



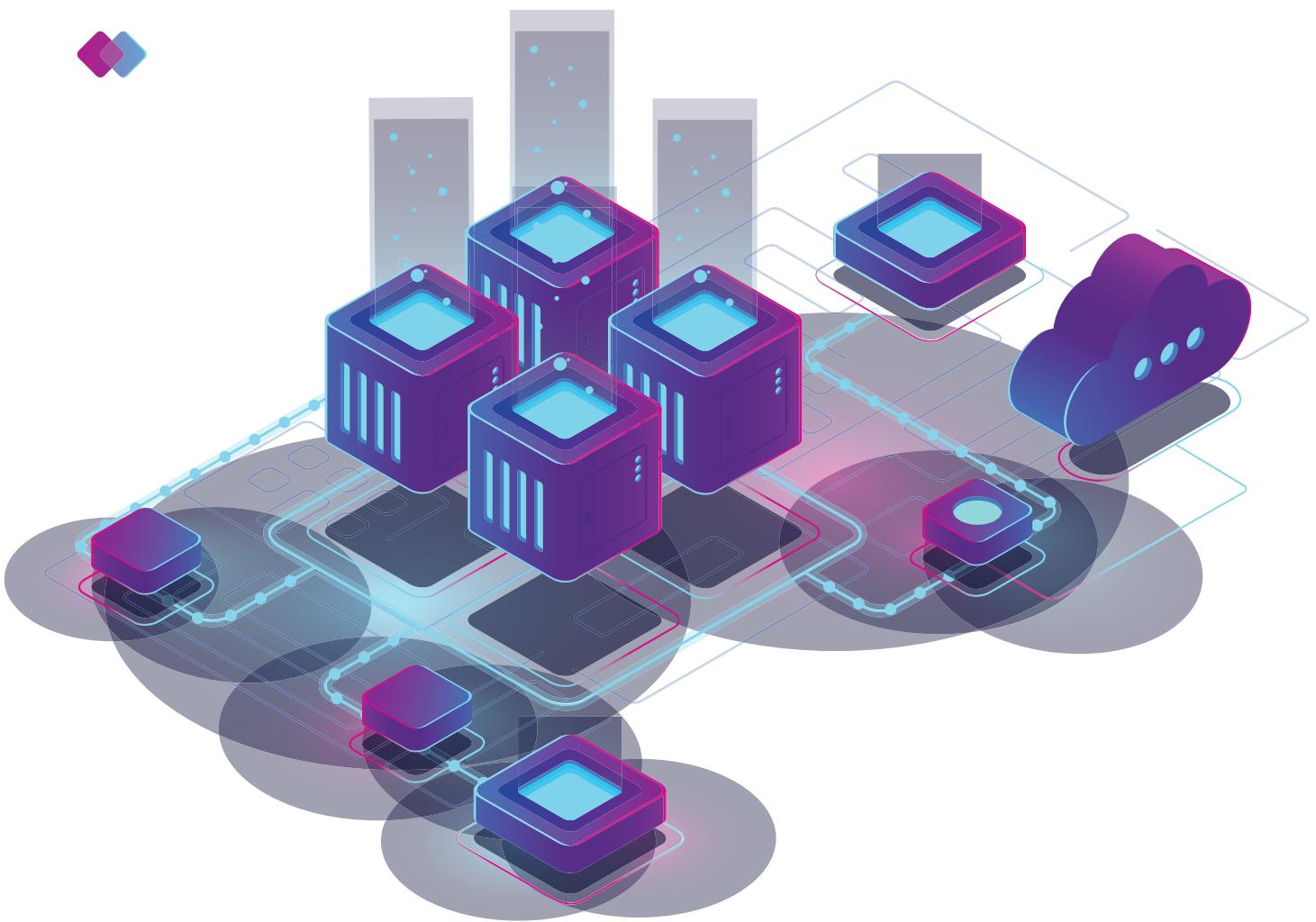
AEM

WHITE PAPER

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Introduction



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



2009

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

2013

Four years later, Blockchain reached its second stage of development when Vitalik Buterin pointed out that the Blockchain technology, not just plays a role of the underlying technology for a decentralized system of internet currency, but has the potential to help build up a decentralized system of applications. He then developed a platform based on a new Blockchain - Ethereum with a cryptographic function called Smart Contract.

2015

Two years later, Blockchain 3.0 was created to overcome all the remaining limitations of Blockchain technology in previous generations. Beyond being the successor, Blockchain 3.0 is the upgraded version of Blockchain 1.0 and Blockchain 2.0, with many new features added such as fast transactions (small confirmation time), low fees, etc. to solve the problem of scalability and low-throughput. Some representatives of Blockchain 3.0 are EOS, TRON, NEO, etc.

The development of the technology is continuous. Over time, the "new" will keep being born to satisfy the increasing needs of people. After more than 10 years of establishment and development, the next stage of Blockchain evolution can take the maturity of the technology to a new level. If the main problem that Blockchain 3.0 tried to solve is the problem of scalability, then the main problem that the next version would try to solve is how to effectively bring Blockchain into real-life and to end users.

That is why Blockchain 4.0 is being born. Blockchain 4.0, by taking into account the solutions for scalability from Blockchains in the first stage of evolution, will develop, provide a business-oriented environment and create and run real-life applications.

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

- 1 All most-used features of a Blockchain platform (cryptocurrency transferring, balance checking, etc.) are easily used by users in an instant at any geographical distance.
- 2 Blockchain is the technology with absolute security in the sense that no one can find out information about account holders and historical data of their transactions.
- 3 Blockchain helps free individual users from intermediary organizations playing the role of dominant players in the market.
- 4 Blockchain is long deemed as the breakthrough technology of human thinking, which ensures transparent, safe, accurate and convenient information in the digital age.

Currently, the world is watching closely the development of the Blockchain technology itself and of ecosystems of decentralized applications built on the basis of the technology. The most important problem that the majority of Blockchains is running into is that Blockchain is still very new and difficult to access and to use. That is why Blockchain technology has not yet been widely used in daily life.

Empow is here to solve this problem. We, with many experts in Blockchain technology with many years of research, have launched the Empow Ecosystem to help bring Blockchain into real life more effectively. Continuing and inheriting from predecessor like Bitcoin, Ethereum, EOS... through a long process of research and improvement, we have built and developed the pioneering Empow Blockchain - The Blockchain 4.0 for Social Network with outstanding and innovative features, the Empow wallet for storing cryptocurrencies & tokens and interacting directly with DApps, the advertising auction platform EmAds for accelerating social media advertising activities on the social network, and the payment gateway EmPay for bringing cryptocurrencies, DApps and into daily life.

About us



2.1 What are we?

We are experts and Blockchain technology advocates. We believe that Blockchain technology can open a new era for many industries in the business world and change the world. After a long process of research and improvement, we have launched the Empow ecosystem. With Empow ecosystem, we desire to create a series of secure decentralized products that anyone can use. In the long run, we will constantly develop new features for these products to best serve the needs of users.

2.2 Our mission

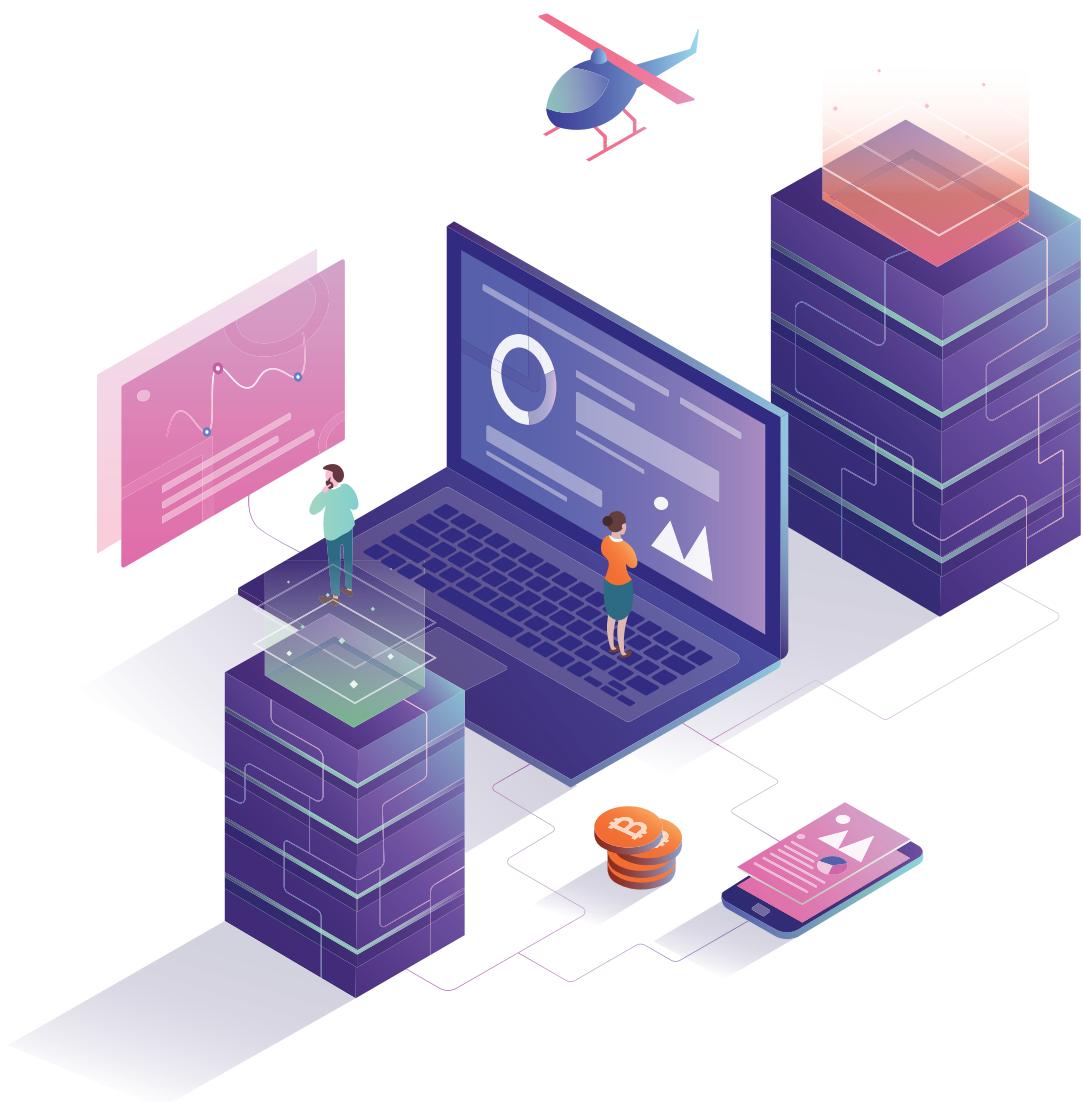
Our mission is to take advantage of the Blockchain technology to build the ecosystem of decentralized products and services that everyone can easily use, whether it is a housewife, a farmer or a worker, who is less contact with and is not too knowledgeable about the technology.

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

2.3 Our vision

We want to prove our value by building and developing the ecosystem of decentralized applications based on a Blockchain platform version 4.0 named Empow Blockchain. The decentralized products constitute the ecosystem built on top of Empow Blockchain include but are not limited to the Empow wallet for storing cryptocurrencies & tokens and interacting directly with DApps, the advertising auction platform EmAds for accelerating social media advertising activities on the social network, and the payment gateway EmPay for bringing cryptocurrencies transferring and DApp using and into daily life.

Empow ecosystem

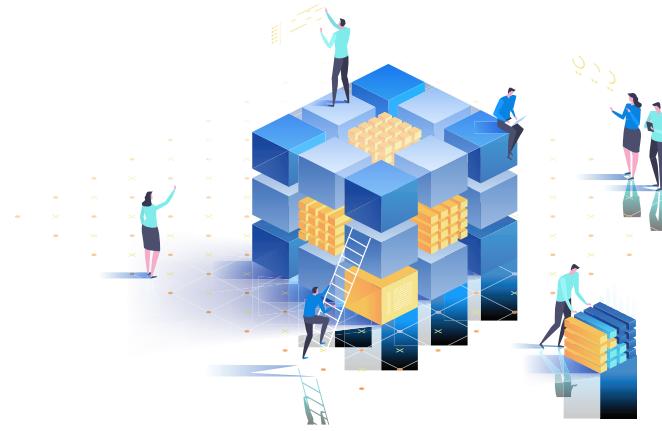


3.1 What is Empow?

Empow is a series of decentralized products and services, built on the foundation of a Blockchain platform named Empow Blockchain, with newly outstanding features to overcome all the restrictions of the previous generations of Blockchain. All the transactions in Empow Blockchain are safe, free, transparent and secure. Applications in the Empow ecosystem is friendly and have easy-to-use interface, making Blockchain easily accessible and usable to everyone.

3.2 Empow ecosystem

The Empow ecosystem is divided into 2 layers as follows:



Layer 1: Infrastructure -The Empow Blockchain, Empow wallet, and EmScan

In this layer, we create the based Blockchain named Empow the 2 service products that are Empow Wallet and EmScan.

-Blockchain Empow is the pioneering Blockchain of the 4.0 generation. Empow Blockchain takes into account best features of previous Blockchain generation, thereby solving the problem of scalability and low-throughput. Empow Blockchain uses an effective consensus algorithm, thus allowing for fast and instant confirmation of transactions. Address accounts can enjoy using the Empow Blockchain with no transaction fees. In addition, Empow Blockchain has a fairly governance mechanism, which can effectively balance benefits of stakeholders running Empow Blockchain.

-Empow Wallet is a multi-chain, all-in-one wallet that allows users to store their cryptocurrencies, which based on many Blockchains, with high level of security. Instead of managing many different types of e-wallets, you now need only one Empow wallet for storing all kinds of cryptocurrencies.

-EmScan is a block explorer site for Empow Blockchain, providing users with transaction information about all transactions in Empow ecosystem. Also, EmScan is a rating tool for the safety level and reputation of DApp products in Empow ecosystem. To put it simply, EmScan can be understood as a data site of all the activities in Empow ecosystem.

Layer 2: Applications - EmPo Social Network, EmAds advertising auction platform and EmPay payment gateway

-EmPo is a decentralized social network, built on the foundation of Empow Blockchain, allowing users to share and post contents, including information, photos, videos, and connect with friends (discuss, chat, group chat, interact with others around the world) easily and securely. There are 2 distinguished points that makes Empow different from other non-Blockchain-based social networks. The first one is the users of Empow have full control of data of their activities on EmPo. The second is EmPo social network will distribute its profits to all users as a way to motivate them to be active frequently on Empo.

-EmAds is an online advertising auction platform built on EmPo social network. EmAds connects advertisers and publishers, thus accelerating social media advertising activities on the Empo social network.

-EmPay is a new-generation decentralized payment gateway. With EmPay, value transferring (fund transferring, token transferring, etc.) can be easily executed. EmPay will be the last and very important link of the process to bring cryptocurrencies, DApps and Blockchain technology of Empow to everyday life.

LAYER 1: INFRASTRUCTURE - THE EMPOW BLOCKCHAIN,
EMPOW WALLET, AND EMSCAN

Empow Wallet



4.1 Problems of Dapp wallets current

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.

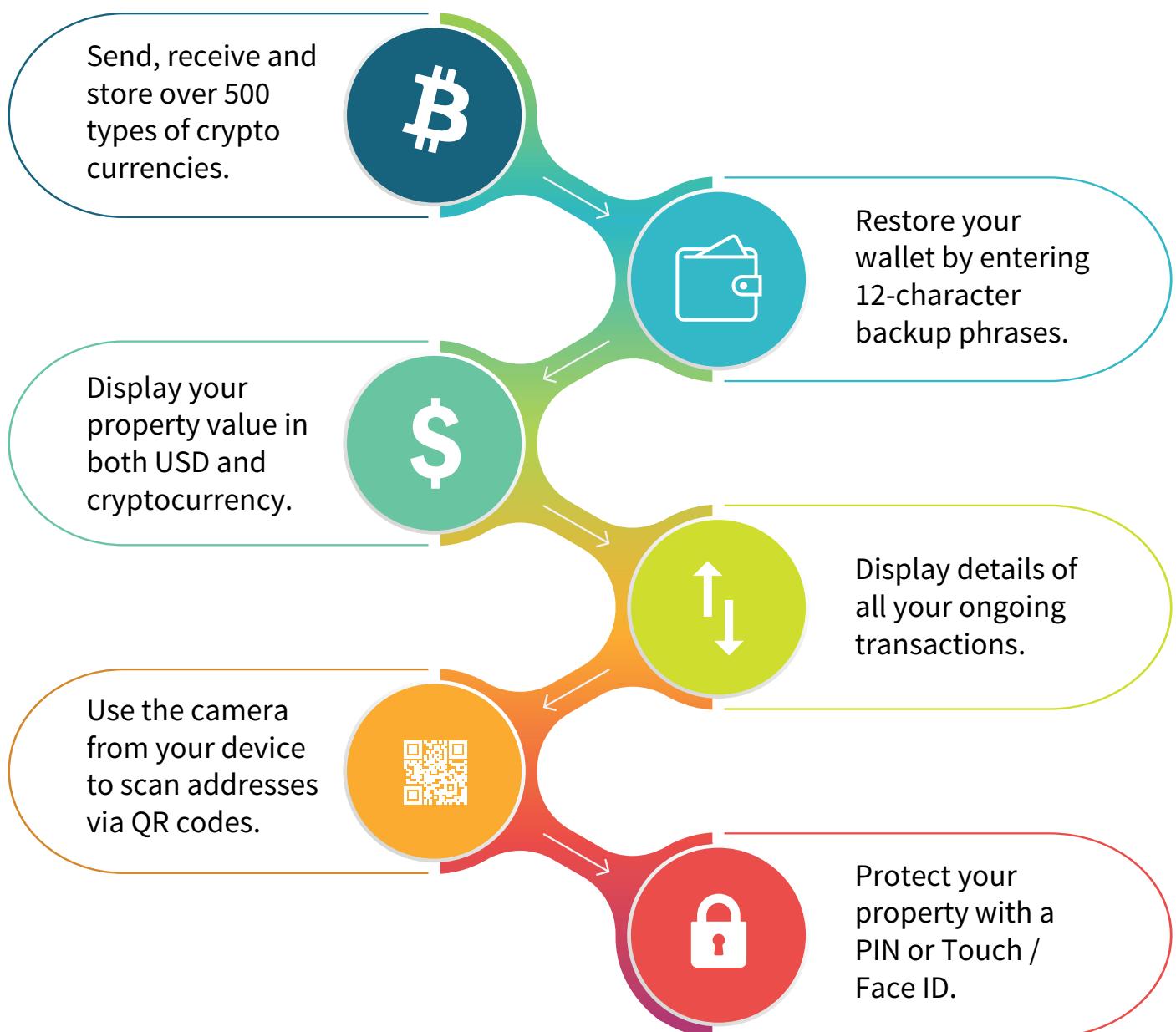
Therefore, in parallel with building a high-tech foundation, we focus on developing service quality, considering it a competitive advantage in the market. When users encounter problems, we ensure that they will receive answers directly from employees who understand the system and not the available answers.

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?



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 .5 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.

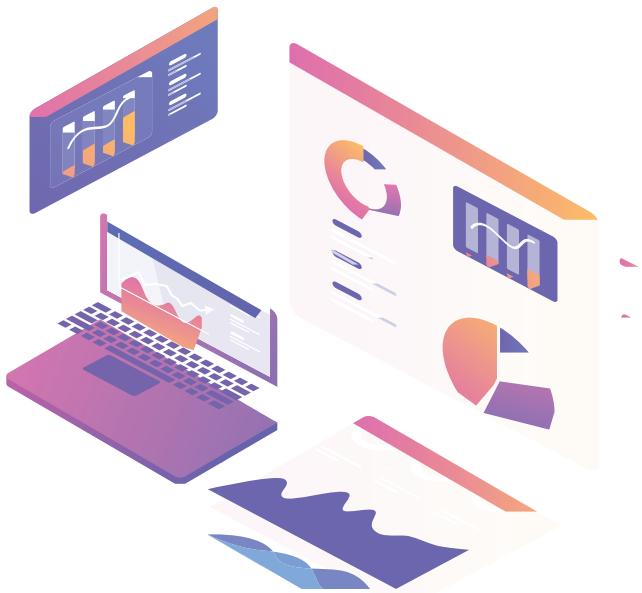
Users completely control personal property without interfering.

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

Emscan



5.2 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 Our mission

- 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.

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 in the account, the amount of time the money is stored.
- Interact on EmPo social network: The number of interaction and contributions to the community, account credibility (user reviews), the account's popularity.

POG maintains and updates trusted users, high reputation is called guardian. Based on the glory points, the guardians are divided into different levels. Each level will have its own voice during the voting process.

The guardians will be rewarded by the system after providing computing capabilities or storage capabilities. This makes every vote manipulation impossible.

Voting process for nodes:

Users vote for positive and reliable nodes. There are 24 main nodes that always verify transactions and auxiliary nodes are available instead.

Voting always takes place. Users can only vote for one node. During operation if the node does not complete the task, discrediting itself, the user can cancel the vote and vote for another more reliable node. This makes the voting process continuous and democratic.

Security and anonymity:

All user transactions in the platform are encrypted and anonymous. All information about the account is strictly protected in the system thanks to our security mechanism. Your account balance is private and always safe. Only wallet controllers and those authorized by authorized owners can look up transactions in the account.

For 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.

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 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.

Fee:

Blockchain Empow is built to focus on social networking. Normally, social networks are built for free. Social network transactions like posting, liking, sharing, commenting, messaging is free. This helps a social network to speed up community development. But they will have spam filters and true user verification. Blockchain can't do that. Therefore, to avoid the large numbers of accounts created to manipulate the community, send spam and related issues, we solve that problem by level problem. We will decentralize users with separate levels to avoid abuse that affects the system. All query transactions are free but require user permission so that a third party can look up an account's information.

6.5 Special feature of Blockchain Empow

Inheritance:

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

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 will be an overall inflation rate on the total token supply each year. As designed, there will be 1,100,000,000 EMs newly-released each year to reward to stakeholders running Empow Blockchain. In that portion, 550,000,000 EMs is for producers and 550,000,000 EMs if for voters.

The inflated amount of EM:

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.

LAYER 2: APPLICATIONS - EMPO SOCIAL NETWORK,
EMADS ADVERTISING AUCTION PLATFORM
AND EMPAY PAYMENT GATEWAY

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 manipulated by sharks. Our evaluation mechanism is built on actual interaction points and content assessment points from all members of the community, in order to prevent all intentional manipulations for profit. As follows:

Content assessment:

All content on EmPo will be reviewed and evaluated by community users. Of course, if the content is nice and useful, the article will get a lot of points, on the contrary, if the content is not good and is considered harmful, the article will not have points, not even allowed to display.

There are three levels to evaluate a useful content as follows: nice, interesting and outstanding.

Similarly, there are 3 levels to evaluate a harmful content as follows: spam, crap and harm.

However, each person's information needs are different. The same content, for this person is useful, but for others it may be harmful. Therefore, the score of the article will be based on the useful - harmful ratio. The higher the score, the more token EM you will receive.

Also based on the level of evaluation, the algorithm will show the article more or less. Useful review articles will be given a lot of display priority, harmful review articles will show less and to some extent, it will only show up to the article writer.

Users assessment:

There are 6 user levels as follows: new members, members, longtime members, rising stars, stars and legends.

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



Data encryption: By encrypting all data, EmPo completely eliminates the infringement of user privacy.

Anonymous account: EmPo removes all requests for user accounts, so the address will never contain any information that can be linked to phone numbers, emails or other accounts.

Creative freedom: EmPo provides complete freedom for users to create and express themselves without interference or interference.

Advertising options: Users have the

right to decide whether or not to allow ads to show on their message boards, to choose whether or not to view ads.

Anti-censorship: By removing intermediaries, there is no entity that holds user control on EmPo.

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.

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. The rest 30% is saved 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: ROLES & METRICS



In order for a decentralized system to work properly, it is necessary to have a kind of ‘fuel’ that moves around in the ecosystem. The ‘fuel’ will be used as rewards for stakeholders running Blockchain, thereby playing an important role in Blockchain governance mechanism, and as incentives for end-users of applications. Therefore, we release the EM token as the native token on Empow Blockchain.

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 ecosystem and partnered ecosystems.

10.2 What purposes does EM token serve?

- Be traded on decentralized exchanges and centralized exchanges listing EM
- Payment for service fees. Thanks to EM tokens, users can enjoy using products & services in Empow ecosystem without any fee paid for transaction confirmations.
- Reward stakeholders running Blockchain (producers, voters) and project supporters (for example content creators on Empow), thus promoting the growth of Empow ecosystem.

10.3 How to get EM token?

At first, EM token is the ERC20 tokens. When the mainnet of Empow Blockchain is launched, EM token will be swapped into the native cryptocurrency of Empow Blockchain. There are many ways to possess EM tokens

- Join our daily EM mining program. Users use Empow wallet to interact with DApps on EOS Blockchain, TRON Blockchain, Ethereum Blockchain, etc. will be rewarded with a certain amount of EM for each transaction they make on these DApps
- You are a DApp user. You will receive token EM for free when using DApps and become an active user.
- If you are a big investor, you can contact us to be able to buy the token EM in the fund raising rounds before the roll-out of mainnet or community raising fund rounds
- You can also buy EM tokens on exchanges after we finish raising fund rounds

10.4 TOKEN METRICS

The total quantity of EM is 55,000,000,000 (55 Billion EM tokens). Notice that this amount does not include the annual inflation rate. The distribution is as follows:

DApp-using mining: 5,000,000,000 EM Tokens (9% of total token supply) will be reserved for users who use DApp via Empow wallet. Users use Empow wallet to interact with DApps on EOS Blockchain, TRON Blockchain, Ethereum Blockchain, etc. will be rewarded with a certain amount of EM for each transaction they make. There will be 13,000,000 EM tokens released everyday for DApp-using mining until the total 5,000,000,000 EM tokens is released. The DApp-using mining portion is totally unlocked and users can freely transfer their EMs to others with zero fee thanks to the Empow Blockchain running beneath.

Advisors & Private Sale: 5,000,000,000 EM Tokens (9.1% of total token supply) will be reserved for Advisors & Private Sale. This portion will be vested monthly in 1 year after the time of token sale.

Presale: 10,000,000,000 EM Tokens (18.2% of total token supply) will be reserved for Presale. The detailed information of the vesting/lockup policy of this portion will be disclosed in November, 2019.

Token sale: 20,000,000,000 EM Tokens (36.4% of total token supply) will be reserved for Token sale. The detailed information of the vesting/lockup policy of this portion will be disclosed in November, 2019.

Team: 10,000,000,000 EM Tokens (18.2% of total token supply) will be reserved for the team. This portion will be vested in 3 years after the time of token sale on the basis of 6 months.

Reserve: 5,000,000,000 EM Tokens (9.1% of total token supply) is the Reserve. It is the special portion which will be used only when there is a technological problem happened with the Empow ecosystem. This portion will be locked totally in 1 year after the time of token sale.

-Since Empow Blockchain is the DPos-based Blockchain, there will be the overall system inflation each year. The default inflation rate is 4% of the original total token supply, making the default inflated amount of EMs is $55,000,000,000 * 4\% = 2,200,000,000$ EMs.

-However, understanding that the best way to incentivize and motivate users in a community-based business model is to align the benefit of users with the financial results (including revenue, profit, etc.) of the company which runs the business model, we have designed a special mechanism to calculate the overall system inflated amount each year for Empow ecosystem. To be more exact, the actual inflated amount of EMs each year will depend on the profit of the EmAds platform running on top of the Empo social network in the year. There are 2 scenarios for the actual inflated amount of EMs each year:

Scenarios 1: If the profit of EmAds platform in the year is less than 2,200,000,000 EMs, then the actual inflated amount of EMs in the year is 2,200,000,000 minus the profit of EmAds platform in the year. Then, the combined portion of the profit of EmAds platform in the year and the actual inflated of EMs in the year is distributed as follows:

50% is reserved for Block Rewards, which is for individuals & organizations running Empow Blockchain, including voters and producers

50% is reserved for the content creators on Empo social network

-For example: The profit of EmAds platform is 1,000,000,000 EMs, so the actual inflated amount of EM is only $2,200,000,000 - 1,000,000,000 = 1,200,000,000$ EMs. The 1,200,000,000 EMs from the inflated amount and the 1,000,000,000 EMs from the profit EmAds platform is combined together and the combined portion is distributed as follows:

1,100,000,000 EMs (50%) is reserved for Block Rewards, which is for individuals & organizations running Empow Blockchain, including voters and producers

1,100,000,000 EMs (50%) is reserved for the content creators on Empo social network

Scenarios 2: If the profit of EmAds platform in the year is greater than 2,200,000,000 EMs, then there is no any amount of EMs inflated in the year and the profit of EmAds platform will be distributed to Block Rewards and also the rewards for the content creators. In this case, the profit of EmAds platform in the year is distributed as follows:

The fixed amount of 1,100,000,000 EMs is reserved for Block Rewards, which is for individuals & organizations running Empow Blockchain, including voters and producers

The rest is reserved for the content creators on Empo social network

-For example: The profit of EmAds platform is 2,500,000,000 EMs, so there is no any amount of EMs inflated in the year. The 2,500,000,000 EMs from the profit EmAds platform distributed as follows:

1,100,000,000 EMs is reserved for Block Rewards, which is for individuals & organizations running Empow Blockchain, including voters and producers

1,400,000,000 EMs (the rest) is reserved for the content creators on Empo social network.

With the above design, it is easily recognized that the more profit EmAds get each year, the more incentives the content creators on Empo received each year. We believe that the design will help create a strong and active community of users/content creators on Empo social network.

Conclusion





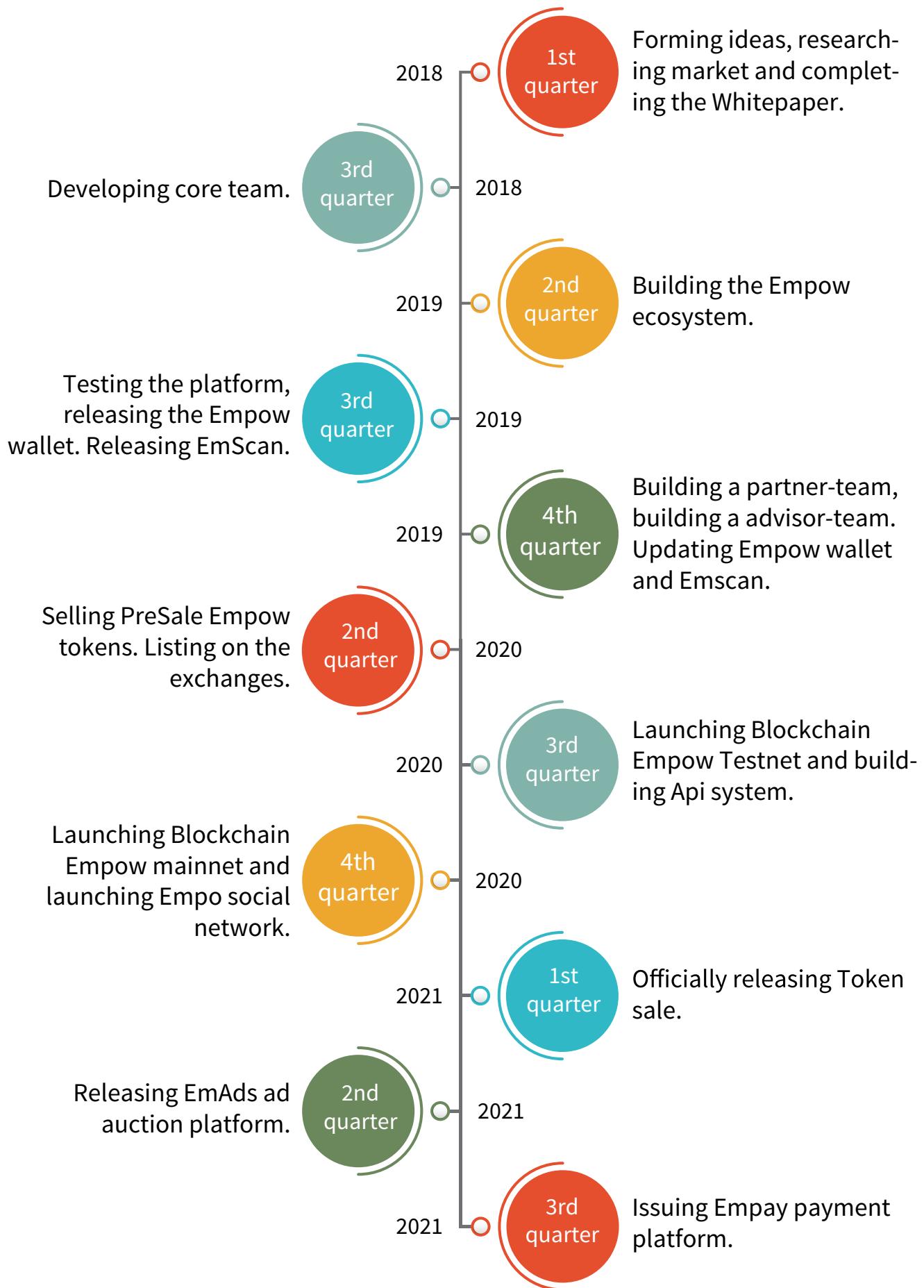
Our desire is to bring the cryptocurrency and technology Blockchain widely applied to the reality of daily life.

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