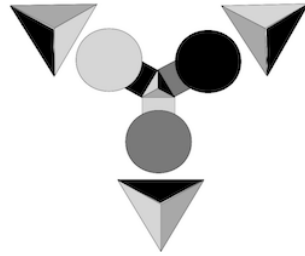
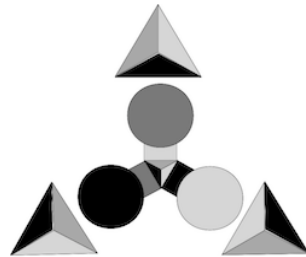


Draft White Paper for Kaeuoi (KAE) Brand Tokens



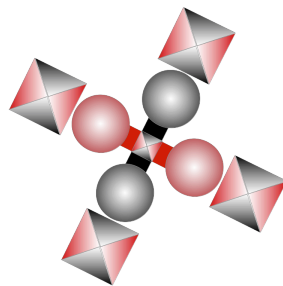
Kaeuoi logo, in the above orientation, refers to one's own soul and comprehension of idealism as opposed to materialism.



In the above orientation, it refers to others' souls and comprehension of materialism, as opposed to idealism.

Background

The Kaeuoi image formed around 20 years ago when a logo was designed for Moiom Close Corporation, currently doing business as Africahead. The word Kaeuoi formed recently, when Google's search engine did not show any results for the word. The Moiom logo, used for Moyom (MYM) universal utility token and Ipparts Exchange (IPPAEX), looks as follows:



The Kaeuoi brand token shall be listed on Ipparts Exchange (IPPAEX).

Token Attributes

Ethereum type:	ERC1363 which is compatible with ERC20
Token Name:	Kaeuoi
Ticker Symbol:	KAE
Contract Address:	Not available yet. It will be added when the crowd sale has been programmed.
Number of Tokens:	999 (The FriendsFingers.com crowd sale platform will be used. Currently only 18 decimals can be used. That means, in order to comply with the rule on IPPAEX, the total number of smallest units (ipparts) of a token, listed on IPPAEX, must be expressed in words, 999 tokens will be formed. If the platform changes before the crowd sale this figure will change to 10'000'000'000).
Decimals:	18 (If the FriendsFingers.com platform changes before the crowd sale this figure will change to 8, because most exchanges can handle 8 decimals)
Number of Ipparts (number of tokens multiplied by decimal number):	999'000'000'000'000'000'000 (nine hundred and ninety nine quintillion). If the FriendsFingers.com platform changes and the decimals change to 8, this figure will change to 1'000'000'000'000'000'000 (one quintillion).

Terms and First Issue

The first issue of tokens will take place with a crowd sale on the FriendsFingers.com platform. The value of the first issue will be the value determined, after opinions from others on the Cent and Minds social media websites, about the value of the Kaeuoi brand currently. 10% of the total tokens, shall be issued, during the crowd sale. The other 90% shall be allocated to the management of Africahead, to hold in trust, for future issues, to raise capital for the Kaeuoi brand. Holders of KAE tokens will have an option, to buy future issues first, similar to the option, share holders of a public company have, when a rights offer happens. Africahead will own 52% of the Kaeuoi brand, after the crowd sale. Holders of KAE tokens will always own 48% of the brand. Africahead may not sell the 52%, without respecting the 48%. A buyer of the 52% will have to continue respecting the 48%. Management of Africahead may not hold KAE tokens, because the purpose of

brand tokens is partly to be a public judging of management of Africahead.

According to the FriendsFingers.com terms, citizens of the USA and the People's Republic of China, may not take part in the crowd sale.

Tokens in Trust

Tokens not issued, will be held in Trust at IPPAEX, for future issues, to raise funds for Kaeuoi.

Considerations

To determine a fair value for the 48% of the Kaeuoi brand, the following can be considered.

According to The Labour Theory of Capital, used primarily by Marxists and Socialists, only labour adds value to something. The Labour relevant with regard to Kaeuoi, was mostly done in thinking about the triangular nature of Kaeuoi, as opposed to the square form of the Moiom logo. When the Moiom logo was formed, the first use was for selling jewellery. A female at the time, opined the square form of the Moiom logo would work better for jewellery, than a triangular form, therefore the triangular form of the Kaeuoi logo was canned at the time. Since then, much thinking has gone into the nature of the difference between square and triangular shapes. My view is that triangular shapes are more male than female and square shapes more female than male. It is however just a feeling, which obviously was influenced by circumstances. The relation of square images to a cross and religion is relevant.

Intequity (capital of ideas) is a new concept, for the new-capitalist economic theory of Intequinism. It should be considered with the Labour Theory of Capital, because it is not only Labour, adding value to brands. How will Kaeuoi be received, for example, in an advertisement? Will the image and the name be well remembered? Would there be advertising savings, using the name and image? Do the image and name induce trust? What will the future of the brand be? I think the answers to these questions can be answered without referring to a person or organisation, because words and images have an inherent value. Copyright law protects that value, until 30 to 50 years after my death. For what it is worth, my opinion is Kaeuoi must be used to sell something to men or for a service to men, primarily, because females are more likely to attract squares. The political influence, which could influence a male to choose a square over a triangle is becoming less and less.

Currently Kaeuoi brand does not have an objective. I mean there is not a business plan for Kaeuoi. That implies a

consideration is, will Kaeuoi attract intequity (capital of ideas) to enhance the value of Kaeuoi. A good idea for use of the Kaeuoi brand can add much value to the brand. Will that happen?

It is clear, isn't it? It is a kind of gamble, to put a value on Kaeuoi, the word, combined with the image. Some investors will enjoy this type of investment.

Marquard Dirk Pienaar

On behalf of Africahead and IPPAEX

12 October 2019