



White Paper

ALLSPARK

A New Ecological Public Chain

Reshape the Creation, Delivery and Value of information

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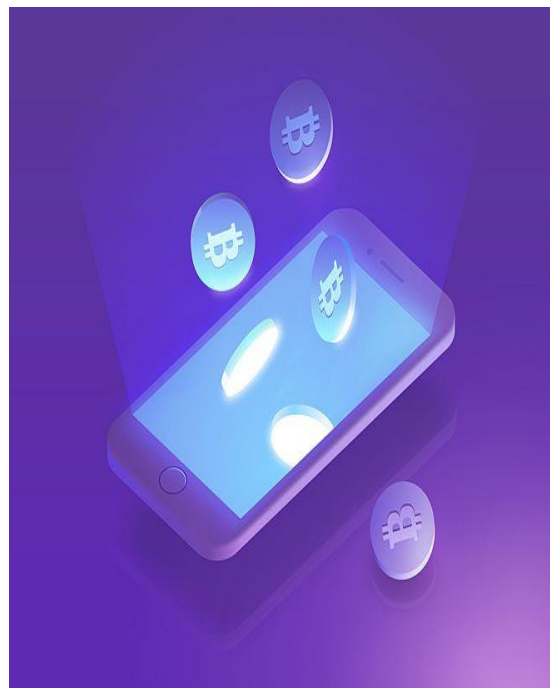
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Abstract

Information is the fundamental driving force behind mankind's advancement. Yet without the proper distribution, man will cease to progress. In today's era of information explosion, where the spheres of advertising, digital media, and content creation overlap, there certainly exist problems that could be remedied with the proper application of blockchain.

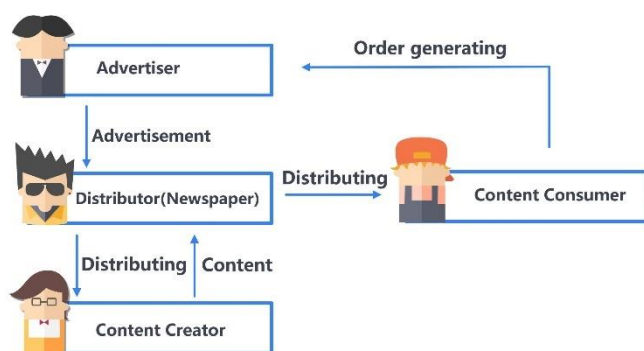
That's why AllSpark is building a distributed platform for content creation, distribution and trading via the blockchain to solve the problems in the age of social media, i.e. that numerous content creators and distributors are not able to gain their deserved earnings while advertisers are paying more marketing costs. On the AllSpark distributed platform, content creators, distributors and consumers are able to complete transactions by setting different trading mechanisms freely, to achieve the goal of having a free market mechanism deciding the content value and getting both content creators and distributors financial rewards. Meanwhile, in order to get positive feedback for outstanding creators and content, we have designed an evaluation motivation mechanism based on the blockchain Token to offer the most objective evaluations for the content and creators.



AllSpark is also an open content network that is also accessible to a variety of content-based social media. The AllSpark network receives, spreads and pays for the content. Eventually, the whole ecosystem will encourage the highest tier of creators to produce more new and innovative content that drives the progress of mankind.

1. Background

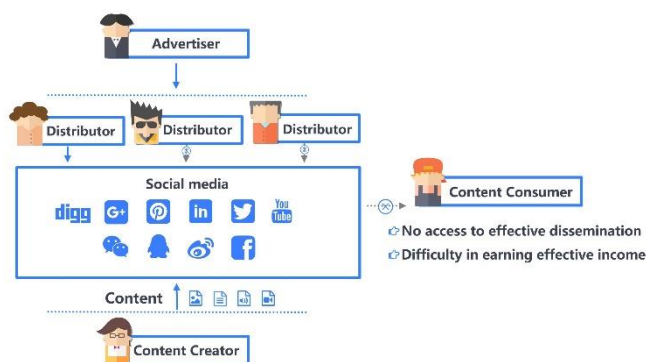
Let's think back to 30 years ago: every morning, we ate breakfast, drank coffee, and caught up on the day's news in the newspaper. The newspaper was edited by a group of journalists and editors who were paid by the news agency, while the news agency gained revenues from the selling of the newspaper and advertisements published in its pages. In short, the whole process is a clear chain, where readers pay for the content and advertisers pay for the readers' attention.



The age of traditional media

Back to today. Now we are acquiring information through social media, such as Twitter, Facebook, Youtube, Weibo and WeChat, where the content can be created and disseminated by anyone including ourselves. While we mourn the death of traditional content outlets like magazines and newspapers, we applaud the growth of an era marked by unparalleled richness of information.

But this era is rife with problems; despite improvements in the methods of information distribution, high-quality content doesn't always reach the appropriate set of eyes. Content creators waste their lives, for their works cannot be spread effectively, and even if their creations are spread, this doesn't guarantee fair compensation. On the other side of the coin, content consumers waste their lives sifting through a vast sea of information, never knowing if the information they happen to stumble upon is best suited for them. Finally, advertisers waste resources trying to find the most effective communication channel, delivering an ever more attenuated message in fragmented communication channels.



The age of social media

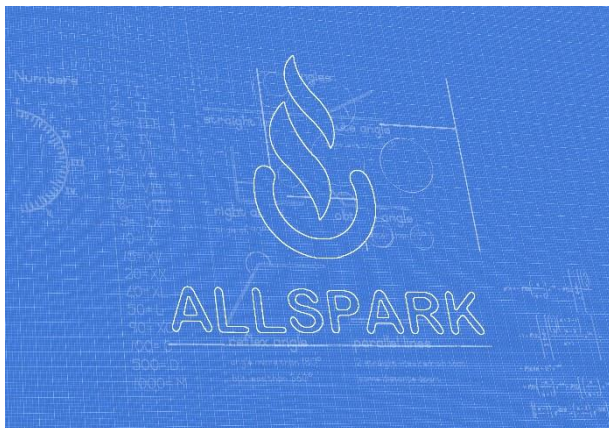
We will never return to the newspaper age, of course, but in fact there are many parallels that to be made between traditional newspaper media and the integration of advertising and newsgathering into the blockchain. At a fundamental level, the newspaper is a channel of information communication; but upon deeper reflection, it also plays an important role in finalizing content and influencing pricing mechanism, determining the wages of reporters and editors while simultaneously setting a fair price range for readers and advertisers alike. The most qualified reporters and editors are retained by the newspaper office and are thus paid well. A reputable newspaper is not only a magnet for readers, but also yields higher advertising revenue. How wonderful this positive feedback mechanism is!

Yet today, despite the Internet's unparalleled communication function, it fails to establish an effective value-based positive feedback mechanism; this is a problem of how to price contents when they and their communication channels are dispersed.

The emergence of blockchain technology is changing the Internet of Information (IoI) into an Internet of Value (IoV). The features of a distributed ledger technology (DLT) in the blockchain provide us with a measure to record the value of scattered contents and make the pricing of scattered contents possible.



2. Concept of AllSpark



AllSpark will utilize blockchain technology to establish a content and influence pricing mechanism that cannot be settled in the current age of social media. This consists of a distributed content trading market and a distributed content assessment mechanism, which will naturally incentivize the distribution of quality content while serving as a value feedback mechanism in the age of social media.

3. Values of AllSpark

(1) Via AllSpark, top quality creators will realize a higher income while ensuring ownership of their content, will effectively boost their motivations to create better content.

(2) Via AllSpark, regular social media users receive real pay for their influence, which will incentivize the dissemination of quality content.

(3) Via AllSpark, advertisers have full transparency, which will lead to a significantly higher ROI; additionally, consumers who want to pay for content directly will have more options at a lower cost.

4. Application Scenarios

Created by AllSpark

We will elaborate on the ecosystem of content creation, distribution, and transaction in the following cases. The actual application of AllSpark is not limited to such examples. As what AllSpark provides is the functions of a basic public chain at the level of abstraction, many content-based business models will be created on this basis. The following paragraphs will explain three typical and representative application scenes for readers to infer more information.

First Scene —

Content Creation, Distribution and Consumption of Original Content

Many original musicians can be found on social media across the world, whose works featuring various styles have formed the long-tailed music market. But their value of creation fails to be developed well since the works don't have valid copyright, transmission routes, or charge modes.

As an original singer of grass-roots hip-hop music, Bob usually publishes his work on the existing social platforms and has accumulated a small group of audiences. At present, Bob's major income source is the page's advertisement revenue. Due to the limited scale of his fans, this income is so small that Bob can't afford a lawyer to deal with the copyright confirmation and protection.

The ecosystem based on AllSpark brings Bob a brand-new way to launch his career in music production. At first, he needs to upload his works on the AllSpark chain, which ensures digital identity and confirms his ownership.

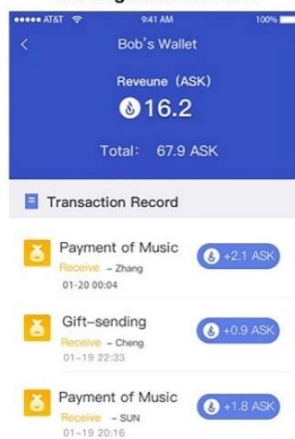
Then, what Bob needs to do is Uploading his music to existing social media by publicizing the download link, share link, and gift-sending link.

Fans of Bob can complete the following issues through AllSpark:

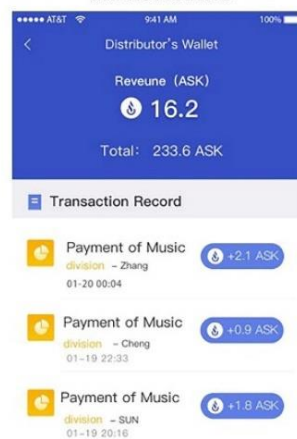
- Pay and download the high-quality version of Bob's music through AllSpark's native token, so national boundaries and exchange of fiat will not constrain the practice.
- Share Bob's music by posting the share link through their own social media accounts. If others have paid and downloaded related works through their shared links, the distributor will win the distributed income, which can encourage more fans to share the works of Bob.
- Die-hard fans can also express their love and support by sending gifts priced by the AllSpark token.

In this case, Bob not only got his copyright confirmed through the digital identity on the blockchain but also achieved worldwide channels of payment and transmission. His fans will be incentivized to spread his work for the distributed income after confirmation.

The distributed income of Bob, the original musicians



The distributed income of the distributors

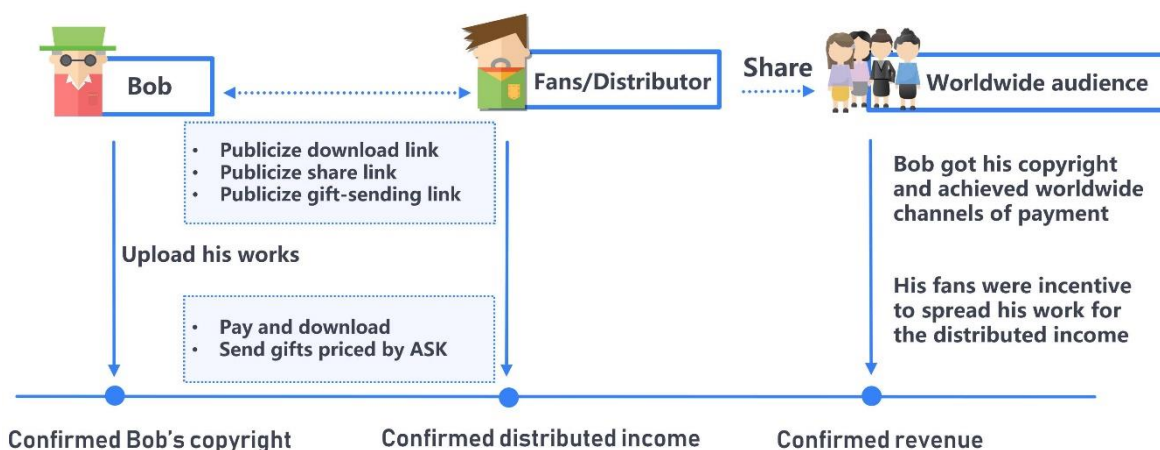


Second Scene —

Marketing Products and Services for Brand Operators

All kinds of experts can also be found on social media, including gourmet chefs, outdoor enthusiasts, and tourism experts. Some brand operators need those well-known figures to help them enlarge brand influences and publicize their products or services.

Alice, a tourism enthusiast, enjoys rich experiences and insights about travel. At the same time, one restaurant brand located in the Caribbean needs to promote its routes of travel. Willing to pay content creators and distributors to help promote the brand, the chain posted a task on AllSpark to employ people like Alice for excellent promotion materials that could stimulate distributors to spread and share.



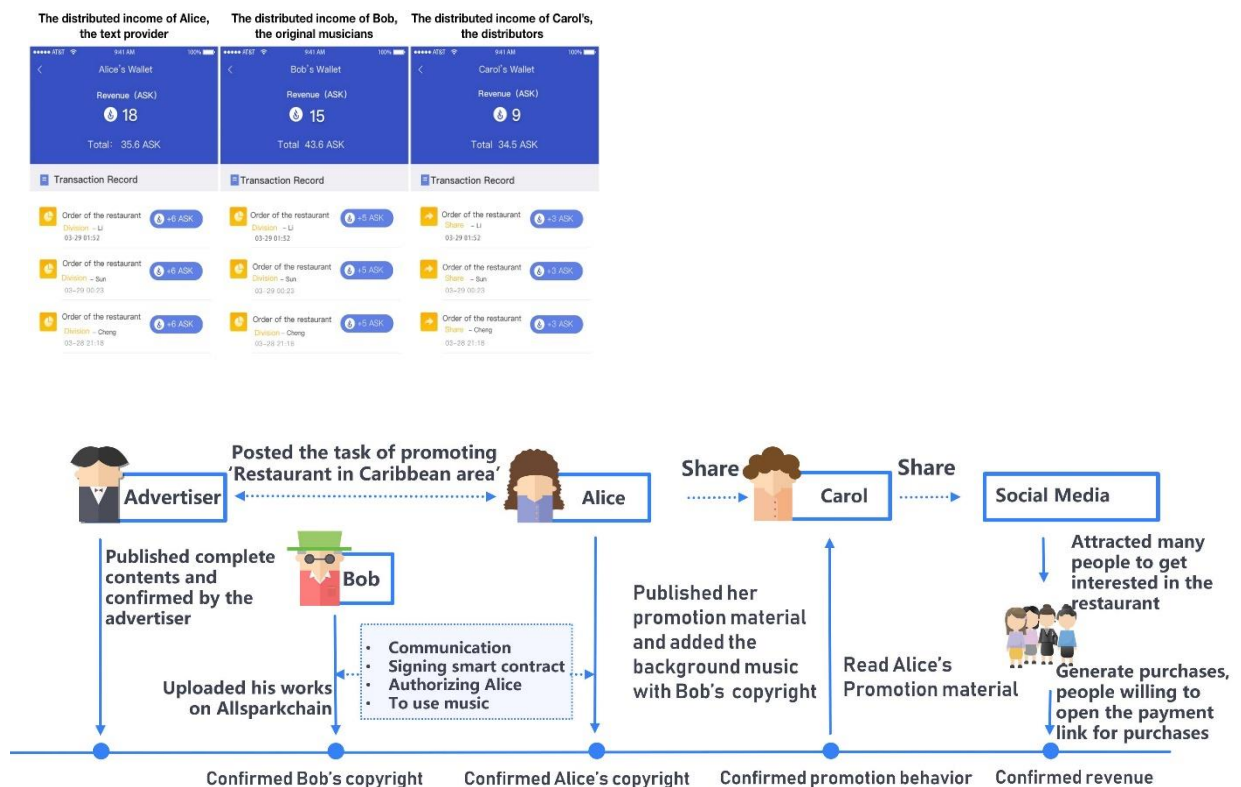
Noticing the task, Alice has completed a travel note of Caribbean area based on her experience with the booking link of the restaurant placed in. Through AllSpark, Alice and the restaurant reached a smart contract on the result-based payment mode, payments, and promotion effect. The restaurant transferred the prepaid expenses on the smart contract which was recorded on the blockchain to enable it to pay to Alice based on the agreed effects. Then, Alice shared the travel note through her social media platform. When any reader touched by the text and booked the restaurant through her shared link, Alice will get the agreed income.

If Alice wanted to add the background music created by Bob to her text, she could purchase Bob's copyright through Allspark with the payment term being distributed income from advertisement revenue. Then, some part of the prepaid expenses of the restaurant would be transferred to Bob's account.

What's more, Carol, a travel lover and one of Alice's fans, got acquainted with many fellows during travel. She read Alice's travel note and shared it on her social media. Then, if somebody read the text and book the restaurant, Carol can also obtain the distributed income based on the smart contract, at the same time, a certain amount of money will be transferred to the amounts of Alice and Bob.

That is to say, the smart contract will help the promotion material to realize multi-level promotion and income distribution.

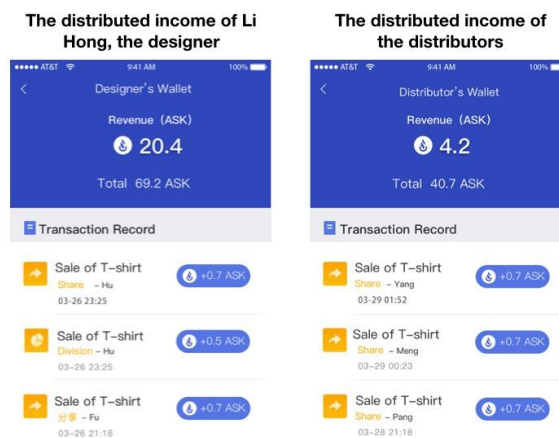
In this case, the brand operator, Alice, Bob, and distributors like Carol have established a fair and effective closed cycle to realize payment based on quality and promotion effect, starting from content creation to distribution, and then finally, to income distribution.



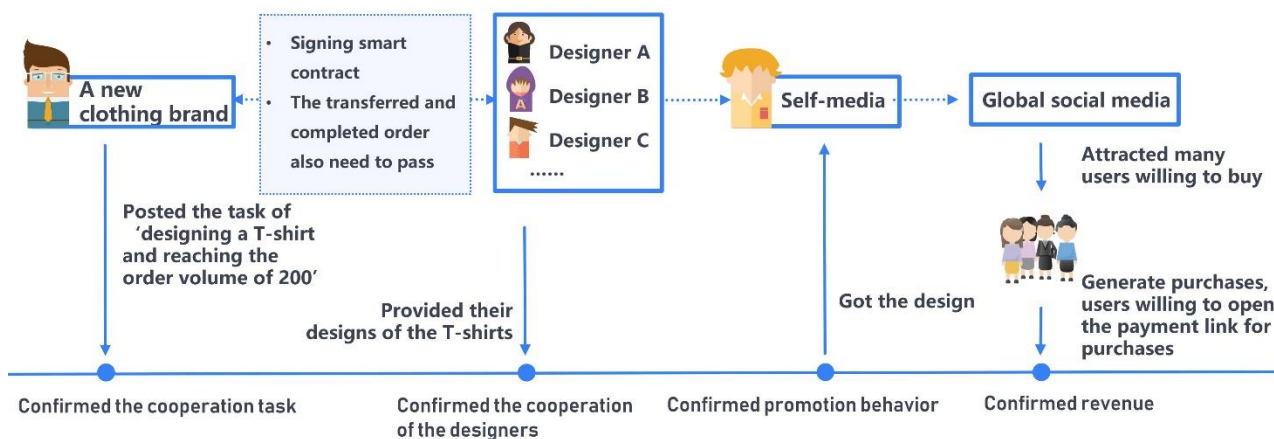
Third Scene —

Changing Production Mode by Joint Creation and Spreading

A new clothing brand wanted to promote its original T-shirts, but can't afford any well-known designer. What could they do? The answer is to post a task on AllSpark. By explaining the detailed requirements, they can ask for designs from across the world. When the order volume of one design reaches 200, the smart contract is executed and the brand operator can start producing and selling. After that, not only will the designers receive their share of the distributed income, but also all the distributors who forward messages about the T-shirts, which resulted in orders. The incentive method may attract many good designers to submit their schemes. Designs originating from the broad masses will undoubtedly never fail to appeal to the public. The creators and distributors can get involved in the entire processes, and some of them can even play the two roles at the same time.



Besides the aforementioned scenarios, we believe that AllSpark will support the creation of more application models of content creation, distribution, consumption, and income sharing and even many models we can't imagine at present. The following paragraph will give a specific explanation about how AllSpark will realize and cater to these models as they emerge.



5. The Overall Design of AllSpark

5.1 Positioning



In the era of social media, AllSpark provides the solution of content realization and positive feedback. Social media platforms conducting content dissemination include both current and distributed platforms in the future.

5.2 Structure

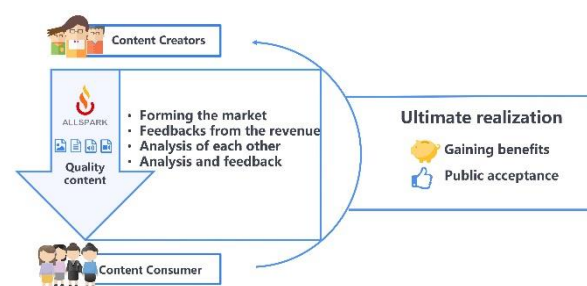
AllSpark is designed to be a public blockchain that constructs the content trading platform and evaluation mechanism through the distributed network.



5.3 Key Design

Thanks to the AllSpark blockchain, both outstanding content creators and distributors are rewarded, and more good content is created through the positive feedback mechanism. We realize the goal by establishing the content-based free trade market and evaluation mechanism.

According to the Transaction Cost Theory market, the so-called 'invisible hand' neglects the cost element in the transaction process, without which 'adverse selection' and 'moral hazard' may lead to the failure of the market mechanism. The transaction cost design based on blockchain has proven to be a good solution to the problem. In AllSpark, both for the content-based trade behavior and evaluation behavior, the participants need to pay the service charge and subscription to guarantee the effective operation of the free trading and evaluation mechanism. In the process, AllSpark Token plays an important role.



5.3.1 Content Trading Mechanism

In the long run, the fully-competitive market mechanism is a sustainable way to pricing. The fundamental philosophy of our trading mechanism is to enable distributors and consumers to select good contents, bring the creators and distributors more benefits, and provide consumers the best content at the lowest cost. Besides, as there are different content consumption patterns and popularity degrees in social media, the single-mode trading mechanism may not satisfy related demands. As such, we have utilized our accumulated experience in this field to make AllSpark support various content trading mechanisms.

Through the trading mechanism, the content creators can set the transaction and pricing modes as they and the market wish; the distributors and content consumers are able to define their requirements in the same way. The two parties will then complete the trade by responding to the orders. The content trade will finally form a matchmaking market, bringing about the realization channels and pricing mechanism for the creators and their content.

We will specify this design in the following paragraphs (referring to Part 5).

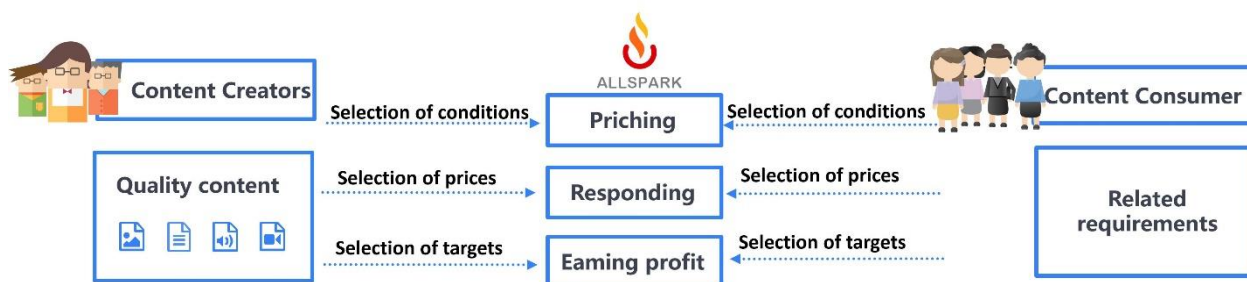
5.3.2 Content Evaluation Mechanism



As both the content quality and the abilities of creators and distributors are unmeasurable, we need a set of mechanisms to define the 'reputation' and 'public praise' to encourage the well-performing creators and distributors by providing positive feedbacks.

To guarantee the objectivity of the evaluation, we need to avoid malicious negative feedbacks and click farming in the process.

Making use of the blockchain databases, which are tamper-proof and continuously accumulated, we have introduced a suitable mechanism for long-term reputation. Combining related economic stimulus system, AllSpark will design an objective and open evaluation mechanism. We will specify this design in the following paragraphs (referring to Part 6).



5.4 Introduction of the Basic Function

5.4.1 Blockchain Platform

The AllSpark blockchain is based on the foundation framework of Wanchain (www.wanchain.org), and adopts DPOS consensus mechanism to satisfy the requirement for high performance. At the very beginning, the register nodes were formed by essential partners and foundations. With its development, more nodes could be maintained by the community participants involved. The reasons why we have selected Wanchain as the foundation framework is that they provide the transaction function with privacy protection and can support cross-chain trade. Among them, privacy protection makes it possible for anonymous deal and evaluation later on; cross-chain trades enable AllSpark to be involved in other ecological chains of Wanchain and such mainstream public chains as Bitcoins and Ethereum, to realize trades through various digital currency. It will also enrich the economic environment created by AllSpark.

More details about Wanchain's public chain, please refer to the following links:

Whitepaper:

<https://www.wanchain.org/files/Wanchain-Whitepaper-EN-version.pdf>

Yellowpaper:

<https://www.wanchain.org/files/Wanchain-Yellowpaper-EN-version.pdf>

5.4.2 ASK (AllSpark Token)

AllSpark Token, ASK, is the original token of AllSpark with fixed amount of distribution and the following functions:

- 1) ASK will be used as 'GAS' fee in the AllSpark chain.
- 2) The operating cost on uploading content, posting orders, responding, and other actions on the chain must be paid to the register for maintaining the network.
- 3) As the basis of content creation, transfer and settling, ASK is used for topping up and settling accounts in the processes of content trades.
- 4) It can be used as the pricing base and incentive in evaluation processes.

5.4.3 Distributed Storage

To satisfy content storage, AllSpark has provided a distributed storage mechanism, which is similar to IPFS, to enable creators to store content in the distributed storage platform of AllSpark and other third-party platforms. Then, neither AllSpark foundation nor any centralized organization can manipulate or tamper the users' uploaded contents.

In the distributed storage mechanism, large documents will be divided into small pieces, accessible from several servers in the process of downloading. As the whole storage network is unfixed, fine-grained, and distributed, it can well satisfy the requirements of the content distribution network, and realize the storage of videos, pictures, and texts through the distributed storage mechanism.

5.4.4 Content Cryptography Mechanism

When users upload related data on the chain through local or distributed storage platforms, AllSpark will provide content-centered cryptography mechanism. During the process of content ownership transfer, the system will support the initial owner to encrypt and decrypt the content through the symmetric secret key based on the public and private keys of the two parties. Only the receivers can decode the related content.

5.4.5 Smart Contract

Parts of functions on the application chain of AllSpark are realized through the smart contract, and we will discuss the details in the following paragraphs.

5.4.6 Open SDK

As the basic protocol layer, the bottom layer and smart-contract layer of AllSpark blockchain are opened to the whole network, thus all individuals and third parties can develop DApp through our standard API interface and SDK.

Such interfaces can be divided into two types: One is block-creation interface based on transaction input; another one is the block search interface to check bottom-level transaction data. Through SDK middle-level, DApp operators can conduct application development more efficiently without knowing or mastering the bottom level of AllSpark blockchain.



5.4.7 DApp

DApp is a significant part of the AllSpark environment. At the primary stage of the network, AllSpark will provide common DApp Template for partners to quickly build their decentralised applications on AllSpark's public chain, which support standard functions like e-purse, content uploading, content evaluation, transaction settlement, and data query. As the environment is growing, AllSpark will encourage and invite more interested parties to provide unique DApps to users.

The AllSpark team has thorough experience in global app distribution. With many years of industry experience and abundant resources, it is possible to conveniently and effectively organize participants to provide various DApps based on the AllSpark chain. We can expect that emerging DApps will include some parts featuring vertical content, for example, DApps geared toward music creation and sharing. Considering our explanation above, Bob can not only share his works on the existing social media platforms but also promote the product through DApp of original music type created on the AllSpark chain. The DApp of advertisement and realization type will combine content creators, distributors and advertisers like Alice, Carol and their advertiser introduced in the above-stated example. Additionally, such DApps dealing with copyright transaction, content search, data analysis, and social Activities, which aims to enrich users' experiences, are also essential parts of the ecosystem.

5.4.8 Transaction Types of the Blockchain

The blockchain transaction types signify transactions happening via the chain. Based on the functions AllSpark needs to realize, the transaction types are divided as:

On-chain Content Transaction:

Users upload the content abstracts on the blockchain.

Traditional Transaction:

Transferring ASK on AllSpark network

Order Posting Transaction:

Content creators or consumers post orders on AllSpark network

Responding Transaction:

Content creators or consumers respond to the orders on AllSpark network

Completed Transaction:

Content creators or consumers reached an agreement and complete related content transaction

Content Evaluation:

Evaluate related content or transaction

5.5 Introduction of the application functions System Users

For the users, we don't classify the content creator, distributor or advertiser on a system level since all the users can play different roles based on the works they are conducting in the system. Such division not only accords with the modes of blockchain accounts, but also meets the requirement of the era of social media — everyone plays the roles of content creator, distributor, and consumer.

Content Creation&Copyright Confirmation:

The creators store the completed contents on the distributed storage platforms or their local computers and the key information (name, type, size, language, storage location, etc.) and the Hash values on the related blockchain, which functions as the content catalog and digital identity.

The content creators can cooperate in creating, arrange the task division and income distribution after finishing and sign for confirmation. The content partners can also launch application on AllSpark to change the proportion by signature. Only when all parties signed the agreement can this application take effect.

The content can't be posted without connecting with the trading mechanism. Once the transaction happens, all connected mechanisms will be unchangeable. Before transaction, the content creator can withdraw the published information, and post it again after connecting with new trading mechanism.

6. Content Trading Mechanism

6.1 Definition of Trading Mechanism

In order to satisfy the content's varying demands on trading patterns in social network, AllSpark has set up a great deal of trading mechanisms with diversified trading patterns and pricing mechanisms for content trading parties. Trading patterns refer to the agreement reached between the parties on the rights and the non-price terms and conditions they would set for transaction. Pricing mechanisms refer to the mechanism of price set by the trade initiator, including fixed price transaction and auction. The combinations of different trading patterns and pricing mechanisms result in various trading mechanisms.

6.2 Trading Processes



Content creator should set price for their uploaded content from the trading mechanism provided by the system and then release it. The pending content will wait for content seekers' price response. Content seeker must then select a trading mechanism and fill in description for needed content. The pending order will wait for content creators' content response.

Pending content/order needs the owner's signature and blockchain record to be considered as established. The establishment of response has the same process. The owner of pending content/order can select 'deal closing', while the system will automatically identify that as a pending transaction it has at least one matched response. Based on the calculation of trading mechanisms, content creators can collect corresponding ASK while content seekers acquire the usage right of the content.

6.3 Protection of Trading Content

For the protection of original content, AllSpark only allows the part preset by the owner to be shown to the public after the pending content is established. Only if the content buyer responds and pays the deposit can they get the full right to check the content. Content buyers can realize the transaction by finishing the remaining payment if they think the content is available. However, content buyers have to pay commission to content creators via depositing deductions if they fail to complete the transaction, In the form of the remaining will be returned to the original account.

6.4 Trading Limitation

To guarantee the stability of network and avoidance of scalping, AllSpark set a limitation on the minimum ASK held by transacting parties. Specifically, the number of ASK occupied by the owner of pending content/order and the responder respectively must satisfy the demand of minimum quantity, which should be more than the pending amount. If the pending amount isn't included in the next transaction, the separate transacting parties should prepare enough ASK to support each step of transaction in the whole process until the end of the chapter. The minimum quantity of ASK will be adjusted by the change of average value of content trading in a certain period by node.

6.5 Trading Mechanism

The object of trading in the trading mechanism can be the copyright or the usage right, both of which can be added to the time of usage.

Other than the above mentioned two cases, AllSpark will make unremitting efforts to promote more types of trading mechanisms. AllSpark has established a content trading market and pricing mechanism, enabling single transactions and distributed dissemination of content to enjoy an explicit settlement system. The system has a specific pricing and price feedback mechanism meeting the demands from content quality and market by negotiating between content creators, distributors and content seekers.

7. Evaluation Mechanism

AllSpark designed the evaluation mechanism to encourage high-quality original content, to avoid malicious scalping and distributors' spiteful stealing of content and to establish a positive feedback mechanism. The evaluation mechanism includes:

7.1 Evaluation Object

The evaluation object only includes content and transaction. All released content and all transactions on content (including deposit trading) can be evaluated by the other party of this transaction. Evaluations of transactions can prevent content buyers from malicious deals, including malevolently copying original content and its distribution. If content creators find the buyer engages in such malicious behavior, they can give negative feedback on this transaction to lower down the credit of the other. Likewise, malicious pending content for deposit can lead to loss of content creator's credit.

7.2 Qualification of Evaluations

Parties involved in the content trading are obliged to give their evaluation. The cost of evaluation should be deducted from the transaction expenses, and users can offer their comments and evaluation based on real thoughts. Cost needs to be paid for evaluation, and the result will be recorded by the chain; while comment needs no cost, just being stored on related chain as the content.

7.3 Standards of Evaluations

In order to avoid malicious evaluation, all users have to pay a certain amount of ASK for evaluation. The specific amount is usually a portion of the transaction cost (for instance, 1%), which can be paid with a sum of ASK higher than the minimum portion, and is preset by the system. It's worth noting that the evaluation cost will vary with transaction regulations. Evaluation can be divided into positive and negative ones. If one transaction gets a positive evaluation, a part of the cost will be given to the content creator (or the other party) and the remaining to the accounting node. However, if one transaction gets a negative one, all of the cost will be borne by the latter. The evaluation cost in AllSpark will be paid with ASK. Evaluation chain comprises three sections: the collected number of positive and negative evaluation, Hash of evaluation and the corresponding evaluator's account.

7.4 Collection of Evaluations

Both the evaluation of content and transaction will reach the account of the related parties, becoming their credit. The system will also record the gained and lost ASK adding positive and negative evaluation. The two indicators, the number of collected evaluations and the gained ASK will comprehensively mirror the user's credit.

7.5 Number of Evaluations

Given that the content's quality and effect as well as the judgment of its originality might not be reflected within a short period, parties of the transaction can give evaluation multiple times. It's worth noting that each time of evaluation needs the payment of ASK, which will increase by a certain percentage set by the system in advance. Only in this way can the evaluation system create a dynamic balance.

It should be noted that the words and photos contained in the evaluation are not stored in the blockchain directly, to guarantee its overall performance. Instead, they can be stored in a centralized way by providers of DApps or be found in the distributed storage in AllSpark. The blockchain can objectively mirror the credit of users in that it stores two significant data, the collected evaluations and ASK gained from them (indicator of credit and of economic incentive).

7.6 Rewards on Evaluation and Comment

Other users can give quality evaluation with rewards, to encourage these users to make high-quality evaluation. Rewards are paid with ASK by donors to the evaluator.

8. Content Legitimacy

AllSpark is a channel for distribution and exchange instead of a storehouse of content, aiming at enabling worldwide high-quality content to be disseminated and shared, as well as to make profit. Operators of DApp, which are developed through AllSpark, for content creation, distribution and sharing have the responsibility and obligation to ensure that the content will not infringe upon common human values and ethical standards, and will comply with local laws and regulations. Moreover, AllSpark will also play a significant role in that practice. Technologically, we will provide a set of AI-based content screening tools for operators of DApp who can use them to prevent criminals from disseminating malicious and illegal content. The foundation of the AllSpark-created-ecology will ensure the platform's sound development and conformity with the philosophies of decentralization and cooperation of blockchain. Therefore, the foundation will allocate a part of its funds to invite a third party to regularly check the content released by DApp. If anything indicates that its operator encourages or disseminates malicious contents, the foundation will report it to the corresponding authorities, depending on where the operator is located.

9. Steps and Strategies for Project Operation

9.1 Team Capability

The team of AllSpark enjoys dozens of years of operational experience in digital media advertisement. The holding for-profit enterprise of our team is the advertising agent of Google, Facebook, Twitter, LinkedIn, Baidu, and Tencent, and we have served over 20,000 clients whose combined annual revenues exceed one billion dollars. The for-profit enterprise held by the team of AllSpark has launched businesses in self-media operations and advertisement with cooperation with over 90,000 self-media makers since 2015.

The team has begun to work together with China's most influential news aggregation apps, including Jinri Toutiao (220 million MAU), Tencent News (240 million MAU) and Baidu (420 million MAU), providing 7,000 pieces of content per day since 2017. The number of various content creators (individual or team) in cooperation with AllSpark has exceeded 5,000.

At the beginning of the project, we will select backbone employees from the for-profit enterprise to the foundation as the full-time members, and introduce more talents from around the globe to the team according to the development of the project. Except for the co-founders, the team size and capabilities at the initial phase are as follows:

a.Team of operation It should take the responsibility of the worldwide promotion and maintenance of AllSpark. The team will have 30-50 members and form the abilities of global content operation and advertisement operation, attracting an increasing number of content creators, distributors, users, and advertisers to use AllSpark. Currently, the for-profit enterprise will provide content and advertisement resources to the largest extent.

b.Team of R&D With 20-30 members, it will research and develop the official DApp and parts of blockchain functions to realize the fast delivering ability of DApp and complete various business mechanism through smart contracts based on business mode. At the primary stages, Wanchain will provide comprehensive technical support about the bottom-level chain and experts for training. With the development of the project, AllSpark will obtain the core ability of development based on the bottom-line know-how of Wanchain.



9.2. Team Members

Founders:



Kevin Yuan

Co-Founder

Kevin Yuan is equipped with 12 years working experience in digital media and new media marketing.

- ✧ Established Shanghai Dianxing Info&Tech Co.,Ltd, main business includes Digital Media announcement, New Media marketing, Online Games and the release of Apps in domestic and international markets. In 2017, the annual operation revenue achieved ¥ 1 billion.
- ✧ Formerly as the vice general manager in Panasia JiangSu Co.,Ltd. He led the team to achieve the Baidu's Best Annual Performance Contribution Award in continuous four years.
- ✧ For many years, he has always been the top agent and the largest content provider of Chinese Digital Media Companies such as Baidu, Tencent, etc.



Jacky Yu

Co-Founder

Jacky Yu has more than 20 years' experience in marketing and channel management. Experience with numerous large-scale project operations and coordinating large-scale sales teams. Strategic planning, commercial operations and channel management are the three key skills of him.

- ✧ Jacky has been attached to Baidu from 2013 to 2016 and has a wealth of senior executive experience as a sales director, responsible for key account departments, including national finance, Education and Government, investment and Classified Information, tourism, real estate; and home furnishing industries.
- ✧ Responsible for the government industry of east China in Microsoft (China) Co.,Ltd. since 2007. Awarded 'Rising Star Award', 'Global Gold Award', 'Global Platinum Award' and first place in nationwide.
- ✧ Sales experience in IBM China and Panasonic China since 1998.



Richard Yang
Co-Founder

Richard used to fill a post of senior executive of IBM China for more than 10 years and act as the founder of a Listed Company SinoData. Meanwhile, he is the Vice-President of Beijing BlockChain Technology Association.

- ✧ 2015 - Now
Chairman of A Venture Capital Firm (ShengZhong United Invest Management Firm).
- ✧ October 2010 - May 2013
Vice-President of Founder International Co.,Ltd.
Take responsibility of Medical and Governmental business.
- ✧ May 2009 - May 2010
Vice-President of HP China.
- ✧ February 1995 - May 2009
Client Unit Executive of IBM.
Worked as Governmental Industry Manager.
- ✧ July 1992 - January 1995
Sales Manager of China GreatWall Computer Group.
Work Description: Industrial Sales and Market Promotion
- ✧ Education:
Richard received Master Degree of Financial in TsingHua University between 2016 and 2018. He also did his undergraduate and postgraduate course in Peking University and achieved the Bachelor and Master Degree of Wireless Engineering from 1985 to 1989.



XueFen Chen
Co-Founder

XueFen has 13 years' experience as a General Manager in IT Industry and cooperates with numerous world-known companies such as Google, Baidu and Alibaba.

- ✧ GM of ShenTui (An Agency of Alibaba) since 2017. She received 'Best Manager of UC agents' in 2017.
- ✧ Guangdong SanLiu Technology Co.,Ltd between 2012 and 2017. Achievement: Three-year strategic plan; 100% annual performance task; Rewards: 'Best Agent Commander of 360' in 2014 and 'Best performance agent of the year' for the enterprise income increasing 60% and generating 250% profit increase.
- ✧ ShenZhen ShiDaiYingKe Network Co.,Ltd. from 2006 to 2012.
- ✧ Google China's first GAP certified customer service in 2007.
- ✧ Best management award for Google China agents in 2008.

Advisors:**Kathy Chen**

Area Vice President, Greater China, Citrix

Ms Chen has extensive experience in IT and consulting industry. She has developed the greater China market for multinational companies such as Microsoft, Cisco, and established high-growth enterprise business.

As a formerly Managing Director of Twitter (Greater China), she led the company's business development in mainland China, Hong Kong and Taiwan, and made outstanding contributions for extending Twitter greater China brand visibility, customer service, data analysis and developer platform of Twitter in Great China area, and also effectively developed the regional ecosystem of science and technology.

Ms. Chen was VP of Microsoft (Greater China) and responsible for the development of corporate customer business and marketing channels. As the GM of SMS&P of Microsoft, she was responsible for developing strategy and management of Microsoft Cloud China.

**Xiao Chen**

VP, iQiyi

Now he is responsible for related work such as copyright procurement and distribution at home and abroad.

Chen has worked in famous companies such as Baidu, eBay, and Google, and joined iQiyi in 2013. He has 15 years of digital marketing, content marketing and content management experience, and has managed a team of 500+ people.





Feng Xu

The pioneer constitutor of China HD Standard, is an expert of Image Encoding Algorithm and Security Algorithm. He is equipped with abundant experience on technology development, network services, decoding algorithm and network transmission technology, as well as designing Chip hardware and software.

1. Designed Satellite communication frequency mathematical models.
2. Implemented the Industrial multitasking control system for China Aerospace.
3. Completed the system of Financial E-payment for People's Bank of China.
4. Held the post of Chief Engineer in Tsinghua TongFang Smart Card Institute.
5. Top 20 of ZhongGuanCun Science Characters, elected by BeiJing Television.



Jianjun Ding

Chairman of Hotniu E-commerce Group

CPPCC member of ShaoXing, senior expert of China Electronic Commerce Expert Library. Top 10 E-commerce Leaders in Zhejiang Province, director of Zhejiang Software Industry Association, vice president of Zhejiang Province Net Business Association, Executive Director of Zhejiang Information Security Industry Association, vice president of Zhejiang Electronic Commerce Promotion Association, member of Hangzhou Electronic Commerce Association.

Permanent Director of Donghua University Information Institute Council, founder of well-known textile industry e-commerce platforms the Global Textile Net(tnc.com.cn) and Online Textile City (www.qfc.cn).



Eugene Tay

Founder of CryptoCentral.net with over 15 years experience in strategic business development. Speaker and key opinion leader in South East Asian crypto communities.

Advisor for Communications and Marketing for Decentralized Machine Learning (DML), Mass Vehicular Ledger (MVL), and SwipeCrypto (SWC).

BSc(Hons) in Computer Engineering, Nottingham Trent University.

Key Team Members:



Kevin Cook

CMO

- ✧ Formerly a project manager with China's top digital media solutions provider.
- ✧ Freelance blogger & video producer with 200,000+ followers.



Castor Xu

CTO

- 10 year+ in product design and research and development work
- ✧ Led several projects of online finance platform and digital media. Expertise within basic algorithms of online financial platform and data distributed storage.
- ✧ Formerly dev manager of IBM China BI data storage department.



Chen Meng

GM of North China

- ✧ Formerly key account GM of MIAGE, as the first employee, she also helped grow company's sales from zero to ¥3.2 billion of domestic sales.



Tom Sun

GM of East China

- ✧ Formerly Sales Director of Criteo, BU Head of BJC, AVP of Pactera, Team Manager of Microsoft. 18 years' experience of IT, Internet, Advertisement.



Jonson Sun

System Aystem Architect

- 10 years+ experience in System architecture of internet product.
- ✧ Formerly designer of the open platform of Shanda.



Sherlock Zheng

Product Manager

- Formerly product manager of ECPSS company ChinaPNR.
- ✧ Led the development of Sunflower project in company.



Caspar Zhu

Programmer

- 10 years+ experience in internet projects.
- ✧ Formerly underlying system engineer of InterActiveCorp.



Peter Qiao

System Analysis

- Served in NEC Group Corporation.
- ✧ Charged the risk control model of system in the NEC Group.



Summer Zhou

UI Designer

- Served in Alibaba UI Design Department.
- ✧ Participated in the UI design of Alibaba 1688 platform.

9.3 Development Planning

✧ First step:

Third or Fourth quarter of 2018

Operation plan: cooperate with 30,000 advertisers and attract self-media makers, UGCs and distributors in various fields to use AllSpark.

Product plan: launch AllSpark's Mainnet and official app with wallet, content release, trading and comment functions.

✧ Second step:

First quarter of 2019

Operation plan: establish operation centers in America and Japan; establish operation centers in Europe and Southeast Asia in the third quarter of 2019; bring AllSpark to the world's attention and invite more partners to develop DApps. By the end of 2019, AllSpark's MAU will hit 30 million.

Product plan: open SDK and API to the public to help partners develop related applications; enrich trading mechanisms and upgrade the official app.

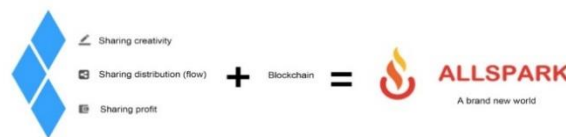
✧ Third step:

Till the end of 2020

Operation plan: MAU of AllSpark reaches 200 million.

Production plan: improve AllSpark's capacity in blockchain infrastructure, add functions like performance and private trading; continue to develop DApp applications.

10. New Ecology of AllSpark



AllSpark will put gaining profit for high-quality content as its first priority to attract more content creators and distributors. Finally, the advertisers can realize the lowest marketing cost in that they only need to pay the commission after order closing; content seekers can reach more brilliant and valuable content; all content creators, distributors and seekers can become friends, sharing common hobbies.

It's worth noting that users' information, behavior and digital assets on AllSpark don't belong to AllSpark. Currently, many users have access (accounts and passwords) to various websites, but what they have belongs to the service provider. Unlike them, AllSpark will bring a new era for users, where everything users create belongs to them.

AllSpark establishes a positively inspiring closed-loop of content— distribution— payment. It will create a worldwide market for creation, distribution and trading of disseminated content with an increasing number of participants, and build a sound content environment with an irrevocable credit collection on the blockchain.

AllSpark is an open network of content creation—distribution—trading, aiming at developing an open content environment rather than a forum based one, such as Steem. It aims to realize universal access to AllSpark for content by the platform's open APIs and introduce the close-loop of content—distribution—payment to it to increase platform stickiness and improve profit model. As for the connected platforms like social media, vertical communities and e-commerce, AllSpark can be a content acquiring network, a cross-border content-based payment channel and a source.

What AllSpark can serve, such as digital advertising, digital copyright and sharing creation, has an annual market cap more than 200 billion US dollars. This is a market with great potential.

Bacon once explained, that the strength of knowledge is not only determined based on its own value, but also by the breadth and depth of its diffusion. The completion of the AllSpark environment will encourage more outstanding content creators to bring us more AllSparks that have the power to facilitate human development and inspire more brilliant distributors to make these works known by a wider range of people. AllSpark will make efforts to generate value for every user's photos, words and shares.





ALLSPARK

A New Ecological Public Chain

Reshape the Creation, Delivery and Value of information



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