



# Beauty Advertising Meets Blockchain

Connect & Share your Billions of Grooming knowledge

**White Paper v1.0**

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# 1. White paper

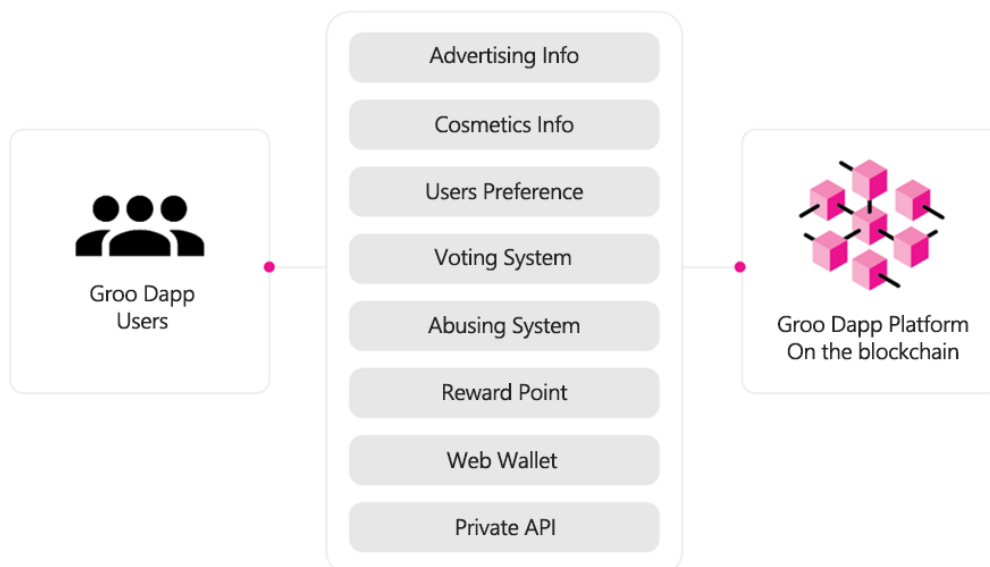
## 1) Summary : What is Groocoin?

Project Groocoin is a cryptocurrency based a beauty content advertisement media platform ("Groo DApp" platform) accumulating quality corporate, social media, and blog contents through partnerships with creators, as well as a blockchain network used in that platform.

Below are descriptions of feature and objectives of Groo DApp platform:

- General-purpose cryptocurrency used in everyday life, enabled through Groocoin and Groo DApp platform;
- Open-source platform mobile ecosystem;
- EOS blockchain-based platform;
- Faster transaction and no fees;
- Optimal advertisement platform for advertisers and DApp users enabled through big data generated by user interests;
- User-friendly UI and excellent accessibility.

Businesses and private advertisers can utilize Groo DApp platform to plan targeted marketing campaigns with minimum costs and maximum efficiency.



[Groo Dapp Solution]

## 2) Introduction

### 2-1. Introduction

Ten years have passed since Bitcoin was made public by an anonymous developer in 2008. In 2018, cryptocurrency and blockchain are not unfamiliar to those of us living in the present era. Capital is already flowing into the cryptocurrency market worldwide, with governments, institutions, and corporations pointing to cryptocurrency and blockchain as innovative technologies that will change the near future, making massive investments to develop related industries.

Jack Ma, the CEO of Alibaba, said in 2015 that the present era is evolving from IT to data technology (DT). He further explained that data and data technology themselves may be transacted or used like gold, oil, and other resources in the near future. In 2018, we are living in the era of DT led by cryptocurrency and blockchain technologies, which are stabilizing in various industries through trial and error.

Korea is a late starter in this industry. Agencies and institutions lack a good understanding of cryptocurrency and blockchain, which is making them more concerned about the adverse, rather than, beneficial, effects of the technologies. This is why Korean industry players are still reviewing policy tools to protect cryptocurrency investors, rather than focusing on accepting the technologies and nurturing related industries. Some worry that if such trends continue in Korea, the country may suffer from Galapagos effect as the gap with early blockchain starters such as the United States and Japan widen.

Korea, however, has historically displayed unmatched execution and concentration in establishing infrastructure, as demonstrated by its extensive highway network and high-speed internet infrastructure. As such, we have no shred of doubt that when Korea begins to accept cryptocurrency and blockchain technologies with open arms, related industries will experience an explosive growth surpassing that of other countries.

We at the Groocoin team are developing Groo DApp platform that is easily accessible to people without a full understanding of these technologies by combining elements in the advertisement and beauty industries that are omnipresent in our daily lives. The developers have years of experience in promotion campaigns targeting women, who are major customers of the online music arcade game “Audition” and “LoveBeat.” With such a background, the team debated what kind of application will be frequently used by women, the target customer group for Groo DApp, in the end coming up with “ViVi Screen,” the first DApp of Groo DApp platform.

Through ViVi Screen DApp, we hope to change the negative opinions and insufficient understanding of cryptocurrency and blockchain technologies, ultimately bringing more people and institutions to positively view them and understand their application. We wish for policy tools for nurturing the

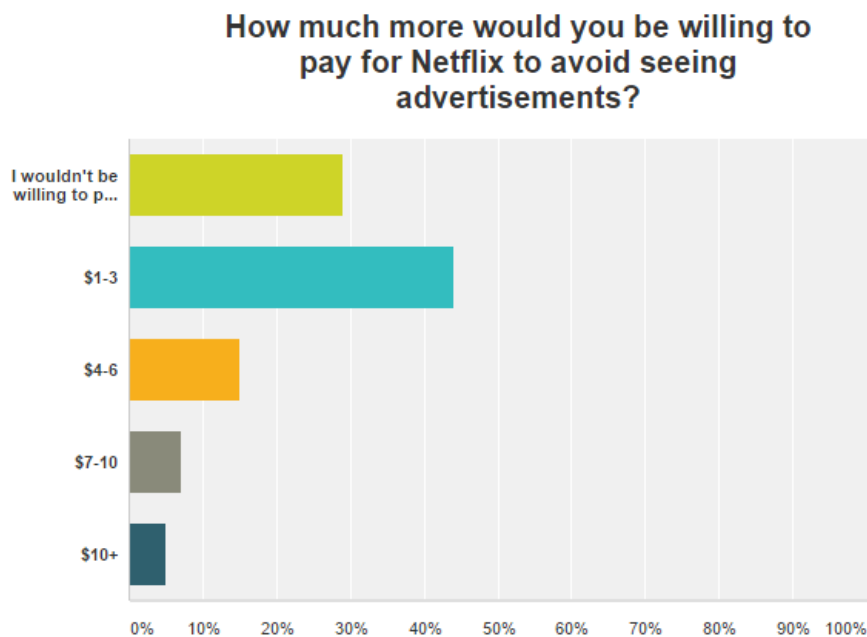
cryptocurrency and blockchain industries to be completed soon, and allow Korea to become the leader of cryptocurrency & blockchain industries.

## 2-2. Dilemma in the Advertisement Industry

Consumers who acquire information through advertisements are rare in the contemporary world. Rather, more people are choosing to avoid advertisements by paying money to platforms.

Spotify, a large music streaming service, offers a free service including advertisements and a paid service without them, but most consumers choose to subscribe to the ad-free paid service. In 2015, Netflix asked its U.S. customers if they maintain the current pricing levels and introduce advertisements, or to increase the fees. The consumers answered that they want to watch videos ad-free even at a higher price.

Under such circumstances, it is difficult for advertisers to expect the advertisements to result in actual consumption of their products, even when they paid good money to run the campaigns.



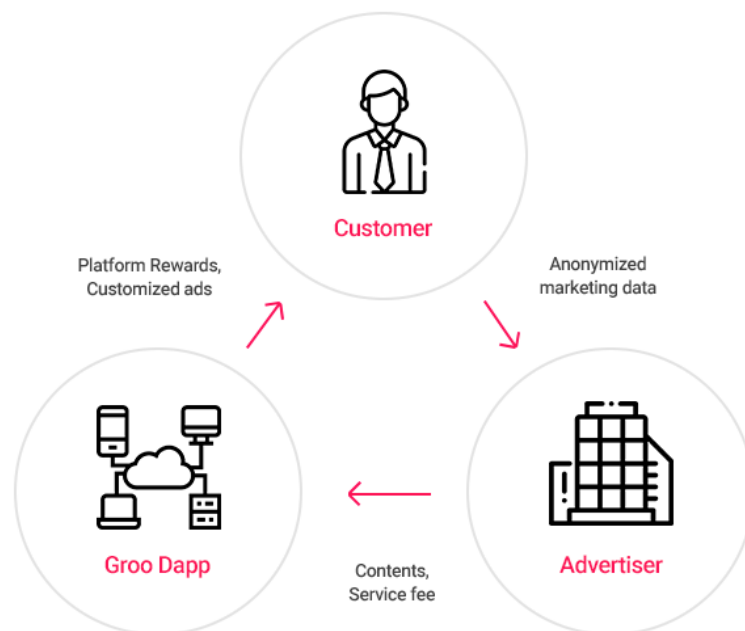
(Exstreamist.com)

As an alternative, contents marketing that integrates advertisements into the existing contents is becoming more active in the U.S. market and elsewhere. Such campaigns, however, require agreements between the advertiser businesses and content producers, in addition to a higher level of communication with the target consumers. As such, it takes longer to produce marketing-infused contents compared to regular ad campaigns, and contents satisfying both the advertisers and the producers are hard to come by. Consumers dislike advertisements for many reasons, but the biggest

one may be that watching advertisements does not directly benefit them. Consumption power of the consumers is at the core of advertisements. Even when advertisement production incurred large sums of capital and time, the resulting advertisements will fail if ignored by the targets.

With this understanding, Groocoin team offers Groo DApp platform, which rewards consumers for watching advertisements. Anyone can easily download Groo DApp from Google Playstore or Apple Appstore. They can use the creative tools to become advertisers posting their own contents, or become voluntary ad viewers who are rewarded for each view.

Groo DApp team plans to launch the first DApp, ViVi Screen, which focuses on advertisement and beauty contents. Additional DApps will be developed in the future.



[Groo DApp Structure]



### 3) Groo DApp Platform

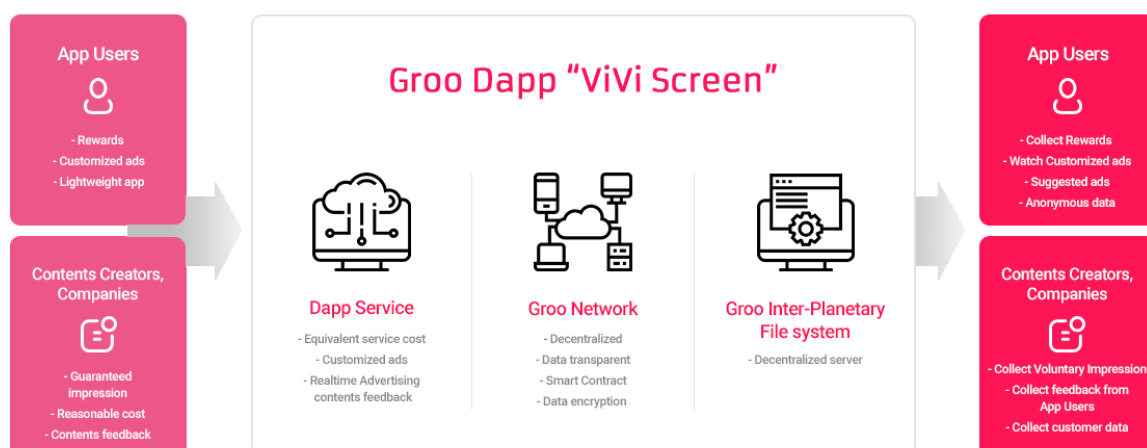
#### 3-1. Definition of the Platform

Groo DApp platform proposes a customized advertisement system developed with personal data that provides rewards to ad viewers. The anonymous personal data provided by DApp users to the advertisers are collected on individual levels, then categorized to be recorded on the blockchain network.

Advertisers can refer to consumer data in marketing, and use them to plan targeted marketing campaigns. To obtain ad viewing rewards, DApp users must provide their personal information categories when registering for a membership.

Generally, platforms that provide rewards become easier to use and more faithful to their original roles when their features are simpler and lighter. For example, consumers will resist reward platforms including elements interrupting with earning rewards (pop-up ads, frequent notifications, degraded smartphone performance, etc.).

ViVi Screen, our first Groo DApp platform, requests the most minimal categories including age group, region, and skin type, thereby remaining faithful to the users' original aim of obtaining rewards by watching beauty advertisements. In addition, the anonymous data about certain consumer groups collected from the platform will be delivered to corporate and private advertisers. As for the ad viewer feedbacks requested by the advertisers, they are submitted to the blockchain network via consumers who simply select categorized answers, to earn more rewards. Breaking away from the previous unidirectional communication of "advertiser -> advertisement producer -> consumer," Groo DApp platform enables bidirectional mutual communication between the advertisers and consumers, thereby contributing to the production of better contents.



[ViVi Screen Structure]

The following are core elements considered by Groo DApp platform:

- 1) Establishment of data about various consumer groups by categorizing the data provided by the DApp users.
- 2) Charging uniform Groo DApp platform service fees to various corporate and private advertisers posting contents (management under an economy of scale by enabling higher general-purpose use).
- 3) Utilization of bidirectional consumer <-> advertiser feedback to create better contents.
- 4) Utilization of anonymous data about various consumer groups to enable targeted marketing by advertisers.

Groo DApp platform is not limited to the beauty industry. To solve current issues in the advertisement market and vitalize the platform, the team is planning to develop more blockchain DApps with other themes. Groocoin team is capitalizing on their career experiences in developing music arcade games to develop a platform that can satisfy both the consumers and advertisers.

### 3-2. Groo DApp “Groo Assistant”

All Groo DApp platforms are managed via Groo Assistant (GA). GA is a one to one customization program based on blockchain data, whose goal is to efficiently manage the recorded data and enable the principals of various DApps to customize the data.

GA is a program for sustainably managing personal user information (interests, patterns, age group, consumption habits, etc.). Its users can utilize their own GA to do the following:

#### 1) **Personal Data Management**

Services on Groo DApp platform are provided in a pattern customized through individual personal data points. Such personal data will accumulate as the user uses DApp more. They can select categories of their interest to utilize information from the group of their choice.

#### 2) **Reward Management**

Users receive rewards by watching advertisements customized via their own personal data. In the traditional advertisement market, the viewer only played a passive role of watching the advertisement contents. In addition, such limitation prevented advertisers from systematically

managing preferences, age groups, and patterns of individual viewers. The consumer can effectively manage their personal data through GA and use customized services, and obtain rewards by watching advertisement contents.

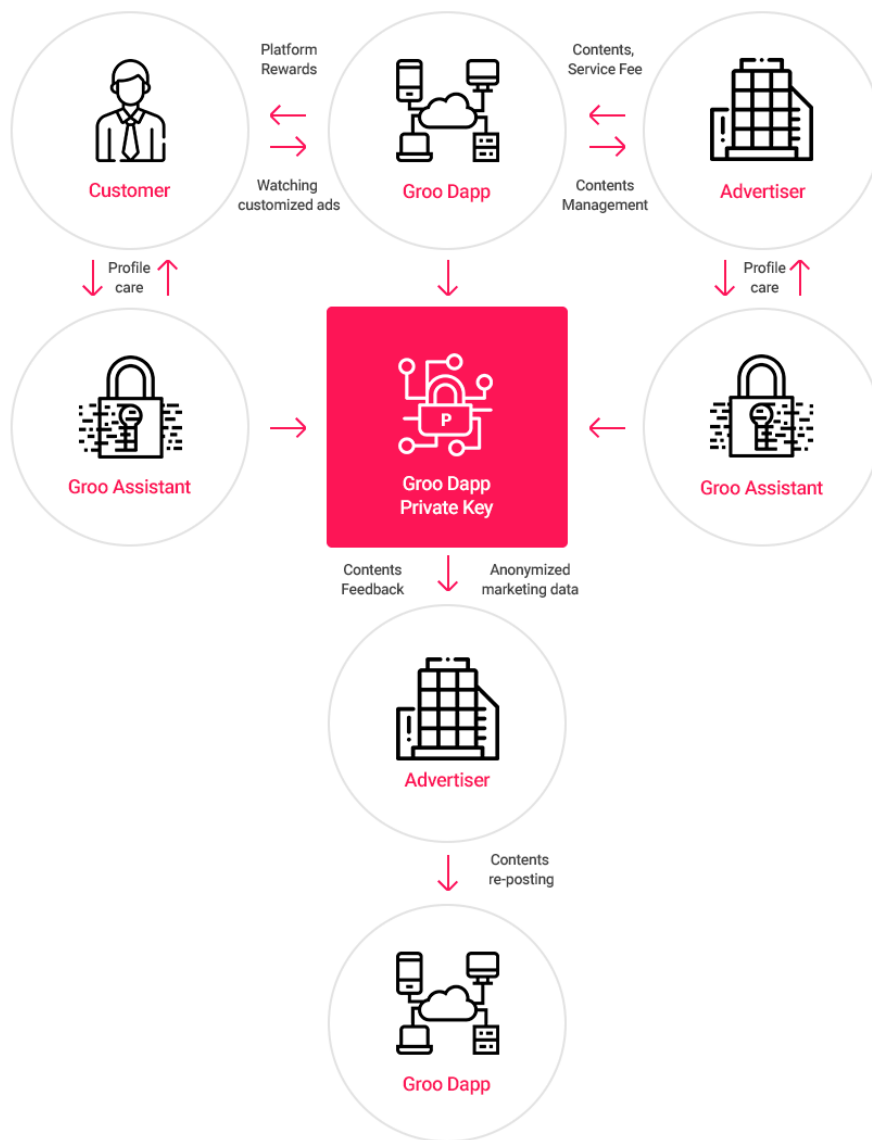
### **3) Content Management**

Corporate/Private advertisers and content producers can use GA to effectively distribute their contents on Groo DApp platform. Groocoin project offers the same service price to all content producers. The posted contents will enjoy exposure benefits depending on the multilateral evaluations and feedbacks from the consumers (ad viewers).

### **3-3. Groo DApp “Private Key”**

Groo DApp Private Key is the unique identification key value used to categorize personal data of DApp users. DApp utilizes random numbers and hash functions to designate one Private Key per user. The users enter basic personal information when signing up with each Groo DApp platform, and the provided data are encrypted using the Private Key. Personal data contains encrypted records of categorized information (preferred products, skin type, etc.) required by various DApps. Such personal data is continuously updated by reflecting the below information about DApp users, and later used as reference marketing information for corporate and private advertisers.

- 1) Pattern Data: This is the collection of data that traces the users’ selection and viewing of advertisement contents. Certain advertisement contents selected by the users are already categorized when contents are uploaded, and they are combined with feedback data to enable advertisers to understand to which users groups their contents appeal and are exposed. In addition, such patterns can be efficiently utilized to make other advertisement contents.
- 2) Feedback Data: After watching the contents, users can choose to provide feedback about the advertisements depending on whether there are additional rewards. From the simplest feedbacks such as upvoting (smaller additional rewards) to reviews about the advertisements, such information is delivered to the advertisers as reference data.



[Groo Dapp Private Key Structure]

## 4) Platform Components

### 4-1. EOS Blockchain-Based Platform

To reward block producers, the blockchain charges a fee to all transactions recorded in the blockchain. Commercial DApps such as Groo DApp platform requires tens of thousands of transactions per second to be handled in the blockchain. Transaction fees and processing delays create a large barrier

to service expansion. Groo DApp platform removes the users' transaction fees and utilizes EOS blockchain for faster transaction processing. EOS is a smart contract platform for decentralized application (DApp) service that solves blockchain services' usability issues such as transaction fees and processing delays. EOS blockchain does not charge fees to DApp users.

Groo DApp platform uses delegated proof of stake (DPOS) introduced by Bitshare, as well as Steemit, the EOS blockchain consensus. Blocks are generated in one to three-second cycles, and the system is capable of processing millions of transactions per second.

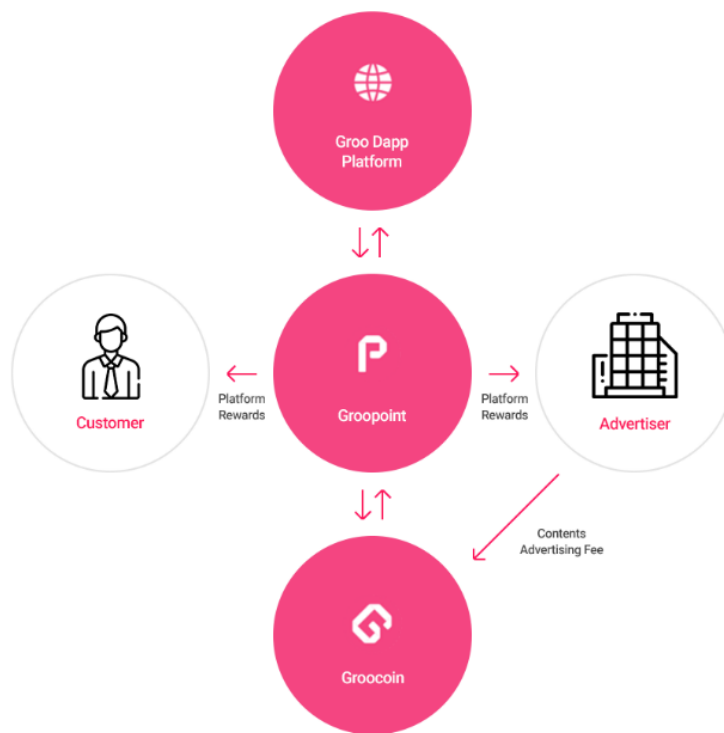


[Project Structure]

## 4-2. Groopoint, Groocoin

Groopoint is a reward point that can be obtained from Groo DApp platform. DApp users can acquire Groopoints by watching certain advertisement contents, subscribing to channels, or up-voting.

Groocoin is a utility token used to post advertisement contents on DApp platform. It can be obtained by converting Groopoints earned through platform activities. Conversion rates will be updated in the future.



[Groocoin & Groopoint]

1. Groopoint is earned through platform activities.
2. Groocoins are used to upload advertisement contents on Groo DApp platform.
3. Groocoin can be acquired by converting Groopoints.
4. By proving certain amounts of Groocoin shares, users can access additional platform services.

#### 4-3. Groo DApp Mobile Application

Groo DApp platform provides an independent mobile application. Groo DApp platform is an Android and iOS mobile applications that can be downloaded via Google Playstore and Apple Appstore. Users can install the application and subscribe to the service to generate personal wallet address and use platform contents.

#### 4-4. Groo DApp Platform "Vivi Screen"

- 1) DApp Users

- Acquisition of rewards for viewing advertisements
  - Personalized advertisement viewing/proposals
  - Lightweight app (optimized tool excluding unnecessary features)
  - Provide anonymous data (delivered to advertisers as feedback for producing new contents)
- 2) Corporate and Private Advertisers
- Voluntary advertisement viewer ratings
  - Feedback for advertisement contents
  - Efficient costs (service costs for posting advertisement contents)
  - Anonymous data from advertisement viewers (targeted marketing metrics from big data)

#### 4-5. Groo DApp Creative Tool

The tool is offered as website/mobile site for producing contents that can be uploaded to Groo DApp platform. The ad contents posted on Groo DApp platform are recorded on decentralized filed servers on Groo Inter-Planetary File System.

#### 4-6. Groo Private API (Application Programming Interface)

To interface with third-party services, the platform offers various API features including automatic posting from Groo DApp, and Groocoin features.

#### 4-7. Groo DApp Platform Database

The blockchain technology is not commercial enough to contain all data configuring the current platform. The block chain records contents excluding large-scale data that cannot be contained. As such, large-scale data on Groo DApp platform is stored on AWS Storage Service (S3) primarily, whose file paths are recorded on EOS blockchain. Such data are distributed and stored via Groo IPFS (Inter-Planetary File System) after the EOS IPFS library decentralized file server service is stabilized.

#### 4-8. Groo Marketing Analysis

By analyzing big data on user preferences, relevant information will be extracted and safely transmitted to partner companies via private API. Personal information will be developed without

violating existing privacy terms.

#### 4-9. Groo Privacy

For private advertisers, the issue of profile privacy and subscription policy will follow models for Facebook and YouTube to prevent any potential issues.

#### 4-10. Groo DApp Platform Self-Advertisement

Groo DApp platform provides self-advertisement platform which can collectively manage contents from corporate or private advertisers. DApp users can subscribe to this platform, which can enhance advertising effects not only from ad contents themselves but also via personal platforms.

Self-advertisement platforms can be used after KYC uploading and related reviews are completed.

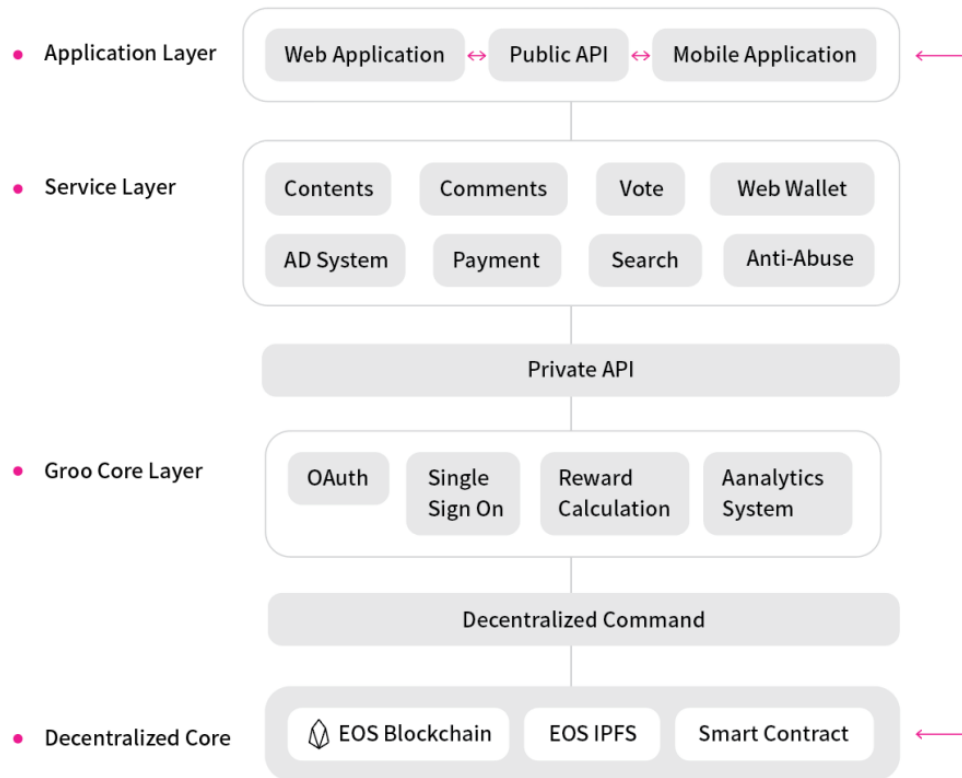
### 5) User Role

The users can post contents, vote on and provide feedback on the contents. They are given levels from one to five depending on their activity. They can also prove their Groocoin balance for more benefits on the self-advertisement platform.

### 6) Technical Details

Groo DApp platform is composed of decentralized core, core layer, service layer, and application layer.





[Groo Dapp Structure]

## 6-1. Decentralized Core

The decentralized core is a data network that stores Groo DApp data and contents, and works as a database that utilizes blockchain technology. It is the most important layer in Groo DApp, managing personal data, activity data, and content data by encrypting them.

All data on Groo DApp are recorded on the blockchain network, but not on Groo DApp server. Content data, however, will be stored using IPFS (Inter-Planetary File System) due to capacity issues. To solve issues regarding transaction speed and excessive use of computing power, Groocoin team is developing DApp (Decentralized App) using EOS blockchain.

### 6-1-1. Data Storage

Data storage is the database in blockchain, containing the personal advertisement profile (Groo Assistant) generated in Groo DApp platform. Personal information on the data storage layer is kept safe through reliable security methods such as encryption via user private keys. Such Groo Assistant information can only be selectively viewed and used on API only if individuals agree.

### 6-1-2. Smart Contract

The smart contract layer helps issue and utilize Groocoin. To operate the reward system in a fair manner, Groocoin team created a smart contract layer and enabled transparency granting access to all stakeholders. Groocoin's smart contract is the rule for platform users, enabling the vitalization of reward system-based platform ecosystem.

## 6-2. Groo Core Layer

Groo core layer is the back-end of Groo DApp platform, and is composed of the reward module, which works based on the blockchain network, and authorization module.

### 6-2-1. Reward Module

At midnight every day, the reward module uses the system based on the content reward calculation rule defined by the smart contract layer ([refer to 6-5](#)) to calculate and allocate rewards. The allocated rewards are verified for thirty days and provided to platform users as Groopoints.

### 6-2-2. Authorization Module

Authorization module categorizes users on the blockchain network by providing unique identification keys to each user ("Groo Private Key"). In addition, Groo platform supports SSO and OAutho technologies, enabling easy interfacing with partner company services.

## 6-3. Service Layer

The service layer connects the decentralized core and application layer, and is provided as API to execute the core logic of Groo platform. Overall data not contained on the blockchain network are encrypted and collected in a storage to configure a cache database to be used on the platform service.

### 6-3-1. Public API

On the service layer, Groocoin team offers three APIs for users to utilize Groo DApp platform. The team will make the API interface public in the future to create an environment in which Groo DApp platform developers and freely participate in the ecosystem. Groocoin team is working to establish a Groo ecosystem with various partner companies, focusing on developing "Groo Assistant," the key

rule of the ecosystem.

#### (1) Groo Assistant API

The Groo Assistant API provides the basic data needed by Groo DApp including personal activity data, compensation information and more. Based on this API, the various corporate participants can plan their marketing to target consumers with the most efficient cost.

#### (2) Content Recommendation API

The content recommendation API is for developers and corporate advertisers who wish to establish their services on Groo DApp platform. This API calculates relatedness scores based on Groo Assistant data, and uses the results in order to find the most appropriate contents for individuals. The content recommendation API maximizes the utilization of various contents recorded in Groo DApp platform.

#### (3) Integrated Groo Login API

The Groo login API Provides an integrated login service in the form of API, enabling the platform users to easily use various Groo DApp services. Services utilizing Groo Private Key can capitalize on the data provided by Groo DApp platform, and advertisers can understand the characteristics of target consumer groups using personalized advertisement data.

#### (4) Groocoin Wallet API

Groocoin Wallet API enables various digital wallet apps to support Groo Assistant. In addition, this API supports functions and features enabling the users to approve disclosure of their personalized advertisement data.

### 6-4. Application Layer

All DApp services utilizing Groo platform are within the application layer. This includes all types of applications that are executed in mobile or web environments. Such applications can call on the public API to obtain customized advertisement data that are accumulated on Groo DApp platform. In addition, partner companies can receive private APIs in order to develop third-party advertisement services utilizing even more detailed GA data. The following is an example of applications that can be

developed based on Groo DApp platform.

- Advertisement service that provide rewards to participants and producers
- Personalized beauty commerce service
- Personalized coupon distribution service
- Online shopping mall service based on Groo profiles

### 6-5. Calculating Content Rewards

Contents, participate in upvoting, subscribe to advertiser channels, and provide feedbacks to advertisements.

If daily content views on Groo platform is  $n$ ,  $P$ , the rate of rewards obtained by  $x$  is calculated using a formula of  $V$  (upvote count) and  $C$  (views):

$$p_x = \frac{v_x^2}{\sum_{i=1}^n (cv_i^2)}$$

Where the total daily Groopoint rewards is  $S$ , the daily rewards given to the individual  $x$ ,  $R$ , is as follows:

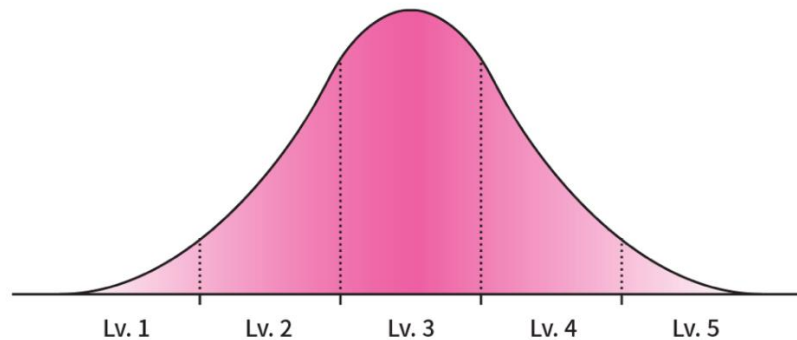
$$R_x = S \times p_x$$

The daily rewards are calculated at midnight every day and are accumulated in the personal wallets of content viewers. Settlement and issuance of group points take place on the 30th of every month. The points are calculated at midnight every day until the content is deleted. This time is based on GMT +9.

### 6-6. Groo User Level

The Groo user level is determined by the activity points of the users on Groo DApp platform. The levels are relative to individual users and are categorized into 5 levels depending on the standard deviation. The activity points are calculated using the number of views. Participation in content events, upvoting, reports, and subscription to advertiser channels determine the activity points. Because activities on platforms contribute to stabilization of the platform and generates of high-quality contents,

they are automatically calculated into the reward system, and the users are doubly compensated with interests on the points. Users with Level 3 or higher can participate in the voting system, and more active users are provided with higher rewards in the system.



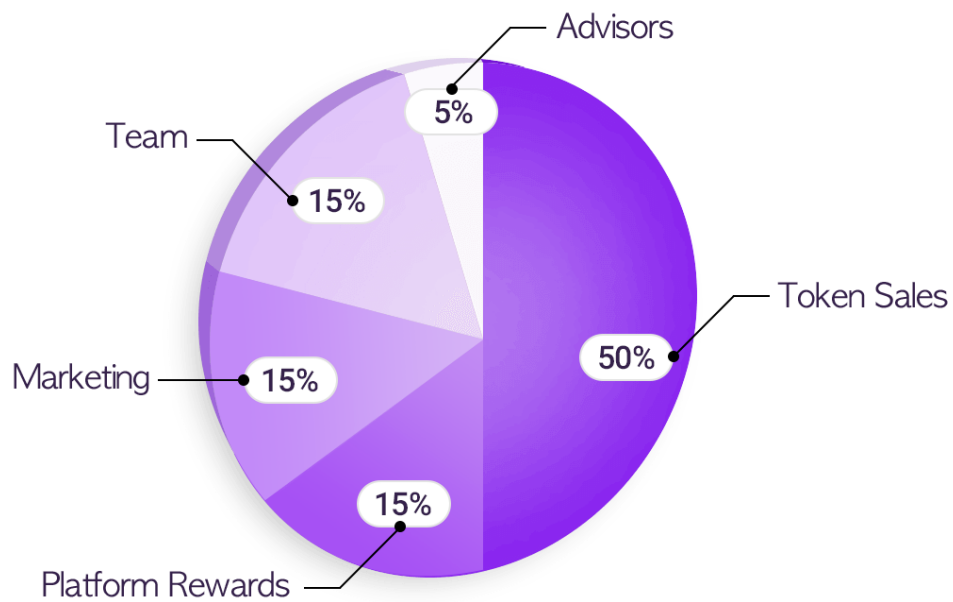
## 7) Abuse Prevention

In order to use self-advertisement feature on Groo DApp platform, participants must undergo KYC upload and related reviews. However, the possibility of platform abuse cannot be completely prevented. In addition, the distributed contents may have to be censored, such as in case contents related to gambling, pornography, or scamming are uploaded. The users can tap into the upvoting system in order to automatically censor malevolent contents. Reporting normal contents with malice will result in deductions of activity points of that user. In addition, users below Level 3 cannot participate in the voting system.

### Technical Response

Users whose contents were censored may receive penalties such as deduction in APs (activity points), Or lose their membership. Users with a lower AP Are disadvantaged in receiving rewards in the future as well. The level system on Groo DApp platform was designed in order to provide more rights and profits to active users.

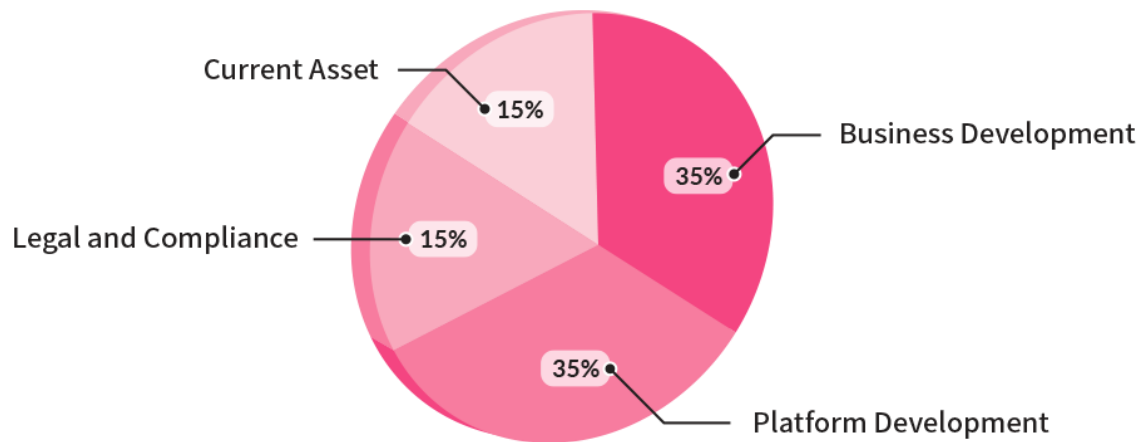
## 8) Token Distribution Plan



- Token Initial : GROO
- Total supply: 30,000,000,000
- Circulating supply: 15,000,000,000 (Unconfirmed)
- Token Sales: 15,000,000,000

Description	Quantity	Percentage	Remarks
Token Sales	15,000,000,000	50%	-
Marketing	4,500,000,000	15%	Advertisement
Platform Rewards	4,500,000,000	15%	Platform Activity Reward
Team	4,500,000,000	15%	Team, Early backers (50% locked for 6months)
Advisors	1,500,000,000	5%	Advisor will be subject to 70% locked for 12months

## 8-1. Token Sale Execution Plan



Description	Percentage	Remarks
Business Development	35%	Sales Related Fee, Salary
Platform Development	35%	Platform Development Fee
Legal and Compliance	15%	Company Establishment, Licenses Fee, Legal Issue
Current Asset	15%	Buffer
Additional Fee	0%	-

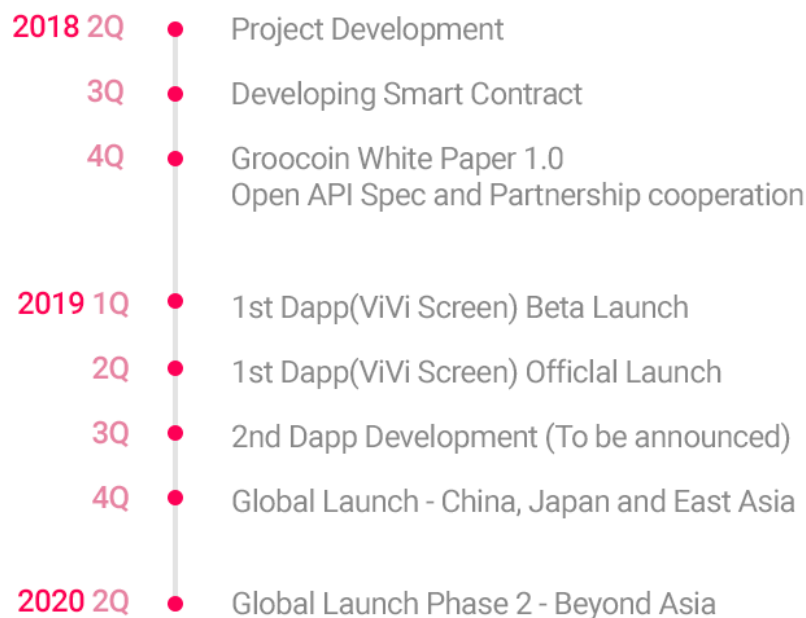
\* The above distribution rates are subject to change depending on the amount raised at the coin generation event.

Detailed information about coin sale will be notified on official Groocoin channels.

## 9) Final Stage

The ultimate goal of Groo DApp platform is to develop DApps with various themes, based on the ad contents for different industries, and integrating them under a single platform. The contents and additional services on the themed DApps will be accessed with Groocoin. The data generated when customers use the platform will be made anonymous through a series of blockchain recording processes. The anonymous big data are then delivered to corporate and private advertisers as feedback for their next contents. In addition, the data from each consumer group will be categorized in the database for advertisers to easily see which consumer groups prefer which elements, enabling effective targeted marketing campaigns.

## 2. Roadmap



### 1) Groocoin Issuance

Groocoin team will issue initial coins via Ethereum platform (ERC20 tokens), and offer them first to key exchanges. In addition, Groo platform will continue to attract more partners to expose the services to more potential users, which will enhance the promotion effectiveness. At the same time, the team will develop abuse prevention system algorithm to sort out malicious users, in addition to the reward system to be used on Groo platform. The team will also improve various user interfaces to make the system more convenient.

### 2) Development

This is the process for developing service layer, the core logic of the platform. The team will develop web assembly smart contract, connections between the decentralized core and API layer. Furthermore, the team will produce algorithms for detecting abusive contents and rewarding active users.

### 3) Platform Launch and Groocoin 1:1 Swap

The Groocoin based on ERC-20 will be swapped at a 1 to 1 ratio after EOS DApp platform and token are released.



#### 4) Groo Analytics Development

When Groo platform is made active, the team will establish a system for analyzing user preferences recorded in the blockchain (Groo Analytics). The anonymous and categorized big data about consumer groups will be analyzed, converted into usable data, and extracted to be provided via private API to advertisers and content producers. Groo DApp platform will provide a basis for sharing and exploiting data for product development and advertisement, thereby enabling the stakeholders to grow.

### 3. Disclaimer

This white paper is a document that contains the current Groocoin team regarding details about Groocoin and Groo DApp platform (Hereinafter referred to as “this project”). Groocoin team May modify, correct, add, and delete Details contained in this white paper without notifying third parties, depending on reasonable management decisions during the process of executing this project.

The details contained in this white paper is not legally binding for any individual or entity, including the Groocoin team. This document is for reference only, and the road map schedule may be delayed or expedited depending on the company schedule.

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I. Other cryptocurrencies that can be exchanged to or transacted with Groocoin

II. Investment in Groo DApp platform, Groocoin project, or any other project or assets of “Groocoin team”

III. Stocks or securities of affiliates or affiliates of the Groocoin team or Groocoin team

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2) White Paper II: Commercial value;

3) White Paper III: Appropriateness for achieving certain objectives;

4) White Paper IV: Whether this is free from error;

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This white paper will be updated frequently in the future. This version of this white paper is only for reference, and we encourage readers and users to always check our official information on Groocoin website ([groo.io](http://groo.io)).

## 4. Groocoin Team

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CEO



- Dev Director, NURIDA
- CEO, BEATRIN
- Dev Director, Crazy Diamond
- Design Director, T3 Entertainment

**J.M Choi**

Executive Project Manager



- Executive PM, Golfzone&Entertainment
- Project Manager, Crazy Diamond
- Project Manager, NCSOFT
- Publishing Manager, MGAME

**D.Y Kim**

Development Director



- Programming Manager, ATEAM
- Senior Developer, JOYCITY
- Senior Developer, NEOWIZGAMES
- Senior Developer, JCE Entertainment

**Y.H Kim**

Business Development



- Director, Captains
- Project Manager, T3 Entertainment
- Project Manager, BattleGame
- Project Manager, HanbitSoft

**J.K Jang**

Intermediate Developer



- System Engineer, eBay Korea
- Software Developer, Samsung
- Android Developer, Vital Hint
- Dankook Univ.

**Sean Jo**

Operations Manager



- CSO, HSM
- B2B Coordinator, EC21
- B2B Coordinator, KITA
- Dankook Univ.

## H.C Kim

Intermediate Developer



- Web Developer, ANYFIVE
- Web Developer, LG CNS
- Cloud Architect, Oracle
- IT Security Engineer, KISA

## J.H Park

Frontend Developer



- Frontend Developer, Bankware Global
- UX/UI Designer, BeNative
- KookMin Univ.

## 5. Strategic Partners

We will keep you updated Groocoin partners



Distributing Otter-box, Zagg, Mophie, iFrogz, X mini, House of Marely, iWalk, Skech  
Marketing channels: Telecom operators, Duty free, APR, Samsung stores, Best mobile, Dynamica, Electrical warehouse, individual stores, covering more than 1000 point of sales with 15 field sales agents.

Providing excellent service and support to our customers, maintaining inventory with immediate availability managed with advanced ERP system.



Smart Tap strives through research and development to sourcing highest-quality products; using the finest raw materials, inspecting our products closely, and delivering quickly. These are our strength and will not change. We would like to extend our gratitude to all our customers for their support into the 21st century.

We are more determined than ever to remain customer-focused, and to meet user needs through continual improvement. We look forward to working with you in the future.



We offer our customers only high-quality accessories for smartphones. Our production is six production sites, each of which is equipped with the best high-precision equipment of leading European brands. The site of quality control of incoming raw materials is the most important site as the output of finished products depends on it. We work only with the best producers of raw materials.

Onetto is a leader in the production of car holders, which is confirmed by partners (Samsung, LG, Philips)