



## **KStarLive**

**-Blockchain Ticketing/Crowdfunding Protocol & Decentralized Influencer/Promotion Platform-**

**-8 Million Facebook Followers, 1 Million KStarLive Subscribers-**

Written by Hee-Yong Lee & Ji-eun Jeong

### **ABSTRACT**

Ticket fraud and secondary ticket prices are problems that artists and their fans have worried about since the times of Shakespeare and Seo Taiji. At least 1/4 of all tickets sold are purchased via bots or scammers and resold at prices that are 200 - 300% or even up to 1000% of the original price. The ticket market is non-transparent, and inexplicable transaction costs added to tickets are common practice among ticketing companies.

The solution is a blockchain based event ticketing protocol used booking companies and marketing influencers, that will make secondary market ticket prices and ticket fraud occurrences disappear. The protocol will offer these features while providing absolute transparency for all parties involved from the artist to the fan.

KStarLive is also implementing a crowdfunding and marketing influencer protocol to provide a pre-sale + promotional event discounts to fans, while partnering up with influencers (which may include fans/users) within the platform for self promotion of the event. This allows fans to support their favorite artists and significantly increase the ability of concerts, of their favorite artists, to take place in Korea and their local country.

This is accomplished by introducing a smart-ticketing protocol built upon the Ethereum blockchain that will facilitate the sale of event tickets by issuing smart tickets to wallet addresses on the blockchain. The owner of such a smart ticket is also free to anonymously sell his or her ticket but has to do so within the decentralized infrastructure of the protocol. This ensures that ticket trades are done safely and within a set price margin.

Also, influencers are individuals who have a large social media following and are paid by brands in an effort to direct some of their traffic to said brands. Though it is a common practice, it has its challenges since the terms of the contracts vary from brand to brand and influencer to influencer, without transparency. Blockchain-based smart contracts can be written to reduce potential conflicts arising during cross-promotional engagements. These self-executing smart contracts can automatically pay the influencer once he or she has published the agreed-upon promotional content. This would alleviate any potential issues between the advertiser and the influencer as the terms of the contract and the payment obligation would be coded into the smart contract.

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## ■ KStarCoin ICO Overview

Operating for over one year and nine months, KStarLive.com has been able to build a follower base of over 8MM users, confirming that Korean culture, K-pop, and K-dramas are loved by millions of fans around the world. Currently, a new word called "Hallyu," as known as "K-pop" or "Korean Wave" was created and is widely recognized by fans and non-fans.

Our service delivers news and contents available on Youtube, Facebook, Twitter, NAVER, and other platforms to fans around the world, tailored to the level various of the fans. The popularity of K-pop and K-drama is beyond our expectation and the growth is faster than what we think. As a result, we have gained over 8 million followers in short time.

During our last 21 months of operating KStarLive.com, we realize that there are a lot of difficulties that international fans have to encounter. Despite the fans' great interest and love for and Korean culture, there is a limited options/channels to follow the stars they love and it is especially difficult to have a chance to see their favorite K-stars performing in their own individual countries. Given a number of challenges like language and payment barriers, limited media support, etc. it is a difficult situation for overseas fans to deliver their love to the Hallyu stars they would like to support.

It would take significant capital and time investment for fans to be able to visit Korea, and to get tickets for fan events/concerts or to connect with the K-stars offline is another problem. The main purpose of visiting Korea for fans would be to meet their beloved K-stars, to purchase goods of the star, and to deliver the specially prepared gifts and fan letters; but in reality it is very difficult to achieve any of this. Moreover, since there could be numerous limitations for overseas to visit Korea, most of international fans have a longing for K-stars and Korean culture.

We now live in a world where we can communicate beyond language and cultural barriers at instant. In particular, it is important for the current culture-related business to interact bilaterally between suppliers and consumers through communication, rather than a one-sided delivery relationship from the supplier to the consumer.

We have become interested in the growth of Hallyu and have a goal to create a communication-oriented service between fans and Hallyu stars. We believe that this goal will be achieved faster, safer, and more transparent with KStarLive platform, integrating blockchain technology and ecosystem decentralization which will enable easier/better access for fans. It will also lead to stronger global adoption which will also benefit numerous parties in the ecosystem (agencies, stars, and fans).

Through this KStarCoin ICO, we will make our services more accessible to fans around the world and make it easier and faster to communicate with Hallyu stars (see figures of KStarCoinomy included in this Whitepaper). With KStarCoin, fans can host their own crowdfunding to meet Hallyu stars, safely purchase Korea-related products, including K-pop performance tickets and souvenirs safely. In addition, Hallyu stars will be able to actively communicate with fans around the world through our service and KStarCoin. KStarLive.com and KStarCoin will grow together with the growth of Hallyu, which is not showing any slow-down but continued growth globally in both Western and Eastern markets.

KStarLive.com will be the center of the global Hallyu culture and this new cultural movement with KStarCoin, serving as a medium of communication between stars and fans.

## ■ KStarCoin and Value Proposition

The solution is a blockchain based event ticketing protocol used booking companies and marketing influencers, that will make secondary market ticket prices and ticket fraud occurrences disappear. The protocol will offer these features while providing absolute transparency for all parties involved from the artist to the fan.

KStarLive is also implementing a crowdfunding and marketing influencer protocol to provide a pre-sale and promotional event discounts to fans, while partnering up with influencers (which may include fans/users) within the platform for self promotion of the event. This allows fans to support their favorite artists and significantly increase the ability of concerts, of their favorite artists, to take place in Korea and their local country.

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Also, influencers are individuals who have a large social media following and are paid by brands in an effort to direct some of their traffic to said brands. Though it is a common practice, it has its challenges since the terms of the contracts vary from brand to brand and influencer to influencer, without transparency. Blockchain-based smart contracts can be written to reduce potential conflicts arising during cross-promotional engagements. These self-executing smart contracts can automatically pay the influencer once he or she has published the agreed-upon promotional content. This would alleviate any potential issues between the advertiser and the influencer as the terms of the contract and the payment obligation would be coded into the smart contract.

### 1) Crowdfunding with KStarCoin

- Funding Participants: Participants will be eligible to earn in concerts and events profit, which will be shared via KStarCoin -- this will be very similar to early bird rewards that you may see on existing crowdfunding platforms like Kickstarter. For VIP funding participants who support their favorite stars and reach a certain VIP funding threshold, KStarLive will be providing VIP tickets and also opportunities to chat with the stars directly.
- Ticket Buyer: Events/promotions will be held via KStarLive and tickets can be purchased at a

discounted rate when bought with KStarCoin. Also special VIP tickets and limited edition goods will only be available for purchase with KStarCoin.

- Ecosystem: Decentralized ticketing issuance and tracking in partnership with entertainment companies and event agencies will enable the ability to block ticket scalpers, who typically purchase large number of tickets and re-sell them at 2 to 3 times the price on numerous different sites.

## **2) Commerce with KStarCoin**

- Customers: Customers who purchase with KStarCoin can receive discounts and bonus items.
- Product Suppliers: Product suppliers who also hold and leverage KStarCoin will receive larger benefits, such as support for advertising fees, etc. which can also be paid with KStarCoin.
- Loyalty Points: Every purchase made with KStarCoin, we will be providing membership points which can be converted into KStarCoins.
- Ecosystem: We will be partnering up with numerous remittance and payment partners and will also have an internal currency exchange system, which will allow many of our fans in South East Asian countries who have had a hard time with the lack of payment channels in their homeland.

## **3) Reward for KStarCoin Users in the Community**

- KStarCoin will be rewarded to fans who are active at the community in the platform. By this, fandoms will be more active and will be rapidly growing.
- Hallyu stars will have various benefits once receiving KStarCoin from fans. Stars will be able to exchange things with fans in our platform.

## **4) Safe Deposit of Coin**

KStarCoin will be taking detailed procedures and protocols to ensure the safety of our users coins, which will include safe deposit of coins on hard wallets. Please contact [ico@kstarlive.com](mailto:ico@kstarlive.com) if you would like further details on these protocols.

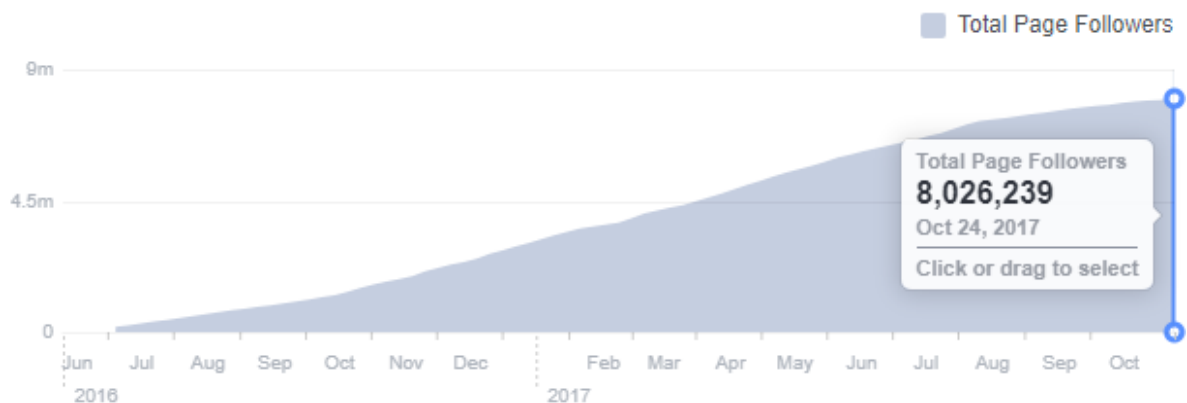
## **5) Lock-Up for Founders, Team, Advisors & Partners**

Founders, Team Members, Advisors & Partners will be restricted from making any KStarCoin transactions for 6 months, after listing on its first exchange. Our belief, support and commitment to maintain stable coin market value is our number one priority.

## ■ What is KStarLive.com?



- 1) KStarLive.com is a worldwide news and video curating service that provides K-Star, K-Pop and K-Drama news to Facebook users worldwide. We select a number of Hallyu-related video contents produced by various media and fans around the world, and we provide the content of the selected videos in English. Established on May 2016, we have reached 8 MM followers by October 2017.



< Facebook Insights Data 5/25/2016 – 10/24/2017 >

- 2) KStarLive.com Main Links

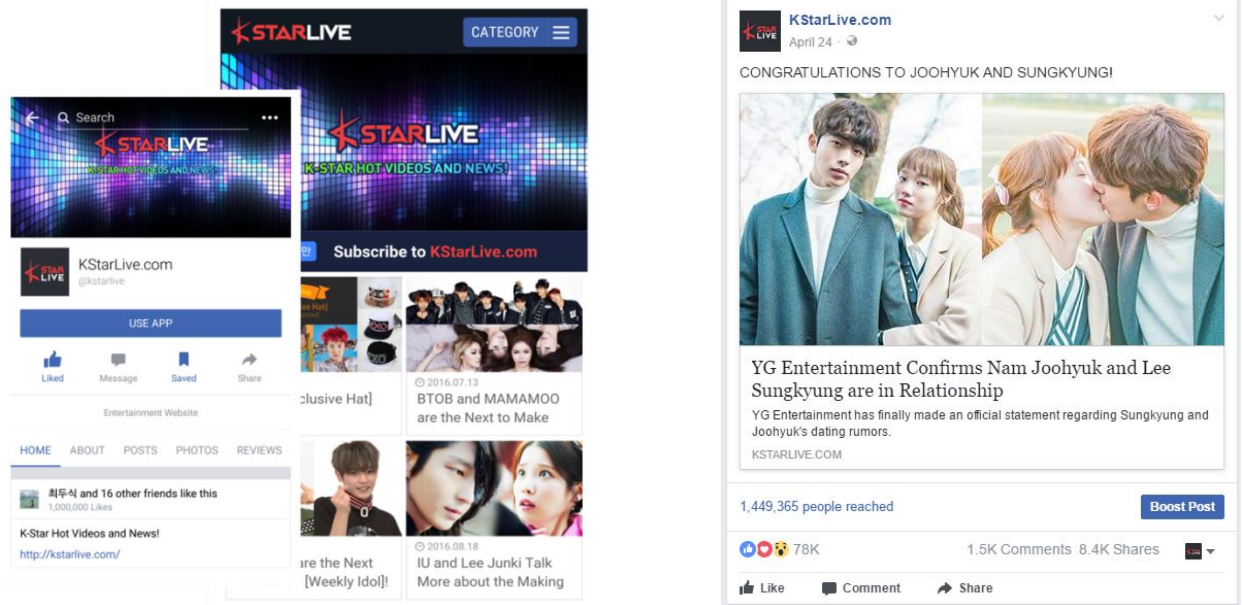
**KStarLive.com Facebook**

<https://www.facebook.com/kstarlive>

**KStarLive.com Website**

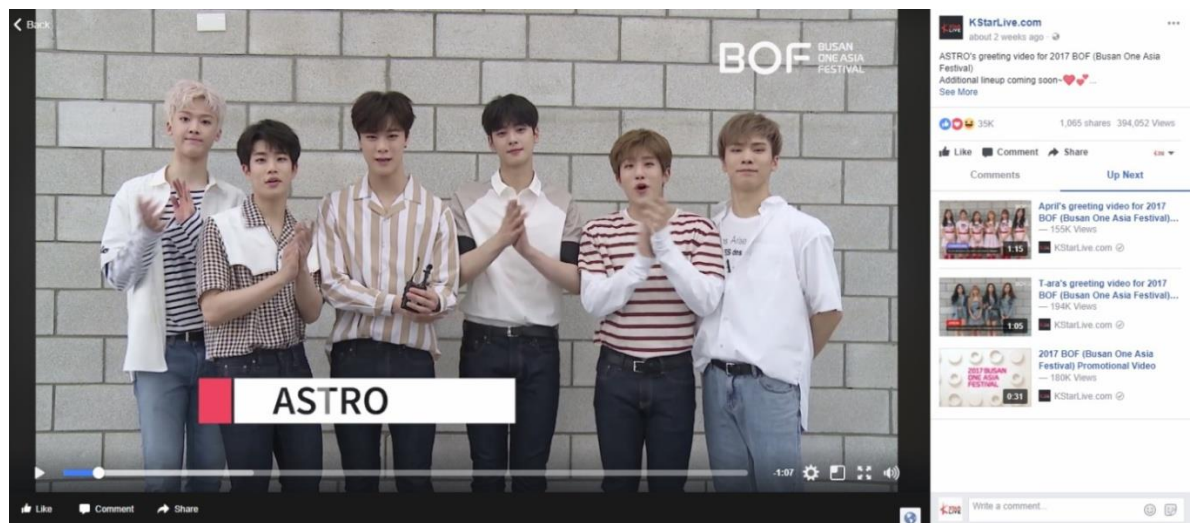
<https://www.KStarLive.com>

- 3) The main content of KStarLive.com is composed of things that fans can sympathize with and are interested in, such as "idols performing in the rain at the Korean university festivals," "behind-the-scenes footage of popular dramas," and breaking news stories like love scandals. The use of the name K-star extends the K-Star brand, which is well-known as K-pop, K-drama, and K-beauty, to the comprehensive meaning of K-Star to easily define various cultures and products it is for.



<KStarLive.comSite & Facebook Page and Content>
























- 4) KStarLive.com is currently collaborating with major broadcasting and media companies in Korea to produce performance plans and video contents to convey the diverse culture and contents of K-entertainment to global fans.



<"Busan One Asia Festival" Promoted by Busan City and SBS>

- 5) Currently there are 30 to 50 contents uploaded daily and around 1,200 monthly to KStarLive.com's Facebook page. Despite link based content getting lower reach and engagement on Facebook, our content still receives 100,000~250,000 engagements (likes, comments, shares) daily. As you can see in the chart below, we are the #1 K-pop content delivery site.



Pages to Watch					
Compare the performance of your Page and posts with similar Pages on Facebook.					
<a href="#">Add Pages</a>			Reactions, Comments & Shares ⓘ		
Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week	
1  MTV	48.9m 	0%	210	678.6K	
2  9GAG	38.4m 	▲0.1%	195	8.6m	
3  Daily Mail	13.3m 	▲0.6%	224	1.8m	
4  INSIDER	9.1m 	▲0.3%	250	183.4K	
YOU 5  KStarLive.com	8m 	▲0.2%	250	841.5K	
Keep up with the Pages you watch. <a href="#">Get More Likes</a>					
6  Koreaboo	7.4m 	▲0.1%	177	570K	
7  Soompi	7.2m 	▲1.2%	250	780.4K	
8  allkpop	6.1m 	0%	250	748.8K	

<Facebook Insights Screenshot from Nov. 14, 2017 – Nov. 20, 2017>

## ■ KStarLive.com Growth Points

- 1) KStarLive.com focuses on researching and analyzing Facebook and the Facebook advertising systems to improve marketing effectiveness. As a result, we were able to achieve faster growth of Facebook pages compared to other similar services. The Audience Network is a marketing system developed by Facebook. KStarLive's CEO has been identified by Facebook as an Audience Network expert (has cooperated directly with Facebook to provide insight and knowledge on Facebook marketing strategies). Therefore we have a high understanding of the Facebook marketing system and application ability. KStarLive is also building up a standalone portal base, which currently has over 1.5MM users, aside from the 8MM followers on Facebook.
- 2) We focus on selecting video content that fans would be interested in rather than just showing any available content. Continued development of internal data to deliver the most relevant contents to our users. We believe our service has grown due to our ability to understand and optimize content that our users are satisfied with. We currently partner up with few of the top 5 largest celebrity news portals/distributors and will also be building a machine learning / AI based content aggregator & distribution algorithm to continue delivering the best & most relevant contents to our users
- 3) KStarLive has to date put a stronger focus on Southeast Asia(SEA), due to high competition and also identifying where the growth/opportunity is (SEA) - Hallyu growth rates highest; advancements of payment solution/options limited but growing; continued growth not seeing any slowdown for many years to come. Though this puts a disadvantage on generating ad based revenues we believe that within the next 12+ months major disruptions will happen (already happening) and similar to SNAPCHAT we have focused on securing users in their 10s to 30s as active customers and potential customers in the global market (millennial targeting). Currently, the values of users in their 30s are higher in developed countries such as the Americas, Europe, and Japan due to their consumer potential. However, we are focused on future markets and growth potentials and are interested in the explosive potential of the Southeast Asia markets.

## ■ Blockchain Disruption of Social Media

Reference (this section is a direct quote from link below):

***[\\*http://www.nasdaq.com/article/four-ways-the-blockchain-will-disrupt-digital-media-cm888085\\*](http://www.nasdaq.com/article/four-ways-the-blockchain-will-disrupt-digital-media-cm888085)***

### **1. New Monetization Avenues for Social Media Platforms**

Social media platforms have enabled businesses and individuals to create, publish and distribute content for anyone in the world to see. However, more often than not, digital content creators find themselves at the short end of the stick when it comes to being financially compensated for their work.

The integration of blockchain technology and cryptocurrency micropayments into social media platforms can create new monetization models for content creators who are often not fairly compensated for the publishing of their intellectual property, as demonstrated by YouTube's recent ad revenue structure change.

The leading blockchain-powered social media platform Steemit shows how the combination of blockchain technology and cryptocurrency can benefit content creators. Steemit is a platform that combines social media and intellectual property protection. The blockchain-based platform allows people to publish content for which they can be rewarded in cryptocurrency if other users like and upvote their content. This ensures that content creators posting articles, videos and images receive an adequate reward in relation to how popular their content becomes.

### **2. Enhanced Data Safety, Privacy and Control**

With the general public becoming more and more wary about their privacy, concerns over the data collected through search engines and smart devices are at an all-time high.

It is no longer a secret that large technology companies such as Google and Facebook are making a fortune selling user data to companies that require customer insights, while users are not entitled to any of the profits made from these sales. In addition, a large number of people are dissatisfied with the methods that are being used to collect the data and would like to have control over which data, if any, is shared with third parties.

Due to the ease of use and free nature of large search engines, social media platforms and email service providers, massive amounts of data are collected and shared, and users have no control whatsoever with what is being shared.

To enhance data safety and to allow digital media users to regain control of their data, blockchain technology can be deployed.

The blockchain can introduce a level of transparency into the data space that is currently not available. Because the blockchain is a decentralized ledger that is immutable, transparent and easily auditable, it can enable users to have control over their data, including what data is being shared and who it is being sold to. Enabling users to regain control over their data also creates a new revenue-generating model that allows users to be directly compensated for the personal data that they choose to share.

An example of this is the blockchain startup BitClave. The project is a decentralized search engine that aims to allow individuals to access the internet on their own terms.

"BitClave is the next generation of search data privacy," the company states on its website. "You should have control over who can use it — and how. Our decentralized search engine helps you truly find what you're looking for and get compensated for your data, making third-party advertising networks unnecessary. Powered by blockchain, you can rest assured your data is protected."

### **3. Easier Cross-Promotional Engagements**

We find ourselves living in the age of the digital influencer. Influencers are individuals who have a large social media following and are paid by brands in an effort to direct some of their traffic to said brands. Though it is a common practice, it has its challenges since the terms of the contracts vary from brand to brand and influencer to influencer.

Blockchain-based smart contracts can be written to reduce potential conflicts arising during cross-promotional engagements. These self-executing smart contracts can automatically pay the influencer once he or she has published the agreed-upon promotional content. This would alleviate any potential issues between the advertiser and the influencer as the terms of the contract and the payment obligation would be coded into the smart contract.

#### **4. Decreased Ad Fraud**

Companies pay substantial amounts of money to run digital ads, but the advertising space is fraught with fraud. It has been estimated that for every three dollars spent on digital advertising, one dollar is lost to fraud, with total losses estimated to reach \$16.4 billion by the end of 2017.

Companies are largely unable to quantify if the ads they place and pay for convert into sales for their products. In addition to this, it is unclear how many views and clicks of the digital ads are generated by bots.

Blockchain technology can be introduced to enhance accountability and transparency. The ads that are placed can be recorded on the blockchain, thus ensuring that the metrics of the ad are verifiable. The blockchain can record how many times the ad was viewed as well as the nature of the traffic. Implementing this technology is likely to reduce the rate of ad fraud and lead to advertisers getting value for their money.

Los Angeles-based tech startup MetaX is among one of the first to introduce the blockchain into the battle against ad fraud. MetaX has developed the first protocol for the advertising supply chain, called AdChain, which utilizes blockchain technology to record and store ad impressions in real-time to ensure advertisers that they are only paying for ads that are being viewed by real people.

Through the implementation of blockchain technology into digital media, content creators, publishers and advertisers can all benefit, which is why it is hard to imagine that the digital media landscape will not be disrupted by this innovative new technology in the near future.

***\*<http://www.nasdaq.com/article/four-ways-the-blockchain-will-disrupt-digital-media-cm888085>\****

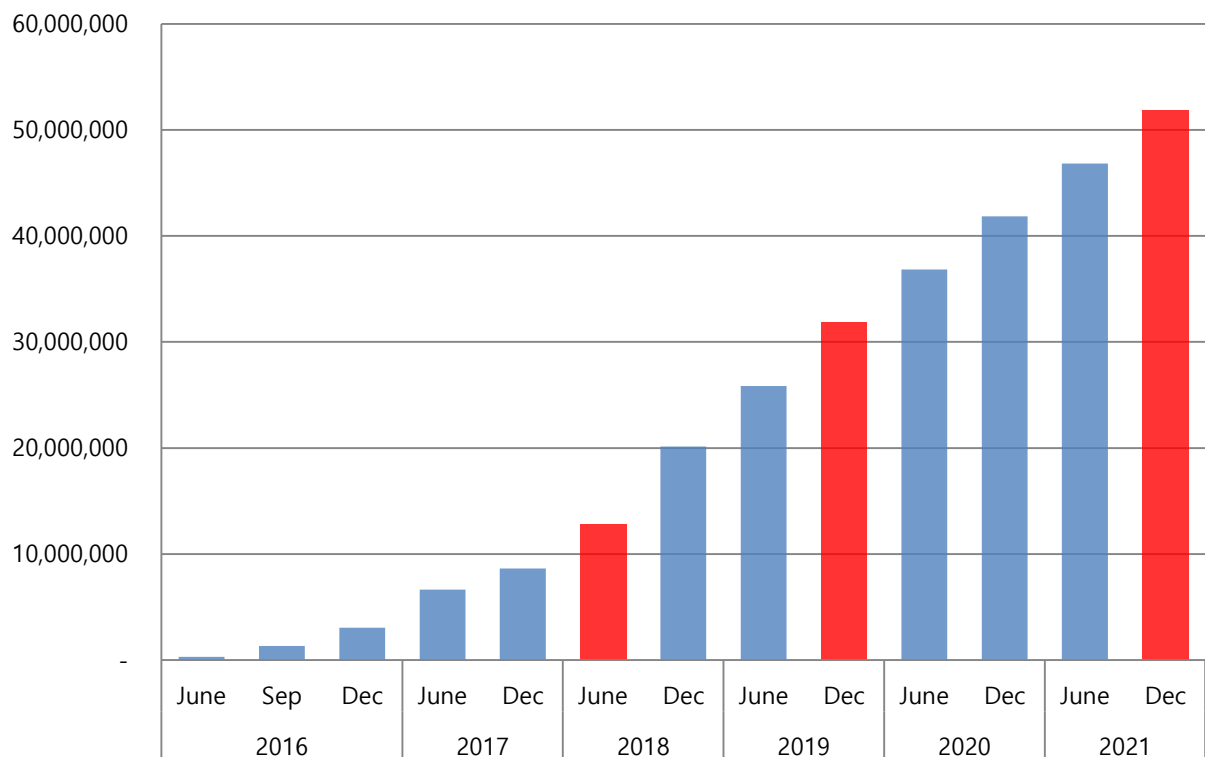
## ■ KStarLive.com User Profile

### 1) Features of KStarLive.com Users

We have users from around the world mainly in Asia, and women who love K-Stars and culture are at the center. 97% of our user's ages are below 15 to 35 (mostly millennials) and are sensitive to K-Pop trends. Our users are highly interested in Korean beauty products as well as Hallyu stars. 80% of our users access our services through mobile.

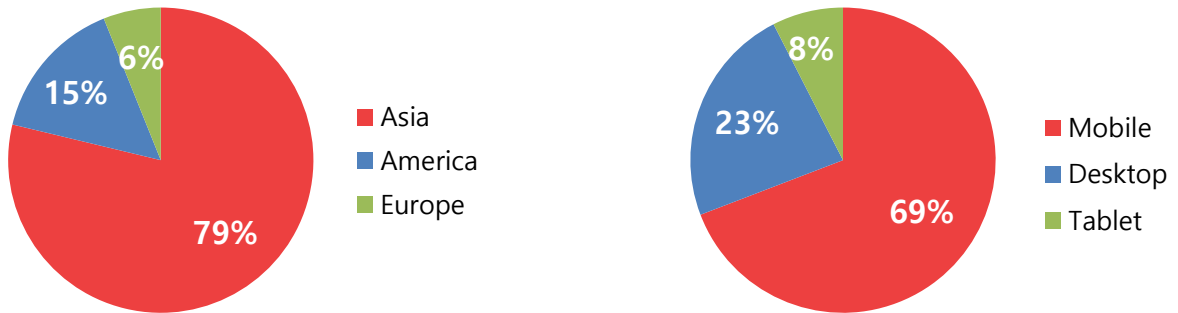
### 2) KStarLive.com Growth Index of KStarLive.com Users

- May 2016: Starting Hallyu-related Facebook page.
- October 2017: Achieving most Facebook followers (8 million) among Hallyu-related pages.
- Reached 10 million followers in mid-2018 and 50 million followers by 2021.

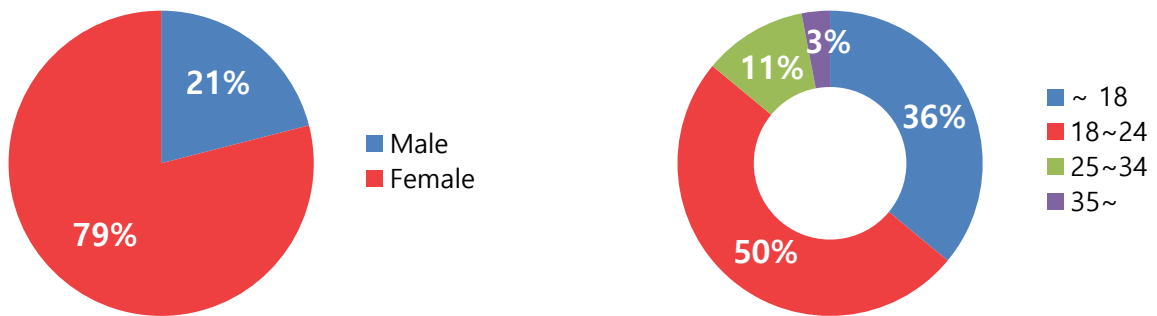


<KStarLive.com Facebook Page Growth Forecast >

### 3) Number of Followers by Continent and User Access Environment Ratio

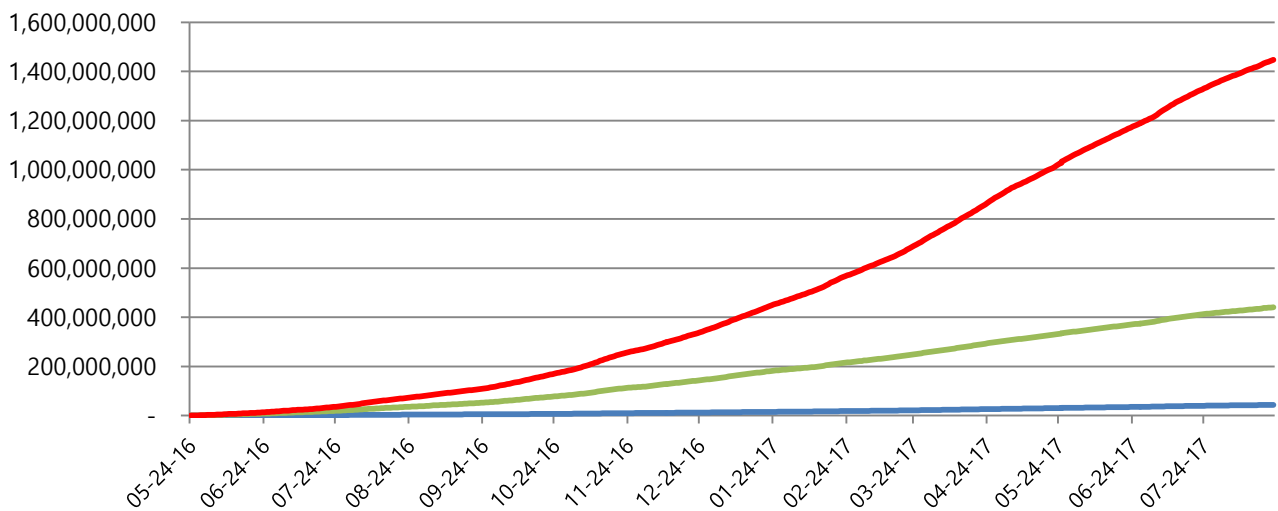


### 4) Gender and Age Ratio



### 5) Key indicators for KStarLive.com Facebook Page (May 26, 2016 - August 22, 2017)

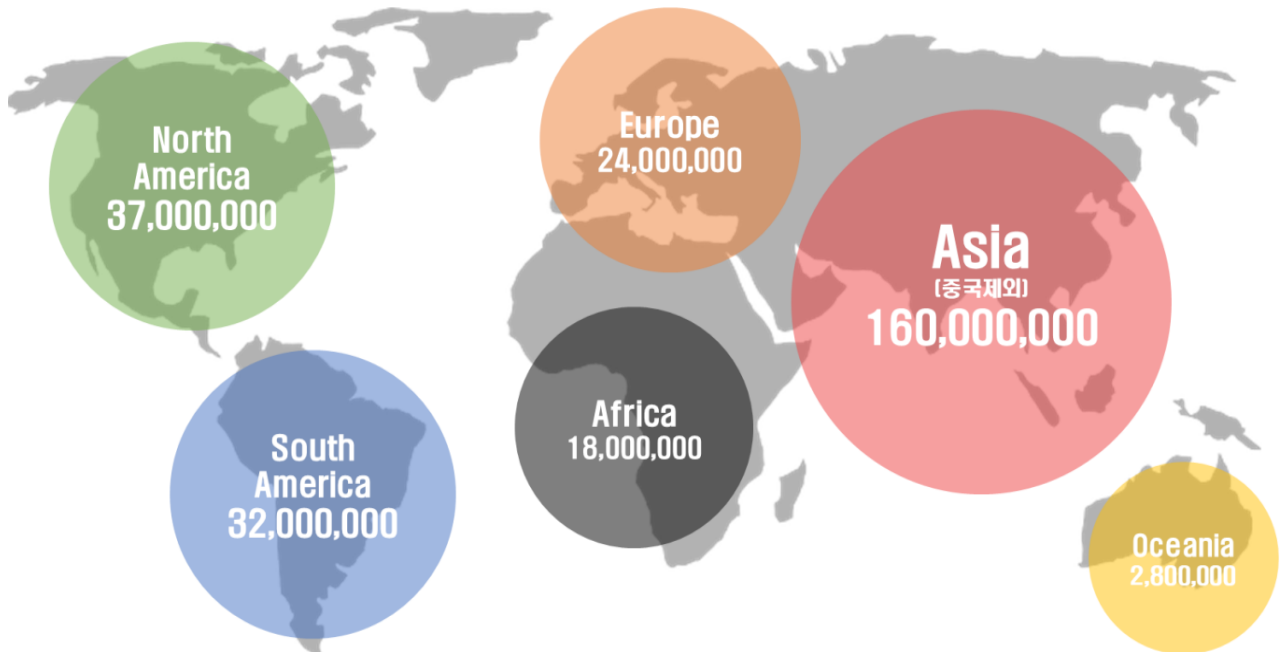
- Post View: 1,447,230,786
- Post Reach: 440,791,996
- Post Engagement: 43,681,707



<KStarLive.com Facebook Page Growth Indicator>

## ■ Current Global K-pop Status & K-pop Market Summary

1) The number of Facebook Users Interested in Hallyu as of 2017 (Excluding China)



**Facebook K-Star(K-pop) Potential Reach 297,000,000**

2) Facebook-Based Forecast on Hallyu by Continent in 2021

KStarLive.com based on the number of target users. Continuous followers by Facebook

<b>Asia (Excluding China)</b>	<b>30,000,000 / 160,000,000</b>
<b>North America</b>	<b>6,000,000 / 37,000,000</b>
<b>South America</b>	<b>8,000,000 / 32,000,000</b>
<b>Europe</b>	<b>3,000,000 / 24,000,000</b>
<b>Africa</b>	<b>3,000,000 / 18,000,000</b>
<b>Oceania</b>	<b>500,000 / 2,600,000</b>
<b>Total</b>	<b>50,500,000 / 297,000,000</b>

3) Favorite Hallyu-Related Facebook Pages Including Hallyu Stars (as of September 27, 2017)

1. Lee Minho (이민호) 17,617,022	11. Soompi 6,855,963
2. PSY (싸이) 11,417,226	12. Allkpop 6,086,503
3. BIGBANG (빅뱅) 10,906,831	13. Viki 5,902,437
4. 2NE1 (투애니원) 9,385,571	14. SHINee (샤이니) 5,931,750
5. Super Junior (슈퍼주니어) 7,931,830	15. SMTOWN 5,420,135
<b>6. KStarLive.com 7,810,164</b>	16. Koo Hye Sun (구혜선) 5,263,484



7. Girls' Generation (소녀시대) 7,393,347	17. BTS (방탄소년단) 5,083,835
8. KoreaBoo 7,284,466	18. TAEYANG (태양) 4,951,185
9. EXO 7,183,177	19. DramaFever 4,622,691
10. (GDragon)지드래곤 7,123,346	

4) According to The Korea Foundation for International Culture Exchange, the image that comes to mind from the word "Korea" is "K-Pop> Korean Food> IT Industry> Drama> Beauty." Through this, the experience and spread of Korean culture by video will be accelerated.

5) Popular Reasons for the Korean Wave

<ul style="list-style-type: none"> <li>● <b>Korean TV dramas</b> <ul style="list-style-type: none"> <li>- Great looks of the actors and actresses (14.9%)</li> <li>- Unique Korean culture(13.7%)</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>● <b>K-Pop</b> <ul style="list-style-type: none"> <li>- Singer / idol good looks, style(16.7%)</li> <li>- Addictive rhythm(14.4%)</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>● <b>Entertainment programs (Variety Shows)</b> <ul style="list-style-type: none"> <li>- Unique Korean culture(16.4%)</li> <li>- Fun games and materials (14.3%)</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>● <b>Fashion/Beauty</b> <ul style="list-style-type: none"> <li>- Great Quality (22.0%)</li> <li>- Affordable Price (15.3%)</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>● <b>Korean Movies</b> <ul style="list-style-type: none"> <li>- Stylish and solid story (14.3%)</li> <li>- Unique Korean culture (12.4%)</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>● <b>Online/MobileGames</b> <ul style="list-style-type: none"> <li>- Graphics / Art Style (23.0%)</li> <li>- Gameplay / Interface (19.5%)</li> </ul> </li> </ul>
<ul style="list-style-type: none"> <li>● <b>Animation /Cartoon/Characters</b> <ul style="list-style-type: none"> <li>-Character appearance, design preference(19.0%)</li> <li>- Visual beauty, drawing, color, graphics(18.2%)</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>● <b>Food</b> <ul style="list-style-type: none"> <li>- Delicious (31.5%)</li> <li>- Uses healthy ingredients (14.5%)</li> </ul> </li> </ul>

## ■ Hallyu Market Summary

***“K-Pop has Started a Global Leap Beyond Korea.”***

### 1) K-Pop Market

Korea's K-Pop market is saturated, and the number of potential entertainers reaches 1 million, and the number of registered entertainment companies is over 2100. On average 10-15 new idols debut every month, so it is very difficult to succeed within just Korea. As a result, entertainment in Korea is steadily seeking to enter the overseas markets, especially China, Southeast Asia, and South America. Due to diplomatic problems between South Korea and China, the expectations for the Southeast Asia and South American markets are higher and we are making efforts to advance into these markets. Despite the fact that most entertainment companies and newcomers are seeking to enter overseas markets, it is not easy for them due to lack of funds and global marketing channels.

### 2) K-Drama & Movie

Broadcasting and film production companies have export targets for video content and production technologies, and are actively involved in other businesses such as concerts, beauty, and fashion linked to visual content. In particular, Korean dramas are enjoying the popularity of K-Pop, and their subsidiary business is actively pursuing globalization. Although there are many video contents being produced and seeking to enter the overseas market, they are having difficulty in finding a country or global partner that can go beyond simply exporting video content and linking them with a subsidiary business.

### 3) K-Beauty and Fashion Market

Korea's cosmetics and beauty market has overcome domestic market saturation through entry into the Chinese market, but recently it has entered a period of stagnation due to diplomatic issues with China. As a result, many beauty and fashion companies in the global market are actively seeking new markets in Southeast Asia and North America. The biggest barriers to entry into the Southeast Asian market are that there are different payment systems in each country, no systematic logistics system, and no commerce site to integrate the entire Southeast Asian market. Recently, several Southeast Asian sites, such as LAZADA and Q10 are active, but they are also encountering various problems such as settlement issues and logistics costs. Until now, no one has been able to satisfy the desire of producers and consumers for an integrated commerce site that can directly sell Korean beauty and fashion products overseas.

## ■ Ticket Industry Market Summary

Scalpers, black market sellers, and secondary ticket sellers are both individuals and organizations that profit unfairly from the reselling of tickets without adding any value to the industry. In many countries, primary ticketing organizations and other stakeholders have attempted to block these efforts but have not had much success to date. Though secondary ticketing organizations also facilitate a free market and match high ticket demands resellers many times negatively disrupt both fans and artists because of the unfair play and financial focus of true fan-ship. Blockchain based tickets are a solution to this problem and various other issues the ticketing industry faces. KStarLive's platform will tackle these issues and also add additional solutions which will be critical in building a working ecosystem around both promotion (influencers/marketers), ticketing system management (decentralized blockchain solution for crowd-funding artists/tickets and ticket authentication), and also allow a third use case for tokens which will be Korean fashion/beauty products & services.

To add additional details to the secondary market, their participation in the ticketing process creates a huge burden on fans and threatens artists revenue, especially live events which are a huge proportion of artists revenue and success. Many fans are denied access to events because they were sold a fake ticket or already scanned ticket.

The time difference between when an event is announced, the ticket goes on sale, and the event begins creates an arbitrage opportunity for these secondary market middlemen.

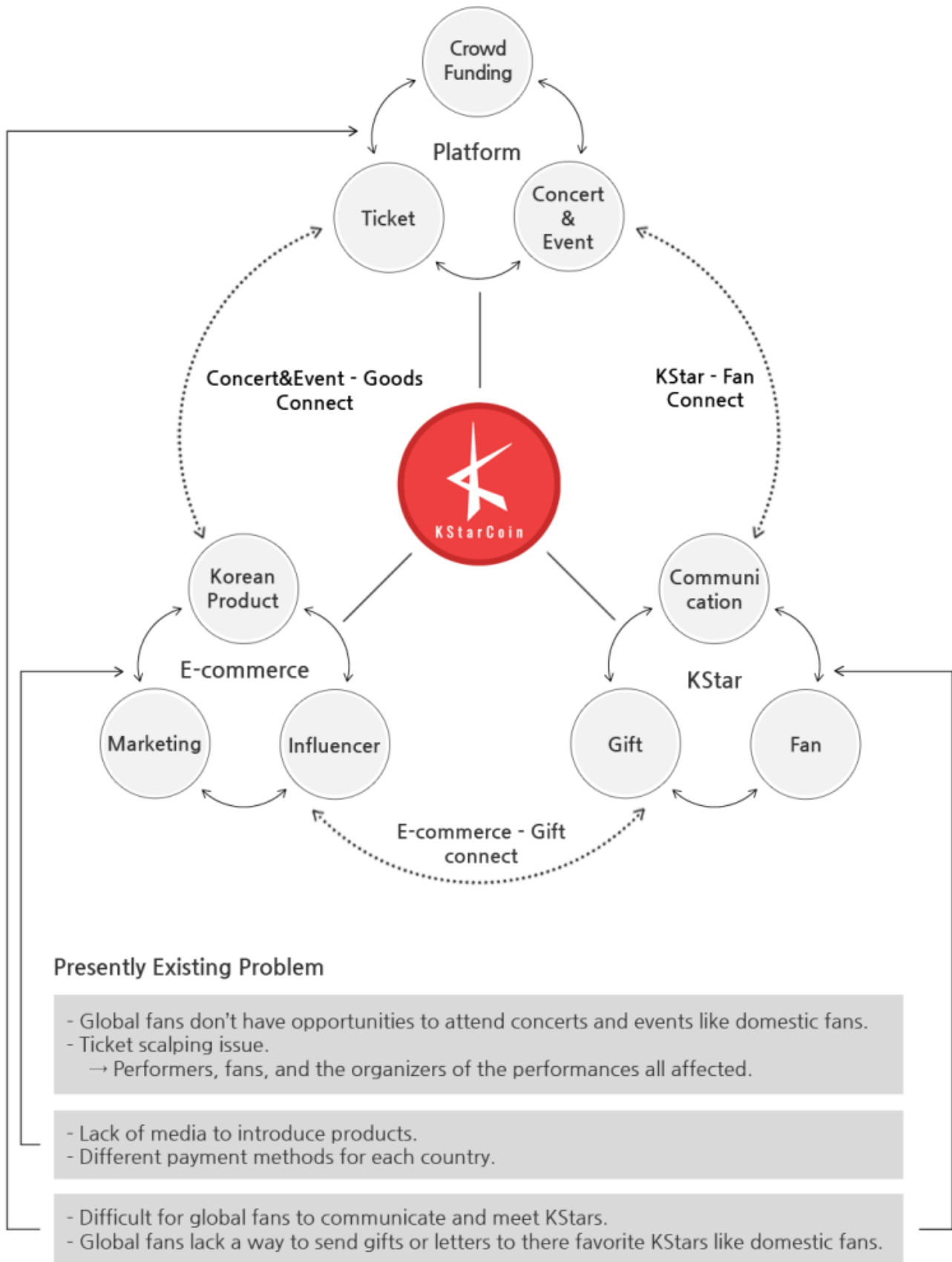
Event organizers or content creators / artists issue original tickets on the primary market, at a price that they set themselves. Event organizers then engage ticketing companies (Interpark, etc.) to sell and distribute the tickets for the event, and the ticketing company typically charges transaction and administration costs in addition to the original ticket price. In some cases, these added costs are distributed between the event organizer and the ticketing company without the consumer knowing.

The life cycle of a ticket for a popular event has numerous parties involved from creator to the consumer. Some of these parties include the promoters/agencies, artists management/agency, venues

themselves, and the primary ticketing companies. Each party adds value to the process but the fragmentation of all creates a lack of transparency and though some of the parties add value, it also adds unnecessary costs which are typically driven to the consumer cost - a transparent market avoids these issues and provides consumers with a fair and transparent ticket purchasing experience.

Another issue is that amongst the parties the sharing of consumer data with the artists is rarely seen or sometimes manipulated. Despite adding less value than the artist who is key, intermediary parties earn more than the content creators. Event organizers bear all of the financial risks, yet they have little or no control over ticket sales because they have no alternative than to enlist a ticketing company to issue tickets. By decentralizing the process and control of ticket sales, artists and event organizers, can contribute to the artists future success. Crowd-funding also enables even a larger de-risk to both event organizers and artists, allowing them the ability to pre-fund their performances and decentralization allows the ability auto refund consumers if the event for many unknown factors can't be carried out.

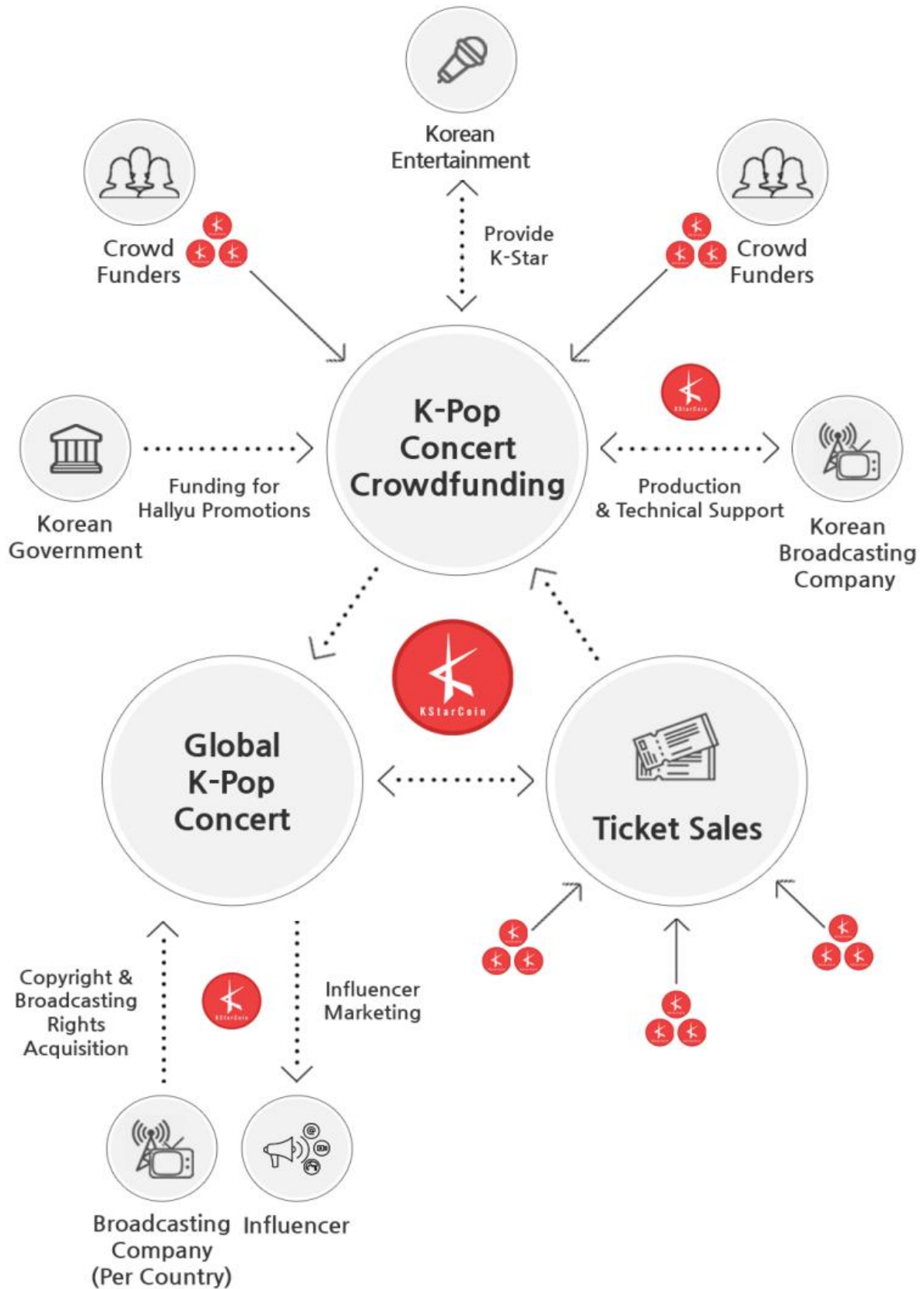
## ■ Why KStarCoinomy?



Involved Parties	Market Issues & Needs
<b>Consumers</b>	<ul style="list-style-type: none"> <li>- Fair ticket price.</li> <li>- Low transaction costs.</li> <li>- Ability to sell the ticket when unable to attend the event.</li> <li>- Guaranteed authenticity of tickets.</li> </ul>
<b>Artists</b>	<ul style="list-style-type: none"> <li>- Tickets sold to actual fans, not resellers.</li> <li>- Increased sales and event attendance.</li> <li>- Fair prices and authentic tickets for fans.</li> <li>- Ability to create and sustain community of fans.</li> </ul>
<b>Event Organizers</b>	<ul style="list-style-type: none"> <li>- Acceptable financial risk for event.</li> <li>- Effective sales solution for any size event.</li> <li>- Stable selling and distribution of tickets.</li> <li>- Stable sale and distribution of tickets.</li> <li>- Fair dynamic pricing for high occupancy events.</li> <li>- User data collection (with permission).</li> </ul>
<b>Venues</b>	<ul style="list-style-type: none"> <li>- Reduced ticket fraud.</li> <li>- Efficient validation process.</li> <li>- Easy-to-use system.</li> <li>- Ability to sell additional offers before the event (e.g. drinks).</li> </ul>

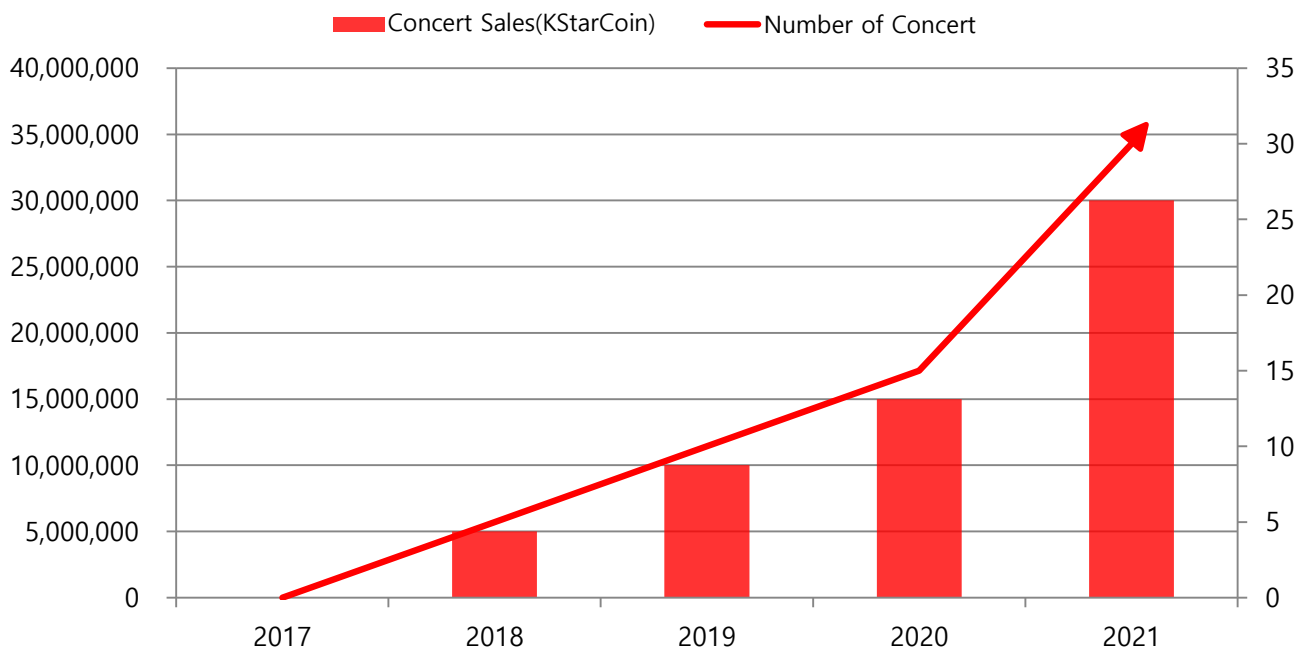
## ■ KStarCoin Business Model Leverage

※ Starting with K-Stars for concert and event crowdfunding to expand to global stars(singers, actors, sports stars, etc.).



### 1) K-Pop Domestic and Overseas Crowdfunding and Ticket Sales

- Domestic Korean fans have the opportunity to experience various K-pop performances, but fans around the world don't have the same opportunity. Performances are usually planned and often held only in developed countries such as the United States, China, Japan, and a few Southeast Asian countries. As the performance business main objective is to pursue profits, planning and holding performances in a country other than the developed countries listed above is considered to be too big of a risk.
- The biggest problem with tickets for performances around the world is that third parties, not the planners or organizers want to take an unreasonable amount of profits out of the normal distribution channel. In other words, after purchasing a large number of tickets for performances that are traded on-line or off-line for the purpose of resale, the desire of the fans who want to see performances are exploited and tickets are sold at a much higher price than the normal price. This has an adverse effect on the performers, fans, and the organizers of the performances.
- We will establish a system for crowdfunding domestic and overseas K-pop performances with KStarCoin, and secure performances and profits by working with government agencies such as the Korea Tourism Organization, and domestic and overseas broadcasting companies.
- Considering ticket sales of domestic and overseas performances, KStarCoin estimates transaction amounts and ticket sales would be \$500,000 to \$2M per performance, and KStarCoin transactions of \$20M to \$50M or more can be achieved with 10 to 50 concerts per year.
- Securing tickets with KStarCoin allows you to plan and provides benefits and satisfaction not only to the organizers but also to the fans who are actually watching the performances.



<Example of KStarCoin Transactions Based on the Number of Performances>





<Publicity Content of "2017 Korea Music Festival" by Fandom School>

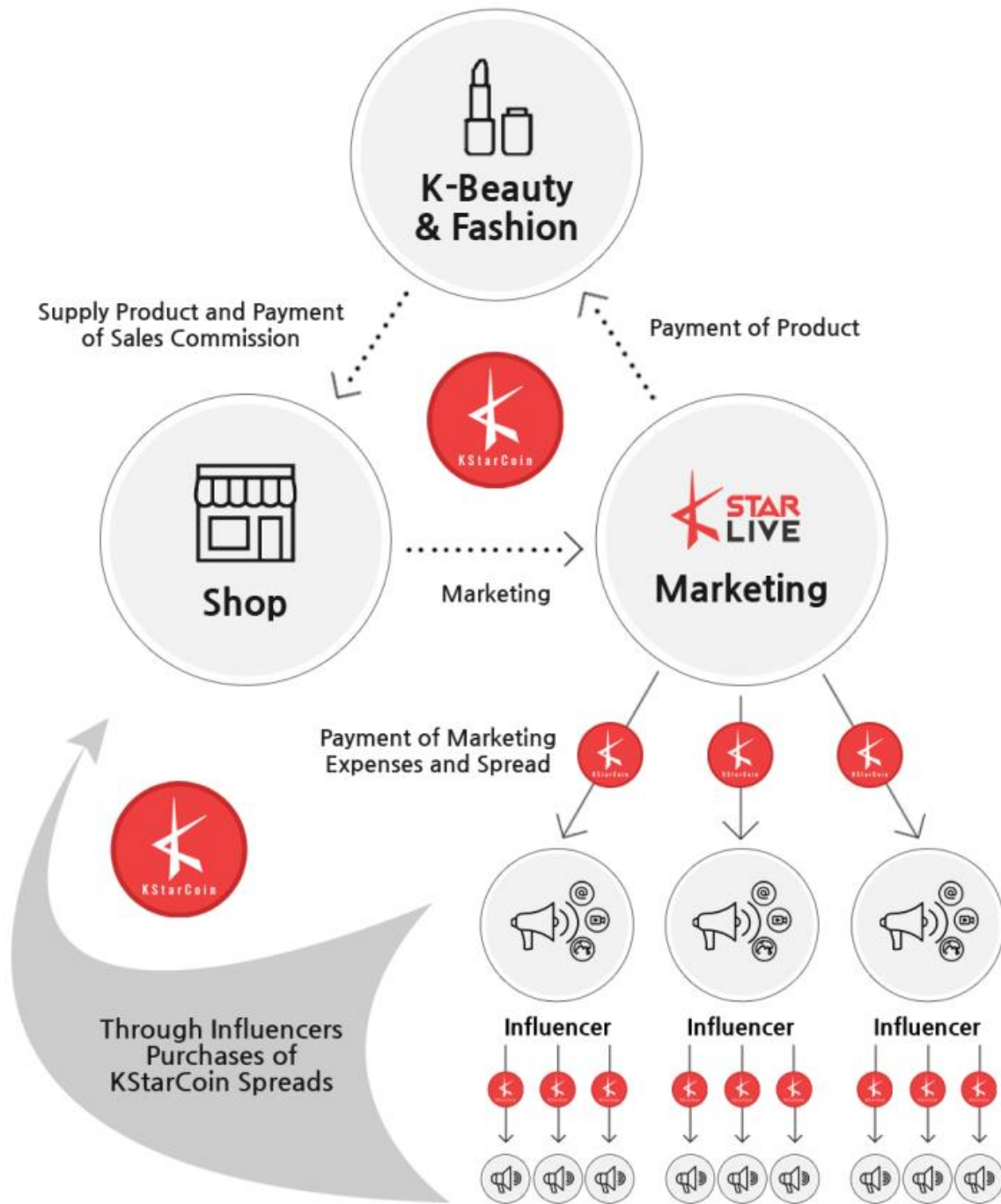
## 2) K-Beauty Commerce Sales and Marketing

- The biggest difficulty for beauty and fashion commerce producers or sellers that are exploring overseas markets is that there is the lack of media to introduce their products abroad and the issue of different payment methods that need to be secured in each country especially in the Southeast Asia market.
- As a way to solve these problems, we would introduce Korean beauty and fashion products to KStarLive.com's followers and built a transaction system with KStarCoin to be able to purchase from KStarLive's own commerce site and affiliated commerce sites.
- "To purchase Korean beauty and fashion products all you need is KStarCoin" is the culture we will develop. KStarCoin will become the main currency for international purchases of any Korean beauty and fashion products.

- KStarLive to establish an influencer network based on Facebook for marketing, and compensates Influencers with KStarCoin.
- Currently, KShopLive.com, the commerce site of KStarLive, collaborates with brands such as LENSME, and Wang Skin one of the top cosmetics brands in the 10 - 20 year age range in Korea. We plan to collaborate with sales and marketing with various brands in the future. KShopLive.com will be a mandate for K-Beauty to enter the Southeast Asia market and eventually the global market.



<Color Contact Lens Popular Products>



<KStarCoin Commerce Structure>

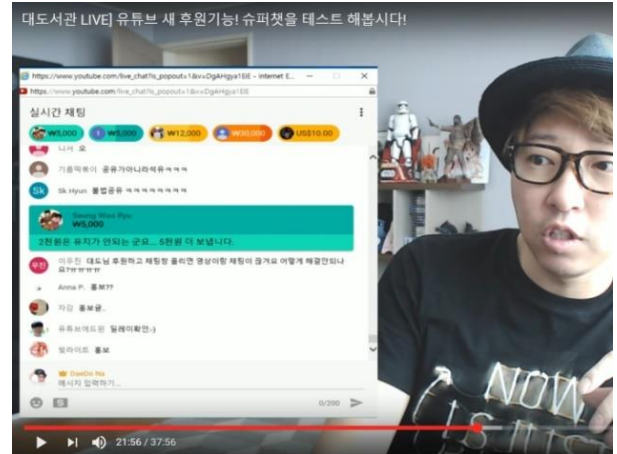
### 3) KStarLive's Broadcast Donation and Gift Crowdfunding

- Real-time communication with K-Stars and global fans through Facebook, YouTube, etc., and construct a system to pay for live broadcast similar to (YouTube Super Chat, AfreecaTV Star Balloon concept) with KStarCoin (in Korea and China alone, the virtual fan gifting model is transacting with hundreds of MILLIONS of dollars on a yearly basis.)





<AfreecaTV StarBalloons >



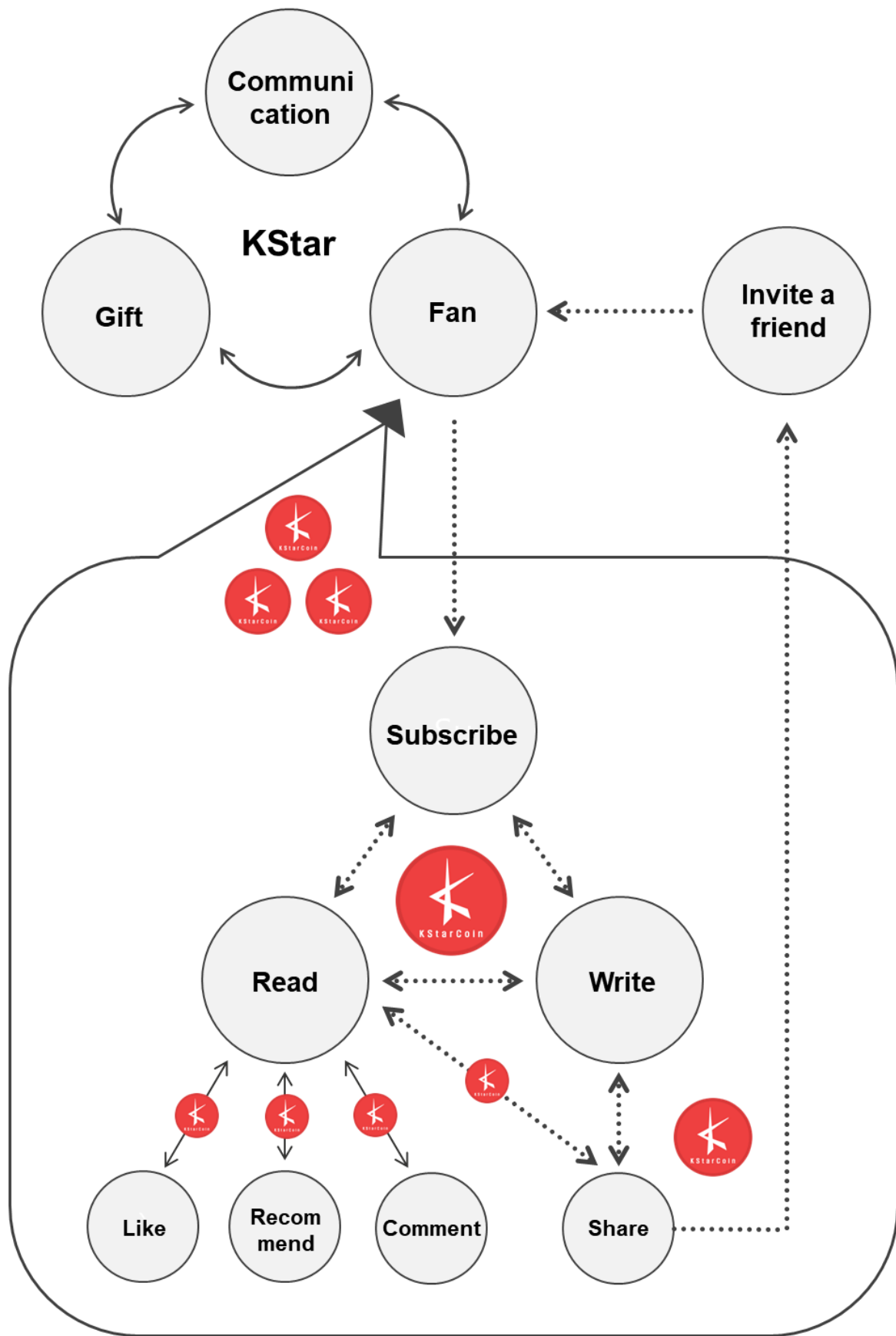
<YouTube Super Chat>

- Fans around the world would now have the ability to send gifts to their favorite K-Stars such as goodies, birthday greeting or congratulatory messages on a subway or bus billboards, etc. through a crowdfunding system using KStarCoin.



<Birthday Greeting Bus & Subway Billboards>

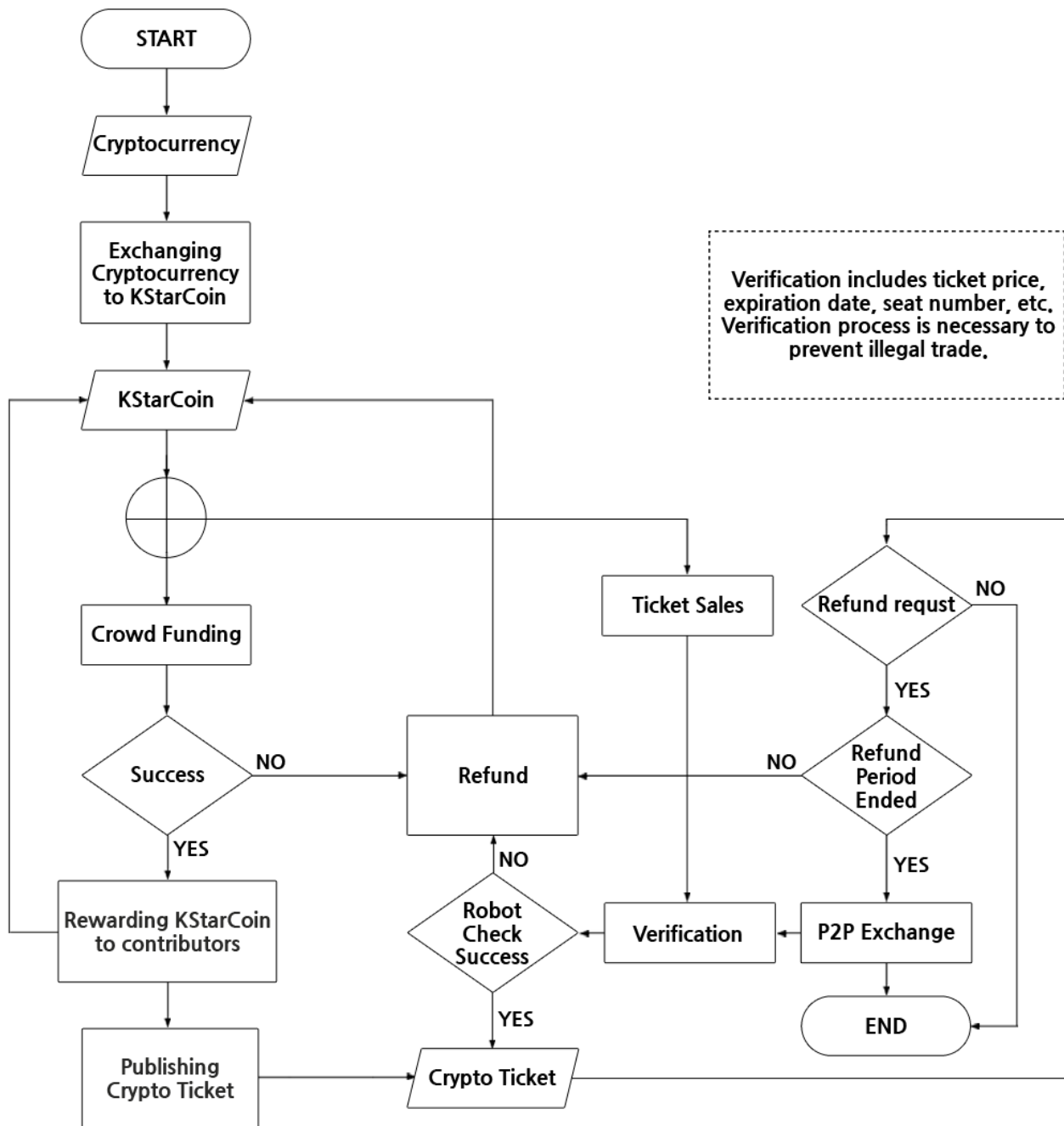
- KStarCoin will be used as a reward in the fan community, in order to stimulate the community to become more active.



<KStarCoin Community Structure>

#### 4) Summary of KStarLive BM &Blockchain Integration

- For each of KStarLive's business models, there are huge needs for blockchain & decentralization technology needs to increase transparency and reach for K-Stars & consumers.



<KStarCoin Cryptocurrency Flow Chart>

## ■ KStarLive.com Road Map

Timeline	Plan
05.2016	- Launching of KStarLive.com
04.2017	- Reaching 5MM Followers on Facebook
08.2017	- Reaching 7.5MM Followers on Facebook and Becoming the Top Hallyu-Related Page on Facebook
09.2017	- 2017 Korea Music Festival Collaboration (with Fandom School)
10.2017	- 2017 Busan One Asia Festival Collaboration (with SBS Media net)
11.2017	- Start of KStarLive.com's KStarCoin Early Pre-Sale
1Q.2018	- Development of KStarCoin K-Pop Community and Concert Crowdfunding Platform - Start of KStarCoin Pre-Sale
2Q.2018	- Partnering up with K-Beauty Product Supplier - Reaching 10MM Followers on Facebook - Start of KStarCoin Crowdsale
3Q.2018	- KStarCoin Community and Crowdfunding Platform Beta Launch - Launch of KStarCoin Crowdfunding Platform and Start K-Pop Concert Funding Campaign. - Start of KStarCoin Exchange Partnerships - Partnering up with Through Collaboration with SBS, MBC, etc., the Rookie
4Q.2018	- Initiate Various Crowdfunding Campaigns for K-Star Goods Production, and Idol's Music Production Support, etc. - Start of Facebook and Other SNS Live Broadcast by K-Star - Ticket sales for K-Pop Concert through Platform - KStarLive.com's 1st K-pop Concert through Crowdfunding - Reaching 20MM Followers on Facebook
1Q.2019	- KStarCoin Community and Crowdfunding Platform Launch - Partnering with SBS, MBC, and Other Stations for New Idol Survival Programs KStarLive.com - Reaches 20MM Followers on Facebook - 1st KStarLive.com K-Pop Music Awards
2Q.2019	Holding a K-Pop Concert for Global Fans, Partnering up with Broadcasting Channel(s)

※ The schedule might be alternated following the market condition. Should any changes applied, we will make announcement on our channel.

## ■ KStarCoin Distribution Plan

1) KStarCoin Pre-Sale Bouns: 25%

2) Early Participant Bonus (Ended)

11.27.2017 - 12.06.2017	5.0%
12.07.2017 - 12.16.2017	3.0%
12.17.2017 - 12.26.2017	2.0%
12.27.2017 - 01.26.2018	1.0%

※ **KStarCoin Price: 1ETH = 3,000 KStarCoin + Bonus**

※ **Total Bonus Given During Pre-Sale Includes KStarCoin Bonus Tier and Pre-Sale Bonus.**

For example, when you buy KStarCoin worth of 100 ETH on November 30th and total ETH received by KStarCoin is still under 3,000 ETH, you will get a total of 30% bonus (25% KStarCoin Bonus Tier + 5% Pre-Sale Bonus)

3) KStarCoin Bounty Program

- E-mail Subscription: 10,000 KSC Point
- ETH Wallet Address Registration: 10,000 KSC Point
- Telegram ID Registration: 10,000 KSC Point
- Referral Bonus (Based on E-mail Subscription): 30,000 KSC Point

※ **Rewards for E-mail subscription, Telegram ID registration, and referral bonus will be delivered in the form of KSC Point. Once it surpasses 40,000 KSC Point.**

※ **KSC points are exchanged for 1: 1,000 with KStarCoin as KSC Point(KStarCoin ecosystem points)**

- Youtube Video Production: 300 KStarCoin
- Blog and Media Posting: 100 KStarCoin
- Bitcointalk Signature & Avatar Campaign:

RANK	Signature Campaign KSC's Per/Week	Avatar Campaign KSC's Per/Week
Newbie	50	
Jr. Member	100	
Member	300	100
Full Member	500	200
Sr. Member	700	300
Hero & Legendary Member	1,000	500

※ **Rewards for Youtube video, blog and media posting, Bitcointalk signature and avatar**



**campaign will be reviewed monthly and KStarCoin will be sent to the registered wallet address on Wednesday or Thursday.**

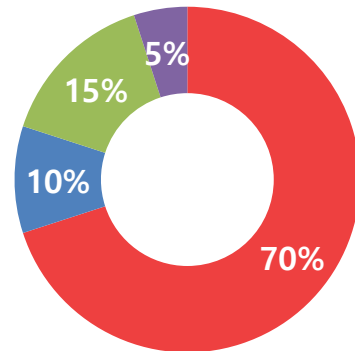
4) KStarCoin Distribution

- Crowdsale & Eco-system: 70%
- Team: 10%
- Reserve: 15%
- Advisors & Partners: 5%

※ **Team, Advisors & Partners :**

**6 Month Lock-Up**

■ Crowdsale      ■ Team  
■ Reserve      ■ Advisors&Partners



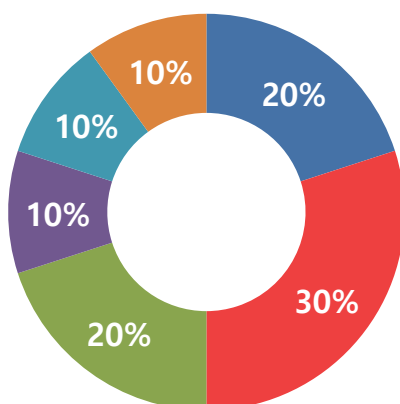
5) Total KStarCoin for Sale

- Soft Cap: 9,000,000 KStarCoin
- Hard Cap: 45,000,000 KStarCoin

※ **Total KStarCoin : 100,000,000**

6) Fund Distribution Plan

- KStarCoin Crowdfunding (Performance / K-Star Souvenir, etc.) Platform Development: 20%
- Concerts Planning and Preparations: 30%
- KStarLive.com Followers Increase Performance PR Marketing: 20%
- Commerce Advances: 10%
- Operating Expenses: 10%
- Advisors & Partners: 10%



■ Platform Development  
■ Concerts Planning  
■ Followers Marketing  
■ Commerce Advances  
■ Operating Expenses  
■ Advisors & Partners

## ■ KStarLive.com Team Introduction




### 1) Team

 <p>Lee Hee-Yong</p>	<p><b>(Present)</b> KStarLive Inc. – CEO.</p> <p><b>(Past)</b> Medical Big Data Project Leader</p> <ul style="list-style-type: none"> <li>- Pioneered Medical Big Data Project in collaboration with Ministry of Science, ICT and Future Planning and the Health Insurance Review &amp; Assessment Service (HIRA)</li> </ul> <p><b>(Past)</b> MEDIVentures Inc. - CEO</p> <ul style="list-style-type: none"> <li>- Medical marketing application platform (over 1M downloads)</li> </ul> <p><b>(Past)</b> Groupon Korea</p> <ul style="list-style-type: none"> <li>- Strategic Marketing Manager- Corporate Affiliate Marketing</li> </ul>
 <p>Jeong Ji-Eun</p>	<p><b>(Present)</b> KStarLive Inc. - CFO</p> <p><b>(Past)</b> Bokwang GroupAmicus Division - Strategy and Planning Manager</p> <ul style="list-style-type: none"> <li>- Lead Foreign Investment for Silicon valley big data company</li> <li>- Mergers and Acquisitions(2 Manufacturing companies, 1 Logistics company, 2 Retail companies)</li> <li>- Group tax investigation correspondence</li> </ul>
 <p>Kim Tae-Hyoung</p>	<p><b>(Present)</b> KStarLive Inc. - CTO</p> <ul style="list-style-type: none"> <li>- Blockchain, Tracking System, and Web Service Programmer</li> </ul> <p><b>(Present)</b> 34 Days - CEO</p> <ul style="list-style-type: none"> <li>- Hangeul Marketing, Operations Director of URL "나이다.com"</li> </ul> <p><b>(Past)</b> ODDM - CTO &amp; CSO</p> <ul style="list-style-type: none"> <li>- South Korea's No.1 Influencer Marketing Platform</li> </ul> <p><b>(Past)</b> Mobile Utility - CEO</p> <ul style="list-style-type: none"> <li>- IOS Application Programmer</li> </ul>
 <p>Kang Su-Ah</p>	<p><b>(Present)</b> KStarLive Inc. - CSO</p> <ul style="list-style-type: none"> <li>- Server Security, Development of server and IOS&amp;Android application, blockchain development</li> </ul> <p><b>(Present)</b> NSION Inc. - CEO</p> <ul style="list-style-type: none"> <li>- Development of applications such as DonToK and iSuite, Advertising platform for games</li> </ul> <p><b>(Past)</b> NEXON - Developer</p> <ul style="list-style-type: none"> <li>- Game development</li> </ul>

 Cho Won-Gwon	<p><b>(Present)</b> KStarLive Inc. - Head of Development</p> <ul style="list-style-type: none"> <li>- Web, Application Service and Server Development</li> </ul> <p><b>(Present)</b> 34 Days - CTO</p> <ul style="list-style-type: none"> <li>- Web, Application Service and Server Development</li> </ul> <p><b>(Past)</b> Newsbang - CTO</p> <ul style="list-style-type: none"> <li>- Web, Application Service and Server Development</li> </ul> <p><b>(Past)</b> Mobile Utility - CTO</p> <ul style="list-style-type: none"> <li>- Web, Application Service and Server Development</li> </ul>
 Cho Won-Gwon	<p><b>(Present)</b> KStarLive Inc. - Head of Web Development</p> <ul style="list-style-type: none"> <li>- Development Executive, Web and Mobile Web Development</li> </ul> <p><b>(Past)</b> Docfriends- Development Manager</p> <ul style="list-style-type: none"> <li>- Development of Doctok</li> </ul> <p><b>(Past)</b> MEDIVentures Inc. -Development Manager</p> <ul style="list-style-type: none"> <li>- Developer of Medical marketing application platform (over 1M downloads), and MediNotes App</li> </ul> <p><b>(Past)</b> AnyPoint Media - Service Development</p>
 Robertus Willy	<p><b>(Present)</b> KStarLive Inc. - Operations Director</p> <p><b>(Past)</b> NSION Inc.- Managing Director</p> <ul style="list-style-type: none"> <li>- Game Advertisement Platform</li> </ul> <p><b>(Past)</b> KaryaMakmurBaru Ltd. - Marketing and Management Staff, Indonesia</p> <ul style="list-style-type: none"> <li>- Offset Printing and Packaging</li> </ul>

## 2) Advisors

 Lim Jong-Gi	<p><b>(Present)</b> Hwaseong National Tax ExaminationCommittee - Examiner</p> <p><b>(Present)</b> Hwaseong National Tax Office – CEO</p> <p><b>(Present)</b> Jangan University - Accounting Lecturer</p> <p><b>(Past)</b> Hanyoung Accounting Corporation audit team</p>
 ZakkyKim	<p><b>(Present)</b> Hallyu Concert Tour / Fan Meeting - Director &amp; Tour Manager</p> <ul style="list-style-type: none"> <li>- Hallyu Concerts: Rain World Tour, SS501 World Tour, CNBLUE, Beat Burger, Walrus, Choshinsei, and lots of other Korean singers</li> <li>- Hallyu Fan Meetings: 조인성 (Zo Insung) ,김재욱 (Kim Jaewook), 조정석 (Jo Jungsuk), 이승기 (Lee Seunggi)</li> </ul> <p><b>(Present)</b> Musical/LiveConcert/Music Festival - Producer, Director &amp; Production Manager</p> <ul style="list-style-type: none"> <li>- Festivals: Seoul Jazz Festival,Pentaport Rock Festival, Jisan World Rock</li> </ul>

	<p>Festival</p> <ul style="list-style-type: none"> <li>- Musicals: Hedwig, Zorro, 미녀는 괴로워(한국,일본)Beauty is troubled (Korea, Japan), 광화문연가 투어, rocky horror show, bandit and etc.</li> <li>- Concerts: Sting, Elton John, Jason Mraz, l'arc~en~ciel, Swell Season, Jay Z, Black Eyed Peasand etc.</li> </ul> <p><b>(Present)</b> Theater and Facility Designer</p> <p><b>(Present)</b> Fashion Designer</p> <p><b>(Present)</b> Musician, Composer, Producer, Actor</p>
 John Yohan Kim	<p><b>(Present)</b> Startup Investor &amp; ICO Advisor</p> <p><b>(Present)</b> Pantera Capital ICO Fund Limited Partner</p> <p><b>(Present)</b> Venture Partner at Revolution Media</p> <p><b>(Past)</b> eDaijia Inc. - Senior Vice President, International</p> <p><b>(Past)</b> Kabam - Head of Kabam Korea</p> <p><b>(Past)</b> Paprika Lab - Vice President</p> <ul style="list-style-type: none"> <li>- Marketing (Acquired by GREE 2012)</li> </ul> <p><b>(Past)</b> Kennet Partners Venture Capital (\$500MM AUM) &amp;TeleSoft Partners Venture Capital (\$500MM AUM)</p> <p><b>(Past)</b> Citigroup - Global Technology Investment Banking Division</p>
 Kim Young-Do	<p><b>(Present)</b> Union Investment Partners - Venture Capitalist</p> <p><b>(Past)</b> Treasurehunter- CSO</p> <p><b>(Past)</b> SBI Investment Korea - Venture Capitalist</p> <p><b>(Past)</b> PricewaterhouseCoopers - Consultant</p>
 Jeong Jin-Wook	<p><b>(Present)</b> Rodem LPI - CMO</p> <ul style="list-style-type: none"> <li>- logistics consulting company</li> </ul> <p><b>(Past)</b> etnews.com(전자신문) - Journalist</p> <ul style="list-style-type: none"> <li>- Top news company for Korean technology industry</li> <li>- Reporter for start-ups and Internet-based companies</li> </ul> <p><b>(Past)</b> Yanolja Co., Ltd. - General Manager</p> <ul style="list-style-type: none"> <li>- No.1 mobile accomodation reservation service in Korea</li> </ul> <p><b>(Past)</b> MBC - Main Writer</p> <ul style="list-style-type: none"> <li>- Radio News broadcasting program: Newstouch of Kyeong-Seob Seong".</li> </ul>

## Notice

- The minimum participation amount for KStarCoin ICO is 0.1 ETH.
- Don't send the Ethereum to participate in the KStarCoin ICO from the accounts of exchanges! You don't have access to your private keys on accounts of crypto-exchanges, so you won't have access to KStarCoin!
- For complete verification after sending your ETH, send your full address to our address. After sending, you can use your transaction hx which will be provided via your MEW/Wallet and then use etherscan.io to ensure that your ETH was correctly received from the FROM: (your address) and TO: (KStarLive address) addresses.
- KStarCoin ICO will adhere to the laws and regulations of countries. Certain countries have set limitations for nationals participation in ICOs.
- The only official website of KStarCoin is [www.kstarcoin.com](http://www.kstarcoin.com) ([www.kstarlive.com/kstarcoinico/index.html](http://www.kstarlive.com/kstarcoinico/index.html)). Be careful of fake sites.
- We do not send a message out first. If you receive a suspicious email or message, please contact us via chat or email at [ico@kstarlive.com](mailto:ico@kstarlive.com).

## Legal Disclaimer

- We will comply with the World ICO legislative rules and proceed with the ICO in a legitimate manner.
- According to legal counsel's opinion, KStarCoin is not considered to be a security and does not need to be registered as such.
- KStarCoin adheres to legislative regulations relating to ICOs, digital tokens, and encrypted currencies to provide a safe and reliable solution for users and contributors.