



Any coins .shop

White Paper version 1.07

<http://preico.anycoins.shop/eng>

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Introduction

Anycoins.shop - Is a multifunctional online store where you can buy and sell any product using any crypto currency. Buying goods using a specific crypto currency raises its demand. The built-in platform for promo actions encourages others to buy goods using the crypto currency you need, thereby further increasing its demand and value.

How it works

1. The price of any product on anycoins.shop is tied to the U.S. dollar equivalent, and the value of the goods will not change due to the rise or fall of crypto-currencies.

2. Once the seller registers on our site anycoins.shop and send one erc20 token ANYCO on 0x0EF8bD2D7a6D7620EC670761BB650aD79f821762 we receive an email notification at info@anycoins.shop with a request to activate the account.

Once approved and the seller agrees to our terms and conditions, the seller can add their products to their page on the Anycoins.shop marketplace. We do not allow the placement of illegal goods.

Payment for goods may be made in any crypto currency that is accepted by the exchange. When the buyer receives the goods and confirms receipt through PassLFix, we automatically send payment to the seller. The seller receives payment in the currency of his choice, (traditional or crypto currency). In the case of digital goods, the process of buying, confirming and paying the seller occurs instantly.

3. Anyone can offer special promotions for buyers paying in your crypto currency. This is an excellent tool to get buyers and sellers using your currency, thereby increasing its circulation and value.

4. The seller receives an application from the trader/interested party for a promotion and the seller sets a discount on the payment of certain goods to the trader's crypto-currency.

Our Target market and the benefits for users

1. For owners of crypto currency, who want to increase the value and circulation of their crypto currency we offer a marketplace where buyers and sellers can use crypto currencies exclusively.
2. We offer a one-stop shop where buyers can use crypto currency and get all the products and services they want at competitive prices for any currency. The subscription option provides buyers with an easy way to get delivery of frequently used goods and services, such as food and beverages, household chemicals, pet food, and services.
3. Sellers can expand their market, and receive their payment in the traditional currency or crypto currency of their choice.
4. For traders who earn on the purchase and sale of crypto currencies, they will not pay commission on the exchange between crypto and traditional currency.
5. For miners, their profit will increase as the value of the crypto currency increases.
6. For all start-ups that produce goods or services, we will be happy to host their new products, which are still not well known.

anycoins.shop is

1. A marketplace, which uses crypto and traditional currency. Sellers may promote their goods and offer special promotions based on payment in specific crypto currencies. Buyers can get the products they want, and take advantage of these special deals by purchasing with specific crypto currencies. Sellers may

offer competitions, and other special offers or bonuses for buyers to stimulate transactions in a specific crypto currency.

2. A platform for aggregating the demand for goods. This offers buyers the opportunity to receive the lowest prices by combining orders for the same goods with others and gaining volume discounts (in development).

3. An aggregation platform for global retailers and a marketplace where buyers can purchase all types of physical products, digital products, and services. Examples include: ads like Craigslist, ordering and delivery of food like a delivery-club, vacation rentals like Airbnb, goods like aliexpress or Amazon, micro-stock like Envato, info-products like Click-bank, services at one price like Fiverr, coupons like Groupon, etc.

4. Browsers extension to compare prices with other online stores (in development).

5. GPS delivery tracking using PassLFix.

6. A platform where sellers can create their own online stores. Sellers can define their products and categories, and the countries they sell into. We provide an easy way for vendors to upload their products using an existing parsing system. We offer an option to work with outsourcing companies to offer services such as warehousing, drop-shipping, order management, and customer service.

7. Mobile application (for buyers) in development.

8. Built-in mini-games platform to earn internal ANYCO crypto currency (in development)

9. The ability to evaluate vendors based on other customers feedback, through the built-in social chat network. The opportunity to earn ANYCO crypto currency by creating and posting online reviews (in development).

10. A way for new startups to bring their products to market inexpensively, and to gain exposure in our marketplace.

11. Anycoins.shop offers a subscription option where you can schedule recurring delivery of items you buy on a regular basis. For example: Prepared meals, pet food, personal hygiene products, paper products, magazines, bottled water, etc.

Profit and Commission

On the site anycoins.shop the seller pays a commission of 3% per product.

The seller may have this 3% added to his sales price, and then the buyer will pay 3% more. Alternatively, the 3% can be deducted from his sales price and then the seller will receive 3% less. In this case, we can provide incentives to the seller such as preferred website placement, which will help the seller, gain additional exposure and potential sales.

The 3% commission proceeds will go to:

- 1% for the development of the site and to the team ANYCOINS.
- 1% on the increase in the ANYCO's crypto.
- 1% in the fund to absorb competitors, which will interfere with the development of platform.

Pre-ICO and ICO

Why do you need pre-ICO and ICO? A new ICO attracts a lot of attention, and gives the company an opportunity to raise money and promote a new brand.

In Pre-ICO we raise funds for the finalization of the project, attract the attention of the entire crypto community and arrange the pre-sale of tokens to be used as payment for the creation of online stores and promotions. Tokens on pre-ICO are not shares, they do not pay dividends, but are simply a means of payment for using anycoins.shop platform services.

With the increase in demand for the creation of promotional campaigns, the demand for ANYCO tokens will also increase. It is possible that due to the increased popularity of the site in 2 years, the price of tokens will cost hundreds of times more than pre-ICO. Those who bought tokens on pre-ICO will get a guaranteed opportunity to buy tokens on the ICO.

With the ICO, we will have the opportunity to attract the attention of a worldwide audience. To gain maximum exposure we will work with advertising companies, and make sure the widest audience possible knows about the new opportunities on anycoins.shop.

The dates for pre-ICO and ICO are shown in the roadmap.

Road map

Initial Startup Q2 2017	Created the platform Anycoins.com Created the ANYCO tokens Created a site for preselling ANYCO tokens anyco preico.anycoins.shop. Created a FAQ and white paper Initial hiring of team
Pre-ICO Q4-2017	Collection of funds for staff salaries in the team, programmers, product development and marketing.
The first goal Q4-2017	to fill (through parsing) the site with all possible types of goods and services.
The second goal Q1-2018	To test the advertising and marketing of Anycoins.shop to take market share from companies such as: airbnb, Amazon, aliexpress, envato, clickbank, fiverr,groupon, Craigslist and other similar sites.
ICO Q2-2018	Raising funds for a large advertising campaign (commercials on television, all crypto-exchanges, advertising posters in major cities around the world, word of mouth, social networks, search networks, message boards, etc.)
Q3-2018	Conduct a large advertising company.
Q1-2019	Construction of ANYCOINS hypermarkets around the world.
The ultimate goal Q4-2019	With the help of new solutions - to displace or absorb all the other platforms and thereby become the number 1 site around the world.

Tokens

Utility-tokens for preICO are not shares, but give you the opportunity to get familiar with, and use our platform.

By becoming an early-adopter of our platform, you can secure a popular niche of goods.

You can create automated drop-shipping stores, and sell goods from anywhere in the world without storing inventory.

Everyone who participates in the preICO will have a guaranteed opportunity to buy tokens on the ICO.

What can you use pre-ICO tokens for?

- You can use 1 ANYCO token, to create one promo action to promote one crypto currency
- You can use 1 ANYCO token to create your own online store on the platform anycoins.shop

Buying tokens on preICO will give you the opportunity to get in on the ground floor of an exciting new market.

A total of 700,000 tokens will be sold for preICO.

On the first week, 400,000 tokens will be sold at a price of \$10/token.

On the second week, 200,000 tokens will be sold at a price of \$15/token.

On the third week, 100,000 tokens will be sold at a price of \$25/token.

Plan for the use of funds:

15% We will spend on team salaries.

42.5% goes to further development of all planned features.

The remaining 42.5% is designated for advertising and promotion of the project.

ANYCO Crypto-currency

We are introducing ANYCO crypto currency, which will be used as an internal currency on the platform anycoins.shop. This currency can be used for things like bonuses, purchases, internal points for purchases made, and money for games, etc. ANYCO crypto currency can be used to purchase products or exchange for traditional currency (EURO, US dollars and other).

This revenue and other ways to earn on the platform such as reviews or games, etc., will be paid in ANYCO crypto currency. (In development)

In the future, as the company grows, we will introduce many new ways of earning and using ANYCO.

Development plans for the cost of ANYCO crypto currency

There are 3 development plans for the cost of ANYCO crypto currency:

1. We plan to fix the cost of one ANYCO equal to the cost of one BTC (that is, when one BTC costs \$500,000 - ANYCO will also cost \$500,000). In the same way that the USDT is tied to the dollar exchange rate. To implement this plan, we will exclude the entry of the ANYCO crypto currency into official exchanges in order to avoid price changes.
2. We issue ANYCO to currency exchanges, and we plan to reinvest 1% of each sale to increase ANYCO's capitalization. We plan to outrun the price of BTC when the final goal of the project is reached, which is to displace or absorb all the other sites and become the number one site in the world.
3. The third alternative is to keep the ANYCO crypto currency at a stable price tied to BTC and create a second crypto currency (ANY) which will be used externally for trading on currency exchanges.

Our team

1. **Sergey Zhilenko.** Founder and CEO anycoins.shop



Official duties: Creation of the platform anycoins.shop;
Integration API for payment by any crypto-currencies;
Setting up a subscription system for any goods and services;
Creating a platform for promotions;
Creation of a site for preICO. Created ANYCO tokens on the Waves DEX platform.

Background: IT-specialist with 16 years of experience. Extensive experience in:
Adobe Photoshop, Corel Draw, Adobe Muse, After Effect, Java, C #, C ++
Educated programmers 1C 7.7

The creator of the popular course "BOTPROG" for beginner programmers on the example of automation of user actions.

Developed his own unique sales methodology and successfully used it in his entrepreneurial activities. Learn more at LinkedIn.

<https://www.linkedin.com/in/sergei-zhilenko-2b4b78111/>

2. Anna Eremina. Co-founder anycoins.shop



Official duties: The official representative of the company to speak at events. Project coordinator. HR Manager. Work with translators.

Background: The founder of the Samui musical theatre and training center. Head of Samui Anna event-agency. Created events for children and families, weddings, special events for corporations, and city and regional festivals. Events from small private gatherings to large group programs and events. Professional actress and singer. Learn more at LinkedIn.

<https://www.linkedin.com/in/анна-еремина-4a1290129/>

3. Stanislav Swistunov. Mobile CTO



Official duties: Development, testing and support of mobile applications for the project.

Background: Lead senior developer, Mobile development experience 9+ years
Achievements: Technically supervised and developed the Uber-like Flowery system - the delivery of flowers in the App Store. Developed and supported the SDK (Android and IOS) to display native video ads from the Buzzoola mesh in mobile applications. Completely developed from scratch, launched and supported a casual game about fishing with multi-million installations Gone Fishing by LLC "Webgames" in the App Store.

Learn more at LinkedIn.

<https://www.linkedin.com/in/stanislav-svistunov-4a671265/>

4. **Barbara Smith.** Translator and International Relationship management



Official duties: Translates the project into English. Coordinator for work with the English-speaking project promotion.

Background: 25+ years successful sales experience in hardware, software, and software licensing. Senior sales executive in Silicon Valley, for companies such as Sun Microsystems, JavaSoft, Cisco, and Apple. Exceeded sales goals every year. Entrepreneur and Founder of "Ask Barbara" A placement service that helps seniors find assisted living. Grew company from zero revenue to \$250,000 in three years. Director of market development for enterprise software startup. Developed and implemented successful lead generation program resulting in a sales pipeline of over \$15 Million dollars. Partnered with IBM to capture co-marketing dollars and drive sales through Webinars, trade shows, and direct marketing.

Learn more at LinkedIn.

<https://www.linkedin.com/in/barbara-smith-801375/>

5. **Yana Kartashova** - PR-director of the project.



Official duties: PR-campaigns in the media and social networks Strategic and operational marketing Presentations, events and press releases.

Background: Marketing Director of the Holding Company koodoo.ru Promotion of product groups in retail: M-Video, Eldorado, Technosila, Euroset, Svyaznoy, Auchan, Azbuka Vkusa and others . Experience in organizing the Forsa.ru online store from scratch. Worked on logistics, developed an Internet site and a campaign for promotion. Created the IDILLIO Design & marketing agency from scratch. idillio.ru Clients included fashion houses, and the Russian-Chinese Chamber.As director of marketing, developed the brand Mixberry, an international brand of accessories and wearable gadgets.Head of Marketing Department in Apple IMC. Created a program and strategy to bring the Apple iPod to the Russian market. This was represented in the Presidential Program. Created a program for promotion of Wacom tablets for children.Author and presenter of the television programs "Technopark" and "Life as art" on TV channel mediametrics.ru

Learn more at LinkedIn.

<https://www.linkedin.com/in/яна-татьяна-карташева-3bb31291/>

6. **Alla Rumyantseva** - Head of Sales Department.



Official duties: Head of sales managers. Training and mentoring. Setting tasks and planning the activities of the group.

Background: Experience in sales for more than 8 years. Participation in company training events, sales contests. Search and attraction of new customers (cold calls and personal meetings); conclusion of contracts; control over the performance of obligations under contracts. Implementation of the sales plan. At her last employer she exceeded sales goals, both personal and departmental, spoke at meetings with motivational speeches that inspired sales managers, conducted training presentations.

Learn more at LinkedIn.

<https://www.linkedin.com/in/alla-rumyantseva>

Conclusion

In conclusion, this is how we see the development of the crypto currency world and blockchain technology with Anycoins.shop

Recently, crypto-currencies have become increasingly more prevalent in our lives. Every day in the press, there are reports that more and more sellers are beginning to accept bitcoins for payment. This kind of news raises popularity and interest in the sale of these goods due to the appearance of the brand in the media.

Anycoins.shop will help sellers to increase sales of their goods and services by selling them for any crypto currency. We give sellers the opportunity to create a promotion and indicate a discount for specific crypto currency methods of payment. In this case, the seller can affect the demand for the desired alt-coin.

On the Anycoins.shop promotional platform, anyone interested in promoting crypto currencies can work with sellers, and lease a particular time period to participate in popular promotions of the sellers goods. They can work with the seller to specify a discount based on a method of payment using their crypto currency. The cost of the lease depends on the term and the popularity of the goods, at least 1 ANYCO token.

This provides a new mechanism for influencing the growth of crypto currencies. Trader's PUMP can be compared to buying Google Adwords. It's effective, but short-term, very costly, and unsustainable in the long run. A better alternative is promotion of the required crypto currency on the promo.anycoins.shop platform. It can be compared with Search Engine Optimization (SEO), because it is cost effective and longer lasting.

The number of products sold by subscription is growing. For example, the well known start-up Dollar Shave Club for the delivery of razors was bought by Unilever for \$1 billion. This shows the great potential in the development of the subscription business model. At anycoins.shop, you can subscribe to any product or service just by pressing one button to "subscribe". For example: food and beverages, household chemicals, personal services, digital subscriptions, etc. After that, you will no longer have to waste time buying goods and services that you use every day. No more driving to the store, fighting for parking, waiting in line at checkout, or any other hassles. The goods you need will be automatically delivered to your door.

Links to the finished product, contacts and social media

Trello (the whole story of our team work) <https://trello.com/anycoins>

Link to website <http://anycoins.shop>

Register as a seller <http://anycoins.shop/index.php?route=account/register>

Link to website for pre-ICO <http://preico.anycoins.shop/eng>

Email info@anycoins.shop

twitter <https://twitter.com/AnycoinsS>

Telegram https://t.me/anycoins_shop

Facebook <https://www.facebook.com/groups/anycoins.shop/>

Vkonakte <https://vk.com/anycoins>

ANN eng <https://bitcointalk.org/index.php?topic=2271859>

Bounty eng <https://bitcointalk.org/index.php?topic=2271867>

ANN rus <https://bitcointalk.org/index.php?topic=2271866>

Bounty rus <https://bitcointalk.org/index.php?topic=2271871>