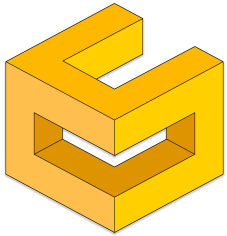


Coupon Chain Token

L I G H T P A P E R

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www.coupon-chain.org



COUPON CHAIN LIGHTPAPER v2.5

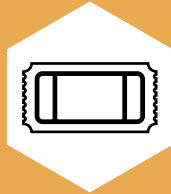
 <https://www.coupon-chain.org>

 <https://t.me/couponchaintoken>

CONVERT MORE CUSTOMERS WITH BLOCKCHAIN COUPON

Mezzofy presents **Coupon Chain** an **all-in-one solution** delivering total ease of managing the **full cycle** (creation/distribution/redemption) and **ownership** of **digital coupons** using blockchain on **Mezzofy's Coupon Platform**. Coupon Chain helps **businesses** engage their customers (B2C/B2B), helps **marketers** enhance their marketing campaigns, and helps **customers** enjoy the offers from the coupon and claim rewards after redemption. In addition, Coupon Chain is an open source tool for **developers**.

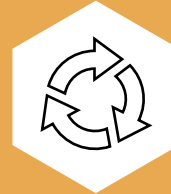
- Reverse ICO Project
- 100B+ Coupons Usage
- US\$100B+ Market Size
- 130M+ Global Merchants



Handling 200
Million Coupon

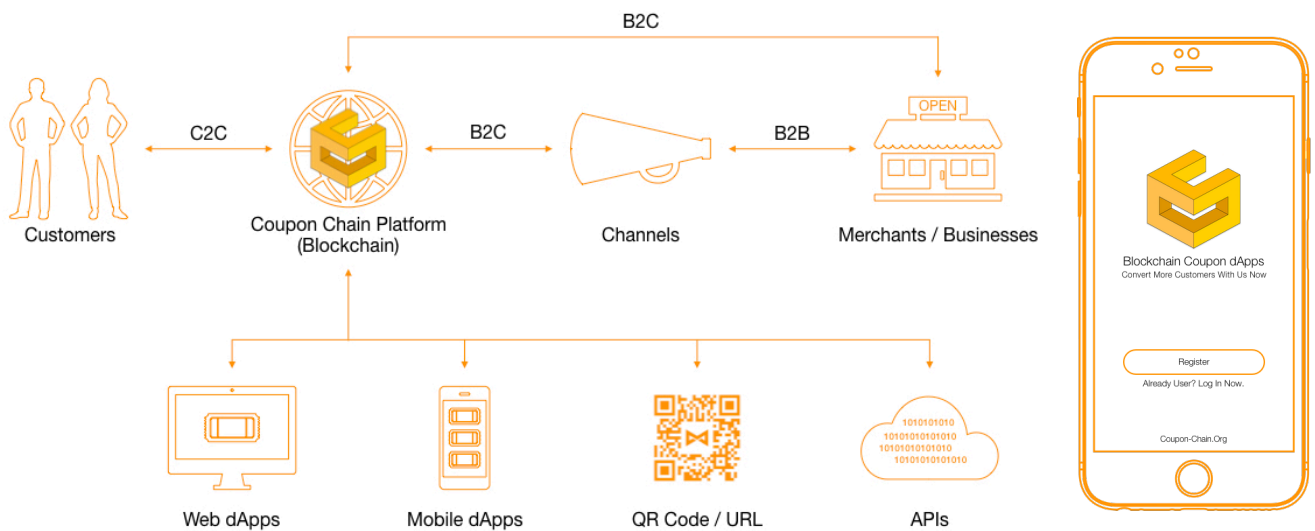


10,000+
Merchant Base



Able to Process
90,000 Per Min

COUPON CHAIN DESIGN



Why Use Blockchain?



Authenticate Coupon

Provide Transparency and Reliable of the Coupon as it is Immutable and provide Traceability



De-centralise Coupon

Prevent Single Point of Failure and Lower Transaction Costs for Businesses and Customers



Open Source Coupon Platform

Support Businesses to engage in the usage of Coupon and open up to Developers to Enhance it

OUR CLIENTS

Starbucks

Maxims

L'oreal

Hong Kong
Airport

NTT
Com Asia

GS1
Hong Kong

Apple Daily
News

COUPON CHAIN TOKEN USAGE



Service Fees

Business pay to Create / Distribute / Redeem Coupons.



Payment

Customer pay for Coupons to Business (B2C).
Business pay for Coupons to Business (B2B).



Commission

Business pay commission to Redeemer for providing redeem services or providing advertising services.



Reward

Customer get rewards for redeemed Coupons with Business.



Campaign

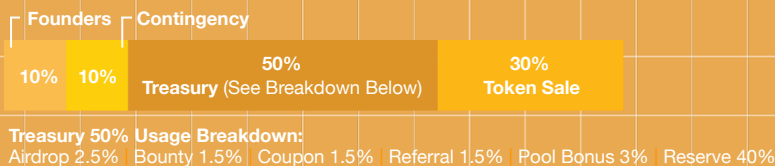
Business pay to Distribution Channels to list their Coupons (Push) or get pay from Distribution Channels to list their Coupons (Pull).



Collateral

Customer pre-paid Coupons will be held as collateral and only release to Business when redeemed or expired.

TOKEN DISTRIBUTION



USE OF FUNDS



THE CORE TEAM



Dicky Ying
Co-Founder / CEO
dicky@coupon-chain.org

Responsible for the overall development of the company with over 20 years of management experience in various industries.



Kris R
Co-Founder / CTO
kris@coupon-chain.org

Leads the research and development team with over 20 years of experience in various software platforms and programming languages.



Maverick Tan
Co-Founder / COO
maverick@coupon-chain.org

Manage and leads the operations team with over 20 years of experience in supporting and managing large scale operations.



Eric Pang
Co-Founder / CPO
eric@coupon-chain.org

Designs and oversees product development with 20 years of experience in project and product design and business process optimisation.

