



INFLUENCE CHAIN

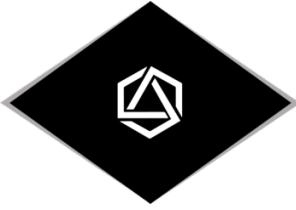
WHITEPAPER





# Table of Content

Terminology	-----	3
What is Influence Chain	-----	4
Why Influence Chain	-----	6
Influence Chain's Vision	-----	9
Introduction to Influence Chain's Verticals	-----	10
About the Market	-----	14
Influence Exchange and its components	-----	17
Use Cases	-----	34
Technology Notes	-----	36
Important Information on Compliance and Risk	-----	42
Roadmap and Milestones	-----	43
The Token Terms	-----	45
Influence Chain's Management Team	-----	46



## Terminology

Influence Chain is our brand

Influence Chain Token (INC) means the utility token issued by Influence Chain that can be traded with influencers' tokens on Influence Exchange, and it may also be possible to exchange them with other cryptocurrencies on external exchanges in future

Influencers' tokens are the tokens tokenized by influencers, Influencers' tokens can be traded with INC token on Influence Exchange, as well as to be used by token based applications

Influence Index is the analytical summary made available to public to track the performance of individual influencers listed on Influence Exchange

Influence Exchange (INEX) is an exchange where INC can be traded with influencers' tokens, INX is the core component in Influence Chain's ecosystem



## What is Influence Chain

Influence chain creates a token based Ecosystem that exploits the advantages of private blockchain by building up a token exchange where influential power (individualized intellectual property) can be monetized into digital assets for the token holders.

People with influential power (influencers) can be celebrities, sports icons, artists, authors, and talented individuals, each of the vertical has its unique supporters. Influence Chain aspires to create value flows and uses cases between influencers and supporters.

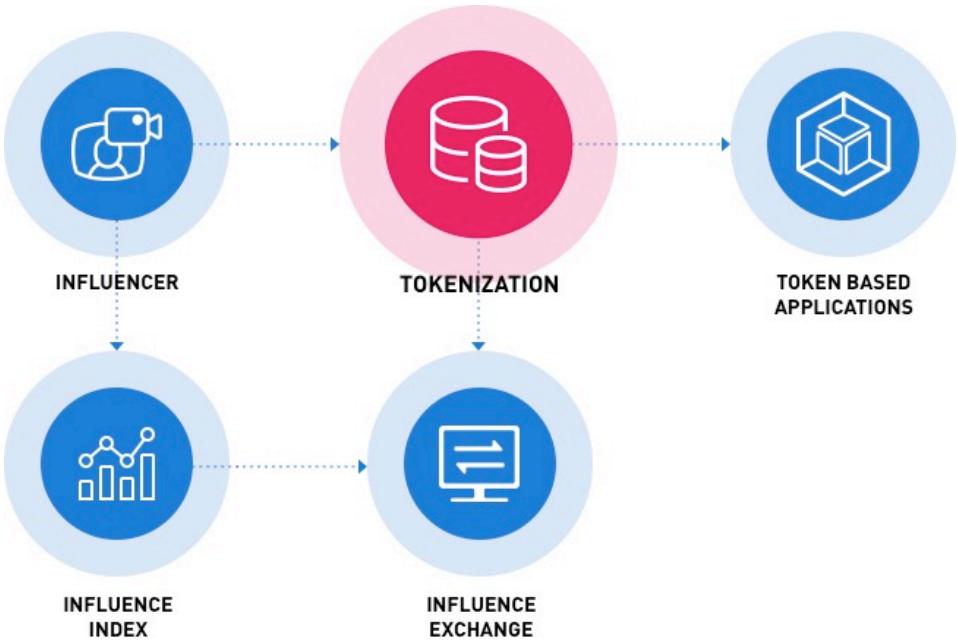
INC itself is a decentralized utility token that swaps with influencer's tokens on Influence Exchange, its generalized circulation and liquidity can be realized on external exchanges where INC token is traded with other cryptocurrencies.

Influencers are required to tokenize themselves in order to be listed on Influence Exchange. Influence Chain offers an analytical mechanism called "Influence Index" where analytics summaries are made available to public to evaluate influential powers from every possible aspect of the listed influencers, including but not limited to their career performance, production, traffics on major social platforms and so on. All those will be factored into an individual specific index, the supporters/fans are given visibility to influencers' latest status and fair judgement on the pricing trend on Influence Exchange.

On top of Influence Exchange, we also built up a talent network to onboard talented influencers by industrial verticals. A global network will be created to tap on sports, celebrities, public figures as the first few verticals to be launched at the beginning stage.

Talent pool is where the influencers can incubate and do quick fundraising for their projects, productions, or even themselves by monetizing their own tokens raised from the investors/supporters. Till the project's full commercialization, the pricing of influencers' token will be pushed up to benefit all token holders. Any extra rewards for early supporters is fully up to how the project is designed with minor governance on Influence Chain's side.

# Influence Chain's Infrastructure



Influence Chain's eco-system creates a ripple effect in terms of promoting influencers' talent and personal values thru a process of developing an array of applications to create intimacy between supporters and influencers whereby various incentivization, redemption, crowdfunding and more enriching interactions on application level.

Influence Chain's ecosystem has following components:

- A token based exchange
- Tokenization infrastructure for talented influencers globally
- Influence index system
- Decentralized talent management network
- Ecosystem based use cases and interactions on application layer



## Why Influence Chain

### Era of Influence Economy 4.0

Influence is a form of individualized intellectual property (intangible asset). It lacks of an industrial solution where the eco-system Influence Chain aims to create, pressing needs of how to:

- Liquidize intangible asset into digital assets
- Tokenize by turning unmeasurable into measurable, unquantifiable into quantifiable values
- Create more token based application to enrich the interactions

The influence economy refers to the transformation of virtual capital into commercial value through influence, and change from the intangible concept to the tangible assets. The influence economy by its course can be categorized into 4 phases.

#### 1.0 Admiring & impersonating

It came with idolization back in the 60s' of the 20<sup>th</sup> Century. Supporters that intentionally copy their idol's characteristics, such as their behaviors, speech, appearance, or expressions, to express admiration to idols.

#### 2.0 Blogging

Blogging by right is the 1st kind of fans economy that creates the online interactions between influencers and public.

Public figures, politicians are still active to interact with society on blogs.

#### 3.0 Live stream and tipping

Live streaming creates more interactive intimacy by live broadcasting to fans. Tipping is another step forward for influencers to monetize their influential power from the fans enthusiasm.

#### 4.0 Token based ecosystem

Influence Chain is intended to create the brand new phase of the influence economy, allowing the influencers to correspond to the market value of their influential power which is

- Fully visible
- More creditable and quantifiable in terms of valuation and monetization
- More interactive by token based applications



## For influencers

How'd they know the value of their own influential power, how to quantify this value by scientifically factoring in other dynamic variations. This is indeed an uncharted territory for all influencers nowadays.

## For supporters/fans

Deep interaction is a proven demand, many supporters are willing to contribute their time and wealth to be part of the interaction, however, the flow of value is always on a voluntary basis from the supporters/fans to influencers with no financial return.

Influence Chain is here to change this:

- A two-way traffic for both influencers and fans to gain values from INC token, instead of one-way traffic for Fans to invest without any quantifiable return
- More interactive intimacy between supporters/fans and influencers on daily basis, whereby the pricing on Influence Exchange, and applications developed for tokens' utility.

In context, Influence Chain is a proven business model with innovative solution backed by blockchain, there is unlikely any risk in generating market demand, when the demand is up more influencers will follow, this is a well circulating infrastructure proven working by social medias.

Influence Chain aspires to create industrial verticals to better segregate the fan base. Top notched influencers from each vertical would tap on a sizeable fans base.

In terms of market cap, each of the vertical contains a huge market. Manchester United Football Club along has 3.3 billion Market Value which is 3 times to Equatorial Guinea's GDP of 2016. Neymar for example, he moved from Barcelona to Paris Saint-Germain in a transaction worth €222 million, making him the world's most expensive player. This is a fast -growing market with huge potentials either for market value or market growth.

Influence Chain's global talent management team will be deployed by each vertical to ensure the high water level for the talent acquisition pool. Young artists, players, influencers with great potentials can be supported, and further financed by tokenizing themselves on Influence Chain platform.

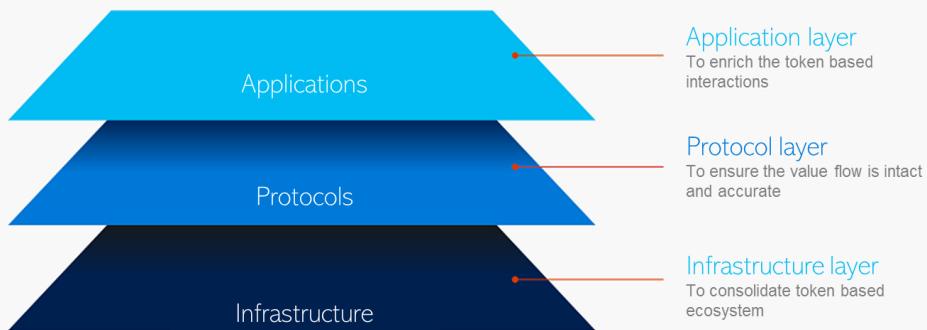
Influence Chain holds hand in hand with 3rd parties to develop an array of applications which can create the richness for supporters to interact and further follow up with those young influencers, promote their talents, encourage them and create more sponsorships for them.

- Personal item auction
- Video greeting
- Private meeting
- VIP Ticketing
- Ambassador program
- Brand sponsorships
- Gamifications



Based on the verticals, Influence Chain is targeting on a global network to acquire talents and sponsors all around the world with less attachment to local governance and regulation. It gives greater flexibility to expand the market size and talent pool.

## INC layering





## Influence Chain's Vision

Influence Chain aspires to see a new industry based on how the ecosystem is designed.

Talent management will be realized thru a decentralized network. As the network is driven by professionals and Influence Chain users on credible smart contracts, automation and security can be realized thru blockchain technology.

Influence Chain supports and finances developers to create as the core mechanism of application development where capitals, technology, and creativity can be integrated by blockchain and smart contracts.

To realize a new mechanism of how influential power can be transacted with a quantifiable standard with credibility

Eventually, Influence Exchange to become a continental in the vast sea of crypto-world that connects various verticals and societies to build up sub eco-systems where quality applications, upstream and downstream industries can be developed and thrived.





## Introduction to Influence Chain's verticals

### Sports

Over the course of their careers, athletes can improve their skills to compete against higher skilled professionals which improves their skills to bring them into the next level, or their characteristics attract public attentions during their development, all of these makes more interests to sponsors to use sports stars to represent their brand-oriented lifestyles. The line between sports stars and celebrities becomes thinner.

When athletes reach their professional success and become famous, how can they give return back to early supporters?

- Without a traceable record, it is not possible to return a share of income earned. Even if there was a ledger, how to quantify the returns to the early supporters is a conundrum.
- Endorse supporters' business requires thorough due diligence against the business natures, company history, and brand image itself. It is almost impossible for athletes to endorse early supporters' small brands by inducing huge amount of work on due diligence, not to mention the tempting offers by those big brands

### How Influence Chain benefits both athletes and fans

By athletes' self-building course, they need financial power to support their life in early stage, Influence Chain has globalized the talent management team to scout and find talent young athletes, after screening and tokenization, the curve of their career improvement will affect their token price directly on Influence Exchange.

When the athletes are professionally successful and attract interests from commercial sponsorships, the value of their token will be increased too. The token holders can choose to monetize this athlete token on Influence Exchange to gain interests directly. The earlier the supporters buy in the token, the lower they pay. It is a square and fair mechanism since the token pricing is driven by influential power backed by performance and value.



Besides selling off the tokens, there is alternative way for supporters to gain interests on application level, whereby the token can be used to redeem:

- ① VIP tickets
- ② Personal meeting time
- ③ Auctions
- ④ Video greetings
- ⑤ Gamification

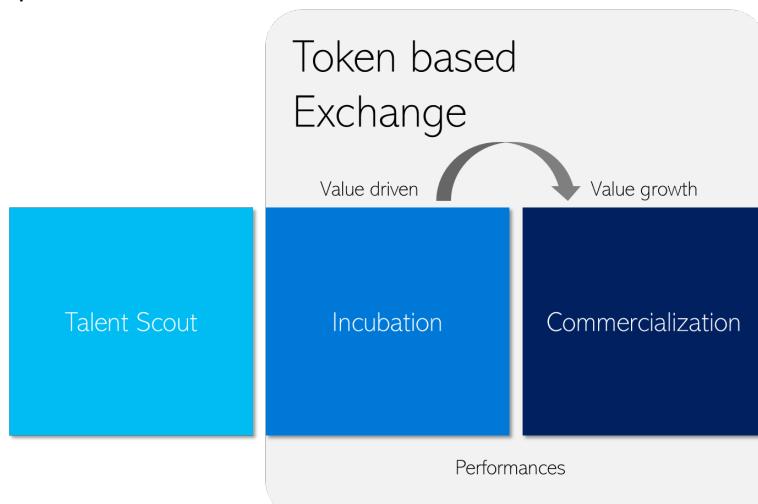
A lot more can be explored on application level since Influence Chain is and will be always 3rd party friendly by contributing a certain percentage of fund raised to support the 3rd party development.

Some questions will be raised against those retired athletes who still have strong influential power yet not on a rising curve. Any risks to tokenize them?

Let's rewind back to how commercial applications will be created, influence is not only driven by athletes' performance, it can be driven by other factors such as reputation, contents generation, and publicities. A selection process to onboard those reputable sports stars, Influence Chain will focus on application level to generate more contents, exposures, and interactions to sustain their values regardless whether they are on the rise or retired from their careers.

## Celebrities

Very much identical to athletes, young celebrities are struggling to fight for their exposures in every possible way and need early supporters during their course of career development.



Influence Chain provides the stage for early supporters to gain visibility to young Celebrities, and their talent development thereby Influence Chain's analytics shows the potentials for supporters to make decision on their investment on the celebrity tokens.



Top notched celebrity ties in well with brands, it is very simple for the average consumer to trust a brand and its message delivered by a celebrity. The right celebrity will forever remain an authority figure for a brand's audience.

Brands have been able to thrive off millennial engagement via traditional celebrity endorsement, whether that is with a sports icon or Hollywood starlet.

Influence Chain, on another hand, creates a platform for supporters/fans to become an important portion of this value chain.

This vertical will too create multi-layer interactions on application layer, by working hand in hand with celebrities and 3rd party developers. Influence Chain aims to put in continuous efforts to enrich and optimize user experience of token utilities.

In context, all talented influencers are creating a critical mass and helping enrich the commercial applications continuously. Influence Chain is the business solution not just on technical level, but also on financial level.

## Public figures

Public figures, Opinion leaders, financial icons, or even politicians such as Barack Obama was the first presidential candidate to reckon the power of influence created by social media. He used it to garner support and get people engaged.

Donald Trump as another example, went further in harnessing the power of social media. He used it as an online soapbox to reach millions of voters.

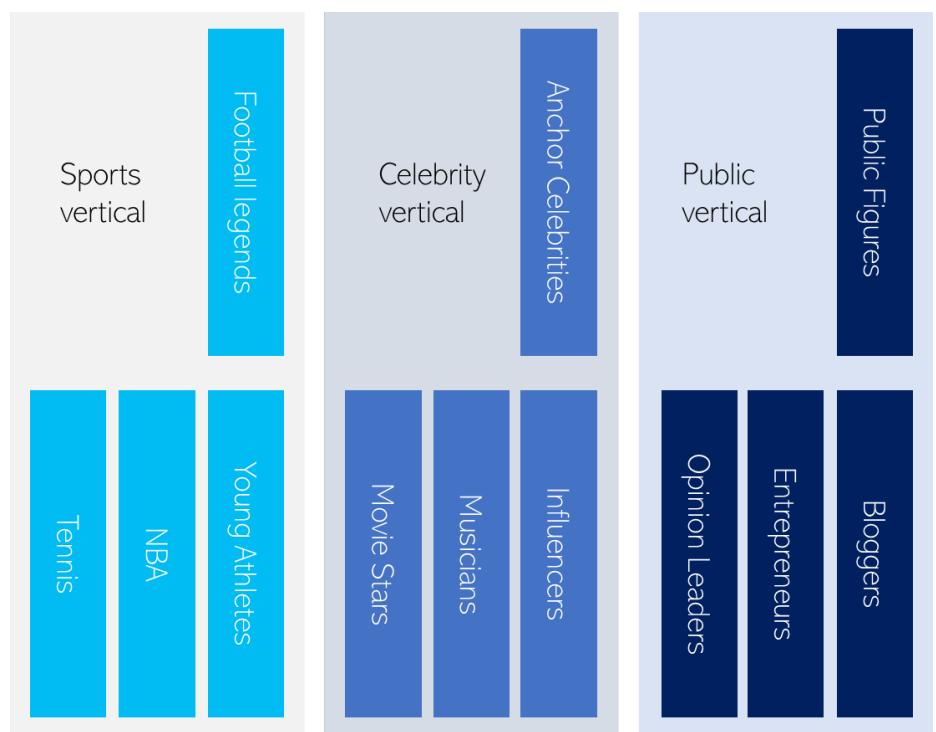
Social media is an undisputed fact of modern life and exerts significant impact on society by the combination of the influential power created by those public figures.

Donald Trump used social media to outgun his opponents with his weapon of choice - Twitter. During the presidential campaign, tweeting gave Mr. Trump uninhibited access to voters and enabled him to portray himself as the people's champion. This "positioning" was integral to his success at the polls.

Every time Mr. Trump tweeted something outrageous, the reaction was immediate. Many of his tweets went viral, appearing on the home page of major news outlets. Experts estimate that this helped generate \$2 billion worth of free media for The Donald, this is a proven value of his influential power.

However, the public being influenced can't perceive this commercial value on themselves. Influence Chain is about to change that.

## Talent Acquisition Stage 1



Stage 1 would likely take about 3-6 months to secure the anchor influencers who's been respectful in each verticals.

Stage 2 will go for quantifiable targets to create the critical mass and buzz the market with mass effect.





## About the Market

INC token is a utility token issued on private chain. As an essential economic medium, Influence Chain creates many use cases for different scenarios.

Influencers' token is self-tokenization on Influence Chain platform which is a key process to create critical market mass based on their market values and the richness of commercial applications. It is easier to have an estimation over the market size first.

## Market size

Influence is an intangible asset (new definition of individualized Intellectual Property), the market capitalization is gigantic.

Let us have a basic understanding of how much for sports icons to earn from their career success.

Most of the sports superstars have their source of incomes from:

- Salary
- Bonus
- Match prizes
- Sponsorship contracts
- General advertising contracts
- Appearance fees
- Image and name licensing
- Exhibition fees

### Tennis

Tennis is a more individualized vertical, a tennis superstar can be expected to earn north of \$60 million in prize money alone over the course of their career. Roger Federer earned \$104 million in prize money over his career. Serena Williams earned \$84.4 million.

### NBA

The National Basketball Association proceeds by itself. The market capitalization shall be broken down by Team and individual player.

#### The team

The New York Knicks remain in the top spot for the second consecutive year. The team is now worth \$3.3 billion, which is a 10% value increase from 2016. The Knicks had an NBA-record operating profit of \$141 million last season, despite a 32-50 season record. It was the first season of the team's new local cable deal with MSG, which paid \$100 million in year one.



The Los Angeles Lakers, with a value of \$3 billion, remain in the No. 2 spot. Rounding out the top five are the Golden State Warriors (No.3), Chicago Bulls (No.4) and Boston Celtics (No.5). The Golden State Warriors, who were ranked No. 6 last year, enters into the top three most valuable NBA teams for the first time. The team is valued at \$2.6 billion, a 37% increase from Forbes' 2016 rankings.

Rank	Team	Owners	Current Value (\$bil)	1-Year Value Change (%)	Revenue (\$mil)	Operating Income (\$mil)
1	New York Knicks	Madison Square Garden Company	\$3.3	10%	\$376	\$141.2
2	Los Angeles Lakers	Jerry Buss Family Trusts, Philip Anschutz	3.0	11	333	119.2
3	Golden State Warriors	Joe Lacob, Peter Guber	2.6	37	305	74.2
4	Chicago Bulls	Jerry Reinsdorf	2.5	9	232	45.5
5	Boston Celtics	Wycliffe & Irving Grousbeck, Robert Epstein, Stephen Pagliuca	2.2	5	200	60.1
6	Los Angeles Clippers	Steve Ballmer	2.0	0	185	-11.8
7	Brooklyn Nets	Mikhail Prokhorov	1.8	6	223	15.7
8	Houston Rockets	Leslie Alexander	1.65	10	244	62.7
9	Dallas Mavericks	Mark Cuban	1.45	4	194	40.3
10	Miami Heat	Micky Arison	1.35	4	210	21.1
<b>League Average:</b>			<b>\$1.36</b>	<b>8%</b>	<b>\$196</b>	<b>\$31.3</b>

## Individual player

Here's the key players' 2016-17 salaries:

RK	NAME	TEAM	SALARY
1	Stephen Curry, PG	Golden State Warriors	\$34,382,550
2	LeBron James, SF	Cleveland Cavaliers	\$33,285,709
3	Paul Millsap, PF	Denver Nuggets	\$31,269,231
4	Gordon Hayward, SF	Boston Celtics	\$29,727,900
5	Blake Griffin, PF	LA Clippers	\$29,512,900
6	Kyle Lowry, PG	Toronto Raptors	\$28,703,704
7	Mike Conley, PG	Memphis Grizzlies	\$28,530,608
8	Russell Westbrook, PG	Oklahoma City Thunder	\$28,530,608
9	James Harden, PG	Houston Rockets	\$28,299,399



## Football Team

Manchester United is the world's most valuable soccer team, worth \$3.69 billion. The team's return to the top spot is a testament to their powerful brand and marketing acumen. Manchester United generated revenue of \$765 million during the 2015-16 season, \$77 million more than both Barcelona and Real Madrid.

## The Top 5 Highest paid players 2016-2017

Rank	Name	Team	Earnings (\$)	Salary & Bonus (\$)
1	Cristiano Ronaldo	Real Madrid	93 Million	58 Million
2	Lionel Messi	Barcelona	80 Million	53 Million
3	Neymar Jr	PSG	37 Million	15 Million
4	Gareth Bale	Real Madrid	34 Million	23 Million
5	Zlatan Ibrahimovic	Manchester United	32 Million	27 Million

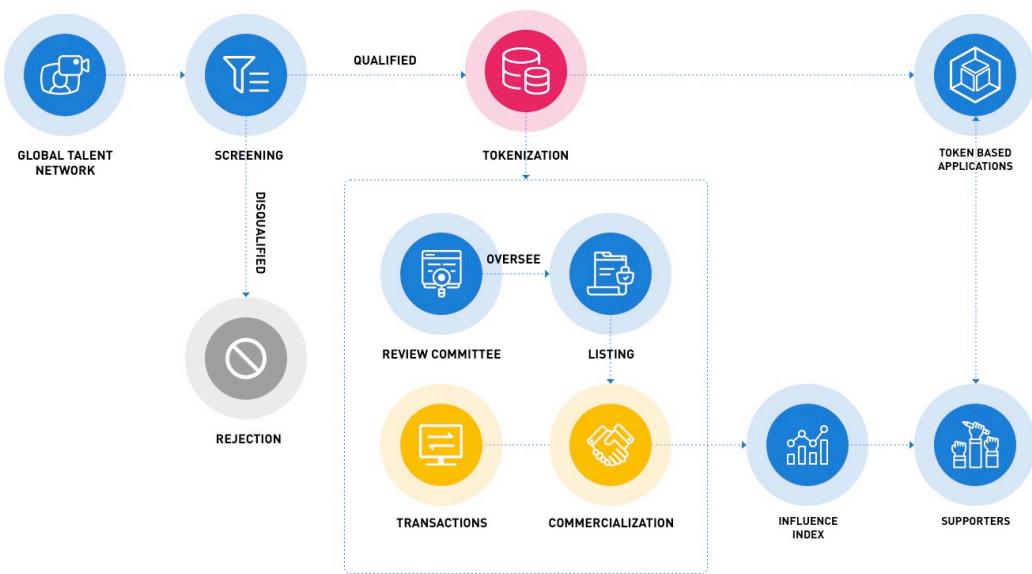
## The Top 10 Highest paid individuals 2016-2017

Rank	Name	Age	Earnings	Category
#1	Sean Combs	48	\$130 M	Musicians
#2	Beyoncé Knowles	36	\$105 M	Musicians
#3	J.K. Rowling	52	\$95 M	Authors
#4	Drake	31	\$94 M	Musicians
#5	Cristiano Ronaldo	32	\$93 M	Athletes
#6	The Weeknd	27	\$92 M	Musicians
#7	Howard Stern	63	\$90 M	Personalities
#8	Coldplay	-	\$88 M	Musicians
#9	James Patterson	70	\$87 M	Authors
#10	LeBron James	32	\$86 M	Athletes



## Influence Exchange and its components

Influence Exchange is the value core of entire blockchain applications under Influence Chain's umbrella. It consists of the following components, that support the liquidity of Influence Chain's ecosystem.



**Influence Exchange---** it is where the potential of influence can be liquidized and monetized through the use of tokens. Tokenization of individual influencer, and token promotion is based on smart contracts that serves 2 purposes:

- To oversee incubations and transactions of influencers' tokens on Influence Exchange to protect the interests of supporters, investors, and influencers themselves.
- To promote influencers' tokens which is performance and value driven to total success of commercialization. All proceeds can be built on smart contracts ever since the initial tokenization to all participants, including talent team, influencers, investors, early supporters, fans, publishers, producers, whoever possesses the tokens.



Influence Exchange (referred as INEX), being the core of Influence Chain's application platform, it helps to influence international celebrity by using tokenization to quantify the ratings of their influence. Influence is an intangible asset, the influential economy will transforms the virtual capital into commercial value. It will also transforms the flow of people, logistics, capital flow and information behind the influence into asset. The model of Influence Exchange are transforming virtual economy of intangible assets, digital currency, assets and wealth to the real economy.

## Blockchain-based asset trading

Currently there are two categories of blockchain trading platform: one involves the legal tender that provides blockchain assets and the legal tender trading exchange trading platform; the other is pure blockchain transactions between the assets of the platform which Influence Chain is focusing at. The pure blockchain asset exchange will scale well beyond FX-based exchanges.

## Influence Exchange characteristic

### High-performance support

Influence Exchange system is using memory matching technology where order processing speed can exceed 1 million transactions per second. This is to ensure the order processing will not delay nor lag. The system application will have rich experience as of other similar exchanges. It will run smoothly even with a large number of users and fans concurrently.

### Safe and stable

Influence Exchange is using advanced multi-tier and multi-cluster system architecture. The design of multi-tier architecture greatly improves the performance, security, stability and scalability of the system. It also consist of functional deployment and version update without downtime to maximize the end-user experience to protect the operation.



## Support financial products

Influence Exchange initially support spot trading mode, the latter will be on-line leverage trading and futures trading. When the platform has reached a certain level of liquidity, we introduce anonymous trading functions like Shape Shift to create a decentralized trading platform and ensure its liquidity through our own trading platform.

## Support seeding token

In the early stages of trading, INC will be used as the primary token to exchange for token of the celebrities. Influence Chain will gradually turn celebrities token online.

## Liquidity support

Influence Exchange have rich resources and numerous working partners worldwide. Apart from other digital asset trading platform, Influence Exchange will continue to onboard celebrity fans into the platform as users to provide adequate liquidity and good trading experience.

## Multi-language support

The first phase of Influence Exchange online version will be supported in both English and Chinese. The latter will support languages including Japan, South Korea and other languages so as to clear the language barrier for building a world-class blockchain asset trading platform.

## Full platform client support

Influence Exchange is opened to provide full platform client support including the following clients:

WEB browser

Android client

IOS client

H5 mobile browser



## Influence Exchange safety mechanism design

The first area of protection: platform security

Protection focus: website and platform security vulnerabilities

Business must go through the safety test and internal penetration test

Parameterized query anti-SQL injection architecture

Filter input, escape output, anti-XSS attack

Referral-based CSRF attack check

Adopt SSL to encrypt and fix the latest OPENSSL loophole

The second area of protection: account security

Protection principles: multiple confirmation and manual review

Account violence crack detection; to prevent the account was brute force

Double authentication and notification mechanism; protect user funds security

SMS authentication code business separation; reduce the possibility of being fishing

Large amount of crypto auditor to carry out manual review

The third area of protection: wallet security

Protection principle: the least privilege

Over 90% of the platform digital assets are stored in a multi-signed cold wallet

Cold wallet only allows transaction between Influence Exchange and online wallet

The person responsible for the transfer of money can not modify the currency address, only the signature action performer

Employee has no access to any complete hot or cold wallet private key

Real-time monitoring and alert for the wallet status and cash out conditions



The fourth area of protection: Full-time security team

Protection principles: the establishment of real-time response, in-depth industry, professional ability of the security team

Responsible for timely detection and repair of loopholes posted on the network

Designed for the safety of security programs

Deep Understanding of Ethereum Security, Rich Experience in Double Flower Attack,

First Cloud Attack, Transactional Durable Attack, etc.

An independent security and risk control office

## Influence Exchange profit model

As a blockchain asset trading platform, Influence Exchange revenues will mainly come from trading fees paid by platform users for trading. Now the project is still in its early stages of development and needs to be supported by people from all walks of life.

Influence Exchange platform revenue model includes:

### 1. Transaction fee

The platform will charge user a certain percentage fee from all token transacted. Based on operational needs, size of the market and the historical level of user transactions, the proportion of the fee will vary.

### 2. INC withdrawal fee

When user withdraws NC from the exchange, they need to pay a certain amount of platform withdrawal fees.

### 3. Assets online fee

The platform will occasionally launch some high-quality tokens that act as promotion and advertising. It will charge a certain amount of online fees to the token promotion team.

### 4. Leverage fee

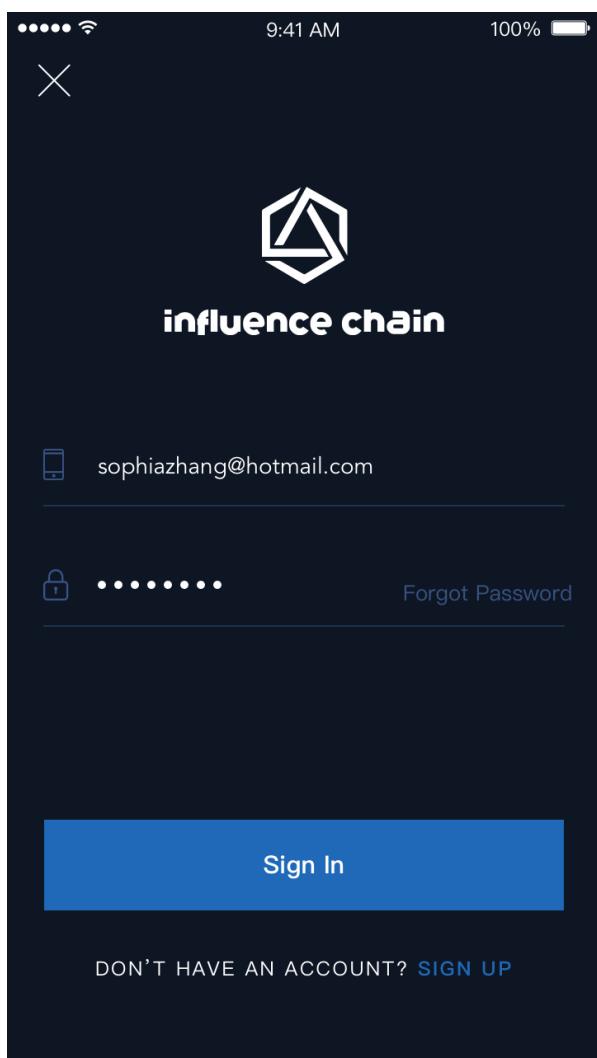
Post platform will have on-line coin merging functionalities and support leverage trading. Users who make use of this feature will pay some administration fee.

### 5. Other income

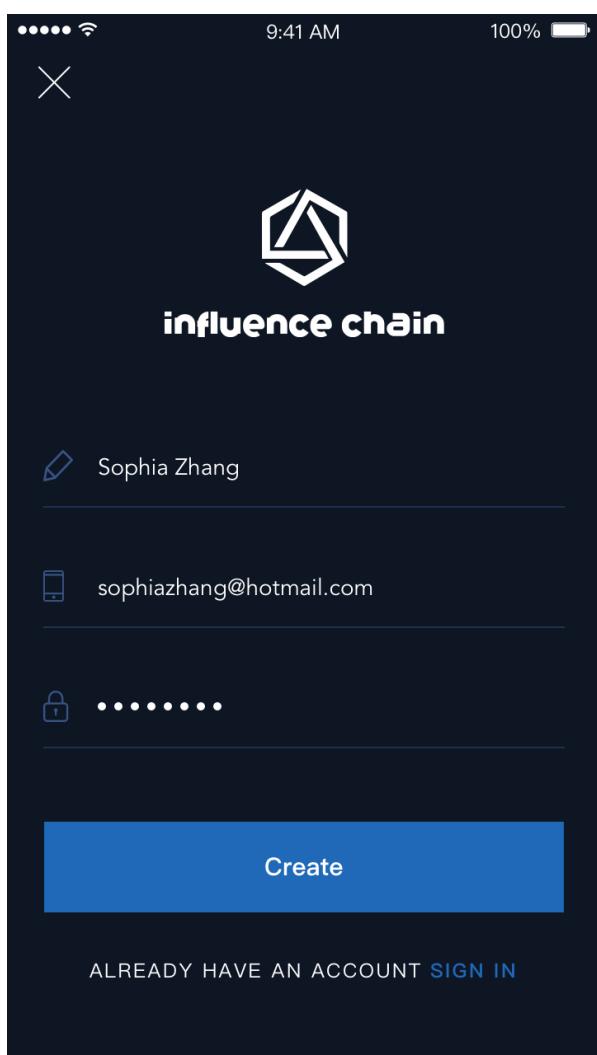
Through the open platform by Influence Exchange, additional income can be generated from a variety of celebrity based economic activities.



## Influence Exchange User Interface design



Sign in Page



Registration  
Page



9:41 AM 100%

Search

## WHAT IS INFLUENCE EXCHANGE?

DIGITAL ASSET TOP3

1 Tiffany Swire 1975 M  
Tiffany Alison Swire (born December 11, 1986) is an American singer-songwriter.

2 Abby Atkins 1188 M  
Abby Laurie Blue Atkins MBE (born 6 Jan 1987) is an English singer-songwriter.

3 Theodore Rock 732 M  
Theodore Rock (born Feb 3, 1975) is an American actor, producer and professional wrestler.

24H CHANGE TOP3

1 Tiffany Swire + 20.84%  
Tiffany Alison Swire (born December 11, 1986) is an American singer-songwriter.

2 Abby Atkins + 16.33%  
Abby Laurie Blue Atkins MBE (born 6 Jan 1987) is an English singer-songwriter.

3 Clemente Ramirez + 13.64%  
Clemente Ramirez (born 9 February 1988) is a Portuguese professional footballer.

PROFIT TOP3

1.	Alexander	21.32%
		Income 1.59M \$
2.	Lawrence	12.55%
		Income 1.02 M \$
3.	Veronica	9.28%
		Income 0.76 M \$

INITIAL COIN OFFERING

Mezkel Öz  
TOTAL INC RAISED 2.68M  
TIME REMAINING 01D 12H 20M 08S LEFT

Wan Dingding  
TOTAL INC RAISED 1.97M  
TIME REMAINING 01D 15H 42M 57S LEFT

EXCHANGE NEWS

Tiffany Swire Set for Second Week at No. 1 on Billboard 200

Zlatan Ibrahimovic sets Champions League record with Manchester United

## Main Page



••••• Wi-Fi 9:41 AM 100% 🔋

## Markets

Celebrities Sports

	TFSx / INC Vol 84612	19.75072 +20.84% \$59.25
	ABLx / INC Vol 64998	11.88462 +16.33% \$35.65
	JTLx / INC Vol 21864	2.41189 +1.19% \$7.23
	PSYx / INC Vol 10034	0.94551 -5.78% \$2.83
	TRx / INC Vol 31515	7.32155 +10.44% \$21.96
	TMCx / INC Vol 29251	4.15549 -0.28% \$12.46

Home Markets Assets Account

Listing Page

••••• Wi-Fi 9:41 AM 100% 🔋

## Markets

Celebrities Sports

	ABRx / INC Vol 28952	2.11548 -10.09% \$6.33
	CORx / INC Vol 52798	6.27422 +13.64% \$18.82
	NMJx / INC Vol 31577	4.76848 +1.28% \$14.31
	LNJx / INC Vol 26884	3.46871 +5.15% \$10.40
	KNDx / INC Vol 10491	0.91223 -8.15% \$2.73
	LMSx / INC Vol 51254	5.69411 +2.67% \$17.08

Home Markets Assets Account



9:41 AM 100%

Tiffany Swire  
TFSx / INC



19.75072 ↑ \$ 59.25

24h Change +20.84% 24h High 20.95541  
24h Volume 84612 INC 24h Low 18.81549

CANDLE DEPTH INDEX NEWS ABOUT

UPDATE MORE

 Tiffany Swire Set for Second Week at No. 1 on Billboard 200

 Tiffany Swire scores biggest selling US album of 2017 in one week

TIME 1D 1W MINUTES ▾



20.98441  
18.31256  
14:37 14:49 15:01 15:13 15:25  
10893

BUY SELL

INEX  
Individual Page

9:41 AM 100%

Tiffany Swire  
TFSx / INC



19.75072 ↑ \$ 59.25

24h Change +20.84% 24h High 20.95541  
24h Volume 84612 INC 24h Low 18.81549

CANDLE DEPTH INDEX NEWS ABOUT

Interactive index



926

f media index Index of the fans  
ex of the topic Scope Search the heat

BUY SELL



## INEX --- Individual Page

9:41 AM 100%

Tiffany Swire  
TFSx / INC



**19.75072 ↑ \$ 59.25**

24h Change +20.84% 24h High 20.95541  
24h Volume 84612 INC 24h Low 18.81549

[CANDLE](#) [DEPTH](#) [INDEX](#) [NEWS](#) [ABOUT](#)

TRADE HISTORY

Price	Amount	Time
19.74085	20	10:33:43
19.75867	279	10:33:16
19.75393	10	10:33:16
19.75989	10	10:33:16
19.75268	1	10:33:16
19.74160	9	10:24:11
19.75068	9	10:19:07
19.75405	10	10:19:07
19.74408	20	10:12:32
19.74321	20	10:11:44

[BUY](#) [SELL](#)



## INEX --- Individual Page

9:41 AM 100%

← **Tiffany Swire**  
TFSx / INC



**19.75072 ↑ \$ 59.25**

24h Change +20.84% 24h High 20.95541  
24h Volume 84612 INC 24h Low 18.81549

[CANDLE](#) [DEPTH](#) [INDEX](#) [NEWS](#) [ABOUT](#)

---

 [Tiffany Swire Set for Second Week at No. 1 on Billboard 200](#)

 [Tiffany Swire scores biggest selling US album of 2017 in one week](#)

 [Tiffany Swire's 'Reputation' Remains Number One](#)

 [Tiffany Swire No Streaming Policy Pushes New Album Close To 100K Mark](#)

 [Tiffany Swire announces Reputation United Kingdom tour dates: here's how to get tickets](#)



## INEX --- Individual Page

••••• 9:41 AM 100%

[←](#) **Tiffany Swire**  
TFSx / INC



**19.75072 ↑ \$ 59.25**

24h Change +20.84% 24h High 20.95541  
24h Volume 84612 INC 24h Low 18.81549

[CANDLE](#) [DEPTH](#) [INDEX](#) [NEWS](#) [ABOUT](#)

---

Tiffany Alison Swire (born December 11, 1986) is an American singer-songwriter. One of the leading contemporary recording artists, she is known for narrative songs about her personal life, which have received widespread media coverage.

**PERSONAL INFORMATION**

Known As	Tiffany Swire
Date of Birth	11-12-1986
Birth Place	American
Instagram	<a href="https://www.instagram.com/tiffanyswire">https://www.instagram.com/tiffanyswire</a>
Height (cm)	180
Weight (kg)	56

**VIDEO**



4:33

Tiffany Swire – Look What You Made Me Do  
2,221,533,459 views



4:25

Tiffany Swire – Call It What You Want (Lyric Video)  
747,480,135 views



9:41 AM 100%

Trade History

Buy Sell Open Orders

TLSx / INC Available: 0 INC

19.75777 INC

2 TL\$X

25% 50% 75% 100%

Total: 39.51554 INC

BUY

19.75072 INC

19.75901 18.00

19.75891 58.00

19.75881 42.00

19.75871 19.00

19.75861 35.00

19.75851 20.00

19.75841 55.00

19.75831 32.00

19.75799 3184.00

19.75780 8.00

19.74777 79.00

19.74671 528.82

19.74670 63.00

19.74660 20.00

19.74649 90.00

19.74639 37.00

19.74629 71.00

19.74619 10.00

19.74609 92.00

19.74598 35.00

5 Decimal ▾ Default ▾

INEX  
Buy Page

9:41 AM 100%

Trade History

Sell Open Orders

TLSx / INC Available: 0 TLSx

19.75322 INC

1 TL\$X

25% 50% 75% 100%

Total: 19.75322 INC

SELL

19.75072 INC

19.75901 18.00

19.75891 58.00

19.75881 42.00

19.75871 19.00

19.75861 35.00

19.75851 20.00

19.75841 55.00

19.75831 32.00

19.75799 3184.00

19.75780 8.00

19.74777 79.00

19.74671 528.82

19.74670 63.00

19.74660 20.00

19.74649 90.00

19.74639 37.00

19.74629 71.00

19.74619 10.00

19.74609 92.00

19.74598 35.00

5 Decimal ▾ Default ▾

INEX  
Sell Page



••••• ⌂ 9:41 AM 100% 🔋

< Trade Trade History

Buy Sell Open Orders

Cancel All

TLSx / INC Buy  
2017-11-24 17:11:22

19.16	100.00	0%
Price	Amount	Filled

IBRx / INC Buy  
2017-11-25 12:23:49

2.03	100.00	0%
Price	Amount	Filled

## INEX

### History Page

••••• ⌂ 9:41 AM 100% 🔋

Assets History

Estimated Value  
\$ 6865.69

Deposit Withdrawal

Show All Balances

	INC Balance	103.07414
	TFSx Balance	316.20409
	ABRx Balance	1.19928
	JTLx Balance	6933.15801

Home Markets Assets Account

## INEX

### Assets Page



9:41 AM      100%

## Account



sophiazhang@hotmail.com

Identity Authentication	Unverified
Google Authenticator	OFF
SMS Authenticator	OFF
Setting	>
Logout	

INEX  
Account  
Page

Home Markets Assets Account



**Talent management network---** Acquisition of talents plays a crucial role, decentralization is a big challenge for how the industry is operating now, whereby the smart contracts shall utilize the industry infrastructure and expertise, collaging with an innovative way to decentralize how the proceeds is distributed to talent team during and after token commercialization.

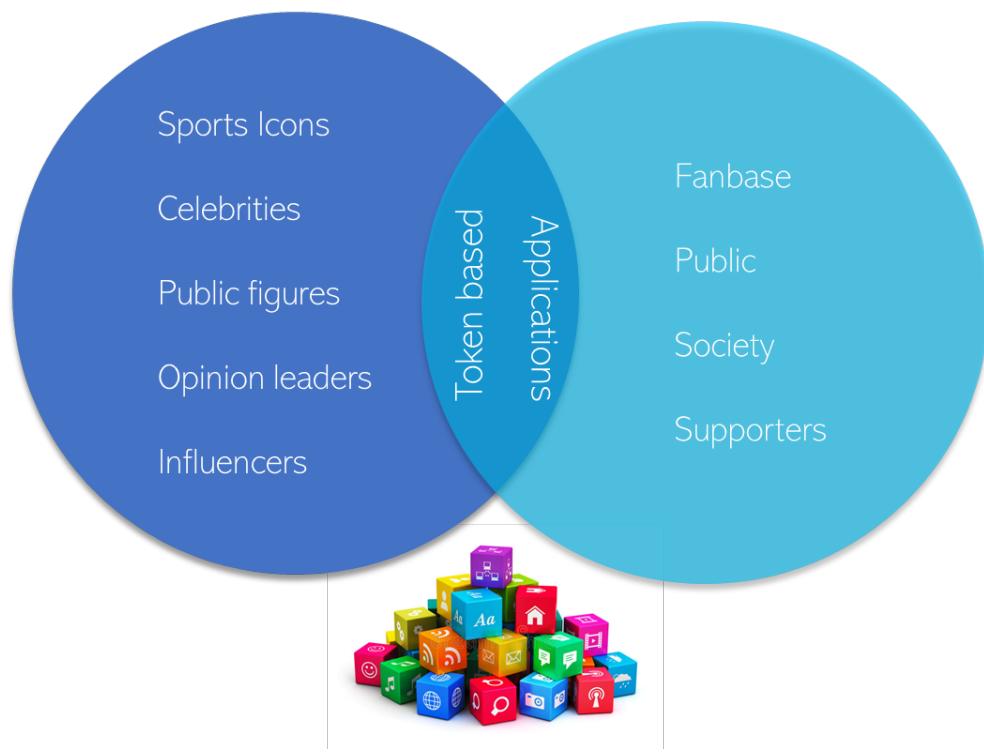
**Commercialization team---** Tokenization simplifies the way of calculating the returns of commercialization. Any success/failure directly affects the influence index where the investors can get unbiased factors to further make decisions on transactions.

**Review committee---** it has the function whereby a decentralized voting system that helps the manual committee to make decisions on delisting or relisting, in case of any listed influencer has bias on terrorism, racialism, or any inappropriate behavior that may cause violence, religious confusions, and etc. The committee is assembled by random selected people from global token holders and will be shifted on regular basis, the selection process is unbiased by the amount of tokens holding, political standpoints, nationalities, genders, and religions.

**Influence Index---** Influence Exchange's listing price will be based on the celebrity's index of Influence. Influence Index aggregates performance data of the celebrities across the web. It is obtained through intelligent weightage in multiple dimensions such as interactivity, fan volume, search engine result, topic popularity, media exposure and scope of influence. Influence Exchange will list difference tiers of celebrities in a multiple phases. On the initial listing of the influencer, the film will be combined with the Influence Index and celebrities own comprehensive pricing.

**Application---Influence Chain** is an open system where developers without geographic boundaries can collaborate together on application development, thanks to smart contract backed by ERC20, developers can join in the collaboration, contribute, and entitle for the benefits by its full commercialization.

Influence Chain foundation will support and finance development of applications that utilize INC tokens.





## Use cases

There are 2 type of tokens.

INC token, as the primary token, the token holder can perform peer to peer transfer, buy in influencers' tokens, consume tokens by supported applications, and make transactions on external exchanges.

Influencers' tokens, this is the type of tokens that influencers tokenize themselves into. The token holder can swap with INC tokens on Influence Exchange, and consume tokens by supported applications. It is not allowed to swap between influencers' tokens, INC is the primary token to buy in influencers' tokens via transactions on Influence Exchange.

The richness of token based application allow holders to use INC tokens along with influencers' tokens to purchase services and products to be offered within the applications.

Token holders are given opportunity to express their opinion regarding the particular operational issue of listing or delisting through the decentralized voting system, their participation in decision-making process in respect of following matters:

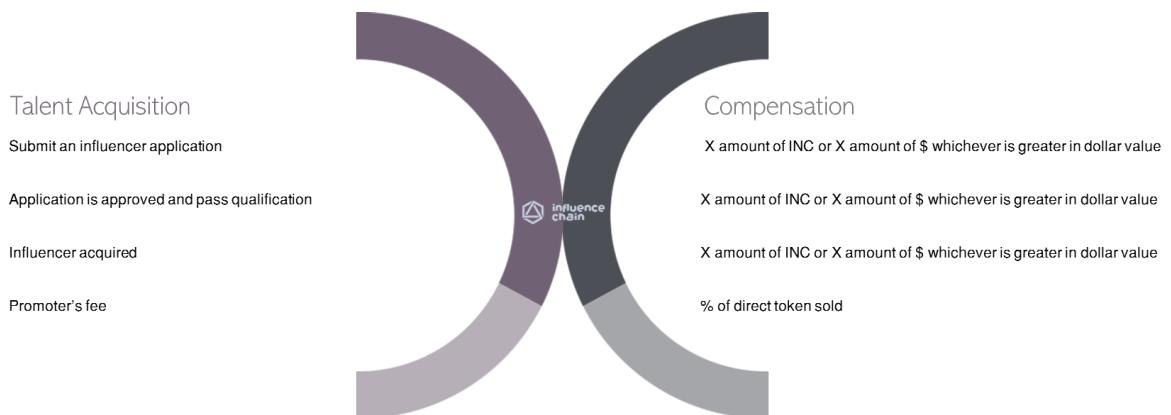


Both INC token and influencers' tokens can be used for global talent management network in terms of

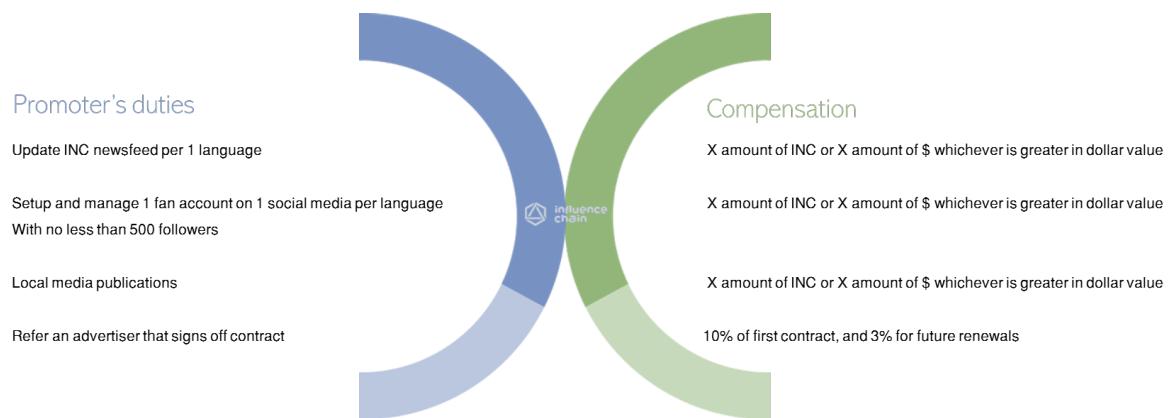
- Submit an influencer application as a scout
- Submit a sponsorship as a promoter
- Pay sponsorship fees as a sponsor
- Pay to young influencers as early supporters

A decentralized talent scouting system shall payout to scouts with great convenience for successful referrals, as the table below.

The decentralized talent network has its anti-fraud mechanism, anyone with fake submissions will be punished or subject up to permanent ban from Influence Chain networks and further prosecution for fraud act.



Identical to scout's compensation, promoters shall receive remuneration for performing promoters' duties as described below



We believe more possibilities of use cases can be explored once the ecosystem completes its foundation. For influencers, end users, and developers that enjoy the convenience brought by token economy, may jointly create an interesting sub ecosystem with whole variety of new use cases of INC tokens.

**Please be noted:** All token holders are not given any equity rights nor any share in the companies' profits or influencers' income.





## Technology Notes

“Trust based value flows is the foundation of how our technology is built.”

In the traditional world, especially for financial business, trust is the biggest bias of cost among all business activities. Until the emerging of blockchain technology where the trust can be built naturally on the chain.

Blockchain technology itself is a trustworthy internet protocol can interpreted into a 3-dimension layers of data, system, and applications.

- Data: Blockchain is a distributed database system that records incrementally in chronological order. It can only be added with no possibility of being corrupted or overwritten.
- System: Blockchain is a system of distributed deployment and real-time synchronization, allowing multiple parties to participate in the creating, updating, and synchronizing of data based on the consensus mechanism. Each valid node in the blockchain has the same data instantaneously.
- Application: Blockchain is a multi-entry, secure, global ledger-type of platform that enables all digitizable items, users, and their relative activities to be recorded and memorized.

Today's information technology and the internet have evolved to create synergies among various systems and applications, and make it increasingly convenient and efficient. However, due to the mutual trust issue, the most trustworthy cooperation exists only internally in a consortium-based structure. When the collaboration between different companies, the methods and tools used are back to the technology created 40 years ago: most of collaborations is still using e-mail, the cross-system operability is not a simple task. Due to issues related to data security, confidentiality, trust, such operability is more than just a technical issue. Furthermore, financial services for modern business activities are limited and needed for improvement in terms of efficiency and cost, due to the same issues.

Blockchain technology can help us to create a new, trust-free, joint-collaboration model that allows collaboration to be more efficient and effective among various parties based on full data security. This further creates the real time and accurate data flow that enables the value flow in such an ecological environment to catch up the pace with the modern business activities. It improves the fund efficiency and velocity of value circulation where stimulates the business growth.



## Distributed business ecosystem

Influence chain aspires to create a token-based ecosystem participated by:

### Business entities

Business entities that are influence sensitive, providing products and services to end-user market to fulfill various needs, such as brokerage firm, brand owners and companies that offer end-users services;

### Application Service providers

Corporates that have capabilities to develop applications for corporate and individual users from Influence Chain user base. They can be those who directly provide distributed applications and services to users, or provide technical products and related services to the mentioned business entities, or even can be government agencies, regulatory agencies, and third-party credit service agencies.

### Influence Chain Foundation

Responsible for Influence Chain's network infrastructure construction, R&D, technical services on upgrade and maintenance. Initially also has involvement into business development and creating new use cases, as well as to encourage and support smart contract services based start-ups or transition of existing technology companies; according to the needs of ecological development phases, Influence Chain foundation shall incubate, support, and promote more technology companies to offer blockchain based services, such as wallet development, payment services, private key management, Influence exchange, smart contract modelized tools, and more.

#### Influencer and their fanbase

The core of Influence Chain's services, is to benefit the early service providers, as well as the investors from the future growth of Influence Chain's ecosystem.

These participants build the entire Influence Chain's ecosystem, which can create a closed effectively, on the other hand, can penetrate and assimilate the outer of ecosystem and expand by itself spontaneously.



## Influence Chain Token (INC)

If the entire distributed ecosystem is compared to a living body, then the blockchain infrastructure is the skeleton, and the various applications and services that grow on it are the muscles and organs; such a living body must necessarily be able to circulate blood, which is Influence Chain's token, INC, the carrier of the value-transmission capabilities of various business activities across the blockchain network.

INC as a kind of value flow carrier of the whole ecology flows through the smart contracts that describe and implement the collaborations among all parties and forms a special closed loop with open interfaces. On one hand, it creates circulation in inner ecosystem, on the other hand, it opens a portal to outer ecosystem, and further expanded the scope of ecology.

The main role of INC is to circulate as much as possible so that each participant can use it, so we will sell more than 50% of the total token issuance to the community, corporate and end users.

This cycle begins with end-user community, eco-enterprises as investors pay ETH to Influence Chain Foundation for INC Token. Then Influence Chain Foundation deploys technical development, commercialization for applications, blockchain services, and etc. Smart contract service providers pay INC Token for GAS, to provide BaaS (Blockchain as a Service) smart contract services to corporate users, based on their business rules and value adding model, INC shall be charged from the enterprise client which is the application developers, to provide smart contract services;

The application development provider further develops and processes the smart contract services acquired based on the needs from the client end, to provide applications to its traditional enterprise clients or end users, INC shall be charged as the income for the company.

End users shall be able to pay INC to acquire products and services from the enterprises.

Of course, such ecological development will go through different stages and must maintain an open state to better integrated with the traditional business, therefore further expand this distributed business ecosystem.

During this process, a variety of new technology service companies must be emerged to provide a bridge to transit values and open communications from the traditional business to Influence Chain distributed business.



The Influence Chain team, shall do our part in the development to satisfy real needs. Meanwhile, it is even more important to acquire more talents with industrial depth and expertise to join in us to develop more industrial focused applications for various enterprises. Well, more suitable application, let people do what they are best of. Based on the field experience from the past 2 years, we concluded few methodologies to expand this ecology.

- The breakthrough shall be from those enterprises with blockchain visions, blockchain technology and its application is valued for their future development on strategic level.
- Initial use case shall pinpoint the pain point of the industrial challenges, be able to solve the existing issues, or to bring in new values.
- Business case best to be multi-parties, where the solution has more dimension to expand
- Targeted enterprises, or use cases have iconic benchmarking effect to their up/down streams.

More parties bring more opportunities for collaboration, it increases the value flows, incubates new phases of joint business model, further constructs the future distributed ecology.

## Influence Chain Token (INC)'s technology

The initial version of INC Token is based on the token system developed by ERC20. Token is defining values in blockchain and is used to quantify and scale digital assets. On Ethereum, tokens use the same standard, are making it easy to exchange and support DAPP between tokens.

## What is ERC20

The ERC-20 standard, launched in November 2015, tokens based on this standard, present a way which is generic and predictable. By simple words, any ERC-20 tokens are seamlessly compatible with Ethereum wallets (almost all wallets that support Ethereum, such as Jaxx, MEW, imToken, etc., all support erc-20 based tokens), ERC-20 tokens can be easily integrated and listed on the exchanges since they already understand how tokens are being operated. In most of cases, these tokens are transactable instantly.



ERC20 is the standard interface for its based tokens. ERC20 tokens are just a subset of Ethereum tokens. To be fully compatible with the ERC20, Influence Chain will continue to have application-specific R & D to define specific functions (interfaces) integrated into Influence Chain's smart contracts for the following actions at a high level:

- Total issuance of token
- Sync balance info
- Send/receive tokens
- Approval for token spending

ERC20 can seamlessly interact with other smart contracts on Ethereum's blockchain and decentralized applications as well. There are tokens partially featured with ERC20 standard are deemed as ERC20 partially compatible, depends on their specific missing functionality, but generally they are still very easy to interact externally.

#### Influence Chain's attitude against blockchain

Every new technology by its course will go thru the following phases:

- I, high entry barrier, technical know how makes all difference in this phase.
- II, Commercial barrier phase: at this stage, the development of technology gets better by leaps and bounds. More social wealth and resources swamp in to chase after profits, more talents join in, more technical theories and techniques are shared, technical barriers get obscure, technical know-how is not a problem, technology skillfully and reasonably applied to the actual commercial products and services and produce maximized Value is the focus of this stage;
- III the stage of scalability barriers; at this stage, the effect of rolling snowball is obvious, the scale advantage has become more important, more commercial activities, social activities concentrated in one or several ecological environments, the more participants the Faster it can grow.
- IV, the verticalization stage is subdivided. At this stage, the industry scale and pattern are maturely formed. The new breakthrough comes from the vertical subdivision that focuses more on niche markets to create better products, services, and values
- V, a new technological revolution is about to take place. More advanced technology is for the higher pursuit of realization of value by human, and then entered into the next cycle.

Blockchain technology itself is no exception. Although the development of the blockchain technology still has a long way to go, still rooms for improvement but we have unwittingly entered the blockchain as the early stage of second phase based on the current situation.

In conclusion, we are not addressing technical details and algorithms in this document, instead, we are trying to focus on the conceptual design of the ecosystem and the support and further development needs of related technologies. We sincerely believe that "open source" needs more courage and confidence in our business ideas, designs, and paths. With these top-level ideas, there are many ways and means to realize technologies

We hope investors, partners, and communities who can understand us to build this ecology together.





## Important Information on Compliance and Risks

INC Tokens have been/ will be released by Influence Chain in the presale and sale or through other methods. The mentioned Tokens would be released in compliance of the laws of the Country where they will be released.

The purpose and aim of this release of tokens is to raise funds to [insert what the funds will be used for]. As such, this is an early stage fundraising with attendant risks for any person who participates. This release of tokens is aimed at experienced participants who are familiar with Blockchain and tokenised products and who understand and accept the risks of this early adoption of the INC token. Purchasing or holding INC is not an investment and INC may not appreciate in value and/or may lose value up to 100% of the purchase price. INC's holders can participate in the use scenarios of the Influence Chain platform, but cannot directly achieve the monetization of INC. As set out in this White Paper, the ultimate use of the INC token is the ability to engage with third party celebrity based applications and access goods, services and opportunities made available by those celebrities. The success of Influence Chain is therefore dependent on the number and level of celebrities who decide to partner with Influence Chain over time.

Given the unpredictable situation, the objectives set out in this white paper may change from time to time. While the team will try to achieve all the goals specified in this white paper, all individuals and groups who obtain INC will solely bear their own risks.

This white paper is used only for the purpose of conveying information and does not constitute any investment advice, investment intention or aiding and abetting others to make investment. This white paper does not constitute or is not construed as any act of buy and sale, or any invitation to buy and sell, any form of securities, or any form of contract or promise.

Participants of Influence Chain token-sale project are requested to read the white paper of Influence Chain carefully and fully understand the technical and risk characteristics of Influence Chain, and take full account of their own risk tolerance, and make rational judgment and prudent decision-making. Participation in the project constitutes understanding and acceptance of the risks of the project and the willingness to bear all the corresponding results or consequences.

Influence Chain tokens are not intended to be any commodity or any kind of financial instrument, do not represent any share capital, stake or security or equivalent rights, including but not limited to any right to receive future profit sharing, dividend distribution or intellectual property rights, and do not represent any ownership right except as specifically provided in the Influence Chain Sale Terms & Conditions or this Whitepaper.

10% of the fund usage shall be reserved specifically for legal compliance purposes.





## Influence Chain's structure

The INC tokens are issued by Influencer Chain (Cayman) limited (“Influence Chain Foundation”), a company legally incorporated under Cayman law. The purpose of Influence Chain Foundation is to manage the token sale and the fund raised, and distribute accordingly to those seeding projects and other INC infrastructures.

### Influence Chain Development Team

Influence Chain Pte Ltd.(Operation Center Asia-Pacific in Singapore), is a company legally incorporated under law of Singapore. This is Asia-pacific operation HQ office that uses marketing resources to attain business goals, manages daily operations such as talent teams, review committee, customer service, and vendor accounts.

Influence Chain Operation Center Europe in Vienna is a company legally incorporated under law of European Union. As the HQ Office of Sports Influence, it dedicates most of the energy in digging resource from football industry. It provides service and operation for both individual athlete and football team.

### Influence Chain talent Network

A global network looking for talents worldwide by respective verticals. Influence Chain intends to build a decentralized talent scout team by decentralizing key process like scouting, onboarding, and commission payout.

Talent management team is a decentralized global network that manages and promotes talents, submit applications for potential influencers and sponsorships worldwide.

### Influence Chain review committee

This review committee has independent jurisdiction to oversee influencers' listing and delisting process



## Roadmap and Milestones

2017.07

Project commenced

2017.09.27

Influence Chain's 1<sup>st</sup> launch event in Seoul, South Korea

2017.10

INC's 1<sup>st</sup> private placement sold out in 3 mins

Sep

2017.11.10

Influence Chain's roadshow in Bangkok, Thailand

2017.11

Influence Chain with Anomaly formed partnership

INC's 2<sup>nd</sup> private placement completed

Nov

2017.12

Influence Chain Community reached 100,000 followers

2017.12.14

Influence Exchange launched Event in Dubai

2017.12

INC's pre sale (for EU) initiated

Dec

2018.01

Influence Chain Asia-pacific Operation center in Singapore founded

Jan

2018.02  
INC's pre sale (for SEA) initiated  
Influence Chain Singapore roadshow

2018.02  
INC's pre sale (for AUS/PHL/SKR/EU)

Feb

2018.03  
Influence Index release

2018.03  
Influence Exchange BETA release

2018.03  
Sports Influence launch in EU market

2018.03  
INC's listing on major global exchange

2018.03  
Influence Exchange official launch

2018.03  
1<sup>st</sup> batch of sports stars and influencers onboarding Influence Exchange

Mar

2018.06  
Token based application launch

2018.09  
Minimum 30 stars listed on Influence Exchange

Jun & Sep

2019.03  
Stars listed on Influence Exchange are expected to be over 100+

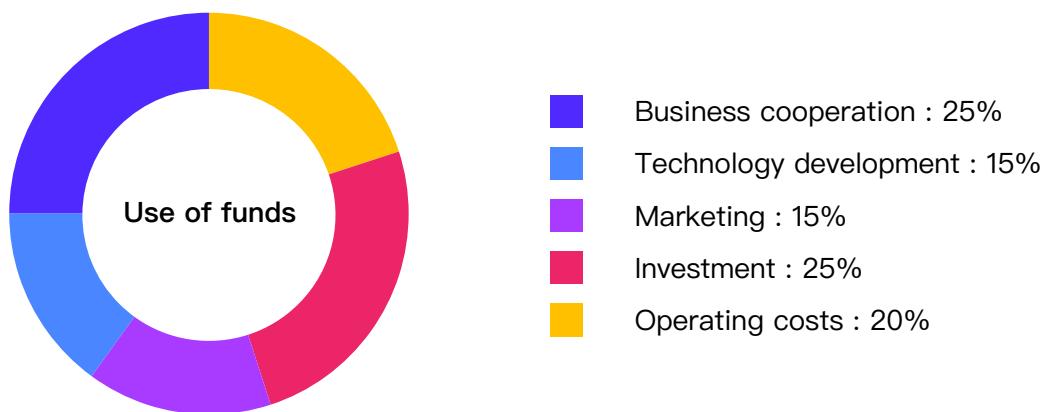
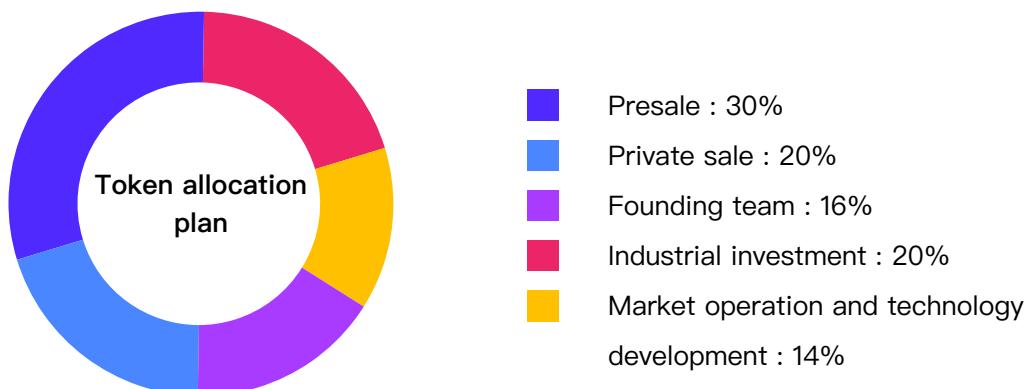
Mar





## The token terms

The total issuance is 1 billion tokens





## Influence Chain's management team



**Rain Huan**

### **Founder of Influence Chain**

Senior practitioner in the field of Internet and innovation, and system architect.

Established the Internet technology solutions company “DLAB” in 2010, which has incubated and collaborated more than 20 major TMT innovation projects so far.

Set up the first domestic designers crowd-funding platform (Jue.so) in 2011.

Established YUN Space as a co-founder in 2012, which has become the largest platform of commercial property short-term rent, in China, at present.

He Co-Founded a leading media platform of technology (The Makers) in 2014.

Established venture capital (Atlas Capital Partners) as a founding partner in 2016.



## **Heng Xia**

**Co-Founder of Influence Chain**

**Partner of Operation Center Asia-Pacific**

After obtaining an engineering degree from Shanghai University of Science and Engineering, Xia Heng went to TU Wien and Parsons the New School for further education, and then founded AteamArc, the architecture firm. At present, he is a co-founder and chief architect of United Valley, a partner of Atlas Capital partners , and a co-founder of the Global Investor Hub on the Bund. At the same time, he participates in the operation and cooperation with a few real estate funds and VC funds. He got good capabilities of project operation. Currently, he works as Legal Executive as well as the Partner of Operation Center Asia-Pacific in Singapore.



**Xinyao Xie**

**Co-Founder of Influence Chain**

**Head of Sports Influence**

Xinyao Xie obtained the master degree in Economic Management in TU Wien. He had continuous entrepreneurial experiences in Internet consumption and intelligent technology. He ever undertook Internet projects in German, Austria and other German countries. His projects were favored by many well-known enterprises and successfully acquired. He has been working as a consultant of China Union Pay, 99Bill and other traditional companies in the business of Internet consumption. He worked as a consultant in a few fund companies, business schools and incubators. He also has rich knowledge in football and currently responsible for the operation and promotion of Sports Influence in Europe.



**James Wong**

**Co-Founder of Influence Chain  
Global Business Development**

James Wong obtained the master's degree in Finance Engineering in University of London. He worked in Goldman Sachs, engaged in the hedge fund industry. After that, he was involved in angel investment. His main investment direction is for upgrading consumption and serving people with high net worth, including immigration services and high-end travel. At present, he is committed to the promotion of block chain technology, and is responsible for the Global Business Development of Influence Chain.



## **Yao Ge**

### **Co-Founder of Influence Chain**

### **Partnership Operation**

Yao obtained the master's degree in Finance in Peking University, Guanghua School of Management. She also hold a double major BA degree in economics and art. Yao had 10 years experiences in investment and M&A industry, focusing on TMT & Entertainment sectors. She used to establish and manage a growth stage VC fund with 1billion RMB fund size. Yao also led over 10 M&A deal and invested in more than 20 companies around high-tech and entertainment sectors, which include: Douyu(China biggest live streaming platform); Bilibili (China largest young generation multiculturalism video platform); Unity (the world largest 3D mobile game engine) etc. Before join the investment industry, Yao also worked for the world largest management counslting firm-McKinsey & Company as a senior consultant, focusing on TMT, retail and public sector.



**Jimmy Li**

**Partner and CEO of Operation Center Asia-Pacific**

2012 Graduate with Master In Supply Chain and Logistic Management and Bachelor of International Management from Newcastle University UK.

2012 Supply Chain Analysis In HP Singapore

2013 Founder of Ads Venture Group(AVG) which is largest Chinese Digital Media Company in Southeast Asia. Branch office in 7 countries. Authorised Partner of Baidu, Alibaba and Tencent.

2014 Founder of Dream Venture, investing in the E-commerce, Live Streaming and Online gaming

2014 TOP 50 Young Entrepreneur in Singapore

2015 World most eminent Chinese Award.

2016 Founder of AIC Fintech, focus on the digital payemnt solution and blockchain technology.

Client like Prudential, AIA, Singapore Airline, Hilton, Marriott hotel, capital land, Uber and more than thousands of them.



**Freed Ma**

**Partner and COO of Operation Center Asia-Pacific**

Freed holds a bachelor's degree of LSE of London University. He is the cofounder of AIC Fintech Singapore where is an online payment and blockchain solution provider. He was a regional partner of Lufax back in 2013, worked with Dell at SME Sales Op for nearly 7 years, was a researcher at Frost & Sullivan.



## **Shayda Osman Jalal**

### **Partner of Operation Center Europe and Middle-East**

Shayda obtained the master's degree in Economic Management. He held management positions at Raiffeisen Bank, ATOS and other well-known international companies. He was a player in the former European Occupation Football League. After retirement, he focused on business cooperation and academic exchanges between Europe and the Middle East. IRONBODY, a brand of fitness and health care products established by him developed into the market leaders in the Middle East in a few short years. He is currently responsible for the operation and promotion of Sports Influence in Europe.



## **Park Cheol Min**

### **Partner of Operation Team South Korea**

Park Cheol Min won the second place in South Korea's national college entrance examination. He ever worked in Hyosung Group, one of the seven major South Korean companies, responsible for the management of Samsung and Korean Steel. After that, he worked in Japan Daiichi Sankyo Company and a biotech company Tegoscience.Inc. After leaving his job, he started investing a number of entrepreneurial projects. At present, he is responsible for the operation and promotion of Entertainment Industry in South Korea.



**Kim Si Eun**

**Partner of Operation Team South Korea**

Kim Si Eun has many years of experience in the fields of hotel, plastic surgery and entertainment. She worked as partner in many companies. She has rich connections in the circle of entertainment in South Korea. At present, she is responsible for the operation and promotion of Entertainment Industry in South Korea.



**Jackie Ma**

**Business Development Director**

Jackie Ma graduated from Fudan University. He worked in AC Nelson, served L'OREAL, Coca-Cola and other famous companies. After that, he joined in many startups as partner. At the end of 2016, he began to enter the industry of block chain. Come with rich industry resources and deep industry insight, he is now responsible for business development and operation of Influence Chain.



## **Sophia Li**

### **Marketing Director**

Sophia Li has more than 8 years of experience in the advertising industry. She worked in world-famous advertising groups, such as McCann, Ogilvy and Isobar as the Account Director. She served various world-famous brands, including Master Card, Union Pay, China Merchants Bank, Pepsi Group, Shanghai Volkswagen, Boehringer Ingelheim, BOSCH Group and Johnson Group. She has rich experience in finance and fast-consuming products, and deep research of online and new media.



**Jesse Liu**

**Influencer Operation Director**

He graduated from the University of Manchester with a master's degree in International Plutonomy. He participated in the establishment of EDG, the first professional e-sports team in China and the first e-sports culture industry chain, which includes fan community, live broadcasting platform, electronic shopping mall, e-sports brokerage company and e-sports cultural commercial real estate. Afterwards, he participated in the establishment of the first pan-entertainment ecosystem in China -- Esports Capital, which includes: industrial investment management, Internet artists broker management, network IP incubation, incubation of professional projects, incubation of pan-entertainment real estate and many other projects. He is experienced in industry resources and artists operation management, such as Huayi Brothers Media, YG, SM, IMG, Banana Project and etc.



**Lu Yao Zhang**

**Product Director**

Former Deputy Product Director of The Makers. Product Director of online video and audio production efficiency tool and the co-founder of App Close Friends, the world's first cross screen social APP. He has many years of experience in product planning and execution. He also has rich experience in product operation and project management. He is a practitioner of product work from 0 to 1. For many years he has been involved in, crowd-funding, community, e-commerce and social networking business.



**Gang Lv**

## **Technical Director of Influence Chain**

Gang Lv has more than 8 years of experience in Internet tech development. He worked as a Technical Director in 99 Car Purchase, Conductor, Jetli, FreshDesign and Mr. Fang. Involved in many fields, such as real estate, car distribution, designer clothing and online recruitment.



**Xinyu Li**

**Community Operating Director**

Xinyu Li obtained MBA degree in Liaoning University. He has nearly 10 years of cross industry experience with strong capability of expanding market. While worked for IBM, The type of his clients are mainly large and medium-sized state-owned enterprises as well as International corporations, such as mobile, telecom, bank and electric power. In the past 7 years, he is the top sales of the company and achieved outstanding performance. He is mainly responsible for customer services and sales management.



## Compliance

Tokens, which have been/ will be released by Influence Chain in the presale and sale or through other methods. The mentioned Tokens would be released in compliance of the laws of the Country where they will be released.

Influence Chain token, are not intended to be commodity or any other kind of financial instrument, do not represent any share, stake or security or equivalent rights, including, but not limited to, any right to receive future revenue shares and intellectual property rights, and do not represent any ownership right except as specially provided in the Influence Chain sale terms & conditions, Whitepaper, and/ or other Accompanying Documents.

10% of the fund usage shall be reserved specifically for legal affairs.





[www.influencechain.org](http://www.influencechain.org)