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Executive Summary

“At Spend, we believe the best approach in creating a highly efficient global commerce system is to digitize the currencies we use to make it wildly accessible to billions of banked and unbanked individuals worldwide”

The financial services industry is notoriously opaque. Today, if you need to perform a commerce transaction or exchange money with a loved one back home, there has to be a trusted third party like a central bank or government. None of these intermediaries can provide real-time and accurate traceability of financial transactions. That’s the reality of the last 150 years of this financial system.

As a current rule of fact, a bank account is the first point of entry in a formal financial system. Currently there are over 2 billion unbanked individuals worldwide!¹

Given the abysmal pace of innovation in the traditional banking and financial services industry, achieving Universal Financial Access (UFA) by 2020 seems like a dream.

The industry has a mammoth task ahead of itself. We need to ensure financial inclusion of 2 billion unbanked ² adults worldwide, out of which 10 million are from US households. Significant portions of this population are immigrants and of ethnic communities.

“You don’t drown by falling down in the water, you drown by staying there”

The time is ripe to digitize our global commerce and financial system by eliminating the dire need of intermediaries and interlocutors that choke by taking an outdated remittance system that is known for high processing fees throughout the transaction process.

“Digitizing payments even for agricultural goods could cut the number of unbanked by about 125 million, including up to 16 million in Nigeria³ revealed The World Economic Forum.”

Spend.com and the Spend ecosystem of products aims to solve these issues globally.
Digital Payments Today

Digital payments today are remitted in many forms around the world with a collective $3 trillion USD per day. The majority of these digital payments are facilitated by using a method or combination of methods below.

- **DIRECT BANK TRANSFER**: e.g., SWIFT, Wire, ACH
- **PAYMENT CARDS**: e.g., Visa, American Express
- **MOBILE WALLETS**: e.g., Apple Pay, Google Pay, Alipay
Direct Bank Transfer

DAILY PROCESSING VOLUME

<table>
<thead>
<tr>
<th>Method</th>
<th>Volume</th>
<th>Transactions</th>
</tr>
</thead>
<tbody>
<tr>
<td>SWIFT</td>
<td>5 trillion USD$^6$</td>
<td>30.7 million transactions</td>
</tr>
<tr>
<td>Fedwire</td>
<td>2.1 trillion USD</td>
<td>528,000 transactions$^7$</td>
</tr>
<tr>
<td>CHIPS</td>
<td>1.4 trillion USD</td>
<td>430,000 transactions$^8$</td>
</tr>
<tr>
<td>ACH</td>
<td>120 billion USD$^9$</td>
<td>70.1 million transactions</td>
</tr>
</tbody>
</table>

 Typically, a non-cash payment instruments are usually layered by a traditional account held at an insured financial institution such as a bank or credit union. When there’s an exchange of money via these methods, whether it’s online or offline, it is transmitted between financial institutions.

This method requires it to be reconciled by a variety of domestic and international standards that are required to facilitate these bank transfers between businesses and consumers. These electronic transfers come in the form of SWIFT, Wire, ACH/IAT, CHIPS, RTGS, BEPS, KFTC, and NEFT.

These electronic transfers rely on an outdated infrastructure that to this day remains vulnerable to fraud and inefficiencies.
OUT-DATED INFRASTRUCTURE

The technology used by the global financial network is consisted of a variety of incompatible legacy systems and standards; many of which in the current electronic payment/settlement system have remained relatively unchanged for over 40 years.

A prime example is the Automated Clearing House (ACH) system operated in the United States. ACH is still performed via fixed-width text files that are precisely 94 characters per line. These transmissions are uploaded to various FTP servers and downloaded at specific times of the day to settle the transactions.

Until 2016, these transactions cleared the next business day until the NACHA announced an update allowing for ACH’s to be able to be performed within the same business day. This so-called upgrade involved no changes to the protocols specifications. What prompted this change was the requirement to process transactions twice a day instead of only once.

The Society for Worldwide Interbank Financial Telecommunication, formally known as SWIFT, the federal reserve’s Wire network, and New York Clearing house association’s CHIP Network are all more examples of outdated payment infrastructures. Each of these payment protocols requires substantially greater checks and balances from ACH and benefit from greater speed, which increases the complexity of the global payment system.

All these payment protocols transact 3.6 Quadrillion USD in global volume
FRAUD ISSUES

Numbers don’t lie. In 2016 alone, thieves were able to steal $81 million USD by impersonating Central Bank SWIFT operators. During that weekend, they routed four transactions through the New York Fedwire, mainly through an automated system, moving $101 million USD from Bangladesh to the Philippines. The New York Fedwire official caught the thieves because of a misspelling of the name belonging to the beneficiary he was finally alerted and was able to contact Bangladesh Bank officials to prevent the transit of another $920 million USD.

in 2018, a larger heist was unraveled when a perpetrator was able to use a password provided by bank officials to directly access the SWIFT network to launder funds in equivalent to 1.77 billion USD. This scam went undetected for nearly seven years despite many warnings against fraudulent SWIFT messaging from the deputy governor of the Bank of India.

These protocols have multiple layers of supervision involved to combat fraud. However, in 2016 a survey of the largest financial institutions cybersecurity concerns was the most-responded challenge that bank executives said they faced in their day to day role.

TRANSACTION BARRIERS

Funds that are transferred over Wire, SWIFT, ACH, and CHIPS incur costs of approximately 18 billion USD a day. These transfers on average typically take three to five days for settlement and usually four percent of these payments fail because of technical issues.

The blockchain could potentially offer several enhancements in these systems, namely cryptographically secure transactions, immutability, and data redundancy. For instance, Ripple, a prominent US startup, allows financial institutions to quickly settle cross-border payments using its xCurrent network, claiming a 60% reduction in net cost. Remittance providers such as Western Union and MoneyGram have also piloted using native Ripple blockchain tokens (XRP) for settlement. Using products such as these, we believe that blockchains have the potential to influence well beyond the primary layer of the global financial network.
## Bank Cards

### DAILY PROCESSING VOLUME

<table>
<thead>
<tr>
<th>Card</th>
<th>Daily Processing Volume</th>
<th>Daily Transactions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Union Pay</td>
<td>41 billion USD</td>
<td>105 million transactions</td>
</tr>
<tr>
<td>Visa</td>
<td>20 billion USD</td>
<td>305 million transactions</td>
</tr>
<tr>
<td>MasterCard</td>
<td>12 billion USD</td>
<td>184 million transactions</td>
</tr>
<tr>
<td>American Express</td>
<td>3.2 billion USD</td>
<td>19.8 million transactions</td>
</tr>
<tr>
<td>JCB</td>
<td>731 million USD</td>
<td>8.1 million transactions</td>
</tr>
<tr>
<td>Discover</td>
<td>466 million USD</td>
<td>6.4 million transactions</td>
</tr>
</tbody>
</table>

The use of payment cards such as credit or debit cards involve multiple steps that tend to run concurrent with the tendency of high fees and frameworks designed to guarantee funds for parties conducting the transaction.

Depending on which card you use will determine a variable interchange rate if you’re conducting a transaction that has a different currency than what you currently hold. These fees can become expensive and exhausting in the current payment scheme.
Payment cards also mandate a secondary network provided by entities called “card associations.” Card associations work with payment processors to conduct the three broad stages of a payment card transaction: authorization (verifying funds in accounts on either side of a transaction), clearing (transferring funds between banks after the exchange of goods or services) and settlement (paying a merchant).²⁸

In order to accept payment cards, merchants incur disproportionately high processing fees which are often one of their largest operational costs. However, realizing that payment cards are one of the most convenient used solutions, and will not disseminate, we have tailored our business model around a payment card and our own payment network to offer a full spectrum of services tailored to meet all needs.
Mobile Wallets

DAILY PROCESSING VOLUME

<table>
<thead>
<tr>
<th>Company</th>
<th>Daily Processing Volume</th>
<th>Transactions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alipay</td>
<td>4.7 billion USD</td>
<td>175 million</td>
</tr>
<tr>
<td>WeChat Pay</td>
<td>3.3 billion USD</td>
<td>130 million</td>
</tr>
<tr>
<td>PayPal (incl. Venmo)</td>
<td>425 million USD</td>
<td>8.3 million</td>
</tr>
<tr>
<td>Paytm</td>
<td>55 million USD</td>
<td>11 million</td>
</tr>
</tbody>
</table>

As we are entering a world of digitization and mobile adoption, third-party mobile wallet companies are becoming more of a mainstream component to payments. Their abilities to aggregate various features of a bank accounts and payment cards make them even more popular to consumers due to the ease and conveniences offered.

There are companies that create digitization of payment cards such as Apple Pay, Google Pay, Samsung Pay, and more which simply allow the mobile devices to virtualize the payment cards into a NFC format. Another business model are those similar to AliPay, WeChat Pay, PayPal, Venmo, and Square cash who have created a suite of services that bring great value to mobile payment and like-banking infrastructures.

These companies and mobile wallets have seen a great deal of growth over the last few years, especially markets in Asia, however within these companies there are present limitations and issues that need to be solved to bring a scalability comfort worldwide for mobile wallets.
INCENTIVE ISSUES

To date, even the most successful and largest mobile wallet applications run a wide array of their services through underlying regulated or insured payment methods, such as a bank account or payment card. By adding these layers into their protocols, it does bring a great ease of accessibility and convenience, but relinquishes any incentives for the user to continue using the product other than the two mentioned above.

INTERNATIONAL GROWTH

The mobile wallet applications that have seen substantial growth in the payment and banking industries have yet to create a stability of international growth. Each company has their specific region of preference, such as WeChat, which is a great tool used in China, but not on the Western side of the hemisphere. The reason these hindrances occur is because they use domestic financial institutions that have inclusions on the rest of the world. Growing their reach is challenged due to adapting these systems into foreign institutions, regulations, and currencies.

Social payment apps such as Venmo and Square Cash are great tools for friends and loved ones to send funds back and forth, but it then ties to a certain geographic due to the boundaries they have within their current financial network schemes. These features are great to build communities, but they hinder in worldwide adoption due to their regional constraints.
While the majority of payment processing costs for any given retailer can be attributed to payment card interchange fees, they also include costs such as bank charges, cash and check handling fees, or administrative fees for store credit programs.
Insufficient Rewards Systems

Current debit card payment rails issued by banks lack cash back programs that are lucrative. The average cash back percentage for a debit card is 0.1%. Most debit cards do not have a rewards or points program. There used to be plenty of banks offering rewards on debit card purchases, until legislation limited the fees that banks could charge merchants on debit card transactions. Since the bankers are now making less on interchange, they have practically removed all debit card reward programs.

Credit cards typically have desirable cash back percentages but they typically are either doing this on a promotional basis or doing it until they can charge you a high interest rate ranging from 8-24% on your purchases. The average interest rate is actually 19% according to studies done on this topic.30

Now users are searching for a balance of a debit card and credit card that has a comprehensive rewards program that doesn’t have a skyrocket APR that essentially negates the benefits.
Overall Problems

Is the proliferation of blockchain technology evidence of an alternate payment system that will exist parallel to regular payment channels? Or, can blockchain play a useful role in enabling millions of under-banked and unbanked people to transfer payments leveraging the blockchain platform. Utilizing this technology will enable lower transaction fees and worldwide inclusion. We believe that customers can use these products at a significantly lower cost and low entry barriers when running transactions through the Spend platform. Some solutions that Spend aims to combat include:

- VALUE LOST IN MONETARY TRANSLATION
- CROSS-BORDER PAYMENT INEFFECTIVENESS
- LACK OF COMMON STANDARDS
- REGULATORY COSTS
- FRAUD ISSUES
- INFRASTRUCTURE
- 10- YEAR HIGH ATM FEES
- LOCATION-BASED AND CREDIT SURGE IN FEES
- LACK OF INCENTIVES & REWARDS
Solutions

Spend.com is the world’s largest (by number of supported assets) blockchain-based currency and asset platform allowing the unity of fiat based currencies and digital currencies/assets. We will be the company of choice for individuals and merchants who plan to utilize blockchain and FinTech solutions. Spend.com aims to address the problems through its core products, while at the same time creating a non-profit educational system to help guide the next generation and current generation around the core benefits of blockchain technology.
Our product line will include:

**SPEND CARD**

A major prepaid card connected to the client’s Spend Wallet that allows the user to shop at over 40 million locations worldwide.

**SPEND WALLET**

A secure digital wallet used to store, spend, send, and receive currencies. The Spend Wallet will make it easy for customers to be able to manage their Spend Card as well as access educational data. It will be available on iOS App Store, Google Play Store, and Desktop/Web Version.

**SPEND PAY**

Spend Pay utilizes the Spend Authorization Engine, a proprietary real time conversion system, to give users and merchants the ability to accept cryptocurrencies converted to fiat on either the Spend Card or Spend Wallet application.

**SPEND BUSINESS**

A Software Development Kit (SDK) designed and tailored for businesses and merchants whom want to create powerful applications on top of our platform. This will allow merchants to accept digital currencies as a payment remittance with the ability to convert those, by choice, to a supported fiat currency. Businesses will be able to build their own custom solution using our infrastructure to create white label based products.

**SPENDCOIN**

Spendcoins were created by the Spend Foundation to be used as the rewards and membership digital currency on the Spend ecosystem of products.
Target Marketing

Spend.com is exceptionally inclusive, that’s why it plans to support multiple currencies and user worldwide. By doing so, this allows our customers to choose the most appropriate payment method for themselves depending on their region and preference.

MOBILE ACCOUNT CLIENTS

Our main focus and target are users whom wish to have an all-inclusive digital wallet where they can store assets, currencies, and transact in them simply from one platform. The power of running our platform off a blockchain based system allows this to become a reality. With the combination of our partners and vendors, we can deliver a great user experience to our users globally with longevity.

GLOBAL CURRENCY CLIENTS

Global users will benefit from the platform’s multi-currency feature that utilizes the blockchain to host various fiat based currencies and cross-border payment capability. Having this multi-currency wallet gives the user the ability to have currency interchange options with a few clicks.

BUSINESS OWNERS

The current payment and merchant services has a fair share of issues. Spend Business enables business owners to accept digital currencies, which has a massive benefit in regard to fees, combating fraud, and settlement. Our SDK gives business owners the ability to utilize us for payment acceptance, currency conversion, and to build applications customizable to the businesses needs.
Advertising & Distribution

When customers search for the right company to use for financial purposes, the first point of view in a decision is trust. We believe in creating a brand that will be a household name and Spend.com matches that vision for our users. Our website will create an ambiance of trust and smooth user experience so that our users expectations meet what they use.

Our initial advertising campaign will be launched by awarding users who download and create a wallet with free Spendcoins that will give access to our ecosystem of products.

To bring awareness for our company and product line we will have a global advertising campaign and partner with companies who align in our vision. Spend.com will retain a Public Relation company to ensure that our voice is broadcasted worldwide. Some additional strategies will include but not limited to:

**SEO**
Google, Yahoo, Blogs, Search Engines

**Social Media**
Twitter, Facebook, Instagram, Snapchat, YouTube

**Affiliate Marketing**
User Referrals, Business Referrals

**Print Ads**
Magazines, Newspapers

**Brand Ambassadors**
Advisors, Employees, Public Figures

**Distribution Channels**
Spendcoin, Spend App, Promotions
Spend Wallet is a multi-currency digital application that enables a secure connection to the network via any smart mobile device. The user’s Spend Wallet allows them to connect and utilize their Spend Card, access to currency exchange/interchange features, manage all their digital assets, buy/sell digital assets, learn about various digital currencies, and more. Users are able to obtain loans and buy digital gift cards all from the app.

The first step in creating a global account is to download/access the Spend App which is available in the Apple iOS App Store and Google Play Store. Once the user has accessed the Spend App they will input basic information to setup his/her account. After the user has created an account, a multi-currency wallet will be automatically created that can host and be funded with fiat or digital based currencies in a full banking interfaced product.

The private keys that are connected to the Spend Wallet account holders will be stored securely via an industry AES encryption standard and assets will be stored via an industry approved hot & cold storage solution method. However, Spend keeps 0% of user assets in hot wallets and maintains it’s own reserves for hot wallets. These funds will be secure from theft/hackers giving our users peace of mind knowing our system utilizes the highest standard of security while maintaining a PCI-DSS level 1 certification.

Once the user has their assets in the Spend Wallet, they can be securely stored, transferred or spent via the Spend App or the Spend Card. The user has the ability to select which currency to enable as the default transactional currency and has the option to change this at any time through the Spend App. Within the Spend App users will be able to control their Spend Card by enabling users to lock/unlock the card, track their card shipment, verify their identity, upgrade their tiers, exchange/interchange currencies, buy/sell digital assets, view stats/data on various digital assets, conversion of digital assets to fiat in real time to spend, and much more.
Enabling blockchain systems for a merchant has a great deal of benefits. Spend Card is a prepaid debit card that works on various payment networks. The users region will which payment network the Spend Card will run on. The User will have cash access via ATMs, the ability to shop at over 40 million locations worldwide, and able to pay via NFC.

Spend Cards come in physical and virtual form where the user may order a card to their residence or generate a virtual card immediately directly from their Spend App.

In order to create a card that would work for different individuals, we have created three versions of the Spend Card with one version having the ability to be a metal EMV card. Spend Cards allow users to spend local fiat worldwide.

**SpendSimple™**

Our introductory card for users to get basic access to our spending capabilities in our ecosystem.

**SpendPreferred™**

Designed for frequent shoppers and a higher level of features and benefits.

**SpendBlack™**

Our elite card for the user who want the Spend Card as their primary choice of payment. Spend Black comes in a metal option as well.
Spend Pay leverages the Spend Authorization Engine to enable real-time digital currency/asset conversions to fiat via the Spend Card or Spend Wallet. Spend Pay enables the Spend Wallet for cross-chain communication for instant off-chain settlement of any supported digital currency.

By running Spend Pay, Spend has the ability to give our merchants and users the tools needed to accept or spend digital currency/assets in-store and online while enabling them to choose whether they want to keep their payment in the original form of the digital asset used or convert in real-time market value to fiat.

Using Spend Pay makes all digital assets and currencies convertible to local legal tender all from the Spend Wallet. The local legal tender is then instantly loaded via our Spend Authorization Engine on the Spend Card.

Spend Pay allows the Spend App or any Digital Currency wallet become a gateway designed to facilitate a payment to a merchant running the protocol. By integrating multi-platform friendly SDKs any merchant can begin accepting digital currencies immediately. By opening this channel merchants can now target a whole new class of business and savings. Bridging this gap enables instant payments powered by blockchains.
AUTHORIZATION

1. A customer presents their card or app at a merchant point-of-sale (POS terminal).

2. The terminal reads the magnetic stripe or embedded signature data from the card and transmits it through a payment gateway to a payment processor.

3. The processor uses a list of Issuer Identification Numbers (IINs) to route data through the appropriate card association, or network.

4. The card association sends the transaction to the bank that issued the card through a card processor.

5. The issuing bank reviews the transaction data, metadata, and internal risk models to determine whether the transaction should be authorized.

6. The issuing bank returns an approval or decline to the card association, along with any other verification data as requested by the merchant.

7. The card association relays the authorization to the processor, which sends a transaction success message back to the POS terminal.

8. Based on the merchant’s decision to complete the transaction, the POS terminal sends the payment processor instructions to “settle” the prior authorization amount, which are then relayed to the card association.

9. The card association directs the issuing bank to transfer a final purchase amount (minus interchange to the processor’s own bank, called the “acquiring bank.” It returns a success message to the payment processor.

10. The acquiring bank receives funds within 2 business days. Meanwhile, the issuing bank resolves the customer’s pending record of charge, and appends it to their statement.

11. The acquiring bank initiates a daily transfer for funds collected minus any fees for processing.
Enabling blockchain systems for a merchant has a great deal of benefits. Blockchains offer practical solutions to merchants in two major aspects; cost and fraud. By accepting a payment via a blockchain currency or asset it seriously reduces the number of fraud possibilities by enforcing a non-editable public ledger that verifies the transactions in a decentralized manner making it impossible to forge. By virtue of design this automatically creates boarderless payments due to the decentralized infrastructure of these currencies.

Typical merchant fees charged to merchants for processing credit cards can range from 2-5% depending on, but not limited to, type of risk, region, and processing volume. By enabling blockchain based payments merchants eliminate all additional processes typically performed by the current financial payment protocols offered. Merchants can see upward of a 50% savings by processing through Spend Pay than traditional merchant services accounts.
1 A customer presents their app at merchant POS for payment in any cryptocurrency supported.

2 The app requests the current conversion rate for the customer’s desired cryptocurrency and submits a blockchain transaction.

3 One-time authorization code in real time authorizes the transaction on the merchant’s POS terminal, then pushes fiat funds to the merchant’s bank account. The customer’s purchase is complete.

STREAMLINED AUTHORIZATION, CLEARING & SETTLEMENT
The Spend Software Development Kit (SDK) allows businesses to build a powerful customizable application on top of our current infrastructure. For example, if the business wants to create their own digital currency, digital wallet, transfer system, identity verification platform, and white label prepaid card, they can right within our APIs without the need or knowledge of the cores. By trusting Spend to handle all the backend work, we give a library of API's that allows our clients to integrate into any application or build one from scratch.

Clients have a dedicated support and technical manager to ensure a smooth process. By giving these tools and API library to developers of businesses they are now able to execute a wide array of calls. They will have the ability to create a custom wallet with currencies that they want to support whether it’s a virtual currency, fiat, or asset all of these can be stored through our SDK and leverage the Spend Authorization Engine. The client can issue their own white label based prepaid card to connect to the wallet they are building to have the ability to utilize our proprietary conversion engine to make these currencies spendable at point of sale. Business can build payment protocols and money transfer services all through a few API calls for fiat and virtual currency or assets.

By utilizing Spend SDK the user gets access to a user CRM management system ran entirely through the blockchain and the cloud. The user will have the ability to run KYC/AML checks on these users instantly and manage these conditions all from a backend portal. These are just a few of the main features of the Spend SDK. We are constantly improving and developing the SDK to meet the needs of businesses worldwide.
The Lend by Spend program is designed to give users the ability to obtain both secured and unsecured prime loans directly from the Spend Wallet Application. Users are able to apply for an unsecured prime loan if they are a qualified buyer and approved by an underwriting.

Users are also able to get instant secured loans utilizing their blockchain assets without actually having to sell the asset. Utilize Wallet users will be able to take a collateralized short-term loan against their favorite blockchain asset like Bitcoin or Ethereum. Our system allows you to take a 20-50% Loan-To-Market Value (LTVMV) against your digital asset with a Loan Origination fees of 2%. All interest rates are fixed at 8-12% and can be deducted by up to 50% by using Spendcoins towards fees. Loan terms range from 30 days to 1 year with no pre-payment penalty fees.
Spendcoin was created by the Spend Foundation to act as a membership reward and access digital currency to the Spend ecosystem of products. Spendcoin has a wide array of current functions on the Spend platform.

Spendcoins today may be used as a utility token for:

- **Spend Card Membership**
- **Convert to fiat at 40M locations worldwide**
- **Use towards Spend Business SDK services**
- **Redeem towards fees with discounts**
- **Use as collateral for a loan**
- **Purchase instant digital gift cards**
- **Use as a payment method on Spend Pay & Shop**
- **Spend VIP membership**
- **Enhanced referral rewards**

**Spend VIP**

Spend VIP is an exclusive membership rewards program designed for our Spend Preferred and Spend Black Members. This program gives additional rewards back percentages at a top retailers when using a Spend Visa Card.
Proof-of-Purchase Membership Rewards

Spend Membership participants are automatically enrolled in our Proof-of-Purchase Membership Rewards Program. This enables a user to earn up to 6% back on all wallet and card purchases made via the Spend Wallet and Spend Card. By utilizing blockchain technology on the Ethereum platform we are able to credit users immediately for their purchases rewards.
Conclusion

We believe that blockchain technologies will soon be a complement to the current payment infrastructure we all know worldwide. Traditional payment instruments will look to this protocol as a way for efficiency, ease, and global accessibility. However, the technical and operational complexity in properly managing the instruments that run off this technology will have most companies seek an intermediary service or platform to handle the hurdles. These services must be designed where we can't compromise the core principles of security, data protection, compliance, and the choice of freedom for the user to use their preferred payment method or instrument.

The Spend Ecosystem of products have been tailored around the mission to solve the complexity and broad reach of requirements currently needed to run a full scale multi-currency consumer and merchant platform. We eliminate the challenges for everyday consumers to have access to a global wallet that can act as their bank account with the benefits of a connected prepaid debit card and virtual currency capabilities. We give a decentralized portal for merchants to have control of their business needs. These features are all accessible to users worldwide.

Large organizations, as well as technology corporations, are now looking to build on this platform. Companies are aiming their sights to solve the thousands of problems that blockchain can fix. The number of applications being built on blockchains are increasing and moving farther away from just the underlying technology of virtual currencies. Would we have known about blockchain today if it wasn't for Bitcoin? This is an arguable point, however, we have to appreciate the beauty of it all. Blockchain applications are now being used in industries such as real estate, data storage, accounting, banking, gaming, etc.

Despite the ever growing interest and popularity of distributed ledger technologies, there are many use cases unsolved today. The issues that are solvable are usually spanned across two to four platforms before an end result is met for the consumer. This creates an unpleasant user experience and poor global adoption of these protocols. It also shows the great need for a one stop solution service/platform to solve these issues.

Spend.com and its suite of products will give the user an all-in-one platform that the user will trust to manage and spend their funds and assets. Creating a digital global commerce is our goal and we achieve it with the Spend.com product line.
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