



# ANON

WHITEPAPER

## Executive Summary

ANON is an ambitious project. Our main goal is to deliver a cryptographic medium of exchange that enables seamless, swift, secure, and “anonymous” transactions. Clearly ANON is not first to market. Nonetheless, this gives us the advantage of analyzing both the successes and failures of previous projects. Ultimately our team strives to avoid the mistakes of our predecessors, bring down barriers to entry, and deliver an ‘ANONymous’ coin with additional features. We hope this will satisfy the community and contribute to an enduring economy.

We have selected the ticker ANON. This reflects our ethos, and reminds our stakeholders of the highest truth - that transactions truly are Anonymous.

Blockchain and cryptocurrencies (‘crypto’) have evolved dramatically over the past few years. Bitcoin (BTC) was the first real “brand”, and ever since has captivated the hearts and minds of all crypto-enthusiasts. However, BTC’s underlying technology has been around for ten years, and questions have emerged over its relevance and specific utility within the community. Bitcoin has suffered from high fees, slow transaction speeds, centralized mining outlets, and a lack of privacy features that have created forking opportunities such as Bitcoin Cash (BCH) and Bitcoin Private (BTCP).

Prior forks have unfortunately fallen short of expectations, whereas ANON looks to excel. We intend to accomplish wide market adoption, exchange listings, and compatible use-cases; foster a strong community; and demonstrate team professionalism. The Anonymous team has meticulously monitored each step of prior forks of both BTC and ZClassic (ZCL). We recognize the mistakes. Where others have faltered in their fork attempts, ANON will be successful.

We assert that an important element of ANON’s superiority to most other coins is its adoption of ZCL’s ‘zk-SNARKs’ (zero knowledge succinct non-interactive argument of knowledge) - an MIT created privacy technology for transactions. This must be coupled with a mining technique (protocol): either Proof of Work (PoW); or Proof of Stake (PoS). As debate rages between proponents of PoW and PoS, ANON has decided on a nice middle ground - Proof of Work with masternodes, infused with the zk-SNARKs technology.

Staking will allow both miners and masternode holders to be rewarded for their contributions to the network. A collateral amount of 500 coins will be required to maintain a masternode on the ANON network. The distribution of the block reward will be 65% to the miners and 35% to the masternodes.

The only way to participate in this fork and receive ANON is by being in possession of the underlying BTC and ZCL cryptocurrencies. Holders participating in the ANON fork will receive a 1:1 ratio for BTC and a 2:1 ratio for ZCL (2 ANON for 1 ZCL) from the snapshot on September 10, 2018. The circulating supply at the time of the fork will be approximately 27 million, the max total supply of ANON will be about 40 million.

The site ANONfork.io is live with current information regarding the team, social links, and the project. Both the whitepaper and a list of advisors are published, and a detailed roadmap will be at hand as the project progresses.

By announcing exchange support long before the day of the snapshot and having the development team funded for a year of work beyond the snapshot date, ANON is actively ensuring that holders are able to exchange and utilize their coins.

The ANON Team has identified crucial areas requiring improvement within coin project development in general, and in the forking process specifically. We have developed a technology-centered core and a transparent community process, in addition to building the necessary network, platform, and relationships to ensure market adoption takes place. We are ANON.



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**And** - The ANON Community Members

## Introduction

The concept for ANON did not develop overnight. The plan was conceived from watching the crypto markets as a whole, while also observing other fork projects. It seemed that there were some common deleterious themes in the wider cryptocurrency space, not just within the coins that involved forking. It was observed that even the more prominent cryptocurrencies could be riddled with delays and mis-steps. These issues were even more commonplace when analyzing forks. Therefore it became clear - to truly differentiate one's project in blockchain, timelines must be adhered to and the public highly engaged. The ANON Team maintains a focus on those two most important characteristics. In order to gain community trust we understand that deadlines must be met while delivering on our promises. To an even greater degree, ANON strives to over-deliver on these promises while meeting (or beating!) every announced deadline.

For the mining system, ANON has decided on a middle ground of Proof of Work coupled with masternodes. This will allow individuals who do not own mining hardware to still partake in the ecosystem while earning a return on the ANON that they hold. The block reward will be split 65/35 for miners and masternode holders respectively. Understanding that the community wanted a truly anonymous version of Bitcoin - that was also stakeable - is how the team determined that ANON would be a well-received endeavor.

ANON is more than a cryptocurrency that utilizes the zk-SNARKs privacy protocol with a staking ability. The team has assembled blockchain architects, advanced developers, coders, journalists, and even attorneys to guarantee that deadlines and regulations are adhered to. Having a team with multiple qualifications, competencies, and backgrounds creates the benefit of having a knowledge base of wide intellectual and cultural breadth. So few teams venture outside of the conventional blockchain realm to bring in other expertise. As expected, ANON has brought together blockchain architects and coders - but also intellectuals who are more concerned with the future economy of ANON than the underlying code. By having a team that is focused on delineated tasks while simultaneously coming from different backgrounds, ANON can excel where others have stumbled.

ANON has chosen the route of transparency through the entire forking process. By doing so, this coin looks to set the standard for how forks and other crypto projects take shape in the future. By being transparent from the start of the project through to the fork date and into the future, ANON hopes to build a community of loyal supporters and adopters.

## THE TEAM

### **Jake Greenbaum, J.D. (ANON Founder/Community Leader)**

Jake, commonly known as "The Crypto King", graduated with a Finance and International Business degree from the prestigious Kelley School of Business at Indiana University. His studies were continued in Miami where he graduated with his Jurors Doctorate from St. Thomas University. Being very active in the crypto space, Jake was able to identify where prior teams

were continuously making mistakes and he realized that a task oriented, business minded individual could successfully lead a blockchain project.

"The Crypto King" has acquired a following of over 10,000 crypto enthusiasts, traders and investors. This was accomplished by writing for many of the top blockchain and crypto news sites. Having studied and interpreted the markets during both the bull runs and corrections, he has been able to educate the populous on the volatility of markets and practicality of trading techniques. Jake has been published on Bitcoinist.com, BTCManager, The Start-Up, Hackernoon, and many others. His expertise in the blockchain space, coupled with a large following of crypto enthusiasts, make him a natural leader of the ANON team.

### **Shaurya Malwa (Advisor – Blockchain Writer and Trader)**

With over four years of experience in the Digital Finance markets, Shaurya is an influential blockchain writer and trader, finding his true self in the world of decentralized ideologies. He graduated with a first class honors in Economics from the University of Wolverhampton, U.K., and writes for top cryptocurrency publications - reporting on industry trends and cryptocurrency economics. His work is published regularly on BTC Manager and CCN, and Shaurya is a preeminent writer on the subjects of Financial Technology and Bitcoin on Hacker Noon.

Apart from the development of ANON, Shaurya builds algorithms and formulates trading strategies for his upcoming cryptocurrency hedge fund, based in Hong Kong.

### **Sam Abbassi (Dev Team Lead – Founder Bushido Lab)**

Sam is a former medical researcher, journalist and computer science student who specializes in blockchain architecture and cryptoeconomics. Sam is utilizing different methodologies within game theory and is testing incentive structures for various economic ecosystems. Sam is a public speaker, blockchain advocate and economics instructor.

### **Christopher Arguello (Dev Team Lead – Founder Bushido Lab)**

Chris is an industry veteran and full-stack wizard turned blockchain engineer. Chris has years of experience leading development teams, both local and remote, and applies the rigor of software development to the cryptocurrency and blockchain space. Chris specializes in the foundation level protocol development and is currently leading the engineering team at ANON.

### **Eli Blatt, PhD (Advisor – Founder of BitFinance)**

Eli Blatt is a Stanford PhD who is the Founder and CEO of cryptocurrency startup 'BitFinance'. Among his other projects, he is a partner at Sure MCA lending group. Eli has long been a crypto and finance enthusiast and brings knowledge of financial markets, along with a significant network, to the ANON team.

### **Steven Nerayoff, Esq., LL.M. (Advisor – ETH, LISK, AION)**

Steven Nerayoff is known for his innovative work as the legal architect of Ethereum's record setting token sale. This framework continues to be the basic structure used throughout the world. Today, he is instrumental in defining the industry standards. As the founder of Alchemist, he specializes in blockchain project development and investment. Steven is a blockchain

pioneer with his involvement in top projects including: Ethereum, Lisk, Bancor, tZERO, ZenCash, ZCash, Ripio, Aion and Storm. His expertise in the crypto space is extensive and his network has led to the successful listings of many crypto currencies on top volume exchanges.

## **Ran Neu-Ner (Advisor - Crypto Trader CNBC)**

Ran is well respected in the crypto community for his work with CNBC as Crypto Trader. He has advised many successful crypto projects and takes a harsh stance on any projects that do not add value to the space. As one of the most well-known individuals in the crypto community and a critic of many projects Ran is a welcome addition to the ANON Advisory board. He demands professionalism and transparency from his projects which is one of the main reasons ANON selected him. We look forward to his ability to add significant value to the ANON team through his wisdom and blockchain knowledge.

## **Dr. Jangwoo Lee (Korean ICO Advisor)**

Dr. Jangwoo Lee is well known in the blockchain and crypto space in the Asian sphere. He specializes in community building with a large following on the many different social media platforms. With an expertise in tech and finance, blockchain was the next logical step. Having Dr. Lee as an advisor allows ANON exposure to the significant community of crypto enthusiasts located in the Asian population.

## **The Crypto Compliance Team**

Crypto is a very unique space where new laws are often being implemented by regulatory bodies across the globe. Our crypto compliance team is in place to ensure all laws are followed, and guarantee that any new legislation is reviewed in an efficient manner with its impact quickly determined.

This will give ANON a head start when pending legislation may either negatively impact the ability to fork, or improve underlying cryptocurrency sentiment and adoption. Currently there are no foreseen issues with forking amongst pending legislation. It is important, however, to keep a watchful eye for any possible changes that may lead to positive or negative outcomes in anticipation of the landscape shifting.

## **Forking Methodology**

The way we approach the ANON architecture and forking execution is informed by the learning experiences we've gained observing the entire cryptocurrency ecosystem. Cryptocurrency provides a wealth of live experiments in economics, game theory, and incentive structure. Not utilizing these extensive examples would be squandering one of the greatest available resources to cryptocurrency developers.

The first relevant example of this methodology is how it applies to our development and forking. After studying various prominent examples of forks such as Bitcoin Cash, Bitcoin Private, and even ZCash itself, we have determined the optimal approach to achieving our goals whilst facilitating the cleanest possible bootstrap of our new ANON ecosystem.

The fork of BTC and ZCL will take place on September 10, 2018. A 1:1 ratio of ANON for every BTC, and 2:1 ANON for ZCL held at a specific time on September 10 will be granted. The snapshot of both the BTC and ZCL blockchain will take place at precisely 9:00 PM EST. Once the snapshot has been captured, the ANON team will announce its success via the social media channels.

The circulating supply of total BTC and ZCL at the time of the fork will be approximately 23M coins. This will result in an immediate circulating supply of approximately 27M ANON. The maximum total supply of ANON will be approximately 40M, allowing for further mining of block rewards.

The approach we take to accomplishing these goals is the first technical aspect of ANON which truly sets it apart from all other forks. When forking any coin(s), with the intention of rewarding users with a balance on the new chain, there are fundamentally two alternatives.

The first option is a total blockchain migration in which the new chain carries over all the old chain history, but splits off from a certain blockheight forward. While this accomplishes the goal, it brings along all the technical baggage of the old chain. Nodes on the new network must then sync the entire history of the old legacy chain in order to join and participate, thus raising the cost of entry.

The second option is a snapshot. A software utility is used to read all of the blockchain's balances at a certain height. This data is then used to seed a blockchain without copying the entire ledger history. This accomplishes the same goal while drastically reducing inherited bloat, making it much easier to bootstrap the network. Some forks, like BTCP, have utilized this for part of their blockchain history.

Until now, no notable project has taken this approach to its full potential. BTCP snapshotted the Bitcoin UTXO, but then inherited the bloat of the ZClassic blockchain. By snapshotting both chains we can drastically reduce bloat and the barrier to entry for peers on the new network. This accomplishes our end goal of rewarding all Bitcoin and ZClassic stakeholders with equivalent stakes in ANON, while making participation as a peer a lower barrier than any prior Bitcoin fork.

In preparation for the fork, the ANON development team will have testnets live by August 10, 2018. This will provide exchanges ample time to implement and test wallets for ANON trading prior to the fork date. Following the fork date, the mainnet will be live within 48 hours, with exchange trading to begin soon thereafter. The exchanges that are supporting the fork and allowing ANON trading will begin to be announced from August 15, 2018. Please note, however, that each exchange has different processes and protocols immediately following a mainnet launch that are outside of ANON's control.

The ANON Team believes it is taking an unorthodox approach to unclaimed ANON. Instead of allowing the coins to be claimed into perpetuity, any unclaimed ANON will be burned in January 2019. This will allow for the circulating supply to be greatly reduced, while also incentivizing BTC and ZCL holders to act quickly to become a part of the ANON community.

## The Technology (Differentiating Factors)

ANON is incorporating two main features as part of its core protocol. First and foremost is the addition of MIT's zero-knowledge proof's (zk-SNARK) shielded transactions. The second core feature being implemented is that of staking, through masternodes. The objective is to build a secure coin - with privacy features. The cryptocurrency landscape is riddled with projects that have seemingly made technical decisions in stubborn opposition to any obvious sound logic. In contrast, we are not building for marketing, but for utility.

It was Bitcoin's lack of privacy that spawned the idea of this project to begin with. Adding technologies like zk-SNARKs to the Bitcoin blockchain through a hard fork will afford those holding BTC the ability to transact anonymously using their newly forked ANON. Those same individuals holding BTC will also be afforded the opportunity to stake their ANON, allowing for a daily return based on the total number of masternodes held, and the number of transactions on the blockchain.

ZClassic holders, on the other hand, currently enjoy the zk-SNARKs technology - but are also lacking masternodes and staking abilities. Masternodes, coupled with a freshly reformed community, will provide a backbone and support structure for ANON's use. With few places to actively transact using ZCL, it was time to provide masternode support to increase the benefit to holders, while also focusing on the addition of both ZCL and ANON to top exchanges and platforms to add to their fluidity and utility. A 35 percent block reward allocated to masternode holders provides incentive for holding - increasing the long term benefit of community members.

Principle features, such as masternodes and complete anonymity, are why ANON is poised to succeed.

Furthermore, ANON will remain ASIC resistant allowing users to strictly GPU mine. This will allow for added decentralization among the community. ANON's ability to remain ASIC resistant will manifest either by altering the current Equihash algorithm, or by incorporating a new 'algo' entirely. Multiple top tier development teams are collaboratively working to establish how best to resist the new ASIC miners. ANON guarantees by the date of fork, and moving forward, they will work to stay ASIC resistant for as long as this is the consensus of the community.

Holders of BTC on the day of the snapshot will be provided a 1:1 ratio of ANON, and ZCL holders will receive 2 ANON per ZCL held, which finally provides the option of masternode staking and complete anonymity. These two great features, that are conferred upon two vastly different coins and communities in a joint venture, is why ANON's success is ensured. Those that are

seeking a 'masternode privacy coin' will no doubt be pleased to find that merely holding their existing ZCL or BTC will ultimately yield them just that.

## Proof of Work and Masternodes

ANON takes advantage of the heavily tried and battle tested history of Proof of Work as a reliable foundation for achieving distributed consensus in highly adversarial environments. Additionally, in selecting it's mining algorithm, ANON recognizes the interest of the community to be able to participate in mining at the start of the live network in order to be rewarded for their early support and enthusiasm.

ANON is staying true to the ethos of low-barrier to entry and will be utilizing an ASIC-resistant PoW algorithm. The ANON team was initially planning on using equihash, but given the recent appearance of ASIC-miners for this algorithm, the team is now working hand in hand with ZCL (and other coins that utilize equihash) to further develop and maintain a more viable solution for launch.

Looking ahead - we are cognizant of the long term inevitability of ASIC development for any mining algorithm. Therefore any future plans to change the algorithm will be left to stakeholders to decide.

ANON also recognizes the importance of even non-mining peers on the network, as already demonstrated by our snapshotting approach to both merged blockchain histories. Non-mining full nodes relay transactions to other peers and wallets, validate and secure consensus rules, and provide global redundancy to the ANON network. In the interest of incentivizing this network from launch, ANON supports masternodes which are able to earn rewards over time by simply offering full node services and posting collateral as a measure against sybil attacks.

ANON has learned from the history of projects such as DASH, and noted the numerous unforeseen complications and security risks that arise from masternodes having too much sway over a peer to peer network. In contrast, ANON's masternodes bolster the peer to peer network - and avoid rendering the entire concept of a peer moot from the creation of a hierarchical structure.

With all this in mind: Beyond earning rewards for staking their coins and thereby removing them from the circulating supply (whilst also bolstering the network); masternode functions will be extended to support highly flexible, yet unexploitable, voting schemes which can be leveraged for measuring consensus amongst stakeholders in the ecosystem for any number of proposals.

## The Future of ANON

What the long term future of ANON will be, in a space that is changing every few months, is a stimulating thought. ANON's future depends on the team, the community, and market adoption. The development and social administration team have been assembled to help build a healthy and strong community which will aid in market adoption. By creating a useful coin, fostering a vibrant community, incorporating great technology, assembling a top tier set of advisors, and preparing for the future shifts, the team is hard-wiring success into ANON to carry it far beyond the day of the fork into the years to come.

The ANON Treasury Fund will be set up and funded by an initial contribution from the ANON team. The manner in which these funds are used will be part of the future masternode decision making process, and will remain unused until then. The initial ANON trust will be funded with the equivalent of US\$100,000 in ZCL, during July, 2018. This amount, combined with the public and private donations, will remain unspent until masternode voting begins.

It has been observed that a major issue plaguing some other projects is that following the launch, the coin development tails off. The ANON team has pro-actively contracted with Bushido Lab for a year of post-fork support, ensuring that there are suitably experienced developers working on the coin's ASIC resistance, its technological updates, and other further refinements. The official GitHub page is also open-source, and affords public developers the opportunity to work on improving the underlying code, ecosystem, and platform. Decentralization is the core tenet of blockchain.

To be clear, the ANON development team has been prepaid for one year of post fork support, and separate funds have been set aside for advertising for the months of June-September, and for all overhead expenses leading to the fork. A donation pool allowing the general public to contribute will be available early July 2018. Post fork, the entire donation pool and funded treasury are to be used to fund projects that masternode holders vote on.

ANON endeavors to not only set the standard for pre-fork transparency, but also wishes to set the standard for what post fork support looks like. Many projects fade into the night following their "major event." ANON will be additionally distinguished by its planning for the future, long before the fork even arrives.

# Community Adoption, Conferences, Networking, Advertising, Exchanges

Community adoption is essential for any cryptocurrency to be successful. There are a multitude of factors impacting whether or not community adoption takes place. A coin's utility is the first aspect analyzed when interpreting the likelihood of a community adopting it. A cryptocurrency that similarly resembles BTC and has truly anonymous features and the ability to earn a return through masternodes, seems to demonstrate the coin's utility. However, utility alone does not guarantee market adoption. Equally important to utility, but significantly overlooked, is publicity. For a community to adopt and grow a cryptocurrency, they must obviously be provided incentive for switching to the new coin, but firstly they must be aware of it.

ANON's masternodes and complete anonymity demonstrate clear incentive for joining the community. To draw attention to this, the publicity and advertising campaign begins on June 1, 2018 and significantly ramps up around August 2018. Utility of an underlying coin is very important, but it is similarly important to share the project's purpose and existence with the crypto community and wider public population. This will bring new individuals into the crypto space, while also educating those in the space about the existence of a revolutionary project. Publicizing ANON across multiple platforms will solidify its presence and compliment its foundation. This strong foundation, in addition to regular publicity leading up to the fork, ensures a constantly growing community.

Beyond utility, advertising, and publicity, is networking and exchange support. Networking leads to top tier advisors which then also share your project with other influencers from around the world. This value cannot be understated. The more influential individuals in crypto that believe in, support, and share your project, the more it helps establish the foundation on which global communities are built.

This high level networking takes place at conferences across the globe and is specifically why the ANON Founder, Jake Greenbaum, and Lead Developer, Sam Abbassi, have traveled across continents to speak to other developers and influencers. This networking has landed top tier advisors and an ever expanding network. Over the remaining three months, the team will continue to travel to promote ANON to Europe and Asia. A network of respected advisors helps build the foundation a community expects, and provides access to one of the most desired objectives for a new cryptocurrency: listing on exchanges.

Exchange listing and support is essential, as it is the only way to provide liquidity to those looking to buy and sell the newly forked ANON coin, and exchanges will be announced from August 15, 2018 - through to the fork date, and beyond.

ANON is targeting multiple top 5 exchanges (by total volume) for both fork support and listing. Exchanges intensively analyze potential candidates, which is reason why the code will be open and the testnet live by August 10. This provides the exchanges a whole month to determine if any changes need to be made. Multiple exchanges, with a focus on the largest by total volume,

will provide the exposure and ease of access that can only assist in rapidly building the ANON community.

An ever expanding network of high profile influencers and advisors, top exchange listings, far-reaching publicity and revolutionary technology are why the community adoption of ANON should continue to build in the lead up to the day of fork, and greatly amplify thereafter.

## Platform for Commercial Applications

Bitcoin is currently utilized most frequently as a payment method for processing transactions. Over US\$1 billion worth of BTC transactions took place by merchants in 2017, and this number will likely be greatly exceeded in 2018. Cryptocurrency is bringing a revolutionary new form of exchange to standard payment processing systems. ANON will be able to be transacted with similarity to BTC as a means of peer to peer payment.

Consumers expect privacy when they transact. Until recently the majority considered BTC to be completely anonymous, and were surprised to find out this was not the case. Privacy can no longer be expected on the BTC blockchain as prying eyes have become well versed at establishing which individuals have access to which addresses. ANON looks to solve this dilemma posed to consumers wishing to transact completely anonymously. ANON aims to create an ecosystem where individuals can transact confidently, and anonymously.

ANON's most significant initial role will be in personal, retail, and commercial transfer of digital capital. The added incentives, like complete anonymity and masternode stakability, will be added reasons individuals choose to transact using ANON over alternatives.

There are a vast number of additional potential use cases that will present themselves to ANON in the future. These will be incorporated either organically, or by masternode voting processes as ANON evolves.

## Conclusion

ANON is setting a new benchmark for cryptocurrency. By applying critical thinking techniques and business acumen, and being materially familiar with previous and current analogous projects, ANON can propel itself to the forefront of cryptocurrency. Working in the present to prepare for the future is what will ensure our successful advancement for many years to come.

Alone we can be seen, but together we are Anonymous.

ANON forking BTC and ZCL September 10, 2018.

## Acknowledgements

The ANON team would like to thank the community that helps regularly dispel fear, uncertainty and doubt (FUD) while providing the backbone and support for our future ecosystem.

We would also like to thank all the contributors, whether small or large, for the value they are bringing to the ANON project.

To those that choose to donate to the ANON Treasury Fund: thank you! It is an altruistic gesture that will be a ongoing benefit to us all.

Lastly, and most deservedly, thank you to our developers at Bushido Lab, they have labored tirelessly to get ahead of schedule while creating some of the most impressive work we have seen in the blockchain space.

## Disclosures

All content within this whitepaper is original and has been thoroughly researched and generated by the ANON team. No part of this content has been reproduced in any form and no privileges have been given to reproduce this whitepaper in any form. Express consent of ANON will be required to use or cite to any part of this whitepaper

This paper is solely for informational purposes and does not constitute an offer to buy or sell, or an attempt to solicit an offer to buy or sell any security in any jurisdiction. A fork of a cryptocurrency is solely adding new technology to an underlying cryptocurrency. ANON's goal is market adoption and community building, there is no soliciting offers for sale of ANON, ZCL or BTC taking place in this paper. There is insufficient information in this paper to make personal financial decisions. The authors of this paper do not have the ability to provide appropriate, suitable, advice regarding investments or taxation.

The price of cryptocurrencies fluctuates greatly and those discussed throughout this whitepaper will likely remain exceptionally volatile. Past performance does not indicate future performance and fluctuations in exchange rates can lead to gains actually resulting in losses.

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