

MYCE

White Paper

2022.03

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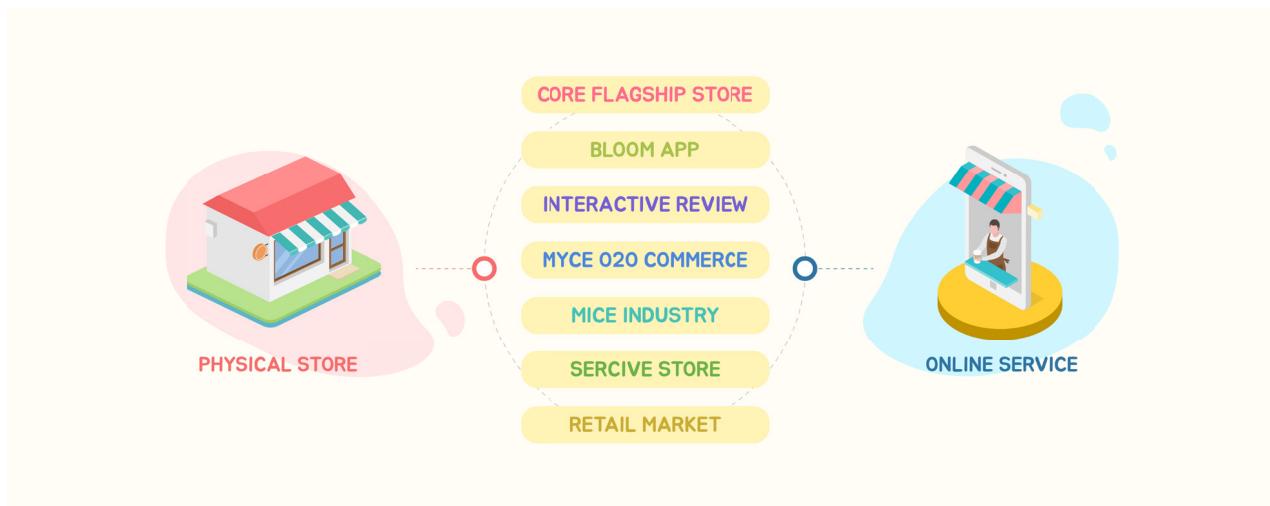
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I 01 Project Background

1-1. Community-based O2O Commerce Platform

The online to offline (O2O) industry has grown rapidly due to the non-face-to-face spread of COVID-19. In 2020, the amount of O2O transactions increased 29.6% year-on-year to 126 trillion won, and the amount of food delivery transactions increased significantly. In Korea, the O2O service has been launched in earnest since 2011, providing a variety of services such as food orders, taxi and rental car calls, accommodation and leisure reservations, real estate contracts, and household helper requests anytime, anywhere.

The advantages created by these O2O technologies are, First, that connecting online and offline can reduce consumer exploration costs and maximize convenience. Second, it can expand the market and increase corporate profits. And these two advantages have been the main driving forces behind the expansion of the O2O market so far.



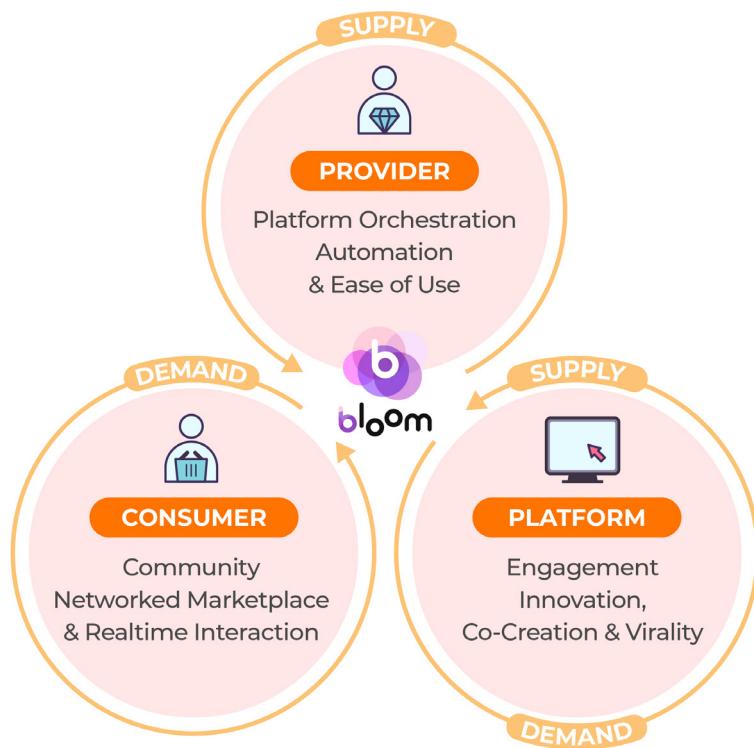
[Figure 1. O2O Service Platform of MYCE Commerce Governance]

In our digital world, e-commerce is commerce. Financial value is exchanged for goods and services, and nearly all of this happens within closed, digital platforms. The invention of TCP IP could have provided a perfect market, where merchants and buyers could interact seamlessly, peer-to-peer, and with minimal intervention. Instead, just like banking, powerful e-commerce platforms have captured the market.

Unlike the existing industrial economy era, platform service is an industry that secures a lot of users to promote interaction between users and creates a virtuous cycle of services through it. In other words, understanding of users becomes the most important point for service formation and service growth.

In this way, information and knowledge are produced through multiple autonomous mutual exchanges, and the MYCE project intends to use the information and knowledge produced in this way as a mechanism for a new society and economy. The autonomy and creativity shown by collective intelligence can be key drivers of MYCE projects.

MYCE project's vision is to enable a decentralized commerce ecosystem by funding and enabling the development of a stack of specialized applications to disrupt, demonopolize and democratize commerce.



[Figure 2. Goal of MYCE platform]

MYCE project aims to establish and service a mechanism to solve problems through coordination and consultation while ensuring the participation of various actors such as individuals(users), companies(sellers), and managers(platforms). In this aspect, digital governance allows organizational or group decision-making and communication through ICT to form a mechanism through decentralized and horizontal participation of various actors.

1-2. Problems with market conditions

We need to look at the problems of the current O2O industry.

First, the current O2O is just a brokerage business. Consumers can explore and connect offline operators at a low cost, and offline operators can also meet consumers at a low cost. However, in the process, it fails to create new added value, and growth begins to stagnate as the platform begins to nibble on factors for consumers and suppliers to grow.

Second, the efficiency of matching is decreasing. As more suppliers are registered on the platform, information is simply listed, and this situation hinders consumers from obtaining poor information or effective exploration. There is also a problem that the actual review or reputation system is not effective. These problems are the result of consumers and partnerships' deformed dependence on the O2O platform as the O2O platform grows only quantitatively, thereby lowering the efficiency of matching.

Third, there is a problem of monopoly and abuse of data. As a result of the enlargement of the O2O platform, both affiliates and consumers become overly dependent on the platform, causing serious problems if the information shared within the platform is not reliable. In addition, in many O2O services, users unconsciously agree to share a lot of information. Consumers will simply share their names, e-mail addresses, and mobile phone numbers, but partnerships will inevitably share detailed and sensitive information such as company names, depositors, account numbers, and mobile phone numbers, and all of these information can be targeted for easy hacking.

Currently, O2O industry has grown by smoothly connecting sufficient consumer demand and service supply, but qualitative growth has not reached the level, resulting in consumer complaints, and deteriorating matching efficiency. In addition, data reliability problems also arise, raising fundamental questions about the O2O platform.

The MYCE project can solve the problems by introducing blockchain and token economy. As a result, it increases the transparency and reliability of the ecosystem and provides market participants with incentives to act reasonably, creating a virtuous cycle structure. In other words, it does not end up simply mediating supply and demand, but market participants can actively participate to create greater added value. Basically, the MYCE project aims to become a "Decentralized O2O Platform" through blockchain, and in the process, it aims to promote a virtuous cycle of the ecosystem with token economy.

1-3. Definition of the target market

To cope with this uncertainty and consumption ecosystem that combines MZ generation characteristics, the MYCE project plans to launch a "meeting"-based O2O platform service and build a platform service that approaches the original value of a coexisting community that goes through an uncomfortable and unstable era.

The MYCE project, short for MY Ceremonial Event, implies events such as marriage in a basic sense, starting with very small-scale events (birthdays, etc.) necessary or inevitable for an individual's life. Of course, the project is not limited to small parties, but also includes a part of the MICE industry, the dual meaning of the word MYCE.

It can be said that there is a market that combines the formation of a leisure culture, such as a small group meeting that hosts meetings and shares them, and a huge target market that goes beyond them.

First of all, it is difficult to predict the size of the market based on the meeting, which is the first key component, but Naver's "band" is the largest in Korea in a similar form. "Band," run by Naver, is maintaining No. 1 position in the domestic SNS market (based on users) as of 2020. In fact, according to Naver, the proportion of band users by age is 35% in their teens and 30s, 54% in their 40s and 50s, and 11% in their 60s and older.

Unit: 1 billion KRW	2Q20	3Q20	4Q20	1Q21	2Q21	Y/Y	Q/Q
Operating profit	1,276.0	1,360.8	1,512.6	1,499.1	1,663.5	30.4%	11.0%
Search platform	678.2	710.1	770.2	752.7	826.0	21.8%	9.7%
Commerce	256.2	285.4	316.8	324.4	365.3	42.6%	12.6%
Fintech	164.7	174.0	201.1	209.5	232.6	41.2%	11.0%
Contents	112.9	115.0	138.9	130.8	144.8	28.2%	10.7%
Cloud	64.1	76.3	85.6	81.7	94.9	48.1%	16.2%
Operation Cost	968.0	1,069.1	1,188.9	1,210.2	1,327.9	37.2%	9.7%
Operation Profit	308.1	291.7	323.8	288.8	335.6	8.9%	16.2%
Adjusted EBITDA	401.9	389.8	419.2	440.6	480.4	19.5%	9.0%
Net profit	90.7	235.3	384.1	15,314.5	540.6	496.1%	-96.5%

[Table 1. Naver 2021 2Q Performance Report]

According to Naver's performance in the second quarter of 2021, it shows 1.6635 trillion won, including 826 billion won for search platforms, 365.3 billion won for commerce, 232.6 billion won for fintech, 144.8 billion won for content, and 94.9 billion won for cloud.

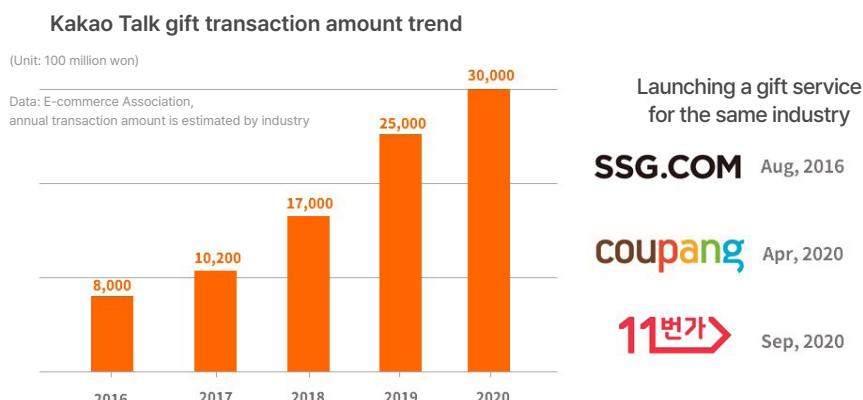
As a second component, we would like to induce changes in the consumer, supplier, and distribution system that make up the entire MICE industry, ranging from small-scale event events that we easily encounter to large-scale events such as international conferences and sports competitions.

The size of the domestic event market in 2019 was 2.8 trillion won, growing to 4.5 trillion won by the end of 2026, and is expected to grow 5.9% annually by 2026.



[Figure 3. Classification of target markets in the MICE industry]

As a third factor, demand for online and mobile futures is also increasing rapidly amid the spread of the non-face-to-face (untact) economy. According to related industries, the online futures market grew rapidly to 3.5 trillion won last year.



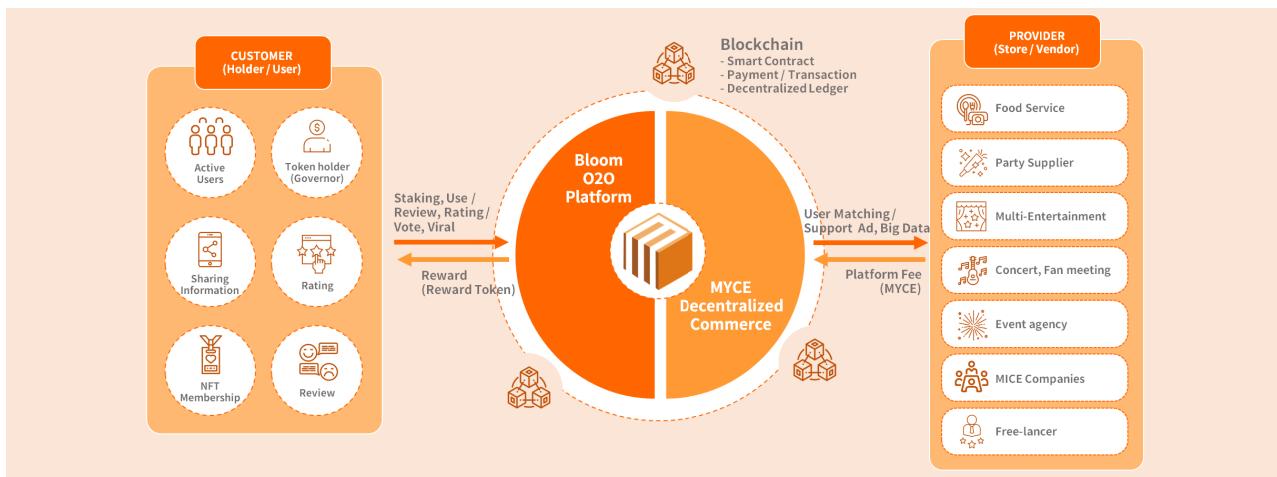
[Figure 4. Kakao Gift Market Transaction Amount Trend]

It is not easy to evaluate competitiveness and market share in the O2O market. In particular, the main business of the MYCE project is the O2O portal service, but there are currently no companies with the O2O portal service as their main business, and most O2O platform companies have a specialized single category as their business area. Therefore, the comparison of competitors and market share in our industry is bound to target general O2O companies centered on a single category.

I 02 Project overview

2-1. Service Objective: Building an O2O commerce platform

The Bloom platform began with the aim of sharing meeting information and establishing a trading platform. Buyers and sellers participating in the platform sharing economy market can purchase and sell their goods and services on one platform (e.g., first birthday parties, alumni, family anniversaries, birthday parties, etc.), and event organizers will work together to form more diverse and larger event events and connect them to more buyers.



[Figure 5. Commerce governance ecosystem of MYCE project]

In Bloom platform service, MYCE was proposed to use it for payment in real life in the same form as real currency or to invest in other values in virtual reality. MYCE ecosystem participants will be able to experience new life commerce services beyond the trading methods that existed in the traditional market through the decentralized MYCE O2O commerce platform.

[Key-Feature of MYCE O2O Commerce]



ONLINE COMMERCE

Open digital marketplaces where any Thing can be offered, searched and exchanged with minimized trust and cost.



TOKENIZED NETWORKS

Enabling users to exchange their network tokens for goods and services, in order to increase user-perceived value and token value.



CRYPTO EXCHANGES

Enabling exchange tokens to be redeemed for real world rewards directly from an exchange marketplace without touching fiat, differentiating by rewards rather than competing on fees, and thus increasing token value.



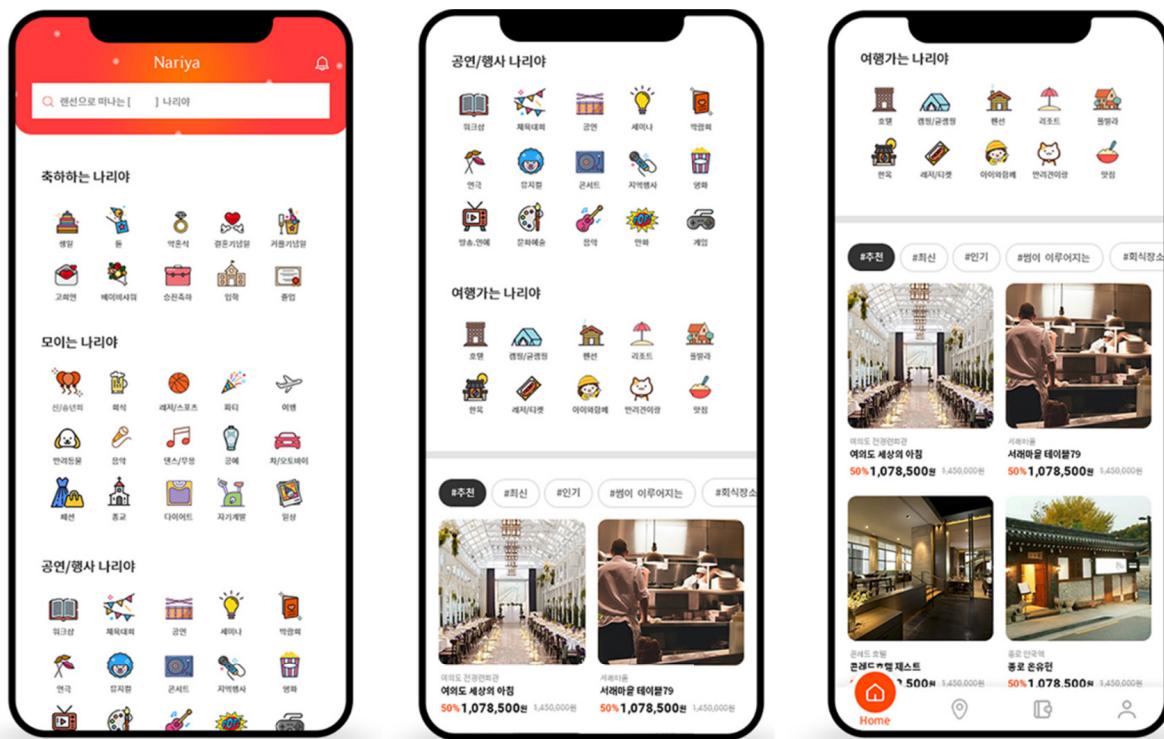
LOYALTY AND REWARDS

Enabling loyalty programs and credit card rewards to offer any goods and services in a standardized, composable and interoperable digitized format, without the cost and friction of intermediaries.

In the MYCE O2O commerce ecosystem, consumers can pay all expenses (payment fee, entrance fee, additional service fee, etc.) for payment of MYCE tokens and platform use as a common currency and receive reward tokens in return. In addition, if contribute to the ecosystem through reliable evaluation and review, reward tokens can be obtained as compensation.

[Key Element of MYCE O2O Commerce] - Bloom app

The Bloom platform is a service that provides use in the real-life payment area through MYCE.



[Figure 22. Example image of the Bloom platform]

The "Bloom" platform will provide space-based on-demand services, allowing everyone to enjoy various gatherings anytime, anywhere. In terms of quantitative and qualitative space constraints, we will focus on consumer convenience and provide verified content and services by providing various event information, thereby increasing consumer satisfaction.

Users can receive services corresponding to the value of the asset by paying using their MYCE on the Bloom platform. MYCE used in this way becomes a token that proves the value of actual goods and can be used to participate in economic activities in conjunction with reward tokens and other network blockchains.

"Bloom" connects people who supply and use events such as searching, generating, and managing events, connects virtual space to the real world through such transactions, and combines ERC-20-based MYCE tokens, sidechain reward tokens, and NFTs. Platform users will be able to trade directly with each other not only on the platform but also on the metaverse.

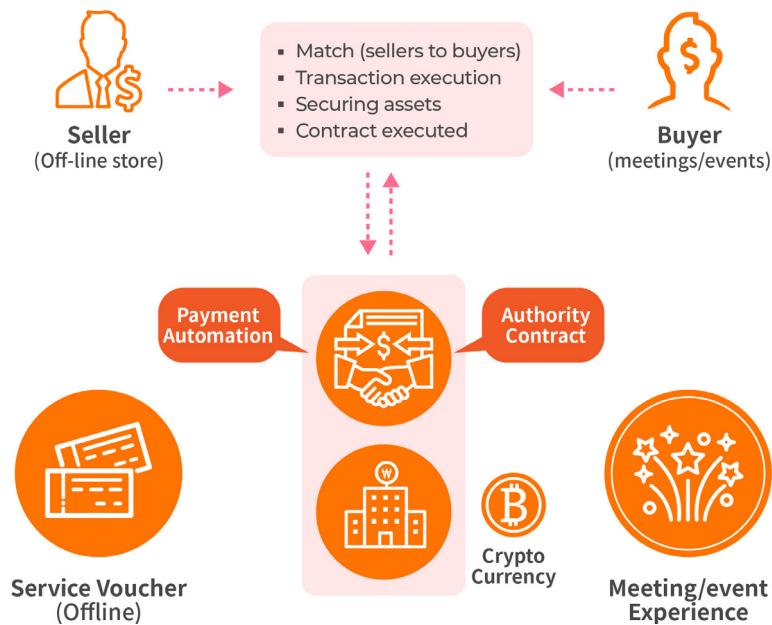
'Bloom' has the following advantages.

First, through the Bloom APP, can search for stores and products (meeting, etc.) and make payments using MYCE. In addition, as a platform equipped with a legal currency payment system, a MYCE token payment system, and an escrow payment system, the MYCE token is not only a payment method, but also a reward for participation in the platform.

Second, after using the service (affiliated store), users can receive compensation according to the level of contribution to the ecosystem by giving sincere reviews or recommendations. At this time, the compensation for reward depends on the transaction amount. In addition, in order to increase the reliability of recommendations and reviews, users' ratings are divided through the membership system, and the compensation system varies depending on the rating. By providing membership services that apply to both buyers and sellers, they can experience differentiated service planning, more rewards and marketing solutions.

Third, we provides a customer big data analysis service to sellers, providing an overall sales management analysis solution for product sales/attendance/ad traffic and stable profit management. Like Meta Research Engine, anyone can easily search for the information they want within the call platform, and even feed on intelligent recommended products is possible.

Fourth, if people who identity-certified in the 'Bloom' platform have a common interest, various sub-fields such as hobbies and interests can be matched with each other.



[Figure 7. Overview of the 'Bloom' service]

The basic revenue model of the MYCE platform is the commission for e-commerce generated within the platform and the operating revenue of assets locked up on the platform. Some of the profits generated are allocated to marketing expenses such as accumulating compensation pools for the development of the MYCE ecosystem, paying rewards for service use, and discounting the amount of service used.

For example, transaction fees for e-commerce on the "Bloom" platform are 2.8 to 3.3 percent of the payment amount, and transaction fees of 6.1 to 6.6 percent are generally incurred, including 3.3 percent of general PG payment fees. It can be competitive by using a platform that is cheaper than 6.8%, the lowest ratio of transaction fees for conventional commerce platforms.

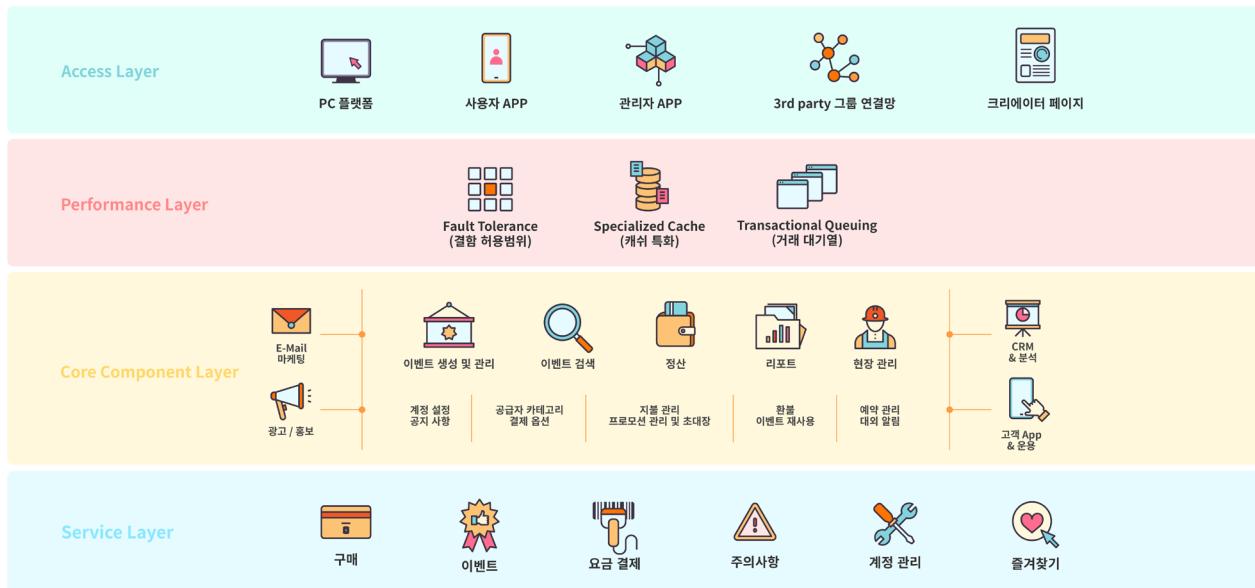
Sort	Category	Transaction Volume	O2O Service size
Off-line Commerce	O2O service (converted)	Restaurant (Excluding delivery)	74
		Real estate rental	62
		Fashion	45
		Mall	39
		Supermarket	35
		Used car sales	30
		Department store	29
		Convenience store	13
		Interior	12
		Accommodation	12
		Car repair	10
		Food Delivery	10
		House repair	9
		Cleaning	5
		Chauffeur	4
		Delivery	4
		Taxi	3
		Quick-Service	3
		Flower retail	2
		Parking	2
		Home laundry	1
		Sum	404
	Other categories	Other	525
		Sum	525
		Sub-Total	929
On-line Commerce	PC-based commerce	29	20.3
	Mobile-based commerce	22	15.4
	Sub-Total	51	35.7
Total			102.35

[Table 3. O2O Market Size / Source - KT Economic Management Research Institute, Foundation Project Team's own research results]

- The size of the O2O market is estimated by the company itself by arbitrarily assuming that the O2O conversion ratio among offline transactions by industry category is 10%, other 5% and online commerce 70%
- In the 102 trillion KRW target market, it aims to secure a market worth about 1.6 trillion won, the largest market share within the next five years, and achieve an operating profit ratio of about 24.9 billion won, 15.6%.

I 03 Technical overview

3-1. Platform Service Layout: Service Layer



[Figure 8. Service process layer]

[Access Layer]

It is an area where platform participants can directly access. In addition, in expanding the platform, the 3rd party group also guarantees the stability of the platform service by accessing through the managed access layer.

[Performance Layer]

The most important factors in commerce services are guaranteeing transaction performance and providing uninterrupted services. Performance Layer ensures stable service operation by handling exceptions to abnormal requests, efficient processing of repetitive transactions, and sequential processing of bulk transactions.

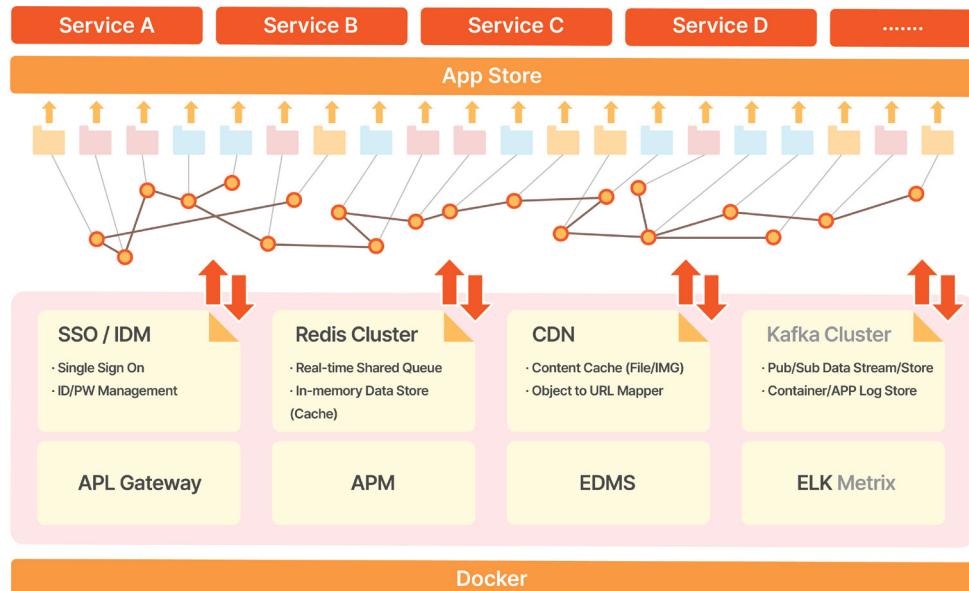
[Core Component Layer]

It is a key layer of Bloom platform service. All services provided by the Bloom service will exist as independent services in the Core Component Layer. These services may refer to or utilize other services and may be interrupted or replaced without causing failure to other services if necessary.

[Service Layer]

It is a layer composed of services commonly used on platforms such as payment and account management. It ensures the stability of the entire service by collecting important services that affect the operation of the entire system and managing them separately.

3-2. Utility token operation with sidechain



[Figure 9. MSA Architecture]

On the commerce platforms have constant small changes and various adventurous challenges, but also have high expectations for service reliability and stability. Given these requirements, it is not appropriate to respond with existing enterprise models that require restarting the entire system to add new features or modify features.

Accordingly, the MYCE project adopted a microservice architecture that not only allows users to add new functions or selectively stop problematic functions without system interruption, but also easily changes system performance due to changes in the market environment. As a result, the reliability of each service can be secured through independent operation of each service, and furthermore, it will help the interaction of the development team by lowering the interdependence between services in the development process.

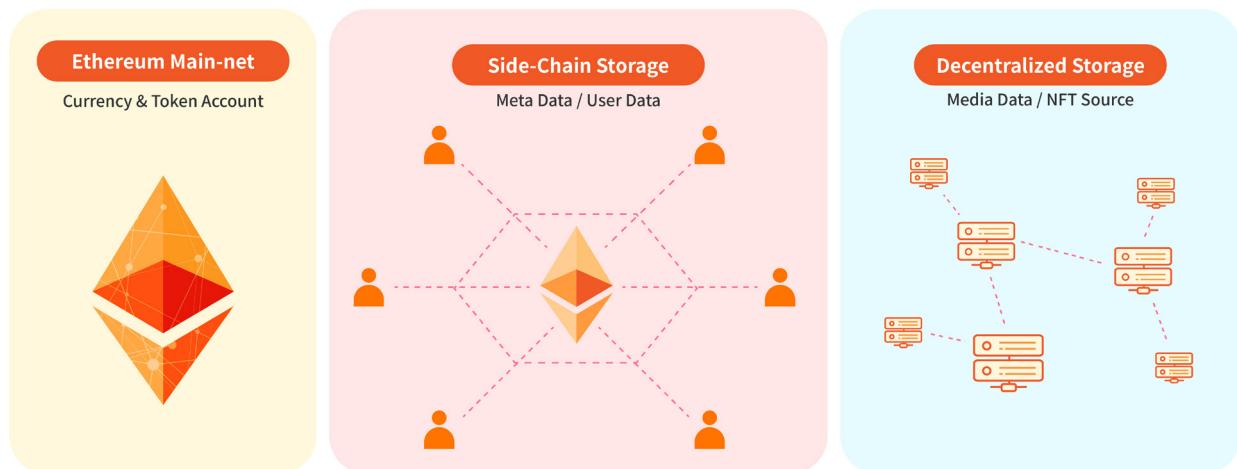
MYCE is an Ethereum-based token. However, with the recent advent of DeFi, the transaction processing speed and cost on the Ethereum network have increased significantly. In the case of transmission fees, the recent fluctuations are large, so there are many small-scale transactions, and the limitations are clear in terms of speed and cost to handle all transactions on Ethereum Mainnet in commerce services based on users' active activities.

	Ethereum Main-net	Side-Chain
Block Time	10 ~ 20 sec.	Under 1 sec.
Time required for TX commit	12 ~ 600 sec. (Depend on the cost)	Under 1 sec.
TPS	10 ~ 20 TPS	Max. 2,000 TPS

[Table 3. Comparison of the transaction commitment and response delay time between Ethereum's mainnet and sidechain]

MYCE project will secure transaction and compensation-related service quality on the call platform by employing Ethereum Layer2 Side-Chain, which maintains the security of the Ethereum network and features fast processing speed at low cost.

Personal information and purchase-related information provided by buyers are stored in a separate Storage Layer. The data can be processed using artificial intelligence-based data analysis tools provided by sellers in the call, and more efficient product planning and marketing can be carried out. At this time, MYCE paid by the seller is paid as compensation to the data provider, and at this time, a certain percentage of MYCE is accumulated in the DAO compensation pool.



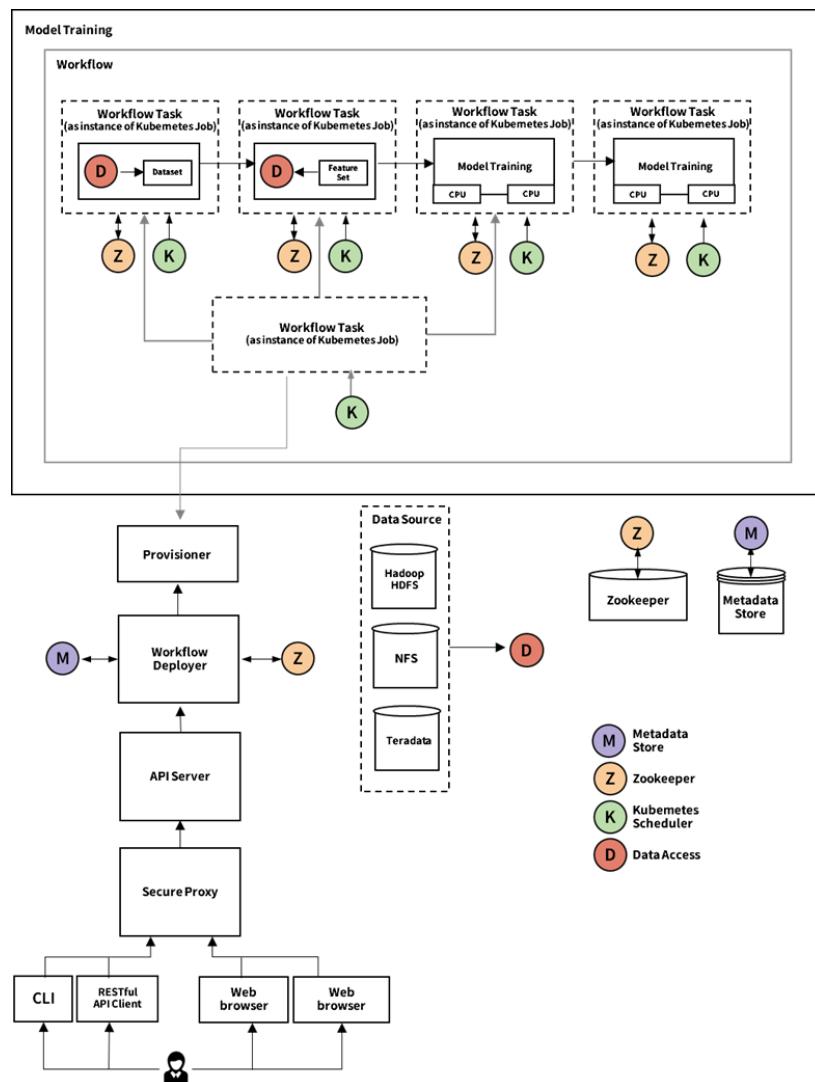
[Figure 10. Concept diagram : The main net/Side chain/IDoT of the MYCE project]

3-3. AI and SEO Optimization: Secure user convenience

Artificial intelligence can make searching more human. The current stage of search is not yet "talking" to users in the same way as the Google Duplex demo, but the purpose we want to do is very similar.

Content search is no longer limited to search results pages, so we will truly understand consumers so that they can communicate with consumers anytime, anywhere. Artificial intelligence will play a very important role in all stages of this journey. Predictive analysis, which performs predictions based on patterns of past data, can help plan content to meet consumer demand, and can provide better information by utilizing AI for SEO personalization

- Persona, content production by customer journey stage, and delivery mechanism.
- Personalization improves user experience and transformation.
- Connection between queries and intentions using specific pages in meaning.



[Figure 11. AI Solution Architecture]

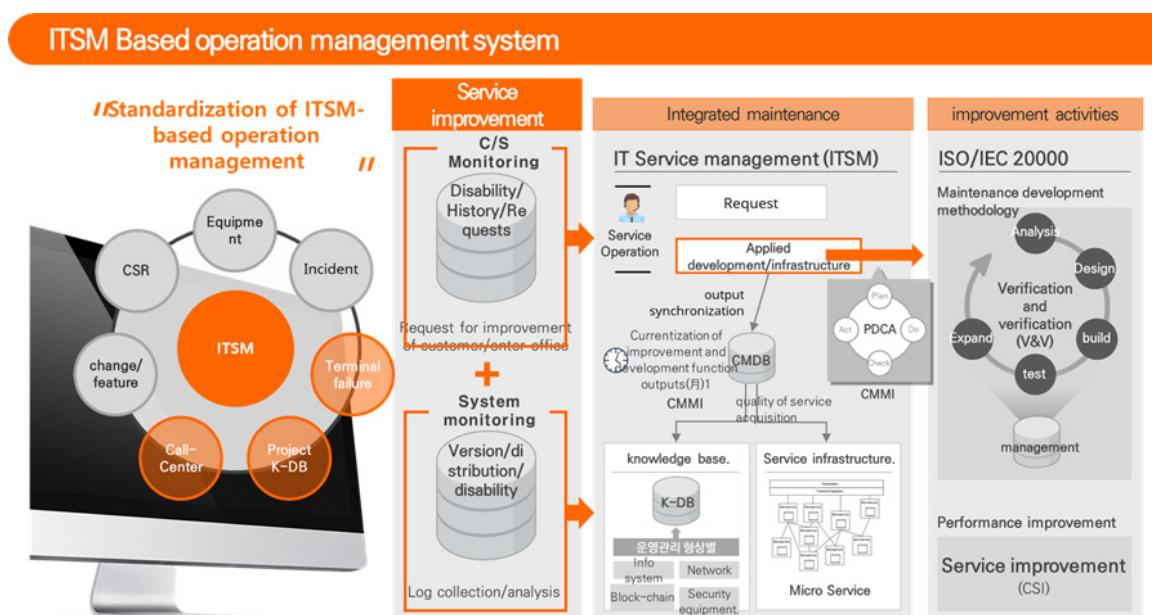
3-4. Methodology of a stable platform service operation management : Establishing an ITMS-centered operation management system

To stably operate the blockchain governance platform, the power of the network should not be a completed platform monopolized by service providers, but a platform that continues to develop through communication and communication between participants based on cloud governance.

IT governance is not a new concept at all, but a system integration and organization of various IT management and control activities that IT organizations have carried out so far. To successfully establish IT governance, focusing on these IT management and control activities, step by step considering the current characteristics and status of the organization.

- △ Define the processes that need to be applied to IT organizations
- △ The organizational system is reorganized to perform tasks centered on the process
- △ To properly apply the process

It is necessary to use various support TOOLS such as solutions and systems.



[Figure 12. Establishment of ITMS-centered operation management system]

It is possible to stabilize Dapp services by establishing an operating system in which continuous improvement activities are maintained through the PDCA cycle and standardizing ITSM-centered operation management.

① Service Support (for Front Office)

- It is a process necessary to ensure that customers (or service users) always receive the best service for decisions participated in within governance, and all requests and inquiries received through customer participation activities are received through requirement management, and requirements are classified as improvements (problems).

If a change in the S/W or H/W infrastructure is required to resolve a requirement or problem, a change management process is applied to perform a change, change the configuration items for the S/W or H/W infrastructure where the change has occurred, and the entire process is performed.

② Service Delivery (for Back Office)

- Services and processes required by service providers to provide the support that meets the decisions made in governance, reflecting customer requirements by service level management, define service delivery levels in IT organizations through SLA, and expressing them in rate and time.

It manages the capacity of IT infrastructure components required to maintain this system by sizing, secures the costs required to secure the capacity of infrastructure components, and performs management processes such as enforcement activities.

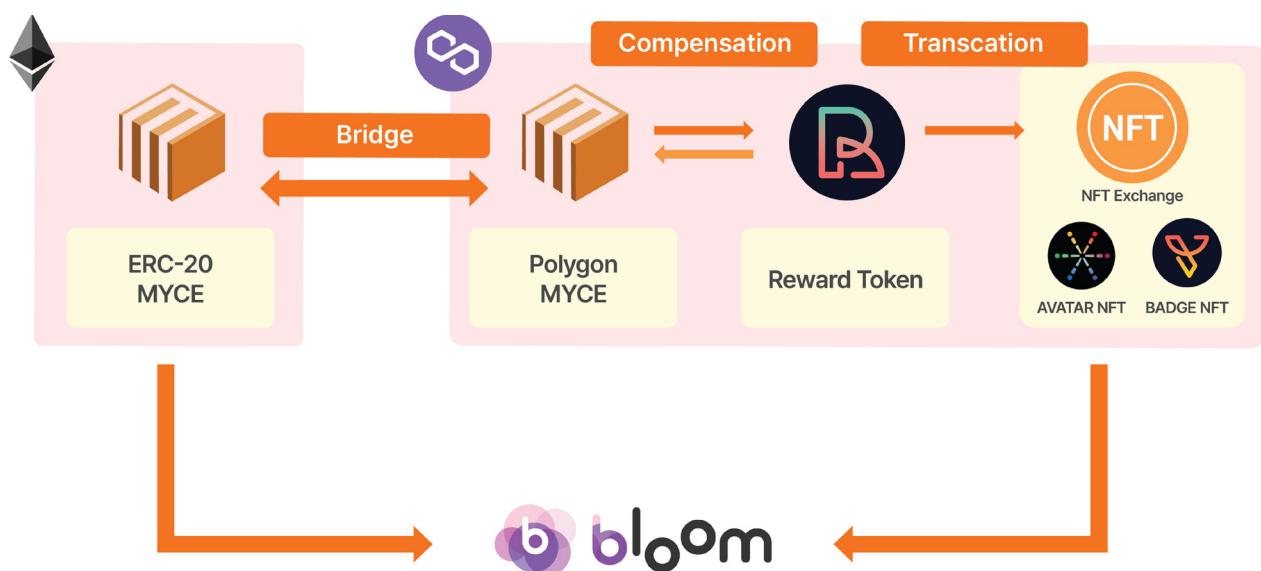
Through the above steps, the service is improved by systematic management of failures and improvement needs of customers (service users) and sellers (service providers), and defects and obstacles are accumulated in knowledge-based K-DB through automatic system operation logs to reconsideration of the service quality of platform services.

Considering the characteristics of the Bloom platform's microservice architecture, we will continue to communicate and research and develop with user groups so that new services can secure stability early using V&V development methodology.

I 04 Tokenomics

4-1. MYCE Token

We issued MYCE Token, a coin that can be used throughout real life, to solve the limited use and opaque value of existing cryptocurrency. Most cryptocurrencies are pursuing technological differentiation, such as new consensus methods and their own entry into the mainnet, but it is true that there is still a lack of specific business models to prove the useful value of these new technologies. Therefore, MYCE tokens aim to increase the usefulness of cryptocurrency by differentiating business models that have not existed before, and to establish a business ecosystem in which an unspecified number of people participating in these business networks share value with each other.



[Figure 13. MYCE Ecosystem Structure]

Participants in the MYCE ecosystem are defined as follows.

1) User

- Can pay with MYCE tokens on Bloom Platform Service (Bloom App).
- Can participate in the MYCE ecosystem or lock up MYCE tokens to obtain reward tokens as compensation, and purchase membership NFTs using reward tokens.
- As ecosystem contributions and reward token holdings increase, also increase benefit.

2) Merchant

- Can get a discount on payment fees by staking MYCE tokens.
- Using MYCE tokens, can run various marketing campaigns such as target advertisements or royalty programs in Bloom App.
- Data from a specific consumer group in the MYCE ecosystem can be purchased, and product planning and marketing can be performed more efficiently by analyzing the data with business marketing tools.

3) Governance participants

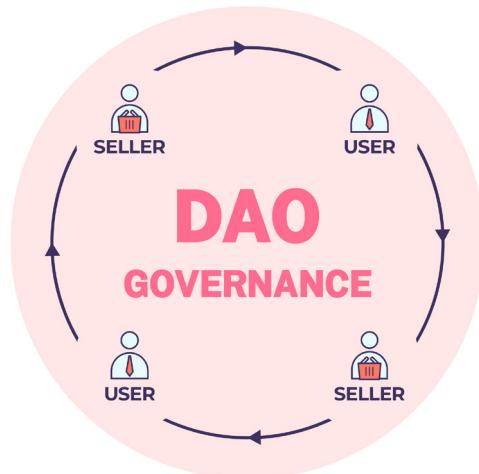
- Proposer, Reviewer, Voter.
- Plays a role in maintaining and growing the value of MYCE tokens, maintaining the ecosystem, and gradually enabling fair distribution of ownership, value, and control.

4-2. MYCE Governance : DAO

The MYCE platform is based on making it a commerce infrastructure that anyone can use and everyone can trust.

Profits generated on MYCE platform flow into Commerce governance. Governance uses this revenue to reinvest in ecosystem growth, purchase or incinerate MYCE tokens. This is built as the driving force of the economic system, forming sustainability factors for commerce governance, maintaining the ecosystem, and growing.

MYCE governance aims ultimately for the MYCE platform to operate through governance. Anyone who is MYCE holder can participate in ecosystem decision-making in the MYCE community.



4-3. Token issuance and distribution plan

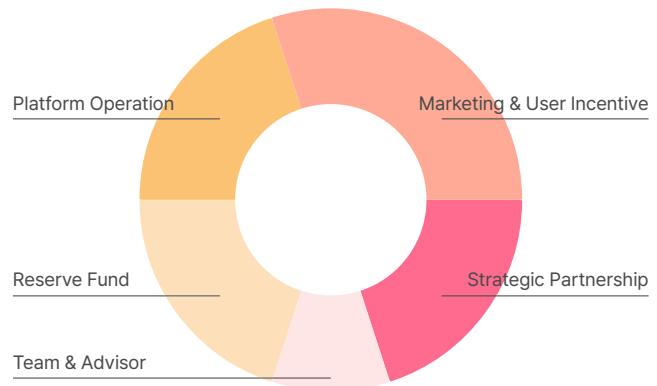
Nine minutes	For Mine
Name	MYCE
Inthread	MYCE
volume.	10,000,000,000

[MYCE]

The issued MYCE will be distributed sequentially according to the roadmap. The initial distribution purpose and quantity are as follows.

[Table 4. Financial resources of MYCE tokens]

Items and uses	Quantity
Marketing & User Incentive	3,000,000,000
Platform Operation	2,000,000,000
Strategic Partnership	2,000,000,000
Team & Advisor	1,000,000,000
Reserve Fund	2,000,000,000



[Table 5. MYCE token distribution plan (quantitative)]

1) Marketing & User Incentive (30.00%)

This is the quantity set for the ecosystem construction of the Bloom platform. It is used for liquidity supply in the market, compensation events for general investors and other investors, air drops, and listing on exchanges.

2) Platform Operation (20.00%)

The MYCE platform is an integrated platform where users accumulate the information they need to proceed with events for their own purposes. The volume is set for hardware/software base operation to construct this and for use in partnership/affiliate management systems of the B2B platform.

3) Strategic Partnership (20.00%)

The MYCE platform will implement a speedy strategic alliance with various affiliates. These affiliates encourage the use of MYCE and provide more benefits for users.

4) Team & advisor (10.00%)

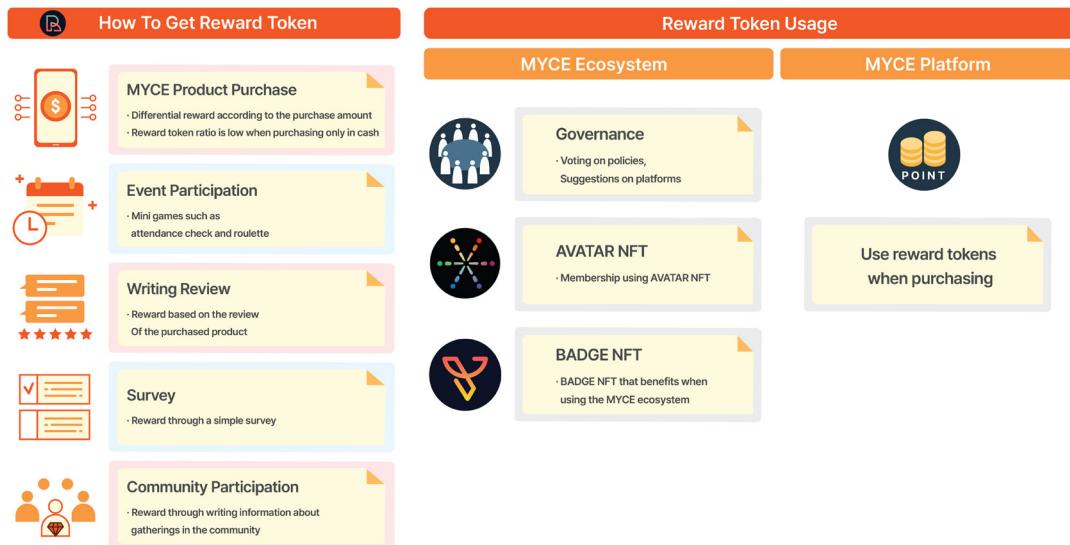
This is the quantity allocated to the members who worked hard to develop the Bloom platform and the executives and employees of the affiliated companies. The Bloom platform seeks advice and advice from experts in each field in blockchain technology, payment system technology, and marketing, and will continue to build cooperation for the infinite expansion of network and business models.

5) Reserve Fund (20.00%)

This is a preliminary volume allocated to the foundation to expand the Bloom platform's business in the future and ensure the stability of payment services.

4-4. Reward Token

- Incentive: Reward token



[Figure 14. Distinguishing Reward Tokens from MYCE Platform]

Reward tokens are based on sidechains that make it easy to exchange tokens (MYCE/Reward Tokens/NFTs, etc.) existing on the MYCE network. In addition, when users use MYCE tokens, they are paid according to their economic activities and community contributions and exist in the form of major voting rights in making decisions.

① Function as a "Reward Token" according to the performance of using on the platform.

As with using typical O2O service platforms, users can obtain reward tokens at an appropriate rate depending on their usage performance and participation. This reward token is the same concept as the point of use that allows users to participate in basic activities of the platform ecosystem such as reviews and ratings and can also be used as purchasing NFT to raise their membership ratings.

② Function as a "voting token" of the authority to exercise voting rights to participate in governance.

Users can participate in the Bloom platform and policies of overall governance through governance participation, and each has its own voting rights. Users can obtain reward tokens according to their performance in community activities and can collect a certain amount and participate in governance voting.

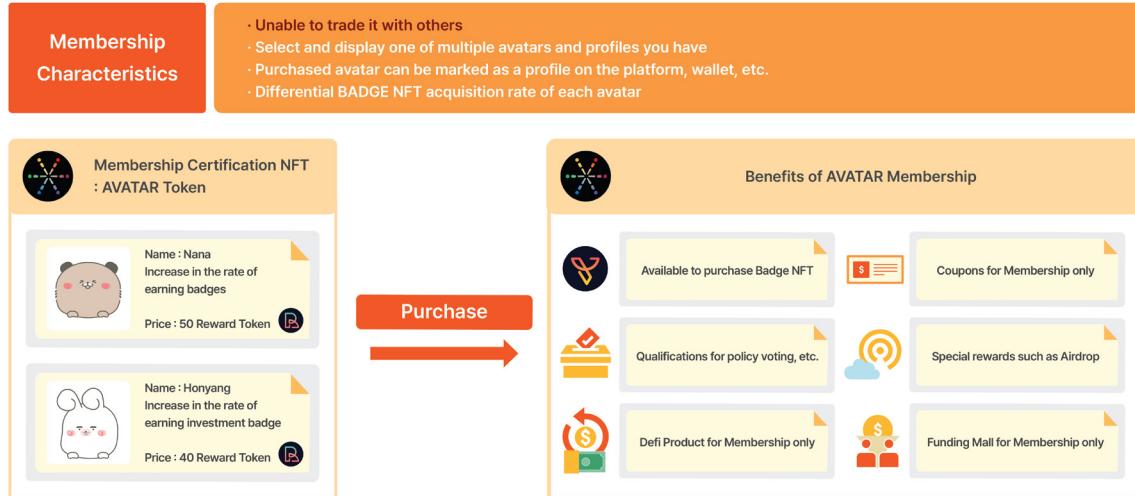
4-5. NFT Membership

Users with NFT memberships that can be purchased with reward tokens will have special membership qualifications that increase benefits over time and allow them to enjoy their privileges. Special compensation programs such as exclusively DeFi products for membership, membership funding malls, exclusive coupons, and airdrops exist, and benefits are continuously increased.

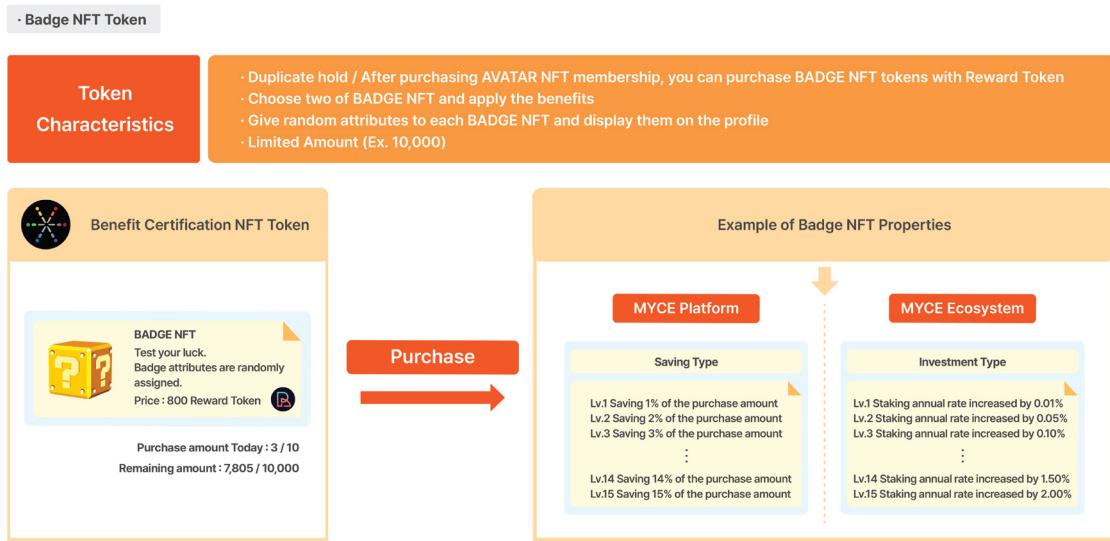
	AVATAR NFT	BADGE NFT
Feature	<ul style="list-style-type: none"> • Unable to trade with others • Can have multiple AVATARS / Select one of the profiles and display it • Purchased AVATAR can be marked as a profile on platform and wallet. 	<ul style="list-style-type: none"> • Can trade with others • After purchasing AVATAR NFT membership, can purchase BADGE NFT as a reward token (can be duplicate) • Can choose two of your BADGE NFT and apply the benefits • Random attributes such as accumulated, discounted, and investment type are assigned to each BADGENFT (displayed in profile) • Limited quantity issued

[Table 6. MYCE NFT]

- Example of Benefits for AVATAR NFT Owner



[Figure 15. Concept of AVATAR NFT]



[Figure 15. Concept of BADGE NFT]

4-6. Marketing Campaign Strategy

1) Core competitiveness

The strongest competitive advantage of the call platform is the network of participants.

Over the past year, we have been possible to stably provide B2C services by creating a solid B2B partnership network with franchises/restaurants and event companies/events.

This network will increase the utility value of reservation services for consumers. As the number of users increases, other franchises and restaurants join, and as a result the flywheel will work as pros.

[B2B Newwork → Inflow Users → Securing more stores → Inflow Users]

Currently, a total of 925 products are registered at 407 stores, including 15 core partners.

In addition, Bloom platform is a benefit provided to consumers, with up to 30% discount and reward policies for MYCE token payments as its core strategy, and additional benefits can be applied according to NFT membership.

Bloom platform will allow buyers to act as content providers on the platform, such as evaluating their experiences, evaluating comments on other users' reviews, and recommending meeting places, without ending their role on simple consumption.

In particular, the content registered by the user or recommended meeting place will receive additional compensation through evaluation such as recommendation by other users, and the content that has been recommended a lot will be exposed first so that platform users can easily use it.

As such, Bloom platform will establish itself as a service that platform participants verify and create, not only financial benefits from the use of services through discounts or accumulations through coins.

Previously, if a separate service had to be used to find out and book places through reviews, etc. for meetings, users will now be able to use the service inexpensively through reviews verified by their users on Bloom platform and payments using MYCE.

2) Initial inflow plan

	User	Merchant
Content	Introduce app to a friend and confirmed for actual use then provide a reward token to the user (3% of the purchase amount)	Additional B2B networks such as Lubook, Biding Stay, N-Space, and Space Bank are being promoted
Channel	Viral marketing focus on SNS channel followers (12,247 on Instagram / 2,928 on Facebook)	Internal out-bound and alliance network infrastructure
Schedule		Until June 30, 2022
Note	<ul style="list-style-type: none"> • If user get more than 20 friend recommendations, can get Badge NFT • Badge NFT offers up to 10% additional discounts (But only 5 times use a year) 	In addition, the company plans to promote business partnerships with "Holchu" and "Manada" app

[Table 7. Initial user inflow MKT plan]

I 05 Project Road Map

2020	Technical	Business
3Q-4Q	MYCE token development and issuance <ul style="list-style-type: none"> · Development of token payment system 	Development of token payment system <ul style="list-style-type: none"> Project planning, business planning, Distribute white paper (Korean, English, Chinese)
2021		
1Q-2Q	Alpha version development <ul style="list-style-type: none"> · Preparation / amendment / complementation of the service plan · PG / Mobile phone A contract to use the identity authentication service 	Re-establishment of service planning directions <ul style="list-style-type: none"> · Establishing a platform settlement policy and operation management · Acquired a mail order business operator · Promotion of partnerships with rental companies /Recruits
3Q-4Q	Web, App Close beta service launch and Platform Grand Open <ul style="list-style-type: none"> · Supplementing QA test feedback by department · Implement smart contact code and supplement real-time security test 	Global exchange launch is complete <ul style="list-style-type: none"> Coin Gecko, Coin Market Cap MYCE Token Listing The 2nd offline meet-up Online event for launch
2022		
1Q	NFT Development <ul style="list-style-type: none"> · NFT Development / Test · Test to upgrade the establishment of a decentralized online transaction service · Mining mechanism security upgrade 	Activation to the platform retention <ul style="list-style-type: none"> Foundation website renewal : Added CEO message function 50,000 subscribers 500 monthly service Active users 3,000 affiliated/entered brand
2Q	Upgrading the system <ul style="list-style-type: none"> · Advancement of smart contact · Upgrade big data analysis services · Development of mainnet expansion and introduction of testing 	Expanding commerce functions and product categories <ul style="list-style-type: none"> By introducing BM for joint purchase of commerce, membership registration and existing membership retention are induced Problem analysis according to service satisfaction survey results

2022	Technical	Business
● 3Q	<p>Advancement of token payment service</p> <ul style="list-style-type: none"> · NFT alpha version open · Voting process, code advancement / security upgrade 	<p>Introduction of community service</p> <ul style="list-style-type: none"> · Introduction of membership and point system · Introduction of club meetings · Published a consumer-participating curation magazine · Category reorganization for platform advancement
● 4Q	<p>Expanding the main-net and applying multi-chain</p> <ul style="list-style-type: none"> · Expand the mainnet and introduce an optimization plan for multichain application · Optimization of AI and SEO · NFT beta version open 	<p>Advancement of service platform</p> <ul style="list-style-type: none"> · Accumulated service store 18,000 units · 300,000 subscribers · Announcement of achievements in 2022
2023		
● 1Q	<p>Advanced application of NFT</p> <ul style="list-style-type: none"> · NFT advanced version open · Security upgrades · Advancement of the multichain application system 	<p>Implementation of platform partner service evaluation point system</p> <ul style="list-style-type: none"> · Introduction of a seller and consumer evaluation system · Expand the interactive communication channel · Category product expansion
● 2Q	<p>Multilingual service</p> <ul style="list-style-type: none"> · Category enlargement system test · Build metaverse environment 	<p>Global service</p> <ul style="list-style-type: none"> · Asia (China / Japan) Global service implement · Accumulated 500,000 subscribers · Korea's No.1 event community service platform
● 3Q	<p>Expanding the category</p> <ul style="list-style-type: none"> · Upgrading the category expansion 	<p>Expanding the large-scale event</p> <ul style="list-style-type: none"> · Expanding the category of public/local events

I 06 Disclaimer

The Bloom platform is planning and implementing improved services that can affect people's lives directly or indirectly

The reason for writing this white paper was to share the purpose and technical direction of the Bloom platform based on the time of creation and not to encourage investment in the MYCE team or MYCE protocol. Therefore, information including business operation and financial status of the foundation (hereinafter referred to as the "Company") may be changed. In addition, this white paper or website may be changed or deleted.

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