



# Connector Coin

the Official Currency of Connector App

**100x Your Intentional Networking.  
Find Your Kind...on a Map!**



connectorcoin.org



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# Executive Summary

## Introduction

Connector Coin (CNCTR) is the token on the Polygon cryptocurrency network that powers the Connector App. The Connector app allows people to find each other on a map with specific filtering, enabling very intentional and efficient networking.

## The Problem

People trying to make new connections, for whatever reason, need a better way to do it.



### 1. Personal Networking.

Current methods of finding real friends, romance, and employment are inefficient. Personal connections are one of the most important ingredients for success and fulfillment in life. We want to upgrade our peer groups, dating, and business opportunities. We want to upgrade our lives. Our need for connection is not fulfilled by participating in online social media. We want to bring relationships and experiences back to the real world. We need a force multiplier in personal networking.



### 2. Groups and Events.

We miss concerts, classes and group activities because we are traveling or unaware of the occasion. These are great opportunities for learning, earning, entertainment and self development. We need notification of these events based on our interests and location, even while we are traveling. Creating an event for others to join is difficult to organize and advertise. Examples could be yoga in the park, an investors club, or a block party, etc. We would be served by a platform that allows us to place events on a map for others to find and attend.



### 3. Decentralized Marketplace of Solutions.

Relying on centralized problem solving is dangerous. We want to increase our options for local goods and services. Main stream (licensed) suppliers only serve the public when the government permits it. Marketplaces that exclude local and person-to-person transactions will fail to address supply shortages. We want to reduce our vulnerability to single points of failure in the supply chain. We want to form impromptu garage sales and neighborhood farmer's markets. We want to develop community resiliency by forming dependable local relationships.



## The Solution

Connector App is the force multiplier to leverage the power of intentional relationships. It allows users to make intentional connections with others who share their affinities, values, and goals. On Connector, one can find or form clubs. One can place their professional profile on the map for potential employers or clients to find. One can find service providers in their neighborhood in real time, and pay them from within the app. One can set notifications for classes and concerts based on their interests and location. One can set a marker to a time and place on the map to organize a picnic or a protest. One can communicate with their contacts and groups with the encrypted XMPP client inside the app.

Connector will be the Swiss Army knife of networking. It will help the user find what they need or who they need..on a map. There will be many new uses that our users have yet to invent.

## Mission Statement

**Our Mission is to empower the individual to make real-world connections in their pursuit of personal development, financial growth, skill-building, entertainment, and political freedom.**

We do this by changing the way people seek and form connections with others. We add intentionality and search-ability to the process that was previously accidental and random.

We intend to make every service attainable, every good available, and every problem solvable in mutually beneficial transactions among consenting parties.

We hope that with a more effective way to leverage the power of purposeful relationships, society will evolve beyond the coercion of centralized authority and toward a voluntary future...



## Founder's motivation

Anam Paiseanta is a public speaker for voluntary society. Voluntaryists prefer interactions among people to be voluntary. They believe that good ideas do not need to be forced onto society. They believe in freedom in all areas of life. They have a common language and culture that is predicated on voluntary interactions. Voluntaryists are growing in number but still somewhat rare. In 2015 they were even more rare.

Anam was a speaker at the first Anarchapulco. This is a conference for voluntaryism and free markets. During the 4 day gathering in Acapulco, Mexico, Anam met many new friends, some that he knew online and some that he made there at the conference.

The days consisted of listening to speakers present many topics from economics to surveillance to psychology and international investing. Most attendees spent lunch in the hotel cafe discussing the topics of the day's speeches. Every evening they all congregated by the pool to talk until the early morning hours.

Anam was impacted by the common culture and the ease of connection with these people who shared his beliefs. He felt at home and united with the other voluntaryists. When he returned to his small town in Central Washington state, he tried to return to his normal life. Now some thing was different. He wanted to spend his time with voluntaryist friends, he wanted to spend his emotions with a voluntaryist mate, he only wanted to spend his money at voluntaryist owned businesses. These things were hard to find in his small town. Anam thought "If I can find a petrol station on a map, why can't I find my kind of people?"

For an entrepreneur, a problem is not a road block, it is an opportunity. Anam announced on social media that he was looking for computer programmers that were voluntaryists to help him with his connection problem. Through a friend of a friend of a friend, he found the brilliant developer Chris Heimark who has been a partner on the Connector App ever since.

**"If I can help myself solve a problem, others may have the same issues, and I may be able to help them in the same way."**

**Anam Paiseanta**

It is now 2022 and Connector is adding team members and building momentum.







# Connector App

## Purpose and Functionality

**The purpose of Connector App is to empower the user to leverage intentional relationships**

First, a user creates a profile that represents themselves in any of four categories.



**1. Friend Profile.** This type of profile will contain an icon, a profile name, selected affinities (hobbies and interests), social media links, location and chat



**2. Dating Profile.** The statistical information in dating profiles allows for very specific filtering during searches for matching mates.



**3. Professional Profile.** Users can create profiles that look like resumes that are searchable on the Connector map. These profiles might be located in a fixed position. It is also possible to place a profile for your mobile business. This profile may take advantage of exact location updating so customers see when help is already in their vicinity. A plumber or computer programmer can be found, contacted, and paid all within the Connector App and with Connector Coin, if that suits both parties.



**4. Events Profile.** Two kinds of profiles can be made in this category. One informs the user about upcoming events that match the user's interests. This includes concerts, lectures, group events. Connector can send notifications of matching events in proximity to the profile's location, even a moving location. The second Events profile is designed for the user to post their own events. These events can be found by others using key words, code words or they can be broadcast to the user's contacts.

After creating and placing profiles on the map, the user can search for other users' profiles. Search results are profile category specific. Searches are initiated from a list of search terms or from the users own chosen search terms. For specific results, multiple search terms will have an additive filter effect.

Once a user finds a friend, a date, a professional connection, or an event, the user can make contact via the integral communication client. A cumulative friends list is stored on the communication screen.

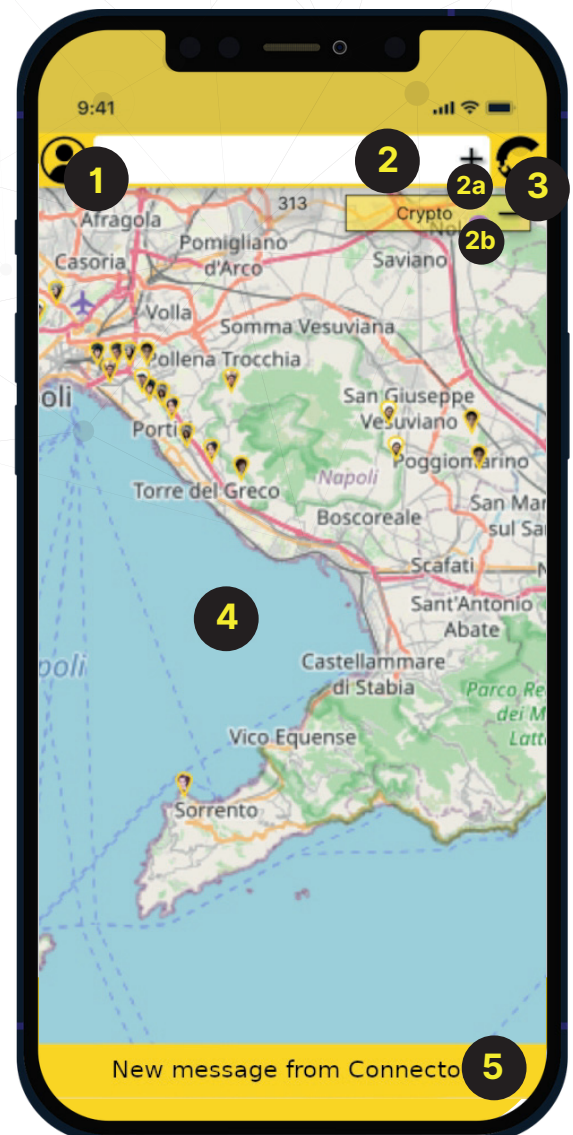
Connector will alert users to new information via the notification banner at the bottom of the screen. These alerts will include, contact proximity, new users who match their affinities, concerts and lectures, group events, and tutorials from Connector.



## Layout

The initial splash screen fades into the main map screen. From the map screen there are five options for the user. These options are:

- 1** The Profile button on top left links to profile set up and profile selector.
- 2** The Search field allows users to search for other users by "Affinity" key words in their profiles.
  - a. The Search "Plus" symbol allows adding of search terms from a list
  - b. Active search terms ( these have an additive filter function, the more active search terms- the more specific the results remaining on the map will be)
- 3** The Connector Symbol on top right of map screen leads user to the communications screen. The communications is handled by the open source XMPP protocol. XMPP is chosen because it is encrypted end to end and protects the users identity. Unlike Signal or Telegram, XMPP is not tied to a phone number. Connector will use many communication servers to provide security and dependability.
- 4** The map field will show profile markers that have not been filtered out by search terms. These profile markers can be short pressed to preview their profile card or long pressed to open communication.
- 5** The Notifications Banner on the bottom of the screen will scroll messages from Connector alerting the user of upcoming events or other users with matching affinities. Pressing the banner will lead the user to the notifications screen where the following information will be displayed:
  1. Existing contacts that enter the user's proximity
  2. New profiles on Connector that share the user's affinities
  3. Concerts that fit the user's music choices and location
  4. Lectures and Group events that match the user's interests and location
  5. Notifications from Connector. These may be links to "how to" videos, etc.





# Privacy

**The creators of Connector App and Connector Coin ( CNCTR ) are seriously concerned with privacy. We believe that privacy is an essential component of freedom. We believe that nothing is more important than freedom. We have implemented some considerations for our users.**



**User Identity.** Connector does not want to know who you are. We enable users to create their accounts with their chosen user name and password. We do not require identification or email from our users.



**Phone identity.** Connector App does not identify the user's phone serial number or IMEI. We have chosen to skip Google and Apple stores and build Connector as a web app instead. The user must create a user name and password to differentiate their account. The app pulls notifications instead of using push notifications. Doing this avoids phone identification requirements.



**Communications.** Connector app uses an integrated XMPP client for the user, it is based on the user name and password. We chose XMPP with OMEMO encryption as our communications protocol because it is encrypted end to end and, unlike Signal and Telegram, it is not connected to an identifying phone number. XMPP is open source. We invite you to research this technology.



**Location.** Connector App functionality is based on location. We protect each user's location privacy by allowing users to set their location marker in one of 3 ways; a static arbitrary location, an approximate real time location, or an exact real time location. Users running a profile for their mobile plumber business might want to use the exact setting, and users running their friend-finding profile might want to use the approximate setting. Those using their dating profile might use an approximate location or a static marker placed nearby to facilitate privacy and safety.



**Wallet.** Most wallets need the user's private keys in order to make transactions. Connector will interface with Metamask or other web3 technology in order to keep the user's wallet in their sole control.





# Connector Coin

## Platform

**We chose to create Connector Coin on the Polygon network. The Polygon (Matic) network has all the security and functionality of Ethereum. Additionally, Polygon network transactions are extremely fast and inexpensive.**

## Functions

Connector Coin is not to be confused with a part of Connector Company. It is not stock and it is not a security. It carries no promise of monetary gain. Its value is not necessarily correlated with the growth of Connector the company.

The coin has three functions.



1. Prepaid advertising. During the Initial Advertisers Period (IAP), Connector Coin acts as a receipt for prepaid advertising. Exposures will be priced in Connector Coin during this period. The conversion rate will be 4 exposures for 1 coin. An exposure is visibility to one relevant user for one month. For instance, if an advertiser wants to purchase 10,000 exposures they can pay using 2,500 Connector Coin. While the price will fluctuate in the open market, Connector Coin will have a threshold value when used for advertising during the IAP.



2. Discount Coupon. After the IAP, Connector Coin will act as a discount coupon for advertising on the Connector App. Regardless of the price on the open market, advertisers will always get a 50% discount when using the coin to purchase exposures. In this period after the IAP, exposures will not be priced in Connector Coin. They will be initially priced at 0.10 of a Swiss Franc (chosen reference due to neutrality and stability), but payable in Bitcoin Cash, Monero, Flote Token, and Connector Coin. Advertisers receive a 50% discount when using Connector Coin.



3. Immutable Transaction Ledger. Connector Coin can be used as a token of account for transacting parties independently of Connector App.



## Demand

### Definite Use Case

Connector Coin will get its value from its definite use case. Advertisers want to appear on the Connector Map for users who have matching affinities in their profiles. For instance, a mountain bike store's ad would appear exclusively to users with "Mountain Biking", or other relevant affinity in their profile. ( This is powerful for advertisers because it is super targeted marketing and "opt-in" by the users. Instead of nuisance commercials, this is passive advertising that the users want to see. No other businesses will appear in the user's map that are not related to his own chosen affinities.

### Upward market pressure from decoupled price and demand.

Regardless of market price, advertisers may chose to buy Connector Coin knowing that they will double their money, compared to using other payment methods, when spending it on advertising. Advertisers may become the largest group of Connector Coin buyers and they will turn over their coins to Connector monthly.

### Token Economics and Life Cycle

Connector returns coins to the market place monthly by paying Account Executives, rewarding Connector users, and selling on decentralized exchanges (DEXs). The following two vignettes summarize the initial supply of coins (with estimated release dates) and the redistribution of coins that are obtained by Connector from advertising fees or any other source.



# Connector Coin Issuance

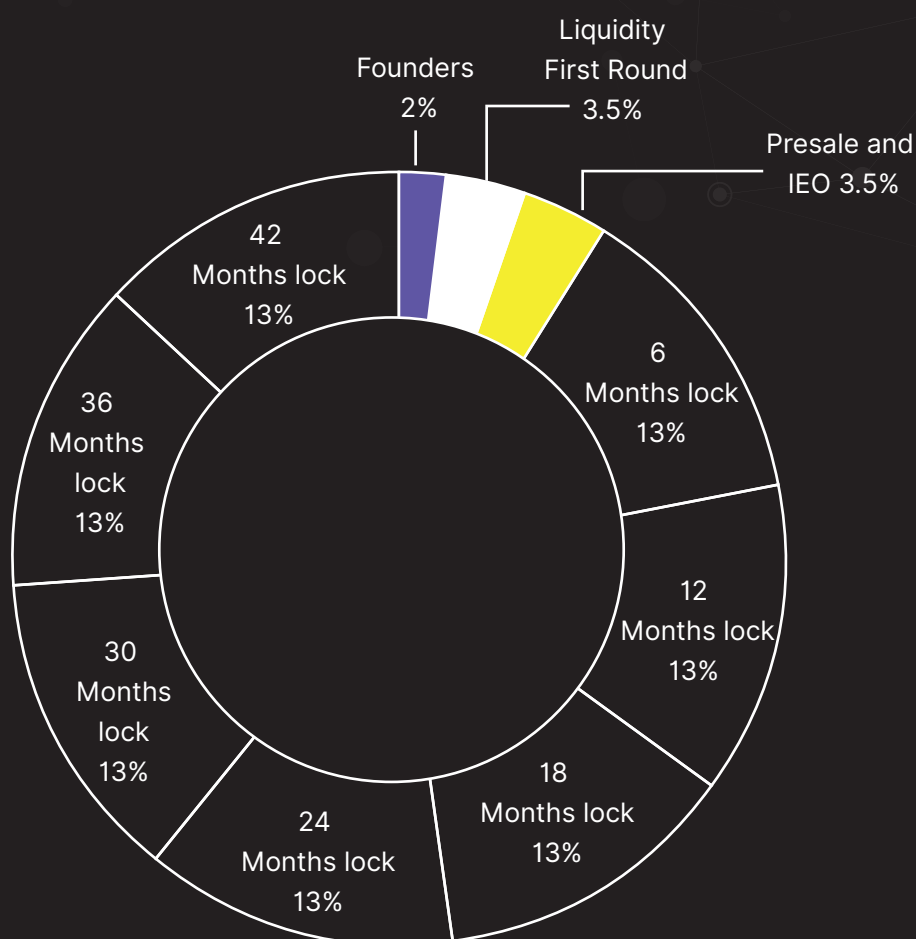
## Ticker CNCTR

Standard ERC-20 (Polygon)

Max Supply 313,000,000

Initial Supply 28,170,000

Contract Address 0x63418DD6a66fCF5254b84213717Ae4a18B9Dd7db



**Initial Supply Schedule\***  
 Initial sale supply 7%  
 Founders 2%  
 Lock Release 1 13%  
 Lock Release 2 13%  
 Lock Release 3 13%  
 Lock Release 4 13%  
 Lock Release 5 13%  
 Lock Release 6 13%  
 Lock Release 7 13%

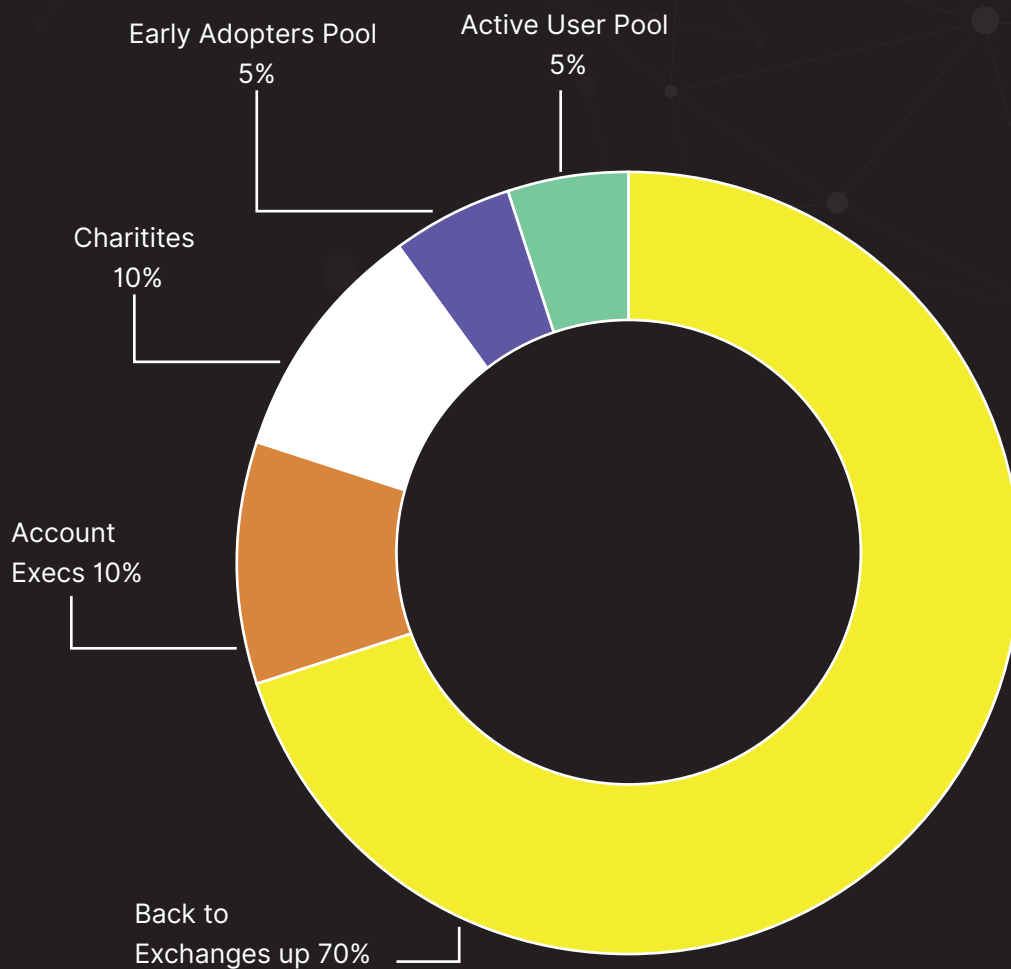
\*All figures are early stage estimates





# Circulation

The purpose of this section is not accounting. This is an estimate of how Connector Coin will circulate from advertising fee income back to the market:





# Market Overview

Connector App has functions that intersect with markets worth hundreds of billions of dollars annually. Connector allows users to connect in 4 categories and the first category (Friends) has hundreds of subcategories within it. Advertisers pay to be seen by those with relevant interests specified in their profiles.



**Friends (3).** There are hundreds of affinities that people can use to make connections in Connector. Advertisers will pay to appear on the user's map only when they sell related goods and services to the affinities chosen by a user.

It is estimated that sporting goods suppliers in the U.S. spent \$404 million in advertising dollars in 2019i.

Imagine a list of affinities that two people can share. Skateboarding, guitar playing, rock climbing, chess, sports car collecting, nutrition... the list is endless, and so are the marketing dollars spent to advertise the associated products.

Connector plans to capture a growing percentage of this figure by:

1. Linking exclusively opt-in, super targeted users with suppliers of goods and services relevant to their chosen affinities.
2. Offering secure communications channels directly to advertiser.
3. Rewarding users for having active accounts.
4. Allowing advertisers to choose exactly how many exposures they receive per month.



**Dating (2).** Our Dating profiles will generate revenue by charging the user a small fee per month per profile after an introductory free period. The user can pay this in Connector Coin. The user can offset this charge by having active profiles in the Friends category and getting monthly rewards from Connector.

It is estimated that \$5.61 Billion was spent on dating apps globally in 2021

Connector plans to capture a growing percentage of this figure by:

1. offering direct, profile specific communication (and blocking),
2. offering optional location sharing of user or destination, and
3. offering increased specificity and proximity information.





# Market Overview



**Professional (3).** Connector allows users to place up to three Professional profiles on the map. These can be for mobile businesses such as plumbers and pool technicians where it makes sense to contact the one physically closest instead of calling a scheduling office. A Professional profile can also be a resume for any industry. Professional profiles will generate revenue by charging the user a small fee per month per profile after an introductory free period. The user can pay this in Connector Coin. The user can offset this charge by having active profiles in the Friends category and getting monthly rewards from Connector.

It is estimated that in 2020, \$231 billion (2012 dollars) were spent in the United States for professional placement services according to the U.S. Bureau of Economic Analysis

Statista reports that placement services earned revenue of \$442 billion in 2019 globally.iv  
Connector plans to capture a growing percentage of this figure by:

1. allowing users to place resumes on the map locally and be searched globally,
2. allowing employers and clients to contact users in this category, on our encrypted network, for free.
3. charging a small monthly fee to the user, that is easily payable within the app.



**Events (3).** The user can use three profiles in this category. The Attend profile is designed to match the user to events, groups activities, classes and concerts. The two Host profiles are for the user to create a local, temporary event.

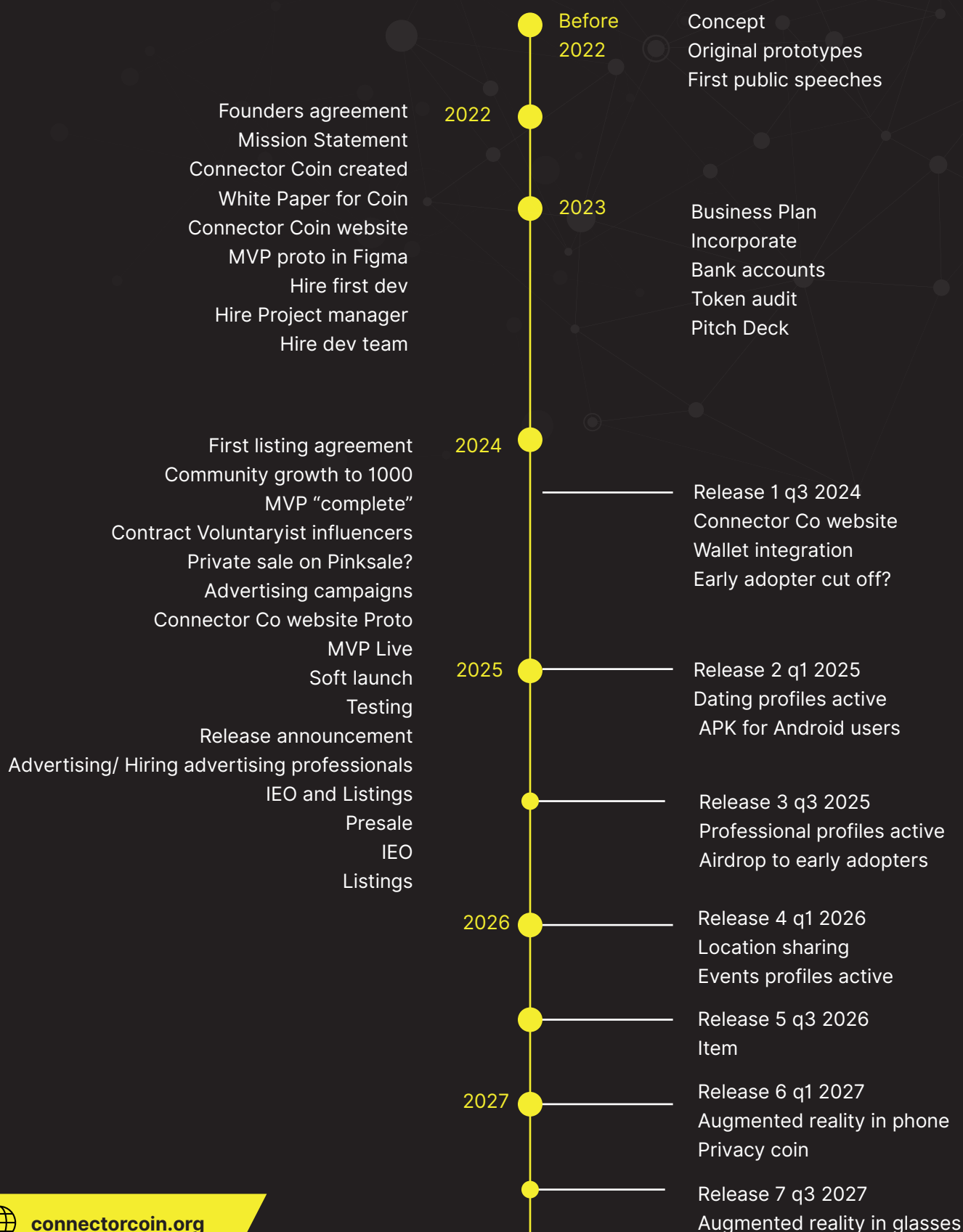
It is estimated that ticket sellers will see global transaction value of over \$1 trillion by 2025.

Connector plans to capture a growing percentage of this figure by:

1. creating affiliate link relationships with ticket sellers,
2. notifying users of events that match their profile and location,
3. providing direct links to ticket sellers and performers websites, and
4. making events shareable with a user's contacts.



# Roadmap





## The Team

### Anam Paiseanta: creator and CEO of Connector.

Anam is a public speaker on the topic of voluntary society, addressing the paradigms that need to change in order for society to succeed to the next level of human social evolution. He is an advocate for freedom, privacy and personal responsibility. He is a mentor specializing in empowering students to learn financial freedom and time freedom through real estate investing. He is also the author of Three Friends Free, a children's book about voluntarism.

### Chris Heimark: co-founder and principal investor of Connector.

Software architect and developer since the early 1980s. Chris has worked for giants such as Philadelphia Stock Exchange, United Engineers, Archimedes, MCTel, and Duck Duck Go, etc. Chris informs the functionality of Connector with the vast technical experience in his background.

### Dr. Bobby Owl: Development Coordinator.

He began his career as a performance planning analyst and database manager before obtaining a PhD in psychology with a specialization in research and evaluation methods. He has worked on server software development and secure messaging systems.

### Development Team

We have worked with developers from all over the world. We have part time workers in The Philippines, Armenia, Georgia, Zambia, Finland and the United States. After the Connector Coin gets listed on exchanges we will hire our developers from Philippines and Finland to go full time in addition to two more



# Income

As detailed above in Market Overview, Connector will generate revenue in the following ways:

Monthly advertiser fees

Profile fees for Dating profiles, Professional profiles, and Event profiles

Affiliate relationships with ticket sellers.

# Growth

Connector plans to utilize innovative techniques to grow as a company.

**Account Executives.** Connector will allow ambitious individuals to create accounts for advertisers anywhere in the world. After online training, these affiliates will be independent contractors that can work any time, anywhere they wish. Compensation is an automated payment of ten percent of revenue income from their accounts. This compensation will endure as long as the accounts stays active.

**User Incentives.** Connector will reward active profiles in two ways. First, the early adopters will share a pool of 5% of total advertising income as long as the profile stays consistently active. Additionally, all active users will participate in another pool of 5% of monthly advertising income revenue. These rewards are sent directly to user's wallets in Connector Coin. These rewards begin to be paid to qualifying users with the first advertising income!

**Cyclical Reinforcement.** The two elements above will tend to reinforce each other and cause a growth circle. As more user profiles appear on the map, the incentive for advertisers to sign up will increase. As more income is generated from advertisers, rewards to users will increase. Rewards to users will attract more new users and motivate some users to become long-term, regular users.

# Conclusion

Connector App and Connector Coin solve problems in the marketplace and utilize an intelligent business model. They revolutionize intentional networking for the user and add massive value to advertisers.

Multiple mechanisms, such as user rewards, account executive compensation, and upward price pressure on Connector Coin will promote future growth.

Connector App makes it possible for the individual to upgrade their friendships, their romantic relationships and their business connections.

This app will enable social changes for society at large by empowering direct exchange in new ways. It allows the curation of groups and creation of shareable events. Groups of intentional individuals can use the features in this app to solve problems within their communities.

There is no telling how the ability to find anyone you need, or anyone you want, on a map will change the way you friend, date, do business, and elevate yourself..

We are excited to see you connect with the right people and the right events.

# Connector find your kind





# Definitions

**Affinity:** Subjects that users want to connect with other users about, such as hobbies or interests. These are used as filter terms when searching for others on the Connector map.

**DEX:** An online decentralized exchange. Decentralized exchanges are peer-to-peer marketplaces where cryptocurrency traders make transactions directly without handing over management of their funds to an intermediary or custodian.

**Exposure:** Exposure equals 1 month of visibility to 1 Affinity matched profile for an advertiser.

**Initial Advertisers Period (IAP):** Time frame spanning the 12 months after the end of the ICO. During this time, exposures will be priced in Connector Coin at a rate of 4 exposures per coin. The purpose of an initial period of minimum redemption value is to promote a threshold of price during that time frame.

**XMPP:** Extensible Messaging and Presence Protocol is an open communication protocol designed for instant messaging, presence information, and contact list maintenance. Based on XML, it enables the near-real-time exchange of structured data between two or more network entities. Many popular message apps are built on the XMPP protocol.

# Disclaimer

The functionality and features of tokens described in this white paper do not constitute a guarantee of the availability, functionality, features, or value of any tokens, services, or technology that are or that might be offered by Connector or anyone else. No part of this white paper constitutes any solicitation or commitment to buy, sell, transfer, offer, make available, or recommend any security or financial instrument. No part of this white paper constitutes financial advice. The author has attempted to present accurate information from reliable sources, but there is no guarantee that information in this white paper is accurate. There is no guarantee that any presentation of market conditions is accurate now or that it will be accurate in the future. Any information presented in this white paper should be used at your own risk. Do your own research before reaching any conclusions or making inferences from information in this document. Any expressed or implied statements about the future are speculative, and there is no guarantee that such statements are or ever will be accurate.

