



ClearAid

Whitepaper V1.0



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INTRODUCTION

There is no doubt that giving and helping important causes is one of the most rewarding experiences in life. Charity is the fundamental pillar we use to reach people who need financial help. For the longest time, those more fortunate have given a helping hand to those in need. After all, this is what makes us human and helps us do something positive for the community.

Charities today function as the middlemen between donors and recipients. By using a small percentage of the donations, they manage to run organizations that link the two parties with each other. With the introduction of blockchain technology and smart contracts, the middleman is soon going to be a necessity of the past. We believe that charities should be transparent and honest in all areas of work, and we intent to do this with ClearAid, a blockchain based, charity platform.

ClearAid is a platform that aims to connect the non-profit community through an easy-to-use interface which allows full transparency and traceability of donations made on the blockchain. The platform is supported by an **ERC20** token, named **CAID**, which is based on the Ethereum blockchain and serves as the donation method of the ClearAid platform.

THE PROBLEM

Trust

The public is slowly starting to become aware of the issues that surround charitable organizations. Just a decade ago the Association of Community Organizations for Reform Now (ACORN) was found to be using large amount of their donations for personal benefit and the Red Cross was unable to answer where the \$500 million for the earthquake's victims in Haiti went. Instead of 130.000 houses, the organization only built 6! (*NYTimes, 2008 & NPR.org, 2015*)

As years passed, more scandals caught the media's attention. The unreported donations to the Clinton foundation, the Trump foundation's charity for veterans that was used to dispute the (now) president's personal legal disputes and, finally, the extravagant lifestyle of charity leaders of multiple organizations that were all paid by the company's donations. (*Bloomberg, 2015 & Washington Post, 2016*)

Trust towards charitable organizations is declining rapidly. It's only natural given the global awareness of the current issues and the limited transparency.

In a research conducted by the Guardian in 2016, it was found that trust and confidence in charities has fallen to the lowest recorded level since monitoring began in 2005 – from 67% to 57%. (*Shawcross, 2016*)

Similar studies in the US show that 1 in every 3 Americans does not trust charities. (*Perry, 2015*)





The problem here and the foundation of this decline over the years is the failure of charities to prompt trust. These non-profit organizations do not see the uncertainty of public trust as something that will affect their business' financial models. As a result, donations will potentially fall even more making it increasingly difficult to regain trust once it is lost.

Transparency

Transparency is a major link to trust. By being transparent with their operations, priorities and financial expenses, charities show the public that they are honest and allow donors to engage more actively in the process.

While presenting their progress on their own media channels such as websites, blogs and reports and having the recipients of the donations do the same from their side, these organizations face one major problem.

Charities do not have a platform or process to allow donors to track how their finances are spent. Heavily rounded-up numbers and insufficient information on the process are signs of poor transparency and, as a result, a decline in the public's trust.

THE SOLUTION

With all the issues and scandals that happened in the past decades, it is only natural for people to lose their confidence in charities. Trust and transparency has to be restored. And this is where the solution of the problem comes in and promises to completely revolutionize the non-profit sector.

The introduction of **Smart Contracts** through the Blockchain does not only offer full transparency for all donors, but also cuts down the intermediary costs and is much faster to process.

No more middlemen

When donating to charity, money has to pass through multiple hands before reaching the recipient. The problem with that is that every middleman, such as the charity organization, the financial institutions, government taxes and other agencies all keep a small amount of this money, greatly depreciating the value.

By using the Blockchain to make these transactions, the recipient will receive the donations much faster and with minimal fees.

Transparency

Charities are turning to the blockchain and its financial instrument, cryptocurrency, to make donation records easily accessible and accountable. Transactions made on the blockchain are recorded on the public ledger, which is distributed across hundreds of thousands of computers for anyone, including the donors, to see and verify. Due to its distributed nature, records on the blockchain cannot be altered in any way.





Cost efficient

Transactions made on the blockchain are also cheaper than fiat transactions. Donating cryptocurrencies only has a small transaction fee for the wallet or exchange you are sending from. When sending fiat, however, through bank accounts or Paypal, the financial institution will keep a hefty sum as a fee, usually 5-10 times higher than if you paid with cryptocurrency.

Blockchain technology is the answer towards more trust and transparency. However, as mentioned in the previous chapter, non-profit organizations often focus more on helping the recipients of donations instead of developing methods to improve their transparency and, in turn, their trustworthiness. They often overlook the fact that their ability to help people in need is coming directly through the donations made by the public and, thus, if donations keep declining they will be unable to continue their work.

When introducing blockchain technology, however, charities are able to see its immediate benefits, presented above. More trust is created from the donors and, as a result, more donations are coming in.

According to Fortune, charities that are already implementing blockchain technology saw an incredible growth in donations during 2017, with some organizations collecting more than 10-fold the donations compared to 2017.

Donors do have more trust in a public ledger technology and, consequently, more are starting to donate in Blockchain supported charities.

In order to solve the problems of trust and transparency, we have created CAID, an ERC20 token that will bridge the value of charity with the modern technological developments of the Blockchain through the usage of Smart contracts.

With all the concurrent pressing issues that need charitable support worldwide, companies can no longer rely on traditional financing methods. And while there is always a sense of doubt when it comes to new technologies, by following this example and allowing people to start donating in cryptocurrency, we allow this technology to further grow and develop.

The solution is, therefore, simple and easy. Charities need to implement blockchain technology and, through it, improve their trustworthiness and transparency.

This is why we created ClearAid, a platform that aims to connect the non-profit community through an easy-to-use interface which allows full transparency and traceability of donations made on the blockchain.



THE CLEARAID TOKEN

The CAID is an ERC20 token created to perform all donations within the ClearAid platform. A total of 100.000.000 coins will be created and distributed.

Symbol	CAID
Maximum Supply	100,000,000 CAID
Type	ERC20
Price CAID	0.15-0.24\$
ICO Period	10/1/2018 – 4/1/2018
Accepted Currencies	ETH, BTC
Minimum Cap	1.770.000\$
Hard Cap (including pre-sale)	8.850.000 \$

THE CLEARAID ECOSYSTEM

The **ClearAid platform** is the ecosystem of our token, **CAID**. The platform will connect all the donors on one interface, allow them to trace their past transactions in the blockchain and use all our member-only services.

The ClearAid platform will also have an internal exchange, so members can easily change their cryptocurrency into the platform's tokens in order to make their donations, as well as an online wallet for the storage of their tokens and immediate donations through the website.

Eligibility of Causes and Charities.

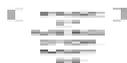
In order for a cause or charity to sign up at ClearAid, they will have to provide undisclosed information on their company, as well as their credentials, which will have to be verified. By going through this process, we manage to filter out possible scams or fake charities.

After signing up, these organizations will have a public address for receiving their tokens which ClearAid members can easily track to see how their donations are used.

The charities that sign up will be able to share only their information in a public profile, which members will be able to see before making a donation. The interface on the charity's side will provide a dashboard with information on all taken actions and updates, an overview of received donations, messaging tools and a proof of evidence page section.

Signing up as a Donor.

When signing up as a donor, users will have the option to remain anonymous or reveal any personal data they prefer, through a tab of personal setting provided in the user's dashboard. If donors need to, they can request a receipt for tax deduction purposes by messaging the organizations through our platform directly.



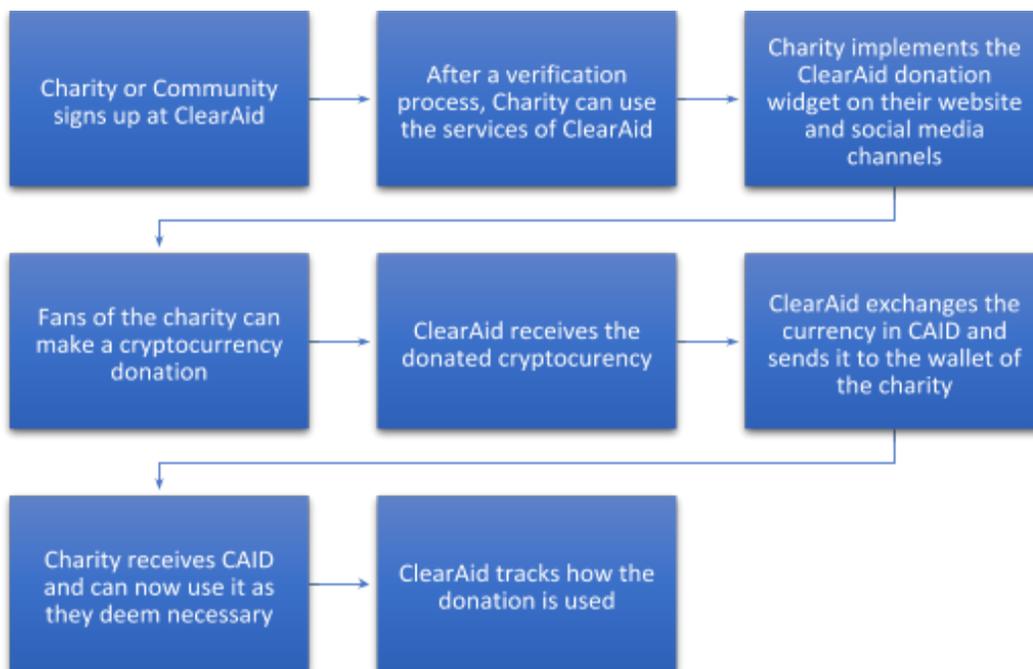


Aquiring ClearAid tokens.

After successfully signing up, potential donors will need to exchange their major cryptocurrencies into ClearAid tokens. The ecosystem will have options to exchange cryptocurrencies at current exchange rate without using any sort of external service, such as external exchanges or other third parties. However, in order to help the token grow in value and to increase its exposure, we will also list it in popular exchange.

Donation widget

ClearAid is also working on developing a payment gateway which can be embedded on the organization's website after a successful signup process. Through this widget, anyone (even non-members of ClearAid) will be able to donate a broad range of cryptocurrencies which will be converted to ClearAid tokens and added to the charity's wallet on the ClearAid website. This method helps charities manage all their funds by using one wallet for all donations and assists with the development of transparency that charities need. Using this method for all cryptocurrency related donations will also ensure that charitable organizations can provide a tax-deductible receipt to all donors, even those not signed up at ClearAid.



Tracking donations

Donors will be able to track the donations they have made by using our Track-Donation explorer, an advanced tracking system which will provide information on the financial amounts donated to a certain charity, donor and recipient address and name, as well as the timestamp of the donations.



This system does not only provide more transparency towards charity donors, it also allows them to observe how charities are using their donations for their upcoming projects.

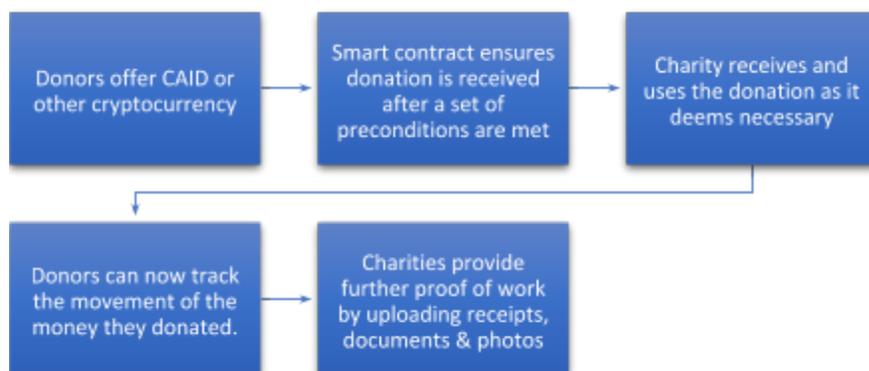
In order to do this, ClearAid will form collaborations with (name of bank data information center) in order to connect the bank APIs to the platform and publicly showcase financial movements of the recipient's bank account(s).

The ClearAid platform will also allow charities to upload information that relates to the use of their donations by implementing DAO solutions.

E.g.

A charity manages to collect a certain amount of XYZ cryptocurrency which will be used to build houses in third world countries. The charity will be asked to upload photographs of the receipts for the supplies, manual labor costs and shipping. This in turn will reward them with more trust points, given by the donors.

Donors will be able to access and observe their donations and their favorite charity's financial movements by simply accessing the **Track-Donations** tab in the ClearAid website.



The ClearAid community

Trust and transparency are not the only goals of ClearAid. We want to stimulate the usage of our platform to the extent of an internal community creation which will benefit the donors even further.

The website will present subscription based options to improve one's membership status and allowing a diverse range of added benefits. The subscription based category will require a small financial compensation and will offer opportunities for the community to work together on charitable projects, make priority donations and attend special annual events organized by ClearAid.



Much like popular websites Omaze or Prizeo, we also want to involve celebrities into our platform and help donors not only win prizes by donating to their favorite cause but also increase their opportunities to expand their network by meeting people they are interested in.

Donors will also be encouraged to explore and review charities and causes by using our platform, while charities will use the same platform to publish updates on their work, create and deploy marketing campaigns as well as collaborate with donors directly.

Implementing Smart contracts.

Smart contracts are defined as computer protocols intended to digitally facilitate, verify, or enforce the negotiation or performance of a predetermined contract. Smart contracts allow the performance of credible transactions without third parties involved. Transactions made in this way are trackable within the Blockchain.

By choosing the Ethereum blockchain we ensure that all donations will be made using Smart contracts. This is by far the most secure, efficient and transparent way to transfer funds from the donor to the recipient.

In case certain predetermined conditions are not met, for example if a charity does not manage to collect the necessary amount that will allow a future project to be deemed successful, the donations will automatically return to the donors.

These conditions will be set partially by our platform and partially by the recipient of the donations by customizing Smart contract templates which will facilitate the transfer of the funds.

By encouraging public transparency through our platform, we believe that donors will be more willing to donate and participate in the ClearAid community. And this is possible thanks to the use of Smart contracts.

CLEARAID SUSTAINABILITY MODEL

In order for ClearAid to become a sustainable business, we explored the possible strategies that can help the business generate income after the ICO. It goes unsaid that, in the initial year of operations, our company will make use of funds collected during the ICO for business development. It is, however, our goal to make the platform self-sustainable within a 2 year timeframe. In order to do this, we will develop income streams using the following methods.

1. Fees collected from our Internal exchange

The fees that members will have to pay to exchange their cryptocurrency into CAID will be significantly lower than other exchanges that will list our coin. It will therefore be a logical





follow-up for potential investors to exchange their cryptocurrency directly through the ClearAid platform.

2. Smart contract service fee

A small percentage of the donations collected through the smart contract on our platform will go directly back into the platform and will be collected for two purposes. Firstly a 0,25% of the total donation will be used for the sustainability of the platform and another 0,25% will be collected into a pool for future events and giveaways on the ClearAid platform.

3. Subscription based memberships

Members that are willing to make use of our subscription-based membership will have to pay a small amount to ClearAid, which will be used to sustain and improve the platform. These members will enjoy a range of different benefits including events, perform priority donations, participate in auctions and charity co-creation projects.

THE ROADMAP

Bellow one can see the visual representation of the dates our company has set to achieve several milestones.

DATE	EVENT
7 June 2017	Initial idea was born.
13 August 2017	Gathering the team and doing preliminary research.
1 April 2018	Launch of the ClearAid website
15 April 2018	Initial private sale for accredited investors
2 July 2018	First partnerships become official.
Beginning of August 2018	First release of our product including first donations and verification system
August 2018	Improving the product and testing the features
September 2018	Growing the customer base and adding charity partnerships
50K Signups and Telegram Subscribers	ClearAid Initial Coin Offering (ICO)
Mid-November 2018	ClearAid widget is released.
24 December 2018	Christmas giveaway for our members & supported communities.
Mid-January 2019	Donation API & Charity verification system (KYC) is released.
Mid-March 2019	Release of Leaderboard (more donations leads to higher score).
March 2019	First events organized by ClearAid for exposure improvement.
Beginning of June 2019	Paid subscription model for premium members is released.



INITIAL COIN OFFERING (ICO)

Our Initial Coin Offering will start officially with our Pre-Sale, a form of public sale that has a higher minimum purchase limit with cheaper prices. After the completion of this phase, we will start our ICO. The information with regards to our ICO can be found below.

DATE	ICO ROUND	PRICE	COINS SOLD	MIN. PURCHASE
7 July 2018	Pre-Sale	0.15/CAID	15.000.000	1 Ethereum
1/10 - 1/4/19*	ICO ROUND 1	0.20/CAID**	10.000.000	100\$
1/10 - 1/4/19*	ICO ROUND 2	0.22/CAID***	10.000.000	100\$
1/10 - 1/4/19*	ICO ROUND 3	0.24/CAID****	10.000.000	100\$

**ICO rounds will not be limited by set amount of dates. When one round ends, the next one will continue.*

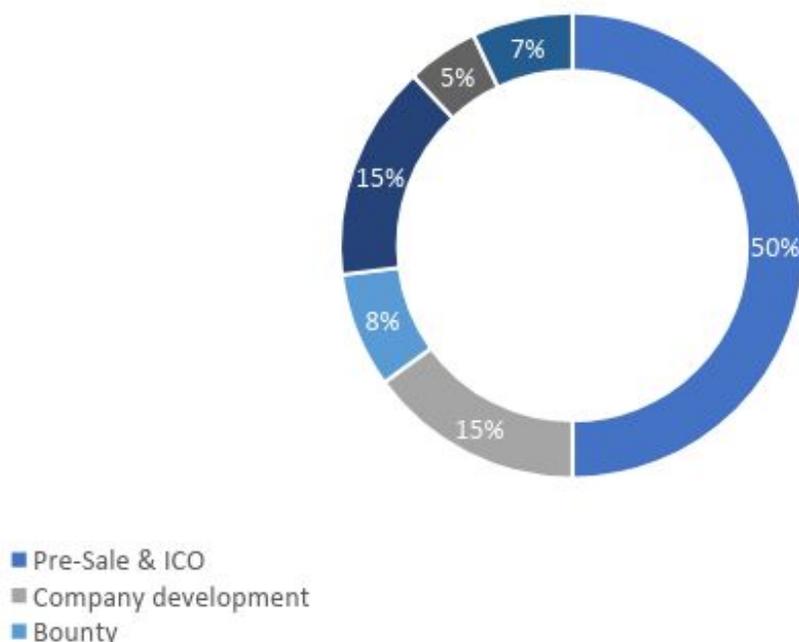
***15% BONUS TOKENS FOR FREE*

****10% BONUS TOKENS FOR FREE*

*****5% BONUS TOKENS FOR FREE*

TOKEN DISTRIBUTION

Starting at the 7th of July, we will give the public the opportunity to invest into our tokens, at different pricing ranges depending on the timeframe they decide to purchase. The total amount collected during the Pre-sale and the ICO itself will form only half of our companies total coins. Bellow is a graphic representation that shows how all of our tokens will be distributed.





PRE-Sale & ICO = 50% (50.000.000 CAID)

50% of our total tokens will be allocated to ICO investors and will be transferable at the end of the ICO.

The amount collected during the ICO will be distributed and locked with smart contracts to be used for salary payments, the development of our online platform, hiring more staff, company expenses such as office space and equipment, as well as the organization of events & projects.

There will be a dedicated tab on our website that will allow you to observe how the collected funds are used.

Company development = 15% (15.000.000 CAID)

A part of our tokens will be locked with smart contracts (equally on different annual timeframes) and will be used for future expenses, partnership deals and marketing. This amount will also be used to ensure our company has a reserve of tokens in case it is needed in the future and ensure sufficient funding for at least 5 years.

Team = 15% (15.000.000 CAID)

15% of the tokens will be reserved for the team and will remain locked by smart contracts so that they can receive CAID on a monthly basis after the initial 24-36 months. The team will be encouraged to use their CAID for donations on our platform.

Bounty = 8% (8.000.000 CAID)

ClearAid has allocated a very generous amount towards their Bounty activities since social media marketing is generally limited for ICOs as of February 2018. This money will be given to members who help the company's exposure through different actions that will be pre-established.

Advisors = 5% (5.000.000 CAID)

5% of our tokens will be given as a reward to our advisors and early backers that have contributed to the project. This amount will be given partially after the end of our ICO, leaving a locked amount that will be given 6 months after the completion of the ICO.

Charitable donations = 7% (7.000.000 CAID)

The remaining 7% of our tokens will be locked by smart contracts allowing 250.000 tokens to be released on a monthly basis. These tokens will be given to charitable organizations on our platform and will mainly serve as tokens that will be given back to our community through giveaways. After 2,5 years, the company will continue this effort through the income of our self-sustainable platform.



GROWTH AND EXPOSURE

After the initial funding rounds of the project, ClearAid will focus more on building long term relationships and co-create with strategic partners and large scale charities that will improve the exposure of the project. In order for ClearAid to become a mainstream name, the focus will lie on mainstream adoption.

In order to do that we will offer the opportunity to charities and individuals to not only make use of the platform but also integrate it in their own websites and social media channels. Through a smart widget that will be created towards the end of 2018, websites and social media pages will be able to add a button that will be used for donations from their fan base. These fans do not have to donate CAID tokens or even be members of ClearAid to perform these donations.

ClearAid will host a weekly donation/giveaway towards their fans and charities that work with the platform. This donation will be made both in CAID and in other form of cryptocurrency, as part of our collected Initial Coin investment will be set aside for this purpose. Through giving back to our community we expect more people to understand and support our platform.

The platform will also host a leaderboard, based on the amount of donations and CAID amount that individuals hold. The amount of ClearAid tokens that each individual donates will place him in a certain group, namely the Member, Gold Member or Platinum Member group. Each group will have its own benefits and will depend on the amount of CAID you exchange and donate on a monthly basis. Higher level groups will be able to participate in special auctions, donate automatically if they choose to do so and even physically help with projects ClearAid is working on.

As this aspect of the platform is currently under review (as of the moment of writing), this is all the information that can be available at the moment. More information will be released at times on our Social media channels, email list and website.

In the future, ClearAid also wants to attract corporate members, in order to help both parties benefit from the transparency and accountability of the platform. Business will be able to gain value from the platform during occasions such as annual Christmas gifts, charity events or annual bonuses which will be trackable by all employees and executives, helping businesses be more transparent in their daily function and maintain good relationships in the working environment.

Finally, after the establishment of the necessary relationships and the proper function of the platform, ClearAid will enter its long term growth phase. During that phase, more weight will be given to company exposure, which means that the company will start sponsoring athletic events, its very own charitable events and increase budget for advertisement purposes.



MEET THE TEAM

Many ICOs today choose to keep information about the team limited or even anonymous. This precautionary step is usually made in order to avoid full responsibility in case a certain project is not delivered as promised.

ClearAid, however, does not follow this mindset. We believe in full transparency and will be hosting numerous interviews with our team. This will help our supporters and potential investors form a better idea about the team working to make ClearAid a reality.



Helvis Smoteks, CEO & Founder

Serial entrepreneur, Digital Marketing specialist

CEO & Founder at Market Me Good and Ex-CEO at Deliverin (Lisbon, Portugal). Former Director of Operations at Rocket Internet's venture Foodpanda (Manila, Philippines) and Marketing Manager at Miscota (Barcelona, Spain). Helvis is always striving to bring new ideas to life.

BA International Sales and Marketing Management – Business Academy Aardus
Associate Degree in International Marketing Management – Tietgen Business School

Rud Ullon – CTO

Serial entrepreneur, Software Developer

Rudi is a senior PHP Certified Engineer with +15 years of experience in web development. Ex-CTO at Mr Patch (Copenhagen, Denmark) and former Lead Developer (Asuncion, Paraguay). Some of his work has been recognized by national and international awards.

Zend certified engineer (PHP) – RogueWave



Dimitris Tsapis – Director of Operations

Dimitris has worked and advised several Startups in different stages of development. In 2017 he decided to involve himself more with Blockchain based projects and worked as a Marketing & Communications Manager, Content creator and Operations Manager. He studied in NHTV University of Applied Sciences where he got specialized in Cross Cultural Communications and International Project management.





BA of Business Administration – NHTV University, Breda

Edijs K. Kudors – Director of Marketing

SEO and Marketing Automation

Worked as a digital marketing specialist in Netherlands and Belgium, specializes in Facebook advertisements, SEO, Inbound Marketing and Funnel Marketing Automation.

Certified Digital Marketing Specialist – Liepajas University



Kristaps Celapiters – Project Manager

Kristaps has an in-depth knowledge of the e-commerce world. He developed several e-shops during his time in University, exploring all aspects of CRM, Digital Marketing and Sales as well as organizing and executing projects from A to Z. Having such a broad skill-set, he fits the role of Project manager perfectly.

BA Logistics and Digital Sales – Latvijas University

Rainers Strautins – Lead Developer

Full Stack Developer, PHP, computer engineering

Working in the IT industry since 2012, Rainers has kept himself busy with a variation of different projects where he mostly worked with Java, PHP, HTML, CSS and JS. He started his practical experience as a developer at the young age, more than 7 years ago, after which he quickly got involved with blockchain, helping with the development of several blockchain projects.

BA of Computer Science – Latvijas University





LEGAL INFO

General information

In order to financially support the development of the ClearAid platform, 100.000.000 CAID tokens will be created. These ERC20 tokens will initially be created on the Ethereum blockchain and subsequently be sold the public. A certain % of the tokens will be allocated for activities within the organization and the support of projects, advisors and team members. The CAID token will allow ClearAid members to use the services of the platform/ecosystem developed by the organization.

The CAID token does not qualify legally as a security since it does not offer the right to interests or dividends. The sale of CAID tokens is non-refundable after the successful purchase of the token. CAID tokens do not represent company shares and do not give investors the right to participate in the general meetings held by ClearAid.

As the CAID tokens' function is limited within the ClearAid platform, there is no additional value or real world use when used outside the limits of the platform. The token is therefore does not offer a speculative or investment purpose.

The purchaser of AidCoin tokens is aware that the Federal Act on Stock Exchanges and Securities Trading law and the Financial Market Infrastructure Act, which ensure that investors are sold investments that include all the proper disclosures and are subject to regulatory scrutiny for the investors' protection, are not applicable.

All investors who purchase CAID acknowledge that they have read the whitepaper and are fully aware of the risks and uncertainties and benefits associated with the purchase of ClearAid.

Investing responsibly

The (potential) investor of CAID tokens acknowledges full understanding and relevant experience related to cryptocurrency investments, blockchain technology and risks involved when participating in the ICO.

ClearAid will not be held responsible for any loss or theft of CAID tokens, including the inability to access tokens due to own or third-party actions.

Risks involved

Purchasing and storing CAID tokens involves a number of risks. Investors undertake that they understand all risks, including risk that ClearAid may not be able to launch its project and develop its product and provide the service it presents in the whitepaper.

Before acquiring CAID tokens, (potential) investors should be fully aware of the risks, costs and benefits in relation and in context of the Pre-Sale and ICO. If need be, independent advice can be sought.

Potential investors that are willing to obtain CAID tokens but do not agree with the risks involved should not participate in the crowdsale.



Disclaimer

This whitepaper does not constitute and should not be considered as an offer of security in any jurisdiction or invitation to actively participate in the crowdsale as an investor. The aforementioned document does not offer an invitation to sell company shares, securities or rights belonging to ClearAid.

The offering of CAID tokens on external exchanges (trading platforms) is done in order to allow investors to use the ClearAid platform and not for speculation purposes, such as the appreciation of the token. On the contrary, the high number of tokens offered will allow the price of the CAID token to experience less volatility over time. The offering of CAID tokens on these trading platforms does not change or alter the legal qualification of the token, which is a utility token and not a security.

Due to the unregulatory and uncertainty in the cryptocurrency market, each (potential) investor is advised to carry out his own personal legal and tax analysis concerning the purchase and ownership of their tokens. ClearAid will not be held responsible for legal, tax or financial matters and is not considered to be an advisor in such matters. The (potential) investor recognizes and agrees with this.

According to the Latvian law, ClearAid is not considered to be a financial intermediary and is therefore not required to obtain legal documentation and/or authorization for Anti Money Laundering purposes. This qualification is subject to change depending on the services that will be offered within the ClearAid platform or if changes occur in the Latvian law and/or the company's jurisdiction.

The purchase/acquisition of CAID tokens does not offer any right or legal participation within the organization of ClearAid. Owning CAID tokens does not offer investors a proof of ownership or a right of control. It does not allow investors to acquire any asset, share, dividend or participation related to the operation and decision making of the company.

As of 2018, regulatory authorities and practices have become more commonly present in cryptocurrency-based projects. ClearAid will not be held responsible in case of regulations/investigations /actions that lead to limited operations or complete prevention of the development of the product and service that the company aims to provide.

In case of law and/or regulatory changes, (potential) investors recognize that ClearAid may change or modify the terms and conditions presented in the whitepaper to maintain a legal status. In case of direct or indirect loss or damage of purchased tokens through these changes, investors acknowledge and understand that ClearAid will not be held responsible.

ClearAid will issue their token (CAID) using a technical process commonly known and referred to as "Blockchain". This is an open source IT protocol over which ClearAid does not have rights or liabilities in term of its development and function. The token transfer and/or distribution will be controlled by a predetermined Smart contract. Smart contract refer to a computer program that can be set and executed on the Ethereum Blockchain or on a ERC20 compatible Blockchain.



Investors acknowledge and understand that ClearAid is therefore not responsible for any loss, theft or damage of funds that relate to the inability to use CAID tokens, except in case of intentional misconduct or gross negligence.

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