Entelijant

White Paper

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Introduction

What is a Blockchain?

A blockchain is a decentralized, distributed ledger that is used to record transactions across many computers so that the record cannot be altered retroactively without the alteration of all subsequent blocks and the consensus of the network. This allows blockchains to be secure by design and resistant to tampering.

In a blockchain, each block contains a list of transactions that are hashed and recorded. These blocks are then linked together through cryptographic techniques, forming a chain of blocks. Each block includes a unique cryptographic hash of the previous block, a timestamp, and transaction data.

The decentralization of the blockchain means that it is not controlled by a single entity and is instead maintained by a network of users. This network is responsible for verifying and validating new transactions and adding them to the blockchain.
Blockchains are used in a variety of applications, such as cryptocurrencies, supply chain management, and voting systems, to name a few.

What is the Binance Smart Chain?

Binance is a cryptocurrency exchange platform that allows users to buy and sell various cryptocurrencies. It does not have its own blockchain. Rather, it is a platform that allows users to trade cryptocurrencies that are built on their own separate blockchains, such as Bitcoin and Ethereum.

Binance does, however, have its own native token called Binance Coin (BNB). BNB is an ERC-20 token that is built on the Ethereum blockchain. It can be used to pay fees on the Binance platform and is also traded on the platform.
In addition to operating as a cryptocurrency exchange, Binance also has a number of other ventures, such as a decentralized exchange (DEX) called Binance DEX, a cloud solution platform called Binance Cloud, and a number of educational resources and tools for developers.

Why are we building on the Binance Smart Chain?

1. Low transaction fees: BSC has significantly lower transaction fees compared to other smart contract platforms like Ethereum. This can be especially beneficial if you are building a high-volume application or one that requires frequent transactions.
2. Compatibility with Ethereum: BSC is fully compatible with Ethereum, meaning that you can use the same tools and libraries that you would use on Ethereum to build on BSC. This makes it easy to migrate your existing Ethereum applications to BSC.
3. Fast transaction times: BSC has faster transaction times compared to Ethereum, which can be important for applications that require quick confirmation of transactions.
4. Strong developer community: BSC has a strong and active developer community, which means that you can get help and support when building on the platform.

Overall, BSC is a solid choice for building decentralized applications and offers a number of benefits compared to other smart contract platforms.

What are personal care products?

Personal care products are a broad category of products that are used for personal hygiene, grooming, and overall health and well-being. Examples of personal care products include soaps, shampoos, conditioners, toothpaste, mouthwash, lotions, creams, deodorants, perfumes, makeup, and skin care products. These products are designed to help people maintain good hygiene, nourish and moisturize the skin, and improve their overall appearance. Personal care products are typically sold in stores or online retailers that specialize in health and beauty products.

Why is it important to track the origin of Personal care products?

1. Quality control: Tracking the origin of personal care products can help ensure that they are of high quality and meet certain standards. This can help protect consumers from using products that are potentially harmful or ineffective.
2. Ethical concerns: Knowing the origin of personal care products can help ensure that they were produced ethically and sustainably. This can be especially important for consumers who are concerned about issues such as animal cruelty, fair labor practices, and environmental sustainability.

3. Allergies and sensitivities: Some people may have allergies or sensitivities to certain ingredients or materials used in personal care products. By tracking the origin of these products, it can be easier to identify any potential allergens and choose products that are suitable for your needs.

Overall, tracking the origin of personal care products can help ensure that they are safe, effective, and produced in an ethical and sustainable manner.

Who is vulnerable to the negative effects of poor quality personal care products?

Anyone can be at risk if they use personal care products that are of poor quality or contain harmful ingredients. However, some people may be more vulnerable to the effects of bad personal care products, including:

1. Children: Children's skin is more sensitive and delicate than adult skin, and they may be more susceptible to irritation or allergic reactions from personal care products.
2. People with allergies or sensitivities: If you have allergies or sensitivities to certain ingredients or materials, you may be more at risk of experiencing negative effects from using personal care products that contain those substances.
3. Elderly people: As people age, their skin becomes thinner and more fragile, which can make it more susceptible to irritation from personal care products.
4. People with certain medical conditions: Some medical conditions, such as eczema or rosacea, can make the skin more sensitive to certain ingredients in personal care products.

Overall, it is important for everyone to be mindful of the quality and safety of personal care products, but some groups may be more at risk of experiencing negative effects from using poor quality products.

Vision of Entelijant

To create a 'consumer-centric' database in the personal care products industry and develop a new ecosystem that connects consumers with suppliers, the organization of information needs to be reorganized.

Entelijant aims to address the challenges faced by both consumers and suppliers within the personal care products industry. Currently, there are many different ways for consumers and suppliers to connect, such as through traditional media, social media, online communities, and offline distribution channels. However, the information gathered at each of these points is often isolated and not shared, making it difficult for consumers to find meaningful information and for

suppliers to fully understand their customers. To address this, Entelijant plans to reorganize the information within the personal care products industry into a 'consumer-centric' database and create a new ecosystem that connects consumers with suppliers. To do this, Entelijant will use tokens to facilitate smooth value exchanges between the two parties and reorganize the information into a consumer-centric database. By doing so, Entelijant hopes to create new value for both consumers and suppliers.

Designing the direction of the token economy

Utilize tokens as the means of value exchange between participants in the ecosystem

When designing a token economy, the most important thing to consider is ensuring that the token is actually used in transactions. Within the personal care products industry, the flow of funds occurs through marketing and distribution channels that connect consumers and personal care products brands, which are the key market players, and extends into the manufacturing sector to connect personal care products brands with Original Equipment Manufacturer and Original Design manufacturers. Entelijant's focus is on building a virtuous cycle by facilitating the flow of funds between the two key players in the personal care products industry, both existing and potential.

Reduce or eliminate technological barriers to entry for participants in the ecosystem.

In order to achieve Entelijant's vision, it is necessary to utilize blockchain technology for token and data management. However, if market players are hindered by technological barriers, this goal will not be attainable. Therefore, Entelijant aims to reduce or eliminate these barriers to entry by providing service level features that complement more technical aspects that may be challenging for some participants. This will ensure that the ecosystem is accessible to all.

Ensure the privacy of individual participants while disclosing the overall flow of tokens.

As the ecosystem is developed, it is important to protect the privacy of individual participants and maintain the value of data. Information such as personal data submitted through the decentralized application, the amount of tokens acquired by consumers, and details of marketing fee payments made by brands should be managed internally to ensure privacy and data value. At the same time, Entelijant will work to increase the credibility of fund inflow, outflow, and circulation by designing a transparent system for disclosing the overall flow of funds within the ecosystem.

Prevent hyperinflation in order for the token to effectively function as a utility token.

In the real economy, hyperinflation can cause prices to skyrocket while deflation can lead to economic recession. On the other hand, a moderate level of inflation can stimulate economic growth. However, many decentralized application projects have implemented minting that has led to hyperinflation and a resulting depreciation of token value due to a lack of demand. To avoid this, Entelijant will manage both demand creation and supply control and stimulate the ecosystem with a controlled level of inflation.

Throughout history, various monetary policies have been implemented and there are many conflicting theories and concepts on the subject. The monetary economy is complex and even minor changes can have unintended consequences. Even the Federal Reserve, which has significant influence on the global economy, has had a history of both successes and failures over the past 100 years since its creation. Because of this, rather than trying to find the perfect solution all at once, Entelijant plans to continuously improve its token model through adjustments that reflect the changing scale of the ecosystem.
Elements of the token economy

Design of the token

In Entelijant, tokens are primarily used in two areas: the Ecosystem, where consumers, brands, distributors, and consumer platforms interact and exchange value, and the Market, where token holders can freely transfer or exchange tokens. In the Market, token holders are free to exercise their rights as they see fit. However, in the Ecosystem, regulations are needed to protect the

rights of each participant and a structure is required to restrict the transfer of tokens based on these regulations. To facilitate this, Entelijant has created and operates two different tokens for use in each sector and an interface for converting between them.

EN Token

EN is the token used for value exchange within the Ecosystem and has a 1:1 value ratio with ENTEL (ENTEL Token). Its total supply is equal to that of ENTEL. Users can earn or use EN through the value exchange methods defined within the ecosystem. In order to use EN for purposes outside of the Ecosystem, such as exchanging for other currencies or transferring, it must be converted to ENTEL.

ENTEL Token

ENTEL is the token used within the Market and can be freely exchanged between users. In order to use ENTEL within the Ecosystem, it must be converted into EN.

To facilitate the effective conversion between ENTEL and EN, Entelijant uses a combination of a smart contract and an account called the EEC (Entelijant Exchange Counter). The EEC acts as an intermediary bank between ENTEL and EN and processes conversions between the two tokens upon the request of certain users, who must send the desired amount of tokens for conversion.

This structure allows all participants to easily understand the overall flow and use of tokens. The amount of ENTEL held by the EEC is always equal to the amount of EN in circulation in the Ecosystem, and similarly, the amount of EN held by the EEC is always equal to the amount of ENTEL in circulation in the Market.

Classification of accounts

There are four major categories of stakeholders within Entelijant's ecosystem, including market players. Each stakeholder has a single account and can take different actions based on their account type.

CONSUMER

Consumers are personal care products consumers who contribute to Entelijant by participating in marketing projects or sharing personal information. They can earn a share of the profits in the form of EN based on their level of contribution, which they can use to purchase ENTEL products or participate in events.

BRAND

Brands are personal care products brands that use EN to execute marketing projects such as advertisements and trial programs for consumers, and to purchase consumer data. They can also acquire EN by selling ENTEL products.

DO (decentralized application operator) refers to the operators of user platforms and business platforms that connect consumers with personal care products brands. This includes distribution channels where consumers use EN to purchase products and consumer communities where brands use EN to execute marketing projects. DO can earn a percentage of the EN in circulation within each decentralized application as a profit and also by bringing new market players into the Entelijant ecosystem.

CO (Chain operator)

CO can earn EN through development and operational activities that support the smooth functioning of the platform, as well as a percentage of the profits generated from decentralized applications in the form of EN.

In addition to these stakeholder accounts, Entelijant separately manages three special accounts to ensure the effective operation of the platform.

EEC (Entelijant Exchange Counter):

The EEC is responsible for converting ENTEL and EN and the total amount of ENTEL and EN in the EEC always equals the total supply of ENTEL and the total supply of EN, respectively.

MINT

The Development Account is where all newly issued EN is issued and then distributed to the appropriate accounts according to the distribution algorithm.

BURN

The Burn Account is where all quantities to be burned from the ecosystem are collected before being burned.

Total amount of tokens in circulation

Overview

Central banks often implement monetary policies, such as managing the money supply and adjusting interest rates, in order to achieve goals such as price stabilization or economic growth. Similarly, Entelijant plans to use a combination of minting and burning to manage the total supply of EN, the currency of the Entelijant ecosystem, and ENTEL, which has an equal total supply to EN, in order to grow and stabilize the ecosystem.

All minting and burning within the Entelijant ecosystem is done using EN, the ecosystem currency, and is implemented through the MINT and BURN accounts, respectively. For ENTEL, the corresponding amount of tokens is minted and burned in the EEC to ensure that its total supply matches that of EN.

The total supply of ENTEL within the Entelijant ecosystem is regulated based on the following two principles.

1. The liquidity provided by minted tokens within the ecosystem should be used in ways that strengthen the ecosystem. The most important goal for the development of the Entelijant ecosystem is the reorganization of information into a "consumer-centric" database. By encouraging behaviors of participants that directly contribute to this objective, the process of building this large-scale database can be optimized.
2. In addition, minting only when contribution is confirmed rather than at fixed intervals helps prevent unnecessary increases in supply and abuse.

3. "Contribution" in this context refers to actions that contribute to the construction of a consumer-centric database, which is the long-term goal of Entelijant. Currently, the following actions can be defined as "contribution" for each type of market participant.

Consumers

Providing personal data while using the decentralized application. For example, consumers may submit evaluations of ENTEL products they have tried, input information about their personal care products type or preferences, provide a history of purchased products, or update the list of products they currently use. Note that limits on general usage behaviors will be set and actions beyond these limits will be subject to diminishing rates and will not be approved as contribution.

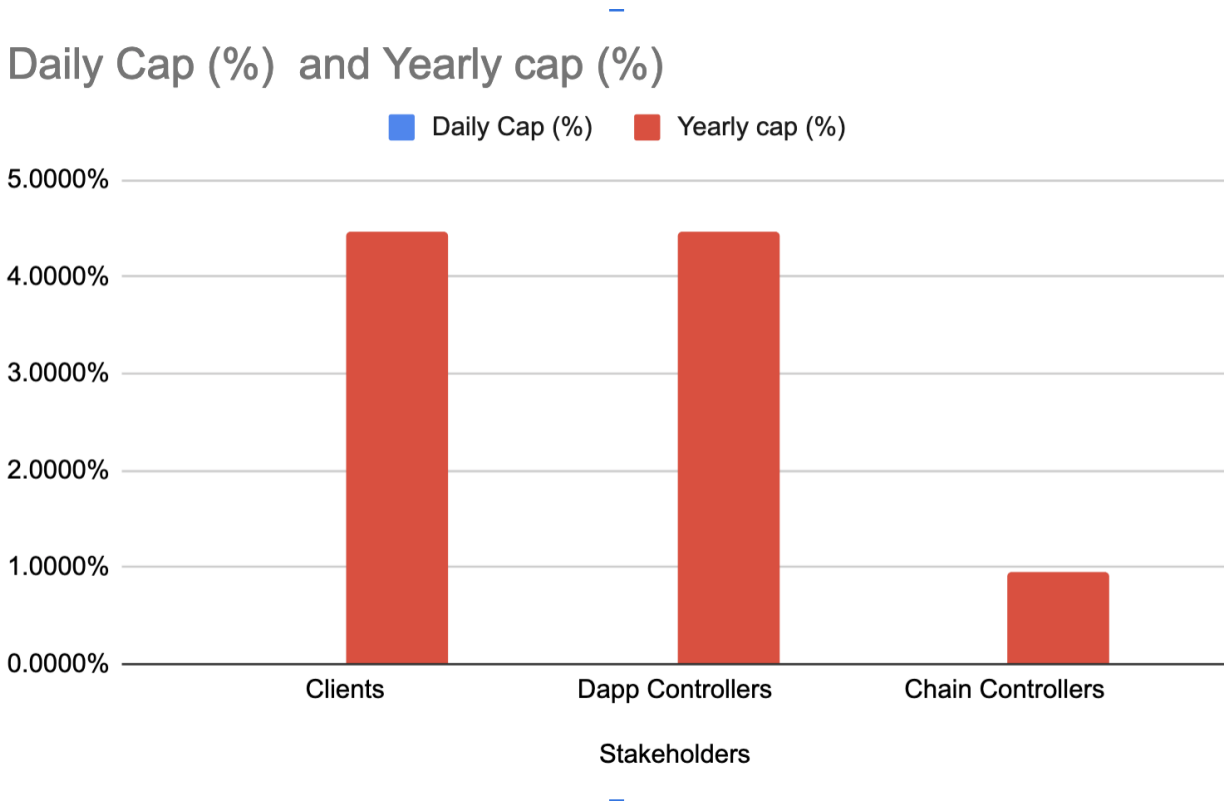
Decentralized application operators

Acquiring new users who will provide meaningful data. Note that not all new decentralized application users will be approved; approval will be limited to cases in which the provision of meaningful data can be confirmed on the blockchain. If there are multiple decentralized applications and overlapping users between them, only the first decentralized application to acquire the user will be approved as a contribution.

Chain operators

Operating the chain to ensure proper functioning of the ecosystem and collaborating with affiliates to develop the ecosystem, including actively exploring new use cases and attracting new decentralized applications.

Entelijant records the contributions of participants on the blockchain on a daily basis and then determines the number of tokens to be minted. The following day, Entelijant distributes the minted EN to the participants' accounts. Note that tokens are not minted indefinitely in proportion to the level of contribution, but rather determined within the maximum capacity for each participant as outlined in the chart below in order to prevent hyperinflation.



The daily cap, or maximum daily mint limit, is a ratio calculated based on the previous day's total supply of EN, with different daily caps for each type of market participant. If the daily cap is reached for a particular participant type, then EN will be distributed proportionally based on each participant's level of contribution. If the daily cap is reached for all participant types, the maximum amount of EN that can be minted daily is 0.0266% of the previous day's total daily supply, which is designed to be less than 10% on an annual basis when converted.

Regulating the total supply through BURN.

"Burn" in the context of cryptocurrencies refers to permanently eliminating the tokens from the circulating supply. This is typically done by sending the tokens to an irrecoverable address or using the burn function on the token's smart contract. When EN is burned, the circulating supply is reduced by the corresponding amount of EN.

The main purpose of burning EN is to prevent an excessive increase in supply relative to token demand. Additionally, as burn occurs in proportion to economic activity within the ecosystem, a correlation can be established between the expansion of the Entelijant ecosystem and the value of the token.

Burn is carried out in two instances. The method and scale of the burns are explained below.

First, a portion of all transactions between ecosystem participants will be burned, similar to a fee payment. For example, if revenue is generated from a decentralized application operator attracting brand advertising within the decentralized application, a portion of this revenue will be burned. The burn rate depends on the type of transaction, and this rate will be discussed further in the "Ecosystem circulation" section.

Second, tokens that have lost utility within the ecosystem will be burned. For example, an expiration date may be assigned to minted EN earned by consumers through their contributions. If tokens are not used within the expiration date, they will be considered to have lost their utility and will be burned. This is similar to the operational method of a regular point system used on various platforms.

Implication

Based on the principles mentioned above, total supply is adjusted naturally according to the level of contribution by each participant or the level of activity within the ecosystem.

The number of newly minted tokens is determined within the minting cap based on the level of contribution from the participants. The amount of tokens burned will increase proportionally with the increase in economic activity within the ecosystem. As the ecosystem grows, the rate of increase in total supply will decrease. In the long term, if the ecosystem expands significantly and the number of burned tokens increases, the total supply may decrease.

Ecosystem circulation

The circulation of tokens within the Entelijant ecosystem involves the exchange of value between the various market players, including consumers, brands, and platform operators. This

circulation is facilitated by the use of EN, the token specifically designed for use within the ecosystem, and drives the growth and development of the ecosystem as a whole. As EN is used for transactions and exchange of value, a portion of the tokens will be burned, reducing the total supply and potentially increasing the value of the remaining tokens. The ecosystem circulation also includes the conversion of ENTEL, a token for use in the open market, into EN for use within the ecosystem, and vice versa. This allows for the seamless integration of external value and resources into the ecosystem, further driving its growth and development.

Token circulation within the ecosystem refers to the flow of tokens between different types of market players within the ecosystem. This includes the exchange of tokens between consumers and brands, or between brands and decentralized application operators. The circulation of tokens within the ecosystem drives the growth and development of the ecosystem, as it allows market players to access the resources and services they need. Entelijant uses a combination of smart contracts and accounts to facilitate the circulation of tokens within the ecosystem, ensuring that transactions are secure, transparent, and fair.

Token circulation within Ecosystem

Therefore, Entelijant aims to create an ecosystem in which various players, including distributors and consumer platforms, can participate and contribute to the flow of funds. This will be achieved through the following methods:

1. Advertising and marketing activities: Brands can use EN to advertise their products or hold trial programs for consumers. Consumers can earn EN by participating in these activities and use them to purchase products or services.
2. Sale of products: Brands can sell their products directly to consumers in exchange for EN. Consumers can earn EN by providing valuable data and use them to purchase products or services.
3. Data provision: Consumers can earn EN by providing data about their preferences, behaviors, and experiences with personal care products. Brands can use EN to purchase this data and use it to improve their products and marketing strategies.
4. Commission fees: Distributors and consumer platforms can earn a commission in the form of EN for facilitating transactions between consumers and brands.

By designing a structure in which various players can participate and contribute to the flow of funds, Entelijant aims to create an ecosystem that is self-sustaining and continuously expanding.

To facilitate the circulation of tokens within the ecosystem, Entelijant has implemented several strategies, including the use of a structure that enables value exchange between consumers and personal care products brands, and the implementation of methods such as the following:

- To ensure the circulation of funds between consumers and personal care products brands, it is necessary to provide incentives and benefits for both parties to engage in transactions. This can be achieved by addressing issues faced by personal care products brands that have not been adequately addressed in the traditional personal care products industry, and creating opportunities for consumers to participate in the ecosystem. By doing so, Entelijant can stimulate consumption and drive the circulation of funds.

- By facilitating the exchange of value between consumers and personal care products brands, and distributing a portion of the expenses paid by brands to consumers in marketing channels and data business sectors, Entelijant aims to create a sustainable ecosystem in which all parties have incentives to participate and contribute. This will drive the circulation of funds within the ecosystem, and ultimately, the growth and success of Entelijant.

In order to create a stable and healthy ecosystem, it is important to ensure that there is a balance between the supply and demand of tokens. To achieve this balance, Entelijant will implement a variety of strategies. For example, it will establish a structure that allows users to earn tokens through their contributions to the ecosystem, such as providing personal data or bringing in new users. At the same time, it will create incentives for users to spend their tokens, such as through marketing campaigns or data services that benefit both consumers and personal care products brands. By establishing this balance, Entelijant aims to create a sustainable ecosystem that benefits all participants.

Three types of transactions can occur between consumers and personal care products brands within Entelijant, each with its own unique token flow.

These transactions include:

1. Advertising: personal care products brands can use EN to execute targeted advertising campaigns to relevant consumers based on segmented data.
2. Data purchase: personal care products brands can use EN to purchase segmented consumer data for market research and product development purposes.
3. Product purchase: Consumers can use EN to purchase ENTEL products from participating personal care products brands.

In all three types of transactions, the flow of EN serves as the medium of exchange between consumers and personal care products brands, driving the circulation of funds within the Entelijant ecosystem.

A. **Marketing project**

Marketing projects refer to campaigns or initiatives that personal care products brands launch to promote their products or services to consumers. In Entelijant, these marketing projects can be paid for using EN, and a portion of the EN used in these projects will be distributed to participating consumers as a reward. This helps to stimulate the circulation of tokens within the ecosystem by providing an incentive for consumers to participate in marketing projects and for personal care products brands to use EN to reach their target audience.

Personal care products brands will pay expenses to Entelijant in the form of EN for the execution of these marketing projects. Consumers who participate in these marketing projects will receive a portion of the paid expenses in the form of EN, which they can use for purchasing products or participating in other events within the ecosystem. This creates a token flow within the ecosystem, as the EN paid by the personal care products brands is distributed to the consumers and re-circulates within the ecosystem.

This type of transaction stimulates the ecosystem by allowing personal care products brands to reach their target customers through effective advertising, and by allowing consumers to receive rewards for participating in marketing activities. It also helps to reduce the supply of tokens by burning a portion of the expenses paid by the brands.

B. **Insight marketplace**

Token flow for the purchase of consumer insights is as follows. Personal care products brands can purchase consumer insights using EN, which they already possess, or by purchasing ENTEL from exchanges and converting it to EN. A portion of the EN paid by the personal care products brand will be distributed to the consumers who provided the insights, while the rest will be used to cover the operation costs of the survey and will be burned. The burn rate will be determined according to the type of survey.

In the case of purchasing consumer insights, the token flow will be as follows: brands can use the EN that they already possess or have purchased from exchanges. The EN will be distributed to the consumers, decentralized application operators, and Chain operators who participated in the project based on the predetermined rate for the type of project. In addition, 5% of the total project expenses will be transferred to the burn wallet and burned. This transaction type allows personal care products brands to purchase consumer insights for use in product development, production, branding, and marketing, as well as conduct surveys through micro-pooling.

C. **ENTEL marketplace**

In this case, consumers will pay for the products with EN, and the brand will receive EN in return. A portion of the EN received by the brand will be distributed to decentralized application operators and Chain operators according to the predetermined rate, and 5% of the total transaction amount will be transferred to the burn wallet and burned.

In this transaction type, consumers use their EN or ENTEL converted to EN to purchase products from personal care products brands. A portion of the payment made with EN is distributed to the brand, decentralized application operator, and chain operator, and 1% of the EN used is transferred to the burn wallet and burned. This helps to regulate the total supply of EN and maintain its value within the ecosystem.

Example of token flow: Targeted advertising

In the case of targeted advertising, the brand will first purchase EN or use EN that they already possess in order to execute the marketing project. The EN will then be distributed to the consumers who participate in the project, the decentralized application operator who facilitated the project, and the Chain operator who helped maintain the platform. A portion of the EN, approximately 5%, will be transferred to the burn wallet and permanently eliminated from the total supply. Consumers will be able to use the EN they received for purchasing products or participating in other events within the Entelijant ecosystem, while the decentralized application operator and Chain operator can use their share of EN for revenue or to attract new market players. This flow of EN creates a circular economy within the Entelijant ecosystem, benefiting all stakeholders and helping to grow the platform.

In the process of executing a targeted advertising project, the brand will first sign a contract with the decentralized application operator. The decentralized application operator will then launch the advertising campaign and expose the advertisement to the targeted users. When the contract period is over, the decentralized application operator will close the campaign and provide a report on its performance to the brand. The brand will then pay the decentralized application operator according to the terms of the contract and the advertisement's performance. Finally, the decentralized application operator will distribute a portion of the payment received from the brand to consumers and other stakeholders involved in the project.

The token flow for the 'targeted advertising' example begins when the decentralized application operator allocates a portion of the payment received from the brand to the relevant stakeholders. This includes distributing EN to consumers for their contribution in providing personal data and participating in the marketing project, as well as distributing a portion of EN to the decentralized application operator and Chain operator for their role in facilitating the marketing project. Additionally, a small percentage of EN (5%) will be transferred to the Burn

wallet to be burned, reducing the overall supply of EN in circulation. This token flow process helps to create a virtuous cycle within the Entelijant ecosystem, encouraging all stakeholders to contribute and participate in the growth of the ecosystem.

The EN in the Project account will be distributed to the Consumers, decentralized application operators, and Chain operators according to the predetermined rate. The distribution rate of the project fee to each of the Consumers, decentralized application operators, and Chain operators will be determined based on the type of the project, the contribution of the participants, and the terms of the contract. Finally, 5% of the total project fee will be transferred to the Burn account and burned, reducing the total supply of EN. This process completes the token flow for the 'targeted advertising' project within the Entelijant ecosystem.

The token flow for the "targeted advertising" business flow in Entelijant starts when the decentralized application operator receives payment from the brand for the completed project. The payment is converted to ENTEL and deposited in the Brand account. The ENTEL is then converted to EN and sent to the Project account. During the distribution step, the EN in the Project account is distributed to the Consumer accounts, decentralized application operator, Chain operator, and Burn account based on the distribution rules for the specific project. This ensures that the tokens are distributed fairly among the stakeholders and that a portion of the tokens is burned, which helps regulate the total supply of tokens in the ecosystem.

Disclaimer

This document is intended to provide information about Entelijant's long-term vision and overall token model to those interested in the platform. It should not be interpreted as a recommendation to invest in ENTEL or EN, the currencies of the Entelijant ecosystem. The information contained in this document, including the token model itself, is subject to change at the discretion of the Entelijant team without prior notice. ENTEL and EN are utility tokens and are not intended to be securities or any other form of capital market product. Holding ENTEL or EN does not grant any ownership or other rights in Entelijant. The Entelijant team assumes no legal responsibility for the contents of this draft whitepaper and makes no warranties or representations. Any consequences of using this document as a reference are the responsibility of the user.