



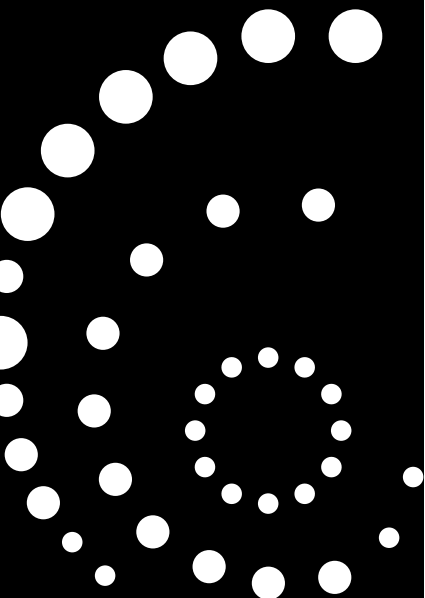
WHITE PAPER

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INTRODUCTION

When I decided to write a whitepaper for Equals9, I had to take a lot of things into consideration.

By definition, a whitepaper: "a government or other authoritative report giving information or proposals on an issue".

However, throughout the history of blockchain and crypto assets, it has taken a form of its own.

Containing a lot of technicalities and complex terms aiming to impress rather than inform. It has become a market tool and considered a paramount for any project to be even considered.

We are not going to build a blockchain of our own, not now and there are no plans for the future either. We are going to support the existing ones, choosing what best suits us, and promoting competitiveness.

Traditional banks are struggling and spending millions to build their own, their digital currencies. When a solution is already available.

We have great companies that have already succeed in this space and they keep building daily. Many blockchains with less than a minute transactions, faster than any traditional bank, more than five thousand crypto assets. And yet a very small portion of the world took part in it, leaving an enormous room for growth.

If companies do not see this as an opportunity, no surprise when their businesses are wiped out.

We are not going to be a Taxi company, standing still in awe, while Uber took over their business.

We will integrate, innovate, and take part in this monetary revolution happening right now in front of us.

OBJECTIVES

My goal here is to inform, above all, tell a story about our company and how it was born.

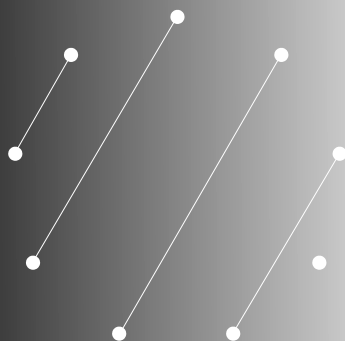
Keeping in mind we are a business and we have competitors, so finding the right balance. To what information should be given out and what should we keep to ourselves, it's a fine line.

Nevertheless, we are not here to disappoint or to uphold important or legal information. We want to be honest and specific in what we will achieve and how we are going to do it. And we also want to be in compliance and talk about achievable steps to our current state.

ABSTRACT

We are a project incubator company related to a wide range of fields.

We exist for those who wish to take a good idea off the drawing board and show the world their talent. But we also exist for those wishing to take part, invest, make it possible and feasible. In this document I'm going to explain how, hopefully to a satisfactory level.



THE COMPANY

What is Equals9? And why should we exist in the blockchain space?

Introduction to blockchain space and tokenization of private companies

Equals9 is primarily a collection of old ideas and business I used to have that saw an opportunity for a comeback, thanks to the various ways a business can use blockchain, among them, hospitals can track patient records, the government can issue national identification which can be accessed everywhere by authorities, restaurants can have a display record of how the food ended up in your plate, and many other cases, all of that, immutable, reliable and secure, blockchain should not be used for corruption, it is the very answer to it.

But then blockchain uses crypto assets and tokens and that's where the lines get blurred and it's hard for an individual to grasp it, why does it need to use these assets? can a blockchain technology exist without them? How can governments regulate this space, are they a new class of assets?

The public relies on the government and authorities to answer these questions and instead of asking for help from the specialists and masterminds in the blockchain space, most governments are trying to stop it or ban it, when, if they were informed enough, they would understand that it goes against the very nature of the blockchain and its core which is decentralization, power is no longer in the hands of an individual or an institution is spread out throughout the blockchain community and people in different parts of the world must agree on what is valid or invalid information on its chain and that's where crypto assets and tokens make total sense. Is it a new kind of money? should it replace traditional currencies? The answer is, Absolutely no! It's just another mean of exchange, can I pay for a coffee using crypto assets? Yes, I can, and I don't see why I wouldn't, since the blockchain technology allows me to do so.

But do people use stock market shares, gold, or securities to pay for a coffee? No, they

don't and therein lies the problem, comparison to old means of exchange. Blockchain is a new technology and can be used in various ways, yes, you can use a crypto asset-backed up by gold to pay for your coffee and once you've done that, that coffee place owns an asset that represents part of what used to be your gold, should they hold it for speculation purpose? that's entirely up to them, at their own risk, because liquidity, nowadays is available everywhere and they can exchange it back to fiat money if they wish to do so, but once blockchain is mature enough they might not have to do it at all and pay their suppliers using those same assets, as more and more businesses broaden and accept tokens and cryptocurrencies for their services and products.

Bitcoin is here to stay! It's public, decentralized, it's a storage of value, it is scarce. I'm ashamed to hear big names in the financial system, who still live from past glories, saying things like "bitcoin has no value and it doesn't produce anything". What more value can you add to an asset used for storage of value that no government or entity without your private key cannot get hold of, no matter the circumstances, you are in total control of your funds and you can move it borderless at your will.

I'll ask again! what more value can you add to that? And right there and then, they feel threatened and decided to go against it. We live in a society and the majority of people hope for better public services, why would it be any different for bitcoin or blockchain? People with the right information would declare their funds, pay their taxes and be in accordance to anti-money laundry procedures, only if governments understand the nature of blockchain and work together with crypto exchanges, those assets could be easily tracked and even frozen by them, making it very hard for people misusing them or move them around. Once fully regulated this market will be safe

and transparent

Do we need another Bitcoin or its wannabes? Absolutely no, what for?! We have Bitcoin and it is extremely good at what it does, and it gave us the blockchain technology and transformative businesses, integrating blockchain in our daily lives.

So why we have more than five thousand different crypto assets and tokens? Are they all the same? What makes them different from Bitcoin?

Once again, the answers lie exactly on the fact that blockchain is a new technology and its approach should be different and many companies saw an opportunity to a unique way of doing business through tokenization of their services and products using a blockchain or even building their own blockchain. "Why? Why tokenizes a service?" Since I entered this market, I've been asked this question countless times the beauty of blockchain is to allow value to be represented by a token or crypto asset in an immutable and public chain record available online to everyone for accountability.

Let's say you created a product and now you want people to use your token in order to pay for your services, to add value to it, you must deliver and fulfill your business model, therefore the demand for your token will rise as well as its valuation, and why would you tokenize your services and products? Because blockchain allows you to do so, and in the past to do something similar and add value to your services and products, there was only bureaucracy, unattainable and expensive ways available, leaving small businesses and startups like us with almost zero chance to compete.

Things have evolved and we should evolve with them, understand it will eventually dissipate fear, and knowledge is the key for it to happen.

Governments are missing out on taxes and a lot of money for not understanding and regulate this new market, mostly because they do not want to ask for help from the experts on the field and work together.

EQUALS9 BACKGROUND AND INSPIRATION

When I started studying blockchain technology and crypto assets, I was so sure this new technology was the answer for corruption, money laundry, counterfeit documents, the answer to hospital records and track food providers, sent money frictionless across countries, I thought governments would embrace it immediately.

I was so naïve to think that just because a better technology to fight corruption exists that the governments would be interested, when better transportation, way to irradiate poverty and hunger already do, and yet we have millions with no access to even basic sanitation.

Rather, what I saw as a boom in 2017 in a so-called bubble-crypto-market, driven by a lot of speculation and fear of missing out, but one, in particular, caught my attention, Ethereum's ability to deploy smart contracts on its blockchain and allow a business to have their token.

The ICO (initial coin offer) was pure madness, so it was perfectly explainable the exponential rise on the Ether price and the demand for it. Right under the nose of authorities, scams from all over the world were trying to build their beautiful websites, trapped with promises of unachievable returns to as many people as they could, to sell their useless tokens through ICOs, while in midst of all this, authorities and regulators had no idea what was going on and why so many people were losing so much money so fast, not to mention the ones sending willingly their funds in order to receive more back, in a bunch of twitter frenzy.

How can this lack of information get so far, to have so many people send their money to strangers to receive more, why would anyone think this is a good idea, it doesn't make any sense, but after reading some books on the phycology of F.O.M.O (the fear of missing out), one can totally understand it.

Broadcast news in Brazil would have more than 15 minutes dedicated to the success of Bitcoiners who were now millionaires when the Bitcoin price was at its all-time high, they needed some liquidity and people willing to buy at this top price and their news would be alluring enough to do it.

After that, we saw a wave of people selling houses and cars to get bitcoin at its all-time high, what they expected?!, that it would double! It had just had a major run. Misinformation was everywhere, I remember when 2018 came and the price of Bitcoin started its long painful correction, panic selling took place.

Some people came to me for advice and the only thing I kept telling them was, "you're shorting the market, please make sure you do some research and choose the right moment to close your short position", they kept telling me they've lost money, I kept telling them, nobody forced them to sell lower than what they paid for and that they can only truly say that they lost money when bitcoin crosses its all-time high again and they cannot close their short position they blindly took.

If people were aware of the numbers, how much money entered crypto at its all-time high and the scarcity of Bitcoin and the amazing technology behind it, they would understand that when it was at its all-time high, it was actually on sale and accumulation is the key to success, this is not a financial advice, it just a "do your own research and you will understand what I'm talking about".

The reason why I'm giving you this insight on the market, it is because I realized at the time, I wanted to do something to help get the right information across, blockchain could take years and years to become a reality on our daily lives and all the perks would be a distant dream and if I can do anything to speed up this process, I will.

I tried different business in the past and at the time I was recruiting artists for an independent record label, after releasing songs of my own, I managed to get a freelancer job as an A&R and I was constantly looking for ways to help promote and finance those artists, to no avail, as investors were not willing to risk their money unless the artist had already thousands and thousands of followers or at least one hit, people were playing safe and playlist owners were making money with fake streams, fake followers, fake everything, the challenges were immense.

Then Equals9 cofounder told me "why don't we do an investors group and we become the investors for these artists ourselves?" I replied "I have a better idea! If you are willing to invest and know other people willing to do the same, I have a solution" I introduced them to crypto market but in a different perspective, IEO was beginning to become a thing, staking was the way to get a reward if the project was truly building and delivering, risk management and product research was the key for profits, I did not only proven them it was profitable, I showed them we could help those artists in a big scale and allow more people to participate.

But then I couldn't even use my crypto to pay for a hotel in Rio de Janeiro, for me that was unacceptable, it was April 2018, it was a holiday before the weekend and the only way to access my money would be in three days, as banks only open during working days. I was outraged, not even USDT I could use there, which I emphatically tried to explain, "it is a stable coin, it doesn't move, well it does but stays fixed to the dollar", but as soon as I mentioned the word crypto, I was seen as some kind of crooked man or dodgy.

So, I called all of them again and said "our company cannot be only about the music industry on the blockchain, we need to create a bridge between traditional banks and crypto" if you are involved in crypto you heard that sentence before but you and I know, it is not working because I couldn't pay in a broad scale using my crypto, so with that pitch, I finally got the green light to develop my business plan for Equals9.

I'm a self-taught, I taught myself English, German, French, Blockchain, Market Analysis, you name it, so I said to myself, I need to teach myself what Equals9 really is and learn how I'm going to get it out of my head, show it to other people and make it feasible.

I remember telling our co-founder, "I need you to rent me a car, comfortable, fast and safe and I need to take the road listening to my favorite music, so I can create our business model" my mom lives 6 hours from my city and it was her birthday, so perfect timing, it was exactly what I needed.

After driving for 6 hours, I remember texting him the entire business plan, including EQ9 token, and my obsession with Fibonacci in nature and how everything revolves around the number 9, "it looks like everything equals to 9", if we are going to have a music business, it would equal to music, a bank payment fintech would equal to a bank, and so forth, he loved it, now we had a name and a business plan.

Our accountants and lawyers were struggling to categorize our business model and kept trying to label us as an exchange (not as a bad thing) but we were definitely not an exchange and we were not trying to become one, so many times I had to step in and stop them for using the wrong terminologies, but my accountant was excellent and together we did what was reasonable, stop the opening process and do more research, and this time I was deeply involved and determine to fit our company in the right business model and then after a long process and days we finally did it.

Equals9 is a holding company, for entrepreneurs to take participation, we detain control of other businesses in different fields (EqualsMusic, EqualsSport) and we integrate them to the blockchain technology using EQ9 tokens.

Equals9 Empreendimentos e Participações in Brazil was born and a big door of opportunities was open, meetings after meetings, to develop this new business model and things started to move forward very

quickly.

The difference between E Q U A L S 9 E. E. P LTDA in Brazil and Token EQ9, and how intertwined they are.

Although they are born from the same idea, E Q U A L S 9 E. E. P LTDA is a holding company in Brazil and does not sell crypto assets or do exchanges services, it can intermediate crypto operations but it doesn't sell directly to consumers, its commitment is to deploy as many businesses as possible and develop projects that use blockchain technology and the EQ9 tokens.

Token EQ9 is a token TRC10 that runs on TRON blockchain, under the smart contract id 1002895, issued by me (Anderson Vasconcelos Souto) on the TRON network protocol according to all its requirements, it is an utility token for using in our platforms and services and for staking in some projects, it can be acquired with trx, the tron native cryptoasset, at the presale stage.

an organization called EqualsInternational is being open in Europe to certify fair distribution of EQ9 Tokens and guarantee Equals9 integrates tokens EQ9 in all its services and products and to take care of the sustainable projects designed by Equals9.

EqualsInternational

This organization will be created only to audit the companies within the Equals9 group to make sure EQ9 tokens and other assets are incorporated in its services and products, it will also guarantee that the distribution of EQ9 tokens go according to the plan and it's fair and decentralized as possible, its role is to ensure transparency.

Every step of the allocation plan and numbers will be followed strictly and according to a plan, as a small business, we will follow the steps of the companies that succeeded in this space before, taking advantage of blockchain transparency and delivering products and keep building daily to gain the trust of our consumers and the community in general.

Blockchain allows people with small capital to take a chance and participate in the development of startups like ours, and that's close to our core business and heart, it is available to everyone rather than only to people with large sums of money or traditional banks with high interests, therefore, ideas and talented people can get a better chance to thrive.

Often people tried to make me feel I was not talented enough, or creative enough and banks or rich ones would not invest in me or my ideas, that my lack of success was proportional to what I was capable of doing when I know the system is corrupted and not everyone has a fair chance despite their talents, and only a few could really breakthrough. I love to prove them otherwise and the very fact this paper is going to be published in a few days, is a good example I did not succumb to criticisms or the challenges I faced so far, I learned from them.

As a leader and CEO for Equals9 I know there is always room for improvement and where there's a will, there is a way.

With that in mind and through blockchain and tokenization of our services, we will allow products to see through and allow talents to flourish and through a process called staking allow anyone with any capital, be it small or large to take a chance on our projects.



EQUALS9 MISSION

*Our mission is integration, renewing old business models.
Allowing great ideas and great projects to reach a broader audience.
Help consumers understand new technologies, think of new ways to solve
old problems, promote sustainable developments.*

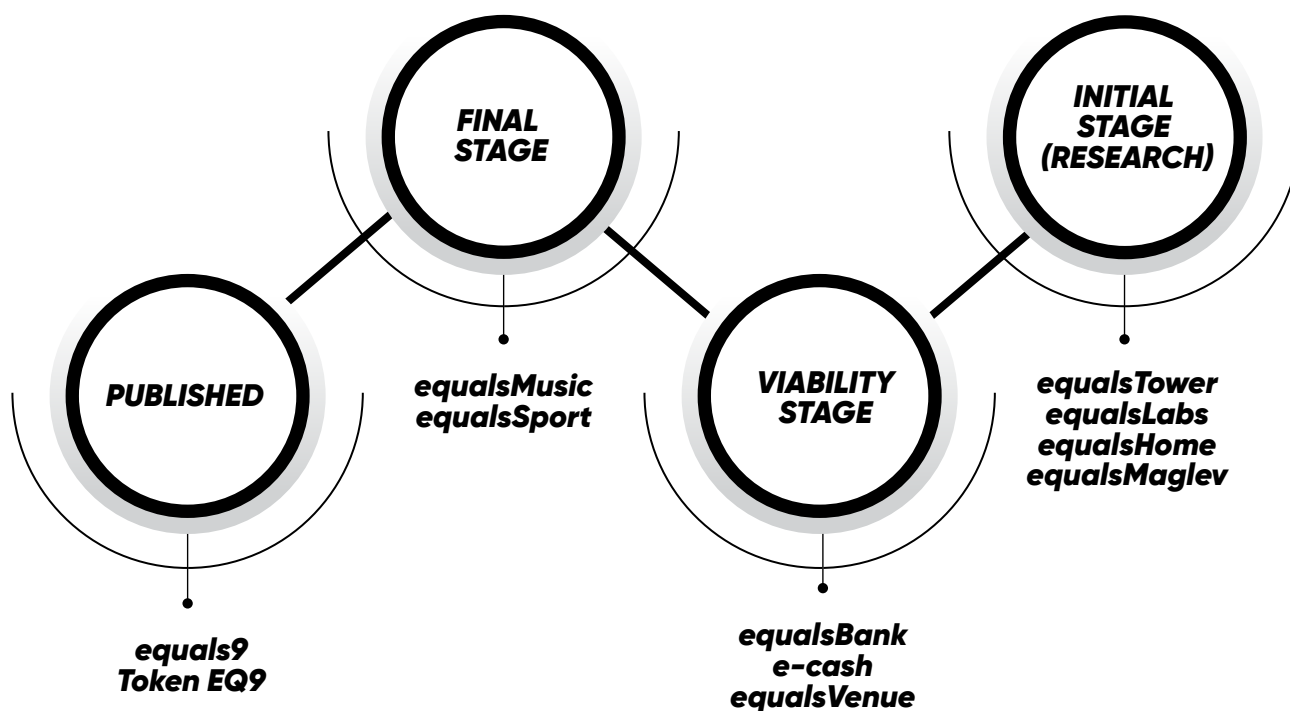
EQUALS9 VALUES



**Equality,
inclusion,
knowledge and
opportunity.**

TIMELINE & ROADMAP FOR CURRENT PROJECTS

Every project once published will have its website and dedicated team, only a brief description of them is available now. A further detailed explanation will be done once the project is at the final stage or published.



At the final stage, EqualsSport, which is a company for E-Sport players around the world, the teams within EqualsSport will receive sponsorship from Equals9 to train and participate in the main events around the world for E-Sports, teams for League of Legends, Dota and Magic the Gathering are already being assembled.

EqualsSport bought a game store called HIVEJOGOS and is already running some local tournaments to distribute EQ9 tokens to winners and participants.

Educating them on blockchain and its use, introducing them to the space, from opening a wallet, send their assets or using them to pay for products or services.

Once EqualsSport platform is live, they will be able to pay entrance fee for events and to stake EQ9 tokens, choosing teams or players to support and receive airdrops from their

winnings based on the amount of EQ9 tokens staked.

We also have EqualsMusic, a music publishing company and a dapp Spotify-like application on the blockchain, users will be allowed to stake EQ9 tokens to receive an airdrop of the album's streaming and sales, users will be able to choose how they want to stake their coins, by Artist, Album or Song, staking will be available on EqualsMusic website and in a dapp called OneQueue (1Q) soon to be published.

At the viability stage we have EqualsBank, a fintech for bank services, we are working hard to have biometrics integrated on the blockchain and allow a frictionless and safe payment system network, EqualsBank will allow staking EQ9 tokens for loan services, integrating to peer-to-peer services, it will be available at equalsBank website and dapp EqualsBank.

E-cash is an online payment service for companies to pay freelancers and collaborators around the world, it is also going to be a hardware integrated to use EqualsBank services for merchants, and EqualsVenue Label, there will be staking for merchants on this product.

EqualsVenue label: any club, venue, café, restaurant or bar, with an equalsVenue label, is part of the Equals9 system and accepts EQ9 tokens, they will also have a dedicated network for staking and receive fees from all others venues accepting EQ9 tokens.

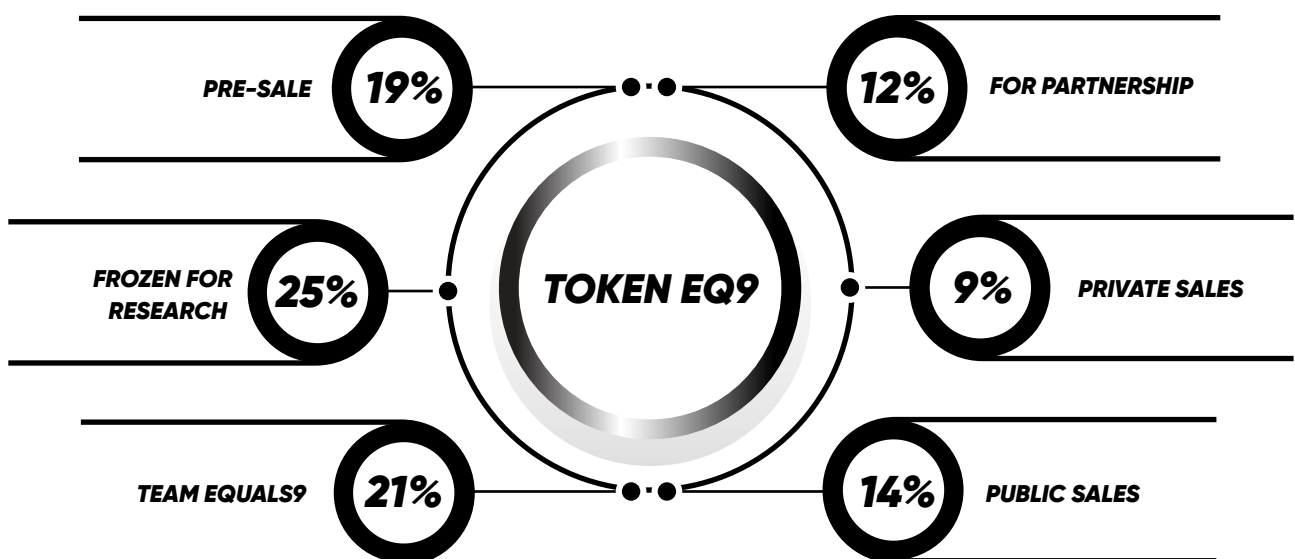
Some bars will have OneQueue dapp integrated and will be playing local and worldwide music playlists built by our community and consumers. They will receive awards and airdrops available through staking on OneQueue dapp.

Venues holding an EqualsVenue label will be displayed on a dedicated website for EqualsVenue. Another important project in its early stages is EqualsMaglev, Equals9 is committed from day one to work on sustainable projects and we have a close relationship to the environment, 25% of the total supply of EQ9 tokens is frozen for two years and will only be used for sustainable and social projects, audited by EqualsInternational.

I did a lot of research for many years in transportation using a magnetic levitation system, it is the answer to mass transportation with less impact on the environment, and I honestly believe blockchain integration can help many cities solve transportation issues.

EQ9 tokens will allow us to primarily take this technology to cities that need better transportation rather than focus on megalopolis, already with good public services running

ALLOCATION PLAN AND DISTRIBUTION FOR EQ9



19.44% (350.000.000 EQ9) PRE-SALE

The first stage of the distribution plan is the pre-sale, the pre-sale of EQ9 tokens will contribute to the development and integration of Equals9 products to our end users and allow buyers to test our platforms and services.

Currently, Pre-Sale is priced at, each 1 TRX equals 2 EQ9, so price will be indexed and fixed at 0.05 TRX at this stage, available for exchange only at <https://poloniex.org/exchange?id=330> Daily update of the amount of EQ9 tokens left for pre-sale and the number of wallet holders will be displayed at Equals9 website.

25% (450.000.000 EQ9) FROZEN FOR 2 RESEARCH

Equals9 is committed to developing projects that can be sustainable and environmentally friendly, we are already doing researches with Maglev technology as a means of public mass transportation through EqualsMaglev.

In 2 years, Equals9 and the blockchain technology will be matured and with a broader acceptance, we plan to use these funds to fund social projects that can reinforce our vision of a more sustainable world.

It will be audited by EqualsInternational an organization being developed in Europe as part of our expansion plans.

21% (378.000.000 EQ9) TEAM EQUALS9

The first step to bring a broader use of blockchain technology was the creation and deployment of Equals9, a holding company in Brazil that serves as an incubator for projects that will make use of EQ9 tokens.

Equals9 has a team committed to developing software and hardware to make it possible. So, all this hard work and commitment requires a great team behind, and to show appreciation for their hard work 21% of the total supply will be distributed to them.

However, the distribution plan for the Equals9 team will be conducted monthly for 6 years to avoid inflation.

This 378 000 000 EQ9 will be divided and distributed to each member, one month exactly after IEO has finished,

it will be divided for 72 months and then shared proportionally to each employee at Equals9. One of our core values is equality, is engraved in our name, so, on an equal basis, regardless their ranking within Equals9, a total of 5250000 EQ9 tokens will be deployed each month after public sales to our staff and team members, if a new member or employee is hired on the following months, recalculation of the amount due to everyone will be redone and the fair split will continue to follow.

12% (216.000.000 EQ9) FOR PARTNERSHIP

Partners will be able to acquire tokens on fixed price in exchange for their services and goods. An allocation for each project also comes from this 12% once the project is published. Equals9 is a holding company and will require different partnerships, with each project deployed, different talents and resources are needed.

If you are interested in becoming a partner or collaborator, reach out at contato@equals9.com. We have opportunities for different fields and expertise.

9% (162.000.000 EQ9) PRIVATE SALES

Before we launch ourselves publicly and distributed, we will allow private corporations to acquire EQ9 tokens as a strategic way to make sure users will be able to purchase tokens to use on Equals9 published projects.

These private sales will be conducted to key players on the blockchain world as well as in Equals9 general target public.

We will have a Sales Representative to sell EQ9 to business and exchanges, more information on that will follow as soon as we enter this phase of distribution.

13.56% (244.000.000 EQ9) PUBLIC SALES

The final stage of distribution, we will be conducting an IEO (Initial Exchange Offer) yet to be announced and open to the public.

We are choosing very carefully the exchange to launch our product and we will do the application and requirements once the Equals9 project as a whole is mature enough.

We are currently building our community on social media and starting to let people aware of our mission and once we have enough supporters and the credibility we know we are capable of, we will have a date for our public sales to engage and allow a larger amount of people to participate in our revolution as we bring blockchain technology and cryptocurrencies closer and closer to our daily lives.

CONCLUSION

I hope I have managed to inform you and clarify our mission and commitments, if you reach this conclusion, it means you are interested to know more about us and the crypto space, please feel free to ask questions and we will do our best to answer them, this was an honest but yet informative approach to write a company's white paper, I hope you enjoyed reading it as much as I enjoyed writing it.

That's just who I am.

Once I was called a dreamer by someone, but I had the opportunity to tell this person, "I only dream when I'm sleeping, what I have are goals you're mistaken for dreams".

So here at Equals9 is **WHERE DREAMS BECOME GOALS.**

Thank you!

