



CRYPTOCOCKTAILCOIN

WHITE PAPER

THE NEW FRONTIER



THE FIRST CURRENCY EXCLUSIVELY FOR THE FOOD, BEVERAGE AND ENTERTAINMENT INDUSTRIES



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.



THE NEW FRONTIER

TABLE OF CONTENTS

Executive Summary	3
Our Story	4
Cryptococktailcoin Overview	5
Cryptococktailcoin Wallet / App	6
Problem and Solution	8
Market / Target Audience	9
Tokenomics	11
Road Map	12
Cryptococktailcoin Team	15



THE NEW FRONTIER

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](#) 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.



THE NEW FRONTIER

OUR STORY

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

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.



THE NEW FRONTIER

OVERVIEW

[Cryptococktailcoin](#) (CCC) Token

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.

- No more waiting in lines.
- No more desperately trying to get your overworked waitress's attention as they rush by.
- No more "Check, please."

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.



CRYPTOCOCKTAILCOIN

WHITE PAPER

THE NEW FRONTIER



CCC APP / WALLET



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.

- They fund their CryptoWallet with Ethereum or Bitcoin which are automatically converted into MENU tokens within the [Cryptococktailcoin](#) framework.
- Once their Cryptowallet is funded, the [Cryptococktailcoin](#) API allows the customer to pay with cryptocurrency.
- The [Cryptococktailcoin](#) API then calls the [Cryptococktailcoin](#) App to complete the order and the restaurant receives their payment for goods in FIAT.
- 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.
- 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 a off-chain solution that takes the burden off the blockchain for smaller sized purchases.



CRYPTOCOCKTAILCOIN

WHITE PAPER

THE NEW FRONTIER



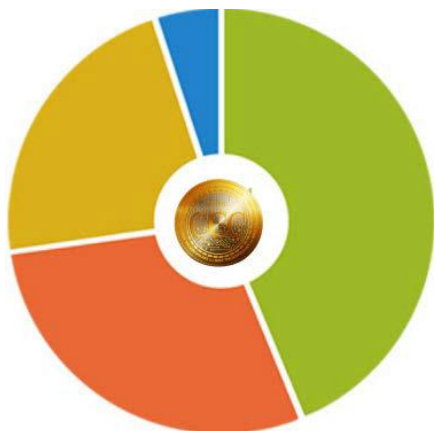
[EletroPay](#) is a POS device or point of sale designed to receive electronic payments. Electronic payments are those made by reading a code - known as QRCode, something that is already very used in many countries, including companies like Visa and Mastercard.

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. [EletroPay](#) POS with LED Panel and Printer



[Cryptococktailcoin](#) is most useful when coupled with the Cryptococktailcoin Token and the Cryptococktailcoin API, allowing customers to pay with cryptocurrency.

Additionally, accepting cryptocurrency as payment attracts interest from consumers and increases revenue.



- 44%** Casual (*Olive Garden, Applebees, etc.*)
- 29%** Fast Casual (*Chipotle, Panera Bread, etc.*)
- 23%** Fast Food (*McDonald's, Taco Bell, etc.*)
- 4%** Fine Dining (*i.e. Morton's, The Melting Pot, etc.*)



THE NEW FRONTIER

PROBLEM AND SOLUTION

Complementing server-centric ordering with self-serve options is appealing to restaurant owners – and some large restaurant chains have experimented with self-serve technologies, with significant success.

Research has shown that a mere seven-second reduction in wait time can increase an establishment's market share by 1% to 3% - and that sales increase by up to 30% using this kind of technology due to customer impulse purchases and not feeling as rushed to order.

PROBLEM: the investment required for implementation has proven to be a barrier for smaller independent restaurants causing them to be left behind as larger competitors reap the benefits.

SOLUTION: [Cryptococktailcoin](#) allows the customer to order from any establishment with their mobile device without requiring expensive (and space consuming) kiosks to be installed or tabletops having to be retrofitted to hold tablets, etc. The only requirement is access to a tablet to receive [Cryptococktailcoin](#) orders.

PROBLEM: We've all been there..... you're at a busy restaurant waiting for the server to get another round of drinks, take your order or to close out your bill. You raise your hand trying to get the server's attention only to have them rush by without noticing. The result is lost sales/revenue for the establishment.

SOLUTION: [Cryptococktailcoin](#) solves this problem by allowing the customer to order from their smartphones while in the restaurant. Now users can order and pay from their own mobile devices, on their schedule, saving time and money.

PROBLEM: Servers are the lifeblood of a restaurant and even considered part of the family. So simply replacing servers is not the best option.

SOLUTION: [Cryptococktailcoin](#) empowers servers to be more efficient so establishments can afford to retain them as well as the increase in efficiency allows servers to maintain more tables - thus receiving more tips.

PROBLEM: Until now, there have been very limited ways for cryptocurrency aficionados to use their tokens in real world applications.

SOLUTION: [Cryptococktailcoin](#) accelerates widespread crypto adoption enabling usage in perhaps the most popular, everyday transaction - the purchase of food and beverages.



THE NEW FRONTIER

MARKET

Driven by an expanding economy and elevated consumer sentiment, the restaurant industry registered positive sales growth in 2019 — growing to \$863 billion,

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.

Moreover, cloud-based POS systems quickly meet the Payment Card Industry (PCI) compliance, as all data is stored on the cloud making it a suitable option for business owners.

TARGET AUDIENCE

Enter [Cryptococktailcoin](#) where customers have the option to use their personal phones and tablets to make their orders, split bills, and pay. Or not.

In this way, one can choose to opt-in to technology, but is not forced to. This is non-intrusive, simply an option for those interested.

- If a silver fox wants to have the waitress take their order, as they have always done, then they can still do that the old-fashioned server-centric way.

- if a group of tech-savvy individuals want to speed things up by ordering from their phones and pay with their cryptocurrency, now they can.

- and for those who couldn't be bothered to repeat an order to a human being in an error-prone loud setting, a server-free solution is available - [Cryptococktailcoin](#).

The restaurant server model is now transformed.... laser focused on making sure all their customers are having a positive dining experience, however they prefer.



THE NEW FRONTIER

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).

Marketing Budget Percentage Per Channel

TV	22.8%
Direct Sales	10.1%
Digital	44.9 %
Print	11.1%
Radio	6.1%
Out-of-Home	3.4%
Directories	1.6%

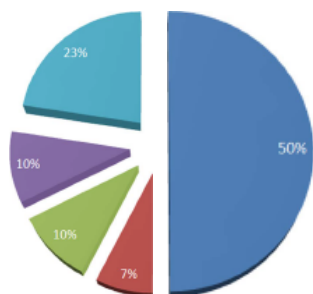
CCC's marketing plan follows industry standard practice of concentrating investments in the digital marketing space, particularly mobile, while also dedicating resources towards more traditional advertising spaces.



THE NEW FRONTIER

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

At the time of this white paper, there are 3+ million cryptocurrency traders worldwide eagerly awaiting solutions like Cryptococktailcoin. Restaurants embracing cryptocurrency are seeing positive results also.

Chanticleer Holdings, an owner of burger restaurants, offered cryptocurrency loyalty rewards and saw their shares rise by almost 50% . Subway is now accepting Bitcoin and Starbucks Founder / CEO Howard Schultz announced his conviction that "a trusted digital currency is coming." Now through Cryptococktailcoin all restaurant, cafes and bars can also.



THE NEW FRONTIER

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.



THE NEW FRONTIER

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.



THE NEW FRONTIER

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 abroad 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.



THE NEW FRONTIER

CRYPTOCOCKTAILCOIN TEAM



Nyhl Henson

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



Kelly Hand

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



Tim

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



Sherri Lynn

30-year administrative professional



Mel Carroll

25-year marketing, public relations and business development professional



Mehtah Aslam

Experienced social media professional



Collins

Blockchain technology consultant, business strategist and developer.



Harun

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

COLOSSAL ENTERPRISES



CRYPTOCOCKTAILCOIN

WHITE PAPER

THE NEW FRONTIER

Colossal Enterprises, LLC

30 North Gould Street – Suite 3843
Sheridan, WY 82801

714-926-4353

www.colossalenterprisesllc.com

support@colossalenterprises.com



colossalenterprisesllc.com