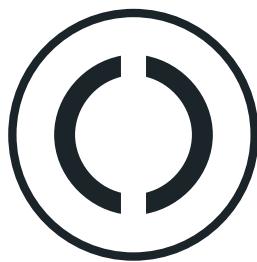


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ODYSSEY

# ODYSSEY

The Future of Decentralized Sharing Economy .  
The Foundation of  
Global Peer to Peer Ecosystem.

Contents in this version V1.2  
are subject to change at any time as project progresses

# CATALOG

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**ODYSSEY** The Future of Decentralized Sharing Economy .  
The Foundation of Global Peer to Peer Ecosystem.

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## ABSTRACT

# ABSTRACT

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ODYSSEY's mission is to build the next-generation decentralized sharing economy & Peer to Peer Ecosystem.

ODYSSEY aims to reduce overall operating cost, increase marketplace efficiency and boost ROI of product & service providers in the Global sharing economy & peer to peer ecosystem.

Using blockchain smart contract as well as AI and Big Data, ODYSSEY will empower the ecosystem with below revolution:

**One Credit/Trust-Based Protocol for all ODYSSEY ecosystem players:**

- Decentralized and Minimum Operating Cost
- Open Source and Scalable
- Trustworthy and Anonymous
- Autonomous and Better Compliance
- Incentivized Participation
- Monetization

**Peer to Peer Ecosystem Community:**

- Decentralized and Minimum Transaction Cost
- Easier Monetization
- Better Distribution and Matching
- Quicker Transactions without payment barriers

# 2

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ODYSSEY MISSION -  
RETURN HOME,  
IN THE AGE OF OVERSUPPLY

# ODYSSEY MISSION: RETURN HOME, IN THE AGE OF OVERSUPPLY

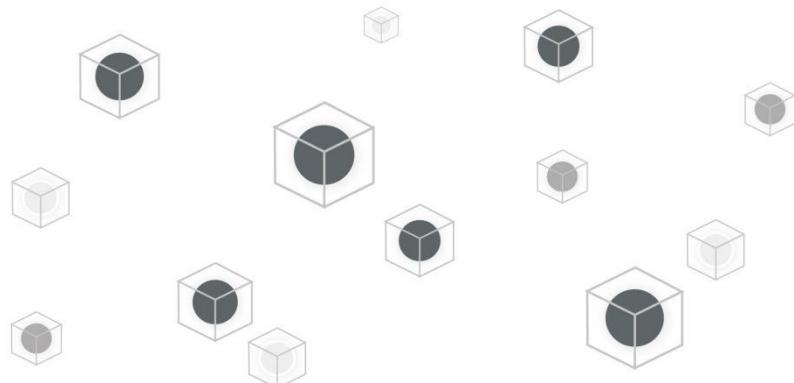
ODYSSEY is a revolutionary mission against current centralized sharing economy to build one decentralized sharing economy and peer to peer ecosystem.

The sharing economy has been rapidly emerged as a large and expanding force. This is powered by declining transaction costs. Smartphones, internet connectivity, and the cloud allow consumers to efficiently search for their desired goods and services, understand the terms, ensure timely logistics, and enforce the agreed-upon contract. Formerly frustrating transactions have become hassle-less.

In the future, sharing will become the norm and ownership will be a luxury. You may own nothing but you can simply share everything. You can adjust your expenses flexibly in accordance with the demand. You purchase something that you actually need instead of spending more. Sharing will also enable utilization of spare resource and increase the overall income and welfare of the society.

This sort of sharing economy enables us to convert the deal of property ownership into deal of right & use. Basically, it is a realization of the “on-demand” deal which highly increases the efficiency to use assets and services, and simultaneously, reduces the overall cost.

However, current sharing economy is far away from optimum:



## 2.1 THE HIDDEN EVIL - DATA SECURITY AND PRIVACY

Many sharing economy companies are “data controller” because they decide what and how personal data will be collected and used.

Controlling and dealing with personal data is integral to the activities of sharing economy platforms. Users may be required to share a range of information about themselves, including their location, address, job or the services they provide or use – and those users are becoming more aware of and concerned about the way that their data is collected, stored and shared.

These concerns have been heightened by a number of high-profile data breaches where digital platforms have been subject to malicious attacks resulting in disclosure of users’ personal data. Irrespective of the cause, negative publicity and erosion of users’ trust arising from a data breach is highly damaging to the development of the sharing economy.



## 2.2 REGULATION VS. REPUTATION

While sharing economy continues to explode, Information asymmetry issues become symmetrical, but the downside of things going wrong is much more severe: Reputational mechanisms indeed drive the sharing economy. Such mechanisms, conducted over a given service platform, include user reputation, peer reviews and

identity verification and are often involved in services in which consumer safety is at a life-or-death level. In ride-sharing services, for example, a driver's history is a significant issue for riders, and a bad driver could kill you.

People could list anything, but sharing economy does not yet have an effective review system. Giants like Airbnb offers a detailed history of an accommodation, processing financial transactions as an independent third party and providing comment mechanisms. However, such mechanism often allows reviews and ratings after the transaction happens and/or service completed. Such mechanism could also be biased, as the rules are centrally developed by the platform, and could be manipulated and intervened by the platform itself to generate revenue stream.

Thus, the rise of peer-to-peer networking and the burgeoning “sharing economy” has been a hot topic in many government policy conferences, where participants explored whether any new regulation is needed. In a wide-ranging conversation covering rapidly changing business models, potential regulatory obligations and consumers’ increasing dependence on reputational feedback mechanisms, economists, industry representatives and academics hashed out what is clearly a complex system.

Remember, sharing economy is still a highly regulated industry by government enforced policies, and even banned in many countries or cities.



## 2.3 THE GAME IS NOT FAIR, SHARING IS COSTLY

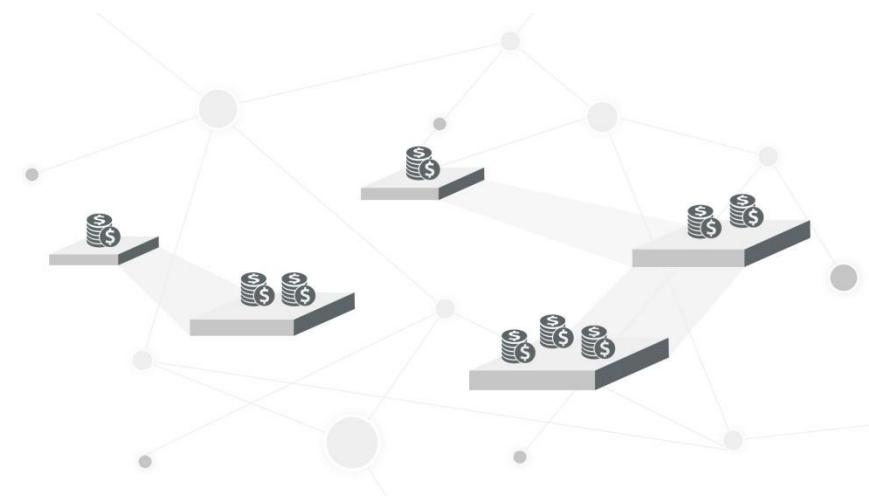
Let's look at the economic effects of the sharing economy.

Although the sharing economy is generating overall increased income and welfare, the distribution is likely to be uneven.

First, Current Sharing economy platforms are two-sided systems characterized by strong network externalities, creating the tendency towards natural monopoly and allowing for high margins to be charged by the platform itself. This raises the operating cost of sharing asset providers.

Second, among supply side of the sharing economy, people profit most are owners of valuable assets. Even that everyone can easily turn their asset into shared capital assets, valuable goods are typically concentrated in a small group of well-off people, in the end, not everyone can own valuable assets.

Third, among demand side of the sharing economy, everyone contributes to the “sharing” participation, the rating system of the sharing economy and the sharing community, however, there is no effective incentive mechanism to reward users to participate, well behave or contribution to the ecosystem’s self-regulating.



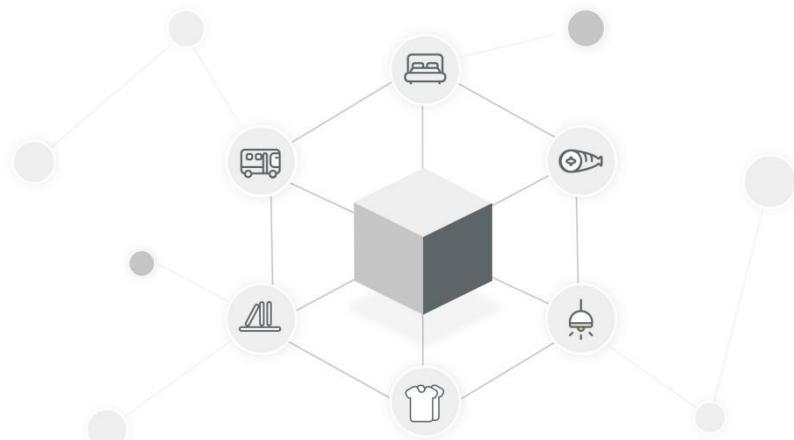
## 2.4 SHARING ECONOMY IS SEGMENTED

SHARING is a common belief, however, sharing economy is totally segmented as closed circles.

Let's look the current sharing economy landscape.

The Internet had its genesis as a tool for sharing information, and its earliest origins served only select scientific and military communities. Over time, it became the World Wide Web, including the power of peer-to-peer networking. It's not just information that's shared today – it's just about everything. It might be a ride across town, or across the continent. Travelers share their homes, investors share their ideas and anyone with high-value assets or skills is able to make them accessible, for a price, to a global marketplace – as part of the sharing economy.

However, the sharing economy is yet connected. Every industry has its own central node, its own rules and mechanisms, its own user information and transaction information. It's definitely against its origin of sharing everything and connecting everything.



We believe the sharing economy can only be truly empowered if all dots are connected as one sharing economy ecosystem.

One protocol, mutually integrated operating mechanism, one value, to achieve a truly efficient and highly self-regulating and self-upgrading ecosystem.

ODYSSEY is aiming to utilize blockchain technology together with AI and Big Data to overcome all the obstacles on the road in order to build up a future sharing economy.



# ODYSSEY'S VALUE

In Homer's epic poem "The Odyssey," the main character Odysseus is rescued by the Greek gods from his imprisonment after the fall of Troy and embarks on a treacherous journey to return to his homeland. During the journey, he faces many obstacles that challenge his faith and loyalty. "The Odyssey" explores several virtues and moral values that eventually lead to Odysseus's successful return: Loyalty, Self-Control, Perseverance and Compassion.

A journey back to what we truly believe is never easy. Even though we sometimes falter and some of our decisions have negative consequences, the allegiance, love for what we believe and desire to return to what we believe never wanes.

We never lose our soft side, our virtue, while facing opposing forces. We stay loyal to our faith, self-control in front of evil temptations, we never give up in front of obstacles and challenges. We once look out to conquer the universe, now we are returning home to make it a better place than when we left it.

We want to build a faithful sharing economy system where:

- Everything can be shared, everything can be connected. Sharing is the new ownership.
- Everyone should have the full ownership of the data they possess and create. Data must be freely owned, and will not be used to exchange for the right to participate sharing economy system.
- Freedom to share, free to share. Everyone contribute to the ODYSSEY sharing economy will be entitled to proportional rewards for their contribution, according to ODYSSEY's rewarding mechanism.
- Credit is priceless and Credit should be rewarded, according to ODYSSEY's credit protocol mechanism.
- Sharing economy should be non-monopoly and unbiased for everyone.
- Sharing Economy should be autonomous.

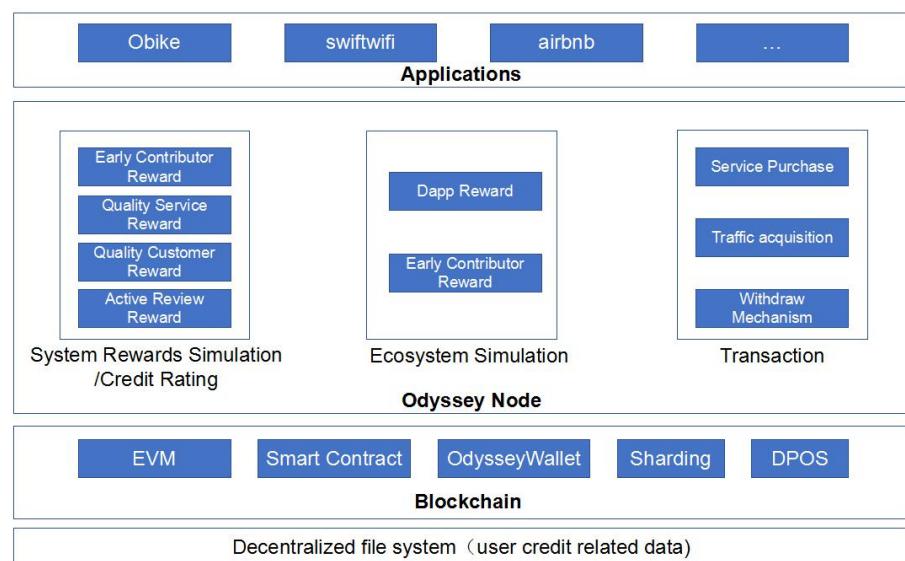
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## ODYSSEY'S INFRASTRUCTURE

# ODYSSEY'S INFRASTRUCTURE

- An autonomous, high efficiency, low cost, credit-based, highly incentivized marketplace
- Dynamic Economic Stimulation Mechanism to reward every individual who participates sharing economy ecosystem.
- Dynamic Economic Stimulation Mechanism to reward every DAPP (sub ecosystem) who contribute to the sharing economy landscape.
- ONE high quality payment network to connect entire sharing economy
- ONE universal trustworthy credit-based protocol and single UID to empower entire sharing economy
- Open Source and embrace revolution



5

ODYSSEY PROTOCOL -  
THE UNIVERSAL DECENTRALIZED  
SHARING ECONOMY

# ODYSSEY PROTOCOL - THE UNIVERSAL DECENTRALIZED SHARING ECONOMY

In ODYSSEY, we highly value every participant in the entire ecosystem, and will evaluate everyone's contribution to the ecosystem based on ODYSSEY's mechanism. Individuals, Groups, Dapps will all be able to contribute to the ecosystem as below roles:

## **5.1 ROLES IN ODYSSEY ECOSYSTEM**

### **1) SERVICE PROVIDER - EVERYTHING AS A SERVICE**

As the foundation and core value creator of the ecosystem, service providers will be incentivized and rewarded with OCOINs based on ODYSSEY'S mechanism.

## 2) SERVICE REVIEWER - THE SUPPORTING FORCE OF THE COMMUNITY

Service Reviewer is an important role in the ecosystem by providing objective, thorough review of previously purchased services, which will benefit both the Service Provider as well as potential Service Consumer. Thus, will be rewarded with OCOINs based on ODYSSEY's mechanism.

Interactions such as Like/Dislike/Comment/Share/Recommend/ will be rewarded with OCOINs as per ODDYSSEY's mechanism.

Rewards will factor in both the quality of interaction and the user's credit record. Improper Interactions will be penalized with both OCOIN reduction and Credit Reduction.

## 3) SERVICE CONSUMER – THE BOOSTER OF THE ECOSYSTEM

Service Consumer is a critical role in the ecosystem. Service Consumer purchases services with OCOINs, consumer's behavior quality during the entire service lifetime will also be recorded and will dynamically impact the service consumer's credit.

All these data are the foundation to build a credit-based, decentralized sharing economy and the foundation of the peer to peer ecosystem.

## 4) COMMUNITY OPERATORS – THE GATE KEEPERS

In order to empower the autonomous of the ecosystem. Community Operators will be selected based on his/her credit and overall contributions. Community Operators will be rewarded with OCOINs by monitoring and reporting services that are against the Ecosystem value and protocol.

## 5) DEVELOPER - THE ECOSYSTEM CONSTRUCTOR

ODYSSEY will be an open-source and highly incentivized system. All developers who develop Dapp Sub-Ecosystems, or develop supporting services/tools to the Ecosystems or Sub-Ecosystems will be rewarded with OCOINs based on ODYSSEY's mechanism.

ODYSSEY will also reward developers who contribute to the ecosystem protocols, bug fixing, system upgrade, etc.

## 6)Miners

After ODYSSEY releases our Public Chain, miners will play a significant role in the ecosystem. miners will receive transactions fees.

## **5.2 OCOIN WALLET AND SMART CONTRACT**

### **1) OCOIN WALLET**

ODYSSEY will also develop the ODYSSEY Wallet, which will handle all ODYSSEY-related transaction activities such as creating the user's wallet on the Ethereum blockchain (or future ODYSSEY public chain).

In the ODYSSEY Wallet API/SDK, all communications are securely encrypted via 256-bit encryption. The Wallet's private key will be only accessible by the wallet owner. Transactions will also only be authorized by the ODYSSEY wallet owner. ODYSSEY does not keep any credentials information in the system.

We realize that the complexity of transaction fees, encryption necessitating private and private key management and alphanumeric addresses may create significant barriers to mass adoption. To address these issues, ODYSSEY will plan to develop simpler authentication methods such as biometric. ODYSSEY will also utilize different solutions to minimize transaction fees while keeping transactions fully transparent.

### **2) SMART CONTRACT**

ODYSSEY Smart contracts will be created on the Ethereum Virtual Machine (EVM).

Smart contracts are used to immutably track and transfer value and safely manage sensitive data. The information on Ethereum blockchain or future ODYSSEY public chain is completely transparent and can be seen by anyone.

ODYSSEY Smart contract is the core and universal protocol for all Dapp/sub-ecosystem under one ODYSSEY ecosystem.

ODYSSEY will utilize IPFS (Interplanetary File System) to further protect sensitive information with additional hash capabilities and creating permissioned blocks.

ODYSSEY smart contract contains ODYSSEY's information required in credit-based protocol, which can only be assessed by users with blockchain address and key to the hash.

### **5.3 ODYSSEY SYSTEM REWARDS STIMULATION PROTOCOL**

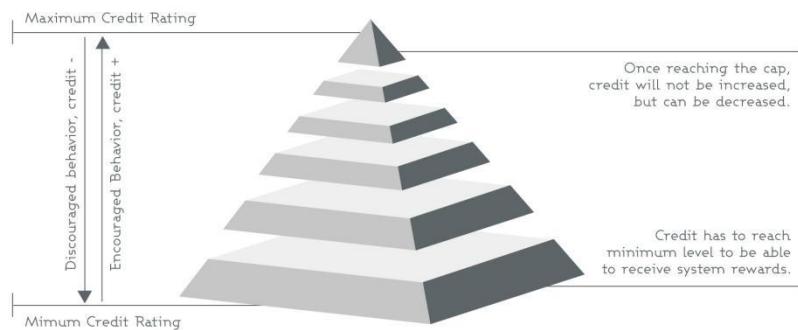
In ODYSSEY smart contract, we will build an effective economy stimulation mechanism to encourage everyone to contribute to the ecosystem.

All rewards will be directly linked with credit, in order to encourage and regulate everyone to provide good quality services, provide objective reviews, to enable the ecosystem to be autonomous.

ODYSSEY credit protocol will set minimum credit value and maximum credit cap. Everyone need to reach minimum credit in order to be able to receive rewards, and credit value will be capped at maximum.

In ODYSSEY, we believe all format of contribution from everyone should be incentivized and have a clear rewarding mechanism. This is essential to keep the ecosystem going to the next level.

## 1) CREDIT RATING



## 2) SYSTEM REWARDS FOR EARLY CONTRIBUTORS

In ODYSSEY ecosystem, all profit generating from each service itself will 100% goes to service provider. Additional System Rewards will also be dynamically related to the service provider's real time credit rating, as well as the entire ecosystem's service provider density and transaction volume. More rewards for better rating, More rewards during low supply period and low transaction volume.

Thus, early contributors to the ODYSSEY ecosystem will have higher system rewards. As the ecosystem scales, the system rewards will reduce, and eventually decay to 0. When the ecosystem is fully established, supply and demand will be equally generated and incentivized from within, without rely on system rewards.

## 3) SYSTEM REWARDS FOR QUALITY SERVICE PROVIDERS

Good services should be rewarded, the more a service is purchased, used, recognized, recommended, the more rewards will be given.

#### 4) SYSTEM REWARDS FOR PROMPT SERVICE CONSUMERS

Good quality consumers should be rewarded. Service consumer with more frequent usage of service, more transaction amount, better community contribution will be given more rewards.

#### 5) SYSTEM REWARDS FOR ACTIVE SERVICE REVIEWERS

Reviews in the ecosystem is always highly valued. Good quality reviews are the critical part to regulate the healthy growth of the ecosystem, it both encourages the service provider to improve the service quality, also promote the better quality services in the rest of the ecosystem.

The reviews will also be peer regulated, and will be linked to service reviewer's credit. If service reviewer's review has more support from other reviewers than disagreement, the review will be give system rewards, and positive credit.

### 5.4 ODYSSEY ECOSYSTEM STIMULATION PROTOCOL

In ODYSSEY, we believe all Dapp sub-ecosystems who participate and contribute to the entire ecosystem should be rewarded.

All Dapp sub-ecosystems highly increase the variety of service in the entire system and contribute to the integration of all data based on same protocol on blockchain to increase ecosystem effectiveness.

All Dapp sub-ecosystem integrated in ODDYSEY ecosystem will be rewarded dynamically based on the user base size and quality, DAU and growth rate, etc.

Early Developed or Integrated Dapp sub-ecosystems in ODDSSEY will have higher rewards to recognize its contribution to the ecosystem growth.

### 5.5 USER CREDIT PROTOCOL

Service Provider and Service Consumer must follow mutual selection mechanism, Service Provider could select service consumer with better credit rating, and vice versa.

## 5.6 PURCHASE OF SERVICES

Service provider is free to set dynamic price. Service consumer purchases service with OCOINs or sub-ecosystem coins.

## 5.7 TRAFFIC ACQUISITION

After ODYSSEY has reasonable scale of user base and traffic, we will develop advertisement system to enable more Dapp to efficiently acquire user with OCOINs. All advertisement profit in ODYSSEY will be reimbursed back to the system reward pool to further stimulate the growth of the ecosystem.

ODYSSEY does not take commission.

## 5.8 TRANSACTION PROTOCOL

The blockchain transaction confirmation mechanism is critical to enable the autonomous self-regulating of the ecosystem.

### 1) TRANSACTION PROTOCOL

ODYSSEY will strictly monitor and eliminate click farming. All transaction will be frozen in the system for 7 days, during which, user is only able to view, and system will validate the transaction. Once validated, token will be transferred to user's OCOIN wallet.

### 2) WITHDRAW MECHANISM

Every user's coin withdraw limit will also be linked to the user's credit rating. Lower rating users will have lower coin withdraw limit.

We value long term credit building in the ecosystem and want to provide ecosystem reward incentivizing while not sacrificing the long term value creation in the whole ecosystem.

## 5.9 COMMUNITY GOVERNANCE

### 1) DECISION COMMITTEE

Decision Committee is the supreme decision-making body of the ODYSSEY Foundation and assumes the final decision. There is no seniority among the Committee members. The Committee is responsible for reviewing and approving the Foundation's major affairs, such as strategic planning, budgeting, updating protocol in the ecosystem on behalf of the Foundation.

Initial Decision Committee members are the founding members of ODYSSEY foundation. The subsequent decision committee will be selected through voting, and will be rewarded for their contribution to establish and improve the ecosystem.

### 2) COMMUNITY COMMITTEE

Community Committee will be selected through voting, from users above the minimum required credit rating. Voting power will be based on the OCOIN holding volume.

10 Community Committee member will be selected every year.



## 5.10 ALGORITHMS

### 1) EARLY CONTRIBUTOR REWARD PSEUDO CODE

Sharing Economy efficiency highly depends on supply and demand sufficiency. In order to better incentivize more participants from both supply and demand side, ODYSSEY will design rewarding mechanisms especially to reward early stage contributors:

*Sample Algorithm:*

```
supplyMarketRatio = min (PRE_SET_SUPPLY_VOLUME/currentSupplyVolume,  
SUPPLY_THRESHOLD)  
demandMarketRatio = min  
(PRE_SET_SUPPLY_VOLUME/currentSupplyVolume,  
DEMAND_THRESHOLD)  
// less supply, more reward  
serviceProvider.reward = min (serviceProvider.credit, MAX_CREDIT) *  
overSupplyRaito * rewardRatio  
// less demand, more reward  
serviceBuyer.reward = min (serviceBuyer.credit, MAX_CREDIT) *  
demandMarketRatio * rewardRatio
```

### 2) QUALITY SERVICE REWARD ALGORITHM

To better measure the quality of services in ODYSSEY ecosystem and encourage long term good behaviors in the community, ODYSSEY protocol will update all service providers' credit rating after each service completion.

Sample Algorithm:

```
credit = alpha * lastCredit + latestCredit;
```

Alpha is decay factor, service provider's most recent service will have higher impact on the credit rating, this will incentivize service provider to continuously improve their service quality.

In order to better review a complete service, ODYSSEY system will consider feedback from user end and the actual transaction value. Every services will have different transaction value, the higher transaction value, higher willingness to pay by user, the more responsibility a service provider should have. ODYSSEY will design a value function to balance the impact from service quality and price.

***Sample Algorithm:***

```
If there is good score or remark related to this service  
    latestCredit = 2 * value (serviceFee)  
If there is bad score or remark related to this service  
    lastestCredit = -1 * value (serviceFee)  
Else  
    latestCredit = value (serviceFee)
```

**3) QUALITY SERVICE CONSUMER REWARD ALGORITHM**

To better measure the Service Consumer Behavior in ODYSSEY ecosystem and encourage long term good behaviors in the community, ODYSSEY protocol will update all service consumer' credit rating after each service completion.

***Sample Algorithm:***

```
credit = alpha * lastCredit + latestCredit;
```

Alpha is decay factor, service consumer's most recent behavior in a service will have higher impact on the credit rating, this will incentivize service consumer to continuously improve their behavior.

If there is good score or remark related to the consumer for this session:

latestCredit = 2 \* value (serviceFee)

If there is bad score or remark related to this service

lastestCredit = -1 \* value (serviceFee)

Else

latestCredit = value (serviceFee)

#### 4) ACTIVE SERVICE REVIEWER REWARD ALGORITHM

We encourage service reviewer to provide timely and objective comments on the service provider. This will encourage service provider to provide better quality service and also promote the service to more potential consumer.

Reviews and Comments should be as soon as possible. ODYSSEY will introduce timeValue() function, the value will decay as time passes. Reviews and Comments in the early stage of the ecosystem, to better incentivize early contributors to build the ecosystem. Odyssey will also introduce function commentValue(), the value will reduce as number of comments increases.

##### ***Sample Algorithm:***

```
reviewerReward = timeValue(T) * commentValue (number) * value (serviceFee) *  
reviewRewardRatio
```

## 5) ECOSYSTEM STIMULATION

To better incentivize sub-ecosystem to be integrated in Odyssey Ecosystem. Odyssey will design stimulation mechanism based on Dapp's contribution to Odyssey ecosystem based on Dapp's DAU, growth rate, user behaviors, etc.

User Behaviors include but not limited to: total transaction amount, number of comments etc. All the data generated will be part of Odyssey DNA and will be flowing in the entire ecosystem.

### ***Sample algorithm:***

```
dAppReward = userValue(activeDAU) * totalTokenConsumed *  
dataValue(commentNum) * rewardRatio
```

userValue() can be designed as a laddered function, different user number range have different calculation factor. This will measure the user base contribution from Dapps to the entire ecosystem.

dataValue() can be designed as a laddered function, different comments number range have different calculation factor, this will better incentivize Dapp to encourage user to provide valuable comments and inputs.

Similarly, Odyssey will provide more rewards to early traffic contributors.

# 6

## ODYSSEY ROADMAP AND ADOPTION

# ODYSSEY ROADMAP AND ADOPTION

## 6.1 THE TRUE VALUE OF PRIVACY, DECENTRALIZED DATA STORAGE VIA BLOCKCHAIN

ODYSSEY will build a system to keep all information on distributed storage via blockchain. Some characteristics of blockchain, such as data is copied & maintained by multi-participant; data can be only read and can't be modified, ensure that all the data storage, transaction verifications and information transmission are decentralized and credible. Adoption of decentralized structure saves cost of data integration, calculation and maintenance of central platform. It helps to improve further operations' efficiency and reduce operation cost for sharing economy. The blockchain data characteristics of authenticity, tamper-proofing, completeness and transparency provide convenience for legal evidence tracking and also preventing malicious activities. Distributed billing & storage system improves fault tolerance of data as well. An excellent & strong anonymity of blockchain protects user's privacy so user's personal data won't be leaked by the third party.

- **SUPPLY SIDE** / Personal Information, Transaction Record, Community Interactions, Credit Information, Coin Wallet, etc
- **DEMAND SIDE** / Personal Information, Asset Information, Community Interactions, Credit Information, Transaction Record, Coin Wallet, etc
- **DAPP** / Traffic, User Base quality and size, Coin Wallet, Service Data, Credit Information, advertisement, etc.

## 6.2 THE RETURN OF CREDIT, SMART CONTRACT EMPOWERED CREDIT-BASED PROTOCOL

ODYSSEY credit-based protocol is designed to integrate “credit” in the entire ecosystem in an encrypted manner.

Instead of the post-transaction mutual rating system in the existing sharing economy, ODYSSEY’s credit-based protocol extends to all events in the ecosystem. According to ODYSSEY’s credit mechanism, all actions can be factored in the user’s unique credit matrix in the whole ecosystem, which is encrypted on the blockchain.

Credit Matrix will highly impact everyone’s life in the ecosystem: rights & privileges, cost of next participation in the system, penalty or elimination from the system. Rating system among different service type is integrated into one single central rating matrix and is universal to entire ODYSSEY ecosystem.

- **SUPPLY SIDE** / Viewing, Voting, Reviewing, Rating, Behavior, Sharing, Promoting, Transaction, etc
- **DEMAND SIDE** / Asset Rating, Service Rating, Behavior, Transaction, etc
- **DAPP** / Service Quality, Traffic Quality, etc

### 6.3 A SHARING ECONOMY FOR ALL - AN INCENTIVIZED DYNAMIC REWARDING MECHANISM

We believe monetization is a critical stimulator to sharing economy. ODYSSEY'S economy stimulator mechanism will measure all parties (supply/demand/Dapp) contribution to the ecosystem.

- **SUPPLY SIDE** / Viewing, Searching, Voting, Reserving, Using, Inviting, Rating, etc
- **DEMAND SIDE** / Listing, Sharing, Promoting, Rating, ROI, etc
- **DAPP** / Traffic acquisition, cross-sub-ecosystem collaboration, contribution to ODYSSEY's mechanism upgrade etc.

All interactions (peer-to-peer, peer-to-Dapp, Dapp-to-Dapp) will be rewarded with ODYSSEY token "OCOIN" from the system according to the mechanism algorithm. This is to incentivize the participation, contribution, community building, integration and scaling of the sharing economy.

All interactions (peer-to-peer, peer-to-Dapp, Dapp-to-Dapp) will also be associated with "OCOIN" flow from the two side of the interaction, which means Interactions = Transactions = two side rewards, so that monetization can happen from the upstream of the sharing economy actions, not only limited to service level transactions.

Apart from the existing shared asset. ODYSSEY user will also be able to invest in existing asset, or crowdfund future asset. Which is also under one universal credit protocol, one economic stimulation mechanism.

In Odyssey, everything can be shared, everything can be connected, all interactions can be monetized, it's an entirely unbiased mechanism for everyone to freely share and trade.

## 6.4 CONNECTING THE DOTS, THE ULTIMATE ONE SHARING ECONOMY

In ODYSSEY, all Dapps are sub-ecosystems, among which, OCOIN is the main token, all sub-ecosystems can develop its own token based on ODYSSEY OCOIN standard, OCOIN 20, which will make it easier for the token exchanges and Dapp support.

Each system could acquire traffic, conduct fundraising, contribute in AI and big data in Odyssey whole system, using OCOIN, while receiving OCOIN as reward based on the ODYSSEY economy stimulation mechanism.

Value can be circulated in the entire ecosystem, with single UID, universal protocol and mechanisms.

## 6.5 THE FOUNDATION OF GLOBAL PEER TO PEER ECOSYSTEM

Combining Blockchain smart contract with AI and Big data, ODYSSEY aims to enable entire peer to peer ecosystem with high efficiency, lower operating cost, better ROI.

ODYSSEY's credit-based ecosystem will go beyond the sharing economy to entire peer to peer ecosystem, to provide Dapp development support, effective advertisement system for user acquisition, exchange, and other ecological projects.

To address inherent limitations within Blockchain technology such as scaling, ODYSSEY will employ a strategy to deal with the scaling challenge is to perform off-chain transactions in a safe and reliable manner, then record these transactions in the EVM at a later time. The Ethereum road map includes plans to address this challenge, and once that plan is widely accepted in the EVM we will adopt that solution as it becomes available, but to fulfill our roadmap will build on an already existing solution.



ODYSSEY TOKEN - OCoin

# ODYSSEY TOKEN - OCOIN

**ODYSSEY's official token is OCOIN.**

OCOIN is the basic unit of accounts in ODYSSEY's blockchain. The value of all other tokens is derived from the value of OCOIN. Those who wish to enter or exit ODYSSEY must buy or sell OCOIN.

## TOKEN SPECS

- Total OCOIN tokens: 10 billion
- OCOIN token is ERC20
- Participant's wallets must be ETH ERC20 compatible
- Token Sale accepts: ETH

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TEAM

# TEAM

## 8.1 ODYSSEY Tech Team

### Ranran Liu

Former senior engineer in Tencent; Technology director in SND(shanda). Has rich experiences in blockchain Technology, advertising algorithm , big data, system architecture and technology management.

### Minxu Liu

Former data & algorithm expert in Alibaba; Key developer to design taobao's data platform and recommendation engine.

### Xianlong Shao

Former Senior Engineer in PingAn; Familiar with large-scale advertising business logic, involved in the development of the core module.

### Gaven Zhou

Graduated from Shanghai Tongji University, Computer Science and Technology Faculty in 2009. Worked as Key Technical Support and Program Lead Positions in many well-known companies including Tencent, Sony, Sohu ChangYou , Mokylin.

Chief Program Developer in Mokylin "Nationwide Warriors" project, the product was later managed by Tencent WeChat Team, and then sold to Guangzhou 37wan company at RMB 2.7 billion. CEO of Shanghai Magic Iron Technology Co.,Ltd, A-round valuation 60 Million RMB in 2015.

### **Bobby Yan**

Graduated from Central South University , Computer Science Faculty.Have work experience in many large companies, and has 13 years of program experience, is proficient in various programming languages such as C #, C ++, JS, Node.js and has extensive experience in project framework design and logic coding. Project direction involves games, financial products, gambling products, AR / VR etc.

### **Tank Hou**

Graduated from Tongji University and has work experience in a number of large companies such as SNDA and Mokylin. He has 11 years of server development experience. Proficient in a variety of server-side frame design. He has a variety of user-level server frame development experience.

### **Conster Liu**

Graduated from Beijing Jiaotong University, Computer Science Faculty. Have 10 years of experience in Information Security Technology. Have work experience in large-scale companies including Tencent and Mokylin, as a user Information Security Technology related position. Experienced in user information security, prevention of third-party attacks, plug-in technology etc.

**Tommy Lu**

Graduated from Shanghai Donghua University, Information Systems Faculty in 2008. Has 10 years of experience in Program Development, worked in the Komura, Sohu Changyou, 2K China and many other well-known companies. And in many companies his position was Chief Program Developer, Technical Support and others.

**Winnie Wei**

Graduated from Huanggang High School (top high school in China) in 2007 and Graduated from Tongji University in 2011. During her tenure in school, she received first-class scholarship each year and has work experience as Chief Officer in various social organizations in the school. After graduation, she joined Microsoft directly (the only member with a bachelor's degree in Microsoft in 2011) and joined MTK in 2015.

## 8.2 ODYSSEY Advisory Team

### **Mr. Yi Shi - Chief Advisor**

Yi Shi is the founder & CEO of technology company DotC United Group. The company owns mobile advertising platform Avazu, app developer DotC and data business intelligence platform Noogenesis. In 2014, Shi founded Teebik which is focused on global mobile game publishing. In 2015, Shi sold Avazu to Shenzhen-listed gaming company Zeus Entertainment for more than \$300 million to realise a back door listing onto China's A-Share, and he continued to oversee Avazu's advertising operations. In 2017, he privatised Avazu from A-Share and injected all Avazu's assets into DotC United Group within a \$360 million transaction.

Yi Shi is recognized 3 times by Forbes as one of China's and Asia's 30 under 30 entrepreneurs, made to 2016 Fortune China 40 Under 40, and Hurun 30 Under 30 for China 2017. He is also the chairman and founding investor of oBike, a young startup in the bike sharing space which aims to become the next generation transportation platform designed for the first- and the last-mile.

### **Mr. Justin Sun - Chief Advisor**

Justin Sun, born in 1990, graduated from University of Pennsylvania with Master degree in the US, and received Bachelor degree from Peking University. He is the founder and CEO of TRON, former Chief Representative of Greater China of Ripple. He is also the founder and CEO of Peiwo APP which is the leading audio content community in the world, and the initiator of the Revolutionary Road of Financial Freedom. In 2015, Justin became the only “post-90s” member among the first batch of students in Hupan University established by Jack Ma, the founder of Alibaba Group, so Justin is known as “Protégé of Jack Ma”.

In 2012, Justin began to get in touch with Bitcoin Community, and in 2013 he joined Ripple and worked as the Chief Representative of Greater China of Ripple, helping Ripple to successfully finish the A-round financing of \$30 million USD from IDG/Accel, and making Ripple to become one of the top 3 virtual currency systems in the world.

**Mr. Goh Jian Kai (Jake) - Advisor**

Jake graduated from National University of Singapore and New York University with Bachelor's Degree in Economics & Technopreneurship. He is the founder and CEO of RateX, a cross border payment solution and one of the fastest growing Fintech in Southeast Asia.

**Mr. Teow Teck Toe (Danny) - Advisor**

Danny graduated from the National University of Singapore's (NUS) Faculty of Engineering with First Class Honours, is the Chairman of boutique investments and advisory firm ICH Group, and has established the ICH Bursary at his alma mater. He is also a Co-Owner of Beeston Investment & Trade Inc.

During 1999 to 2000, he served as the COO of MyWeb Inc.Com. From 1997 to 1999, he was the Co-Founder and COO of TecnoChannel Technologies Sdn. Bhd. From 1996 to 1997, he served as a Senior Officer at the Economic Development Board of Singapore, where he worked at the Enterprise Development Division. He has also held marketing positions with 3M Inc. in Singapore and a Director of Wizoffice.com. He is a co-owner of Farina Investments Ltd.

**Mr. Aaron Tan - Advisor**

As the CEO of Carro Singapore, Mr. Aaron Tan has a passion for startups company, business strategy and Java.

Launched in June 2015, Carro is SEA's largest automotive transactional marketplace which makes online car buying and selling a breeze. Carro's mission is to promote transparency and trust in the automotive industry. The company has raised over \$20 million in funding to date and are currently present in Singapore, Indonesia and Thailand.

**Mr. Samuel Chan - Advisor**

With double degree in Science and Economics from the University of Michigan, Mr. Samuel Chan is the Vice President, Trader, Asian Fx & Interest Rates Head of Temasek.

Incorporated in 1974, Temasek is an investment company headquartered in Singapore. Supported by 10 offices internationally, Temasek owns a net portfolio value of S\$275 billion (US\$197 billion) as at 31 March 2017.

Former Vice President of ING with Proven Expertise in managing (i) client flows; and (ii) alpha / relative carry positions and very strong experience in product pricing, valuation, structuring, and risk management.

Former Ministry of Finance Desk Head, with rich experience in public policy formulation and implementation; focus on corporate/ international tax advisory. As Speechwriter for the Finance Minister, Samuel works closely with the government's senior management and political leadership.

**Mr. Yinglan Tan - Advisor**

Educated at Harvard, Stanford and Carnegie Mellon, Mr.Tan Yinglan is Founding Managing Partner at Insignia Ventures Partners. Prior to this, he was Venture Partner at Sequoia Capital where he was the first hire in Southeast Asia. On the investment front, Yinglan sourced multiple investment opportunities for Sequoia India including Tokopedia, Go-jek, Carousell, Appier (where he represented Sequoia on the board), Dailyhotel (where he represented Sequoia on the board), Pinkoi and 99.co. He was also involved with evaluation of these opportunities, diligence, writing of investment notes and supporting the investments with strategy, recruiting, business development and fundraising.

Yinglan was honoured as a Young Global Leader by the World Economic Forum in 2012. He also serves on the WEF Technology Pioneer Selection Committee Panel (2015-2017), Young Leader by the Milken Institute (2016), Top “40 leaders under 40” by Prestige Magazine (2015), one of 100 Leaders of Tomorrow by the St Gallen Symposium (2010), 100 Global Thinkers (2011) by think-tank Lo Spazio della Politica, a World Cities Summit Young Leader (2014), a WEF Global Agenda Council member on Fostering Entrepreneurship (2011-2013) and a Kauffman Fellow. Yinglan is the author of 3 books, namely, The Way Of the VC: Having Top Venture Capitalists On Your Board.(Wiley, 2009), Chinnovation - How Chinese Innovators are Changing the World (Wiley 2010) and textbook New Venture Creation – Entrepreneurship for the 21st Century - An Asian Perspective (Mcgraw Hill 2011).

**Mr. Tim Phang - Advisor**

Tim Phang is the General Manager of oBike's Singapore operations. Previously he led the marketing science capability at Uber for Asia-Pacific, during which time he oversaw the development of machine learning models to improve marketing effectiveness. Prior to that he led enterprise product development for advertising effectiveness measurement at LinkedIn, based in Asia. During this time, he served on the Interactive Advertising Bureau's Measurement and Standards Committee for South-East Asia, where he led the definition of common metrics and implementation of best practices for marketers using social media. Tim graduated from the University of New South Wales with degrees in Mathematics and Finance, and was a management consultant at Ernst and Young in Australia before being based in Singapore.

**Mr. Aaron Tiong - Advisor**

Aaron is Chief Business Officer of OBIKE, South East Asia's first bike sharing platform. Former Head of Partnerships of Uber APAC.

As a business professional with more than 20 years' experience, especially in Asia Pacific, he is culturally proficient across Asia and U.S with specialized knowledge areas in the mobile, digital, telecommunications and hardware space.

**MR Edward Chen - Advisor**

A go-getter with entrepreneurial aspirations, Edward started dabbling in startups after he graduated from Shanghai Jiao Tong University, with a major in the Internet of Things and Communication. With a keen interest in the sharing economy and technology, his initial startups centred around these ideas.

In 2016, the green advocate in him jumped on the opportunity to start a bike-sharing service in Singapore in a bid to reduce traffic congestion and carbon emission. As such, he co-founded oBike with a few like-minded entrepreneurs, leveraging on technology to provide an alternative short-distance commute option to urbanites. Today, oBike is the leading bike-sharing company in Singapore and the biggest in Southeast Asia. Within a short span of eight months, oBike has expanded globally to 20 different countries.

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PARTNERSHIPS

# PARTNERSHIPS

## 9.1 OBIKE

OBIKE will be the first sharing economy market place to be compatible with ODYSSEY Protocol.

oBike is a station-less bike sharing platform, providing a hassle free, more sustainable, healthy, tech-friendly, and economic mode of transport. Founded in Singapore in January 2017, oBike is Southeast Asia's first smart station-less bike-sharing company. In August 2017, oBike completed one of the largest fund raise in Southeast Asia, raising 45 million USD from global leading sharing economy companies.

## 9.2 TRON

TRON - Meet Decentralized Internet, The next Web 4.0 blockchain Dapp platform.

TRON is a world-leading blockchain-based decentralized protocol that aims to construct a worldwide free content entertainment system with the blockchain and distributed storage technology. The protocol allows each user to freely publish, store and own data, and in the decentralized autonomous form, decides the distribution, subscription and push of contents and enables content creators by releasing, circulating and dealing with digital assets, thus forming a decentralized content entertainment ecosystem.

ODYSSEY will partner with TRON to enable cross-ecosystem collaboration.



# SCHEDULE

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## Phase 1: MVP Realization (2018.2 ~ 2018.10)

- OCOIN Wallet
- Credit-Based Universal Protocol for ODYSSEY Sharing Economy Ecosystem
- Rewarding Mechanism for sharing economy participants
- Obike to be the 1st sharing economy platform to be compatible with ODYSSEY Protocol

## Phase 2 - Ecosystem Establishment (2018.10 ~ 2019.10)

- Integrate subsequent batches of sharing economy and P2P system to ODYSSEY ecosystem, with services across more standard product and services (like bike sharing) to more customized product and services (like accomodation sharing)
- ODYSSEY will adopt latest solution to address inherent limitations within Etherem Blockchain technology especially for high-frequency and small amount transactions.
- ODYSSEY will also consider employ a strategy to deal with the scaling challenge. For example, by performing off-chain transactions in a safe and reliable manner, then record these transactions in the EVM at a later time. we will adopt that best solution as it becomes available.

### Phase 3 - Ecosystem Booming (2019.10 ~ 2021.10)

- To build one data and transaction system to connect all sub-ecosystems, leveraging the universal credit-based ODYSSEY protocol
- Utilizing data across all sub-ecosystems, leveraging AI and Big Data Technology to increase overall market effectiveness, user acquisition ROI and ecosystem health growth.

### Consideration of Odyssey underlying technology

Odyssey will start the MVP implementation on top of Ethereum. While considering for a typical P2P usage, high concurrence、small amount payment、user data storage all will be a big challenge for today's ethereum blockchain, we are closely monitoring the various technologies been developed in the community and will migrate our business to suitable one when it's ready.

Usually Decentralization, scalability and security are the trilemma at play. First, let's take a further look into consensus mechanism. Current PoW is limited by many factors including network speed so that the consensus achieved through the whole network is limited. From PoW to PoS, to DPoS and many various PBFT algorithms, there are various good metrics for each. And it's proved that with DPos or PZBFT consensus mechanism, the transaction confirmation in the blockchain can be rather fast with tremendous throughput guaranteed. DPoS leverages the power of stakeholder approval voting to resolve consensus issues in a fair and democratic way.

DPoS uses a reputation system and real-time voting to achieve consensus, which allows transacations to be confirmed very fast. The selected trusted parties are eligible to create blocks and prevent non-trusted parties from participating. Those delegates, who are responsible for creating blocks, are unable to change transaction details. It can be treated as a more efficient PoS algorithm with more decentralization consideration. Today Bitshares and EOS programs are based on

DPos and have achieved remarkable progress. And we think DPos is a nice candidate for consensus protocol selection.

Let's take a further look into transaction confirmation. We see some optimization approaches are with good potential:

1. Sharding. Currently, in all blockchain protocols each node stores all states (account balances, contract code and storage, etc.) and processes all transactions. Sharing will allow each node only process part of the transaction and greatly relieve the loading of each node. Currently Ethereum plans to go with this approach.
2. Lighting Network and State Channel. Those strategies try to conduct the transaction off the chain without delegation of trust and ownership. In such situation, the decentralized ledger won't hold all the details thus brings some security sacrifice.

We actively look forward the Sharing + DPoS can empower our usage scenario well.

### 3. Decentralized content storage

We hope the whole information related to service provider and service consumer are transparent and unable to tamper with. As the data is not trivial to be able to store in today's blockchain, we are actively seeking a decentralized storage solution so that the small while critical data that has to be stored in blockchain and the large amount of user data can be separated. And among those candidates, we think IPFS is a good solution and will deploy our service on top of that once it's available.

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WHITE PAPER DISCLAIMER

# WHITEPAPER

## DISCLAIMER

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