



potentia ad populum (lat.)



# PECUNIA CRYPTO <sup>(PEC)</sup>

Tokens for All • Investments for All

## PECUNIA

noun

[ feminine ] /pe'kunja/

money, wealth

Pecuniary first appeared in English in the early 16th century and comes from the Latin word pecunia, which means money.



# Time for a Major Upgrade & V2.0



- On September 1st, 2021 - We started in the tenths of thousands.
- Already, with a big difference to most other tokens, we implemented strategies to encourage slow, steady and healthy growth.
- Soon we realized that our path is different from the majority of tokens which are based on a Safemoon Contract. Safemoon's idea of a deflationary token was good for that time, but we needed something stronger, better and more innovative.
- We found the right partners in LunaSwap, who developed this unique and simply amazing contract. Together with our development team, we adjusted the contract to fit our needs.

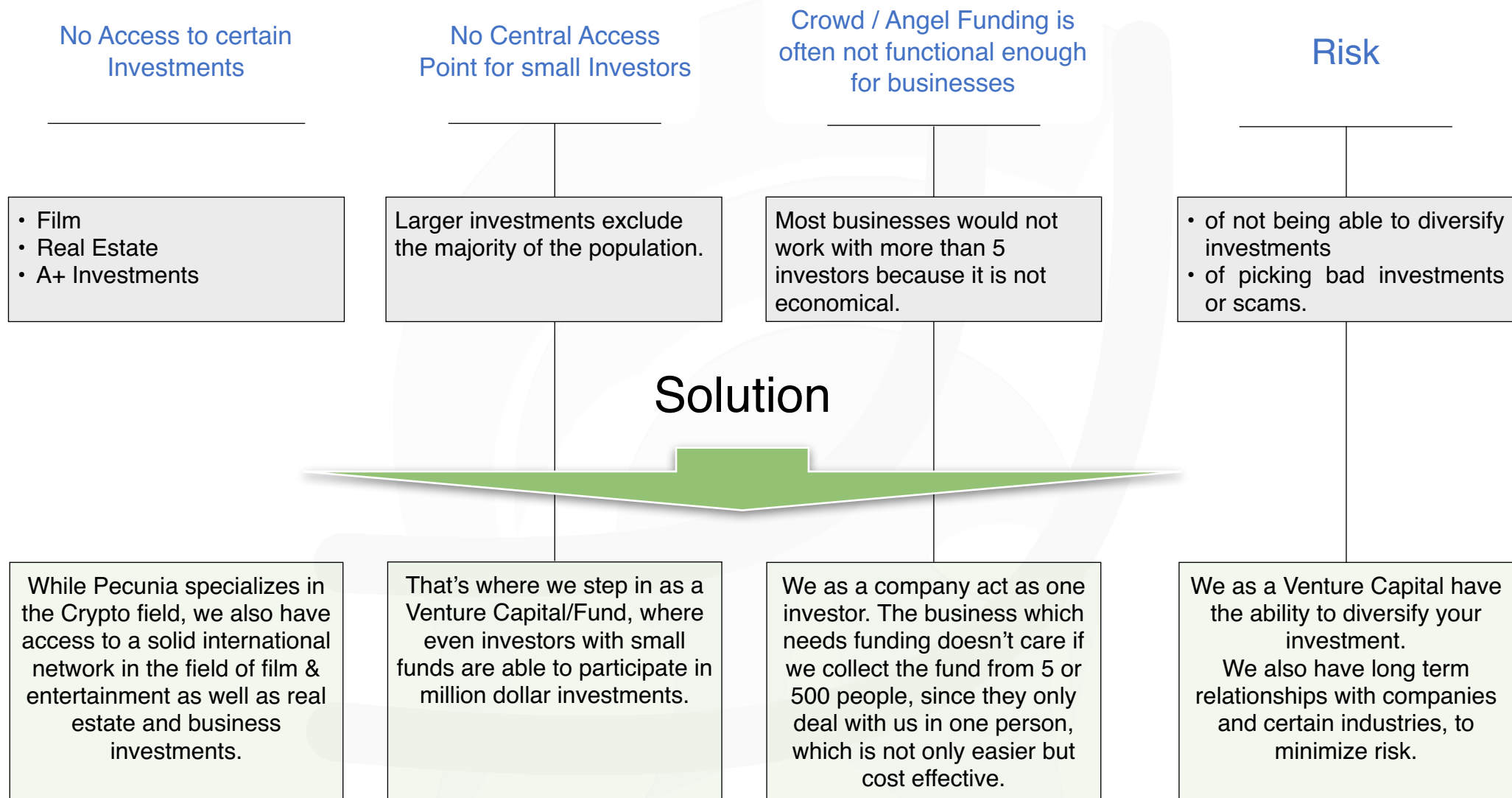
Hence, we made the decision to upgrade to PECUNIA V2.0 on December 7th, 2021.

These important changes not only give us a strong distinction from all of the Safemoon based tokens and meme coins, but these changes also prepare Pecunia Crypto for its use cases in future development.

A unique contract which currently exists only twice on this planet; LunaSwap & Pecunia.



# Problem



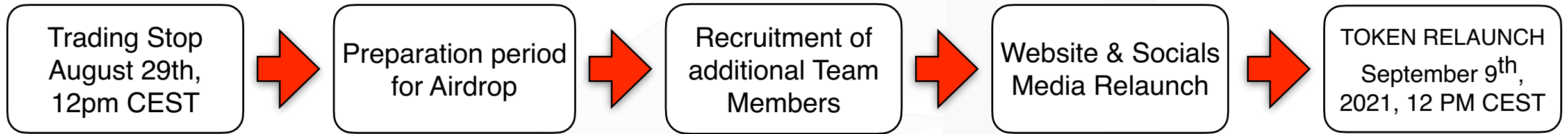


## What's the Value of Pecunia/Pecunia Token?

- I) The Token itself, is already not like every other token and coin. “Designed to Pump” - positive price pressure.
  - II) An investment medium and future payment method.
  - III) The Token as part of a Venture Capital/Fund, Pecunia Pictures and other use cases in development.
- We are going to have 3 different investment models:
    1. Investment in Pecunia Crypto
    2. Investment in the Pecunia Crypto, which is linked to a certain investment or investment category
    3. Investment in the Pecunia Crypto, which is linked to a pool of investments (diversification & minimizing of risk)
  - If invested in model 2 or 3, the investor is not only a Pecunia Token holder but also partial owner (in relation to their investment). For example, partial owner of a property, certain business, or even a movie, which means they will get:
    1. ROI - Return of Invest (in relation to their investment)
    2. Ownership (annually, half-yearly or monthly)
      - A. In an investment in a business this would mean they will receive a cash distribution in Pecunia Tokens.
      - B. In a film or movie project this would be a form of residuals which will also distributed in Pecunia Tokens.
      - C. Or for example if the Venture Capital / Fund stays Part-Owner / Owner of a real estate, it would also reflect in income in form of Pecunia Tokens, since profits Pecunia LLC generates will be reinvested.

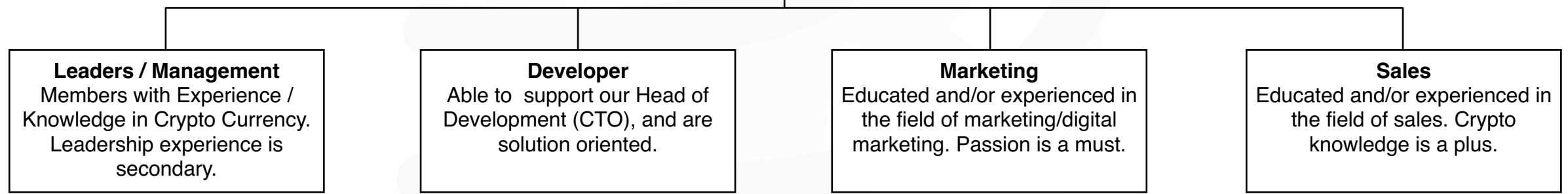


# Launch



We need every single holder, since we are a community based token, but we also need a strong team of internal members who are experts in their field. At the moment we are operating with a very small team, which which can be good in the beginning because we must be very meticulous with every task. Moving forward the growth of the team will increase efficiency. We will be consistently seeking new team members, who are not only experts in their field, but highly motivated by the vision.

We are currently looking to add the following positions:



If the position you're looking for is not listed above but you would love to bring your talent to the team, contact us at [join@pecuniacoin.info](mailto:join@pecuniacoin.info)

# Token Info Pecunia V2.0



- BEP-20
- 1 Trillion Tokens (1'000'000'000'000), percentage in relation to the amount you hold
- manual burns
- The maximum amount of tokens / transaction is 1'000'000'000 (1B tokens), 0.1% of the total amount
- Ownership will NOT be renounced. We are going to have ongoing developments on our token.
- Positive Price Pressure / Automatic LP (a real automatic LP with every purchase / withdrawal)
- LLC Wallet
- Charity Wallet
- (Real) Auto Liquidity (without selling the token before creating the pair)
- Strong community of 2000+ holders



# We have what everyone wants.

As the graphic shows, in other tokens, the dev-team can play against the token (even if unintentionally). Having funds for marketing means having a strong token and dumping the price by selling it to pay to third parties.

PECUNIA V2.0 solves that. By charging taxes in BNB, allowing us to get funds from volume instead of price, and also allowing us to push the liquidity with our exclusive algorithm (Positive Price Push).

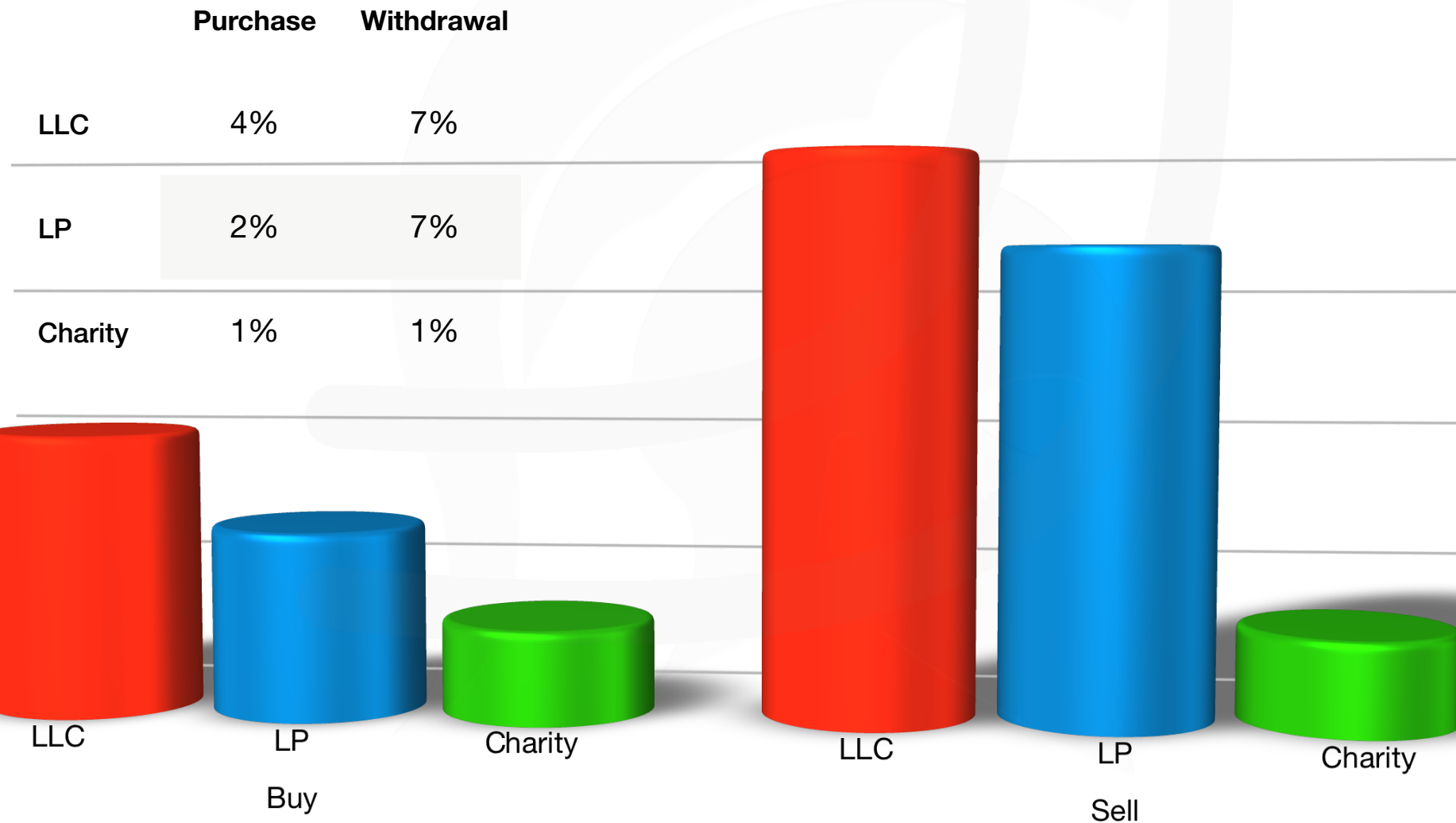


graphic from a random chart



# Taxes - Designed to Pump

LLC = Marketing, Development, Operations, etc., LP = Liquidity will be added automatically with every transaction





# LLC Wallet

Why do we need an LLC wallet?

One of the main issues with several of the other Tokens is the lack of funds for marketing, development and operational costs. By random and only unstructured buying promotions, for example on IG, the companies quickly ran out of funds. An LLC wallet for those expenses is the only way to guarantee a sustainable stream of funds to finance, promote and develop the project further.

## MARKETING

Why is marketing of a Crypto Currency so much different from traditional Marketing? Well it is not. At least not if you aim to create a healthy and slow but steady growing company instead of a another “pump & dump” - Token.

The owner's background is business and growing the company healthy is first priority.

There is no interest in only pumping it. Pecunia is here for the long run and to establish necessary and useful financial services as well as offering an investment platform like no other.

PECUNIA - potentia ad populum (lat.)





## **1/4 More Specific Audience Segmentation**

Buying a cryptocurrency token does not give the purchaser any stake in the company. Instead, different coins bestow different benefits. Some provide bandwidth on an operating system while others allow access to sophisticated foreign exchange algorithms, and still others do even more. Attracting investors who care about your token's purpose means paying particular attention to your potential customers—sometimes defying traditional buyer personas—and the channels where they congregate. For example, a token that gives bandwidth privileges to a developer attracts a particular kind of audience. A token that gives access to a foreign exchange algorithm attracts a different kind of investor. Sometimes, your audience may not even come from an investment or cryptocurrency background, as is the case with decentralized betting platforms. In this case, potential customers also come from the world of sports betting and may have different behaviors.

## **2/4 Extra Effort in Education**

The new and varied nature of blockchain companies and cryptocurrencies calls for extra effort in educating your audience about what your token does. If your token grants special access or privileges beyond simply holding value, you need to address the benefits of participating beyond making money when the token value increases; otherwise, you will mostly attract investors speculating the value of the token and flipping it when the value increases instead of actually using your product.

You also need to explain clearly how to invest, especially if your audience has never previously participated in a token offering. Complexities that can confuse your investors come in the form of using different wallets, legal specifications defining who can invest, the time it takes for transactions to go through, and so much more. Eventually, once procedures become as well-known as stocks and commodities trading, this may pose less of an issue, but for now, your company must play the role of educator.

# 4 Focus Areas of Crypto Marketing



## **3/4 More Reliance on Founder Reputation**

When a blockchain company fundraises, the product does not need to be built beforehand. Crypto companies usually market the potential of the technology, which is a much larger risk to investors. Some critics will even go as far as suggesting the company is a scam. In order to gain trust, cryptocurrency and blockchain founders must stress their reputation as experts in the field and experienced product-builders before the ICO is announced. This can come in the form of media interviews, authoring thought leadership articles, keeping an updated LinkedIn profile and GitHub account, and staying transparent about what they plan to do after raising funds.

## **4/4 Increased Community Engagement, Especially in Handling Crises**

Buying tokens during ICOs is still somewhat unruly and average people do not yet understand the ins and outs. Sending the wrong digital currency to an address is a common mistake, with little to no recourse for recovery, as of this writing. Scammers deceive investors by setting up fake accounts and websites and encouraging investors to send money to a fake wallet address. Thus, companies issuing tokens must put extra effort into preventing fraud and handling scammers that appear. Make sure to equip your support team with instructions on how to help investors through common problems, staff chat rooms where your investors are asking questions, and post updates and guides to your website, social, and other communication channels.



What is the main purpose of our Charity Wallet?

The wallet's main purpose is going to be the social aspect. We want to include monthly donations to a charitable organization.

Our owner and Executive Chairman was adopted as a child himself. He knows how important it is as a kid in need to find a loving and caring family. This would not be the first time that he is involved in a charity to help kids. He was an ambassador for a European Kids Charity for many years before moving to the United States. Extending this charity aspect to the company means a lot to us.

That's why we partnered with "Gambia School Support" to support Kids and Families in The Gambia.





**Pecunia Charity** founded 2021 to support Kids & Families in The Gambia. Pecunia Charity partnered with Help in Progress e.V., Germany and Gambia School Support (GSS), United Kingdom. Pecunia USA LLC. and Pecunia Crypto (Switzerland) both donate 1% of their revenues to Pecunia Charity. With your purchase you help us to make an even bigger impact. 100% of all profits from purchased items of the Pecunia Charity Collection get donated to GSS.



**Gambia School Support (GSS)** assists 'Community' owned nursery schools or 'Early Child Development' (ECD) schools as they are called by the Ministry of Basic & Secondary Education (MoBSE) in The Gambia.

Our projects are implemented by an organization called the 'Gambian Management Team'(GMT) which has been operating since 2003.



Since Sept 2016 GSS has assisted 5 struggling ECD schools which were in danger of collapse and turned them around by:

1. Providing good quality premises by either restoring dilapidated existing buildings or building new schools.
2. Re-equipping them with classroom furniture and teaching aids.
3. Paying for teachers to qualify and entering them all on our bespoke teacher training program.
4. Introducing higher standards of education making sure the excellent MoBSE curriculum is followed. Also, we ensure proper class sizes and safeguarding standards.
5. A focus on the education and care of the girls and the disabled.
6. Developing and encouraging the implementation of strong administration, good governance and leadership at each school.
7. Importantly, we work together with the local communities, their PTA's, Head Teachers and officials from MoBSE to steadily improve each school's financial and governance independence.





GSS is also investing in the 'GMT' who ensure that our donor's money is spent wisely and that the standards set for each school are met. If a school fails to meet these standards, we withdraw our assistance.

The Trustees of GSS believe that the foundations have now been laid to scale the project rapidly and bring about profound change to the lives of the children at the schools we help.





**Type of investments** Real Estate, Business Investments / Startups, etc.. Film Investments are planned later and as a separate investment sector through Pecunia Pictures.

**Problem** it is difficult and often impossible for (small) investors to get solid good investments. And even if the possibility is given, solid investments would not accept small investments. Every investment has to be signed with a contract which is not only a lot of work, but also very costly.

**Solution** Pecunia VC / Pecunia Pictures function as fund and since every transaction through the blockchain is its own smart contract, it is very easy for us to sign many Investors, even with small investment amounts.

Min: 100 BUSD / 100 USD

Max: no limit of BUSD until the investment is fully funded

**ROI/Ownership** Pecunia VC is aiming to sign investments with 130% ROI and 30% Ownership. 120% ROI will go to the investor after a management fee of 10% is deducted for Pecunia Crypto (PEC).

**Interest through Staking** Interest (6-10% p.a.) generated will be distributed to Pecunia Crypto (PEC) and added to Liquidity. Interest from Staking will be used to add to the investment if necessary or will otherwise be added to the management fee and distributed to Pecunia Crypto (PEC).

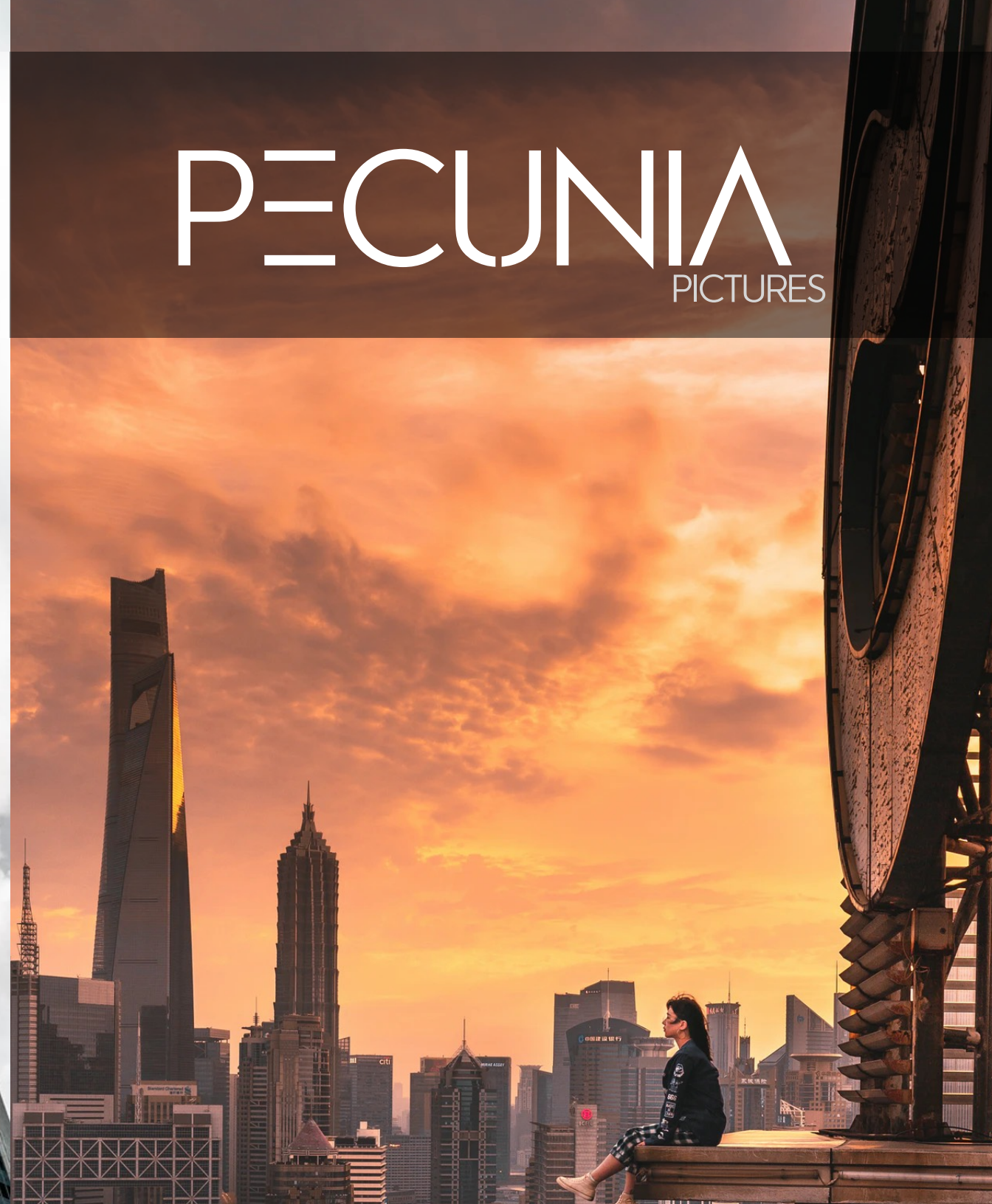
# PECUNIA

VENTURE CAPITAL

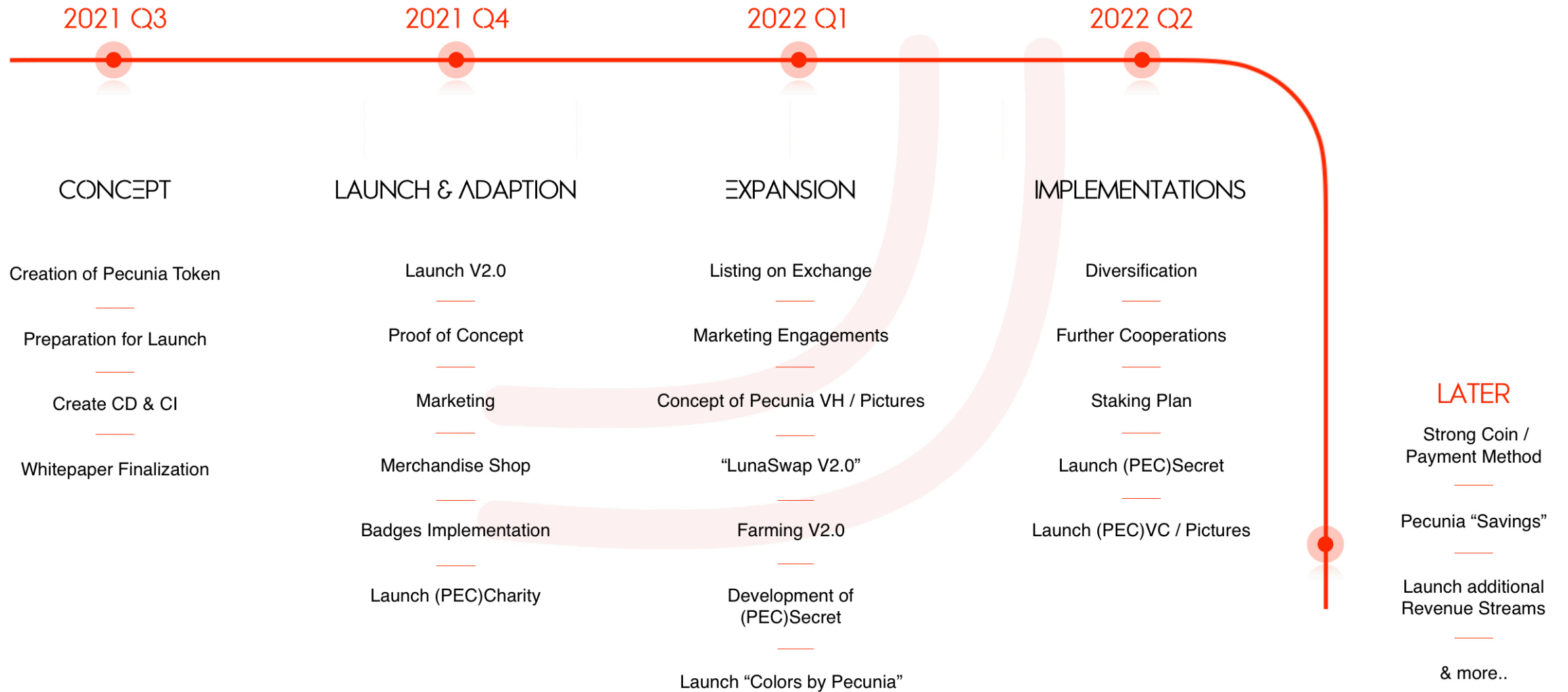


# PECUNIA

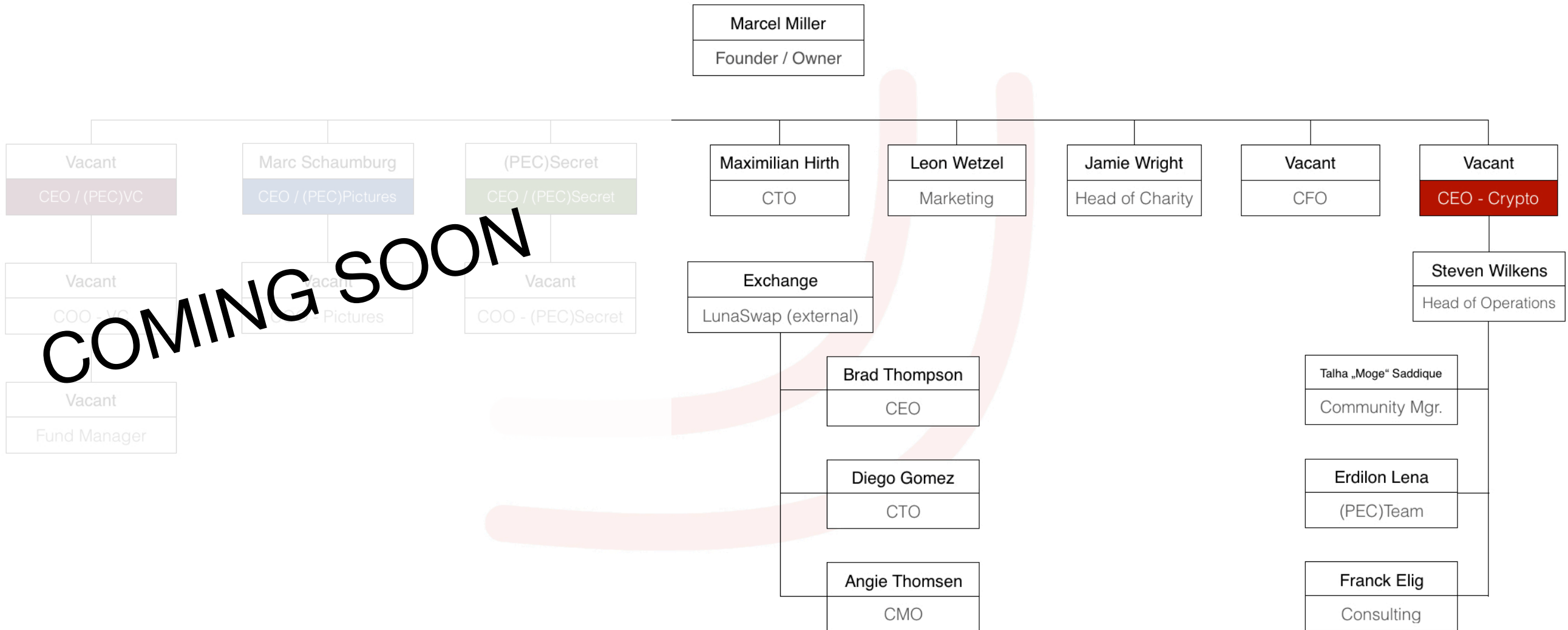
PICTURES



# Roadmap



# Management Team



COMING SOON



Pecunia USA LLC. is based in Los Angeles, California and acts as Pecunia Crypto's Mother Company, which based is Zurich, Switzerland.



Every use case I company in development is going to be a daughter company of Pecunia USA LLC., but Pecunia Crypto will be the medium and linked to all companies / use cases. Therefor it will also 100% profit from all the other daughter companies.

Pecunia is not only here to be an asset and payment method, but also to innovate the financial sector with its use cases. The Pecunia Venture Capital and Pecunia Pictures are only two of them.

Pecunia is currently on the Binance Smart Chain, but is already in development to be a multi / cross chain network token. Launch is planned for early 2022. Being a cross chain token, means it can be traded with all major cryptocurrencies on major networks.



- New Design
- New Color Scheme (hexadecimal color codes | black: #000000 | red: #FF2800 | graphite: #F6AF72 | white: #FFFFFF)

- Previous 
- New 

## THE LOGO

The logo is Latin / Greek origin. It was the first symbol used to write the letter “P”. We also use it in combination with a galea - a roman helmet and other combinations.



Our idea was to combine the medium money which is more than 3000 years old with our modern and future currency. In the end it was always the same. People traded something what they called money, for something else with value; goods, a service or even a different valuable item which was or is used as payment. Nothing else we do these days when we use crypto / crypto currencies.

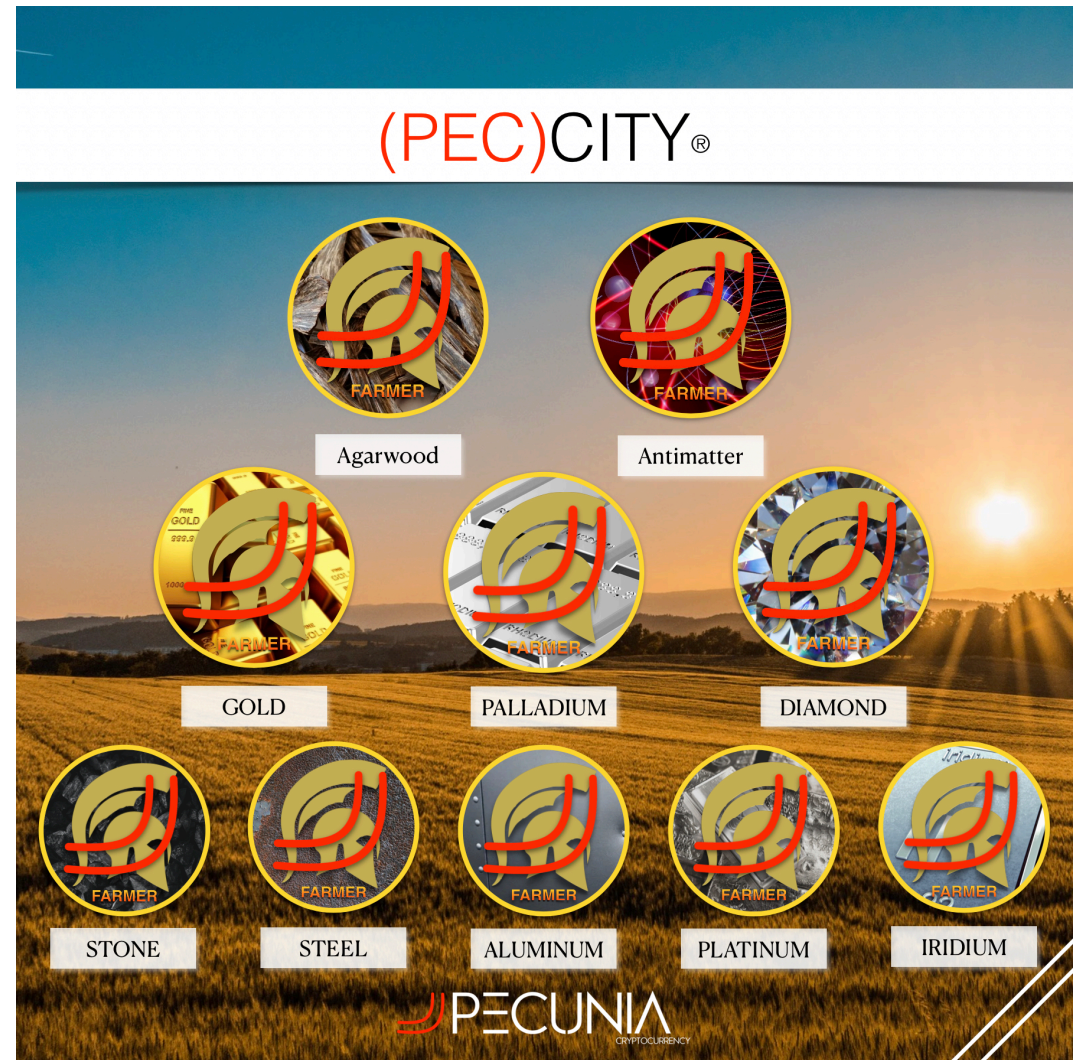
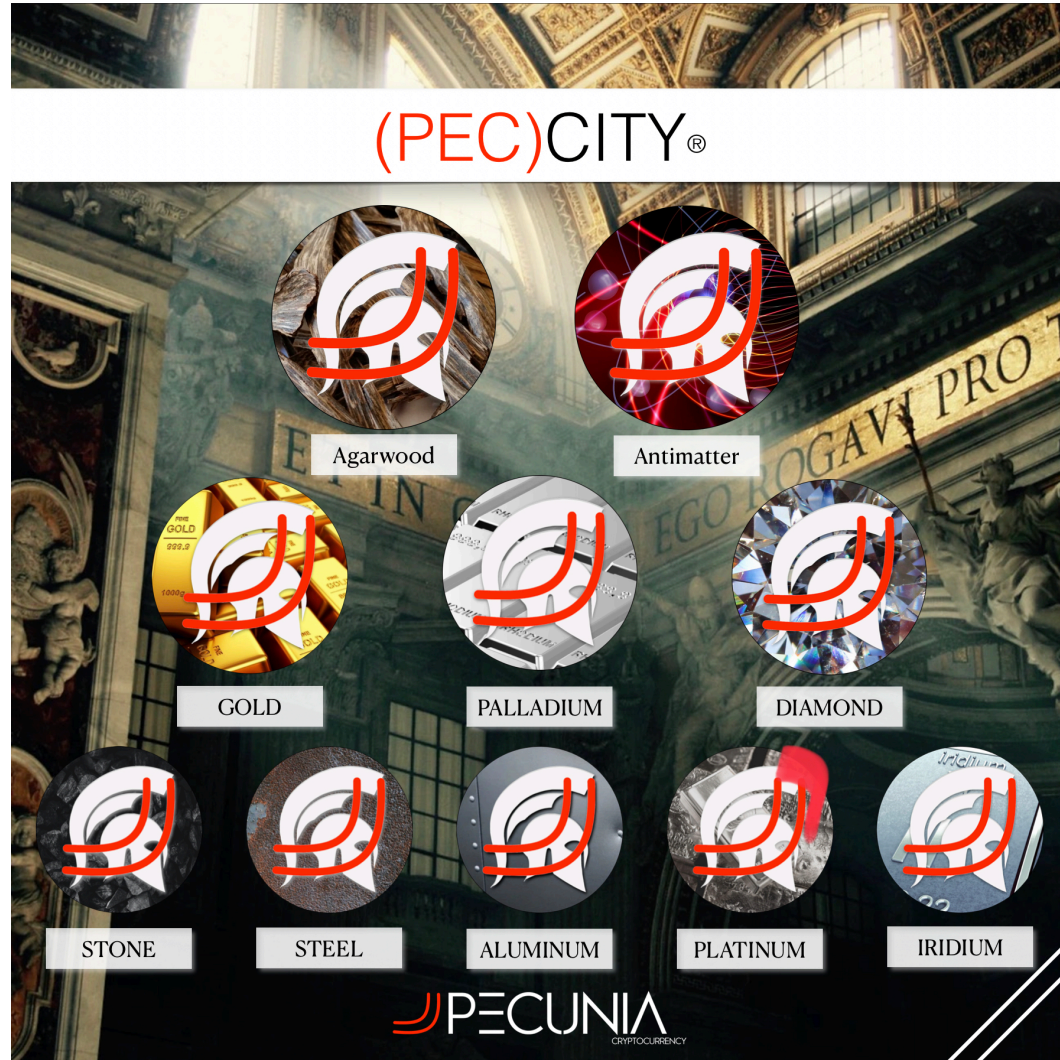
## THE FONTS

PASAJERO - We wanted to keep the corporate design in line and went with the following font which works in combination with the logo, as well as by itself.

GILL SANS - a very clean secondary font we use for website and graphics.

Helvetica (light) - used for text and graphics





# Reward System / Badges 02/03



| BADGE      | Holds        |                   | Raffle Tickets |             | Additional PEC<br>(of price money) |             | Merchandise<br>(coming 2022)                            |
|------------|--------------|-------------------|----------------|-------------|------------------------------------|-------------|---|
|            | PEC Citizens | PEC Farmers       | PEC Citizens   | PEC Farmers | PEC Citizens                       | PEC Farmers |   |
| Stone      | 500M         | 500M<br>+ 0.25 LP |                |             |                                    |             |   |
| Steel      | 1B           | 1B<br>+ 0.5 LP    | 2x             | 3x          |                                    |             | (PEC)Hat  |
| Aluminum   | 2B           | 1B<br>+ 1 LP      | 3x             | 4x          | 2%                                 | 3%          | (PEC)Mug  |
| Platinum   | 5B           | 2B<br>+ 2 LP      | 4x             | 5x          | 3%                                 | 4%          | (PEC)T-Shirt  |
| Iridium    | 10B          | 4B<br>+ 4 LP      | 5x             | 6x          | 4%                                 | 5%          | (PEC)Polo-Shirt   |
| Gold       | 15B          | 6B<br>+ 6 LP      | 6x             | 7x          | 5%                                 | 6%          | (PEC)Hoodie   |
| Palladium  | 20B          | 8B<br>+ 8 LP      | 7x             | 8x          | 6%                                 | 7%          | (PEC)Gym Collection<br>Hoodie + Pants + Ringneck Tumble |
| Diamond    | 30B          | 15B<br>+ 10 LP    | 8x             | 10x         | 7%                                 | 8%          | (PEC)ALL CITIZENS' Collection                           |
| Agarwood   | 40B          | 19B<br>+ 14 LP    | 9x             | 12x         | 8%                                 | 10%         | (PEC)King & Queens Collection                           |
| Antimatter | 50B          | 20B<br>+ 20 LP    | 10x            | 15x         | 10%                                | 15%         | (PEC)Antimatter Collection                              |



## (PEC)SPECIAL BADGES®

*Early Bird*

*Loyalty Badge*



 PECUNIA  
CRYPTOCURRENCY

## (PEC)SPECIAL BADGES®

*Early Bird*

*Loyalty Badge*

The Early Bird Badge will be given to holders who purchased within 10 days after launch. (before 09/19/21)

The Loyalty Badge will be given to holders who have never sold any PEC. Must've held at least 2 months.

 PECUNIA  
CRYPTOCURRENCY

# Pecunia Merchandise

[www.pecunia.shop](http://www.pecunia.shop)



Unisex Fleece Hoodie - Pump  
From \$39.99 USD



Women's Racerback Tank - Pump  
\$30.50 USD



Crop Sweatshirt  
\$47.99 USD



Crop Hoodie  
From \$49.99 USD



Longline sports bra  
From \$49.00 USD



Loose drop shoulder crop top  
\$24.99 USD



Women's Relaxed T-Shirt  
From \$24.50 USD



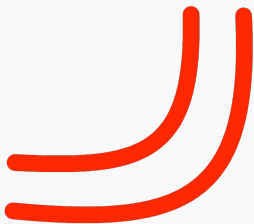
Leggings  
\$36.50 USD



powered by



[www.pecunia.exchange](http://www.pecunia.exchange)



# PECUNIA

potentia ad populum (lat.)

Pecunia USA LLC.  
Los Angeles, California

Pecunia Crypto  
Zurich, Switzerland

Registered Founder / Owner:  
Marcel Miller

Email: [info@pecuniacrypto.com](mailto:info@pecuniacrypto.com)

Website: <https://pecuniacrypto.com>

Telegram: [https://t.me/Pecunia\\_Crypto](https://t.me/Pecunia_Crypto)

Instagram: <http://instagram.com/pecuniacrypto>

Twitter: <http://twitter.com/pecuniainvest>

Facebook: <https://www.fb.com/pecuniacrypto>

TikTok: <https://www.tiktok.com/@pecunia.llc>

YouTube: <https://tinyurl.com/PecuniaLLC>