

Whitepaper



THEMIG

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1. Introduction

For the first time in history, we have a financial system with the potential to curb not the citizens, but, in fact, the prohibitive eagerness of governments. To the freedom of individuals, this is unprecedented and very promising.

Blockchain technology brings solutions to this dilemma, transforming the inter-sharing of liquid information into the sharing of value provided by the decentralized trust. For the first time, Blockchain's distributed technology provides records without the need for third-party intermediaries. For the first time, international trade involving simple participants can rely on the same data source and business logic created in the data source, and people become "Owners of their own bank".

This use happens in a simple and open-source way, where information is hosted by thousands of nodes, operated by volunteers from all over the world, which guarantees data integrity and security.

Every TheMIG project was designed not only to attract a broad user base from a billion-dollar B2B market but also as a way to promote social justice by introducing and implementing services where we support financial inclusion in an easy and decentralized way and provide interaction for the platform's intelligent utilities.

We believe that an open Internet of value exchange can transform and integrate the world more deeply, eventually eliminating artificial economic boundaries and enabling a more efficient and inclusive global marketplace that connects all people on the planet. The future of the global economy is open, shared, inclusive, much more evenly distributed, and powerful not only for some but for all those who are going to connect.

2. Blockchain technology and benefits

In early 2009, a cryptocurrency called Bitcoin was launched and, since then, it has been leading a major revolution in virtual media.

The main ingredient of Bitcoin's success is a registration system that has remained unnoticed for a long time: Blockchain.

Blockchain is a database. What makes it so important is the fact that it is not a conventional database: the system works like a register book, but inviolable, "indubitable" and very efficient.

The usefulness of blockchain is undeniable, many companies, large institutions, and international bodies have already recognized this, and it soon became clear that blockchain could also be used in other systems, of the most diverse types: financial, commercial, governmental, etc.

There are several points that make the blockchain part of a financial and technological revolution that is now taking place in the world:

2.1 Decentralization

Fortunately, individuals now have a global financial platform on which to transact without having to beg for the state's blessing on perfectly legitimate operations. Preventing the free movement of capital across borders is another thing that no government can do with cryptocurrencies.

Blockchain transactions are decentralized and can be carried out in a way that has no control of any government or company, making them 100% anonymous, and without becoming hostage to abusive taxes.

2.2 Security and data integrity

When we talk about information maintained in blockchain technology, we are talking about detailed, accurate, reliable, and widely accessible data. How is this possible? Basically, when a transaction is processed, all computers in the blockchain run an algorithm to reach an agreement about its legitimacy.

When an agreement is reached, the transaction can no longer be changed by any party and the result of the transaction is accessible to everyone.

This inherent security is crucial to consolidating the integrity of a book shared among the different parties involved.

2.3 Transparency

We are aware that any member of the public can view all the information contained in the blockchain. This means that its structure is as transparent as possible.

Although its obvious use is for cryptocurrency commerce, the platform on which this technology is built also finds great use in electronic commerce.

2.4 Immutability

When you make a registration in a shared blockchain, it is available to anyone, anywhere. This means that this record cannot be modified, nor removed without detection. Consequently, blockchain technology offers a time-stamped, verified copy.

2.5 Minimizing efficiency and cost

By minimizing reliance on centralized accounting entities, this innovation dramatically reduces overheads and increases the efficiency of business processes in certain situations, such as e-commerce.

3. Market

We are experiencing a moment that may be the catalyst for a new context of marketing products online, which will culminate in the widespread adoption of cryptocurrencies.

Since its introduction a few decades ago, e-commerce has been acting in a continuous way transforming and making consumers' shopping experiences safer and more convenient. This continuous improvement of e-Commerce is not expected to stop, as consumer needs and requirements are constantly evolving.

A relevant aspect of e-Commerce is the fact that its development has been significantly influenced by technological advances. The latest of these technological advances is blockchain technology, whose enormous potential promises transformative opportunities for the industry.



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3.1 Vision, market analysis, and opportunities

Our vision can be clearly defined through a phrase said by Changpeng Zhao (+\$1.4/Bi equity), CEO of Binance, the world's largest crypto brokerage house:

"Although you can target a niche market with fiduciary currency, in cryptography you get 180 countries at the same time. 180x! Easy decision."

The large-scale scope of the project extends to all areas of B2B, B2C, and P2P wholesale and retail, and people and organizations that need tokens with stable value to perform operations, in addition to other infinite possibilities of integrated use.

We and many in the encryption community imagined fiduciary money and financial contracts executed over the distributed public network infrastructure, building on open standards that would allow us all to share value as instantly and easily as we can access content in web browsers and exchange information in messaging applications. Just as HTTPS, SMTP, and SIP have enabled borderless information sharing and communications, encryption assets, and blockchain technology will allow us to exchange value and transact with each other in a similar way: instantly, globally, securely, and cost-effectively.

3.2 How large companies are reacting to Blockchain

HUBLOT

In November 2018, the Swiss luxury watch brand Hublot launched the Big Bang Meca-10 P2P, a limited edition Bitcoin-inspired watch. The \$25,000 watch could only be purchased via e-commerce using Bitcoin (BTC). Each unit was engraved with a unique transaction number.

htc

The Taiwanese giant smartphone manufacturer HTC has launched a state-of-the-art smartphone called Exodus I, which can only be purchased with Bitcoin or Ethereum.

Microsoft

Microsoft has opened the doors to Bitcoin in a remarkable way, although without doing much marketing about it. It has been doing this for several years in the Xbox content store and more recently BTC has also been added as a payment method in the official Microsoft store.



Not only high value-added products but also immediate consumer products companies are increasingly understanding the need for adaptation. KFC has launched a special offer, creating the campaign "The Bitcoin Bucket" for customers to buy exclusively with cryptocurrency.

Like KFC, other fast-food giants like Subway, and Burger King have also embarked on this wave. After all, this is the century of accessibility!

4. TheMIG project

TheMIG tries to solve several problem points in the international trade sector and create a "Global Blockchain Zone" of free trade, providing the lower blockchain infrastructure and introducing its token system as a reference for the transmission of values and information in commercial activities.

In various application scenarios, TheMIG Platform will be able to work with any third-party service, so that companies around the world can formulate intelligent contracts for different business processes and collaboratively develop new types of DApps based on existing business models, according to pre-defined trade rules and regulations in the transactions, as well as relate to each other through open, transparent and organized trade among TheMIG users.

4.1 Global Marketplace

The platform user experience describes a balanced ecosystem based on state-of-the-art encryption, security, and frictionless interaction, providing a global market environment and utilities to facilitate trade in products and services between people and businesses from different countries and cultures, through low-cost payment options in real-time, in a decentralized, anonymous manner and without government intervention.

The platform architecture is based on the principles of high-level security, transparency, traceability, and responsibility. All TheMIG code is Open Source and has been architected so that participants can take advantage of any part of it alone or in combination with other external solutions, and can be used as a very simple platform or as a complex intelligent contract utility with multiple payment phases and options.

4.2 TMG: A stable token with value based on real economy

TMG was designed to be an intelligent contract of stable value and its valuation sustained in the real economy and value equal to the Euro (EUR).

TheMIG's goal is to create a global reference token and encryption and decentralization platform for global trade, facilitate and optimize the interaction between all parties involved in online trade, and include the opportunity of international trade for any type of human being with internet access.

The use of TMG tokens facilitates payment of goods and services on TheMig MarketPlace and can be used by traders and consumers.

While merchants use TMG to pay market rates and transactions, consumers can use tokens throughout the TMG ecosystem to purchase goods and services at discounts.

Also, as a Stablecoin, TMG tokens can be used by any platform, company, or person who needs to store funds in a stable manner or make payments and trade products and services with a low-profit margin and need a solid method of receiving value. Generally, this type of user cannot take the risk existing in the volatility of other cryptocurrencies such as Bitcoin or Ethereum.

Ethereum's second-generation blockchain technology brings a concept of contract where the code plays the role of the law, which guarantees that the participants cannot overthrow and subvert the previous contract and business logic. TMG is designed to use the platforms as secure transfer and storage through intelligent contracts, as well as a payment unit for services and products.

The issued tokens are designed to act totally intelligently, through contracts programmed in Solidity and available in open-source, allowing all users to review and inspect the code and meet all the purposes of the project simultaneously.

In an objective manner:



It is built on an open, distributed, and shared data layer to promote transparency and collaboration;



Immediately allows buyers and sellers around the world to negotiate among themselves without conversions or difficult monetary rates;



Promotes personal freedom by not allowing a corporation or central government to impose arbitrary and often onerous rules on how to do business;

TheMIG platform options offer endless possibilities to add value to users and participants. All platform utilities operate with TMG. The ultimate goal is to increase demand and facilitate the use of tokens.

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5. Motivations

Unlike other Whitepapers, we will not call this session problem, but "Motivations". Motivations, to create a stable token supported by a global Market Place, are many, and range from social/ideological motivations, to the solution of various economic problems that prevent small businesses, traders, and people who inhabit countries in economic collapse to enter the international trade of products and services.

5.1 Peoples who live in countries in financial collapse

Analyzing the economic situation in Venezuela, whose inflation reached 10 million percent in one year (data from the Venezuelan Observatory of Finance - OVF), makes us see clearly that unconventional geopolitical and political tensions generate an influx of money from many regions of the globe, but at the same time it is a great current example of how cryptocurrency can help people have access to essential goods that they would not otherwise be able to.

Statistics show that inhabitants of countries with inflated economies in all parts of the globe are resorting to encryption for investment and protection of the little they receive, even in the midst of chaotic fiduciary currency struggles

It is not difficult to understand that a self-employed worker who receives in bolívares can see his money devalued dozens of times in days, along with the serious situation of seizing valuable goods (jewelry, watches, etc.) of Venezuelans trying to leave the country, which would not happen if there was simple access to receive or convert his money into a stable, decentralized currency without government control.

4.2 Exclusion of access to basic financial services

Half of the entire global population does not have access to a conventional bank account. This excludes conventional money transfers via banks and the use of credit cards.

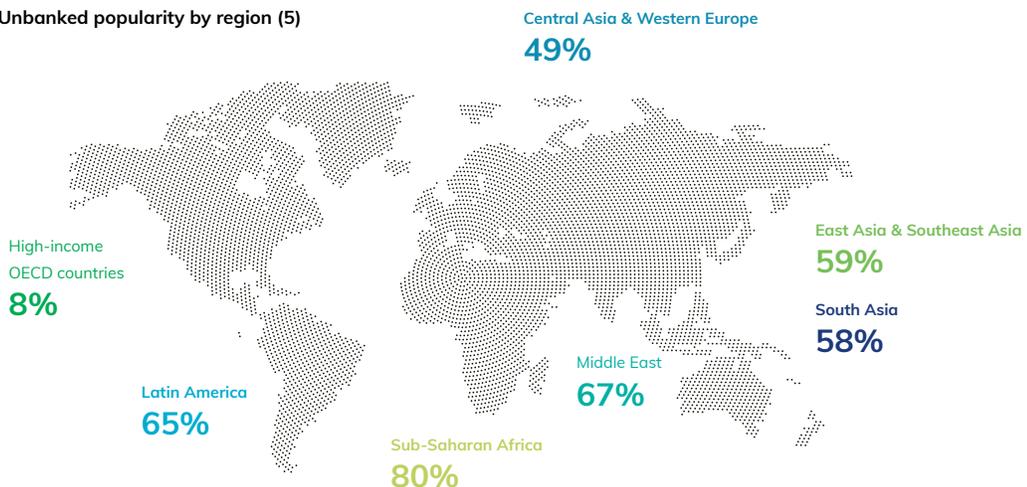
In the age of continuous business digitization and with smartphones becoming an essential part of people's lives, it's easy to see why the public is attracted to digital innovations, as they help improve their quality of life.

Even today, nearly 2 billion people around the world do not have access to financial services. That's about a quarter of the global population. Having nowhere to put savings and not being able to get a bank card, get credit, or enjoy basic services, which is a real disadvantage, and it creates social injustice. These people are effectively unable to participate in their local economies - at least significantly.

Among the main reasons for the exclusion of people from the current financial system are:

- × Limited geographical access to financial institutions;
- × Insufficient money to open an account;
- × The cost of financial services is expensive;
- × Immigrants are unable to access financial services due to lack of documentation and fiscal regularity;

Unbanked popularity by region (5)



200+ milliom
Micro, small, and medium enterprises without access to banking services



1.7 billion adults
Global Unbanked Population

5.3 The barrier of different currencies, languages and customs

One of the biggest challenges of managing a global marketplace is dealing with different types of currencies, institutions and financial services, which makes it unfeasible to enter many economies.

For users, the language difference for communication and use is a barrier, but it is not an insoluble problem since we have free translation services. However, the lack of usability makes the user experience uncomfortable, generating a major customer retention problem.

The main point for simplified global trade through a website is the adaptation to different local trade customs. Platforms from different places operate very differently.

The way a Chinese person buys or sells a product online is not the same way a Colombian is used to buying or selling a product online.

5.4 Profit margins, Fees and Taxes

For small and medium sized traders, selling internationally is neither cheap nor effective due to the enormous cost of the current international financial system, and is extremely difficult.

Moreover, due to the tax management models, small businesses and digital service providers do not know how to legally fit in to make product or labor sales to people from other countries.

Small businesses and traders do not want to expose their cash flow to the tax authorities. The little they earn is often not enough to support their families, so how to share it with the government?

International taxes for commercialization of products and service provision are extremely high, and small traders have small profit margins, which would not allow them to sell internationally through the conventional methods available today.

International banking transactions are expensive*, slow, bureaucratic and inaccessible for small businesses and entrepreneurs;

*USD 1.6 trillion in annual cost (World Trade Organization, Institute of International Finance, Federal Reserve).

5.5 Lack of confidence in the new economy

With the expansion of the internet and the consumption of goods and services online, the number of frauds within this market has also grown.

Cryptocurrencies are a great banquet for fraudulent users, because they are a decentralized means of payment that is not controlled by any institution, and the user does not carry his real identity in his "Cryptographic Account".

Once a payment is made for a wallet, and the terms of an agreement are not fulfilled by the receiving party, there is no way to resort to any company or organisation in charge, because in most cases it would be impossible to know the real person who is behind that "Hash".

These points generate distrust and keep people away from shopping through Tokens or Cryptocurrency.

6. Solutions

6.1 As stable value Token

Common cryptocurrency such as Bitcoin and Ethereum are susceptible to large fluctuations in their prices. Stablecoins get around these problems by linking their currency to a well-known and stable currency, like a fiduciary currency.

Stablecoins control their own supply to keep their market price equal to that of the indexed asset, and have several advantages over the better known "traditional" cryptocurrency: they are not expected to be subject to high volatility, they inspire confidence, and are better value reserves.

These favorable characteristics encourage the wider adoption of cryptocurrency and similar tokens. In fact, stable currencies and tokens are likely to become an essential element of the digital economy in the near future because they enjoy all the revolutionary features of cryptographic currencies while maintaining exchange rate stability relative to most fiduciary currencies. This means that consumers can now endorse the blockchain in activities such as money transfers, purchases, payment of services, and even companies that operate with low-profit margins and cannot take the risks arising from the volatility of Bitcoin and Ethereum, can also begin to enjoy the benefits of the financial side of Blockchain technology.

We find in cryptocurrency a form of justice and accessibility. A good example is how the Venezuelan population has found in cryptocurrency a way to fight censorship and survive in the midst of chaos and instability.

For people who live in developed countries where their currency has a high value, like in Europe and America, it may take time to assimilate the importance of a stable, digital currency without government control.

The photo below shows how deep the devaluation of money has become in Venezuela:

A kilo of tomatoes? About 5,000,000 bolívares.



(Photo: REUTERS/BBC News)

Now it will be even simpler to understand:

Nowadays, it takes a huge pile of money to go shopping for a family, and people see their money devalued in an absurd way every day.

Through a stable token, based on an external economy which its value is constantly increasing, users would not only not become hostages to their country's economy, but would also increase their purchasing power on a daily basis, and a digital wallet would be enough to make any kind of purchase.

As part of TheMIG ecosystem, TMG offers the opportunity to integrate anyone with internet access to a stable token for cashless payment without government control.

6.2 As a commercial platform

We believe that the Internet has brought good opportunities for interaction that have never existed in history, and for the first time people can communicate from different parts of the world for free and instantly.

This new technological reality has also changed the way money is distributed, processed and the way people consume.

Just as credit cards were the greatest financial innovation of the 20th century, we are convinced that cryptocurrency will be the greatest financial revolution of the 21st century.

99% of E-commerces and MarketPlaces on the Internet are based on credit card receipts, a technology that is being replaced by blockchain payments, which makes us clearly see a large but still little exploited market, what is called the "Blue Ocean".

Our main goal is through accessibility and simplicity to bring together people, merchants and companies that would not have the opportunity to negotiate among themselves, creating a fair, open and free trade market, which through blockchain technology and self-governance inspires credibility and trust, making reference in the sale of products and services through the Internet.

The entire scope of the project was defined to provide unique security options that ensure the success of transactions for all parties, and make participants feel confident and comfortable when carrying out transactions of purchase and sale of products and services through cryptocurrency and TMG Tokens, without intermediary banking, government, payment of high fees and taxes, and instantly.

6.3 How we create an enabling environment for global trade

Our Global MarketPlace has been developed to perfectly adapt to the customs and online purchasing preferences of buyers from every continent and large region of the planet.

This is only possible because we support and work with OpenSource technology, which ensures the contribution of advanced developers and users to the advancement of the platform, because they also benefit from this development.

We can highlight some key points that allow the trade of products and services to happen in a simple, easy and fast way:

- 1) Every platform is available in more than 10 languages translated natively;
- 2) Transactions take place through a stable, unique, decentralized Token with no need for exchange, bank fees or direct taxes for transfer between countries;
- 3) We offer advanced privacy, commerce and negotiation options, so that users choose who they want to interact with, how they want to interact, and what business conditions are ideal;
- 4) Every environment is customized by preferences chosen by users, adapting to conditions and needs according to the location and interests of the user;

6.4 How we promote an environment of truste

6.4.1 Validation of the trader:

Every merchant when registering undergoes a validation in two phases:

Basic validation: Only basic data is confirmed to ensure that the account is being managed by a real person who can be sued. Approval is required in order to register MarketPlace products.

Advanced Validation: Recommended for accounts that want to have maximum credibility and public trust. For this validation sensitive data are confirmed that can guarantee the existence of the products sold and the certification that they follow the same standard of quality informed in the advertisements.

Validation granted: This seal is granted only to the seller who has more than 500 successful transactions to sell products, or 50 services provided. It is also necessary to have a complaint rate of less than 3%.

The validations are exposed openly in the seller's profile and the user can filter who are the most trusted sellers in the segment of products or services he is looking for.

6.4.2 Rules of use and self-governance penalties:

Every duly approved merchant agrees to follow strict terms and rules of use, which guarantee the safety of everyone involved in the ecosystem.

The self governance layer of the platform takes actions automatically based on user misbehavior, and according to the user's Score may have its account partially or in case of new sellers definitively blocked when making first unsuccessful trades, in order to protect buyers from fraud, generating frustration with the business model.

6.4.3 Reviews and Classifications:

The recommendations of other users, called reviews, have gained a lot of popularity, due to the enormous ease of communication possible between users and the valuable information they offer about certain brands, products and services.

In every product displayed it is possible to see the amount of sales made, and every buyer has the right to write a public review after the deadline for receipt of the product or service, and rate it on a scale of 1 to 5 according to what was promised and what was delivered.

It is also possible to filter products and services from all segments by better rating and higher quantity of successful sales.

6.4.4 Payment in multiple phases:

The platform has a unique implementation in its core that foresees minimizing the risk of fraud and virtually eliminating it, not releasing any payment until the pre-defined conditions by the counterparties are met and proven publicly, where the funds of the transaction are protected in an intelligent guarantee utility.

Payments and contracts are guaranteed by default through two keys (one for creating the order, the other for releasing it).

The Global MarketPlace is flexible and allows the parties involved to easily select the terms and rules they wish to trade, in addition to offering options for standard or customized terms, conditions and forms that further enhance the user experience.

6.4.5 Arbitrated Disputes:

Buyers and sellers will have an incentive arbitration solution that will also contribute to the project's self-governance core.

Platform users can register as arbitrators and receive tokens in exchange for assistance in resolving disputes.

This can also be self-regulatory, as arbitrators are evaluated by buyers and sellers based on the quality of service provided, and based on their "scores", arbitrators will be ranked and recommended by the platform.

7. Technical Information

To consult the TheMIG contract go to: www.etherscan.io

Token name:	TheMIG
Label/Symbol:	TMG
Website	www.themig.io
Technology:	ERC 20
Type of Token:	Stable/Utility
Total tokens generated in TGE:	200.000.000
Pre-mined Tokens:	200.000.000
Date of foundation:	2020/02/15
Beginning of development:	2020/02/15
Industry:	Encryption platform for business relations between industries, companies and people
Collaborators:	10+
Invested so far:	€ 500.000
Expended so far:	near EUR 220,000

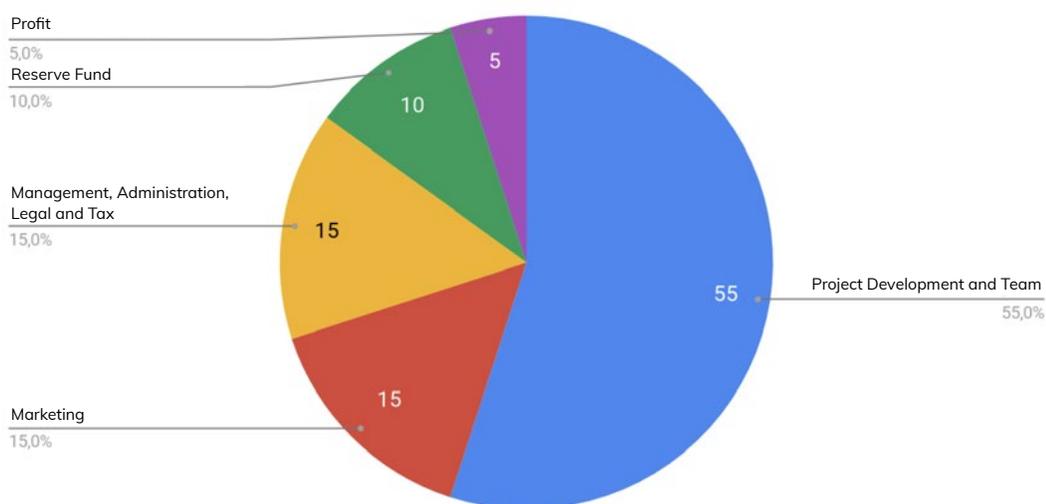
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8. Capitalization, Investments and Profits

TheMIG is not characterized by an ICO or fundraising to execute an idea, and does not make any direct profit from the TMG Token. Any and all project capitalization comes from fees received for advanced and naturally non-mandatory services provided within MarketPlace to traders and customers.

95% of all capitalization obtained by MarketPlace Global is inserted into the ecosystem and used to fund the operation of the entire project operation, maintenance and expansion structure.

- Project Development and Team
- Marketing
- Management, Administration, Legal and Tax
- Reserve Fund
- Profit



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Whitepaper

