



ERRL

420 ERRL COIN

www.ERRL.io

Whitepaper

V1.1

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INTRO

We believe that an opportunity of a lifetime exists to participate in the retail cannabis legalization in Canada once that occurs after October 17, 2018. We believe there also exists several problems that will affect sales revenues at the retail outlets and that these problems will be alleviated with the introduction of a cryptocurrency that provides solutions to the problems identified below.

We have determined the coin will be called 420 ERRL Coin, ERRL being a slang word for Dab which is a form of Cannabis enjoyed by many Cannabis users.

The 420 ERRL Coin will be an asset based cannabis coin, a real useable cannabis coin contrary to current Cannabis coins in the cryptocurrency market, and with our initiation of the use of the 420 ERRL Coin, it will gather acceptance at other Canadian retail outlets as well as worldwide retail outlets, with your participation in this ICO the 420 ERRL Coin will be an accepted asset based Cannabis coin used in retail cannabis outlets worldwide and will receive much investor interest in secondary trading based on the growth potential.

PROBLEMS

We believe anonymity and bank acceptance of cash from retail cannabis outlets in Canada will be major problems that will be solved by using the 420 ERRL Coin.

ANONYMITY

Many users of cannabis are professionals employed in daily work and their usage of cannabis, even when legal after October 17 in Canada, may lead to a negative reaction from employers or even the public if known.

Additionally, two issues arise from this problem with anonymity exist. Those are:

- the USA has already banned several investors involved in legal Cannabis businesses from entering the USA,

-the records of purchases by credit card or banking will also be available to the USA customs officers who can then ban an individual from entering the USA.

The second issue, of more concern, is that by Law, the Federal government must call an election in the fall of 2019, only one year after legalization. The opposition party during the Law enactment process over the past two years on many occasions demanded that the government keep a list of all cannabis investors, medical cannabis users and demanded that a list of all recreational users be kept. This has Canadians demanding anonymity to protect from future stigmatization or from future job losses or future legal action if the opposition government is elected in fall 2019.

Many cannabis users will demand anonymity, but how will they be anonymous when strict accounting procedures are mandated in the Law dealing with retail Cannabis outlets in Canada. With your help in participating in the ICO, the 420 ERRL coin will be the solution.

BANKING ACCEPTANCE OF CASH

The second problem that will be addressed with your help by participating in the 420 ERRL Coin ICO is the fact the majority of banks and credit unions in Canada may not accept cash from the legal retail cannabis outlets. With anonymity a concern, the majority of customers will use cash to purchase legal cannabis.

The banks own subsidiaries in many countries in the world including the USA where cannabis use is not legalized. Banks will be reluctant to accept cash sales for deposit because repercussions could occur in the form of travel bans to the USA of executives and employees or possible sanctions against the banks from doing business in the USA or other jurisdictions worldwide that do not allow Cannabis legalization.

420 ERRL COIN

SOLUTION IS 420 ERRL COIN

420 ERRL Coin will be the solution to the problems of anonymity and banking acceptance of cash.

INVESTMENT AND SPECULATIVE INVESTMENT OPPORTUNITY

420 ERRL Coin will be a spectacular investment and speculative opportunity due to its implementation at legal retail cannabis outlets and its asset based holdings.

The revenue from legal retail cannabis sales outlets will be converted daily, on a minute by minute basis, to quoted 420 ERRL coin offer price on the listed exchange(s).

Since no short selling is possible of the 420 ERRL Coin, the offer price should be higher daily as revenues are compounded daily into the purchase of 420 ERRL coin off the offer on exchange(s). The 30+ years of experience in public company marketing and trading of two team members will help create value for 420 ERRL Coin.

420 ERRL COIN (ERRL)

We will issue the 420 ERRL Coin, ERRL. A total supply of 1 Trillion coins will be authorized, and will run on the Ethereum blockchain with ERC-20.

ALLOCATION

%	Amount (ERRL)	Participants
60.0	600 Billion	ICO
1.6	16 Billion	Founders for assets
0.2	2 Billion	Software team
38.2	382 Billion	420 ERRL Team for future conversion

ICO

The ICO will be done in ETH via Ethereum blockchain with ERC-20.

The ICO will start once accepted on Ethereum blockchain and ERRL will be sold on a first come first served basis once 300 Billion ERRL are sold.

Investors will receive ERRL immediately on purchase in the ICO or within 5 days.

ICO PHASE	ICO PARTICIPANT	FOUNDERS
1ETH	700,000 ERRL and 0.35ETH back	700,000 ERRL

The ICO will be for 600 billion ERRL, 1ETH buys 700,000 ERRL plus 0.35ETH back to investor and 700,000 ERRL will go to founders for each ETH purchased or fraction of ETH.

The founders bonus is for future acquisitions.

USE OF FUNDS

ICO PROCEEDS ALLOCATION	ICO %
Purchase of commercial retail outlets and conversion to legal retail cannabis, purchase of established legal retail cannabis outlets, permitting fees	60
Initial purchase of legal cannabis from government source	25
For emergencies and unseen circumstances	15

ERRL APPRECIATION

ERRL will be purchased as per the model below, off the exchange(s) with the daily conversion of retail cannabis sales revenue from cash to ERRL.

The Founders bonus ERRL and the retained ERRL will be used in future to appreciate the value of ERRL by continued acquisition of retail cannabis outlets and cannabis producers, with the revenues in sales converted daily, from those future acquired assets and existing assets, into purchasing ERRL off exchange(s) for conversion by customers to cannabis at the legal retail outlets.

The large number of ERRL at the lower price in fiat currency will attract investors who will help in price appreciation in tandem with conversions of retail cannabis outlets conversion of cash to ERRL.

ERRL ASSET BACKED

ASSETS for ERRL exchanged for ERRL from founders consist of

- 10.7 million square feet of land for cultivation of legal cannabis and legal hemp in Italy. 420 ERRL Coin will apply for permitting to cultivate and produce legal cannabis and legal hemp in Italy.

- Land also included that will be used for processing facilities, that 420 ERRL coin will apply for permitting and licencing to process cultivation of legal cannabis and legal hemp, subject to receiving approvals.

- Multiple domains that are city specific in Canada, to drive local traffic to 420 ERRL Coin retail Cannabis outlets, example, vancouverretailcannabis.com, torontoretailcannabis.com, montrealretailcannabis.com.

DETAILED ERRL PRICE APPRECIATION

From the statistics compiled in 2015 in Vancouver from all the cannabis dispensaries at the time, 240 pounds of cannabis daily was sold.

The Law allows 27 grams per person per day, at the 2015 statistics that is less than 3,600 customers per day.

Another study suggests over 35% of citizens in Canada use cannabis regularly.

A study by Deloitte, from summer 2018, premised an average price of Canadian \$8+ per gram for Cannabis at retail outlets. It is common for coffee franchises to receive the 3600 customers per day in Canada in large cities and comparisons have been made with coffee franchises and legal retail cannabis outlets.

240 pounds per day= 108,800 grams per day @ \$8 per gram = \$870,000+ daily sales

Using a very low 10% figure of customers rather than the 3,600 per day, would still amount to \$87,000+ a day in retail sales.

The daily revenue sales will be initially converted from cash from customers to ERRL to solve the problems identified. This average daily sales value of \$87,000+ per day will all be converted to ERRL by purchasing the ERRL off the quoted exchange(s) at the offer price.

The compounded daily sales will result in the ERRL exchange(s) quote price increase in value on the exchange(s) daily on conversion of customers cash to ERRL in each retail outlet.

To compound and accelerate ERRL appreciation multiple legal cannabis outlets will be acquired or established to convert multiples of the projected daily cash revenue to ERRL. With the ERRL purchased off exchange(s) with daily revenue cash.

The business model of ERRL use will be in demand by other legal retail cannabis outlets, and acceptance of ERRL in the legal cannabis community will open avenues of legal cannabis producers use.

EXAMPLE POTENTIAL APPRECIATION

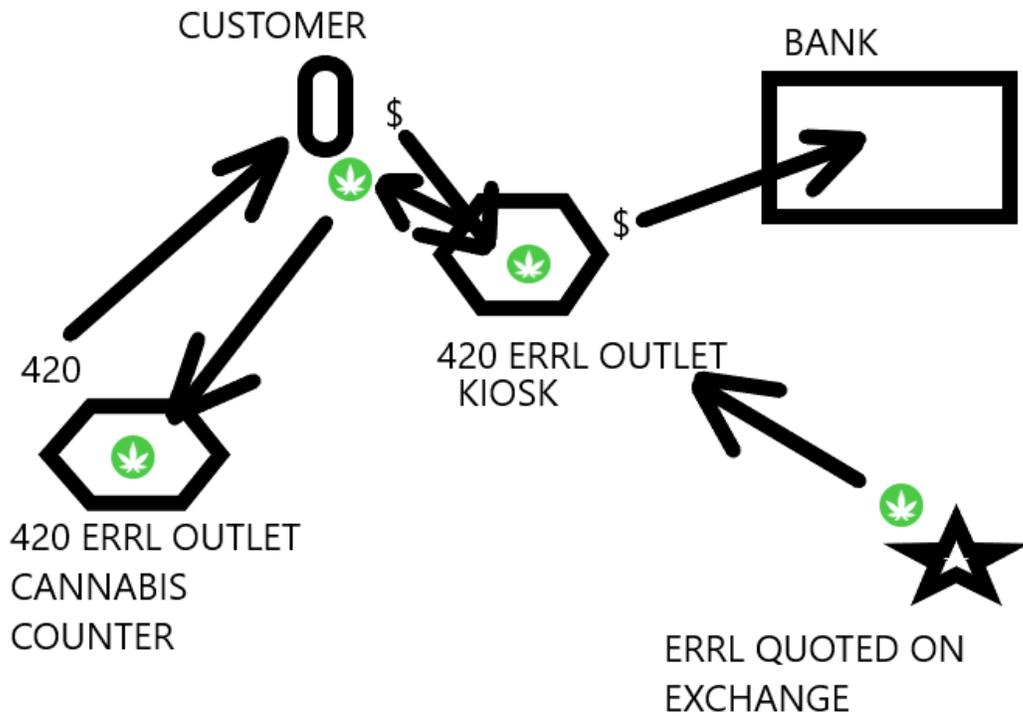
\$87,000+ per day cash conversion to ERRL per retail outlet, and if 50 retail outlets converting daily, total of \$4,350,000 daily revenue conversions, in 30 days the total daily revenue sales would amount to \$130,500,000 converted to ERRL, with ERRL purchased off exchange(s). This 30 day point from only 50 retail outlets at the lower end scale of sales, would have the total ERRL ICO repurchased off exchange(s).

Daily sales converted to ERRL from 50 outlets	30 day cumulative sales converted to ERRL from 50 outlets	90 day cumulative sales converted to ERRL from 50 outlets	120 day cumulative sales converted to ERRL from 50 outlets	360 day cumulative sales converted to ERRL from 50 outlets
\$4,350,000	\$130,500,000	\$391,500,000	\$522,000,000	\$1,566,000,000,000

ERRL IN STORE BUSINESS MODEL

The business model of the ERRL is that customers arrive with cash, for anonymity reasons, or credit or debit card, and the customer is directed to a in store kiosk for the cash transaction converted to ERRL, then the ERRL is converted to the cannabis choice of the customer.

This business model shows the cash received was for conversion to ERRL, acceptance by banks assured.



ERRL A REAL USEABLE CANNABIS UNLIKE OTHER CANNABIS COINS

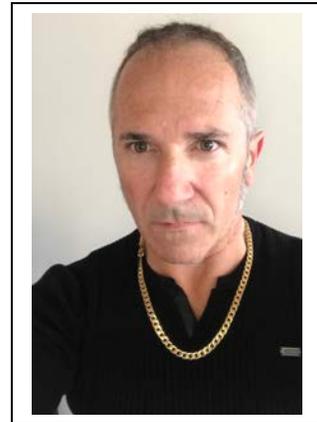
ERRL will be the cannabis coin and will attract investors looking to participate in the legalization of cannabis.

ERRL will dominate the retail cannabis business in Canada and work to compete worldwide.

ERRL will become the currency of choice in cannabis transactions worldwide.

TEAM

John Specogna, 35+ years experience in Marketing Stock Exchange listed Companies focused on Mineral exploration And in the recent four years in the emerging Legal Cannabis sector. November 14, 2016 Published online the www.topmarijuanaindustrystocks.com website outlining Legal Canadian Cannabis listed stock companies after researching all at the time, with T-WEED, and T-ACB at the time making huge gains from \$7CDN to \$19CDN for T-WEED, reaching millions of cannabis hungry investors who had not been reached prior to that date- paper marketing expert in the digital age and stock market expert who can apply stock market techniques that are now regulated but that can be applied in the unregulated Coin/token market.



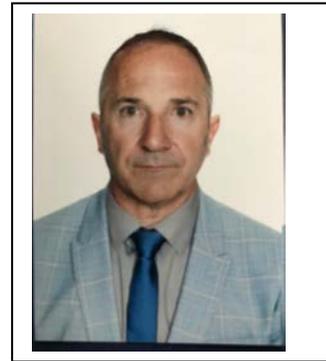
MAINAK BANERJEE, full stack blockchain developer and code smart contracts in solidity using different framework like truffle, embark , populous (python based). Created several custom ethereum ERC20 compliant tokens, created DAAPS based on smart contract. Experience in creating blockchain using python. Expertise in dealing with adding/capturing image (store a reference to an image stored in IPFS and hence can store the hash of that result in the ETH blockchain). Experienced in working with and integrating blockchain apis like coinpayments.net, blocktrail, blockcypher, blockchain.info with web and mobile application. Skilled in creating Automating Token Distribution Process (Airdrop) from CSV Files. Test the smart contracts in ethereum, testrpc or ropsten testnet to ensure bugfree contract source code.



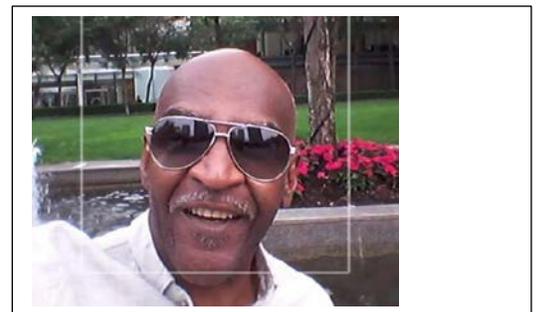
Luca Di Ben, 30+ years management
Private corporations in Italy, Cameroon,
Albania, retail management, mining and
Forestry company management, public
Corporation management tenure, Ministry
Of Environment, Albania representative.



John Peck, 30+ years marketing publicly
listed companies, marketing domain names.
Since 2012, cannabis public trading company
clients have been huge market price
and volume traders.



Brian Holmes 35+ years retail management
experience, cannabis advocate for medicinal
purposes, recreational cannabis advocate.



Gordon Sterling, Canadian businessman Expert in retail sales and marketing, the past 10 years, marketer of Android and IOS apps advertising banners for Wide array of mobile app tech industry, expert in targeting millennial marketplace, public Speaker and announcer for live events in Vancouver Area.



Marino Specogna, 30+ years public company marketing, 15+ years web seo experience, Laurier Club member since Honourable Justin Trudeau pledged Run for Prime Minister of Canada, donor to Liberal Party of Canada, donor to BC NDP Political Party. Since 2008, public company clients involved in Canada's largest mineral discoveries, with top volume traders per volume yearly, monthly, daily.



ADVISORY BOARD

Ehab Nazmy Mohamed Mostafa
25 years' experience in environmental protection field, with B.Sc . science chemistry and biology Diploma of MP
US studies Training courses:
HACCP&ISO 22000:2005 Food safety and quality management system seminar
U.S ARMY RDECOM.
Research papers on :Climate changes and global warming effects on Egypt.



Utsav Prodziakov, expert coin/token
Marketer, article content writer, converts
Complicated issues into simple format
That attracts his millennial age to coins/tokens

TECH TEAM:

Various programmers.

MARKETING TEAM:

Established retail marketing team.