



# NOAH COIN

WHITEPAPER 2018

# TABLE OF CONTENT

★	<b>Introduction</b> .....	3
	<b>What is The Noah Foundation?</b> Philosophy of Noah Foundation	
	<b>What is Blockchain Technology?</b> Background Platform for Blockchain Technology	
★	<b>Platform Overview</b> .....	11
	<b>Broad Market Concept</b> Opportunities in the Japan-Philippines market	
	<b>Noah's Platform Play</b> A complete ecosystem for cryptocurrencies and blockchain apps for Japanese - Filipino trade and commerce	
	<b>Regulatory Environment</b> Circular 944 Japanese government ruling on cryptocurrencies	
	<b>What is an ICO/Token Crowdsale?</b> Overview - Bitcoin, Ether, ERC20, Etc. Why Use Tokens? What is the purpose of the Tokens?	
★	<b>Product Overview</b> .....	13
	<b>Noah platform services</b> Ark Wallet Ark Remit Projects	
	<b>Token Ecosystem</b> Token Details Timeline/ Roadmap Tokenbase and fund allotment	
	<b>Noah Tokenomics</b> General Summary Token Basic Functions Internal Payment Token Token Usable Function	
★	<b>Founding Team and Advisory board</b> .....	31
★	<b>Conclusion</b> .....	32
★	<b>Legal Provisions</b> .....	33

# INTRODUCTION

With the advent of cryptocurrencies such as Bitcoin, new opportunities for business and disruptive financial applications have entered the market. As an alternative payment method, it has gained popularity among contributors, entrepreneurs, and consumers over the last few years. Such popularity would not be possible without blockchain technology, a ground-breaking technology that powers all cryptocurrencies. Cryptocurrencies and the blockchain is not simply a technological trend, but rather a shift towards a better future, one in which managing one's finances is becoming easier, faster, cheaper and safer. The cryptocurrency industry has given birth to an entirely new market which has the potential to disrupt existing market strategies and conventional business practices.

One of the challenges facing this new technology today is the lack of specific platforms that will allow user to participate in this industry with minimal effort and a specific purpose. By creating the Noah Foundation, users who wish to participate in unique and robust projects between Japan and the Philippines will now be able to use a platform that makes this accessible and simple to use.

## MARKET OVERVIEW

### The Philippine Market Situation



**100++ Million** population, with median age of 24 years old.



**Over 10 million** Filipinos working overseas on contract and as expats, sending home \$27 billion annually.



**Fastest growing** smartphone penetration in ASEAN, expected to reach above 70% by 2018.



**50 Million internet** users and growing

## CHALLENGES



**Underdeveloped payments infrastructure**



**Only 3% credit card penetration**



**More than 70% unbanked**



**Cost to send money to the Philippines between 6% to 10%**



**Inefficient online banking system**

The Philippines is a republic nation located in Southeast Asia with a population of 104 million (the 12th largest in the world in 2016) with a nominal GDP of US \$ 304.9 billion (36th in the World in 2016). It has grown rapidly both in population and GDP, expanding by more than 10% in 4 years from 272 billion dollars in 2012. It is expected that this world-class growth will continue to sustain a population of 170 million with GDP of 2.7 trillion dollars in 2050 according to a survey by distinguished research organizations.

In 2017, the Philippines was the 10th fastest growing economy in the world. About 10% of its GDP comes from remittances from Overseas Filipino Workers, or OFWs, who are migrant leaving the country to work abroad and support their family in the Philippines. The Noah project will focus on the Philippines which has a growing economy, a fast growing middle class with purchasing power, and a young population that is ready to embrace new technologies.

It also has one of the biggest online populations, with over 40 million Facebook users alone, and even more internet users. Smartphones can be found on 7 out of 10 people, and mobile phone penetration is beyond 100%.

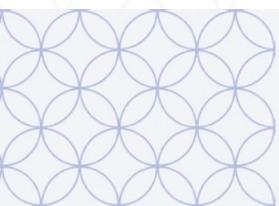


# The Noah Foundation

The Noah Project, started in 2016, is a cryptocurrency platform focused primarily on enhancing the Japan-Philippines trade and market. Using blockchain-powered applications for Remittance, B2B and B2C Payments, as well as partnerships with major Philippine real estate projects and more, it aims to bridge the gap between Japanese and Filipino citizens, travelers and businesses. Noah Foundation will launch NOAHCOIN (NOAH), which is its own cryptocurrency to be used in its ecosystem by members and users.

The mission of the Noah Project is to consolidate and allow cryptocurrency users (customers, merchants, and traders) on-board around a very specific and intuitive platform that can seamlessly integrate all the existing features under the same structure. This platform comprises of remittance, mobile money, discounts, and trading services that give its users a unique and viable alternative to traditional methods. The customers of The Noah Project are users and supporters of the platform who have an interest in Japanese-Filipino market opportunities, people who are already using cryptocurrencies but are looking for avenues to diversify and contribute in worthwhile endeavors between the two nations. The Noah Platform is optimized to provide the best services to help its users to embrace the best experience in utilizing cryptocurrency in its specific projects.

NOAHCOINS will be distributed to be used as digital tokens in any of the multiple projects of the Noah Project. This is a first of its kind in the market.





## Bitcoin and Cryptocurrency

Bitcoin is a cryptocurrency and a digital payment system invented by an anonymous programmer, or a group of programmers, under the name Satoshi Nakamoto. It was released as open-source software in 2009. The system is peer-to-peer, and transactions take place between users directly, without an intermediary. These transactions are verified by network nodes and recorded in a public distributed ledger called a blockchain. Since the system works without a central repository or single administrator, bitcoin is called the first decentralized digital currency. Besides being created as a reward for mining, bitcoin can be exchanged for other currencies, products, and services globally.

Thanks to bitcoin, banks, corporations, and governments started recognising the technological value of cryptocurrencies: the decentralized peer-to-peer public ledgers, the blockchain, the new ways to approach security and anonymity, which have spread to a great variety of fields. The design model of cryptocurrencies has made traditional financial institutions seem obsolete by bringing new capabilities to individuals and organizations adopting them.

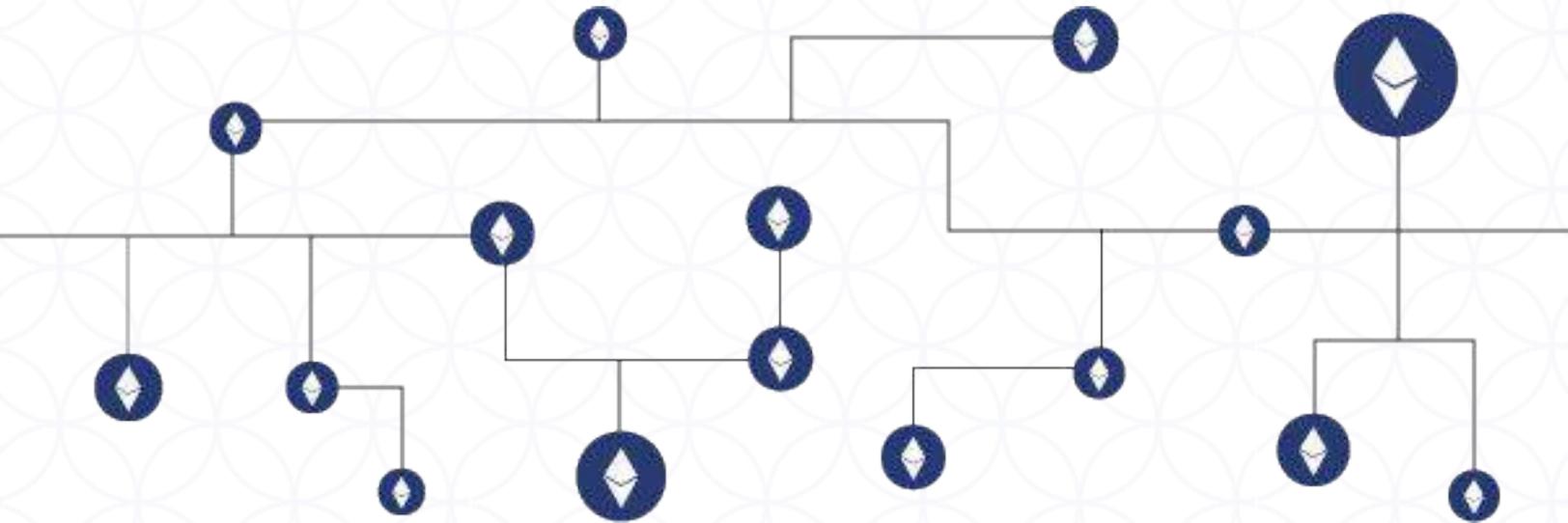
The greatest innovation of Bitcoin is its decentralized nature. There is no person or entity in control of the Bitcoin. Instead, the system is run by a network of computers, and data stored on the blockchain is distributed among them. Such distribution helps to resolve data storage and security issues: everyone has access to the data, but no one owns it, nor can change it without everyone else knowing it. Some of the immediate benefits of this technology today is the facilitation of value transfers without the third parties, transfer of money in a more secure or completely anonymous way which protects users' personal data, access to banking and the global financial system with any device connected to the Internet, avoidance of substantial transaction fees, such as those charged by credit card companies and centralized payment processors and many more.

## Blockchain technology

The blockchain is a public ledger that records cryptocurrency transactions. A novel solution accomplishes this without any trusted central authority: maintenance of the blockchain is performed by a network of communicating nodes running software. Transactions of the form payer X sends Y Cryptocurrency to payee Z are broadcast to this network using readily available software applications. Network nodes can validate transactions, add them to their copy of the ledger, and then broadcast these ledger additions to other nodes. The blockchain is a distributed database – to achieve independent verification of the chain of ownership of any and every bitcoin amount, each network node stores its own copy of the blockchain. It is one of the fastest growing technology platforms in history, outpacing the growth of the world wide web in the 1990s.

## Ethereum Blockchain

Ethereum is an open-source, public, blockchain-based distributed computing platform featuring smart contract (scripting) functionality, which facilitates online contractual agreements. It provides a decentralized Turing-complete virtual machine, the Ethereum Virtual Machine (EVM), which can execute scripts using an international network of public nodes. Ethereum also provides a cryptocurrency token called "ether", which can be transferred between accounts and used to compensate participant nodes for computations performed.



# REGULATORY ENVIRONMENT

## Bitcoin and Cryptocurrency in Japan

In Japan, Bitcoin was recognized as a legal payment method nationwide. The Japanese Financial Services Agency (FSA) announced the enforcement of this Bill on April 1st, 2017. The amendments include an ordinance concerning digital currencies as well as digital currency exchanges.

According to Bitflyer, the largest Japanese Bitcoin exchange, "Section 3 of this bill now includes wording on virtual currency [VC] and is being tentatively called the 'Virtual Currency Act'." It defines digital currencies including Bitcoin for the first time and recognizes them as a method of payment.

"The new law defines Bitcoin and other virtual currency as a form of payment method, not a legally-recognized currency. Bitcoin will continue to be treated as an asset unless there are future revisions or directives to Japanese tax law."

According to global law firm DLA Piper, the amended Payment Services Act, which is part of the Banking Act, defines a digital currency as "property of value," that is usable for payment to unspecified persons, and is purchasable from and sellable to unspecified persons. The bill has far-reaching repercussions for the digital currency world as well as the way that cryptocurrencies can be traded and exchanged. The Banking Act was modified after a long process of debate and dialog between regulators and proponents of digital currency.. After months of discussion, the bill has come into effect as of the beginning of April 2017.

## Bitcoin and Cryptocurrency in the Philippines

In the first quarter of 2017, The Philippine Central Bank, or Bangko Sentral ng Pilipinas, published BSP Circular No. 944, which in effect regulates and legitimizes Virtual Currency exchanges in the country. In the Circular, they said:

“The Bangko Sentral recognizes that virtual currency (VC) systems have the potential to revolutionize delivery of financial services, particularly for payments and remittance, in view of their ability to provide faster and more economical transfer of funds, both domestic and international, and may further support financial inclusion, read the circular as signed by BSP Deputy Governor and officer-in-charge Nestor A. Espenilla, Jr.

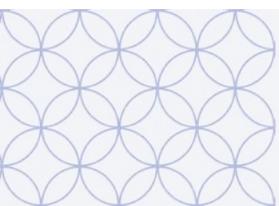
# PLATFORM OVERVIEW

There are many kinds of cryptocurrencies today. Bitcoin is the most popular, along with Ether and XRP. These platforms are very good at their specific specializations, with each one filling a niche and finding its own market in the global financial services industry. Although most of these coins or tokens are in their early stages, the future of blockchain technology looks very bright, and soon, mainstream adoption will come in the form of practical and easy-to-use platforms based on cryptocurrencies and blockchains.

The NOAHCOIN will be introduced in Japan in 2018 in an Initial Coin Offering, and will be used as a digital utility token for a number of projects in the Philippines: A mixed-use resort in Mindanao that will include, and other features, an assisted-living facility; residential real estate in Metro Manila; and an organic agriculture program for farmers in Mindanao.

The Noah Platform aims to use major cryptocurrencies, along with its own token called NOAHCOIN, as a way for its users to use cryptocurrencies and allow members to participate in exclusive projects in the Philippines spearheaded by the Noah Foundation.

In early 2016, the Noah Project successfully completed its first token pre-sale stage from Japanese contributors, offering a discounted sale price to preferred early token buyers. Shortly after, it completed its second stage of token pre-sale with the announcement of the Noah City project in the Philippines. In these two stages, it raised a total of US\$110 Million. The next stages of the Project will now start with the improvement of the cryptocurrency platform and ecosystem, as well as more exciting projects and opportunities for its members and users.



# The Noah Ecosystem

Following the success of the first two stages of the project, Noah has begun development of its cryptocurrency platforms for cross-border remittances, business payments, and its own cryptocurrency wallet for its users and customer base. This development will allow all users to use its own cryptocurrency platform designed with the project in mind. Users will be able to store, transfer, and trade cryptocurrencies and NOAHCOIN tokens within the Noah Ecosystem as well as in all of its upcoming development projects.

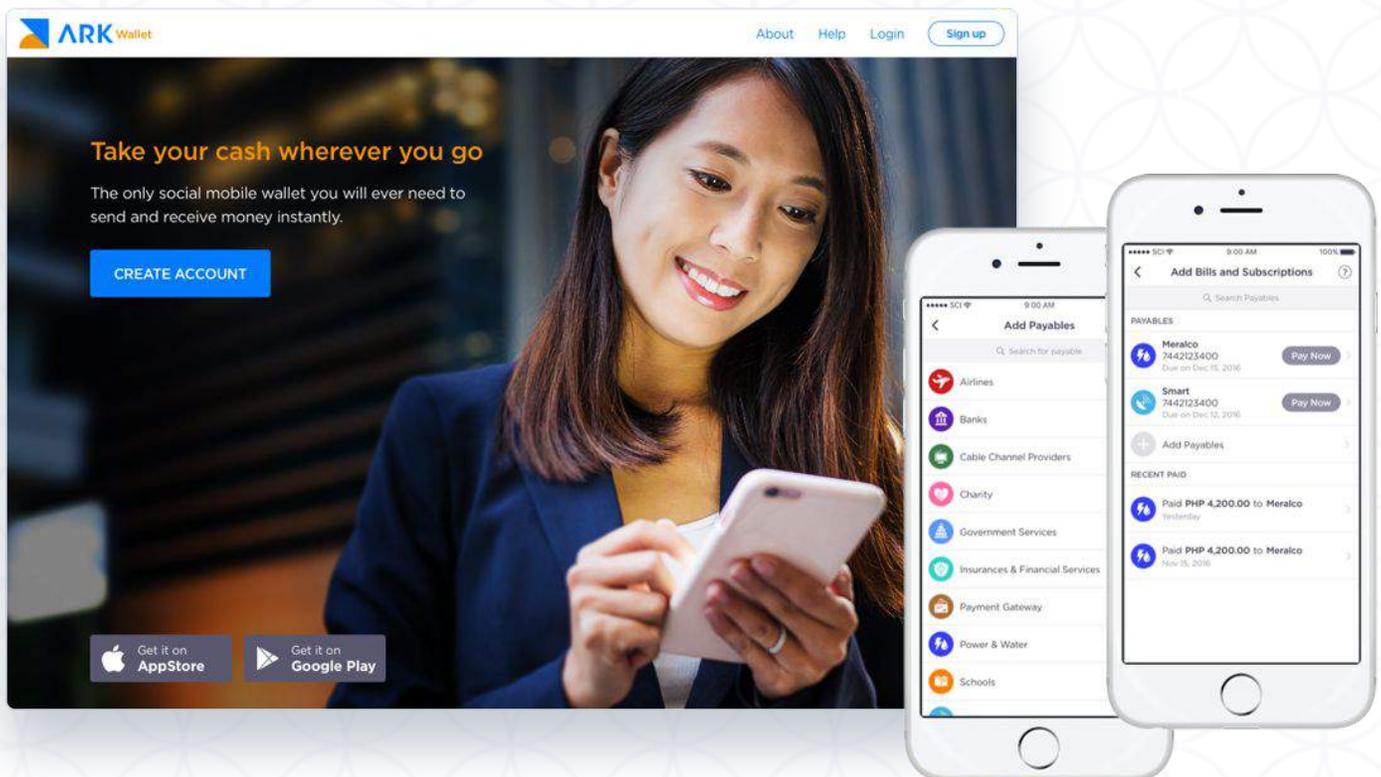


# ARK WALLET

In the Philippines, digital commerce and electronic money transfers are decades behind that of Japan. Only 3% have credit cards, and therefore shops and stores charge more to use them, making merchants unable to take advantage of its convenience due to the high costs. By using blockchain technology, the Ark Wallet will allow users to send and receive cryptocurrencies and other fiat currencies easily.

The Ark Wallet is a cryptocurrency application to be made available for free on iOS, Android, and Web platforms. The wallet will allow users to send and receive cryptocurrencies like Bitcoin, Ether, and Ripple, as well as its own cryptocurrency called NOAHCOIN. The wallet will also allow users to make payments in the Noah ecosystem.

*Release Q1 2018*



## ARK REMIT

The average cost to send 100,000 to the Philippines from Japan is 10%. This is a very unfortunate circumstance due to the large costs of traditional money transfer methods available today. With Ark Remit, this cost can be cut down to 2-3%.

The Ark Remittance platform will allow users to send money to the Philippines from Japan using a web-based application. Users will be able to use cryptocurrencies and the token of the platform to remit to the Philippines faster, cheaper, and easier than traditional methods of money transfer.

*Release Q3 2018*

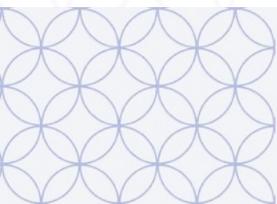
The screenshot displays the Ark Remit website interface. At the top left is the ARK Remit logo. To its right, a currency conversion rate is shown: 3,356.38 USD = 1 BTC = 168,658.12 PHP. Further right are navigation links for 'HOW IT WORKS', 'CREATE AN ACCOUNT', and 'SIGN IN'. The main content area has a blue background with a world map. The primary heading reads 'Send money to the Philippines from' followed by a dropdown menu set to 'Anywhere'. Below this, it says 'with Bitcoin' and a prominent green 'Try It Now' button. A small text block below the button states: 'Ark Remit offers international money transfers, bills payments, and e-load to the Philippines via Bitcoin, with zero processing fees!'. At the bottom of the interface, a progress bar shows four steps: 'AMOUNT' (highlighted in blue), 'DELIVERY', 'RECIPIENT', and 'FINISH'. Above the progress bar, a message reads: 'You are currently sending money to the Philippines from Anywhere. [Click here to change](#)'.

# PROJECTS

Japanese companies and individuals are eyeing prospective opportunities in the Philippines, on the back of the country's strengthening economy. The country's economic growth is tremendous and remarkable, compared to many other Asian countries. This is why The Noah Project chose Philippine ventures and opportunities to offer its members and users.

The Noah Project aims to collaborate with Philippine ventures, both in the private sector and public sector, to create strategic partnerships for meaningful and lucrative projects that will benefit both Japan and The Philippines alike. Since the relationship of Japan and the Philippines is mutually beneficial and close, the project hopes to achieve long term success in the project they choose to support.

Japan and The Philippines are one of the top trading partners in the world. There are many opportunities between the two countries in terms of business, and even for humanitarian and social-good development. The Noah Project aims to bring these opportunities straight to its users and members by establishing partnerships with worthwhile projects and allowing its members and users to participate in them freely by using the platform.



# Noah City – Horizon Manila

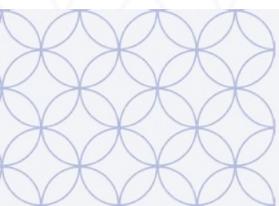
Horizon Manila will be the newest reclaimed land project in the City of Manila. At 419 Hectares, Horizon Manila will be the largest Central Business District in all of the Philippines. The Noah Project is in collaboration with Jbros Construction Corporation to construct a Noah City within Horizon. In Noah City, the NOAHCOIN can be used as a token to receive discounts from any part of the city.



## Noah Resort - Zamboanga del Norte

In partnership with Dakak Beach Resort, The NOAHCOIN will be able to be used as currency in all parts of the resort. Using the NOAHCOIN, users will be able to access, Three (3) tennis courts, billiards a bowling alley, a world class golf course, horseback riding, ATVing, ziplining, rock climbing, wakeboarding, a fully fitted airsoft facility, rappelling, cove hopping, scuba diving, snorkeling, kayaking, banana boat, jetski, river cruise and sunset cruise.

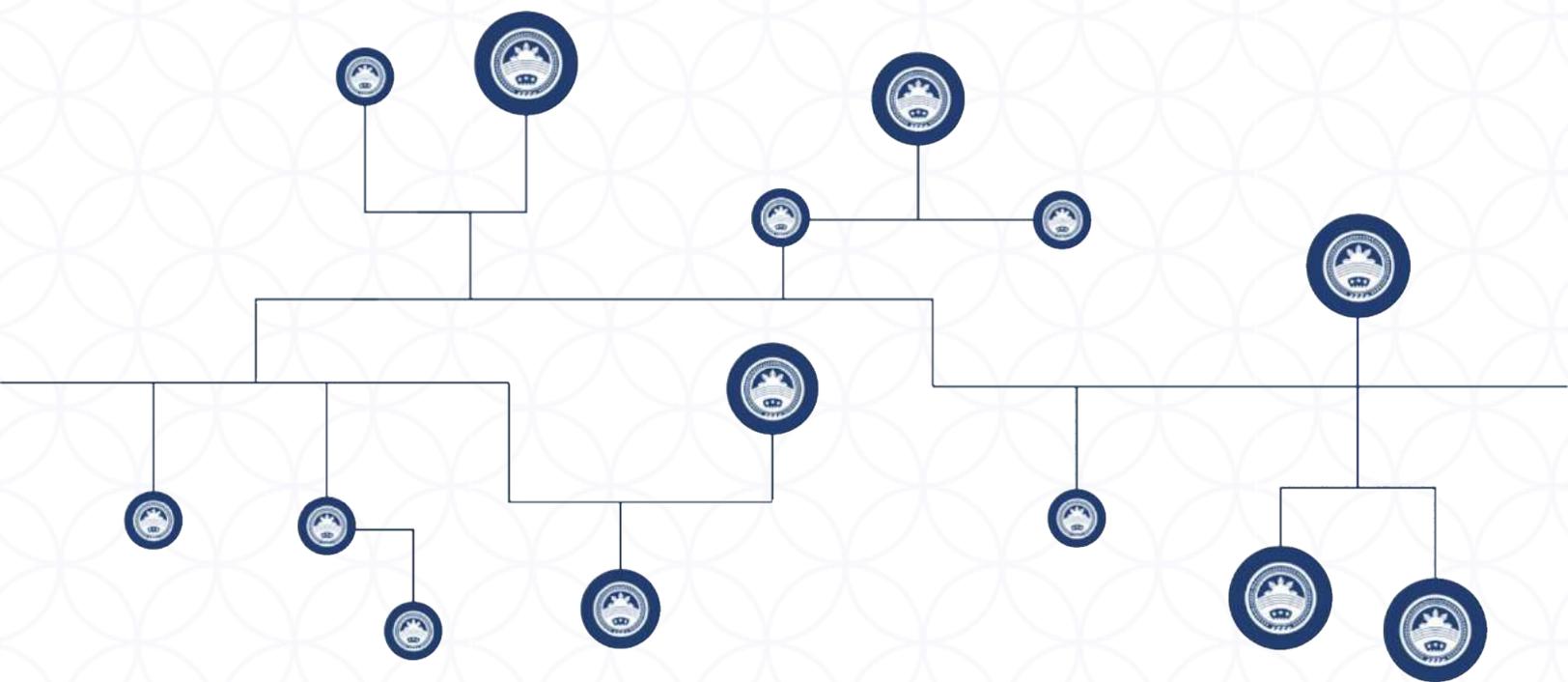
Every NOAHCOIN user will be given exclusive access to this resort, with discounts given for purchases.



## The Noah Coin

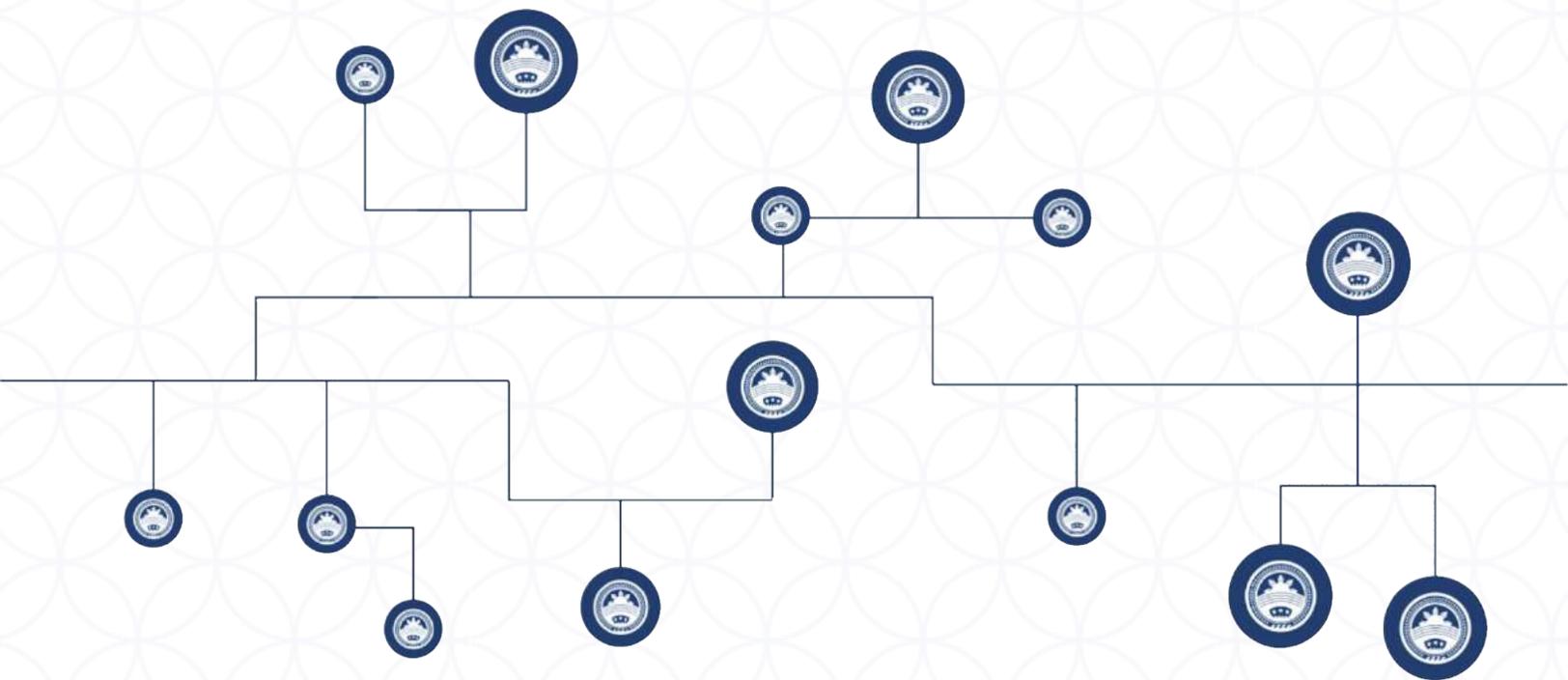
Having a cryptocurrency for your company, service, or application has proven to be the wave of the future. More and more companies are using cryptocurrencies in their business processes, with blockchain applications proving to be more efficient and secure than traditional methods of value transfer, storage, and record keeping. Using cryptocurrency technology called ERC20, the project will create its own token called NOAHCOIN to transact, trade and transfer in its wide range of projects. The cryptocurrency will allow for frictionless transfers, fast settlement, and special promotions for Noah users.

The NOAH tokens are issued in order to conduct payments inside the ecosystem of core projects, the ecosystem is committed to offering lucrative prices in NOAH to lure customers to pay in tokens, subsequently creating demand for NOAH. Some of the internal NOAH services may be paid only in NOAH, confirming stable market necessity for tokens. While at the first stage token is seen as an instrument for low cost transfers of value from Japanese contributors to Philippines, further maturation of project supposes larger utility functions of token. The model assumes, that the networking effect, reached by the increased circulation of token inside the ecosystem, will lead to increased use NOAH in respect to number of users and transactions. That correlation was proved by development history of prior cryptocurrencies and other projects tokens. In addition, low rates of non-cash remittances in the Philippines financial system will serve as addition advantage of using token for deal settlements. NOAH tokens can be exchanged on NOAH services by anyone at any moment. In-depth review of NOAH tokenomics is precisely reported in corresponding section of White Paper.



# ERC20

ERC-20 defines a common list of rules for all Ethereum tokens to follow, meaning that this particular token empowers developers of all types to accurately predict how new tokens will function within the larger Ethereum system. The impact that ERC-20 therefore has on developers is massive, as projects do not need to be redone each time a new token is released. Rather, they are designed to be compatible with new tokens, provided those tokens adhere to the rules. Developers of new tokens have by-and-large observed the ERC-20 rules, meaning that most of the tokens released through Ethereum initial coin offerings are ERC-20 compliant.



# The Noah Coin (NOAH)



Noah Token technical details:	<b>ERC20</b>
Total Supply:	<b>216,000,000,000</b>
Decimals:	<b>18</b>
Name:	<b>NOAHCOIN</b>
Symbol:	<b>NOAH</b>

NOAHCOIN is a cryptocurrency token issued by The Noah Project using ERC20, which resides on the Ethereum Blockchain. The token will only be initially sold in the Japanese market. The purpose of these tokens is to allow users to be able to use these coins in the Noah Project ecosystem for discounts, rebates, purchases, rentals, amenities, as well as using the Ark Wallet app and Ark Remit websites. They will also be able to trade these coins on Cryptocurrency exchanges if they wish, allowing others to buy them and use them if they wish to use any Noah Foundation Project.

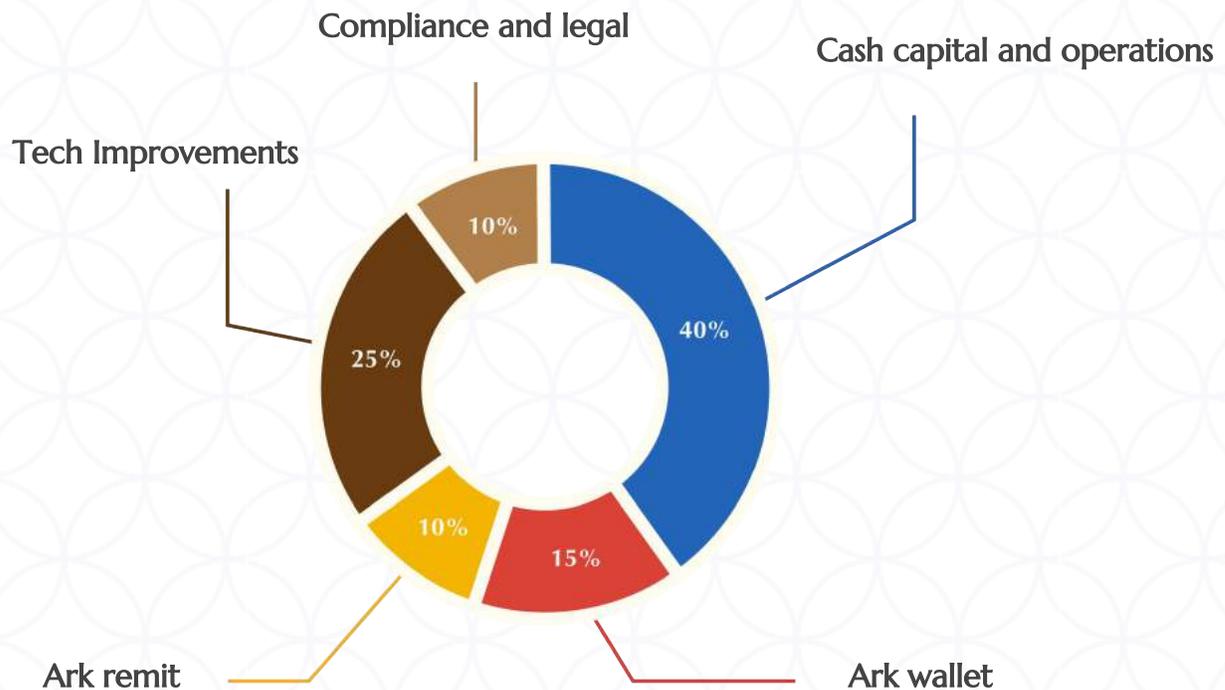
## Token base (Token Allocation Plan)

<b>Total supply of tokens</b>	100%	216,000,000,000
<b>Private sale tokens</b>		12,987,578,850
<b>Public sale</b>		14,705,882,352
<b>Shareholders and advisory board</b>		30,212,421,150
<b>Held by Noah Foundation as reserve</b>		158,094,117,648

Total Fund allotment Funds raised shall be distributed as following to the different Noah Foundation Projects

### Total Fund allotment

Funds raised shall be distributed as following to the different Noah Projects (in percentage)



**Token Issuance and Release Date - June 2018**  
Total of 216,000,000,000 NOAHCOIN to be issued

# THE NOAHCOIN ECOSYSTEM



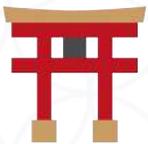
# NOAH TOKENOMICS

## General Summary

*NOAH tokens for NOAH services. Anytime. For everyone.*

The NOAH tokens are issued in order to conduct payments inside the ecosystem of core projects, which are committed to offer lucrative prices in NOAH to lure customers to pay in tokens, subsequently creating demand on them. Some of the internal NOAH services may be paid only in NOAH, that provides stable market necessity for tokens.

Noah Project supposes corralled increase in utility functions of token.



At the first stage token is seen as an instrument for low cost transfers of value from Japanese contributors to Philippines



The model assumes, that the networking effect, reached by the increased circulation of token inside the ecosystem, will lead to simultaneous growth of token utility with respect to number of users and transactions. That correlation was proved by development history of prior cryptocurrencies and other projects tokens



Low rates of non-cash remittances in the Philippines financial system will serve as addition advantage of using token for deal settlements.

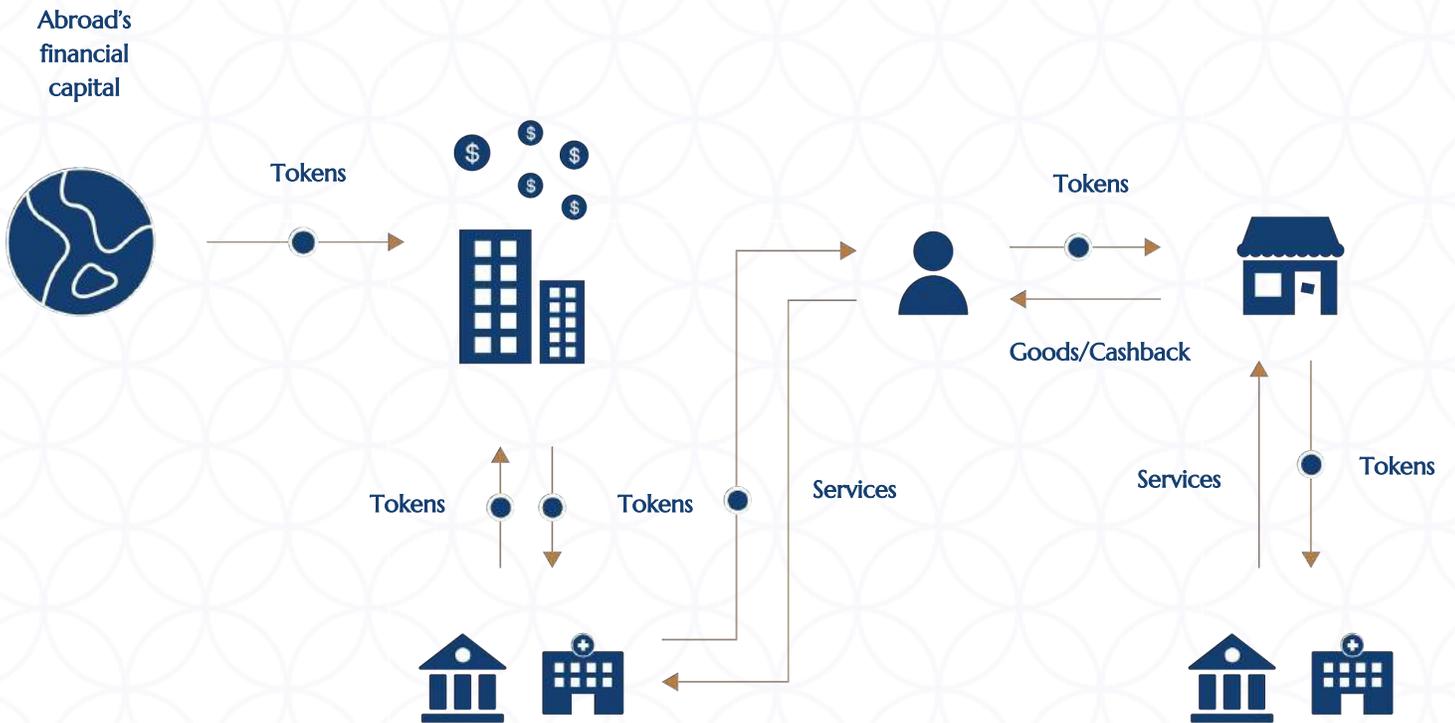
## TOKEN BASIC FUNCTION

NOAH ecosystem has digital accounting unit of NOAH token. Total supply of tokens is mathematically constrained and embedded in the source code

1. **Payment method in the Noah's economics and its ecosystem**  
*Internal token will be used as a payment method in the Noah's economics and will be used for payment for services*
2. **Tool of customer loyalty system and cash-back program**  
*The use of an internal token allows customers to participate in the Noah's bonus programs, as well as receive increased cashback for certain categories of purchases in shop-partners*
3. **Value transfer tool, which decrease transaction costs of money transfer and open financial borders**  
*Main attention is concentrated on providing easy access for Japanese contributors to Philippine projects, which allows contributors to transfer capital with the lowest transaction costs*



The mechanics of token work proposes that each economic agent can pay either with NOAH or with another currency, including fiat, however, the model is constructed in the way to make payments in NOAH dominant. Prices are calculated with the API use of major cryptocurrencies exchange to take notice of the exchange rate of NOAH.



# INTERNAL PAYMENT TOKEN

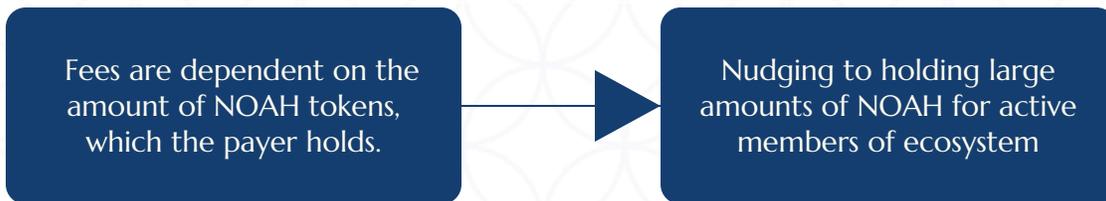
While the projects inside the ecosystem are improving and preparing to sell their services to clients, a strong necessity in payment arises in respect to the poorly developed financial system of Philippines. The digital token, along with the ARK Wallet, available on mobile devices, solves the problem of payments simplification.

Although projects are obviously open for receiving any currencies for their services, the general strategy can be described as a “soft nudging” of members to choose to pay NOAH tokens by showing them the serious benefits derived from it.

Conducting all calculations within the platform in NOAH token overcomes many possible limitations imposed on the turnover of fiat funds in different jurisdictions.

Payments in other currencies are subject to a 10% fee, that together are forming the Commission Fund, and vast majority of them are holded stable in support of deflation model.

Each payer, who has conducted payment not in NOAH tokens, is credited with 3% bonus NOAH tokens (taken from 10% commission), to increase penetration of tokens and general awareness of participants about them



The major principles of such system have been used in the revolutionary Hong Kong Octopus project. Its tremendous success gives better understanding on future outlook of NOAH ecosystem

## HONG KONG OCTOPUS EXPERIENCE

Shortens transaction time up to 95%	Increased revenue via user-friendly platform with high penetration rate	Increased number of transactions up to additional 8.4 mln per day	Reduced administrative efforts and risks in cash handling	Helped to decrease queue waiting time by 35%
-------------------------------------	---	---	---	--

# TOKEN USABLE FUNCTION

## 1. Payment method in the Noah's economics and its ecosystem

Internal token will be used as a payment method in the Noah's economics and will be used for payment for services

## 2. Tool of customer loyalty system and cash-back program

The use of an internal token allows customer to participate in the Noah's bonus programs, as well as receive increased cashback for certain categories of purchases in shop-partners

## 3. Value transfer tool, which decrease transaction costs of money transfer and open financial borders

Main attention is concentrated on providing easy access for Japanese contributors to Philippine projects, which allows contributors to transfer capital with the lowest transaction costs.

## Resorts Discounts

### DAKAK RESORT

	NOAH COIN
<b>ACCOMODATION</b>	
DE LUXE ROOM	17,230.00
PRIME ROOM	21,050.00
GARDEN ROOM	24,430.00
BEACH FRONT CASITA ROOM	29,570.00
CLIFFSIDE CASITA ROOM	36,000.00
BEACH FRONT CASA ROOM	38,570.00
<b>RESORT FACILITIES</b>	
<b>DAKAK ADVENTURE ZONE FACILITIES</b>	
ZIPLINE with 20-minute Horse-riding	1,285.00/pax
ATV (All-Terrain Vehicle) (15mins.)	1,285.00/pax
<b>AQUA SPORTS FACILITIES</b>	
WAVERUNNER 3Seater/4Stroke (Jetski)	5,015.00/30mins
WAVERUNNER 3Seater/2Stroke (Jetski)	4,755.00/30mins
KAYAK (Double)	1090.00/30mins
KAYAK (Single)	700.00/30mins
WATER SKIING	2570.00/15mins
PEDAL BOAT (good for 4 persons)	1285.00/30mins
WAKEBOARDING w/ speed boat (good for 1person)	2570.00/15mins
BANANA BOAT RIDE (5Seater)	5015.00/15mins
PARASAILING (Single)	2570.00/10mins
<b>BOAT RENTAL</b>	
BIG OUTRIGGER BOAT	12,730.00
SPEED BOAT (6Seater)	5140.00/30mins
<b>DIVING GEAR RENTALS</b>	
FULL SET DIVING GEAR wetsuit, mask & fins - (BCD, regulator,	2060.00/day
BASIC DIVING GEAR	1925.00/day
BCD	640.00/day
REGULATOR - (with depth gauge/ SPG and octopus)	640.00/day
MASK AND SNORKEL	385.00/day
WET SUIT	385.00/day
FINS	250.00/day
BOOTIES	120.00/day
WEIGHT BELT	120.00/day
WEIGHT/ POUNDS	120.00/day

MASK, FULL FOOT FINS & SNORKEL	640.00/day
TANK AIR	450.00/day
<b>INDOOR SPORTS FACILITIES</b>	
BOWLING	100.00/game
BILLIARDS	100.00/game
<b>TENNIS</b>	
COURT FEE	640.00/hour
BALL BOY	100.00/hour
RACKET RENTAL	250.00/hour

\* ADVANCE BOOKING REQUIRED  
ROOMS ARE SUBJECT TO AVAILABILITY.

THE ABOVE RATES ARE SUBJECT TO CHANGE WITHOUT PRIOR NOTICE

# ROAD MAP



## FOUNDING TEAM AND ADVISORY BOARD



### Josef Werker

A graduate of The University of Cambridge, Josef is concurrently the Co-Founder of Media Werx and Managing Director of Penbrothers. An expert in business development and operations in Asia, he was previously the Account and Operations Manager of Jardine Engineering Corporation (Philippines).



### Clarke Robertson

An experienced CTO of Infrastructure of ValueCommerce (Japan), Clarke is also active as a systems architect skilled in infrastructure development and network platform design. Co-Founder and CEO of WME Limited, Former CEO of BNC Co. Japan and Vice President of ValueCommerce Japan.



### Rafael Andres Reyes

Rafael has been in the financial services industry since 1981, with executive positions in American Express, HSBC, Emirates Bank, Citibank, Unionbank (Philippines), RCBC (Philippines). He is now the Founder and CEO of iPayDNA Inc.



### Michael Jiang

Led the insights analysis process for partnership deals. Gathered consumer data across Google platforms to uncover insights about online behavior and user engagements.



### Natalie Salami

NOAH Legal advisor and Principal at Naglaw, a full service firm that currently focuses on blockchain services: helping FinTech companies to navigate through layers of overlapping regulation on a global scale. Concurrently the Founder and Chief Legal Officer of HitFin, which uses blockchain technology to reduce risk and settlement times.



### Alex Mashinsky

A prominent Israeli-American entrepreneur who has founded several companies over the years, including GroundLink, Transit Wireless, Elematics and Arbinet.



### Azam Shaghghi

Azam is a bitcoin & blockchain Evangelist as well as a specialist in Digital Asset Fund. She has the passion for innovation and disruptive technology to bring positive global change



### Bea Rose Santiago

A Filipina actress who was also chosen as the 2013 Miss International. Active in a number of media both domestically and abroad.

## CONCLUSION

The invention of Bitcoin in 2009 started the growth of an entirely new industry and economy, free from central authority and government control. The consequences of this technology is now slowly unfolding and has created over \$100 Billion in new value for the global economy. This number is expected to reach \$1 Trillion in the next 3-5 years, if the trend of development continues. As people get used to the idea of cryptocurrencies and blockchain technology applications become mainstream, companies that fail to adapt fast enough will become obsolete, just like how the internet wiped out several industries because they did not have a digital strategy. In the same way, financial services and similar applications will experience this kind of disruption.

The mission of the Noah Project is to consolidate and allow cryptocurrency users (customers, merchants and traders) on board around a very specific and intuitive platform that can seamlessly integrate all the existing features under the same structure. NoahCoin users will be able to purchase the tokens from Noah Foundation or from pre-approved digital asset exchanges to use in any of the Noah Projects, use as a payment system with the Noah Wallet, or send and receive money using the Noah Remit platform. By giving the tokens this way, they will be incentivized to use the tokens within the Noah Ecosystem of services and developments.

This platform comprises of remittance, mobile money, and trading services that give its users a unique and viable alternative to traditional methods. The customers of The Noah Project are users and supporters of the platform who have an interest in Japanese-Filipino market opportunities, people who are already using cryptocurrencies but are looking for avenues to diversify and contribute in worthwhile endeavors between the two nations. The Noah Platform is optimized to provide the best services to help its users to embrace the best experience in utilizing cryptocurrency in its specific projects and developments.

# LEGAL PROVISIONS

## I. DISCLAIMER OF WARRANTIES

The Purchaser expressly agrees that the Purchaser is purchasing NOAHCOIN at the purchaser's sole risk and that NOAHCOIN is provided on an "as is" basis without warranties of any kind, either express or implied, including, but not limited to, warranties of title or implied warranties, merchantability or fitness for a particular purpose. Without limiting the foregoing, none of the NOAHCOIN Team warrants that the process for purchasing NOAHCOIN will be uninterrupted or error-free.

This token sale is not open for American Citizens and/or US residents. It is also not open to any citizen or resident of a country that does not allow participation in token sales.

This whitepaper includes forward-looking statements to allow potential users the opportunity to understand the Noah Foundation's plans, beliefs and opinions in respect of the future of NOAHCOIN. These statements are not guarantees of future performance and undue reliance should not be placed on them. Such forward-looking statements necessarily involve known and unknown risks and uncertainties, which may impact NOAHCOIN.

## II. PRIVACY

Although NOAHCOIN requires that Purchasers provide an email address, NOAHCOIN will not publish any identifying information related to a NOAHCOIN purchase, without the prior written consent of the Purchaser. Purchasers may be contacted by email by NOAHCOIN regarding a purchase. Such emails will be informational only. NOAHCOIN will not request any information from Purchasers in an email.

### PRIVACY POLICY

## III.

NOAHCOIN, is committed to protecting and respecting your privacy. This policy together with our terms of use available at our website and any other documents referred to on it sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. Please read the privacy policy carefully to understand our views and practices regarding your personal data and how we will treat it. By purchasing NOAHCOIN you are accepting and consenting to the practices described in this policy.

### RISK DISCLOSURES

## IV.

The Noah Project has not furnished any economic, legal or tax advice and Purchasers should not contrue the contents of this whitepaper or any other information furnished by the Noah Project as economic, legal or tax advice.

### A. Regulatory Risks

Governments are still grappling with public policy on the regulation of cryptocurrencies as a form of settlement in trade. Governments adverse to the proliferation of the use of cryptocurrencies in local commerce could issue laws and regulations deeming the use of cryptocurrencies a regulated activity. Countries such as China and Korea have issued regulations or statements prohibiting token sales, while other countries have sought to bring the sale of tokens within the regulator control of securities offerings. This could result in holders of Tokens being unable to use Tokens in the future without further regulatory compliance by Company.

By purchasing tokens, the purchaser hereby represents that they will satisfy the full observance of the law of the purchaser's jurisdiction in connection with purchasing cryptocurrency including 1) the legal requirements within its jurisdiction for the purchase of cryptocurrency, 2) any foreign exchange restrictions applicable to such purchase, 3) any governmental or other consents that may need to be obtained, and 4) the income tax and other tax consequences, if any, that may be relevant to the purchase, holding, redemption, sale or transfer of NOAHCOIN tokens

## **B. Risks Associated with Use of NOAHCOIN Network**

Prospective token holders are encouraged to retain their own professional advisor to review and evaluate the legal, economic, tax and other consequences of purchasing NOAHCOIN. Use of cryptocurrency exchanges is complex and subject to stringent qualification requirements. There is no guarantee that the developers will be able to successfully create a system that allows payment for services using global cryptocurrencies. The failure to establish a network will result in decreased liquidity of Tokens as a form of settlement currency within the NOAHCOIN network. Even if developers do meet such qualification requirements, liquidity of cryptocurrency is not guaranteed and may be limited due to few users, small trading volume, or other factors. Further, The company will not support or otherwise facilitate any secondary trading or external valuation of Tokens.

## **C. Risks Associated with Crowdsale**

Tokens are not investment products but rather serve as the means to access and purchase goods and services in the NOAHCOIN system. Without Tokens, the general public may not access the NOAHCOIN system. NOAHCOIN does not represent ownership interests in Noah projects nor does it entitle the holder of NOAHCOIN to the right to receive dividends or a share of profits from Noah projects. For these and other reasons, Company believes that the sale of Tokens does not constitute a public offering of securities subject to prospectus registration requirements. Accordingly, the NOAHCOIN sale has not been registered with any securities regulator. However, public policy towards token sales is changing, and regulators may seek to broaden the scope of token sale regulation.

## **D. Taxation Risks**

The Noah Project has not furnished any tax advice with regards to purchasing NOAHCOIN. The use of Tokens as a form of settlement currency may or may not be subject to local income tax, capital gain taxes, value-added tax, or other forms of taxes. This uncertainty in tax legislation may expose merchants and customers alike to tax consequences associated with the use of Tokens as a settlement currency and/or the trading of Tokens for capital gains.

## **E. Capital Control Risks**

Many jurisdictions impose strict controls on the cross-border flow of capital. Holders of Tokens may be subject to these regulations and/or arbitrary enforcement of such regulations at any time. This would make the transfer of Tokens out of the local jurisdiction to overseas exchanges an unlawful activity, exposing users of Tokens to government fines or other regulatory sanctions.

## **F. CTF and Anti-Money Laundering Regulations**

The United States has issued a series of regulations to combat terrorist financing (CTF) and [money-laundering](#) activities. Many other countries have enacted similar legislation to control the flow of capital for such illicit activities. The use of cryptocurrencies by bad actors would breach such regulations. Any illicit use of Tokens could damage the global reputation of the NOAHCOIN network, trigger scrutiny by CTF and [anti-money laundering](#) regulators, and disrupt the distribution and circulation of Tokens in the NOAHCOIN ecosystem.

## G. Blockchain Risks

NOAHCOINS will be distributed as ERC20 tokens on the Ethereum blockchain. As such, NOAHCOINS are subject to additional risks. A rapidly evolving regulatory landscape focused on digital currencies and, potentially, on the technology underlying distributed ledgers, which might include security, privacy or other regulatory concerns could disrupt the NOAHCOIN system. On the Ethereum blockchain, timing of block production is determined by proof of work, so block production can occur at random times. For example, ETH contributed to the Contract in the final seconds of a distribution period may not get included for that period. Buyer acknowledges and understands that the Ethereum blockchain may not include Buyer's transaction at the time Purchasers expects and Purchasers may not receive Tokens the same day Buyer sends ETH. The Ethereum blockchain is prone to periodic congestion, during which transactions can be delayed or lost. Individuals may also intentionally spam the Ethereum network in an attempt to gain an advantage in purchasing Tokens. Buyer acknowledges and understands that Ethereum block producers may not include Buyer's transaction when Buyer wants or Buyer's transaction may not be included at all. The possibilities of undiscovered technical flaws, including in the process by which system participants come to agreement on the state of the Ethereum blockchain and the ownership of NOAHCOINS recorded on the blockchain may cause Purchasers to lose some or all their NOAHCOINS. Additionally, NOAHCOINS may be subject to expropriation and/or theft. Hackers or other malicious groups or organizations may attempt to interfere with the Contract or Tokens in a variety of ways, including malware attacks, denial of service attacks, consensus-based attacks, Sybil attacks, smurfing, and spoofing. Furthermore, because the Ethereum platform rests on open-source software and Tokens are based on open-source software, Ethereum smart contracts may contain bugs or weaknesses which may negatively affect Tokens or result in the loss of Buyer's Tokens, the loss of Buyer's ability to access or control Buyer's Tokens, or the loss of ETH in Buyer's account. In the event of such theft or technical issue, there may be no remedy, and holders of Tokens are not guaranteed any remedy, refund, or compensation. The Project and all of the matters set forth in the White Paper are new and untested. The Project might not be capable of completion, implementation, or adoption. It is possible that no blockchain utilizing the Project will ever be launched and there may never be an operational platform. Even if the Project is completed, implemented, and adopted, it might not function as intended, and Tokens associated with a blockchain adopting the Project may not have functionality that is desirable or valuable. Also, technology is changing rapidly, so Tokens and the Project may become outdated. The regulatory status of cryptographic tokens, digital assets, and blockchain technology is unclear or unsettled in many jurisdictions. It is difficult to predict how or whether governmental authorities will regulate such technologies. It is likewise difficult to predict how or whether any governmental authority may make changes to existing laws, regulations, and/or rules that will affect cryptographic tokens, digital assets, blockchain technology, or blockchain applications. Such changes could negatively impact Tokens in various ways, including, for example, through a determination that Tokens are regulated financial instruments that require registration. Company may cease the distribution of Tokens and/or the Project or cease operations in a jurisdiction in the event that governmental actions make it unlawful or commercially undesirable to continue.

Ownership of private cryptographic keys for the wallet where NOAHCOINS are stored is equal to ownership of NOAHCOINS themselves. The general public, however, is not yet accustomed to using secure cryptographic methods and managing private keys. By participating in the offering, it is expected that you will hold the private cryptographic key or keys and prevent private key disclosure. Private cryptographic keys are vulnerable to cyber theft. The theft may be of login credentials of a third party provider of access to an ethereum wallet similar to how credentials of a traditional online brokerage account would be stolen. The theft may be of private cryptographic key or keys of an individual investor or of a repository containing private keys.

Vulnerability is present with digital assets given that participants in this offering may later find out that they have not properly avoided disclosure of their private keys from others. Also, many third party providers of access to an ethereum wallet are small unregulated entities. They may be vulnerable to cyber criminal attacks as well and may not be able to compensate participants in this offering in whole or in part should someone steal the digital assets provided in this offering. There can be no assurance that such theft would be detected in time to hold the culprit accountable. The risk of theft of private keys from third party providers of ethereum wallets is heightened so long as centralized repository holds the private keys on behalf of security holders, as the thief is able to target a single security system for breach of multiple accounts.

## **H. Business Risks**

Company plans to conduct closings of sales of Tokens as funds are received. If less than \$1,000,000 is received from the sale of Tokens, Company may have insufficient cash to implement its plans as described, and Buyer shall be at a heightened risk of loss. Company's principal competitors may have greater financial resources than those available to Company and thus be in a better position to attract talent, initiate projects, and offer lower prices for electricity, a crucial factor for coin miners. Company's ability to remain competitive may depend in part upon its ability to create new and enhanced products or services and to introduce these products or services in a timely and cost-effective manner. In addition, product and service introductions or enhancements by Company's competitors or the use of other technologies could cause a decline in sales or loss of market acceptance of Company's existing products and services. There can be no assurances that Company shall be successful in selecting, developing, and marketing new products and services or in enhancing its existing products or services. Failure to do so successfully may adversely affect the Company's business, financial condition, and operation results. Company's ability to realize its objectives shall depend on its ability to attract and retain qualified personnel. Competition for such personnel can be intense, and there can be no assurance that Company's results shall not be adversely affected by difficulty in attracting and/or retaining qualified personnel. The industry in which Company operates is new and may be subject to heightened oversight and scrutiny, including investigations or enforcement actions. There can be no assurance that governmental authorities will not examine the operations of Company and/or pursue enforcement actions against Company. Such governmental activities may or may not be the result of targeting Company in particular. All of this may subject Company to judgments, settlements, fines, or penalties or cause Company to restructure its operations and activities or cease offering certain products or services, all of which could harm Company's reputation or lead to higher operational costs, which may in turn have a material adverse effect on Tokens and/or the development of the Project.

Company will not support or otherwise facilitate any secondary trading or external valuation of Tokens. These tokens are not intended to be liquid assets and should not be treated as such by purchasers of Tokens. In cases of variation, the English version shall prevail.





# **NOAH COIN**