

# Coxxx Coin White Paper

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## ABSTRACT

The financial system the workers of the \$100+ billion dollar porn industry are currently working under is broken.

Despite the growing overall social acceptance of the industry the regulation from billing companies, banks, and other money related services remains harsh. Much more harsh than it is towards non-adult related businesses in a variety of ways. This causes problems that range anywhere and everywhere from high transaction fees to funds being held to accounts being closed entirely.

There is too much power in the financial institutions and they are selectively abusing this power against adult businesses. Honest adult businesses that follow the law have bank accounts closed frequently all due to the nature of their business alone. Therefore a significant amount of time ends up being spent figuring out ways to effectively manage money.

This puts honest hard-working people in a situation where they are collecting money in random unusual ways being limited to similar tactics that would be used by an illegal alien working in a foreign country. These are law-abiding tax paying citizens that deserve to be able to operate basic financial functions like anyone else. The financial discrimination against the adult industry must end.

The solution is a private secure decentralized currency with fast transactions and low fees based on blockchain known as Coxxx Coin.

Coxxx Coin connects producers, agencies, models, and all adult industry personnel in a way where they can most effectively send and store currency. Coxxx Coin also connects the fans of porn directly with the industry. In both cases Coxxx Coin saves everyone money by taking out the greedy middle man in the equation.

Coxxx Coin rewards and protects the user while providing improved operation and conversion to adult businesses.

By giving financial freedom to adult businesses and reducing their costs these benefits are inherently passed along to the consumer.

The Coxxx Coin team is made up of highly established people within the adult industry as well as the tech industry.

We see Coxxx Coin as the building block of the future of cryptocurrency for the adult industry.

## **1. 3 Financial Problems the Adult Industry Faces Today: Billing, Banking, and Money Transfers**

### **1.1- Billing**

The billing companies currently operating in the adult industry have many disadvantages.

The average billing company will charge an adult merchant 15% for every transaction in addition to \$1,000 annually. In this regard there is little to no difference between the vast majority of adult billing companies.

Costs would easily be less than 5% with \$0 annually through a non-adult billing company.

Because of these fees porn websites have to raise the prices to the consumer and at a time where most people are watching porn for free it is crucial to keep costs down.

Not only is the cost of billing high, but billing companies can also dictate the content displayed on their

merchants' websites.

It is common for adult websites to be forced to delete particular videos, photos, or certain words on their website solely because of the request from their billing company.

They do this because the credit card companies are strict on the type of content that is allowed for purchase and certain types of porn is not allowed.

Porn companies need low transaction fees and no regulation on their content, Coxxx Coin meets both of these needs.

### 1.2- Banking

Workers of the adult industry are left with very few good options when it comes to banks as well. Certain banks have cracked down on porn in recent years going as far as closing their customers' accounts. There is a good chance of account application denial at many different banks and even once accepted there is no guarantee of being able to operate long-term. People need a place to store their wealth for the long-term and proper functionality in the short-term and that is currently a complex task for many workers in the adult industry.

Coxxx Coin provides ALL users a quick reliable option for the short term as well as a safe way to store and grow their money for the long-term.

### 1.3- Money Transfers

At this time there are not many ideal ways for adult companies/workers to transfer money to each other. Currently they mostly depend on banks and online payment services such as Paypal, either of which can cease to work at any moment if these financial institutions decide to close their account. In addition to this many banks and online payment services are charging high transaction fees and it can take days for money to be sent from one place to another. This is a real problem since workers of the adult industry frequently need to send money to each other for shoots, customs, cam shows, website sales, etc.

Coxxx Coin makes it quick and cheap for users to send each other money.

## **2. Coxxx Coin to the rescue! A private secure decentralized currency with fast transactions and low fees**

### 2.1- Product and Vision

Through many years of firsthand experience working within the adult industry we have been able to

identify the greatest financial obstacles the industry faces and it is through this understanding that we have been able to come up with a proper realistic working solution.

The truth is the financial burdens forced onto the adult industry are so great that it is not hard to come up with a better option than the current financial system. However, we believe we have created the most ideal approach possible that has the potential to be a competitive solution for many years to come.

Coxxx Coin is driven and controlled only by the community and provides an open source decentralized blockchain based alternative to the rigid ways of the current financial system.

Coxxx Coin enables adult industry workers to collect a greater percentage of their earnings and send money quickly with very little cost. It also provides a safe private way to save and grow their wealth. All while avoiding the over regulation and high costs they are normally used to. Porn consumers can benefit from all of the same advantages and will see even more value in it's anonymity.

## 2.2- Technology

The CXC wallet implementation will include a web3.js solution based on Metamask as well as a wallet compatible with Mist and Status browsers. When a user hits a landing page on the adult subscription website payment portal, Metamask/Chrome or another compatible browser will open payment options via Ethereum automatically asking the user to approve the transaction safely and anonymously. This can be achieved using web3.js from within the users' Ethereum enable web browser on the existing adult site adding only a bootstrap snippet of Javascript code to their web page. The resulting CXC transaction will authorize the user on the website via an OAuth token with a server running the provider mechanism. When the user's subscription repayment is due, it will open another web3 based transaction. If the transaction is rejected the OAuth token will be disabled automatically and the user will no longer be able to access the site until they accept the payment.

## 2.3- Implementation

There are countless cryptocurrency experts and enthusiasts out there suggesting that a cryptocurrency be created for the adult industry.

Since 2012 we have excelled at connecting the adult industry on a large scale nationwide through a successful reputable adult talent agency known as Coxxx Models. We are fortunate to say that we are the fastest growing adult talent agency in the adult industry and have become one of the top agencies in the business in a short amount of time. We plan to apply the same hard work ethic and trend of success to Coxxx Coin.

We plan for Coxxx Coin to be widely used among producers, models, and many other types of adult businesses by providing our numerous connections within the adult industry this much improved

financial alternative. There are many practical uses both for business to business transactions as well as business to consumer.

### **3. Marketing**

We have a massive marketing strategy in place that will ensure that Coxxx Coin is promoted to it's fullest potential.

**Step 1)** As an established trusted name in the adult industry we will start with all of the businesses we are already working with as well as the models we represent and we plan to put it into use very quickly. Producers will be able to use Coxxx Coin on their website to accept payments from their users as well as with Coxxx Models in order to book models. Models will be able to use Coxxx Coin to pay their agency fees as well as to collect money from their fans for any number of services they provide. We also plan to integrate Coxxx Coin into our upcoming Coxxx Models online merchandise store and webcam site.

**Step 2)** Inform the potential user base in the already existing crypto community. One of our priorities will be spreading the news to the cryptocurrency community via blogs, forums, social media, press releases, etc. Through articles, interviews, word of mouth, etc. we will seek to grab attention directly from investors that already use cryptocurrency.

**Step 3)** We will then begin to seek broader market adoption. Sex sells! So we will be shooting a lot of professional promo videos full of eye candy and posting them all over adult tube sites and social media websites. Social media presence will be a major focus with our marketing strategy. In addition to regularly posting from Coxxx Coin social media accounts on numerous websites we will also have our connections with hundreds of thousands of followers post about Coxxx Coin as well. We have advanced software we can use on these websites that will enable us to reach a massive amount of users.

We will be doing some paid advertising as well by placing ads on adult industry websites and cryptocurrency related websites.

We will also appear at the major adult industry trade shows to promote Coxxx Coin and help increase it's presence within the adult industry.

We will hire publicity companies to assist with maximizing the coverage of Coxxx Coin within mainstream, cryptocurrency, and adult media outlets.

We believe marketing is one of the most important aspects of a successful coin if not THE most. Our team has a strong background in marketing so we consider this area to be one of our greatest strengths

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#### **4. Crowdsale**

The crowdsale is launched as of January 26th 2018! It is done through an Ethereum contract which accepts .0001 ETH for 1 CoxxxCoin (CXC). 500,000,000 CXC tokens is up for sale representing 50% of the total available of 1 billion. The crowdsale landing page has realtime updates based on Ethereum JSON RPC and updates the funders to the status of the project in real time.

#### **5. Team**

Conor Coxxx- Founder & CEO

Conor is a successful young adult industry entrepreneur. He started the adult talent agency Coxxx Models in 2012 becoming the first adult talent agency to not charge any extra fees in addition to the cost of the model. Today it is one of the top agencies in the business. He is also a successful AVN nominated producer and performer frequently seen on Vivid TV. Conor is well known for being an innovator as well as being one of the most well connected names in the adult industry. Before his porn career he worked in the music industry as well as a small marketing firm in Atlanta. Conor has been a cryptocurrency investor and supporter since 2013.

Christopher Gu- CTO/Lead Developer & Advisor

Christopher has a 20+ year history developing with Java and C++ technologies as well 15 years with PHP. He developed the first open source OpenRTB ad server used by hundreds of ad networks worldwide called NginAd which he sold in early 2017. Christopher has worked on the digital development and marketing teams at Suzuki as a senior developer, as well as partner integrations developer at CarsDirect, Digital instruments programmer at Yamaha Japan, and digital media end-to-end fulfillment for Paramount and Lionsgate studios at Premiere Digital Services. Previously Christopher had created a large scale web based email program that was eventually sold to the American company of the prince of Kuwait, Abdullah Al Sabah. Christopher started using Bitcoin in 2014 and started developing blockchain platforms in late 2016, building his own Ethereum ICO platforms in 2017 and learning Solidity and blockchain technology to develop next generation systems.