



# TOKEN

**WHITEPAPER**

**ENGLISH**

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## 1 **Abstract**

We believe that the blockchain technology is changing the world for the better. Barriers between people and countries are being removed, bureaucracy is going down, prices are bringing down, any business processes are becoming faster and more efficient.

## 2 **Mission**

The most of ICO founders focusing only on pre-ICO and ICO periods. The mission of 711 token ICO is to bring complex internet marketing and promotion component to the token's after-ICO life. 711 token evolution will include placement on stock exchanges, social media campaign, permanent cooperation with thematic websites, etc. Detailed reports will be available on this website. Strategic marketing planning of after-ICO period together with a low quantity of issued tokens (711 only) will provide long token lifecycle with a predictably stable exchange rate.

## 3 **The goal of 711 token**

The main goal is to make 711 token rare and very expensive.

## 4 **ICO**

### 4.1 **Total ICO funding**

ICO will be successful if more than 50% of tokens will be distributed. Maximum amount of tokens for sale is 80%. So, total ICO funding: minimum 88 ETH, maximum 143 ETH. Unsold tokens will be frozen for 1 year.

### 4.2 **Total supply**

Only 711 tokens will be issued. Its quantity will never changed.

### 4.3 **Exchange rate**

Exchange rate: 1 token = 0.25 ETH.

### 4.4 **Funding goals**

- List 711 token on Cryptopia and Livecoin exchanges.
- List 711 token at coinmarketcap.com.
- Social media campaign.
- Google/Yandex advertisement campaigns.
- PR on thematic websites.

**Detailed reports on funds spending will be available on the token website.**

### 4.5 **ICO schema**

Tokens will be transferred immediately after your payment to ICO smart contract address, distribution will be automatic. They will be free to use, keep(the wisest decision), sell, buy, invest, etc.

#### 4.6 Smart contract

Smart contract address published on <http://711token.life> website. Smart contract sources available on GitHub repository <https://github.com/711token/711contract>.

#### 4.7 Payments terms

- Send ETH to the Contract Address and the token distribution will be automatic, once your ETH is received, tokens will be sent back.

- If there no available tokens you will get your ETH back.

- Send only ETH.

- Minimum ETH accepted: 0.01 ETH.

- Do not send funds from exchanges.

- Recommended wallets: [Mist](#) (official) and [MyEtherWallet](#).

#### 4.8 Token distribution

80% of tokens will be placed at the ICO, the team gets 10% and 10% is distributed as rewards and bounty.

#### 4.9 Exchanges

If ICO will be successful with 50-70% tokens sold, token will be listed at Cryptopia exchange. If more then 70% tokens will be distributed, it will be listed on Cryptopia and Livecoin exchanges.

#### 4.10 Successful ICO

ICO will be successful if more than 50% of tokens will be distributed.

#### 4.11 Unsuccessful ICO

You can use SafeWithdrawal function of smart contract to get your ETH back.

### 5 Bounty campaign

10% of tokens are distributed as rewards and bounty. Tokens will be sent in case of successful ICO.

- First 20 backers will get +20% token reward, but not more than 5 tokens per tx;

- ICO translations;

- Social media campaigns;

- Thematic websites publications;

- Informational support.