sesame

Sesame Network Dollar: An introduction
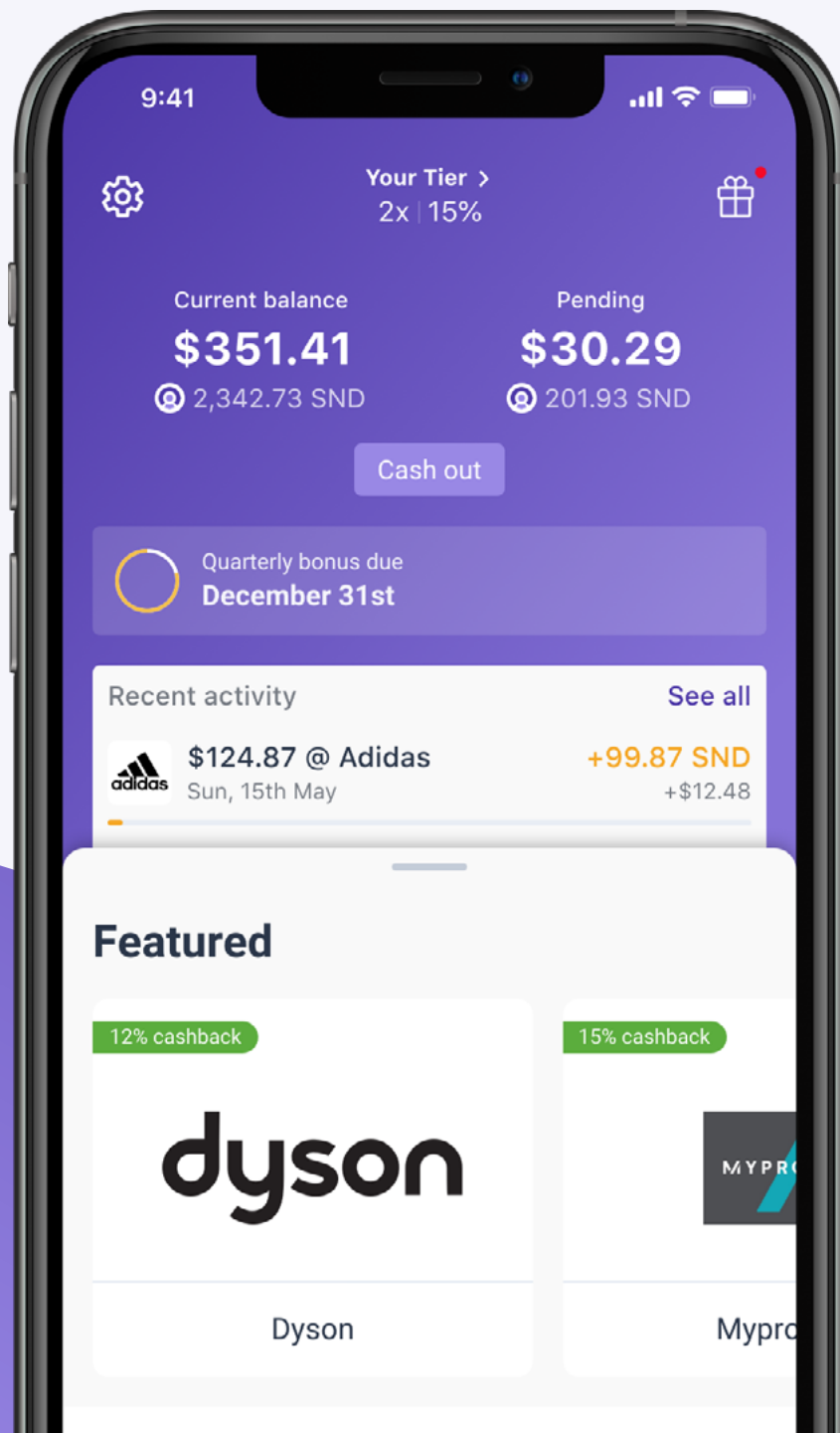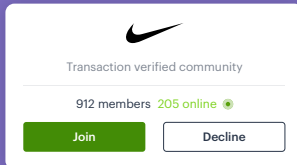
Introduction

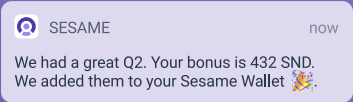## **Sesame** is a crypto-payments wallet

sesame | Checkout

Earn instant rewards
at checkout
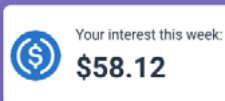
unlock
like minded communities

Receive passive income
as our network grows

Generate a yield
on your balance held

Real people, real customers. Real rewards, real loyalty.

Some of our merchants:

Amazon

Nike

ASOS

IKEA

300+
Total merchants
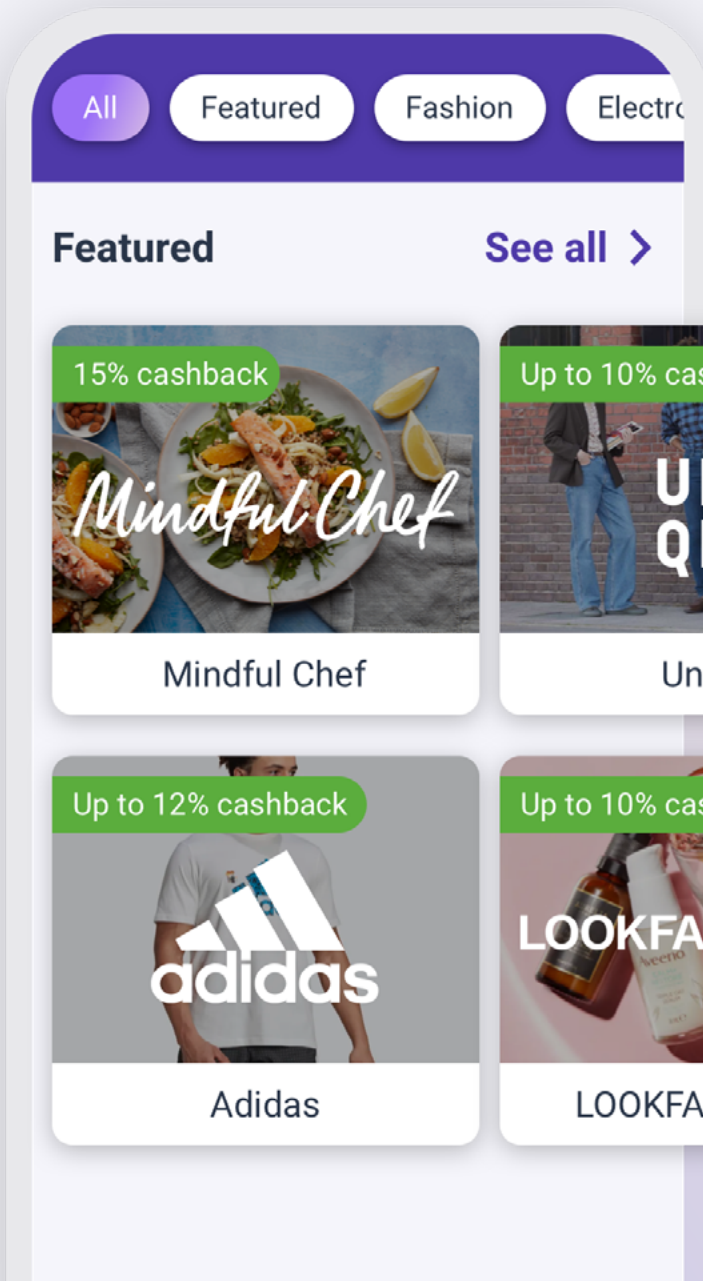
All · Featured · Fashion · Electro

Featured   See all >

- 15% cashback — Mindful Chef
- Up to 10% cashback — Uniqlo
- Up to 11% cashback — I SAW IT FIRST
- Up to 12% — MY
- Up to 12% cashback — Adidas
- Up to 10% cashback — LOOKFANTASTIC
- 10% cashback — Fila
- Up to 9% —

Contents

Glossary

App

The Sesame mobile app is available at the App Store and Play Store.

Sesame Network Dollar (SND)

SND is the crypto-asset that will be minted and issued by Sesame; these will be tradeable on exchanges.

Fiat currency

Fiat currency refers to traditional money e.g. US Dollars, Pounds Sterling, Euros, etc.

Merchant

Merchant refers to any business that has integrated Citizen's instant cardless payment solution into its checkout.

USDC

USDC is a multi-chain USD stablecoin that has been designed for real-time payments. It is the world's largest stablecoin with over $50B in capitalisation. It is backed 1:1 with cash and short- duration U.S. Treasuries, and audited by Grant Thornton.

Prize draw

All active users will be automatically entered into a weekly free prize draw to win additional SND.

Quarterly bonus

The quarterly bonus is a payout attributed to all SND holders on a quarterly basis. Paid out in SND.

Stablecoin payment

A cryptocurrency whose price is pegged to an asset such as the U.S. Dollar. Stablecoin payments are made in USDC with real-time settlement.

Stablecoin yield

The return measure for staking (holding) the stablecoin over a period of time.

Staking

Staking is the process of holding crypto-assets in your wallet.

Is it a reward point? Is it cashback? No, it's better.

Sesame's reward scheme revolutionizes the concept – with instant and recurring rewards plus load of extra ways to earn more SND.

	sesame	**Cashback**	**Points**
Speed of settlement	Instant	60-90 days	Instant
Value	High	Variable	Low
Earn on all items	Yes	No	Yes
Prize draw	Yes	No	No
Recurring bonus	Yes	No	No

Our goal is to align you to the success of the company. Creating a symbiotic relationship, **where everyone wins together.**

Issued on:

polygon   ethereum

You pay with Sesame

Earn SND

Token balance increases

Get higher portion of bonus

Earn more SND

Cashback reward increases

sesame

Token economics: Highlights

There are 3 main ways to get SND:

BREWD 8% **Wickes** Let's do i 8% **lastminute.com** 10% **schuh** 10% **gousto** 7%

Payments

Your bonus this quarter: **5438 SND**

Quarterly bonus

USDC yield

Amount to stake:

How long for: 3 months

Earn yield in SND:

Savings yield

Other ways to get SND:

USDC

SND

SWAP
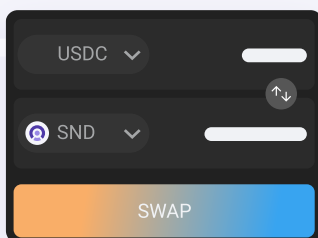
Buy them
on exchanges

Prize breakdown

Prizes	Amount
1	$1000
100	$20
100	$5

Win them
in our weekly prize draws

Invite friends and you both get $20 SND

Earn them
by social referrals

Initial distribution

We're starting by minting 10,000,000,000

2%	Advisors
5%	Marketing
5%	Market Making
5%	Development & Operational reserves
10%	Team
20%	Investors
53%	Reward pool
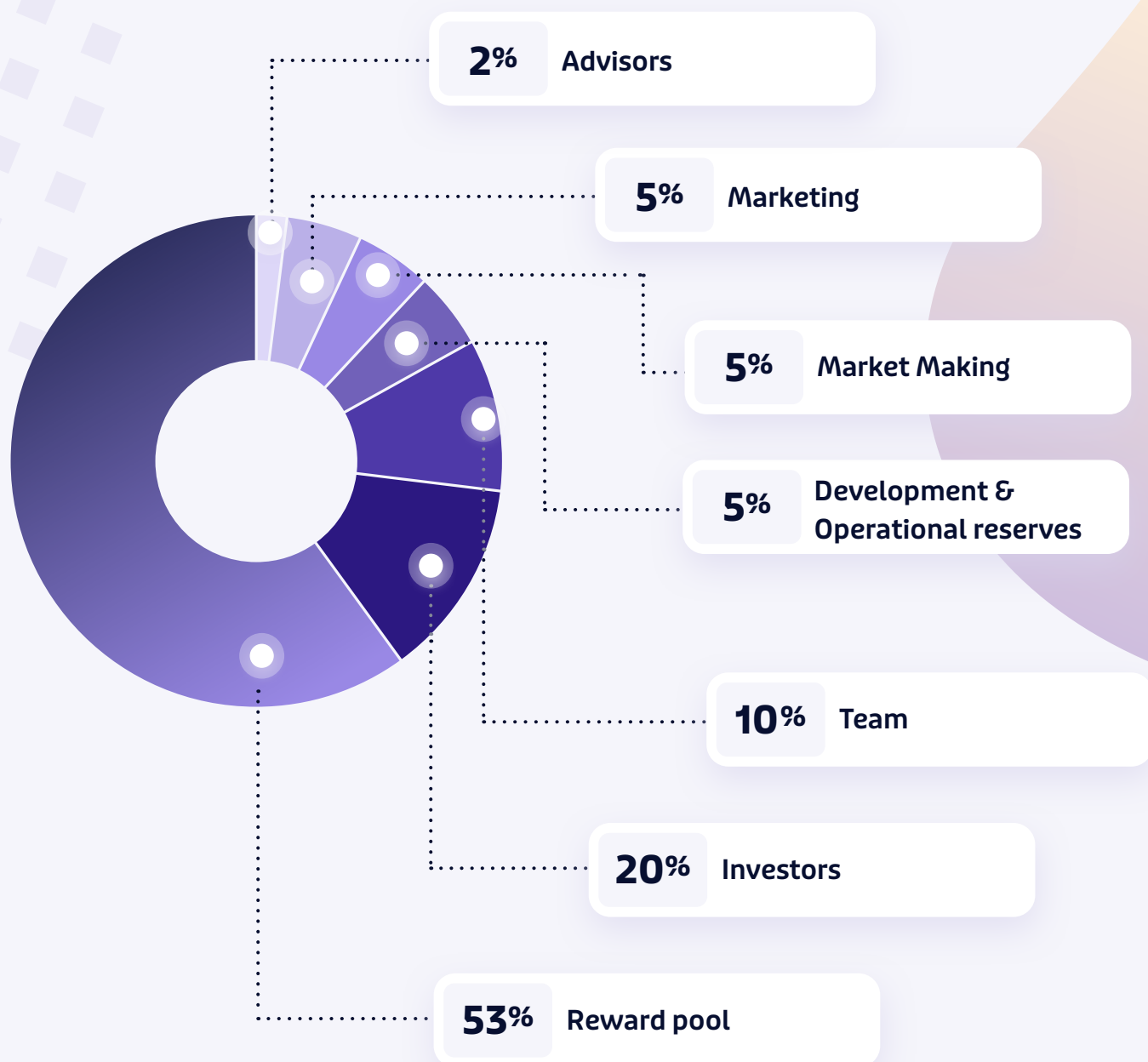
Token economics:
Ongoing distribution

Cashback

You are given cashback, paid in SND, for paying at our partner retailers using our affiliate links or the Sesame payment method.

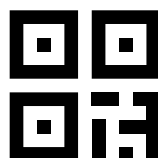|	Standard	Member
SND token holding	$0	$500
Cashback when you pay using Sesame's instant cardless payments	5%	15%
Cashback when you pay with other payment methods	1x	2x

Choose how to pay

sesame   Klarna.

Scan to pay
$20

Discover where you can earn rewards

Our merchant directory can help you find retailers to earn crypto cashback.

300+
Total merchants

Quarterly bonus

Every quarter we distribute an amount of SND, the amount of SND distributed is based on the overall transaction volume of all users on the network, and the amount of data relationships (number of merchants each user has transacted with).

100% Quarterly bonus (paid in SND)

50% to active users in the quarter

Each user that earned SND through payments or yield will qualify. Directly proportional to the number of SND earned during the quarter multiplied by each users loyal level (max 2 years)

50% to staked SND holders

Each user that holds an SND balance will qualify for this portion of the bonus. Directly proportional to the number of SND held multiplied by each users loyal level (max 2 years)

Flow showing the bonus distribution to SND holders. Holding more SND and for longer will give you a larger proportion of the bonus

Yield (launching H2 2023)

Simply hold stablecoin in your wallet to access leading defi yield rates

Top up wallet in stablecoin → Earn ~10% APY

→ Yield paid in stablecoin

→ Yield paid in SND → Quarterly bonus allocation

Flow showing the process of earning rewards on-top of stablecoin yield

Yield received in stablecoin

Yield received in SND
You are included in bonus

+5%

Quarterly bonus

APY

Getting yield paid in SND means the user is included in the quarterly bonus

How to qualify for the quaterly bonus

At the start of each quarter, as long as the opening SND balance plus the SND that is earned during the quarter, through payment cash-back and yield, hasn't decreased (through selling), the user will qualify for the relevant quarterly bonus pools. Merchant owned tokens do not qualify for the quarterly bonus.

SND earned through payments and yield

SND balance

Start of quarter
SND balance

End of quarter
SND balance
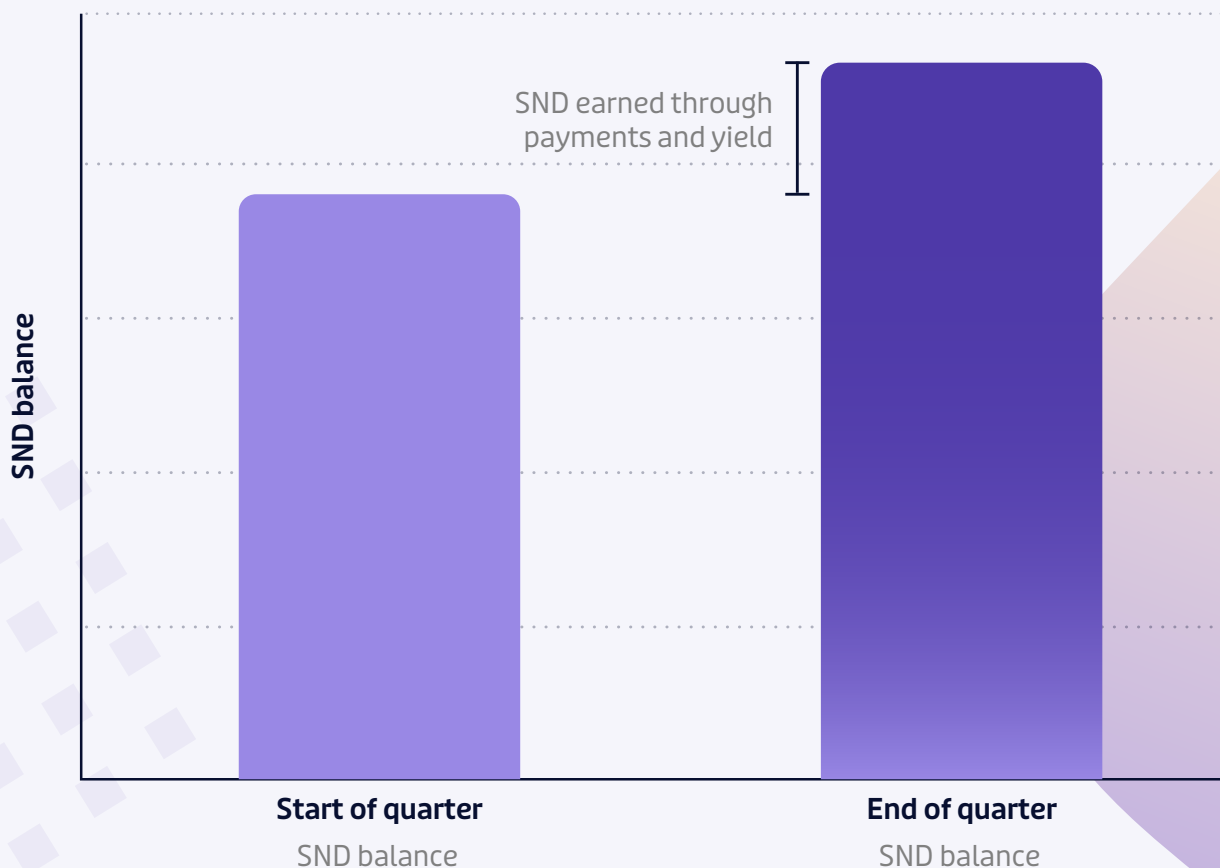
Active user bonus

Customers that use the Sesame checkout payment product and/or hold stablecoin with Sesame, and choose to receive their yield in SND, will receive an allocation in the Quarterly bonus. This section of the bonus pool shall be divided by the amount of SND each user has generated during the quarter, with the loyalty multiplier then added.

Example

Jack has earned a yield of $100 SND during the quarter and Amy has earned $10 SND. Jack would receive 10x more than Amy in this portion of the bonus.

Staked SND bonus

Users that held their SND for the quarter, shall be issued an allocation from the other side of the bonus pool. Each users SND balance will be recorded at the start of the quarter, and as long as the balance doesn't drop below that level (through selling), they will qualify for their allocation of the bonus pool.

Example

If Benji and James both hold $100 SND for the quarter, they shall receive equal allocation. If Benji holds $100 and James holds $200, then James shall receive 2x the allocation of Benji.

How does the loyalty multiplier work?

To reward those users that consistently qualify for the Quarterly Bonus, the loyalty multiplier is designed to encourage longer term holding of SND. Each consecutive quarter the multiplier increases by 0.25. The SND loyalty multiplier is up to a maximum of 2 years (8 quarters).

Example

Benji & James both staked $100 SND. Benji has staked his SND for 2 years (8 quarters), James has staked his for 6 months (2 quarters), Benji will get proportionally 4x more of the staked SND loyalty bonus than James.

Am I required to report or do anything?

No, this is all in-built to the smart contract, you can just sit back and receive your allocation each quarter.

Token economics for merchants

Merchants that integrate Sesame's checkout product will be listed in the merchant directory.

This is the gateway for shoppers to discover stores and services.

Driving new customers, actively engaged in earning SND.
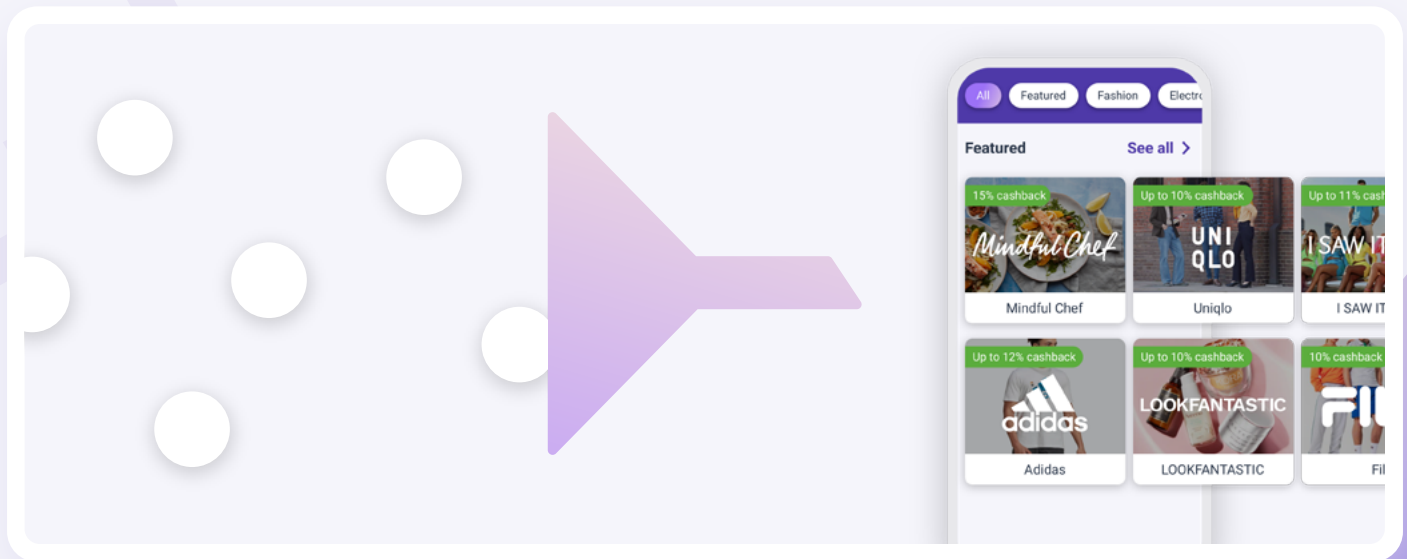
Premium packages

To increase conversion for merchants.

There will be optional premium packages that support higher customer activity and payment centric benefits.

Merchants will stake SND based on their volume of payments.

Daily average	$10,000
SND balance	$1,022
Premium listing	Active

Top up SND

	Gold	Silver
Premium directory listing	✅	✅
Faster auto-settlement	✅	
Zero off-ramping fees	✅	
Merchant governance	✅	

Additional in-platform advertising opportunities

Pay-per-click based advertising tools centered around visibility and purchase focussed campaigns will also be available to merchants.
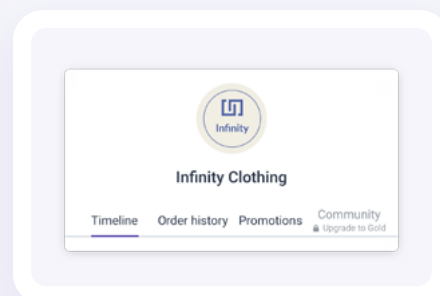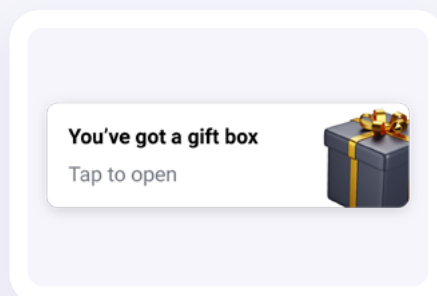

You've got a gift box
Tap to open

Infinity Clothing

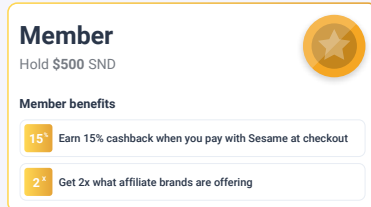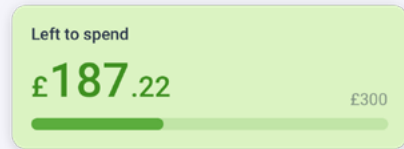Timeline · Order history · Promotions · Community 🔒 Upgrade to Gold

Token utility

Owning SND has benefits

For **individuals**

Higher cashback levels

Credit line collateral
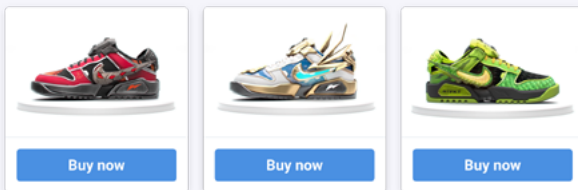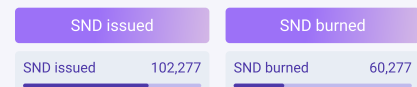

Marketplace purchases
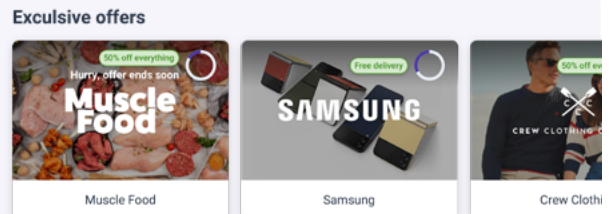
Early access offers

Priority Yield opportunities

Governance

For **merchants**
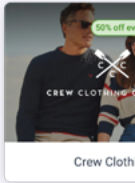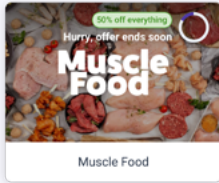
In-platform marketing

Premium Directory Listing
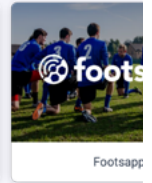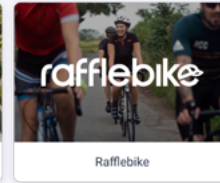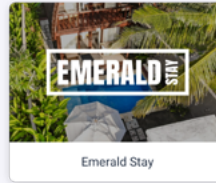
Subscription services
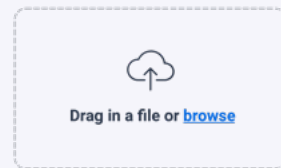
Minting virtual goods

Token price economics

SND has been designed to minimize price volatility; utilizing inflationary, deflationary and price stability stability mechanisms, to encourage the long term rewarding of SND holders.

SND has multiple economic mechanisms to encourage the holding and buying of the token; and naturally counteract selling.

Buy	Hold	Sell
Individuals wanting higher cashback rates	Quarterly bonus inclusion	Don't want SND
Merchant premium listing access & top-ups	Loyalty bonus access	--
Platform markting tools for merchants	Merchant staking for premium listing package	--
Individual buying for in-kind yield access	Speculative SND price increases	--
Speculative buyers	--	--

The most popular model of valuing a token, the 'Equation of Exchange' proposed by Chris Burniske, states that tokens with lower velocity will see higher prices than other digital assets.

$$M \times V = P \times Q$$

M = the total value of the tokens

V = the velocity of the tokens (number they have been traded over a given period) of times

P = the price of resources monetised by the network

Q = total resources used by the network

SND price stability mechanics

Daily average	$10,000
SND balance	$621
Premium listing	Inactive

Top up $379 SND

Merchant required to buy SND with fiat

Daily average	$10,000
SND balance	$1,022
Premium listing	Active

Top up SND

SND instantly issued from rewards wallet

At the end of each day...

SND price increased

SND price decreased

Fiat money → Revenue

Revenue from merchant SND purchase directly attributed

Fiat money → SND
Bought on third-party exchanges

Fiat money → Revenue
Sell price
Revenue
Buy price

Revenue generated from difference between merchant purchase price (sell price) and lower end-of-day price (buy price)

SND Deflationary mechanisms

To counteract against high inflation, Sesame has created multiple mechanisms that involve the burning of tokens. A combination of decreasing inflation associated with cashback tokens, combined with an increased token utility, and token spend opportunities such as our premium usernames, NFT and virtual goods marketplace.

By the time of the fourth tranche, we expect to be close to a net balance.

	Gold tier	Standard tier
Initial 10B tranche	15%	5%
Second 10B tranche	10%	1%
Third 10B tranche	5%	0%

Exclusive offers

Muscle Food

Samsung

Crew Clothing
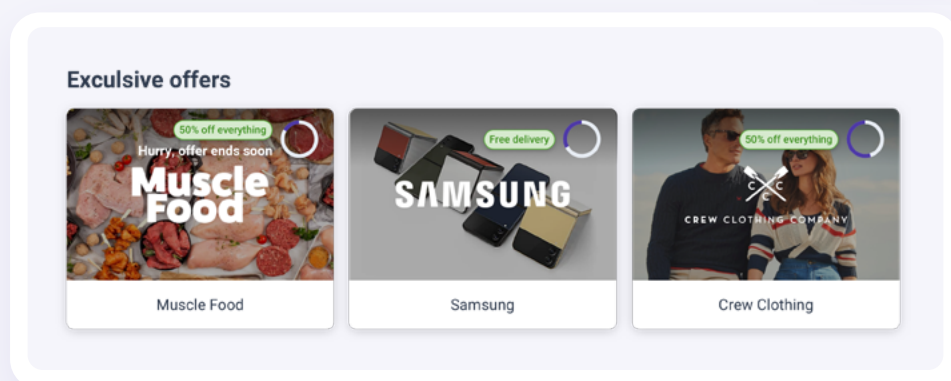
Merchants will also be part of this initiative, with token spend from in-platform marketing.

And in the future, merchant subscriptions for:

SESAME now
Claim your exclusive 24 hour discount code for The Gym King

b2b messaging

shop TheShop.com   See shared data ›

Shared with
Plus TV

Name	Verified
Address	Verified
Date of Birth	Verified
Email	Verified
Phone number	Verified

Update data   Revoke access

Networked data

Sign in to your favourite sites without a password

Sign in with **sesame**

OR

Passwordless login

SND taxation

Sesames staking model is one that is dynamic in terms of users being able to unstake their balances in a frictionless manner, but is designed to be sustainable in benefitting those that stake longer.

As natural inflation shall occur from the issuing of SND via Cashback and Yield, as well as our Quarterly Bonus. Implementing an SND taxation model for users that wish to earn and sell SND quickly.

Our taxation mechanism shall apply a SND tax on those they wish to sell within set timeframes, in a manner that benefits the rest of the SND holders, whereby half of the taxed SND will be added to the next Quarterly Bonus for distribution to other holders, and the other half will be burned.
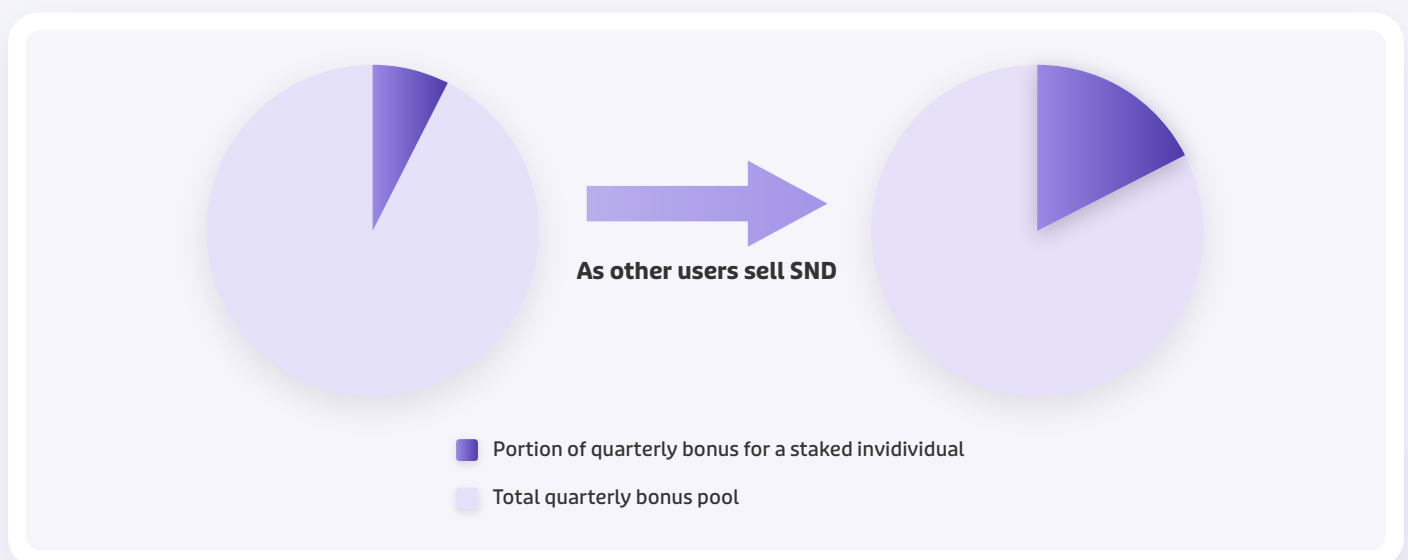
Any SND that is sold within 6 months shall be taxed at 40%, and those within 6-12 months at 20%. After 12 months there will be zero tax.

As other users sell SND

■ Portion of quarterly bonus for a staked invididual

■ Total quarterly bonus pool

For example, if a user earns 100 SND and wishes to sell them after 1 week, the tax rate is 40%, so it will cost them 40 SND to unstake. In this example, half of the tax (20 SND) will be added to the next Quarterly Bonus for reissuance, and the other half of the tax (20 SND) will be burned.

Governance

Those users that have reached the 'VIP cashback' shall automatically be invited to join the governance committee. Therefore enabling the ability to buy-in or work-in; both cases adding value to the token. People with a vested interest in the future value of SND are empowered to make certain key decisions around those associated with token economics.

Voting weight will be directly proportional to the token ownership level of the user.

The next quarterly bonus should be tokens issued or burned?

Voting ends: Sept 12th 8:00pm BST

SND issued	SND burned
SND issued 102,277	SND burned 60,277

Lock-in periods

In order to help minimise price volatility SND have a defined period of time before they can be sold.

Purchased SND

0 days from when bought

Quarterly bonus

60 days from when issued

Prize draw SND

7 days from when issued

Affiliate merchant cashback

7 days from when issued

Integrated merchant cashback

0 days from when issued

Sesame DAO NFT

Within the Sesame ecosystem there are two types of NFT; one that can be bought and sold like an asset, and one that can only be 'earned', with no financial value associated or ability to transfer.

The Sesame DAO NFT is the latter, operating like a membership card, rather than the non-fungible component being linked to the ownership of art, it is linked to the unique component of access.

The access is for the DAO component of the company, a community based around the long-term success of Sesame and SND.

DAOs seek to:
- Provide members with a voice through governance
- Flatten hierarchy and create fluid workstreams
- Allocate resources to achieve a core mission

Sesame's DAO NFTs will be granted to those who complete the 2-year SND loyalty multiplier. Those that are considered long term holders and supporters.

We're aiming and hoping for use cases and proposals along the lines of: Events and Sports team sponsorships, Social impact initiatives and Charitable partnerships. But ultimately the decision will be in the hands of the holders.

The DAO treasury will initially become available once the second minting of tokens occurs. 10% (1B tokens) will be allocated to the DAO on a 5-Year vesting schedule.
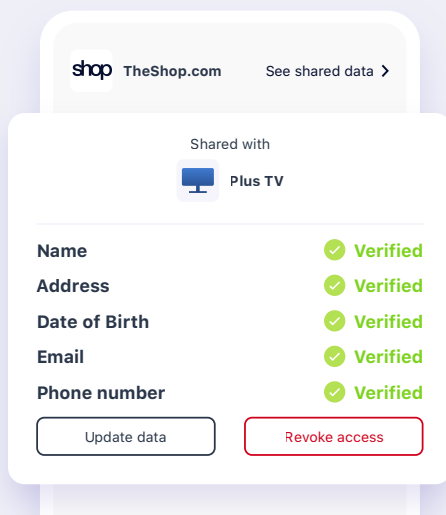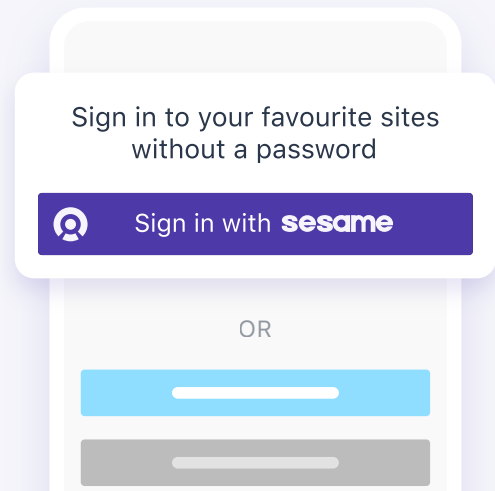
Once the DAO NFT is earned, it is not taken away. Users will not lose their DAO NFT if they disqualify themselves from subsequent quarterly bonuses for instance.

Vision

Wallet connect

Secure one touch login and wallet connect across Web2 and Web3 services.

Sign in to your favourite sites without a password

Sign in with **sesame**

OR

Networked data

Update one, update all. Know who has access to your data; revoke it when you don't

shop TheShop.com   See shared data >

Shared with
Plus TV

Name	✓ Verified
Address	✓ Verified
Date of Birth	✓ Verified
Email	✓ Verified
Phone number	✓ Verified

Update data   Revoke access

Buy Now Pay Later

Borrow without selling your crypto

Pay now   **Pay later**

Pay in 3   ○

sesame
No interest if paid in 4 months

X2 SND with Sesame

Continue
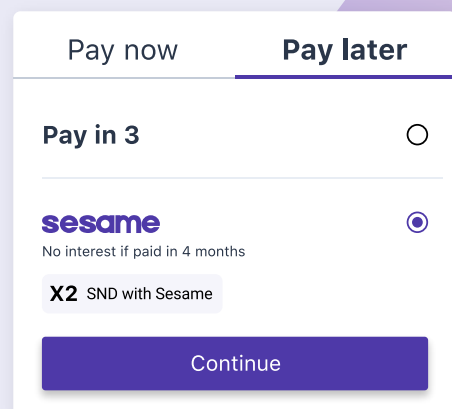
FAQs

I'm interested, what happens now?

Soon our pre-launch waitlist will open. Here you will be given a position in the waitlist which will define how much free SND you get.

Can I get higher up the waiting list?

Yes, use your referral link in the app. The more people you invite the higher up the waitlist you'll move.

What's the difference between checkout with Sesame cashback and standard cashback?

Checkout with Sesame cashback is from using Sesame's payment method and paying via your bank app. We have a direct integration with the retailer which allows us to offer a high cashback rate. Standard cashback is from affiliate links and the rate is set by the individual retailer and will be the same rate across all cashback sites.

Will this cost me anything?

No, using Sesame is free.

Can I qualify for both parts of the quarterly bonus?

Yes, we hope and expect most users will qualify for both.

Do tokens staked by Merchants qualify for the quarterly bonus?

No, the quarterly bonus is only allocated to users. Tokens that are held by merchants will not be included in any allocation calculations for the bonus.

Do I pay with SND?

No, you pay with a stablecoin balance held in the app. SND is issued as the crypto cashback.

How do you handle the cashback tiers and token price fluctuations?

Once a user reaches the level of SND ownership, they will be issued with the tier upgrade. To protect against SND price volatility, even if the SND price increases, the user will not be downgraded, unless they sell their SND level to below the tier requirement.

How can you offer yield higher than bank rates?

Unlike most other apps, we offer our customers the maximum yield return from our DeFi staking partners. The DeFi pools offered will vary in risk and return.

Where is SND held?

Your SND balance is held within the Sesame mobile app

What happens if I lose my loyalty multiplier?

It will not affect qualificaion for the quarterly bonus. If you decide to disqualify yourself from the loyalty multiplier, it will simply revert back to a multiplier of 1, and shall begin accruing again from the next quarter.

Who is the team behind Sesame?

Sesame was founded by two serial entrepreneurs with experience in e-commerce, digital banking, crypto and social media. The team is now located in London, New York, Stockholm and Tokyo.

sesame

www.sesame.app