Viking Tribe

Connecting

Merchants & Consumers with Blockchain

Whitepaper

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Executive Summary

Viking Tribe is a platform that connects offline merchants and consumers using blockchain.

Despite the rapid growth of online and mobile commerce^ consumption mostly still takes place offline. But the offline commerce market〉 even with its staggering market size of $25 trillion； still lags behind in technology due to the time and energy it takes to introduce and spread new technology.

Offline commerce has three major issues. First; merchants have little understanding of their customers because customer data is fragmented and incomplete. Second； consumers have no control over their data while corporations use and monetize this information. Third) offline advertising is outdated； lacking in transparency and effectiveness.

Viking Tribe Protocol aims to resolve these problems with three objectives: 1) provide a platform for merchants to understand their customers and communicate with them； 2) enable consumers to control their own transaction data and

monetize the information^ and 3) offer a new advertising channel that is effective and transparent.

The most crucial component to realizing these objectives is the team behind Viking Tribe Protocol, comprised of the founding members of Spoqa. Over the past 7 years, they have grown Dodo Point into the number one tablet-based loyalty platform in Korea and Japan; securing 10,000 partner merchants with 15 million customers and tracking over $2 billion worth of offline payment data annually. Such accomplishments were achieved in a challenging offline environment^ and the offline execution experience will be one of most valuable drivers of success for the Viking Tribe Protocol.

As Viking Tribe's flagship partner; Spoqa will leverage its existing merchant and consumer base to scale Viking Tribe Protocol into the market. This will give Viking Tribe Protocol a competitive edge in the market and help achieve faster application in the real world.

Viking Tribe will also encourage participation of various partners and offer fair rewards to anyone who contributes to the growth of Viking Tribe in the earlier stage; including Spoqa; thereby creating a healthy ecosystem for merchants^ partner companies, contributors and most importantly^ everyday

consumers.

2. Introduction

2.1. Offline Commerce Market

Online and mobile commerce markets have grown rapidly in the recent years； but overall commerce remains dominated by the $25 trillion offline market[1]. According to a study by AT Kearney, 90% of all retail spending by American consumers took place in offline stores; illustrating that people still spend most of their money in real brick-and-mortar stores[2].

Unsurprisingly； major online giants are making significant investments into offline businesses. Amazon's $14 billion acquisition of Whole Foods reflects the strategic importance of linking online with offline. This is not just an American phenomenon； with Asian companies like Alibaba and Tencent also moving into offline with multibillion dollar purchases of shopping centers and hypermarkets.

Every business has a data silo problem

It is relatively easy to identify consumer data in the online domain to execute and track the effectiveness of advertising. However, this is more difficult in the offline market because consumer data is split between different players and cannot be consolidated.

Figure 1 illustrates instances of how credit card transactions made in a store is split between credit card companies (Visa, Mastercard^ American Express^ etc.), merchants (X and Y), and point-of-sales software companies (1 and 2). Credit card companies know the customer, location; and transaction amount but do not know what the customer purchased. On the other hand; the merchants and point-of-sales software companies know what the customer purchased; location; and transaction amount but not the identities of the customer.

In other words; each player can only access a limited set of data with none of them having the complete picture. Unless all of these entities merge their split data〉 it is impossible to have a truly consolidated view of offline transactions. It seems unlikely for these players to consolidate their data due to competitive interests and antitrust and privacy regulations. Thus; it will be difficult to see a completely comprehensive set of data tracking offline purchasing behavior.

Marketing is inefficient and lacks transparency

Marketing campaigns are usually conducted on channels with a large number of consumers, allowing them to charge a massive fee based on the sheer size of their viewer base. But despite the high marketing costs, there is no way of truly knowing how many people were exposed to the ad or how effective it was. Advertisers have no choice but to trust the results provided by the channel. There are also very few channels with a large consumer base; so advertisers end up relying on a few channel owners like Facebook and Google.

Offline merchants desiring a different form of marketing are left handing out flyers on the streets. This form of advertising lacks efficiency and has a major disadvantage of being untrackable. Merchants pay hundreds or thousands of dollars to distribute flyers on the streets but have no way of knowing if the campaign was effective at driving real traffic and revenue.

Consumers have no control of data

Consumers have no ownership or control over their data. Millions of accounts on Equifax were exposed in the 2017

hack〉 but consumers were left at the mercy of the data holding entities. Beyond security, data is often monetized without the knowledge or consent of the very people generating this data. When signing up for new services; consumers typically pay no attention to terms that allow corporations to use and monetize data, and agree to these terms. For example; Apple's iTunes Terms & Conditions is nearly 7,000 words long; or the approximate length of this paper; and the document renders users' data rights to Apple's discretion. The very consumers enabling data monetization are left out of profits generated from their activities.

Coupon and point management is a hassle

From a consumer's standpoint^ there are too many coupons to manage offline. A large number of stores still use paper coupons^ and many of them end up in a drawer somewhere beyond their expiration dates. Even electronic coupons are managed separately on different apps by different stores and brands. Although there are apps that consolidate coupons and points to resolve this issue; it is still inconvenient for consumers to use.

The offline retail market is subject to the largest technological disruption. The Viking Tribe Team believes that the

introduction of blockchain technology and its innovative ecosystem in the offline market will help overcome the above challenges and offer more benefits to all participants.

2.2. Viking Tribe Team's Mission

The Viking Tribe Team aspires to innovate the offline commerce market by using blockchain technology to solve the aforementioned issues. Based on its experience conducting business in the offline market and securing 10,000 partner merchants with 15 million consumers^ the team wishes to resolve the inefficiencies of the offline domain through the following:

1. Provide a platform for merchants to understand their customers and communicate with them
2. Enable consumers to control their own payment data and monetize the information
3. Offer a new advertising channel that is effective and transparent

The Viking Tribe Team is launching Viking Tribe Protocol to successfully realize the three objectives defined above. The team will spare no time to build the Viking Tribe Protocol and begin spreading it to the existing merchant and customer base.

The team will then build the Garry ecosystem where it can prosper together with its contributing participants.

3. Viking Tribe Protocol

3.1. Viking Tribe Protocol

In simple terms. Viking Tribe is **a platform that connects merchants and consumers using blockchain.** Merchants and consumers are the most important participants of the system and use Viking Tribe Protocol to communicate and interact in various ways. Another participant in the Garry Protocol is advertisers; many of whom are expected initially to be merchants in the system.

Viking Tribe Protocol comprises of two major parts, each with two components : First is the blockchain itself that houses **1) Viking Tribe transaction database,** and **2) Viking Tribe smart contracts,** and second is a set of APIs that connect the blockchain to third party software^ including **3) Viking Tribe wallet API** and **4) Viking Tribe device API.**

1) Viking Tribe transaction database refers to the virtual database on the blockchain where the transaction data is generated and uploaded by consumers. 2) Viking Tribe smart contract supports the issuance and use of tokens (CRE and BT) on the Viking Tribe Protocol. 3) Viking Tribe wallet API enables wallet apps to support Garry Protocol and lets

consumers manage their crypto currency, control their transaction data & privacy settings. 4) Viking Tribe device API is an API that allows devices at the stores to support Viking Tribe Protocol, and provides the function to pay with crypto currency and sends payment data to consumer's wallet. Each of the above will be explained in further detail.

Figure 3. Components of Viking Tribe Protocol

3.2. User Scenario

Before providing a detailed explanation of the token mechanism for Viking Tribe Protocol, we will share three general user scenarios that will aid in understanding the Viking Tribe Protocol.

Carol says "yes" and notices that the tablet facing her is already awaiting for her phone number with the following message:

"Collect $1 worth of BST tokens!"

As she walks out, Carol checks her wallet app and sees that her transaction data from Bryan's Sandwich is there. Transaction data consists of the store's location, store type, anonymized store ID, price, SKU# and etc. Carol decides to share her transaction data on Viking Tribe blockchain, and opts-in to

receive ads.

More importantly, she receives \$5 worth of CRE along with the ad message.

Carol decides not to go tonight, but considers checking it out over the weekend with her friends.

3.3. Business Flow

3.3.1. Payment

Viking Tribe ProtocoFs service begins when a consumer buys goods or services at a store and completes a transaction； just as Carol did in Scene #1. Viking Tribe Protocol **supports fiat payments such as credit card and cash, as well as cryptocurrencies^** making it easy to use for anyone.

Merchants must be equipped with an interactive device like a tablet to use Viking Tribe Protocol. Most merchants already have a POS (point-of-sales) device, which could itself function as a Viking Tribe Protocol device or require a separate device like the tablet. The device will send the transaction data from

the POS to the customer, and help the customer upload this data on the blockchain.

3.3.2. Branded Tokens, BT - Loyalty Point

In the above scene #1; the $1 worth of BST that Carol receives is a type of BT in the form of loyalty points. The BT is issued by merchants and provided to customers^ regardless of whether or not the customer chooses to upload the payment data on the blockchain.

The Branded Tokens act as a receivable issued to the consumer by the merchant^ and thereby imposes an obligation on the merchant to provide goods; services, or other benefits accordingly. BTs have a number of other properties and uses; which we will be detailed later.

3.3.3. Transaction data monetization

After completing the transaction at the store; consumers will receive the transaction data on their wallet app. There are multiple ways of receiving transaction data: one example is by entering their phone number on the device as was done in Scene #1; or another is by scanning the QR code from the device using the wallet app like in Scene #2.

The consumer can then decide whether or not they upload the transaction data on the blockchain. It is entirely up to the

consumer whether to upload the data or not; in part or in whole. **Viking Tribe Protocol gives full authority of the data to the consumers** to realize its mission of "consumer data ownership." Even when the consumer chooses to upload the transaction data〉 whether in part or in whole, their privacy will be protected through anonymity shield and data encryption.

Viking Tribe Protocol gives consumers CRE (pronounced "Viking Tribe"）as a reward for uploading their transaction data on the blockchain； thereby encouraging more uploads. The CRE given to consumers will be taken from the Viking Tribe Token Pool built from the inflation of the blockchain itself, to be elaborated later.

3.3.4. Branded Tokens - Advertisement

In addition to using BT as a loyalty system； as described above in 3.3.2）BT can also be used for advertisement. The Bird Coffee coupon that was given to Carol in Scene #2 and the message from DewDrop Beauty in Scene #3 are all examples of Branded Tokens used for advertisements.

Transaction data that is stored on the blockchain will likely be used mostly for targeted advertisements. Advertisers can process available data and narrow down consumers suitable to their marketing needs to target ads on the Viking Tribe Protocol.

If the advertisers find it difficult to process the transaction data themselves^ the ^advertising service provider" can help them identify the right targets for their ads.

Advertisements are sent in the form of BT on the Garry Protocol. Based on its property, the BT could be a coupon to be used on the next visit or a simple ad display. On the receiving end; consumers see the ad on their wallet app in the form of BT. Consumers can choose whether or not they want to receive ads by configuring the setting; and even choose specific areas of interest for ads (F&B) cosmetics^ etc.).

only sent when a certain number of CRE has been received as a mechanism to protect themselves from indiscriminate ads or spam. Consumers are rewarded CRE by the advertiser for opting to receive ads, which is an incentive that has been proven to be effective through a number of reward apps. From the advertiser's point of view, the cost of advertising has been minimized and instead given directly to consumers for a more effective form of advertising at a lower cost.

Viking Tribe Protocol also allows advertisers to track the effectiveness of their ads, as is typically done in online advertisements. Both the issuance and use of Branded Tokens are traceable^ making it possible to measure ROAS (return on ad spend) and distinguishing it from the traditional method of

handing out flyers. If professional advertising businesses (DMP； etc.) combine existing data with Viking Tribe Protocol data, we can expect to see highly effective advertisements in the offline market.

Most of the advertisers will likely be merchants on Viking Tribe Protocol, but we also expect to see non-profit⟩ government or public enterprises^ companies seeking to improve their corporate image； and other advertisers who are not necessarily aiming to sell products. Media and researchers could also analyze Garry Protocol data for media coverage or academic papers. Garry ProtocoFs data will have a broad use in a wide range of areas.

3.4. Token Model

3.4.1. Smart contract

The numerous features of Viking Tribe Protocol can be accessed through Smart Contract. BT is the most basic and important function of Viking Tribe Protocol, and merchants can issue BT of various types through Smart Contract. Viking Tribe will continue to add more features^ including store reviews, through Smart Contract.

The entities using Smart Contract (mostly merchants) must 1) stake a certain amount of CRE on Viking Tribe Protocol or 2) pay-as-you-go (in CRE) for each use of Smart Contract. Staking a fixed amount of CRE allows a specified usage level for Smart Contract (i.e. number of BT transactions per day). If the daily usage exceeds the set level, the user must pay a fee for each use in CRE. This is because executing Smart Contract requires Garry ProtocoFs resources^ which incurs cost. This also protects the system from attacks (abusing； DoS attack 丿 etc.) against the blockchain.

The per-use fee for Smart Contract can be set at a higher price point than the opportunity cost for CRE stake^ encouraging merchants and advertisers to stake more CRE. If a merchant wishes to conduct more transactions than provided by their CRE

stake; they can also offer perks and benefits to other participants such as their customers and have them deposit CRE on their behalf.

3.4.2. Viking Tribe Token: CRE

CRE is the main token of Viking Tribe Protocol. Its various uses can be summarized .

Inflation and Viking Tribe Token Pool

CRE will be subject to inflation with the growth of Viking Tribe Protocol, and such inflation will be used to reward consumers for uploading transaction data on the blockchain as mentioned above. Since the growth of Viking Tribe Protocol is linked closely with the accumulation of transaction data on the blockchain； it only makes sense for consumers to reap some of the benefits as the very entity uploading the data. The inflation rate will also be adjusted based on assessment of the value of new transaction data compared to the value of accumulated transaction data.

The value of data is calculated based not only on the number of transactions but also the detailed information within the transaction such as date, SKU# and more.

As mentioned above; CRE stake or per-use fee must be made to execute Smart Contract. The per-use fee, paid in CRE) is accumulated in the central CRE Pool of the Viking Tribe Protocol. The CRE Pool is where the CRE from the per-use fee and the CRE from inflation are located. When CRE is rewarded to consumers for uploading transaction data; it does not come directly from inflation but via the CRE Pool.

Figure 5. Viking Tribe Token Pool
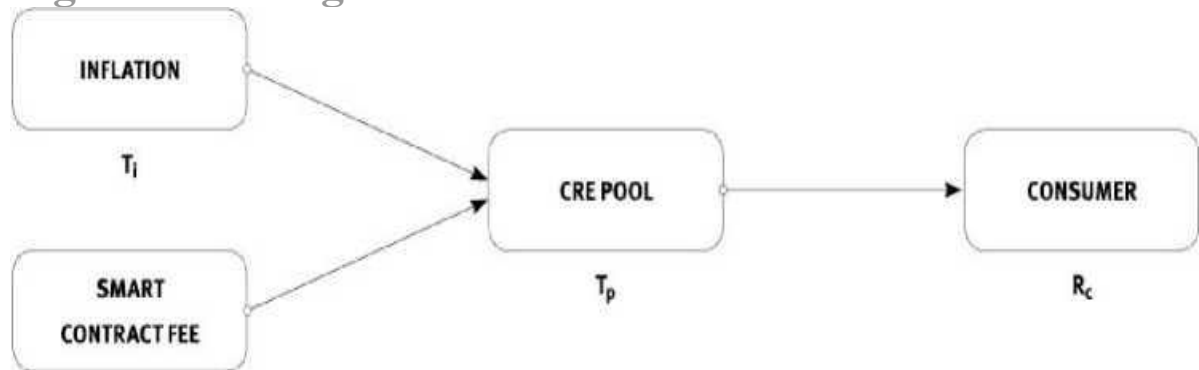
T : Total CRE issued

Tj : CRE issued by inflation

T_p : CRE amount in CRE pool

T_f : Tokens staked to execute smart contracts over specific time

V_a : Absolute value of transaction data uploaded by individual customer Vr : Relative value of transaction data uploaded by

individual customer i : Inflation Rate

R_c : Reward for each customer

$$V_a = /(\text{Content of uploaded transaction data})$$

$$Ur = V_a!^\wedge(V_a \text{ over specific time period})$$

i = w/77 (/(Specific time period, X (V_a over time), S (V_a over specific time period))$_f$ Max inflation rate)

* Inflation rate can be set over specific time period (not necessarily annually)
* Max inflation rate is not determined yet

$$L = T$$

$$T_p = T_t + T_f$$

$$Rc = V\,r'Tp$$

3.4.3. Branded Tokens (BT)

BT is a token on the blockchain that is generated and issued through Smart Contract by merchants or advertisers on the Viking Tribe Protocol. It is a key element connecting merchants (advertisers) and consumers.

BT can be defined in a variety of ways by configuring its properties. For example^ 1BT could be given a monetary value of $1 or the equivalent of a cup of coffee. It could be given an expiration date so that it is only valid for 30 days; or have an interest rate. For the sake of operational security. Viking Tribe Team will define the initial BT properties and protocol users will

not be able to generate or change them. The Garry Team will continue to take into account the needs of users and add new types of properties^ and hopefully allow the community to define its own properties in the long run.

3.5.   Value-added Service Provider

In addition to the key participants mentioned above; Viking Tribe Protocol also has value-added service providers that support the seamless operation of its service. These value-added service providers do not operate within the blockchain but use the blockchain-provided API to interact with other key participants as an important player in the Viking Tribe Protocol. There are four main groups of value-added service providers: settlement service provider, wallet service provider, device provider, and advertising service provider. Other value-added service providers could be added with the growth of Viking Tribe Protocol.

3.5.1. Settlement service provider

Settlement service providers are required in the transaction phase of the Viking Tribe Protocol.

Merchants that wish to convert cryptocurrency into fiat money could select among the settlement service providers to achieve this. For example^ when a customer wants to pay with BTC) the merchant asks the customer to send BTC to the address of a pre-determined settlement service provider. The settlement service provider converts this cryptocurrency into fiat money based on an agreed (either by the user or the market) exchange

rate and sends it to the merchant Although the transaction does not take place on the Garry blockchain, recommendation will be made to build the system with Viking Tribe Protocol within the method of payment and transfer^ thereby making settlement service providers an important partner for Viking Tribe Protocol.

Most of the revenue for the settlement service providers will come from settlement fees, but the service providers are free to offer other services as part of its revenue model. Anyone can become a settlement service provider, but we expect crypto currency exchanges to be the biggest participants in the earlier stage with their existing technologies. In the long run；   we also expect to see other players from the payment process or the financial market to take an interest in this service.

Figure *1*. Settlement service provider

SEND FIAT AFTER
DEDUCTION OF
SETTLEMENT

CONSUMER   **SETTLEMENT**   **MERCHANT**
                               SERVICE
          SEND
          CRYPTOCURRE   **SETTLEME**
                                                             NT
                    COMMISSION
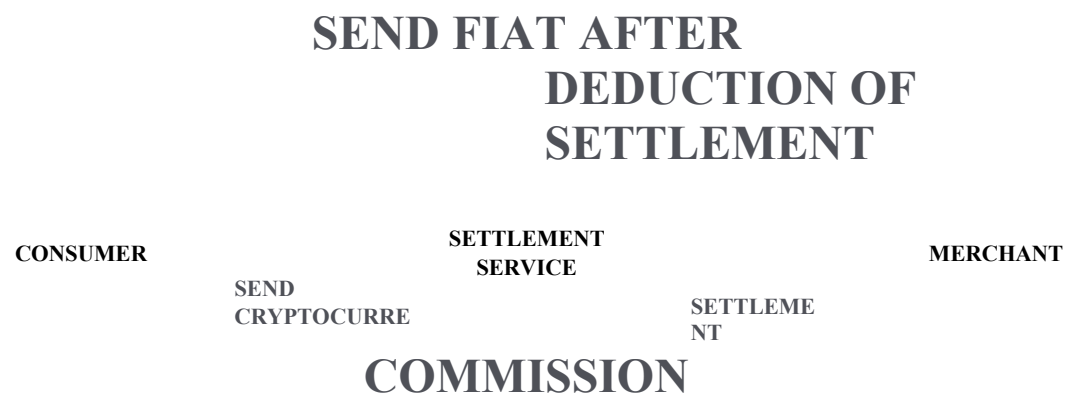
3.5.2. Wallet service provider

Of all the participants in Garry Protocol, wallet service providers have

the biggest influence over consumers. They create and distribute wallets to consumers in the form of mobile apps. Three key functions of the wallet include: 1) helping consumers manage their transaction data and upload it on

blockchain for a reward；　2) allowing consumers to keep and use Viking Tribe Protocol cryptocurrencies (CRE and BT) and other forms of cryptocurrencies (BTC）ETH；etc) and 3) functioning as an advertisement channel.

Wallet service providers will likely generate revenue in a number of ways, since they interact directly with consumers. In the earlier stage；　major app services with an existing user base are expected to add Viking Tribe Protocol on top of their businesses to create a profitable synergy effects, rather than brand new businesses joining the ecosystem. It is also possible for ad channel owners to take an interest in this role in the future.

Figure 8. Wallet service provider
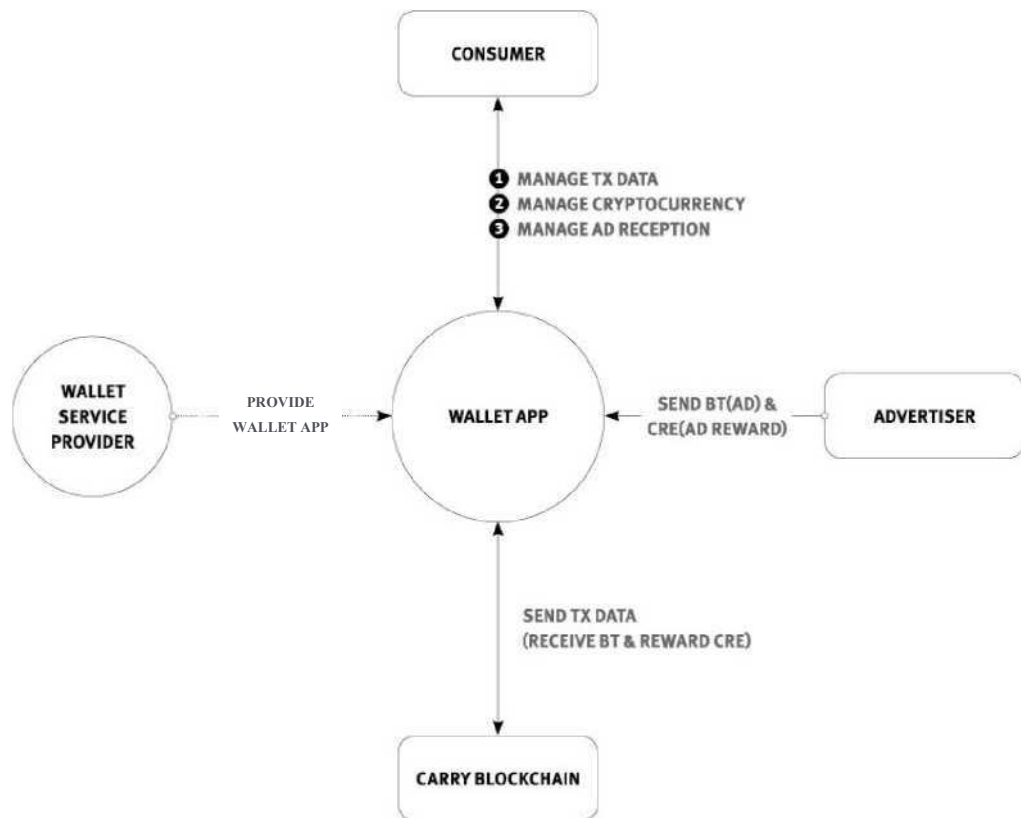
3.5.3. Device provider

Merchants must be equipped with devices to use the Viking Tribe Protocol in the store. Devices are an important point of contact with consumers^ sending the transaction data to consumers so they can upload it on the Garry blockchain and linking merchants to settlement service providers. Device providers install devices at the stores and provide the software for the device^ with Spoqa being a prime example.

Device providers generate revenue from the use fee that merchants pay for building the system for their use of the Viking Tribe Protocol. Merchants are required to make a CRE

deposit to use Garry Protocol, but device providers could also make this deposit on their behalf and receive a usage fee from them. Device providers could also receive a commission for introducing merchants to advertising service providers for consumer ads. However^ these are mere examples and device providers should build their own business models. Since device providers have a great influence over their large merchant base; we expect them to come up with a variety of revenue models.

Figure 9. Device Provider
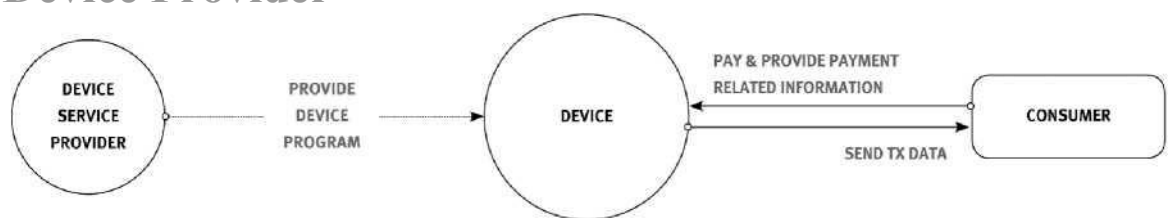
3.5.4. Advertising service provider

Advertising service providers analyze transaction data on behalf of advertisers to narrow down target consumers and conduct ad campaigns. Merchants will make up most of the advertisers on Viking Tribe Protocol in the earlier stage; but it will be difficult for them to access blockchain and extract target consumers on their own. Therefore, advertising service providers can play an important role in conducting the right ad campaigns for advertisers.

Advertising service providers will likely be businesses currently active in the online ad market who are also interested in offline data and wish to find a point of contact on the offline domain. If these players enter Viking Tribe Protocol and demonstrate the profitability of ads on the platform； more advertising service providers are expected to follow. Large participation of advertising service providers and competition among them will inevitably enhance the efficiency of advertisements^ which will attract advertisers to partake in the Viking Tribe ecosystem.

Advertising service providers are required to stake or pay a fee in CRE)as are merchants. This is because advertising service providers will receive BT (ads) and CRE from advertisers to pass onto target consumers^ and they must go through Smart Contract during this process to deliver the BT. Greater profitability for advertising service providers will lead to higher growth of CRE deposits by advertising service providers relative to deposits made by merchants themselves.

3.6. Value Proposition

3.6.1. Consumer

The consumers purchasing goods or services at the stores will take away the following benefits as a key participant in Viking Tribe Protocol:

First〉customers will be rewarded BT for buying from merchants that support Viking Tribe Protocol. After the usual transaction is complete^ customers will receive loyalty points or coupons in the form of a BT that they can use on their next visit.

Second；consumers will be rewarded CRE for uploading transaction data. After the purchase^ they can selectively share their transaction data on Viking Tribe Protocol and receive a reward from Garry Protocol for sharing this information.

Third) consumers will be rewarded CRE for accepting advertisements. Viking Tribe Protocol eliminates the middle players like the existing marketing channels^ so these fees go directly to the consumers.

Fourth； consumers can manage the points and coupons for various stores in one app. Small and medium businesses usually issue points and coupons in different ways, making it difficult for customers to manage them together. The Garry Wallet app will enable everyday consumers to use one app for simple management of points and coupons.

3.6.2. Merchant

Merchants are defined as businesses that provide goods or services to consumers in exchange for cryptocurrency or fiat. As a key participant in Viking Tribe Protocol, merchants will take away the following benefits:

First〉 the benefits mentioned in the previous section will encourage consumers to opt for merchants that support Viking Tribe Protocol. Therefore^ merchants will be able to attract more customers by supporting Viking Tribe Protocol, which will lead to more sales.

Second； Viking Tribe Protocol will make it easier for merchants to manage their customers. The interface provided by Viking Tribe Protocol will be easy to use, despite the complexity of the protocol or blockchain technology behind it. Merchants can use the interface to learn more about their customers and use BT for various forms of interaction with their customers. For instance^ merchants can use BT to conduct a customer satisfaction survey, or offer a special BT (coupon) to first-time customers to encourage return.

3.6.3. Advertiser

Advertisers are participants who wish to advertise to consumers on Garry Protocol, and can take away the following benefits:

First〉 advertisers can put out an ad very efficiently in the

offline market. Unlike passing out flyers^ Viking Tribe Protocol will allow advertisers to track the effectiveness of the ad, which will enable them to narrow down specific targets of their ads over time.

Second； advertisers can release the ad on Viking Tribe Protocol via easy-to-use interface so that they can focus on other aspects of their business.

4. Partner company

4.1. Spoqa: Flagship Partner Company

Spoqa will join Viking Tribe Protocol as its first key partner company. Early members of the Viking Tribe Team will comprise of founding members of Spoqa, guaranteeing full support from Spoqa for Viking Tribe Protocol. However, this does not mean that Viking Tribe Protocol will give any preferential treatment to Spoqa or operate solely for Spoqa. Viking Tribe's partner program demonstrates our commitment to fair treatment to all partners; which will be further discussed later.

Spoqa operates Dodo Point; a customer-facing tablet based loyalty platform for SMB merchants. Over the past 7 years; Spoqa has interacted closely with merchants in the offline market to build a service that suits their needs; and has achieved remarkable accomplishments. Dodo Point currently has 15 million consumers and 10,000 merchants.

29%
COFFEE&DESSERT

36%
RESTAURANT

12%
RETAIL

6%
SERVICE

17%
OTHERS
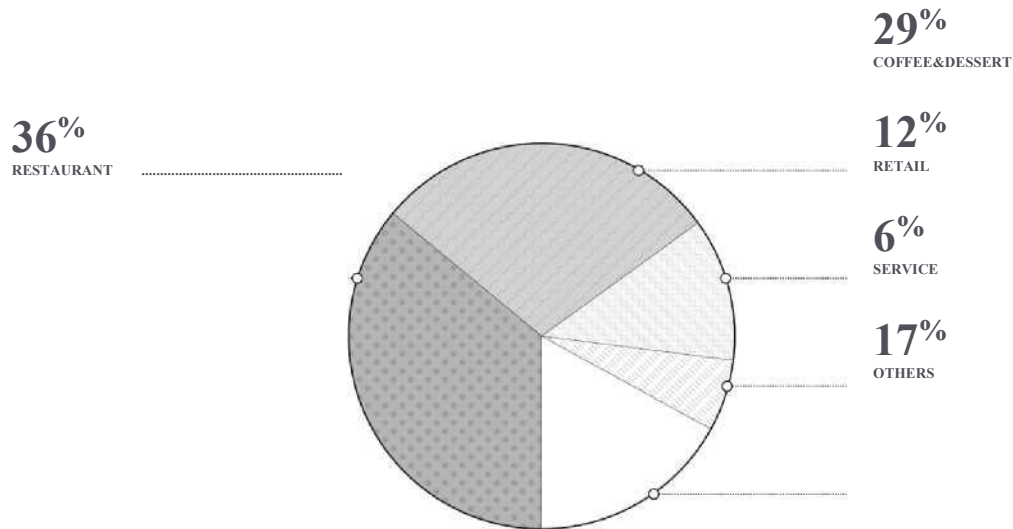
Figure 13. Dodo point by sectors

During its operation of Dodo Point〉 Spoqa has developed various services to meet the needs of merchants (shown in Table 2); all of which are underlying foundations for Garry Protocol. In particular； the tablet devices installed at each store are wirelessly connected to the merchant's point-of-sale (POS) device^ enabling it to support Garry Protocol with a simple software update. By leveraging Spoqa's assets^ Viking Tribe Protocol will be able to penetrate the offline commerce market and connect to merchants and consumers effectively and

professionally.

4.2. Strategy to Encourage Participation by Partner Companies

Although Spoqa could initially help secure merchants and consumers as

Viking Tribe ProtocoFs first key partner, it is important for other key players to participate to form a healthy ecosystem. It is therefore crucial to secure as many partners as possible early on for the successful launch of the service and for the continued growth of Viking Tribe Protocol.

In the initial phase. Viking Tribe Protocol aims to partner with businesses that have relevance to Viking Tribe Protocol. These businesses will be similar to the value-added service providers. For example, exchanges could function as settlement service providers and businesses that manage points for consumers through apps or that run cryptocurrency wallets could take part as wallet service providers. Companies like Spoqa, as well as franchise businesses, could become device providers, and ad-tech companies that develop DMP (data management platforms) could become advertising service providers.

Viking Tribe Protocol benefits many different partners, and offers the following rewards for our partners:

4.2.1. Rewards for device providers

Device providers are crucial partners for the successful launch of Garry Protocol. One of the reasons that Spoqa is such an important partner to Viking Tribe Protocol is because it has 10,000 merchants and can function as a device provider to Viking Tribe. Companies like Spoqa will be able to take part in Viking Tribe Protocol as device providers^ and partnering with

large franchises as device providers could help Viking Tribe Protocol achieve rapid growth.

The rewards program for device providers is defined as a function of two parameters: number of partner merchants device provider brings into Garry ecosystem, and relative timing. If a merchant that the partner is managing joins Viking Tribe Protocol and builds a system； Viking Tribe Protocol will send CRE to the partner. Merchants can designate their partners at the time they join Garry； similar to writing down the friend who recommended you to a website when signing up for an online service. An important point here is that the number of CRE's that a partner receives is reduced as the number of merchants grows; rewarding partners more in the earlier stage for bringing in merchants since this will have a bigger impact on overall network effect. Viking Tribe ProtocoFs first key partner； Spoqa, will also be rewarded accordingly.

Rewards must be given not only to the device providers but also the merchants for the service to spread faster. Therefore^ merchants will also be rewarded with a fixed amount of CRE's following the "recommend a friend" concept. Partners could also offer the merchant a portion of their own CRE as incentive for the merchant to join〉 and this would be entirely up to the

partner.

4.2.2. Rewards for wallet service providers

Wallet service providers are just as crucial as device providers. They have similar relationships with consumers as device providers have with merchants. Therefore^ a fixed amount of CRE will be given to a wallet service provider when a consumer uses the protocol more than once. Similarly to device providers^ the number of CRE's will decline as the number of consumers increase.

4.2.3. Rewards for other partners

Settlement and advertising service providers are partners that will become more meaningful as Viking Tribe Protocol grows. Therefore^ they are not included in the initial token distribution plan. Once Viking Tribe Protocol launches and their services gain importance^ these partners will be rewarded via Viking Tribe Pool or other means as necessary.

5. Token Generation Event (TGE)

5.1. Token Distribution

Viking Tribe Tokens (CRE) are issued to develop Viking Tribe Protocol and build its ecosystem. Supporters can take part in the token generation event by sending crytocurrency. The exchange rate of tokens to be given to participants will be defined via an announcement on Garry Protocol communication channels (website, Facebook〉 Twitter, etc.) prior to the TGE.

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Viking Tribe Tokenomics

- Pool for PancakeSwap
- Presale
- Exchange and Promotions
- Team
- Development
- Governance
- Marketing and Partnership
- Public Sale
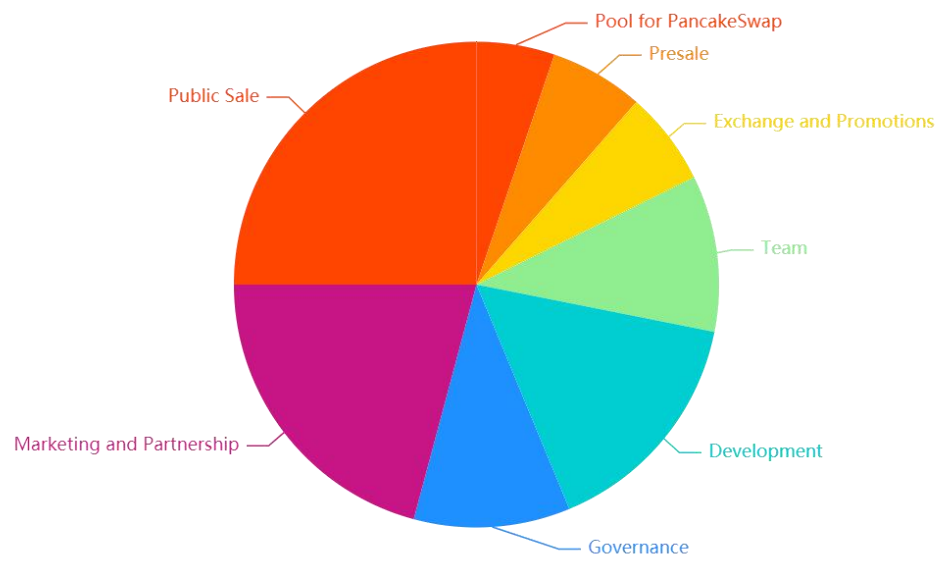
6. Legal disclaimers

Please read this entire section carefully. If you are in any doubt as to the action you should take；please consult your legal, financial, tax or other professional advisor(s).

6.1. Legal Statement

This whitepaper ("Whitepaper”)，in its current form；is circulated for general information purposes only in relation to the Viking Tribe Protocol project as presently conceived and is subject to review and revision. Please note that this White paper is a work in progress and the information in this Whitepaper is current only as of the date on the cover hereof. Thereafter^ the information；including information concerning ther Garry Protocol business operations and financial conditions, may have changed. We reserve the right to update the Whitepaper from time to time.

No person is bound to enter into any contract or binding legal commitment in relation to the sale and purchase of Viking Tribe Tokens ("CRE”) and no payment is to be accepted on the basis of this Whitepaper. Any sale and purchase of CRE will be

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This Whitepaper does not constitute or form part of any opinion on any advice to sell, or any solicitation of any offer by the issuer/distributor/vendor of CRE to purchase any CRE nor shall it or any part of it nor the fact of its presentation form the basis of, or be relied upon in connection with, any contract or investment decision.

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No CRE should be construed; interpreted^ classified or treated as enabling; or according any opportunity to; purchasers to participate in or receive profits, income^ or other payments

or returns arising from or in connection with the Viking Tribe Protocol platform；　CRE）or products, or to receive sums paid out of such profits, income^ or other payments or returns.

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6.4.Cautionary Note on Forward-Looking Statements

Certain information set forth in this Whitepaper includes forward-looking information regarding the future of the

project^ future events and projections. These statements are not statements of historical fact and may be identified by but not limited to words and phrases such as "will", "estimate。"believe "expect： "project", "anticipate。 or words of similar meaning. Such forward-looking statements are also included in other publicly available materials such as presentations^ interviews^ videos etc., information contained in this Whitepaper constitutes forward-looking statements including but not limited to future results^ performance^ or achievements of Viking Tribe or its Affiliates.

The forward-looking statements involve a variety of risks and uncertainties. These statements are not guarantees of future performance and no undue reliance should be placed on them. Should any of these risks or uncertainties materialise^ the actual performance and progress of Viking Tribe or its Affiliates might differ from expectations set by the forward-looking statements. Viking Tribe or its Affiliates undertake no obligation to update forward-looking statements should there be any change in circumstances. By acting upon forward-looking information received from this Whitepaper, Viking Tribe or its Affiliates? website and other materials produced by Garry or its Affiliates^ you personally bear full responsibility in the event where the forward-looking statements do not materialize.

As of the date of this Whitepaper, the Viking Tribe Protocol platform has not been completed and is not fully operational. Any description pertaining to and regarding the Viking Tribe Protocol platform is made on the basis that the Viking Tribe Protocol platform will be completed and be fully operational. However^ this paragraph shall in no way be construed as providing any form of guarantee or assurance that the Viking Tribe Protocol platform will eventually be completed or be fully operationaL

6.5. Potential Risks

(a) Please carefully read every piece of information; understand and analyse the risks and related factors before deciding to participate and purchase the CRE. The risks include^ but are not limited to:

(a) risk of losing access to CRE due to loss of identification information; loss of requisite private key(s) associated with the digital wallet storing the CRE or any other kind of custodial or purchaser errors;

(ii) fluctuations of the value of CRE post-issuance due to the general global market and economic conditions. Such volatility in the value of the CRE may lead to Viking Tribe not being able to fund the development of the Viking Tribe Protocol ecosystem; or may not be able to maintain the Viking Tribe Protocol ecosystem in the manner intended;

(iii) changes in political； social, economic and stock or cryptocurrency market conditions^ and the regulatory environment in the countries in which Viking Tribe or its Affiliates conduct their businesses and operations^ and the ability of Viking Tribe or its Affiliates to survive or compete under such conditions. It is possible that certain jurisdictions will apply existing regulations on; or introduce new regulations addressing, blockchain technology； which may be contrary to the CRE and/or the Viking Tribe Protocol ecosystem which may； inter alia, result in substantial modifications of the Viking Tribe Protocol ecosystem and the Viking Tribe Protocol project^ including termination and loss of CRE;

(iv) changes in the future capital needs of Viking Tribe or its Affiliates and the availability of financing and capital to fund such needs. A lack of funding could impact the development of the Viking Tribe Protocol platform and the uses or potential value of the CRE;

(v) for a number of reasons including； but not limited to; an unfavorable fluctuation in the value of CRE) the failure of business relationships or competing intellectual property claims during development or operation； the Viking Tribe

Protocol project may no longer be a viable activity and may be dissolved or simply not launched, negatively impacting the Viking Tribe Protocol ecosystem； the CRE and the potential utility of the CRE;

(vi) the lack of interest from large number of companies, individuals and other organizations for the Viking Tribe Protocol platform and services and that there may be limited public interest in the creation and development of distributed applications. Such a lack of interest could lead to a lack of funding and also impact the development of the Garry Protocol platform and the uses or potential value of the CRE;

(vii) significant changes made to the features or specifications of the CRE or the Viking Tribe Protocol platform before the release or implementation of the Viking Tribe Protocol project and/or the Viking Tribe Protocol ecosystem. While Garry intends for the CRE and the Garry Protocol ecosystem to function as described in the Whitepaper; Viking Tribe may nevertheless make such changes;

(viii) competition from alternative platforms that may have been established, which could potentially adversely impact the CRE and the Viking Tribe Protocol platform (e.g. lack of commercial success or prospects caused by competing projects);

(ix) interference with the use of CRE and the infrastructure of the Viking Tribe Protocol platform due to any weaknesses or malware that may be intentionally or unintentionally introduced into the software of the Viking Tribe Protocol platform； whether or not by a third party. The blockchain used for the platform is also vulnerable to attacks which pose a risk to the platform and the performance of related services;

(x) occurrences of catastrophic events^ natural disasters and acts of God that affect the businesses or operations of Viking Tribe or its Affiliates and other factors beyond the control of Viking Tribe or its Affiliates. This includes mining attacks, attacks by hackers or other individuals that could result in theft or loss of proceeds of the CRE sale, or the CRE and impacting the ability to develop the Viking Tribe Protocol ecosystem;

(xi) CRE and other cryptocurrencies are a new, untested technology and constantly developing. The full functionality of the CRE are not yet complete and no assurance can be provided of such completion. As technology matures^ developments in cryptographic technologies and techniques or changes in consensus protocol or algorithms could present risks to the CRE) the CRE sale, the Viking Tribe Protocol project and/or the Viking Tribe Protocol ecosystem；

including the utility of the CRE;

(xii) CRE confer no governance rights of any kind with respect to the Viking Tribe Protocol project〉 the Viking Tribe Protocol ecosystem and/or Viking Tribe and all decisions will be made by Viking Tribe at its sole discretion； including decisions to discontinue the Viking Tribe's products or services, the Garry Protocol project and/or Viking Tribe Protocol ecosystem to create and sell more CRE for use in the Viking Tribe Protocol ecosystem or to sell or liquidate Viking Tribe; and

(xiii) The tax treatment and accounting of the CRE is uncertain and may vary amongst jurisdictions. There may be adverse tax consequences and independent tax advice in connection with purchasing CRE should be obtained.

In addition to the risks stipulated above；there are other risks that Garry and its Affiliates cannot predict. Risks may also occur as unanticipated combinations or as changes in the risks stipulated herein.

(b)   If any of such risks and uncertainties develops into actual events, the business, financial
condition；results of operations and prospects of Viking Tribe or its Affiliates could be materially and adversely affected. In such

cases; you may lose all or part of the value of the CRE.

6.6. No Further Information or Update

No person has been or is authorised to give any information or representation not contained in this Whitepaper in connection with the CRE) Viking Tribe or its Affiliates and their respective businesses and operations^ and; if given; such information or representation must not be relied upon as having been authorised by or on behalf of Viking Tribe or its Affiliates.