



# Table of contents

- Introduction.....[03]
  - What is Fluke ?.....[03]
- Problem and solution .....[05]
- Our tokens.....[08]
- Distribution of tokens .....[10]
- Fluke app.....[11]
- Initial token sale.....[13]
  - Fluke coin and Main Sale.....[13]
  - Why buy FLUK Token on Sale? .....[13]
  - Distribution of Token Sale funds.....[14]
- Exchange Listing.....[15]
- Why Blockchain.....[16]



# Introduction

- *Fluke is a decentralized e-commerce platform focusing on alleviating unnecessary transaction and service fees. Fluke will run custom blockchain operations that will provide optimal services and financial incentives for Fluke Coin Holders. Fluke will be the first of it's kind to be runned by a universal democratic system that lets Fluke Coin holders decide the direction and fate of the company.*
- *Fluke will be the first to utilize cryptocurrency as its form of payments where users can send money back and forth without any intermediary stepping in and taking cuts of your money. Unlike other ecommerce sites.*
- *Definitely, changing the ecommerce industry and business structure as a whole with the technological advantages that blockchain technology provides. Fluke will associate a multi-signature escrow technique involving insurance deposits but also make use of media (photos/videos) when goods are shipped to resolve cases of fraudulent behavior.*



# Introduction

- *We aim to be a fully transparent democratic company that gets rid of traditional business standards and revamp how goods are purchased. Thus, bringing in a new model that is fair to everyone and that changes the world for the better.*



# Problem and solution

*It is natural to think why do we need another ecommerce platform? We already have several running like Amazon and Ebay. What makes Fluke so special? Are you just another startup where users can simply buy and sell goods? At first glance, the platform will seem like just another online shopping store but if you think deeper and analyze the technological implications you will discover the following issues:*

- **The problem:** Currently every ecommerce site has at least one 3rd party involved for financial transactions on their platform. With this, parts of your money will flow between the platform provider, banks and/or credit card companies thus by default taking a small portion of your money for using their network calling it service and transaction fees.
- *The solution:* Unlike other ecommerce sites. Fluke will be the first to utilize cryptocurrency as its form of payments where users can send money back and forth without any intermediary stepping in and taking cuts of your money.



# Problem and solution

- **The problem:** Currently, the structure and hierarchy of every company is organized and is run by small groups of people that determine and make important and critical decisions that affect the company as a whole. Customers and employees absolutely have no options or power to give their opinions on what the company should incorporate or expand upon in order to improve the experience of the platform.
- *The solution:* With the introduction of Ethereum's Smart Contract, we are hoping to start a universal democratic system where Fluke Coin holders will have voting and input rights thus essentially determining the platform's future where millions of users will use each and every day.
- **The problem:** Majority of companies are private and closed source. You don't know what they do with your data and/or information. In essence you have to believe what they say which gives users blind trust and gives them the power to profit off of your information.



# Problem and solution

- *The solution: As stated previously Fluke will be the first company to utilize a universal democratic system. Since it's inception Fluke has been an open source project and will always be. Anyone in the world can contribute and have access to the codebase. Allowing full transparency but also giving developers the power to further contribute to the platform essentially helping millions of others but also gaining credibility to their name. We aim to be a fully transparent democratic company that gets rid of traditional business standards and revamp how goods are purchased. Thus, bringing in a new model that is fair to everyone and that changes the world for the better.*



# Our Token(s)

- *Fluke coin is a digital currency based on Ethereum technologies and blockchain with the standard ERC20 smart contracts platform. A total supply of 80,000,000 ERC20 compliant Fluke tokens (FLUK) will be created. Fluke Coin is a token embedded on top of the Ethereum network. Over time important elements and additional features will be implemented to further ease the use of transactions but also compliment the Fluke platform the first will be giving vesting incentives to early backers. Ethereum is an open source, blockchain-based, distributed computing platform oriented towards smart contracts. Ethereum utilizes a distributed virtual machine that allows end users to construct smart contracts for transactions. Smart contracts are stateful applications stored in the Ethereum blockchain.*
- Coin Name : Fluke Coin
- Ticker : FLUK
- Decimals : 8
- Total Supply : 10.000.000,000 FLUK
- Based on: Ethereum



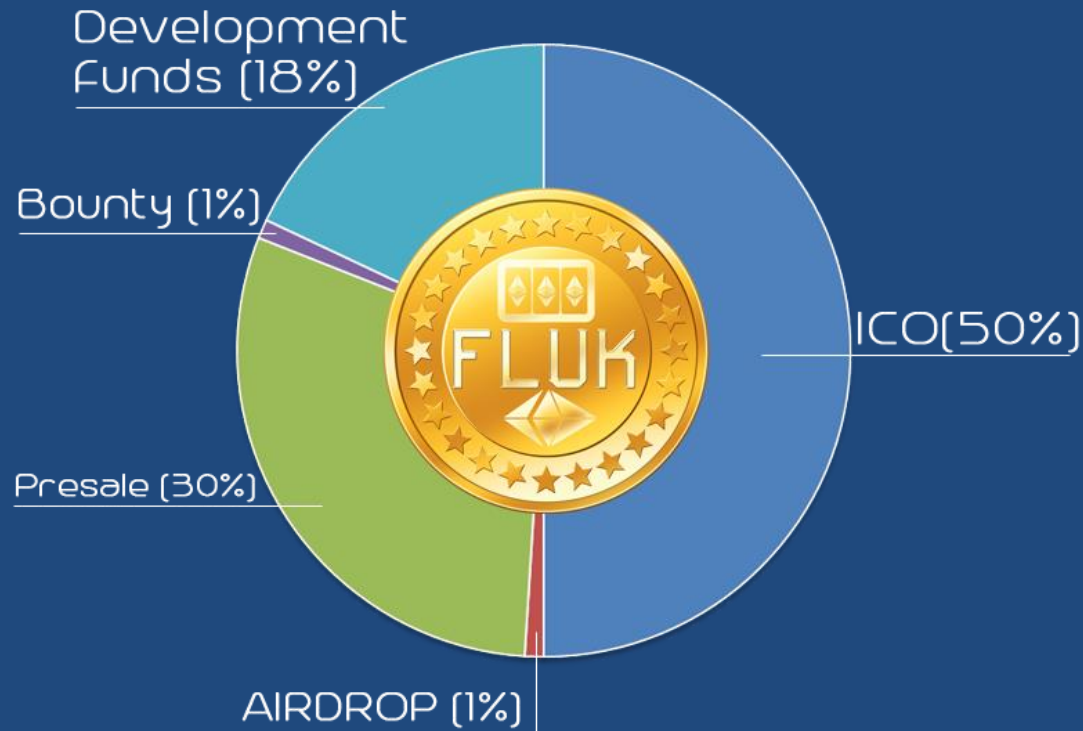


# Our Token(s)

- *These contracts are cryptographically secure and can verify or enforce performance of the contract. Ethereum has been used in a multitude of ways like mobile payment systems, distributed exchanges, tokens tethered to commodities or fiat currencies, market clearing mechanisms, micropayment systems for distributed computing resources, commodities and securities exchanges, crowdfunding and legal document verification.*
- *Fluke Coin (FLUK) will serve as one of the currencies you can use on the platform to buy and sell right next to Ethereum(ETH). The whole purpose to have our own custom made token is to ensure that we gain the capital to develop the platform but also to further expand the blockchain DApp ecosystem in the Ethereum network. We think of FLUK as shares of the platform very similar to what IPOs bring to publicly traded companies in the stock market. If you truly believe in the product you can invest in it but with the power of blockchain our tokens will be used as a form of currency thus providing real incentive value to Fluke coin holders.*



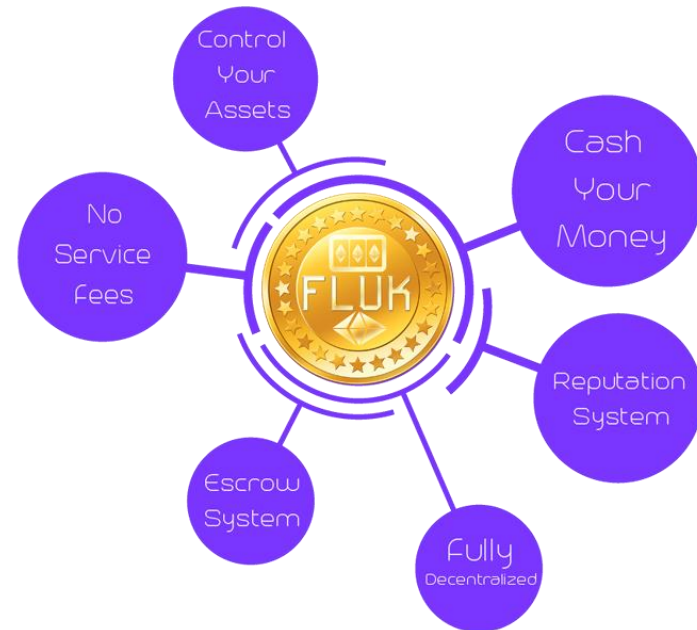
# Distribution of tokens



# Fluke App

*Fluke app is the easiest way to buy and sell items. We give our customers a mobile experience they will love. Advanced Features. Easy to use interface. Powerful Results:*

➤ **Control Your Assets** : *Navigate through our elegant dashboard simplifying the way you manage your orders.*



# Fluke App

- **Cash Your Money** : *Ethereum or Fluke coins will be used for transactions. You will easily be able to transfer money to other services.*
- **No Service Fees** : *We eliminate those irritating service and credit card fees. 100% of the money goes directly between you and the party.*
- **Escrow System** : *Have an issue with your order? Funds will not be distributed until all parties are happy. A moderator will take a look into the case and judge accordingly.*
- **Reputation System** : *Trust who you are buying and selling from based off their ratings. Reviews will be mandatory for every order bought and sold.*
- **Fully Decentralized** : *Every bits of information will be stored across the network. No corporation or entity will hold control over your data.*



# Initial Token Sale

- *The token will be called Fluke, tentatively with a ticker symbol FLUK. Token distribution is an important part of a token crowdsale. The distributed value and frequency of token production influence token price. 10,000,000,000 total tokens will be generated. No new tokens will be created. Sign up on Telegram, Medium and Twitter to get the latest updates.*
- ***SEND ETH TO CONTRACT (min:0.01 ETH)***
- ***0,01 ETH = 100,000 \$FLUK***
- ***0.05 ETH =500,000 \$FLUK***
- ***0.1 ETH =1,000,000 \$FLUK***
- ***1 ETH = 10,000,000 \$FLUK***
- ***You will receive your FLUK tokens instantly .***



# Initial Token Sale

- **Distribution of Pre-Sale funds:**
- **1)60% - to the product development team**
- **2)30% - expenses for PR and marketing**
- **3)10% - on advisers and project managers.**
- **Exchange Price : \$0.10 USD per coin.**
- ***At the moment, we have sufficient funding for the fluent work of the initial part of the project. As the ambitions of the platform are too large, a successful pre-sale will help expand the team of developers and increase the speed of coding. Thanks to the additional funding received as a result of the successful pre-sale, we will be able to release a prototype version of the basic part of the FLUK platform before the official ICO. Additional funds will help FLUK conduct a solid, full-volume international marketing campaign. We will publish the ETH address of the intellectual contract pre-sale on our website [www.Flukecoins.online](http://www.Flukecoins.online)***



# Exchange Listing

- *As part of the trading strategy we will be listing the Fluke coin on the crypto exchanges for it to be traded freely on the open market. We believe it is important stage and one that must be completed as soon as possible after the ICO token sale has ended and customer have received their Fluke coins, as some buyers may be looking to trade soon after they receive their coins. Obviously, there are a lot of reasons why most people prefer decentralized currencies. The major one is that it offers a much-secured platform which is operated by many users from different computers and which are connected to a decentralized network. Given this, Fluke coin allows a cross-border transaction with complete transparency.*



# Why Blockchain

*There are different innovative money payment platforms in the market, many of which are premised on different platforms and applications such as the internet, digital storage card, and mobile phone. As might be expected, these varied methods of payments have witnessed a continued and encouraging growth ranging from PayPal, Alipay, Google Wallet and the likes. However, Blockchain: the leading and popular digital currency stands out:*

- **Anonymity** : *One of the main reasons why people prefer decentralized currency is due to its inherent anonymity and privacy.*
- **Supply** : *At the moment, it appears like the supply of decentralized currency is surplus, but evidently, the supply will soon be limited. This is because there is a cap or limit to all the decentralized currencies.*
- **Secure** : *People employ several encryption approaches to authenticate the money transfer, which is not dependent on any regulatory body like central bank, hence, makes it self-governing and synchronize the development of the currency units in the decentralized currencies.*
- **Freedom** : *Obviously, there are a lot of reasons why most people prefer decentralized currencies. The major one is that it offers a much-secured platform which is operated by many users from different computers and which are connected to a decentralized network. Given this, Fluke coin allows a cross-border transaction with complete transparency*
- **Transparency** : *All the transactions in cryptocurrencies are obvious.*





