



# **CRYPTOCOCKTAILCOIN**

## **COLOSSAL ENTERPRISES**

**THE REVOLUTIONARY NEW  
CRYPTOCURRENCY SOLUTION  
FOR THE FOOD, BEVERAGE AND  
ENTERTAINMENT INDUSTRIES**



# **CRYPTO COCKTAIL COIN**

**COLOSSAL  
ENTERPRISES**

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### **DISCLAIMER**

It is the responsibility of the purchaser of this Cryptococktailcoin to understand that the laws and regulations of crypto currency are always changing and you are purchasing these coins at your own risk. Although we have a structured plan laid out, we cannot guarantee the profits or losses that may occur.

It is our full intention to execute these plans to the best of our ability. Any purchase in crypto currency and start up business come with high risk. Buying Cryptococktailcoin does not guarantee you income and you could incur losses.

# EXECUTIVE SUMMARY

There is major disruption in the restaurant, bar and entertainment industries as operators are challenged with the rise in consumer demands for digital convenience, increased service, new ways to order and multiple payment processing options to choose from (including cryptocurrency). Establishments that fail to adapt will be left behind, creating an immediate need.

Colossal Enterprises' Cryptococktailcoin (CCC) provides restaurant, bar and entertainment establishments a convenient and economical option that will enable them to offer their customers the ability to order and to pay with cryptocurrency from their mobile devices – as well as be able to utilize digital tools that will not only increase staff efficiency, but will also stimulate higher profits.

- The technology is ready and the ERC20 Token is available.
- The Cryptococktailcoin brand(s) are registered trademarks.
- Cryptococktailcoin is built on the Ethereum platform / blockchain technology which is the most reliable blockchain supported by the Ethereum Foundation.
- The Cryptococktailcoin business ecosystem is being constructed to allow CCC holders to have global circulation through a diversified digital financial and commerce network supporting daily, real-life transactions.
- Cryptococktailcoin is designed to ensure a globally-compliant utility token per applicable laws.
- Cryptococktailcoin is backed by a comprehensive business ecosystem custom designed to address most of the critical needs of the crypto industry to date, making it globally applicable.
- Cryptococktailcoin's operating ecosystem includes world class strategic partners and CCC's team that are working to continuously add and develop new sustainable business services and products that link to CCC's ecosystem.





**OPEN**

## **OUR STORY**

Colossal Enterprises, LLC. (CE) is a rapidly-growing marketing company in the field of public commerce that is introducing a product uniting merchants/establishments and consumers in a joint journey into the new frontier of cryptocurrency as a form of payment.

This unique solution was created by our dedicated team of restaurant, business and entrepreneurship professionals as a way to streamline the process of restaurant dining for tech-savvy consumers. Cryptococktailcoin was also created to give cryptocurrency enthusiasts an easy and convenient real-world way to utilize their coins, doing something that the majority of the population does regularly; going out to a restaurant, bar or entertainment establishment.

Initial implementation will be focused on the restaurant, bar and entertainment industries with Cryptococktailcoin (CCC) via the CCC POS system and the CCC App - then transitioning into the beauty, hospitality, clothing, automotive, tattoo and massage industries. The CCC POS system makes it effortless for the merchant to accept and process cryptocurrency with little to no knowledge and the user-friendly CCC App makes it possible for the novice crypto-coiner to buy and use our token as an everyday commodity in the many establishments within these industries. The merchants /establishments will increase their revenue by offering their customers the ability to order and to pay with cryptocurrency from their mobile devices while receiving free marketing and support from CE/CCC in return for providing the cryptocurrency user this payment option, discounts and free merchandise/giveaways.

This program is like no other and Colossal Enterprises, LLC takes pride in the development and implementation of our unique strategies within the restaurant, bar and entertainment industries, which will organically build and develop synergistic business relationships and opportunities moving forward. Colossal Enterprises, LLC strongly believes that this is the beginning of an exciting and prosperous journey into the new frontier of cryptocurrency for the restaurant, bar and entertainment industries, as well as for the consumer.



# COIN OVERVIEW

NO MORE WAITING  
IN LINE

NO MORE  
DESPERATELY TRYING  
TO GET YOUR  
SERVER'S ATTENTION

NO MORE "CHECK  
PLEASE"

The CCC Token is an ERC20 Standard Token on Ethereum blockchain and is fully compatible with Ethereum wallets that support ERC20 Tokens and smart contracts utilizing the ERC20 standard. Its' purpose is to provide a real-world solution for users to utilize for purchases in the food, beverage and entertainment industries. Cryptococktailcoin is not only a new payment method, but it is also an evolutionary thought process concerning how food and drinks are ordered. The current server-centric model where a live human is required for every purchase when you walk into virtually any busy restaurant or bar persists despite the growing demand for the use of mobile devices to order and pay. Cryptococktailcoin enables the customer to do just this -- when they want, where they want. Servers can still take orders - but now the customer can place their own order, from the palm of their hands. In this era of social media and everything at the speed of now, Cryptococktailcoin represents a viable solution for the future of ordering and paying for food and beverages.

## WHY A NEW TOKEN?

Utility tokens hold real-world value and are backed by a strong team of professionals in technology and hospitality –offering a credible solution for an everyday need, as well as adding value to Cryptococktailcoin and the crypto-community as a whole.

# CCC APP/ WALLET AND THE CCC API



With the Cryptococktailcoin API integrated into the Cryptococktailcoin App and fueled only by MENU, users can bypass the typically convoluted and time-consuming process of converting their cryptocurrencies into fiat money to make purchases. Now, with a click of a button, Cryptococktailcoin does this for them.

1. They fund their CryptoWallet with Ethereum or Bitcoin which are automatically converted into MENU tokens within the Cryptococktailcoin framework.
2. Once their Cryptowallet is funded, the Cryptococktailcoin API allows the customer to pay with cryptocurrency.
3. The Cryptococktailcoin API then calls the Cryptococktailcoin App to complete the order and the restaurant receives their payment for goods in FIAT.
4. The system will convert their CCC to FIAT currency, add that value to the restaurant's account balance, and the original CCC tokens will go back into circulation.
5. Customers can refill their CryptoWallets whenever the need arises



Restaurants and bars are not required to be holders of a cryptocurrency wallet because the Menu Tokens that are spent in the restaurant are immediately and automatically converted into fiat currency for them. Cryptococktailcoin is an off-chain solution that takes the burden off the blockchain for smaller sized purchases.

Cryptococktailcoin is most useful when coupled with the Cryptococktailcoin Token and the Cryptococktailcoin API, allowing customers to pay with cryptocurrency.



## ELETROPAY

EletroPay is a POS device or point of sale designed to receive electronic payments. Electronic payments are those made by reading a code - known as QRCode, something that is already very used in many countries, including companies like Visa and Mastercard. In addition to receiving electronic payments, EletroPay has one more differential, the support for cryptocurrencies. While the concept of cryptocurrencies is new to many people, they are becoming an increasingly popular payment method.

# MARKETS AND TARGET AUDIENCE

## RESTAURANTS AND BARS

The food service industry as a sector has a global value of \$3.4 Trillion USD, with projected annual sales of \$899 Billion in the US alone over the next year. Currently there are over 15,000 food service locations that accept bitcoin. 95% of restaurateurs agree that restaurant technology improves their business efficiency.

The restaurant POS industry is expected to grow to \$24.7 billion USD by 2025 with cloud-based POS systems projected to gain traction owing to benefits such as the ability to access real-time, enterprise-wide restaurant data from web-enabled devices.

## CRYPTOCURRENCY USERS

As of 2017, there were 2.9 – 5.8 Million cryptocurrency users worldwide. The overall cryptocurrency market size is projected to reach 1.4 Billion by 2024 at a CAGR of 6.18% during the forecast period. Both emerging economies and developed countries are expected to offer significant growth opportunities for the companies operating in the cryptocurrency market.

## DINERS AND RESTAURANT PATRONS

45% of diners go out to eat multiple times per week, with another 20% going out to eat once a week. More than 65% of diners have stated that they would visit a restaurant more often if self-service options were available, and 67% of customers surveyed in 2019 stated that they planned to place an order using a self-service mechanism in the next year. 73% of diners agree that restaurant technology improves their guest experience.

## MILLENNIAL CONSUMERS

We expect that Millennials will be a key demographic for our product. 78% of millennials say that they would rather spend money on an experience, such as a restaurant or other activity, compared to purchasing an item from a store. A recent study has also shown that 72% of Millennials prefer dining in hotels with modern payment methods, and 54% of Millennials have stated that self-ordering systems improve their guest experience.



# MERCHANT BENEFITS

## OPERATIONAL EFFICIENCY

Research has shown that a 7-second reduction in wait time can increase an establishment's market share by 1% to 3%. Faster service also means faster table turnover, increasing profitability significantly.

## DECREASE IN LABOR COSTS

42% of restaurant front of house employees leave within the first 3 months of employment, with an overall industry turnover rate of 73%. The CCC self-service app will greatly decrease the need to hire additional staff. This will mean massive cost savings as the cost of hiring and training a new staff member can be as much as \$3,500.

## INCREASE IN REVENUE

In a real world example, Chanticleer Holdings, an owner of burger restaurants, offered cryptocurrency loyalty rewards and saw their shares rise by almost 50%. Also, customers increase spending by up to 30% when using self-service options when dining out. Self-service options encourage customers to customize their orders and removes 'order anxiety', resulting in higher cheque sizes.

## DATA ANALYSIS

By implementing the CCC system in their establishments, merchants will gain access to real-time, enterprise-wide data from web-enabled devices. This data can be used to enhance operations and streamline offerings based on consumer preferences and activity.

## MARKETING

CCC is owned by Colossal Enterprises, a high-growth marketing company in the field of public commerce. All merchants in the CCC ecosystem will receive complimentary marketing through Colossal's channels and through the CCC application to enhance brand awareness and attract clientele. Merchants will also receive discount options and free merchandise and giveaways for CCC clients.

## EASE OF IMPLEMENTATION

Restaurants and bars are not required to be holders of a cryptocurrency wallet as the MENU tokens that are spent in establishments are immediately and automatically converted into FIAT currency. As well, merchants will be provided with complimentary Eletropay POS units that are designed to receive electronic payments and support cryptocurrency. No expensive or space consuming kiosks are required, and CCC will provide a field IT/ Trainer to merchant's location to set up all promotional items.

**OVER 90% OF BUSINESSES THAT  
CRYPTOCOCKTAILCOIN REACHED OUT  
TO ARE INTERESTED IN PARTICIPATING  
IN THIS VENTURE**



# CUSTOMER BENEFITS

## CONVENIENCE AND FAST SERVICE

In 2019, 62 million Americans used their phones to pay for goods and services. Today's customer wants convenience, speed and accuracy when completing their day-to-day transactions. CCC allows clients to order and pay using their mobile devices. This ensures the fastest and most efficient transaction possible, and eliminates wait times due to servers that are over-capacity.

## EASE OF USE

The CCC POS system makes it easy to accept and process payment, and the app is user friendly and makes it possible for even a novice crypto-coiner to buy and use tokens. Of the Americans not using cryptocurrency currently, 47.9% state that this is because it is too complicated or difficult to understand; this issue will be eliminated with CCC's simplistic, easy to use app and system.

## CRYPTO COMPLIANCY AND REAL-WORLD CRYPTO USE

More experienced crypto consumers will be happy to know that CCC is an ERC20 Standard token on Ethereum blockchain and is fully compatible with Ethereum wallets. The CCC system also easily converts Ethereum and Bitcoin into MENU tokens, which are then converted into FIAT cash to pay for items, bypassing the often tedious process of converting crypto into FIAT for real world use.

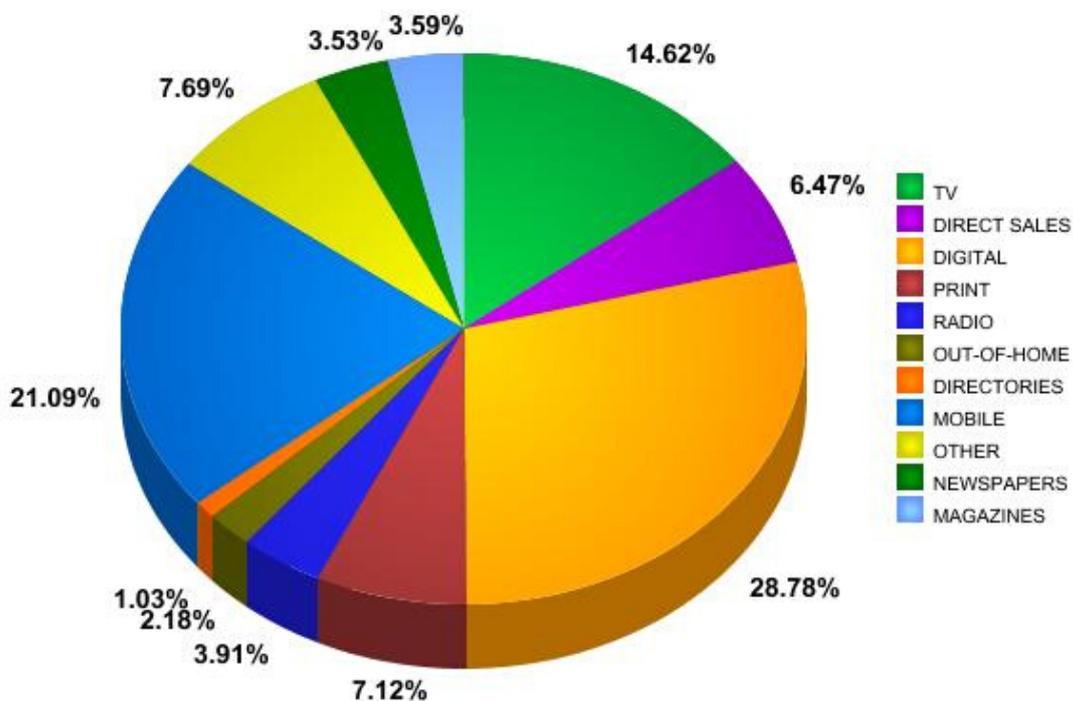


# MARKETING

## SUCCESS IN MARKETING IS SEEN AS IMPORTANT AS TECHNOLOGY

The initial marketing mandate for Cryptococktailcoin will be to generate overall buzz with the primary focus being on growing brand awareness across multiple channels over a three-year period. The first year having the largest draw on the reserves - followed by maintenance advertising to keep the Cryptococktailcoin brand awareness strong and develop key new regions. CCC expects online digital space to be the most cost-effective channel to acquire the initial population of App users and generate critical mass. Bold and innovative promotional programs will be developed to generate buzz around Cryptococktailcoin. This will bring on restaurants and bars to Cryptococktailcoin. Additionally, 15% of all future revenue will be reinvested in marketing, with a potential to increase when deemed necessary to grow in existing and new markets. This amount is in line with other tech companies spend and revenue growth year-over-year. Spending priorities will be determined based on rigorous analysis with the goal to generate the highest return on investment (ROI). CCC's marketing plan follows industry standard practice of concentrating investments in the digital marketing space, particularly mobile, while also dedicating resources towards more traditional advertising spaces.

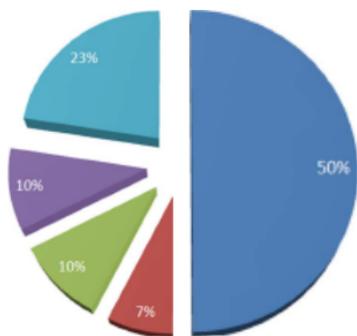
## MARKETING BUDGET PERCENTAGE PER CHANNEL



# TOKENOMICS



If an investor is not content with the progress and the results of a given milestone, the dissatisfaction may be expressed after every milestone during the voting process. If the majority of the investors have voted "yes", the escrow, enforced by a smart contract, will allow the use of the funds allocated for the next milestone.



- Investors
- Held For Bonuses
- Team
- Infrastructure
- Locked for a Period of 1-2 Years

- Tokens sold to Investors: 100,000,000
- Tokens to be held for bonus payouts During Private Sale Pre-Sale and Crowdsale: 15,000,000
- Token to be divided into 1 & 2 yrs, among Team members and employees: 20,000,000
- Token locked for at least 1 to 2 yrs to guarantee company development and growth: 45,000,000
- Tokens for infrastructure: 20,000,000 --Private sale will be released immediately for the startup cost

# ROAD MAP

## 2018

### Q1

We created the Cryptococktailcoin project and generated a functioning marketing system for the project.

### Q2

We started searching and electing team members within the blockchain-crypto-smart contract developers

### Q3

Created the CCC website and the CCC token logo and digital token as well as about / summary / whitepaper / roadmap / team members and their bios to publish on the website.

### Q4

After losing our developer in the late part of 2018 we began to restructure our business model and expand into other industries. Contracted with p2pb2b for an IEO and listing with an API that will fully integrate with Eletropay.

## 2019

### Q1

We created Colossal Enterprise, LLC a marketing company for cryptocurrency for public use tokens. With website and introduction video's, documents / application / contracts, etc.

### Q2

Creation of presentations of company and project Cryptococktailcoin and field marketing material. Marketing the IEO and listing and launch of Cryptococktailcoin.

### Q3

We applied for a booth at CES 2020 Las Vegas to draw additional interest and exposure to our public use token projects and showcase Cryptococktailcoin.

### Q4

We prepared to showcase the Cryptococktailcoin functional POS system and display the Eletropay equipment at CES 2020 Las Vegas. (We continued to get p2pb2b to keep their promise in creating the agreed upon API that was paid for in advance.) At Q this time, they are 4 months behind on this commitment.



# ROAD MAP (2)

## 2020

### Q1

Create new whitepaper and roadmap to show the past/present/future progress of our project and what stage we are in with funding to make the final launch into the marketing campaign for the placement of the Cryptococktailcoin POS systems for the restaurant, bar and entertainment industries for public use.

Locate and train regional representatives that will kick start the marketing campaign to the merchant's in the restaurant, bar and entertainment industries throughout Wyoming, Nevada, Colorado and promote the acceptance of Cryptococktailcoin for public use.

Launch the jump start program with the OKEx platform.

### Q2

Create videos of consumers utilizing Cryptococktailcoin by filming meetings at different establishments for the demonstration and training of the use of the POS equipment to both merchants and consumers. Create the global map for the website to show the participating businesses that accept Cryptococktailcoin.

Start the marketing campaign to the merchants. Setup and train merchants for the grand offering and acceptance of Cryptococktailcoin within the participating establishments.

Setup special events to be held at various locations for the launch to the public.

### Q3

Expand our marketing campaign into additional states Kansas, Missouri, Texas, Florida to the Keys, followed by the launch to the public consumer, special events to be held and additional rigorous GEO targeting ad campaign (billboards/local T.V. and radio/social media ads.)

Continue to promote the acceptance and use of Cryptococktailcoin throughout the entire United States.

Locate and train regional representatives that will take the lead in the marketing campaign to the merchants within the beauty industry.

### Q4

Launch the Beautycoin on OKEx platform and start our marketing campaign for the Beautycoin to the merchants within the industry.

Market to consumers, the unique benefits and discounts and free merchandise they will receive for their participation and use of the Beautycoin at the participating establishments.

Continue to expand throughout the United States and aboard the acceptance of our different cryptocurrency projects that have been created and expand our cryptocurrency projects to include multiple industries.

## 2021

### Q1

While continuing to create and market different projects to promote the expansion and use of our cryptocurrencies. We look to bring our Cryptococktailcoin to the next level. With the notoriety, confidence and public acceptance of the Cryptococktailcoin the creation of a Cryptococktailcoin club and grill would be the next step.



# TEAM



**NYHL HENSON**

*Advisor*

Pioneer notorious for aiding in the development of successful business models for emerging technology companies.



**KELLY HAND**

*Founder & CEO*

25-year entrepreneur in the hotel, restaurant, bar and entertainment industries.



**SHERRI ELLIOT**

*Administrator*

30-year administrative professional.



**LISA GRASTON**

*Director of Communications*

Business professional that specializes in startup centric marketing and communications.



**TIM BUTZ**

*Field Operations Executive*

Operations supervisor with experience of crews up to 600 people / 35 projects.



**MEL CARROLL**

*Business Development*

25-year marketing, public relations and business development professional.



**MEHTAH ASLAM**

*Social Media Expert*

Experienced social media professional



**HARUN SARANOVIC**

*Developer/ Software Engineer*

Experienced international web developer & graphic designer fluent in several programming languages.



**COLLIN UGWU**

*Business Strategist*

Blockchain technology consultant, business strategist and developer.

# CONTACT



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