Project POMA White Paper

November 2018

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- Team Project POMA -

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1. Project POMA

The abbreviation POMA stands for "Proof of Mass Adoption," which perfectly describes our vision and mission.

The name POMA originally came about during the development of tools for the mass adoption of cryptocurrencies where the term was widely used. After a while, we started to use the name more and more as a habit and eventually decided to assign the name to the project.

The backbone of Project POMA is its dedicated blockchain platform that enables companies, freelancers, organizations, and individuals to develop blockchain-based tools with the freedom to choose from many different programming languages.

Our goal is to provide intuitive, accessible, blockchain-based services with the power to connect people, assets, and businesses quickly and efficiently, provide education services, and a wide variety of real-world blockchain projects.

In addition to a series of projects for business needs, our team also looks beyond the business applications of blockchain technology. We are committed to corporate social responsibility, which is why we develop blockchain-based tools and platforms with a philanthropic culture that prioritizes people first.

We believe blockchain should be accessible to everyone, and by making blockchain services available to any PC or mobile device, Project POMA is able to reach both businesses and individuals anywhere on the planet. This encourages and facilitates what Project POMA strives for—mass adoption of blockchain technology.

2. Core Values

While many cryptocurrency users are distracted by the value of their holdings and market volatility, there are millions of people in the world who have never heard of cryptocurrency or blockchain. We would like to introduce these people to the crypto world and provide guidance for those who decide they want to participate in the worldwide crypto revolution.

The Project POMA team would like to emphasize that widespread mass adoption of cryptocurrencies is not about individual wealth at all. In fact, it never was. It is about adopting and utilizing new forms of technology to help improve the quality and efficiency of our everyday lives.

As we go about our daily lives, the positive impacts we have on those around us are the MOST valuable currencies in existence, not the monetary currencies we exchange for goods and

services. Project POMA understands this and takes the concept to heart, focusing on what really matters—people!

Our world is filled with uniquely talented individuals seeking well-deserved opportunities to succeed in life. Project POMA has the right ingredients to help, support, and ensure that our participants have the tools, resources, and the skill sets required to take control and make their dreams more achievable.

Project POMA is the combination of the right people in the right place at the right time and a lot of hard work, perseverance, and dedication to changing things for the better.

Strong collaborations within Project POMA allow us to offer the most advanced blockchain technology in the world, providing everyone the tools to break through any resistance and effortlessly counter age-old opposition and bring real change across all social stratas.

3. Vision

People, companies, organizations, and governments working with Project POMA and the POMA blockchain platform to improve financial, social, and environmental well-being.

4. Mission

Project POMA will be the catalyst in bringing collaborative blockchain technology to organizations and people throughout the world by providing a decentralized platform for a better daily life through education, economic efficiency, job creation, social innovation, and business development.

5. Objectives

- Enabling people, companies, and organizations to harness the strength of blockchain technology by offering solutions that empower their ideas, projects, or businesses to reach the next level.
- Connecting people and businesses with potential partners and/or customers through POMA blockchain-based platforms, tools, and products.
- Offering an accessible online blockchain education and certifiable education credentials through the POMA e-learning program—POMA Academy.
- Assisting entrepreneurs, companies, and projects with launching side-chains and tokens supporting their blockchain-based projects.
- Serving as a startup incubator for blockchain entrepreneurs and projects to collaborate and share.

- Offering blockchain guidance and expertise for any individual, project, or business.

6. POMA Blockchain Advantages

Business Tools
The POMA Intuitive Interface System (PiiS) enables every user to seamlessly interact with our blockchain-based business tools. End users, regardless of their technical knowledge, can easily and efficiently embrace all benefits blockchain has to offer.

Distributed Cloud Storage
Companies will be able to use the POMA blockchain to provide users with affordable, fast, and secure cloud storage using an efficient combination of traditional servers and strong encryption technologies.

Anti-Ransomware Storage
Data will be encoded and stored on the POMA blockchain with a private key that grants access only to specific individuals. This data is protected from ransomware by being stored on the distributed blockchain.

Merchants: Proof-of-Delivery
The physical delivery, tracking, and tracing of products to customers is recorded on the POMA blockchain and accessible directly to companies using POMA PiiS business enterprise systems.

Supply Chain Solutions
The POMA blockchain, through the use of connected sensors, will provide near real-time data access on the location and condition of goods and supplies as they are transported around the globe.

Cross-Border Payments
The POMA blockchain will process value-based transactions, quickly and securely, between any locations in the world.

Smart Contracts
The POMA blockchain provides a platform to record immutable business transactions and agreements that can be accessed and verified quickly and efficiently. This speeds up business decisions by reducing the need for physical meetings and signatures.

7. Project POMA Blockchain Alliances

On April 10, 2018, twenty-three European countries signed a declaration on the establishment of a European Blockchain Partnership. The partnership will be a regional vehicle for cooperation

amongst member states to exchange experience and expertise in technical and regulatory fields and prepare for the launch of EU-wide blockchain applications across a Digital Single Market for the benefit of the public and private sectors.

Partnerships and alliances will be a huge part of its growth and acceptance as blockchain technology evolves into the mainstream. Project POMA recognizes this and has built a state-of-the-art blockchain platform to incubate, facilitate, and support these partnerships and alliances.

Project POMA's diverse blockchain services offer solutions stretching far beyond the possibilities of many other existing blockchain projects. We are a powerful alliance comprised of multiple independent blockchain projects and businesses. Through utilization of the POMA blockchain, we facilitate and support the development of applications and the growth of businesses and social ventures.

8. Partnerships and Projects

Project POMA is engaging in partnerships and projects in many industries:

Building Smart Contracts, Tokens, and Decentralized Applications
Project POMA's blockchain developers have the experience and technical expertise to assist anyone, from individuals to corporations, in the development and delivery of blockchain-based applications. Our concept architects are able to help achieve the desired results while keeping processes simple and reliable and minimizing the "human failure factor."

E-Commerce Solutions
Project POMA is developing a series of blockchain-based tools for e-commerce applications. The POMA Payment Gateway is the core that drives many tools, such as micro-payment plugins, content lockers, and other extensions for open source CMS systems, including WordPress, Drupal, Joomla, and others.

Web-wallets
Efficient and secure web-based wallets for easy integration into e-commerce business applications, such as websites, webshops, and portals.

Energy Efficiency Systems
Project POMA is working with manufacturers and installers on energy efficient systems using the POMA blockchain as the backbone. Our goal is to provide businesses with reliable energy efficient solutions that not only save businesses money, but are also environmentally responsible.

Logistics

Project POMA and a business partner are developing a logistics system for transporting and tracking valuable freight. Testing with our partners will start on a European-wide scale in Q1, 2019. We are committed to establishing a reliable and efficient blockchain logistics solution that provides the user services to help ease cross-border related regulation issues that businesses often face.

Education

Project POMA is establishing early relationships with a number of interested universities. With universities helping to deliver our POMA Academy e-learning platforms, we will not only be introducing the blockchain and Project POMA to the masses, but also helping universities adapt their curriculum to include cutting-edge blockchain technology. Their students prepare for graduation by becoming directly involved in the development of real-world blockchain applications.

Medical devices

In conjunction with medical research centers and hospitals, we are working on innovative research and design projects that bring the power of the POMA blockchain to medical devices, equipment, and health care delivery.

9. POMA Blockchain and Core Tokens

The POMA blockchain platform has two tokens, the core-token POMACOIN (POMAC) and the POMAGAS token (POMAG) that powers contracts on the network.

The POMA blockchain is built from NEO's core, a highly scalable design with low latency and high throughput. The POMA blockchain uses the POMA Virtual Machine to execute smart contracts and maintain contract compatibility across multiple blockchains. It allows for smart contract development using many high-level programming languages.

The POMA blockchain utilizes the dBFT (Delegated Byzantine Fault Tolerance) consensus mechanism instead of mining coins. Every POMACOIN returns a portion of a POMAGAS token for every block generated on the network.

Delegates are used to verify new transactions and secure the network. Certain requirements must be met to qualify as a delegate, such as holding a minimum amount of POMAGAS. The network charges a fee in POMAGAS for the operation and storage of tokens to execute smart contracts and financial transactions. This enables economic incentives that support the delegates while preventing the abuse of network resources.

The block generation rate is set at 15 seconds. In the future, low enough latency will allow blocks to be generated every second. With high bandwidth and external cryptographic computing hardware, the blockchain has the potential to handle greater than 10,000 transactions per second (TPS).

10. POMAGAS [POMAG]: Fuel for the POMA Network

The POMAGAS token represents the right to use the POMA network. The POMA network charges POMAGAS as a service fee for using the network, as well as an anti-spam measure. Unlike the POMACOIN token, POMAGAS can be subdivided. The minimum unit of POMAGAS is 0.00000001.

POMAGAS is generated with each new block added to the POMA blockchain. The network started with zero total POMAGAS and generates 400 POMAGAS per block. The amount of POMAGAS generated per block will be reduced by 50 POMAGAS every year to coincide with the passing of every 100 million blocks. After eight years, no more POMAGAS will be generated.

Holders of POMACOIN tokens earn POMAGAS at a constant rate based on the quantity of POMACOIN tokens in their wallets. These rewards are generated by service fees (in POMAGAS) from POMA network transactions. Because the supply of POMAGAS is finite (five billion), these rewards will eventually stop once it is fully distributed.

11. POMACOIN Distribution

Distribution supply for communities: 2.5 billion
Foundation reserve supply: 1.25 billion
Worldwide team and partners six-year supply: 1.25 billion

The POMA blockchain was built without an ICO or presale and is maintained by a global community team.

12. Specifications

- Maximum POMACOIN supply: 5 billion
- Maximum POMAGAS supply: 5 billion
- Transactions per second: capable of > 10,000
- Block generation rate: up to 1 block per second
- POMAGAS generation rate: Initially 400 reducing to 0 over 8 years

POMA is largely built in C# on .net core, one of the most efficient, flexible, cross platform, and widely accepted programming languages currently available. The POMA blockchain supports smart contracts that can be written in C#, VB.Net, F#, Java, Kotlin, and Python.

Many other programming languages will be added at later stages.

NOTE: While the POMA blockchain is in testnet, POMACOIN will be represented by a temporary ERC20 token, POMAC. This token is built on the Ethereum blockchain platform and can be stored in any wallet that supports ERC20 tokens.

13: Blockchain Network Governance

There are two types of nodes within the POMA blockchain: POMA Ordinary Nodes (PON) and POMA Consensus Nodes (PCN). PONs use the network for transactions, while PCNs provide accounting services and maintain the ledger.

The POMA platform uses the Delegated Byzantine Fault Tolerance (dBFT) algorithm to determine consensus for block addition. POMA Consensus Nodes are nominated to validate transactions on the network with the expectation that transaction fees will remain low by design.

- POMACOIN token holders passively earn POMAGAS from service fees, which come from POMA network transactions.
- The higher the transaction fees, the lower the expected volume of network transactions will be, generating less POMAGAS tokens for POMA holders. POMA token holders generally prefer lower transaction fees for higher POMAGAS earnings and so, will likely vote out PCNs that charge higher transaction fees.

It should be noted that although the voting mechanism has been implemented on POMA's blockchain, voting on consensus nodes is not currently possible.

POMA Consensus Nodes

New blocks are added to the POMA blockchain when PCNs are able to agree on the validity of transactions within the proposed block. As long as more than two thirds of the nodes are in agreement, the block gets added to the blockchain. If there is a disagreement, then a different PCN will propose the block it was working on instead.

Without block rewards there is no economic incentive for individuals to break the rules, but there are still plenty of verifications to be done. Double spends, errors in contract code, and incorrect data formatting are some of the issues that PCNs check for before approving a new block.

There are currently four active PCNs in testnet POMA network. Mainnet will launch with seven initial PCNs.The POMA network is capable of a throughput of up to 1,000 TPS in the real world, with a theoretical potential of greater than 10,000 TPS.

POMA plans to move towards a more decentralized network by first forming a strong base of qualified candidates for PCNs. To become qualified, candidates must demonstrate that they are capable of achieving outstanding uptime and performance via a consensus node, but only after passing a "rigorous identification process" and staking 50,000 POMAGAS. These PCNs will be held accountable and legally liable for their actions. Once an initial set of PCNs has been managed by unique entities, the POMA voting process will begin, allowing for more nodes to be added to the network.

The factors outlined above point to a safe and steady POMA blockchain that is energy efficient and readily scalable with enterprise-ready transaction throughputs.

14. Roadmap

2018 - May (complete)
Launching Project POMA, announce the full global team

2018- June (complete)
Membership details, exploring partners, and announce POMA blockchain specifications

2018 - July (complete)
Collaboration with international partners, POMA blockchain testnet alpha

2018 - August (complete)
Starting test phase one, load tests, and transaction speed and rate

2018 - September (complete)
Ongoing testing and auditing of partner projects' technical functionality

2018 - October (complete)
Beta testing of POMA Payment Gateway

2018 - November
Determine and roll out final distribution plan for public token distribution

2018 - December
Public token distribution and listing the coin on initial cryptocurrency exchanges

2019 - January
Alpha testing for the marketplace platform, the gaming platform, and the S-Care logistics system

2019 - February
Alpha testing the POMA PiiS Business platform

2019 - March
Alpha testing log-data transmission projects (medical devices)

2019 - April
Beta and public testing for the Turnkey Payment System API

2019 - May
Beta and public testing for the marketplace platform POMAPAGES, the gaming platform, and the S-Care logistics system

15. Team

Arjen Breedt: Founder

Passionate about realizing various large-scale innovative solutions to connect people, companies, and governments to develop and benefit local economies worldwide. Currently developing projects in different industries, such as blockchain technology, medical devices, web-based applications, AI research & development, and robotics. He is an influencer and advocate for corporate social responsibility.

Cole D. Garrett: Co-Founder, Legal, Regulatory, Public Affairs

Cole is an Illinois-licensed attorney. He is an experienced policy and compliance adviser who is skilled at navigating complex contracts and regulatory frameworks. In his role as a co-founder and legal counsel to Project POMA, he is dedicated to upholding the absolute integrity of the project. He serves the POMA team and community by analyzing and evaluating legal risk and demanding rigorous legal compliance in the crypto domain. As a blockchain evangelist and member of the legal community, he works to preserve Project POMA and its partners' reputations as ethical and principled entities.

Marcelo Gutierrez: Co-Founder, Business Coach, Blockchain Consultant

Marcelo brings specialized support to everything related to the integration of blockchain-based applications for organizations, enterprises, and businesses. He is also skilled in sales team development, management, and supervision of sales activities.

Arturo Morales: Co-Founder, Marketing

Arturo is experienced in marketing and fundraising for non-profit organizations. He has extensive experience in business coaching, public speaking, management, and leadership. He is also a skilled social marketing campaign specialist and internet marketing consultant. Added to his skills are a strong accounting background and a Bachelor of Science in Sociology from Brigham Young University.

Simon Telfer: Co-Founder, Strategic Alliances and Partnerships

Simon is a director and technology evangelist with more than 25 years of experience. His experience includes pre-sales and solution leadership in major outsourcing pursuit activities, construction of service responses, propositions, and go-to market capabilities across multiple channels. He brings extensive skills in leadership of complex programs and outcome-based outsourcing portfolios using application, infrastructure, and BPO capabilities to Project POMA. He is also skilled in commercial management, pragmatic resolution of issues, and business case delivery.

Marcos Lobo: Co-Founder, Software Development, Lead Developer

Marcos Lobo is a full stack developer & systems analyst with more than 10 years of experience in various types of projects (web, desktop, API, services, etc.), dominating front & backend while also assuming the role in some projects as systems architect/manager/scrum master. Experienced with smart contracts and building and connecting web applications to blockchain technology, Marcos is currently working on various blockchain technology innovations.

John Rice: Co-Founder, Business Development, Developer

Expert in providing effective, affordable solutions scaled to client needs and capabilities. Currently involved in large-scale projects for legal, travel, marine, logistics, land management, and others businesses. John is focused on using his unique skills and experience developing bespoke applications to assist businesses moving to the POMA blockchain.

Fabricio Santos: Co-Founder, Operations, Blockchain Concept Developer

Fabrício Santos has studied cryptocurrencies for many years as an early adopter. In 2016 he opened a Cointelegraph franchise in Brazil, translating and creating blockchain and fintech news content. Currently, he has more than 40k people in Brazil following his groups in pages about cryptocurrencies. He is very experienced in developing concepts for blockchain applications that match the needs of companies and organizations.

Brendan Lawson: Director of Healthcare Projects

Brendan is skilled in business development and is responsible for healthcare projects. Over the course of his career, he managed various projects with a focus on the development and implementation of medical devices, equipment, and other healthcare solutions. He's passionate about helping others and is reaching out to charity organizations throughout Africa in an effort to improve the lives of those who need it most with the help of POMA's blockchain technology.

Gustavo Goncalves: Director of Community Affairs

Gustavo, a former editor, cultural, and professional producer in the marketing area, has already led and produced several projects in the area of creative and social economics, specializing in, and still seeking, blockchain applications for business, entrepreneurship, and creative and social economics.

Whanderson Muniz: Director of Information Systems

An information systems analyst, computer technologist, and experienced crypto enthusiast, Whanderson has 17 years of experience working with technology. He is a student of computer engineering and digital marketing and plans to develop technological solutions to everyday problems using blockchain technology, manager groups, and communities.

Rich Chambers: Director of Public Relations

Rich has over 10 years of experience in business planning, development, and accountability. He specializes in annual reports, accreditation reviews, white paper development, strategic reviews, framework planning, business analysis, and vision and mission development. He has a Bachelor of Arts in English and a Master of Arts in Humanities, which further provides him with the required writing and communication skills his role with Project POMA demands.

Sergio Ferry: Director of Business Relationships

Sergio is a functional IT analyst working the last 15 years as an IT SAP consultant now based in NA. He specializes in customer relationship management solutions with an emphasis in marketing and sales processes. Truly excited about blockchain capabilities and the disruption it brings to several markets, Sergio's goal is to provide Project POMA partners, students, and the entire POMA community with valuable solutions and guidance into this new brave world.

Andrew Hopkins: Director of Graphic Design and Media

Andrew is experienced and passionate about graphic designs, media creation, web design, and technology. Over the past 20 years, Andrew, with his expertise, has helped various projects and companies develop and market their brand and image. In his local community, he contributes

to the rehabilitation of previously convicted individuals by helping them establish themselves and assimilate back into the community and work environment.

Amanda Hornburg: Director of Project Management

Amanda has spent the majority of her career living and breathing practice management and medical billing software. Starting in support and now as a project manager, she brings over 10 years of experience meeting government mandated deadlines and abiding by strict requirements in the medical field. She is enthusiastic to be a part of the Project POMA team to make a difference in patient-provider relationships using blockchain technology.

Nick Hornburg: Director of Technical Support, Developer

Nick is a software developer by trade, with over 15 years of experience in the technology sector. Most recently he has collaborated with various teams on projects and written software for several companies, including a Fortune 50 company. Ultimately, he envisions himself bringing blockchain technology to the corporate and government sectors where accurate and accessible records and data can help to save lives.

Eliahu Horwitz: Director of Research and Development

Eliahu is a software developer with vast experience in the startup world. One of his main passions is helping to shape a product and grow the company with it. In addition, he has a strong understanding of both the technical side and the business side of things and often successfully bridges the gap between the two.

Luke Lam: Director of Strategic Operations

Luke is a technical project leader with 10+ years of success leading all phases of diverse technology projects in both Fortune 500 and start-up environments. He is an expert in agile and waterfall project management methodologies, able to manage large project teams and produce high-quality deliverables that meet or exceed timeline and budgetary targets. He is also an accomplished business strategist, planning and managing multimillion-dollar projects and aligning business goals with technology solutions. In his spare time, Luke leads a bodyweight fitness class to help others maintain a healthy and sustainable lifestyle.

Cody Madison: Director of POMA Academy

Cody is experienced in academia as a result of his scientific research. With three publications detailing his work on designing compounds to combat antibiotic resistance in the process of submission, Cody brings his research techniques and analysis to Project POMA. He has a passion for integrating blockchain technology into the science and education fields in order to positively impact lives. He is skilled in developing large networks of collaboration in order to foster innovation and synergism.

Martijn Quist: Director of Security Management

Martijn applies his skills with system architecture, system engineering, and security testing to improve the uptime and security of POMA services. Excited with blockchain from the beginning, he believes we can do amazing things with the POMA team/community and the POMA blockchain!

Chris Whitlock: Director of Technology, Developer

With close to 20 years' experience in technology, Chris has been heavily involved in website production as a core discipline. With the progression from early web technologies, it seemed like a natural learning curve to apply these skills to working with blockchain.

Menno Maas: Director of Community Management/Admin

Menno is an expert in visual branding, brand development, and a comprehensive visual identity solutions provider. Menno has international experience in big-scale projects in Europe and the Middle East. Menno will use his knowledge and strategic skills for Project POMA for all events and projects.

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