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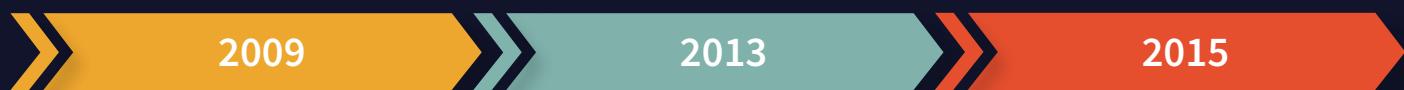
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Introduction



For more than a decade since its inception, Blockchain technology has undergone four stages of development:



2009

In 2009, Satoshi Nakamoto introduced Bitcoin to the world. This is the milestone marking the birth of Blockchain technology.

2013

Blockchain reached its second stage of development when Vitalik Buterin pointed out that Bitcoin needed a new language to build decentralized applications. He developed a platform based on new Blockchain - Ethereum with a cryptographic function called Smart Contract.

2015

Blockchain 3.0 was created to overcome all the remaining limitations of Blockchain in previous generations. Blockchain 3.0 is the successor, the upgraded version of Blockchain 1.0 and Blockchain 2.0, added with many new features such as scalability, fast transactions, low fees, etc. Some representatives of Blockchain 3.0 include EOS, TRON, NEO, etc.

However, the development of technology is constantly. Over time, the “new” will be born to meet the increasing needs of people. After more than 10 years of establishment and development, Blockchain has now reached maturity to take a new level. That’s why Blockchain 4.0 was born. Technology Blockchain 4.0 will follow previous generations to develop, provide a business-oriented environment; to create and run applications, to confirm the leading position of Blockchain technology in life.

Today, the widespread adoption of Blockchain into life will bring great benefits, because:

1

It is a technology capable of trading in an instant at any geographical distance.

2

It is a technology with absolute security that no one can find out information about account holders and transaction objects.

3

It is the technology that helps users smash the dominant role of intermediary organizations and embrace autonomy.

4

It is a breakthrough creative technology of human thinking, to ensure transparent, safe, accurate and convenient information in the digital age.

Blockchain will revolutionize every industry and every field. This is the key to every development, it will lead the technology in the future. Currently, around the world, Blockchain development strategies, orientations, incentives, research programs and Blockchain application plans are taking place very excitingly.

However, for developers, to create a Blockchain system is not an easy task. For most users, Blockchain technology is very new, difficult to access, complex and too difficult to use. That is why Blockchain technology has not yet been widely used in people's daily lives.

We, experts in Blockchain technology with many years of research, have launched Empow Ecosystem, to solve all outstanding problems in the market, to bring Blockchain into real life.

Continuing and inheriting from previous seniors like Bitcoin, Ethereum, EOS..., through a long process of research and improvement, we built and developed the pioneering Blockchain Empow - Blockchain Social Network of generation 4.0 with outstanding features and utilities, and bringing technology to everyone.

About us



2.1 Who we are?

We are experts and Blockchain technology advocates.

Stemming from the belief that Blockchain technology will change the world and open a new era for finance in the future, after a long process of research and experimentation, we have launched the Empow Ecosystem.

Desiring to create safe and secure products that anyone can use, we will constantly develop and add more features and utilities to best serve the needs of users.

2.2 Mission

Our task is to use our knowledge of Blockchain technology to build the Ecosystem of decentralized products and services that everyone can use easily, whether it is a housewife, a farmer or a worker, who is less contact with technology and not too knowledgeable about technology.

As a pioneer in building and developing Blockchain 4.0, our tasks are to overcome the limitations of previous generation Blockchain, exploit all the potential of technology to create breakthrough products, to show the world the true value of Blockchain.

2.3 Tasks

We are here to bring Blockchain technology to everyone.

We are here to make sure any user in the world can use Blockchain technology and decentralized applications easily.

We analyze and provide reliable products for developers and users who want to explore the potential of Blockchain and decentralized technology.

2.4 The vision

Blockchain is a technology with great potential. It is creating spectacular changes and affects almost every field in the world today. Blockchain has proven its practical value in the digital age. And we also want to prove our value by building and developing Blockchain 4.0; building and developing products based on Blockchain Empow platform.

The development of technology is non-stop, therefore, we always update, upgrade and add more features and utilities to bring the highest quality products and services to users.

Empow ecosystem



3.1 What is Empow?

Empow is a series of decentralized products and services, built on the foundation of Blockchain technology, with outstanding features and utilities, overcoming all the bad restrictions of the previous generation Blockchain, making all transactions safe, transparent and secure, with Friendly and easy to use interface, making Blockchain available to everyone.

3.2 Empow ecosystem

The Empow ecosystem is divided into 3 phases of development as follows:

- **Phase 1:** Building and developing decentralized products and services

At this stage, we create service products including: Empow Wallet and EmScan.

Specifically:

Empow Wallet is a decentralized wallet that provides benefits and security for users. Instead of managing many different types of e-wallets, you now need only one universal wallet for all kinds of cryptocurrencies.

EmScan is a rating tool for the safety and reputation of Dapp products, providing users with transaction information about all Blockchain.

- **Phase 2:** Building Blockchain Empow and EmPo Social Network

Blockchain Empow is the pioneering Blockchain Social Network of 4.0 generation, built on the outstanding benefits of previous generation Blockchain, overcoming existing limitations, providing more features to meet all the requirements of new age technology. Blockchain Empow has a faster consensus and instant confirmation of transactions. You can use it easily and almost no transaction fees. It enhances the user experience and has a better governance mechanism.

EmPo is a decentralized social network, built on the foundation of Blockchain Empow, allowing users to share information, photos, connect with friends, post status, discuss, chat, group chat or interact with each other around the world safely, securely and with full account control. More specifically, EmPo social network shares revenue and distributes profits to all users.

- **Phase 3:** Building EmAds advertising auction platform and Empay payment gateway

EmAds is an online and multimedia advertising auction platform built on EmPo social network. EmAds' decentralized technology platform allows all participants to benefit from the money that is currently being wasted for the intermediary system.

EmPay is a new generation decentralized payment gateway, which deals with transactions with cryptocurrencies, to bring cryptocurrencies, Dapp and Blockchain technology into everyday life.

PHASE 1: BUIDING AND DEVELOPING DECENTRALIZED PRODUCTS AND SERVICES

Empow Wallet



4.1 Problems of current Daap wallets

Problems of UI/UX:

Users often do not care about the internal structure of a system is simple or complex; what they can evaluate and feel is the interaction of the interface between the system and users. If they feel that the interface is inappropriate, difficult to use, they will likely drop the system; whether the system meets all the functions they want.

However, the current Dapp wallet still has some problems:

- The interface is difficult to use and not user-friendly.
- Need to use multiple wallets for different blockchain.
- The process of creating wallets is complicated.
- Heterogeneous statistics make it difficult to monitor and manage assets.

And Empow Wallet will completely solve those problems and bring the best experience for users.

Problems of compatibility:

Because many cryptocurrencies are branches of another cryptocurrency, they have similarities in format that confuse users. For example, Bitcoin Cash has three accepted address formats, one of which is identical to Bitcoin. Therefore, less experienced users may try to send Bitcoin to Bitcoin Cash address, and vice versa.

In Empow Wallet, we help users by warning or giving error messages for incompatible transfers.

Problems of safety and security:

Addressing security problems has become a top priority in the cryptocurrency industry. The best way to keep your property safe is to use your wallet.

Empow Wallet is similar to a safe, except that it encrypts all your assets with Blockchain technology, helping you store your assets safely and securely.

Creating private key with 12 characters only the wallet-maker can control their wallet. Owning a private key means that the user has the right to own all their assets.

The problem of looking after users

Currently there are many developers who overlook the user-care service, while this is an important factor determining the success of the product. Users always expect help in a timely and assertive manner if they have any problems or questions.

Therefore, in parallel with building a high-tech foundation, we focus on developing service quality, considering it a competitive advantage in the market. When users encounter problems, we ensure that they will receive answers directly from employees who understand the system and not the available answers.

4.2 What is Empow Wallet?

Empow Wallet is a decentralized wallet that provides benefits and security for users. Instead of managing many different types of e-wallets, you now need only one universal wallet for all kinds of cryptocurrencies.

Empow Wallet brings unprecedented convenience, breaking the barriers of imagination about what can be delivered.

4.3 What can Empow Wallet do?

Send, receive and store over 500 types of cryptocurrencies.



Display your property value in both USD and cryptocurrency.



Use the camera from your device to scan addresses via QR codes.



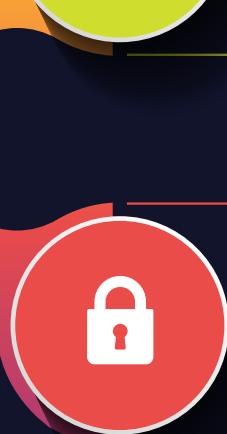
Restore your wallet by entering 12-character backup phrases.



Display details of all your ongoing transactions.



Protect your property with a PIN or Touch / Face ID.



4.4 Features of Empow Wallet

Safe: We use the top security features to keep your wallet safe. The private key is only stored on your device and never sent or stored outside the device.

Randomly created 12-character backup phrases will help you restore access to your wallet anytime.

Convenient: You can access your property anywhere, anytime with just a touch of a mobile device.

Simple and easy interface with quick navigation options; user-friendly.

Private: All your personal information is confidential. We will always keep the data safe and private.

Decentralized: Our partner network allows you to make instant transactions on decentralized decentralized exchanges.

Multiple assets: All your digital assets will be located in one place, with high security and privacy. We offer 500 types of cryptocurrencies, and will continue to increase in the future.

Multinational: Users all over the world can easily exchange types of digital assets without restrictions on geographic space.

Multi-platform: Full support for IOS, Android and utilities.

Our team of experts will constantly research, create and add more features and utilities, giving users the best experience of Empow wallet.

4.4 Our principles when building Empow Wallet

We never and cannot access users' wallets.

We never ask for any personal information of users.

We strictly follow all security standards to protect the safety of users' wallets.

Users completely control personal property without interfering.

We always listen to users' opinions to bring the best service to meet the needs of users.

Emscan



5.1 The birth of EmScan

Dapp is growing, leading to a series of decentralized applications. However, the construction and release of decentralized applications does not need to be approved by any organization. So, it is inevitable that there are poor quality applications in the market.

On the other hand, the information stored on Blockchain is encrypted, users can not access them like reading a newspaper or a normal book page.

Therefore, EmScan was born with the purpose of providing a reputable and professional analytical tool, helping users to question information about all Blockchain, thereby getting the most overview of the market.

With EmScan, users only need a single platform to interrogate information about all Blockchain; instead of having to use each platform for different Blockchain. This brings convenience and time savings. In particular, new users can through EmScan to quickly reach the Dapp market.

5.2 What is EmScan?



EmScan is an evaluation tool for the safety and reputation of Dapp products, providing users with transaction information about all Blockchain.

All transactions of decentralized applications are recorded on the chain. EmScan will go through the data store to check the actual situation of the user. Through the process of collecting, processing and visualizing data, EmScan will filter out suspicious data related to cheat and scam; contribute to building a clean Dapp environment.

In addition, EmScan helps users query transaction information about all Blockchain on the same platform. We unify everything in a website, with a modern and easy-to-use interface.

In EmScan, all information directly related to the user is available. With the consent of users, EmScan allows anyone, with any skill, to interrogate information about Blockchain easily, as simple as the way you check the balance in your account.

5.3 Missions

- 1 Provide transaction information, transaction history.
- 2 View balances, track market prices.
- 3 Provide information of users holding.
- 4 Provide detailed information about each Blockchain.
- 5 Verify and check the security of smart contracts.
- 6 Evaluate the credibility of smart contracts Dapp.
- 7 Thoroughly analyze Dapp products, help users determine the reliability of products.
- 8 Issuing smart contract verification tools, testing the features of smart contracts, announcing security errors (if any) ... helping developers easily build and develop Dapp products Safe, reputable.

PHASE 2: BUILDING BLOCKCHAIN EMPOW AND EMPO SOCIAL NETWORK

Blockchain Empow



6.1 The birth of Blockchain 4.0 and Blockchain Empow

In 2019, the world entered the era of new technology, witnessing the strong development of Blockchain. Being immersed in the technology movement, Blockchain generation 4.0 was born.

As we know, Blockchain 1.0 used for Bitcoin is slow, difficult to use, and serves only a few purposes. Blockchain 2.0 is the next generation that has more advanced features that are smart contracts and the ability to integrate external applications. However, both Blockchain Generation 1 and 2 cannot be expanded, taking hours to confirm transactions, high fees and high energy usage. Then Blockchain 3.0 was born, allowing high scalability, fast and free transactions. However, they fail to: provide an open, decentralized platform that includes real-world business in any kind and size; low user experience and hard to use.

Therefore, Blockchain 4.0 technology was born with the expectation of following previous generations, developing the ability to integrate and support applications with smooth experience, instant processing speed, and at the same time keep the inherent advantages of Blockchain such as security and immutability. The appearance of Blockchain 4.0 will mark a prominent milestone in the Blockchain's development history.

Blockchain Empow is proud to be one of the pioneers of Blockchain 4.0 generation, inheriting the inherent benefits and adding many new features and utilities, making Blockchain technology more and more complete.

Blockchain Empow has infinite scalability, high practical applications and instant transaction processing. We want to provide a basic development platform for all types of DApps, along with practical and feasible solutions for Blockchain that are widely used around the world.

6.2 What is Blockchain Empow?

Blockchain Empow is the pioneering Blockchain Social Network of 4.0 generation, built on the outstanding benefits of previous generation Blockchain, overcoming existing limitations, providing more features to meet all the requirements of new age technology. It can be used easily and virtually no transaction fees. It enhances the user experience and has a better governance mechanism.

Blockchain Empow was born to:

Provide an infrastructure that allows to develop all types of DApps

Provide a high-performance, safe and efficient platform

Support actively in developing typical Blockchain

Recommend some basic improvements to the Internet and heterogeneous networks

Provide a complete ecosystem, allowing all types of resources worldwide to trust each other for better information exchange and business cooperation

Blockchain Empow's infrastructure will be the foundation for building industry chain infrastructure and the next generation of global Internet value.

6.3 Application of Blockchain Empow

Blockchain for social networks:

There are three major problems that social networks are currently facing: security, transparency and privacy. The introduction of Blockchain technology and superior features will solve all problems caused by the concentration of social networks.

Therefore, we built Blockchain Empow - Blockchain Social Network to bring extensive adjustments in the traditional social network space; against the theft of user information, spread of fake news, spam and display unwanted ads. Blockchain Empow will return private data control to users.

To understand the details of the application of Blockchain Empow in building and developing social networks, please go to section 7: EmPo social network.

Blockchain for business:

Currently, data storage on enterprises centralized servers often encounters risk problems such as hackers or fraud. The cost to build a data safety protection system is extremely large, requiring many experts with high skills and experience. Therefore, small and medium-sized enterprises that do not have enough economic capacity often simplify security, leading to the risk of hacking or data loss.

Along with that, the current internet structure and its protocols make internet performance unpredictable, unsafe and unreliable. This makes businesses often have security and data storage problems.

With a wide range of applications in many industries and fields, Blockchain Empow is a great solution for businesses today.

As the pioneering Blockchain of generation 4.0, Blockchain Empow will surely be a solid foundation for the development of businesses. With immutable properties, Blockchain Empow makes data storage of businesses safe and will remain forever in a distributed ledger. The data will not be repaired or changed once it is written to Blockchain Empow. Data integrity and immutability of information are guaranteed. Therefore, Blockchain Empow is a great place for businesses to store records or any data.

Blockchain Empow eliminates the involvement of intermediaries, allowing businesses to interact directly, helping to reduce business costs.

In addition, the application of Blockchain Empow into production will help businesses control the whole process, save time and completely eliminate frauds and scams.

If your business is in need of a solution for reliability, safety, permanent data storage, unlicensed access, cost savings and transparency, etc., Blockchain Empow is a perfect choice.

6.4 Summary of Blockchain Empow technique

Consensus algorithm:

The consensus algorithm is one of the key components of any distributed blockchain. It determines how fast or slow processing, scalability, fairness and transparency in Blockchain transaction processing. It is set up to ensure that transactions are always valid and reliable. It maintains the integrity and security of cryptocurrencies.

Currently, there are many consensus algorithms being used. Examples are POW, POS, DPOS, DDPOS etc.

POW (Proof of Work) is the first consensus algorithm to be created, so it is also the most restrictive survival algorithm: Consuming a lot of electrical energy; complex processes; low scalability; expensive equipment; requires a lot of time to do the job; rich opportunities are uneven because the rich take advantage of owning expensive equipment ...

Therefore, the birth of the POS (Proof of Stake) as a solution to replace POW. However, prioritizing those with larger shares in POS will hinder the popularity of Blockchain. Rich people have many advantages in creating blocks, they can do whatever they want, so POS has not solved the outstanding problem of POW, that rich people will gain more wealth faster than others.

The Delagated Proof of Stake (DPOS) was born with a more democratic form of voting: the nodes vote to select the makers. However, this mechanism also easily leads to the organization of nodes to maximize profits.

Consensus algorithm decides the scalability of Blockchain. The security increase of POW means the loss of scalability and the ability to speed up transaction processing. Meanwhile, DPOS has improved processing speed almost immediately. However, many experts have shown that nodes to increase revenue can vote for each other to gain the right to create blocks. This inadvertently harms the system and loses trust in project supporters.

As can be seen, the current blockchain consensus algorithms still exist many limitations. Combining the advantages and limitations of those algorithms, we propose a new algorithm: Proof of Glory (POG).

POG is a consensus algorithm that we developed to improve the transaction speed but still retains the security and decentralization, the invariant of the previous algorithms. POG is a combination of POW, DPOS and a decentralized social network scoring system.

Consensus algorithm POG is a public chain of high speeds of 100,000 TPS to 1,000,000 TPS. In terms of performance, we propose a creative solution, using the reputation of social network users to decentralize users, in order to vote for integrity-focused nodes.

POG with the security system that evaluates glory points has the ability to resist destructive attacks, against centralization and prevent the co-operation of nodes. Every user in Blockchain Empow is valued as a real person in society. Therefore, we allow users to intervene in almost every stage of the system, contributing a voice for the common good of the community, thereby building a completely transparent decentralized system, avoiding intentional manipulation.

Glory points system:

Unlike the POS consensus algorithm, the stock held is not the only criterion for measuring whether a node is reliable. We propose a number of POG decentralized solutions based on social charts and the glory points of each person. Each user when interacting on EmPo social network will achieve a certain number of glory points. Each person's glory is based on his or her activities on the network including:

- Number of transaction interactions: Transfer money/receive money, interact with smart contracts, balance, etc.

- Interaction on EmPo social network: comments, likes, shares, etc.

- Voting on the platform: users can vote on various topics.

- Activity on the platform: users can participate in various contests, quizzes, etc.

- The guard of the node: users can help protect the network from attacks.

- Storage capacity: users can store data on the network and earn rewards.

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Developers, you need to be approved by the user to access the necessary information for the Dapps system. Users have the right to refuse to use a Dapps if they require too much privacy.

Simplify the using process:

We simplify the process of using Blockchain Empow, helping users get the Blockchain experience not so different from the Internet experience. We built the API system to simplify the Blockchain data retrieval.

Activity points:

Users need points to interact with transactions every day.

Each account will receive 10,000 APs for free every day, used to transfer money and interact with transactions in the ecosystem. After using the AP, users can still interact in the system by freezing EM to get more APs. Each account's AP points will increase after the user's account is upgraded. User level is assessed by many criteria, making the machine work smoothly and reduce spam.

Performing all interactions with smart contracts will consume both AP points and glory points.



6.5

Inheritance

The loss of private keys or recovery phrases often occurs in the network. During the formation of the protocol since Bitcoin was born, many users have lost their private keys due to hardware risks. Billions of dollars have fallen into oblivion. This affects large numbers of users.

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Our solution is to inherit p2p, a completely automatic and decentralized inheritance process.

Users cannot leave their properties to another person when they lose private keys, so we built the inheritance feature. You can set a flexible time: 1 day, 1 month or 1 year, etc. If during that period your account is inactive, another account will be inherited from your account balance.

For example: A has 10,000 EM in the account. A set of inheritance time is 1 month. After 1 month, if A does not generate any money transfer, A1 has full control of A's account. This process will take place automatically without any intervention.

Authorization:

Because Blockchain Empow is an anonymous Blockchain, searching for user information is difficult for DApps developer. Therefore, the authorization feature is built. This is a feature that allows users to grant Dapps permission to perform necessary information lookup rights.

Permissions are explicitly decentralized and are only available to developers when authorized by users. The rights are assigned according to level A B C ...

The higher the rights, the more users can access user information. This helps users be more confident about securing personal information.

Economic model:

There are 100 billion EM created without exploitation. Of which 50% will be provided to the ecosystem. Including 2 stages:

- Phase 1: 5% (equivalent to 5 billion EM) will be provided to users using Empow. Each user when using Empow to interact with EOS Dapps, TRON, ETH will be rewarded with a certain amount of money for each transaction. This stage is called the potential community stage.
- Phase 2: 45% (equivalent to 45 billion EM) will be provided to the ecosystem within 9 years. Each year, 5% will be added to the ecosystem. This 5% is divided by 1.5% node, 2% team and 1.5% content developer.

When EmAds and its advertising services on Blockchain were launched, the profits earned from advertising on EmPo social networks and satellite systems will be shared for content developers, ad viewers, block verifiers and developers. As follows:

- 30% for nodes
- 30% for content developers
- 20% for users who view ads
- 20% for developers

6.6 Advantages of Blockchain Empow



As one of the pioneers of Blockchain 4.0 generation, we have studied and provided the following features and utilities to enhance the core value of Blockchain:

- Heterogeneous network architecture with high scalability, increasing the ability to use widely
- Improve consensus algorithm
- Internet connection protocol is fast, low latency
- The interface is easy to use
- Ability to process transactions quickly and stably
- Create wallet addresses at no cost and customize from 6 to 21 characters
- The balance in the account is only visible to users
- Improve user experience
- Easy upgrade and error recovery
- We build on the most popular programming language to reduce the cost and time for developers on Blockchain Empow.
- Blockchain Empow will be the foundation for Blockchain technology to be widely used in life, thereby increasing its acceptance in the real world.

Empo social network



7.1 The birth

Currently there are about 4.39 billion internet users in the world, nearly 3.5 billion people use social networks. In the digital age, social networks are growing. Most of us have one or two profiles that we use to connect and interact with friends, colleagues or relatives. However, most of the current social networks are concentrated, user information is easily exploited, there is no privacy, and data security is very poor. Typically, Facebook continuously reveals hundreds of millions of accounts. The community therefore no longer believes in traditional social networks.

In addition, traditional focused social networks have full access to user information and are ready to provide it to create targeted advertising campaigns. While users spend a lot of time and effort developing content, sadly, traditional social networks do not recognize and reward them. In contrast, their main goal is to show you as many ads as possible, even if they don't know whether you want it or not. They don't care about users. They develop by forcing users to view ads. Invisibly, users are turned into products. At one level or another, user data is advertised for sale to the highest bidder, regardless of your privacy settings.

The surest way to protect users' privacy is to switch to Blockchain-based social networking platforms. Blockchain technology solves all problems caused by concentration, giving users control of their private data. Moreover, Blockchain-based social networks always have cryptocurrencies used to handle transactions in the platform. They will be the perfect alternative to the traditional social networks you have used over the years.

Therefore, we have created EmPo - social network built on Blockchain Empow to serve the needs of users. In addition to protecting the account safety and protecting user privacy, EmPo also distributes its profits and revenue to all users.

According to Facebook's first-quarter report of the year 2019, their ad revenue is \$ 14.9 billion. Of course, this source of revenue is based on users. That makes us ask the question: What will happen if Facebook distributes their profits to users?

The specific answer must wait until Facebook executes its profit distribution to users, so we will know. But one thing that everyone knows is that, if a platform is willing to share their revenue to the community, it will certainly grow sustainably. Because in that relationship, both sides benefit.

Therefore, EmPo social network will distribute its profit to all users. That makes the number of EmPo users increasing, leading to more and more partners coming to us and the profits to distribute to the community will be greater. That's how we develop the community, develop EmPo social network. It is a symbiotic relationship that all participants benefit.

7.2 What is EmPo?

EmPo is a decentralized social network, built on the foundation of Blockchain Empow, allowing users to share information, photos, connect with friends, post status, discuss, chat, group chat or interact with each other around the world safely, securely and with full account control. More specifically, EmPo social network shares revenue and distributes profits to all users.

As a social network built on Blockchain, EmPo ensures user account security from hackers, protect your privacy and all personal information. At EmPo, users have full control over their own data. If you do not allow, no one can access those data, because it has been encrypted and stored on Blockchain safely and securely.

We create EmPo not only for users to connect, interact with each other, but also help them to actually own their accounts, receive rewards worthy of their contributions to the community.

7.3 Operation model

EmPo distributes profits to all users, because we understand that they are the ones who generate revenue for the platform.

When users participate in creating content on EmPo, such as posting status, photos or discussion, you will receive a reward token EM. Depending on the level of influence of the transmission content, you will receive different amounts of token EM. If the content is highly influential, the number of people who receive it is high and appreciates, you will receive a lot of token EM. Through this process, EM will have a community, a large market, including those who have not participated in any cryptocurrency economy.

With EM token earned, you can use them to run ads on EmPo itself, perform transactions in Empow Ecosystem and partners or sell them after EM is listed on the exchanges.

We build a fully developed Empow ecosystem, so owners of EM token can freely manage the finance right on the platforms provided by Empow. Specifically, you can earn token EM on EmPo social network, store them in Empow, make payments on Empay or perform transactions in Empow Ecosystem and partners.

In addition to earning EM by developing quality content on EmPo, users will also receive money from advertisers through advertising viewing. We allow users the option to turn off or turn on ads. If you choose to turn on ads, you will receive a portion of the amount paid by the advertiser. The rest will be paid to the transaction verifier and developer.

7.4 Evaluation mechanism

EmPo is built with the task of sharing revenue and distributing profits to all users in the platform, based on their contributions. We develop a community, where all participants benefit. Therefore, building an objective and transparent evaluation mechanism is very important. Because, any abuse in content evaluation and user evaluation will cause community members to lose faith in the platform.

Focused social networks are based on the principle of 1 user - 1 vote, making the rankings easily falsified; or assessment principle measured by the user's account balance is easily manipulate by sharks. Our evaluation mechanism is based on actual interaction points and content assessment. In our community, in order to prevent intentional manipulation,



Users assessment:

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Based on the activities in the platform, users get different glory points. The number of glory points will determine the level and level of the user. Please note that the user level is not only increased, but it is also reduced if there are many bad reviews.

Users at different levels will have different limits on interaction. The higher the level, the more interaction and more valuable.

Besides, active users who contribute to the community will receive bonus points from us. Users can use this bonus to change to token EM. Every day there will be a certain amount of EM tokens distributed to the community, divided equally for all users based on the number of bonus points they own.

7.5 Features



Authentication information: Fake news is a burning problem for focused social networks. In EmPo, we solve this problem by allowing qualified users (voted by the community based on their posts) to confirm that content is correct. EmPo empowers the community to prevent fake news.

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PHASE 3: BUILDING EMADS PLATFORM AND EMPAY PAYMENT GATEWAY

Emads



8.1 What is EmAds?

EmAds is an online and multimedia advertising auction platform, built on EmPo social network. EmAds' decentralized technology platform allows all participants to benefit from the money that is currently being wasted for the intermediary system.

8.2 Why should you use EmAds?



- Advertising on a global scale.
- Approaching the right object at the right time.
- Low cost, high efficiency.
- Real-time report, avoid fraud.
- No censorship.
- Focus on Blockchain ecosystem - Technology foundation of the future.

8.3 Benefits of EmAds

For advertisers:

We provide accurate analytical tools to help you reach the right audience and help increase marketing effectiveness.

We use sophisticated measurement algorithms to verify the level of customer interaction for each of your ads.

We allow you to create, distribute, optimize and verify multimedia advertising campaigns in a unified market.

We allow you to plan, budget and distribute ads freely.

We use Blockchain technology to ensure that all data is transparent, accurately and safely collated at all processes.

We protect you from the most sophisticated advertising frauds. You only charge for real traffic.

For publishers:

If you are a content developer and have your own website, you can integrate our advertising platform into the site easily, without censorship.

You will receive 70% money from advertisers, 10% for nodes, 10% for EmAds development team.

Our platform eliminates the need of intermediary organizations and maximizes your potential revenue.

You are paid immediately for each ad delivered on your site.

You have the right to decide which ads and advertisers will show on your site.

You can make money, manage inventory and install ads for all your websites through a simple and easy to use control panel.

Ads are delivered to the right audience, minimizing the amount of impressions needed to create conversions and increasing ad effectiveness to increase publisher revenue.

Empay



9.1 The problem of payment by current cryptocurrency

As the world progresses, with the development of Blockchain technology, we can see the rise of cryptocurrency payment systems.

The advent of cryptocurrency has brought an unprecedented revolution in the payment system. Because payment by valid credit card and debit card is very expensive, because it requires a complex system for interaction between users, merchants and issuers; the process of processing transactions takes time and is limited in geographical scope. In contrast, cryptocurrency works in a simple and inexpensive way, which can be used by everyone around the world. Therefore, payment by cryptocurrency is a perfect replacement for future legal money.

Realizing that, after a long time of research, our experts have launched EmPay - a new generation decentralized payment gateway, using cryptocurrency as a means of payment for all transactions.

9.2 What is EmPay?

EmPay is a new generation decentralized payment gateway, paying all cryptocurrencies transactions, to bring cryptocurrencies, Dapp and Blockchain technology into daily life.

9.3 Missions of EmPay

We develop EmPay to provide a reliable solution, build a decentralized cryptocurrency payment system with high safety and security.

Payment in cryptocurrency will take place through a Blockchain ecosystem based on decentralized platforms, to eliminate third-party participation and maintain transaction transparency.

9.4 Features of EmPay

Transparency: Blockchain technology manages the database of all transactions, so EmPay is very transparent.

Safe and secure: Because Blockchain is encrypted via encryption, it is impossible to track the path of the transaction. Therefore, the payments are anonymous and avoid the risk of theft. Payment transactions on EmPay are always safe.

Easy and fast: Payment on EmPay takes place very quickly, only takes a second to complete your transactions. The user interface is intuitive and easy to use.

Low cost: The decentralized payment platform has no third-party participation, so the transaction costs on EmPay are very low.

Self-control: With EmPay, all banking and payment system rules are meaningless. Your property is completely under your control.

Payment without borders: Cryptocurrency is recognized everywhere. With just an internet-connected smartphone, you can make transactions anywhere and anytime you want.

9.5 Benefits of EmPay

For users:

Safe: All user transactions are done on Blockchain, which is why EmPay is always safe and transparent.

Quick: Transactions always take place quickly, instantly, right after the order from the user.

Low cost: Decentralized payment platform, not through intermediaries or any third parties so the transaction costs on EmPay are very low.

Anonymous: Users are not required to submit personal information to open an account and transactions on EmPay can be done anonymously.

For businesses:

You can build payment systems for your customers on our platform.

We support more than 500 types of cryptocurrencies, so businesses can choose to accept payments in any cryptocurrency you want.

No reimbursement: cryptocurrency payment is not refundable. This means that businesses can accept payments from any country and are guaranteed 100% that the money you receive will not be returned.

For Dapp developers:

We have a community available for your application.

Send us your smart contract or decentralized app, we will review and add it to our market.

In short, Em Pay was created to provide the best service for payment.

We have specialized support groups, professionally trained with thoughtful, responsible, fast and flexible responses, which will provide users with the best services available.

Token distribution



In order for a system to work properly, it is necessary to have a budget to serve: rewarding, marketing, building and developing ecosystems. Therefore, we will release Empow token, to promote activities in the community.

10.1 What is Token EM?

Token EM is a token issued by Empow.io.

Token EM is deeply integrated into our payment platform, playing an important role in developing Empow Ecosystem and expanding the community.

By keeping token EM, users can easily use the services in Empow and partner ecosystems, free transactions and receive many deals from loyalty programs.

10.2 What is Token EM used for?

- Trading on decentralized exchanges.
- Payment of service fees. Users will enjoy the privilege when using token EM to pay in the platform of Empow.io
- Rewarding developers and project supporters, promoting the growth of Empow Ecosystem.
- Store safety values.

10.3 How to own EM token?

ERC20 smart contract address of EM token:

- Exploiting EM token using our wallet to perform transactions with Dapp.
- You are a Dapp user. You will receive token EM for free when using Dapp through our wallet in stage 1.
- If you are a consultant or a big investor you can contact us to be able to own the token EM before we launch.
- You can also buy tokens when we officially sell pre-sale or token sale.

10.4 Process of distributing EM token?

Total supply: 100 billion.

Supply is limited and cannot be increased.

Distribute 100 billion EM token, in which:

50%: Users exploit and develop the community.

We understand the importance of the community and the role of users. Our slogan is: "If you want to go fast, go alone. If you want to go far, go together ". Therefore, we reserve 50% of the EM token for users to exploit. There are 2 stages:

- Phase 1:

5% (equivalent to 5 billion EM) will be provided to users using Empow. Each user when using Empow to interact with EOS Dapps, TRON, ETH will be rewarded with a certain amount of money for each transaction. This stage is called the potential community stage. Specifically, when you use our wallet to perform transactions, you will receive a certain amount of EM tokens. There will be 10 million EM tokens exploited in 1 day, and distributed until the end of 5,000,000,000 EM.

We aim to build and develop the real user community, so when a transaction is complete, you will receive EM token immediately. The more transactions you make, the more EM token you will receive. In this way, the Empow ecosystem will constantly be expanded and developed.

- Phase 2:

45% (equivalent to 45 billion EM) will be provided to the ecosystem within 9 years. Each year, 5% will be added to the ecosystem. This 5% is divided by 1.5% for nodes, 2% for team members and 1.5% for content developers on social networks.

So how is the remaining 50% of EM token used?

The remaining 50% is distributed as follows:

Adviser + Private sale: 5% (Distributed in 1 year)

PreSale: 10% (Update details in November 2019)

Reserve: 5% (Special case fund is only used when there is a problem)

Team: 10% (Distributed within 3 years)

Token Sale: 20% (Will be updated in the Whitepaper 2.0 version)

After the launch of the mainnet, the total number of EM tokens will be converted into coins on the Blockchain Empow platform with a scale of 1 - 1.

10.5 Details of selling ICO

Will be updated in Whitepaper 2.0

Conclusion





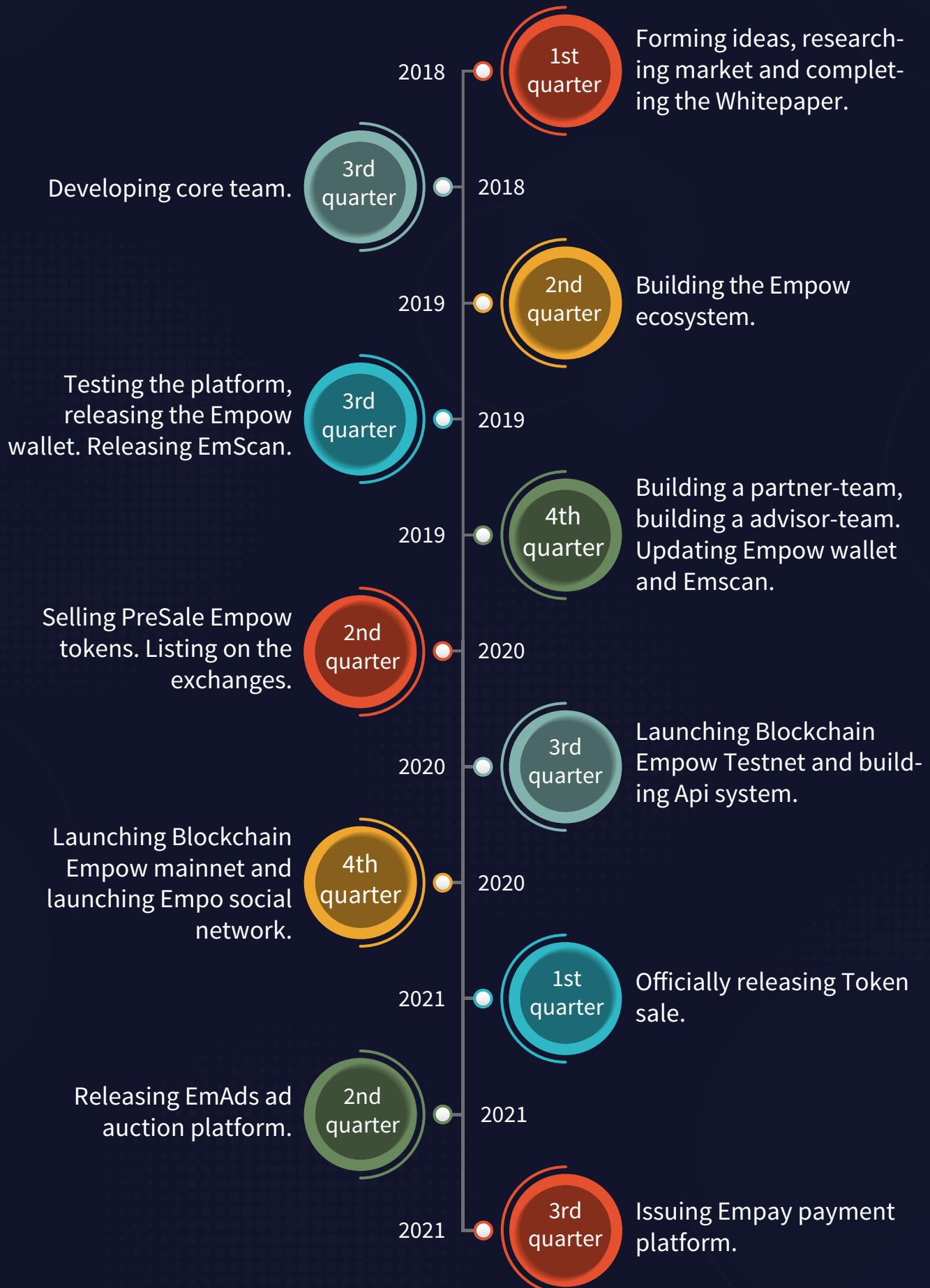
Our desire is to bring the cryptocurrency and technology Blockchain widely applied to the reality of daily life.

We are always ready for new ideas and suggestions. We are fully focused on customers, which is why we are always improving our products, adding features and utilities, making it easier for users to use Blockchain products.

We hope you will join us, opening up a new era for global economy and trade together.

Roadmap







Thank you for supporting our project