

FOR IMMEDIATE RELEASE: 8/16/17

MINERVA (OWL) A NEW CURRENCY DEVELOPED ON ETHEREUM AIMS TO DISRUPT COMMERCE BY PAYING OUT “REVERSE TRANSACTION FEES.”

We are pleased to announce MINERVA (OWL), a platform and currency which provides an additional revenue stream to the businesses that accept it. This additional revenue stream is created by introducing “reverse transaction fees,” wherein approved merchants are rewarded new OWL tokens at a variable rate through each transaction. Currently, many businesses struggle with accepting digital currencies. Minerva addresses these adoption issues by introducing incentivized payment solutions and the “Minerva Volatility Protocol.” Through utilizing these tools, we seek to accelerate the mainstream adoption of digital currency and smart contract blockchain technologies.

Minerva has been compared to Ticketmaster in that they disrupted their niche market by paying ticket sellers rather than charging them fees. However, Minerva does not seek to disrupt a niche market, but rather commerce itself through the introduction of reverse transaction fees.

We have partnered with a live-streaming service with \$20 million in yearly revenue and over 10 million users to act as an immediate first use case. The purpose of this partnership is to quickly show the before-and-after revenue impact of a business accepting the Minerva OWL token as a method of payment. Our goal is to recruit various merchant processing services and prominent commerce platforms into the Minerva Smart Money Alliance (MSMA).

The Minerva Smart Money Alliance (MSMA) is a proposed consortium of organizations that either accept the OWL token as payment or are strategically partnered with Minerva Technologies S.a.r.l., a Luxembourg-based blockchain software company and parent entity to the Minerva platform. We plan to work with various organizations and individuals to optimize commerce and the secure storage and transmission of sensitive data.

Though concerted time and effort will be needed, it is a realistic expectation that Minerva and its OWL token will become one of the most enterprise-friendly platforms and currencies available.

Press Assets: Photos located in zip file. Video located here: <https://www.youtube.com/watch?v=LaV-MsrWrVA>

Those interested can view our whitepaper and sign up to our newsletter.
For further information, please visit the official Minerva website.

ABOUT MINERVA TECHNOLOGIES S.A.R.L

Minerva Technologies is a blockchain software company founded in 2017 and based in Luxembourg.

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