



Whitepaper

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ABSTRACT

The position of cryptocurrency in today's world grows rapidly. The combined market capitalization of all cryptocurrencies has increased more than fivefold since early 2014, reaching almost \$150 billion in August 2017.

Since Ethereum was introduced and rapidly developing for these several years, people found that Ethereum has more potential than just being a kind of virtual currency.

The invention of blockchain, being the underlying technology of Ethereum & Bitcoin, has proven its unlimited capacity to be more valuable than Ethereum and even Bitcoin itself. As it can be applied in the development of diverse kind of applications in any marketplace.

Built based on the ERC-20 algorithm, "DENCOIN BUSINESS SYSTEMS" or "DENcoin" will be the first of its kind globally, designed to be a stable global form of payment acceptable firstly on the Diamond Empire Network (DEN) platform and subsequently on global marketplaces. This incentive is an attempt to tap into the good advantages of decentralizing digital payment systems: a system that is completely controlled by the community as a whole & not any single individual. Our soon-to-be-released DENMart allow just about anyone to create an online store which utilizes the most advanced technologies in the e-commerce field, creating an option to pay for goods and services (offered both by DEN and premium entrepreneurial users of the platform) with DENcoin, FIAT and a range of other stable cryptocurrencies. Our service will offer great opportunity to entrepreneurs, small scale manufacturers/retailers, family businesses and a whole lot of businesses. Alongside this, we will service our customer base with a comprehensive twenty-four (24) hour customer support.



The promise of crypto is to enable fair and open systems; DENcoin was designed with this goal in mind. The utility tokens (DEN) will stay stable as its linking utility makes it a usable currency globally. Like other successful crypto projects, DEN will generate support from the community through demonstrating alignment with these principles.

INTRODUCTION

Over the years, there has been a demand for cashless digital payments all over the world, which has made transactions faster, stress-less and more reliable.

In the last few years, this growth has been enhanced by the introduction of mobile wireless payment solutions such as Apple Pay, Google Pay, Ali Pay, Pay Pal and in return brought to limelight: the reign of digital currency. With the current digital currency called CRYPTOCURRENCY; which uses modern cryptography to secure financial transactions and control the creation of additional units whilst being able to verify the transfer of assets: a revolutionary decentralized medium of exchange has been established.

Cryptocurrencies in particular are growing at a phenomenal rate. It is estimated that by 2021, the crypto economy will exceed 3 trillion US dollars and by 2023, it could be equal to 10% of the global GDP. Only time will reveal the accuracy of these predictions. One thing is certain; cryptocurrencies have passed the point of no return, they are here to stay and their importance and prominence will only continue to increase.

As people change the way they interact with money, the DENCOIN ecosystem has pushed for the introduction of a new form of digital currency known as DENcoin.

DENcoin was created to serve for the most reliable global form of payment, providing a seamless use-case in connecting buyers, sellers, producers and investors through modern means of digital marketing and advertisement.

A BRAND NEW SYSTEM IN E-COMMERCE

The introduction of DENcoin as a brand-new digital payment system; which will be the native currency for the currently developing DENmart: is however a first of our innovative rollouts. DENcoin has foreseen the vast advantages of introducing a cryptocurrency asset that will serve in diverse trade and business sectors. With usage and adoption, value is predicted to skyrocket due to high demand. It has been less than 10 years since the creation and introduction of Bitcoin, the world's first digital currency that in turn built a new financial system called the Blockchain. Today, there are more than 1000 digital currencies known as cryptocurrencies and that number keeps growing daily. Global demand for cashless payments continues to rise at such a rate that the end of cash as a choice of payment is now a foreseeable reality. DENcoin as a form of payment in both Africa and the globe at large, is within this reality.

The advantages of cryptocurrencies over traditional fiat currencies are numerous and as such, it is impossible for fiat to outmatch cryptocurrencies. Today, a transaction has to pay high transaction fee to initiate the transfer (the average cross border transaction fee is 7.45%).

This can now be seamlessly done in seconds via the blockchain with practically zero transaction fee, powered with hi-tech security.

However, to a lot people including individuals with a strong interest in new technology and productivity optimization, cryptocurrencies are still, to a large extent, perceived as an investment medium. Thus, the single most important step in moving the benefits of cryptocurrencies from the conceptual into the practical is to enable people through the use cryptocurrencies to carry out transactions in the same way they would use any other currency. Especially with a utility coin DENcoin which seamlessly portrays high value in the future.

DENcoin will not be any regular ERC-20 token which will only be exchanged on various crypto-exchanges. DEN will be the working catalyst that builds a valid business interaction amongst investors, buyers and sellers on our platform.

DENcoin

Diamond Empire Network (DEN) is a parent company that started in Africa on 14th July 2017. Diamond Empire Network INT'L was created to uplift the world by means of empowerment through modern network marketing. Our evergreen goal at D.E.N INT'L was to provide resources and a better future to humanity through Networking and Empowerment.

DENcoin being a currency in itself, is one of DEN's many innovations towards introducing & decentralizing an e-commerce model completely while already foreseeing its complete adoption in both African and global marketplaces.

With our very own DENcoin, we have just established a payment system acceptable on our network which will be integrated as a payment processor, hence enhancing mass adoption of DENcoin among the users of the marketplace "DENMart". In a more summarized explanation, DENcoin is to serve as a form of payment for both goods and services offered on the DEN platform.



On the DEN platform, our native currency DENcoin can;

- Pay for goods or services on DENMart at lower cost + get offers.
- Purchase E- Pins in the DENetwork platform at lower cost, Top- up OR recharge your mobile phone and will be acceptable for payment of utility bills (at full adoption).
- Be sold to Buyers or Sellers in both The DENMart and DEN- Network platform.
- Pay for online store subscriptions and cover global delivery.
- Be traded on exchanges for other cryptocurrencies and can be sold to DEN INT' L Company for its current cash value.
- Be exchanged to FIAT

Problems faced in E-Commerce

People at present are constantly buying and selling goods online through various websites. For example, E-bay is one such sites. These marketplaces turn a profit by charging fees to the buyers and sellers who use their platform. If an individual buys something on E-bay, the platform used the buyer's bank and sellers bank to verify the transactions. They also confirm that the buyer and seller exist and are genuine.

In addition, major problems highlighted below are still being faced in e-commerce.

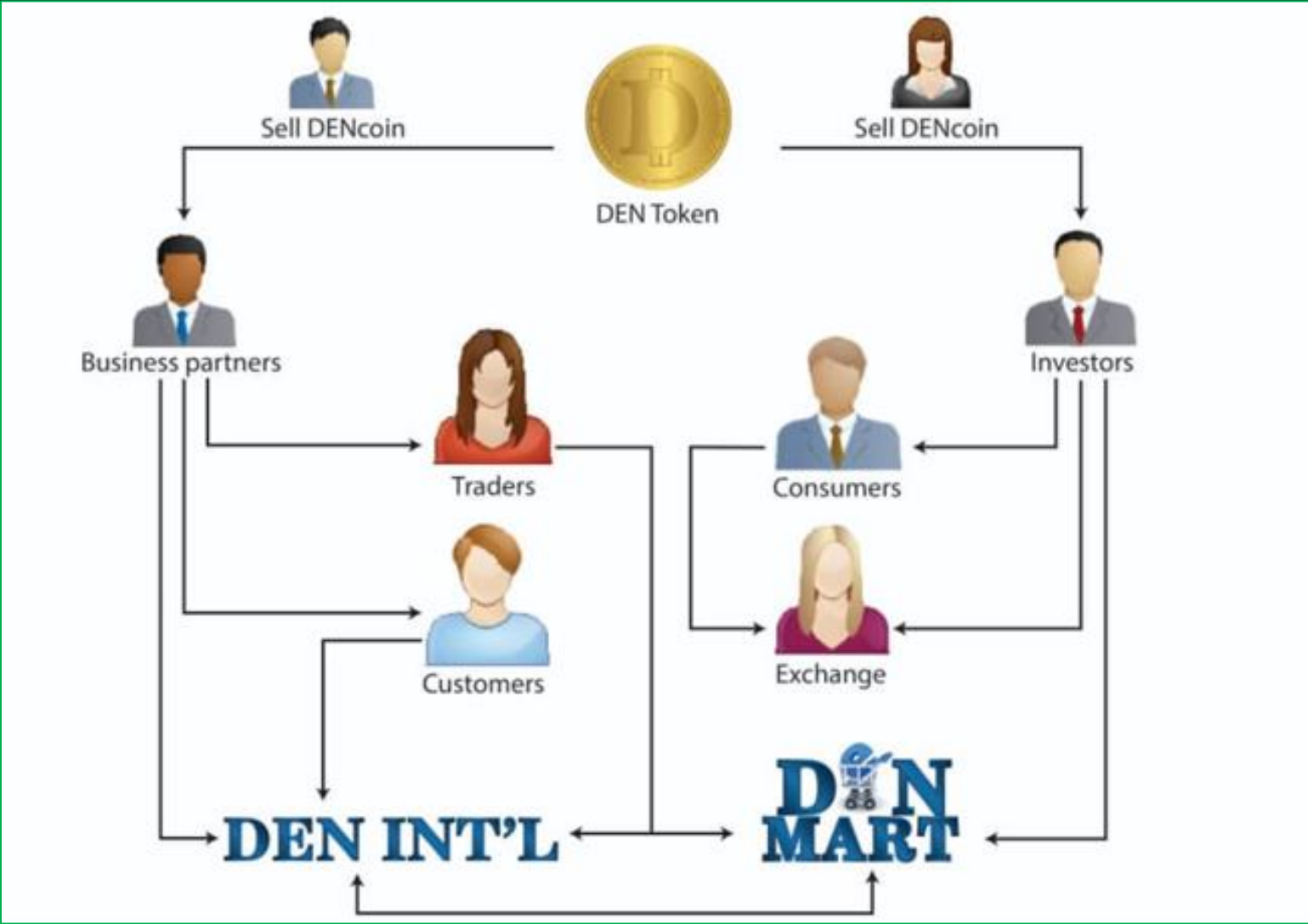
1. **PRODUCT RETURN AND REFUND:** Products can be returned due to an unsatisfactory experience with the product, hence scarring and ruining a company's reputation while they face heavy loss on shipment and delivery.
2. **DIMINISHING TRUST IN ONLINE SHOPPING:** Patronage of online marts keeps diminishing and this is as a result of delay in delivery and bad experience faced by buyers. All due to the slower human escrow services being offered. Inadvertently, this narrows down the required time needed to actually verify goods purchased by online buyers before authorizing shipping by the sellers.
3. **CUSTOMERS SUPPORT:** Being in an industry where a customer can take their business elsewhere in a blink of an eye, adequate customer services goes a long way to feed and strengthen business relationships. Most E- commerce businesses receive inbound interaction with over 75% being complaints or concerns about how they could be treated better. When these concerns go unnoticed, it could compromise the standard of quality of the business and may tarnish the company image over time.

By implementing blockchain technology, the buyers and sellers will cut off slower inefficient middleman by using DENMart. Without the need of a third party, successful transactions made on our platform are verified on the blockchain by our unique robotic escrow technology. To this effect, there would be no incurable transaction fees associated with business on DENMart using DENcoin, other acceptable cryptocurrencies and FIAT.



DEN's robotic escrow technology immediately makes contact with the seller of a product on its system, with a request of verification for products advertised. Here, blockchain technology helps the buyers and sellers to cut off slower middleman by verifying both ends of a transaction; being both the buyers and sellers: before the initiation of a valid transaction begins. The transactions are made possible on the DENmart UI, which will be much faster and reliable than any conventional system in this field. Transactions do not involve any transactions fees associated with the purchases. Customer trust in Online Marts, is set to be re-captured via our unique business model.

Operational Model



DEN tokens to play a huge part in solving E-commerce problems.

As a valuable digital asset, DENcoin’s value will appreciate as our community increases across the entire globe. The maximum supply, coupled with the asset utility, is expected to kick off a unique vibe on the cryptocurrency system. At the same time, welcome a healthy growth and better valuation of the token. We propose to achieve a better value of DEN tokens by listing with crypto exchanges.

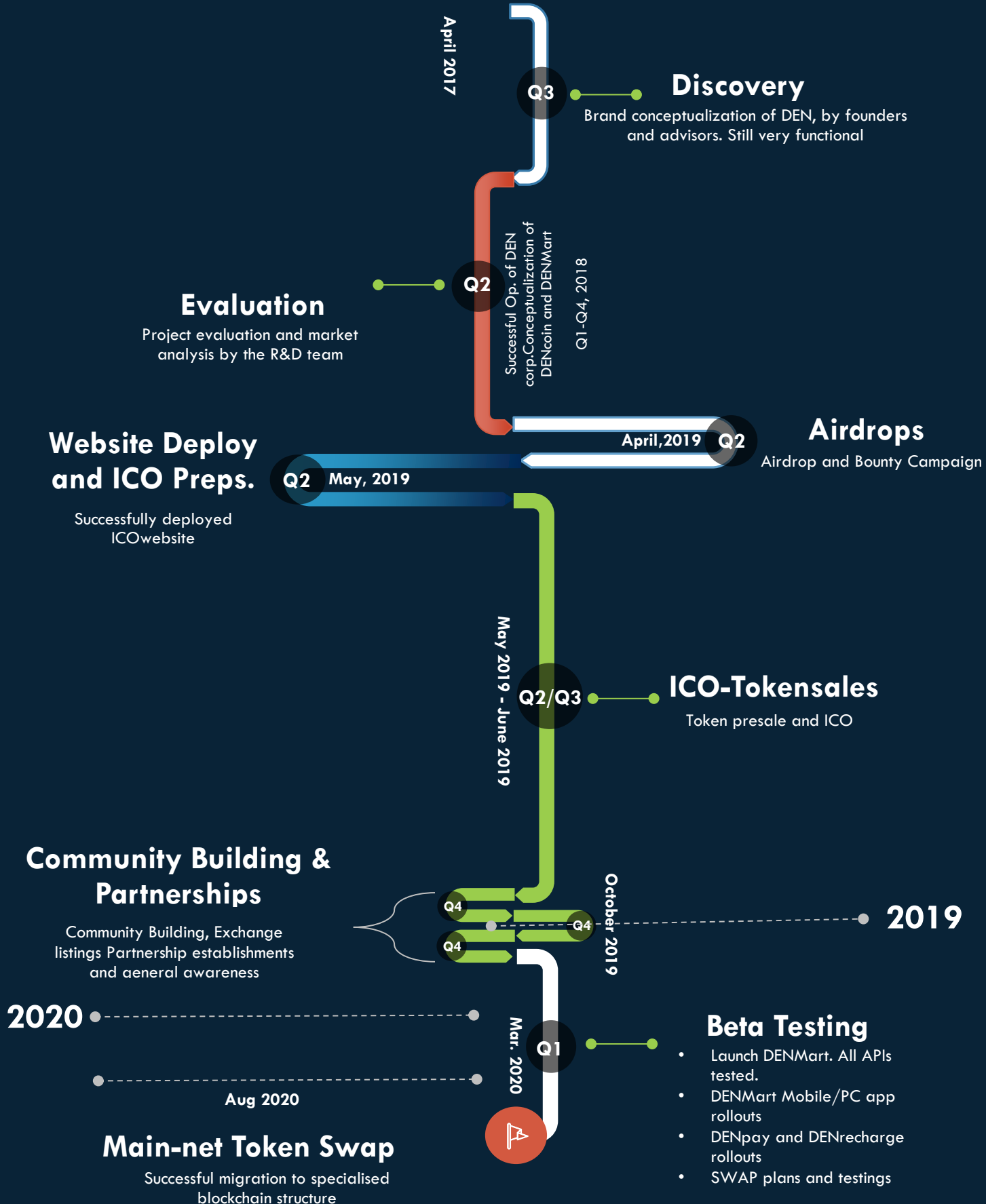


online stores operates and how to take advantage of the growing global marketplace to showcase their goods or services to one another. DENcoin systems will provide a full manual, simple and readable enough for business owners and buyers, to understand the basics of using our system to advertise their businesses to the global marketplace and amass magnanimous profits.

Blockchains have emerged to enable cryptographically secure transactions and manage risks through networks systems, without the need for a trusted third party. Blockchains have the potential to enable secure and self-regulating emergent infrastructures of the future.

DEN's model of new applications which are driven by smart contracts will make transactions extremely fast & secure, and with advanced robotics; ensure that the money ONLY goes to the seller after the buyer confirms the authenticity of goods paid for.

WORKING ROADMAP



DENCOIN TOKEN INFORMATION AND ALLOCATION

Smart Contract Address: On website







Algorithm: ERC-20

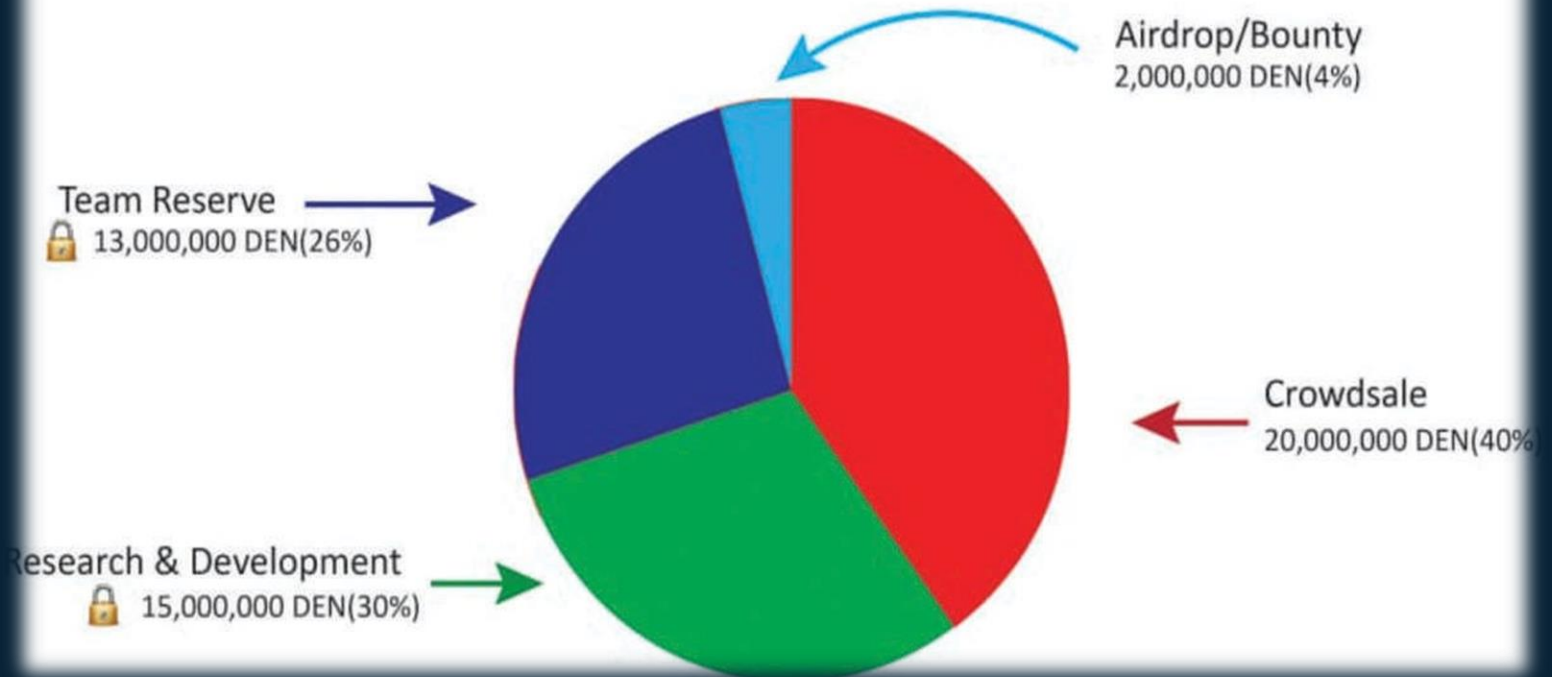
Token Symbol: DEN

Total Supply: 50,000,000

Decimal: 18

TOKEN ALLOCATION

Crowdsale:	20,000,000 DEN(40%)	
Research & Development:	15,000,000 DEN(30%).	
 Team Reserve:	13,000,000 DEN(26%)	
 Airdrop/Bounty:	2,000,000 DEN(4%).	



ICO - INFORMATION

START DATE	1 st May, 2019
END DATE	30 th June 2019
MODE OF PAYMENT	CryptoCurrency and FIAT (NAI, USD)

DENcoin will be auctioned at \$0.007. Proceeds of Tokensales/ICO is targeted towards final development of DENmart and the initial rollout of the PC/mobile Application.

Soft Cap	Hard Cap
\$1,000,000	\$3,000,000

For exactly 60 (sixty) days, DENCIN will stage an ICO event. It will kick off at 12:00HRS GMT on 01/05/2019 to 12:00HRS GMT - 30/06/2019.

CONCLUSION

Cryptocurrencies are faced with the adoption of new laws around the world, abstractly regulating their turnover. New laws do not bypass and carry out token sale, which were also subject to regulation. We therefore warn participants that, we are not responsible for possible changes in the project in the event of a possible restrictions on the activities of cryptocurrency projects and token sale of various jurisdictions.

At the moment, blockchain technology is still pretty innovative and has not yet been subjected to technical and legal settlements. We are not responsible for the possible adoption or rejection of our ideals by any country's laws in the field of blockchain technology regulation, which are negative will affect the development of the project or the entire cryptocurrency system.

Our team makes every effort to develop and stabilize the formidability of our utility tokens.

Investments in start-ups, cryptocurrencies and various token sales are considered high-risk. There is no guarantee that you start getting your returns immediately.

The cryptocurrency industry has high volatility today and we warn you about possible losses in case of sharp fluctuations of rates cryptocurrency.



THE TEAM



Charles Fred
Co-founder



Aguguo Henry
Co-founder



Muhammed Idris
Project Manager



Ejeh Paul
Country Manager



Stanley Abor
Legal & Technical Advisor



Kanan R.
Marketing Consultant



Deepanshu Bhatt
Investor Relation