



WHITE PAPER

Last Revision January 28th, 2022
© 2017 Seventh Continent Ltd. All rights reserved

Introduction

8th Continent Next-generation Digital Economy is not a conceptual initiative, like many projects that propose a digital coin or asset. 8th Continent is a working economy, where digital assets are produced by the users themselves, and where the digital assets traded on 8th Continent Market have prices pegged in the market's native digital currency. Hence the value of 8th Continent digital currency is backed by the digital economy. 8th Continent Next-generation Digital Economy is an already working system, based on a very powerful Engine (including AI, Virtual Servers, Admin etc), which has already done its homework and demonstrated its effectiveness way back in 2013, when its predecessor, the Seventh Continent was launched. 8th Continent opened gates for its users in beta on December 8th 2021.

Our Mission

1. CREATE AN INDEPENDENT ECONOMY GAME

8th Continent Next-generation Digital Economy is a Game, yet more than a game. Since digital assets produced and traded on 8th Continent Market are pegged in the market's native digital currency having a fixed value, and a market value once listed on crypto exchanges, the 8th Continent Market functions like an independent, freestanding, self-contained and autonomous economy. 8th Continent's sovereignty is insured by the users, 8th Continent's power is vested in the community that empowers it to operate according to its inherent microeconomic rules.

2. OVERCOME THE ZERO-SUM GAME PARADIGM

8th Continent does not want to reform the blockchain world, only use it. Take advantage of the decentralised, secure and provable transaction ledger. Nevertheless the potential of 8th Continent seems to be huge as it aims to address the problems linked with standard stock and commodities exchanges: overcome the zero-sum game paradigm. A zero-sum game is where total losses subtracted from total gains will sum to zero, or in other words any quantifiable gains by one party are equal to the losses of another party. Such an environment can be discouraging for many who lose their money. On 8th Continent Social Marketplace digital products will be sponsored by brands (for instance an energy drink will be called Red Bull) paying a small advertising fee each time a digital product bearing their brand name is sold on the Market. The fee will be divided equally between users and operator. This way the sum of funds circulating on the Market will always be higher than the sum invested by the users! Users have the choice to sell unbranded products or become marketers selling branded digital products and make extra income.

3. STOP DIGITAL AD FRAUD

The new paradigm is a win-win model for four reasons:

1. for the first time, brands can see where all their digital media dollars end up, and be sure that if they thought they had purchased ads from a given publisher, it really happened;
2. brand names will be embedded in the products' natural environment meeting advertisers satisfaction;
3. unlike an ordinary advertisement, branded goods will be listed on the Market just like the other unbranded digital goods visible at all time;
4. users and operator make extra money.

Advertisers will participate on both exclusive and non-exclusive basis limited in time.

4. OUR FUTURE PLANS

We are planning to introduce real products on 8th Continent Social Marketplace later, linking real world to the virtual one.

As a new feature of 8th Continent Next-generation Digital Economy, the 8th Continent Stock Exchange will open gates later for digital companies reaching the in game 8th level having the opportunity to obtain extra liquidity from direct investors operating on 8th Continent Market, or from third party investors, as a reward for their efforts in operating a stable and healthy business.

Smart contracts will guarantee investment plans offered by 8C Equity Investment Trust, a fund having shares in the best 88 companies operating on 8th Continent Market.

What is 8th Continent?

The Eighth Continent is a digital market. The number 8 is also a lucky number for many, particularly to the Chinese people. 8th Continent Next-generation Digital Economy is a Social Marketplace, the next-generation Social Investment Platform designed to anyone willing to trade and do business in a trusted environment, open to small and large investments alike. 8th Continent Social Marketplace is also the first fully digital economy where privately owned digital companies trade digital commodities, stocks and other digital assets in digital currency.

8th Continent Next-generation Digital Economy was created by Seventh Continent Ltd an independent software company dedicated to establishing Blockchain-based digital economy as a game: a convergence of an online economy simulation game, a virtual world and a social network. Registered in the UK, having a skilled development team based in Budapest, Hungary, the company is best known for having created the world's first Bitcoin-based digital economy, the Seventh Continent in 2013. Seventh Continent Ltd partnered with Concon Solutions (Pvt) Limited, a software company based in Colombo, Sri Lanka, to develop the additional features for the front end.

8th Continent Next-generation Digital Economy is the improved version of Seventh Continent, and the Marketplace is aiming to deliver a sophisticated, AI-based and fine-tuned digital economy. 8th Continent economy is based on a free and independent Market restricted by supply and demand only, as well as microeconomic rules that are well balanced in the code.

As a unique solution, 8th Continent is the first skill-based economy simulation exchange, where users power well over 100 unique business activities across the platform. Open for a select community, the 8th Continent Next-generation Digital Economy is an exclusive way to do business from home or from ultimately anywhere online.

Mastering

8th Continent Market is not complicated to master: the interface is user friendly and the marketplace is transparent. Users will not face a long and discouraging learning process. Moreover it allows business owners to run their businesses, dipping in and out 24/7, from any place, at any time and ultimately on any device. We have a nimble, efficient team that is focused on building a surprisingly easy product experience to meet the needs of the users.

8th Continent Digital Economy offers turnkey companies ready to run, and a simplified one-button operation system based on an aesthetic UI. Comprehensive analytics help decision-making and enhance user experience.

8th Continent Digital Economy entrepreneurs invest in fiat currency or in Bitcoin (BTC), ETH or in ECB (Eighth Continent Bit) and are credited always in ECB, the token of 8th Continent Social Marketplace. After registering, users trade digital products and/or participate in the production of digital products using their digital companies. Exit at any time with ECB, ETH, BTC or in fiat currency after 88 days and 88 transactions.

The 8th Continent Digital Economy was born from a simple idea:

Invest > Start a business > > Trade or Produce > > > Make profit > > > > Cash out or reinvest

Elements of customer retention

8th Continent Digital Economy retains its customers organically:

- ☀ Users' investments are converted into digital assets traded on the Market
- ☀ Participation in 8th Continent Digital Economy is a profit-generating activity
- ☀ The inherent structure of 8th Continent Marketplace is viral and fosters business activity
- ☀ Constantly enlarging competition and business opportunities
- ☀ External revenues are offered for the users selling branded products
- ☀ The fun side of business is there as well: buyers and sellers transact and socially interact
- ☀ Users can attempt the leadership challenge on 8th Continent Hall of Fame on a daily basis
- ☀ Aspirational Prizes offered for the best traders at the end of 88h Trade Rallies

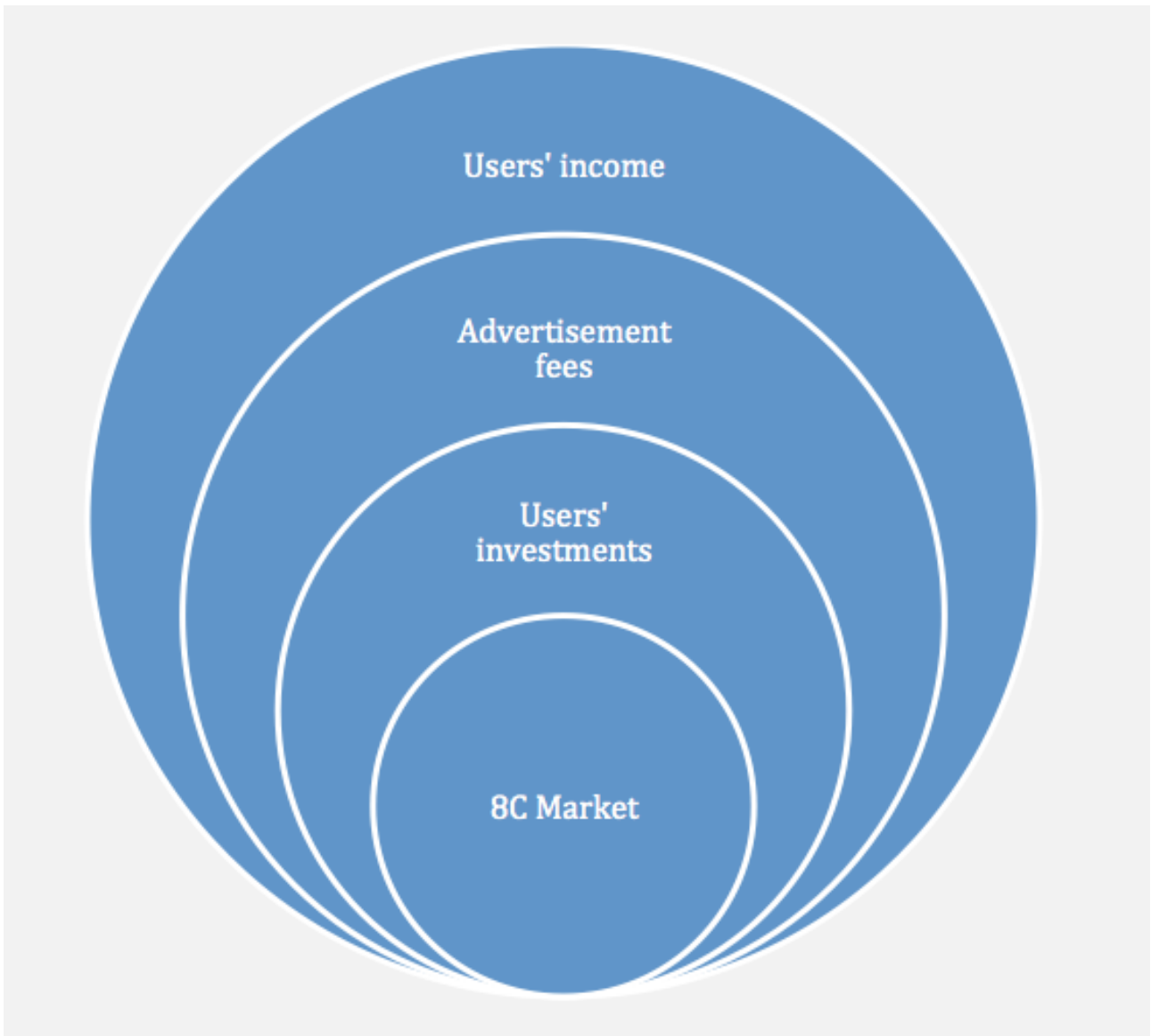
Trade Rally

8th Continent organises recurrent Trade Rallies lasting 88 hours with aspirational prizes for the best traders. Trade Rallies meet two objectives: fostering fair competition and rewarding users' effort. It is also a capable way to exhibit winning strategies to other users who may adapt these strategies in the future to secure their investments.

Investment Risks

8th Continent Social Marketplace remains - rather than unpredictable gambling - a skill game which fosters creativity and business acumen. Nevertheless, like any investments the 8th Continent Market is of course not without risk for the users. Investment risks on this market, however, can be kept to a minimum since users produce the digital products they trade on 8th Continent Market, own the trading companies, control their own cash flow, thus can have a relatively high influence on prices.

Only legitimate businesses are allowed to operate on 8th Continent Market: no fake IPOs, scams, boiler rooms, unpaid checks, and no credit risks, since transactions can be realised only if the buyer has sufficient credit. The 8th Continent Social Marketplace is not a Ponzi-type scheme either, and thereby does not offer any high or fixed return, investors are not paid by subsequent investors' money, users generate their own return, and current balance can be withdrawn at any time. 8th Continent Market remains always solvent.



Limited number of users

8th Continent authorised maximum audience is 888 888 users. Access to the platform shall be limited in number at a time.

The Engine

The Engine behind 8th Continent Social Marketplace was developed by an enthusiastic team of skilled professionals in Budapest, Hungary. Seventh Continent Digital Commodities Exchange ran on this powerful software between 2013-2015. A major revision, followed by improvements and development of brand new features resulted in the publishing of a 2.0 version suitable for 8th Continent Social Marketplace. The major changes for this new version are the comprehensive BID and ASK orders, the 8th Continent Bit (ECB) the new cryptocurrency replacing Bitcoin, as well as the Stock Exchange as a substitute for the former company ownership structure.

ECB

Eighth Continent Bit (Token Ticker: ECB) is the currency of 8th Continent, an ERC-20 compliant token issued through an Ethereum smart contract. A total of 888.888.888 ECB (Hard Cap) were issued for both the initial token sales for coin listings (circulating supply: 88M ECB) and the continuous distributive crowd-sale (circulating supply: 800M ECB) providing the means of payment to traders on 8th Continent Social Marketplace the years to come. No tokens will be burnt.

The icon of ECB:



The token address is:

0x391F2A512b3d30A9F213f770d8557991b10cf981

In order to foster activity on the market of the 8th Continent Social Marketplace, withdrawal of ECB tokens from the Marketplace is authorised after 88 days and 88 transactions.

The number of users of 8th Continent Social Marketplace is limited to 8.888.888, nevertheless once listed on exchanges, ECB tokens can be purchased by anyone willing to speculate on their price.

8th Continent Equity Investment Trust

8th Continent Social Marketplace is designed for active traders and fosters business acumen by proposing different business activities. Nevertheless it is allowed for anyone to invest in an equity trust which owns shares of the best trading digital companies on 8th Continent Market relieving investors from time consuming daily trading. 8th Continent Equity Investment Trust is the only accredited partner of 8th Continent Social Marketplace to offer such service. Money invested with 8th Continent Equity Investment Trust cannot be withdrawn after 88 days, only when investment term of one year ends.

8th Continent Equity Investment Trust is an investment company that buys and holds digital stocks and other digital securities of the best performing Top88 digital companies on 8th Continent. 8th Continent Equity Investment Trust is supervised and managed, as opposed to classic unit investment trusts, to insure benefit for the investors.

8th Continent Equity Investment Trust works almost like a hedge fund: with its diversified and managed portfolio and exclusive listing in its portfolio of top profit making digital companies of 8th Continent Social Marketplace, it manages to hedge investments.

8th Continent Equity Investment Trust will start offering its services late 2023.

About Us

Seventh Continent Ltd is a private limited company registered under company number 07288379, having its principal place of business at Marshall House, Ring Way, Preston, Lancashire PR1 2QD in the UK, VAT number GB 206 1132 65, incorporated under the Companies Act 2006 as a limited company on 17th June 2010. The Standard Industrial Classification (SIC) numbers of Seventh

Continent Ltd are 62011 Ready-made interactive leisure and entertainment software development and 62090 Other information technology service activities.

Seventh Continent Ltd owns 100% of property rights of Seventh Continent Engine having a commercial value of £10.897.000. The IP rights were registered under number 001117 on April 30th 2010 by the author Gregory Harmati PhD.

Conclusion

Our goal is to create a Culture encompassing a range of value added, innovative, user friendly services, transparent and regulated behaviours transmitted through social learning; moreover to build a Brand as well as a long-term, mutually profitable relationship with our users, providing them a fun and lucrative alternative solution for doing business. Our long-term goal is to introduce real goods to 8th Continent.

The Ethereum-based powerful Smart Contract enables a number of previously difficult applications to be deployed without requiring trust in a centralised third party, or necessitating the authority of a government. The Parties to the smart contract are the users of 8th Continent Social Marketplace interacting in a transparent business environment restricted only by supply and demand. Provably fair business conditions and equal opportunities make this Market the first unconditionally free and secure market. As a matter of fact the 8th Continent Social Marketplace proposes the One Market model where users trade their digital assets (digital products, services, securities etc) on a unique secured platform, in contrast to regional markets and stock exchanges.

"In many respects, a digital record is more valuable than a government's promise - as it is more secure. No matter what happens in the world, the Blockchain will remain the same for as long as there is at least one person in the world storing it on their PC." A Marshall, The Cointelegraph

Thank you for your time and interest.

8th Continent Team