



CR7 Crypto Marketing Coin

KNOWLEDGE AND INFORMATION IS POWER

November 2022

This document is the whitepaper for Cristiano Ronaldo (CR7) token with an overview of the ideas and concepts of how this concept work and will be implemented

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CR7 Marketing

The Executive Summary

CR7 is a comprehensive blockchain-based platform with set tools facilitating crypto users to engage in fiat transactions with ease and negligible charges and at the same time earning tokens benefits.

The aim of our coin is to help the whole world from investing in coins which are a pump and dumps, do all the research in one platform and give the opportunity to people to trade on our platform with new coins on future markets too. We are also a team to help new Coin Creators with Amazing ideas come true by creating their coin, website, Whitepaper, Marketing any more.

Transactions with CR7 is based on a new blockchain-based token for simple, quick and secure payments, **CR7 Tokens**

CR7 resides on **Binance Blockchain** owing to the high speed and secure transactions at lower fee and the compatibility with smart contracts.

The decentralized block chain-based technologies enable

- • Transactions with fiat currency
- • Transactions with any crypto currency
- • Swapping any crypto currency
- • Peer to peer transactions of crypto currency
- • Traditional online payment gateways

In a nutshell, CR7 is a platform to unite crypto users with fiat/ traditional transactions

Current Market

Crypto users are increasing on a fast pace.

Even though digital currencies have been identified as the most viable investment option nowadays, the ease of using crypto currencies in traditional market like with a retailer or an ecommerce site or for a utility bill payment or a taxi or any other service provider is very compromised. The Retailers, service providers and utility market on the other hand are missing out a fair percentage of customers due limited facilities for payment by cryptocurrencies.

crypto market cap has **grown fivefold** since November 2020 when it stood at **\$578 billion** and is **\$2.39T** as per latest data

The global

Crypto users

Crypto to fiat currency conversions or utilizing crypto for fiat transactions is a time consuming and strenuous process with limited facilities.

When the world is going online, in terms of shopping and service booking, crypto users have an evident limitation to access these facilities using digital currencies

Unreasonable transaction fee is one of the major factors limiting the scope of normalizing crypto usage.

Merchants & Service Providers

Despite the growing crypto community, the business of all types is missing out on a large proportion of customers due to lack of facilities for crypto transactions

The volatility of crypto market raises concerns and the hurdles of converting received crypto to normal fiat currencies

High Banking fees, disputes and settlement issues and other issues rising from centralized banking networks



The Vision

CR7 works on the concept of deploying an ecosystem to link the crypto world to the fiat/traditional /cash economy with ease and giving the opportunity for people to earn a lot more in new genuine startups from the ICO Sale

CR7 is a simple platform for cryptocurrency users to purchase commodities/services online using CR7 Tokens or other crypto currencies with the provision of receiving CR7 Tokens as cashback.

CR7 Website

The CR7 website is a block chain-based platform where the crypto users can engage in fiat transactions for shopping or service booking or peer to peer transactions using their crypto currencies.

Partnering with merchants /retailers /service providers across the world to normalize the access of their products and services to crypto users just like the cash users in the normal world. Crypto currency usage will redefine the retail and service industry transactions to a greater extent and will limit or completely take off the dependency on the centralized banking system with unreasonable banking fee and security threats.

The scope is not limited to enjoying the ease of transactions using crypto in the traditional system at very low charges but also the cashback and opportunity to understand the crypto world with ease.



CR7 Tokens

CR7 Tokens are scalable, blockchain-based token for simple, quick and secure payments residing in the Binance platform. With crypto currency expected to revolutionize the world economy in a few years, CR7 tokens will offer low-cost, decentralized, secure and convenient transactions around the globe. CR7 tokens are fungible and transferable and is expected to trade in major cryptocurrency exchanges

Any transaction initiated at CR7 website using crypto currencies will earn the user cashback (2.0% - 3%) as tokens which can be redeemed for further transaction

The platform is initially responsible for the promotion of CR7 Tokens and expand the user base which will include consumers, merchants, resellers, and suppliers. This expansion of the CR7 Token user community will increase the demand and value of the CR7 Tokens which in turn will benefit the users and investors equally.

The cash back benefits is an approach to ensure customer and merchant satisfaction, increase customer engagement and loyalty and at the same time increase the value for CR7 Tokens

What CR7 offers is a concept that totally normalize the usage of cryptocurrencies in the traditional economy. With the global expansion of our services and Token supply, crypto currency users will have wider scope to extend of digital currency usage across all sectors with earning CR7 Tokens which will be one of the most valued crypto in the market in a short span of time and best marketing and information platform



The Business Model

Our business model is based on the CR7 Platform offering multiple channels for

Crypto users: To perform day to day fiat transactions and crypto transactions using cryptocurrencies through our website

Merchants: To accommodate the fast-growing crypto user's community into their customer user base through the platform

The above stated user community transactions will increase the associated transaction volume of CR7 tokens to achieve sustained, and profitable growth

Primary Sources of Revenues will be

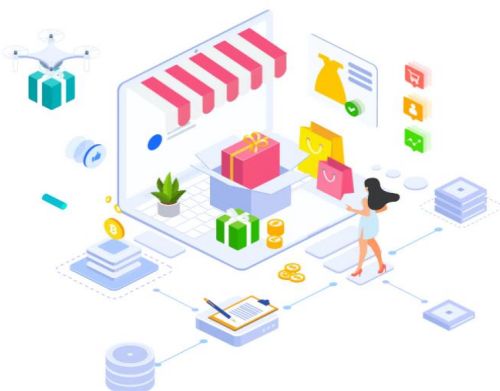
Exchange transaction fees from users

Sales commission on the products sold from merchants

Merchant fees for accessing the platform (not applicable for initial stage) Product launch support and featured product category charges

Target Partners

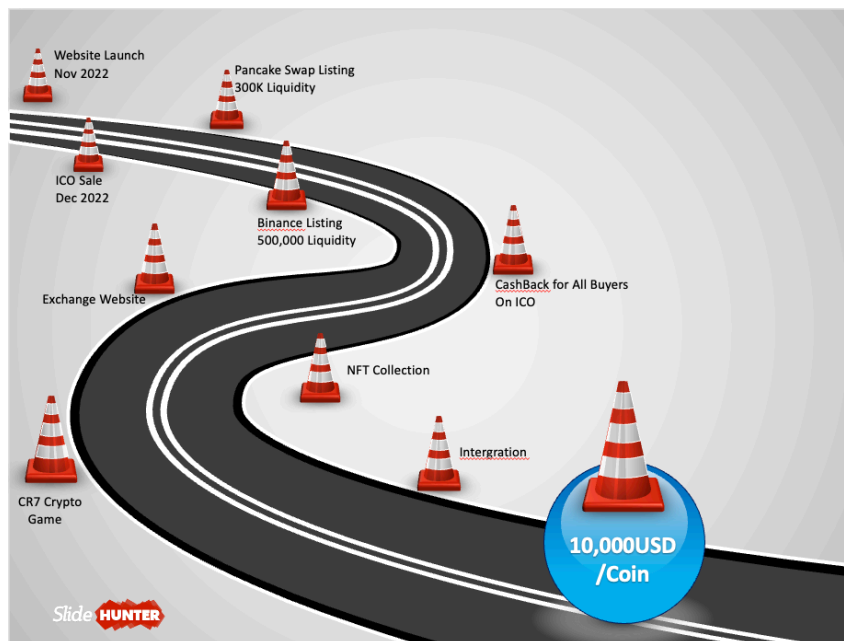
The targeted partners community will depend on the location and the supportive environment in the respective countries. But the integral concept of target partner featuring is providing crypto users access to products and services daily. For instance, taxi or cab services, grocery shopping online, utility bill payments, mobile recharges, movie and entertainment and much more.



Deployment Plan

CR7 plans on a phased approach in expanding the ecosystem to the crypto users and merchant community. Targeting selected geographical areas with market opportunities and crypto supportive environment, the deployment plan can be depicted in the road map below

Nov 2022 Website Launch
Dec 2022 ICO Sale
Mar 2023 Pancake swap Listing 300,000 Liquidity
Apr 2023 Binance Listing 500,000 Liquidity
May 2023 Cash Back for All ICO Buyers
June 2023 Exchange website Launch with Crypto Vault with live values
July 2023 NFT Collection to be released
Oct 2023 CR7 Crypto Game to be released
Nov 2023 Linking up with Retail Partners to start Accepting CR7 Coin like Twitter



Tokenomics

CR7 tokens being the core of this Project, utmost importance is given to each aspect of the token starting from the design, supply volume, allocations, pricings and marketing.

CR7 will initially issue a fixed number of Tokens to support the platform development, marketing and other operational activities. The supply of tokens will be managed over time depending on demand. CR7 may participate in Token buyback programs at management discretion to reduce the token volume in the open market, for price support, and to reduce token price volatility. Their purchased tokens may be stored as treasury tokens or burned.

Given below is the summary for the strategies for the token allocation which may be subjected to change depending on the market scenario.

Total Market Supply	21,000,000	Twenty-One Million
Maximum Supply	21,000,000	Twenty-One Million
Founders	2,100,000	Two Million One Hundred Thousand
ICO Sale	4,500,000	Two Million
Cash Back and Rewards	3,000,000	Three Million
Circulating Supply	11,400,000	Eleven Million Four Hundred Thousand

ICO Sale Price 0.6USD

Disclaimer

This white paper is for information purpose only and does not constitute trading advice or an investment advice.

CR7 will continuously make reasonable improvements to ensure that the information in the white paper is true and accurate. This is subjected to updates and changes during the development process, including but not limited to the website and app features, the community mechanism, tokens and the token economics.

CR7 will make every effort to achieve the goals stated in this white paper, but due to force majeure, the team cannot make a full and complete commitment to anything stated in the white paper.

CR7 is the official token of CR7 Platform and all associated products. CR7 Tokens are not investment products and possession of CR7 Token does not mean that the owner is granted ownership rights, controlling rights, or decision-making rights to the CR7 Website. As utility tokens used in Reunited Platform, CR7 Tokens do not belong to the following:

- any kind of currency
- securities
- equity in a legal entity
- shares, bonds, bills, warrants, certificates, or any other documents granting of any right.