



# INSCOIN

## FOR KNOX



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## 2. INTRODUCTION

Insurance is multi-secular because it answers the fundamental needs of every age. The first oral insurance contracts started to spread in the fourteenth century, when the merchants required another layer of safety beyond cannons to defend their assets from the dangers of sea and pirate attacks. When the merchants began to feel the need to insure the goods transported against the dangers of the sea and the acts of piracy.

The fifteenth century gave birth to the written form of insurance contract, that listed all the clauses of the insured circumstance. During the same period, the first insurance companies protected their customers from fires and during the eighteenth century, following the evolution of maths and statistics, the first insurances on human life started to spread.

A quantum leap occurred during 1871, when the House of Lords signed the Lloyd's Act, giving a legal base to the insurance association. The Lloyd's progressively expanded their operative branches (theft, storms, earthquakes) until the first motor insurance was emitted in 1904. In 1911, a new law allowed to insure any good from any risk.

Today, in year 2018, we face a mature sector, but still chained to the past.

“InsCoin for Knox”, **an ambitious and innovative project that adopts the blockchain technology for insurance purposes**, fits precisely in this context.

The idea came from the lifelong experience of our CEO in insurance industry, and from the passion of our Founder for crypto world and blockchain technology.

**On March 2017 the Executive Team**, made of insurance, crypto and blockchain world professionals, became operative. **On January 2018 the “InsCoin Holding OU” has been incorporated in Estonia.**



# 3. THE CHALLENGES & THE SOLUTIONS

**“InsCoin for Knox” comes from the excellent knowledge of the insurance industry of our CEO.** This lifelong experience brought him to focus his attention on how to solve the problem of insurance policies falsification and raising operating efficiency of claim management.

## 3.1 The challenge of fake insurance policies

Among the many problem of modern insurance industry, the most relevant concerns **fake insurance policies**. Unfortunately, it's not uncommon to find unauthorized companies or middlemen that artfully produce fraudulent products. **According to IVASS surveys, the number of fake policies doubled last year.** Websites offering insurance packages at trifling costs are more and more common these days: are all of them legit? Of course not! The fake policies hit every branch of the insurance system, ranging from motor policies to life insurances, bails and sureties.



The articles describing malicious middlemen or completely fraudulent companies literally stealing the premium from the end users and leaving them with no coverage. Even if laws are more and more strict, the branching of companies, the high prices and the scarcity of properly structured controls incentivize the fraudulent activities.

In light of this, **it's obvious that fake policies are a severe problem for the policyholder**, that worthlessly pays for the premium, **for the company**, that not only gets no earning from these malicious operations, but is also forced to sustain expenses to safeguard its reputation, and for the beneficiary, that would get no claim in case of accident.

**A brief glance to the newspaper is enough to quantify  
the magnitude of the problem.**

# False polizze vita: quasi cinquanta clienti truffati, 89enne derubata di 420mila euro

Polizze assicurative create al fine di appropriarsi dei relativi premi per un totale di 3,5 milioni di euro. Quarantaquattro gli investitori truffati. Allianz Spa, parte lesa, ha denunciato gli agenti, revocato il mandato e si costituirà parte civile. Il sostituto procuratore Fontana: «Sodalizio criminale con finalità odiose perché ha intaccato i risparmi di una vita di decine di persone»

Cronaca Indagini

## Polizze false, ecco come funzionava il sistema

*I due arrestati avevano fondato imprese identiche a note assicurazioni. Poi facevano sottoscrivere contratti agli enti. Anche alla Provincia di Brescia.*

Lug 19, 2017 1148 0

**Si trattava di assicurazioni, per un totale di 550 milioni di euro, avviate per coprire i rischi dai lavori negli appalti pubblici, di cui 178 milioni anche nel campo ambientale. E di**



## MAPA DEL FRAUDE AL SEGURO EN ESPAÑA

/ JORGE MONROY CRIADO / DEJA UN COMENTARIO

**El IV Mapa del fraude en España demuestra que éste ha crecido en todas la comunidades autónomas del país. Pese a reducirse el número de tramas organizadas, han aumentado los siniestros simulados por éstas en un 40%. El mismo porcentaje en que ha aumentado el número de condenas de cárcel.**

### ACTUALIZACIÓN: MAPA DEL FRAUDE AL SEGURO 2018

La compañía de seguros AXA ha presentado este martes los resultados de la cuarta edición de su estudio 'Mapa del fraude en España'. Uno cuyos datos permiten extrapolar la situación de este sector en lo que a tentativas (y logros) de estafas a las compañías aseguradoras. **La picaresca de los no conoce límites.**

"Vida se ha convertido en el nuevo objeto del deseo del fraude al seguro". Al menos eso es lo que deduce del estudio recabado por la compañía: **aumentaron un 35%** los casos de intento de fraude en el ramo vida. Ascendiendo **hasta los 6,3 millones lo defraudado -un 11,5% más que en 2015-**.

## FBI

Reports And Publications

Victim Assistance

Crimestats

## Insurance Fraud

Insurance Fraud

### A Basic Overview

The insurance industry consists of more than 7,000 companies that collect over \$1 trillion in premiums each year. The massive size of the industry contributes significantly to the cost of insurance fraud by providing more opportunities and bigger incentives for committing illegal activities.

### Costs of Fraud

The total cost of insurance fraud (non-health insurance) is estimated to be more than \$40 billion per year. That means Insurance Fraud costs the average U.S. family between \$400 and \$700 per year in the form of increased premiums.



## 3.2 Our Solution

To safeguard the new-licensed insurance companies and to avoid further scams, InsCoin conceived a simple and effective solution.

Through the introduction of Ethereum blockchain, **the policies will be released both in paper and smart-contract form.** This will allow the policyholder and the beneficiary to verify the authenticity of the policy and its coverage anytime.

The smart-contract will contain data that will allow the involved parts to recognize the policy, **keeping privacy intact**: only these subjects will be able to recognize it.

This solution will constitute a boon both to the customer, that **will have the certainty of policy authenticity** and to Knox Insurance, that will be the first insurance company ever to deploy a released **policies database on blockchain**, readily available to anybody. The company will not suffer from lost revenue linked to uncollected fake policies premiums nor image safeguard expenses.



**The result is a highly efficient management and lower premiums.**



## 3.3 The challenge of inefficient claim management.

Another major blind spot of the insurance industry is **claim management**.

In traditional insurance market, the settlement of claims is achieved in three phases:

- 1. The first phase**, called investigation, starts with the communication, on behalf of the client, of the claim event (the accident); a confirmation of claim processing follows. The dept will evaluate the communication accordingly to the regulation of the linked policy. .
- 2. The second phase** consists of a study and rating of the accident, and database creation of all useful concerning data.
- 3. During the third phase**, all previous results will determine the payment of the claim or the refusal in case of inadmissibility.

**The complexity of claim processing and settlement, and specifically for those deriving from standardized policies, implies high management costs and as well as a disruption for customers, in terms of time, that will be released in two to three working weeks.**

## 3.4 Our Solution

**Focusing exclusively on standardised policies, whose claims can be unambiguously verified through a computer data collection process**, we InsCoin have solved the liquidation problem once again by using the Blockchain technology.

By developing a particular type of smart contract, capable of independently assessing whether or not any claim has occurred, through data analysis, **"Knox Insurance" will be able to ensure that the customer receives immediate compensation for the claim when it occurs.**

The implementation of such a smart contract will allow, on the one hand, the company **to save the costs of managing the claim**, making it **more efficient**, and on the other hand, **the customer will be compensated for its damage, with consequent credit of the sum, immediately upon the occurrence of the event that had caused the claim.**





## 4. BUSINESS MODEL

The business model of “Knox Insurance” will be the same as the one adopted in our CEO and CFO’s previous experiences in insurance market.

**The strenght POWER of “Knox Insurance” will be the joint benefits of integrating block-chain technology and a well tested business model.**



We will develop simple, customized and competitive solutions, to answer their needs. The offer will span from Wealth Insurance policies, to Cargo, General Civil Liability, Motor Liability, Home, Injuries and Diseases up to sophisticated coverages for industrial, commercial and financial risks, bails and all the services connected to assistance.

We will distribute our products and our services following a multichannel strategy that will allow our potential customers to get in touch with us in different ways.

**We want to become a baseline provider of insurance solutions, that can be distributed through different and accessible ways thanks to new technologies.**

Therefore, not only through a brokers network, but also giving the end-use the chance to obtain direct informations, when possible, on alternative products and comparisons of several solutions, so that he can choose the favourite and have a good after-sale service, achieving the so-called customer experience.

The collected premiums will be managed through proper assest-liability management politics, so that the payment of claims is ensured.

About investments, we will base our strategies upon Solvency II criteria, without giving up profitable and always considering our reputation as the most valuable and sensitive asset.

## 4.1 Insurance Company Key Points

The key points of the success of an insurance company are a correct **Underwriting process** and a **thoroughly planned Risk Management**.

### Underwriting Know How

The process of Underwriting, as a critical moment in the insurance company activity, unfolds in several steps, after which the evaluation of risk is taken.

Our Underwriting process is structured as follows:

- Statistical Risk Reports analysis according to incidence of accidents in the evaluated class;
- Statistical Risk Reports analysis according to geographical distribution of risks under evaluation
- Analysis of online formats and insurance proposal, filled up by the customer and/or broker (according to the regulations of required policies);
- Company registers ledger analysis and company capital evaluation;
- Evaluation of counter-guarantee on behalf of the policyholder (according to the required type of policy);

- Evaluation of collaterals on behalf of other liable entity (according to the required type of policy);
- Drafting of estimates and negotiations of conditions with brokers and/or customers.
- Provision of insurance policy conditions.

**The Underwriting in use by Knox insurance will also be sectorialised by insurance class** and provided of specialized branch directors, that will be able to manage this process at the best possible conditions. All of this will make “Knox Insurance” an efficient and effective company.

## Risk Management Process

A common definition of risk is an uncertain event that, should it occur, could have a positive or negative effect on Company's goals. The chance that a threat has a positive or negative effect is a crucial concept: uncertainty is the core of risk. It can cover both the odds of an event occur or not and the consequences that it could or could not have. Therefore, **the probability that an event occurs and the consequent impact**, are the components that characterize the extent of the risk and the ultimate decision upon risk-taking.

The assumption behind **Enterprise Risk Management (ERM)** is that all organization are able to generate value for the stakeholders. All organizations must face operative uncertainties, and the challenge for managers is to assess in which part these odds can be accepted, and define how these odds could interfere with the increase of value for the stakeholders.

**The corporate risks management process will allow Knox Insurance managers to stand efficiently the odds, the risks, and the associated opportunities, to improve the generation of value.**

The process of risk management can be summarized in 5 phases, as foreseen in the main articles of insurance legislation, among which: **COSO** (Committee of Sponsoring Organizations of the Treadway Commission) and **ISO 31000** (International Organization for Standardization).

The 5 phases that “**Knox Insurance ERM Dept.**” will follow are these ones:

### 1. Identification

Thorough detection and structured definition of risks.

### 2. Evaluation

Risks are evaluated according to their probability and impact, in conjunction with statistical reports and concerning documents analysis.

### 3. Treatment

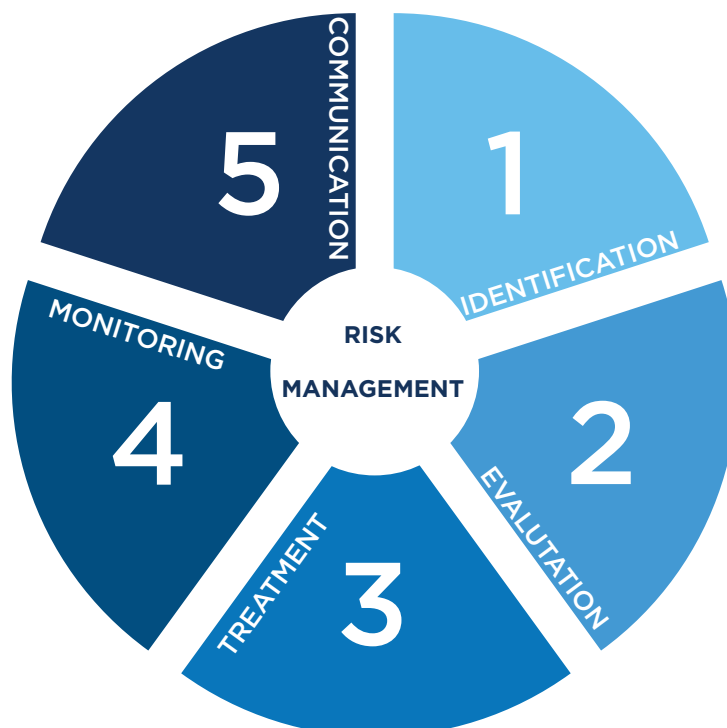
Each risk requires a dedicated approach. This implies the analysis of the verifiability of the risk and, therefore, an action plan to prevent, reduce or transfer it.

### 4. Monitoring

A constant review process is vital to a proactive risk management, for a review and to monitor the state of actions and controls.

### 5. Communication

The communication among these four phases and during each of them is fundamental to an effective decisional process in risk management.



# 4.2 Reinsurance

Despite being able to take risks, the insurance companies are not immune to accidents of greather magnitude than expected or clusters of claims that go beyond predictions. These issue forces them to find insurance coverage for themselves: reinsurance is the way insurance companies obtain this coverage and protection.

The reinsurers reinsure the taken risk to further reduce the range of hypothetical uncommonly severe claims and contain the losses deriving from a catastrophic event. The final result will be a fragmentation and ripartition of risk that will ensure greater stability to the whole system. Reinsurance is the contract used by an insurer (called transferor) that, through the payment of a premium, transfers a risk he insured to a third party (called reinsurer); the insurer will be obligated to the insured, whether the reinsurer indemnifies the claim or not. Whether or not the reinsurer pays for the loss or damage.

“Knox Insurance” will sign two kinds of Reinsurance treaties:

- 1. **“XL” (Excess of Loss Reinsurance)** is a “non proportional” reinsurance contract, where rein-surer indemnifies the originator company for claims that pass a fixed limit. According to the type of contract, it can be applied to all claims happening during the insurance period or to lossess in aggregated form. The contracts can also include “loss ranges” that decrease as the number of claims increases.
- 2. **“Quota Share”** is a reinsurance contract on a pro-rata basis, where the insurer and the rein-surer share the premiums and the losses according to a fixed percentage. The reinsurance of the shares allows the insurer to mantain hold part of risk and premium, sharing the rest with the reinsurer, up to a maximum fixed coverage.

These will be the Reinsurance Companies, for different classes, with whom we will sign an agreement:

►QIC Re	A S&P	►Korean Re	A- S&P's
►Partner Re	A+ S&P	►Fiducia in Re	A- S&P
►Hannover Re	AA- S&P	►Polish Re	A- A.M. Best
►XL Catlin	A+ S&P	►Korean Re	A S&P's
►GIC Re	A- A.M. Best	►ARIG	A- A.M. Best

## 4.3 Broker Wholesaler

As declared in the Engagement Letter, signed with “Appleby Bermuda”, in addition to the incorporation of the insurance company, the incorporation of a “Broker Wholesaler” company has been planned. It will follow the broker network outside EU, while “Knox Insurance” will cooperate with an already authorized Broker Wholesaler, operating since 2012.

The boons given by adopting a Broker Wholesaler as filter between the company and brokers are huge, both in terms of costs and operative easiness, indeed, the Broker Wholesaler will have its own operative structure (base, employees and software) that will communicate with the brokers network, discharging, de facto, the company from all relational and management issues.

## 4.4 Broker Network

As of today, we already operate with a network of more than **300 brokers** active in EU and Brasil. Each one of them has specific operative skills in the insurance classes.

Having built along the years strong relationships with our CEO, this brokers network will be available to transfer their portfolio to “Knox Insurance”.



## 5. BUSINESS PLAN

The Business Plan created by “Knox Insurance” provides a precise outline of our activity and of the markets where we will operate. It encloses forecasts based on real data of yearly revenue and cash-flow of “Knox Insurance”, divided by insurance classes and in three years of operations.

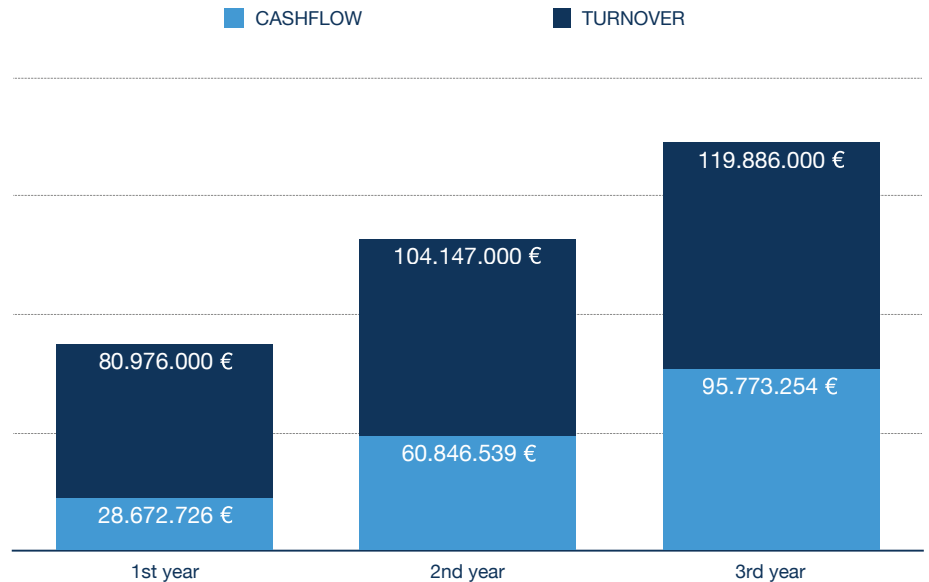
The Business Plan di “Knox Insurance” has been designed upon the real business experiences of our CEO and CFO.

### Provisional revenues:

- First year: € 80.976.000
- Second year: € 104.147.000
- Third Year: € 119.886.000

### Provisional Cash Flow:

- First Year: €28.672.726
- Second Year: €60.846.539
- Third Year: €95.773.254



Our Business Plan is compliant with the guidelines commonly acknowledged in matters of form, content and requirements.

It's composed of:

### 1. Components description

“Knox Insurance” will be the first insurance company that combines the digital world with the real one adopting Blockchain technology, thus becoming the most efficient and advanced structure in the sector. Our Business Plan, starting from “Assumptions”, highlights the insurance products that the company will offer, and, specifically, Bid Bond, Performance Bond, Commercial LC, Sharecapital Bond, Gaming Bond, Tax Bond, Ships – Cargo, Assistance, Financial Loss, Third Part Liability , Health Insurance e Car Insurance.

**To be compliant with “Solvency II”, the considered values have been estimated to provide a real, concrete and prudential vision of the company in every moment of its life.**

## 2. Numerical business overview through:

**a. The “Combined Sheet”:** a thorough recap of the financial results of our insurance activity, that mentions the collected premiums and the sustained costs. It contains the informations from the various financial models, that are income, total worth in form of amortization, the general costs, the employees costs and the management and reinsurance costs.

Combining these elements, the “Combined Sheet” highlights yield or financial loss

**b. The “Cashflow Sheet”** is one of the crucial informations instruments for our activity, since it highlights the necessary liquidity to fulfill claims, reinsurance and generic expenses, its timing and the origin.

The result will be financial profit or loss, logged monthly and yearly. The financial report mentions both incomes and losses the next month, to calculate the total amount. A loss highlighted on our report is one of the most important “red flags”, that implies not having enough money to keep up with the costs. This circumstance requires attention and immediate corrections.

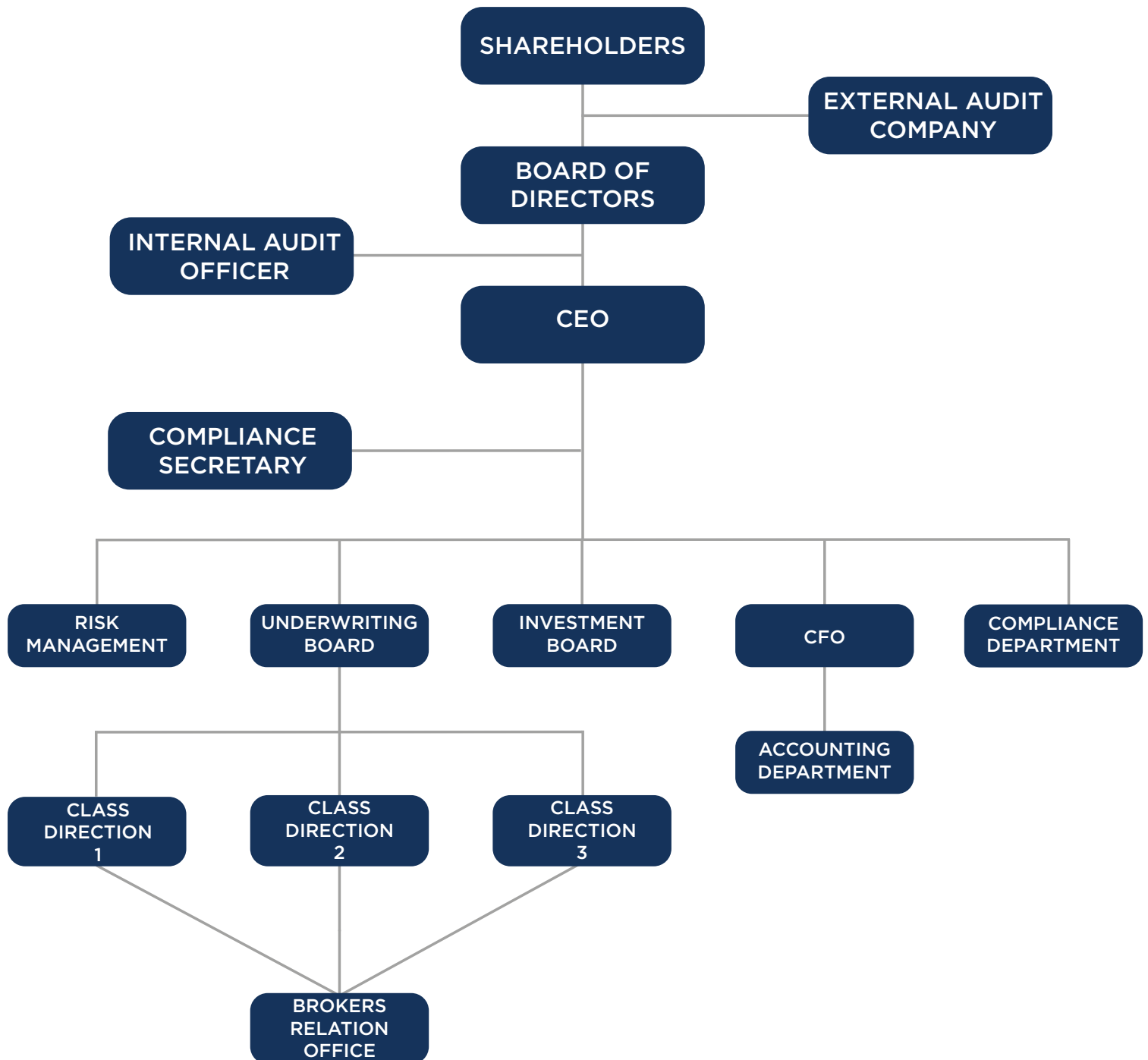
The Cashflow Sheet is commonly edited on a monthly basis for the first year, on a three months basis for the second and yearly from the third one. We always chose to update it every month, to ensure the highest level of control.

**c. The “Balance Sheet”** is a brief recap of all previous financial informations, divided in three areas: activities, liabilities and equity. It is issued on a yearly basis and it is used to calculate the company's equity to liabilities ratio, respecting the solvency margin fixed by “Solvency II”.

Our Industrial Plan is compiled in compliance with Prudential Regulation Authority (PRA). Prudential Regulation Authority (PRA) is a UK financial services regulator.



## 6. GOVERNANCE



# 7. TOKEN ECONOMY

## 7.1 Utilizzo del token

InsCoin token (INSC) is the “core” of our project, because it will be used to pay insurance premiums.

The percentage of insurance premiums to be paid in InsCoin is:

- ▶ In case of premiums **under \$500 20%** must be paid in INSC
- ▶ In case of premiums **between \$500 and \$10'000 il 10%** must be paid in INSC
- ▶ In case of premiums **between \$10.001 and \$50'000 il 5%** must be paid in INSC
- ▶ In case of premiums **between \$50.001 and \$100'000 il 3%** must be paid in INSC
- ▶ In case of premiums **between \$100.001 and \$1'000'000 l'1%** must be paid in INSC

Despite the common goal of every company longing to revolutionize a sector with blockchain technology, which is to promote the adoption of every cryptocurrency as a unique pyment option, we cannot accept payments exclusively composed of InsCoin.

**The reason to enforce mixed payments is completely legal**, since insurance operators must be compliant very strict specifications in terms of financial reserves and solvency. Therefore, to respect the rules imposed by the regulationg authority, every time a policy is sold, an ammount of FIAT currency must be paid to the Company.



**The client is not required to be able to purchase tokens** to pay policy prizes: this way we would exclude a broad range of potential customers, disrupting the income and the token economy. In this case, **the percentage of INSCoins required to pay the premiums will be directly purchased by the brokers on the exchanges.**

**This Token Economy will allow “Knox insurance” to stockpile a large amount of InsCoins.**

A deflationary plan has been designed to provide a value increase for stakeholders and investors.

## 7.2 Deflationary Plan

**InsCoin deflationary plan is designed to achieve a constant increase in token value:** the request for InsCoin will grow proportionally with company capitalization, raising the prices of the tokens.

When the ICO will end, **15% of tokens will be managed by the Wholesaler Broker:** they will be the basis of the deflationary plan.

**It implies a progressive and controlled reduction of total circulating supply** (the amount of free tokens on the market), it will be achieved locking the percentage of insurance premium through a smart-contract.

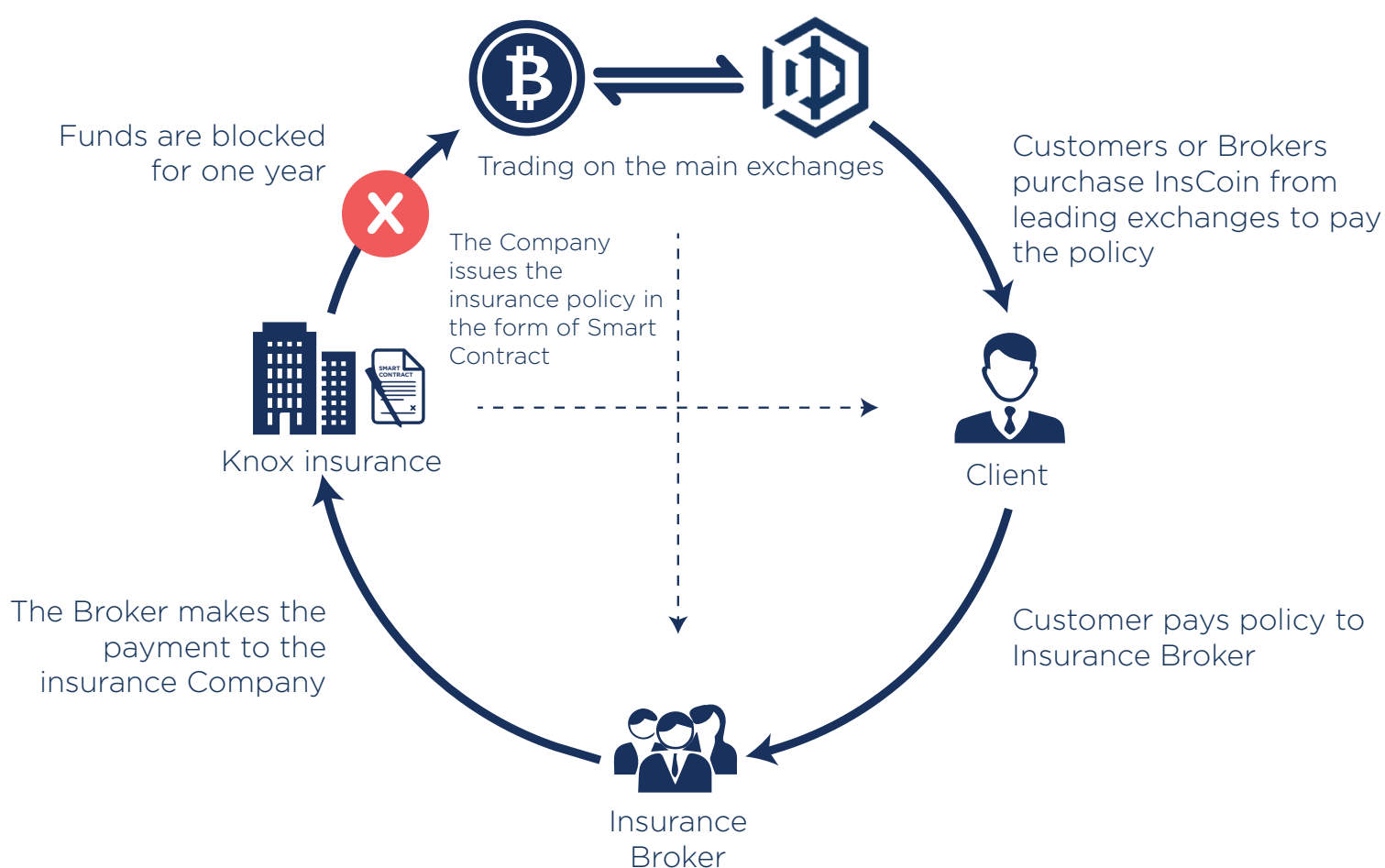
### **In detail:**

Every time a customer will purchase a product from our company, he will be allowed to chose a mixed payment (InsCoin and FIAT) or a complete FIAT payment.

**In the first case, the customer will obtain a 5% discount.** The payment will be executed to the Broker Wholesaler that will lock the received tokens for one year thorough a smart-contract. Furthermore, it will forward the FIAT fraction of the payment to the Company, finally, it will release the policy through a smart-contract.



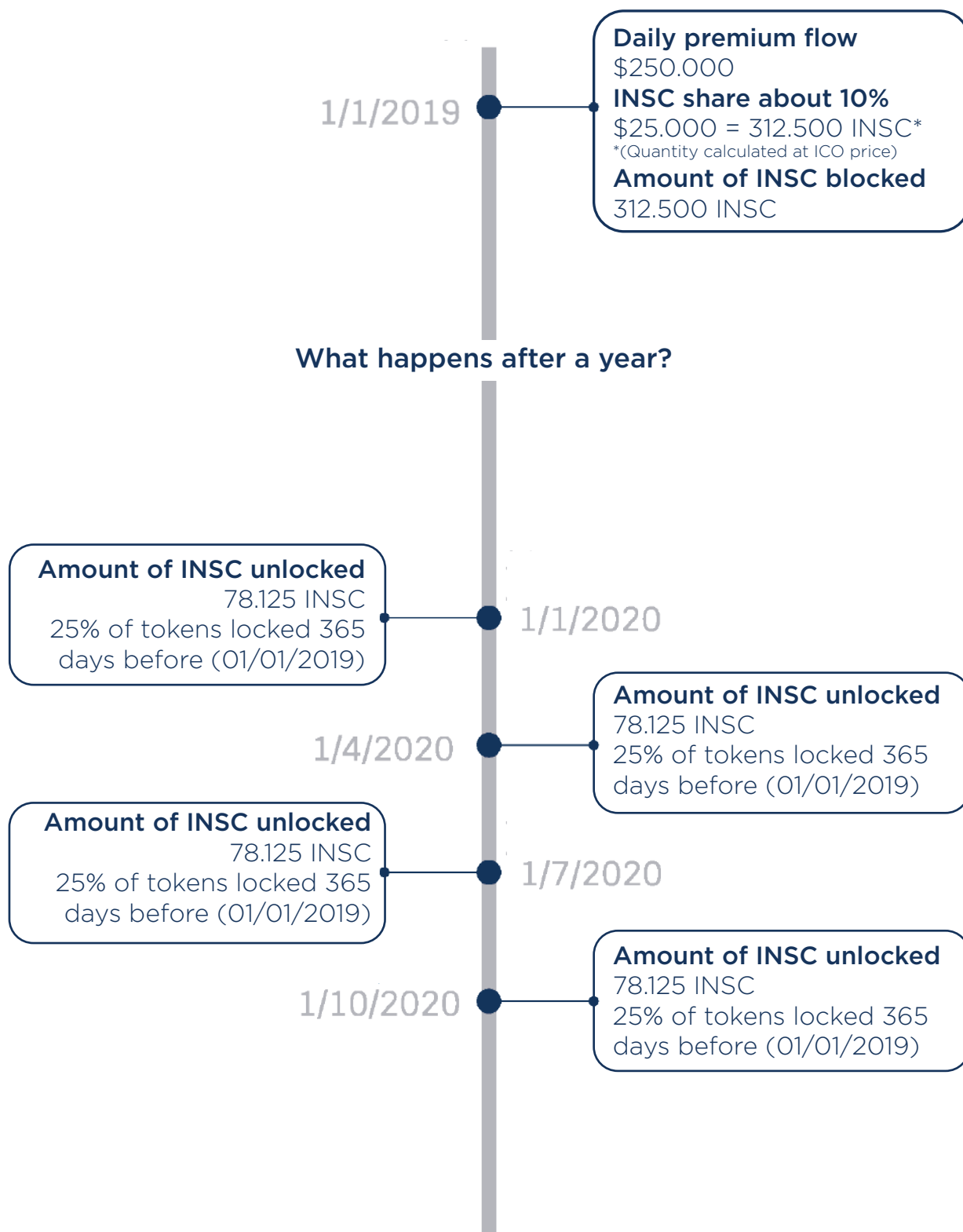
**In the second case,** the customer will pay the premium exclusively in FIAT currency to the Broker Wholesaler, **who will block the equivalent percentage of tokens from his reserves (15% of the total supply) and place a purchase order for the same number of INSC directly on an Exchange.** Lastly, the company will receive the remaining portion of FIAT money and will issue the policy as a smart contract.



## Re-injection of tokens on the market:

The tokens that have been locked by the deflationary plan will be unlocked next year, in 25% blocks every three months.

The following chart can be used as an example:



## 7.3 Prize forecast and number of locked tokens

Token economy will be boosted by the deflationary plan as follows:

### 1. The request for INSC will be supported by Company's net worth increase.

The total circulating supply of INSC will decrease; **a reduction up to 35% of total supply is expected during the first year.**

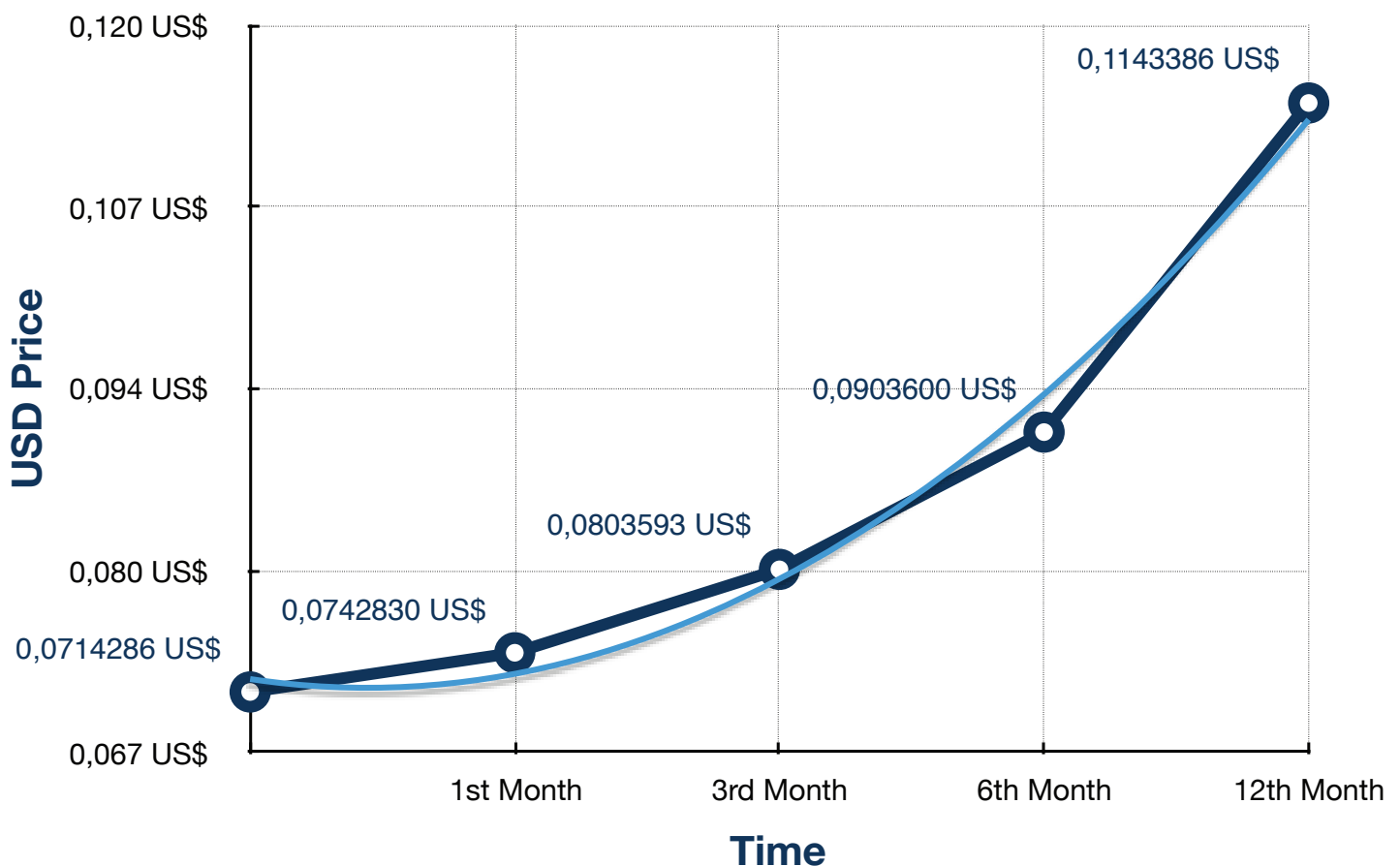
### 2. Keeping a fixed circulating market cap of \$20MLN, **the value is expected to raise by 60%.**

This data is only based upon the company's token acquisition. A more than prudential forecast.

### The deflationary plan represents a great security layer in market's bearish periods.

Since the company fixed the FIAT fraction to be paid in INSC, its power of acquisition upon tokens could raise exponentially in case of crash of token price caused by an eventual Ethereum or Bitcoin crash.

This would indeed imply a little inflation, that will be promptly absorbed from the companies net worth increase (see business plan).



## 8. TOKEN SALE

### 8.1 Presale & Main Sale

Date and modes of token sale will be described in a separated document that will be published at the moment of ICO announcement.

The phases of our token sale will be divided in a 3 months gap, with different caps and bonuses.

**Our TOTAL HARD CAP is 39444ETH**, divided in PRESALE and MAIN SALE.

**Presale will have a 7500 ETH Hard Cap**

**Main will have a 31944ETH Hard Cap**

**1 INSC = 0.0002 ETH**

**Total Soft cap of the two phases (presale and main sale) is 5000ETH.** After collecting this sum **we will be able to open shortly the first company and be immediately operative on the market.**

**The Total Supply of tokens, issued by the INSCoin smart-contract is 500.000.000**, and it cannot be modified.

The code of the smart-contract will be made available to the public to be verified and analized.



## 8.2 Token allocation

The total amount of tokens will be divided as follows:

**54%** of tokens will be reserved to the token sale.

**15%** of tokens will be reserved to Broker wholesaler. This fund will not be available to the market unless in favour of a healthy growth of supply and demand. Furthermore, the income of the company will be used to increase this reserve buying tokens directly from the market as explained in deflationary plan.

**10%** will be reserved to the team and advisors. This reserve will be locked through smart-contract for one year.

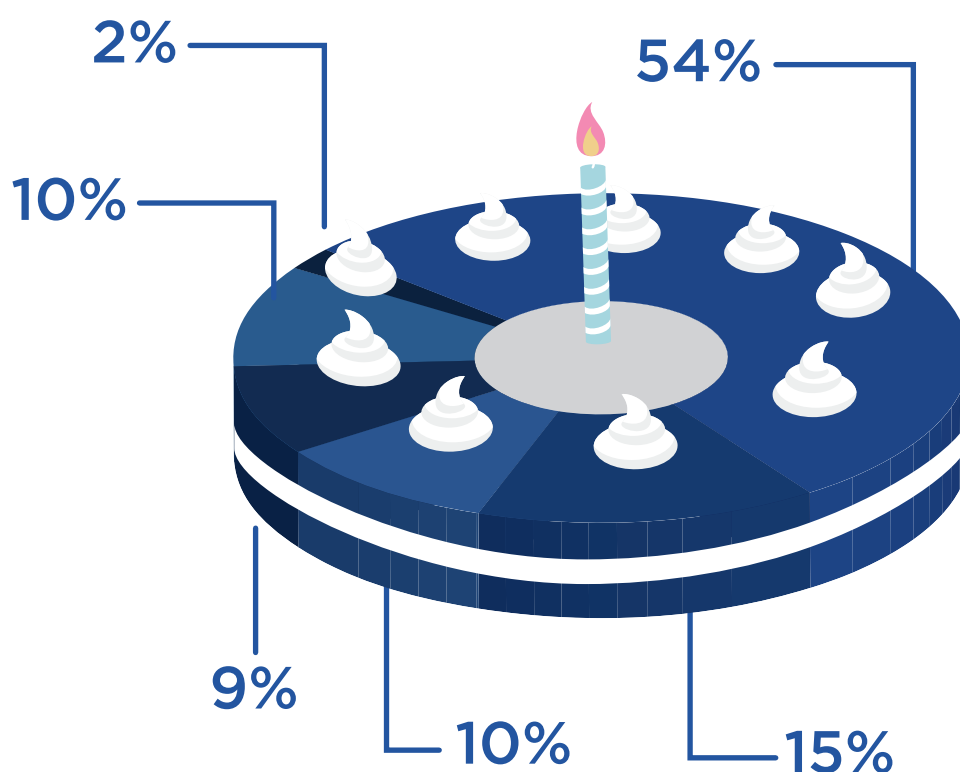
**10%** will be reserved to new Brokers' affiliation program. This reserve will be unlocked in 25% blocks every three months, and will be used to develop the commercial network.

**9%** will be distributed among the three companies as operative reserve and will be locked for one year.

**2%** will be reserved to Airdrop and Bounty program, used to create a community and as a form of advertising.

The eventual unsold tokens **will be burned** and removed from the total circulating supply.

**In case the hard cap is achieved, during the first year, the total circulating supply will be 280.000.000 of InsCoins.**





## 9. Use of Funds

Terms and conditions of the tokensale and of the intervals will be described in a document, separated from the white paper and that will be disclosed when public sale will be announced..

### 9.1 The Goals

The funds obtained from the tokensale will be transferred to “InsCoin holding OU”, based in Estonia.

The funds will be used as follows:

- To finance the setting-up and running operations of the companies, and to develop the business networks.
- To finance marketing, token listing on leading Exchanges and to develop the “Insurance Smart Contracts”.

As this paper is written, the **SOFT CAP is 5000ETH**, and the **HARD CAP is 39444ETH**.



## 9.2 Expansive Strategy and Project Scalability

Insurance business is a complex mission, that requires strict prerequisites.

First of all, **the company's share capital deposit.**

Our experience in insurance industry allowed us to obtain a realistic evaluation of the funds required to finance our project.

**The first milestone is the 5000ETH Soft Cap.**

The fulfillment of this first goal will allow us to open **the first insurance company in Bermuda.** The funds will be used to deposit the share capital required by the (BMA) Regulator, to finance **logistics, marketing and token listing on a single Exchange.**

**The second milestone is fixed at 25000ETH.**

Fulfilling this second goal will allow us **to set-up the second insurance company, based in Portugal.**

Funds will be used to deposit the share capital required by the Regulator, develop the **mobile version** of our platform to make the contracts management even more user-friendly.

Furthermore, **our token will be listed on other exchanges, to increase exchange volumes.**

**The third milestone consists of the 39444 ETH hard cap.**

Achieving this third and last goal will allow us **to set-up the third insurance company,** based in Dubai.

Funds will be used to deposit the share capital required by the Regulator, and further development of the existing commercial network, empowering the project.

## 10. LICENSING

**InsCoin for Knox project will set-up the first three insurance companies based on blockchain.**

Our business model relies on these three companies, based in Bermuda, Portugal and Dubai, since **no jurisdiction allows insurance companies to operate worldwide.**

In compliance with Solvency II, each Regulator fixed the minimum share capital requirements to run insurance business. A Company will have to fulfill the requirements of the hosting state, to operate in multiple countries.

The European Union standardized the criteria for all its countries: this will allow the company based in Portugal to operate in LPS (Passporting) all over Europe.

To cover the african market and part of the asian market, a company based in Dubai is requested.

Same goes for american market: the jurisdiction of Bermuda has been chosen accordingly.

**Our Business Model, as we will scale the project, will be more and more efficient and effective, boosting the token economy.**

**“InsCoin Holding OU” already started the licensing and compliance procedure by the “BMA” Regulator in Bermuda.**

## 10.1 Licensing steps

1. Choice of jurisdiction;
2. Insurance regulation analysis;
3. Local Insurance Manager selection;
4. Preliminary discussion with the designed Insurance Manager;
5. Opening of the “Client File” by the Insurance Manager;
6. Signing of the agreement with the Insurance Manager to start the comply;
7. Business Plan (available on the website);
8. Presentation of the project to the Regulator;
9. Delivery of all required documents to to the Regulator;
10. Analysis of the documents by the Regulator;
11. If the analysis has a positive outcome, a pre-authorization is released;
12. Deposit of share capital;
13. Demonstration of the functioning of the already purchased internal platform;
14. Obtainment of the definitive License.

## 10.2 Bermuda Approach

In Bermuda, our first insurance company will be established, finalizing the compliance to obtain insurance licence by the local Regulator (BMA).

The requirements to obtain it are:

- ▶ The Business Plan must respect the Insurance ACT requirements (available on the website);
- ▶ The directors must must fulfill good reputé parameters.
- ▶ The shareholders or the Beneficial Owners must fulfill good reputé parameters.
- ▶ **Deposit of a \$1.000.000 share capital.**

**We already started the compliance procedure by BMA, choosing AppleBy as insurance manager.**

## 10.3 The Portugal approach

In Portugal, the european insurance company will be incorporated, and the licence will be requested to ASF (Autoridade de Supervisão de Seguros e Fundos de Pensões)

The requirements to obtain it are:

- ▶ The Business Plan must respect the Insurance ACT requirements (available on the website);
- ▶ The directors must must fulfill good reputé parameters.
- ▶ The shareholders or the Beneficial Owners must fulfill good reputé parameters.
- ▶ **Deposit of a \$6.000.000 share capital.**

## 10.4 The United Arab Emirates approach

The insurance company that will operate in asian and african markets will be based in Dubai. It will request the licence to DIFC (Dubai International Financial Centre).

The requirements to obtain it are:

- ▶ The Business Plan must respect the Insurance ACT requirements (available on the website);
- ▶ The directors must must fulfill good reputé parameters.
- ▶ The shareholders or the Beneficial Owners must fulfill good reputé parameters.
- ▶ **Deposit of a \$1.500.000 share capital.**



# 11. TEAM & PARTNERS



## **AGOSTINO RAFFAELE LUONGO**

Co-founder, CEO at INSCOIN Holding OU,  
Chartered Accountant, Auditor, Court Advisor,  
**INSURANCE SPECIALIST**



## **ANNA MARIA CALCAGNI**

CFO at INSCOIN Holding OU, Chartered Accountant,  
Auditor, Insurance Accounting Specialist,  
CEO at Assifin Consulting



## **ANDREA MANCINI**

CMO at INSCOIN Holding OU, Majoring of Business  
Administration and Management at the Cattolica  
University of Milan



## **GIUSEPPE STABILE**

CHRO and CBDO at INSCOIN Holding OU,  
Insurance Broker, CEO at GS BROKER



## **GIUSEPPE LUONGO**

Founder, VISIONARY Project's Creator, Majoring of Business  
Administration and Management at the Cattolica  
University of Milan



## **SIMONE TRIFILETTI**

COO at INSCOIN Holding OU, crypto community expert,  
Majoring of Business Administration and Management at  
University of Milan



## **GENNARO SCALISE**

Insurance Network Specialist, Insurance Training Specialist, Founder and CEO at NEMESIS SPA



## **MARIO MOSCHETTA**

Human resources manager. Advisor at the National Council of University Student at the Minister of Education in Italy. Bachelor in Economics and Management at Bocconi University and currently enrolled in the master of Science in International Management.



## **ALESSANDRO PRETI**

Blockchain and altcurrency enthusiast, studying as a lawyer at Bicocca university of Milan. Discovered the crypto world in 2013 and has been active since then in the international community.



## **LUCREZIA FRANCESCA COSENTINO**

Project Manager at Bocconi University and Management Consultant Degree in Economics and MBA at Bocconi University Milan Chartered Accountant and Auditor



## **MAURO PILI**

Developer since 2012 in cryptocurrencies. Founder of Bitcoin Sardegna, he took part in Nexuslab blockchain programme in Amsterdam, London, Berlin and Zurich



## **KLEMEN STIBILJ**

Video marketing specialist for the decentralised economy, Crypto professional responsible for explaining InsCoin's message in a clear way video. CEO at videochef.co



## **SILVIO PAPA**

CEO and Founder of AppHost company  
Web site engineer at InsCoin holding OU



## FRANCESCO PIRAS

ICO Consultant, Started with Bitcoin in **2014**, from **2015** is Bitcoin Sardegna's President, in **2017** cofounded Tokenpolis. Francesco has been working as Marketing & Sales executive in several software companies.



## STEFANO MAROZZI

Social media manager & communication, Majoring of Business Administration and Management at University of Milan



## FRANCESCO DI LUZIO

Support & communication, bachelor in Economics and Management at Bocconi University, incoming student at MSc Law and Business Administration.



## SIMONE STELLA

Web Developer



## ENZO MONESI

Passionate and expert in Blockchain technology. Student of business administration and management at Bocconi University. Work experience in Italy and Germany in the field of business consulting



## RICCARDO MILANI

Community administration and social network. Bachelor in Economics and Management at Bocconi University.



## FRANCESCO SARACO

Technical support engineer.  
CTO and Founder of AppHost company



## OUR PARTNER



# 12. DISCLAIMER

Participating in an ICO is a high-risk activity albeit this ICO, in particular, is aimed at experienced professionals who are used to blockchain technology, cryptocurrency trading and trading other market instruments such as stocks, derivatives, and forex markets. By participating in this ICO, the purchaser is aware and accepts the risks related to security, the potential lack of economic results. Finally, the purchaser declares being aware of the legal uncertainty of this type of transaction and to have conducted his own legal guidance according to the applicable law to which he subscribes.

Any buyer purchasing INSC token acknowledges the technological and economic uncertainty of the project presented in this White Paper. Therefore, purchasers are aware of the absence of any legal action against the company in case of failure, nonperformance or non-implementation of the project, as well as in the case of the INSC token losing part or even the totality of its value. Purchase of the INSC token confers the ability to use the coming Inscoin.co platform services.

No other rights are transferred upon the ICO. Precisely, the company's only obligation is to distribute the INSC token under the conditions defined in the White Paper.

During the ICO, the company may not be held liable for any of the following:

- Use of the service that are not compliant with the applicable terms;
- An error, malfunction, malicious action or violation of White Paper's terms by the user, a third party or a service controlled by a third party;
- All direct or indirect damage that may occur during the operation: cryptocurrency losses, profits or financial losses or other damages whatsoever in the type;
- The loss of control, any reason (loss, hacking, unwanted disclosure or technical failure), of the users' login credentials which would lead a fraudulent use of the tokens;
- The temporary or permanent suspension of the service, whatever the cause, and especially due to a request from the public authorities, judicial authority or any third party;
- Computer failure resulting in loss of data, including content in case of impact for the professional
- activity of users;
- Lack of compatibility between the service specificity and the customers' requirements;
- Generally, all damage whose cause does not depend on the company: Internet network outage, failure specific to the user's equipment, etc.

## Warning about the token

According to the Estonian and European regulation, the INSC token is a cryptographic utility token usable on the Ethereum blockchain and allowing, in the long term, to access the functionalities of the Inscoin.co platform.

The INSC token is not a security or a financial instrument within the meaning of the Markets in Financial Instruments Directive (MiFID II) of the European Parliament (2014/65/ EU) or within the meaning of the article L211-1 and followings of the Estonian Monetary and Financial Code.

Participating in an ICO is a high-risk activity. This ICO in particular is only aimed at experienced professionals who are used to blockchain technology, cryptocurrency trading and trading other marketing instruments. By participating in this ICO, the purchaser is aware and accepts the risks related to security, the potential lack of technical and economic results and the total or partial loss of its capital. Finally, the purchaser declares being aware of the legal uncertainty of this type of transaction and to have conducted his own legal guidance according to the applicable law to which he subscribes. Indeed, the token grants no financial (income, capital or dividend) or voting rights in the company. The token is a crypto-asset issued by Inscoin.co through the ICO and used by the members of the Inscoin.co platform and community.

## Sales restrictions

The participation in the ICO is strictly reserved for natural or legal persons acting within the scope of their professional activities. Especially, the professional purchaser claims to have a good knowledge of Blockchain technologies and cryptocurrency. Any natural person acting on a nonprofessional basis as a simple consumer within the meaning of EU Directive 2011/83/EU relating to consumer rights is excluded from the ICO. It is the responsibility of each purchaser to determine its non-professional status and, in doing so, to refrain from participating in any way in the ICO. Due to national legislation, participants from the following countries are not allowed to participate in the ICO: "US person", Canada, South Korea, Singapore and China. This prohibition applies to all types of people (moral, physical, agent, etc.) and to any indirect participation (via a proxy, a name loan, etc.). By participating in the ICO, the purchaser agrees to the legal disclaimer and, especially, that he respects the above provisions community.



#### Warnings

ICOs are high risk operations because of their experimental nature.

By participating in this operation, participants declare to understand and assume the following risks:

the lack of regulation: the purchaser agrees not to benefit from any guarantees associated with IPOs on regulated financial markets or other regulated financial investments;

capital loss: the purchaser accepts the risk of a total or partial capital loss in cryptocurrency or in the token;

volatility or market risk: the value of tokens, just like that of cryptocurrencies in general, can be extremely volatile and subject to significant, and largely unforeseeable fluctuations. Moreover, the market or markets on which these tokens are traded do not offer the same guarantees that are generally applicable to conventional financial markets.

#### Very early project stage

ICO aims to finance an innovative project based on a new technology and whose future evolutions are unpredictable.

Therefore, the buyer accepts the risk of non-fulfilment of the project for technical, economic or legal reasons.

Ethereum Protocol: the token is developed on the Ethereum protocol which is still at an experimental stage. Therefore, the buyer understands and accepts the risk that an evolution of the protocol renders the token or service unusable.

Security risk: the buyer understands and accepts the risk of losing his total investment due to a security breach. If the company makes every effort to ensure the ICO safety, the experimental nature of the operation does not exclude the realization of financial or IT damages.

It is recommended that the buyer takes all measures to ensure the safety of his tokens and cryptocurrencies.

Legal risk: The ICO have been structured to comply with the current regulations and good practices applicable. Nevertheless, the governing law of ICO is under construction around the world. The company cannot be held liable in cases where restrictive regulations, injunctions by regulators, investigation or laws having an impact, in particular, on the issue, management or possession of token were to be adopted.

In addition, the rules applicable to cryptocurrencies or tokens are different in each country. This is why buyers are strongly advised to do a legal and tax analysis prior to their participation in the ICO.

Risk of theft and piracy: The company cannot be held responsible for acts of hacking (in infiltration, defacement or DDoS) or computer theft that would affect the funds, the distribution of tokens or the smooth roll of the ICO.

Risk of an error or weakness: The company cannot be held responsible for discovering a weakness in the cryptographic processes implemented in the context of the ICO. Similarly, the buyer declares to accept and understand the risk of an error in the code of the smart- contract, the trust account (multi-sig wallet) or the software used for the ICO.

However See last Decision of G20 in this matter and FATF Guideline

Full information on the legal terms relating to the ICO are available at the following website: <https://inscoin.co/documents/Legal.pdf>

