"The idea that we are alone in the universe seems to me completely implausible and arrogant, considering the number of planets and stars that we know exist, it’s extremely unlikely that we are the only form of evolved life."

Stephen Hawking
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Executive Summary

Product Description
Aliencoin is a cryptocurrency that will serve the ecosystem built around the Alienchain, a multi-vertical platform where alien life believers will be able to blog, share video content, connect with like-minded peers and trade merchandise related to these mysterious subjects.

The ecosystem will be so divided into these three main portals:

ALIENLOG
Blogging platform built on the same principles of Steemit, but entirely dedicated to aliens and ufology. People can create their articles and get paid in Aliencoin based on how many votes their content gets from other users.

ALIENTUBE
Built on the same database of ALOG, ATUBE works on the same principles above. People can post their videos and get paid in Aliencoin based on how many votes their content gets from other users. See DTUBE as an example.

ALIENBAY
Market place where everything is payable in Aliencoin. People can sell and buy material dedicated to aliens and ufology, like: themed clothes, gadgets, books, movies, art, memorabilia and even relics. Selling services could be possible too, like for example "trips to the Area 51". As you can see, Aliencoin can have multiple real use cases, unlike most of the other cryptocurrencies.

Marketing and Sales
The most logical and effective way to market our products will be through social media. We will rely on heavy viral marketing, even offline.

Development
The idea behind Aliencoin is simple and requires already existing technologies. This will make the development easier than most of the start-up projects we can think of.

We still have the dilemma of whether to develop directly on top of the Steemit blockchain or to create a new blockchain from scratch with similar features to Steemit.
Management

Aliencoin is a collective effort, with three minds standing out in this project, that are going to take the lead once the project will become an operational business. Their roles are yet to be defined, but their contribution to the cause is already clear.

Alessandro Giuntini is the founder. He relies on a long experience in the igaming world and he has been an early investor in cryptocurrencies since 2014.

Nicholas Jackman is the cofounder. He is the first person ever to test Aliecoin and he is the first one to believe in its potential. Nicholas is well known in the blockchain business as Manager at BloxLive.TV.

Magda Lesniowska is the social media manager. She has a strong background in compliance for Forex trading companies. She lately became a social media specialist, helping Forex and Cryptocurrencies businesses to expand their social media presence.
**Project Overview**

Aliencoin is an articulated project that after one year of existence has already a defined mission after a rich development history behind.

**Mission Statement**

Aliencoin is a cryptocurrency that will serve the ecosystem built around the Alienchain, a multi-vertical platform where believers in life beyond Earth will be able to blog, share video content, connect with like-minded peers and get rewarded for their effort. They will be even able to use Aliencoin to trade merchandise related to aliens and UFOs.

**History and Current Status**

Aliencoin was born as a test, while its founder, Alessandro Giuntini, was doing coding exercises on the Ethereum blockchain.

The name was chosen almost randomly.

"Why not Aliencoin? Nobody has matched aliens and the blockchain! How come?"

And that was it. Aliencoin was the name that was inscribed on the Ethereum blockchain, forever.

First of all, we wanted our ERC-20 token to resemble more the first cryptocurrencies, that were built around a community. For this reason, we didn’t include any ICO contract address in the code. We didn’t want any ICO associated with Aliencoin. First you build the community, then you ask for funds. Moreover, we all know the reputation that ICOs have nowadays...

We struggled a bit to find a real application for a token named Aliencoin.

The first idea was to use it as an “entertainment” token, with a purely speculative aim.

For this reason, we thought to spark a new conspiracy theory according to which the blockchain technology was created by aliens. At first, the idea sounded effective. We were wondering how come that it hadn’t been proposed yet! But after thinking carefully, the concept looked far-fetched. The blockchain is indeed based on our computing system, based in turn on a decimal numeric system. We use a decimal numerical system because we have 10 digits. It’s improbable that another civilization uses our same computing system, resulting into a total incompatibility. This would make software transfers between civilizations impossible. We quickly understood that Satoshi Nakamoto didn’t fit the ET role...

The second idea regarded the biggest problem of the proof-of-work cryptocurrencies, led by Bitcoin. These currencies require increasing computational power that created a real GPU bubble. Prices for GPUs were becoming unaffordable for most people and the major cryptocurrencies were draining computational power from many collaborative projects, like for example SETI@HOME!

Aliens would have never given us the blockchain technology, for the simple fact that this technology was driving humans away from communicating with the universe! “Why searching for an improbable WOW signal when I can make tons of money with my computer?” The question was legit and most of the nerds gave the same answer: forget ET, let’s mine Bitcoin instead!

That’s how we introduced the proof-of-contribution concept. You contribute for a cause? Great! Here are your Aliencoins!

What people had to do? They simply needed to install SETI@HOME on their computers, taking a screenshot while running the software and send the image to our team along with their Ethereum wallet address, where we would have sent 500 ALN.

But again, with our surprise, the idea didn’t get traction. We met some people that even preferred to buy our tokens rather than install the SETI software for free coins!
These failures, plus the experience accumulated over one year in the blockchain industry, helped us to define a clear, simple, profitable and sustainable model for Aliencoin. The model is an already successful one: Steemit. Aliencoin Founder, Alessandro Giuntini, is an already active blogger on Steemit under the nickname @joonto. He is very happy with this technology due to its democratic, inclusive nature. It is also a reliable and tested technology, that you don’t need to invent from scratch.

Indeed at the current state, the Aliencoin team is still discussing whether to create a new Steemit-like blockchain or working directly on top of Steemit, like in the examples of TravelFeed.io or TripleA.reviews. These portals run on the same Steemit blockchain, but collect only articles for specific topics. We will discuss on a later paragraph the pros and cons of the two approaches.

**Markets and Products**

The market Aliencoin intends to target are all the people who believe in life beyond Earth in general, with particular focus on those individuals fan of UFO related stories. These people need a central hub where they can share thoughts, articles, videos and connect with like-minded individuals. Existing businesses targeting this market also need a central marketplace where they can cross-sell the audience, increasing their customer base mutually, just as it happens to shops in a big shopping Mall or in a Bazar.

**Objectives**

The main objective of Aliencoin is to gather the numerous communities dedicated to UFOs, aliens and conspiracy theories under one flag, in a unique hub where they can properly connect and find all the material, information, resources and where they can support each other.

The main motivation for users will be the fact that they will be rewarded for their work, directly by the likes (upvotes) received by the community.

With the proper marketing, the project is expected to grow fast, so we will need to be ready to scale quickly.
Industry and Marketplace Analysis

There are several major factors that make us confident about our possible marketplace:

1. Topic popularity: aliens and UFOs are always popular among the audience, with new media created every year (films, TV series, books and comics).
2. Evergreen trend: as everyone can assess on Google Trends, the search terms "aliens", "UFOs", "extraterrestrial" and related, have always had a constant search volume, with no downtrend on sight. The interest among the world population is constant and consistent.
3. Social media expansion: social media and blog platforms are expanding at a steady rate. Today it's even impossible to list all the social media platforms out there. Every platform today is thought out to be a potential social aggregator. Aliencoin will follow the same trend to meet this demand.
4. Bloggers: every year we have more and more bloggers posting on the internet, as well as influencers of any sort. Aliencoin aims at getting and gathering this kind of figures specialized on alien topics.

Customer Analysis

There is an aspect that is great and tricky at the same time: our potential customer basis is spread across the whole globe. It's good because the audience is huge, but it's also bad because this audience is hard to target geographically.

Direct Customers

The customers will be:

1. The users creating content and upvoting for the best works.
2. The users trading on the marketplace.
3. The vendors of the marketplace
4. The companies paying for advertising on the platform

Indirect Customers

Cryptocurrency exchanges users trading Aliencoin.

Competitor Analysis

The Alienchain will be operating primarily in the social media industry. Given the nature of its topic, any forum related to aliens will be regarded as a competitor, though these actors might even become customers on Alienmarket.

Any social media platform will be regarded as an indirect competitor.

Direct Competitors

1. Mufon.com
2. Express.co.uk
3. Decryptedmatrix.com
4. Conspiracies.net
5. Theblackvault.com
Indirect Competitors

1. Facebook
2. Youtube
3. Steemit
4. Quora
5. eBay

Marketing Strategy
The most logical and effective way to market our products will be through social media. This is the industry we will operate in and this is where getting users will be easiest.

Target Market
We aim to target all those people that firmly believe in UFOs and aliens and want to contribute to find the truth behind such phenomena.

Product/Service Strategy
These people need a place where to share information, knowledge, advices and where to report sightings, news or any kind of useful findings. We are going to give them a space of this kind!

Advertising and Promotion Strategy
Our primary promotion channel will be social media, with campaigns targeted to those users active on groups and pages dedicated to UFOs and alien life in general. Also conspiracy theories lovers will be target of our advertising
But there is room for offline initiatives too. We have been already bringing on a viral campaign, using QR codes to attach around the major cities around the world. The idea is to carry catchy campaigns that involve the citizens actively.
Development

The idea behind Aliencoin is simple and requires already existing technologies. This will make the development easier than most of the start-up projects we can think of.

We still have the dilemma of whether to develop directly on top of the Steemit blockchain or to create a new blockchain from scratch with similar features to Steemit.

Pros of using Steemit

Steemit is an already established community which is growing at a fast pace. Aliencoin would benefit from an already solid system providing an already active customer base, that already knows the basic rules of a blogging platform of this kind (creating content and getting rewarded for it in cryptocurrency).

Steemit offers a complete library of APIs that allows any developer to create new apps and websites easily, having to worry only about the user interface of the new product they will create on top of this blockchain. More importantly, Steemit APIs work fine with JavaScript and Python, making developers recruitment easy and cheap, as these are the most used programming languages at the moment.

Cons of using Steemit

Using a third party blockchain would give Aliencoin less technological freedom. We would be bound to Steemit limits, an aspect that could become crucial the day we would develop some particular app.

While all exchanges list ERC-20 tokens and native cryptocurrencies, still a few list Steem tokens.

Pros of using native blockchain (Alienchain)

With our own Alienchain, we will have the technological freedom to handle the software evolution according to our needs, implementing all the features we will need almost instantly. This won’t be possible using any third party blockchain, where we won’t have any say in its development.

Having its own blockchain could give Aliencoin more authority and credibility, boosting its marketing and its appeal among investors.

Cons of using native blockchain (Alienchain)

The development costs and time-frame to create a new blockchain from scratch will be much higher. We will need to hire more qualified developers, even though we have almost a ready model like Caliper and ParallelCoin, developed by our early collaborator Loki Verloren.

The technological freedom we will have with our own native blockchain will come with the burden of carrying out the constant update of this structure. The beginning will be though and expensive, having a small community with less people capable of contributing to the software development.
Management

Aliencoin is a collective effort, but we have to mention the three main minds behind this project, that are going to take the lead once the project will become an operational business. Their roles are yet to be defined, but their contribution to the cause is already clear. Here below you can check their background:

**Alessandro Giuntini**

Aliencoin Founder. Alessandro has a multi-faceted working experience spanning more than 10 years, despite his young age. After beginning as a technical writer for the machinery industry and being evolved into a Mathematics and Science teacher, he’s been spending the last 5 years in the igaming industry. The experience accrued in the igaming sector, provided Alessandro with an holistic, and yet deep understanding of the technologies moving the internet. Particularly precious was the role of graphic designer and web developer, Alessandro covered in 2016. Back then he was already investing in cryptocurrencies and he had already attempted to create one inspired to Stars Wars: the Galactic Credit Standard. That project was more an educational exercise rather than a serious business, but the lessons learned will be fundamental in the creation of Aliencoin later on.

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**Nicholas Jackman**

Nicholas is strong of 10 years in project management, media production and marketing across web, TV, print and radio. He is a popular voice over artist, writer, and advertising creative.

Nicholas’ most notable clients include but are not limited to: Google, Teufel, Motörhead, REMAX, and Mercedes Benz.

After founding a consulting company named Problem Solutions International, Nick started gaining experience in the blockchain industry by helping with the creation of CryptoCoinCharts Coin.Market. This was his preparation to the next step: aiding the creation of Aliencoin! Nick was the first person ever to cooperate with Alessandro, the first person ever to receive Aliencoin. From then on, Nick was fundamental in drafting the first white paper for Aliencoin as well as providing the right people to build a functional website for the newborn cryptocurrency.

Today Nick expanded his expertise further in the blockchain industry becoming the Manager of the rising TV channel BloxLive.TV.

[https://www.linkedin.com/in/problemsolutions/](https://www.linkedin.com/in/problemsolutions/)

**Magda Lesniowska**

Magda has a strong background in compliance for Forex trading companies. She lately became a social media specialist, helping Forex and Cryptocurrencies businesses to expand their social media presence. Her experience has been and will be instrumental for marketing success of Aliencoin. Magda is the very person who set up the Aliencoin social media channels and she is the mastermind of the most engaging posts published so far by our brand.

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Company Organization

The intention is to establish a limited company that will own the user interfaces of the three major sites we intend to build: Alienlog, Alientube and Alienbay.

The company will cash directly the proceedings from advertising and from transaction fees over Alienbay. Given the nature of Aliencoin’s mission, a foundation will be set up as well to back up Aliencoin development. This will give Aliencoin more legitimacy and will make it look more friendly to the particular kind of users we are going to target.

The advantage for the investors will be the tax exemptions a foundation can enjoy.

Areas to develop and define

Though we know that the target market is big, we still don't know how much.

Storm Area 51 showed us that believers in aliens are almost fanatic and ready to spend important amounts of time and money for their beliefs. They didn't have problems in travelling to Nevada from all over the US and the world, facing even the harsh conditions of the Nevada desert.

This suggests us that our potential customers will be loyal and committed, if we provide them with the right tools and the right level of involvement.

We must be done yet is conducting a proper market research to measure the actual size of Aliencoin target market.

One strength point for Aliencoin is that such a brand has the potential of bringing in people who never approached the blockchain before. Aliencoin has that built-in marketing appeal that no other cryptocurrency has. This is the pitfall from where to start.

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