

# White Paper for Kaeuoi (KAE) Brand Tokens

## Objective for Kaeuoi

Kaeuoi can be compared to a labour union, representing the opposite than usual. Thus, instead of having the labour theory of capital as a root of its existence, Kaeuoi has Intequity (Capital of ideas) as a root, combining it with labour. The purpose is for Internet users, to group together against exploitation on the Internet. Lately the news showed clearly, Internet users are exploited, especially by social media websites. Imparting of ideas and personal information is worth a lot, making vast amounts of money from it, with advertising, e.g. Social media websites also disrespect users, which could mean reparations should be relevant.

Kaeuoi Community will be, ones could say, a migrant community on the Internet, to "greener pastures", if they are not sufficiently respected by the-exploiting. The Kaeuoi Community will use their group power to negotiate better circumstances for the group on the Internet. An example of how group power can be used, is, diverting advertising income to Kaeuoi Community members. If website owners and managers will not be willing to share advertising income with Internet users, the Kaeuoi Community can migrate to other websites, where they are considered more.

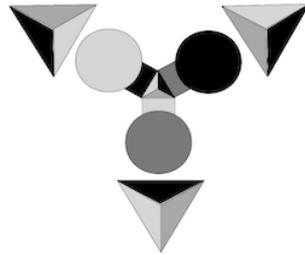
Another way buyers of Kaeuoi tokens will benefit is in a similar way to buying insurance for lawsuits. If a social media website causes losses due to despotic behaviour it could mean a lawsuit, which Kaeuoi will fund on behalf of a token holder or token holders in tort suits.

## Becoming a Member

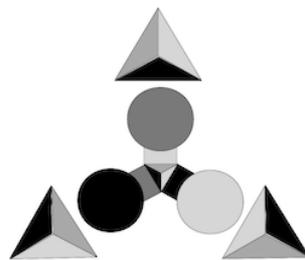
Owning Kaeuoi (KAE) tokens will prove membership. The financial benefits when it realize, will be distributed to KAE token holders. Group communication will happen at the Kaeuoi group on the Cent.co social media site. Direct Message @mdpienaar at Cent.co to be added to the Kaeuoi group. Members are needed on all social media websites to build the Kaeuoi Community. The larger the Kaeuoi Community is, the more power management will have to negotiate benefits for KAE token holders.



## Logo



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

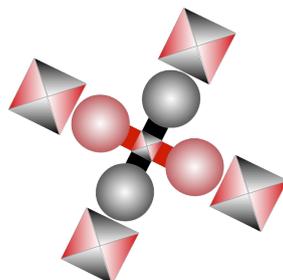


In the above orientation, it refers to others' souls and comprehension of materialism, as opposed to idealism.

## Background

The Kaeuoi image formed around 20 years ago when a logo was designed for Moiom Close Corporation, transacting as Africahead. The word Kaeuoi, formed recently, when Google's search engine did not show any results for the word. The Egyptian hieroglyphic word, ka, meaning soul, is the root of the name.

The Moiom logo, used for Moyom (MYM) universal utility token and Ipparts Exchange (IPPAEX), looks as follows:



MYM will be used as the utility token of Kaeuoi's business. The Kaeuoi (KAE) brand token shall be listed on Ipparts Exchange (IPPAEX). If the KAE brand token does not raise enough capital for the development of the Kaeuoi Community, MYM will be available for that purpose, according to the

development plan for IPPAEX. MYM must fund the brands, listed on IPPAEX.

### Token Attributes

<b>Ethereum type:</b>	ERC20
<b>Token Name:</b>	Kaeuoi
<b>Ticker Symbol:</b>	KAE
<b>Contract Address:</b>	0x4fE671f75feBe114dBEA88Bb8266C177cb5E466A
<b>Number of Tokens:</b>	99'900'000'000'000 (ninety nine trillion nine hundred billion)
<b>Decimals:</b>	7 (seven)
<b>Number of Ipparts (number of tokens multiplied by 10 to the power of seven):</b>	999'000'000'000'000'000'000 (nine hundred and ninety nine quintillion)
<b>KAE tokens set aside for management</b>	0 (Africahead will charge a management/administration fee. According to Intequinism, the foundation of Africahead, Africahead must charge minimum fees. The purpose of KAE tokens is partly for the owners of 48% of the brand-value/goodwill of Kaeuoi, to judge the management by buying and selling KAE tokens. Minimum prices/fees maximise brand value, and Africahead owns 52% of the Kaeuoi brand value. Therefore, the management fees will be minimized.

### Terms and Issue of KAE Tokens

The first issue of tokens will take place on LedgerDex.com. KAE tokens will be issued continuously until all the tokens have been issued. The issue prices will increase as far as possible. The purpose of the increasing issue prices is in line with Intequinism, the foundational philosophy of Africahead. According to Intequinism, those who first see the logic of Kaeuoi and fund it, whilst buying tokens, must benefit the most. Those who buy KAE tokens first, will get more tokens than those buying later, because the issue prices increase.

If management opine; the number of the issued tokens, multiplied by an average of the last traded prices (in order to calculate a reasonable market capitalisation of the brand value), is more than 48% of the brand value (goodwill of



Kaeuoi), and Kaeuoi can afford it, token sales will be stopped.

## **Cession of Copyright**

When the first KAE token is sold, 48% of the copyright of Marquard Dirk Pienaar on the Kaeuoi image with the name "Kaeuoi" shall be ceded to the current and future Kaeuoi (KAE) token holders. The name and image will represent the brand value and goodwill owned by the KAE token holders.

## **KAE and Other Tokens and ETH raised, held in Trust**

Tokens not issued, will be held in Trust at IPPAEX, for future issues, to raise funds for Kaeuoi. Africahead will keep the MYM and other currency raised and earned, in Trust, whilst negotiating with service providers, on behalf of KAE token holders. The funds will be used to administer the Kaeuoi Organization, in good faith.

## **Considerations**

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

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? Will there be advertising savings, using the name and image? Do the image and name induce trust? What will the future of the brand be? Copyright law protects that value, until 30 to 50 years after my death.

How valuable is the idea, giving meaning to the Kaeuoi brand. Tort law cases against exploitation on the Internet are possible sources of income. Pressurising service providers to consider Internet Users more with financial benefits could have a value.

It is a kind of gamble, to put a value on Kaeuoi, the word, combined with the image and the idea to represent Internet Users. Some investors will enjoy this type of investment.

## **Relevant URLs**

Africahead will use the following URL to post information about KAE tokens and financial and administrative information:  
<https://www.africahead.co.za/Tokens/Kaeuoi.html>

An open source website (<https://kaeuoi.github.io>) was formed at Github, which can be developed by the Kaeuoi Community and others. Africahead will pay for development work, if enough capital has been raised with the KAE tokens and otherwise. Africahead shall manage all funds raised for the benefit of the Kaeuoi Community holding the KAE tokens.



Marquard Dirk Pienaar

On behalf of Africahead and IPPAEX

June 10, 2020