



EINSTEINTOKEN.NET

OUR PURPOSE

Einstein coin is the gateway between crypto and science Through passive transaction fees and active giving, we are exposing scientific causes to a world of untapped capital, and the crypto audience to a world of good.

INTRO

In our view, there are fundamentally two different types of token: the ones that deal with fiat currency; and the ones that deal purely in crypto. It is the latter one that we will focus on. Even though they are small now, we strongly believe that pure crypto token will be bigger, many times bigger, than fiat based token in the near future. They will play an ever more important role in world finance and we call this new paradigm Einstein Token ; $E=MC^2$

With your help, Einstein Token will build a world-class crypto token, powering the future of crypto finance.

Problems

Some of the current crypto token suffer from a number of problems:

- **Poor technical architecture**

Many token are “put together quickly”, by good tech people, but who have little or no experience in finance or in operating a token. They often choose the simplest approach to get the system up and running. While this may work well in the beginning, as traffic grows, the system will not able to handle the increased load. token systems need to be engineered from the ground up with security, efficiency, speed, and scalability in mind. This often slows down the initial development, but is critical for long-term success. Our team has decades of combined experience building and maintaining



world class financial systems that shape the economy. We understand how These systems are built from the ground up.

- **Insecure platform**

There are hundreds of tokens that went down due to being hacked.

Einstein Token is built to high standards, audited, and penetration tested. We have experience building financial systems to the highest security standards and strive to ensure security first.

- **Poor market liquidity**

Professional traders and normal users are significantly affected by this.

Having a shallow orderbook means high slippage when trading, which is very expensive for traders. Getting miners, institutional investors and large traders into a new token is a chicken and egg problem, and requires a team with deep industry resources.

Einstein Token's team have been in both the **finance and crypto industry** for many years. The team has worked on and operated a number of token, and have accumulated a large network of partners in this space. These partners will be key in bootstrapping the token.

- **Poor customer service**

Traders are a different breed when it comes to users. Understanding the trader mentality is vital for running a successful token. Money is literally on-the-line. Many token service traders as if they were running a social media site. A 3-second delay in seeing your friends' status update would hardly be noticed, but on an token, the same would be unacceptable, resulting in a torrent of user complaints.

In addition to the technology stack, Einstein Token is built with service in mind. Einstein Token shares support responsibilities across the entire staff and company.



When a trader has a problem, they get an answer directly from someone who knows the system and not someone reading from a script.

- **Poor internationalization and language support**

Blockchains have no borders. Most tokens focus only on one language or one country.

Our international multilingual team has extensive working experience in North America, Europe and Asia, and we are able to smoothly support the global market.

Multilingual Support

We will support English, Chinese, Japanese and Korean on all of our user interfaces. (The very initial release will be in English.) More languages will be added over time.

Revenue Model

2 percent will be distributed to holders and why 4 percent goes to liquidity.

Road Map

Phase 1:

Launch of website and social media channels.

Creation of an overarching marketing strategy; multiple partnerships with influencers forged.

Establishment of the community's Corporate Social Responsibility: commitment to support,

Secondary schools, High schools, Technical college, Science & Engineering University all over the globe 🌍

Conceptualization of NFT launchpad.

Launching of Einstein investment launchpad.

Phase 2:

Launch of our official white paper.



Establishment of corporate entities to fortify our public relations strategy and represent our global community.

Re-branding of website, social media channels, and all external assets.

Execution of our Corporate Social Responsibility: donations to the University of Benin, Cranfield University, University of Accra, University of Toronto, University of British Columbia, University of Montreal, University of Alberta, University of Waterloo, University of Cape Town, University of Johannesburg, Princeton University, Massachusetts Institute of Technology, California Institute of Technology, University of Nigeria Nsukka, University of Pretoria, The American University in Cairo, University of Botswana, University of Lagos, University of Khartoum, Sudan University of Science and Technology, Rivers State University, University of Warsaw.

For Scientific lab and engineering projects.

Crowdfunding for registration and listing in major token

Phase 3

Forging of corporate partnerships.

Launch of novelty merchandise for the Einstein community.

A global press release outlining confirmed launches in major token.

Phase 4

Diversification into real-world user cases

ICO will start from 3PM May 11th, Investors can purchase E=MC2 tokens in 3 phases on a first-come, first-served basis until 50,000,000 tokens are sold.

As each new phase starts, the price will increase.



Investors will receive E=MC2 tokens within 5 working days after the ICO finishes. The detailed schedule is as below:

Funds Usage

- 35% of the funds will be used to build the Einstein Token platform and perform upgrades to the system, which includes team recruiting, training, and the development budget.
- 50% will be used for Einstein Token branding and marketing, including continuous promotion and education of Einstein Token and blockchain innovations in industry mediums. A sufficient budget for various advertisement activities, to help Einstein Token become popular among investors, and to attract active users to the Platform. Part of the 50 percent will Also be used to support universities around the world, building scientific labs and sponsoring research on artificial intelligence.
- 15% will be kept in reserve to cope with any emergency or unexpected situation that might come up.

Risks

There are many risks involved in running a token. We understand this and have the skills, experience, and leadership to overcome them.

Security is Paramount

Many crypto tokens have failed due to poor security procedures. Most security breaches could have been prevented by taking simple precautions to protect critical resources. Our team has developed Binance with security as the foremost concern in their minds. We strive to ensure that we have followed all the industry best practices when it comes to securing infrastructure and data including ISO/IEC 27001:20132 and the CryptoCurrency Security Standard (CCSS)3.



Market Competition

We know this will be an ultra competitive space. There are probably hundreds, if not thousands of teams wanting, planning or doing tokens. Competition will be fierce.

But in this age, this is a common risk in any decent concept/startup or mature company. The question is: given our team, track record, experience, industry resources, and product, do you believe we stand a better chance than the rest of the pack? If yes, then please join our ICO.