



**BLINGCOME**

WELCOME TO  
**THE BLINGCOME UTILITY TOKEN**

REV 15 - 09TH JULY 2022

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not guaranteed any remedy, refund, or compensation. The regulatory status of cryptographic tokens and digital tokens such as BLINGCOME is currently unsettled and varies among jurisdictions and subject to significant uncertainty. It is possible that in the future, certain laws, regulations, policies or rules relating to cryptographic tokens, blockchain technology, or blockchain applications may be implemented which may directly or indirectly affect or restrict cryptographic token holders' right to acquire, own, hold, sell, convert, trade, or use cryptographic tokens. The uncertainty in tax legislation relating to cryptographic tokens and digital as BLINGCOME may expose cryptographic token holders to tax consequences associated with the use or trading of cryptographic token. Digital as BLINGCOME and related products and services carry significant risks. Potential purchasers should take into account all of the above and assess the nature of, and their own appetite for, relevant risks independently and consult their advisers before making any decisions.

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**BLINGCOME**

## THE DIRECTORS INDUSTRY Q&A OVERVIEW

- The Beauty & Cosmetic Markets Are Bigger Than Ever.
- The global cosmetics industry was worth approximately \$532 billion in 2020.
- These industries are arguably in need of a digital revamp and are ready to take a step forward in to decentralisation and utilise complementing technology such as blockchain.

BLINGCOME is one of the first dedicated digital currency to support and tokenise the beauty and cosmetic industries, BLINGCOME's token economics is the future of these industries: Putting this in context, this is considerably less than the value of the global fashion industry, which is around \$1.5 trillion, but a long way ahead of the global recorded music industry, which last year generated total revenue of just \$21 billion. Moreover, recent evidence suggests the cosmetics industry is holding up very well in the current global economic malaise due to the continued fallout from Covid. The industry is on track to grow by just over 7% in 2021, and analysts expect this trend to continue and even accelerate in the years ahead. The beauty and cosmetics marketplace are discretionary spending sectors, which tends to maintain its sales regardless of how the overall economy is performing.

## WHAT PROBLEMS ARE GLOBAL COSMETICS BRANDS USING BLOCKCHAIN TO SOLVE?

A recent report highlighted a series of trends and challenges for the industry if it is to carry on growing at such an impressive rate. In terms of product features that attract beauty buyers to new brands, three words come up again and again. These words are 'natural', 'clean' and 'sustainable'. Two-thirds of consumers responded positively to the statement; "I would be interested in trying new products from other brands if they are natural," and 59% agreed with the claim; "I would be interested in trying new products from other brands if they are clean." Finally, new brands who make sustainability a central part of their image also attracted the interest of 55% of those surveyed. Although the data was sourced from surveys conducted with US consumers, similar themes are emerging in all the major markets for cosmetics. We understand that the global cosmetics consumer of 2021 is very conscious about exactly what they are consuming, how it was produced, what sort of ingredients and raw materials were involved, and from where in the world these materials were sourced. They expect brands to be able to demonstrate clearly and precisely how they have met the ethical or environmental claims they are making in their marketing materials. Consumers can and will boycott with their wallet if brands don't live up to the image they present. This is where BLINGCOME blockchain technology comes in and various forms of blockchain is already making a huge impact on the beauty market. As a decentralized method of storing and transmitting data, blockchain can allow brands to show consumers exactly what they want to know about the products they are buying. For example, claims to be 'Cruelty-Free', '100% Natural', 'Organic', 'Clinically Tested', or 'Sustainably Sourced' can be found scattered about across cosmetics marketing materials as casually as confetti at a wedding. However, showing the real data behind such claims has previously been difficult to achieve in a clear and simple manner, prompting many consumers to stop trusting the claims many beauty brands make. Last years' scandal in which a branded sun-screen lotion was found in independent tests to provide vastly weaker protection than advertised provides ample demonstration of this.

## HOW CAN BLOCKCHAIN HELP?

The team at BLINGCOME are aware that customers are becoming more informed and interested in these transparency issues, BLINGCOME will specialize in designing applications to provide supply chain transparency.

Blockchain manages 'BLINGCOME proof points' across multiple brands. These proof points will appear as icons on a product's information page wherever claims are made. When customers click on these icons, a separate window comes up with the dated accreditation or certification to justify the claim, as well as a simple explanation what this means in real terms, free of industry jargon.

All these proof points are stored on the BLINGCOME blockchain decentralized ledger, and this means that they cannot be tampered with or falsified. For example, the Cruelty-Free claim requires external certification from Leaping Bunny, an industry forum which works to promote a single comprehensive standard for the claim to have products produced in a cruelty-free manner.





BLINGCOME will work with companies to help make shopping for animal-friendly products easier and more trustworthy.

#### **WHAT ARE THE POTENTIAL PROBLEMS?**

While today there is enormous optimism about the impact that blockchain can and is having on the cosmetics industry, there are several issues to be navigated.

First and foremost, no matter how sophisticated any blockchain application is, bad data is still bad data no matter how it is stored and transmitted. The fact is that many beauty and personal care products these days have staggeringly long ingredients lists, and are manufactured using raw materials sourced from suppliers all over the world. While consumers are keen to have the transparency to enable them to look inside their favourite branded products, the unfortunate fact is that many of these brands themselves may have less visibility into the furthest reaches of their supply chains than they would like.

The traditional way to overcome this hurdle was impromptu and unannounced factory audits, where the brand would periodically send technical delegations to inspect what was happening in the web of factories, warehouses, and laboratories further down the supply chain. Blockchain makes it easier for data about ingredients, shipment times, origins of raw materials, and all manner of other certifications to be shared digitally. But unless a brand is fully vertically integrated with its major suppliers, manufacturers, and labs where either formulating or testing takes place, there can always be a question mark over the quality of some of the data being shared on the blockchain.

The real challenge for brands is to expand and enhance their ability to gather the necessary information across their complex supply networks and then to check and organize that information to make it interesting, useful, and trustworthy for the final consumer. This means Quality Assurance (QA) processes must be deepened and developed alongside investment in blockchain applications. Blockchain doesn't provide a single, ready-made solution; what it does do is provide the framework within which strengthened QA procedures can have a chance of being successful and allow brands to win and keep the trust of the modern consumer.



# THE BLINGCOME INITIAL DEX OFFERING ("IDO")

In its essence, an Initial DEX Offering ("IDO") is the robust successor to the older ICOs and IEOs of the past. The IDO offering is a more administered and managed utility token offering, an IDO offerings aim is to raise money and offer sustainability to a digital asset backed project, however, unlike ICOs and IEOs where the tokens are sold prior to the listing, with IDOs, potentially they can be listed immediately on a centralised or decentralised cryptocurrency exchange. The BLINGCOME IDO way of fundraising has, in theory, a few powerful benefits, including:

## IDO Benefits

- Industry-leading transaction speeds for BLINGCOME token holders. Immediate and growing liquidity pools.
- A robust due-diligence processes (to be conducted by a recognised exchange). Quick and governed access to both centralised and decentralised project funding. Highly secure & scalable business models.
- Tried & tested technology.
- Manageable units ready for mass adoption.



## **PEOPLE HAVE BEEN TRADING COMMODITIES SINCE THE BEGINNING OF WRITTEN HISTORY**

Early civilizations traded valued items, then over time, we began trading money, within our latest paradigm shift it's become natural to trade digital assets and cryptocurrencies.

Tokenomics is the science behind a token adopting economy.

Before purchasing BLINGCOME please read this document thoroughly, specifically the Tokenomics and the underlying utility of BLINGCOME.

### **The main aspects of the BLINGCOME WhitePaper to understand are:**

1. BLINGCOME is a sustainable utility model not a quick "Smash & Grab" project
2. The fully diluted token supply, usage, functionality and utility.
3. Security, corporate governance and the team members.
4. Our company structure and the underpinning successful businesses.
5. The scope and the global scalability of BLINGCOME.

### **Abstract - The BLINGCOME Utility Token ("BLING")**

The beauty and cosmetic industries are filled with multiple opportunities to integrate blockchain, cryptocurrency, distributed ledger technology and smart contracts.

Today the market for beauty and cosmetic products is arguably cemented in the hands of the major more well-known industry favourite organisations, these companies are capable of investing billions and have exceptionally favourable mass market distribution deals. Most of these companies transact in FIAT currencies and use traditional accounting methods, we believe that these methods and traditional ways of distribution are outdated and are making way for a more robust and streamline model, a model that's powered by the blockchain and monetised through token economics and consumer demand.

The Next-Gen and Gen-Z consumers are demanding a change in the way the industries are brought to market and how they interact. BLINGCOME's blockchain and smart contract protocols bring to the masses a new innovative way to engage and communicate with the forward-thinking consumer.



# ABOUT

## *BLINGCOME*

BLINGCOME is an ERC 20 Utility Token built on the secure Ethereum Network.

BLINGCOME LTD is the ultimate beneficiary of the BLINGCOME utility token. The company aims to disseminate the token throughout its ecosystem and digital network specifically to be used as a utility token with a view to trade, exchange or swap for beauty and cosmetic products pertaining to its proprietary "Full Stack" digital platform Beauty Tube.

Minted and listed on the blockchain explorer Etherscan network on the 27th June 2022 the BLINGCOME Utility Token has been designed and a pathway created to establish a long-term use in everyday life, we believe that everyone that engages within the beauty and cosmetic industries should have the opportunity to benefit from digital assets, blockchain technology and token economics.

BLINGCOME is a long-term project with a strategic roadmap and a particularly bold vision. We will push industry boundaries and without question, encounter numerous challenges, we understand that. Together with our united communities and worldwide partnerships we aim to maintain and better our own key objectives. We will disseminate beauty and cosmetic products that will be used by millions and offer our communities events and experiences like never seen before, a robust first of a kind e-commerce ecosystem underpinned by secure blockchain technologies, BLINGCOME is the beauty and cosmetic industries cryptocurrency of choice and we believe, it will hold that position for many years to come, we will continually encourage worldwide users of these products to engage with BLINGCOME and be a part of one of the fastest growing beauty and cosmetic focused crypto communities worldwide.

The immediate goal of BLINGCOME is to be a market disruptive cryptocurrency of choice, primarily used to underpin a new set of non-fungible beauty and cosmetic industry standards.

BLINGCOME has been specifically designed for fair and accurate financing throughout the various stages of the product dissemination and sales cycles, and where revenue collection is instantaneous.



The BLINGCOME smart contracts will remove the need for the intermediaries who may devalue any profit potential, BLINGCOME's aim is to be the tool that will empower individuals and give them total control over their own rights to revenue, rewards and royalties.

BLINGCOME holders will have the option to effortlessly buy, sell and swap and trade the Utility Token via its key partnerships with recognised cryptocurrency exchanges, the team believe that BLINGCOME is a market disruptive cryptocurrency and will ultimately generate value for our partners and all stakeholders, the team aim's to create greater functionality and offer BLINGCOME to a global ecosystem, BLINGCOME will allow anyone anywhere the option to purchase goods and services including (but not limited to) NFT's, merchandise, beauty and cosmetic products, specific moments, graphic art, exclusive perks and incentives such as free giveaways.

Via its global partnerships, BLINGCOME token holders will have the opportunity to capitalize on the colonisation of its own ecosystem by comingling beauty and cosmetics with cryptocurrency and blockchain, BLINGCOME aims to capitalise on it recognises social media trends, trends that are currently growing exponentially throughout the beauty and cosmetics world, we see BLINGCOME as being a real active and functional utility token for the beauty and cosmetics industries.

This document outlines BLINGCOME LTD's vision for its utility token – BLING, its characteristics, Tokenomics/token economics and its potential of worldwide functionality and utility, with an ambition to further develop BLINGCOME's worldwide adoption the Company has outlined its intention to launch BLINGCOME across multiple blockchain powered platforms, commencing with a centralised exchange such as FMFW.io and a decentralised exchange such as CoinStore.

We are extremely committed to the long-term success of BLINGCOME, upon the token release we will lock liquidity and also founders wallets will be locked to show their support and to deepen trust within the worldwide BLINGCOME community, the Company and the whole team are dedicated to the long-term success of BLINGCOME.



### **BLINGCOME The ERC-20 Utility Token**

ERC20: An ERC20 token is a standard used for creating and issuing smart contracts on the Ethereum blockchain. Smart contracts can then be used to create smart property or tokenized assets that people can participate in. ERC stands for "Ethereum request for comment," the ERC20 standard was implemented in 2015.

The ERC-20 introduces a standard for Fungible Tokens, in other words, they have a property that makes each Token be exactly the same (in type and value) of another Token. For example, an ERC-20 Token acts just like the ETH, meaning that 1 Token is and will always be equal to all the other Tokens.

**BLINGCOME- ERC20:** The BLINGCOME Utility Token will be created on the 17th June 2022

using the ERC-20 standard and deployed to the Ethereum blockchain acting as the native currency for the BLINGCOME decentralized application program (DAPP)

The BLINGCOME Utility Token: Etherscan ticker ("\$BLING")

<https://etherscan.io/address/0x5199e8796e5a32e1e7d226e93f3579a1cb029133>

**BLINGCOME Token Contract Address:**

0x5199E8796E5A32e1e7d226e93f3579A1cB029133

## BLINGCOME - THE GENERATION FUELLING OUR ECOSYSTEMS GROWTH

We believe the “Next-Gen” millennials and the Gen Y digital consumers are, overwhelmingly, the generation fuelling our industries growth.

As the first real generation to adopt and engage with mainstream digital technology specifically being disseminated directly to their fingertips, the BLINGCOME team are extremely familiar with our target demographic’s ways of thinking.

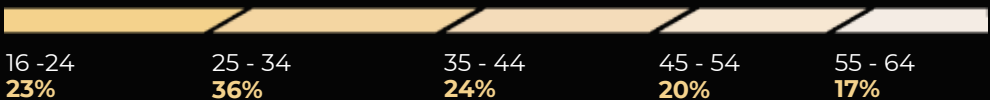
Technology is seamlessly woven into day-to-day life in a way that feels completely natural, Cryptocurrency factors into this thought process nicely. Millennials have been described as the first global generation and the first generation that grew up in the Internet age, the generation is generally marked by elevated usage of and familiarity with the Internet, mobile devices, and social media, we believe that the Next-Gen and Gen Y millennials will adopt and engage with BLINGCOME.

## DEMOGRAPHICS

### % OF INTERNET USERS WHO ARE BEAUTY FANS



#### Age



#### Income



## Country

Brazil	36%	India	24%
Italy	33%	Ireland	24%
Mexico	33%	USA	24%
Spain	30%	Indonesia	23%
Malaysia	30%	New Zealand	23%
France	29%	Sweden	23%
Poland	29%	Canada	22%
Portugal	28%	Egypt	22%
Vietnam	28%	Australia	22%
Germany	28%	UAE	20%
Thailand	27%	Taiwan	20%
Hong Kong	27%	Saudi Arabia	19%
South Korea	27%	Belgium	19%
Russia	27%	Morocco	19%
Singapore	27%	China	18%
South Africa	26%	Nigeria	18%
Argentina	25%	Netherlands	18%
UK	25%	Ghana	18%
Philippines	25%	Japan	16%
Turkey	24%	Kenya	13%



# BEAUTY INSPIRATION

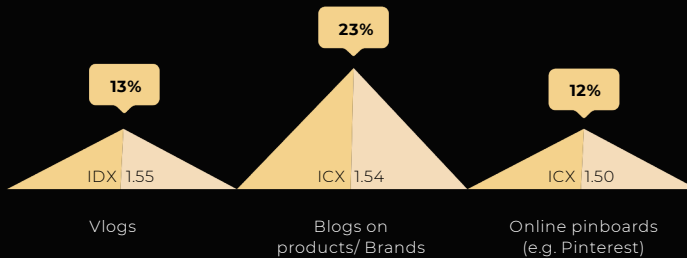
## Top 5 Brand Discovery Routes

% of Beauty Fans who use the following brand discovery channels

Ad seen on TV	44%
Word-of-mouth recommendation	42%
Search engines	41%
Ad seen Online	38%
Recommendation/ Comment on a social network	34%

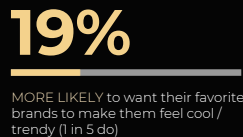
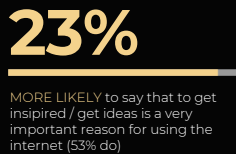
## Online Product Research

Top 3 Over-indexes



## SPOTLIGHT ON FEMALES

Female beauty fans are ...



# BEAUTY INSPIRATION

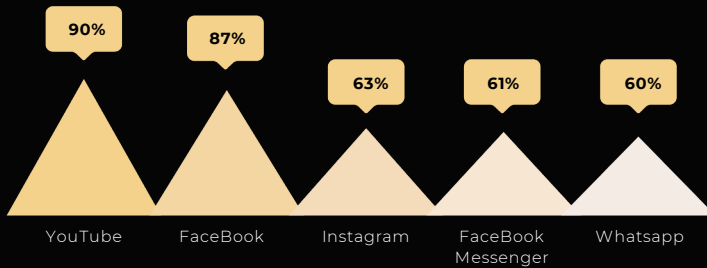
REASONS FOR USING SOCIAL MEDIA

## Top 3 Over-Indexes

To follow celebrities / Celebrity news	44%	44%
To research / find products to buy	42%	42%
To promote / support charitable causes	41%	41%

## Top Social Platforms

% of Beauty Fans who have visited the following platforms in the past month



## Beauty fans are ...



51% MORE LIKELY to visit Pinterest each month (38% do)



57% MORE LIKELY to follow brands they are thinking of buying something from (38% do)



32% MORE LIKELY to visit Instagram each month

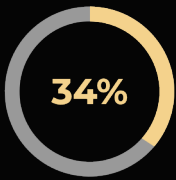


66% MORE LIKELY to follow vloggers (20% do)

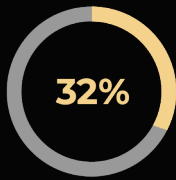


## GENERATIONAL SPOTLIGHT

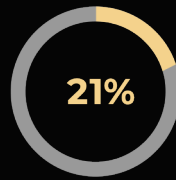
% of Beauty Fans in each generation who watched a consumer review of a product on YouTube last month



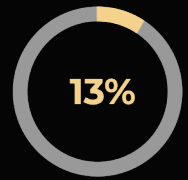
Gen Z



Millennials



Gen X



Baby Boomers





## VALUES, MISSION & VISION *STATEMENTS*

Our Values Equate To – E.L.I.T.E

Equality – Leadership – Integrity – Teamwork – Empowerment

BLINGCOME was developed with the sole belief that it is our human right to control our own financial affairs, money, data and digital identity no matter what industry we operate in.

The BLINGCOME team believe that decentralization holds the key to empowering our communities and people in general around the world to better safeguard their rights, and that we are helping the global population by facilitating the transition from traditional spending habits to the mass adoption and usage of cryptocurrencies.

## OUR MISSION

To Remove industry ambiguity and to facilitate the beauty and cosmetic industries transition to digital currency.

BLINGCOME's mission is, by utilising the power blockchain technology, smart contracts, cryptocurrency and Tokenomics, transform the traditionally inefficient consumer engagement throughout the beauty and cosmetic industries.

Our mission is to apply streamline and more transparent payment practices and tackle head on the traditionally over-exaggeration of consumer expenditure. Our mission is to remove out-of-date and unqualified processes that creates ambiguity down to a series of prompt and transparent smart contract transactions that give our network a complete view of revenue shares, royalties, residuals, profit participations, licensing ownership and intellectual property rights.

## OUR VISION

For Everyone Everywhere to Have a digital wallet, allowing borderless & permissionless financial transactions. In our journey to achieve this vision, we are:

Redefining how money is being transacted - By providing a platform to utilize, participate and spend freely without restraint.

Democratizing blockchain technology - By designing transparent, simple and beneficial services that have a lasting, positive impact on people's lives.

## BLINGCOME Smart Contract Architecture

The BLINGCOME Smart Contract architecture features mintable token protocols.

This WhitePaper determines the BLINGCOME token-economics specifically highlighting the minting and overall circulating pool of Two Billion BLINGCOME Utility Tokens. However, the company notes that the minting of any further tokens is not dependent on any precise activity, as the contract beneficiary, BLINGCOME will maintain market demand and stability by the means of further minting (enhancing the circulating market supply) or burning (reducing the circulating market supply) of BLINGCOME as and when determined by future market conditions.





## FIXED VS CONTINUOUS SUPPLY

Whilst we do understand that the custom fixed circulating token supply demonstrates in some cases scarcity, BLINGCOME's main aim of operating a potential continuous supply token is not to increase the price of the initial token offering but to maintain future liquidity needs, specifically with regards to the BLINGCOME's utility, functionality and community benefits. whereas tokens not allocated within the Two Billion initial minting schedule are created as needed and used within the BLINGCOME applications and vested into the BLINGCOME ecosystem as and when required.

Whilst we understand that the potential of a continuous supply of BLINGCOME does not maintain the current trend, we believe it will strongly support the ongoing commercial requirements of the BLINGCOME ecosystem and the overall business. BLINGCOME has introduced distinctive smart contract architecture, unlike what we mostly see in the token space today, BLINGCOME has, should the requirement arise, the option to exercise "burn mechanics" (reducing the total token in circulation supply) an industry recognised application specifically used to maintain the token stability that a continuous mintable token model may demand.

In short, the BLINGCOME communities, ecosystem and business model will dictate the need and the circulating supply of the BLINGCOME Utility Token, BLINGCOME has the option to scale quick or dissolve BLINGCOME naturally if it is not advantageous or needed throughout its business activities, we have the option to enhance or reduce the circulating supply to match the market demand and conditions.



## BLINGCOME

### TECH STACK ARCHITECTURE

#### THE PROBLEM AND KEY CHALLENGES THE INDUSTRY FACES

##### Key Challenges

The beauty and cosmetics markets are growing, the industry is also dominated by conglomerates, these businesses traditionally operate across three verticals.

1. Production.
2. Distribution.
3. Revenue Management.

Complex and clunky integration of these verticals causes barriers to entry and ambiguity within the industry. The dominating corporations are mainly focused on obtaining a wider audience with a sole view of generating stronger revenues, unfortunately the consumers and independent workers are the main victims from this effect.



## **BLINGCOME IS THE GLOBAL SOLUTION TO A GLOBAL PROBLEM**

BLINGCOME aims to decentralize the beauty and cosmetic industries; we propose to create an ecosystem for the existing markets with transparent rewards and loyalty schemes.

Participants in BLINGCOME will have the option to experience a new dedicated ecosystem, and a blockchain-based online reward scheme, according to the blockchain based smart contract consumers will be provided with insights from their own followers and viewer data, such as gender, age, and traffic source. The insight will help consumers develop and offer beauty and cosmetic content in order to satisfy their own targeted audience.



# TOKENOMICS

TOTAL ALLOCATION

2,000,000,000



**Ticker**  
BLING



**Token**  
ERC 20 Utility



**Live on Etherscan**  
YES



**Security AUDIT**  
TBC



**WhitePaper AUDIT**  
TBC



**SUB TOTAL IN CIRCULATION**  
260,000,000



**Vesting Founders**  
260,000,000

## CONTRACTS / TOKEN DEPLOYED

Founders 60,000,000

Angel Sale 2,000,000,000

<https://kovan.etherscan.io/address/0xad134b01b60ab7602209822d4b0484357ae628c3#code>

## CONTRACTS DEPLOYED (CLIFF & VESTING 30TH SEPTEMBER 2022)

Cliff and Vesting Founders/LaunchPad 260,000,000

<https://kovan.etherscan.io/address/0x9068a47e899d298c0b3c8f33654a55800c0688b9#code>

### To Be Deployed (March 28th 2023)

Team	104,400,000
LaunchPad IDO	69,600,000
Treasury	540,800,000
Liquidity	278,400,000
Marketing	174,000,000
Community	313,200,000





## **BLINGCOME – GROWTH POOL**

Potential Opportunity To Develop The BLINGCOME User Growth Pool.

The BLINGCOME user growth pool is used to incentivize users to participate in the BLINGCOME ecosystem.

BLINGCOME received as a reward can only be used within the BLINGCOME ecosystem for value added services.

Unused BLINGCOME after 6 months may be sent back to the user growth fund which can then be used for new users.

Existing BLINGCOME users can receive tokens by engaging in gamification exercises. No new tokens will be created once the user growth pool is exhausted.

## **BLINGCOME – BUDGET ALLOCATION**

### **BLINGCOME Team**

58% of budget is allocated to building the development and delivery team (will require over 20 engineers and creatives) This financing allows for the rollout of the BLINGCOME business plan.

### **Administration**

10% of budget Consists of BLINGCOME legal, security, accounting and other associated corporate administration costs.

### **Marketing**

12% of budget Marketing will focus on expanding awareness and adoption of the BLINGCOME utility solution among users, publishers and advertisers. This also includes the growth and maintenance of the world-wide BLINGCOME community platforms.

### **Contractors**

13% of budget These funds will be directed at third-party providers offering engineering, marketing, growth-hacking, PR, partnerships, affiliate programs and more.

### **Contingency**

7% of budget This is a set-aside for unforeseen and contingency costs.

## **BLINGCOME - COMMITMENT TO SECURITY & COMPLIANCE**

Building trust is the cornerstone of our commitment to our token holders and customers, we believe that security and compliance are the foundations of achieving mainstream BLINGCOME adoption.

Smart Contract Security: Each transaction is stored on a distributed ledger, tampering with recorded history or minting new tokens to manipulate value is impossible.

## **UTILITY SOLUTIONS, SERVICES & BENEFITS OF BLINGCOME**

### **Non-Fungible Tokens (“NFTs”)**

The way consumers pay for products and experiences looks nothing like it did 10, 15 years ago. You can hover your phone over a device at Sephora, scan a barcode to settle your bill at a restaurant, and now, you might not even need a traditional bank account to make purchases within the beauty and cosmetic industries, or physically own what it is you end up buying.

Today, there is a whole new world of cryptocurrency and blockchain technology available, which started as a plausible system maintaining transactions (e.g., Bitcoin) but has now traversed into the way we see product ownership and creativity. One of these new methods dominating the beauty and cosmetic worlds is Non-Fungible Tokens (better known by its acronym, NFTs). In fact, the video app TikTok recently announced it's going to start selling its top viral videos for NFTs, which means someone could buy a makeup tutorial or beauty howto with digital currency and own that unique look as a collectible.

The rise of NFTs is driven by the passion consumers have for what NFTs represent – it's a new way for super fans to be a part of the brands that they love. When beauty brands properly utilize blockchain technology, they can positively impact two sides of business: commerce and marketing.

### **WHAT IS AN NFT:**

NFTs are a digitalized token that symbolically stands for the original and authentic ownership of a virtual or physical object and idea. Essentially the original authenticity card, it digitally stamps ownership and prevents rights being stolen, replicated, or altered. These items and ideas can then be bid and sold on blockchain platforms for as little or as much value. (Beeple artwork sold for \$69 million.) It gives creators, brands, and artists ownership over their own work, finding a new value for creation while blurring the lines between inclusivity and exclusivity, private and public.

NFTs have already made ground breaking headway in industries like art and luxury fashion, with both Gucci and Virgil Abloh creating unique pieces that transcend a preservation of ownership through a digitized space, and now this technology is making its way to beauty.

## BLINGCOME NFT'S

The BLINGCOME Non-Fungible Tokens are digital assets that represent a wide range of unique tangible and intangible BLINGCOME branded items, from avatars, to collectibles, digital swag and various forms of beauty products, cosmetics and goods / services.

All products offered on the platform will be traded and/or swapped using as preference. the BLINGCOME utility token.

One of the main benefits of owning a digital Avatar is that each NFT contains distinguishing information that makes it both distinct from any other NFT and easily verifiable. This makes the creation and circulation of fake Avatars impossible because each item can be traced back to the original issuer via blockchain powered smart contracts. We aim to engage with our social media ecosystem via the dissemination of NFTs

## NFTS ARE ALREADY HERE

Just this year alone beauty and cosmetic brands have stepped out to explore NFTs with campaigns surrounding exclusive products and artwork. Nars, for example, celebrated its hero blush Orgasm by commissioning a collection of three NFT artworks by artists Sara Shakeel, Azède Jean-Pierre, and Nina Kraviz. According to Dina Fierro, the brand's VP of global digital strategy and social engagement, the aim was to "create unique digital works inspired by Orgasm's sensorial nature and unmistakable hue," she told POPSUGAR. "As a result, we saw a strong response to the pilot from our community as well as digital collectors, and now we are planning to launch additional programs that incorporate virtual goods in 2022."

Givenchy Parfums also partnered with artists from Rewind Collective and London gallery owner and LGBTQIA+ activist Amar Singh on an NFT Pride digital artwork. Then, E.l.f. Cosmetics created NFTs that allowed customers to purchase their cult classic products such as the Poreless Putty Primer saturated in gold. Creating three of each for E.l.f.'s Poreless Putty Primer, 16HR Camo Concealer, and Ride or Die Lip Balm (nine in total), the products went on sale on the crypto platform Bitski, where the product can be purchased for the same price as retail, but the chance for an E.l.f. Cosmetics community member to purchase the rare, golden collectable.

## WHAT BLINCOME GAINS FROM NFTS

The BLINCOME NFTs will be designed to only grant ownership over an original file, we have established new revenue streams and by way of example, through primary and secondary sales of digital artwork, physical merchandise, or live events linked to the BLINCOME ecosystem and social communities. We can control our messaging and product flow into the marketplace without the typical interruption brought through third-party retailers and media partners. BLINCOME can now engage with brands and offer them an unlimited intelligence that can write their strategy. BLINCOM's brand's reality in the physical world does not need to match its reality in the metaverse, as it can

reach new and younger audiences, appear differently, and be active in new and exciting ways.

We understand that not all brands need an NFT strategy, by using the BLINGCOME digital Platform those that do are able to re-evolve, reconnect, and rebirth areas of the brand toward a younger, digitally adverse targeted market. Increasing the level of connection between brand and consumer, the BLINGCOME NFTs will stand as an opportunity to connect with our new forward-thinking consumer.

We believe for the beauty industry at large NFTs have the potential to be leveraged in a multitude of ways – as a new medium for creative expression, a mechanism to drive engagement, a tool to enrich loyalty, and/or as an alternate revenue stream as beauty consumers spend more and more of their time in immersive virtual spaces.

### **WHAT THE BLINGCOME NFTS MEAN FOR OUR CONSUMERS**

In a market where the success of a brand and beauty product rides on the physical and visible result, some may find there's a disconnect between NFTs and the beauty consumer. Not granting the owner anything but ownership, NFTs are the token certifying the original file, but this is where it changes the projection for beauty. Instead of a product being the only way to connect with a brand, NFTs provide an opportunity for people to buy into the brand whether it's through digital collectables, virtual goods, or emerging asset classes — activating new, exciting, and unlimited ways to hyper-connect. We believe that NFTs will ultimately empower a deeper connection with the BLINGCOM's highest-value and most passionate consumers, empowering self-expression and creativity in immersive digital environments including the metaverse.

### **WE UNDERSTAND THE NEGATIVES OF NFTS**

While NFTs are an invigorating avenue pushing the beauty industry forward, we also can't forget that it is relatively new with unexpected challenges. For one, NFTs are considered a type of cryptocurrency and so, like any financial risk, this opens up the concern around secure investment and especially long-term investment at that one minute the token can be worth thousands or even millions before the token is dumped, losing its value and worth. It's because they are currently based on aesthetic and sentimental value, therefore without any concrete grounding their worth and value can be fleeting — causing a concern for any consumer buying into them or wanting to rely on them as a future investment.

Outside of the financial model, NFTs as a token guarantee right to the original idea, product, or artwork, but this does not stop the original being copied and distributed elsewhere. On top of the risk of duplicates, NFTs also face potential security breaches because hackers can have access to the totally digitalized landscape while the actual sustainability model still weighs quite heavily on the earth due to its power and blockchain usage.



## CREATION OF THE BLINGCOME MARKETPLACE

We aim to create a community and drive engagement with our own NFT first and secondary sales marketplace, creating an instant utility for BLINGCOME is our focus. The NFT marketplace is a destination where BLINGCOME NFT holders can buy, sell and trade beauty and cosmetic custom digital icons complete with Digital Certificates of Authenticity.

### THE BLINGCOMENFT AVATARS

Whilst the BLINGCOME NFT platform will support FIAT transactions, the aim is to use BLINGCOME and various other cryptocurrencies as consideration to purchase from the platform, we aim to release various themed and priced Avatars, our social followers will join the new BLINGCOME NFT Avatar Community, every Avatar will belong to a real person and when a BLINGCOME Avatar is created by an individual, they will automatically become part of a global community of verified and known BLINGCOME members.

### PROPOSED BLINGCOME PLATFORM – ADDITIONAL FEATURES

- Redeemable Offers.
- Digital Merchandise.
- Drops and Releases.
- Beauty and Cosmetic Collectible Art.





# MARKETING

## STRATEGIC STEPS



**TO CREATE GLOBAL AWARENESS** – Expose BLINGCOME to the social media masses via digital, content and multiple search marketing strategies.

**TO CREATE CONSUMER ENGAGEMENT** – BLINGCOME aims to start conversing with our ecosystem and engage through the offering of digital entertainment and general information. This strategy will continue throughout the BLINGCOME journey.

**TO CREATE TRUST AND ENROLMENT ACROSS OUR NETWORK** - At this point, we believe consumers that engage within our ecosystem will know who BLINGCOME, and will have already engaged with BLINGCOME in one way or another and will potentially subscribe to our marketing channels.

We are well aware that simply because someone reads one of our marketing offerings today that does NOT mean they'll remember to revisit The BLINGCOME in the future, we aim to create a mass marketing campaign utilising our social and partners media channels.

Key BLINGCOME digital marketing disciplines that will potentially generate subscribers.

- Content Marketing.
- Email Marketing.
- Digital Advertising.
- Conversion Rate Optimization.

Proposed Conversion of Our Marketing Ecosystem: At this point, BLINGCOME believes the conversion from an ecosystem of enthusiasts into a commercialised group is about ramping up the commitment level of the members we already have engaged.

Key BLINGCOME digital marketing disciplines that will potentially generate conversion.

- Digital Advertising.
- Content Marketing.
- Email Marketing.
- Search Marketing.



# MARKET COMPETITION

## EM COSMETICS

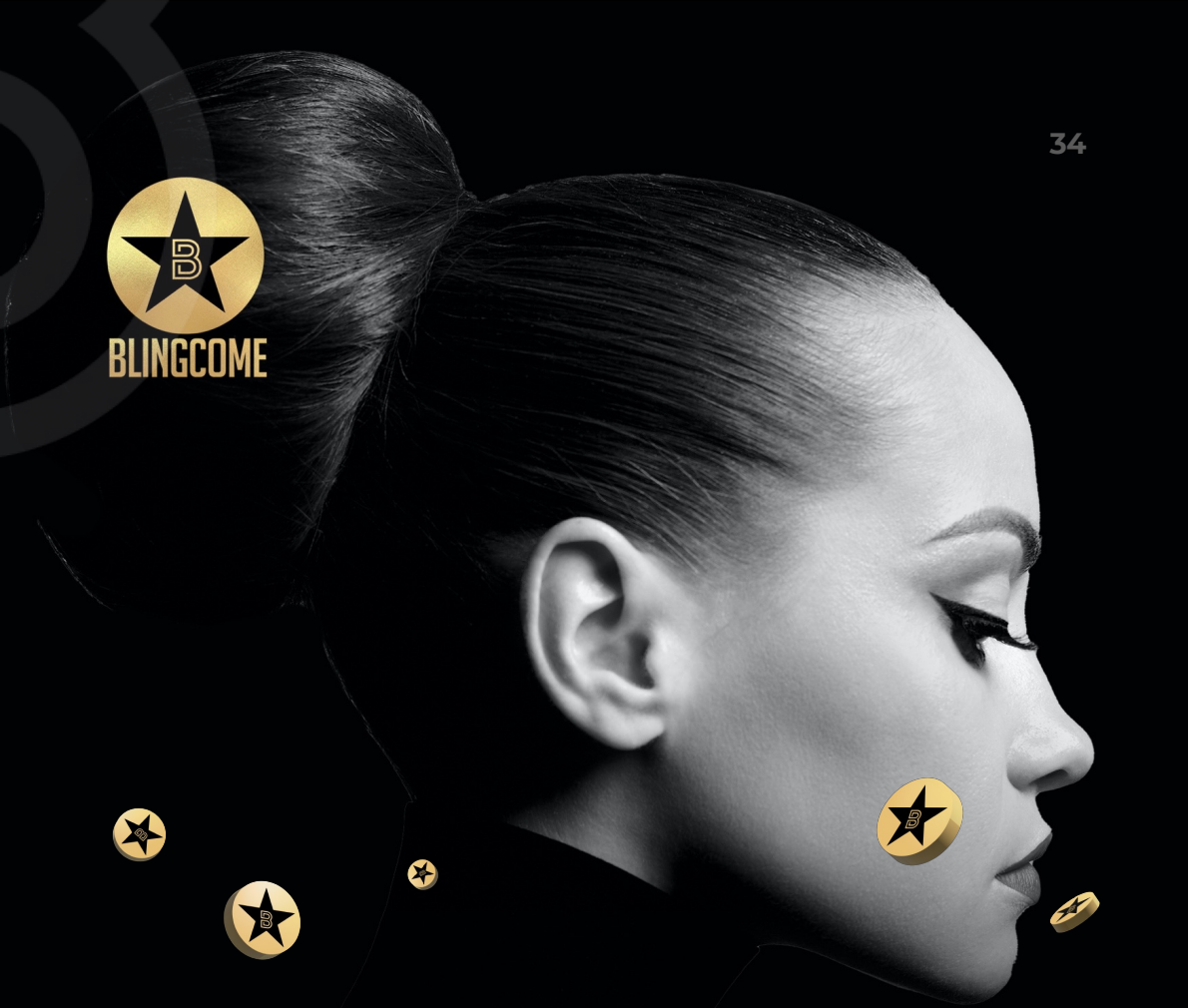
Em Cosmetics relaunched in 2017 with a new creative vision, the vision was to develop a digital asset-based platform and focus on the global brands adoption of blockchain technology. Em Cosmetics has partnered with Lolli—a cryptocurrency rewards company in which Phan herself invested \$3 million. The partnership offers customers up to a 4.5% portion of Bitcoin to anyone who downloads Lolli's web extension and shops with Em Cosmetics. This means that instead of the usual cashback offering, customers on Em Cosmetics get a return on any cryptocurrency spent.

## THE FRAGRANCE SHOP

In partnership with payment service provider BitPay, customers can now shop via the Fragrance shop website and select cryptocurrency as another alternative payment method. The new payment method is said to bolster its existing options of traditional credit/debit card payment options and Buy Now, Pay Later services. All Fragrance Shop's brands, including Chanel, Dior and Tom Ford, offer BitPay's initial line-up of cryptocurrencies including Bitcoin, Bitcoin Cash, Dogecoin and Ethereum. The Fragrance Shop realises the potential for crypto to transform the fragrance and beauty industry, making payments faster, more secure, and less expensive on a global scale," added Merrick Theobald, Vice President of Marketing at BitPay.

## CULT BEAUTY

A London-headquartered global online cosmetics retailer, provides a good case study of blockchain making a difference. Aware that their customers were becoming more informed and interested in these issues, Cult Beauty took the bold step to work with Provenance, a software developer specializing in designing applications to provide supply chain transparency. Since partnering with Provenance, Cult Beauty has installed over 1,500 of what they call 'proof points' across 60 of their different brands. These proof points appear as icons on a product's information page wherever claims are made. When customers click on these icons, a separate window comes up with the dated accreditation or certification to justify the claim, as well as a simple explanation what this means in real terms, free of industry jargon.



All these proof points are stored on a blockchain decentralized ledger, and this means that they cannot be tampered with or falsified. Many of the claims Cult Beauty and other cosmetics brands want to make require the products and their technical certifications to be independently audited. For example, the Cruelty-Free claim requires external certification from Leaping Bunny, an industry forum which works to promote a single comprehensive standard for the claim to have products produced in a cruelty-free manner. They work with companies to help make shopping for animal-friendly products easier and more trustworthy.

### LOOK LABS

Look Labs is a fashion and beauty design company that innovatively merged perfume with blockchain technology, specifically NFTs. The Germany-based brand has recently designed Cyber Eau de Parfum, the world's first digital fragrance, created by Sean Caruso, a Canadian artist. The brand leverages the power of blockchain with the scent that has been encoded into ten limited-edition NFT art pieces. Look Lab used near-infrared spectroscopy (NIRS), a technology that measures molecule vibrations to create a digital reflection of a sci-fi-inspired fragrance. This colourful digital reflection is represented in the form of spectrum data and encoded into a non-fungible token (NFT) artwork.

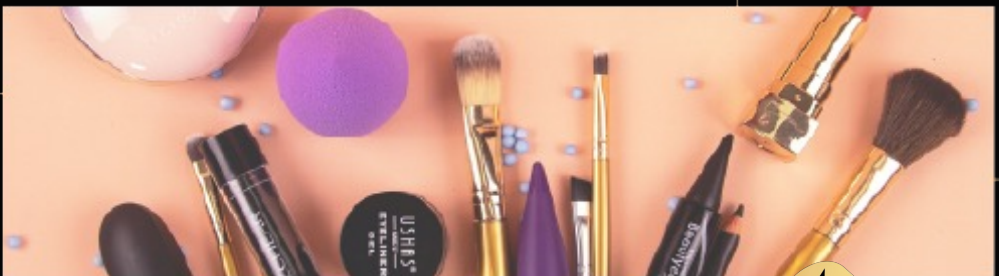
## COSBALL

Designed by a leading south Korean skincare manufacturer, CosBall is one of the world's first personalized skincare solutions. Powered by blockchain technology, CosBall created a beauty ecosystem where big data is stored and analysed to ameliorate skincare formula

recommendations. Consumers can upload their detailed skin information to the blockchain system through the available skin detectors and mobile application analysis, which creates a peer-to-peer system of open data that makes formula recommendations more personalized. CosBall improves its customers' brand experience by creating disposable skincare capsules and building customized skincare packages. In addition, it rewards them with CosBall Tokens that are redeemed with every new purchase.

## PUREARTH

Purearth is a skincare brand that has invested in blockchain technology to bring a digital dimension to its range of products. Through a partnership with Provenance, Purearth helps customers discover the origins of its product and creates a genuine connection with them by letting them view the product journey from start to finish. Purearth gathers and presents information and stories about its creations, sourcing and supply chains formulation and packaging including verified data to support them. By connecting this information in-store on pack and online. Provenance help the customer discover the origin journey and impact of Purearth creations.



# ROADMAP

Launch The BLINGCOME  
Utility Token On The  
ERC20 Main Net

JUNE 2022



JUNE 2022

Token Distribution Phase 01

Angel – Capital/ Seed  
Round

JULY 2022



AUG 2022

Undertake Audits

Develop BLINGCOME  
Platform

AUG 2022



Token Distribution Phase 03

Mar 2023



NOV 2022

Launch Digital  
Asset Sales Plat

Token Distribution Phase 02

OCT 2022



OCT 2022

List BLINGCOME on A Tier 2  
Exchange

Initiate Partnership  
Program

SEP 2022



Consumer Wallet Release

APRIL 2023



MAY 2023

Airdrop Token to  
Consumer Wallets

Launch E-Commerce Platform

JUNE 2023



JULY 2023

Commence  
BLINGCOME utilisation

## *THE TEAM*

1. Rob Collier
2. Alan Carter
3. Michael Thompson



## COMMUNICATION CHANNELS – BLINGCOME SOCIAL CHANNELS

- a) Homepage:
- b) Discord:
- c) Twitter:
- d) Instagram:
- e) TikTok:
- f) Telegram

## THE BLINGCOME CONCLUSION:

BLINGCOME is supported by a broad vision and the conviction that the rise of “smart”, blockchain based platforms will provide a tremendous opportunity for billions of people to access a new global economy.

These new forms of Next-Gen focused platforms will also trigger a massive shift of proficiencies and create significant financial worldwide disruptions.

Cryptocurrencies and smart contracts are paving the way businesses and consumers to connect, exerting enormous pressure on certain traditionally maintained business sectors. Moreover, with a decentralized system, power at the top of the financial pyramid will be diluted significantly.

Borderless & Permission-less payment systems and decentralized companies will likely become the norm. With this new and multi-faceted configuration, our goal is to provide access to a recognizable and liquid cryptocurrency, available globally to as many people, for as many uses, and on as many smart platforms as possible.

Welcome to BLINGCOME a true functional cryptocurrency that aims to power a decentralised economy spanning the existing and to be developed film and television production marketplaces.



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BLINGCOME