ALPHACON White Paper

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1. Abstract

The biggest cause of human death is diseases associated with chronic diseases. As more and more people are health-conscious and the number of people with chronic diseases is increasing, the amount of medical expenses poured into it is becoming a major problem not only for individuals, families, but also for the nation. The problem of growing medical expenses is bound to be catastrophic as the population is aging.

The only way to reduce medical expenses due to illness, not accident, is to avoid getting sick. For this reason, 'preventive medicine' has been attracting attention all over the world, and due to a completely different paradigm from the past, preventive medicine is called 'the third medical revolution' in conjunction with the Fourth Industrial Revolution.

Preventive medicine, focused on patient (individuals) and care, has enabled IT companies, the leaders of the Fourth Industrial Revolution, to dive into the healthcare industry, and they are taking advantage of big data to further develop preventive medicine. IBM, Google, and Apple armed with technologies such as big data are now threatening existing players, such as hospitals and pharmaceutical companies. Amazon, a giant retailer and major big data company, also entered the healthcare industry in January this year, along with other leading companies such as Berkshire Hathaway and JP Morgan.

As the importance of preventive medicine grows, the value of health care big data, which had not been appreciated in the past, is now well recognized for its value and the market continues to grow.

Alphacon has entered the healthcare field, where data is valued and the market is growing fast, by utilizing block chain technology. The block chain technology can solve the security, fragmentation, and depreciation problems of the current healthcare big data at the same time. This makes it possible to generate high quality big data that is good enough to be sold to buyers.

Alphacon hopes to open an 'Alpha Age'[1] era where humans can live healthy until the age of 120 by providing optimized healthcare solutions tailored to each customer through block chain technology that collects and analyzes genes, life logs, functional medicine, and hospital care data.

[1] An age where the current life expectancy of humans (90 years) can be increased by 30 years due to advances in biotechnology and humans can live up to 120 years.

2. What is Alphacon?

2-1. Definition

Alphacon has the meaning of ' Health care Unicorn ' that opens the Alpha age. It is a platform to distribute healthcare data and provide personalized solutions with a banner of "Big Data Revolution in Healthcare" to solve problems where individuals are completely alienated from existing health care big data and platform industry. The name of cryptocurrency in circulation within the platform is ‘ALP’.

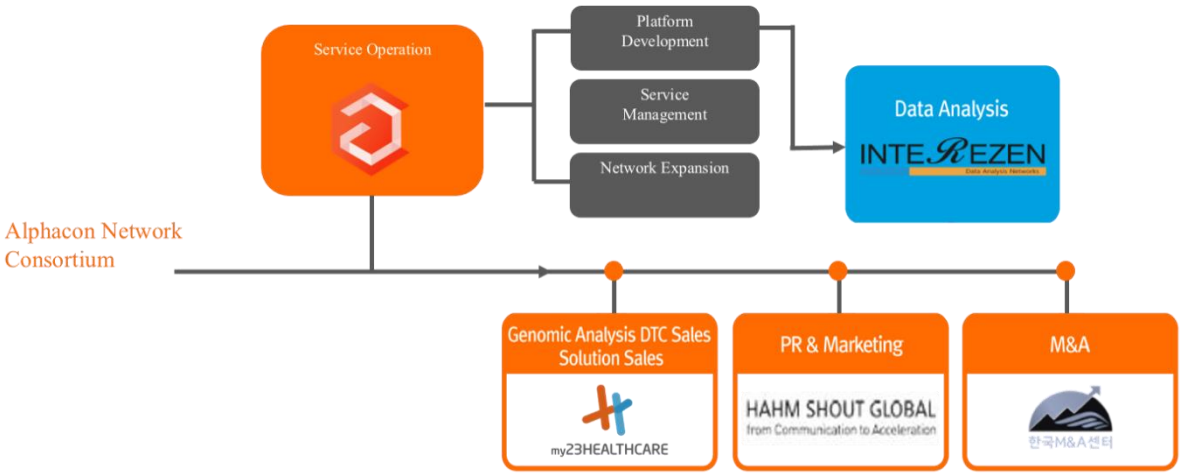
2-2. Mission

Alphacon has adopted block chain technology and cryptocurrency for the big data revolution in healthcare. Through this, we will create an ecosystem in which individuals can freely exercise their rights in all value chain stages from processing, storage, distribution to utilization, giving back the ownership of healthcare data. And it is Alphacon's goal to provide health solutions optimized for each individual based on these healthcare big data, ultimately opening 120-year-old Alpha Age.

3. Alphacon Consortium

Alphacon Consortium was formed to carry out Reverse ICO ' Alphacon' project, which is being carried out by my23healthcare, a genetic analysis service company, to advance existing businesses and expand them globally.

Alphacon led by Singapore's Alphacon Network, a leading provider of platform development and operation will lead the Healthcare Big Data revolution.



〈Members and Roles of Alphacon Network Consortium〉

3-1. Genetic Analysis and Solution Sales - my23 Healthcare

Founded in 2013, my23healthcare is a multi-brand healthcare company that plays a key role in the consortium and serves as the actual operator of Alphacon. my23healthcare, which applied for a patent related to diet in the first year of its establishment, developed and launched Nuvitrin, a diet product, which you spray in your mouth and attracted attention in the market in 2014.

my23healthcare, which owns a number of brands such as Nuvitrin and 'Selina', an IoT scale, attracted investment from three Korean listed companies in recognition of its competitiveness in the diet field. In May 2016, it also succeeded in attracting additional investment of 1 billion won from MAGNA Investment, a venture capital company in the bio/medical field in Korea.

my23healthcare, which opened its first 'my23clinic' at the end of 2017, changed its name into the current one and expanded its main field of focus from dieting to the entire healthcare field. In March 2018, it signed a contract with a leading genetic analysis company to supply Direct-to-Consumer (DTC) genetic testing and attract investment, and signed an M&A agreement with TEI Korea, the best nutritional supplements company in Korea.

my23healthcare has built a healthcare platform that can provide customized nutritional solutions based on genetic analysis and results of various healthcare data analysis collected from IoT scales.

3-2. Service development & operation - Alphacon Network

Alphacon Network, which has built up a team of experts in their fields to ensure the successful operation of Alphacon, will also develop TestNet with security measures for healthcare data this year, and related DApps will also be developed after completing the development of next year's Main network.

CTO Gil Ah Sung is a top developer who has 13 years of experience in this field with planning skills. He is responsible for developing the Alphacon platforms, which is a key task. He serves as a project leader related to development and communicator. He served as PM (Project Manager) for various SI (System Integration) projects of many government agencies and large corporations throughout the whole process from team building to production output.

Until recently, he served as CTOs of both LeisureQ sold to Yanolja and Hello Car, a start-up with a car-parking solution. LeisureQ is the only and No. 1 company in the Korean leisure activity market that has secured the entire digital value chain, and CTO Gil Ah Sung has been responsible for the development of LeisureQ since its birth. He is a block chain specialist who is currently teaching developers the block chain DApp development process.

Core Developer Shim Jae Hyun majored in electronic engineering and has 18 years of experience in the field. He was responsible for developing card decryption SAM server and P2P payment in Hankook NFC. He is a top developer with a wide range of development experiences, including embedded system, firmware, client, server as well as database. He holds Certified Information Systems Auditor (CISA), which is accredited by the ISACA (Information Systems Audit and Control Association) and he is in charge of developing Alphacon test net based on his experience in various development projects. He is currently teaching developers block chain architecture concepts, applications, and builds.

Senior Developer Yoo Myung Han has 12 years of experience in the field and is currently responsible for designing and developing the test net and Alphacon SDK. He developed an SDK that works with NFC card cryptanalysis and SAM server.

In addition to these core personnel, more than 10 experts in the fields of database, security, UI / UX design, project management, data science, and big data analysis engine are involved in the development of the Alphacon platform.

The service management division, one of the two pillars of Alphacon Network along with platform development division, is responsible for continuously expanding networks such as analytical firms, data buyers, and cryptocurrency usage and operating services robustly.

3-3. Big Data Standardization and Analysis - INTEREZEN

INTEREZEN plays a pivotal role in producing comprehensive results by integrating vast quantities of genes, functional medicine, immunity, hospital care and PHR(Personal Health Record) and life log data. The goal of INTEREZEN is to integrate and develop each data collected in the Alphacon ecosystem and to make it big data that can be valued in the marketplace.

As a big data specialist for public, financial and corporate compliance, INTEREZEN is responsible for the standardization and analysis of big data which is the core of the business of Alphacon Network. The company has won a number of projects in public health/medical/healthcare big data analysis and IoT service big data analysis projects in the B2C and B2B2C markets.

Jung Chul Woo, CEO of INTEREZEN and CBO (Chief Big Data Officer) of Alphacon Network, has led the development of Big Data Platform, Fraud Detection System (FDS), Anti-Money Laundering System, and Cloud Sourcing Service. In particular, he has won a number of projects in public health / medical / healthcare big data analysis and IoT service big data analysis projects in the B2C and B2B2C markets.

The real-time Big Data platform, which CBO Jung Chul Woo created, provides a convenient clustering feature and a variety of user interfaces, no matter how complex the data is. He plays a leading role for Alphacon Network to closely analyze the vast amount of healthcare data and to establish security system that is free from hacking.

3-4. PR / Marketing - Hahm Shout Global

Hahm Shout Global is a corporation established in Singapore by Hahm Shout, Korea's leading PR /marketing consultancy, to manage public relations and marketing related to the ICO of Alphacon Network and its future projects.

Hahm Shout Global will provide support to ensure that Alphacon Network successfully settles in the Korean and global markets. After ICO, the company in Singapore will actively carry out marketing activities to expand genetic analysis service sales and increase members who will participate in the ecosystem to Southeast Asia and China.

Hahm Shout is scheduled to conduct an IPO for the listing in the Korea securities market in 2019.

3-5. Business Expansion through M&A - Korea M&A Center

Korea M&A Center, which is responsible for investment attraction and M&A for the growth of Alphacon Network, is a specialized platform for M&A and investment attraction that matches promising start-ups and investors by running the "Win-Win Matching Conference". The company, which has established an investor network in Singapore for the ICO of Alphacon Network, plans to

expand its network of investors from Singapore to China and Southeast Asia.

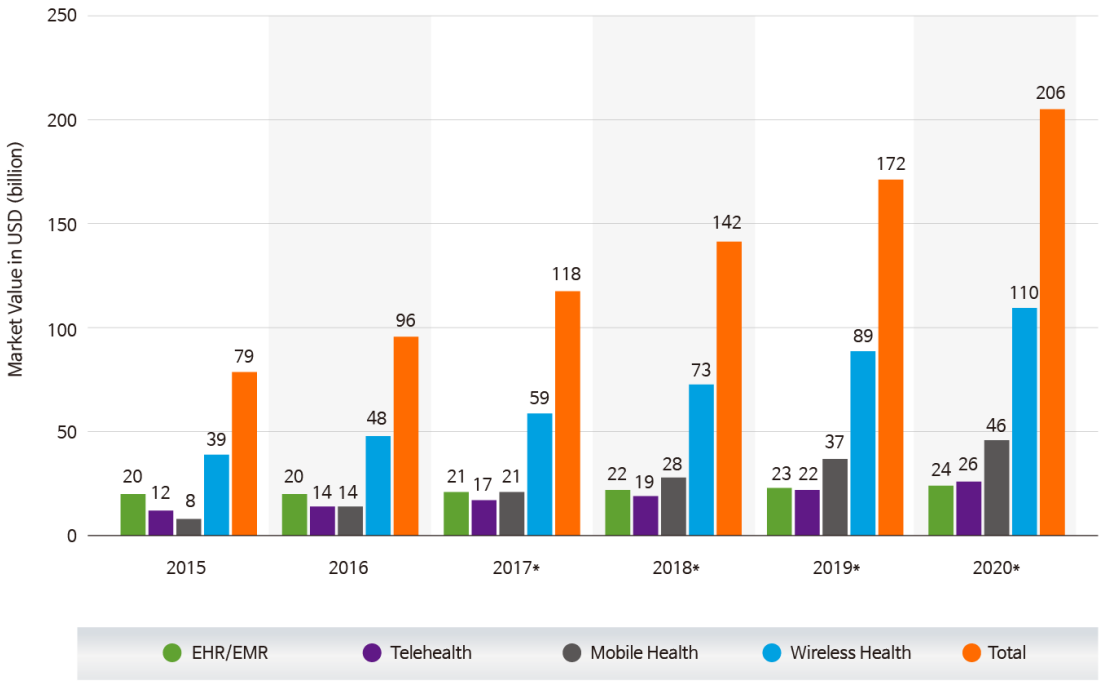
Through collaboration with Hahm Shout in South Korea and Hahm Shout Global in Singapore, China and Southeast Asia, it will actively pursue M&A and investment attraction by identifying companies needed for growth of Alphacon Network and the creation of its ecosystem.

During the first half of this year, it will be launching IMS(Investment Matching System), which analyzes the investor's investment type and the information of venture companies and matches each other's needs and AIVA(AI VAluation) service, which automatically evaluates the enterprise value of start-ups through artificial intelligence.

4. Healthcare Big Data Status

4-1. Market Size

According to the 'Global Big Data Spending in Healthcare Industry - Market Research 2015-2019' report published by Technavio, the annual average growth rate of the healthcare big data market (2015 to 2019) is 42%. McKinsey & Company also sees huge growth potential of the healthcare big data market as it says in its 2013 report titled "The Big Data Revolution in Healthcare" and many other market research agencies have the same perspective.



〈Global Digital Health Market from 2015 to 2020(Source: Statista)〉

Statista predicts that the global digital health market, which was $79 billion in 2015, will reach $206 billion by 2020 in the 'Global Digital Health Market from 2015 to 2020' report. PwC expects worldwide smart healthcare market to reach $101.5 billion by 2020, from $21 billion in 2014.

4-2. Benefit

The biggest benefit of healthcare big data is cost and time savings. McKinsey & Company has predicted in its research report ' The Big Data Revolution in Healthcare' that big data will be able to save up to $190 billion in health and healthcare costs in the United States alone annually.

First of all, healthcare big data shortens the time required for finding candidate materials and conducting clinical trials for new drug development and reduces the probability of failure by finding suitable patients for clinical trials. Therefore, high-quality health care big data is considered to be the core of new drug development.

Second, healthcare big data analyzes individual's physical information and enables predictions about the disease that are likely to develop in the future. Prediction of disease through healthcare big data is very significant in that it enables personalized medicine and even precision medicine.

Lastly, in healthcare, big data can help medical staffs to make decisions. Especially when combined with artificial intelligence, the effect is greater. IBM's 'Watson' is a case in point. In addition, the maintenance of customers in hospitals, a reduction in the re-hospitalization rate, and a reduction in the cost of information technology can also be regarded as the benefits of big data.

4-3. Problems

4-3-1. Weak Privacy Protection

At the end of 2014, Anthem, the second largest insurance company in the United States, suffered a hacking incident, leaking 78.8 million customer information. When adding customer information from other companies that share the same insurance network as Anthem, the amount of personal information that was leaked is close to 100 million. In 2015 alone, personal health information of 115.7 million people, about half of all Americans, was leaked from five health insurers. The poor security of healthcare data is the most serious problem in that it makes it difficult to generate and collect data that is needed for the expansion and generalization of customized health care and precision health care. Security issues must be solved urgently as they create more social and economic costs than health care costs big data can save.

4-3-2. Fragmentation

Healthcare data is the most important of personal information because it includes physical information, as well as information related to finance, behavior, and mental health. In particular, the hospital medical records of patients are so strictly regulated that it is illegal to take them out of the hospital unless you are the patient yourself. Thus, because of the importance of healthcare data, those data of hospitals and inspection agencies ended up being fragmented paradoxically.

Fragmentation also cuts the owner off his or her data, making it impossible for the owner to know when and where his or her important data is circulated. Of course, the owner cannot claim or exercise legitimate rights to process and distribute his or her data, making it difficult to continuously collect healthcare data.

4-3-3. Doubt about Utilization

Security and fragmentation issues ultimately lead to quantitative and qualitative issues in healthcare big data. If the quantity and quality of the data cannot be guaranteed, it cannot be called big data. At this moment no proper distribution platform is available. That is why the voices that raise doubts about the value of using it are continuing.

5. Alphacon healthcare data and marketability

There are four types of healthcare data that Alphacon collects and distributes through the block chain: genes, life logs from smart devices, functional medicine, and medical treatment data. Alphacon will first collect and distribute genes, life logs, and functional medicine data collected by companies that are already actively engaged in business or have partnered with us, and will do so with medical data as soon as we collaborate with clinics and hospitals in the future.

Each of these data is actually being sold in the market, and has been recognized in the market for its value, as it has been used in government research projects to reduce medical costs.

5-1. The value of genetic testing in life

Ten years after the end of 'Human Genome Project' for human genome analysis, genetic analysis and the resulting genetic data have been around in the lives of the general public and are becoming increasingly important.

Ancestry.com in the United States is gaining popularity with its unique service that analyzes genes and tells what their ancestors are like. Ancestry.com launched its services in 2008, and the number of customers has exceeded one million in 2015. The company has launched a service that let people know about their ancestors and their families by creating a family tree of individuals and also let them know their ancestors' medical history.

UnitedHealth's Center for Health Reform and Modernization, a US health insurance company, predicts that people will spend $15 billion to $ 25 billion on genetic testing in 2021. According to a 2012 report by Batelle, a non-profit R&D firm, the genetic testing industry is estimated to have created 116,000 jobs. By 2025, there is also a prediction that the amount of genetic data will surpass those of Twitter or YouTube.

MIT Technology Review, which selected 'DNA Internet' as one of the top 10 innovative technologies in 2015, announced 'Genetic Fortune-Telling' as one of the top 10 innovative technologies this year following 'DNA App Store' (2016), 'Gene Therapy 2.0' (2017). It focuses on the potential of genetic information and changes in people's perception.

5-2. Genetic information = $ 60 million

In 2016, 23andMe, a leading US DTC(Direct - to-Consumer) genetic analysis company, said that Genentech, a giant bio-company, has offered $60 million in exchange for genetic information for research into Parkinson's disease. 23andMe currently owns genetic information of more than 1.2 million individuals and has more than 5 million customers worldwide.

Large cosmetics companies in Korea are developing and launching new products using genetic information. In 2016, Amorepacific launched customized lipsticks based on customers' genome information. LG Household & Health Care is developing customized cosmetics after establishing a joint venture with a gene analysis company, and Kolmar Korea also acquired shares of a gene analysis company.

Maotai Group, a leading Chinese liquor company, has also joined hands with a Korean gene analysis company. The group is planning to diagnose and analyze the genes of 11 items, including alcohol degradation ability, liver cancer, and diabetes in their employees, and then to launch alcoholic beverages and functional foods that meet Chinese genetic characteristics.

5-3. Smart devices, the forefront of healthcare

In 2016, Health authorities in Korea conducted the first phase of the project, 'Health Center Mobile Healthcare', which collects real-time data on the lifestyles of people through smart devices and mobile applications and provides personalized health care services. The results of the first phase of the project was evaluated as a success in that participants continue to use smart devices and applications to remain healthy even after the end of the project.

The Korean health authorities, who have confirmed the success of the first pilot project, conducted the second phase of the project starting from May 2017, achieving a goal of 63% reduction in one or more health risk factors and 89.33 points in service user satisfaction, and other successful results. A separate report says that healthcare services through smart devices and mobile applications have proven effective in promoting public health. The smart devices used by the Korean health authorities for the pilot projects are smart bands and body composition analyzers.

Verily Life Sciences, an affiliate of Alphabet, the parent company of Google, is working on a 'Baseline Project' following 'Baseline Study' of 175 people in 2014. The Baseline project, which targets 10,000

people, aims to collect a variety of life log data such as heart rate, electrocardiogram, and sleeping habits using Google's own smart watch.

Kardia Band, an electrocardiogram measuring device installed in Apple Watch in 2017, is the first medical device for Apple Watch to obtain FDA approval. Apple is currently working with Aetna, a major US insurance company, to see if Apple Watch is helping to reduce health care costs.

5-4. Functional Medicine Analysis Data

5-4-1. Tissue Mineral Analysis Data

Functional medicine is a field of medicine that changes lifestyle and uses nutritional substances to treat the cause of the disease. It is also called alternative medicine in that it prevents the chronic disease by promoting the physiological balance of the human body unlike conventional medicines, which is focused on medication and treatment.

Functional medicine is a great help in detecting early and treating diseases that may be missed in general health checkup through several biochemical tests. Among various functional medicine fields, Alphacon receives TMA(hair Tissue Mineral Analysis)) data from hospitals and clinics, which request TEI Korea to analyze it, and distributes the data.

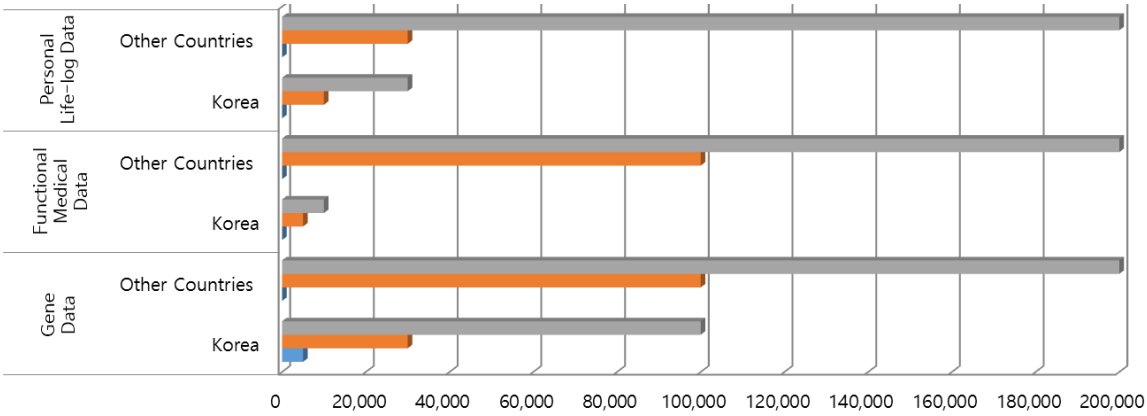
TMA is a method for examining various minerals and toxic heavy metals contained in hair after collecting hair. The mineral is a generic term for a few inorganic nutrients required for the human body. The hair accumulates three month worth of mineral data generated by metabolic activity while growing. The number of Korean hospitals and clinics conducting TMA through TEI Korea is over 1,000, and the total number of TMA analysis data held by TEI Korea amounts to 200,000. Unlike the gene that tells the innate condition of the body, functional medicine such as TMA plays a role to complement the deficient part of the gene in that it indicates the current state of the body.

It has considerable value in that it is used consistently in clinical papers.

5-4-2. Immunity Analysis Data

It is known that about 100 trillion microorganisms of 1,000 different kinds live in the intestines of adults. In recent years, it has attracted great attention when it is revealed that the microorganisms in the intestines are linked to various diseases such as cancer, diabetes, obesity, aging and depression. In particular, Intestinal microbial test data is used as a key indicator to check immunity since 70 ~ 80% of immune cells are concentrated in the intestines.

Alphacon will distribute intestinal bacterial test data through partnership with overseas leading immunity test and analysis institutions.



	Gene Data		Functional Medical Data		Personal Life-log Data	
	Korea	Other Countries	Korea	Other Countries	Korea	Other Countries
Year 2020	100,000	200,000	10,000	200,000	30,000	200,000
Year 2019	30,000	100,000	5,000	100,000	10,000	30,000
Year 2018	5,000	0	0	0	0	0

〈Measurement of future cumulative data〉

In the case of hospital care data, various attempts are currently being made for each country and each company. If significant progress is made in standardization, it is evaluated as data that has the greatest potential.

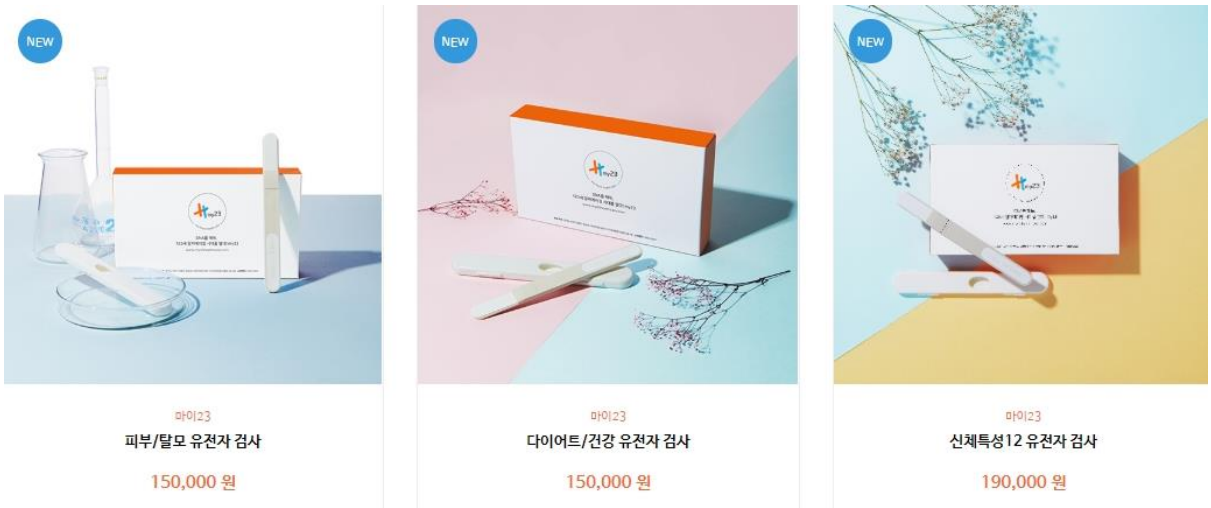
6. Data Collection Expansion Business and Forecast

6-1. my23healthcare

my23healthcare, a healthcare platform, sells DTC gene analysis services, smart devices and solutions within the Alphacon ecosystem. In particular, the DTC gene analysis service, which is sold at the my23healthcare homepage (www.my23healthcare.com), adopts 'Micro Array Chip' method so that an individual can generate and own genetic big data.

Currently, only 'Single Nucleotide Polymorphism'(SNP) analysis service by 'Genotyping' method is available in Korea through direct-to-consumer (DTC) genetic testing. These regulations only make it possible to determine the mutation on 46 genes in 12 different categories. Therefore, it can be said that there is virtually no value as big data in healthcare. Alphacon plans to overcome these limitations through Micro Array Chip approach.

my23healthcare produces about 800,000 gene mutations at once by Micro Array Chip method. In Korea, the report on the mutation of only 46 licensed genes is provided to the individual. And all rights to the unused original data except for 46 are given to the individual. If desired, data on the remaining gene mutations can be generated, which can be utilized within the Alphacon platform as big data.



〈DTC Gene Analysis Kit of my23healthcare.com〉

6-2. Utilization of Hospital Network in Korea

Alphacon Network has partnered with hospitals and clinics representing Korea, including 365MC, Mojelim Cosmetic Clinic, Oracle Clinic and Hamsoa Oriental Medical Clinic. Alphacon Network provides a specialized genetic analysis module for each of these hospitals and clinics.

When individuals, who had genetic testing in these hospitals and clinics, request a big data analysis, they participate in the Alphacon platform with the big data generated.

These four hospitals and clinics have more than 100 networks in Korea.

Hospitals and Clinics	Descriptions	Specialized Healthcare Analysis Modules
365MC	· Korea's top obesity management & treatment clinic · 17 branches nationwide and largest number of liposuction record	Body mass index, neutral fat concentration, Cholesterol, blood sugar, blood pressure, caffeine metabolism (Inner Care)
Mojelim Cosmetic Clinic	· Korea's top hair clinic specializing in hair transplantation for 20 years · 26 hair specialists and design laboratory	Hair loss, hair thickness (Outfit Care)
Oracle Clinic	· 70 branches in Korea and overseas · Over 100 dermatologists and plastic surgeons	Skin aging, skin elasticity, pigmentation, Vitamin C Concentration (Beauty Care)
Hamsoa Oriental Medical Clinic	· More than 60 branches in Korea and overseas · About 120 oriental medical doctors	Asthma, atopic dermatitis, Tourturret syndrome, Kawasaki disease, dental caries, Vitiligo (Kids Care)

6-3. Expansion of Overseas Sales Network

my23healthcare plans to launch a global site in the first quarter of next year and expand B2C sales of its DTC gene analysis service, which is currently limited to the Korean market, to overseas markets. At the same time, Healthcare City project will be operating overseas, and my23healthcare will be selling the DTC gene analysis service to all over the world, including B2C, B2B, and B2G from next year.

In this case, the gene and life log data acquired by Alphacon Network will increase exponentially and provide the foundation for selling to potential health care data buyers such as pharmaceutical and other companies. When it comes to overseas B2C, unlike Healthcare City, my23healthcare will take

a strategy to maximize its effectiveness through contracts with local business partners to be exclusive distributors

6-4. 'Healthcare City' Project

6-4-1. From B2C to B2G, B2B

my23healthcare has been collecting life log data and genetic data, while selling smart devices since last year and gene analysis services starting this year. However, the demand for gene analysis services is not as high as expected, and because smart devices are not sustainable yet, there are limitations in data collection. In order to overcome this, my23healthcare launched Healthcare City project in April.

Healthcare City is a project that is to provide lifelong healthcare services by allowing local governments, businesses, and universities to provide DTC gene test kits and smart devices (smart bands, IoT body composition analyzers) to employees of those organizations. Organizations can greatly enhance the satisfaction of their people through Healthcare City project, and employees can benefit from the project, too because they can receive lifelong health care through the healthcare services that their organizations provide within their budget.

Healthcare City project can expand the scope of genetic testing dramatically by expanding the business area of my23healthcare, which has been only in B2C, to B2G and B2B. It also plays a very important role in collecting and securing big data as it can simultaneously supply genetic tests and smart devices and collect the data generated from them at the same time. Although it differs from organization to organization, at least hundreds to thousands people's data can be collected at a time.

my23healthcare is actively engaged in consultation about introducing Healthcare City project with many local governments, corporations, universities and large fitness centers in Korea. As early as May and June, it is expected to reach the stage of concluding an agreement with multiple organizations for the project

6-4-2. Entering overseas markets starting next year.

The U.S. government is currently working on 'All of Us', a project that builds genetic information for one million veterans. Illumina, a leading US gene analysis company, has launched Global Screen Array (GSA), the largest gene analysis consortium ever that secure as much as 10 million gene data.

Dubai is also working on 'Dubai Genomics' project to build 1 million residents' genetic information. The UK and China have established 'UK Biobank' and 'Kadoorie Biobank', each of which holds about 500,000 genetic information of their own people.

As such, countries around the world are racing to collect genetic data of their own people. Against this backdrop my23healthcare plans to launch Healthcare City project abroad in earnest next year. In particular, Southeast Asia, including Singapore, where Alphacon Network is located, and China are expected to be able to collect meaningful big data because of the high demand for genetic analysis.

my23healthcare is planning to implement sales strategies that are suitable for local circumstances by a variety of methods such as selling directly in major markets and signing sales agreements with agents in the respective countries in relatively small markets.

6-5. Expand partnership to increase use of tokens

Expanding the usage of ALP has a significant meaning in that the platform doesn't stay in the internal expansion, but expands its scope externally. Primarily, Alphacon Network will provide more customized solutions through application services, and will continue to expand its healthcare solutions and devices that can be purchased at my23 Healthcare mall.

In addition, we plan to build and strengthen our network with other health and beauty related online shopping malls and steadily expand the network of hospitals and clinics.

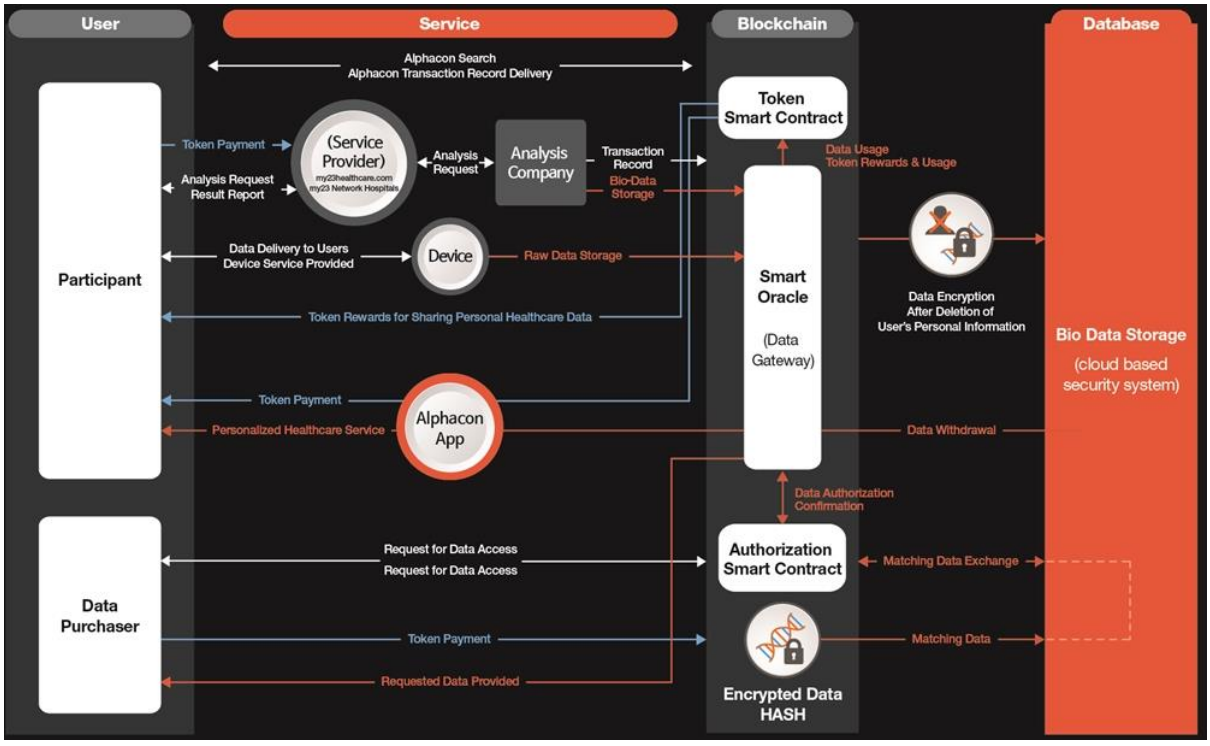
We plan to further expand our network where tokens can be used, which will lead to the expansion of healthcare data, by building partnerships with a number of hospitals and clinics and organizations, including BK Plastic Surgery, which has many tourists as patients from China and Southeast Asia.

7. Alphacon Platform

7-1. Data Distribution

Alphacon is a block chain-based distribution and solution platform created to address problems in the healthcare big data industry. When an individual agrees to provide and distribute data on genes, functional medicine, immunity tests, and life log to the platform, Alphacon gives ALP, a cryptocurrency, to the individual in return.

Personal healthcare data is encrypted and securely stored in an external cloud storage, and if a pharmaceutical company purchases it, individuals will be given ALP. Transaction history of healthcare data is transparently managed because it is disclosed to the block chain based on Ethereum-based protocol.



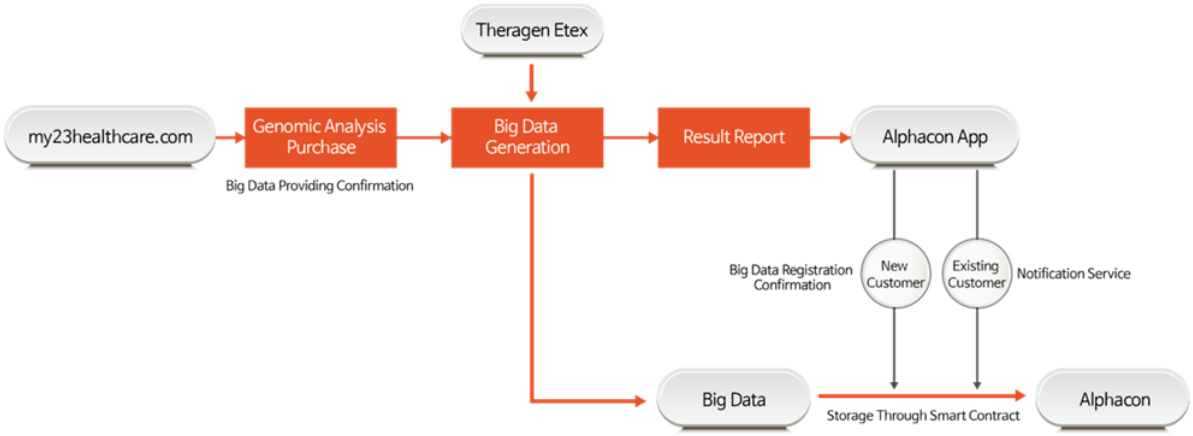
〈Alphacon Ecosystem〉

The Alphacon ecosystem is created by individuals who request genes or hair minerals tests through my23 Healthcare home page or network hospital or use IoT devices. Analytical and testing agencies store these data in an external cloud storage when individuals approve it, and the block chain platforms with various smart contracts such as token smart contract are responsible for checking access to data and token compensation.

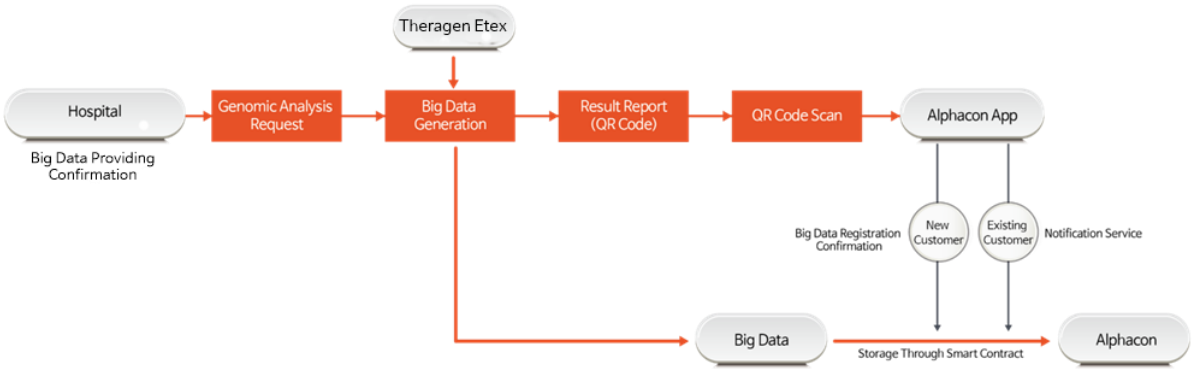
Companies or institutions that want to purchase personal healthcare data will first request access to Alphacon Network, and Alphacon Network will verify it and notify the result of the data buyer when

it is approved. Only companies or institutions that have obtained access authority can access the healthcare data.

Through this, Alphacon makes it clear that individuals are the owner of healthcare data and returns the profit to the owner, thereby simultaneously addressing the limitations and problems of healthcare big data and existing centralized platform business.



〈Generation and flow of gene big data through my23 healthcare Mall〉



〈Generation and flow of gene big data through hospital〉

7-2. Differentiated Elements

7-2-1. Complete portfolio of genes + smart devices + nutrients

While most ICO projects are going to start developing products and services only after receiving investments, My23 Health Care started selling genetically modified products in 2018 after releasing IoT material analysis equipment in 2017.

While most of its block chain projects regarding healthcare Big Data have only data, Alphacoon can even provide customized solutions based on analysis as My23 healthcare has a substance such as smart devices and nutrients.

7-2-2. Collect and distribute various healthcare data

"MediBloc" issued Medi Token (MED) in October last year to distribute hospital medical records on block chain with a motto of 'New Medical Information ecosystem'. MED, which was created to collect patients' medical information and overcome regional limitations, was listed on the cryptocurrency Exchange.

George Church, a professor at Harvard University, established a startup called Nebula Genomics, which trades genetic information with cryptocurrency. In its white paper released in February this year, Nebula Genomics presented its blueprint that allows the ownership of the gene information held by the hospital and the inspection body to be returned to the individual, and that also allows it to sell gene information to the individual directly on the block chain network

Unlike other platforms that want to collect and distribute only one healthcare data, such as medical records (Medibloc), gene information (Nebula Genomics), Alphacon distribute complex data collected from various channels. This is because it becomes the most valuable healthcare data when genetic information is combined with life-log data. To that end, we established a network in cooperation with businesses in various fields.

8. Alphacon Ecosystem

8-1. Health care + Block chain = Value of 'Trust Ecosystem'

In March 2017, Google's subsidiary ‘Deepmind Health’ announced that it will work with UK National Health Service (NHS) and introduce technology to track patient information in real time based on the block chain. IBM, in partnership with FDA, has begun developing technology to share patient data securely using block chain technology, and Intel has patented Sequence Mining Platform (SMP) technology based on block chain technology.

In addition to financial sector, which is the birthplace of block chain technology, healthcare is the area where the current block chain technology is most actively applied. In the field of financial sector, directly linked to money, and healthcare data, the most important personal information, attention is paid to block chain technology because security and transparency are guaranteed. This, in turn, means that block chain technology provides confidence in relation to healthcare data.

When the medical data of an individual is confirmed as an original through block chain technology, it becomes possible to share the medical information, which was considered to be impossible in the past. Individuals don’t have to take the same test again because test records from other hospitals are deemed reliable.

In addition, when the transaction becomes traceable with block chain technology, distribution of healthcare data and transparency in transaction are ensured. Then, people are willing to agree to provide data, making it easy to create big data. This sharing and big data is directly related to the reduction of medical expenses in that it prevents inefficiency and enables precision medicine.

Even from the point of view of health care professionals, block chain technology is a very powerful means of ensuring the integrity of medical records and ease of management. A 2016 survey conducted by the IBM Institute for Business Value found that 70 percent of healthcare service providers said they found block chain technology most effective in managing clinical trial records and medical records.

In particular, managing clinical trial records through block chain technology has great significance in that it prevents researchers from manipulating the data to obtain the desired results in the first place. As market research firm IDC predicted, if health care data is 15 times larger than that of 2013 in 2020, the need for block chain technology to record and manage it will only get greater.

Trust that block chain technology establishes in the healthcare field enables verification of the integrity of medical records, the most basic part, and by sharing and using big data, ultimately reduces medical costs, the most daunting task. This way, it can create a 'trust ecosystem' in which trust functions as a social capital. This is why the healthcare field has a keen interest in block chain technology.

8-2. Sharing the fruits of ecosystem growth through tokens

Block chain-based healthcare big data platform begins with individuals willing to provide their valuable healthcare data. If the ecosystem grows and evolves because many people put trust in block chain technology, then the fruits of it must be shared among the individuals who made it possible. If the fruits of ecosystem growth is not shared by individuals, then, trust in the health care big data platform, which was difficult to build, will be inevitably undermined. So what is needed here is a token, a cryptocurrency issued on a block chain basis.

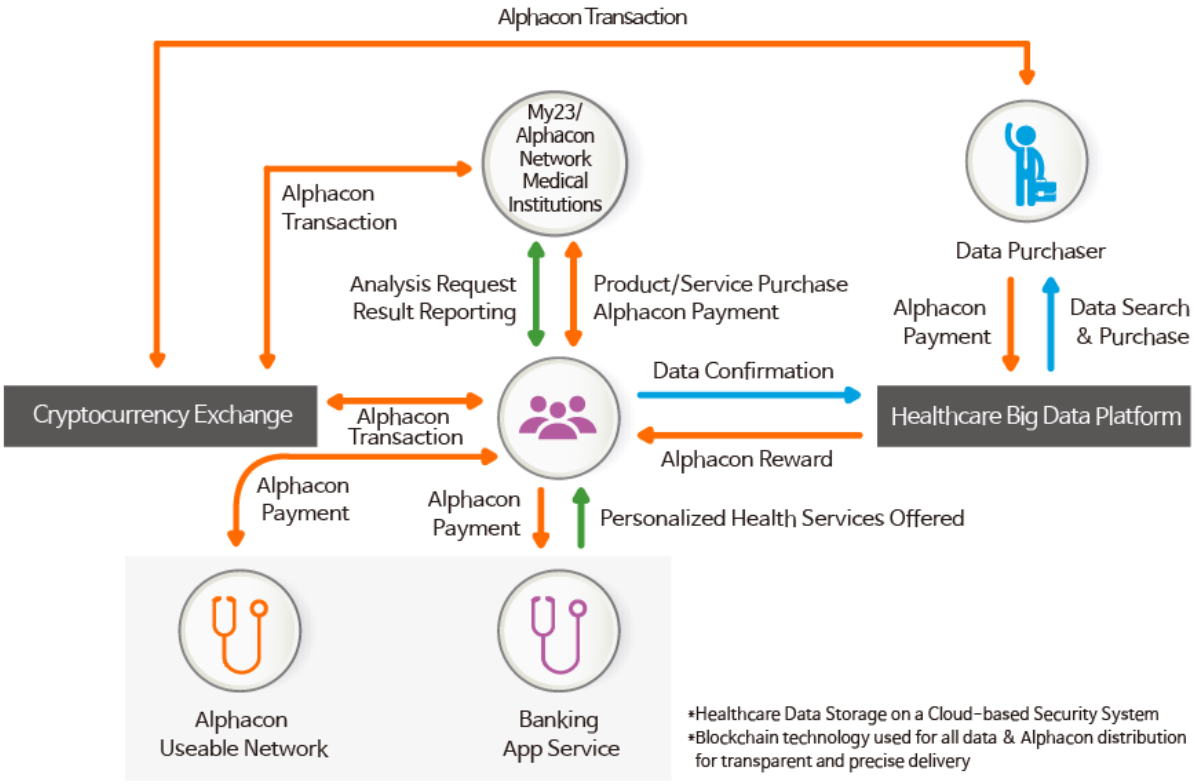
The reason that tokens, not points or (frequent flyer) miles that are commonly seen on traditional, centralized platforms are needed for the healthcare big data platform is that as the ecosystem grows, the value of tokens rise accordingly and then, the fruits of growth can be fairly shared. In contrast, points and (frequent flyer) miles are not in line with the growth of the ecosystem as their value does not rise.

ALP, a cryptocurrency issued by Alphacon Network, is a utility token used when using healthcare applications or services built on a block chain basis. ALP is used for a variety of economic activities such as rewards for data providers when providing healthcare data for the first time, revenue sharing for data providers when distributing data, and purchase of products/services at my23 Healthcare mall(my23healthcare.com).

Individuals who have agreed to provide and distribute data will automatically receive ALP in their wallets according to established criteria when initially providing the data. Thereafter, each time the data is traded, ALP is automatically transferred to the provider's wallet at a predetermined rate by smart contracts. Investors who have participated in ICO and received ALP can also obtain additional ALP in return for agreeing to provide and distribute data.

Healthcare data can be purchased only when companies, institutions, and research institutes, which want to purchase the data, give ETH to Alphacon Network and take ALP. If ALP is listed on an Exchange, it can be purchased through the Exchange. Anyone who has ALP can purchase smart devices, nutritional supplements, functional foods, and various wearable devices through my23 Healthcare mall.

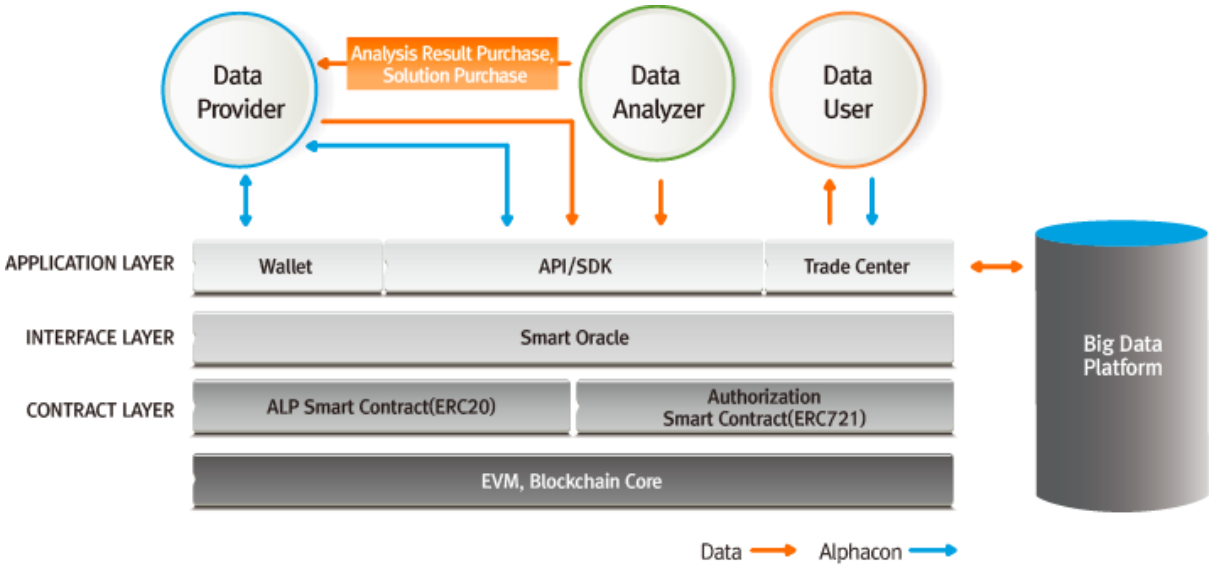
The rate of inflation after ICO is set at 10% ~ 20% every year. Inflation rate can be adjusted if more than 70% of the total volume of ALP holders agree.



〈 Alphacon token (ALP) flowchart 〉

9. Alphacon Technology

9-1. Block Chain Hierarchy in the Alphacon Platform



〈 Alphacon Block Chain Platform Architecture 〉

The Alphacon platform is the foundation on which Alphacon ecosystem participants can trade biometric data. The actual data that is traded on the platform is stored in an external database (Data Banking Cloud DB) that was already built. To ensure the transparency and integrity of data transactions, the transaction information is recorded on the Ethereum block chain network and the compensation system based on this is automated. The platform's structure is largely divided into three tiers: Contract Layer, Interface Layer, and Application Layer.

9-1-1. Contract Layer

It is a layer that stores the data that must be guaranteed transparency and integrity, such as status related to ALP transactions, the access authority of the DB, and that fulfills contracts. The data needed to make the platform transparent and seamless is recorded on the Ethereum block chain network, and Smart Contract is deployed on the Ethereum Virtual Machine (EVM) in order to enable this. Smart Contract consists of two types according to their purpose and characteristics.

■ **ALP Token Smart Contract (ERC 20)**

It is a Smart Contract that records the status of ALP transactions and fulfills transactions. It conforms to the ERC20 standard, which is the cryptocurrency standard on the Ethereum network, so it is compatible with the DApp implemented on the ERC20 basis.

■ **Authorization Smart Contract (ERC 721)**

It is a Smart Contract that records and modifies the status on data ownership and access authority of ecosystem participants. Through this Smart Contract, you can issue or check certificates associated with ownership and authority of each unique record stored in the external DB. Information about whether the distribution of data provided by the individual has been approved, the transaction history when the data is sold externally, and the data buyer is also recorded in ALP.

Unlike the ERC20 standard, where each ALP can be replaced with the same value, each ALP follows the ERC721 standard where each ALP has its own unique value. Therefore, ALP, issued through it, acts as a certificate for individual data transactions.

9-1-2. Interface Layer

Interface Layer acts as a link between the data outside the block chain (application layer) and the data inside the block chain (contract layer). The basic data that implements Smart Contracts of the actual contract layer is the data of the application layer, but unlike the data on the block chain, it is not transparent and flawless.

Therefore, the process of implementing Smart Contract using these basic data also needs to be done transparently and flawlessly. Interface Layer consists of Smart Oracle designed to solve this. Smart Oracle is responsible for transparent implementation of Smart Contract and has the following features in detail:

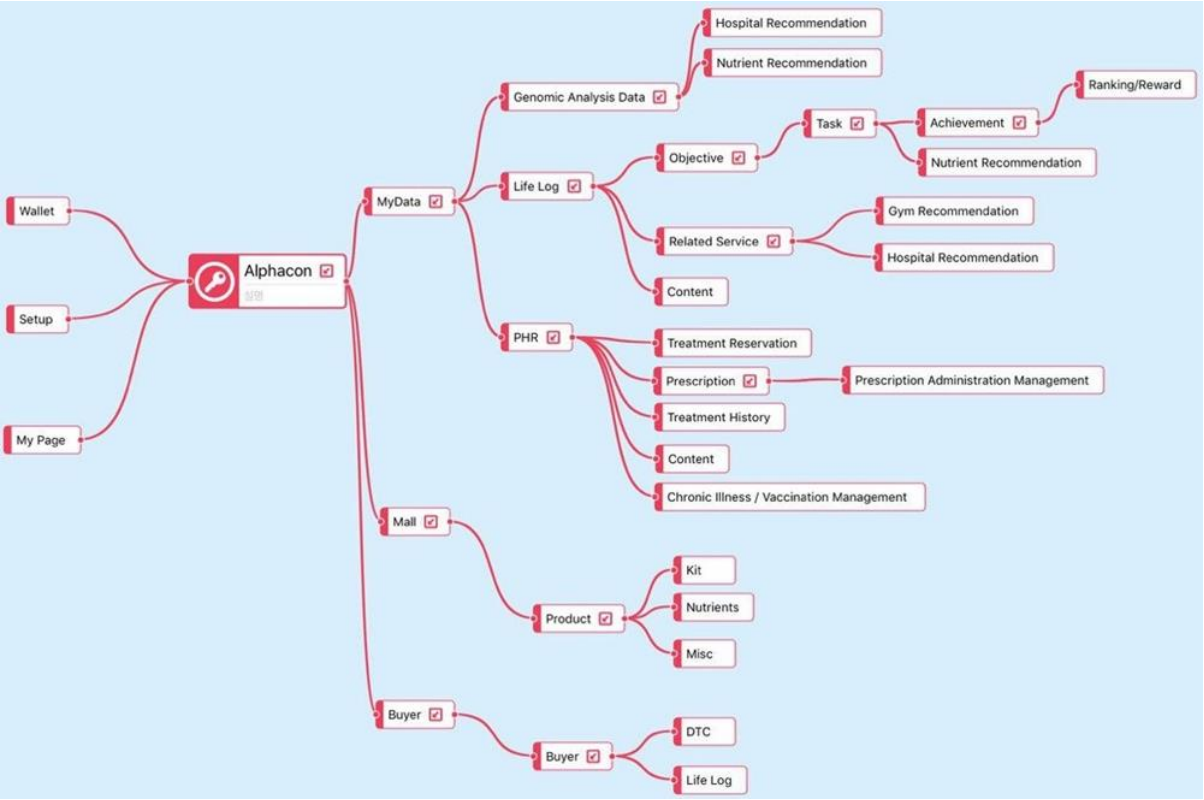
- Logic execution and response to application layer requests, provision of an interface for DApp to receive events
- Out-going a message that reads data from the contract layer or fulfills a contract
- Transparently disclosing how Smart Contracts are implemented by policies
- Recording a log on the block chain

9-1-3. Application Layer

Application layer is in direct contact with individual users, who use the Alphacon platform, and data buyers. Various DApps (Decentralized Applications) constituting Application layer serve as a window for users to access their electronic wallet and healthcare data, or to check doctor's appointment or medical history of hospitals where the Docple solution is installed. Data buyers can also retrieve and purchase encrypted healthcare data through API and SDK provided by Alphacon Network.

DApp is a form of application that can be driven on a variety of platforms, including Web, mobile apps, and smart devices, and continue to expand as the ecosystem grows. As the Alphacon ecosystem is joined by businesses which are already engaged in related projects from the start, it is fundamentally provided with the following tools and DApps.

- Wallet - There is a token wallet that contains ALP and a wallet that stores keys to access your healthcare data.
- Healthcare data - In the case of genetic testing, after genetic test, results reports and recommended nutritional supplements will be provided. In the case of life log data, it is stored through smart devices linked with the Alphacon ecosystem, and then IoT health care services will be provided.
- Buyer & SDK - It is a DApp that enables data buyers to purchase healthcare data. In order to facilitate interworking with the Alphacon ecosystem, a separate SDK and API are provided to the data buyer, and the encrypted healthcare data is transacted using Smart Contract. Individuals can sell data after OTP (One Time Password Generator) authentication is performed before data buyers access their healthcare data. OTP authentication further enhances security by restricting access to healthcare data in addition to the public key authentication method of block chain technology.



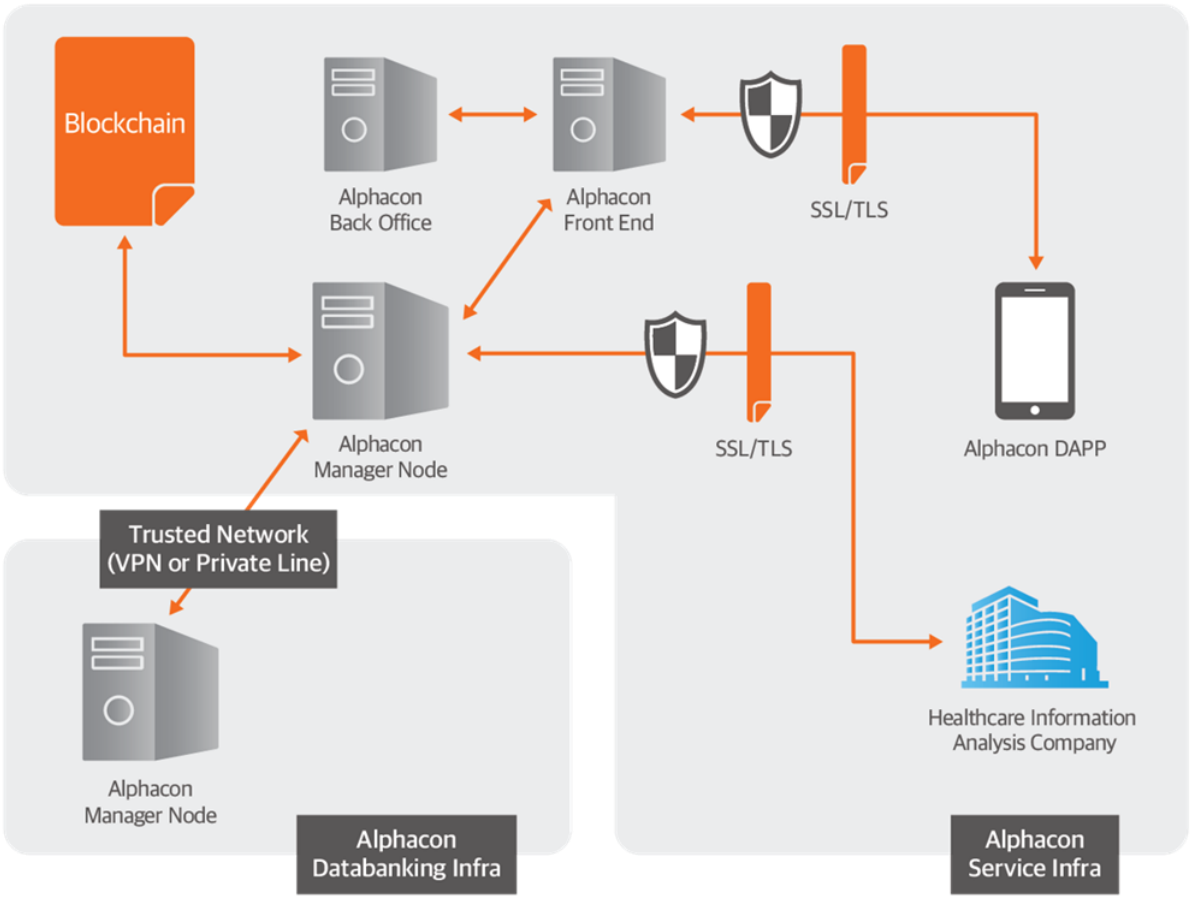
〈Service diagram of the alphacon app〉

9-2. Data Storage for the Alphacon Platform

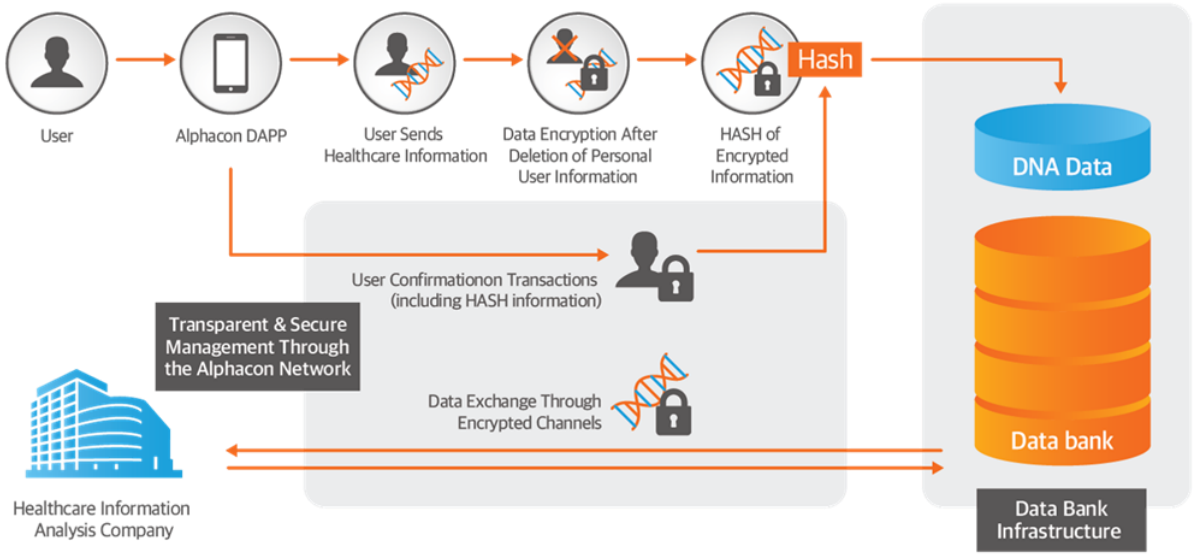
The data traded on the Alphacon platform is very large, and is generated very frequently in the case of biometric log data, and it is characterized as unstructured. Therefore, it must be stored in an external data storage instead of being recorded on the block chain.

The Alphacon platform uses the currently commercialized big data platform to collect, store, analyze, and retrieve data, and store only the hash values of these data on the block chain to record and track ownership and authority, and configure the compensation system to work. When storing data, only pure biometric data is stored, excluding identifiable personal information. Stored healthcare data is authenticated via the OTP system and the public key values stored in the block chain and then delivered to the data buyer.

Alphacon Network will continue to study the optimization required for healthcare data size and index and advanced research, and plan to further enhance security by storing healthcare data in the block chain instead of an external storage.



〈Secure Alphacon Data Banking Server with Hardware Infrastructure〉



〈Secure Alphacon Data Banking Server with Software Infrastructure〉

9-3. Expected Effect from the Alphacon Platform

9-3-1. Tight security

As with the case of the aforementioned American insurance company Anthem, security of data on the existing platform was a big issue because it contained identifiable personal information. However, the Alphacon platform can reduce this burden by using block chain.

Because only non-identifying information is stored in the data storage, you can know which account the data belongs to by using an anonymous block chain network, but you cannot know who owns the account. Thus, even if there is no perfect security, the damage to data providers can be minimized when data is leaked.

In addition, the collection, transaction, use, and disposal steps of all personal information that exist within the platform are integrated and managed to cope with security and management accidents such as misuse and leakage that occur at the personal information distribution stage through constant monitoring.

9-3-2. High accessibility

Businesses that want to promote their business related to biometric data or organizations that want to use data can solve a lot of workload with basic application, API, and SDK provided by the Alphacon platform. Because there are almost no barriers to participation in the Alphacon platform ecosystem, each participant is able to focus more on their expertise by participating in the ecosystem. As a result, the entire platform ecosystem will move in a more progressive direction.

9-3-3. Biometric Data as Asset

In the existing healthcare services, people did not know how the data provider's biometric data exists and how it is utilized. As a result, there were cases where such information could be exploited, which also caused reluctance to collect biometric data.

However, on the Alphacon platform the biometric data is guaranteed anonymity, the relationship between the owner and the access authority is clear, and the transaction history of the data is recorded. These features allow biometric data to become an asset to data providers, which can ease their reluctance.

9-4. EOS protocol applicability

Ethereum, which Alphacon is based on, is a good protocol, but it also has a few disadvantages. The most well-known problem is slow transaction processing speed and Gas cost. The biggest issue for Alphacon is Smart Contract Interpretation program.

The most important feature that put Ethereum in today's position is Smart Contract that automatically implements the contract between the two parties and makes trust between the parties unnecessary. Thanks to this powerful feature of Smart Contract, it has spread around the world rapidly, but it is also a big obstacle to the service because theoretically, it cannot be modified once it starts service.

With this in mind, Alphacon Network is currently analyzing EOS protocol, which is drawing attention as a new paradigm. If the operation of Main network, Sidechain, and Independent chain, which will be released in June 2018 is considered to be in good condition, it will consider developing Alphacon based on EOS protocol to provide seamless service.

10. Token issuance plan

10-1. Information related to Issuance

- Participating cryptocurrency : ETH
- Selling price : 1 ETH = 200,000 ALP
- Total issue volume : 25,000,000,000 ALP
- Hard-Cap :37,500 ETH
- Soft-Cap : 5,000 ETH
- Minimum amount per person for participation : 0.1 ETH
- Symbol : ALP

10-2. ICO Schedule

- 1차 Pre-Sale(20% bonus) : 2018. 6. 15. 00:00~2018. 6. 18. 24:00
- 2차 Pre-Sale(15% bonus) : 2018. 6. 19. 00:00~2018. 6. 22. 24:00
- 3차 Pre-Sale(10% bonus) : 2018. 6. 23. 00:00~2018. 6. 26. 24:00
- Main Sale : 2018. 6. 27. 00:00~2018. 6. 30. 24:00
- KYC & Whitelist Registration : 2018. 5. 8. 00:00~2018. 7. 5. 24:00

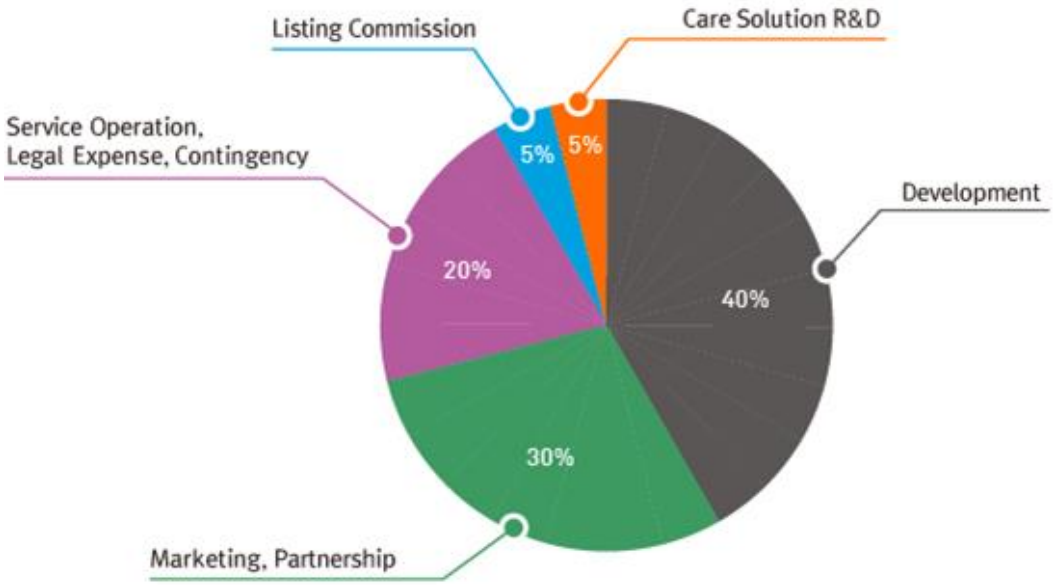
10-3. Budget Allocation

Most of ETH raised through ICO will be used to nurture and expand the Alphacon Network ecosystem. In the development sector, it is used for system enhancement such as standardization of various biometric data, establishment of Alphacon compensation system according to big data system and data distribution, development of various block chain-based applications.

Marketing for promoting ecosystem and increasing ALP value includes on/off-line promotion, recruitment of experience group, surveys, advertising, community operations and management, and purchase of external biometric data.

R&D in healthcare solutions, which is designed to provide individuals with optimized health solutions, includes the development of therapies, nutritional supplements, and its own IoT devices with partners such as TEI Korea.

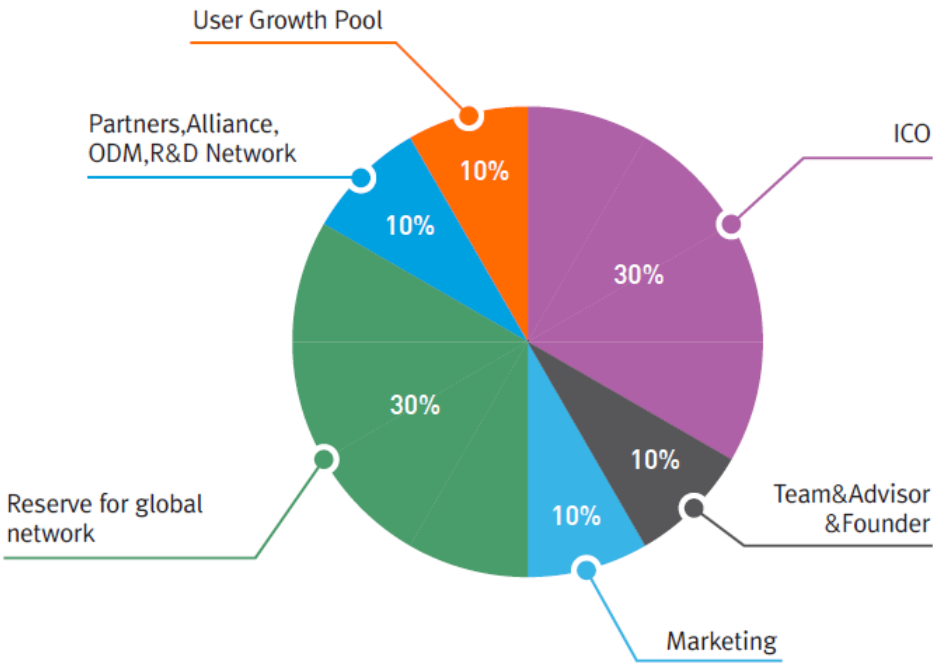
Partnership is designed to further expand its current partners for ecosystem expansion, and is an alliance of all institutions and companies related to healthcare, including domestic and foreign hospitals and clinics, pharmaceutical companies, and wearable device manufacturers.



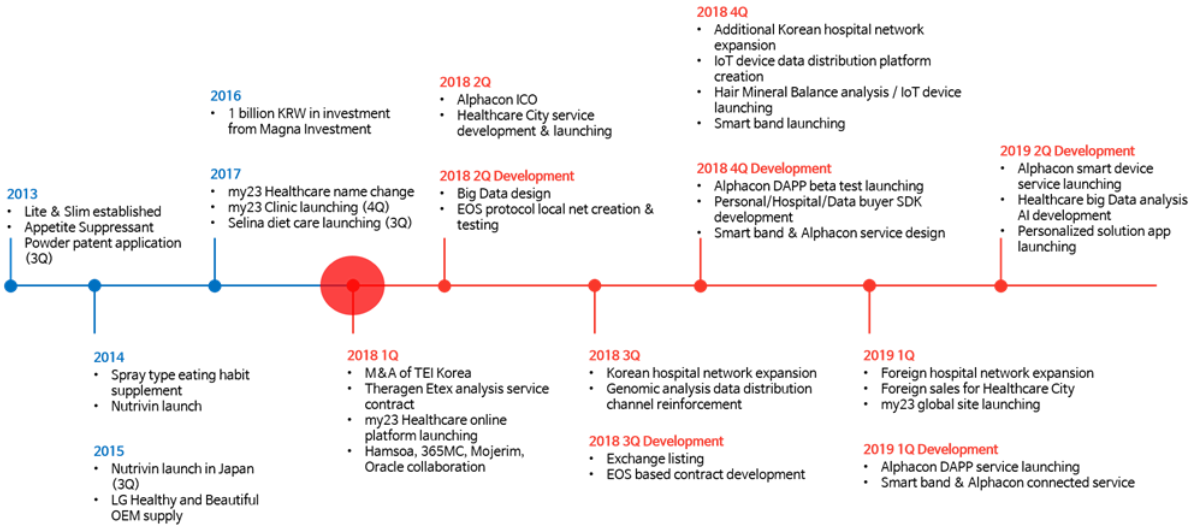
10-4. Token Distribution

Of ALP to be distributed, Reserve will be used for various purposes to strengthen the global network in the future. User Growth Pool will be used as a reward for providing personal healthcare data, and marketing will be used for various events to secure healthcare data.

Team, Advisor, Founder, Partner, Alliance, and ODM are all paid in a cliff manner every three months after the lapse of one year over a two-year vesting period. (62.5% for the first three months and 12.5% for every three months for the remaining period)



10. Road Map


2013
Lite & Slim established
Appetite Suppressant Powder patent application (3Q)
2014
Spray type eating habit supplement
Nutrivin launch
2015
Nutrivin launch in Japan (3Q)
LG Healthy and Beautiful OEM supply
2016
1 billion KRW in investment from Magna Investment
2017
my23 Healthcare name change
my23 Clinic launching (4Q)
Selina diet care launching (3Q)
2018 1Q
M&A of TEI Korea
Theragen Etex analysis service contract
my23 Healthcare online platform launching
Hamsoa, 365MC, Mojerim, Oracle collaboration
2018 2Q
Alphacon ICO
Healthcare City service development & launching
2018 2Q Development
Big Data design
EOS protocol local net creation & testing
2018 3Q
Korean hospital network expansion
Genomic analysis data distribution channel reinforcement
2018 3Q Development
Exchange listing
EOS based contract development
2018 4Q
Additional Korean hospital network expansion
IoT device data distribution platform creation
Hair Mineral Balance analysis / IoT device launching
Smart band launching
2018 4Q Development
Alphacon DAPP beta test launching
Personal/Hospital/Data buyer SDK development
Smart band & Alphacon service design
2019 1Q
Foreign hospital network expansion
Foreign sales for Healthcare City
my23 global site launching
2019 1Q Development
Alphacon DAPP service launching
Smart band & Alphacon connected service
2019 2Q Development
Alphacon smart device service launching
Healthcare big Data analysis AI development
Personalized solution app launching

11. Team Members

Siwon Hahm, CEO / FOUNDER

Experience

- 2017~present my23 Healthcare CEO
- 2016~present Hahm Shout co-CEO (name change from Hahm & Partners)
- 2007~2015 Hahm & Partners CEO
- 2014 KPRCA Chairperson
- 2006 Bugs Music Vice President
- 2001~2005 Yes Communication CEO
- 1999~2000 Intercontinental Hotel PR Team
- 1996~1999 Hotel Lotte PR Department

Education

- 1996 Griffith University Hospitality Management, Master's degree
- 1994 Griffith University Tourism Management Master's degree
- 1992 Sogang University Life Science Bachelor's degree

Ah Sung Gil, CTO

Experience

- 2015~2018 Hello Car CTO (O2O parking related POS, service dev & operation)
- 2013~2015 LeisureQ CTO (O2O leisure commerce dev & operation)
- 2011~2013 TVSoft CEO (content management system dev & operation)
- 2008~2011 Iconon (game portal development & operation)
- 2004~2008 DMK (university ERP development & operation)

Sung Min Jo, COO

Experience

- 2018~present my23 Healthcare Vice President
- 2012~present MBA Korea CEO
- 2016~2017 Medicount CEO
- 2014~present Healthcare Innovation Forum Korea Director
- 2012~2014 Physician financial Research Center Director
- 2008~2012 Korea Financial Planning Center Manager
- 1999~2000 Prudential Financial
- 1993~1999 E-Land Group Planning Dept.

Education

- 2010 NYU STERN MBA Financial Master Class
- 1993 Hanyang University Economies

Jung Soo Yoo, CHO

Experience

- 2000~present TEI Korea CEO
- 1992~1998 Sangah Pharmaceutical
- 1989~1992 Samchunri Pharmaceutical
- 1984~1988 Gunil Pharmaceutical

Education

- 2014 Chungang University Pharmacology PhD.
- 1987 Chungang University Pharmacology Master's degree
- 1984 Chungang University Pharmacology Bachelor's degree

Jessica Kim, CMO

Experience

- 2016~present Hahm Shout co-CEO
- 2012~present Shout Waggener Edstrom CEO
- 2003~present Shout Communications Korea CEO
- 2001~2003 Redback Networks APAC Marketing Director
- 1996~2001 Cisco Systems Korea Marketing Manager
- 1993~1996 Cray Research Korea
- 1991~1993 Hyundai Aluminum Global Sales Dept.

Education

- 1991 Hankuk University of Foreign Studies Master's degree

Chul Woo Jung, CBO

Experience

- 2006~present Interezen CEO
- 2005~2006 Unet System Business Director
- 2000~2005 Secuidotcom Security & Pre sale Manager
- 1991~2000 Samsung SDS Network / Unitel Department

Education

- Chungnam University Material Engineering Bachelor's degree
- Soongsil University IT Management Master's degree / PhD

Keun Seok Jang, Business Development Director

Experience

- 2018 my23 Healthcare
- 2015~2017 IFG Partners IPO PR & Marketing
- 2012~2014 SV Partners IPO PR & Marketing
- 2009~2011 IR Kudos IPO PR & Marketing

Education

- 2001 Sungkyunkwan University Mass Communication

Victor Roh, Business Development Manager

Experience

- 2018 my23 Healthcare
- 2015~2018 Miss Yoon
- 2014~2015 Core Logic
- 2011~2014 Bokwang
- 2007~2010 Dentsu Korea
- 2005~2007 Hanssem

Education

- 2006 University of Seoul Accounting

Jae Hyun Shim, Core Developer

Experience

- 2018~present Sungwon TPS Research Center (laser guide dev & operation)
- 2014~2017 NFC Korea (payment solution dev & operation)
- 2013~2014 Hoony Ad (online ad management, distribution system dev)
- 2012~2013 Winners Study (online site dev & operation)
- 2011~2012 TNC Media (online ad management, distribution system dev)
- 2009~2011 ITone (tour portal management system)
- 2008~2009 Rich SNS (securities site dev & operation)
- 2007~2008 Adtive Innovation (online ad management, distribution system dev)
- 2006~2007 Hyundai Digi-Tech (home network, elevator system dev & operation)
- 2004~2006 Home Network System (app dev & operation)
- 2002~2004 NK Media (online shopping mall service dev. & operation)
- 2001~2002 Trusic (online karaoke service dev)

Education

- 2001 Daejin University Electrical Engineering

Myeong Han Yoo, Senior Developer

Experience

- 2014~2018 NFC Korea (NFC foreign payment service dev)
- 2012~2014 T-onmedia (Android, IOS, Windows SI dev)
- 2011~2012 iWorks (Android SI dev)
- 2009~2011 Iconon (Wince-based PDA Application dev
- 2007~2008 Game Spring (casino game dev)

Education

- 2018 Cyber University of Korea

Woong Hee Lee Software Engineer

Experience

- 2018~present Hahm Shout (itFluencer dev, 'my23' dev lead)
- 2014~2017 Samsung SDS (ERP project server dev)
- 2009~2012 Creative Factory CEO

Education

- 2011 Kookmin University Business Information

Lucas Kang, Data Base Engineer

Experience

- 2017~present Hahm Shout (itFluencer platform dev)
- 2016~2017 MN Ventures ('Celeb 21' dev)
- 2015~2016 ICB (Chinese reverse export mall dev)
- 2010~2012 Lotte.com (platform dev PM, shopping mall & mobile dev PM)

Education

- 2000 Kookmin University Business Information Management

Yong Eun Jung, Operations Engineer

Experience

- 2017~present Hahm Shout (itfluencer, 'my 23' planning & dev)
- 2015~present Openbridge CEO
- 2015~2017 Sampal Youth Founder/CEO
- 2012~2014 Kkamnols Founder/CEO
- 2010~2012 Creative Factory

Education

- 2015~present Kookmin University Global Startup Venture School
- 2000 Kookmin University Food Life Science

Seung Chul Lee, Security Engineer

Experience

- 2018~present Hahm Shout ('my23' server dev)
- 2012~2018 Hana Finance TI (Hana Card management system, PJT)
- 2011~2012 Creative Factory (Android app dev)
- 2010 Korea Institute of Science & Technology 'KLEON Project' dev

Education

- 2000 Kookmin University Computer Engineering

Dong Ho Kang, Software Engineer

Experience

- 2017~present Hahm Shout (itFluencer platform dev)
- 2018~present Ubuntu Korea Community Infrastructure Manager
- 2016~2017 Openbridge (platform dev)
  Mini Studio ('Potion' Android app dev)
  Sampal Youth ('Alarm Talk' app planning & dev)
- 2014~2015 Ubuntu Korea Community Wiki Provider
- 2012~2015 Wide Studio CEO ('Jump Loader' app dev)

Education

- 2016~present Kookmin University Software Engineering

Shawn Kim, Global Communication Manager

Experience

- 2016~present Hahm Shout PR Sr. Account Manager
- 2014~2016 Visang Global Business Division PM
- 2014~2013 Institute of Global Management IGM Global Team Leader
- 2010~2013 Neungyule Publishing Division Editor-in-Chief

Education

- 1992~1994 New York University Marketing
- 1998~2002 Sogang University Business Administration

Jung Taek Oh, MKT & PR Manager

Experience

- 2017~present Hahm Shout Sr. Account Manager
- 2017~2017 Studio Dragon Program Business Manager
- 2016~2017 Afreeca TV
- 2012~2016 Doosan Mag. W Ad Team
- 2010~2012 Doosan Mag., GQ Ad Team
- 2009~2010 Hahm & Partners PR Manager

Education

- 2002~2011 Chungang University Advertising & Public Relations

Geun Joon Choi, Digital PR Manager

Experience

- 2015~present Hahm Shout Digital Team Account Manager
- 2013~2015 Grape PR & Consulting, PR 1 Team, Sr. Account Executive
- 2012~2013 SK M&C (SK Planet), CP 8 Team, Planner
- 2011~2012 Cheil Mobile Business Team 2
- 2010~2011 Credif Wireless Research Team, Researcher
  Military Satellite Operation's Ground Equipment Operation

Education

- 2010 Hallym University Information and Comm Engineering, Electronics
- 2003 Hallym University Pre-Medical Science

Jin Ho Kim, Digital PR Manager

Experience

- 2016~present Hahm Shout Digital PR Manager
- 2012~2016 Cube Communications Digital PR Manager
  Ministry of Science & ICT SNS Channel Planning & Operation
  Kangwon Province SNS Channel Planning & Operation

Education

- 2009 Sungkyul University E-Business Bachelor's degree

Songmi Kim, MKT & PR Assistant

Experience

- 2017~present Hahm Shout Sr. Account Executive
- 2015~2017 Innothink Consulting Full Time Researcher
  Government (Ministry of Science & ICT, Ministry of Lan, Infrastructure, and Transport, National Research Council of Science & Technology, etc.) Technology Industry Policy Planning
  Prior Economic Analysis of the Technology Development Industry

Education

- 2011 Dongduk Women's University Industrial Design
- 2013 Goldsmith's University of London Media and Comm Master's degree
- 2015 Goldsmith's University of London Comm and Culture Master's degree

Ha Jin Im, Digital PR Assistant

Experience

- 2015~present Hahm Shout, Digital PR Sr. Account Executive
  Digital Content Planning & Development
  SNS Channel Planning & Operation

Education

- 2015 Kyungsung University Advertising & Public Relations

Ji Hye Yoon, Service Manager

Experience

- 2016~present MBA Korea Director of Education
- 2016~2017 Winus Dental Partner CEO

Education

- 2016 National Institute for Lifelong Education Master's degree
- 2007 Suwon Science College Dental Hygiene

Jae Soon Shim, Business Acceleration Manager

Experience

- 2017~present Korea M&A Center
- 2010~2017 E-Room Foreigner Cultural Center
- 2006~2010 Peace Friend
- 2003~2005 Korean Publishers Association

Education

- 2001 Kongju Univerity Industrial Engineering

Soo Jung Yang, Business Acceleration Manager

Experience

- 2017~present Korea M&A Center
- 2016 Nice Data
- 2015 Nice DNB
- 2014 E-Shin Korea
- 2011~2013 Integrated electronic procurement system Co.

Education

- 2017 Hanysang University Master's degree
- 2010 Seokyeong University Law Dept.

Seulki Kim, Business General Manager

Experience

- 2018~present my23 Healthcare
- 2017 Lite & Slim

Education

- 2012 Kookmin University Food Nutrition

12. Advisory

Gap Bum Heo, Advisory Committee Chairperson

- Yonsei University PhD.
- Yonsei University Internal Medicine Adjunct Professor
- Yonsei Medical School Director
- Yonsei Severance Hospital Director
- Ministry of Education Medical Director
- Korean Diabetes Association Chairperson
- Korean Endocrine Society Chairperson
- Korean Academy of Science & Technology
- Korean Institute of Nutritional Medicine Chairperson
- Korean Academy of Clinical Geriatrics Chairperson
- Korean Metabolic Syndrome Forum

Byung Kwon Kim Healthcare Advisor

- Seoul National University PhD.
- Seoul national University School of Medicine Plastic Surgery
- Expert in Plastic Surgery
- International Plastic Surgery Certification (Shanghai, Singapore, Beijing, Malaysia)
- Inje University Medical School Plastic Surgery Professor
- BK Plastic Surgery Head Director
- Inje University Clinical Professor
- Seoul National University Medical School Clinical Professor
- Portal of Korean Plastic Surgeons Director
- eHospital Ltd. BK SG PTE LTD, BK Medical Group Aesthetic Clinic Singapore CEO
- Korea Health Industry Development Institute Global Healthcare Key Opinion Leader3 member
- ICO PLATFORM PTE. LTD. CEO

Hyun Wook Baek, Healthcare Advisor

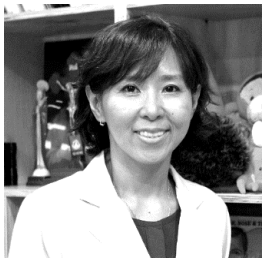
- Seoul National University PhD.
- Korean Geriatrics Society Chairperson
- WISET Director
- Korean Medical Association Welfare member
- Food Committee member
- Bundang Jesaeng Hospital Nutritional Health Team Leader
- Korea Federation of Women's Science & Technology Association Director
- Korean Medical Association Public Welfare Committee Food Nutrition Director
- Seoul National University Alumni Vice Chairperson
- Korea Women's Association International Director
- 2020 Medical Women International Association West Pacific Academic Conference Director

Kyung Soo Kim, Healthcare Advisor

- Catholic University
- Family Medicine certification
- Industrial Medicine certification
- Doctor of Medicine
- Vanderbilt University Clinical Pharmacology
- St. Mary's Hospital Clinical Trial Center Director
- Korean society for Clinical Pharmacology & therapeutics Director
- Korean Society for the Study of Obesity Chairperson

Yong In Kim, Healthcare Advisor

- Kyunghee University School of Medicine
- St. Francis (Pittsburgh) MC
- Kyunghee U. School of Medicine Assistant Professor
- Inje U. Seoul Paik Hospital Thoracic Surgery
- Inje U. Thoracic Surgery Head Prof
- Daniel Hospital Vice Director of Treatment / Critical Patient Director
- Louvain Catholic University PhD. in Medicine
- Louvain Catholic University Adjunct Professor



Healthcare (MD) Young Me Ji

- Catholic University graduate
- Yeouido St. Mary's Hospital
- Korea Society of Dietary Therapy for Cancer & Chronic Disease Vice Chairperson
- Korean Medical Society for Intravenous Nutrition Therapy Director
- Korean Auxology Association Director
- IFM member
- Chronic Disease Research Center Director

Kook Jae Han, Healthcare Advisor

- Doctorate in Dentistry
- Academy of Oral & Implantology Lecturer
- Korea Academy of Osseointegrration Director
- Korean Academy of Implant Dentistry
- Korean Academy of Pediatric Dentistry
- Korean Academy of Esthetic Dentistry

Yong Hwe Kim, Healthcare Advisor:

- My23 Healthcare Director
- Korea University graduate
- Bloom Medical Center Director
- Korean Society for Obesity Director
- Korean Society for Obesity Treatment
- Korea Stem Cell Association
- Korea Stem Cell Treatment Association

Hyo Joon Kim, Healthcare Advisor:

- Herb Cure CEO
- Korean Christian Medical Association Chairperson
- Author of 'Solution for Beating Obesity'
- Author of 'Solution for Getting Off Medication and Beating Diabetes'
- Author of 'Growing All at Once'

Ken Barganthel, Security Advisor

- MIT degree in Mathematics & Computer Science
- Beijing University degree in Chinese
- 28 years of experience in the APAC region for IT
- Collaboration with various multinational IT hardware & software conglomerates
- Consultant for APAC market entry of IT firms
- Has resided in China and Japan for the last 12 years

Yong Man Park, Security Advisor

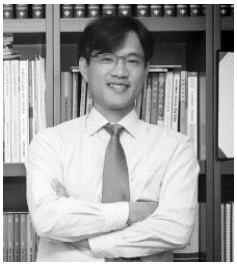
- Choongang University Mass Communication
- Gold Bank Communication Director
- GOMC MC Squared CEO
- Kyunghyang Shinmun Health VP
- Online Privacy Association Director
- Toast & Company CEO

Tammy Ahn, Finance Advisor

- Seoul National University graduate
- Wharton School MBA
- Expert Finance & Investment professional
- CitiBank Asian Regional Office
- IT startup experience and professional financial activities
- Korean startup Mentoring experience

Gyu Dong Kim, Legal Advisor

- Seoul National University graduate
- Judicial Research & Training
- KBS, SBS 8pm News legal advisor
- Seoul Central Court Committee member
- Jinpyong Patent Office Lead Attorney
- Seoul Board of Environmental Committee
- Attorney for Merit



Tae Min Kim, Legal Advisor

- Seoul National University graduate
- Korea Food & Drug Administration
- Chungang University Adjunct Professor
- Seoul Food Start-up Center Mentor
- Food Tech Food Startup Forum Committee

Sung Wook Lee, Advisor

- Medic 114 CEO
- MStar Holdings CEO
- Welfare Industry CEO course
- Chinese Medical Treatment CEO course
- KOTRA Global CEO course
- Operation consulting for various MSOs
- Vietnam Hospital establishment & operation
- Medical Building development PM

Jo Woon Cha, Advisor

- The Rami CEO
- Youth Lab CEO
- Shinsegae SVN Marketing Director
- Yakult Korea Marketing Director
- LG Telecom Marketing Director
- Univ. of Illinois MBA
- Yonsei University Business Admin

14. Partners

- 365MC(http://www.365mc.co.kr)
- Mojelim Cosmetic(http://www.mojelim.com)
- Oracle Clinic(http://www.oracleclinic.com)
- Hamsoa Oriental Medicine Clinic(http://hamsoa.com)
- BK Plastic Surgery(http://www.bkhospital.com)
- Theragen Etex(http://www.theragenetex.com)
- Credoway(http://www.credoway.com)
- Docple(http://www.docple.com)
- My23 Clinic(http://my23clinic.co.kr)
- TEI Korea(http://www.teikorea.com)
- Herbcure(http://www.herbcure.co.kr)
- MBA Korea(http://mbakorea.co.kr)
- Share Dream Family(http://www.unnisazit.com)
- Lite & Slim Japan
- ICCELER

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