

CUTPOINT - - - •

Whitepaper



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Legal disclaimer

This document is intended to provide potential token holders with relevant information on Cut Point and its tokens. However, it should be noted that the information presented here is not exhaustive, and is not intended to establish any contractual relationship. The purpose of this White Paper is to enable potential token holders to determine whether they are interested in acquiring Cut Point tokens and whether to undertake further due diligence.

It is important to note that this White Paper does not constitute a solicitation of an offer to sell or purchase securities in any jurisdiction where such solicitation is unlawful. While Cut Point tokens are not classified as securities and their owners are not shareholders, it is possible that they may be subject to restrictions imposed by securities legislation in the US, Canada or other countries. Cut Point's utility tokens are not considered securities under MiCA2 regulations in the European Union, and as such, do not require authorization from any regulatory body.

Cut Point, which operates under the name XXXX., is registered in XXXX, with a tax identification number of XXXX, and a company registration number XXXX.

This White Paper provides information on Cut Point's plans for the development of its application in the future. However, Cut Point reserves the right to change these plans or choose not to implement them at its sole discretion. It should be noted that this White Paper has not been prepared in accordance with any legal or regulatory acts, and is not subject to any legal or regulatory acts in any jurisdiction to protect investors.

The document may contain "forward-looking statements" related to future events, business plans, and organizational plans of Cut Point. However, these statements are uncertain and may not be associated with actual facts or results in the future.

It should be noted that Cut Point tokens are not shares or any kind of securities, and do not provide ownership or participation in XXXX or any other proprietary rights. They are utility tokens that allow investors to use them to acquire services provided by XXXX.

The purchase of Cut Point tokens should only be made by individuals or entities with significant experience and understanding of the use and complexity of cryptocurrencies and blockchain technology. If you do not have the necessary experience or expertise, you should not acquire Cut Point tokens or participate in this fundraising.

It is important to note that participating in fundraising carries significant risks, including loss of funds invested, tax liabilities, and other legal sanctions resulting from the law of individual jurisdictions. Therefore, potential token buyers should carefully consider the risks, costs, and other negative aspects, and obtain independent opinions if necessary before participating in fundraising.

Introduction

CutPoint is a startup based on a fundamental **hairstyling service** coupled with **behavioral telemetry technology**.

It's a fusion of the "analog" service with modern technology. Our concept offers customers optimal time management for personal matters and cost savings through a single low price for just one offered service - a haircut.

Behavioral telemetry is designed to identify the customer sitting in the chair, allowing content to be tailored individually to the customer.

Advertisers will have the assurance that their ads will reach the right consumer. The element of "chance" will be reduced to zero.



Nature of business

The contemporary consumer landscape is characterized by a growing demand for fast, affordable, and specialized services. The era of spending hours in a salon is giving way to an era of efficient, high-quality services that respect the client's time and budget. Additionally, there is an increasing interest in specialized rather than general services, shaping the future of the industry.

Our primary customer segment consists of urban residents in cities with populations exceeding 100,000. Typically, these are busy individuals who value not only service quality but also the simplicity and convenience of the entire experience. They

prefer straightforward, accessible services that seamlessly fit into their fast-paced lifestyles.

Hairstyling services have been known for centuries, but with technological advancements and changes in lifestyle and routines, the need to provide efficiency while maintaining the highest quality has emerged. This necessitates a new model that caters to the demands of today's society. The model involves establishing a network of salons in cities with populations exceeding 100,000. The number of these salons will be defined and expanded in response to growing demand.

Problem



We find ourselves amidst an era where **temporal resources** have evolved into a **prized asset**.

The simple act of engaging a hair salon service triggers a series of intricate tasks: coordinating appointments, aligning one's availability with the salon's schedule, accommodating travel time, and, naturally, factoring in the duration of the service itself. This aggregate often escalates to a considerable span, commonly spanning 1.5 hours. This contemporary quandary serves as the foundation for the introduction of CutPoint as a definitive resolution.

Solution

CutPoint emerges as a meticulously crafted solution to this multifaceted challenge. At its core, it leverages an expansive network of compact yet strategically positioned hair salons, discretely nestled within close proximity to pivotal transportation nodes and densely populated urban centers. The accompanying interactive mobile application empowers patrons with the ability to instantaneously assess the waiting duration at various salon outlets, all within the guarantee of a maximum 15-minute interval. Enhancing this convenience is a real-time navigation feature, ensuring clients' journeys to their chosen destination are optimally streamlined, thereby guaranteeing the swiftest route attainable. Through this thoughtfully curated design, CutPoint redefines the temporal investment associated with a salon visit, efficiently curtailing it to an approximate 20-minute window, in stark contrast to conventional expectations.

Expanding this efficacy, the advertising facet embraces an innovative paradigm. Forgoing the conventional practice of incessant commercial repetitions, CutPoint's advanced Artificial Intelligence discerns the specific individual occupying the stylist's seat, consequently tailoring advertisement presentations to this distinct audience. This dynamic approach garners heightened resonance and relevance, transcending the limitations of generic outreach efforts. Significantly, the conventional paradigm of 'trial and error' within live contexts becomes obsolete within this framework. Through the convergence of technology and personalized engagement, every moment spent within our purview is intrinsically calibrated to deliver optimal value.

Unique selling point

At the core of our venture is the aim to **redefine** the traditional hair salon **experience**.

Our unique value proposition rests on three fundamental pillars: simplicity, efficiency, and technology.



Simplicity

We offer a single service – haircuts – thereby eliminating the complexity usually associated with traditional hair salons. Our customers precisely know what to expect when they walk through our doors – a high-quality haircut in a welcoming environment.



Efficiency

Our business model has been designed with respect for our customers' time. There are no more long waiting times or complicated reservation procedures. Our system, without prior appointments and with online payments, ensures smooth and efficient service. Our salons have been designed for speed, without compromising on service quality.



Technology

We utilize technology to optimize our operations and enhance customer experience. Our advanced IT system has been designed to optimize resource management, from hairdressers' time to workstation availability. This not only maximizes profits but also reduces customer waiting times.

In a market dominated by traditional hair salons offering a multitude of services, our minimalist approach sets us apart. Clients are often deterred by long waiting times, high prices, and complicated reservation processes. We provide a simple, accessible alternative: short wait times, affordable prices, and friendly, efficient service.

Our operational plan is designed to minimize management costs. Each salon will be managed by one of the hairstylists, accounting services will be outsourced, and supplies will come from two dedicated suppliers.

The three **core tenets** of our service are as follows:

- 1 Use the app or interactive website to find the nearest salon and check the service wait time.
- 2 Fixed low price for the service, regardless of gender or type of haircut.
- 3 Price: \$49.90 (\$12)



Using dedicated cutting techniques, the service duration is only: **JUST 15 minutes.**

Tokenomy

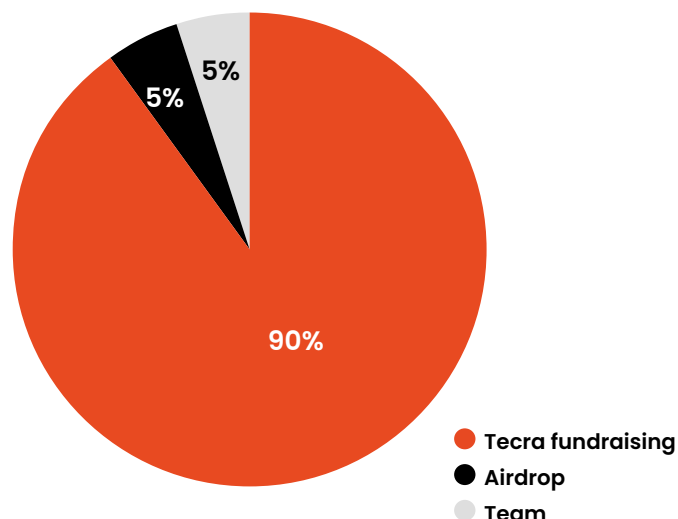
We present to you our **tokenomics**, where the central point is, of course, the **Cut Point token**, abbreviated as **CUT**.

The CUT token will play a dual role in the ecosystem of hairstyling services that we offer. Firstly, serving as a token similar in function to vouchers, it will act as a means of payment, granting access to services at the payment terminal of each hair salon. Purchasing services with tokens will be rewarded with an additional 10% discount for token holders.

Secondly, the Cut Point brand has decided to introduce a deflationary policy within the realm of CUT tokens. This means that quarterly, 20% of the revenue from hairstyling services will be allocated to buying CUT tokens from cryptocurrency exchanges, which will then be burned by sending them to a burning address on the TECRA blockchain: `0xdEad00`. Burning signifies that as the Cut Point brand develops, the quantity of tokens available in circulation will decrease.



We plan to release **100,000,000 CUT tokens**, allocating them as follows:



Tokens that are not sold will be removed from circulation through burning. 90% of the total token supply will be allocated for capital raising purposes. We allocate 5% of the sold tokens for an airdrop and another 5% of the sold tokens for company reserves. The token economy is designed with a fixed supply, where 90% of the purchased tokens and 10% of additional tokens will remain in circulation.

Nazwa tokenu	CUT (CUT)
Blockchain	TECRA
Ilość wymontowana	100000000
Cena początkowa	\$0.1
Tokeny niesprzedane zostaną	Spalone
Użyteczność tokenów	Dostęp do usługi z 10% zniżką

Market size



4.5

billion euros

The “Beauty” market in Poland alone is worth **4.5 billion euros** and continues to grow.

By introducing a completely new segment of services to this market, CutPoint becomes a pioneer and has a great opportunity to capture a significant share for itself. And we are only talking about Poland...

CutPoint has plans for expansion into markets across Europe and even acquisitions in European countries.

The hairdressing industry in Central and Eastern Europe showcases a vibrant mix of trends and traditions, reflecting the dynamic cultural landscape of the region.

Dominated mainly by traditional salons, the industry offers a wealth of opportunities for innovation and growth.

The Polish hairdressing market is currently worth 4 billion Polish zlotys and constitutes a significant portion of the industry in this European region. Industry forecasts point to a promising growth trend, with an expected increase of 5.5% by 2026. This projected growth signals a promising future for businesses operating in this space, especially those with a unique value proposition.

Business model

Our initial plan involves opening **20 salons** in the bustling landscape of Warsaw.

The locations of our salons have been strategically chosen due to high pedestrian traffic and easy accessibility, ensuring maximum visibility and customer reach. We intend to lease these premises and undergo an extensive renovation process to align each salon with our brand identity.



Within the next few months following the inaugural opening, based on an analysis of other major cities in the northern, southern, and western regions, we will prepare to launch an additional 15-20 salons by the end of the first year of operation. By the end of the following year, our goal is to have 50-60 salons open in the largest urban areas of Poland. Initially, we will focus on the Silesian Metropolitan Area, followed by Wrocław, Tricity, and Kraków.

Our salons will draw inspiration from Scandinavian minimalism, offering warmth, coziness, and aesthetic appeal. We aim to create an environment where our clients feel relaxed and welcomed.

To provide services at the highest level, we will equip our salons with state-of-the-art hairdressing equipment and customized workstations. This investment in quality infrastructure underscores our commitment to delivering exceptional hairdressing services to our clients.



The hairdressers working at CutPoint will be employed under a B2B contract. Within the organization, we have reduced passive human factors to 90%. This means that there will be no receptionists or assistant hairdressers stationed at the salons. Instead, employees will have direct contact with

the administration through the Planday platform. They will find their work schedules there, be able to submit vacation requests, and communicate with the Planner. This model has successfully passed a six-month testing phase, which has only affirmed the wisdom of implementing this solution.

It's worth noting that a very similar model operates effectively in Norway, and according to data from October 2022, it serves **19% of the country's population each month.**

How CutPoint works?



Our venture's most crucial aspect lies in the **integration of cutting-edge and advanced technologies** with the simple hairdressing service of haircuts.

On a European scale, innovation arises from the modern and fully customized IT system and application, **powered by Artificial Intelligence and blockchain**.

1

The system's task is to introduce availability monitoring in salons across the city, country, and region. Through the application or website, clients can check service availability at the nearest salon, waiting times, and ultimately navigate to their chosen salon in a timely manner.

2

Upon arrival, clients choose their service by logging into the system at the salon using a tool (iPad) and make a payment of 49.90 PLN (\$12) through the payment terminal. Our business fully aligns with Poland's cashless strategy, as all transactions are conducted using cards or QR codes through FIAT currency or CUT tokens (purchased at a discount).

3

During the service itself, clients will have continuous access to technological and pioneering solutions, delivered through multimedia workstations (e.g., the system will recognize whether the client in the chair is a woman or a man, in a good or bad mood, etc.). Most importantly, our service guarantees 15 minutes per appointment, with each customer being satisfied with the quality of service and the friendly and professional environment.

In a market dominated by traditional salons, our minimalist approach sets us apart. Our focus on fast, specialized services, delivered through a technology-driven model, positions us as a new player in the hairdressing market. We believe our unique value proposition offers a compelling alternative to the status quo and enables us to capture a significant market share.

Revenue streams

Main sources of revenue:



Fixed-price hairdressing service at 49.90 PLN (\$12)



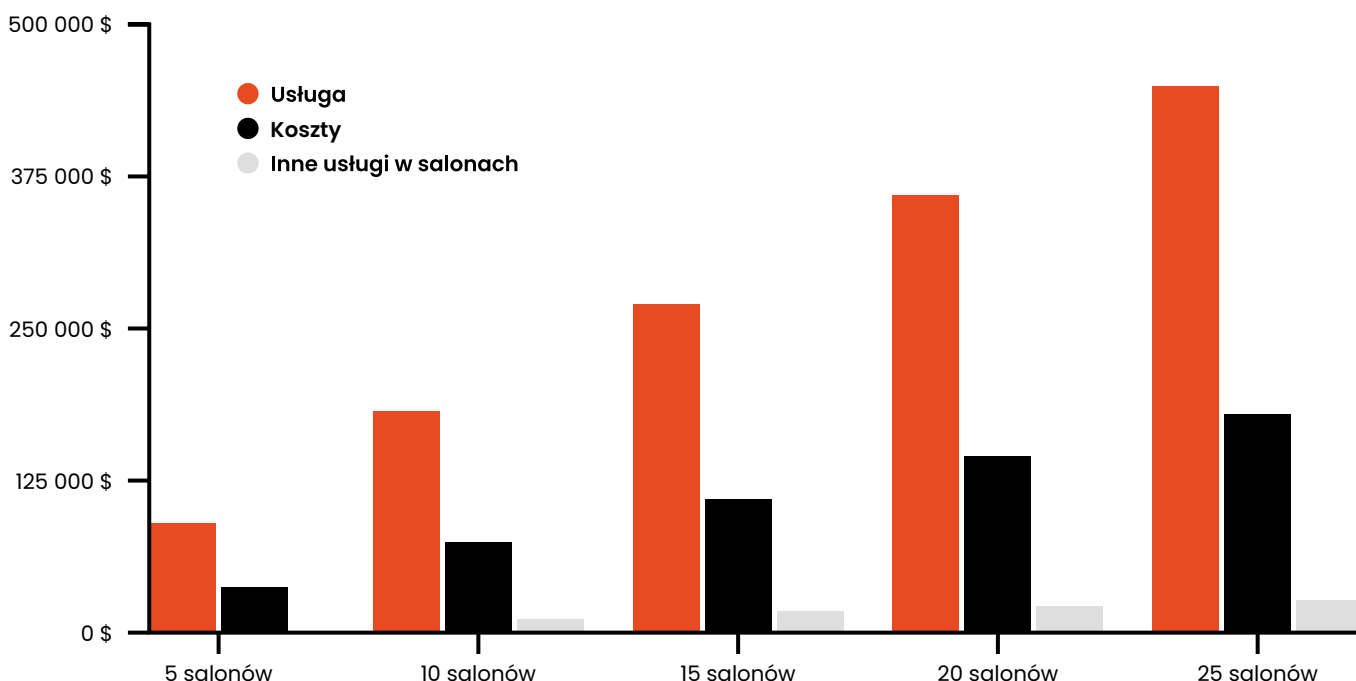
Advertising revenue from services



Sale of cosmetic products

We anticipate that after the first year of operation, the salons will generate a monthly revenue of 2.5 million PLN. Each subsequent quarter will contribute an additional 2 million PLN

in monthly revenue. At the conclusion of the investment period, a total of 120 salons will yield an annual revenue of 80 million PLN (\$20M).



After launching the initial 4-5 salons, our intention is to meticulously assess and refine all aspects of our operations. This approach aims to develop a comprehensive business model, accumulate valuable "know-how," and optimize return on investment, enabling us to open 3-4 new salons each month. Through this gradual expansion, we will progressively

increase our customer base, ultimately reaching the goal of establishing 120 salons across Poland within a 5-year investment period. Simultaneously, we will establish subsidiary companies in other European countries to facilitate our expansion into those markets.

Competitors

In 2021, a market analysis was conducted, and the results were unequivocal: the market demands fast, affordable, and professional hairdressing services.

Furthermore, it was revealed that the CutPoint concept has no competition in Poland.



Use of funds

To initiate our operations with the **first 20 salons** and develop the dedicated IT application, along with covering operational costs, we require an investment of **13 million PLN (\$3.2M)**.

In order to realize our ambitious growth objectives, we seek financial support. The introduction of our innovative business

model, expansion of the salon network, and implementation of an advanced IT system necessitate substantial investment.



Opening the initial 20 salons

We are introducing our unique business model to the market by opening 20 salons strategically located in Warsaw. The launch of each salon entails investments in premises, renovations, furnishings, equipment, and inventory.



IT system development

We are investing in the enhancement of our dedicated IT system, crucial for our business model. This system will optimize our operations and provide exceptional customer service.



Stylist training

Our stylists are a critical component of our service. We are investing in their professional development, providing specialized training and courses to maintain the highest service standards.



Marketing and advertising

We plan to conduct robust marketing and advertising campaigns to promote our brand and attract potential customers. These campaigns will encompass online advertisements as well as traditional media.

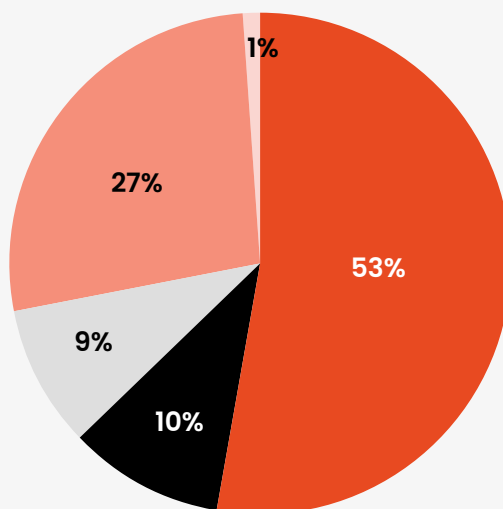


Legal and accounting services

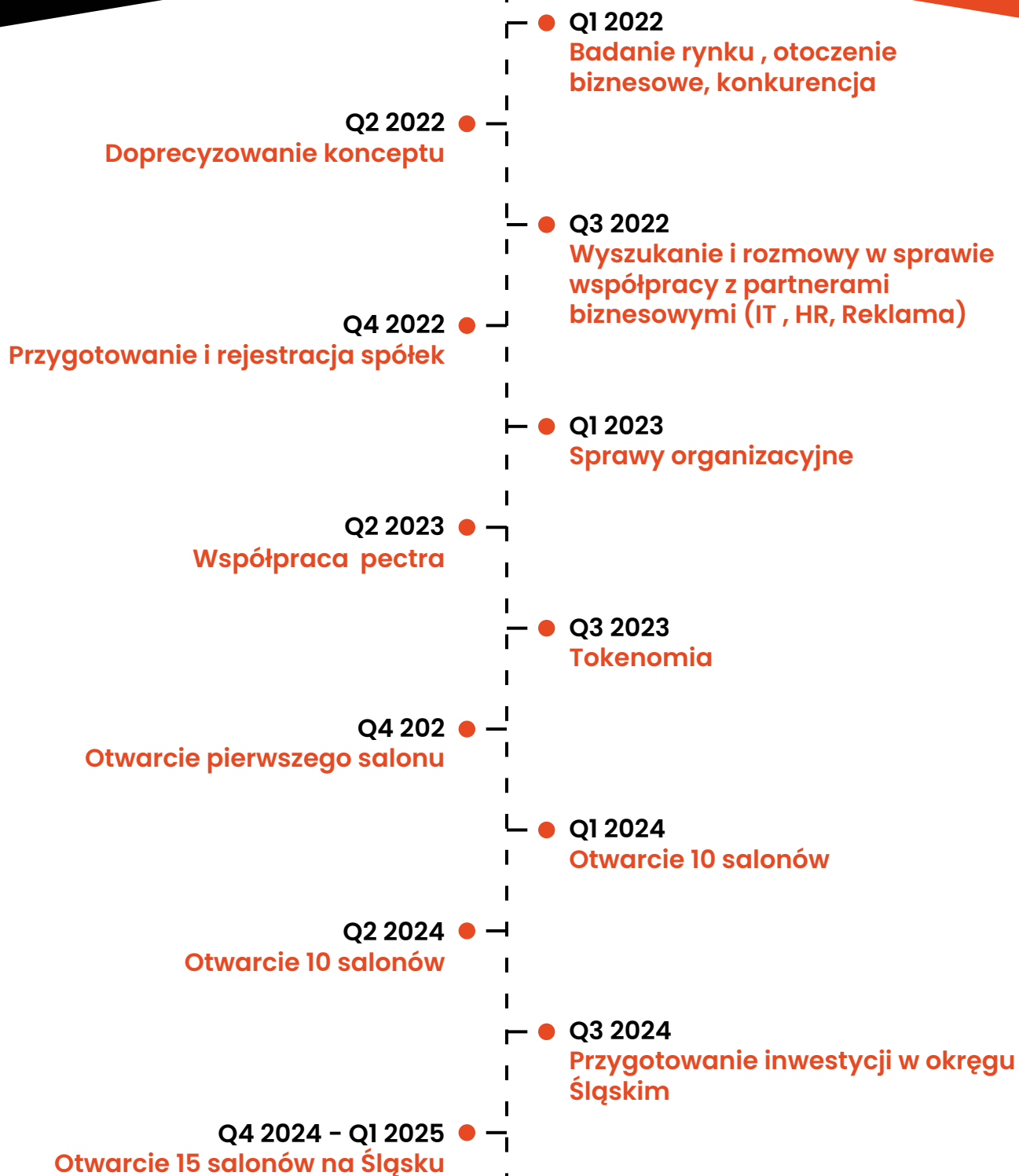
To ensure compliance with legal regulations and accurate financial management, we will invest in legal and accounting services.

Points scored

- 20 salons opening
- IT systems development
- Stylist training
- Marketing
- Legal



Roadmap



Team



Jacek Brzyski

Inicjator oraz pomysłodawca projektu.

35 lat doświadczenia w branży fryzjerskiej, kończone stażem w Mediolanie, Rzymie, Londynie, oraz Barcelonie

- Instruktor brandów (Alphaparf-Milano, Fudge, Moroccanoil)
- Wieloletnie doświadczenie w zarządzaniu kadrą fryzjerską
- Fryzjer sesyjny pracujący dla mediów
- Współpraca z Anthony Muscalopone przy tworzeniu kolekcji fryzjerskich

Contact

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