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## 0. Abstract

“The business value of the Blockchain technology will increase exponentially reaching \$3.1 trillion by 2030.”

Reference : Gartner(2018), Digital Disruption Profile

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In 1990, these were the words stated by Tim Berners-Lee on the day of the creation of the first World Wide Web page

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“When we link information from the web, we can check for facts, generate ideas, sell products, and get involved in new relationships. This will all be completed at an unprecedented speed and scale that were unthinkable in the past.”

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Berners-Lee predicted the rise of E-commerce, email and social media through such concise statement, something of which soon became reality. The Internet and the World Wide Web, which induced computers and internet based third industrial revolution. Politics, culture, society, economy, and other aspects of people's daily lives have transformed around the internet, and traditional transaction methods which connected consumers and sellers have also altered drastically. With the advent of smartphones, even the constraints of space have disappeared.

In 2018, six of the top 10 global market capitalization companies were occupied by Internet-based IT companies, and the market capitalization of Amazon, amounted to \$ 780 billion (\$ 830 trillion).

## How would blockchain technology and cryptocurrency stimulate immense value in the near future?



In 2009, an anonymous person or association, Satoshi Nakamoto, disclosed an article entitled “Bitcoin: P2P Electronic Cash System”, predicting the impacts of blockchain on the future. Ten years from the release, the paper proved that P2P transactions are possible only with the network’s own trust certification without central or financial interventions.

At the 2016 World Economic Forum, blockchain was regarded as one of the 10 most important technologies for the fourth industrial revolution, and gained international attention as the price of Bitcoin increase rapidly during the second half of 2017.

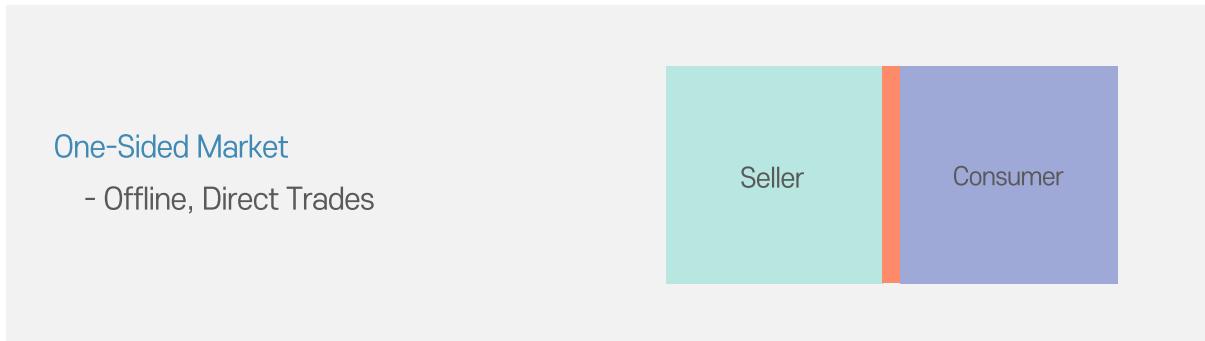
Currently, global corporations as UBS, IBM, IBRD, Mastercard, and Microsoft are developing blockchain technology for application in services, such as finance, distribution, payment, wire transfer, receivables, and others. Governments of countries like the United States, England, Denmark, Dubai, and Estonia are also spurring to blockchain development for services such as voting, E-government, medical data, immigration control, public services and etc.

Blockchain is not constricted as a mere payment method of cryptocurrency. As internet transforms the traditional business model and structure, blockchain technology is also predicted to incur great changes to internet-based webs or web related businesses. Surely, blockchain technology is advancing faster than imagined.

What we need right now is the infinite imagination as to how the world can be changed from this new technology.

# 1. Sketch

The Necessity of Intermediaries



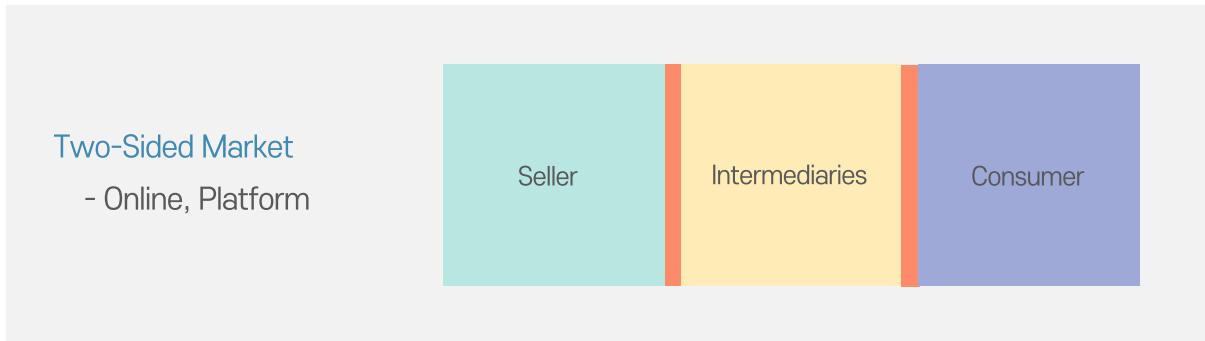
The act of a seller and a consumer dealing in person is called a “direct transaction” or a “one-sided market.” The most representable action to signify these types of trade would be when one goes to a shop or a market to purchase a good.

Due to the fact that the consumers can see the products and sellers can directly receive the monetary value for the product being traded, this type of trading is the most safe and traditional safe way of dealing.

Although direct transactions do not require the use of intermediaries, it requires two parties having to meet, which may become inconvenient.

# 1. Sketch

The Necessity of Intermediaries



The advent of distribution services such as online service and delivery services were innovative. It allowed consumers to confirm purchases and make payments online. However, regarding the fact that sellers and consumers are not able to see the product being sold and whether they can actually receive the payment raises questions of trust issues.

Therefore, intermediaries have appeared online to become the middle-man of these two parties, and to become the safeguard that the payments transpire. These intermediaries have now currently expanded into global multi-corporates which are now known as Alibaba, Amazon, Uber and Airbnb.

By providing payment methods, and escrow services and answering consumer inquiries regarding deliveries and refunds, they have contributed immensely to the expansion of these two-sided markets. Thanks to these intermediaries, it can be stated that safe transaction environments have taken a great step forward.

## 2. Market Analysis

### 2-1 Types and Profit Models of the Intermediary Services

Categories	Services	Profit Model	Revenue (2015)
Commission Fee	App Store	30% Commission Fee on the Total Selling Price of the App	\$20 Billion
	Uber	20%-30% of the Driver's Sales	\$1.5 Billion
	Airbnb	Brokerage Fees on Guests and Hosts	\$ 900 Million
	Alibab	Brokerage Fees on Product Sales	\$457.6 Billion
Subscription Fee	Linkedin	4 Types of Premium Subscription Charges	\$3 Billion
Advertisement	Facebook	Sales of Advertisements on Users	\$17.9 Billion
	Google	Advertainments based AdSense, AdWords	\$74.5 Billion
Licensing	Amazon AWS	Expenses based on the Usage of Service Hours	\$7.9 Billion
Sales from Items	Kakao	Sales from Items, Characters	(Units : Dollars)

#### Commission Fee

AMAZON, Alibaba, Uber, AirBnB…

#### Advertising Revenue

Facebook, Google …

#### Registration Fee

jobkorea …

#### Subscription Fee

Linkedin …

#### Licensing

Amazon AWS …

#### Sales from Items

Kakao, Line …

## 2. Market Analysis

### 2-2 Unreliable Information- Job Search

#### Intensification of the Unemployment Crisis VS Boom of the Job Information Market

The role of a job searching site is to mitigate any mismatches between those searching for jobs and those recruiting employees. From the 50 million citizens of South Korea, around 10 million people are found to be utilizing these platforms on a monthly rate. These figures show a high rate as it includes not only those who wish to seek for jobs but for those wishing to change to new jobs, as often are found to utilize these services as a method of their information channel.

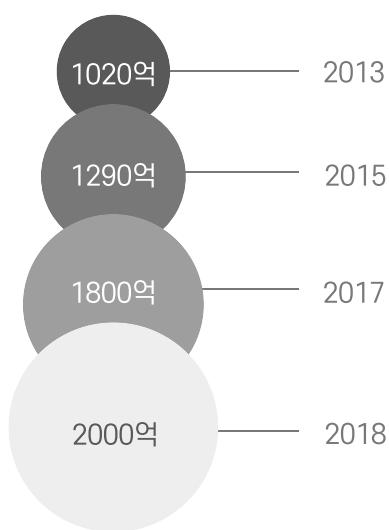
Along with the development of the internet, the online Job search market has been in progress after the year 2000. The rise of the unemployment rate has kept the consumers to search their jobs online, and since forward, the size of the market has been steadily increasing.

On average, 83% of the Korean University students spend approximately 35 minutes per day on the internet or mobile searching for job related information. In addition, a 13% from these students have stated to use a paid service to attain these materials.

The job market in Korea has now expanded to more than a 200 billion won worth of market, and is expected to expand into portal services by providing additional services including customized announcements, recommendations, and resume consultations. Convenience will also be supplemented with the addition of mobile services.

## 2. Market Analysis

Size of the Online Job Search Market in Korea



Profit of the Major Job Searching Platforms in the Year of 2016



Reference: ChoSunBiz

Corporations while utilizing job search platforms, pay for registration fees, fees to search for employees, as well as advertisement fees for better exposure.

For consumers who seek for jobs, although the majority utilize the service for free, they may have to use paid services to attain functions to make their resumes stand out or get personal consultations.

## 2. Market Analysis

### Job Searching Sites with Unverified Information



Most of the job searching platforms which enforce strong influence on the connections between the companies and the individuals, have no organized system which validate the information registered on the site such as the resume of the applicators, or company information. In addition, they place little effort to attempt to validate these already placed information.

Regardless of the amount of profit stimulated by the corporations and users, the job searching sites disregard any responsibility caused by the problems provoked by falsified information when discovered within the service.

### Inefficiency and Ineffectiveness for the Corporations

Among 10 job seekers scheduled for interviews after laborious searching and contacting by the corporations, only 2-3 people end up showing up. Lost time due to interviewees not showing up on time leads to loss of a prominent opportunity cost.

However, although interviewees break their appointment schedules, no penalty can be subjected by the job searching sites. This can also similarly lead to the conclusion that these types of interviewees will end up doing the same type of action elsewhere, causing loss for more corporations.

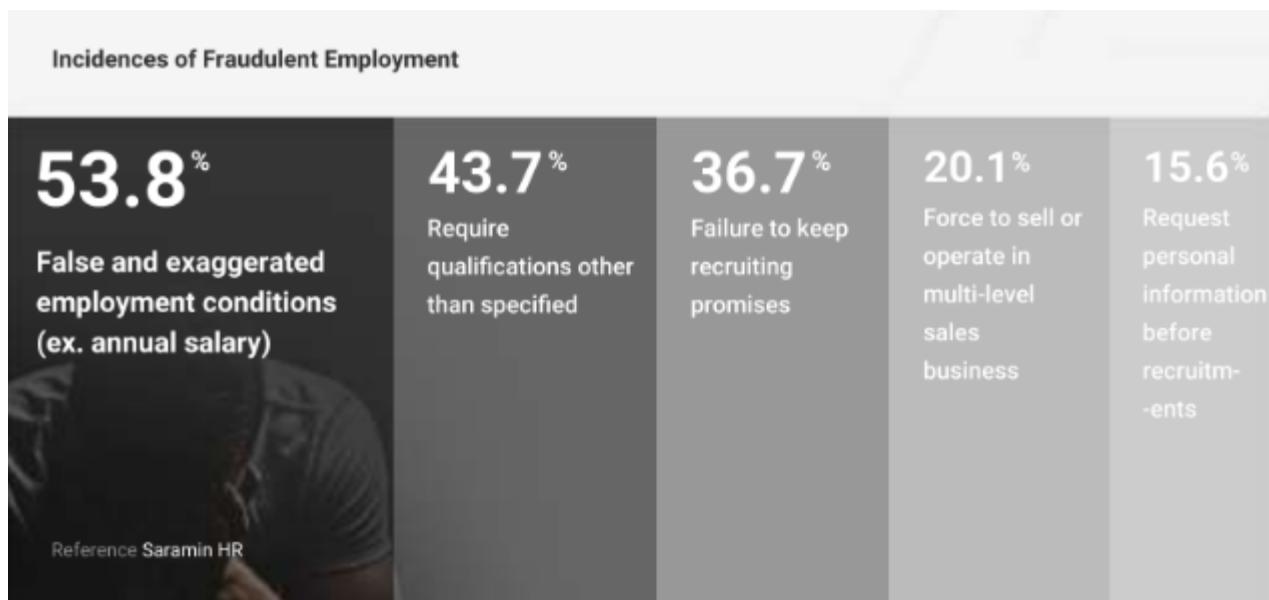
## 2. Market Analysis

### Job Seekers Suffering from Deceitful Company Information

In the place of the job seekers, being deceived by false information and frauds placed by the corporations are situations which are commonly found.

Even if the employment conditions were found to be falsely stated, or present additional qualifications were not stated beforehand, or are even forced to sell or operate in multi-level sale businesses, there are no ways for the employees to place any punishments on these job searching platforms or to file complains about these matters.

If no proper procedures are dealt with to ensure that only accurate information are upheld by both the corporations and the individuals and to acknowledge them for about their responsibilities for the consequences for their unjust actions, these events will only be an ongoing cycle.

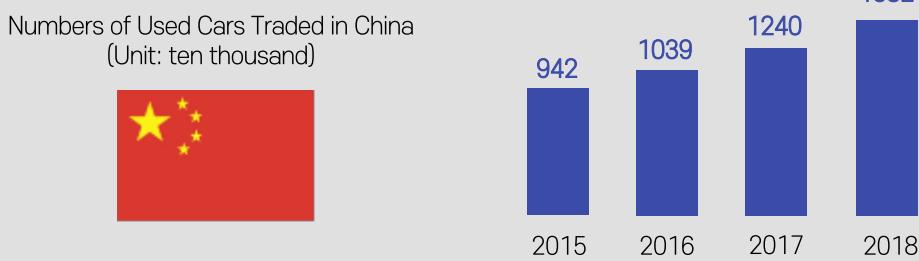


## 2. Market Analysis

### 2-3 Unreliable Information – Used Car Trading

#### “China”, an Immense Used-Car Trading Market Worth 142 Trillion Won a Year

According to the Automobile transfer registration (used car trading), the number of cars registered in the Korean Ministry of Land, Infrastructure, and Transport’s data on the status in the year of 2018 was estimated to be around 4 million, the highest in history.



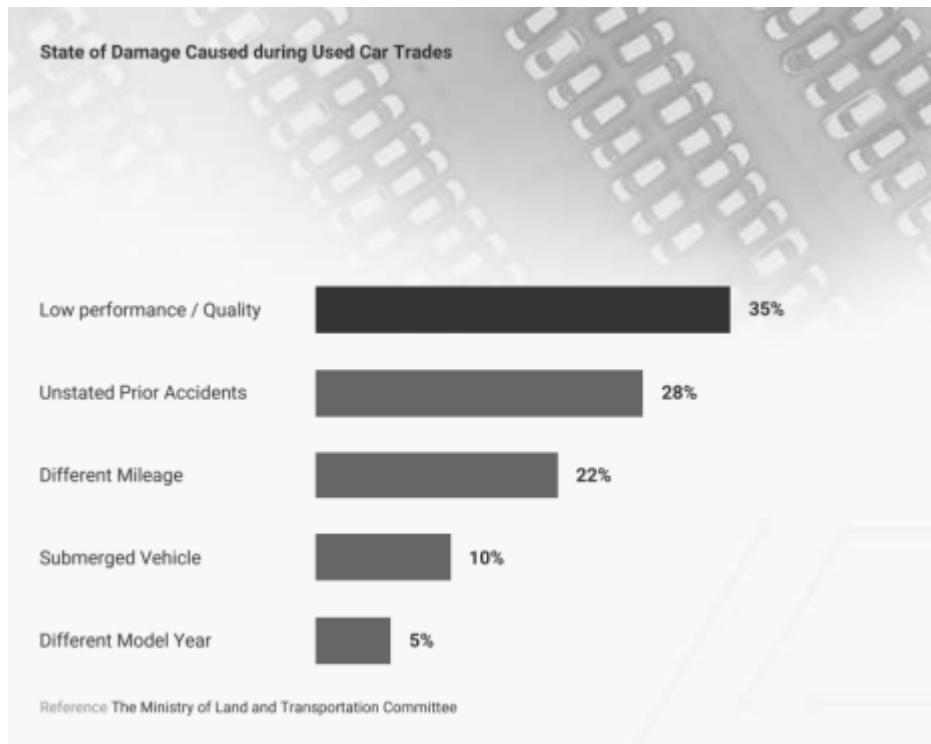
China, the World’s No. 1 automobile market, also has an outstanding scale in terms of trading used cars. The total number of used cars traded within China in 2018 was 13.82 million, and the transaction amount reached 860.57 billion yuan, equivalent to around 142 trillion won. Other than the markets of China and Korea, used car trading in general are found to grow globally due to the consumption trends that value causality, increased preference for imported cars, and improved quality of the cars.

Although some consumers may directly trade in person, most people tend to search information online or use their mobile phones, then conduct transactions after checking the product in prior by contacting the dealers or the owners of the automobile.

The reason lies behind the convenience of car brokerage sites providing various information about the car (type, model, mileage, occurred accidents, price, pictures, etc.) Most people tend to trust the validity of the information provided by the brokerage sites without hesitancy. However, some brokerage sites have been found to only work on increasing the reliability of the validity of these information by verifying the properties and authentication of the information when consumers tend to make extra payments.

## 2. Market Analysis

Nevertheless, despite the efforts of brokerage sites, along with the efforts by the governments, the damage incidents are still steadily rising in the market of used cars as it is comprised of around 10 million people each year.



Used car sellers who post false information in order to bait consumers are a global phenomena, yet there are no legal regulations for brokerage sites that limit these actions.

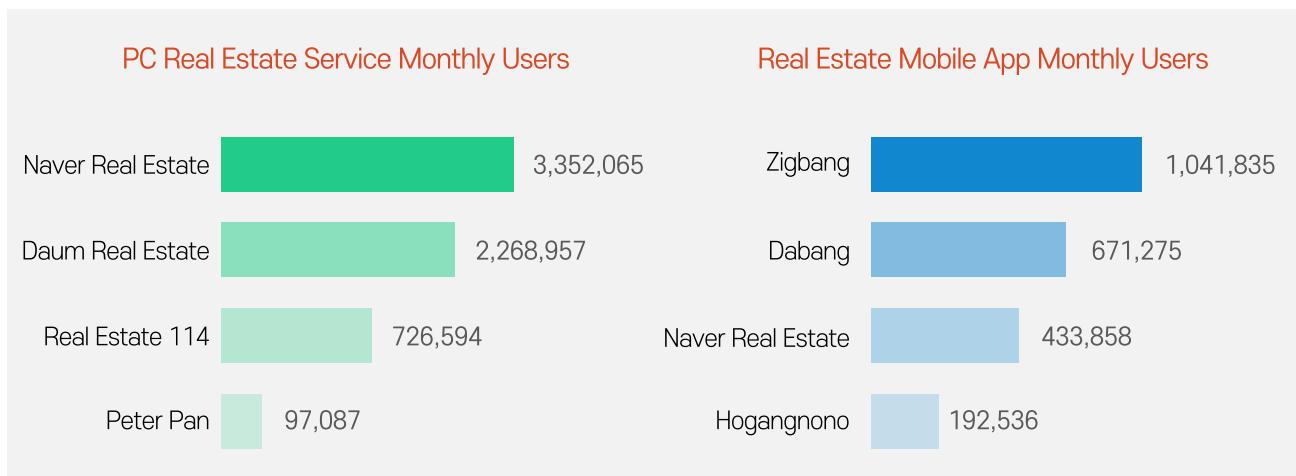
In addition, reported sellers can simply recreate accounts by altering their names making it even a more problemactic situation since it becomes highly challenging to control these fraudulent practices. These situations are not only a waste of time and cost and puts risks for the drivers themselves, but also puts lives and the safety of fellow passengers at stake.

## 2. Market Analysis

### 2-4 Unreliable Information – Real Estate Transaction

With the increase in modern technology, consumers are now free to search information about properties via PC or smart phones without having to visit in person.

The process of transaction in the online brokerage sites are the following :



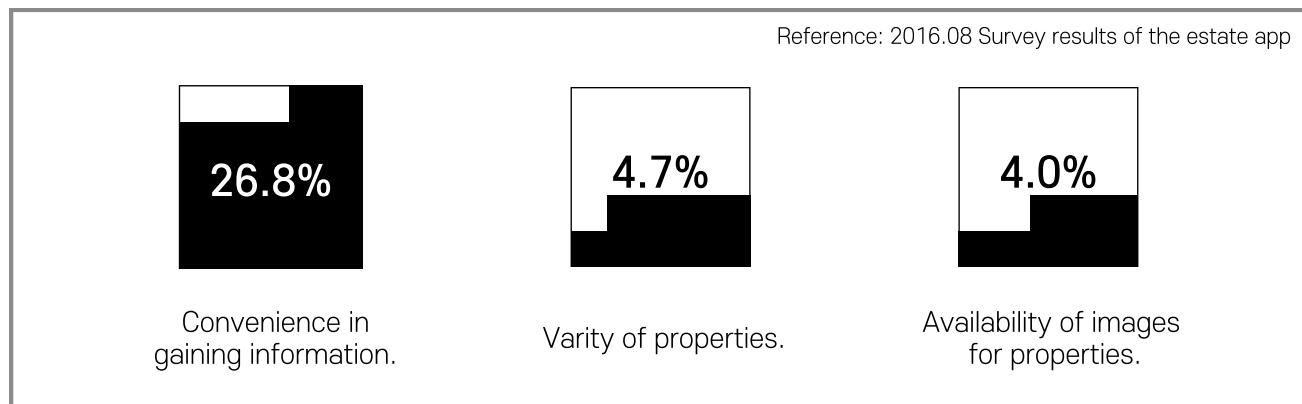
Reference: Korean Click

Online real estate brokerage, along with the food delivery system is a representative example of a O2O (Offline to Online) system. As for the online estate market, Naver, Daum and Kakao are growing rapidly on PC and Zigbang (직방) and Dabang (다방) on mobile applications.

The reason for the growth lies in the provision of a customized option for a one-room, two-room, and studio- lease markets. Also the market coverage has expanded steadily by providing information on the apartment markets.

## 2. Market Analysis

The reasons for choosing online estate brokerage services are as followed :



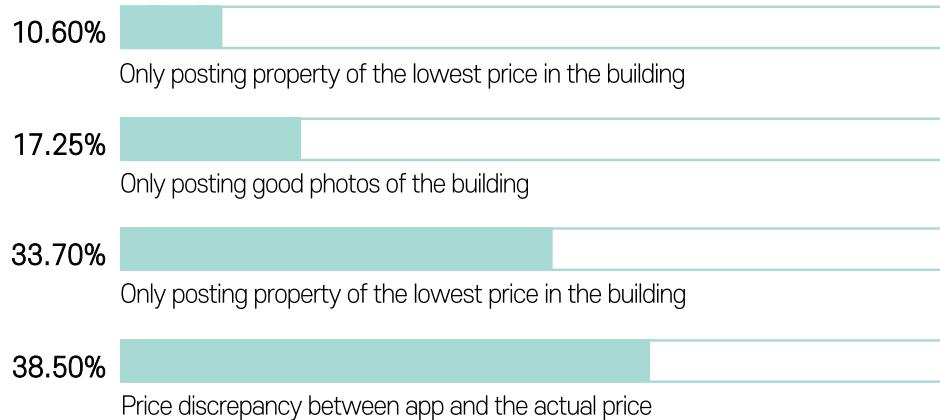
Estate brokers have to pay to use online estate brokerage services while customers and users can enjoy them free of charge. (Zigbang : 165 thousand won for 10 transactions, Dabang : 110 thousand won)

### 4-5 Out of 10 Properties Are Found to be False Offerings

The convenience of the estate brokerage service also are found to be problematic.

The discrepancies between the provided information and the actual properties often cause consumers to waste their time and money.

#### Types of Damages Caused by Estate Brokerage Apps

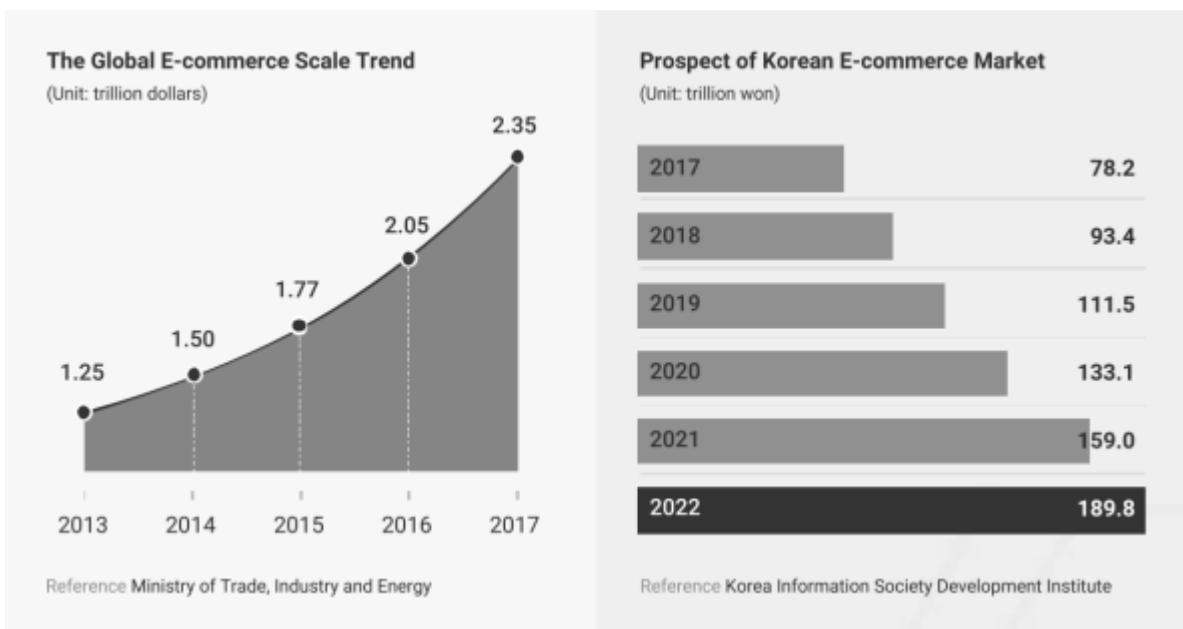


Reference: Consumer Union

## 2. Market Analysis

### 2-5 Excessive Commission Fee: E-commerce

According to the National Statistical Office, the total amount of transaction in the Korean E-commerce market in 2017 was 91 trillion won. Just four years previously in 2014, the amount was 45 trillion won, which is equivalent to less than half the amount to the price of 2017. In 2019, the Korean E-commerce market was expected to exceed the value of 100 trillion won for the first time in history. The trend suggests a wide range of industries from commodities to food entering the online and mobile E-commerce market.



## 2. Market Analysis

The aim to provide products with lower prices and higher convenience causes distress to the sellers.

Sellers with less revenues due to excessive commission fees tend to lower the quality of their products, or sellers who retail their products or services through the use of social commerce sell their products for advertisement purposes despite the cumulative damages that they must endure.

Some intermediaries in an attempt to raise brokerage commission in response to the government's pressure to lower credit card fees, refuse to disclose exact settlement details of the merchandise sales, or delay the payment of price, increasing the burden for the sellers.

Major Unfair Trade Practices in the Open Market (Unit : %)

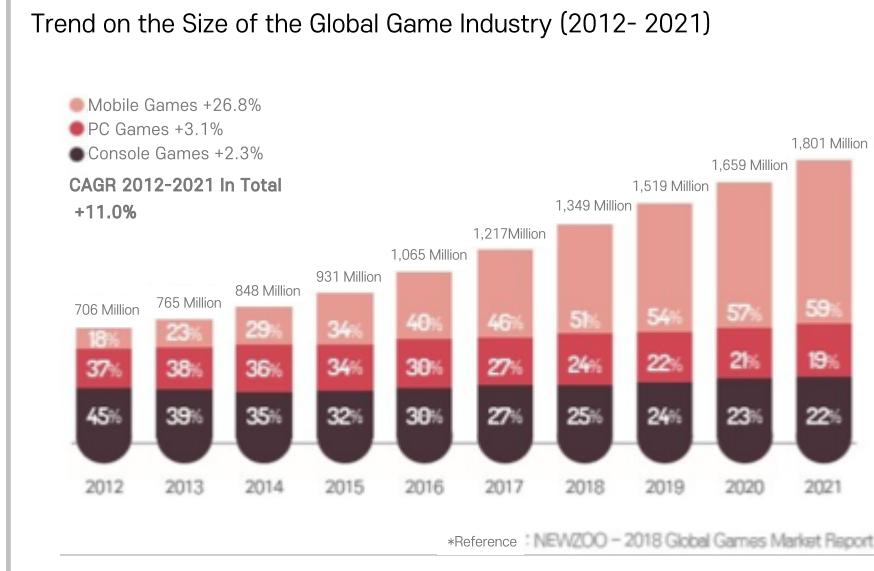
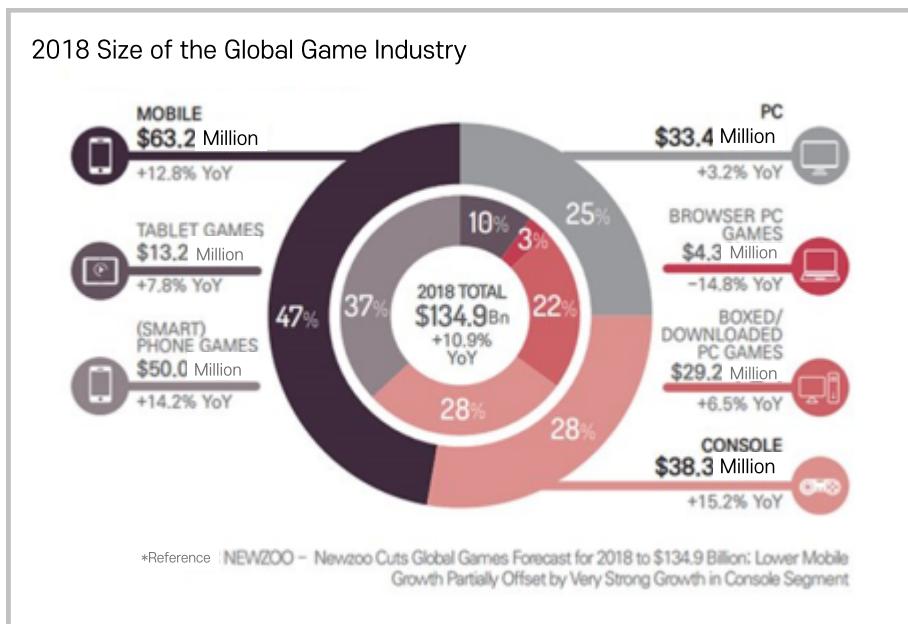


## 2. Market Analysis

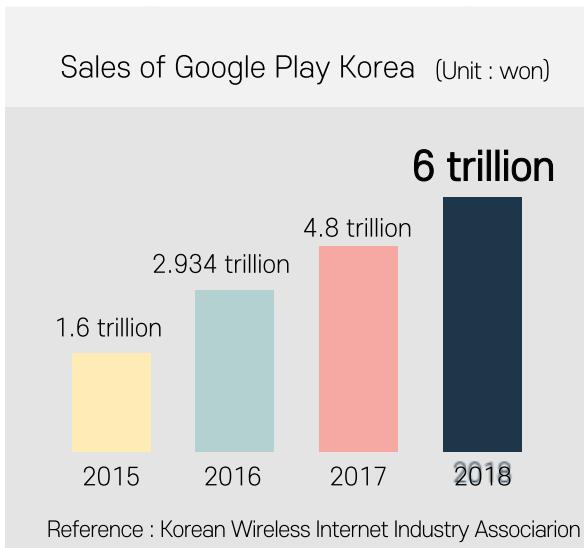
### 2-6 Excessive Brokerage Fees-Game Market

#### Global Game Industry Size Grows Up to 134 Trillion 900 Billion Won in the Year of 2018

According to the “2018, Global Game Industry Scale”, that was released by Newzoo in the year of 2017, the market size for global games in 2018 was 134,900 billion won, 63,200 billion for mobile games (47% share), 33,400 billion won for PC Games (25% occupancy) while console games totaled to 28.3 trillion won. (28% occupancy)

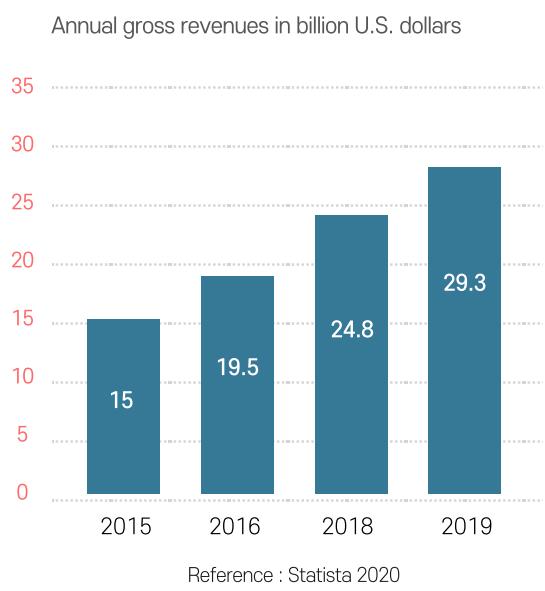


## 2. Market Analysis



Google Play Store Sales Hits Up to 6 Trillion won in the year 2018

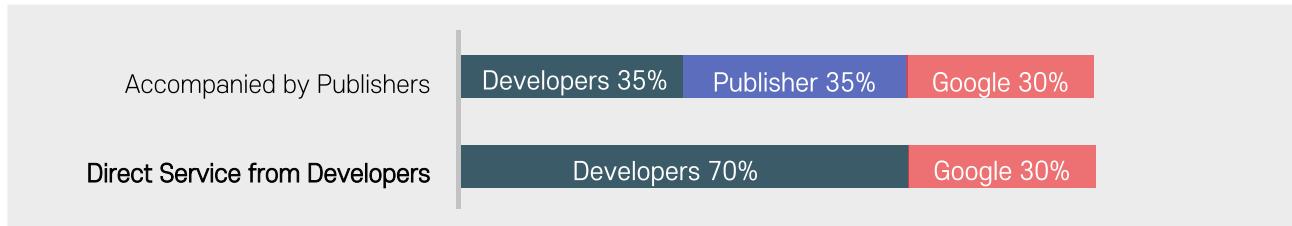
What one means by the annual sales of 6 trillion won achieved the Google Play Store, this does not simply mean its global sales but purely its sales achieved in Korea.



As shown on the left graph, Google Play Store's global sales in the year 2018 alone was estimated to be more than 20 trillion won.

## 2. Market Analysis

Google Play Store's sales commission sums to around 30% and the majority of the sales (94%) are said to be attained from games. Although the digital contents may be more profitable than those of the general industries, 30% of the sales commission is a major burden for the developers considering the high amount of costs that are grasped from development and advertisement sectors. Developers whom directly provide services may gain a profit up to 70%. Nevertheless, the profit of developers working with publishers sharply decreases to merely 35% to 40%.



In the cases of online games, an intermediary platform known as "Steam" accounts for a major portion, and a commonly known game called Battleground is also sold within Steam with a selling commission of 30%.

Other than Google Play Store, other platforms such as the App Store provided by the iPhone, and the One Store, a Korean Mobile Market which indicate commissions fees through the market show a rising sale each year, and despite the developers' strong request for sale commission fees, it shows no look for a decline.

One of the reasons for the deteriorating of the economic inequality phenomenon may be the excessive amount of the commission fee. However, a future for the intermediaries would probably not be very prosperous without sellers. For this reason, developers are trying to find new breakthroughs, such as direct services, in order to avoid excessive commission fees.

### 3. GLOBRIDGE

#### 3-1 Mission

Blockchain technology services are not simply about purchasing or selling with cryptocurrency. As the internet has become an important aspect in our society, business structures and models have altered to fit with its prominence. Thus, blockchain technology will be the amendment to the prototype for the fundamental structure and revenue of online businesses.

GLOBRIDGE's mission is to use blockchain technology to generate a trading platform that is free of intermediary on an extensive spectrum of businesses.

Once these specialized functions are applied to the platform, all participants' data can be prevented from being modified during transactions and records can be shared at faster rates.

With accurate and limitless matching systems. The GLOBRIDGE platform will provide its users with more prospects and opportunities.

#### "GLOBRIDGE"

GLOBRIDGE is composed of the word global and bridge, in connotation to providing resolutions to the presently prevailing issues of intermediaries as well as aiming to creating a platform to connect whomever, whenever and wherever without the limits of any restrictions.

GLOBRIDGE not only pursues job searches of those between individuals and companies, but also plans to endorse various intermediary services including trades of Real-Estate, Used cars, as well as E-commerce.

Moreover, GLOBRIDGE proposes a space which will incorporate all fields of B2B, C2C, C2B, as well as B2C, and with the utilization of a blockchain based penalty system, reward system and a matching system, GLOBRIDGE promises a reliable intermediary system for all our users.

GLOBRIDGE will become the forerunner of the global market with innovative and differentiated services.

### 3. GLOBRIDGE

#### 3-2 VISION



##### A World Without Intermediaries

Blockchain technology minimizes the authority of intermediaries, mitigating the problems that arises from monopoly brokers.

The Ultimate goal is to allow matches to be done without limitations.



##### Contain All Transactions of the World

Provision of essential functions for intermediary services  
(Payment method, escrow service, transaction record, etc.)

Expansion into platforms incorporating all services as products, services, job-hunting, used-car, food, delivery, and etc.



##### Global Service

Expand into English- speaking services starting with Korea and Myanmar.  
Utilize cryptocurrency as payment method that can be liquidated via various exchange platforms globally.



##### Becoming the Top Leading Company

The LIUM Corporation will leap to becoming a top- notch company by succeeding with GLOBRIDGE's ideas and business capabilities.

### 3. GLOBRIDGE

#### 3-3 Solutions of GLOBRIDGE

GLOBRIDGE's differentiated resolutions to the problems stated above are listed below:



##### Penalty System

Although posts within the platforms are not automatically altered, if one believes that there is a post with misleading information all is free to report the post. If the reported posts are found to be misleading information, GLOBRIDGE is given the rights to intervene. The reporter is given rewards for the right doing and penalty is given to the prohibited for their wrong.

If one receives two yellow cards, they will be removed from the platform and the information will be saved through GLOBRIDGE's blockchain technology. This system was built on the intention so that all users will provide only with correct information.



##### Peer Review

The GLOBRIDGE platform comprises of an evaluation system where users are to assess one another after each match has been completed. The given period for each evaluation is one week, and the faster the assessment has been completed, users are to be compensated with higher rewards. The system also comprises of a reporting function in which one can apply others for punishment if they feel they have received too little of scores or reports. The rules for this system are equivalent to that of the penalty system.

Additionality, if one who has been reported feels that the report has been unreasonably intended, they may speak up their opinions within 7 days though a 1:1 chatting system provided by GLOBRIDGE.

### 3. GLOBRIDGE



#### Reward System

The current existing reward system is primarily focused on closed and impractical advertisement policies. This causes a lack of motivation for the users to provide the service with enhanced quality information, initiating no subsidy for the service providers.

The GLOBRIDGE platform however, compensates rewards for its users for all activities that they provide. Thus, this allows for an environment where users are encouraged to continuously provide the platform with their information due to the high motivator of rewards.



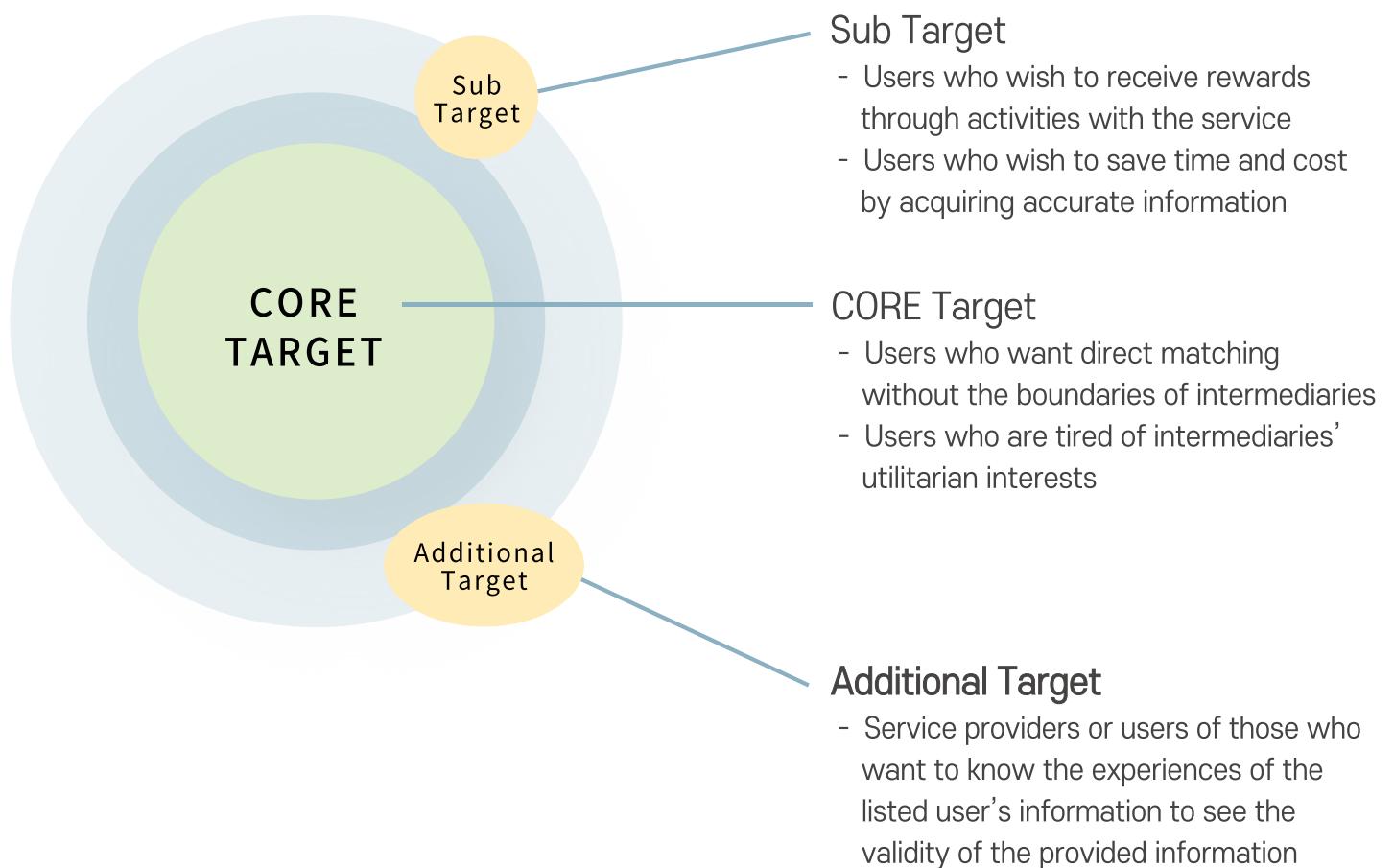
#### Strict Standard, Liberalized Matching

GLOBRIDGE is a platform that will modify the traditional ways of intermediary services. Thus, it will focus to put an emphasis on giving power to both the service providers and users that used to devise less authority.

Therefore, whomever repeatedly posts false information on the platform will be reported, and those who report valid and correct information will be compensated raising credibility and service with low commission fee through GLOBRIDGE's guaranteed escrow services. In this form, users and providers within the service will be benefitted mutually.

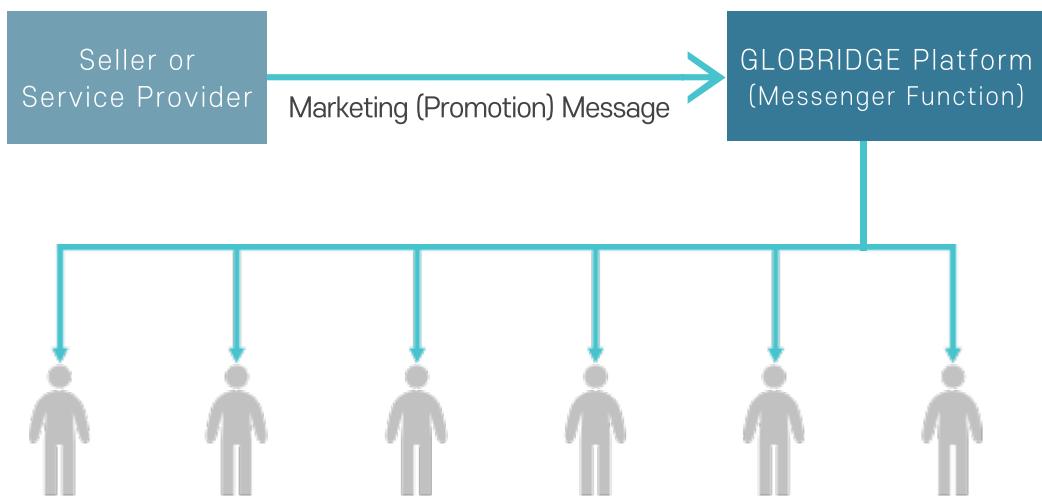
### 3. GLOBRIDGE

#### 3-4 Target



### 3. GLOBRIDGE

#### 3-5 Push Marketing Using App Services



GLOBRIDGE's mobile service includes a push marketing function, which is planned to be used as a marketing tool. Sellers or service providers can target customers (age, location, preference) for marketing, and send push notifications in text and image forms to customers who agreed to receive app pushes.

There are also compensations for receiving push advertisements, and if the user watches the push advertisements prior to checking the reward for the advertisement, the user will receive the PICK by the seller or service provider that was set in advance.

### 3. GLOBRIDGE



When necessary, consumers may enter their personal information by choice, and set the type of push advertisements (commerce, real estate, used cars, job searching information, travel, accommodations, etc.) in advance.

Push marketing will provide a cheaper and more efficient way of advertisement to sellers and service providers. Also, consumers who suffered from undistinguished advertisements without any compensations will be able to obtain both desired information and token compensation. This will also be a benefit for the GLOBRIDGE as it will become a way of profit for the service.

### 3. GLOBRIDGE

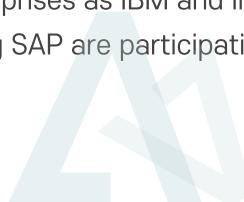
#### 3-6 Development and Hyperledger Fabric for the GLOBRIDGE Platform

Internal discussion has been conducted for the platform and dApp development for the GLOBRIDGE Project. Although developing and securing GLOBRIDGE's own platform would be optimal, substantial amount of time and budget is required for self- development and testing. Considering that ideas and business capabilities are essential for the GLOBRIDGE Project, the timing of the service would also be highly significant.

Consequently, where to self- develop the platform or to incorporate an already-verified and active platform such as the Ethereum Platform , EOS Platform , Ripple Platform , Tron Platform , Hyperledger Fabric , requires contemplation.

Among the number of candidates, Hyperledger Fabric was best suited for our platform. Although the Hyperledger Fabric occupies a rather complicated structure in comparison to the Bitcoin Platform or the Ethereum Platform, it seems to have numerous notable advantages. Through modularization, Hyperledger Fabric seemed like the best candidate as it was able to incorporate wider arrays of services and faster processing of each transaction. In addition, development processes would be easier considering that general programming languages would also be adoptable.

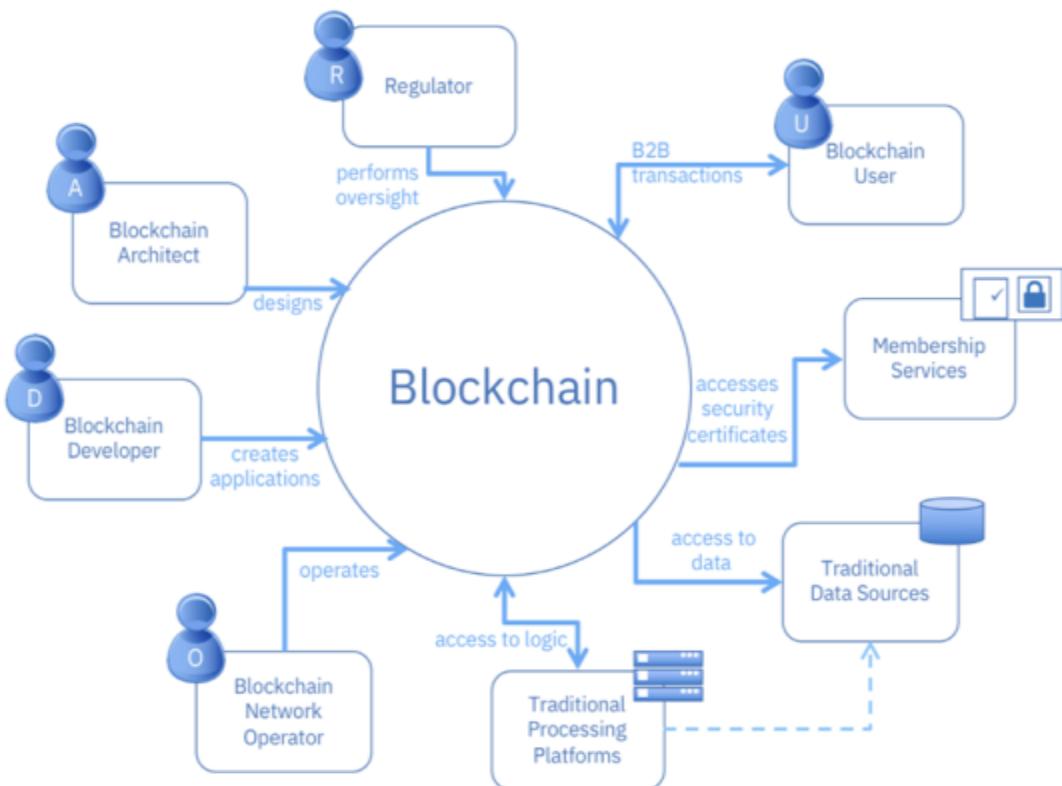
Hyperledger Fabric is the primary project of Hyperledger suggested and started as an open source by the Linux Foundation in the December of 2015. It aims to develop blockchain and distributed ledger that fulfills various business requirements such as higher performance, reliability, resource efficiency, and participant management than the existing blockchain systems. Also, numbers of ICT enterprises as IBM and Intel, financial enterprises as J.P Morgan, and business software industries including SAP are participating in the development.



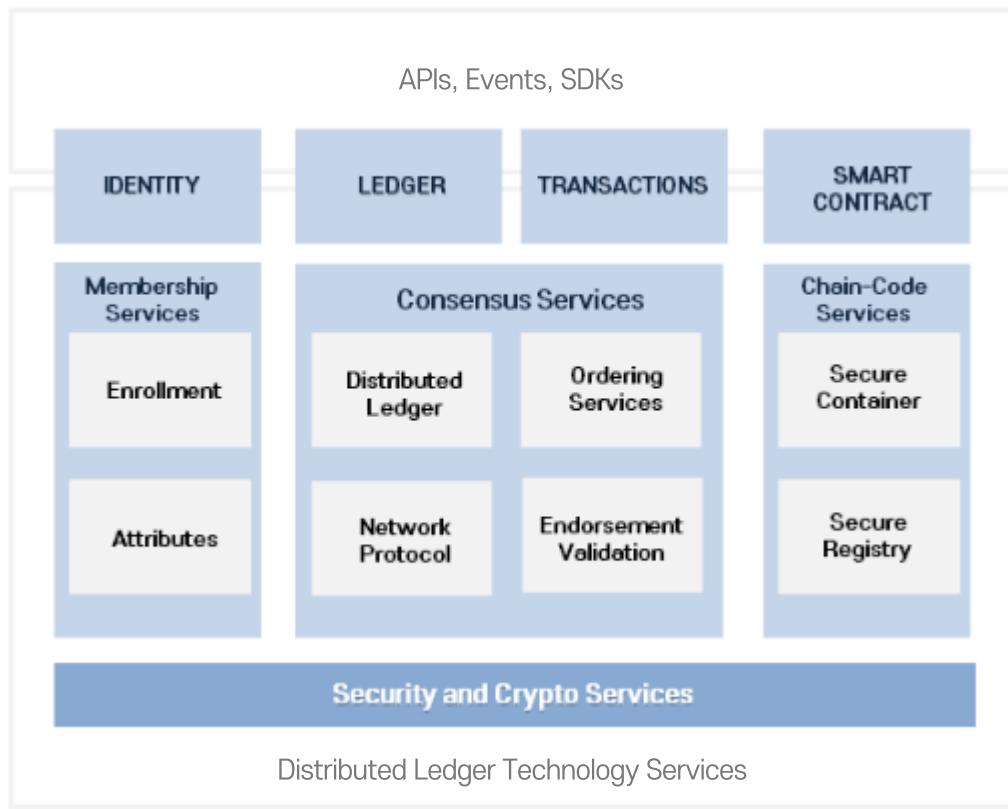
### 3. GLOBRIDGE

#### 3-7 Essential Feature of the Hyperledger Fabric

1. Permissioned blockchain
2. Usage of the general-purposed programming language
3. No internal cryptocurrency
4. High performance
5. Pluggable modular architecture
6. Provides multi-blockchain system



### 3. GLOBRIDGE



The architecture is vaguely comprised of Identity/ Ledger/ Transaction/ Smart-contract (Chain-Code) APIS, Event, SDK. Identity is in charge of the audit function for Pluggable, Membership, Privacy, and other transactions, and Ledger/ Transaction is a distributed transaction ledger that is continuously updated by corresponding agreements of the concerned parties.

Smart contract (chain code) provides a function to conduct business logic for blockchain called “Programmable Ledger.” For API, Event, and SDK, developers use multilingual native SDK to enter DLT application program.

GLOBRIDGE membership is a crucial factor in raising user contribution and possessing the steadiness of their participation. Since the membership service of Hyperledger Fabric supports similar functions that the GLOBRIDGE services prospers, it is expected to be applied at a near future.

### 3. GLOBRIDGE

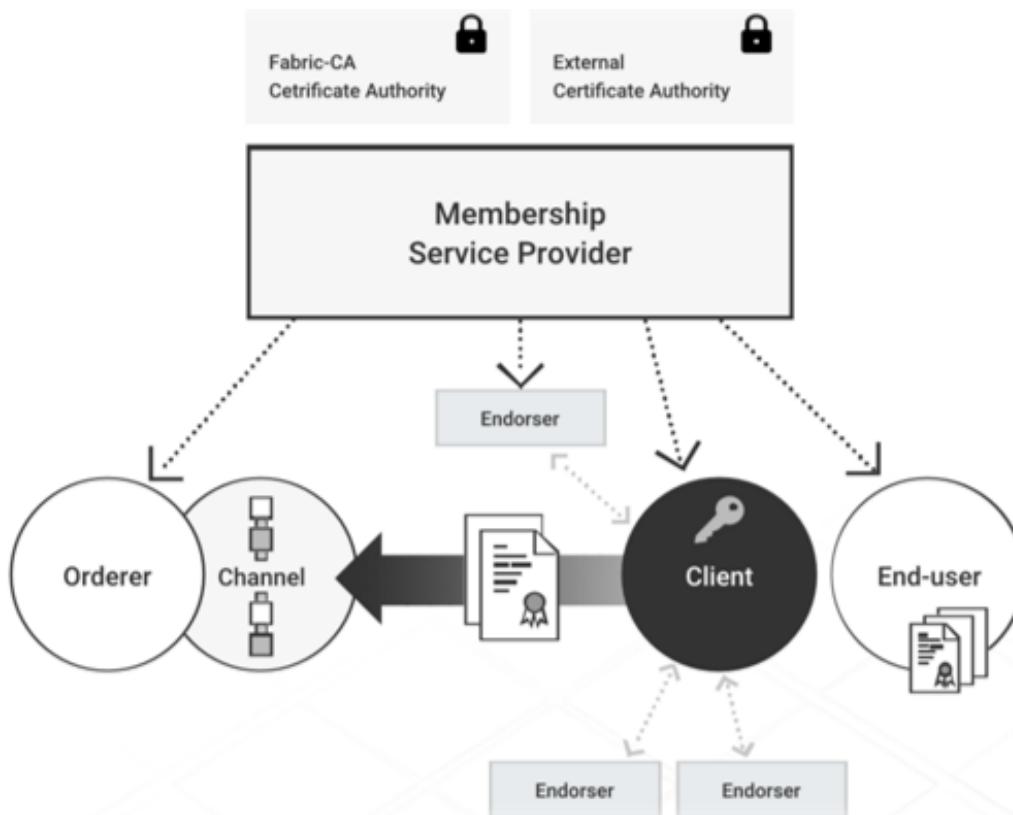
#### 3-8 Membership Service Provider

##### Abstract Descriptors of the Identity Provider

- MSP.ds, MSP.Sign, MSP.Verify, MSP.validated, MSP.Admin
- Application, endorser, orderer, identities management

##### Used as Access Control Unit

- System label (read, write access on system controls, and channel creation)
- Channel label (read, write access)
- Chain-code label (invocation access)



### 3. GLOBRIDGE

#### 3-9 Applied Technology

GLOBRIDGE Platform will incorporate various programs such as job searching, real estate and used car transactions, E-commerce payments, O2O services as well as a governance that stabilizes fluctuating value of cryptocurrencies.

If GLOBRIDGE Platform is implemented through the Hyperledger Fabric, it will be connected with Bitcoin, Ethereum, Ripple, and other various cryptocurrencies. Also, the utilization of Oracle may be considered for data input and output from external sources. Private blockchain can also be formed for stability and security of the platform.

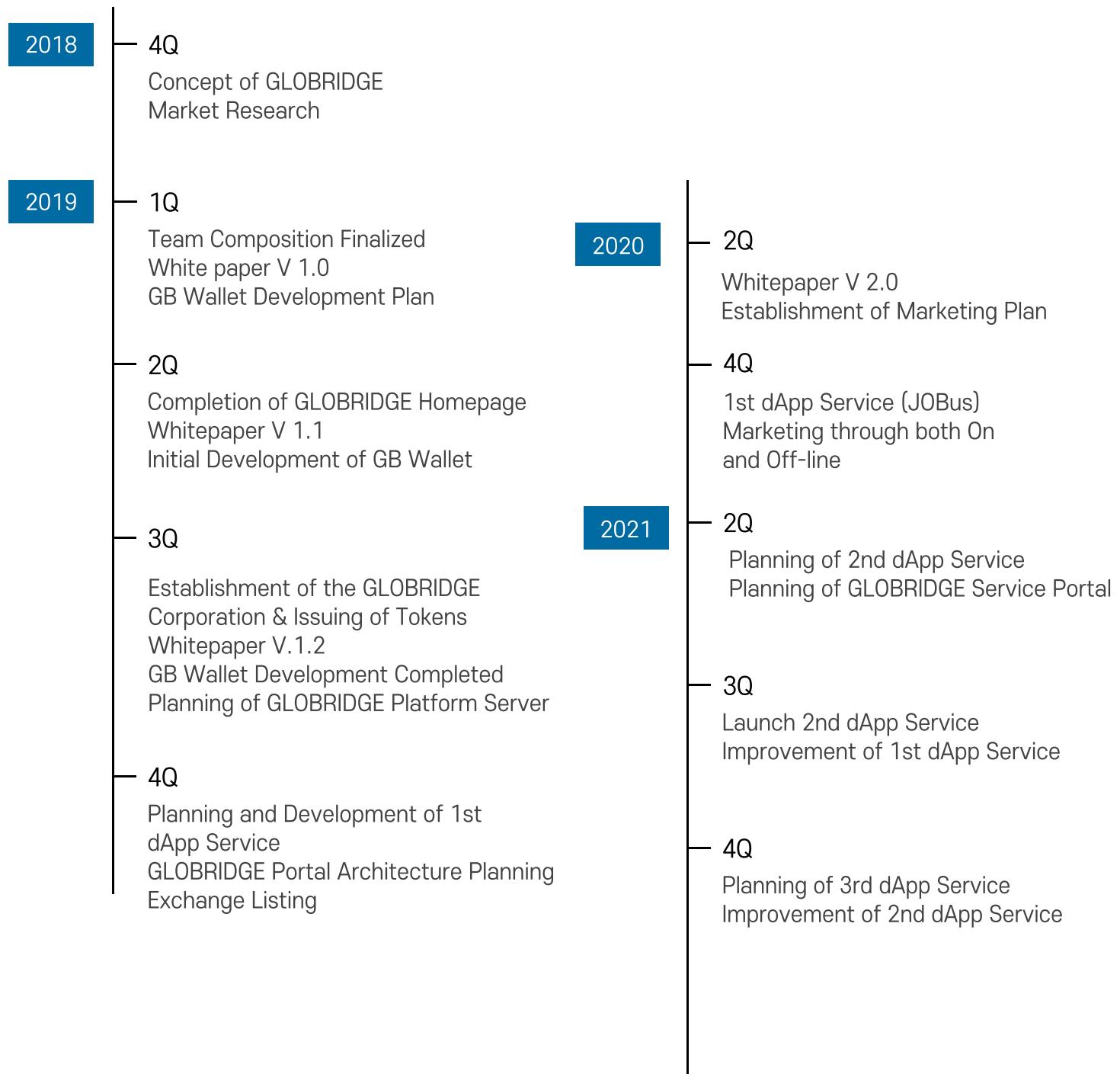
All the necessary data are classified by the distributed ledger, which are then sent to be stored in the distributed storage.

Since all participants are reliable in the permitted blockchain platform, individuals who can delegate the value's decision will be ones to get hired. In other terms, one may determine nodes that can establish blocks, constitute committees organized by the nodes, and create and diffuse a block through consensus with the committee.

Hyperledger Fabric used for GLOBRIDGE Platform is implemented to stimulate security controls, making software operation easier to endure BFT (Intel, 2014). Since EVM can be utilized without further development once if Hyperledger is adopted, time required for development can be shortened by utilizing original type of smart contract and Oracles.

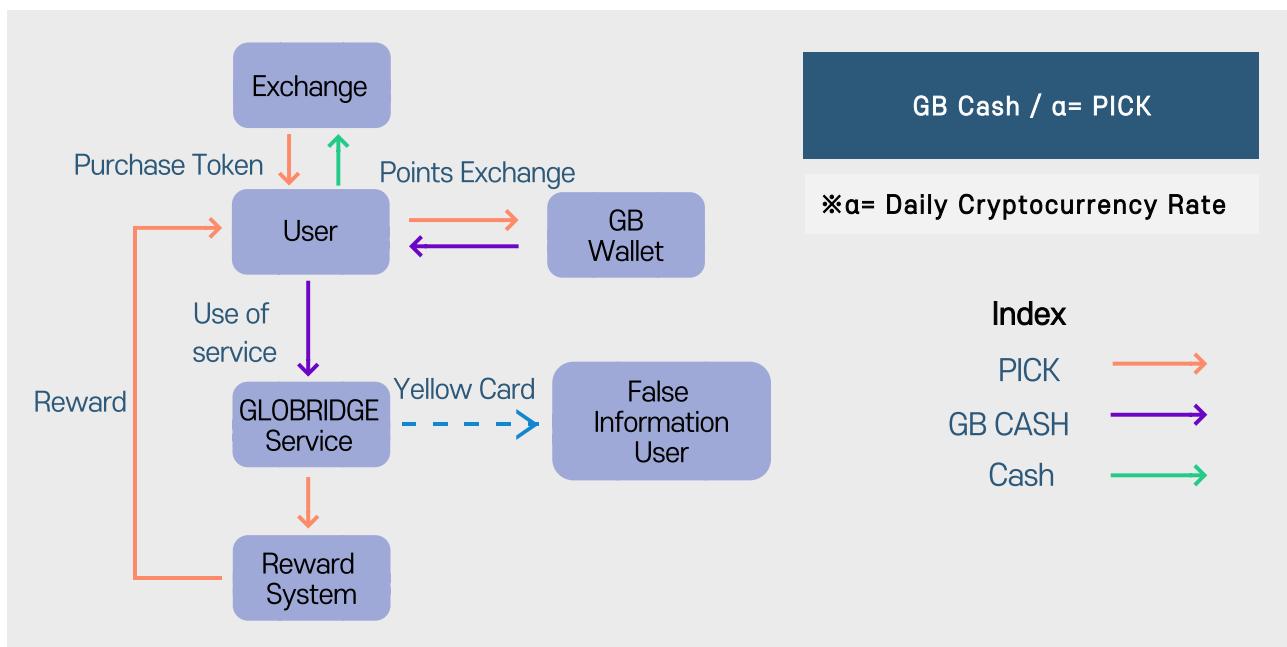
### 3. GLOBRIDGE

#### 3-10 Road Map



## 4. Token Economy

### 4-1 Token Economy



GLOBRIDGE will be utilizing cryptocurrencies that are based on ERC-20, known as the PICK and the GB Cash that are originated by the company itself.

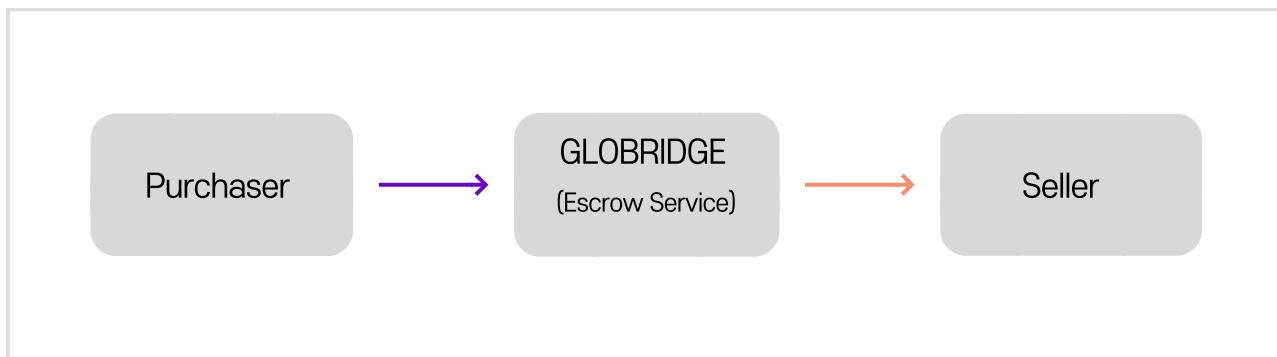
GB Cash is used in the same sense as mileages or as point systems within the service. This is to explain the nature of trading and exchanging within cryptocurrencies which results in delays and commission fees. Thus, the direct use of PICK will not be utilized for these very reasons. Therefore, PICK will only be used in the service for the use of purchasing GB Cash and for when given out to the users.

Once purchasing PICK from the exchange, it must be converted through the GB Wallet to the right amount of GB Cash. However, rewards for some specific activities of the users will be paid in PICKs. This is because GB Cash cannot be cashed.

## 4. Token Economy

### 4-1 Token Economy

Although only the GB Cash is distributed in the service, buyers consume the GB Cash to use the service, and the sellers paid by PICKs through the GLOBRIDGE's escrow service. The diagram underneath explains the situation below:

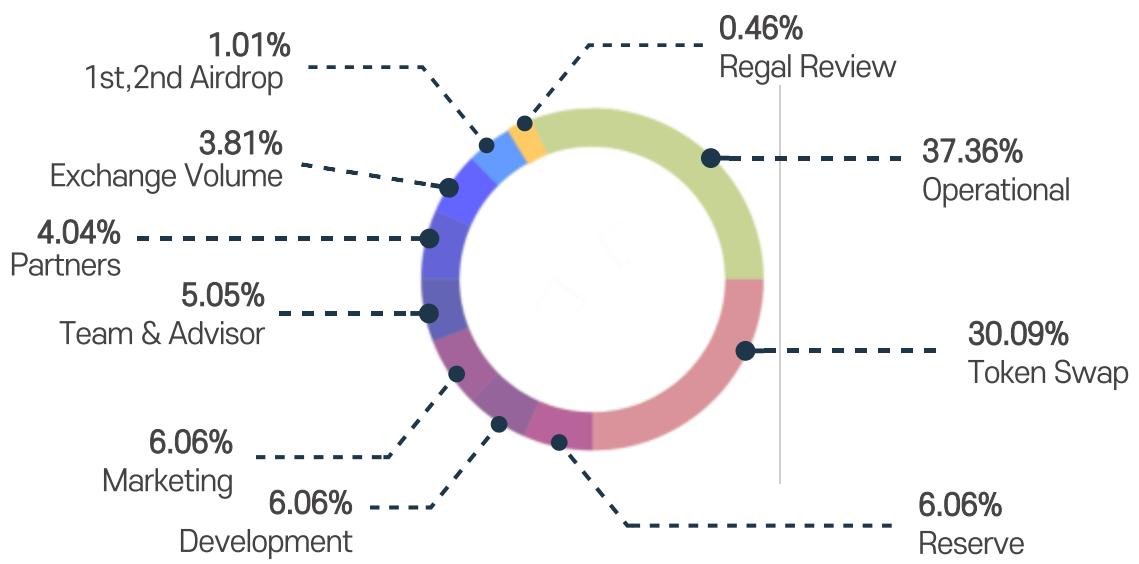


For safe assets, the conversion from GB Cash to PICKs are strictly prohibited. For example, when the value increases after purchasing a PICK, it can be converted for a larger amount of GB Cash. Conversely, since GB Cash is a safe asset, its value is maintained regardless of the value of PICK in the future.

Therefore, when the value of the PICK falls to a lower amount, when re-purchased, it values twice the profit. This can lead to a stock investing purpose, and thus, guidelines mentioned above were implemented.

## 4. Token Economy

### 4-2 Token Allocation



## 5. Services

### 5-1 Services of GLOBRIDGE

As previously stated, GLOBRIDGE does not aim at providing a solitary service. Thus, its ultimate goal is to employ all fields, including job employment, used car sales, real estates and etc. Therefore, GLOBRIDGE V.1.0 will be based on job search, GLOBRIDGE V2.0 on real estate, GLOBRIDGE V3.0 on used cars, etc., and through numerous updates it will gradually establish itself as a trading matching platform.

Although primarily developing the GLOBRIDGE platform and making the service on it would be the best solution, the development of a platform itself is costly and time consuming. Thus, when balancing between the benefits between launching the first service and developing its platform, the GLOBRIDGE team has decided that launching the service would create the greatest outcome. The first service, GLOBRIDGE V.1.0 is to be created based on Hyperledger Fabric.



## 5. Services

### 5-2 GLOBRIDGE V1.0: JOBus

The name of the service GLOBRIDGE V.1.0 is set to be JOBus.

As suggested from the name, JOBus provides services that are related to employment search.

The one common thing that the current existing job search platforms have are advertising. Those who pay a higher price are always placed in a visible position while those who pay a minimal are located in a position that are not as noticeable. In the company's point of view, this can be a good profit maker, but for the majority of the users, it may just make the platform more complicated. Most of the companies that occupy a good position are companies with high sales, but because the acceptance rate to these top-rated companies are rather high, it can also be stated that the companies that the users really need to be advertised are rather low.

Thus, JOBus will give up the same profit method as other platforms and go with one type of advertisement. If the type of advertisement gets limited, it becomes much easier for the users to view, and lowers the difficulty of the service.

Although the nature of JOBus is based on the current existing job searching platforms, the service itself is closer to a matching service where it matches users who needs a job, with users who need people. Taken for example, a user seeking for employment who also wants to grow their skills in a certain language will search for a tutor while also searching for a job at the same time.

Whilst the existing job searching platform provides a one-way service, JOBus goes further by breaking this framework. Thus, users are able to not only find jobs, but search for people at the same time while utilizing our service. In the case of the companies, while they were only able to search for employers, with JOBus, they are not able to search for other companies who can do specific tasks. This allows for the matching of B2C/ B2B/ as well as C2C.

## 5. Services

### 5-3 Main Competitors

Compared to JOBus' main competitors who have been in service for more than 20 years, it is no surprise that JOBus is less competitive to those that are more widely known. These main competitors include Saramin, Job Korea, Rocket Punch etc. Conversely, JOBus has comparative advantages of its own, and once settled down as a stable service over time, it will become a unique service that will be distinctive over other platforms.

During the period of the launch of the service, its competitors will probably regard JOBus with no concern, but when it becomes the subject of competition, it will have already accumulated in terms of service and functions for its competitors to respond as quickly as needed.

## 5. Services

### 5-4 JOBus Profit Structure and User Activity Reward System

The following table demonstrates the profit structure and activities that users can attain from the service of JOBus. The system has been set up so that JOBus does not escrow all activities of reward systems but also so that users can exchange points amongst one another.

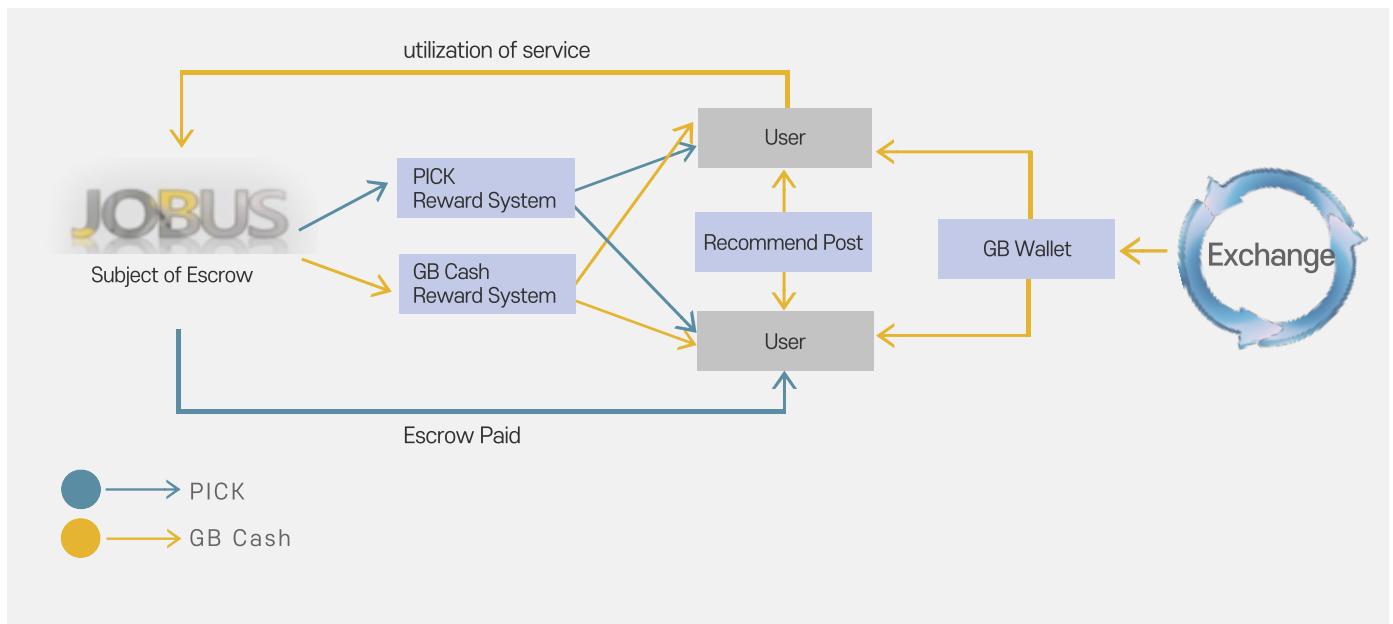
Based on these points systems ,it is a prototype that can be later on developed and applied to other services, such as real trade service systems. The details regarding the policy issues and profit structures are not discussed directly in the whitepaper but have been decided based on several decisions made from internal discussions. Prior to the start of the service, through the utilization of the UX, updates are also a part of the plan. Thus, starting with the given table below, more reward and service types will be added in the near future.

Service Category	Activities	Consumption	Sender	Subject of Escrow	Payment	Provider
Use of Service	Profile View	GB Cash	Viewer	JOBus	PICK	Profile Uploader
	Attending Interview	GB Cash	Interviewer		PICK	Interview Attender
	Matching Reward	GB Cash	Job Seeker		PICK	Job Seeker
	Profile Advertisement	GB Cash	User	-	-	JOBus
Activity Reward	Mutual Evaluation System	-	JOBus	-	PICK	Mutual Evaluation Completed User
	Referrer System	-	JOBus	-	PICK	Recommended Received Users
	Popular Post	-	JOBus	-	PICK	Post Uploaders
	First Profile Creation	-	JOBus	-	PICK	Profile Creators
	Post Recommendation	GB Cash	Recommender	-	PICK	Post Uploaders
	Community Level- Up	-	JOBus	-	PICK	Community Users

## 5. Services

### 5-5 Token Economy of JOBUS

The formula below indicates JOBus' individual token economy. The token economy described in the graph under is based on the token economy of the GLOBRIDGE platform, and also customized to be optimized for service of JOBus.



## 5. Services

To explain in detail, if all users purchase PICK at the exchange, the PICK is sent to their GB wallet. You can convert the desired amount of GB Cash using the GB Cash conversion function provided by GB Wallet. The converted GB Cash is used to use the Jobs service.

When utilizing the escrow service, the GB Cash is consumed, but when paid it is paid using the PICK. This can be explained using the PICK economy. The GB Cash cannot be converted into the PICK, and a reward also shows the greatest value when it carries monetary value.

The reward system is divided into two different types. Principally, the reward policies that are compulsory for the activation of the service are rewarded through the PICK so that they can be cashed, and secondary, regular and simple activities like the recommendation system are rewarded through the GB Cash so that it enables continuous use of the JOBus system. The rewarding of the GB Cash was set at a rather easy difficulty so that users who discredit high expenditures can also enjoy the service.



## 5. Services

### 5-6 GLOBRIDGE V2.0: GLOBRIDGE Real Estate

The second service that GLOBRIDGE will provide is the real estate brokerage service. GLOBRIDGE will provide the second real estate brokerage service. Although plans may change according to the period of the stabilization of the JOBus service and the development of the GLOBRIDGE platform, the current plans as of now are for the real estate services. However, because of the nature of the real estate platforms, it is undecided whether escrow services will be provided as it is not a direct transaction concept between buyers and providers, but rather a match between buyers and real estate agents.

Presently, all real estate brokerage services, such as Dadang, Zigbang, PeterPan etc., all provide services through the same process. Apply this process in the same way to provide accessibility to users. Internal decisions are still ongoing whether to increase familiarity and accessibility to the users by processing in the same direction or to go with a distinguished process and compete by using a competitive advantage. Nevertheless, GLOBRIDGE's fundamental token economy and strict policies will remain to apply to these areas.



## 5. Services

### 5-6 GLOBRIDGE V2.0: GLOBRIDGE Real Estate

The principal problems regarding real estate brokerage services will doubtless be false property offerings.

Major services such as Zigbang, Dabang, PeterPan, are all trying to catch false information uploaders through services such as flatulence compensations, but it is still an ongoing issue in today's society. Although the attempt itself is not to be degraded, it is still not enough to catch the false property offerings that is enduring.



GLOBRIDGE wants to go a step forward by focusing on preventing these false property offerings in advance rather than penalizing them after they have occurred. Subsequently, using GLOBRIDGE's penalty system, they will be imposed with strong sanctions, and by setting clear and thorough standards priorly GLOBRIDGE will prevent as much issues of false property offerings in advance as possible. As of now, brief information (price, picture of property, real estate agency's information etc.) are provided, and VR pictures are provided for those who wish for a more realistic information.

## 5. Services

For the GLOBRIDGE v2.0 (GLOBRIDGE Real Estate), users will be asked to enter the possible entrance date as a compulsory field, and once the move-in has been completed, the company will take-down the matched property from the service. If the matched property is not taken down although it has already been sold, they will be designated as the target of a yellow card.

It is essential for the property to get taken down from the service once it has been matched or sold because, it is often that if a user is interested in a certain property and visit the broker, they end up getting in a situation being told that the property has already been sold so they will show them with something different. Although this may always not be the case of the problem, it is a frequent technique that brokerage agents are utilizing on the consumers. Thus, if not taken down once sold, yellow cards will be given as meanings of consequences.

GLOBRIDGE tends to apply the time loss policy for the real estate service as well.

In order to solve the meaningless of the time loss policy, GLOBRIDGE has decided to input the escrow service. When registering a property for sale, the broker must also register for the time loss policy system, and when time for mutual evaluation, if the sale turned out to be false, the user will be compensated for the false property offering. During this period, the ineffectiveness time loss period system can be resolved because the smart contract will be enforced when the conditions are met.

## 5. Services

In the first half of GLOBRIDGE V2.0, there are correlations between the mission to filter out the negative issues such as false property offerings, and what will be enlisted in the blockchain storage systems. This is due to the reason that real estate brokerages upload false property offerings because the numbers of customers that are allured through these methods are a vast amount, thus the benefits attained through this way are also a large amount.



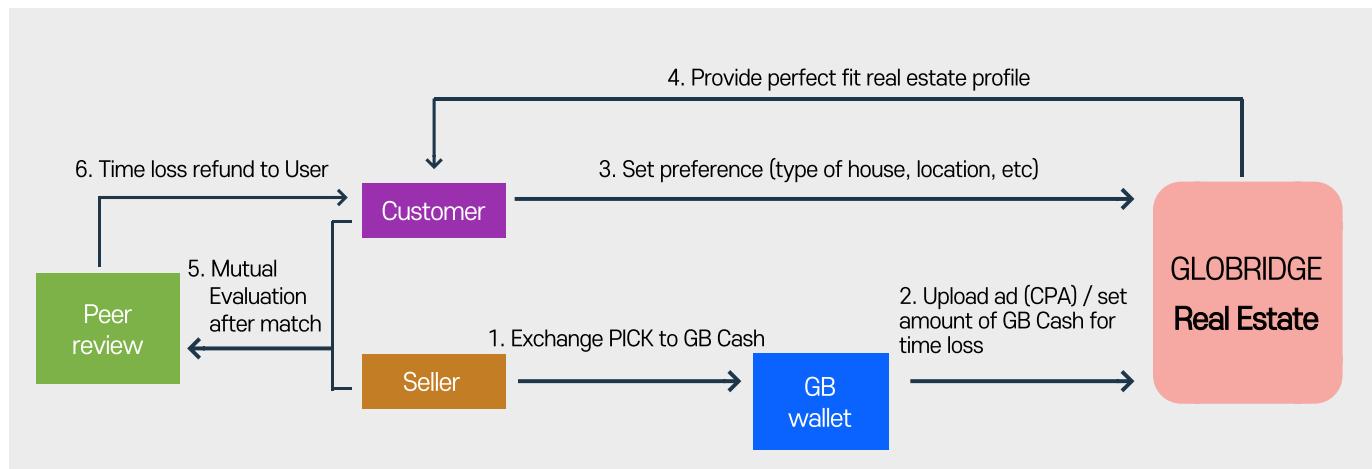
GLOBRIDGE's strong policies through blockchain are intended to make it impossible to think of taking advantages of the illegal methods in the first place by making the profits obtained by the illegal methods less than the consequences.

The more contents stored in the storage of the blockchain, it will attract more users who will see this as an merit to be matched with other users and corporations with more accurate information, and thus this will take GLOBRIDGE one step close to its ultimate goal. However, as much as this was the main source of profit for the real estate agencies , more sources of profit are to be inputted.

## 5. Services

### 5-7 GLOBRIDGE Real Estate's Service Process

The graph below is a demonstration of the GLOBRIDGE's real estate service process.



Firstly, the provider who is the brokerage that offers the properties for sales can purchase PICKs that are available at the exchange and convert them to GB Cash via GB wallets. They can then be sold through the GLOBRIDGE real estate services through advertisements. This is because similar to JOBus, only GB Cash will be utilized within the service.

Advertisements will be priced based on Cost Per Action (CPA). The existing method will be replaced with this pricing method in order to enhance advertising effectiveness rather than cost effectiveness. Equivalently, registration on advertisements and time loss policy compensations must be escrowed, but if the time loss rewards are not compensated or when the minimum compensation amounts are not reached even after multiple people have been rewarded, their advertisements will no longer be exposed to the users.

## 5. Services

In the position of the user, when searching for a property, one must set the search filter prior to their search. This is done at the very beginning to provider the users with information that can take them to most relevant and direct items that the users want and to make the most efficient use of their time.

By providing personalized property offerings to users, it raises the probability of matchings which is a benefit for the provider, while for the users, effective advertising allows them to attain useful information. Hence, this structure allows for a mutual benefit for both sides, consenting for a win-win system.

Users who are matched through advertisements will complete a mutual evaluation system after their confirmation of match. During their period of mutual evaluation, compensation for their time loss reward will be given based on the questions prepared by the GLOBRIDGE Real Estate Service. Since our system will be enforced by smart contracts, this will disregard any concerns for its ineffectiveness.



## 5. Services

### 5-8 GLOBRIDGE V3.0: GLOBRIDGE - Used Cars

Following GLOBRIDGE's main plan, used car trades will be GLOBRIDGE next service

Used car sales service can be divided into two types. Those in possession of a real (used car) selling it as its own asset, and those utilizing the service as a brokerage to advertise used car sales to match their items with their potential consumers. Both types carry benefits as well as disadvantages of their own kinds.

Firstly, if one is selling and buying with their own assets, you may have issues with false information uploads.

However, there are economic disadvantages of owning many used cars, which brings them to a situation where a brokerage service must be utilized. Even if economic issues are solved, the issue regarding inefficient profitability of high risk and low return is only inevitable.

On the contrary, an only-brokerage oriented service can also be problematic as filtering every false information item is physically 100% unrealistic. Furthermore, systems such as Encar, which is a used car service by the SK company provide various A/S services on top of their professional functions which is an economical barrier for start-up companies like GLOBRIDGE to follow up to in a short period of time.

## 5. Services

However, one of the advantages would be that it is relatively easy to open up a service, and if the right measurements are taken to counterfeit the false information, then a matching service that goes parallel to GLOBRIDGE's proposal can be itemized. Thus, it was decided that it would be advantageous to provide a consistent matching service than using a economically burdensome method with a High-Risk, Low-Return.

The service configuration seeks to derive the composition from a new platform called "WeMatch." This particular platform does not place real estate listings, but takes users' needs and introduces items that are relevant to those users' needs. Thus, this lowers the possibility of false information from being uploaded and in the case of users, they can get a more customized selection of products.

The reason for not implementing the certain arrangement for the real estate system however, is due to the fact that such as platforms "WeMatch" already exists and has established its position in the area. Therefore, we have decided that without a differentiation strategy, it would not be the best decision to use the same method. Thus, GLOBRIDGE has decided to customize this method to match the system into the used-car platform to better utilize it in a new field of area.

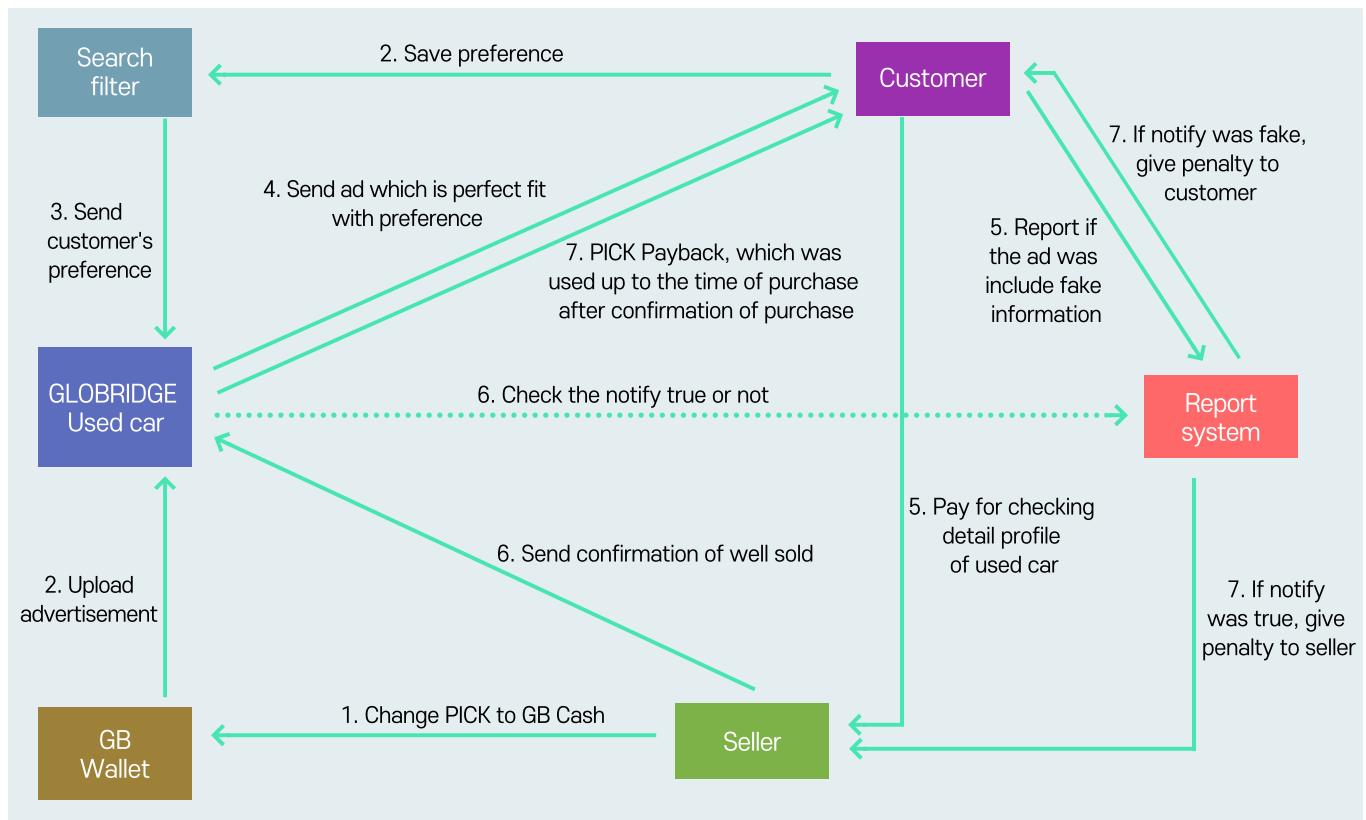


## 5. Services

### 5-9 GLOBRIDGE Used Car Service Process

Used car services carry a more complicated form compared to the other services.

This is due to the fact that we are envisioning a payback service from the buyers who will be a service while also being a service user.



To explicate in order, similar to other services, all users, service providers, can utilize the service after purchasing PICK at the exchange and converting it to GB Cash. The provider then advertises by consuming the GB Cash, and the users sets and saves using the search filters. The saved search filters will be configured to be searched immediately with a simple click whenever needed.

## 5. Services

When using the GLOBRIDGE used car service based on the filtering function saved in the search filter, vehicles that meet the conditions will be provided to the users.

If the information or product you have received seems to carry false information, you may report it to our system. However, if the report is found to be false, there is also penalty to prevent misuses of these penalty systems. Although it may be physically impossible to inspect whether every single item uploaded in the service is false or true, the GLOBRIDGE service found that it is possible to inspect the reported items and thus decided to implement this policy.

On the contrary, within the offerings, it will generally be divided into contents that can be viewed free of charge and contents which can be viewed with a cost of charge. In general, contents that are viewed for free are similar to other services, such as car issuance history etc. while details of the product requires a fee. The contents that are paid with, carries information such as the profile of the seller who posted the sale. The profile carries a detailed information of which items were sold by this person and their mutual evaluation history. In the profile, you can view a more detailed profile of the seller, such as what items were sold and the mutual evaluation history. However, the viewing of these profiles does not come as a profit to the GLOBRIDGE used car services but to the seller is 100% profited to the seller. Therefore, it is based on the insight hoping to increase the motivation for more contribution for information provision.

Subsequently to checking the detailed record, once purchasing from the seller, the seller must notify the GLOBRIDGE used car service in order for the sale to be completed. GLOBRIDGE used car services must then, confirm the purchase with consumer. After confirmation, the PICK corresponding to the GB Cash consumed by the buyer through the detailed profile view is paid.

## 5. Services

### 5-10 Service Development

The development of the GLOBRIDGE real estate or GLOBRIDGE used cars services will occur during the same period of the update and advancements of the JOBus service. After the launching of the JOBus service, a separate operation team will be formed to operate and upgrade the JOBus service. The initial team members will be in charge of developing the real estate and used car services to be planned in unity with JOBus.

Although the JOBus platform focuses on increasing traffic rather than profitability, future services will be concerning on a more balanced note. Although the services provided by GLOBRIDGE are not a single platform such as Dabang, or Zigbang, profitability may be lower but in the users' point of view it is much more convenient and its reasonable policies makes it GLOBRIDGE's competitive advantage.

Presently, JOBUS will be the first to be released, sequentially followed by the real estate and used car services. However, the order will be reversed flexibly according to trends. In other words, GLOBRIDGE's real estate services and used car service orders are not yet determined. Thus, if there happens to be several real estate issues at the time, the order will be reversed, and vice versa.



## 6. TEAM



**TAIHOON KIM** **CEO**

- Former Secretary at the Diagnosis Center Ministry of Public Administration and Security Organization (5th Grade)
- Former Researcher at the Korea Policy Review
- Former Vice Chairman of the Free Korea Council
- Former Chief of Staff of the Member of the National Assembly
- Current Consultant at the Research and Research Advisory Committee



**SANGKIL HONG** **CTO**

- Former Producer and Development Director of Ragnarok, Gravity Corp
- Former Gobiz Korea Development Executive Director



**HYUNMIN LIM**  
**Domestic Marketing**



**YEHEE HONG**  
**Global Marketing**



**SUNHWA AN**  
**Marketing Designer**



**JIHOON SHIM**  
**Developer**



**YOUNGSEUK LEE**  
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**CHANGHEUM YOON**  
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**HAYOUNG KIM**  
**Developer**



**INYONG CHOI**  
**Developer**

## 6. Advisors



**Uhn Lee**  
**Advisor**

Former - Chief of Gacheon University Gil Hospital  
Neurosurgery  
Former - President of the Korean Neurosurgical Society  
Former - CEO of BRC Stocks Company  
Current - Promotion Leader of Gacheon University Gil Hospital



**TAESEOK CHOI**  
**Advisor**

Former - Commissioner of Specialty in Aging Seoul Stern  
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Medical Center  
Current - Medical Director of The May Clinic



**SANGGYU LEE**  
**Advisor**

Former - DACOM  
Former - CEO of Interpark  
Former - CEO of I Market KOREA  
Current - Chairman of the Board of Directors at The  
Interpark Biz-market



**SUKFOON CHO**  
**Advisor**

Former - Chairman of The Paran Haneul Corporation  
Former - The 9th Administrator of Korea  
Meteorological Administration  
Current - Climate Change Journalist  
Current - Secretary General at the Korea Coolum  
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Association of Korea  
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Socioeconomic of Korea  
Current - CEO at The Busan Economic  
Promotion Agency  
Current - Director at The Federation of  
Voters of Korea



**YONTAK SONG**  
**Advisor**

Current - CEO at The SaramnSaram Co.  
Current - CEO at The Searchfirm SMI  
Current - CEO at The Honest Funds Korea



**BYUNGCHUL PARK**  
**Advisor**

Former - Specialist at The Bureau of  
Public Information  
Former - CEO of The Incheon Smart City (Co)

## 6. Partners



## 7. Exemption Clause

The purchase of the GB coin may be linked with high degrees of risk.

To protect the profit of potential consumers of the token, LIUM Corporation analyzed and numerated possible risks.

It is important to note, however, that the risks may be displayed in other forms than specified in this paper. All token buyers are advised to purchase after assessing possible risks through thorough examination of all relevant information.

The company shall not be liable for any unforeseen circumstances such as bugs, malicious behaviors, incompatibility or government intervention, and does not guarantee compensation to the token owners. If the platform and tokens are illegally or compromised due to regulatory measures, the company may stop development or / and operation.

### 7-1 TECHNICAL

#### 7-1-1 Ethereum

PICKS are distributed within the Ethereum blockchain. Therefore, the Ethereum platform may limit the usage of PICKS or transform functions within the platform due to any kind of malfunctioning in the protocol. Since the Ethereum platform is an open source, the smart contract may contain access to bugs or malicious scripting that could adversely affect the PICKS or cause access losses.

#### 7-1-2 Malicious Attack

Malicious groups, such as hackers, can attempt to disrupt smart contracts or to manipulate PICKS through attacks such as viruses, DOS, DDOS, and malware.

#### 7-1-3 Compromised Identity

When purchased, PICKS can be stored by the PICK holder that requires password, digital key or key combinations. If the key connected to the wallet is lost, access to the PICK may also be lost. Also, if a third party gains access to the key through hacking, owner negligence, or other methods, he or she can use the PICK.

## 7-2 REGULATION

### 7-2-1 Uncertainty

The regulations of the government have yet to catch up with the technological development of cryptocurrency, digital asset and blockchain. In the future, such technology may restrict activities of owners and users. Such can have a negative impact by PICKS being classified as a financial instrument requiring registration and legal compliance.

### 7-2-2 Taxation

It is the responsibility of each PICK owner to determine whether each exchange platforms are subject to taxation in its own country or other jurisdiction and to comply with all tax laws by paying the necessary amount.

### 7-2-3 Licensing and Permits

At current stage in developing the Whitepaper, corporations are not obliged to acquire licensing or permit the distribution of PICKS. Details regarding distribution and the usage of tokens may be adjusted as the legislation are processed.

## 7-3 BUSINESS

### 7-3-1 Extenuating Circumstances

There always may be unforeseen circumstances that may interfere with company and platform operations. In such cases, the company may suspend, terminate, or delay progressions.

The unforeseen circumstances include natural disasters, wars, armed conflicts, civil disturbances, industrial actions, epidemics, long-term shortages or suspension of energy or telecommunication services, acts of government agencies, or other situations beyond the control of the company.

### 7-3-2 Token Value

PICKS has no intrinsic value outside of the GLOBRIDGE ecosystem. All the examples outlined above are solely used for illustrative purposes. Because those only designate a long term potential, the information cannot be used as any financial prospectus now or in the future.

## 7-4 DISCLOSURE

Corporation may be obligated to disclose personal information (Example: amount of PICKS owned, wallet address or other related information) of PICK holders to law enforcement agencies, government officials, or other third parties. And the corporation shall not be liable for any disclosure of such information at any time.

## 7-5 FUTURE REPORTS

Although mentioned prospects align with current predictions at this stage, those may frequently be altered due to the experimental nature of the technology, and thereby be regarded as unstable.

The corporation does not hold responsibility to report all details regarding platform and PICK development. Therefore, although upmost effort would be put into update information, such may not be comprehensively available at all times.



## 8. Glossary & References

### 8-1 Glossary

■ [API](#)

Application interface, tool set for software implementation

■ [Block](#)

Link to blockchain, stores data

■ [Consensus](#)

Consensus among all nodes regarding the status of system or data

■ [Dapp](#)

Distributed application program – application implanted within P2P network instead of the single system network

■ [PICK](#)

GLOBRIDGE Token

■ [GB Cash](#)

GLOBRIDGE Cash

■ [GBC](#)

GLOBRIDGE Coin

■ [ERC20](#)

Technology for smart contract transactions for token formation within Ethereum

■ [Smart Contract](#)

An automatic program carried out when a series of conditions are fulfilled

■ [Escrow](#)

A reliable neutral third party intervening in commercial transactions between seller and the consumer to trade money or goods

## 8. Glossary & References

### 8-2 References

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- Age of context : book, Robert Scoble, Cell Israel
- Game white paper : 한국콘텐츠진흥원, 2018
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