



**FLUZ FLUZ**

## **EXECUTIVE SUMMARY**

Premier seats membership in global consumer network  
Decentralized cash-back rewards

The Fluz Fluz White Paper is currently in draft form and is subject to change. It will be finalized closer to the date of the public token sale. PLEASE CHECK BACK TO REVIEW THE WHITE PAPER IN FULL BEFORE REGISTERING TO PURCHASE ANY FLUZ TOKENS

# What is Fluz Fluz?

## The Consumer Problem

Consumers everywhere want to stretch their money, especially when it comes to essential household purchases like telecommunications, food, gasoline, travel, pharmacy, apparel and so on. Currently, there is no adequate way to bundle the purchasing power of a consumer's extended social network to get hard cash rewards. The tools in place are incapable of meeting customer demand because they are time consuming and complicated to use. At the same time bargaining power is shifting away from consumers towards larger merchants.

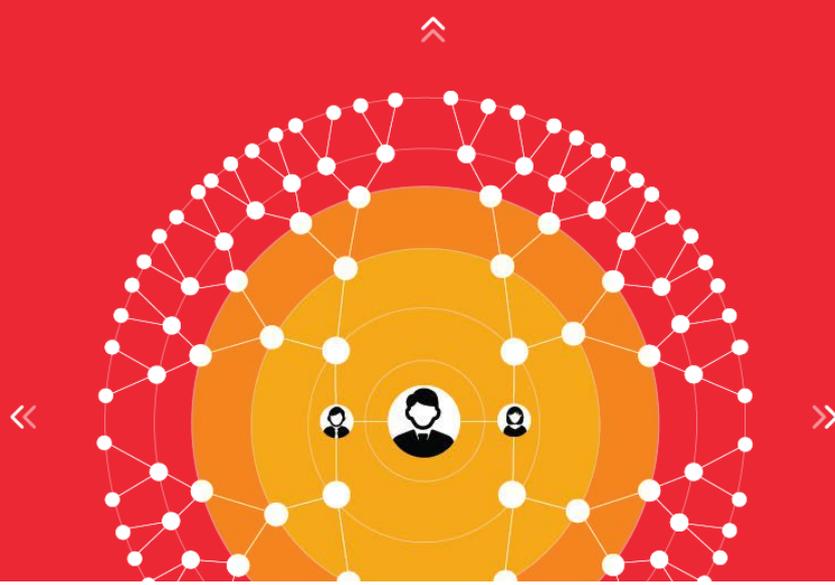


## The Decentralized

### Passive Income Solution

Fluz Fluz disrupts the traditional shopping experience through an alternate, more rewarding avenue. In the Fluz Fluz consumer network model, all participants make money, thereby creating high consumer stickiness and a sustainable business model.

Fluz Fluz's stickiness is derived from the fact that network members (aka Fluzzers) can generate significant cash back rewards through their everyday household purchases and the purchases of their extended social network. Fluz Fluz operates as an instantaneous digital retail code marketplace where consumption codes can be redeemed at retail POS, and generate Fluz points for the purchaser and their participating upstream network. In our binary network model each Fluzzer's network can grow up to 65,535 members through 15 downline network levels. The total cash back is split 50/50 between the purchasing Fluzzer and the participating upstream network.



In the Fluz Fluz model, there are no fees or hidden costs and only the network's consumption, not the mere invitation of new members is rewarded.

Consumers are not forced to purchase a specific product or service. They are free to reflect their normal consumption habits and preferences on any of the available retail partners. As long as the Fluzzer makes at least two monthly item purchases of any value or retailer and remains active on the site under a "give and take" logic, he or she can generate constant passive income through the purchasing power bundling.

### **Benefits for Market Participants**

Consumers, our so-called "Fluzzers", can earn thousands of dollars every month from their network's combined purchases. Moreover they can transfer Fluz (cash back rewards or points) to anyone in their network in an easy-to-use mobile environment. Fluzzers can instantly begin earning hard cash without changing their shopping or work habits by digitally purchasing and redeeming Fluz Fluz gift cards from a variety of everyday retailers. Large merchants benefit through Fluz Fluz by bundling consumer demand and receiving consumer insight. Smaller merchants benefit by acquiring new customers who are part of the Fluz Fluz network.

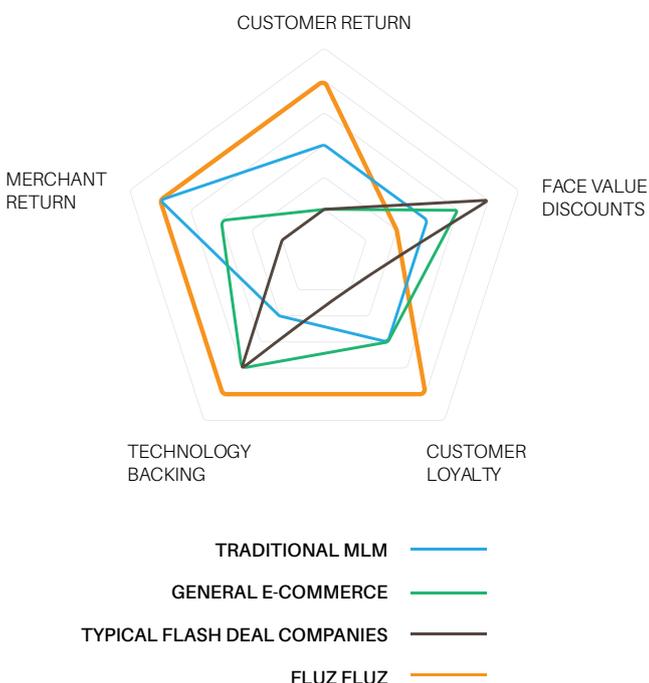


## Role of Blockchain in Fluz Fluz

### Eco-system

The Fluz Fluz business model is ideally positioned to benefit from blockchain technology. Currently, the model is up and running in an off-chain environment, but intends to switch gradually to the blockchain technology in order to sustain the scale-up to a global consumer cash-back network based on digital gift cards. We recognize that blockchain is an evolving technology and that the current eco-system of traditional third party merchants and consumers will only allow us to implement a transformative vision of the rewards industry in a step-by-step approach.

Conceptual differentiation of Fluz Fluz from similar competitors:



## Premier Network Seats Membership

The FLUZ token can be used to purchase premier network seats membership. This is done through a private seat exchange provided by Fluz Fluz where people exchange information on seat performance and agree with each other on an individual price of the seat. The Fluz Fluz team is working on trying to bring new and exciting additional utilities to the token and these will be notified in due course to all token holders.



## **FLUZ coins accumulation and redemption for gift card purchases - Future**

Together with the launch into the US consumer market Fluz Fluz might transition its current Fluz points to FLUZ public exchange ERC20 based Fluz coins enabling accumulation of cash-back rewards in FLUZ coins as well as redemption of FLUZ coins for new gift card purchases. Using an ERC 20 compatible FLUZ coin as cash-back unit allows Fluz Fluz to offer its user to freely trade their cash back rewards on public exchanges doing offering an enhanced value proposition over limited loyalty programs from the old economy.

**Note:** *The Fluz rewards coin is unrelated to the FLUZ token.*

## **FLUZ Token sale and premier network seats membership**

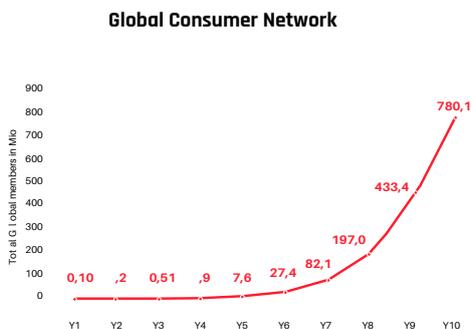
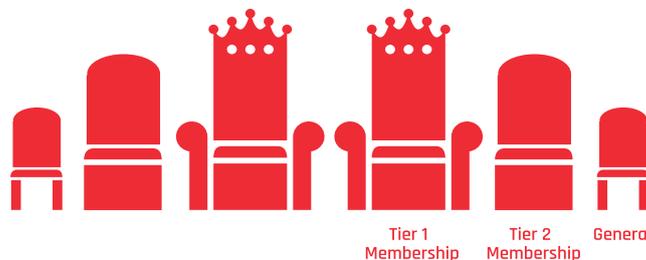
Fluz Fluz intends to quickly deploy the consumer network model in the United States, develop a token based gift and rewards network that connects merchants with customers.

**The foundation of the Fluz Fluz global consumer network and the parallel US market entry provide the ideal setting for a crowdsale model.**

Together with the US market launch, Fluz Fluz will introduce a single global consumer network. This means that new users joining the cash back network in any future country where Fluz Fluz launches local retail redemption options including the United States, will all enroll on a unique binary network.



Within this global network, Fluz Fluz is offering a total of 16.383 premier network seats membership (see graphic). These premier network seats can be accessed to through a qualifying amount of tokens.



Given the absolute network structure of Fluz Fluz, it is highly attractive for individuals and companies all over the world to acquire the tokens necessary for a premier seat in the global consumer network. Naturally, the earliest joiners have the highest probability and normally the shortest period of time to start receiving constant hard cash back rewards from the network's purchases. As more and more consumers join the binary network they will be automatically allocated horizontally to the next free seat, therefore filling the network layer by layer. This auto-fill mechanism is complemented with the individual invitation possibility of new users. Each user is able to directly invite friends and families into his/her extended network.

In conclusion, a premier seat membership oriented token sale favours the self-sustaining upstart of the model over any other fundraising mechanism and gives Fluz Fluz the strength to quickly implement its rewarding model into the world's largest consumer market. The presented crowdsale of FLUZ cash back tokens also favours the desired effect in which seatholders become the first consumers, advocates, beneficiaries and/or multipliers of the newly formed global consumer network.

### Token Economy

We will be issuing FLUZ Tokens that have the first function of activating premier seats on the Fluz Fluz global network. Qualifying Token holders will be able to activate premier network seats membership in the newly formed global consumer network ahead of the effective operational launch.



**Token Crowdsale:**

**Start Date:** 18th of January 2018

**Total FLUZ tokens available:**

204,780,000

**Token Crowd Sale Price:** USD 0.10

**Soft cap:** There is no soft cap due to the fact that Fluz Fluz is an up and running business

**Accepted currencies:** ETH, BTC

**Token Reserve and Token Supply**

A total of 204.780.000 FLUZ tokens are now issued in the phase before the operational US launch. Any unsold tokens will be not exist after the tokensale.

**Future Utility of FLUZ token**

**cash-back superpower**

This is highly attractive and the cash back rewards are calculated using the following formula:

(X amount of owned FLUZ tokens / Total number of FLUZ tokens 204.780.000) \* Percentage of total cash-back destined to superpower token accounts

FLUZ tokens are not burnt. Tokenholders after the tokensale interested in activating premier seats membership (see further below) will turn their tokens in to Fluz Fluz and receive the premier seat membership.

The Tokens will be given back to the premier seat membership owner upon which he/she can choose to link these Tokens to this same premier seat membership or another account or sell them in the market.

Obviously the same tokens will not be enable to be used to activate another premier seat membership.

The portion of cash back rewards participation is calculated as follows: from every purchase Fluz Fluz gives 50% to the purchaser itself, 50% are split up evenly among the participating upstream Fluzzers.



This token cash-back superpower of a Fluz Fluz account is independent from a premier seat membership or a normal seat membership and can be combined.

**Note:** *This utility will be deployed when all potential licenses to unlock this utility are obtained.*

When tokenholders want to sell their tokens on exchanges or link the tokens to another account the account loses the "superpower" and stays as a normal account just benefitting from the consumption of the individual network.

## **Premier Seat Membership:**

### **Tier 1 and Tier 2**

There are 2 kinds of premier seats: Tier 1 and Tier 2.

With 10.000 accumulated tokens a Tier 2 premier seat may be activated by the Token holder. The Tier 2 premier seat is one of only 12.288 premier seats right after the 4.095 Tier 1 premier seats in the global consumer network.

Tier 2 seat holders can enjoy the exemption from the minimum consumption rule for a period of 12 months after the operational launch in the US market and will then be requested to make one annual purchase of USD 10.

With 20.000 accumulated tokens a Tier 1 premier seat may be activated by the Token holder. The Tier 1 premier seat is one of only 4.095 premier seats in the global consumer network and that enjoys exemption from the minimum consumption rule for 12 months and will then be requested to make one annual purchase of USD 10.



## Premier Seat Membership

### Cash Back Projection

Although it will depend on individual network consumption and growth levels, in Colombia for instance we are already observing in less than one year of operations early network users receiving hundreds of dollars every month in cash back passive income.



**One global Fluz Fluz consumer network**





| Full Network Size | Total Premier Seats Reserved | Tier Level | Token Sale Seat Price (USD) |
|-------------------|------------------------------|------------|-----------------------------|
|-------------------|------------------------------|------------|-----------------------------|

|      |      |   |      |
|------|------|---|------|
| 1    |      |   |      |
| 2    |      |   |      |
| 4    |      |   |      |
| 8    |      |   |      |
| 16   |      |   |      |
| 32   | 4095 | 1 | 2000 |
| 64   |      |   |      |
| 128  |      |   |      |
| 256  |      |   |      |
| 512  |      |   |      |
| 1024 |      |   |      |
| 2048 |      |   |      |

|      |       |   |      |
|------|-------|---|------|
| 4096 | 12288 | 2 | 1000 |
| 8192 |       |   |      |



## **Premier Seats**

### **Membership Activation**

The sum of all Tokens of this issuance equals the sum required for all offered premier seats. Thereby all qualifying tokenholders are guaranteed their seat, should they choose to activate it ahead of the operational launch in the US.

30 days before the operational Fluz Fluz launch in the United States and thereby the launch of the global consumer network, qualifying token holders will be able to activate their premier seats membership. All qualifying token holders will enter into a pool of random premier seat allocation within their respective tier level to define their exact seat. This will guarantee the most transparent network premier seat allocation.

If in the event that ahead of the random premier seat allocation there are more Tier 1 qualifying token holders through the concentration of token purchases than the 4.095 available Tier 1 premier seats, the random selection mechanism will decide which Tokenholder receives a Tier 1 seat or as an alternative two Tier 2 seats.

If in the event there are less than 16.383 premier seat activations, the remaining premier seats of both Tiers will remain blocked in the global consumer network for future allocation.

## **The Milestones**

As per Dec 2017 the company is transacting in Colombia and has built:

1. A robust digital gift code marketplace
2. A strong and growing consumer network that is already generating real residual income for tens of thousands of consumers already and where early joiners are already making several hundreds of dollars month on month.
3. Signed retail partners in every product category resulting in over 3,000 locations now processing digital gift codes with Fluz Fluz technology
4. A world class off-chain application with functioning features like gift card purchase, gift card storage, gift card re-sending, points transfer, cash-out requests, in-built messaging service, bitcoin payment gateway, consumer network graphic view, individual reference code and geo-localized store search for redemption.

## **Roadmap**

Once the Token sale is successfully finished, Fluz Fluz will start its usual launch preparations for the US market entry.

Thereby we will follow a proven retail redemption approach focused on nationwide operating merchants which gives us an ideal kick-start for the US launch.

Based on this past experience and the Fluz Fluz existing operational bases, we target an operational launch in the United States for Mid 2018 supported by elements from the blockchain technology outlined in this whitepaper.





## Selection of Fluz Fluz current retail partners:



# Roadmap

**Token sale**  
January 2018

**US team set-up and  
commercial preparation**  
February 2018

**Blockchain Technology  
usage announcement for  
global Fluz consumer  
network launch**  
April 2018

**1st Announcement  
of US start retailer selection**  
April 2018

**Priority opening for premier  
seat membership activation**  
June 2018

**Operational Launch  
United States  
to general public**  
July 2018



**“Our joint in-store activations with  
Fluz Fluz have helped us to retain  
omnichannel customers.”**

- David Abadi, Lili Pink General Manager





**“From the start, we have worked with Fluz Fluz to guarantee a perfect code redemption experience for the final customers. Thanks to the technological agility of Fluz Fluz this has been a great success.”**

**- Mónica Gonzalez,  
Helados Popsy Commercial Director**





**“It is impressive to observe the high recurrence  
and loyalty of the Fluz Fluz customer.”**

- Luisa Trujillo, Café OMA Head of Sales





**“The business model of Fluz Fluz  
has permitted us to drive additional revenue  
to our stores with sustainable incentives.”**

- German Huertas, Nike Colombia CFO





**“We have been able to re-activate clients that now redeem gift codes in our online store.”**

- Diego Benitez, Siembraviva Founder & CEO





**“Through Fluz Fluz we obtain valuable customer insight to better service our clients specific needs.”**

- Olga Henao, Droguerías La Pasteur CMO

