



**V A N T A G E  
T O K E N**

*Transparency in Giving*

# ABSTRACT

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*2 out of 3 people (67%) would donate more to a charity/non-profit organization that is transparent in how they spend donations.*

*– YouGov Omnibus, 2017*

The **Vantage Network** is a Contribution Tracking Platform that enables donors to see exactly how the money they contribute to a fundraising campaign is spent, down to the transaction level. This level of visibility engenders donor confidence, building trust in nonprofits and ultimately yielding more money raised to help people in need.

**Vantage Tokens** (XVT) are a key component of the Vantage Network. A small percentage of every donation made via the Vantage Network is converted into XVT, which is utilized inside the platform to track how fundraising organizations spend the donations they receive.

The Vantage Network consists of a web portal that allows nonprofits to easily manage their fundraising campaigns and create donation points, a mobile payment application used by nonprofits to spend contributions, a blockchain platform that leverages XVT to track contributions and spending, a digital asset management platform that is used to operate the system and software APIs that integrate the various nodes to enable the tracking of fiat currency and generation of campaign analytics.

While Vantage Network is focused on applying blockchain technology to provide the benefits of transparency and accountability, its key feature is that it can be easily integrated into any current and future fundraising platforms. Donors can contribute money to nonprofits without having to first own cryptocurrency and can track their donations using a tracking ID, similar to tracking a package. Nonprofits can seamlessly track their spending without having to manage a digital wallet or convert funds they spend on goods and services from cryptocurrency to fiat. Any organization that wants to take online contributions will benefit from Vantage Network's platform without passing complexity to its donors. Educational organizations, government entities, and other crowdfunding/fundraising platforms can easily implement the Vantage Network and gain the advantage of promoting their transparency and traceability to attract more donations.

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# THE CHALLENGE

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Research indicates that only 16% of the population believes that nonprofits are very efficient at spending the donated funds they receive, and only 16% of donors are very confident that nonprofits use their donated funds as intended (YouGov Omnibus, 2017) .

Thus, for nonprofits to create the impact they hope to achieve and help the people they were built to serve, they must overcome the skepticism that exists among donors today while competing for scarce funds with organizations ranging from established international aid organizations to individual micro-campaigns on Facebook.

Research also indicates that 67% of people would donate more to a charity/non-profit organization that is transparent in how they spend donations (YouGov Omnibus, 2017). Until now, the technology and data management required to provide this level of transparency was too costly to be feasible for most nonprofits, consuming precious funds that would be better spent in aid of their missions. This creates a challenge that is solved by using Distributed Ledger Technology (blockchain).

# THE SOLUTION

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The Vantage Network leverages blockchain technology to provide transparency and traceability that helps eliminate donor skepticism, resulting in increased trust and revenue for nonprofits. This allows nonprofits to focus on creating the impact they want to achieve by helping the people they were built to serve.

Implementation of the Vantage Network is effortless compared to many other blockchain solutions; donors and nonprofits are not required to directly purchase or manage cryptocurrency in order to use the Vantage Network. Knowledge of blockchain technology is not necessary for nonprofits to take contributions, and donors simply make contributions the way they do now - by entering credit card information into a web form on a campaign webpage. The power of the Vantage Network coupled with its ease of use and implementation will facilitate broad adoption of the platform, providing a

practical solution that donors, nonprofits and other fundraising entities can benefit from.

## THE VANTAGE NETWORK

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### TOKEN OVERVIEW

#### Vantage Token Specifications

Token name	XVT
Total supply	200,000,000
Standard	NEM
Tradeable between users	Yes
Token Role	Tracking and Tracing Nonprofit Donations and Disbursements

The XVT token will follow NEM MOSAIC standard, so it can easily be implemented into other services (NEM NIS API Documentation: Namespaces & Mosaics, n.d.). For more information, please visit <https://nemilibrary.com/documentation/mosaic/>

### TOKEN USE CASES

The Vantage Token is used for:

- Recording charitable donations
- Tracking the amounts donated to each nonprofit
- Tracking disbursements from a nonprofit for goods and services

## ROLES ON THE VANTAGE NETWORK

The key roles in the Vantage Network are:



### Donor

Donates money to Fundraising Entity



### Fundraising Entity

Individual or organization that receives Donor's donations



### Payment Provider

Credit card processor that accepts Donor's contribution at a Donation Point



### Auditors

Organizations that audit Fundraising Entities

## VANTAGE NETWORK COMPONENTS

### Vantage Web Portal

The interface used by Fundraising Entities, Donors, and Auditors to interact with the Vantage Network. It will consist of the following sections:

#### *Vantage Network Dashboard*

Once a Fundraising Entity signs up to become a Vantage Network Partner using the Vantage Web Portal, it will use the Vantage Network Dashboard to:

- Create and manage fundraising campaigns associated with a Vantage Donation Point (see below).
- Create and manage authorized users and assign them to the Vantage Mobile Payment Application (see below).
- View donation reporting for funds received and spent.
- Configure payment gateways.

- Access a powerful analytics Dashboard for campaign stats, donations received (time series), and demographic data.

### *Vantage Tracking Page*

A Donor can use the Vantage Tracking Page to enter a tracking ID and see all transactions made by the Fundraising Entity that are tied to the Donor's contribution, along with an overall report of the Fundraising Entity's campaign. There is no user registration required for this page.

### *Vantage Explorer*

Any third party auditor may view all transactions by a Fundraising Entity using the Vantage Explorer since all transactions are essentially a public record. Auditors may also download the ledger for third-party auditing and analysis, providing an added element of transparency that may be displayed to prospective Donors.

## **Vantage Donation Point**

A code snippet that is placed on a Fundraising Entity's campaign funding webpage or social media fundraising page. Vantage Donation Points are used by Fundraising Entities to solicit contributions from Donors, and used by Donors to contribute money that is linked to a Fundraising Entity's campaign via unique Campaign and Contributor IDs. It utilizes the [Vantage Network API](#) to interface with the [Digital Asset Management Platform](#) (see below) and is created by Fundraising Entities in the [Vantage Network Dashboard](#).

## **Digital Asset Management Platform**

The core of the Vantage Network that is used to operate and manage the system. It is also the fabric that links the mobile apps, APIs, and portals to the decentralized network. It houses the smart contracts (Note: in NEM, smart contracts are off-chain), and will have adapters to the NEM private and public ledgers (NEM Technology, n.d.). It uses Smart Contracts for multiple services, including:

- Transaction ID Generation
- Recording Donation Contributions
- Recording Transaction Fees

- Associating Tokens with Campaigns
- Hashing Receipts

The Digital Asset Management Platform will use the InterPlanetary File System (IPFS) to store receipts. IPFS is a peer-to-peer network connecting remote servers in a single global decentralized storage platform (IPFS is the Distributed Web, n.d.). Vantage will utilize a customized clustered IPFS solution for the platform. Clustered IPFS nodes will create the necessary storage capacity for storing credential-related media (e.g., images) while providing faster access to them.

### **Vantage Network API**

The programming interface used by the Vantage Mobile Payment Application, the Vantage Web Portal, and the various Web portals to communicate with the Vantage Network. The Vantage Network API is a component of the underlying Digital Asset Management Platform and includes the following microservices:

- Node Management
- AI/Machine Learning
- Big Data Analytics
- Generation of Receipts, Emails, etc.
- Node Discovery, Routing
- Payment Processing
  - Accept Fiat
  - Convert Fiat to XVT Tokens
- Security/Authentication
- Reporting

## **Vantage Network (Blockchain)**

The Vantage Network will leverage a Public/Private NEM blockchain solution: the Public Blockchain for transacting XVT Tokens and the Private Blockchain for recording and tracking the use of funds (*NEM Technology, n.d.*). The Vantage Network will interface with the Digital Asset Management Platform via the Vantage Network API to leverage certain third party decentralized technologies, e.g., IPFS for storage of files, images, documents.

## **Vantage Mobile Payment Application**

The mobile application that is tied to the Fundraising Entity's account where donated funds are held. Fundraising Entities use the Mobile Payment Application to spend contributions, enabling the capture of spending data that is reported back to Donors, the Fundraising Entity, and Auditors via the Vantage Web Portal. Only authorized users designated by the Fundraising Entity can download the Mobile Payment Application and must use two-factor authentication to access funds for use at the point of sale.

The Mobile Payment Application utilizes the Vantage Network API to interface with the Digital Asset Management Platform and blockchain so that for each transaction, the following tasks will be performed:

- The transaction is captured and recorded to the blockchain ledger with the receipt image stored via IPFS
- GPS technology is leveraged to associate information for location-based purchases
- The transaction is associated with the User ID and Donor contribution used

# THE PROCESS

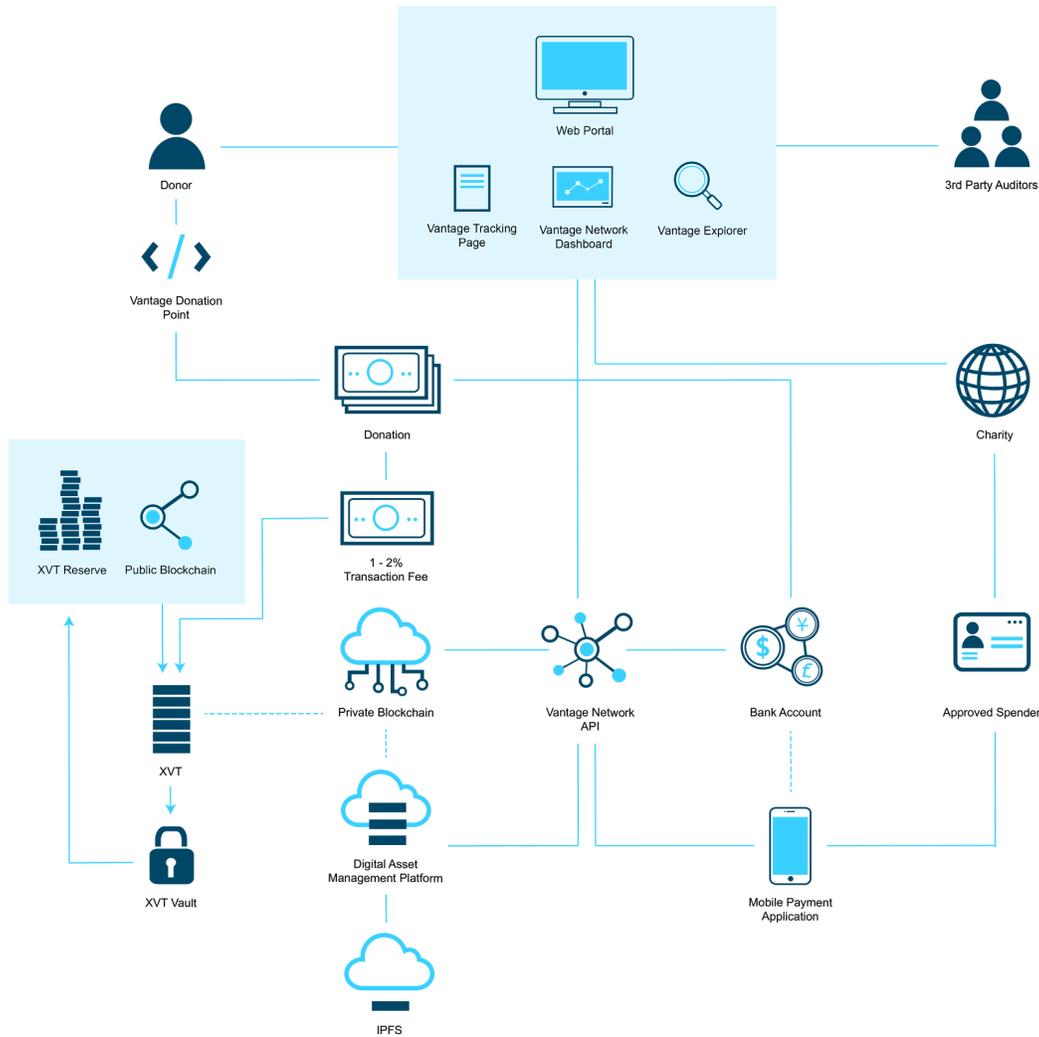
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In this example, Hurricane Relief International wants to run a fundraising campaign called the Irma Relief Fund:

1. Hurricane Relief International signs up for the Vantage Network via the Vantage Network Web Portal.
2. Hurricane Relief International creates a new fundraising campaign via the Vantage Network Dashboard called “Irma Relief Fund” to take donations, which generates a new Campaign ID and code to create a Donation Point on its social media or website campaign pages.
3. John Donor contributes to this fundraising campaign through a payment API at the Vantage Donation Point.
4. Of the donation amount, X% (in this example, 1%) is converted to Vantage Tokens (XVT) from the Vantage Network reserve as a fee and recorded on the Vantage Network Public Ledger. A \$100 donation would result in the purchase of \$1 worth of XVT tokens, leaving \$99 in funds for Hurricane Relief International to spend. The \$1 of XVT tokens will be locked in a wallet designated for the charity’s campaign while the campaign spends John Donor’s contribution.
5. These XVT tokens generate a Contribution ID that is recorded on the Vantage Network Private Ledger.
6. Campaign funds collected are stored in a bank account linked to the fundraising campaign. The Vantage Network API links the remaining \$99 in the bank account to the Contribution ID created by the XVT tokens on the Vantage Network Private Ledger, which is used to track John Donor’s contribution.
7. Hurricane Relief International assigns permissions to an authorized employee via the Vantage Network Dashboard.
8. The Vantage Mobile Payment Application is used by an authorized employee to access the remaining \$99 to purchase goods or services for the Irma Relief Fund, such as food, medical supplies, etc. The application records these transactions along with receipts to the Vantage Network Private Ledger and Digital Asset Management Platform using the Vantage Network API. This is accomplished using decentralized IDs; when Nonprofit employees purchase items using the

Vantage Mobile Payment application, the receipts collected are hashed and stored in the Private Ledger, and a physical receipt is stored on IPFS.

9. As funds are spent, a reconciliation process ties each purchase to each contribution using the Microservices in the Digital Asset Management Platform. The Vantage Network API also provides the ability to access transaction information via the Vantage Web Portal; any auditor or third party can download a node and join the internal ledger when permissioned by the Vantage Network.
10. When the funds contributed by John Donor to the Irma Relief Fund are spent, the XVT tokens allocated from the Vantage Network reserve used to track his donation are returned to the Vantage Network Reserve.



The example may be illustrated as follows:

There are two donations for the Irma Relief Fund campaign, one from John Donor for \$100 and one from Jane Donor for \$50. Their donations are spent on Medical Supplies, Transportation and Food. There is a reconciliation to show how the specific \$100 from John Donor is spent - \$1 for the XVT Transaction Fee, \$75 for Medical Supplies and \$24 for Transportation. The actual expenditure total for Transportation is \$41, so \$17 from Jane Donor's donation is also applied to Transportation. When John or Jane Donor log into the Vantage Web Portal to track their donation, they will both see the Transportation expenditure, with the corresponding amount of their donation applied. Jane Donor's contribution also covers the \$32.50 Food expenditure and a small XVT fee of \$0.50.

Donor	GMT Timestamp	Contribution ID	Campaign ID	Contribution
John Donor	12/19/2017 9:24:14	5A38DABE-3B9AC9FF	5A21E49E-D3ED78E	\$100.00
Jane Donor	12/19/2017 20:24:14	5A39756E-34FB5E38	5A21E49E-D3ED78E	\$50.00

Charity	Campaign Name	Date	Campaign ID	Amt. Collected
Hurricane Relief International	Irma Relief Fund	12/19/2017	5A21E49E-D3ED78E	\$150.00

Charity	Item	GMT Timestamp	Expenditure ID	Campaign ID	Amount
Hurricane Relief International	Medical Supplies	1/10/2018 3:24:14	5A55875E-4B30082	5A21E49E-D3ED78E	\$75.00
Hurricane Relief International	Transportation	1/15/2018 4:24:14	5A5C2CEE-41A6A02	5A21E49E-D3ED78E	\$41.00
Hurricane Relief International	Food	1/16/2018 18:24:14	5A5E434E-381D382	5A21E49E-D3ED78E	\$32.50

Charity	Item	GMT Timestamp	Expenditure ID	Contribution ID	Amount
Hurricane Relief International	XVT Fee	12/19/2017 9:24:14	5A38DABE-3B9AC9FO	5A38DABE-3B9AC9FF	\$1.00
Hurricane Relief International	Medical Supplies	1/10/2018 3:24:14	5A55875E-4B30082	5A38DABE-3B9AC9FF	\$75.00
Hurricane Relief International	Transportation	1/15/2018 4:24:14	5A5C2CEE-41A6A02	5A38DABE-3B9AC9FF	\$24.00
Hurricane Relief International	XVT Fee	12/19/2017 20:24:14	5A39756E-34FB5E30	5A39756E-34FB5E38	\$0.50
Hurricane Relief International	Transportation	1/15/2018 4:24:14	5A5C2CEE-41A6A02	5A39756E-34FB5E38	\$17.00
Hurricane Relief International	Food	1/16/2018 18:24:14	5A5E434E-381D382	5A39756E-34FB5E38	\$32.50

# THE VANTAGE NETWORK ROADMAP

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- Q1 2018** Initial Token Sale Launches
- Q2 2018** Creation of Vantage Network, including Microservices, Web Services, Private Blockchain, Financial APIs
- Q3 2018** Creation of Web Portal, Mobile App, Donation Point assets (Beta)
- Q4 2018** Launch of Vantage Network with Partner Nonprofits, begin processing and tracking donations
- Q1 2019** Open Vantage Network to other Nonprofits
- Q2 2019** Tools for forensics on campaign contributions. This will allow for:
- Better auditing by third party auditors or the public (in the case of political contributions)
  - Increased confidence among Donors
  - Increased confidence in campaign spending
- Q3 2019** Open Vantage Network to other Fundraising Entities (NGOs, Crowdfunding, Small Businesses, Political Campaigns, Education Fundraisers, etc.)
- Q4 2019** Deploy Machine Learning on data previously collected to benefit future campaigns. Examples could include:
- Which Donation Points are most effective by demographic:
    - Age
    - Gender

- Location (i.e. urban vs rural, etc)
- Patterns in contributions:
  - Time of Day
  - Day of Week
  - Demographic Data
- Reaction of demographics to:
  - Direct Mail Campaigns
  - Television Commercials
  - Digital Advertising (i.e. banner ads, SEO, YouTube ads, etc.

# CONCLUSION

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*“The single most important ingredient in the recipe for success is transparency because transparency builds trust.”*

*– Denise Morrison, CEO Campbell Soup Company (Hurst, 2017)*

The Vantage Network leverages blockchain technology to provide transparency and traceability, enabling donors to see exactly how their donations are spent by nonprofits and other fundraising entities. This level of visibility strengthens donor confidence, resulting in increased trust and revenue for fundraising entities.

The Vantage Network is also a practical solution that is easy for organizations to implement and donors to use. It allows donors to reap the benefits of blockchain without needing to manage cryptocurrency, and it allows nonprofits to reap the benefits of using blockchain to provide transparency without having to radically change their business model.

# LEGAL INFO

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## DISCLAIMER

This document and any other Vantage Network documents do not constitute a prospectus of any sort and are not a solicitation for investment. The Vantage Token does not represent an ownership or share in ANY public or private entity in any jurisdiction. The Vantage Token is a token that will be used to track the spending of financial contributions, and can be used to purchase goods and services within the Vantage Network ecosystem.

Acquisitions of Vantage Tokens through the initial token offering are non-refundable. Vantage Tokens are only to be used in connection with the Vantage Network. Any acquisition and use of Vantage Tokens carries significant financial risk, including the use of experimental software.

Except where specifically indicated, the statements and information set forth in this Whitepaper are not intended to recite current or historical facts, and constitute forward-looking statements. Forward-looking statements may include the words “may,” “will,” “could,” “should,” “would,” “believe,” “expect,” “anticipate,” “estimate,” “intend,” “plan” or other words or expressions of similar meaning. These forward-looking statements are based on the current beliefs, plans, objectives, goals, expectations, anticipations and/or intentions of Vantage Network with respect to future events. Although Vantage Network believes that the expectations reflected in the forward-looking statements are reasonable, Vantage Network cannot and does not guarantee the successful establishment or operation of its systems and business or any future results, level of activity, performance or achievements.

Many factors discussed in this Whitepaper or otherwise affecting the matters discussed herein, some or all of which may be currently unknown to Vantage Network or beyond Vantage Network’s control, will be important in determining the ability of Vantage Network to establish and operate its systems and business. Consequently, actual results may differ materially from those that might be anticipated from the statements and information set forth herein. In light of these and other uncertainties, the statements and information set forth in this Whitepaper are for informational purposes only, should not be relied upon in making any purchase or other decision, are subject to change, and are not intended to establish or indicate any representation, warranty, commitment, undertaking, promise or contract made on the part of Vantage Network to any person.

Vantage network does not undertake any obligation to publicly update any forward-looking statements, whether as a result of new information, future events or otherwise, except as required by law. ADDITIONAL RISKS HIGHLIGHTED ON THE WEBSITE.

# REFERENCES

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NEM Technology (n.d.). Retrieved February 01, 2018, from <https://nem.io/technology/>

IPFS is the Distributed Web. (n.d.). Retrieved February 02, 2018, from <https://ipfs.io/#how>

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Hurst, A. (2017, March 02). How Denise Morrison Took Processed Food Icon Campbell's On A Fresh Food Buying Spree. Retrieved February 02, 2018, from <https://www.fastcompany.com/3068634/how-denise-morrison-took-processed-food-icon-campbells-on-a-fresh-food-buying-spree>

## Additional Resources:

The Smart Asset Blockchain. (n.d.). Retrieved February 02, 2018, from <https://nem.io/about/>