

# PotCoin

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[www.potcoin.com](http://www.potcoin.com)



## Cryptocurrency for the Cannabis Community

PotCoin has been designed to empower, secure and facilitate the Cannabis community's daily transactions. Our now legalized Marijuana industry called out for its own distinct crypto- currency - PotCoin effectively satisfies this demand and forms a global community with each coin holder a participant anchored in this new economy.

On every level of the Cannabis, Hemp and financial industries our users and supporters can entrust PotCoin to extend credibility, stability and security to this exponentially growing market and community.

## What is Cryptocurrency?

A Cryptocurrency is a digital medium of exchange.

Cryptocurrencies make it easier to transfer funds between two parties in transactions facilitated through the use of public and private keys for security purposes. These fund transfers are done with minimal processing fees, enabling users to avoid the steep fees charged by most banks and financial institutions for wire transfers.

When working with cryptocurrencies, wallet security is the name of the game. A wallet is a collection of private encryption keys that can unlock funds sent to their corresponding public keys, or addresses. Whoever controls the private key of an address can spend the funds it contains. Once funds are transferred (that is, signed over to another address), the original owner cannot retrieve them. Essentially, holders of a cryptocurrency act as their own bank. No one can seize funds without the private key, but no one can replace funds if the private key is lost or stolen. Ultimate responsibility for the security of a large sum of cryptocurrency may be intimidating, but transacting does not need to be a daunting or risky task.

### What is PotCoin?

A digital currency. It has no central monetary authority. Instead, a peer-to-peer computer network maintains transactions and “creates” PotCoins through a process called mining. Users and their transactions are anonymous; there are no international exchange rates, and no middlemen to collect fees.

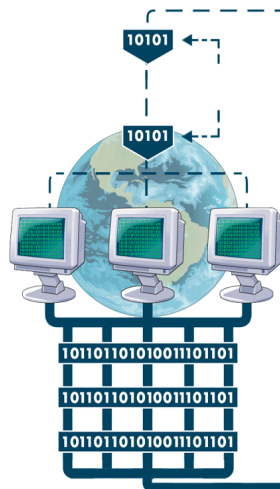


### How does it work?

PotCoin transactions are processed through a PotCoin wallet, an app that users download and install on their computers or smartphones.



**Wallet:** Client program stores each PotCoin's unique online registration number and address, a virtual postbox to and from which PotCoins are sent. PotCoins can be purchased using real money, but they can also be generated or “mined”.



Users generate PotCoins (Mining) by having their computers solve difficult mathematical algorithms (Blockchain) that help verify the creation and distribution of new PotCoins and the transfer of PotCoins between users.

**Blockchain:** A system secured by a cryptographic algorithm that contains a coded series of numbers and letters, a difficult to solve mathematical puzzle. Blocks create a database of all transactions between PotCoin users.



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Cannabis Currency

simplifying Currency for the Cannabis Industry

## Why Use PotCoin?

**You save money:**

When a merchant accepts PotCoin they are agreeing to give consumers a minimum level discount.

**It's fast:**

Send money anywhere in the world instantly. When compared with banks transfers this is incredible.

**It's cheap:**

You can send money instantly with your credit card but the fees are enormous! PotCoin is instant and the fees are little to nonexistent.

**It's inflation proof:**

There can only be 420 million PotCoins. This is important. No central bank or authority can print as many PotCoins as they see fit. Doing so decreases the true value of the PotCoins you hold.

**It's safe from fraud:**

Credit cards are 1930's technology and were never designed for the Internet. PotCoin does not require you to give away your personal information, thus your information cannot be stolen.

**It's private:**

No one knows your shopping activities except for you!

**It's yours:**

If you store your PotCoins on your computer no one can seize them or tell you what to do with them. It's like having cash in your wallet. PotCoin is a digital currency that is held in your digital wallet.

## Why Use PotCoin?

PotCoin Systems provides a variety of methods to store, process, and transmit you PotCoin by means of wallets. A wallet is simply a place to hold your money, just like a real wallet. And, just like a real wallet you do not want to lose it!

Unless you are an experienced PotCoin miner or merchant we highly recommend using the Mobile Wallet. With a mobile wallet your coins are kept in the cloud safely and you can access them from anywhere and anytime via a web browser from your mobile device or computer.

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## Who is PotCoin Currency Systems?

PotCoin Currency Systems is the company behind the code whose primary goal is to become the standard of payment for the legalized cannabis industry. PotCoin was designed to empower, secure and facilitate the Cannabis community's daily transactions by alleviating the stigma as well as fees associated with doing business with banks. PotCoin is more than a digital currency, we are a company comprised of unique, and passionate experts from a variety of industries.

Established in January, 2014 by visionary Founders Nick Iversen, and Joel Yaffe based out of Montréal, Canada. The coin was officially launched on January 21<sup>st</sup>, 2014 and quickly rose to the top 50 rank of out hundreds of cryptocurrencies within only 3 months and continues to lead by a wide margin in relation to competing coins.

The Marijuana industry called out for its own distinct payment system and PotCoin effectively satisfies this demand by forming a global community with each wallet and coin holder a participant anchored in this new economy. On every level of the Cannabis, Hemp and financial industries our users and supporters can entrust PotCoin to extend credibility, stability and security to this exponentially growing market.

## Awareness and Visibility

Attended as Vendor 2014 HighTimes Cannabis Cup in Denver - [www.cannabiscup.com/Denver](http://www.cannabiscup.com/Denver)

Attended as vendor 2014 420 Rally Denver - [www.420rally.org](http://www.420rally.org)

Attended as Keynote Speakers 1st CryptoCurrency Conference - [www.cryptocurrencyconvention.com](http://www.cryptocurrencyconvention.com)

## Online and Social Media Exposure

Coin Market Cap	\$1,000,000	Google Pages:	645,000
Facebook Likes:	7,200	Alexa Global Rank:	233,848
Twitter Followers:	2,550	Total Sites Linking in:	178

### FOX News Denver

<http://kdvr.com/2014/04/24/potcoin-cryptocurrency-aiming-to-aid-colorados-cash-only-pot-shops/>

### Huffington Post

[http://www.huffingtonpost.com/2014/03/19/bitcoins-drugs-dopecoin-potcoin\\_n\\_4980749.html](http://www.huffingtonpost.com/2014/03/19/bitcoins-drugs-dopecoin-potcoin_n_4980749.html)

### CoinDesk

<http://www.coindesk.com/is-bitcoin-over-the-hill/>

### Vice News

<https://news.vice.com/articles/stoners-now-have-their-own-cryptocurrency-potcoin>

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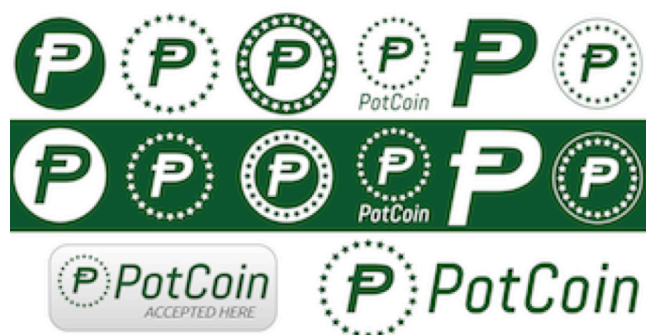
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## PotCoin Official Logos and Usage Rights



PotCoin Systems has exclusive trademark and copyright protected rights over it's brand name and logos. You are welcome to use PotCoin all logos listed below pending compliance with PotCoin Usage Rights. The following logos are available for download and use following the rules outlined below:

As a general rule, third parties may not use the PotCoin® logo ("logo").

The following are the limited circumstances under which third parties may use the PotCoin logo. The logo must always be used pursuant to the specifications on this page to identify PotCoin Systems, or PotCoin the cryptocurrency, it's products or services. Any use that falls outside of these specifications is strictly prohibited.

Third parties may only use the logo without a license only under the following limited circumstances:

- In advertising, marketing collateral, or a website that references your connection with, or in support of PotCoin Systems, including PotCoin the cryptocurrency.
- In an area of a website, advertising, or marketing collateral exclusively dedicated to the sale of PotCoin products or services.
- Do not use in products, product packaging or other business services for which a formal license is required.

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## The following guidelines must be followed for all use of the logos:

1. Use only approved PotCoin logo artwork as provided:
2. Use the positive version on light or white backgrounds. The full-color reverse logo may be used on dark color backgrounds, as well as dark areas within photographs.
  - The logo is not accompanied by the registered trademark symbol (®).
  - The symbol may be separated from the logotype.
  - A one color logo is only acceptable when media reproduction is limited. In these cases, the logo may be reversed to white on a background that provides suitable contrast. A black logo is allowed when media reproduction is black only.
3. The logo may not be used in any manner that might imply that any non-PotCoin materials, including but not limited to goods, services, websites, or publications are sponsored, endorsed, licensed by, or affiliated with PotCoin.
4. The logo may not be displayed as a primary or prominent feature on any non-PotCoin materials. Companies using the logo pursuant to these guidelines must also display in the primary and more prominent position, their own logo(s), business name, product names, or other branding.
5. The logo may not be imitated or used as a design feature in any manner.
6. The logo may not be used in a manner that would disparage PotCoin or its products or services.
7. Neither the logo nor the PotCoin name may be used in any other company name, product name, service name, domain name, website title, publication title, or the like.
8. Non-PotCoin materials should not mimic any PotCoin advertising, product packaging, or website design.
9. The logo must be used as provided by PotCoin with no changes, including but not limited to changes in the color, proportion, or design, or removal of any words or artwork. The logo may not be animated, morphed, or otherwise distorted in perspective or appearance.
10. The logo must appear only in a horizontal position.
11. The logo must stand alone and may not be combined with any other object, including but not limited to other logos, words, graphics, photos, slogans, numbers, design features, or symbols. The logo must never be used to represent the word “PotCoin” in text, including in a headline, product-name logotype, or body copy.
12. The logo must not be incorporated or used in any manner as part of, or in close proximity to another company’s name, domain name, product or service name, logo, trade dress, design, slogan, or other trademarks. The logo must never appear with any other symbol or icon; contained within a box, circle, or other shape; or combined with any other name, logo, or icon to create a co-branded logo.

*PotCoin Systems reserves the right in its sole discretion to terminate or modify permission to display the logo, and may request that third parties modify or delete any use of the logo that, in PotCoin Systems’ sole judgment, does not comply with these guidelines, or might otherwise impair PotCoin Systems’ rights in the logo. PotCoin Systems further reserves the right to object to unfair uses or misuses of its trademarks or other violations of applicable law.*

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