run.**

Mingo is launching a cryptocurrency pre-sale to raise €2,000,000 at **3pm GMT on the 25th September 2017**, in advance of our planned Initial Coin Offering (ICO) in the 1st quarter of 2018. This represents an opportunity to contribute to our mission of making cryptocurrency accessible to the masses, whilst enabling enterprises to accept crypto payments via Mingo’s messenger interface.

Mingo is an interconnected set of supporting products. *MingoMessenger* is a multi-channel messenger app designed to discover, share, and transact with your messaging contacts. *MingoWallet* is a multi-currency wallet and tutor which also **rewards users for learning** progress with real cryptocurrency. *MingoCoin* is the cryptocurrency of Mingo to drive user adoption.

Currently 0.05% of the world's population use cryptocurrency - yet 75% of internet users use messaging apps. The fastest and easiest way to introduce cryptocurrency to the rest of the world is through the familiar interface of a messaging app, and Mingo is positioned to lead this charge.

MingoMessenger is rapidly growing and **currently has over 50,000 users** in more than 100 countries. These users can view all their messages on multiple messaging providers as a **single feed per contact**.

The delivery of *MingoMessenger* is proof of team Mingo’s ability to execute on the planned roadmap.

MingoWallet makes getting started in cryptocurrency as simple as downloading an app. Users can send and receive the built-in cryptocurrency *MingoCoin* and exchange between crypto and fiat currencies. Users can transact with *MingoCoin* using *MingoMessenger*.

Mingo has a partnership program and is building partnerships of substantial value globally. This is evidenced by our existing partnerships including Xunison, a home automation and streaming company, and CYFX, a forex trading company that gives Mingo liquidity.

The strategic relationship with Xunison can provide at least 1.2 million users in the near future. Each of these new customers can use Mingo to manage their relationship with and pay their monthly subscription to Xunison using *MingoCoin*. This relationship will give Xunison’s other 20 million users access to Mingo.

2. The Opportunity

With less than 0.05% of the world population actively participating in cryptocurrency (Hileman & Rauchs, 2017) there is a clear opportunity for Mingo to be the first truly simplified and gamified introduction for the other 99.95%. Mingo introduces new users to cryptocurrency by providing a tool they would use with or without cryptocurrency; an app with inherent and separate value. The answer is Mingo, which is MingoMessenger + MingoWallet + MingoCoin; a cryptocurrency with a built-in tutor bundled up in a familiar multi-platform messenger.

2.1 Pre-sale

2.1.1 Pre-sale Purpose

The purpose of the pre-sale phase is to fund a successful ICO and to start development of MingoWallet and MingoCoin for an early release version ready for production by Q1 2018. Funds will also be used to develop MingoMessenger, creating further stability and adding the most popular messaging channels. Furthermore, Mingo will be used to run the ICO. Imagine downloading Mingo, joining the ICO Telegram group, clicking a “contribute” button in the group message, choosing your source of funds (BTC, ETH, EUR, or USD) and contributing.

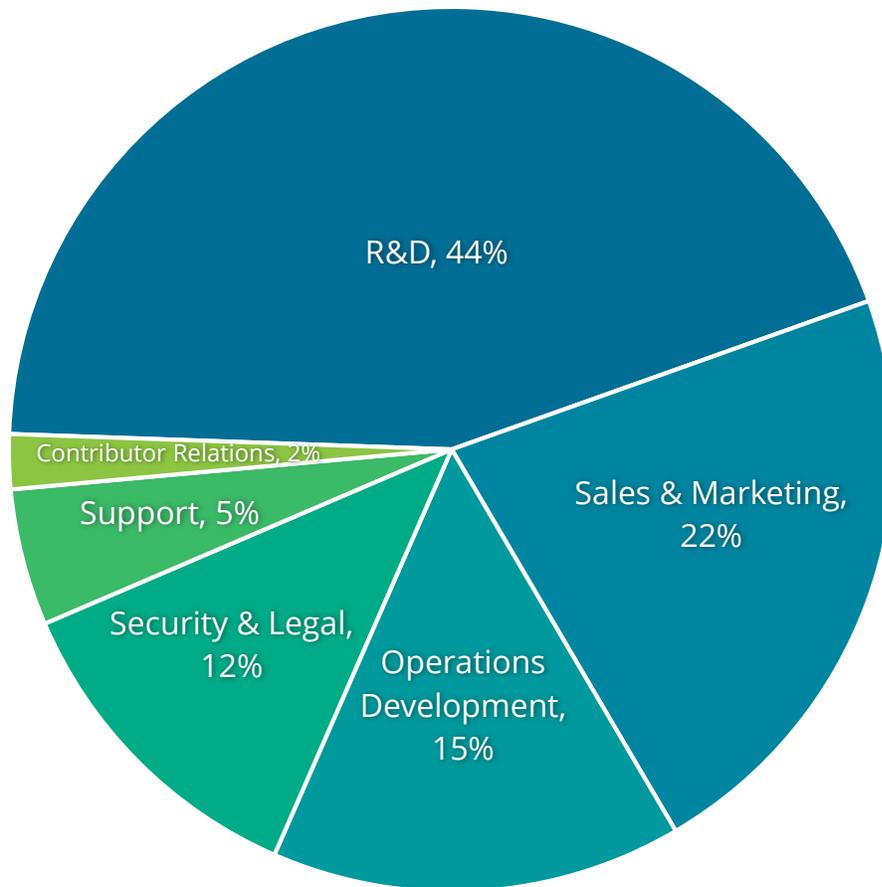
Imagine downloading Mingo, joining the ICO Telegram group, clicking a “contribute” button in the group message, choosing your source of funds (BTC, ETH, EUR, or USD) and contributing.

During this phase, marketing and contributor relations team will be built to ensure that exposure is sufficient for a successful launch. In the end, a successful launch with a usable product will increase the value of MingoCoin for all early contributors.

2.1.2 Pre-sale Budget

Pre-sale funds will be allocated as follows:

- Research & Development: 44%
- Sales & Marketing: 22%
- Operations Development: 15%
- Security & Legal: 12%
- Customer Support: 5%
- Contributor Relations: 2%



2.1.3 MingoToken

MingoToken (MGT) is the token that will be issued during the pre-sale phase. MGT will have a 1-to-1 exchange with MingoCoin (MGC). Upon the completion of the ICO, MGT owners will be able to redeem MGC using their MGT.

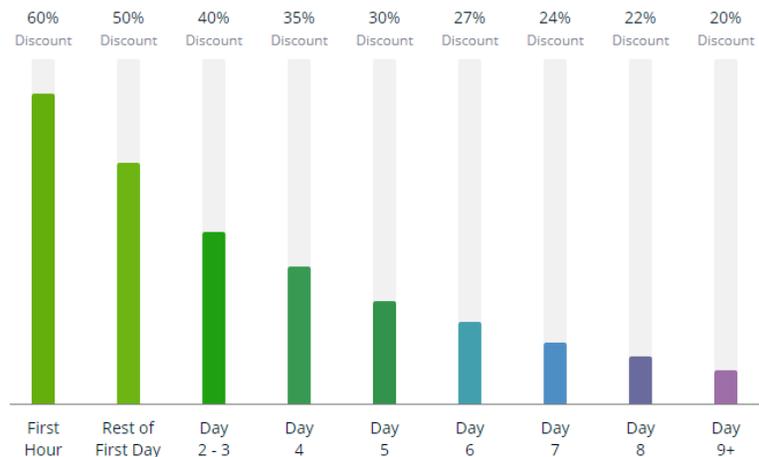
2.1.4 Participating in Pre-sale

To participate in the Mingo Pre-sale, [visit the MingoCoin website](#).

The sooner you participate in the Pre-sale, the deeper discount you get.

Undiscounted Price:
1 ETH = 5,000 MGT

Goal:
2,000,000 EUR



Ether (ETH) is the only accepted currency to participate during the Pre-sale. **You MUST use a token-compatible wallet such as MyEtherWallet, Parity, or Mist. ETH from exchanges such as Coinbase will not be accepted.**

2.1.5 Website

You can participate in the Mingo Pre-sale and check your balance of MGT by visiting:

<https://mingocoin.com/>

2.2 Initial Coin Offering

2.2.1 ICO Purpose

The purpose of the MingoCoin ICO is to raise sufficient funds for long-term development and propagation of Mingo. Funds will be used to open offices in Ireland, China, the USA, and any necessary locations where strategic advantages and proximity to partners would be realized. Additional focus will be given to forming strategic relations with partners who can offer Mingo to their client base to promote general adoption. Operations Development will be created to build a culture of compliance, working directly with regulatory agencies for the future of MingoCoin. Research funds will be allocated to participate in initiatives like the Interledger Protocol, Plasma & Lightning Networks, and general blockchain technology to create more instant and less costly transactions for Mingo users.

2.2.2 MingoToken

MingoToken (MGT) is the token that will be issued during the ICO phase. MGT will have a 1-to-1 exchange with MingoCoin (MGC). Upon the completion of the ICO, MGT owners will be able to redeem MGC using their MGT.

2.2.3 Participating in ICO

To participate in the Mingo ICO, [visit the MingoCoin website](#) after the ICO launch.

Ether (ETH) and Bitcoin (BTC) will be accepted during ICO.

If you are participating using ETH, **you MUST use a token-compatible wallet such as MyEtherWallet, Parity, or Mist. ETH from exchanges such as Coinbase will not be accepted.**

The ICO contract will be announced closer to the ICO launch date.

2.3 Coin Launch

2.3.1 MingoCoin

MingoCoin (MGC) is an ERC20-compliant token contract that will be issued on the Ethereum public blockchain. The contract will be developed prior to the completion of the ICO and publicly available for review.

2.3.2 Volume Calculation

The total MGC count will be calculated upon completion of the ICO. The equation for calculating total volume is:

Total MGC Volume = (Pre-sale issued MGT + ICO issued MGT) / 0.7

2.3.3 Distribution

The Mingo team values the contributions of early adopters and supporters which is why 70% of all MGC will be issued to Pre-sale and ICO participants. 10% will be allocated for Mingo User Rewards. 20% will be reserved for founders, early investors, and future employment incentives.

Founder reserves will not be issued immediately. The Founder's Reserve will be vested over a 4-year period. The first 25% installment one year after the close of the ICO and 25% each year after.

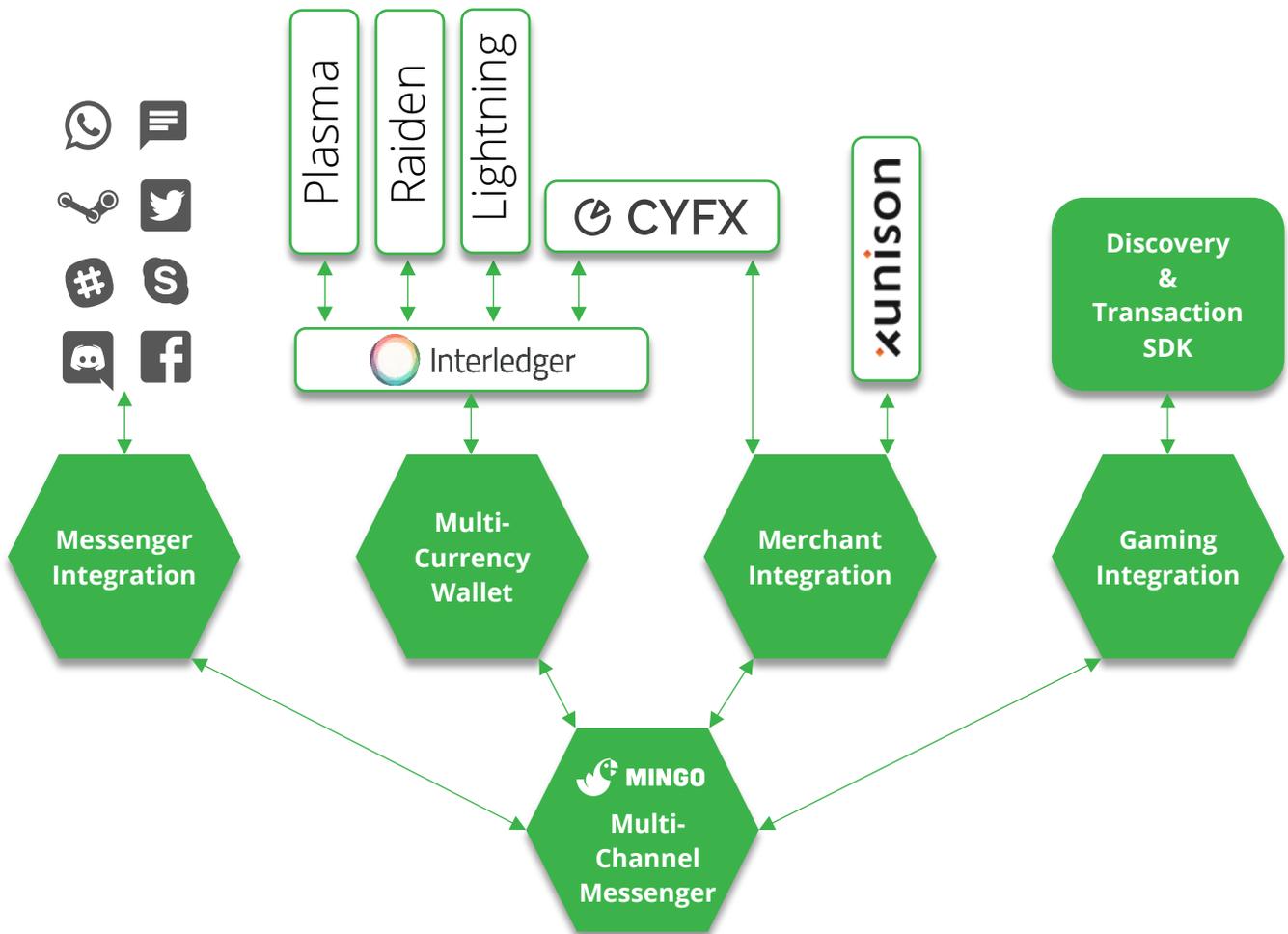
Likewise, to prevent token dumping, MGC will be vested to token holders over a 6-month period; the first 50% installment at 3 months and the last 50% at 6 months.

The 10% reserved for User Rewards is part of Mingo's strategy to incentivize user adoption through sharing. As part of Mingo's gamification mechanism, sharing MGC with contacts through the app will result in the app rewarding the sharer with achievement badges and MGC. Once the User Rewards pool reaches a 10% balance the total supply will split 10x, effectively restoring the User Rewards pool to 100% without diluting existing token holders' position. Should it be determined that minting new token is preferable to a split, a voting contract will be issued to all existing token holders for consensus. It is estimated that exhausting the 10% User Rewards reserve would result in over 600 million unique users. With a user base that size, MGC will have reached an unprecedented adoption in the cryptocurrency space, effectively growing the global cryptocurrency user base by 100x, and the value of MGC will have risen sufficient to justify a minting round to continue the growth.

...exhausting the 10% User Rewards reserve should result in over 600 million unique users... effectively growing the global cryptocurrency user base by 100x...

3. The Platform

Mingo walks users through their first cryptocurrency transaction with a tutorial, hiding the complexities of cryptocurrency at first. Step-by-step Mingo teaches users about cryptocurrency with MingoCoin as the default currency, incentivizing good behaviors with achievements and MingoCoin rewards, until the user is comfortable enough to unlock more advanced features. This is accomplished by presenting users with MingoMessenger (the first successful multi-channel messenger), MingoWallet (a simplified and gamified cross-currency wallet), and MingoCoin.



3.1 MingoMessenger

MingoMessenger is a working app available for [Android](#) and [iOS](#) with over 50,000 downloads in 160 countries. Pre-sale and ICO funding will be allocated to further develop MingoMessenger including i18n support (multiple languages), regulatory compliance, strategic provider relations, and new features.

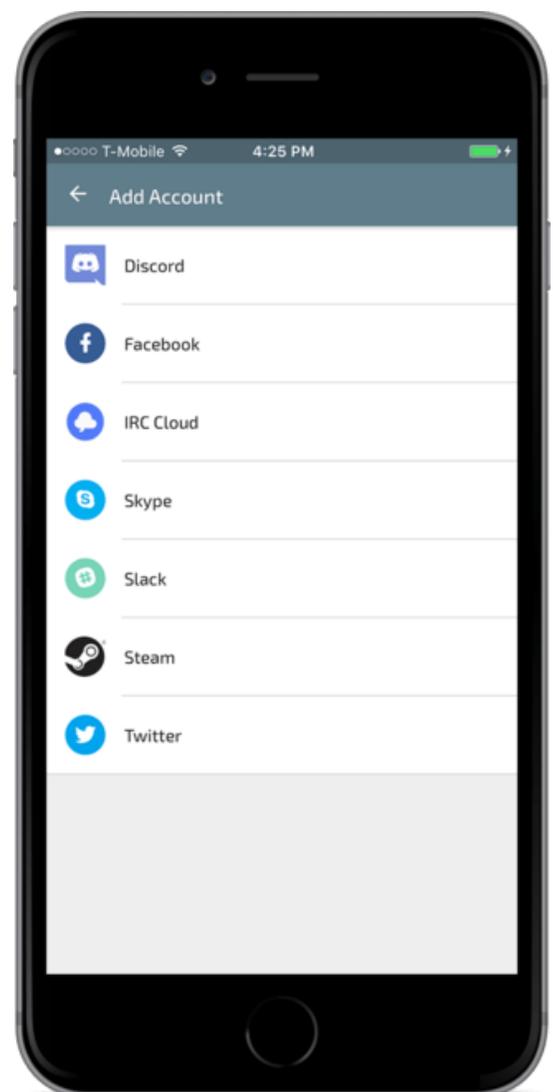
3.1.1 Account Merging

MingoMessenger allows you to merge accounts from all your favorite messaging providers into one app. This means no more switching between apps to receive and send messages to/from your contacts. Currently supported channels include:

- Discord: 45M registered users; geared toward gamers and developers.
- Facebook Messenger: 1.57B daily mobile users.
- IRCcloud: 16K users.
- Skype (in beta): 300M active users.
- Slack: 5M daily users.
- Steam: 125M registered users with 7M-10M users online at any given time.
- Telegram (in beta): 100M monthly users.
- Twitter: 328M monthly active users.

A portion of funding from the Mingo Pre-sale and ICO will go toward developing future provider connections. The providers on the roadmap include:

- Blizzard Chat: 41M monthly gamers.
- Google Hangouts
- Instagram: 700M daily users.
- Kik Messenger: 300M registered users.
- Line: 217M monthly users.
- LinkedIn: 106M monthly users.
- Origin Chat: 30M gamers.
- Renren: 242M registered users. Popular in China.
- WeChat: 938M monthly users. Popular in China.
- WhatsApp: 1.2B monthly users.



3.1.2 Contact Merging

With MingoMessenger you can merge contacts from different provider accounts. This allows you to have Mingo contact for every real-life person, instead of multiple contacts, spread across multiple accounts, in different apps.

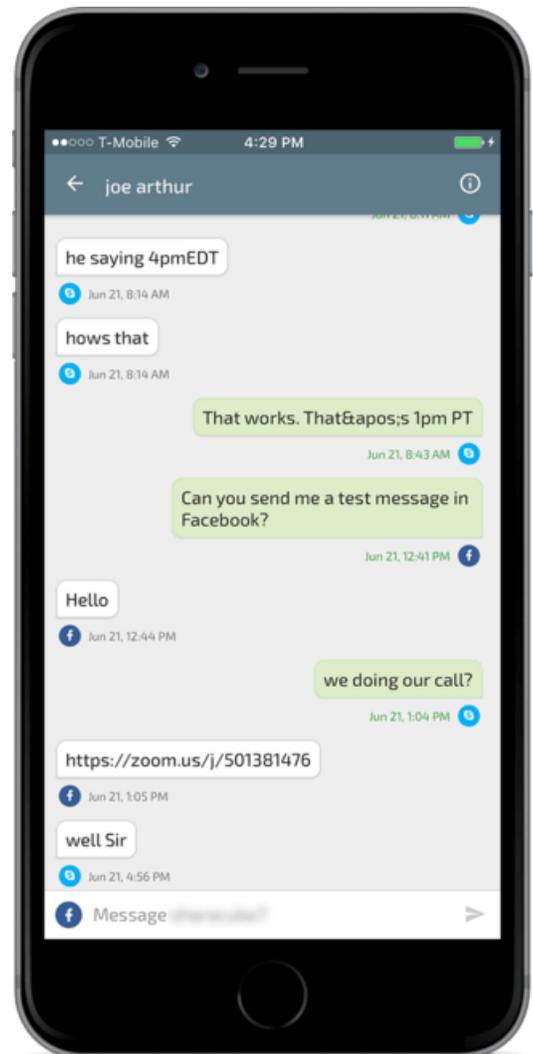
By merging contacts, your discussion feed will show all your conversations with a single friend in a single feed.

We know you care more about what your friends have to say than which app they use to say it.

3.1.3 Future Messenger Features

Future features such as global text searching, video and voice sessions, chat room support, sending attachments, and, of course, sending money are just some of the features on the roadmap for MingoMessenger.

Starting users off with a messenger is the key to success. Mingo's familiar and simple to use interface ensures that users will find value in the core app while slowly introducing them to cryptocurrency through gamification; rewarding app usage with achievements and MingoCoin. But users need a place to keep their MingoCoin, and that is where MingoWallet comes in.



3.1.4 White-labelled Mingo Business Channel

One of Mingo's core functions is to support Business-to-Consumer relations. This includes interactions such as customer support, sales, and billing through bots and live attendants.

A major use case is for social influencers to leverage this functionality to offer exclusive content, sales and merchandise through Mingo to existing followers. Internal hyperlinks can direct users from public social channels (such as Telegram, Facebook and Twitter) to Mingo Business Channels.

Our strategic business partner, home automation and streaming entertainment company, Xunison is committed to proving this model with their existing clientele with the goal of solving a major customer support and revenue recognition problem across borders.

Our strategic celebrity influencer partner, Niall Horan, is participating to prove the value of Mingo to social influencers with regard to personalized content and exclusive offers.

3.2 MingoWallet

Mingo is a guided and reward-driven experience. After downloading Mingo, you will be asked to connect your messaging accounts. You will then be rewarded with an achievement badge and 10 MingoCoin (MGC). The very next thing Mingo will ask you to do is share 1 MGC with 10 friends. Once 10 of your friends download Mingo and accept the 1 MGC you will be rewarded with another achievement badge and 20 MGC. You will be congratulated for your first cryptocurrency transaction, and for most people it will be their first ever experience with cryptocurrency. At first Mingo hides the complexities of cryptocurrency, teaching users how to use progressively more advanced features until they are comfortable with the fundamentals. Mingo will then reveal new features allowing the user to participate in multiple currencies and maintain multiple wallets all within the app.

MingoMessenger and MingoWallet are key to making cryptocurrency mainstream, tapping into the 1.9B users currently using messengers. Mingo will be the first app and coin to have a clear plan and ability for reaching the general population.

3.2.1 Gamification

At the heart of Mingo is Gamification. This is the idea that small healthy behaviors are rewarded immediately. Mingo is built on the Trigger-Action-Benefit principle of behavioral science, also known as the 3 Rs: Reminder, Routine, Reward (Clear, 2013).

Reminders include notifications, in-app messages, and virtual helpers that trigger a user to take a specific action, or initiate a routine. Immediately after the action the user is rewarded with recognition, achievements, and, exclusive to Mingo, coin.

Every cryptocurrency has mastered creating money without a central power, but the real power of cryptocurrency is in its ability to distribute money without a central power (Jeffries, 2017). Gamifying the actions that promote cryptocurrency usage is one of the best mechanisms for distribution.

...the real power of
cryptocurrency is in its
ability to distribute
money without a
central power.

3.2.2 Multi-currency

While MingoCoin is bound to be the fastest growing cryptocurrency due to gamification and its strategic relationships, it is understood that users still want to manage their other cryptocurrency wallets. Mingo will support other major cryptocurrencies, specifically Bitcoin, Ether, Litecoin, Ripple, and other altcoins and tokens.

Advanced users will be able to unlock these features immediately, while novice users will slowly be introduced to other cryptocurrencies through gamification.

3.2.3 Cross-currency

It is understood that not everyone will have only MingoCoin. This creates a challenge when attempting to send money via MingoMessenger and the recipient doesn't have a compatible wallet. The brute-force solution is to implement a solution like ShapeShift to allow the sender to convert between cryptocurrencies before sending. What if the sender didn't have to know which currency the recipient could accept before sending?

[Mingo] will dramatically improve the speed and decrease the cost of...transactions

Mingo's core principle is to make transacting in cryptocurrency as simple as sending a text message. To address this specific challenge, the Interledger Protocol (ILP) will be implemented to facilitate cross-currency transactions. Thinking of accounts and wallets as ledgers, "[ILP] lowers the barriers to facilitating interledger payments. Connectors compete to provide the best rates and speed. The protocol can scale to handle unlimited payment volume, simply by adding more connectors and ledgers." (Thomas & Schwartz)

To decrease the cost- and time-to-transact, in coordination with ILP, Mingo will connect to the Plasma (ETH), Raiden (ETH) and Lightning (BTC) networks for off-chain optimizations. This will not only allow users to participate in cross-currency transactions, but even for intra-currency transactions, leveraging the Plasma, Raiden and Lightning networks will dramatically improve the speed and decrease the cost of ETH and BTC transactions, potentially making Mingo suitable for point-of-sale transactions.

3.3 MingoCoin

MingoCoin (MGC) is the core unit of value in Mingo. Like every other cryptocurrency, the key factor that affects the value of MGC is how many users are using it. More usage leads to a greater demand, which is reflected in the value of trades for MGC. If, as Blockchain.info indicates, the current active user count of cryptocurrency users is 16.8 million, Mingo's strategic partnership with Xunison alone will single-handedly increase the global cryptocurrency user count by approximately 10% within the first year.

[Mingo]...will single-handedly increase the global cryptocurrency user count by approximately 10% within the first year.

4. Strategic Partners

An important factor in Mingo's pending success is its strategic partnerships. A portion of Pre-sale and ICO funding is allocated to developing these relationships. The current state of Mingo's partners is a very good sign of the potential of the project. These partnerships will allow Mingo to gain momentum with user acquisition as well as position the company favorably both strategically and geographically.

4.1 Niall Horan

Niall Horan is one of the most influential people on social media. His name will bring awareness, trust, and credibility to Mingo, driving up the MingoMessenger userbase. As a shareholder in Mingo and Twitter following of over 34,000,000, Niall will be focused on driving users to MingoMessenger by tweeting about Mingo and offering his followers exclusive content if they use Mingo to engage with him.

4.2 Xunison

Xunison is an international home automation and entertainment device company with over 20 million subscribers. The arrangement between Mingo and Xunison is that Xunison will install Mingo on approximately 100,000 devices each month which will help Mingo reach a minimum of 1.2 million users within the first year. Mingo will on-board new Xunison subscribers through its gamification mechanism, helping them get involved in cryptocurrency through MingoCoin. Users will be encouraged to make their subscription payments through Mingo to Xunison. This arrangement helps Xunison with revenue recognition, avoiding the challenges of cross-currency/cross-border payments, while ensuring that Mingo reaches its growth goals.

Xunison will also incorporate MingoCoin with its online market, allowing over 2,500 vendors to accept payment via Mingo.

Finally, Xunison has a strong presence in China. Mingo and Xunison will work jointly to prepare Mingo for adoption by Xunison's Chinese subscribers, including i18n support, local customer support, and regional promotions.

4.3 CYFX

CYFX provides money transfer and foreign exchange services that are simpler, faster and cheaper than most other services. CYFX is a regulated entity located in Ireland. They will expand to include MingoCoin and MingoWallet as part of their offering. Mingo and CYFX are jointly exploring the technical details of offering a payment card to serve MingoCoin users.

4.4 Enterprise Ireland

Mingo won the Enterprise Ireland Competitive Fund.

“Winning the Enterprise Ireland Competitive Feasibility Fund is a reflection of the potential we see with Mingo to fulfill a market need that is currently being underserved and undervalued. Our expectations with fund winners such as [Mingo] are demanding; to see the company grow rapidly through export revenue and job creation is the ultimate goal, and this feasibility fund helps support the business achieve an investment-ready offering. We look forward to supporting [Mingo] on their journey to success.”

- Mark Atterbury
Regional Development Executive
Enterprise Ireland

5. Team

5.1 Internal



Fran Rooney, *Chairman*

As CEO of the cryptography and data security company, Baltimore Technologies, Fran took the company from a small operation to a global enterprise with a market cap of \$13.6 billion; twice named Ireland's Company of the Year. Fran was also presented with the 2000 Businessman of the Year by the President of Ireland and 2001 Entrepreneur of the Year by the Bank of Ireland.



Joe Arthur, *CEO & Co-Founder*

With over 20 years as an educator specializing in engineering, Joe understands the importance of gamified teaching, whilst having a track record of bringing high value strategic partnership to bear. Combining his extensive network and passion for education Joe is ideally situated to bring Mingo to the market and beyond.



Deirdre Arthur, *COO & Co-Founder*

Deirdre is an entrepreneur and business owner, starting her first business at the age of 18 and has since run numerous companies. She worked as National Operations manager for an international franchise chain. She's negotiated large contracts with companies such as Ryanair for distribution of a range of products.



Ken Anderson, *CTO*

20 years of experience in system design and software architecture, Ken is a serial entrepreneur. He's built a team of award-winning engineers and often consults as interim-CTO for companies during periods of restructuring. Ken was the lead contributor to the TM Forum's REST API design guidelines, now used throughout the \$2 trillion global telecom industry.



Dean Gammell, CMO

Dean is a specialist in digital branding. He is the founder of DG Ventures Ltd, an umbrella firm for many successful tech businesses. He's built several successful online companies, including GolrishTours.com, TheGroupSystem.com and Stagit.ie (the leading provider of hen/stag parties in Europe). He was named Ireland's Young Entrepreneur of the Year in 2014.



Ray Walshe, Director

Ray has more than 30 years of experience in engineering, technology, and software projects with organizations including Electric Ireland, Ericsson, and Siemens. He is a National Standards Authority of Ireland (NSAI) recognized expert in emerging technologies like blockchain and distributed ledger platforms, Internet of Things, and smart city initiatives.



Ryan Leckey, Lead Engineer

Github superstar; contributing to and maintaining many high-profile open source projects. Ryan's projects have won awards and he's personally won hackathons put on by both Intel and the TM Forum. He's a serial entrepreneur. As CTO he has managed small-to-large software integration and development projects.



Cathal Gacklin, VP Enterprise

As Principal Operations Engineering Manager at Microsoft, Cathal manages a global team of Service Operations Engineers, Service Engineers, Infrastructure Engineers, and Service Managers that deliver Enterprise Development Services at Microsoft.

5.2 Advisors

Ryan O'Donovan, *Strategic Partner*

Ryan is the CEO of Xunison, a software/hardware development company which deals with some of the largest companies in China. He focuses on smart homes, software and user interface design for telecommunication companies, white label customers, and factories in China.

James Roy Poulter, *Blockchain Advisor*

As CEO of Blockchain Reserve, James works with best-in-class token issuances - specialising in advising post-product companies with traction and proven teams. A Chartered Accountant and ex Developer-in-Residence at an early stage venture fund, James sits at the intersection of finance and technology.

Michael Corcoran, *Business Strategy Advisor*

Michael has 13 years of experience in financial services including portfolio management and development. He has 12 years of experience and qualification in Currency and Commodities trading. He provides consulting services to companies looking to develop internationally.

Stephen Taylor, *Industry Advisor*

Stephen is currently the Senior Service Manager at Microsoft, operating out of Redmond, Washington. He has a broad background with varying technologies and international markets. He has a proven track record of leading global virtual teams to deliver software products and services and vast experience with early stage startups.

Dr Kevin Casey, *Industry Advisor*

Kevin holds a PhD from Trinity College Dublin and is currently a lecturer in Computer Science at the National University of Ireland. He is a funded investigator at Maynooth University and an affiliate of the Insight Centre for Big Data Analytics.

Gordon Graham, *Marketing Advisor*

A former journalist, Gordon has more than 35 years of experience in technology marketing. He has won 14 awards from the Society for Technical Communication and has worked on more than 250 whitepapers for clients including 3M, Google, Rackspace, and Verizon.

6. Conclusion

Mingo is the world's first cryptocurrency with a built-in tutor bundled up in a familiar multi-platform messenger. MingoMessenger is the vehicle, MingoWallet is the educator, and MingoCoin is the value. By implementing the latest technologies and creating strong strategic partnerships, Mingo is uniquely positioned to be the gateway through which non-users will become users.

6.1 Roadmap



References

Clear, J. (2013, February 14). *The 3 R's of Habit Change: How To Start New Habits That Actually Stick*. Retrieved from James Clear: <http://jamesclear.com/three-steps-habit-change>

GlobalWebIndex. (2016). *Global mobile messaging usage penetration from 4th quarter 2012 to 1st quarter 2015*. Retrieved from Statista: <https://www.statista.com/statistics/437186/mobile-messaging-usage-worldwide/>

Hileman, G., & Rauchs, M. (2017). *Global Cryptocurrency Benchmarking Study*. Cambridge: Cambridge Centre for Alternative Finance.

Jeffries, D. (2017, July 31). *Why Everyone Missed the Most Mind-Blowing Feature of Cryptocurrency*. Retrieved from Hackernoon: <https://hackernoon.com/why-everyone-missed-the-most-mind-blowing-feature-of-cryptocurrency-860c3f25f1fb>

Thomas, S., & Schwartz, E. (n.d.). *Interledger Whitepaper*. Retrieved from Interledger.org: <https://interledger.org/interledger.pdf>