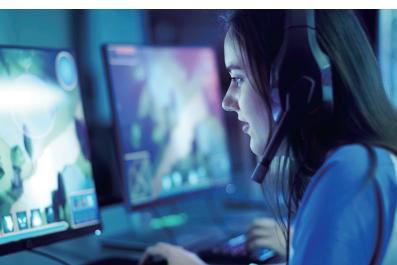


FOR THE FUTURE OF ALL SPORTS.

NEXT-GENERATION ATHLETE NETWORK JOINT



NANJCOIN WHITE PAPER 2.0



NANJCOIN WHITE PAPER 2.0

VISION

Opening the door through which all those involved in sports can come together.

ABOUT WP VER2.0

This white paper contains a more concrete plan, updated from our initial white paper, of the economic zone we intend to create. There are no changes to the benefits laid out in our previous white paper for participants in this economic zone. Additionally, the "exchanges" we refer to throughout this whitepaper refer to exchanges that have received approval in the user's country of residence.

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WHAT IS NANJCOIN?

Overview

Cryptocurrencies, which have gained notoriety through the emergence and innovation of blockchain technology, although still frequently discussed from a technical standpoint, are only now slowly penetrating into society as a means to store, transfer, and measure value. More specifically, as an alternative currency. The most noteworthy aspect of cryptocurrencies being the ease and low cost of transferring value with them. Today, as various services are coordinating with cryptocurrencies, it is possible to transfer value from any device easily and affordably.

Using the affordability and ease of the transfer of value, NANJCOIN will become the center of an economic zone that will promote the creation of added value businesses and solve societal problems in the world of sports. The NANJ Corporation has provided an SDK(Software Development Kit) and Web API that allows existing applications to handle NANJCOIN transactions with ease, making it possible for any business to immediately introduce NANJCOIN into their operations. (→ [6P~ NANJ SDK and Web API](#))

The NANJ iOS/Android wallet application, a central part of the NANJ Economic Zone, is now available. The release of this wallet concludes the creation of important foundational aspects of the economic zone. (→ [7P~ NANJ Wallet](#))



In this NANJCOIN-centric token economy (hereinafter referred to as the NANJ Economic Zone) there are three major groups: groups that create programs that target NANJ Users, NANJ Users, and groups that will receive NANJCOIN. The relationship between these groups will effectively expand the reach of the economic zone through the reciprocal influence of their interactions. (→ [3-4P~Group Explanations](#)) (→ [5P~ NANJ Economic Zone Growth Mechanism](#))

Furthermore, a self sustaining positive growth model will be created within the economic zone through the reinvestment of newly available revenue surpluses. (→ [4P~ Creation of a self sustaining positive growth model](#))

The knowledge and verified results that the NANJ Corporation receives within the economic zone regarding this business model will be made public for everyone, domestic and international, to reference in the form of a manual.(→ [5P~Sports Businesses Centered on Openness](#)) Support to implement the use cases described below will be provided by the NANJ Corporation as is necessary. However, if this support is unwanted by businesses they are free to implement and use NANJCOIN in their business at their own responsibility, within the parameters of legal regulations. Freedom of entry is a fundamental concept to the economic zone.





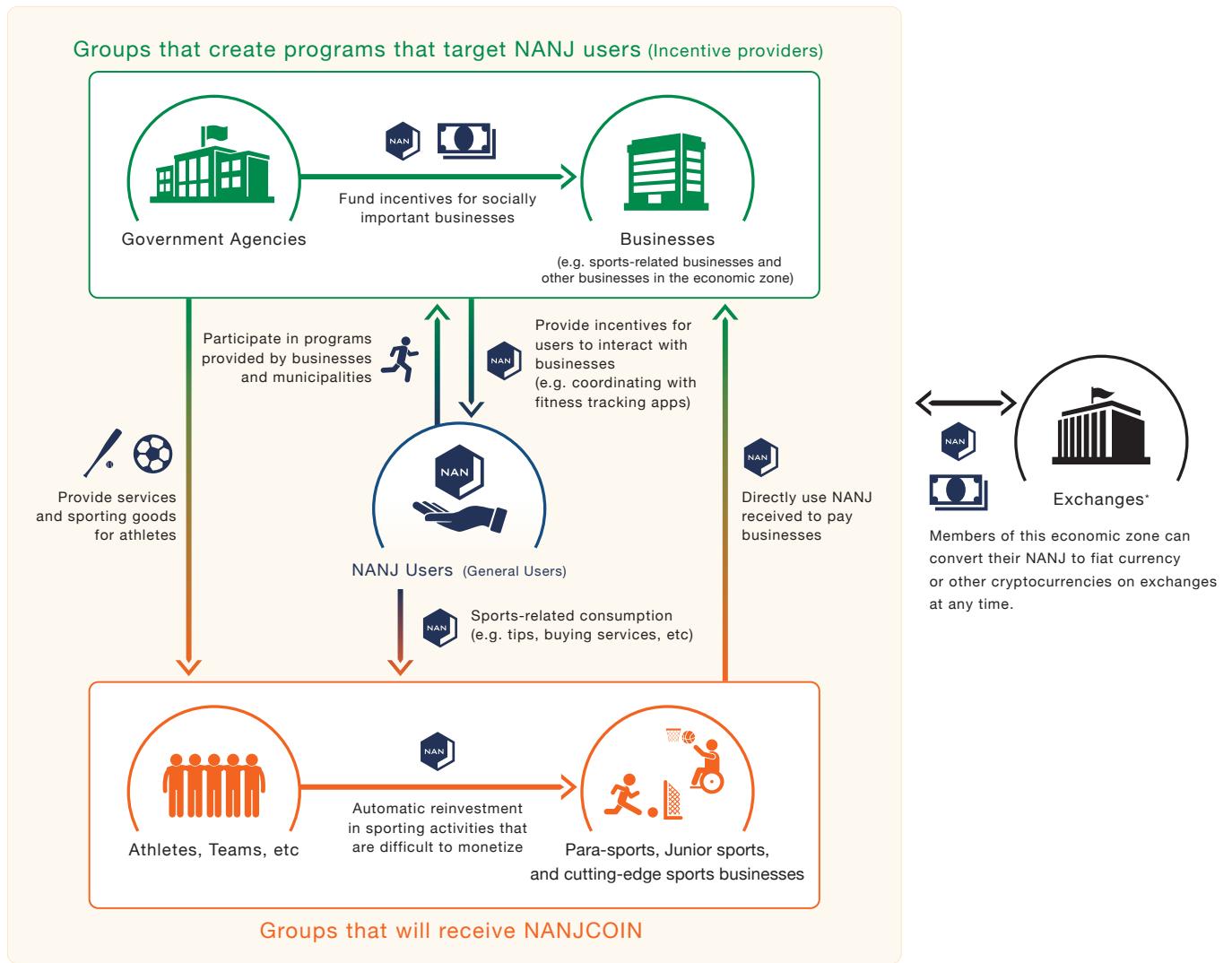
NANJ ECONOMIC ZONE

A NANJCOIN-Centric Token Economy (The NANJ Economic Zone)

In the NANJ Economic Zone there are three major groups: groups that create programs that target NANJ Users, NANJ Users, and groups that will receive NANJCOIN. The relationship between these groups will effectively expand the reach of the economic zone through the reciprocal influence of their interactions. Participants in the NANJ Economic Zone may belong to any of these groups, and may also affiliate themselves with two groups simultaneously. Below we will discuss, in detail, use cases and the roles of each group.

Map of the NANJ Economic Zone

All of the Participants in the Economic Zone

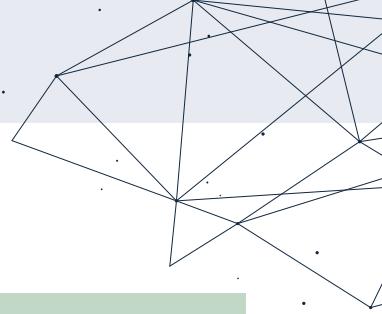


*This layout, mapped out in September 2018, is tentative and as such is subject to change depending on the circumstances.

*As of September 2018 you can not directly purchase NANJ with fiat currency.

*Please choose an exchange that is compliant with your country's regulations.





● Group Explanations

Groups that create programs that target NANJ Users (Incentive providers)

Within the economic zone the main uses of NANJCOIN will be as an incentive and as compensation for consumer activities. As an incentive NANJCOIN will be comparable to electronic points or cash from previous incentive systems. The benefits of NANJCOIN are as follows:

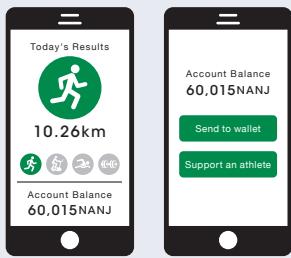
- ① **It can be transferred to various addresses and is fungible anywhere within the NANJ economic zone.**
- ② **Ownership of NANJCOIN can be transferred between users at a low cost.(with the SDK and Web API's low transaction fees)**
- ③ **In the future you will be able to exchange NANJCOIN for other currencies at exchanges in every country.**

Through offering NANJCOIN as an incentive for users to participate or contribute to services they provide, members of this group will be able to grow their services while effectively adding more participants to the economic zone, creating stronger motivation for users to participate. We predict that the funds to support these incentives will come from advertising budgets and, in the case of businesses that provide benefits to society, government agencies. In addition, with the creation of NANJCOIN goods and/or service exchanges we can effectively initiate a cycle for NANJCOIN usage.



Use Case①

A motivator for good health



Lack of exercise is a major problem many people are facing in developed nations. To combat this several organizations are initiating various programs to encourage an increase in physical activities. NANJCOIN could be used as an incentivizer in such programs to help people create better exercise habits. App users could then convert the NANJCOIN they receive from these programs into cash for personal use or use these NANJCOIN to support their favorite athletes and teams. In the latter example not only are they becoming healthier, but they are also helping to support their favorite teams by doing so. Such a system will surely bring them closer to their favorite sports. Operations of this use case are currently planned to begin in Q3 2019 with the cooperation of related businesses and municipalities.

NANJ Users (General Users)

NANJ Users (General Users) will receive NANJCOIN through incentives or through the purchase of NANJCOIN from exchanges. By introducing incentives as a means of obtaining NANJCOIN we will allow users who may have been hesitant to buy NANJCOIN on exchanges the chance to participate in the NANJ Economic Zone and experience the cycle of events in this environment for themselves. This will create the opportunity for more people to get a taste of the NANJ Economic Zone. NANJ Users can convert NANJCOIN into other currencies or spend it as they see fit. Currently we foresee a variety of ways users will be able to spend NANJCOIN, such as on mid-game tips to players and teams, on investments in activities and organizations they support, and to purchase goods and services from any and all businesses that accept NANJCOIN.

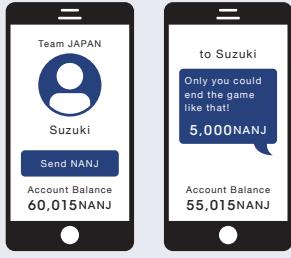


Use Case②

Leaving mid-game tips

Users that are moved by player performance, both on and off the field, can send tips to players and teams anytime and anywhere. If they use the *NANJ Wallet they can even include a message with the tip to let the athletes know how they feel. Not only will this make spectators more passionate, but it will also make that passion more palpable to the teams and athletes they support. By monetizing "the thrill that athletes give to fans", which was missing from the old sports business model, we can increase revenue in a major way.

*Tipping wallets are scheduled for a Q4 2018 release.



Use Case③

Participate in sports team management

By Q4 2020 we plan to realize a model case for the use of NANJCOIN's vote function, enabling anyone to participate in sports team management. In order to make this happen we foresee the lease of management rights, an advisory contract, or the outright purchase of a team or management rights together with NANJ Users as possibilities.



Groups that will receive NANJCOIN

These groups will mainly be the targets of the spending activity of businesses, athletes, and sports related organizations. They are eligible to freely receive NANJCOIN solely by being in the range of responsibility of the individual or organization that is spending NANJCOIN. All the functions necessary to send and receive NANJCOIN are available in the iOS/Android NANJ Wallet application. Once the application is installed, users can immediately begin sending and receiving NANJCOIN. NANJCOIN received as compensation for performance or services provided can be treated the same as traditional income. In addition, the incentives received can be used to purchase goods and services provided by businesses(i.e. sporting goods makers) holding promotional activities. (Starting Q3 2019)

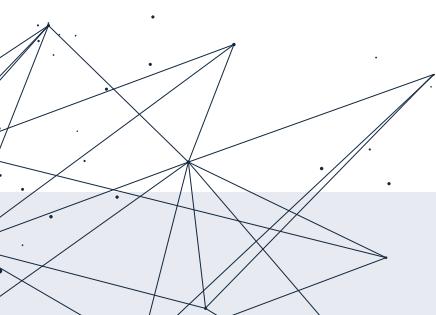
■ Creation of a self sustaining positive growth model

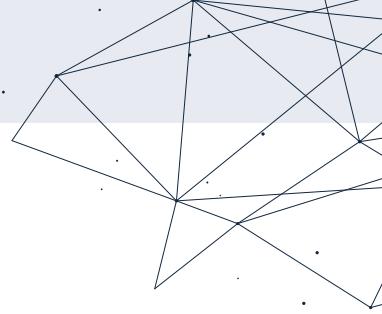


In Q1 2019 we plan to give athletes and sports teams what we are tentatively titling the “Pro-Class” wallet. Utilizing smart contracts, the NANJCOIN deposited into Pro-Class wallets will automatically be distributed to the desired wallets at a percentage set by the user. In general this function will be used to promote reinvestment in difficult to monetize, yet meaningful, sports and sport related activities(i.e. Para-Sports, Junior Sports, and Cutting-Edge Sports Businesses). We foresee popular players and teams who receive the most tips becoming the center of this model, however we also see it creating an entry point for more socially conscious players and teams.

■ Case Study

In May and August of 2018 the NANJ Corporation collaborated with BitCash Inc. on events to support esports athletes at major tournaments in America. The August event became a successful test case for our self-sustaining positive growth model, with 10% of the tips collected for the athletes being donated to ANISA (All Nippon ID Sport Association) to help para-athletes participate in an overseas tournament. (Refer to attachments 1 & 2) Our efforts didn't go unnoticed by the media either. The press release for the announcement of the May event alone was published by 47 different media outlets.



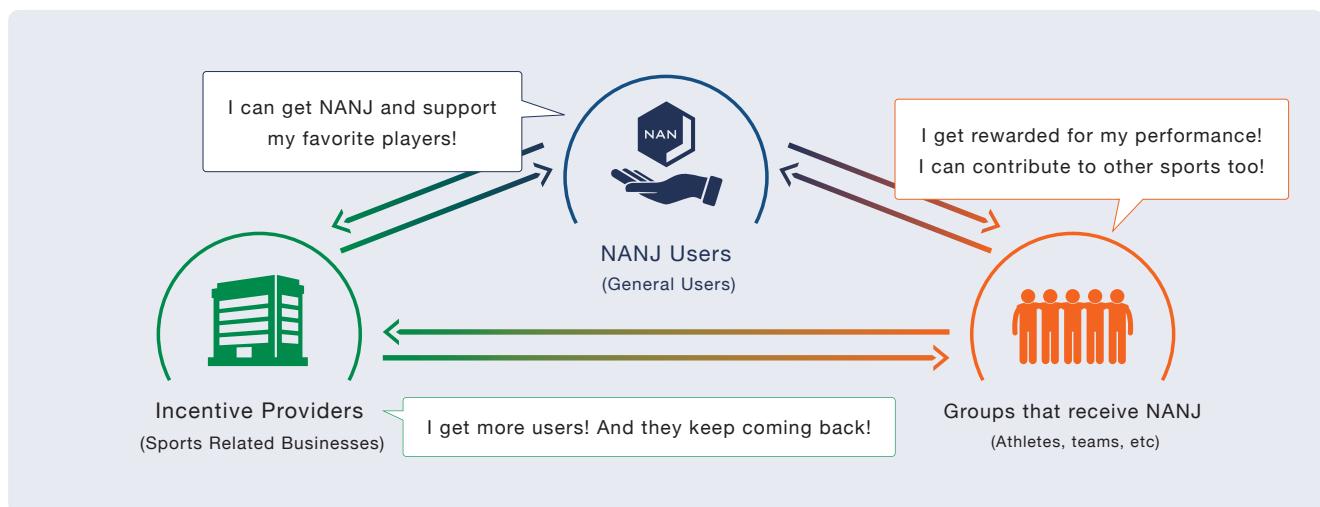


● NANJ Economic Zone Growth Mechanism

By interacting with each other the 3 groups in the NANJ Economic Zone encourage increases in both circulation and participation. Incentive providers increase the number of holders by giving potential NANJ Users ways to obtain NANJCOIN other than going through daunting cryptocurrency exchanges. Through interacting with athletes and other groups that receive NANJCOIN, holders can experience the NANJ Economic Zone. This experience may be, for example, presented as “You could help support your favorite athletes by exercising!”, which could serve to motivate users to continue using these services. The more groups there are for users to choose from, especially if they are popular teams or players, the stronger this experience becomes. A stronger experience will, in turn, attract more users, some of who will even go to exchanges themselves to purchase NANJCOIN, thus adding to the cycle.

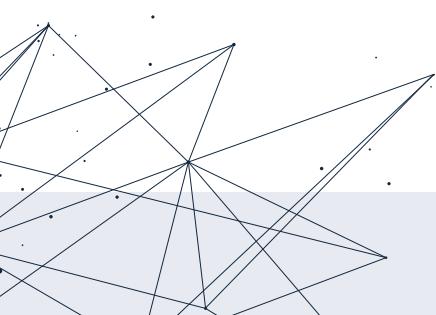
This will have great appeal for teams and players who, by simply making their NANJ Wallet address publicly available, will be able to monetize their efforts. We predict that the emergence of influential teams and players will have an explosive effect on increasing the number of participants in this tip receiving group. The concept of cryptocurrencies still isn't one that has a good reputation throughout society, so many athletes may be skeptical about participating in a system like this one. However, the participation of a few pioneering influential athletes and/or teams could serve as an indirect societal authentication for the NANJ Economic Zone.

Fundamentally the value of a currency is supported by the number of people that have that currency. For people who are interested in sports, a large number of athletes and teams having NANJ Wallets would be a big motivator for them to enter into the NANJ Economic Zone. As such, the more people that participate in the NANJ Economic Zone, the greater its value will become. An economic zone with a high value will attract even more people, which will strengthen the environment and encourage more growth.



● Sports Businesses Centered on Openness

Openness is “the open sharing of information, thought, and activity.” Using those three elements as reference, this state of openness will serve as the foundation to support new and creative enterprises. One of the goals of the NANJ Corporation is to share with the world all of the knowledge and effective business models we have learned along the way in growing the NANJ Economic Zone. It is strongly suggested that everyone participating in the NANJ Economic Zone do so with the same openness in mind. We are confident that an open sharing of information and experiences will only strengthen the NANJ Economic Zone’s latent potential for growth.





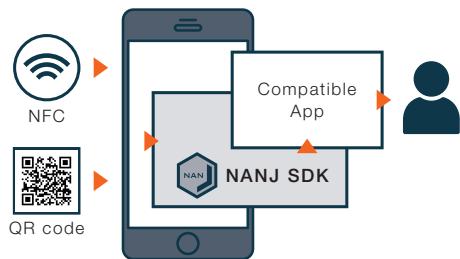
NANJ SDK, WEB API

What is the NANJ SDK and Web API?

Overview

In order to remove the technological hurdles businesses would face in participating in the NANJ Economic Zone we have created the NANJ SDK and Web API. iOS and Android versions are already available, and we have plans to release a version for Unity in Q1 2019. The important aspects of the NANJ SDK and Web API are as follows:

- ① The NANJ SDK solves the problem involving the payment of GAS for all Ethereum tokens.
- ② All you will need to have is NANJ to be able to make payments, send donations, and leave tips.
- ③ Developers who incorporate the SDK into their apps will receive 0.5% of every NANJ transaction in their Ethereum address.
- ④ The NANJ Corporation will receive 0.5% of every NANJ transaction for management fees.
- ⑤ As the NANJ SDK is managed with a private key, coexistence between apps and wallets will be possible.
- ⑥ By implementing the SDK developers will have access to the functions listed below:



- Wallet creation
- Send NANJ (Optionally attach a message of up to 256 characters)
- Load wallet addresses with QR codes
- Load wallet addresses with NFC devices
- NANJ/JPY conversion estimates
- Obtain NANJ transaction history
- Save private keys
- Restore accounts via private keys

<The of flow events when using the NANJ SDK to make payments>

About app developer registration

- ① Follow the link and register your information: <https://developers.nanjcoin.com/>
- ② Obtain the SDK, using the Github links below as reference.
- ③ Once the review process is complete you will receive NANJ for test purposes. (Only usable in a test environment)
- ④ You can now implement the SDK into your application. Please use the sample wallets implemented in the sample directory as reference.

*For questions regarding Apple App Store and Google Play Store app reviews, please refer to the guidelines provided by the respective companies.

*We cannot answer any questions regarding our review process.

Personal and commercial use licenses

Developers are free to use the SDK and Web API for any personal and commercial uses that do not violate the Terms of Use as written on the NANJ SDK official website.



NANJ SDK Official Website
<https://nanjcoin.com/sdk/>



GitHub

iOS	https://github.com/NANJ-COIN/ios-sdk
Android	https://github.com/NANJ-COIN/android-sdk
API	https://github.com/NANJ-COIN/web-api



NANJ WALLET

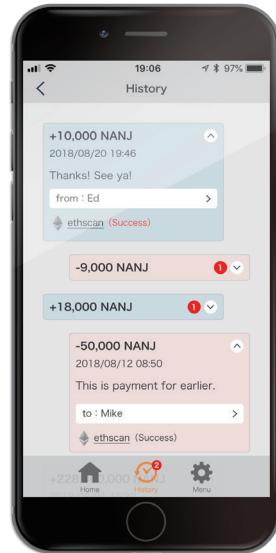
What is the NANJ Wallet?

Overview

You have always been able to store NANJCOIN in wallets that support ERC20 tokens, however in order to further encourage participation in the NANJ economic zone we have released an official wallet application for iOS and Android operating systems. Generally, when transferring Ethereum tokens, in addition to the token you wish to transfer, you are required to have Ethereum to pay for a processing fee called "GAS", however with the NANJ Wallet all you need is NANJ to pay for the processing fees. With this system 1%(with upper fee limits and minimum transfer amounts) of the amount sent will be taken to cover processing fees*1. As all of this takes place on-chain there is no need to worry about a lack of transparency, tamper resistance, or other security issues. QR code and NFC reading abilities are also included to allow for smooth coordination with existing services. We have included a feature that increases the amount*2 you're going to send when you shake the device. This was done to add a sense of immersion to the experience of sending tips while you watch the game. By downloading the NANJ Wallet users will be able to send and receive NANJCOIN, giving them immediate access to the NANJ Economic Zone. We are planning the developments outlined below for the future of the NANJ Wallet.

*1 Processing fees and minimum transfer amounts will vary depending on exchange rates.

*2 As of September 2018 NFC devices are limited to the reading of addresses.



Implementation of Pro-Class Wallets

In Q1 2019 we plan to give athletes and sports teams what we are tentatively titling the "Pro-Class" wallet. Utilizing smart contracts, the NANJCOIN deposited into Pro-Class wallets will automatically be distributed to the desired wallets at a percentage set by the user. In general this function will be used to promote reinvestment in difficult to monetize, yet meaningful, sports and sport related activities(i.e. Para-Sports, Junior Sports, and Cutting-Edge Sports Businesses).

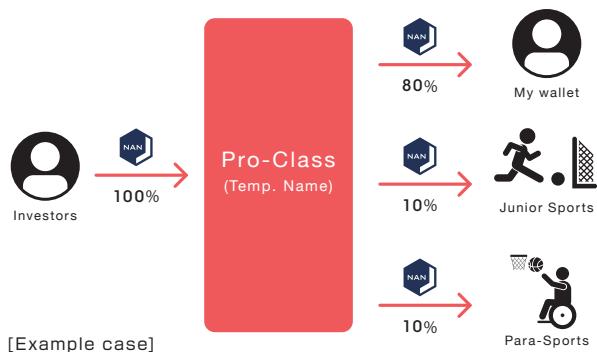
A Tool for Transactions

Using the NANJ Wallet will make it easy for anyone to receive payments in NANJCOIN. Not only business transactions, but all personal transactions involving NANJCOIN will be made simple with the NANJ Wallet.

Implementation of Advertising Functions

In Q1 2019 we plan to implement advertising functions within the wallet to allow you to spread a message to users through NANJCOIN. Advertising functions will be available not only to businesses but to all users who have something they support and would like to share with a wider audience.

Use Case Creation of a self sustaining positive growth model





TOKEN INFO

Token Description

NANJCOIN is a hybrid ERC20/223 standard Ethereum token. ERC20 is currently the most common standard used by Ethereum tokens, however, ERC223 is getting attention as an upwardly compatible and improved version of the ERC20 standard. ERC223 tokens are unaffected by the ERC20 defect in which users' tokens become unusable if accidentally sent to the contract address. A change in specifications has also led to processing fees for ERC223 tokens sent to contract addresses being halved. As the ERC223 standard is compatible with ERC20, ERC223 is also compatible with the multitude of services and tools available for ERC20 tokens. Future merits include its planned ability to function with revolutionary technologies like Raiden and Plasma. ERC20/223 hybrids have the ability to send airdrops quickly to large numbers of people with minimal fees, perform lockups, and attach messages to transactions.



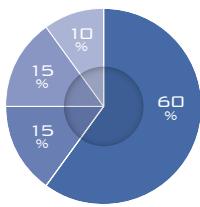
Token Sale (Complete)

NANJCOIN was listed on CoinExchange in an Initial Exchange Offering on March 16, 2018.

18,000,000,000 NANJ were sold in approximately 12 hours.



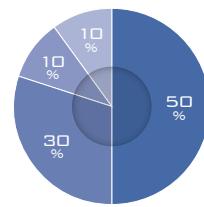
Token Allocation



- Token Sale...60%
- Marketing Costs...15%
- Development Costs...15%
- Management Team...10%

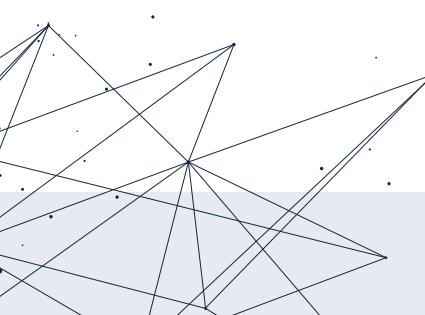
At present, the 15% allocated for development costs(4,500,000,000 NANJ) is locked up until May 1, 2019. As of September 9, 2018 there are 19,361,889,557 NANJ in circulation.

Use of Funds



- Management Costs...50%
- Product Development...30%
- Product Maintenance...10%
- Legal Fees...10%

Most of the funds for product development will be used for SDK and Web API development, official wallet development, and the development of systems necessary to implement use cases. The funds for product maintenance will be used to maintain SDK and Web API servers.





ROAD MAP

NANJ Roadmap

Do you want to see the relationship between fans and sports go to the next level?

NANJCOIN will continue to grow as it moves step by step to create the world's biggest economic zone for sports.

— Q1 2019

Pro-Class wallet functions are implemented
NANJ SDK is released for Unity
Advertising functions are implemented
in the NANJ Wallet

— Q2 2019

Self-sustaining positive growth
model put into motion

— Q3 2019

Incentive business model begins

— Q3~Q4 2019

NANJCOIN begins trading on
legally compliant exchanges in
every country in the economic zone

— Q4 2018

Athlete and team registrations begin
NANJCOIN begins trading on a Japanese
exchange (Q4 2018 - Q1 2019)

— Q4 2020

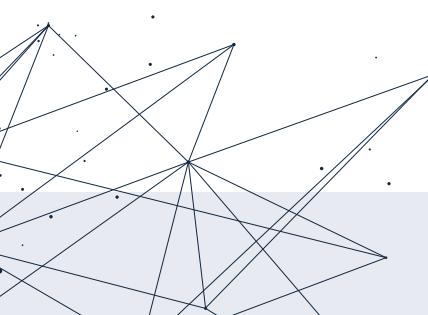
Beginning of team management
business model

— 2021~

All sports enter into the economic zone
Revenue of participating sports increases by 200% post-entry
Have the potential to cover 80% of U.N. countries

•This roadmap subject to change depending on circumstances.

What will the sports industry look like when the next generation of sports fans is coming of age? The industry will be born anew, bringing newfound excitement to fans the world over. Players will have more fun doing what they do best, and fans, now able to participate in the action, will feel closer to the game than ever before. We believe from the bottom of our hearts that a day will come in which people from all around the world will find deeper understanding and mutual respect for one another through sports. It is our humble wish that NANJCOIN will provide a helpful push toward that future. And to that end, we will remain strong in our efforts.





TEAM MEMBERS

Project Members

About the NANJ Corporation

The NANJ Corporation was founded in March of 2018 with the goal of creating a NANJCOIN based economic zone for sports. NANJ Corp. is active in a variety fields with foreign and domestic efforts to spread NANJCOIN usage, development projects for new NANJCOIN functions, as well as blockchain business advisory roles with other organizations.



The NANJ Corporation is a partner of ANISA, the All Nippon ID Sport Association.

NANJ Corporation Management Team

Daisuke Hirota: CEO&CMO

Toshikuni Mukai: CCO

Yuji Mori: CEO

Kazuto Shimokawa: CIO

Yasushi Ishi: CEO&CFO

Masatsugu Taniguchi: CBO

Ryota Ono: CEO&CTO





COMMUNITY

About the Community



NANJCOIN Official Website
<https://nanjcoin.com>



Official Twitter (JP)
<https://twitter.com/nanjcoin>



Official Twitter (EN)
<https://twitter.com/NANJCOINENGLISH>



Discord
<https://discord.gg/xa94m8F>



Telegram
<https://t.me/nanjcoin>



GitHub
<https://github.com/NANJ-COIN>



Facebook
<https://www.facebook.com/nanjcoin>



bitcointalk
<https://bitcointalk.org/index.php?topic=3061342>



Weibo
<https://www.weibo.com/NANJ2018>

Official Characters

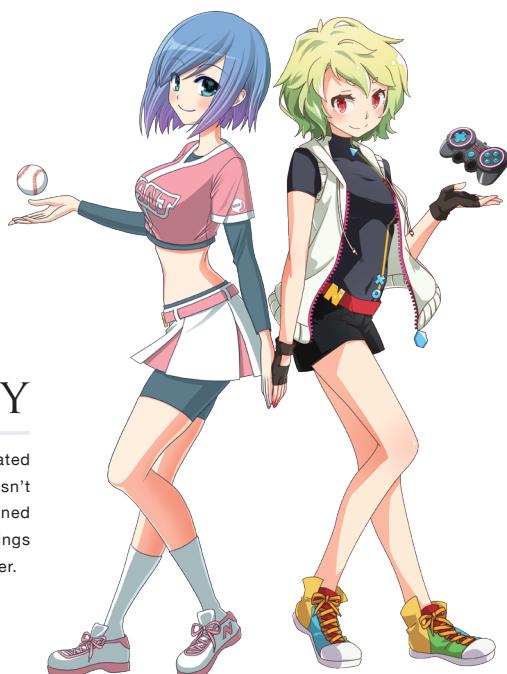
Nancy and Elena are the two official mascot characters that represent NANJCOIN at various events. Nancy is in charge of outdoor sports, she likes baseball in particular, and Elena, she's a gamer so we put her in charge of esports. Nancy and Elena add a nice touch of color to NANJCOIN events.



NANCY

Nancy is our first character and she was created around the same as NANJCOIN. She wasn't selected through a character contest, but earned her status as our official character after drawings of her gained fan support on our Discord server.

Nancy's Creator Pinbani:
<https://twitter.com/pinbani>



ELENA

Elena came after Nancy and was born out of our first esports project. She gained a lot of fan support after we introduced her to everyone and has been featured in our events, made into merchandise, etc.

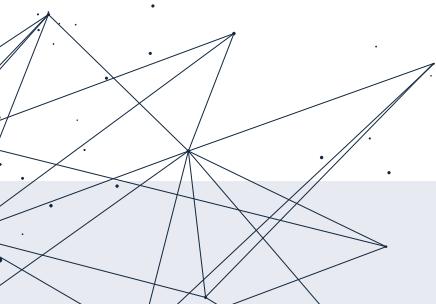
Elena's Creator Nanashino:
https://twitter.com/nanashino_1



UPDATE HISTORY

Update History

Sept. 15, 2018 Updated the plan from the previous WP with details on a more concrete plan.
Added various information. Added attachments.



To Whom it May Concern

May 22, 2018

Press Release

BitCash Inc. NANJ Corporation

"BitCash" and "NANJCOIN" collaborates for the development of esports and cryptocurrencies.

Let's give big yells to professional esports players on the world stage with the cryptocurrency "NANJCOIN".

BitCash Inc. issuing e-money "BitCash", at Shibuya-ku, Tokyo, Masayuki Igusa as CEO, and NANJ Corporation issuing cryptocurrency "NANJCOIN", at Osaka, Yuji Mori, Yasushi Ishi, Ryota Ono, and Daisuke Hirota as CEO, conduct a collaboration campaign for the development of esports as new entertainment and cryptocurrency.



■Special Website: <https://nanjcoin.com/campaign/esports201805/>

■Detail of the collaboration

BRIEF: You can directly support 4 professional players of fighting games belonging to "CYCLOPS athlete gaming", who will enter the esports convention "COMBO BREAKER 2018" held in Illinois USA, by donating cryptocurrency NANJCOIN to them. Actual NANJCOIN coin lottery* will be carried out in Twitter by retweeting your yell tweet.

(*Actual coin lottery campaign is only for those who live in Japan.)

Collaboration period: JST 17:00 May 25th (Fri) - JST 12:00 May 28th (Mon), 2018

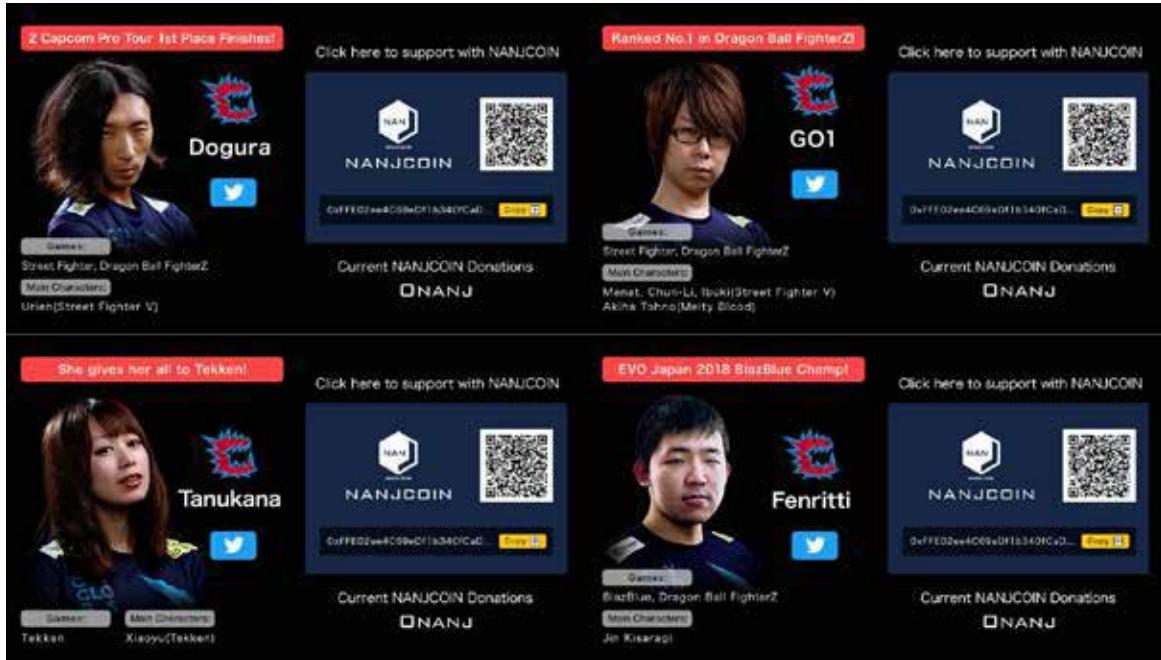
Yell retweet campaign: JST 13:00 May 22nd (Tue) - JST 12:00 May 28th (Mon), 2018

※Information regarding the contest has been removed as it is exclusive to Japan.

Our Professional Players:

- DOGURA (for STREET FIGHTER series, DRAGONBALL FIGHTERS)
- G01 (for STREET FIGHTER series, DRAGONBALL FIGHTERS)
- Tanukana (for TEKKEN)
- FENRITTI (for BLAZBLUE, DRAGONBALL FIGHTERS)

●Image of Support Interface



NANJ's official character for esports "ELENA*" in the CYCLOPS uniform and 4 pro-players will be ambassadors during the collaboration and warm up the esports together with more than 10,000 members in NANJ's Discord community and Twitter.

*ELENA is abbreviation of ELEctric sports NAnj.

■Background of collaboration

The visions of NANJ Corporation, dedicated to support and develop all the sports by building sports economy with cryptocurrencies, and of BitCash Inc., developing and spreading energetically its business in the esports field growing rapidly in Japan, have been coincided and brought this collaboration.

<Comment from Daisuke Hirota, CEO of NANJ Corporation>

This will be a big opportunity to see a possibility of cryptocurrencies in the actual economy. I have a great expectation for this collaboration because this is the realization of direct support and communication between fans and players with NANJCOIN and will be a big PR for large numbers of cryptocurrency holders, said to be millions in Japan.

<Comment from Masayuki Igusa, CEO of BitCash Inc.>

4 pro-players in “CYCLOPS athlete gaming”, our company sponsoring, are the top players in a global stage and drawing big attention in the convention. I am in great hope that this will be a chance for many people to know the attraction of esports and many supporters can enjoy a feeling of unity with the players by supporting directly with NANJCOIN, watching live streaming of their performance.

■What's esports

“Esports” is the abbreviation of “electronic sports” and it means general sports and amusement by electronic devices in a broad sense. Recognizing computer and video fighting game as one of sports, a lot of fighting game titles are played.

■About NANJ Corporation

Company: NANJ Corporation

Address: 1-7-4, Shitennoji, Tennoji-ku, Osaka City, Osaka, 543-0051 JAPAN

CEO: Yuji Mori, Yasushi Ishi, Ryota Ono, Daisuke Hirota

URL: <https://najcoin.com>

NANJ Corporation is the issuer of Japan domestic cryptocurrency “NANJ-COIN” (hereafter, NANJ). NANJ was born to build an economy of sports in domestic and overseas by supporting sports players and organizations and being used as a currency in sports industries.

NANJ’s Discord, as its official community, has more than 10,000 members and NANJ is one of the most attention-grabbing cryptocurrencies in Japan. NANJ’s community and business building method is being imitated by a lot of other projects due to its success and novelty.

■About BitCash Inc.

Company: BitCash Inc.

Address: 4F Shibuya Minami Tokyu Bld., 3-12-8, Shibuya, Shibuya-ku, Tokyo 150-0002 JAPAN

CEO: Masayuki Igusa

URL: <http://bitcash.co.jp/>

BitCash Inc. has been providing with payment solution connecting member stores and their customers by prepaid e-money “BitCash” for 20 years in its field since its service release in 1997. It also entered into esports as one of its core business and is developing the business to grow and spread esports in Japan.

■About CYCLOPS athlete gaming

CYCLOPS athlete gaming is a professional esports team based in Osaka, Japan.

Through a lot of conventions and games in domestic and overseas, it has been continuing its growth and expansion. Belonging players have been making the world their stage in wide range of games such as fighting, FPS, and TPS, and especially in fighting games, showing their prominent performance by winning two-time in STREET FIGHTER World Championship and a perfect victory in BLAZBLUE in EVO JAPAN held in January 2018, they are contributing for the development of esports.

English and Chinese website will be released on 25th May.

To Whom it May Concern
Press Release



Presenting the 2nd collaboration between BitCash and NANJCOIN!

Support pro-gamers at the world's biggest esports event using the cryptocurrency NANJCOIN.

By donating a portion of the funds used to support these athletes to ANISA (All Nippon ID Sport Association, an organization dedicated to helping disabled athletes) we can also help contribute to society.

Continuing from the success of their first esports project, BitCash Inc(main office: Shibuya-ku, Tokyo; CEO: Masayuki Igusa), the issuer of the digital currency "BitCash" and the NANJ Corporation(main office: Osaka-shi, Osaka; CEO: Yuji Mori, Yasushi Ishi, Ryota Ono, Daisuke Hirota), the management team behind the cryptocurrency NANJCOIN, team up once again. This time they are joined by TOPANGA (main office: Nakano-ku, Tokyo; CEO: Fusuke Toyota) and AKIHABARA ENCOUNT, a pro-gaming team managed by Wallrun(main office: Chiyoda-ku, Tokyo; CEO: Shintaro Moriyama). The addition of these two teams brings the total number of Japanese athletes participating in the event to 8.

In addition, 10% of all funds received during this event will be donated to ANISA(All Nippon ID Sport Association), an organization dedicated to helping disabled athletes. With this, we will make the cycle of growth and reinvestment in the sports industry a reality.



■ Event URL:

<https://nanjcoin.com/campaign/esports201808>

■ Details on the Collaboration

Summary: Using the cryptocurrency NANJCOIN you will be able to directly support 8 fighting game players, by means of donation, on August 3rd - 5th at EVO 2018, the world's biggest esports tournament. There will also be a lottery held where you can win official merchandise from the teams.

Campaign Period: July 30th 9pm - August 5th 10pm * Times are in PDT

Athletes being supported at this tournament:

- Machabo (TOPANGA)
- Gachikun (TOPANGA)
- Pekos (AKIHABARA ENCOUNTER)
- ShowHey (AKIHABARA ENCOUNTER)
- Dogura (CYCLOPS athlete gaming)
- GO1 (CYCLOPS athlete gaming)
- Tanukana (CYCLOPS athlete gaming)
- Fenritti (CYCLOPS athlete gaming)

■ Donation Screen Sample Image:



Just like last time, the 8 athletes, along with NANJCOIN's official esports character Elena*1, will become ambassadors for the cryptocurrency NANJCOIN. As ambassadors they will share the excitement of EVO 2018 with a community that boasts over 10,000 members on both Discord and Twitter.

*1 Elena's name is an abbreviation of Electronic-Sports NANJ.

■ Background Information on the Project

Approximately 20 million NANJ was donated during the last campaign(<https://nanjcoin.com/campaign/esports201805/>) which, converted to Yen, is roughly ¥3.8 million (~\$34,000USD) going by the conversion rate at the time of the event. This revealed a world of possibilities for the esports business model.

Additionally, athletes and users were able to communicate directly through Twitter and the NANJCOIN official Discord server. The players gained a boost in motivation by receiving comments from users and the users got to feel even closer to the athletes, further intensifying their passion for the sport. TOPANGA and AKIHABARA ENCOUNTER, being moved by the concept, contacted us to be involved in a potential future NANJCOIN esports SUPPORT PROJECT and we're glad to say that they're here with us for our 2nd esports project.

■Reinvestment from the Total Amount Donated

10% of all funds received from fans during this campaign will be reinvested in ANISA. As the transfers will be taking place on the blockchain, intermediary costs will be reduced greatly, resulting in an unprecedented 90% of funds collected going directly to the players. This project will allow you to enjoy sports in ways previously unheard of by adding new, monetary value to spectating and by creating re-investment opportunities directly from the revenue.

<A Comment from NANJ Corporation CEO Daisuke Hirota>

Last time, we were able to create new possibilities in the sports industry by changing the way fans and players interact. Our final goal is not only to expand the scope of the sports industry but to also create a continuous cycle of expansion through reinvestment within this system. This campaign will be a model case for these goals, and I'm looking forward to seeing the impact it has on those in the sports industry and to seeing it show what's possible with blockchain technology.

<A Comment from BitCash Inc CEO Masayuki Igusa>

I'm anticipating this project not only as something that will help to expand the esports market, but also as something we can use to help give back to society and present a better future to the next generation. I hope that everyone will enjoy watching this year's world renowned EVO tournament while getting to know their favorite Japanese players better, supporting them with NANJCOIN, and seeing them duke it out in intense matches on par with any other sport.

■What are esports?

eports is an abbreviation for electronic sports and, broadly defined, is any game or sport played competitively using an electronic device. There are several computer games and video games being played throughout the world whose matches are being treated the same as any spectator sport.

■About the NANJ

Corporation

Company Name: NANJ Corporation

Main Office: 1-7-4 Shitennoji, Tennoji-ku
Osaka-shi, Osaka 543-0051

CEO: Yuji Mori, Yasushi Ishi, Ryota Ono, Daisuke Hirota

URL: <https://najcoin.com/>

The NANJ Corporation is the issuer of the domestic cryptocurrency NANJCOIN('NANJ'). NANJ was created with the goal of creating a new economic environment, both domestically and internationally, in order to support athletes and sports related businesses and to increase cryptocurrency usage in the world of sports. NANJ is a sensation in the domestic cryptocurrency market, with an official Discord community of over 10,000 members and several new tokens popping up imitating the NANJ business model. NANJ is one of the most attention grabbing tokens in all of Japan.

■About BitCash Inc.

Company Name: BitCash Inc.

Main Office: 3-12-18 Shibuya Minami Tokyu Building 4F Shibuya, Shibuya-ku, Tokyo 150-0002

CEO: Masayuki Igusa

URL: <http://bitcash.co.jp/>

Since its start in 1997, BitCash Inc has connected customers and participating businesses with the prepaid digital currency "BitCash", its solution to internet transactions. In addition to this, BitCash Inc has ventured into esports in a major way, helping to develop the industry and spread awareness within Japan along the way.

■About CYCLOPS athlete gaming

CYCLOPS athlete gaming is a professional esports team based in Osaka, Japan. Since its creation in September of 2016, CYCLOPS athlete gaming has left its mark on an array of tournaments and events both domestic and international, and continues to show consistent development. Players on the CYCLOPS athlete gaming roster are active in a variety of genres such as fighting games, FPS, TPS, etc. with fighting games being one of their strong points. They won 2 consecutive Street Fighter tournaments and won the BlazBlue competition at this year's EVO JAPAN in January. CYCLOPS athlete gaming is making a name for itself all over the world and contributing to the development of esports as a whole.

■About TOPANGA

Formed in 2011, with a focus on fighting games, TOPANGA does everything including event planning, event management, event streaming, and player management. TOPANGA holds numerous events from the TOPANGA League, a league which hosts many of the world's top players, to the TOPANGA Charity Cup, one of the largest gaming events in Japan.

■About AKIHABARA ENCOUNTER

AKIHABARA ENCOUNTER is a multidiscipline pro-gaming team based in Akihabara in Tokyo. AKIHABARA ENCOUNTER aims to take the gaming skills they've honed in Japan's subculture Mecca out into the world. One of Japan's few full-fledged pro-gaming teams, AKIHABARA ENCOUNTER employs a full-time coach in order to create and obtain higher level players, separates their living area from their playing area, and has partnerships with foreign universities. They established two new fighting game departments this year, with Street Fighter V in April, and Tekken 7 in July. They are aiming to be major players on the world's stage.