

FLUZCOIN

The Intelligent Retail Protocol

SUMMARY

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EXECUTIVE SUMMARY

// **“Everyone can create money; the problem is to get it accepted” - Hyman Minsky**

Fluzcoin is a retail protocol specifically designed to solve the most salient problems within cryptocurrency: speed, cost, compliance, and excess volatility. Our goal is to deploy a true retail coin that is ready for mass consumer and merchant adoption.

We've chosen the permissioned and Ethereum-based Quorum as our blockchain layer as it provides Fluzcoin holders with fast transaction times and additional layers of privacy, which are not present to a satisfactory degree in other blockchain protocols. To help resolve the potential crypto-economic volatility, we've created the Fluzcoin Artificial Intelligence (AI) algorithm which will provide real-time, computer-aided market corrections in alignment with Fluzcoin supply and demand. Fluzcoin holders enjoy effortless staking of new coins by merely holding the coin: the value gained by generating new Fluzcoins is maximized by Fluzcoin holders in the form of staking rewards.

Fluzcoin's computer-governed economy results in a transparent and predictable fluctuation path¹. Fluzcoin's patent-pending coin staking process creates additional value without the need for the energy-intensive crypto-mining infrastructure². Thus, Fluzcoin is positioned to be the most rewarding retail currency available.

¹ Fluzcoin. (2018). Fluzcoin Solution. Available at: <https://steemit.com/ico/@morin1/59pr1a-Fluzcoin>

² United States patent application pending 62/648,206

Retail prices in Fluzcoin are also likely to be lower as merchants are able to pass the transaction cost-savings to their customers. Lower prices combined with strong commercial discounts, partially paid from the Fluzcoin Initial Coin Offering (ICO), and an easy to use mobile app environment are additional incentives that encourage consumer use.

Merchants benefit from Fluzcoin as it allows for cost and default-risk free transactions with collected funds available in real-time and immediately convertible to fiat currencies. All Fluzcoin retail participants will have cleared Know-Your-Customer (KYC) requirements, making it a compliant coin for merchants who wish to attract a new generation of digital and mobile consumers.

PROBLEMS WITH RETAIL ADOPTION OF CRYPTOCURRENCY

³ Statista. (2018). Total retail sales worldwide from 2015 to 2020 (in trillion U.S. dollars). Available at: <https://www.statista.com/statistics/443522/global-retail-sales/>

⁴ Statista. (2018). Retail e-commerce sales worldwide from 2014 to 2021 (in billion U.S. dollars). Available at: <https://www.statista.com/statistics/379046/worldwide-retail-e-commerce-sales/>

The total retail sales in 2017 (both brick and mortar and e-commerce) was an astonishing \$23 trillion, and the cash influx will continue to grow to \$27 trillion by 2020 ³. E-commerce, specifically, boasts approximately \$2.3 trillion and will more than double by the time we reach the year 2021⁴. This shouldn't be all too surprising since commerce is what fuels the entire world economy. Whether purchasing something as essential as food or buying new equipment for a business, all supply chain pathways ultimately lead to the end consumer. Web 2.0, which is quickly evolving towards Web 3.0, helped ecommerce giants such as Amazon, eBay, and Alibaba expand the retail industry into the global landscape. Now, we can order anything we need or want from just about anywhere in the world with a few mouse clicks on our laptops and desktops or finger taps on our smartphones.

But, there is a new technology that has taken the world by storm. Some are skeptical, others are brimming with enthusiasm while hailing blockchain and cryptocurrency as a disruptive technology that will forever change the way billions of people transact on a daily basis. Even though the most well-known cryptocurrency, Bitcoin (BTC), has been around since 2009, the retail industry has clearly demonstrated their hesitancy regarding cryptocurrency adoption.

³ Statista. (2018). Total retail sales worldwide from 2015 to 2020 (in trillion U.S. dollars). Available at: <https://www.statista.com/statistics/443522/global-retail-sales/>

⁴ Statista. (2018). Retail e-commerce sales worldwide from 2014 to 2021 (in billion U.S. dollars). Available at: <https://www.statista.com/statistics/379046/worldwide-retail-e-commerce-sales/>

Deficiencies of cryptocurrencies

⁵ Due.com. (2018). 7 Major Companies That Accept Cryptocurrency. Nasdaq.com. Available at: <https://www.nasdaq.com/article/7-major-companies-that-accept-cryptocurrency-cm913745>

⁶ Murthy, Aswini. (2017). How many e-commerce companies are there? What's the global e-commerce market size? Available at: <http://blog.pipecandy.com/e-commerce-companies-market-size/>

⁷ Coinmarketcap.com (2018). Bitcoin Charts. Available at: <https://coinmarketcap.com/currencies/bitcoin/>

Granted, there are several retailers who gladly accept the likes of BTC and/or Ethereum (ETH), e.g., Microsoft, Overstock.com, Subway, Pizzaforcoins, and Shopify – to name just a few⁵. However, these are only a fraction of the roughly two to three million e-commerce sites worldwide⁶.

So, why the delay in accepting cryptocurrencies as a viable payment method in exchange for goods and services?

The cryptocurrency sector is a wrought with wild highs and lows. For example, Bitcoin's price sank from \$17,586 in December 2017 to \$8,144 in February 2018⁷. As a general rule, all of the other cryptocurrencies tend to follow suit: when Bitcoin drops the rest of the market feels the effects even if only slightly. While this is an excellent scenario for speculators who can generate a substantial ROI from the high-risk cryptocurrency environment, such drastic swings in valuation have proven to be prohibitive for those who actually want to use cryptocurrency instead of fiat currency to make retail purchases.

As we can see, the promise of daily use of cryptocurrencies as a payment method has, so far, not been realized. On the retail merchant side, transaction speeds have been too slow, and transaction costs have yet to stabilize: as the speculative value of cryptocurrencies rises, this equates to increased transaction volume and, subsequently, higher transactions fees.

Adding another barrier is the lack of an unambiguous regulatory framework. Governments are grappling with how to regulate cryptocurrencies but not kill their potentially positive utility, such as helping the unbanked and underbanked access retail consumption services or ensuring food safety via blockchain for the logistics industry. Perhaps most significantly, for both merchants and consumers, the cryptocurrency volatility is what halts the forward movement of mass acceptance and use.

For widespread adoption of cryptocurrencies as true retail currencies, four primary issues need to be fixed: transaction speed, transaction costs, compliance, and excess volatility. It's true that cryptocurrencies and blockchain, the underlying technology, have come a long way since 2009, a viable solution for the excessive volatility has not yet come to fruition. But, Fluzcoin has designed a blockchain-based retail coin solution that specifically targets the retail industry.



FLUZCOIN RETAIL PROTOCOL SOLUTION

First and foremost, Fluzcoin is a retail protocol. Truly successful currencies unite two objectives: store of value and real payment utility - Fluzcoin has this dual capacity. We've created Fluzcoin as a finely tuned system that provides a safe and secure method for everyday retail transactions - with both merchant and consumer pain points, as well as preferences, in mind. Our go-to-market strategy focuses on several key points:

- Careful selection of a limited initial geographic scope,
- Targeting a highly specific customer and merchant demographic,
- Substantial brand building efforts leading to a significant "share of mind,"
- A seamless crypto-fiat conversion at the retail point of sale (POS).

We at Fluzcoin Global Management have our eyes firmly set on making Fluzcoin a mass market phenomenon. But, we also recognize that blockchain technology is in a perpetual state of development and improvement. Even after our proof of concept has been launched, our development team will continually research the newest blockchain protocols. It is important to note that this introduction to Fluzcoin Technology is merely the starting point. We will implement infrastructural upgrades as they become necessary, and this process will be overseen by the EUNOMIA Foundation.

Although we have chosen an initial blockchain framework, Quorum, Fluzcoin is not permanently tied to a certain state of the blockchain technology landscape; its underlying infrastructure is not going to be technically obsolete in a few years' time. Instead, Fluzcoin is going to evolve and develop its strength and capabilities in tandem with the forward motion of the blockchain industry.

Consumer Financing and Fluzcoin

Fluzcoin facilitates two types of ecommerce transactions: instant payments and consumer financing. While an instant payment means a consumer's wallet authorizes the immediate transfer of the invoiced amount due in Fluzcoin to the merchant's wallet, there are times when merchants may agree to finance more substantial amounts and extend a payment installment contract. In the case of invoicing, installment payments, or financing with interest, the consumer's wallet authorizes future transfers including authorizations of payment ranges.

With the technical foundations to (a) authorize future transfers and (b) adapt the total to be transferred within a set range, Fluzcoin will serve as a platform for a multitude of consumer finance service providers, some of which may be launched and scaled exclusively on the Fluzcoin platform.

The Fluzcoin Data Economy

Without consumer data, merchants have only a limited understanding of their customers. Which demographic seems to purchase the most items? Are there demographics who are not yet being catered to? Which items yield the highest revenue per order? Are there products or services that consumers are demanding but are not yet available from merchant competitors?

Fluzcoin enables merchants to glean data-driven insights that drive profitable decision-making. The Fluzcoin Consumer Insights API allows merchants to dock on and retrieve vital information about the behaviors, interests, and intentions of their shoppers. However, to maintain full anonymity and ensure user privacy, the API only allows access and analysis via a guarded aggregate.

Fluzcoin's ability to generate massive data-sets gives rise to data network effects: as Fluzcoin adoption increases, so does the amount of data available for precise analytics, which in turn boosts the amount of insight that can be garnered by using Fluzcoin as a primary exchange mechanism between merchant and consumer.

Summary of Fluzcoin

Merchants and consumers have both mutual and specific benefits by using Fluzcoin, including flexible payment terms, auto executed smart contracts, ease of use, and the simplicity of currency conversion between Fluzcoin and fiat currencies. The common needs of the merchant and the consumer require a stable and reliable currency whose appreciation path is reasonably smooth. This need is fulfilled by the Fluzcoin Steering Mechanisms and the Fluzcoin Algorithm which are discussed at greater length in the Tokenomics section below.

Consumers

- Fluzcoin combines the convenience and traceability for personal reports and for rewards of digital payment methods with the anonymity of real cash. The consumer can choose who can see how much of their profile and history.
- Fluzcoin offers consumers the opportunity to build wealth by investing in and holding Fluzcoin which has a unique appreciation path.
- In stark contrast to rewards programs of credit card companies or airlines whose rewards often expire after a certain lapse of time, rewards issued in Fluzcoin appreciate according to mechanisms outlined above⁸.

⁸ Fluzcoin. (2018). Available at: <https://Fluzcoin.io/>

Merchants

Merchant needs are straightforward: spend as little as possible on receiving payments for transactions with the fewest amount of payment defaults, immediate availability of funds, and maintain compliance with all applicable local, national, and international (where applicable) laws.

- Building on the immutability of blockchain systems, Fluzcoin is default risk-free.
- Consumers can upgrade their wallets on the Fluzcoin ledger through third-party identification services. Merchants can define business rules that dictate which transactions, if any, require the consumer to have a verified account according to know your customer (KYC) policies.
- Transaction costs are fully covered by the EUNOMIA Foundation (see the Governance section for additional details).

TECHNICAL SPECIFICATIONS

During our technological exploration and feasibility phase, we considered and tested a host of the latest generation blockchain and distributed ledger technologies such as Hyperledger variations Fabric, Sawtooth, and Burrow. Additionally, we researched JPMorgan Quorum as a possibility. Since the Fluzcoin protocol isn't merely facilitating simple cryptocurrency transactions, such as the Bitcoin blockchain does, we needed a blockchain infrastructure that supported more complex smart contract scripting. Furthermore, due to the need for higher throughput and our focus on user privacy, it was decided that a permissioned blockchain was required for Fluzcoin.

⁹ JP Morgan. (2018). Quorum. Available at: <https://www.jpmorgan.com/global/Quorum>

¹¹ Fluzcoin. (2018). Fluzcoin Solution. Available at: <https://steemit.com/ico/@morin1/59pr1a-Fluzcoin>

Eventually, JPMorgan Quorum forked from Ethereum was chosen as the inaugural blockchain protocol due to its customization, high throughput, and permissioned protocols which ensures user privacy⁹. We are well aware of the likelihood of Ethereum's shift from PoW to PoS via Casper. Considering that Quorum "is designed to develop and evolve alongside Ethereum,"¹⁰ Quorum is capable of swiftly aligning to Ethereum's evolutionary path.

Fluzcoin will also provide its own wallet to store, sell, buy, and pay with Fluzcoin at retail POS through practical QR code scanning. Corporate Fluzcoin wallets will provide merchants with the necessary accounting input to reconcile Fluzcoin payments.¹¹



¹² Quorum White Paper. (2016).
Available at: <https://github.com/jpmorganchase/quorum-docs/blob/master/Quorum%20Whitepaper%20v0.1.pdf>

Only Trusted Parties Validate Transactions

Quorum has consensus voting rules that mitigate the risk of an attack. Via the QuorumChain Consensus implementation, only nodes in the maker role are allowed to create a block.¹² In terms of voting protocol, nodal subsets are allowed to “vote on blocks.”¹³ Additionally, the fact that permissioned blockchains only allow trusted parties to add new head-blocks ensures that all participants validating the ledger are non-malevolent entities. Note also that merchants running a node would be the first to see any discrepancies.

Zero-fee transactions for consumers

Merchants will be the node operators, and these are the only nodes that will be allowed to add new head-blocks to the blockchain file (so-called “maker status” in Quorum). Their authorization will not only be managed centrally by the EUNOMIA Foundation but will also be subject to voting and propagation through the decentralized network to avoid a single point of failure from a central interface. Merchants will bear negligible costs for electricity as there is no need for the wasteful PoW consensus.

Privacy for consumers

Quorum is one of the few blockchains that has adopted the Zcash algorithm, which hashes transactions with Zk-SNARKs and provides an additional layer of security and privacy.¹⁴ For transactions that require an even higher level of privacy, the Quorum blockchain protocol has a “private flag” option, which will only disclose the transaction data to specific trusted nodes, who will, in turn, run the code through EVM and update the state of the data layer.

¹⁴ JPMorgan Chase/quorum. (2017). ZSL Proof of Concept.
Available at: <https://github.com/jpmorganchase/quorum/wiki/ZSL>

¹⁵ Coinmarketcap.com. (n.d).
Technologies that powers
Fluzcoin. Available at: [https://
www.coinmarkets.net/
stories/51684/technologies-
that-powers-Fluzcoin/](https://www.coinmarkets.net/stories/51684/technologies-that-powers-Fluzcoin/)

Independence for merchants

Merchants will not need to rely on a third party for transaction processing and ledger storage.¹⁵ Instead, merchants will play a pivotal role in transaction validation, and will maintain their own fully synced ledger containing all transaction records.

KYC Compliance for Merchants

A permissioned blockchain will allow Fluzcoin to assign and activate a public key for a user, only after certain conditions have been met, such as a valid passport, utility bill, and other KYC procedure documents.

Tradeable

The coin should be easily exchangeable into a wide variety of existing crypto assets on conventional exchanges. At the same time Fluzcoin intends to provide its proprietary default exchange for seamless conversions. The Fluzcoin permissioned blockchain can also be traded on by opening an account to hold a balance of Fluzcoin. The blockchain will have an API to facilitate exchange operations.

Transaction Speed

New blocks get added to the ledger by participating nodes setting voluntary timeouts until the next block is generated. To date, we have successfully tested transactions being confirmed and added to the blocks within a time range of 1.78 seconds and 6.45 seconds.

The speed may vary depending on:

- The number of simultaneous transactions being carried out,
- The number of merchant nodes,
- The blockchain file size,
- The number of users in the blockchain file and respective indexing and look up costs.¹⁶

High Throughput

The Fluzcoin protocol has been successfully operating at transaction per second (TPS) values between 26 TPS and 128 TPS which are sufficient for the initial release and successful scaling of the customer base to the first tens of millions of users.¹⁷

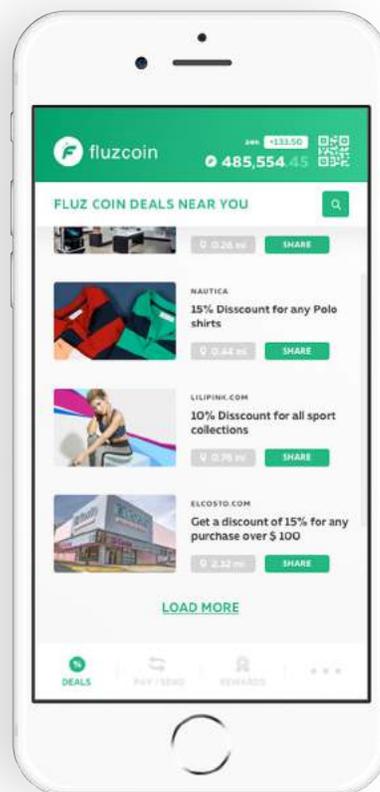
Tolerance for Large Blockchain Files and Indexing

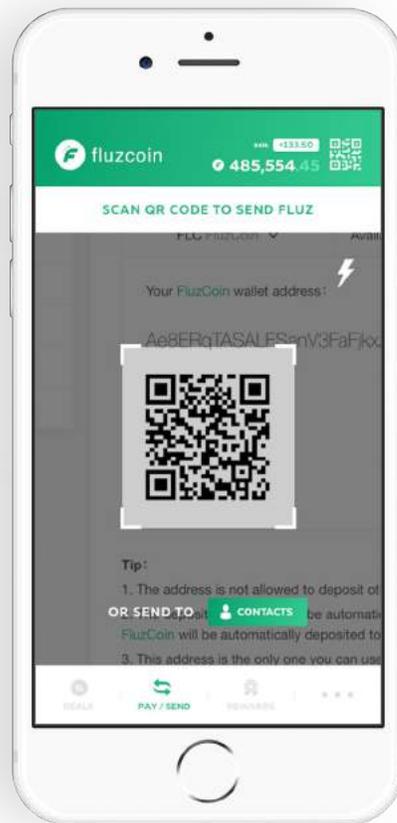
The file sizes tested were from 100 GB to 1 TB, and we deployed roughly 5 billion transactions, each taking approximately 100 bytes of the index file of around the same size. Our results demonstrate that Fluzcoin will not be hindered by a rapidly bloating blockchain database.

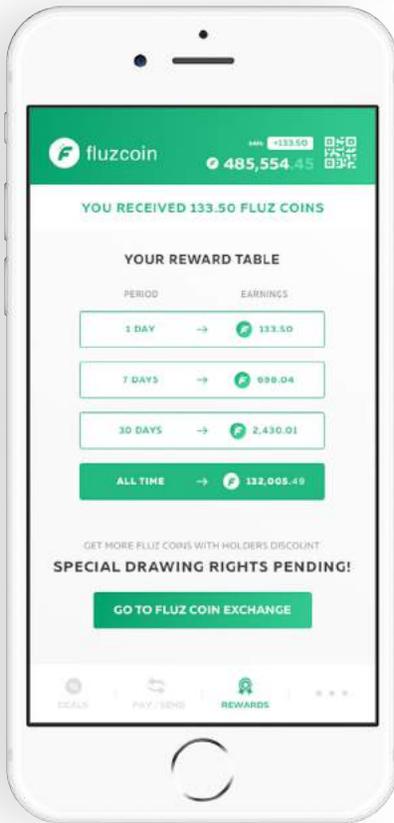
POS Fluzcoin Payment Flow: Merchant and Consumer Experience

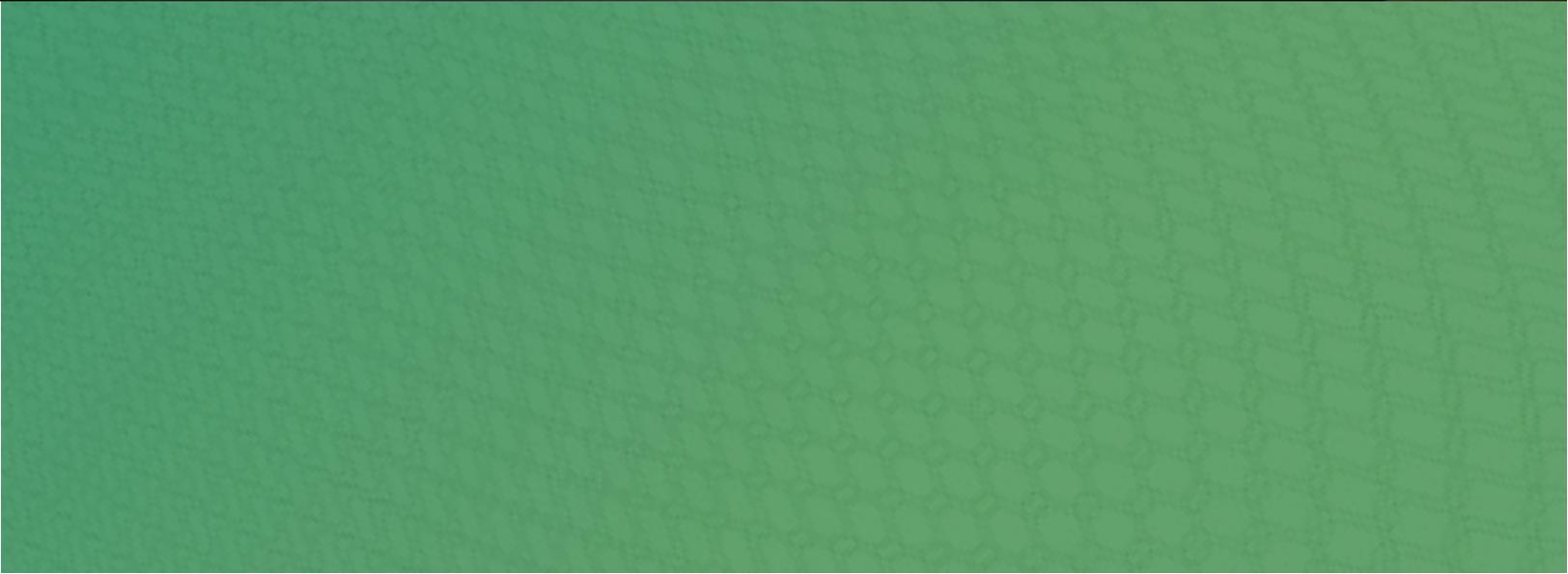
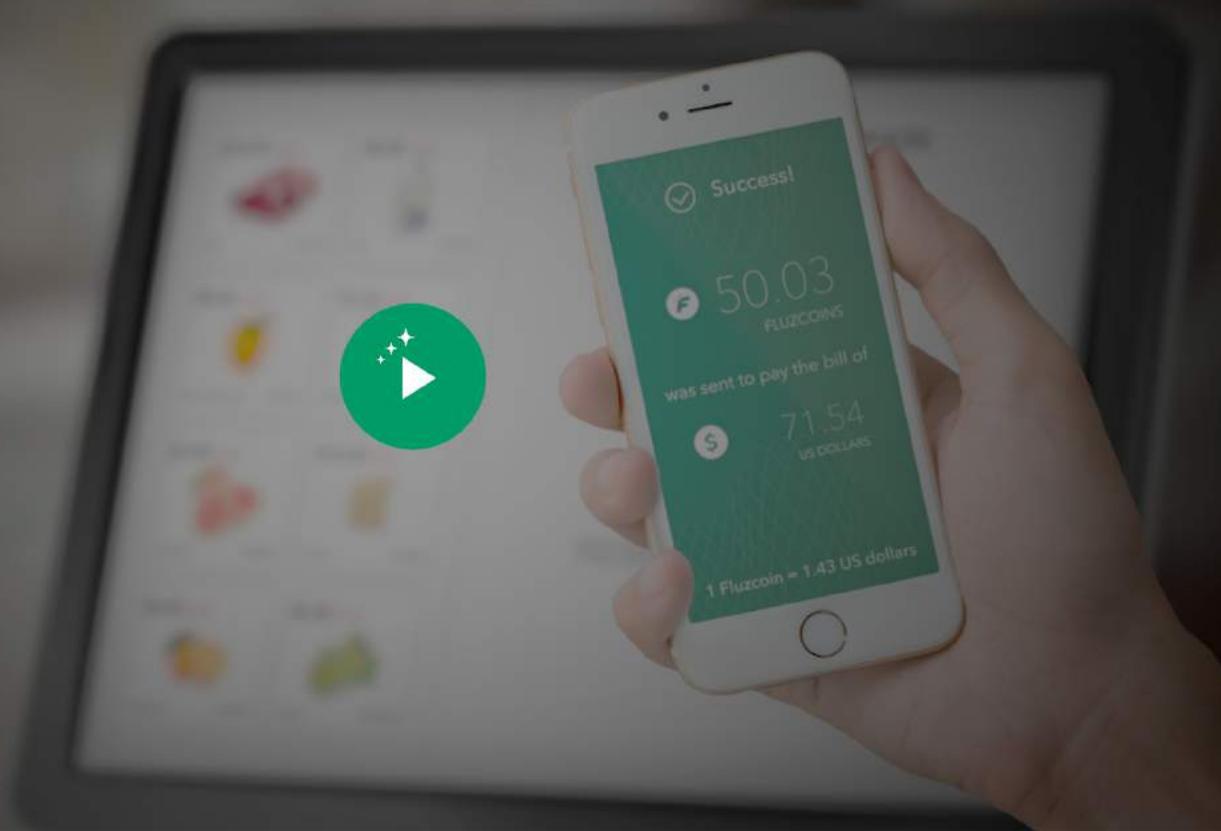
We provide a free app for consumers which includes the Fluzcoin wallet as well as additional features, e.g., tracking of free coins distributed to Fluzcoin holders, search of nearby stores accepting Fluzcoin, and offering special deals redeemable for Fluzcoin only.

Some sample Fluzcoin app screens and a video describing payment experience are to be found hereafter:









A merchant displays the total amount due from the customer in fiat currency and on a conventional POS screen along with the Fluzcoin amount. Payment invitation is presented by a scannable QR code. A user acceptance of the payment is embedded into a scanning action; once the QR code is scanned, the transaction is completed.

Within a few seconds, a merchant back-end system underpinning the network of POS terminals will be informed that the payment of the correct quantity has been received. Thus, the merchant screen can display the "Payment successfully received" notification and the cashier may release the customer with the purchases. The amount of Fluzcoin paid is accrued on merchant accounts and can be consolidated to the master address instantaneously if requested by the merchant.

Merchants signed up for Fluzcoin through Fluz Fluz App



GOVERNANCE

Fluzcoin Global, Inc.

Fluzcoin Global, Inc. is a private for-profit entity that has an aligned interest with Fluzcoin holders which is to generate and maintain Fluzcoin profitability. Through the statutory bylaws, the Fluzcoin Global Inc company purposes are initially to:

1. Hold Fluzcoins and profit from natural entrenched appreciation path;
2. Create brand awareness and retail acceptance of Fluzcoin;
3. Administer and commercialize merchandise/Branding rights;
4. Increase Fluzcoin transaction volume and receive a 0.1% of the monthly transaction volume from the Fluz Foundation as transaction rewards or "inflation tax" which is issued automatically from new Fluzcoin generation.

The EUNOMIA Foundation

The governance of Fluzcoin coin will be conducted through a newly established and fully independent EUNOMIA Foundation. EUNOMIA foundation human councilors have limited decision making power over the AI-based coin management protocol, and will ultimately be elected by the majority of Fluzcoin holders.

Fluzcoin is issued, and the Fluzcoin Reserve is held by EUNOMIA, a name adopted from Greek mythology where EUNOMIA was the goddess of good order and lawful conduct. She was associated with the internal stability of a state, including the enactment of good laws and the maintenance of civil order.¹⁸ The EUNOMIA

¹⁸ Fluzcoin. (2018). Fluzcoin Solution. Available at: <https://steemit.com/ico/@morin1/59pr1a-Fluzcoin>

Foundation is also responsible for maintaining the Fluzcoin Algorithm operations and the Fluzcoin Blockchain. Its costs are paid out of several streams of income:

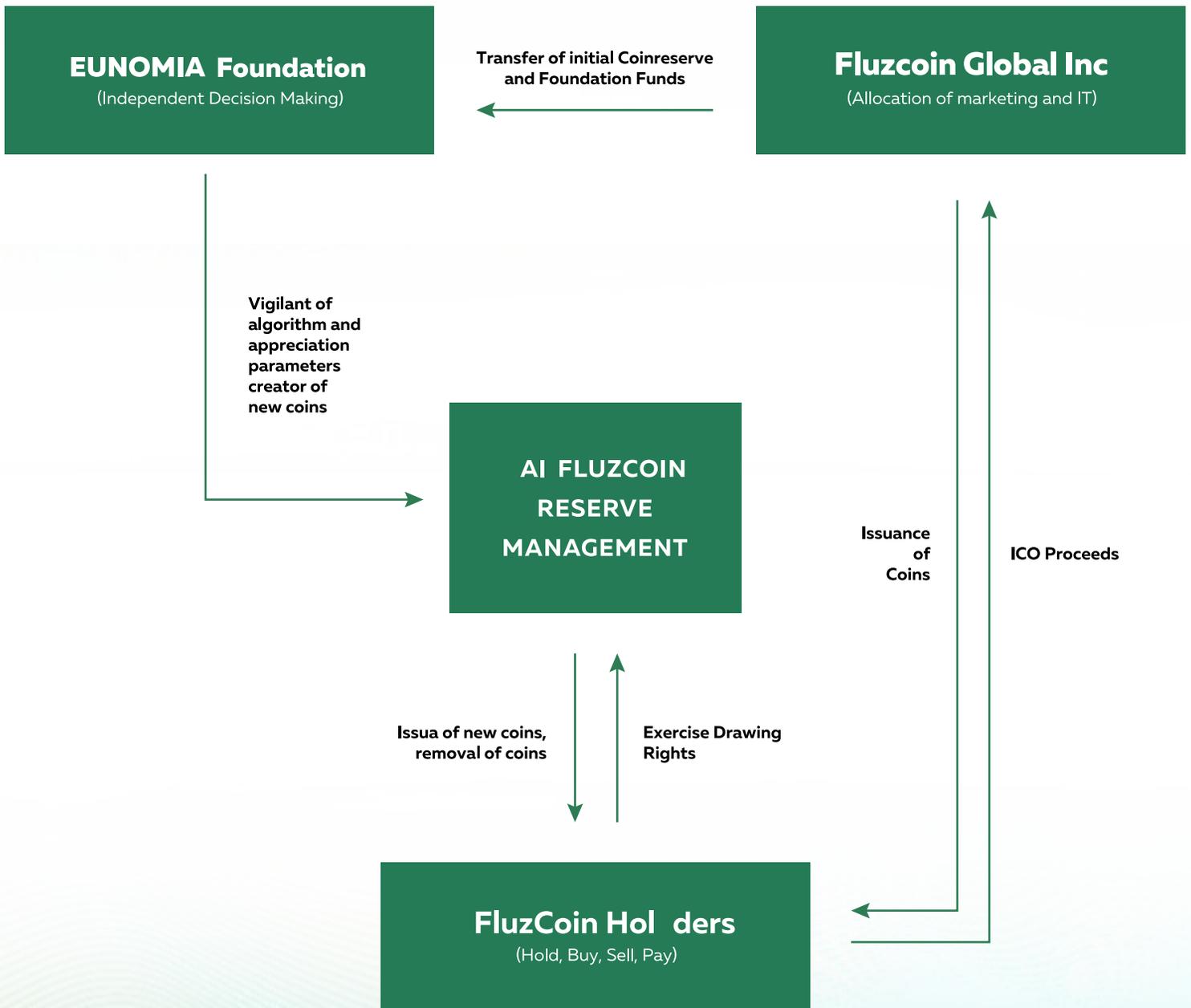
1. Interest proceeds from the Fluzcoin Reserve,
2. Proceeds from the sale of new Fluzcoin during the second coin offering (SCO) process,
3. Future licensing revenue generated by the Eunomia coin stability mechanism,
4. Surplus of proceeds over costs are added to the Fluzcoin Reserve.¹⁹

The Fluzcoin Reserve is invested in exchange-traded funds (ETFs) with a passive investment strategy that EUNOMIA Foundation will select from respected and well-known ETF issuers.²⁰ The fund selection strategy will be modeled on the investment philosophy of central banks and sovereign wealth funds. Investment will automatically be rebalanced by algorithmic steering in the case of foreign exchange or other shocks where the basket of ETFs reflects the exposure to the geographical markets of the participating merchants, weighted by their transaction volume. Thus, decision-making is conducted by algorithmic, auto enforced rules in the handling of the Fluzcoin reserves and maintains the valuation stability for Fluzcoin users at both the merchant and consumer end.

The EUNOMIA Foundation will be hands-on with compliance and transparency in the management of the Fluzcoin Reserve, yet hands-off concerning the investment decisions that are to be automated as indicated above. EUNOMIA Foundation council members are decision makers independent from Fluzcoin Global Inc., management.²¹

Fluzcoin Global, Inc. will be responsible for Marketing and IT development. Fluzcoin Global, Inc. is an agile private enterprise with vast know-how in both the physical and online retail environment and will ensure the appropriate go-to-market strategy for Fluzcoin.

The figure below illustrates this clear division of powers:



EUNOMIA Foundation has independent foundation council members whose mandates consist of

- Supervision of the Fluzcoin reserve algorithm;
- Monetization of EUNOMIA licensing activities;
- Assuring the reporting compliance of the Fluzcoin Reserve Management;
- EUNOMIA Foundation Retail Coin Research and Think Tank implementation;
- Developing retailer and other industry relationships;
- Blockchain and Eunomia technology development;
- Selection and control of external Fluzcoin market making services;
- Ensure the professional development and training of EUNOMIA Foundation council members and, if desirable, of Fluzcoin Global, Inc.'s senior management;
- Anticipate and manage the officer election process for the Foundation's council members, the Treasurer, and the Secretary;
- Review the staff officer positions of Treasurer and Secretary on a periodic basis.²²

The council members are elected by electronic voting of Fluzcoin holders during the yearly digital general assembly for a maximum of five (5) years of renewable service, with the obligation for Foundation members to step down should a conflict of interest arise. Potential

conflicts of interest will be communicated to Fluzcoin holders by the council members and the EUNOMIA Foundation as soon as they occur.²³ EUNOMIA Foundation council membership candidates may not accept or use any Fluzcoin Global, Inc. resources for self-promotion purposes.

Member succession

Every year after the second or third year of Fluzcoin's launch, the slot of one member is up for election.

- Candidates:
 - The board has to nominate two candidates;
 - A holder (outright or through proxy) of at least 10% of outstanding Fluzcoin can nominate one candidate;
 - This sums up to be, at most, 12 candidates;
 - If the above produces less than 5 candidates, then the board has to nominate additional candidates to reach a minimum of 5.
- Members can be re-elected once.

For strategic decisions, a qualified two-thirds majority vote is required. Fluzcoin holdings by foundation council members are limited to 0.2% of total Fluzcoin supply at all times.

In the unlikely event of an EUNOMIA Foundation member not being able to fulfill their duties, e.g., due to illness, death, family events, major geographic relocation, etc., voluntary resignation is possible with a 1-month council member replacement and handover period. EUNOMIA will inform the Fluzcoin community immediately upon receipt of the resignation notice. Within 14 days, the other council members are obligated to suggest at least 3 potential candidates to replace the outgoing member. An extraordinary vote will be held within 21 days, giving Fluzcoin holders the right to determine the replacement by simple majority vote.

EUNOMIA Foundation Guiding Principles

Diversity in learning and development

The council members acting on the Foundation's behalf should aim to be honest and ethical in their dealings with each other, with Fluzcoin community members, partners, retailers, and the general public.

EUNOMIA will neither practice nor tolerate discrimination on the basis of place of origin, ethnicity, citizenship, gender, age, political or religious affiliation, sexual orientation, marital status, family relationship, or economic or medical status. EUNOMIA aims to treat all people with respect and to foster a productive environment free of harassment, intimidation, and discrimination.

Moreover, learning and development of council members related to furthering Fluzcoin adoption and stability are encouraged. The idea of modest annual turnover, paired with a relatively long (5-year) tenure in the Foundation Council, is to ensure an influx of new ideas and perspectives while maintaining stability and a steady socialization and learning process for all EUNOMIA Foundation council members. The Foundation's members will mutually benefit from the collection of member skills which are focused on nurturing Fluzcoin's growth and overall profitability.

Respect confidentiality

Council members must respect and maintain confidentiality concerning the information shared through their association with EUNOMIA. This may include personal information about community members or members of the general public, and/or information about the internal workings of the Foundation and Fluzcoin Global, Inc.

Maintain accurate, honest and complete books and records

The EUNOMIA Foundation's books, records, accounts, and financial statements must be maintained in detail and must conform both to applicable law and to the EUNOMIA's internal systems of controls.

Represent the best interests of EUNOMIA

When acting on the Foundation's behalf, council members and their business associates are to advance the Foundation's legitimate interests. First and foremost, they must protect the stability and viability of the Fluzcoin Reserve which, in turn, maintains or increases the value of Fluzcoin. Council members should never do anything that could bring the Foundation into disrepute or jeopardize the appeal of Fluzcoin as a retail coin.

Relation to Fluz Fluz

Fluz Fluz is a consumer cash back network that will operate in Colombia and launch in the United States. It is a separate business with a wholly independent management team. Fluz Fluz will serve as one of the first promoters of Fluzcoin.

More specifically, Fluz Fluz will use Fluzcoin as the central cash-back unit to be obtained from consumers participating in its daily consumption based cash back model. Thereby a natural demand for Fluzcoin is generated. In Fluz Fluz network cash-backs are calculated on fiat basis meaning Fluz Fluz will issue Fluzcoins based on the most current Fluzcoin / USD rate.

Fluz Fluz will gradually draw the rewards in Fluzcoin from a reserved lot of 6.30% of the initial Fluzcoins. This process adequately reflects the supportive but not decisive role of Fluz Fluz for Fluzcoin. Once this initial coin lot is entirely drawn, Fluz Fluz will purchase the necessary Fluzcoins at a market rate equal to other Fluzcoin holders and allocate the coin for its members' consumption.

Stephen L. Norris

Chief of Eunomia



Mr. Norris co-founded the The Carlyle Group in 1987; Carlyle is a global private equity and investment firm with offices around the world. Mr Norris was a Managing Director of Carlyle until 1996 and served on the Boards of Directors of Carlyle portfolio companies. Prior to Carlyle, Mr. Norris was a Corporate Vice President of The Marriott Corporation, where he was a strategist and advisor for the company's public and private financing and limited partnerships, and also head of the Tax department.

Mr. Norris possesses substantial experience in financing, providing strategic business advice to portfolio companies, analyzing and investing in public and private companies as well as serving on the board of directors of numerous companies. Mr Norris was appointed by President Bush, confirmed by the US Senate, and served on the board of the Federal Retirement Thrift Investment Board.

Vikram Nagrani



Vikram is a Partner at the Hassans Law Firm, Gibraltar, where he advises numerous multinational companies on tax and corporate matters. He is also very experienced in cross-border structures and transactions.

A graduate of Cardiff University, Vikram attended Cardiff Law School as a member of the Middle Temple and was called to the Bar in England and Wales in 2001.

He is a qualified and full member of the Society of Trust and Estate Practitioners and is also a qualified and practising Notary Public in Gibraltar. In addition, Vikram is an Executive MBA graduate of Cranfield School of Management.

José Abbo



Jose has three decades of experience in the capital markets. He has authored numerous articles and speaks frequently on the financial markets, on the global economy.

As a macroeconomic expert, he is an avid proponent of the full integration and common use of cryptocurrencies as a medium of exchange and other practical, innovative uses that could further propel the advancement of societies.

In 2000, Mr. Abbo published “Divisando Wall Street Desde el Sur de America”, a comprehensive guide for the Spanish-speaking community that explains the workings of the stock market. His second book, “The Big Gamble, Are You Investing or Speculating” which brings a fresh perspective on how to differentiate the difference between investment and speculation and most importantly, the benefits which speculation brings towards the progress of humankind. The book was endorsed by the current president of the United States, Mr. Donald Trump.

Currently Mr. Abbo is Chairman of the Board of the Sovereign Wealth Fund of Panama and provides economic, financial and technology perspectives through speaking engagements. He also provides advice on financial management and capital market strategies.

Karl Karlsson



Karl Karlsson is a General Partner at Sway Ventures. Based in Europe, Karl identifies and leads investments principally in EMEA. He helps portfolio company entrepreneurs build high growth technology companies by adding his strategic and operational skill sets to augments management's ability to manage accelerated growth and optimize success. Additionally he provides support with acquisitions, mergers and exits.

Karl was previously a Venture Partner with a leading U.S. VC firm, where he focused on European and Asian investments and served as the first point of senior contact with prospective portfolio companies identified in Europe.

Karl's entrepreneurial journey has spanned 30 years, 8 company creations, an IPO of his first tech start up, the creation of thousands of jobs, and dozens of millionaires. A serial entrepreneur, Karl conceived the idea for his first technology startup, Scoop Inc., while still in graduate school. He took this company from idea stage through to NASDAQ listing.

Karl has subsequently been instrumental to the success of a large number of global tech companies' both as a founding entrepreneur and as an investor. Success highlights include 3721.com sold to Yahoo and rolled in to Alibaba.

Philanthropic ventures include conceiving of, co-organizing and participating in Prince Albert II of Monaco's dog sledding expedition to the North Pole benefiting the World Wildlife Fund, having served as Chairman of Sir Richard Branson's Virgin Explorers and as Senior Expedition Advisor to Virgin Oceanic.

Karl holds an Masters of International Management from the American Graduate School of International Management, Glendale Arizona and a BA in communications from California State University, Fullerton California.

Andreas Antrup



Andreas is the Vice President of Data & Advertising at Zalando SE, the 2nd largest E-commerce company in Europe, as well as MD Zalando Media Solutions GmbH, its advertising arm. Andreas has built and lead one of the largest digital advertising platforms in Europe and is widely recognized as one of the most knowledgeable business leaders in the field.

Andreas has headed the Data Products and AI units at Zalando since 2011, bringing products such as product recommendations and search, fraud detection, algorithmic pricing and demand forecasting. Before joining Zalando, he worked in banking and entrepreneurship as well as studying business administration at the WHU Otto Beisheim School of Management in 2007. Andreas holds a doctorate in economics with a focus on applied microeconomic theory and econometrics from the University of Edinburgh.

Fluzcoin Global Inc

Fluzcoin Global Inc, has a private for-profit entity has aligned interested with Fluzcoin holders in its way to become and stay profitable. By statutory bylaws, the Fluzcoin Global Inc company purposes are initially:

1. Hold Fluzcoins and profit from natural entrenched appreciation path
2. Administer and commercialize merchandise/Branding rights
3. Grow Fluzcoin transaction volume and receive 0.1% of monthly transaction volume from EUNOMIA Foundation as "inflation tax" in form of new Fluzcoin (automated drawing).