



A Blockchain MINT EvolutionTM

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ABSTRACT

CONO Corporation (**CONO**) is the legacy venture of Anthony Loiacono who has executed numerous projects for Fortune 500 innovation labs such as Connected Athlete with Jermaine O'Neal for Verizon, Shaq SST with Ford, and initiating the first E-Commerce Metaverse at the 99th National Retailers Convention in 2010 with Cisco Systems and Equifax (press release and demo in footnotes).

The CONO team that will drive the venture are experts who specialize in blockchain, IOT solutions with history of successful implementations with Loiacono for Ford, Amazon, Cisco, Verizon, Vodafone, and many more. The team brings on rising stars in strategy, licensing, operational excellence, marketing, investor relations, athlete relations, project management and systems implementation.

The CONO Coin (CC) will be the currency of the CONO Corporation (CONO), a merchandizing platform for 3D **e-commerce** sales, powered by the CONO Engine. A 2-D Launch is expected **3Q22** and a 3-D Launch in **2023**.
Pre-Sale Start March 2022.

The CONO Engine aims to solve the problems of prior blockchains regarding asset transfer between chains and areas of commerce. This includes authenticated goods, collectibles, art, name, image and likeness of athletes, entertainers, and brands desiring to sell on the blockchain. CONO Engine will launch with a major auction house in **Q2 2022**.

CC will be used to develop the ecosystem and incentivize performance and retention of employees and contract service providers of CONO, influencers, developers, creators, potential consumers, and others as a method of compensation and securing licensing agency agreements. CC will be used during the build-out and evolution of a 3D metaverse space and its associated technology platforms from which CONO will do business.

The intent is to have CC is to publicly traded on several DEX platforms after Q1-Q3 2022 private sale with the intent to launch the first ICO in **Q4 '22**.



INTRODUCTION AND Team

INTRODUCTION

Media giants once controlled the name, image and likeness of media and athletic stars, but today these stars control their proprietary media allowing new revenue and increased opportunities via the blockchain.

The blockchain is dismantling the barriers, setting new standards and opening new sales distribution channels. In addition, it is protecting the brand, entertainer or athlete's name, image, likeness by adding a new layer of security by allowing the creator to mint their projects on a blockchain registry.

TEAM

CONO Corporation (CONO) is the legacy venture of Anthony Loiacono who has executed numerous projects for Fortune 500 innovation labs such as Connected Athlete with Jermaine O'Neal for Verizon, Shaq SST with Ford, and initiating the first E-Commerce Metaverse at the 99th National Retailers Convention in 2010 with Cisco Systems and Equifax.

Mr. Loiacono has been involved in projects for Ford Motor Company, Carnation, Nabisco, Major League Baseball, National Basketball Association, Mattel, Universal Pictures, Universal Studios, MCA Universal Home Video, Disney, Ashton-Tate, etc. Mr. Loiacono was also credited with the NHL, NFL, NBA license and player agreements with Michael Jordan, Joe Montana, Wayne Gretzky, Shaq and more. His efforts helped increase revenues of The Upper Deck Company from under \$14 million to more than \$300 million annually.

The CONO team that will lead the venture are experts who specialize in blockchain, IOT solutions with history of successful implementations with Loiacono for Ford, Amazon, Cisco, Verizon, Vodafone, and many more. The team brings on rising stars in strategy, operational excellence, marketing, investor relations, athlete relations, project management and systems implementation.

The advisor team at launch includes the former CMO of Walmart, Head of Sports and Media for Cisco Systems, A Grammy Award Winning Musician, Social Influencers and Industry experts in the collectable industry and much more.



Vision

VISION

CONO will establish new revenue channels and new standards for verification for blockchain assets.

For 2022, CONO will focus on the memorabilia and collector worlds due to the strong relationships in this industry. In this industry, physical and digital authenticated goods will be verified, marked, minted on any number of blockchains.

CONO aims to become the premier blockchain verification brand in this industry. We will be deploying our CONO Engine which processes and legal validates of digital and physical memorabilia and collectibles.

CONO allows asset creators including superstars and brands to effortlessly verify and mint authenticated assets.

CONO will initiate a comprehensive marketing strategy that will leverage its many corporate relationships, proven ability to attract and maintain high profile business relationships with athletes and other personalities, and expertise in attracting nationwide attention through a wide range of media channels.

CONO will also further numerous partnerships with targeted authorities, brands and organizations that will help introduce CONO.

CONO will ultimately generate revenue through the sale of:

- Cataloging of items on the blockchain.
- Minting of digital goods on most blockchains. Minted items for 2022 will focus on items such as art, memorabilia, limited edition items, trading cards and superstar creations.
- Database services to enable superstars and brands to create and log individual catalog of items while generating revenue with s.
- Digital and real-world verification services contracted by CONO to provide ongoing revenue plans for eco-partners, licensors, athletes and brands
- Support eco-partners, licensors, athletes and brands in their quest of IoT items such as licensed products, branded merchandise, unsold inventory and more.



Vision and Principles

The CONO team sees Meta, Decentraland, Second Life and many other metaverses as new revenue for creators of unique content creation including s; and a new and improving distribution ecosystem which combines user-friendly compelling content, lifestyle that has today's growing customer base in mind. Today's Web 2.0 still provides many opportunities for verified goods and as we move into Web 3.0, the new distribution of VR/AR/Hybrids will open achievable new ways to build upon these opportunities.

PRINCIPLES

CONO will adopt the principles of FISLL, a project Loiacono worked with Allen Houston to bring to life. See [FISLL.com](https://www.fisll.com) and its core principles of Faith, Integrity, Sacrifice, Leadership and Legacy. Additionally, CONO will establish and abide by a culture consistent with the FISLL principles that will include a CONO Code of Conduct, a condition of employment of every CONO employee and contractor.

Our Team's lifestyle is that of paying it forward. We live it. We propagate this message. That is seen in everything we create. Investors, hobbyists and the digital universe is where we target to spread this. Our mission is leaving the world a better place than we found it. We will create a 501.3C that will be a vehicle to drive this and breaking barriers for those working to accomplish their dreams and work to provide prosperity for their families.





THE CONO Engine

The CONO Engine aims to solve the problems of prior blockchains regarding asset transfers between chains and areas of commerce. This includes authenticated goods, collectibles, art, name, image and likeness of athletes, entertainers, and brands desiring to sell on the blockchain. The CONO Engine will launch with a major auction house Q2 2022.

The CONO Engine creates, stores, and transfers digital assets between multiple blockchains and marketplaces. The tools provided in the CONO Engine help verify ownership and record the transfer history of a digital asset. This is an area of concern today because of fraudulent actors who deceive others on cost efficient blockchains by re-minting digital assets without using the original asset or blockchain registry (hash).

The CONO Engine will automatically catalog items cost effectively on chains that offer lower gas fees, while offering the ability to systematically burn a verified minted item which we refer to as purgatory assets. Purgatory assets are burned assets that trace history from the old asset to the new asset.

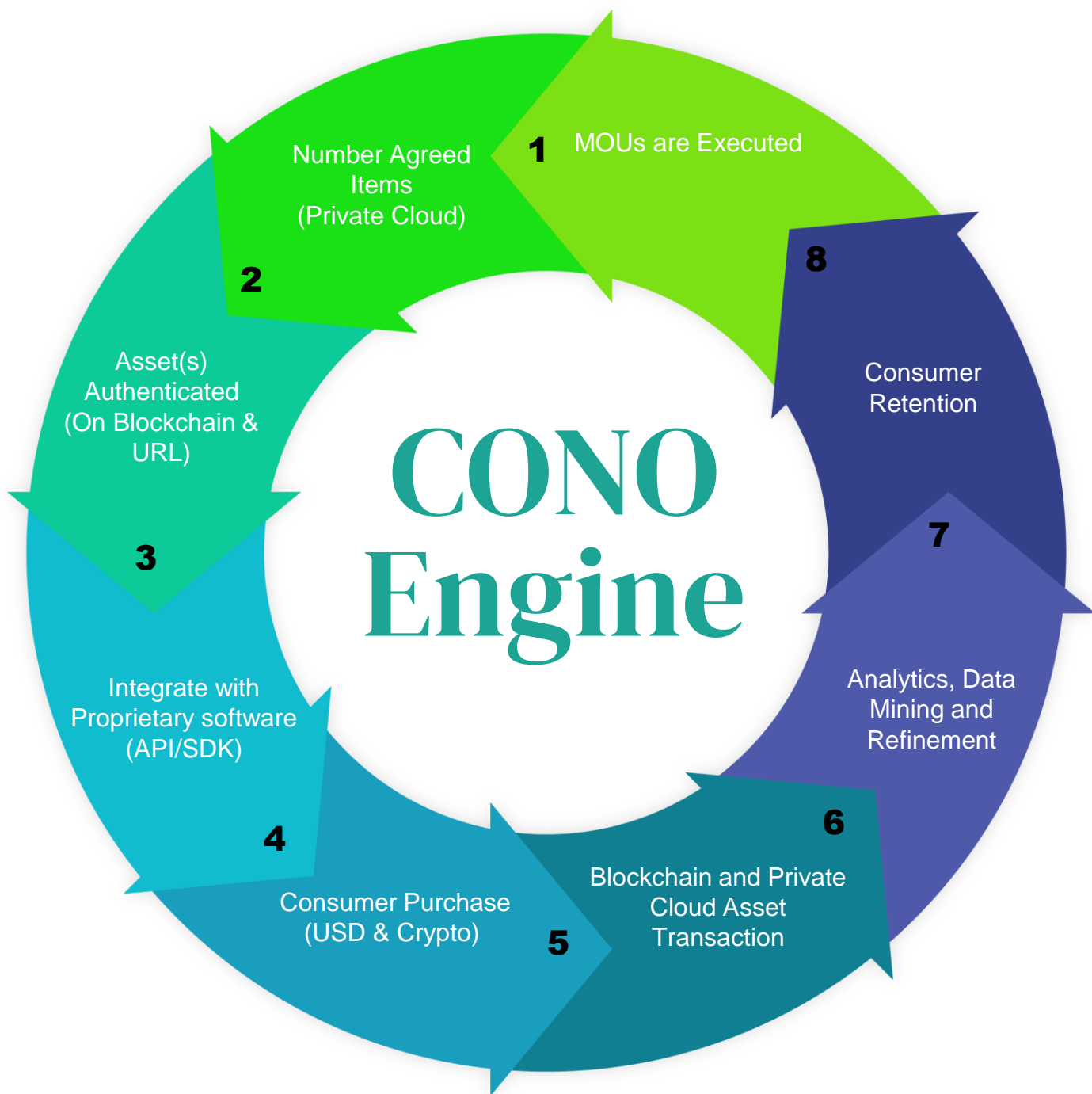
The CONO Engine will employ gateways to make ease of use by auctions, stores, collectors and industry leaders.

CONO's Proprietary Technology assists with authenticating licensed goods on the blockchain while providing innovative cataloging capabilities. All information about the goods registered is available on a private cloud, the blockchain and local drives, where required.

CONO's Proprietary platform allows the creator or owner of the authenticated media to place the content on the blockchain and move to the desired blockchain or platform for sale. The transaction can be made using fiat and cryptocurrencies while recording the sale to a smart contract.



THE CONO Engine





CONO Coin

The CONO Coin (CC) will be the currency of the CONO metaverse application, a merchandizing platform for 3D **e-commerce** sales, powered by the CONO Engine. CONO was launched on 1/1/2022. A 2D launch is expected in 3Q'22 and a 3D launch in 2023.

The CC will be used to develop the ecosystem and incentivize performance and retention to employees and contract service providers of CONO, influencers, developers, creators, potential consumers, and others as a method of compensation and securing licensing agency agreements. CC will be used during the build-out and evolution of a 3D metaverse space and its associated technology platforms from which CONO will do business.

CC pre-ICO sales will fund projects that facilitate the CONO work agenda while providing operating income to fund operations.

Historically, developers created incentives aimed at users to provide liquidity which can be outweighed by risk due to the subjectivity of impermanent loss. As a solution, we propose utilizing a smart contract function to automatically capture liquidity as funds are raised to be allocated on the decentralized exchanges and held in custody independent from user possession.

Our Tokenomics provides the capability to burn coins that can promote scarcity by reducing the total supply.

Together, the combination of providing liquidity and allowing the burning of supply may afford far superior benefits for the community.

Our token will allow the community to share in the profits of project and allow for voting in key decisions and undertaking along the way.



Tokenomics

Supply and PreSale:

Total supply of Billion (1,000,000,000) to be awarded with governance as follows over a period of 10 years:

	%	Tokens
Presale	1%	10,000,000
Partnerships & Marketing	15%	150,000,000
Early & Mid Contributors	9%	90,000,000
Liquidity	2.5%	25,000,000
CONO Directors	10%	100,000,000
Core Team & Advisors	17.5%	175,000,000
501.3 Organization	10%	100,000,000
Ecosystem & Reserve	35%	350,000,000
	100%	1,000,000,000

Presale Information: Minimum presale of \$1,000 USD in CC for round 1-3

Date	Price	Token	Capital	%
March 2022	\$0.033	1,000,000	\$33,000	.1%
April 2022	\$0.040	2,000,000	\$80,000	.2%
May 2022	\$0.050	2,000,000	\$100,000	.2%
June 2022	TBD	2,000,000	TBD	.2%
August 2022	TBD	2,000,000	TBD	.2%
September 2022	TBD	1,000,000	TBD	.1%



DEX Plan And Use Of Funds

The intent is to have CC is to publicly traded on several DEX platforms after Q1-Q3 2022 private sale with the intent to launch the first ICO in Q4 '22.

Q1 - Q3 2022	Q4 2022	Q1 2023	Q2 2023
Private Sale	DEX(s)	DEX(s)	DEX/CX(s)

The CC is built as an ERC 20 protocol and will be used to archive authenticated assets as s in a cloud-based vault which can initiate verified legal documentation for blockchain sales transactions. CC builds on many different blockchains and will evaluate a burn protocol that works in sync with its counterpart ERC 20 as method of rewarding token holders.

There are no other ICOs envisioned at this time; however, it is the intention of CONO to continue to look for opportunities to drive value long term for the project.

USE OF FUNDS*

40%	Product Development
32.5%	Licensing
12.5%	Marketing
10%	Operations
5%	Liquidity

% Use of funds could change based on business needs



Roadmap Visualized 2022

- Demo of CONO Engine with auction house
- Continue pre-sale
- Announce new eco-partners and relationships

- Scale automated CONO Engine in multiple areas of distribution
- First ICO (DEX)
- 2D e-commerce Metaverse launch

1

Q1'22

- Sponsorship with Nascar Xfinity Series
- First token presale event
- CONO Engine prototype

Q2'22

2

- Refine CONO Engine processes
- Initiate ecommerce NASCAR Xfinity
- Series memorabilia &
- 2D e-commerce Metaverse development
- Token pre-sale end

3

Q3'22

4

Q4'22

5

'23 -

- Continue DEX launches
- 3D e-commerce Metaverse development
- Special '23 event