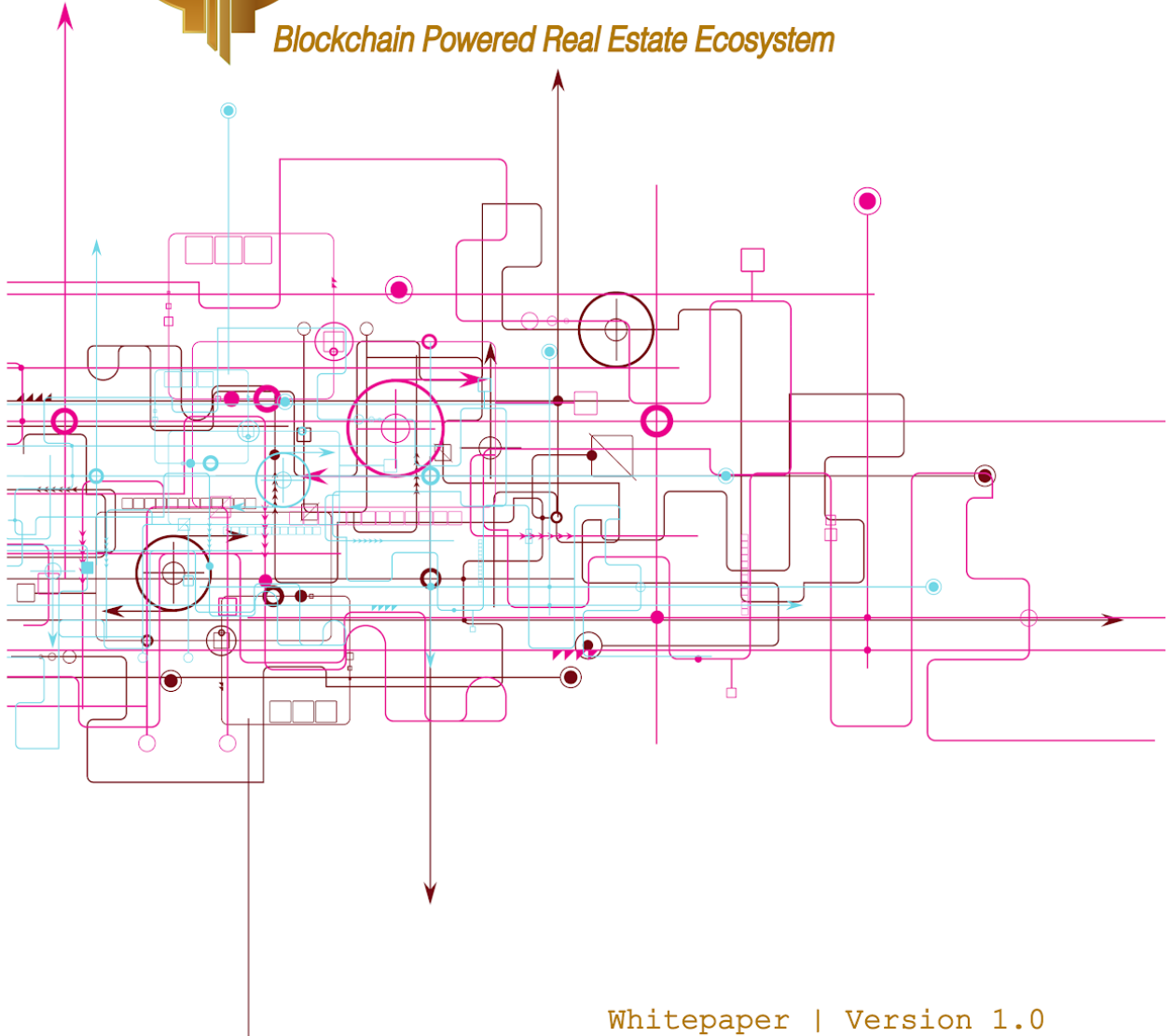




**Celle**  
**— COIN**

*Blockchain Powered Real Estate Ecosystem*



Whitepaper | Version 1.0

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## **Blockchain Ecosystem Description**

### **Platform Architecture Outlines**

The Chelle Platform will provide users with a unique way to use and trade tokens within the blockchain powered real estate ecosystem (namely ERC20 and ERC721 standard tokens). Chelle Service Capital is a real estate investment firm that takes an investigative approach to investment opportunities throughout the metropolitan areas of North America, leveraging industry expertise and performing market and analytical research in property acquisition. Our philosophy of "Evolution of Finance" lives truly in the introduction of our own "Chelle Coin", applying the latest in Blockchain technology. Chelle Coin is going to develop its platform in multiple stages.

- o ICO Raise
- o Stage 1: Blockchain Powered Real Estate Investment
- o Stage 2: The Property Exchange (Buy and Sell your own property with both crypto and fiat)

### **The First Stage: The Blockchain Powered Real Estate Investment**

A tokenized REIT offers the most efficient method for investing in a diversified real estate portfolio. Benefiting from the blockchain technology, tokenized securities offer:

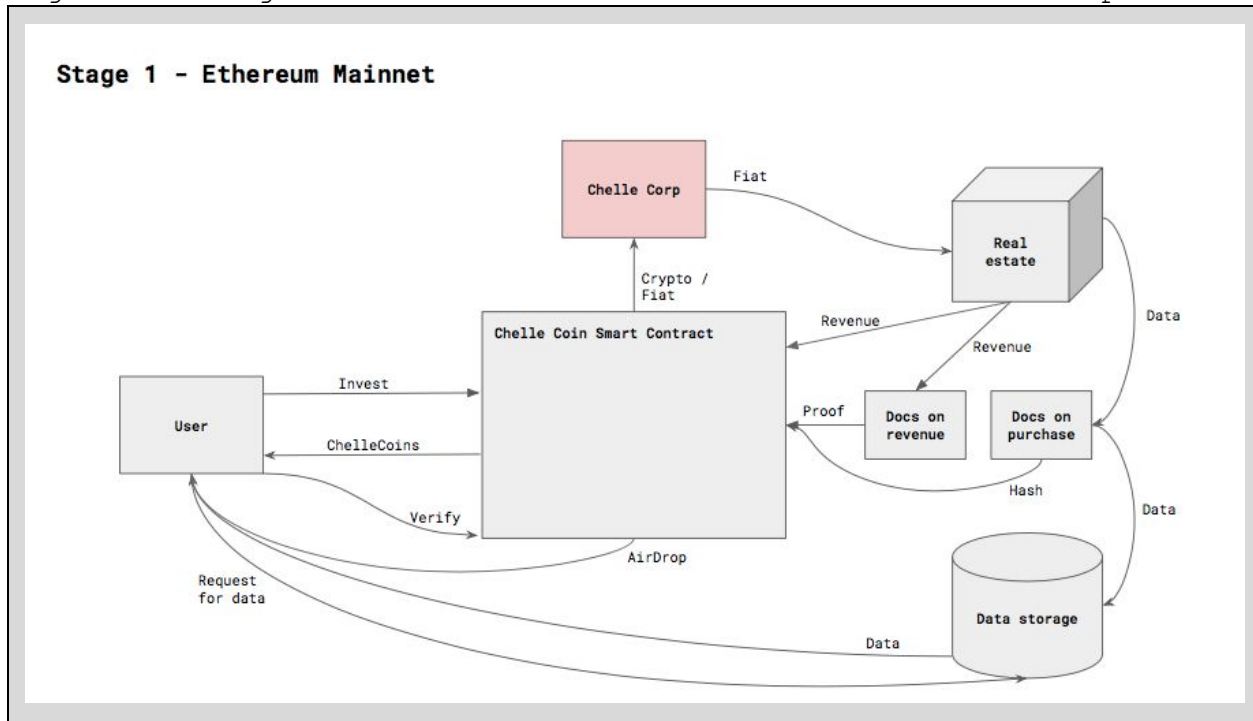
- Simultaneous transaction execution and settlement
- 24/7 trading
- Programmable whitelist (who can buy and sell)
- Minimal fees
- Fast transactions
- Partial asset ownership (ex. owning 0.187 of a token)
- Greater transparency of ownership and transaction history and history of the underlying properties
- Access to global liquidity
- Network security

To provide security and transparency throughout the whole process, Chelle Coin will use the Ethereum Mainnet as the

primary platform for the first stage. Transaction security is supported by more than fifty thousand nodes that are connected to the Ethereum public blockchain.

The overall process flow is shown in Figure 1.

Figure 1. Stage 1 - Public token sale architecture description



A step-by-step description of the operational workflow:

- Users invest in the Celle Platform during the Celle Coin (CHL -> ERC20) token sale event by sending BTC, ETH or USD
- Celle Coins are distributed to each investor's Celle Coin wallet
- Raised funds go to Celle Corp's property management fund for the purpose of acquisition.
  - o The raised funds can equal up to:
    - Funds will be used for the acquisition of High Cap Rate Properties
    - Total amount will be utilized as a 25% down payment for properties, the rest will be financed on a first position mortgage.

## Chelle Coin Presented by Chelle Corporation

- o Once a property has been purchased by Chelle Corp, it is listed on the Chelle Platform and investors will be notified via push notification on the Chelle Platform that a property is available (email option available)
  - Investment properties will be acquired starting at the end of the ICO period (December)
  - Chelle Corp will purchase properties, complete required improvements, documentation and open up the first batch of properties for allocation in the beginning of March
  - Additional properties will be added to the platform for allocation after the first batch
- Investors allocate their Chelle Coins to the listed properties on the Chelle Platform, this decides which properties the investors chooses to have their income derived from
  - o The total amount of Chelle Coins that can be allocated to a specific property is equal to the amount of down payment required for the property, this prevents the inability to allocate CHL to later investment properties in the case where CHL were overallocated to earlier investment properties;
  - o Allocated Chelle Coins to each individual property (CHL) determine an investor's residual income stream
    - For example, an investor receives 2 000 CHL after his/her ICO contribution

- The investor allocates 500 CHL in property A and 1 500 into property B, thus the investor will receive 25% of its residual income from property A and 75% of its residual income from property B
- o Note: residual income is distributed as profit after all property fees
  - 95% of profit is distributed to investors, 5% is distributed to Celle Corp
    - o Residual income will be distributed as an ERC20 Airdrop
  - Users will be automatically paid their residual on a monthly basis between the 2nd and 5th of every month
  - Users can see the balance and performance of their entitled income on the Celle Platform and claim it whenever they wish
- o Additional Income:
  - Each ICO contributor will also collect a portion of transaction fees from the future implementation of Stage 2 of the Celle Platform
  - The contributors will receive 75% of transactions fees from Stage 2 transactions. The 75% of transaction fees is divided among contributors equal to the proportion of each individual's ICO contribution.

- Investors are free to allocate their CHL coins to properties as they are acquired by Chelle Corp and listed on the Chelle Platform for investor allocation
  - Once the final property has been acquired by Chelle Corp using the remainder of the raised funds, the final property will be listed on the Chelle Platform
    - One week within the listing of the final investment property on the Chelle platform, unallocated tokens will be automatically allocated evenly to all properties with remaining allocation capacity. This process is called the allocation conclusion.
  - In the event that a listed property is not fully allocated before it is distributing profit to investors, the unallocated investment profit will be temporarily held until additional CHL is allocated to the property. When an investor allocates CHL to an investment property that has unallocated investment profit, that user will receive a portion of the unallocated investment profit equal to the amount of CHL committed
    - For example, Property A has an allocation capacity of 1 000 CHL and 250 has been allocated to the property at the beginning. The investors who allocated the 250 CHL will receive 25% (250/1000) of Property A's income. The remaining 75% of Property A's income will be held in the unclaimed residual income pool until further CHL is

allocated to Property A. If a person comes along and allocates 100 CHL coins to this property, they will receive 10% of the total residual income history from the unclaimed residual income pool. This is true until investors actively allocate their CHL to the property until it has reached its allocation capacity, or it reaches its allocation capacity during the allocation conclusion.

- If an investor wants to receive confirmation regarding the real estate properties in which they have partial ownership, he/she will send a request to the data storage and collect the documentation for this real estate via his DApp
- To prevent accidental allocation of CHL, investors will have multiple confirmation windows before CHL allocation is confirmed. When CHL is allocated it cannot be recalled, it is burned by the firm as it no longer has any use or utility.
- Each user can sell their Ownership rights to the fund as a whole or fractionally on the Chelle Corp Marketplace, which will be located on the same application platform.
  - For example, a user has a residual income stream with an income claim equal to X. If an investor wishes to sell 1/10 X on the Chelle Marketplace that user can split their holdings into 9/10 and 1/10 portions, in order to sell 1/10 and keep 9/10 X. This will improve



Marketplace liquidity. These can be purchased with BTC, ETH and the platform token.

- This is done by using ERC721 tokens to represent a users income stream
- Residual income is paid out in the platform's native ERC20 token. The income stream (how much ERC20 token each investor will receive from each each property) is represented by an ERC721 token. ERC721 tokens can be created limitlessly. When a user initiates a sale for a fraction of their income stream, their ERC721 token representing the income stream is burned and two parts (equal to the sum of the whole) are created with no fees. The user retains the portion they want and sell the portion they no longer want.
- Chelle Corp receives all necessary data for the required documentation on the purchased real estate
- Platform sends data to Chelle's data storage and also stores the hash data of needed documents on Chelle smart contract.
- In case the user wants confirmation regarding the property, they will send a request for this data to Chelle data storage.
- Data storage will send back data to the user to provide transparency to the Chelle Coin user.

### **The Second Stage: The Property Exchange**

The Chelle Platform offers its users the unique opportunity to purchase real estate by using their current cryptocurrency holdings. This will allow individuals to purchase any fiat listed property on the MLS or its equivalent on the Chelle Platform.

This will assist with the following issues:

- Current Banking fees for completing real estate transactions can be costly. We cap our fees at 0.5%. This allows the ICO contributors to profit from the transactions, without charging those who will be using the platform exorbitant fees.
- The transaction will be logged on the blockchain. This will prevent Title fraud, mortgage fraud and lack of proper deed recording, the latter is very prevalent in developing nations.
- Large scale cryptocurrency to fiat transactions are very difficult to complete in this day in age which limits what investors are able to allocate their holdings to.

Our solution to the difficulty in real estate transactions is the Chelle Platform Phase 2

- Stage 1 is the real estate investing solution
- Stage 2 is the Property exchange and ownership solution, this will begin after Stage 1 is under way

Chelle Platform 2.0 - Added Functions

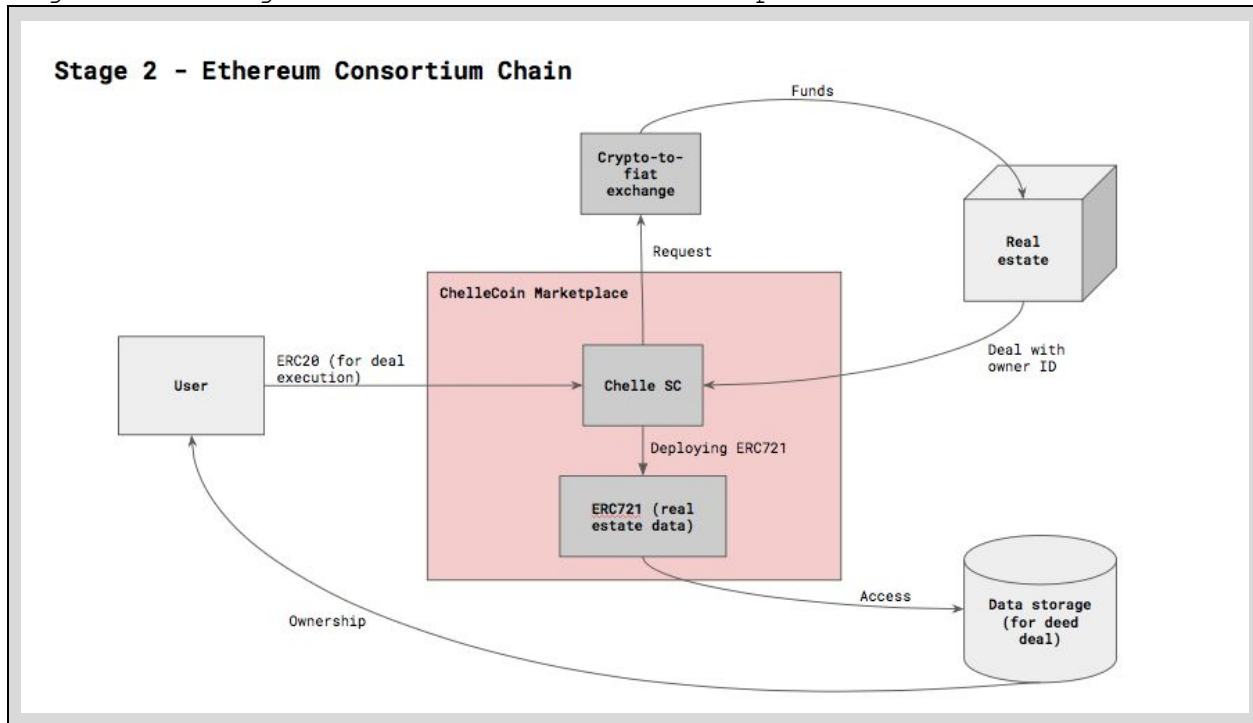
- The Chelle Platform facilitates trade between the ecosystem's native ERC20 token and the ecosystem's ERC721 tokens, which is made up of various documents that constitute real estate transactions
- In Stage 2, ERC721 are tokens for unique items such as a land deed, personal identification or a property's ownership history

- Blockchains are immutable, publicly governed and maintained databases that cannot be hacked, copied or manipulated
  - This protects users against malicious actions towards their property ownership and against misinformation of a property's ownership history
- When a property is purchased with the ERC20 tokens, all documentation is on the Chelle data storage, and the hash of this data stores is in a Chelle smart contract, so it is unlikely to read this data for parties outside of the transaction.

A few of these features are also implemented on the Ethereum platform. However, to reduce transaction fees, increase transaction amount (limits) and increase transaction speed, Chelle Corp developed this marketplace as a side chain to the Ethereum Mainnet by developing an Ethereum Consortium Chain. This reduces the cost of the operation (because nodes that will support Chelle's system charge fees (Gas) for the transaction execution, which is set up by Chelle itself). As a result, operational costs are optimized. Furthermore, it provides for a higher system efficiency as the side chain nodes serve only Chelle's operations.

The overall process flow will look as shown in Figure 2.

Figure 2. Stage 2 - Celle Platform's operational workflow



A step-by-step description of the operational workflow:

1. The user decides to purchase a property via Celle platform.
2. The user sends ERC20 tokens to the Celle consortium chain architecture, to the Celle smart contract.
3. Celle smart contract deploys ERC721 token and initiates real estate documentation creation according to the user's data.
4. Celle smart contract receives data regarding property and fills User's ERC721 token with it.
5. When the ERC721 token is filled by the user's credentials and real estate data, Platform sends also all data to the data storage and hash data to the smart contract
6. Data storage provides the user with ownership to purchased property at any time by request.

## Token Specifications

### **CHL ERC20 Token on Public Ethereum**

ERC20 token on public Ethereum Mainnet is used for the following purposes:

1. Public ICO for fundraising
2. The initial token distribution via ICO
3. Listing on public exchanges
4. Allocating CHL to properties to on the CHL platform

### **Income ERC721 Tokens on Private Ethereum Chain**

ERC721 token on private Ethereum Chain is used for the following purposes:

1. Storing each individual's unique residual income distribution data
2. Storing the unique user ID (Owner\_ID) in the ERC721 token's metadata so that it will be unlikely to receive more or less than your agreed upon share of residual income
3. An ERC721 token's residual income can only be claimed by the respective User ID

Key features of token economics:

1. Unlimited deployment of ERC721 tokens with no additional fees
2. Zero fees for running ERC721 tokens within the Ethereum consortium chain. Gas will be on an Eth wallet on the consortium net for securing smart contracts from self DDoS attacks.

ERC721 token on Ethereum consortium chain will be used for the following purpose:

1. For each platform user who allocated a particular ERC721 token will be assigned. This ERC721 token determines how much residual income each investor receives.
2. If a user wishes to sell the residual income stream as a whole they can sell this ERC721 as a whole on the Chelle Platform
3. If a user wishes to sell a fraction of their residual income stream they can do this as well. Their ERC721 will be automatically split (two new ERC721s will be created and the previous ERC721 will be burned) so that the two pieces equal the whole. The user sells the portion of their ERC721 and keeps the remaining portion.

This type of token will also require Gas fees to be paid. However, Chelle will set-up zero fees for transaction execution as this is allowed by Ethereum consortium chain, as one of its features.

The ERC721 token will allow Chelle Corp to deploy as many tokens as it needs. If a token is sold and it is no longer needed, Chelle Corp. can burn it by erasing the metadata in the ERC721 token and then assign its account number to the last minted ERC721 token. This will result in the burning of a sold ERC721 token. Afterwards, the Chelle system will assign the user a new ERC721 token.

### **Property Documentation ERC721 Tokens on Private Ethereum Chain**

ERC721 token on private Ethereum Chain is used for the following purposes:

1. Storing the documentation on the property.
2. Storing the unique user ID (Owner\_ID) in the ERC721 token's metadata so that it will be unlikely to sell and move real

estate ownership to another user without the owner's involvement.

3. Storing the value of a property which will define the appropriate amount of ERC20 tokens on Ethereum Mainnet.

Key features of token economics:

1. Unlimited deployment of ERC721 tokens with no additional fees.
2. Zero fees for running ERC721 tokens within the Ethereum consortium chain. Gas will be on an Eth wallet on the consortium net for securing smart contracts from self DDoS attacks.

ERC721 token on Ethereum consortium chain will be used for the following purposes:

1. For each platform user who purchased property each particular ERC721 token will be assigned.
2. The price of an ERC721 token is equal to the parity of ERC20 Chelle Coins and depends on the underlying pool of properties.
3. The user will be able to sell its property (ERC721 token) in any time within the Chelle platform (on Ethereum consortium chain).

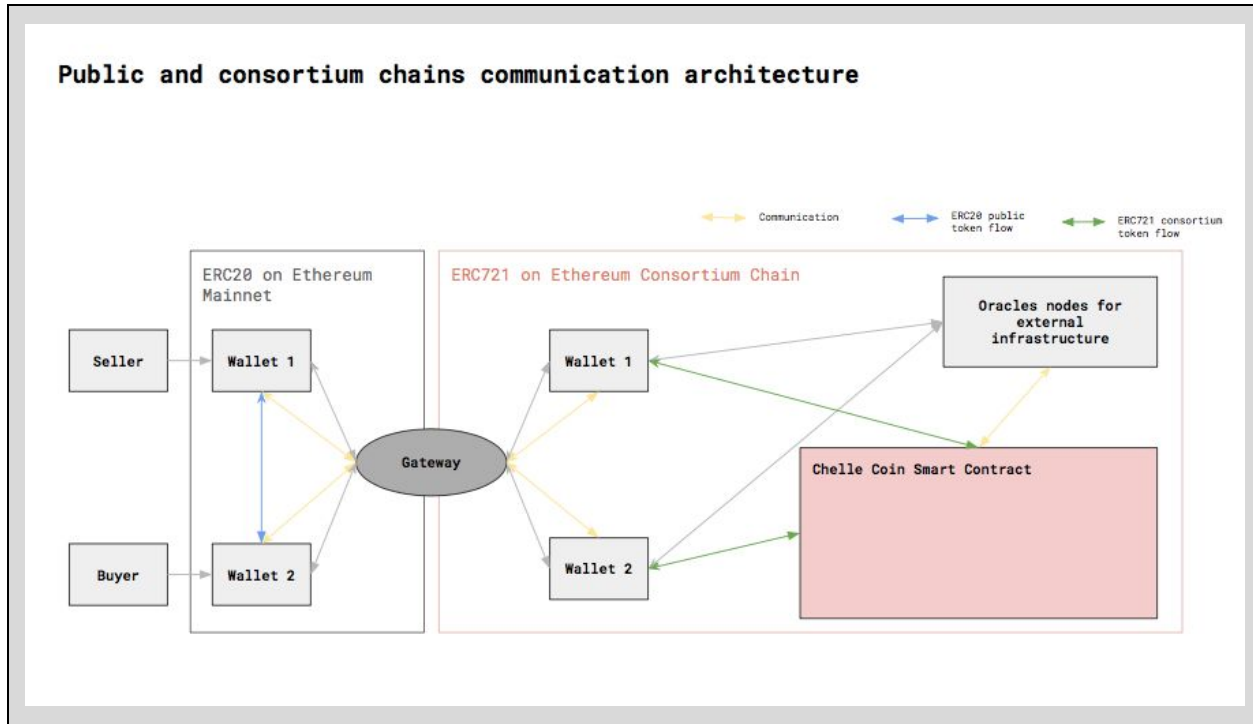
## Chains Communication

Technical description of the architecture:

- Front-end of Chelle Coin - Java (**Jdk1.8.x/Jre1.8.x** open source Java libraries - robust, secure and platform independent; **Javascript** for UI libraries to design the front-end components).
- Front-end of off-chain elements - Java (**Javascript** for UI libraries to design the front-end components), **Django** (administration of front-end), **Web3.js** (communication with Ethereum blockchain and smart contracts);
- Databases - **MongoDB/RocksDB** (database management), **Apache Kafka** (databases and other systems communication).
- Portfolio storage - **MongoDB/RocksDB** (database management), **Apache Kafka** (database and other system communication).
- The back-end of off-chain elements - **Spring** (support development stack at each level whether security, messaging, data handling), **Hibernate** (ORM tool to map Java classes to database tables).
- Communication with 3rd party providers systems - **RESTful API, Docker**.
- Every communication channel that is used within our platform (between nodes, data storage, users DApp, etc.) is encrypted and secured by SSL/TLS certificates that allow us to establish fully encrypted channels on our on/off-chain infrastructure.
- This is integrated with blockchain by using instruments that are described above.



## Consortium Chains Communication Architecture



Description of architecture:

1. Users interact through DApps (wallets) with the system but deal only with an ERC20 token on a public network.
2. Users can freely transact CHL tokens between each other on the Mainnet with Gas fees payable by them.
3. Users can also exchange public token CHL on exchanges that list Chelle Coin with the same transactions fees in Gas.
4. A specialized gateway in the consortium chain will obtain user public Ethereum wallet addresses and read the amount of public CHL ERC20 tokens in it, as well as the number of tokens that have been staked for the property and corresponding ERC721 property documentation tokens. These gateways will also be used for equalizing balances.
5. The Oracle node allows the uploading of platform data in the quasi-blockchain environment, where the consortium chain will actively monitor off-chain operations token transfer, while all other activity will be fully centralized, and off-chain operated.

== > Automated exchange via looking outside the blockchain system to see market prices.

6. The gateway node will listen to platform wallet to ensure token economics. With this activity, the gateway allows mirroring platform transactions with public ERC20 token balances.
7. The DApp will be available for users inside the Chelle platform, which is connected with off-chain data and allows users to perform activities within a described solution. Users will use an ERC721 consortium token for operation in smart contracts.
8. All DApp's inside the platform communicate with off-chain data through the Oracle node (or nodes), as this is the only way to provide the required data to them.
9. The gateway will listen to consortium chain wallets and collect data about current ERC721 token account and residual income balances.
10. Data from the gateway will be transmitted to the platform wallet and then it will activate an ERC20 public token transfer event in 1-to-1 parity with the current value of the ERC721 consortium chain token.
11. If a user accepts the transaction, the platform wallet releases the ERC20 public token that equalizes the balances of tradable public tokens.

A summary of user processes:

- The user sends property stake to platform wallet.
- The user makes transactions within the platform with tokens.
- Platform wallet releases public tokens in the amount of his balance within the platform wallet.

## Stage 2 Marketplace Architecture

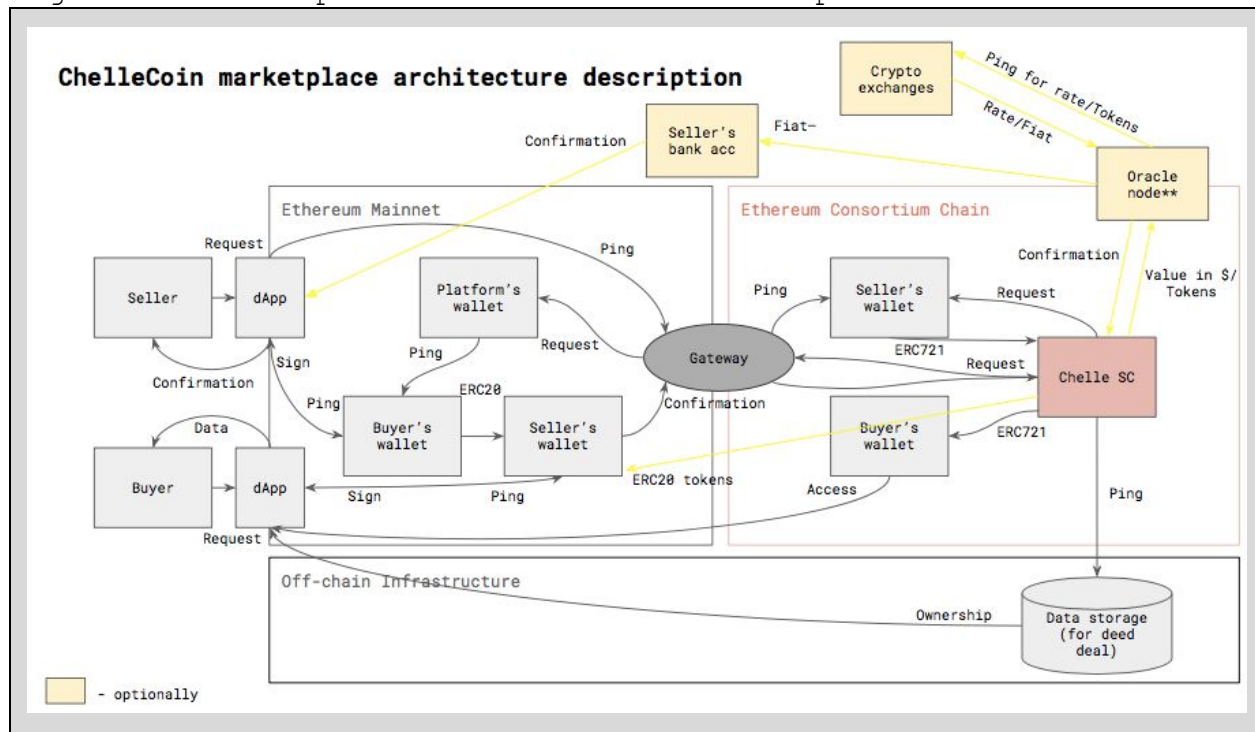
The Celle Marketplace allows users to sell real estate for fiat or crypto to buyers who want to purchase the real estate using cryptocurrencies. This can all be done through the Celle Corp blockchain platform, utilizing all blockchain features such as speed, transparency and security. Users can enter the Celle Ecosystem by using a distributed application (DApp), the Celle Platform. Celle Corp's Ethereum consortium chain matches sellers and buyers automatically. This allows transparency for the overall purchase and equal rights to all Celle Platform's users.

Celle's system also checks the availability of funds in the buyer's wallet and only after confirmation continues to execute this purchase.

It is important to note that Celle Corp automatically changes ownership for the chosen property in a distributed manner that will save buyer and seller from different types of inefficiencies that are now presented on traditional real estate market.

Overall Marketplace architecture is presented below.

Figure 4. Description of the Celle Marketplace architecture



**Description of Architecture:**

1. The user decides to sell their "share" through the Chelle Coin Marketplace.
2. The user enters the platform through DApp.
3. DApp pings seller's wallet on Ethereum consortium chain through the gateway node and at the same time buyers sends their request for real estate object purchase to the Chelle platform.
4. Seller's wallet pings Chelle Corp for ERC721 token sale.
5. Chelle Corp matches Seller and Buyer.
6. Chelle Corp pings platform wallet on Ethereum Mainnet for ERC20 tokens withdraw.
7. Platform wallet pings Buyer's wallet for ERC20 token withdrawal.
8. Buyer signs the transaction.
9. Chelle Corp receives confirmation and withdraws ERC721 token with Seller's ID.
10. Chelle Corp sends ERC721 with the new Buyer's ID to the Buyer's wallet and at the same time pings Chelle data storage.
11. Seller receives ERC20 tokens automatically as soon as smart Contract will receive  $\frac{2}{3}$  signatures (In case if seller placed his order for selling the real estate for fiat, Chelle smart contract will send ERC20 to the crypto exchange for the actual exchange on current rate via Oracle node. After that, seller will receive fiat in his/her bank account).

12. Seller's wallet pings Seller about successful transaction and at the same time sends confirmation to the Celle Corp.
13. Buyer receives access to all needed documents with purchased real estate objects.
14. DApps ping Seller and Buyer on successful completion of the interaction.

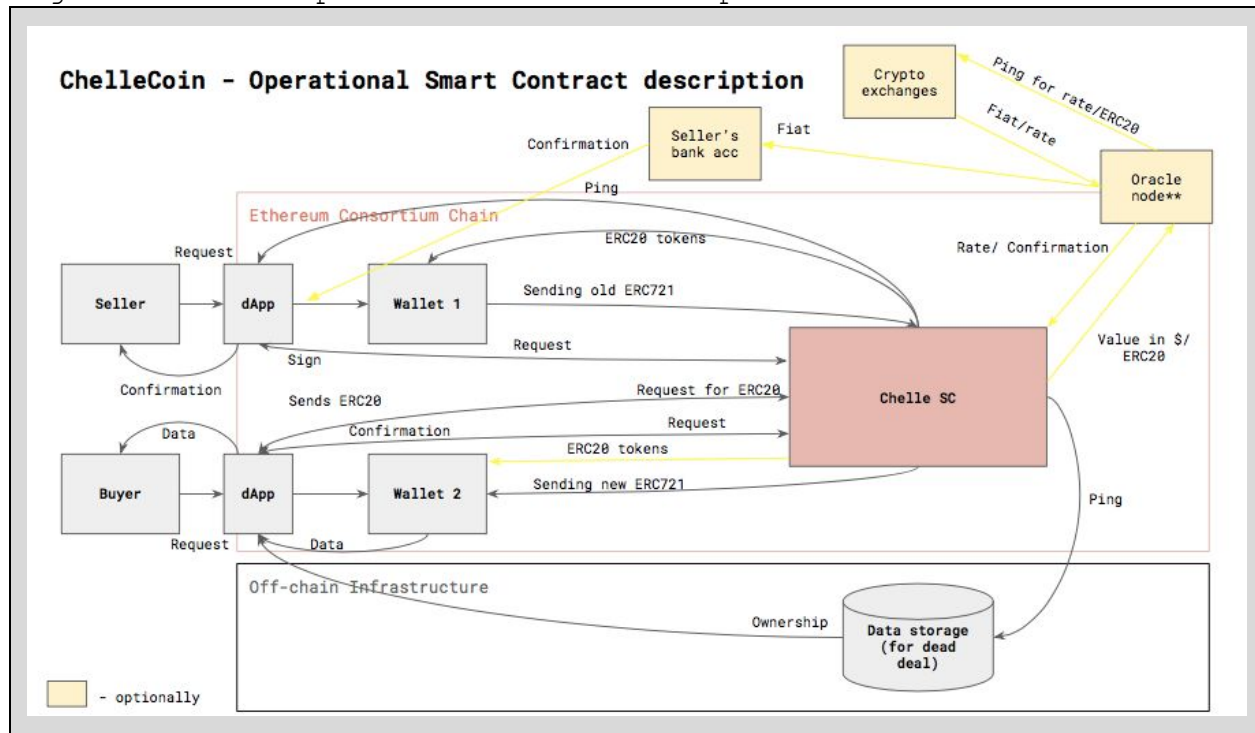
## Stage 2 Smart Contract Description

Celle Corp supports multi-signature transactions, these enable Escrow services on the Celle Platform. It means that no individual ERC721 token can be sold without having at least 2/3 signatures in this transaction. When one user wants to sell a property to another user, Celle Corp checks whether the buyer has enough funds to execute the transaction by a node connected to the Oracle node, which has the actual exchange rate.

When Celle Corp receives confirmation of funds' availability, it automatically changes ownership of the property in this ERC721 token (namely, exact documents). At the same time it sends a new ERC721 with the buyer's data to the buyer and withdraws ERC20 tokens from its wallets, which will be sent to the seller's wallet automatically. If seller wants to receive fiat from the property sale, its tokens will be exchanged for fiat currency, and seller will receive them in his/her bank account automatically without dealing with brokers and other intermediaries at all.

Overall Blockchain architecture presented below.

Figure 5. Description of the Celle Operational Smart Contract



**Description of Architecture:**

1. Users that decide to sell htheir real estate via Chelle Coin platform.
2. Users send this request through their DApp to the Chelle Coin smart contract.
3. DApp puts the information into a ERC721 token which includes needed documentation and corresponding Owner\_id.
4. Buyers enter the Chell platform with ERC20 Chelle Coin tokens
5. Potential Buyer also sends its request to the Chell marketplace
6. Chelle Corp sends a request to the other user to confirm whether they have enough ERC20 tokens (Chelle Coins) for this purchase.
7. Chelle Corp receives confirmation regarding availability of funds.
8. Chelle Corp sends confirmation to the user who wants to sell real estate.
9. User signs the transaction.
10. Chelle Corp receives confirmations as well as old ERC721 with seller's ID.
11. Chelle Corp makes changes to user's ID in the ERC721 token.
12. Chelle Corp withdraws ERC20 tokens from buyer.
13. Chelle Corp sends ERC20 tokens to the Seller.

*Further Options*

*13.1 In case if Seller wants to sell real estate for the fiat, Celle Corp sends the request and ERC20 tokens to the Oracle node that is connected to crypto exchange.*

*13.2 Oracle node sends back exchanged fiat to the Celle Corp.*

*13.3 Celle Corp sends fiat to the Seller's bank account.*

14. Celle Corp receives confirmation about received funds by the Seller and sends the new ERC721 token to the buyer and simultaneously pings the Celle data storage.

15. Buyer receives new the ERC721 token with ownership as well as all needed documentation from the Celle data storage.

16. DApps pings the Seller and Buyer on successful completion of the interaction.



## Reward Smart Contract Description

The Celle platform provides users with a unique opportunity to be rewarded by consistent use of the Celle platform. For these purposes, Celle Corp has developed a smart reward contract with built-in predefined conditions based on which the platform's users will be rewarded.

Rewards systems are developed to motivate users to purchase properties by using their cryptocurrencies.

Celle Corp offers the users of its platform a few ways to be rewarded:

- **Operational Activities**

- By utilizing the platform users will be rewarded with Celle Coins which will serve as an additional incentive to execute such purchases

- **Social Media Activities**

- The simplest way to get rewarded is to use social media. After successful execution of a transaction, users will be able to share this on their social media accounts. The smart reward contract will check whether conditions were fulfilled using APIs and reward the user with additional Celle Coins accordingly.

- **Referral Programs**

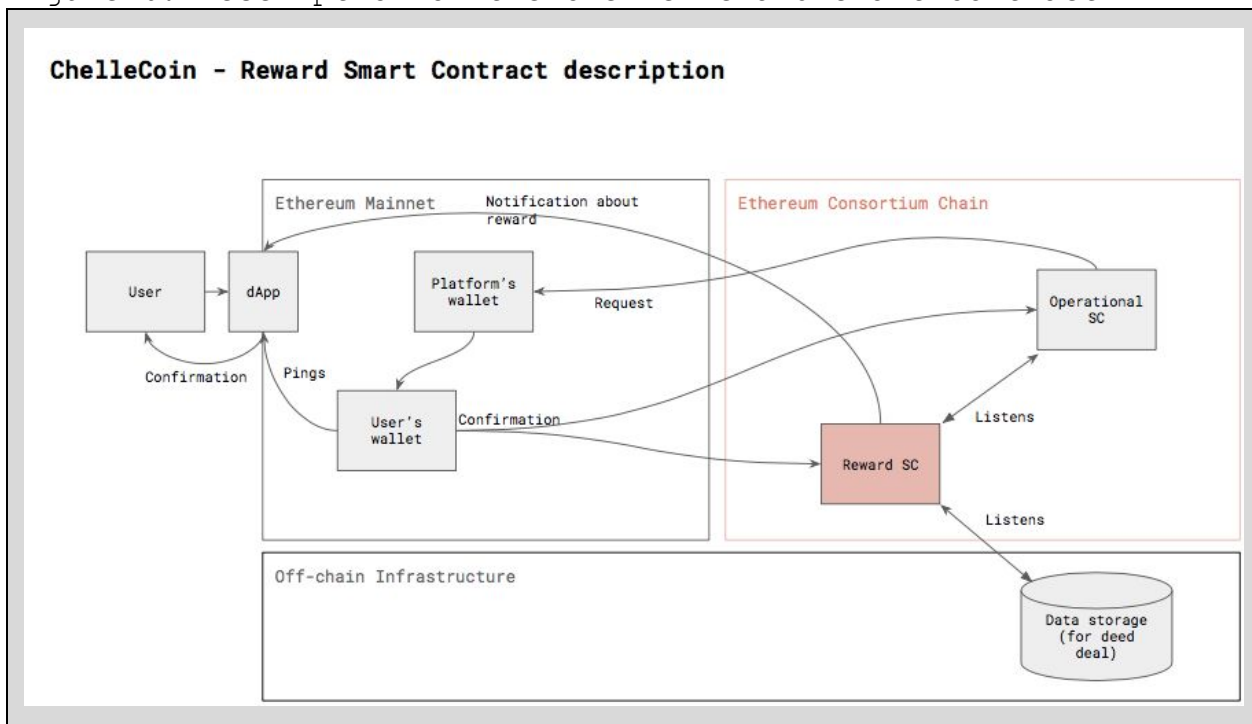
- When the deal is successfully executed within the Celle Corp platform, users will be able to share such information with their network of friends and family. When a new user comes to the Celle platform using a referral link and executes a purchase, both users will get receive Celle Coins in their crypto wallets which they can put toward their next purchase, etc. This

bonus can also be monetized. Users will be able to trade Celle Coins on crypto exchanges or use them for p2p transactions with other crypto holders. This initiative is designed to incentivise users to share their successes and savings when completing transactions using the Celle Platform. The goal is to have satisfied users share their success stories to attract more awareness and increase usage of the Celle Platform.

Furthermore, Celle's reward system builds on top of its Ethereum consortium chain infrastructure that allows a fully automated, immutable and transparent process with the lowest possible operating costs.

The figure presented below describes operational workflows of Celle reward smart contract.

Figure 6. Description of the Celle Reward Smart Contract



Description of architecture:

1. Seller connects to the Celle platform via DApp.
2. Celle reward smart contract listens to the Celle data storage and Operational SC on the subject of how many interactions with the platform is obtained by the user.
3. Based on predefined conditions in Celle Reward SC, it sends requests to the Celle operational smart contract.
4. Celle operational smart contract sends a request for the reward to the platform's wallet
5. Platform's wallet sends ERC20 tokens as a reward to the User's wallet.
6. The user receives notification of received token from the platform via DApp.

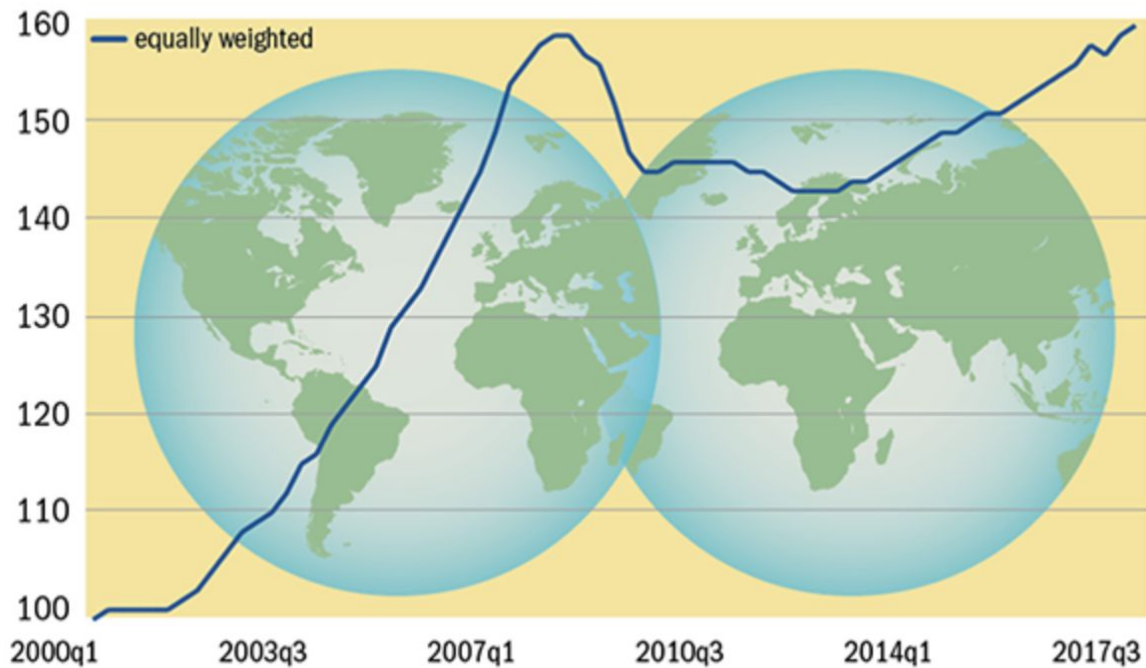
## Token Economics

The real estate market is growing in value. According to the International Monetary Fund, the house prices index has been increasing steadily.

Figure 7. Global House Price Index dynamics

### Global Real House Price Index

Global housing markets have been steadily climbing up.



Sources: Bank for International Settlements, European Central Bank, Federal Reserve Bank of Dallas, Savills, and national sources

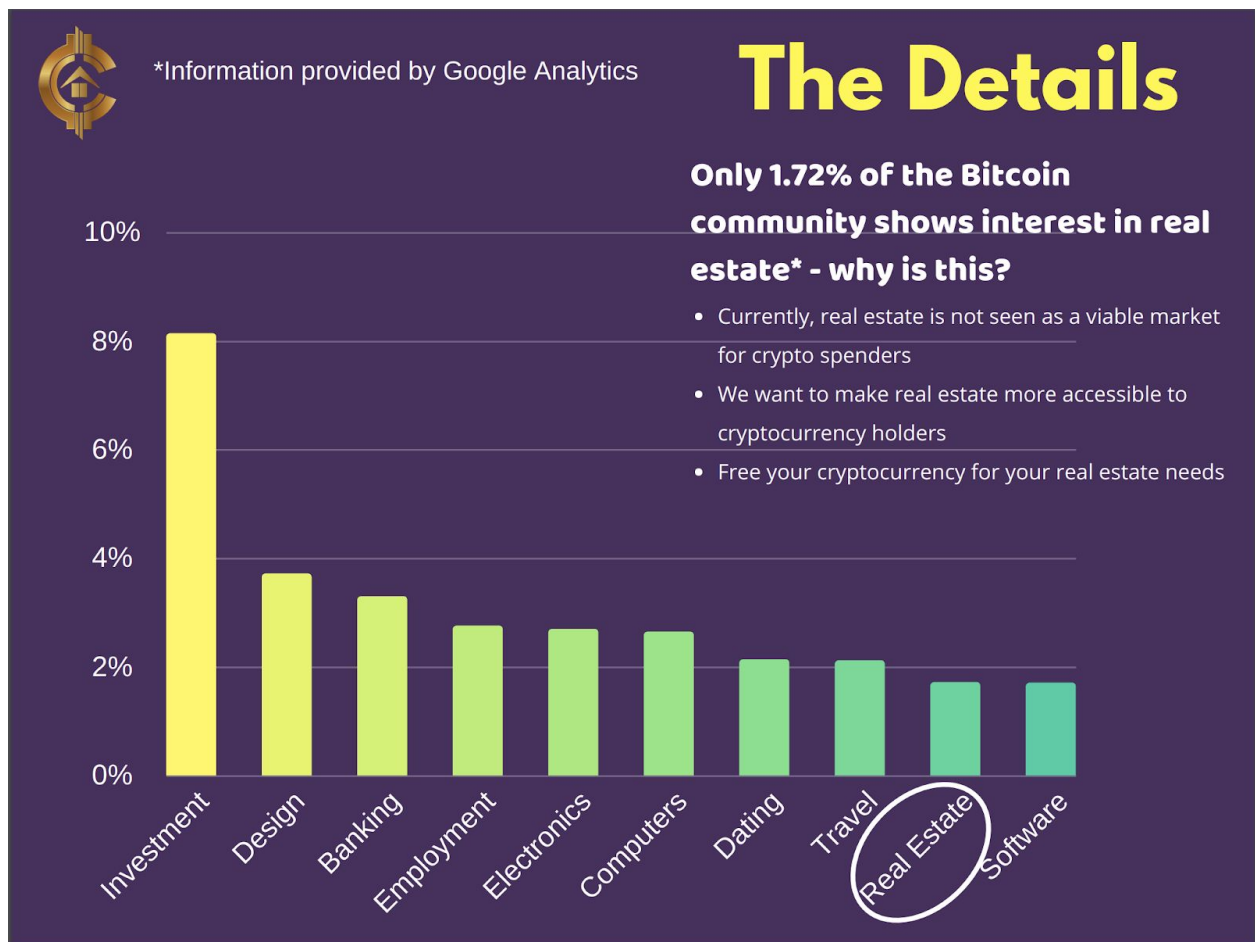
As a result, there are three significant takeaways which demonstrate the real estate market's attractiveness:

1. House prices rose in 31 out of the 42 world's housing markets which have so far published housing statistics. House prices fell in 10 countries.
2. The more upbeat nominal figures, more familiar to the public, showed house price rises in 35 countries, and declines in 7 countries.

- Slightly more than half of the surveyed housing markets showed weaker momentum during Q1 of 2018 compared to the previous year, suggesting that the boom may be moderating.

On the other hand, we have another of the most attractive markets - the crypto market. Unfortunately, at present, due to substantial regulatory limitations and complicated bureaucratic procedures, crypto market players have low interest in the real estate market (according to Google Analytics).

Figure 8. Crypto Community investment interest in key market sectors



Celle Corp is going to change the market rules and become the most significant player in both markets by providing equal opportunities to both types of market players. As a result:

## Chelle Coin Presented by Chelle Corporation

- Chelle Corp has developed a unique opportunity for its investors to choose a portfolio of properties to invest in, which will generate cash flow
- Users will have the ability to exchange other cryptocurrencies like ETH and BTC with Chelle Coin.
- Chelle Corp leverages its network and expertise to process large crypto transactions for real estate purchases quickly with minimal costs.

To make it possible, Chelle Corp has developed its business plan which explains which property will be bought and why ([https://drive.google.com/file/d/1XbvsvY2-C9yO8sK8nnst-kWVMsZaMsfW\\_/view](https://drive.google.com/file/d/1XbvsvY2-C9yO8sK8nnst-kWVMsZaMsfW_/view)). BUSINESS PLAN MUST BE UPDATED - REMOVE OUTDATED CONTENT AND REMOVE BLANK PAGES

The structure of funds utilized are presented below:

<b>Factor</b>	<b>Soft Capitalization</b>	<b>Hard Capitalization</b>
Target, (US Dollars)	10 000 000	76 500 000
The overall budget for real estate purchase (US Dollars)	40 000 000	250 000 000
Leveraged Property purchased (US Dollars)	6 800 000 at 15-20% down	62 500 000 at 25% down
Contingency, Repairs and closing costs (US Dollars)	1 700 000	12 500 000
Stage 3	1 500 000	1 500 000

While developing our token economics model, we have been sure to plan contingencies. If there is not enough demand during the token sale event, we will burn unsold CHL tokens.

To provide accurate information to our investors and users during the token sale event, we have developed vesting models for token funds use. This means that the tokens to be distributed among founders and investors will be allotted in

annual installments over three years (the same amount of tokens will be deployed each year). (As per the Celle Business Plan) The CHL tokens will be distributed to ICO investors at the end of the ICO. Initially, the tokens will have no value as they cannot leave the Celle platform, they are only for property allocation and REIT token creation. Investors will be able to allocate their CHL tokens to properties as the properties are added to the Celle platform for investor allocation. Once dividends have began paying out, CHL will be placed on Public exchanges, and will be available for trade.

## ICO Specifications Summary and Funds Distribution

Main characteristics of Chelle Coin (CHL)

Characteristics	Chelle Coin
Variable value	Yes
Tradable on crypto-exchanges	Yes
Tradable p2p	Yes
Access to Chelle Platform	Yes
Fractional Amount	Yes
Available worldwide	Yes
Managed and exchanged via Chelle.Wallet	Yes

ICO will contain only ERC20 CHL in Ethereum Mainnet.

Token type	ERC20
Fees	Ethereum Gas
Access	Public
Max supply	59 500 000
ICO supply with vesting	50 575 000
Founders reserve for vesting	5 950 000
Vesting period	Three years
Accepted contributions	ETH - yes
	BTC - yes
	Fiat (USD) - yes



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Distribution of tokens from Token Generation Event:

Token Sale	44 625 000	75%
Founders	8 925 000	15%
Advisors	2 975 000	5%
Bounty	1 785 000	3%
Land We Love (Non-Profit Initiative)	1 190 000	2%
<b>Total</b>	<b>59 500 000</b>	<b>100%</b>

\*A **bounty** is a participant in the initial coin offering (ICO) process who markets the offering to investors and audiences in exchange for incentives.

Chelle Coin Token Sale event description

<b>Event</b>	<b>Pre-Sale (Tier 1)</b>
Platform	Ethereum Mainnet
Token standard	ERC20
Start date	August 10, 2018, 9:00 AM (EST)
End date	August 21, 2018, 4:00 PM (EST)
Price	US\$0.75
Accepted cryptocurrencies	ETH, BTC
Accepted fiat currencies	Varies by jurisdiction
The sale will end at one of these events	<ul style="list-style-type: none"> <li>- All tokens sold</li> <li>- Sale period ends</li> </ul>
<b>Event</b>	<b>Pre-Sale (Tier 2)</b>
Platform	Ethereum Mainnet
Token standard	ERC20
Start date	August 22, 2018, 9:00 AM (EST)
End date	September 30, 2018, 4:00 PM (EST)
Price	US\$1.00
Accepted cryptocurrencies	ETH, BTC

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Accepted fiat currencies	Varies by jurisdiction
The sale will end at one of these events	<ul style="list-style-type: none"> <li>- All tokens sold</li> <li>- Sale period ends</li> </ul>
<b>Event</b>	<b>Public Sale</b>
Platform	Ethereum Mainnet
Token standard	ERC20
Start date	October 8 2018, 9:00 AM (EST)
End date	December 3, 2018, 4:00 PM (EST)
Price	US\$3.00
Accepted cryptocurrencies	ETH, BTC
Accepted fiat currencies	Varies by jurisdiction
The sale will end at one of this event	<ul style="list-style-type: none"> <li>- All tokens sold</li> <li>- Sale period ends</li> </ul>

\*Availability of tokens will depend upon amount sold during pre-sale.

Buyers will be required to provide proof of identity and residence.

## Celle Coin Bounty Program: August 2018

**Date Range:** 08/09/18 - Close of ICO

### **Objective**

The primary objective of the Celle Coin bounty program is to quickly scale the social channel followings + engagements.

### **Bounty Tokens & Entry**

- ***The bounty program will release 238,000 tokens (.6% USE of the total available tokens)***
- People sign up for the bounty program by submitting a form and/or commenting in social threads

## **BOUNTY PROGRAM DETAILS**

### Stakes And How This Program Works:

This bounty program will be based off of stakes. Each task will reward users with a predetermined amount of stakes after completion of the task. At the end of the bounty program, the percentage of stakes you hold against the total number of stakes we give out is the same percentage of the total amount of tokens being given out.

For example, Celle Coin commits 238,000 tokens to the bounty program. You earn 5 stakes during program with a total of 50 stakes given out to everyone. You have 10% of total stakes, so you will receive 10% of total committed tokens, or 23,800 tokens.

Bounty Distribution:

**0.6% of the total ICO supply will be reserved for this Bounty Program**

Twitter: 10%  
Facebook: 15%  
YouTube: 15%  
Reddit: 20%  
Telegram: 15%  
Blogging: 25%

Rules:

1. No spamming and no multi-accounts
2. We reserve the right to remove anyone from the campaign at any point if we feel that the person is abusing accounts or spamming
3. Every participant must join our Telegram channel, Subreddit, and Facebook page.
4. No mention of bounty program in campaign posts

Twitter Campaign:

Fill out this Google Form to enter

Rewards:

- <1,000 followers: 1 stake/retweet | 4 stakes/tweet
- 1,001 - 2,500 followers: 2 stakes/retweet | 8 stakes/tweet
- 2,501 - 5,000 followers: 4 stakes/retweet | 12 stakes/tweet
- 5,001 - 10,000 followers: 8 stakes/retweet | 16 stakes/tweet
- 10,000+ followers: 10 stakes/retweet | 25 stakes/tweet

Rules:

- Follow our Twitter account
- 7 max tweets per week
- 1 tweet per day
- All tweets must include #ChelleCoin #ChelleCoinICO
- Accounts must be older than 6 months old
- Accounts must be active before start of bounty
- No deleting posts for duration of bounty
- Post in this thread a report of activities by Sunday 23:59 EST

Facebook Campaign:

Fill out this Google Form to enter

Rewards:

- <1,000 friends: 1 stake/repost | 4 stakes/post
- 1,001 - 2,500 friends: 2 stakes/repost | 8 stakes/post
- 2,501 - 5,000 friends: 4 stakes/repost | 12 stakes/post
- 5,001 - 10,000 friends: 8 stakes/repost | 16 stakes/post
- 10,000+ friends: 10 stakes/repost | 25 stakes/post

Rules:

- Follow our Facebook page
- 7 max posts per week
- 1 post per day
- Accounts must be older than 6 months old
- Accounts must be active before start of bounty
- No deleting posts for duration of bounty
- Post in this thread a report of activities by Sunday 23:59 EDT

YouTube Campaign:

Fill out this Google Form to enter

Rewards:

- Highest quality: 100 stakes
- High quality: 70
- Medium quality: 50
- Low quality: 15

Rules:

- Videos must be at least 1 minute long
- All videos must be relevant to Chelle Coin
- All videos must be in English
- Include links to [project name]'s social channels in the video description
- Highest quality videos include higher production value, creative production, contain a lot of information, and high subscriber count
- Accounts must be older than 6 months old
- Accounts must be active before start of bounty
- No deleting posts for duration of bounty

## Chelle Coin Presented by Chelle Corporation

- Quality levels are subjective and we have the right to not accept any videos we deem below low quality level
- Post in this thread a report of activities by Sunday 23:59 EDT

### Reddit Campaign:

Fill out this Google Form to enter

#### Rewards:

- Comment referencing Chelle Coin: 1 stake/comment
- Comment referencing Chelle Coin with link to project: 3 stakes/comment
- New topic started in another subreddit discussing Chelle Coin: 5 stakes/topic

#### Rules:

- All comments must be relevant to Chelle Coin
- Accounts must be older than 6 months old
- Accounts must be active before start of bounty
- No deleting posts for duration of bounty
- Post in this thread a report of activities by Sunday 23:59 EDT

### Telegram Campaign:

Fill out this Google Form to enter

#### Rewards:

- 5 stakes per week for consistent engagement
- 20 stakes for adding our logo as your avatar
- 20 stakes for adding "Cryptocurrency Meets Real Estate - <http://www.chellecoin.com/>" to your bio

#### Rules:

- Consistent engagement is at least 3 comments, questions, or any other posts in the channel
- No discussing bounty program
- Accounts must be older than 6 months old
- Accounts must be active before start of bounty
- No deleting posts for duration of bounty
- Post in this thread a report of activities by Sunday 23:59 EDT

Blogging Campaign:  
Fill out this Google Form to enter

Rewards:

- Highest quality: 100 stakes
- High quality: 70
- Medium quality: 50
- Low quality: 15

Rules:

- All posts must be relevant to Chelle Coin
- Must be original
- Must be public for everyone to see
- Posts must be at least 750 words long
- Include links to [project name]'s social channels in the post
- Highest quality posts include intelligent write ups, longer posts, and high subscriber count
- Accounts must be older than 6 months old
- Accounts must be active before start of bounty
- No deleting posts for duration of bounty
- Quality levels are subjective and we have the right to not accept any videos we deem below low quality level
- Post in this thread a report of activities by Sunday 23:59 EDT