



EYECOIN (EYCO) — WHITEPAPER (Expanded Edition)

Empowering Vision. Fueling Generosity.

Version 2.1 • November 06, 2025

EyeCoin Technologies LLC • GetEyeCoin.com • info@GetEyeCoin.com

This expanded edition provides detailed design rationales, operating procedures, and measurement frameworks for clinics, partners, and early contributors.

1. Executive Overview

EyeCoin (EYCO) is a rewards and impact token built on BNB Chain that connects optometry clinics, patients, and global humanitarian initiatives into one transparent economy. The system creates a circular flow: clinics reward patients with EYCO; patients spend EYCO in the Marketplace or donate to EyeDAO; the DAO funds vision-saving projects; clinics receive public credit and measurable outcomes; patients feel part of a bigger mission. This alignment turns ordinary clinic visits into momentum against preventable blindness.

Four pillars carry the ecosystem: (1) the EYCO token for rewards and utility, (2) EyeDAO for transparent, decentralized governance, (3) the Marketplace for real products and services that matter to patients, and (4) EyeSlide, a game that introduces newcomers to EYCO with playful, low-friction experiences.

2. The Problem We're Solving

Despite decades of progress, preventable vision loss persists due to a combination of funding fragmentation, low patient engagement, and limited transparency in charitable outcomes. Clinics need modern, privacy-conscious tools to retain patients, earn reviews, and demonstrate community impact. Patients want to feel that their choices matter and prefer brands with values. Donors increasingly demand traceability: what was funded, where, and with what result? Traditional loyalty systems offer discounts but rarely generate shared value. They neither incentivize community generosity nor provide verifiable, on-chain reporting. EyeCoin replaces siloed loyalty programs with a mission-aligned rewards layer where every token can be traced from clinic to cause.

3. Our Solution — The EyeCoin Ecosystem

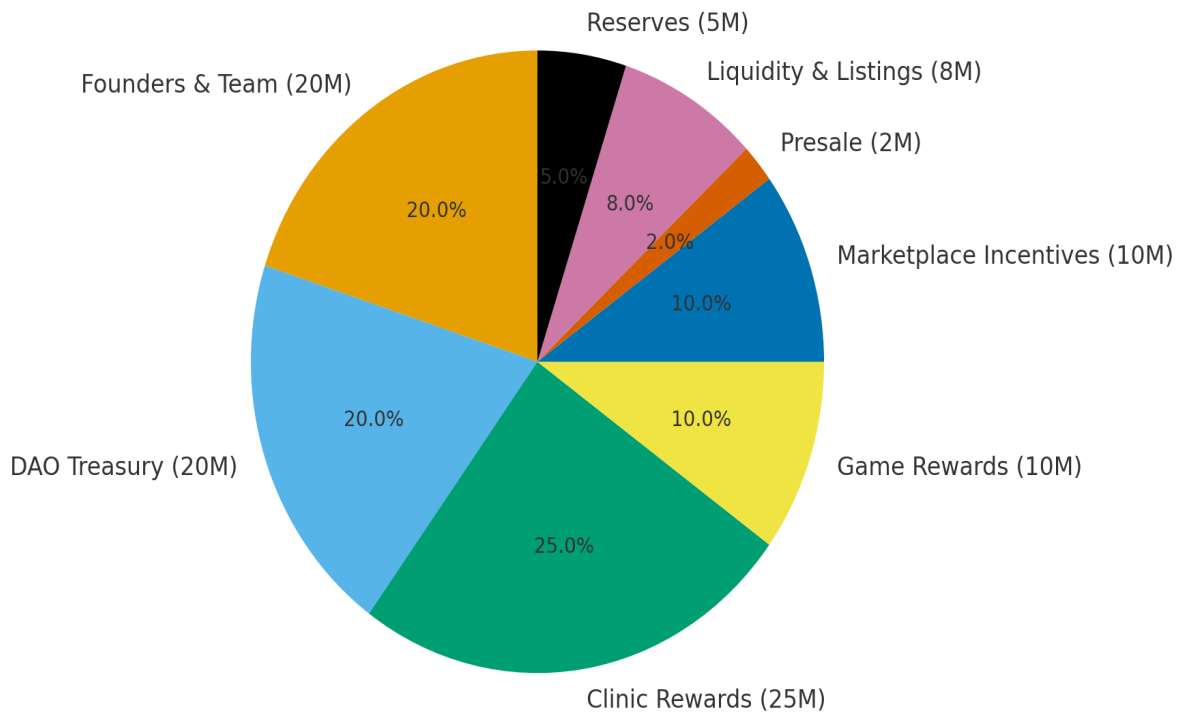
EyeCoin is both a technology stack and a social contract. Technically, it is a BEP-20 token, a clinic SaaS dashboard, a patient wallet, a DAO governance layer, and a product Marketplace. Socially, it is an invitation to clinics and patients to share value and responsibility. The “Split the Reward” rule embodies this ethos: when a patient earns EYCO for an exam, they keep five and direct five toward generosity — either to EyeDAO or as thanks to a referrer. The result is a gentle nudge toward generosity baked into the system design.

The ecosystem ensures utility at each step: tokens can be earned, spent on real goods, saved, donated, or used for in-app activities like EyeSlide. Because all flows are recorded on-chain, outcomes are auditable: clinics can show their community exactly how their participation translates into impact.

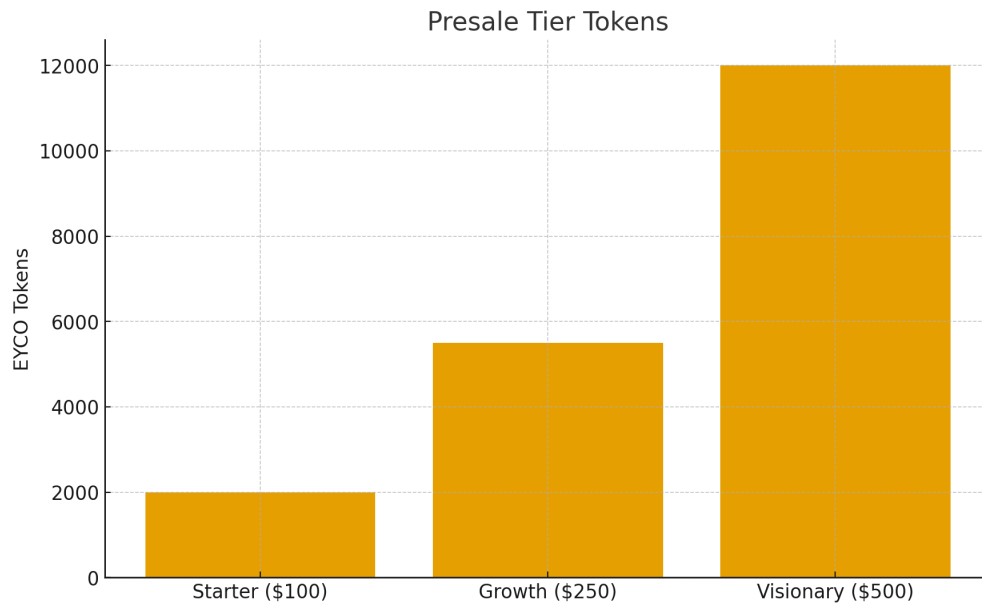
4. Tokenomics & Economic Design

Supply is fixed at 100,000,000 EYCO. Allocations are sized for long-term health: sufficient runway for clinics and gameplay, a robust DAO treasury for impact, and a measured liquidity reserve to support listings. The mix is intentionally conservative to prioritize stability and adoption over speculation.

Category	Allocation (EYCO)	Share of Supply	Notes
Founders & Team (vesting)	20,000,000	20%	4-year vest, 1-year cliff; aligns long-term execu
DAO Treasury (EyeDAO)	20,000,000	20%	Grants to impact projects; emergency relief; au
Clinic Rewards Pool	25,000,000	25%	Exam rewards, review bounties, promo boosts.
Game Rewards	10,000,000	10%	EyeSlide + future titles; anti-abuse gating.
Marketplace Incentives	10,000,000	10%	Cashback, coupons, partner campaigns.
Presale Allocation	2,000,000	2%	Three-pack model; KYC/acknowledgment as re
Liquidity & Listings	8,000,000	8%	Staged LP provisioning and CEX/DEX support.
Reserves / Expansion	5,000,000	5%	Strategic partnerships; unforeseen needs.



Presale — Three-Pack Model



- Starter — \$100 → 2,000 EYCO (\$0.0500 each)
 - Growth — \$250 → 5,500 EYCO (~\$0.0455; ~10% bonus)
 - Visionary — \$500 → 12,000 EYCO (~\$0.0417; ~20% bonus)
- Allocation cap: 2,000,000 EYCO. Distribution occurs post-deployment to verified wallets or via a claim portal at GetEyeCoin.com.

5. EyeDAO — Governance & Impact Engine

EyeDAO channels monthly clinic contributions (\$49/clinic) and community donations into verifiable outcomes. Proposals include detailed budgets, milestones, and KPIs (e.g., surgeries performed, glasses distributed, clinics equipped). Voting weights may combine stake, reputation, and verified clinic participation to discourage plutocracy.

Lifecycle of a grant: submission → due diligence → community discussion → on-chain vote → milestone-based disbursement → audit & impact reporting. Disbursements are streamed where possible to minimize custody risk. A public dashboard displays active grants, escrow balances, and proof-of-impact media.

6. Clinic Program — Onboarding, Operations, Success Metrics

Subscription: \$149/month (USD). \$100 supports operations and product development; \$49 routes to EyeDAO. Each clinic receives 1,000 EYCO monthly for patient rewards. Clinics can top up in fiat (off-chain) or purchase EYCO on-chain as adoption scales.

Onboarding steps: sign agreement • connect payment method • add staff/users • enable review automations • customize reward rules • place in-office signage with QR codes. Within 30 days, clinics typically observe (a) increased review volume and rating, (b) higher recall compliance, and (c) greater patient satisfaction.

KPI	Baseline Example	90-Day Target	Why It Matters
Google Review Count	120	220 (+100)	Social proof; ranking improvement.
Avg. Star Rating	4.4	4.7	Trust conversion & SEO boost.
Exam Recall Rate (12m)	58%	68%	Retention & lifetime value.
Retail Attach Rate	42%	48%	Revenue per visit.
DAO Participation (donations)	—	30% of patients donate 5 EYCO	Culture of generosity.

7. Patient Rewards — Split the Reward & More

Default events: 10 EYCO for a comprehensive exam (5 kept; 5 donated or referred), 5 EYCO per verified review, and configurable bonuses for complete eyewear or annual supply purchases.

Anti-gaming checks include device fingerprinting, rate limits, and human verification on suspicious bursts of reviews.

Messaging is positive and simple: “Every visit funds vision.” Patients see their contributions accumulate in-app and may select DAO projects to support. Receipts provide on-chain references so impact can be revisited and shared on social platforms.

8. Marketplace — Categories, Commission, Fulfillment

The Marketplace features eye-care essentials, MedGrade Skincare, supplements, and a Lifestyle category (chargers, merch, eye-safe lighting, hygiene kits). Clinics may opt in to display SKUs on their dashboard, earning a small commission on sales fulfilled by EyeCoin's logistics partners. A/B testing will tune assortment, price points, and token-cash blends. Promotions can be funded via the Marketplace Incentives allocation, allowing temporary higher cashback in EYCO for strategic SKUs (e.g., dry eye bundles during allergy season).

9. EyeSlide — Game Economy & Anti-Fraud

EyeSlide introduces EYCO through a sliding-tile puzzle with daily challenges, clinic leaderboards, and seasonal events. Rewards scale with skill and fair-play metrics. Payouts above thresholds trigger light KYC and device checks. Clinics can sponsor in-game events that direct a portion of rewards to EyeDAO to highlight community impact.

10. Technology & Security

Smart Contracts: BEP-20 EYCO contract with mint/burn/pausable controls as appropriate to the finalized spec; multisig governance until DAO transition. App Stack: React/Next.js front-end, Node/Express services, SendGrid for email, Stripe for fiat billing. Wallets: in-app wallet UX with options to export to self-custody; gasless or subsidized transfers for select actions.

Security practices: third-party audits prior to mainnet; bounty program; principle of least privilege; encrypted key handling; separation of duties for treasury operations; continuous monitoring and incident response runbooks.

11. Liquidity, Listings, and Treasury Policy

Liquidity (8,000,000 EYCO) is deployed in phases to support healthy price discovery and reduce volatility. Treasury guidelines: maintain minimum runway for operations, preset ceilings for monthly token emissions, and public reporting of reserves. Exchange strategy prioritizes DEX listings first, then selective CEX listings aligned with geography and compliance.

12. Roadmap 2025–2030

- Q4 2025: Mainnet deploy, presale fulfillment, initial Marketplace, EyeDAO v1.
- 2026: U.S. clinic onboarding, EyeSlide public launch, expanded SKUs, analytics dashboards.
- 2027: 500+ clinics, international pilots, DAO grant volume scaling, mobile apps.
- 2028–2030: 2,000 clinics, sustained DAO pipeline, multi-exchange presence, ecosystem partnerships.

13. Compliance & Disclosures

EYCO is a utility token, not equity. Participation may be restricted by jurisdiction. Users should consult legal/tax advisors. KYC/AML procedures may apply to presale and large reward payouts. Terms, privacy policy, and risk factors are published at GetEyeCoin.com.

Forward-Looking Statements: Plans and projections herein are aspirational and subject to change. Market conditions, regulatory changes, and technical risks may materially impact outcomes.

Appendix A — Clinic Launch Checklist

Task	Owner	Due
Sign clinic agreement; add payment method	Clinic Admin	Day 0
Install dashboard; add staff and roles	Clinic Admin	Day 1
Configure reward rules; connect review sites	Clinic Admin	Day 3
Print signage with QR; front-desk training	Clinic + EyeCoin	Day 7
Go-live; monitor KPIs; weekly huddles	All	Day 14

Appendix B — Token Vesting & Emissions Policy

Founders & Team: 12-month cliff, then linear vesting over 36 months. Emissions from rewards pools follow adoption curves, with quarterly reviews to avoid oversupply. Any acceleration or changes require multisig + DAO approval and public notice.

Contact & Brand

Website: GetEyeCoin.com • Email: info@GetEyeCoin.com

Brand colors and marks available upon request. This document may be redistributed in full with attribution.