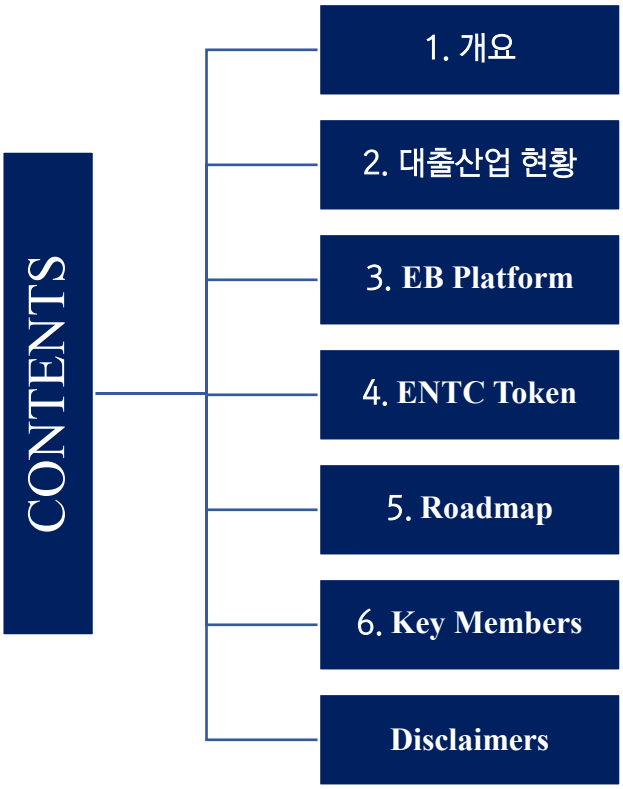
V1.7 2021.09

ENTER BUTTON

WHITE PAPER

FINANCE WITH CULTURE & HUMAN ART

Your assets are verified and recognized through ENTERBUTTON's blockchain ecosystem.
Trustworthy asset liquidation platform allows you to focus on infinite possibilities.



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1 Overview

Asset liquidation has been used as an indispensable financial tool in capitalist society throughout the ages.
Purchasing an asset to be valued and using its leverage has led to a further increase in purchasing power, and has generated a myriad of derivatives for it.

In modern society, mortgage loans through real estate and vehicles have become the simplest and most efficient means of liquidation used by anyone, while the advent of blockchains and bitcoins has changed the game of consumer finance, and a new form of finance called Defi has emerged.

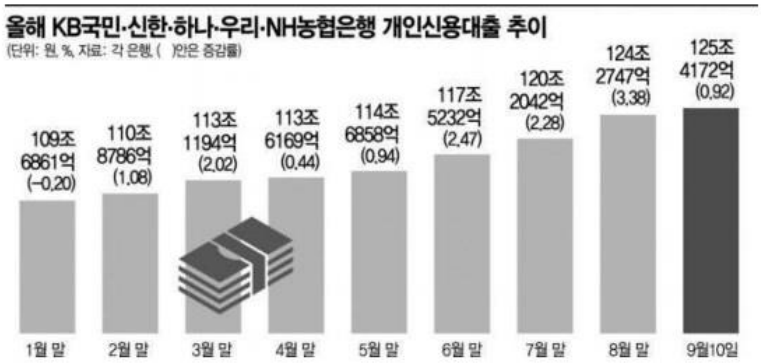
The blockchain token market, which started with decentralization in the conventional centralized market, has made huge progress and still continues to grow. However in the COVID-19 era, the liquidity of individual consumers is bottoming out. The reality is that even if they want to get a loan, they do not have any assets or are craving for new finance due to loans that have already occurred.

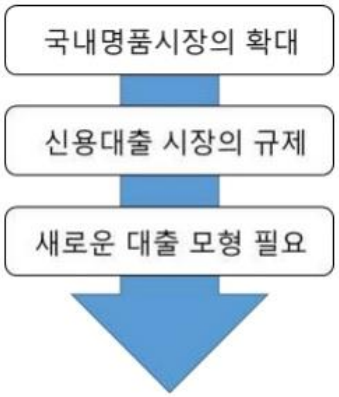
'ENTERBUTTON' aims to provide a new environment for this liquidity market and bring the potential luxury asset market to the surface by offering a user-friendly and convenient UI.
Furthermore, it plans to realize the sharing of profits between operators and users and economies of scale through its own bond securitization and staking Defi through Blockchain NFT.

2-1 The collapsed household economy and loan demand with its scale in the COVID-19 era

In the aftermath of the COVID-19 era, the scale of loans including credit loans, is at an all-time high.

The collapse of the household economy and industry as a global phenomenon, made the demand for liquidity to be maximized, which was expressed in unprecedented loan rates regardless of credit or mortgage





(The data are based on Korea)

Household loans showed an explosive increase rate of 5% per month as of March 2020, 8% from November, and 10% from April 2021, which exceed about 1,000 trillion Won as of June 2021.

Although the scale includes collateral and credit, it means that consumers have significantly lost their cash capacity, clearly showing the urgent need of revaluation and liquidation of their holding assets at the same time.

As a means to satisfy liquidity needs, financial forms have been diversified from basic ones with real estate and stocks as collateral to Defi based on virtual assets, and products based on consumers needs are appearing and being used naturally.

2-2 Consumption power and holding rate of luxury assets

Contrary to the economic situation of households, the polarization and concentration of the luxury market is ever increasing.

In other words, it means the 'luxury' is further strengthening its power, in the consumption of both households that are generally struggling and consumers who can afford it.

한국 5 년간 명품(럭셔리상품)시장 매출 자료 : 유로모니터

2015	2016	2017	2018	2019	합계
120,317 억	129,054 억	135,229 억	141,787 억	148,291 억	**67 조 4678 억원**

전세계 명품 2 차 시장(중고)규모 자료 : 맥킨지

2018	2019	2020	2021	2022	미래성장률
292,000 억	318,280 억(+9%)	346,925 억(+9%)	398,963 억(+15%)	458,808 억(+15%)	연평균 15%

타겟시장규모(보유 명품 예상가액 기준)

항목	표면	목표설정비율	심층(감가상각)
담보대출	19 조 9969 억원(3,000,000 원 x 6,665,660 명)	50%	9 조 9984 억원
매입매도	13 조 3313 억원(2,000,000 원 x 6,665,660 명)	50%	6 조 6656 억원
운용위탁	37 조 9947 억원(5,000,000 원 x 7,598,953 명)	100%	37 조 9947 억원

*표면 : 통계지수를 통한 산출수 **심층 : 통계치를 통한 산출수에 대출수요, 연체율, 소득수준을 대입한 목표 타겟치 ***중복수요는 금액 차감 산입

연령층별 잠재수요 분석표(자체), 포트폴리오 분배 5 에 가까울수록 수요,능력이 높음 자료 : 행정안전부

연령대	성향	상환능력	담보대출수요	매수도 수요	운용위탁수요	인구수(명)	배정포트폴리오
20~29 세	충동적	1	5	5	1	3,248,645	담보대출,매입매도
30~39 세	충동안정혼재	3	4	3	3	3,417,015	담보대출,매입매도
40~49 세	안정적	4	2	3	5	3,850,154	매입매도,운용위탁
50~59 세	매우 안정적	5	1	1	5	3,748,799	운용위탁

(The data are based on Korea)

As mentioned above, the ever-growing demand for new luxury goods and the transaction of used ones in Korea and around the world already form a huge market, which means that consumers who need immediate liquidity have potential financial assets (luxury goods).

The fact that one person, regardless of age or gender, has an average of 7 or more luxury goods, is a good indicator of the potential value of this market.

In addition to the existing leading market operators such as Koibito and Googus in Korea, there are countless small businesses. But in reality, the financial method using luxury assets is not recognized by general consumers.
Besides simple transactions of luxury goods, loans secured by these goods and the creation of bond-based revenue using Blockchain NFT can provide consumers with the most fresh and necessary function at the same time.

2-3 Financial value of ‘Luxury Assets’

As an example, the other assets except for luxury ones which have a scarcity value that increases day by day are subject to depreciation over time, making purchases 20~30% lower than the industry’ s average secondhand sales price.

However, consumers’ needs may be 'I hope that the luxury assets I purchased will be evaluated at a high price'.

In fact, in order to be recognized for this value, it is evident that the entity that evaluates the asset must have the management tools to guarantee the valuation and prove its value.

Luxury assets are not just luxury goods to own and enjoy. They can be recognized as clear 'assets' and can be liquidated through institutions at any time, just like real estate, vehicles, or ships.

Moreover, the fact that luxury assets that are dormant without use amount to tens of trillion Won is very unfortunate from the perspective of our value, which we think can express there value.

From our point of view, consumers can liquidate a significant portion of their purchases, realizing the formation of a planned and one-step ahead financial pattern.

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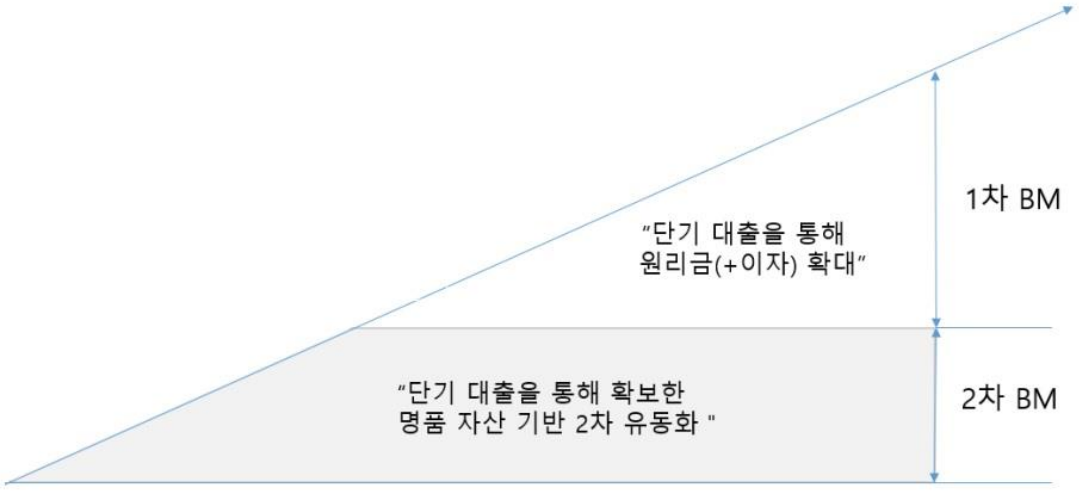
2-4 Overview of limitations and solutions of existing market for liquidation

As mentioned in Section 2-3, the evaluation of the existing market which remains at 20-30% of the purchase price would cause a problem opposite to the consumers' needs, and create a self-defeating perception that 'luxury goods fall in price when purchased.'
The reason why the existing market has no choice but to provide a low purchase price, would be [1] the resale period, and [2] non-liquidation of the capital invested in the purchase.

From the buyer's point of view, the resale period can be viewed as a kind of grace period, during which buyers become unable to use the capital, so even if the actual expected profit exceeds 70%, they will take on that much risk.

Existing loans with luxury assets are in a situation where they have the same problem with no choice but to provide a lower amount compared to the current sale price.

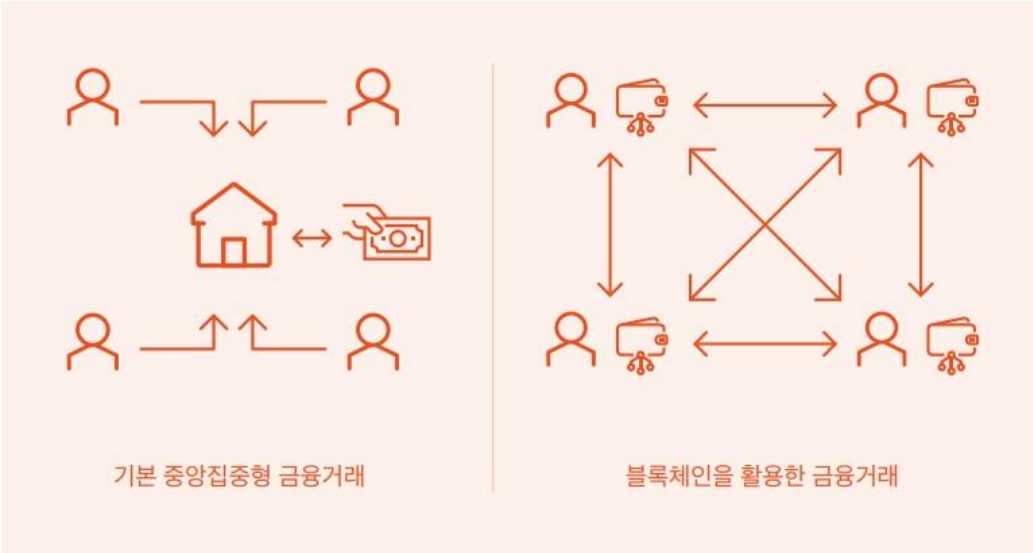
We want to break the link of inconvenience between consumers and operators in this existing market and seek its coordination in secondary liquidation. Secondary liquidation refers to a method in which luxury assets provided as collateral can be grouped into large categories with the consent of consumers, to allow operators to implement secondary liquidation through financial institutions, and use the funds again to form higher BM than the same amount of capital (loan amount).



In fact, Hastings Asset Management launched a fund of 'Hastings Cordelia Specialized Investment Private Equity Trust No. 1' in July 2019, a product that offers loans with luxury goods as collateral, with a prime broker service (PBS) partner, NH Investment & Securities, and the seller as Hanwha Investment & Securities.

In other words, operators execute loans with one luxury asset as collateral and bundle them together to raise liquidity funds to provide high valuation to consumers who need the initial loans as much as the expected return through the secondary BM. Through this, consumer needs and operator risks can be offset at the same time.

3-1 Why Blockchain?



Since the advent of Bitcoin, the world's first cryptocurrency in 2009, there are currently about 5,516 cryptocurrencies in circulation worldwide. Bitcoin is one example of the application of blockchain to the monetary and financial sector, and cryptocurrency enables transactions between network participants without notarized transaction intermediaries based on the values of decentralization pursued by blockchain.

Blockchain refers to a 'digital ledger in which transaction information occurring in a public or private network is encrypted and shared among network participants'. Blockchain is a technology that records and manages transactions in blocks through a P2P network without a central agency, distributing its authority. Forgery and falsification of information can be prevented by verifying validity in the process of linking blocks, which are information storage units in the order generation. It is virtually impossible to forge or falsify because all subsequent blocks should be altered by hacking the information of the majority of participants in order to manipulate information in the blockchain.

It maintains information integrity by making it impossible for a node to arbitrarily manipulate information with a feature that a change in any one transaction information constituting a block results in a change in the entire blockchain hash value.

In addition, complete information sharing through the P2P network blocks hacking attempts from the outside targeting a specific node, and allows to prepare for the risk of a “single point of failure” in which the entire system is disrupted. That is, the core value of blockchain technology is the establishment of P2P trust network without intermediaries, which is continuously developing.

The history and evaluation of loans and luxury assets that we want to deal with must be safely stored and distributed. The most suitable technology to implement this is blockchain, which is also in line with the expansion of ENTERBUTTON's own ecosystem and decentralization for direct transactions with consumers.

3-2 Blockchain Market

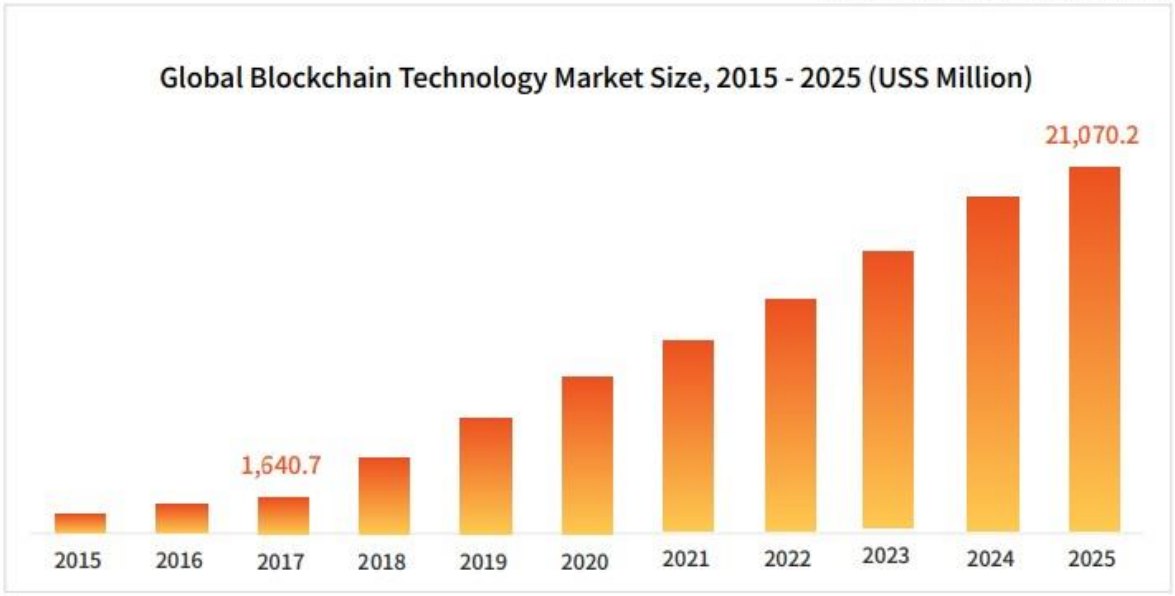
The size of the blockchain technology market is expected to reach USD 21 billion by 2025, growing by nearly 40% every year from USD 1.64 billion in 2017.

Companies around the world are accelerating this growth with their steady investment in blockchain research and development. Some companies pushing for blockchain projects are seeking investment opportunities and gaining more market momentum, especially in the face of the worsening economic downturn caused by COVID-19 pandemic.

Small start-ups may be eliminated, as large corporations take a strategy to preoccupy the market with bold investments, but the entire industry can enter a mature stage. Accordingly, the size and experience of a company are expected to be more critical factors in the survival of a company.

Expansion of technology R&D with increased investment is likely to lead to improved awareness and system in the public sector and government agencies, which will spur industrial development. The industries most actively applying block chain technology include BFSI (Banking, Financial services, and Insurance), and block chain technology is also predicted to be actively used in manufacturing, medical care, wholesale and retail distribution, energy, and public sectors.

출처: www.fortunebusinessinsights.com 2020.05.13



In particular, blockchain technology is highly likely to be fused and combined with key technologies that lead the 4th industrial revolution, such as artificial intelligence (AI) and Internet of Things (IoT) in the future. In the era of the 4th industrial revolution when collecting and operating large amounts of data becomes important, blockchain is expected to lead the spread of the big data market by enhancing personal control over individual data as well as data security.

3-3 ENTC Blockchain Configuration Overview

ENTC provides a reliable block system that is automatically verified through blockchain technology, and value storage through NFT.

Being user-friendly, ENTC's UI implements and provides All-in-One Asset Management which is easy to use from the beginning to the end of a luxury asset mortgage loan even without deep understanding of blockchain technology and applications, and can be checked at a glance at any time with safe storage of users' assets,

ENTC is designed to enable users to obtain fair, verifiable and reliable information and rewards through blockchain technology.

With 2 types of [1] Utility and [2] NFT, ENTC tokens are designed to be suitable for each role including bonds transaction, reward acquisition, and storage means of definite value, which are actively used inside and outside the ENTC ecosystem.

All these types of tokens are ultimately integrated into one App so that users can switch immediately and use them as necessary.

Therefore, all tokens result in multiple and one, which are used for ecosystem expansion (Dapp) and user's operating environment through the ENTC platform.

3-4 PAYBUTTON Platform

The ENTC blockchain ecosystem aims to build an ecosystem based on the PAYBUTTON platform, an All-in-One Asset Management.

ENTC Wallet
(Storage and conversion)

Luxury Asset Transaction
Luxury Asset Consignment Sales
Luxury Asset Mortgage Loan
ENTC Luxury Auction
ENTC Bond Staking

ENTC Wallet

ENTC Wallet is a storage for ENTC tokens and all tokens issued. In addition to the storage function, the Wallet has a built-in token usage function. Tokens stored in the Wallet can be used or converted for any function within the PAYBUTTON platform.

Prices of various virtual assets provided in real time can be checked, and real-time prices can be reflected in link with the ENTC tokens. Through this, the functions of conversion and exchange will also be provided.

Luxury Asset Transaction

Luxury assets held or entrusted by ENTERBUTTON can be purchased in the legal currency of the country of use or ENTC. The real-time price inquiry of the Wallet allows users to trade luxury assets at the same rate, and when users want to sell them, they can easily handle transportation to the ENTERBUTTON Offine store through the stored DB, and execute appraisal and sale.

Luxury Asset Consignment Sales

If users want to sell luxury assets with consignment, they can easily transport the assets through the PAYBUTTON platform in the same way as in sales, and proceed with consignment sales at the agreed price and fee after appraisal.

Luxury Asset Mortgage Loan

Users can send assets from where they want or visit offline stores to execute luxury asset mortgage loans, and it is also possible to estimate the expected loanable amount by transmitting photos based on PAYBUTTON's designated manual.

Loans can be paid immediately in legal currency or ENTC after appraisal or contract, and an overview of loans and holding assets can be also checked immediately.

ENTC Luxury Auction

As event benefits of ENTERBUTTON provided only to PAYBUTTON and ENTC users, luxury assets with excellent product value are periodically selected and auctioned in the PAYBUTTON app.

When a certain period of time has elapsed from the start of the auction, immediate successful bids that can be used are only available with ENTC, and transaction history can be generated and verified immediately after successful bid.

ENTC Bond Staking

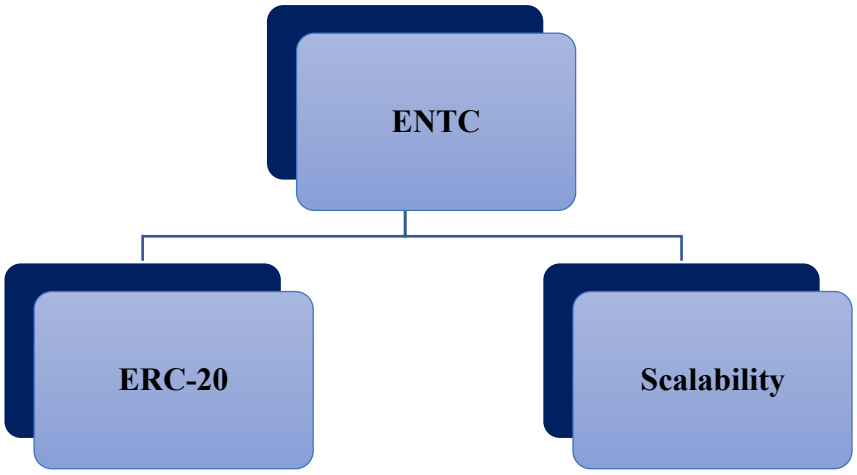
Bonds generated by mortgage loans, ENTERBUTTON's main product, are converted to a tradable state in the ENTC's own ecosystem market with the consent of users, and users receive a discount on interest when they agree to bond trading.

Bond-based ENTC NFT tokens converted to a tradable state can take part in ownership verification through PAYBUTTON, and when ownership is acquired and held to maturity during the period recorded in NFT, a predetermined reward is paid along with the principal. Both operators and participants benefit from the bond Defi that anyone can participate in.

4-1 ENTC Token

Blockchain is a technology based on DLT (Distributed Ledger Technology). It is a decentralized system in which the ledger is distributed across millions of computer networks, being recorded in each network. Furthermore, the node cannot be arbitrarily erased or changed by users, and information on the blockchain is encrypted and protected from third parties.

Smart contracts are digital contracts in which a code is automatically generated when certain conditions are met, and contract terms cannot be changed once the smart contract is distributed. All ENTC tokens provided by ENTERBUTTON are distributed through smart contracts. In smart contracts, all data is permanently recorded on the blockchain, making all transactions on the PAYBUTTON platform safe and transparent.



ENTC tokens are compatible with ERC-20 and will play an important role in the expansion of PAYBUTTON and its own ecosystem. We also consider compatible blockchain platforms such as EOS, Klayton, etc. at any time when a non-conformity of the Ethereum platform is found in the development and growth rate of the ENTC platform. In this case, ENTC tokens are automatically issued through the new platform, and ENTC tokens compatible with the existing ERC-20 are exchanged for those issued on the new platform.

4-2 ENTC Digital ECO(Ecosystem)

A. ENTC Digital ECO(Ecosystem)

ENTC is designed to provide platform users and business operators with fair and reasonable benefits through blockchain technology.

Users obtain liquidity or rewards through the platform, and operators generate profits through the realization of primary and secondary BMs based on this.

The generated profits and progress of the project will be reasonably reviewed and ENTC tokens will be camcelled in stages to activate the ENTC platform ecosystem.

B. Profit model of the main product (mortgage loan)

The primary profit model with luxury assets as collateral is loan interest, which is differentiated by various factors such as whether users agree to trade NFT bonds, and the period of use on the existing DB, resulting in annual interest income of 6~24% depending on the period.

Profits generated from the primary BM are used as capital to realize larger economies of scale, or as event elements including Luxury Auction to expand the ecosystem and increase users' satisfaction with ENTC.

C. ENTC USER

ENTC users can liquidate their dormant luxury assets through the platform or acquire desired luxury assets by participating in event auctions.

In addition, users can acquire Defi Rewards to achieve planned financial portfolio allocation by owning bond-based ENTC NFTs.

4-3 ENTC Digital ECO Dapp

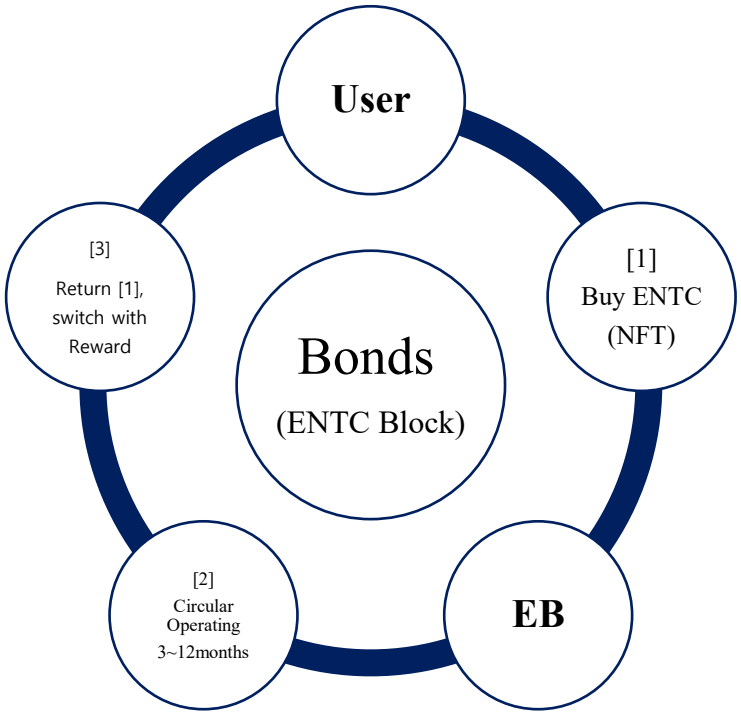
In the ENTC ecosystem, primary and secondary revenues are inevitably generated from BM.

This form of revenue is legal currency (user choice) or ENTC. All but offline elements will be automatically settled based on smart contracts.

A significant portion of ENTERBUTTON's revenue and reward mainly arises from bond transactions through ENTC Block NFT, which has a cycle as follows.

The types of ENTC used in this transaction include the underlying NFT tokens and Utility tokens paid in reward.

We will cancel a large number of tokens generated by bond-based secondary BM in the utility part, which is liquid and accounts for the largest percentage of them.



Continuous cancellation undermines some of ENTERBUTTON's potential profits, but we can earn sufficient profits from primary and secondary BMs. Because the high scarcity of Utility tokens through cancellation increases the value of users, creating a healthy ecosystem cycle between platform users including ENTERBUTTON.

4-3 Roadmap

(The image data was based on Korea.
It can be converted into English through Xangle.)

ENTC will not be short-lived but a long-term project that connects digital and real things. The token itself becomes an icon of trust, not to mention its usability, and it will be common within the ecosystem, being used as a legitimate means of payment and authentication.

As the entertainment, finance, blockchain, and O2O platforms of ENTERBUTTON's business ecosystem grow in accordance with milestones, ENTC will be recognized for its value and its scarcity will be maximized due to continuous cancellation within the business.

As long as ENTERBUTTON's long-term business model has its primary goal to switch to a savings bank with Business Second Page, it aims to promote the endless development ENTC's ecosystem with public usability.

4-3 Key Members

Operating Team

ALLEN KIM

JIMMY ZHAO

Tech. Dev. Team

David

Kelly

Besides,

Communication team

IR team

SDKB Co.,Ltd executives

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The ENTERBUTTON team notifies buyers of various risks, including the risk of losing money equivalent to the purchase price of ENTERBUTTON tokens. The accuracy of the information on risk or uncertainty written below is not guaranteed. Buyers are deemed to have agreed to purchase ENTERBUTTON tokens with clear recognition of the risk as it is without guarantee of any kind.

1. Blockchain risk: Congestion in the blockchain system may lead to late processing or invalidation of transactions. In particular, smart contracts for the issuance and distribution of ENTERBUTTON tokens are based on Ethereum blockchain technology. The Ethereum protocol may have weaknesses and vulnerabilities, and various bugs may occur, including bugs which cause the ENTERBUTTON tokens to be lost. And these Ethereum blockchain problems may cause material damage to the ENTERBUTTON team and buyers of ENTERBUTTON tokens.

2. Personal informatopn risk: Users' personal information is necessary for the distribution and control of ENTERBUTTON tokens in the e-wallet of ENTERBUTTON token buyers. Therefore, if personal information is leaked, the ENTERBUTTON tokens in the buyer's e-wallet may be leaked. Furthermore, a third party may steal ENTERBUTTON tokens by accessing the buyer's e-wallet due to the leakage of the buyer's personal information.

3. Security Risk: Like all other cryptocurrencies, Ethereum is vulnerable to mining attacks such as 'double spending attack' or '51% attack'. Hackers or other groups with malicious intent can attack the ENTERBUTTON team or ENTERBUTTON tokens with the above attack method. If such a block chain attack is successful, the ENTERBUTTON token transactions and the ENTERBUTTON tokens can be severely damaged.

4. E-wallet compatibility risk: To purchase or store ENTERBUTTON tokens, you must use an electronic wallet that is technically compatible with ENTERBUTTON tokens. If you use a different wallet, you may not be able to access ENTERBUTTON tokens you purchased.

5. Force Majeure Risk: ENTERBUTTON is still under development, and the ENTERBUTTON team will try to develop and maintain ENTERBUTTON as it is written in the white paper, but it may change for various reasons, including legal, design, technological, administrative regulations. The ENTERBUTTON Team is exempted from all liability for depreciation or loss of ENTERBUTTON tokens and damage to the liquidity due to factors of Force Majeure, such as changes in regulatory framework or required permits/licenses and taxation policies, the emergence of platforms or open sources that adversely affect the ENTERBUTTON Team or ENTERBUTTON, a lack of market interest and other similar events.