WHITE PAPER
CONCEPT PAPER OF THE
WORLD CAUSECOIN PROJECT

www.worldcausecoin.com
Cause Capitalism - Free enterprise with a little less greed and a lot more love

- Steve Down
Introductions

The Causepaper is the concept paper of the World CauseCoin project, coined after the name Whitepaper popularly used in the Cryptocurrency industry. In essence, the causepaper is the same thing as the whitepaper; however, the World Cause Coin team appreciates the uniqueness of this project and distinctive nature of the concept and the token economy that will drive World Cause Coin, thus preferred to adopt the unique term ‘causepaper’ in all humility and conviction. There are several unique terms coined and applied in the World CauseCoin project, and these are meant to be transformative in nature and descriptive of the disruptive nature of this project. It is a trailblazer project; that is, creating a new path to remodel the contemporary frameworks for the distribution of global wealth. Words are not just to be spoken, words are creative in nature; so, encompassing this project with thought-provoking, action-inspiring, and transformative words will have a great impact in the mental perception of its executors and believers.

There are several other whitepapers that have been written. This whitepaper is unique in that it is cut to the chase. The following are some of the key native terms coined specifically for this project:

**Vision**
World Cause Coin will change the way the world exchanges money as the global leader in digital currencies.

**Mission**
To raise a stable decentralized digital currencies dedicated to funding cause companies that follow the principles of Cause Capitalism, providing abundance for all.

**CauseCapitalism.**
A simple definition of Cause Capitalism is that this is where a for-profit company partners with a non-profit, not as a gimmick, but as a true sustainable partner. This concept is further explained in the Cause Nations Charter attached as Appendix 1 of this Causepaper.
**Cause Nations.**
This is similar to the concept of the United Nations; however, the Cause Nations is founded on the fundamental basis of Cause Capitalism. The contemporary capitalism has led to lopsided wealth distribution where billionaires continue to accumulate while the poor continue to sink deeper in abject poverty.

**Cause Ambassadors.**
These are individuals who represent the Cause Nations' philosophy and pursue the Cause Capitalism objectives from a leadership perspective, driving the implementation of these philosophies.

**Cause Companies.**
Cause companies are for-profit companies built behind the concept of Cause Capitalism, and have non-profit companies as their partners not as a gimmick but as true sustainable partners, thus they give a portion of their gross income to charitable causes.

**Causenomics.**
This term is the equivalent of tokenomics and refers to the economics behind the supply and demand of the Cause tokens. Causenomics is a token economy that has humanity and giving at the center.

**Causedrops.**
This is derived from the term airdrops often used in the Crypto industry to refer to free issuance of coins. Causedrops refers to the issuance of the Cause tokens towards specific projects that have provable potential to transform the lives of humanity.

**Cause Exchange.**
The Cause Exchange will be an exchange built on a unique liquidity and market model. The exchange will incorporate a peer-to-peer exchange. Cause Exchange will participate as a Cause Company.
Cause Token Rewards.

This refers to token rewards that are sent directly to recipients’ wallets without any intermediate processes, and will be used to implement most causedrops of the project.

Initial Cause Offering (ICaO)

This derives from the popular fundraising model employed by Crypto and Blockchain founders known as Initial Coin Offering (ICO). ICO was and has been one of the leading fundraising mechanisms in the twenty-first century. However, the ICO-wave has also harbored a breed of greedy founders who have mastered the art of riding on the ingenuity of the Blockchain and Crypto technologies to dishonestly accumulate funds they do not intend to employ. The ICaO fundraising mechanism will only raise funds for a cause and will employ it deliberately and diligently.

Voluntary Minimum Wage (VMW)

Most countries, if not all, have a statutory minimum wage to be followed by both private and public sector employers. India has one of the world’s lowest minimum wage at $2.80 per day. Practically, the monthly minimum wage for an employee working 5 days a week, 4 weeks a month would be $62.00 in India. In Kenya, the minimum wage is approximately $130 per month. These income levels cannot sufficiently meet the basic needs of the earners including food, shelter, clothing, and healthcare. This denies them a chance to get ahead financially because of insufficient cash flow. Providing sufficient compensation to employees is a low priority to many organizations and employers. The Cause Nations’ charter inspires member companies and organizations to implement a Voluntary Minimum Wage (VMW) that can provide employees with sustainable livelihood. For example, the VMW for Nairobi, Kenya, will be set for USD 500 per month, providing a livable income for employees in that county. This is already being implemented by several Cause Companies. The top THREE United Nations (UN) Sustainable Development Goals (SDGs) are (1) No Poverty: Access to basic human needs of healthcare, education, and sanitation; (2) Zero Hunger: Providing food and humanitarian relief and establishing sustainable food production; and (3) Good Health and Well being: Better, more accessible health systems to increase life-expectancy. By implementing the Cause Nations’ Voluntary Minimum Wage, employers and nations can help the majority of the world’s population live a life of dignity.
World Cause Coin is a digital currency built for humanity on the basis of Steve Down's philosophy of Cause Capitalism. It is on the Binance Smart Chain thus enjoys the unique features of the BSC architecture such as high throughput, cross-chain interoperability and low transaction costs. The coin's ticker symbol is CSV and will initially be a utility token before the launch of the native Causechain. The token will also be accepted in part or full payment across different Cause companies thus will have a sustainable token economy compared to most cryptocurrencies that are largely built on speculation. There has never existed a cryptocurrency like this that is so humanity centered. Giving to humanity is not just a Corporate Social Responsibility (CSR) gimmick, but rather an integrated part of the business model. This is a wealth creation project that will distribute wealth based on the cause capitalism concept explained above. The life experiences of Steve Down have inspired Cause Capitalism as a practical and sustainable solution to achieving the above goals.

World Cause Coin project will be backed by assets of developing cause companies that are exclusively financed by Cause Vision. These cause companies will be for-profit but practicing Cause Capitalism where they partner with non-profit organizations, not as a gimmick, but as a true sustainable partner. Some of these cause companies include the World Cause Bank, Abundance Sandwiches (restaurant concept), Abundance Marketplace (grocery store concept), Cause Domains, Abundance Homes, Cause-Cash Money Remittance and other cause companies exclusively funded by World Cause Coin. Most of the companies will be unveiled in a progressive manner in the course of the World Cause Coin project. The details and timelines of these projects will be shared on the cause.vision website. These companies have been discussed below in brief:
World Cause Bank – Bank to give. The minimum deposit for opening an account up to $100 is matched in cash donations to a non-profit partner.

Abundance Sandwiches – Eat to give. For every sandwich sold, we give a sandwich to a non-profit partner.

Cause Domains – Domain registration with a give back. A percentage of your domain registration costs will go to our non-profit partners.

Abundance Marketplaces – For every groceries sale, 5% is given to a non-profit partner.

Abundance Homes – This will provide quality and affordable homes to ensure tenants live a life of dignity. For every rent paid, a portion will be given to our non-profit partners to build homes for the homeless.

The Cause tokens have been built on the Binance Smart Chain (BSC) Blockchain protocol. The development team used the BSC BEP-20 token standard to leverage several benefits. These BSC benefits include high transactions speed, comparatively low transaction cost, and interoperability with other key protocols. Such protocols include Binance Chain’s BEP-2, BEP-8 and Ethereum ERC-20 token standards which characterizes it with high cross-chain compatibility and high scalability.

The BSC protocol is also the best Blockchain that supports DeFi staking and farming. The Cause Vision team will develop a native Blockchain called Causechain which will provide a unique smart contract technology for the development of projects that have a cause. Cause tokens will be compatible with other wallets, other than the specific Cause wallets, such as Trust wallet and Metamask which are already widely used in the crypto industry. In the growth plans of World Cause Coin, a native Blockchain called Causechain will be developed that will host the Coins and the native coins distributed to the Cause Coin holders in a unique token swap model that will be revealed later.
Causenomics is the native term for the Cause Tokens Economy, popularly known as Tokenomics in the Cryptocurrency parlance. CoinMarketCap.com simply defines Tokenomics as the understanding of the economics behind the demand and supply characteristics of a cryptocurrency. The World Cause Coin team adopted the native term ‘causenomics’ because of the distinctive nature of the token economy and purpose for which Cause tokens have been created. It is not just another Cryptocurrency; it is the most cause-motivated, well-intended and charity-driven token ever created.

The World Cause Coin project is community centered and also revolves around the unique concept of Cause Capitalism founded and championed by American Entrepreneur, Steve Down. Steve Down is the founder of Even Stevens Sandwiches. Even Stevens Sandwiches was a concept that gave a sandwich for every sandwich sold – sandwich for sandwich. In two years Even Stevens served one million sandwiches; a milestone that took McDonalds seven years to accomplish. Steve’s goal was to do $1 million in revenues in the first calendar year, and instead, the first restaurant did nearly $2 million in the first calendar year. Cause Capitalism was born. This was profoundly disruptive in the American restaurant industry, and so will it be in the Kenyan and African markets.

The Cause Token Economy will be based Cause Capitalism concept and philosophy. The Cause Companies discussed in the introduction will form part of the economy of the Cause tokens. The nature of the relationship between the Cause Companies, Cause Nations, and the Cause Tokens will be comprehensively discussed in a later update of the Causenomics paper.

The intent of this segment of the Causenomics paper is to disclose how the disruptive Cause tokens will be distributed and how the liquidity of the tokens will be managed over a period of time.

Token Distribution

The Cause Tokens will be distributed via token sale in the model of Initial Cause Offering (ICaO), and via Causedrops using the Cause-Token-Rewards (CTR). The details of the token distribution will be shared periodically.
The initial price of the World Cause Coin will be determined by the Board of Advisors during the ICaO but will be determined by the free market forces once it is listed on the exchange. For the first USD $100,000, the Board of Advisors resolved to set a private sale launch price at 3 tokens per dollar; that is, each Cause Vision token for USD $0.33 (or Ksh. 33). This will only run during the private sale which will end once the USD $100,000 mark is hit. The next phase of the ICaO will see the token price set at USD $0.50 (or Ksh. 50) but will be limited for the next USD One Million. After the USD One Million mark is hit, the token price will shoot to USD $1.00 (or Ksh. 100).

The price of World Cause Coin is expected to increase sharply due to the following: anticipated favourable demand and supply elements; vibrant cause economy; and driven by cause companies and a loyal cause community. The World Cause Coin project is supported by a community that largely understands and appreciates Cause Capitalism, and are enthusiastic to create long-term wealth using the cryptocurrency.

The World Cause Coin project has a significant capital requirement but has been financed by the founders. This means that the initial development costs, marketing costs, legal fees and other establishment costs have been financed in full by the founders. Further demonstrating the founders’ faith in the Cause Vision project. There will, however, be progressive requirement of significant capital to realize the company vision. The Cause Vision team will use the ICaO mechanism to raise capital to finance the Cause Vision companies, most of which have been highlighted in this paper. The soft cap and hard cap capital have been mentioned below.
The World Cause Coin project is multifaceted and thus has various key implementation timelines. The cryptocurrency project will be implemented in the following key steps:

01. Product Development, Testing, and Launch

The product development and testing will take place in the first two months to be completed by July 2021 after which a soft launch of the Cause Blockchain Smart Contract will be done before the end of June 2021.

02. Initial Cause Offering (ICaO)

The project will run a 6 to 12-months ICaO with a target of raising a capital of USD $1 Billion. This will involve several sales events, conferences and summits across the African continent. The project will have an aggressive sales team led by the founder and sales executive Steve Down, who is also the CEO of the project. Steve Down will leverage the large and enthusiastic community of Financially Fit Africa. World Cause Coin has an exclusive agreement with Financially Fit Africa to leverage its substantial future database.

Soft Cap

This is a massive project that will require significant capital. However, the fact that the founders have injected significant capital has diminished the soft cap requirement for this project. The team has set the Soft Cap at USD $1 Million.

Hard Cap

The World Cause Coin team has a funding target to raise capital for each of the cause companies in order to execute with ease and without any insufficiency. The team will operate at a high degree of efficiency and will be deliberate and diligent in their execution. This will ensure the full utilization of capital raised through the ICaO. The project's Hard Cap has been set at USD $1 Billion.
03. Exchange Listing

World Cause Coin will be listed on the exchange within 3 to 6 months after launch. It will be listed progressively in three different exchanges covering three different continental regions including Asia, Africa, Europe, Americas and Australia. Further details on the listing will be shared in due course via an update to this Causepaper or on the www.worldcausecoin.com website.

04. Cause Companies

The Cause Vision team will launch a few cause companies within the first year of the project. The details of these companies will be shared in due course via an update to this Causepaper or on the www.worldcausecoin.com website.

05. Cause Staking Platform

After 3 months of the project, the World Cause Coin team will be listed on a staking platform to allow the community to stake their coins for different periods from three months to one year and earn extra tokens. The details and specific incentives and staking rewards will be shared via an update to this Causepaper or on the www.worldcausecoin.com website.

06. Cause Chain Development

The feasibility study and the development of the native Blockchain known as Cause Chain will begin after one year of the project. After the development and launch of the Causechain, the community will be guided on the impacts of having a native blockchain. Further details will be provided via an update to this Causepaper in due course.

07. Cause Exchange Development and Launch

The development of the Cause Exchange will begin after 16 months of project implementation. Further details about this exchange, its design and features, and timelines will be shared later via an update to this Causepaper or on the www.worldcausecoin.com website.
Conclusion

This Causepaper will be updated periodically to ensure it aligns with the dynamic aspects of this project that are particularly dependent on the business environment, and inter-dependence of the projects among other factors. This dynamics include the regulatory environment, the project’s short term achievements, and other factors including an expansion of the vision. The World Cause Coin team commits to the promises made in this Causepaper but do not guarantee rigidity to its provisions and timelines as the business environment may change and the societal needs may also transmute. Nothing in this paper amounts to investment advice or an offer or a legally binding contract, rather, it is used for the purpose of general information of the project.
Appendix

The Cause Nations Charter

**Cause Capitalism**

Illuminating the planet

**For World Proclamations.**

- Cause Capitalism is the new capitalism that inspires hope to the world.
- Cause Capitalism is when a for-profit chooses as its partner a non-profit—not as a gimmick but as a true sustainable partner.
- Cause Capitalism is when a company incorporates a Voluntary Minimum Wage (VMW), for the purpose of raising the standard of living for its employees.
- Cause Capitalism is a compassionate form of capitalism the world has been waiting for. Imagine a world where every for-profit business chooses as its partner a non-profit—not as a gimmick but as a true sustainable partner. A world where every valued employee is treated with dignity and respect.

*Illuminating the planet*—Cause Capitalism serves the hungry, the homeless, the sick and the afflicted, the aged, the disadvantaged, the disabled, the widow, the orphan, and the vulnerable. Cause Capitalism serves employees who serve. Cause Capitalism will resolve the ideological war between capitalism and socialism.

Where there is Cause Capitalism—there is hope. Cause Capitalism is the world re-imagined.

**Cause Nations**

Philosophy

**For World Goals.**

- To proclaim to the world the new way of doing business is *Cause Capitalism*.
- To educate individuals, families, businesses, communities, and nations on how to integrate Cause Capitalism into their various countries and cultures.
- To inspire men and women leaders to become *Community, National, and World Cause Leaders*.
- To create sustainable wealth by creating abundance for all the world’s inhabitants.

**For Governing Principles**

- We are all members of the same human family—brothers and sisters of equal worth and should treat each other as such.
- Economies should be built on a foundation of human dignity and mutual respect.
- Integrity, kindness, serving, and giving are fundamental world core values.
- Sustainability depends on the profitability of every Cause Capitalism business.

Welcome to Cause Capitalism. Welcome to Cause Nations. Welcome to hope.

Steve Down

World Cause Leader

Founder and CEO

Cause Nations