NOW Token

Whitepaper v1.8

changenow.io

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1. Abstract

ChangeNOW is a platform consisting of various products aimed at making interactions with crypto as easy and smooth as possible. ChangeNOW's main goal is to advance cryptocurrency mass adoption and help the crypto community to work with crypto wherever they want.

2. Common problems and ChangeNOW solutions

The world of cryptocurrency projects is changing at a high pace.
Keeping up with the times, ChangeNOW was created with the goal of bringing the cryptocurrency industry to a new level by resolving its common problems.

2.1 Security issues

Hundreds of services that store user funds are at risk of being hacked. Moreover, even being as attentive to procedures as possible and very precautious in general, these services can still suffer from human error or technology failures. Despite all the efforts, there is a lot of space for potential breaches and issues that can lead to the loss of significant amounts of money.

ChangeNOW is built with perfect security as a goal and has gone through multiple penetration tests. We seek to minimize the possibility of human error by automating most of the workflows.

We intend to continue this way while keeping our standards as high as possible.

2.2 Lack of transparency

While cryptocurrencies strive to improve the transparency of operations and transactions between users, most services still lack clarity in their internal operations and mechanisms. Even more so, most of them keep their implementation details and inner operations secret, leading to major distrust, possibility of fraud, and alarming newcomers.

Concerning security measures and precautions, ChangeNOW takes all necessary steps to be as transparent in its operations and implementation details as possible.

2.3 Poor customer service

In pursuit of optimization, support teams often grow detached from developers. It leads to the most painful problems in customer service, mainly long response times and canned responses with no real assistance to the end user. Yet, in the financial sphere, no amount of service and attention to users should be enough.

Our support team has already done a significant job in making our customer service as smooth and efficient as possible. Support is integrated into our daily activities, and users always get high-quality and thorough answers 24 hours a day, 7 days a week.

2.4 Usability

Cryptocurrencies and services around them are relatively young and have a lot of usability issues. The necessity to deal with keys, addresses, hashes, and verifications can be very stressful, especially for inexperienced users. Cryptocurrency platforms require intuitive user interfaces to be easily adopted by customers. Technology should serve them, optimizing their lives and improving their experience. This is a trend in the cryptocurrency world that we strongly support.

ChangeNOW is not only a technology but also a user experience. Every minor detail that can simplify the exchange process and make it more pleasant for the users is our priority.

3. ChangeNOW

ChangeNOW is a wide product ecosystem aimed at making our client's user experience while interacting with cryptocurrencies as easy, efficient, and pleasant as possible. It includes an array of services such as an instant crypto exchange service, ChangeNOW, NOW Wallet, a Lightning node, a token swap service, a crypto payment system NOWPayments, a crypto portfolio tracker NOW Tracker, cryptocurrency custody solution NOW Custody, NOWNodes, and much, much more.

ChangeNOW stays honest with its customers and collects no hidden or inflated fees. Transaction processing time remains relatively short. Depending on the transaction volume, the processing speed can take as little as 2 minutes.

3.1 Why use ChangeNOW

The ChangeNOW team constantly enhances and improves the service by adding new features. Our users can easily exchange over 1500 coins and quickly purchase them with fiat currencies.

ChangeNOW is packed with amazing features, such as:

- Industry-leading partners, including Trezor, Ledger, Exodus, Edge Wallet, Atomic Wallet, Guarda, and others
- Both fixed-rate and standard exchange flows available
- Great rates
- 24/7 support
- Web version and cross-platform applications

ChangeNOW is more convenient and user-friendly than competitors.
We are focusing on our clients needs, which is how we grow extremely fast!

3.2 Product Family

As we already stated, ChangeNOW features a whole ecosystem of products, including:

- Wide range of B2C crypto products with stable economy, such as NOW Wallet, NOWTracker, and ChangeNOW Pro
- Set of B2B crypto products such as NOWPayments, NOWNodes, NOW Terminal, and others.

This section has a brief introduction into each of these products.

3.2.1 NOW Wallet

A non-custodial cross-platform solution for storing, buying, swapping and staking crypto assets. It stores private keys locally, supports 1000+ coins on dozens of networks, and includes fiat on-ramps in supported jurisdictions.

3.2.2 NOW Tracker

A lightweight portfolio and asset-tracking app that aggregates balances and prices from multiple wallets and exchanges to provide real-time portfolio valuation, historical performance and simple buy/sell entry points.

3.2.3 NOWPayments

A payment gateway and API that enables online and point-of-sale acceptance of hundreds of cryptocurrencies, mass payouts and recurring billing. It provides access to plugins, REST API, fiat settlement options and payment tools for e-commerce, subscriptions and payout automation.

3.2.4 NOWNodes

A Data-as-a-Service (DaaS) offering that provides blockchain RPC nodes, market data and block explorer APIs for 100+ networks. It allows teams to integrate blockchain technologies without managing infrastructure, targeting developers and enterprises who demand high-availability access to RPC/Explorer endpoints, testnets, webhooks/notifications and scalable throughput.
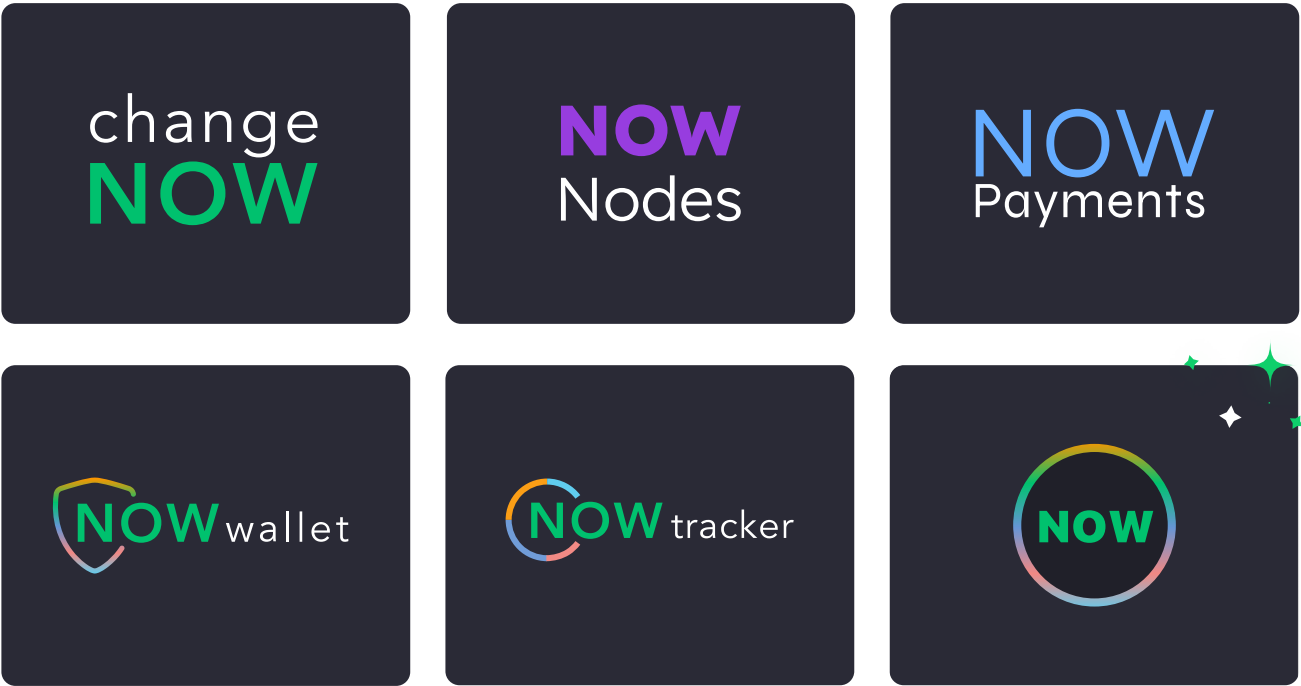
3.3 Development Roadmap

- September, 2017 — Initial Instant Exchange Platform launch

- Q1, 2018 — Developer API release; Affiliate program launch

- May 21, 2018 — NOW Token deployed on Ethereum

- Q2, 2018 — Affiliate program partners support: widgets, buttons, API libraries

- Q3, 2018 — Fixed-rate exchange enabled for partners; Android app launched

- Q4, 2018 — Fixed-rate exchanges enabled publicly

- April 23, 2019 — NOW Token deployed on BNB Chain

- Q2 2019 — New services introduced: Lightning NOW, NOWPayments, NOWNodes, Asset Listing Campaign, Premium Lounge, NOW Swaps

- Q3, 2020 — NOW Token staking launched; iOS app launch

- Q2, 2021 — NOW Token added to NOWPayments as a payment method

- Q3, 2021 — Migration from BNB Beacon Chain to BSC; NOW Token cashback program launched

- Q4, 2021 — Unconvertible partner balances paid out in NOW

- Q1, 2022 — NOW Wallet enables NOW Token staking support for BEP-20 tokens

- Q2, 2022 — Cashback program extended to every NOW Wallet swap

- Q3, 2022 — New fiat currencies & pairs became available on ChangeNOW

- Q1, 2023 — NOW Token is available for purchase in NOW Tracker using fiat

- Q2, 2023 — Metamask support for NOWPayments

- Q3, 2023 — NOWPayments expands payment methods

- Q4, 2023 — NOW Wallet receives Point of Sale system support; NOWPayments support for seamless payments through WalletConnect

- Q1, 2024 — SimplifiedKYC on-ramp exchanges launched in several jurisdictions; ChangeNOW becomes verified market data provider on CoinMarketCap

- Q2, 2024 — Crosschain swaps launched in NOW Wallet; Multiwallet invoice payments launch on NOWPayments platform

- Q3, 2024 — ChangeNOW Pro plans launched

- Q1, 2025 — QoL updates across entire ecosystem

- Q2, 2025 — Internal technical updates

- Q3, 2025 — NOWPayments launch off-ramp support for supported jurisdictions; NOWNodes enable Dedicated Nodes

- Q4, 2025 — NOWPayments major QoL updates

We are here!

- Q4, 2025 — Token Burn program

- Q1-Q2, 2026 — CEX listings, Service improvements, Token utility updates

- Q3-Q4, 2026 — Further ecosystem development

4. ChangeNOW Token (NOW)

On May 21st, 2018, ChangeNOW issued the NOW Token. Initially launched on Ethereum (ERC-20 standard), it later expanded to the BNB Beacon Chain (50% of total supply, BEP2) on April 23rd, 2019. Since the BNB Beacon Chain retirement in 2024, BEP2 NOW Token migrated to BNB Smart Chain (BEP-20).

NOW Token (ERC-20):

- Type: ERC-20 Token

- Ticker: $NOW

- Full name: ChangeNOW Token

- Decimals: 8

- Total supply: 100 000 000 NOW*

NOW Token (BEP-20):

- Type: BEP-20 Token

- Ticker: $NOW

- Full name: ChangeNOW Token

- Decimals: 18

- Total supply: 100 000 000 NOW

* On April 23, 2019, 100 000 000 NOW Tokens (50% of the initial ERC-20 emission) were burnt on the Ethereum blockchain by sending them to the 0x0000000000000000000000000000000000000001 address.

Transaction IDs of the token burn:

1. https://etherscan.io/tx/0x3e86c828cf23562236b573b1c7a4c965e977b2fc2fe5da69d8d892d1b1d7c1aa

2. https://etherscan.io/tx/0x72bc62e71bd99ae1e1231119585543610d8aa6b16caf39f49877a84129a4166b

4.1 ERC-20 Token

At launch, a smart contract based on the Ethereum network has been written and deployed to implement the NOW Token, with source code published openly in our GitHub repository:

https://github.com/ChangeNow-io/ChangeNOW-token.

The contract controls the following functionality:

1. NOW tokens issuance

2. NOW tokens transmittance

4.2 BEP-20 Token

On April 23rd, 2019, half of the NOW ERC-20 token emission was burnt and reissued on the BNB Beacon Chain as NOW-E68 (BEP2 token standard) with a total supply of 100 000 000 NOW.

Link to NOW Token on the Binance Chain:

https://explorer.binance.org/asset/NOW-E68.

Since the BNB Beacon Chain was retired in Late 2024, NOW token is currently available in BNB Smart Chain (as BEP-20 token):

https://bscscan.com/token/0x02533c1e9abbafe5816ed8b27c0d22a8731075e0.

4.3 Allocation

Token allocations cover token supply on all blockchains. Expansion to new blockchains does not impact allocations.

Proportion, %	Amount	Purpose
30%	60 000 000	Gradual airdrop for exchange users and affiliate partners
10%	20 000 000	Available for purchase by private investors
12%	24 000 000	Advisors and evangelists
12%	24 000 000	Reserve fund for development needs
12%	24 000 000	Reserve fund for marketing needs
10%	20 000 000	Reserve fund for risks prevention
14%	28 000 000	Founding team bonuses

4.4 Gradual Airdrop

30% of NOW tokens were distributed gradually among the users and Affiliate partners of ChangeNOW.

4.4.1 For exchange users

Every week until the limit of 30 000 000 NOW tokens is reached, we had been distributing tokens among all exchange users who wished to participate in the distribution. In order to participate, users should have provided us with their ETH address during the exchange process. The number of tokens allocated had been determined proportionally to the number of funds exchanged in the BTC equivalent.

The proportion had been derived in the following way:

• 1 BTC equivalent of exchange led to 5000 NOW (ERC-20) airdrop.

The Gradual Airdrop for users concluded on August 26, 2019, after reaching its limit of 30 000 000 NOW tokens.

4.4.2 For affiliate partners

Every week until the limit of 30 000 000 NOW tokens in ERC-20 equivalent is reached, we had been distributing tokens among all active affiliate partners, proportionally to their turnover. In order to participate, partners should have provided us with their ETH address through their affiliate account. The number of tokens allocated had been determined proportionally to the number of funds exchanged in the BTC equivalent.

The proportion had been derived in the following way:

- 1 BTC equivalent of exchange led to 5000 NOW (ERC-20) airdrop.

The Gradual Airdrop for affiliate partners concluded on December 9, 2018, after reaching its limit of 30 000 000 NOW tokens.

4.5 Private sale

After the launch of the NOW tokens, we are inviting potential investors to pass the Investor Questionnaire consisting of the following items:

1. Description of the investor's objectives, which they hope to achieve by taking part in the sale

2. Information on the source of invested funds

3. Contacts

4. Amount of planned investments

Based on the acquired data, we compiled a White List consisting of persons allowed to invest. We were open to investors ready to contribute at least $50,000. In order to prevent the possible centralization of tokens in single hands, the maximum investment threshold (hard cap) of $500,000 has been determined. The private sale was only available to individuals and businesses who have passed the KYC procedure.

4.6 Allocation Schedule

Dates	Activity
May, 2018	ERC-20 Token deployment
May, 2018	Gradual Airdrop has started
June, 2018	Bounty campaign started
December, 2018	Gradual Airdrop for affiliate partners has finished
March, 2019	Bounty campaign partial wrap up
April, 2019	Expansion to BNB Chain
August, 2019	Gradual Airdrop for users has finished

4.7 Deflation

We are planning to gradually reduce the total supply of NOW tokens to 100,000,000 (50%), split equally between Ethereum and BSC networks. To implement it, we'll conduct regular burns of NOW tokens spent for goods and services.

4.8 Bounties

ChangeNOW ran a bounty campaign to achieve a number of goals, such as brand awareness, development of community involvement, and security improvements. The bounty program was an integral part of a marketing and promotional strategy at earlier stages.

The bounty program finished when all allocated tokens were spent. The bounty program consisted of two tracks: Bug Bounty and Content Production.

4.9 Use Cases

The NOW Token is distributed among our customers for appreciating ChangeNOW services. For every exchange in ChangeNOW and NOW Wallet, users can receive NOW Token as cashback. Token listing in other exchanges is a continuous, uninterrupted process.

4.9.1 Staking

NOW Token features a staking mechanism with automatic compounding, meaning rewards grow seamlessly over time. Approximate ROI adjusts based on total rewards paid, halving for every 1,500,000 NOW distributed across participants.

Staking terms may change based on market conditions, temporary activities, or other circumstances. Actual rate is always available on the staking webpage.

4.9.2 Services

NOW Token opens many opportunities for individuals and businesses, such as discounts and special offers. You could list your token at ChangeNOW with a discounted price, reduce fees in NOWPayments, or get a discount on NOWNodes services.

The offers are changing. Please visit the corresponding product website to learn more.

4.10 Vesting Plan for the Team

Our team has extensive experience building great software projects in cryptocurrency. To preserve team dedication to the project, we developed a vesting plan for our key team members comprising 14% of the total NOW supply. Each portion of tokens was released after a fixed period of time.

- Initial release – 20% (out of the Vesting plan)
- After 1 year – 20% (out of the Vesting plan)
- After 2 years – 20% (out of the Vesting plan)
- After 3 years – 20% (out of the Vesting plan)
- After 4 years – 20% (out of the Vesting plan)

On April 25, 2019, Team tokens were transferred to the Storage wallets for a 5-year lockup.

1. ERC-20 Dev1: 0x6C00717dC247E5Dd785B2A5243f141d84a74f708
2. ERC-20 Dev2: 0xCa217EA56177ac65908D69baF2AE36f2AAe1eE0a
3. BEP2 Dev1: bnb1ffjpt4kkr5750q3cvmqxf7p4nkf2q52e9fzcx2
     a) Migrated to BEP-20: 0x99A51239a1cF9cF5CA9B81C39526D8F80A16563B
4. BEP2 Dev2: bnb18khn500d6mu9zg0mhr0sut9dgpjc4pa2ddkg0e
     a) Migrated to BEP-20: 0x96080d90DfEffa7d9713B3C435eebd9CB5704B78

As of April, 2024, Vested tokens were unlocked. No funds have been moved since then.

Conclusion

ChangeNOW is a sustainable ecosystem of products that offers premium-level experience for both individuals and businesses. It is powered by NOW token and its capacities cover any crypto-related operations on any scale, matching the specific customer needs.

Driven by security, transparency, and ease of use, we are set to expand & deliver even more fantastic solutions and use cases for our clients.