

An illustration of an iceberg floating in a dark blue sea. The visible tip of the iceberg is white with some light blue shading. The submerged part of the iceberg is a large, complex shape made of various shades of teal and blue, representing the hidden part of the project. The sky is a solid dark blue with several white, stylized clouds. The water is represented by a series of dark teal diagonal stripes.

# The Unsinkable Project

## Intro to Crypto

# Intro to Crypto Layout

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# What is cryptocurrency (crypto)?

Internet money. The promise of trustlessness.  
Incentivized reward systems and deflationary gift card programs.

Most people have heard of the “first” cryptocurrency, bitcoin (BTC).  
The Bitcoin network enables trustless peer-to-peer transactions of bitcoins.  
Bitcoin is decentralized and achieves distributed consensus, solving the  
Byzantine General's Problem, and enabling  
trustless, incorruptible, immutable transactions.

Immutable crypto transactions cannot be reversed.  
Decentralized networks have no central authority.  
Assets on decentralized networks can never be frozen.

Since 2009, many new, more advanced, decentralized networks have been created.  
Some networks enable trustless, immutable smart contracts.  
Immutable smart contracts can never be changed.

# Coins, Tokens, and Networks

A crypto asset (coin/token) is a transactional currency on a computer network

“Coin” and “Token” are often used interchangeably

The Bitcoin network allows you to transact bitcoins (BTC).

The Stellar and Ethereum networks allow you to transact Lumens (XLM) and Ethers (ETH), respectively.

Stellar and Ethereum also allow anyone to create smart contracts and custom assets.

Networks provide platforms with various features

- Custom assets, smart contracts, and ICOs
  - Turing-complete smart contracts
  - Speed of transaction confirmation
  - Maximum transactions per second
    - Level of decentralization
    - Trustless capabilities

One common coin/token distinction is that

Coins are native assets.

Tokens are custom assets.

Tokens are issued on a host network.

Under this distinction, BTC, XLM, and ETH are all coins.

Stellar and Ethereum allow anyone to create custom tokens.

Crypto assets represent incentive ecosystems.

Cryptos are designed to reward and encourage desired customer behavior.



# Important Crypto Terminology

A cryptocurrency (crypto) is a method of transacting using a distributed ledger (blockchain), updated via a computer network, typically the Internet.

Cryptos are transactional units on a network. Popular networks include Bitcoin, Stellar, and Ethereum

These networks typically have their own native crypto asset.

Assets are transacted via keypairs, commonly called accounts or wallets.

Crypto wallets contain digital assets – bitcoins (BTC), Lumens (XLM), Ethers (ETH)

ICO platforms like Stellar and Ethereum allow anyone to create custom assets on the network.

Keypair = Account = Wallet

Cryptocurrencies rely on cryptographically secure keypairs.

Keypairs consist of 2 unique keys,

a public key – the wallet address, and a

secret key – the private password that controls the wallet/account.

“Coin” & “Token” are often used interchangeably, without public agreement on distinction.

Initial Coin Offering (ICO) – really an initial *public* offering. First chance for the general public to buy a coin/token.

Typically used as a tokenized crowdfunding campaign for a new business.

Smart contract – computer code that ensures a function will be performed.

Immutable smart contracts can never be changed.

Most ICOs are performed via immutable smart contract.

Immutable means unchangeable. Anything centralized can be changed by the controlling party, so decentralization is necessary for immutability.

# Trustlessness

In order to safely transact with anonymous and/or nefarious actors on the Internet,  
Trustlessness is required

Trustlessness requires immutability  
Immutability requires incorruptibility  
Incorruptibility requires decentralization

Trustlessness is Bitcoin's solution for achieving Byzantine Fault Tolerance.  
Trustlessness means that nobody can deceive or change what has been agreed upon.  
Once the network agrees that a bitcoin has been sent, the transaction cannot be reversed.  
Immutable smart contracts can extend trustlessness beyond simple payments,  
if they are executed on a trustless network.

Networks can be distributed and/or decentralized.  
This is different and independent from a coin/token being decentralized.

Distributed means that many people have copies of the ledger, so no one can try to go back and  
change it without everyone else noticing, preventing double-spending.

A decentralized network is not under control of a central authority, and cannot be changed  
unless the community decides they want the change.

Decentralization *AND* distribution are necessary for immutability.

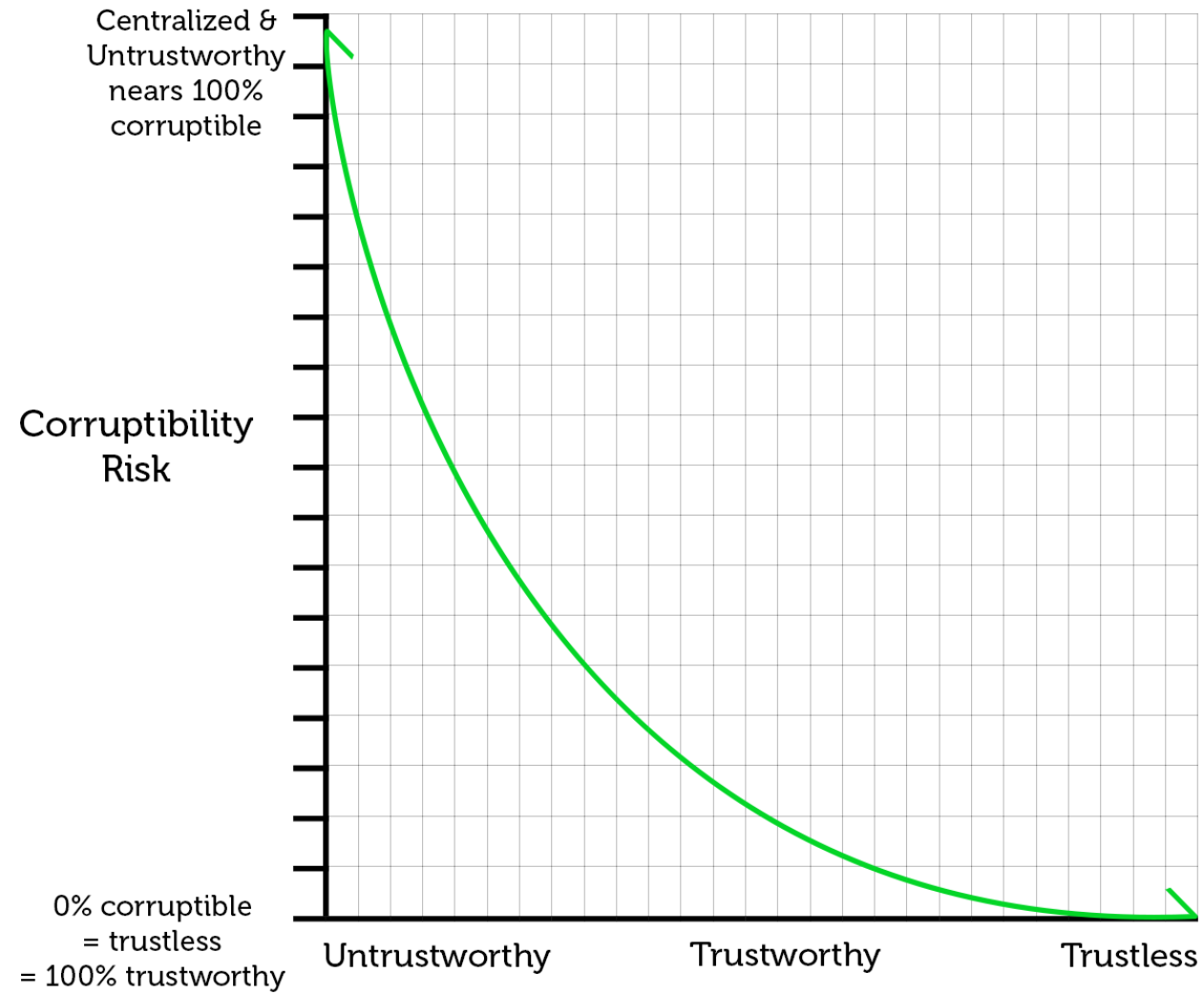
A centralized network cannot be trustless or immutable.

The controlling central party can change anything whenever they want.

A decentralized coin/token does not have a single party with majority ownership and price control.



# Crypto - The Desire for Trustlessness



Trustlessness  
requires  
immutability.

Immutability  
requires  
decentralization.

Trustless  
Immutable  
Incorruptible  
Decentralized  
Trustworthy

unchangeable



corruptible

# What is the appeal of crypto?

Distributed, decentralized, incorruptible consensus.  
Trustless peer-to-peer interactions.  
Immutable incentivization rewards.

Before Bitcoin, there was no solution for trustless consensus amongst independent actors. You had to rely on a trustworthy third party, like eBay, to facilitate online transactions.

Trustless capabilities have been expanded to include turing-complete smart contracts thanks to Ethereum.

Stellar enables nearly instant, basically free, trustless, peer-to-peer transactions.  
Also trustless & immutable smart contracts, custom assets, and ICOs.

Cryptos typically incentivize a desired behavior.  
bitcoin mining rewards incentivize people to use their computational power to secure the Bitcoin network.

Immutable ICO crowdfunding smart contracts can incentivize investors with a trustless guarantee of fixed supply.



# Why is fixed supply appealing?

Deflation.

If the currency supply is fixed and demand goes up, price goes up.

Fiat currencies issued by governments are inflationary.

They can print more whenever they want.

\$1 USD has 3% less buying power annually.

Not an ideal store of value.

Most ICOs are for utility tokens.

If the utility has demand, the token has demand.

If an in-demand token has a fixed supply, it becomes more valuable.

An immutably fixed maximum supply (with demand) can only ensure deflation if the coin/token ownership is decentralized. If a central party has significant ownership, they can flood the market, effectively increasing supply at any time.

# Why are smart contracts useful?

Immutable smart contracts are capable of infinite trustless possibilities.

Simple smart contracts can ensure

- Someone gets paid
- Someone cannot deceive and change terms later
- Crowdfunding terms and tokenomics

A popular usage of immutable smart contracts is to ensure investors in a new crypto, typically for an ICO, that the supply of new coins/tokens is immutably fixed and the issuer cannot ever issue more.

Unfortunately, most immutable crowdfunding (ICO) smart contracts are being used to lie, cheat, steal, and deceive.



# Initial Coin Offering (ICO)

A tokenized crowdfunding campaign  
Typically used to start a new business

Over 80% are outright scams  
Another 15% will fail within a year

Of the remaining 5%  
Most are actually initial *public* offerings  
and had preferentially priced private pre-sales and/or pre-ICOs

Most rely on an immutably fixed supply for deflationary characteristics

The hardcap is the maximum allowable amount

The softcap is the minimum amount needed to proceed

The Unsinkable ICO Standard (TUIS) enforces  
trustless crowdfunding tokenomics to protect the general public from ICO scams



TRUSTLESSNESS  
>  
TRUSTWORTHINESS

Crypto's Trustless Capabilities

Bitcoin - Trustless Currency Transactions

Stellar - Trustless Smart Contracts

Unsinkable - Trustless Tokenomics



# The Unsinkable Token (UNSK)

A hyper-deflationary Stellar utility token appealing to active day traders.

The first "Unsinkable" asset ever.

max supply - 210,000,000 UNSK

50/50 - Investors/Company

Hard Cap 3,500,000 XLM (~\$1,000,000)

No private sale. No bonus for large investors.

Pre-ICO bonus - 100% - limited to 4,200,00 UNSK

## Token Distribution

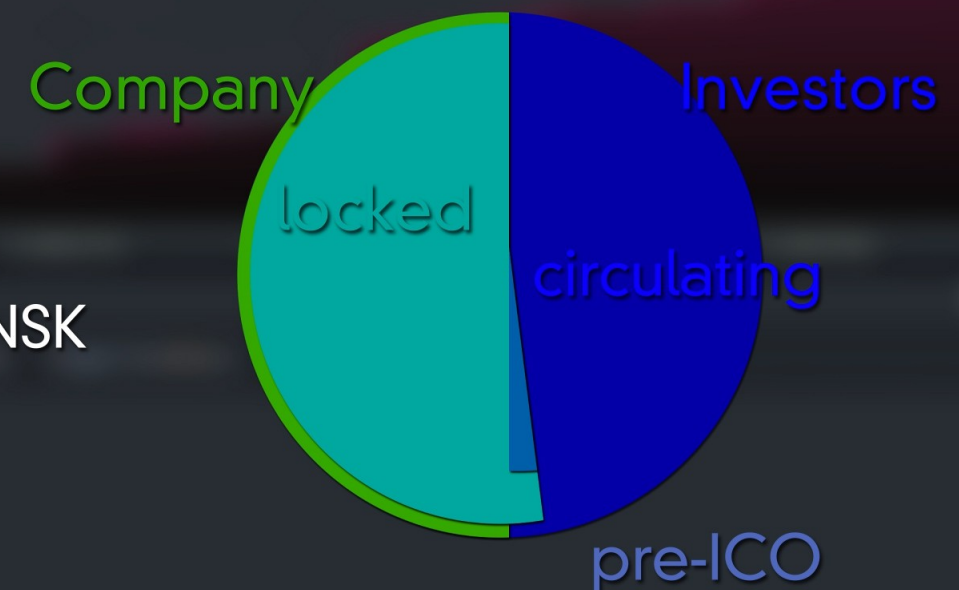
48% - ICO Investors – max 100,800,000 UNSK

2% - Pre-ICO – locked – max 4,200,000 UNSK

10% - Team – locked 1 year – max 21,000,000 UNSK

10% - Operations – locked in HODL Wallet – max 21,000,000 UNSK

30% - Bank – locked – max 63,000,000 UNSK



# Popular ICO Smart Contract Platforms

Custom assets issued have the same performance as the network.

Issuers, investors, and transactors all must pay network transaction fees with the native asset.

Ethereum – native asset – Ether (ETH)  
(2018) – average transaction time (6 confirmations)

**2-3 minutes**

(2018) average transaction cost ~.0005ETH

**\$0.10-\$1.00**

Stellar – native asset – Lumens (XLM)

Average transaction time

***5 seconds***

Transaction cost

.00001XLM

2018 average ~ ***\$0.000003***



# Tokenomics

## Token-economics

Utility tokens are redeemable for a service.

An immutably fixed supply means that more service demand directly translates to investor reward via deflation.

An asset-backed token is redeemable for that asset.

A token backed by bicycles can be redeemed for a bicycle, like a gift card.

A token backed by \$1 is redeemable for \$1.

Unsinkable coins/tokens are asset-backed by ICO price.

Any Unsinkable asset is always redeemable for ICO price.

Unsinkable tokenomics must be trustlessly ensured for a coin/token to be Unsinkable.

Trustless tokenomics mean that the economics of how the token is offered are immutably guaranteed.

For Unsinkable Tokenomics, this means that every token issued must be redeemable for ICO price, with ICO-price buyback immutably ensured by smart contract.

# Common Scams

## Fake/Stolen Websites, Exit Scams

Many scam ICOs never had a smart contract, token, or project. They likely stole most of their web content, white paper, etc. Once you send them your crypto, you cannot recover it.

Many token issuers plan an exit scam, where they either disappear with the crowdsourced funds, or flood the market with their tokens. Dumping them on the unsuspecting public, and running away with the profits.





# Unsinkable ICOs on Stellar

## Asset-backed, low-risk, and exit-scam resistant

### The Unsinkable ICO Standard (TUIS)

All Unsinkable assets are redeemable for ICO price via buyback.

Issuer does not have access to crowdsourced funds  
unless HODLers give it to him/her/them.

Token issuer cannot sell tokens, ICO or company,  
if ICO buyback price is not offered to buyback the token.  
Immutably ensured by Stellar Smart Contract (SSC).

Token issuer never controls over 10% of the token supply.  
Investment-back guaranteed.

## UNSK Token Details

Token name: UNSK (Alphanumeric 4)

Pre-ICO dates: 6/15/18-1/1/19 or hardcap

ICO dates: 6/18/18-1/1/19 or hardcap

Max supply: 210,000,000 UNSK

ICO Token Price: .0333333 XLM (1XLM = 30.00003UNSK)

Network: Stellar Lumens (XLM)

Issuing Account: GDCEJH75OOXHUQH2IA4SYVHNEYXN2N4FTAOUKUHN7GR3M4VFKNOH7LVH

Accepted investments: XLM

"Unsinkable" money\*-back and ICO low-price guarantee

Buyback Price: 99% - .03303 XLM - 1XLM = 30.2756UNSK

No pre-sale, no private sales, no minimums, no bonuses for large investors

Pre-ICO bonus: 100% - half locked until 3 months after ICO end date and 2x ICO price, half locked until 6 months after ICO end date with .04UNSK/XLM minimum or 4x ICO price - no buyback available - limited to 2% total tokens

Team tokens vested until 1 year after ICO with minimum .04UNSK/XLM market price for unlock

Soft Cap: \$200,000

Hard Cap: 3,500,000 XLM (~\$1M)

Token Distribution – max total supply – 210,000,000 UNSK - 50/50 - 105,000,000 ICO - 105,000,000 Company

48% - ICO Investors – max 100,800,000 UNSK

2% - Pre-ICO – half vested until 3 months after ICO or 2x, half vested until 6 months after ICO or 4x – max 4,200,000 UNSK

10% - Team - vested until 1 year after ICO end – max 21,000,000 UNSK

10% - Operations – max 21,000,000 UNSK

30% - Bank – unlocking quarterly – 1/3 3 months after ICO end, the second 1/3 6 months after ICO, final 1/3 9 months after ICO end – max 63,000,000 UNSK



## PICOUNSK (Pre-ICO UNSK) Token Details

Token name: PICOUNSK (Alphanumeric 12)

ICO dates: 6/15/18-1/1/19 or hardcap

Max supply: 2,100,000 – 100% ICO investors

ICO Token Price: .0333333 XLM

Network: Stellar Lumens (XLM)

Issuing Account: GDCEJH75OOXHUQH2IA4SYVHNEYXN2N4FTAOUKUHN7GR3M4VFKNOH7LVH

Accepted investments: XLM

No buyback, no planned development, snapshot dates will be announced at least 1 week in advance

Hard Cap: 70,000 XLM (~\$20,000)

The PICOUNSK ICO (UNSK Pre-ICO) and UNSK ICO are live now!

The anchor/issuing account is GDCEJH75OOXHUQH2IA4SYVHNEYXN2N4FTAOUKUHN7GR3M4VFKNOH7LVH

The distribution can be viewed at

<https://stellar.expert/explorer/public/account/GAAEJ2EZLSOGRTRYRVMTWGDTKM6AUXJHYAUZTYJMAUDWHH3MUH5MI2VI>

XLM wallets require a minimum balance of .5XLM to show up on the Stellar network.

If you need to create an XLM wallet you can generate the keypair at

<https://www.stellar.org/laboratory/#account-creator?network=public>

and fund the wallet with a Binance withdrawal. Most exchanges should work, they utilize the “create wallet” operation. You should verify with a withdrawal of 2 XLM.

Participating consists of a trust operation and manage offer operation.

Until price-lock HODL is available in the HODL Wallet, The Unsinkable Project can only generate usable funds from PICOUNSK investment. Let's make crypto beginner-friendly. [Unsinkable.io](https://unsinkable.io)

<https://youtu.be/Tifzrc0aKPY>

8-8-18

Asset **PICOUNSK** (related domain not found)

GDCEJH75... 7LVH

Summary

Rating: 7.3

Total supply: 2,100,000 **PICOUNSK**

Asset holders: 2 accounts

Overall trade volume: 6,047 **XLM**

Total trades count: 3

Age

Age Rating: 6.4

0

Weekly volume

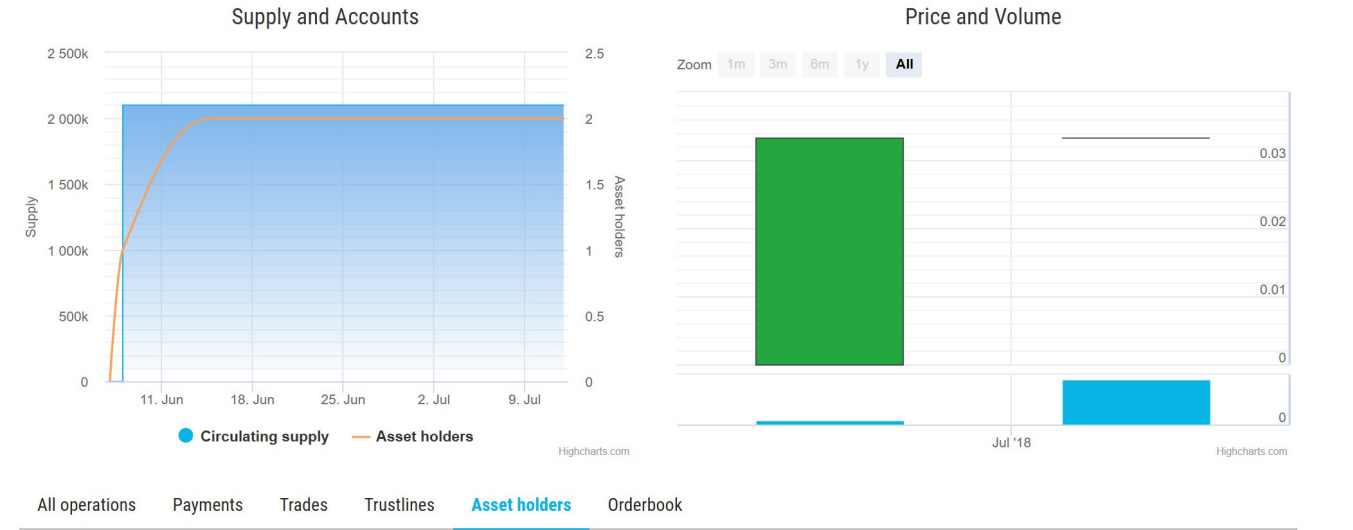
Payments

Overall volume

Trustlines

Trades

Highcharts.com



Top 10 holders

Click to view holder account

Highcharts.com

Rank	Account	Account balance
1	<a href="#">GAAEJ2EZLSOGRTRYRVMTWGDTKM6AUXJHYAUZTYJMAUDWHH... I2VI</a> AVAILABLE	1,918,587 <b>PICOUNSK</b> (91.36%)
2	<a href="#">GA54MI7L7V3XCRGMHTTNNCPG5OSOEWZ2HKO5TKNMQKLM... HCYQ</a> Unsinkamoto	181,413 <b>PICOUNSK</b> (8.64%)

8-8-18

Asset **UNSK** (related domain not found)

GDCEJH75... 7LVH

Summary

Rating: 1.9

Total supply: 210,000,000 **UNSK**

Asset holders: 3 accounts

Total trades count: 0

Age

Age Rating: 6.4

0

Weekly volume

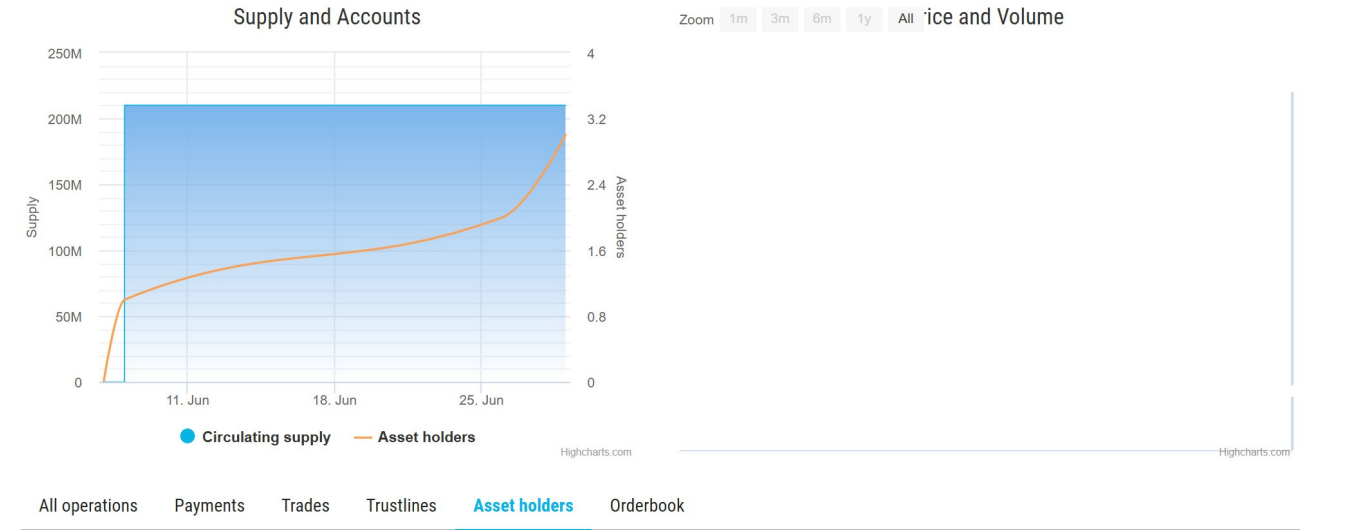
Payments

Overall volume

Trustlines

Trades

Highcharts.com



Top 10 holders

Click to view holder account

Highcharts.com

Rank	Account	Account balance
1	<a href="#">GDFERSNZTYT7Z5PFIH2GTJCQBMHTPVZEGY5LR5HQRZVYAJ... 4XW2</a> Company	105,000,000 <b>UNSK</b> (50.00%)
2	<a href="#">GAAEJ2EZLSOGRTRYRVMTWGDTKM6AUXJHYAUZTYJMAUDWHH... I2VI</a> ICO	100,800,000 <b>UNSK</b> (48.00%)
3	<a href="#">GCKZ5UJFMXLDLQ26V6FEW3XMZLOF3WWEA43VARIBNFGBET... 5YNS</a> pre-ICO	4,200,000 <b>UNSK</b> (2.00%)



Account GAAEJ2EZLSOGRTRYRVMTWGDTKM6AUXJHYAUZTYJMAUDWHH3MUH5MI2VI

Point in time

Current Account Balance ?

656.5363699 XLM 200 EURT 1,918,587.1800873 PICOUNSK 100,800,000 UNSK

Summary

Home domain: not set ?

Inflation destination: not set ?

Asset authorization required flag: false ?

Asset authorization revocable flag: false ?

Authorization immutable flag: false ?

Operation thresholds: 0 / 0 / 0 ?

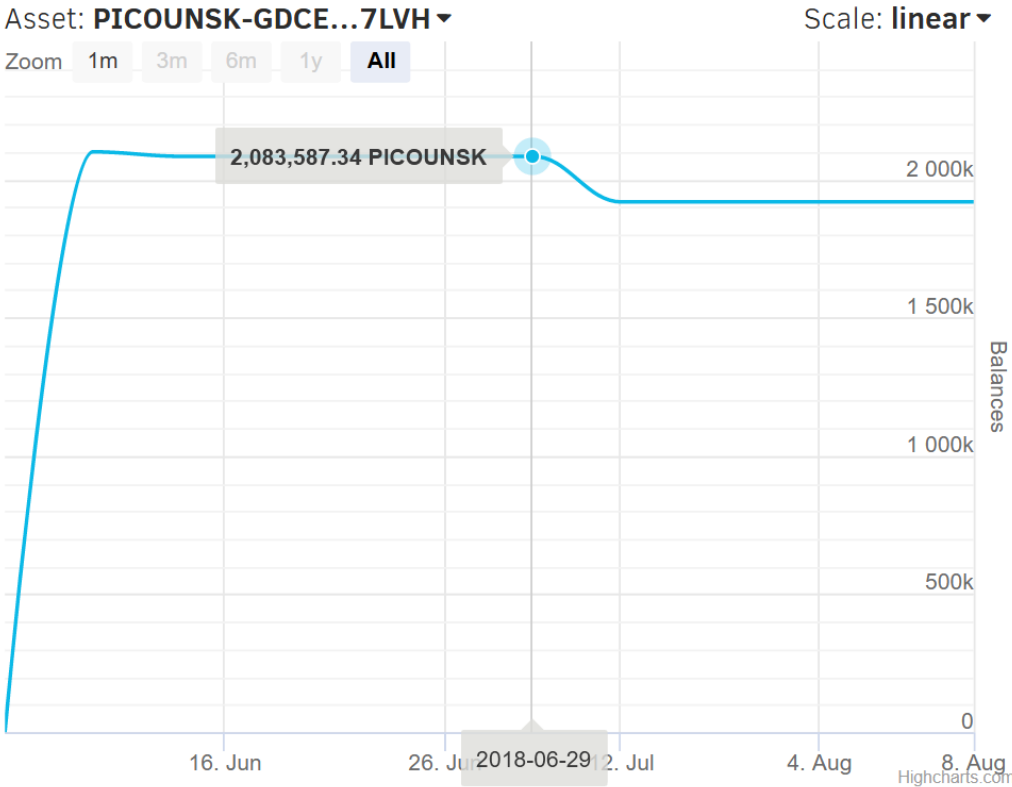
Created: 08 Jun 2018 21:01:52 ?

Total payments: 9 ?

Total trades: 8 ?

Signers ?

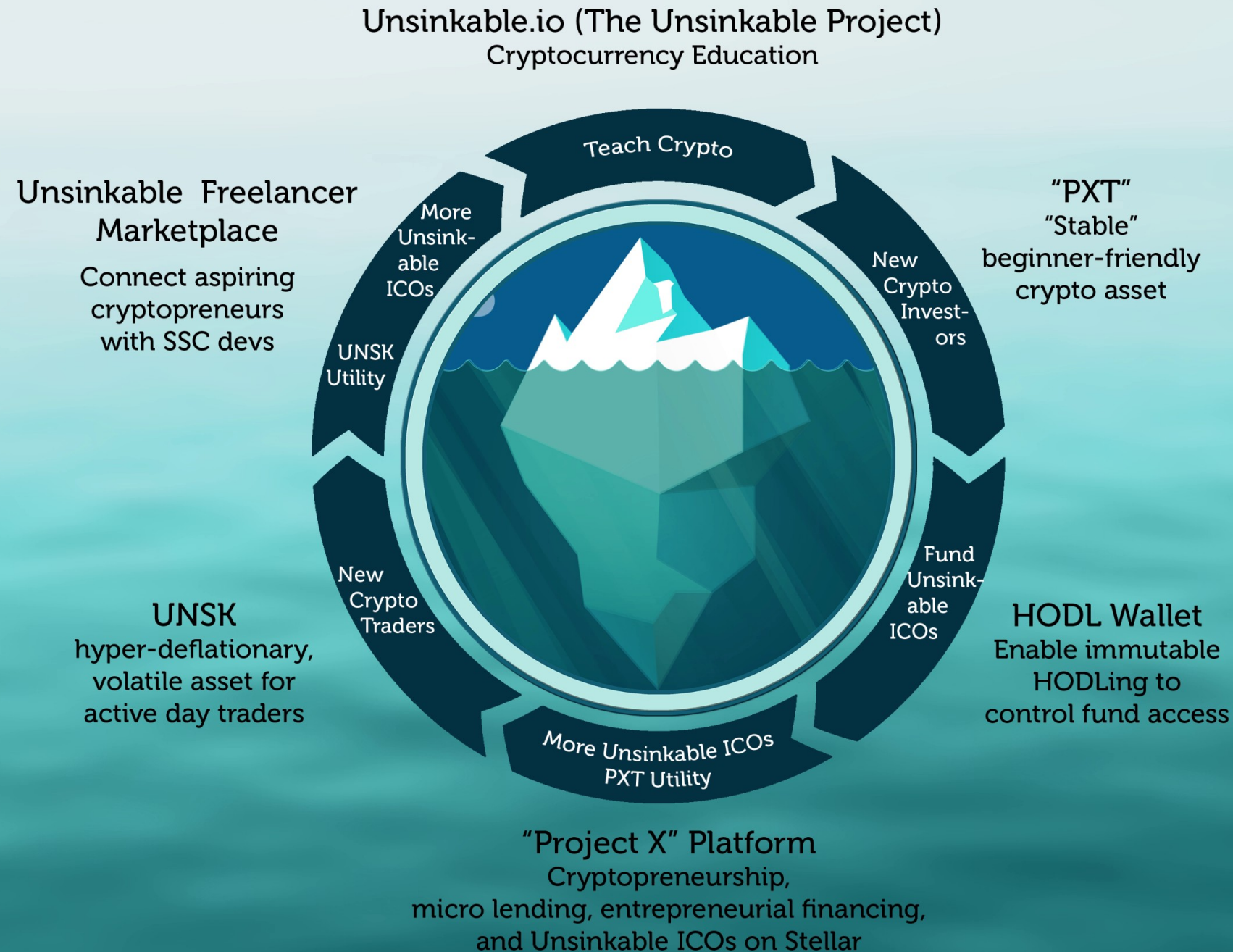
GAAEJ2EZLSOGRTRYRVMTWGDTKM6AUXJHYAUZTYJMAUDWHH... I2VI (w:1)



All effects Payments Trades Settings Active offers

Offer ID	Selling	Buying	Price
14196131	PICOUNSK	XLM	0.0333333 XLM/PICOUNSK
14790503	XLM	UNSK	30.2756 UNSK/XLM
14790759	UNSK	XLM	0.0333333 XLM/UNSK

# The Unsinkable Ecosystem



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All rights reserved.

The Unsinkable Project is independent and in no way endorsed  
by or affiliated with The Stellar Development Foundation.



# Beginner Review

Be extremely careful with your secret key.  
It controls your wallet. Anyone who has it can sign for your public key  
and transfer any coins/tokens owned by the account.  
If you lose your secret key, you lose your assets. Forever.

A keypair/account/wallet is unique to the network and can control/hold/own native coins.  
If the network supports ICOs, a single wallet can also hold any custom tokens issued on the network.

Some online services will manage your wallet for you.  
Some of these services even support multiple blockchain networks, each with their own keypair.  
If you let someone else control your keypair, you no longer have control over your funds  
and are trusting that service to not steal your assets.

Not all networks, smart contracts, or assets are decentralized, immutable, and/or trustless.

Nearly all ICOs are scams and/or rely on deceptive and/or predatory tokenomics.

The Unsinkable ICO Standard (TUIS) protects the general public  
by creating a tokenomic standard for trustless crowdfunding.

Unsinkable coins/tokens are asset-backed and redeemable for ICO price,  
immutably ensured by trustless smart contract.

# Crypto Glossary

Crypto Coin/Token – used interchangeably. A crypto asset used to transact on a distributed ledger (blockchain).

Bitcoin and Stellar are decentralized networks that each have a native cryptocurrency.

Bitcoin's native crypto is called bitcoin (BTC).

Stellar's native crypto is called Lumens (XLM).

Decentralized – no central controlling authority. Decentralized networks are capable of incorruptibility and immutability.

Immutable – unchangeable. Decentralized and incorruptible.

Trustless – completely trustworthy. 100% trustworthy = incorruptible & immutable = trustless

Trustlessness requires immutability. Immutability requires incorruptibility. Incorruptibility requires decentralization.

Trustless consensus networks are distributed and decentralized. They can be capable of trustless smart contracts.

Smart contract – computer code that ensures a function will be performed.

Trustless and/or immutable smart contracts require a decentralized network.

Distributed = 100% decentralized = no central control. Capable of incorruptibility, immutability, and trustlessness.

Most networks faster than Bitcoin are not fully distributed, some are not even decentralized.

Bitcoin is a distributed blockchain network (dependent on hashrate control).

Stellar is a decentralized distributed ledger technology (DLT) capable of trustless Stellar Smart Contracts (SSCs).

Anyone can create custom tokens on a decentralized network that supports smart contracts, like Stellar or Ethereum.

ICO – initial coin offering. Really initial *public* offering. Buyer beware! 95% fail within 1 year.

Tokenomics – token economics including max supply, token distribution, buyback, etc.

DAICO – Decentralized Autonomous Initial Coin Offering – Immutable smart contract controlled crowdfunding campaign where the investors have control over the issuer's access to crowdsourced funding via voting

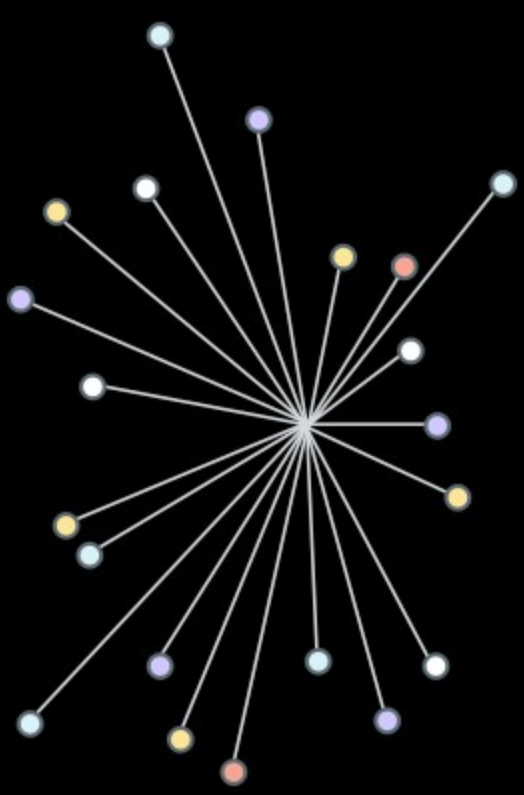
IBiPDAICO – Investment-Buyback-in-Perpetuity DAICO – crowdsourced funds are used to buyback the token at ICO price

Unsinkable IBiPDAICO – asset will always be redeemable for ICO price via the buyback offer which always cover the entire circulating supply, immutably ensured by trustless smart contract

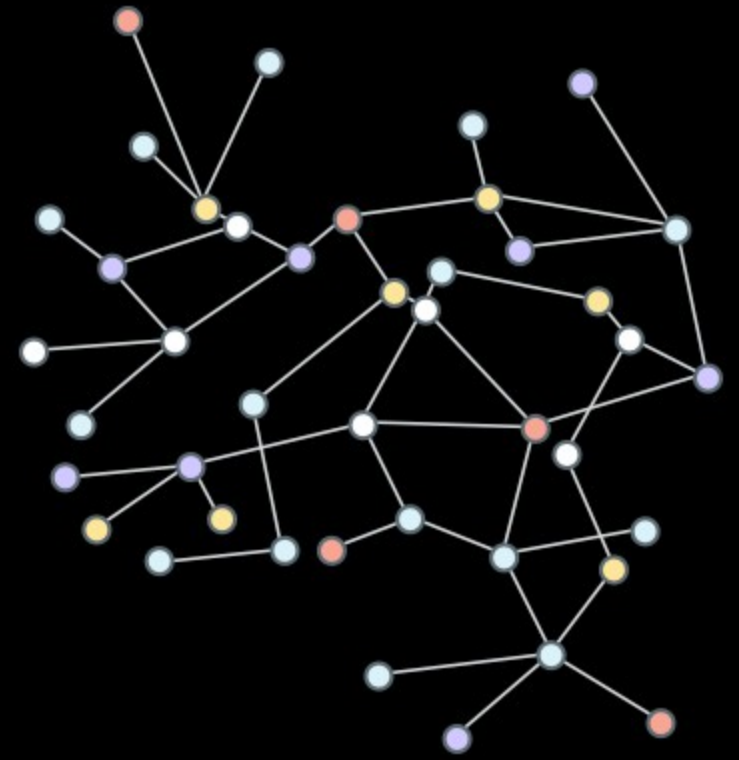
The Unsinkable ICO Standard (TUIS) – Unsinkable IBiPDAICO tokenomics immutably guaranteed by trustless smart contract.

HODL = hold. [Exuberantly!](#)





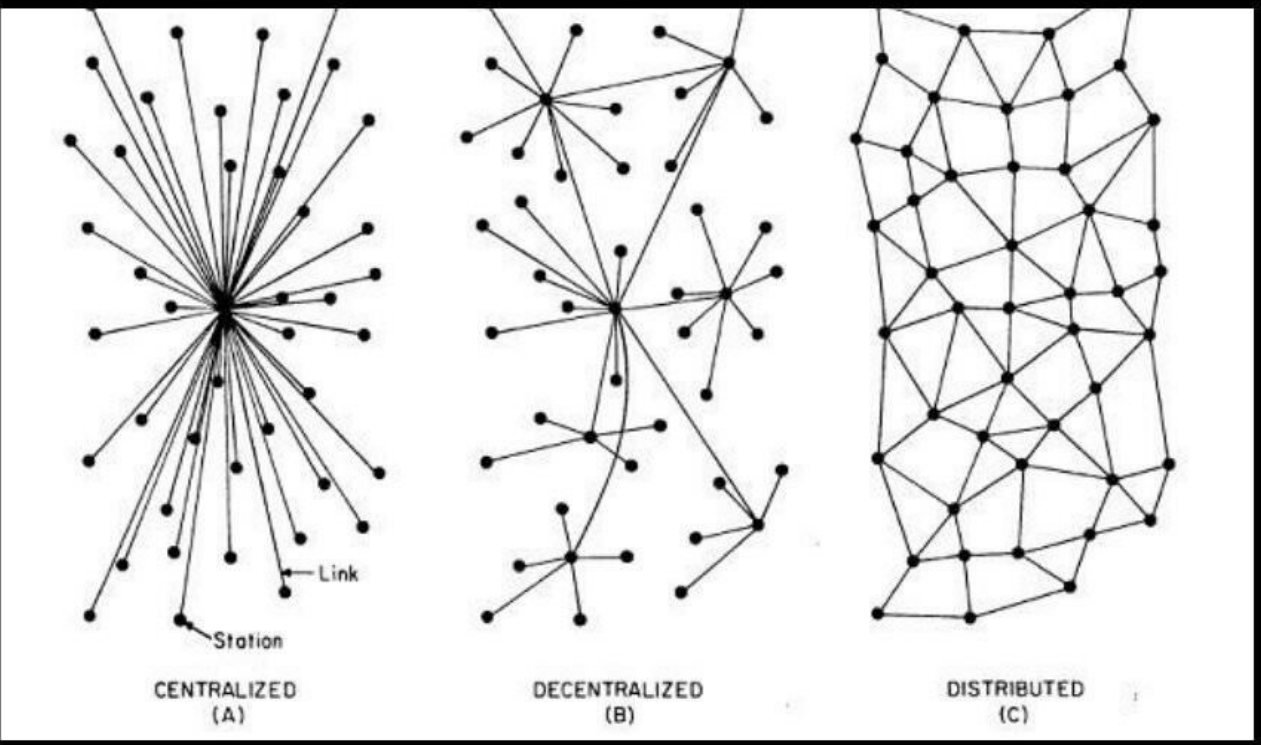
Centralized



Decentralized

Ripple

Bitcoin (doesn't allow to choose nodes)  
Stellar (allows you to choose nodes)



How to contribute: Simply trade your XLM for PICO UNSK or UNSK on the SDEX.

Go to Stellar Laboratory

<https://www.stellar.org/laboratory/#txbuilder?network=public>

Fill in your account's public key for the source account

Fetch the next transaction number

2 operations – “Change Trust,” and “Manage Offer”

“Change Trust”

“Alphanumeric 12”

PICO UNSK

GDCEJH75OOXHUQH2IA4SYVHNEYXN2N4FTAOUKUHN7GR3M4VFKNOH7LVH

“+ Add Operation”

“Manage Offer”

Selling native

Buying Alphanumeric 12

PICO UNSK

GDCEJH75OOXHUQH2IA4SYVHNEYXN2N4FTAOUKUHN7GR3M4VFKNOH7LVH

Amount of XLM to trade

30 (Price in XLM/UNSK – any amount under 30.0003 will fill via the ICO offering)

0 (new offer)

“Sign in Transaction Signer”

Enter Secret Key

“Submit to Post Transaction endpoint”

“Submit” to Stellar network