

AiLink

An open social interactive platform
based on blockchain

White paper V1.2.0



Abstract	3
1. AiLink's social closed loop	4
2. AiLink's ecosystem	5
• Users	5
• Party hosts	6
• Developers	6
• Advertisers	7
• Merchants	7
• PGC	7
3. Economic system	8
4. Proof of Contribution mechanism	9
5. Plans and road maps	9
6. System architecture	11
7. AiLink foundation	12
8. AiLink Team & Consultants	13
• Team	13
• Consultants	15
9. Token Launch	16
• Token Distribution	16
• PE plan	17
• Budget Allocation	17
10. Disclaimer	18

Abstract

Internet is maturing rapidly. People can easily meet their daily life needs through the internet. Social tools like Facebook and Wechat greatly enhance our communication efficiency while making our social ties weaker and weaker. We regularly refresh our Weibo and Friend Circle even when sitting face-to-face. The deteriorating sociophobia prevents us from communicating naturally.

We all see the problem but our hands are tied. AiLink is going to solve this problem! AiLink is a decentralized social platform for hangouts. Using blockchain, it not only allows users to interact through various online gaming experiences but also encourages them to perform face-to-face social interactions offline and complete the whole social loop. In the meanwhile, it encourages more face-to-face social activities through the Token mechanism.

We will work hard to break the communication barrier between people hoping that people will have more opportunities to sit down and listen to each other's true voices.

1. AiLink's social closed loop

Li Lei and Han Meimei were introduced to each other by friends at a party. They were playing 'Who is the Undercover' on AiLink at the party. Li Lei is a cheerful person with great communication skills. His narratives were always special which impressed introverted Han Meimei.

After the games, they added each other on AiLink and got AiLink's Token as rewards.

When Li Lei got home, he opened AiLink and found that Han Meimei loves to play 'Draw and Guess'. He invited Han Meimei to play together. Han Meimei happened to be free and accepted the invitation. Han Meimei's paintings were vivid and Li Lei quickly guessed the correct answers with his understanding. Their minds became more and more in sync during the relaxing in-game interactions.

Some of Han Meimei's excellent paintings were recommended to the chart by the other players and she got extra tokens as rewards.

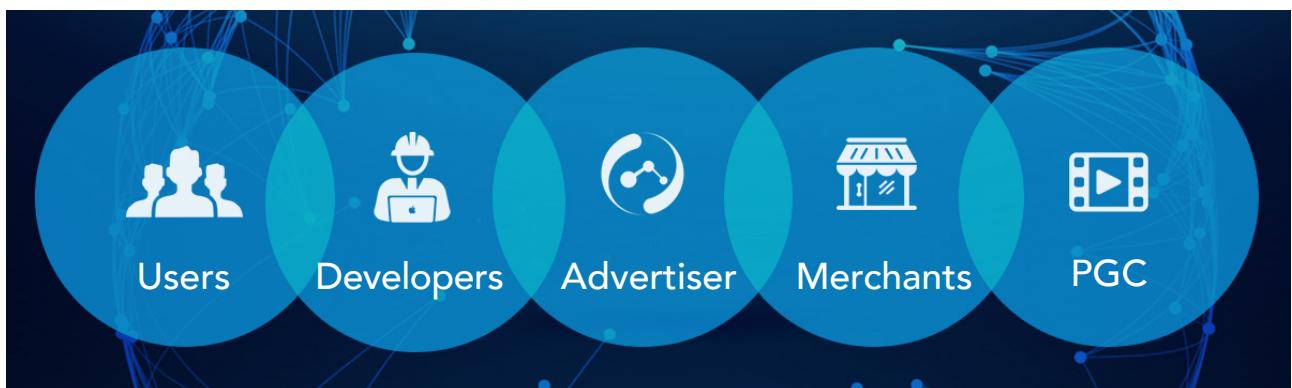
During the weekend, Li Lei and Han Meimei went to a Western restaurant for dinner together. After dinner, they paid via AiLink Tokens and got extra Tokens as rewards. What a perfect day!



The previous story shows the social closed loop from online gaming to offline hangouts -- how AiLink users get to know each other, become friends and develop their relationships. AiLink's entire ecosystem sustains users' needs throughout the social closed loop and let them enjoy the true value that real social interactions bring in the age of blockchain, instead of indulging themselves in the virtual world.

2. AiLink's ecosystem

AiLink is a decentralized open social platform for hangouts based on blockchain. AiLink's basic principle is to encourage real social interactions and satisfy users' social needs in various scenarios. The elements in AiLink's ecosystem are: users, developers, advertisers, Merchants and PGC.



• Users

Users are at the forefront of the AiLink platform and enjoy absolute control over personal information and assets.

Users can communicate and interact with friends online and receive Token rewards.

Users can play games online or offline with other users and receive Token rewards.

Users can discover nearby business campaigns and sign up using Tokens.

Users create interactive content within the community. Popular content gets more exposure, and high-quality content gets more Token rewards as well.

Users can use Tokens to propose new ideas for games. Other user can contribute their tokens to support the ideas. Developers can develop the proposed games and get the Token rewards.

Users can choose whether to be shown push information like ads and game notifications. To ensure privacy, the users' data can only be viewed by themselves or users with their authorizations.

• **Party hosts**

Party hosts are social hubs in AiLink's ecosystem. They are the initiators and organizers of offline gatherings with a large number of interesting party interactive games and entertainment resources. Party hosts earn extra Token rewards by initiating and organizing activities on the AiLink platform.

• **Developers**

AiLink reshapes the collaboration between the platform and the developers, and the platform is very developer friendly.

Developers provide social network users with games, live streaming, e-commerce and other content and services and charge the users directly or get the Tokens as a service fee.

The more users use the app, the more Token rewards the app developers get. The developers can get most of the revenue from in-app purchases.

Developers can also use Tokens to promote their applications within the platform. The platform, based on blockchain technology, ensures that advertisers get real and effective delivery results.

- **Advertisers**

Advertisers can use tokens to publish business tasks on the platform, gain visibility through social networks, and fulfill specific business purposes.

- **Merchants**

Merchants can initiate campaigns on the platform, or run ads to attract users to shop. They pay Tokens and receive Token rewards.

- **PGC**

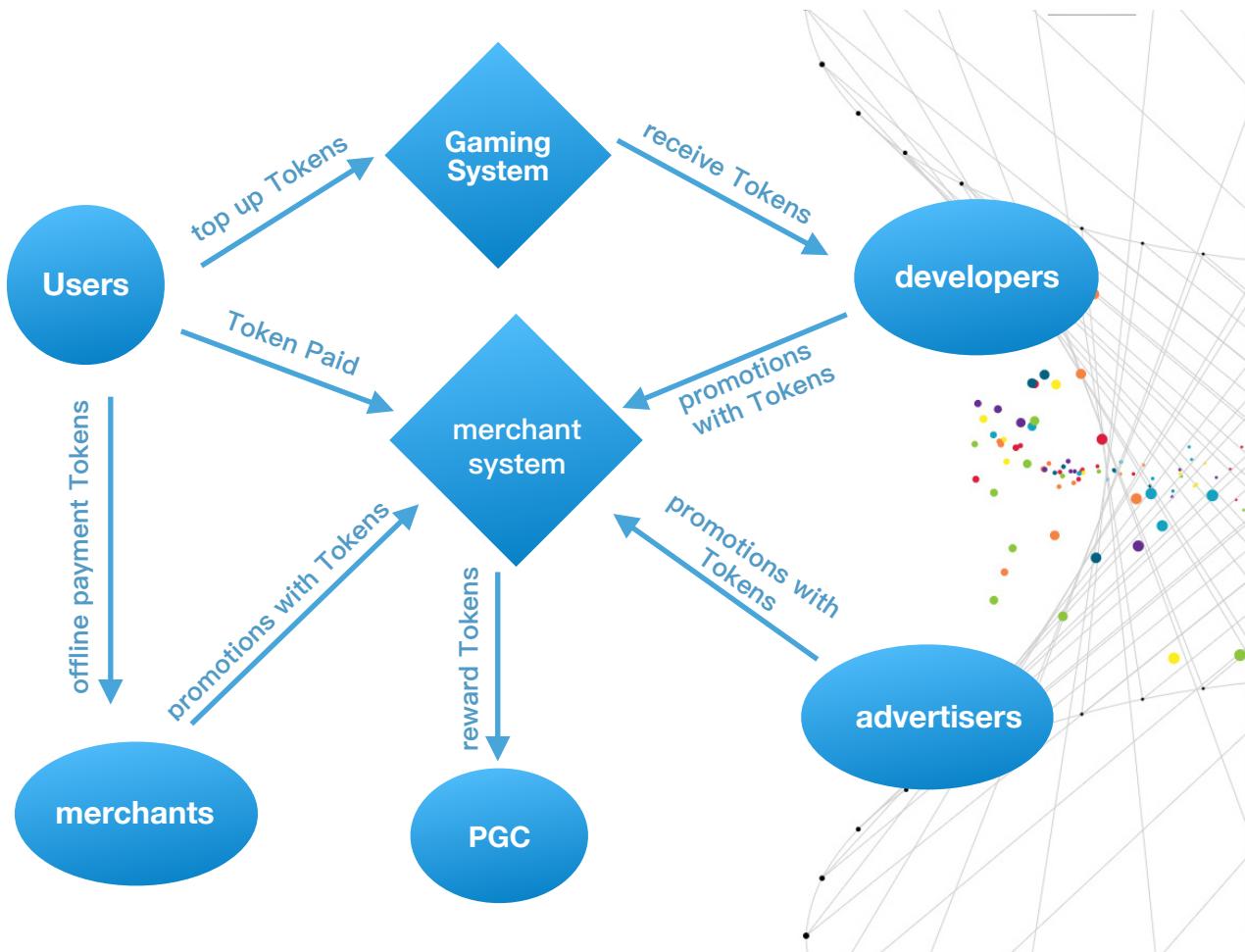
PGC can publish content that attracts users on AiLink's open platform, and receive corresponding Token rewards based on user browsing and sharing.

App-specific Token rewards, such as Tip, are available through the apps.

PGC can pay Tokens to promote their content.

3. Economic system

The main Token flow chart in the AiLink ecosystem is as follows:



AiLink uses 40% of the Tokens for ecosystem construction and incentives. Users or developers' contributions to the platform will be rewarded according to the PoC mechanism.

The usage scenarios of the Tokens are very diverse. The main ways to use them are:

- In-App Purchase.
- Make payments in the third-party applications provided by the developers, in forms of live streaming rewards, paid content and e-commerce purchases, among many others.

- Use AiLink's wallet for offline payments at merchants.
- Other types of Token transfer between users, including the interactive AiLink 'red envelope' function.

4. Proof of Contribution mechanism

Token Generation Rules: The platform performs calculations every 24 hours to reward contributors and participants on the platform. Each time, the pool of rewards is fixed. The pool of rewards becomes one-half of last year every 365 days.

Calculation demonstration:

- Participant Contribution Measure $M_1 = (\text{Interaction Factor} * \text{Interaction Quantity} + \text{Sharing Factor} * \text{Share Quantity} + \text{UGC Factor} * \text{UGC Quantity} * \text{UGC Quality} + \text{Game Factor} * \text{Game Usage} + \text{Application Factor} * \text{Application Usage} ...) * \text{Online Duration} / 24 \text{ hours})$
- Circulation quantity of the day
- Participant's gain of the day = $M_1 / (M_1 + M_2 + \dots + M_n) * Q_t$

5. Plans and road maps

AiLink's "Juhuiwan" has gained 20 million registered users since its launch in 2013, with hundreds of games on the platform to meet the

entertainment needs of users in various scenes. Follow-up product development will mainly focus on closing the social loop from online to offline. The road maps are as follows:

- Q1 2018

Launch AiLink Token Wallet function and in-game account system docking. This will allow features including payment transfer. Begin integrating some of the features into the Token system.

- Q2 2018

Complete the entire incentive system. Through viral marketing, grow user quantity exponentially. This completes the entire social loop.

- Q3 2018

Launch the open gaming platform and diversify the platform's ecosystem.

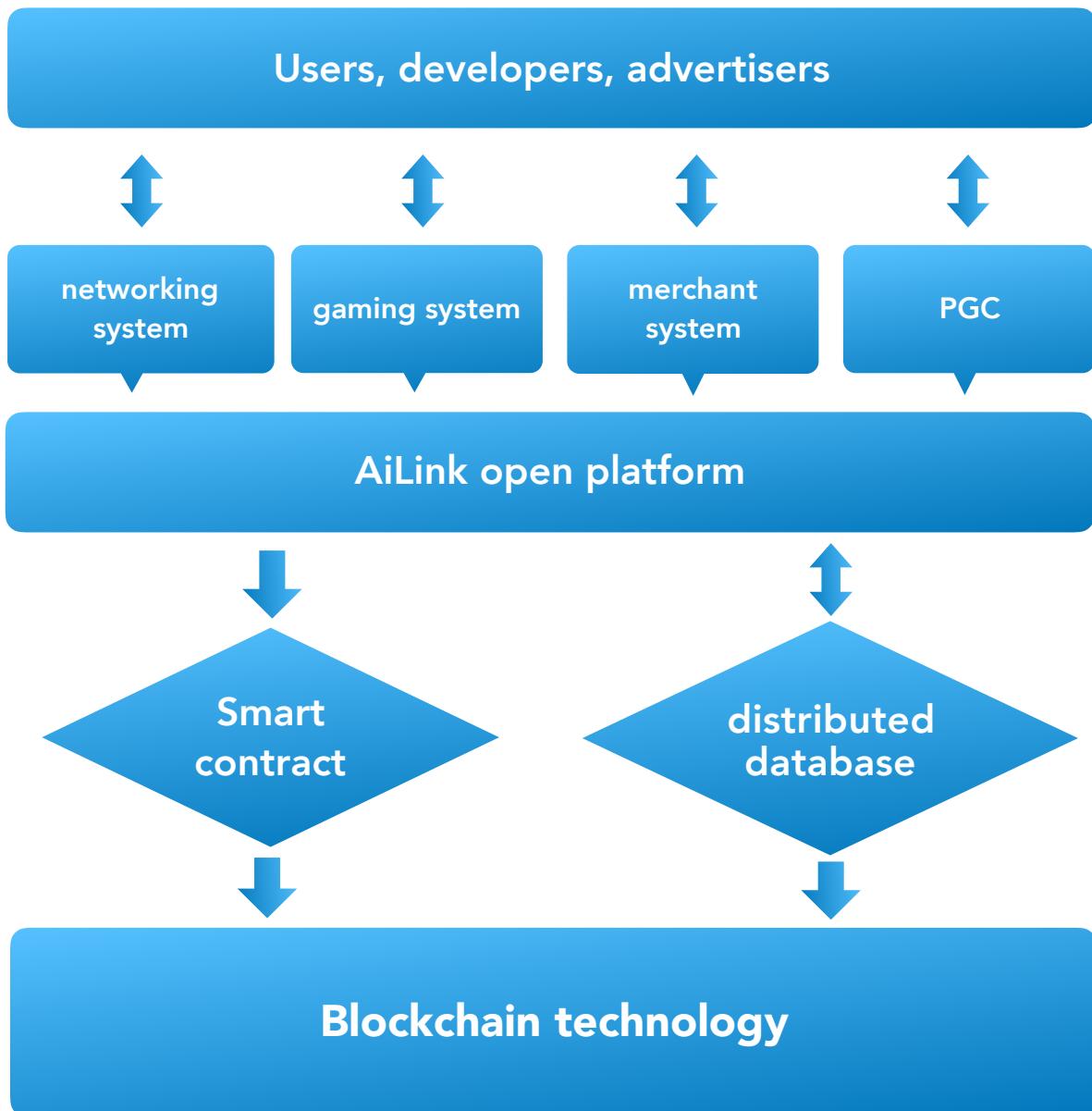
- Q4 2018

Launch the merchant system and improve the platform's value system.

- Q1 2019

Integrate applications into the system in large quantities and improve the ecosystem for the entire platform.

6. System architecture



7. AiLink foundation

AiLink Foundation is an independent organization whose main responsibilities are:

- Support AiLink's technology development, develop and choose important partners in the ecosystem.
- Responsible for expanding and motivating members. Participate in rule making, legal affairs and compliance supervision.
- Responsible for developing the open social network platform and defining its regulatory rules, research objectives and development goals.
- Responsible for the design of smart contracts, allowing developers to submit changes based on the actual situation. The foundation is responsible for establishing a fair and reasonable assessment mechanism and reviewing the proposed changes.



8. AiLink Team & Consultants

- Team



Roger Lee - CEO

Founder of Juhuiwan(a known social game platform with 20,000,000 young users). Has 10+ years' experience in social networking and electronic business, has deep understanding on decentralize network and blockchain. Bachelor in Computer Science and Technology East China Normal University.



Alan Lee - CTO

Co-founder and CTO of Juhuiwan. Master degree in Computer Science Department of Tongji University, worked in Baidu Inc. . More than 7+ years experience in mobile client technology and server architecture. Rich scrum master experience in project management and team management.



Ray Jimenez - CMO

Former GM of new digital media department of Zero Gravity in US. Former director of ACC in US, which is one of the biggest talents agent. Also worked for NBC many years. Excellent operation skill and business development experience. Graduated from Loyola Marymount University.



Linc Yang - Architect Expert

15 years experience in system architecture and technical solution, has been worked in NY, Shanghai and Singapore
9 years finance industry experience, expertise in back office technology, use cutting edge fintech to build secure scalable financial system
7 years service in a world top hedge fund that manages above \$30 billion in assets
Graduate from Shanghai University of Finance and Economics with master degree of economy and investment.



Samuel Wang - User Experience Expert

15 years profound UI development experience in B2C and Fintech. An incumbent leading UI developer in Morgan Stanley, devoting to Treadmill platform which has been awarded the Best Use of Cloud by Banking Technology Awards 2017. Former offshore UI team manager for Walmart.com.



Hulk Yang - Full-stack Expert

Experienced full stack engineer who has been worked at Baidu, Inc and Lenovo. He uses cutting edge technology, such as Vue.js, React.js, Node.js and PostgreSQL, to build elegant apps and webpages. His ability to learn quickly and adapt to various situations has accelerated his growth. Has a deep understanding of blockchain.

• Consultants



9. Token Launch

- **Token Distribution**



Unlock rules for team and advisors:

Advisors: 5%, unlock 0.5% at first, then unlock 0.5% every year for 9 months.

Team: 10%, unlock 1% after 6 months, then unlock 0.5% every month for 18 months.

Foundation is for project development, then unlock 3% every year for 5 years.

• PE plan

The platform will devote 20% of the Tokens to PE funds, which equals to 2 Billion LAT Tokens.

For this PE plan, the soft cap is 20,000 ETH and the hard cap is 31,000 ETH.

The PE price is: 1 ETH = 50,000 Tokens . The laddered reward structure for the PE stage is as follows:

I. Before the PE reaches the soft cap (20,000 ETH), gets 50% extra Tokens

9,000 ETH = 675,000,000 Token

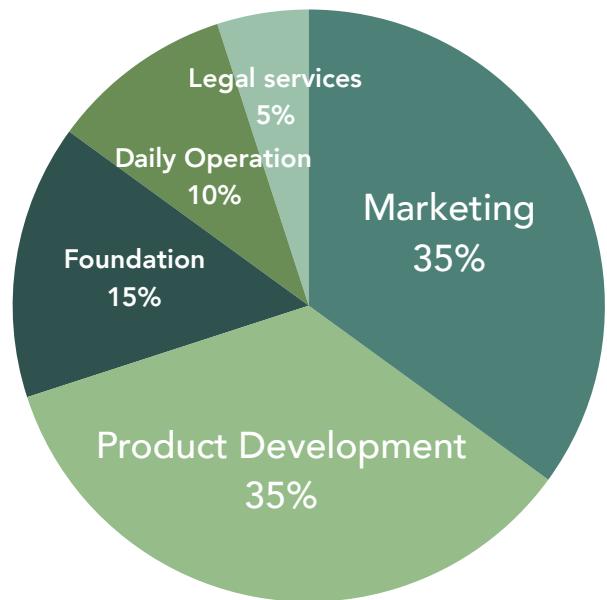
II. After the PE reaches the soft cap and before it reaches the hard cap, gets 20% extra Tokens

22,000 ETH = 1,320,000,000 Token

ETH Amount	Token price	Reward percentage	Token amount	Total ratio
9,000	50,000	50%	675,000,000	6.75%
22,000	50,000	20%	1,320,000,000	13.20%
31,000			1,995,000,000	19.95%

• Budget Allocation

35% of the raised fund will be used for market expansion and community incentives, 35% for team building and development, 15% for foundation expenses, 10% for the project's daily operation expenses, and 5% for legal services costs.



10. Disclaimer

This document only describes the project. This document does not constitute any investment advice or suggestions, nor does this document constitute any form of contract or commitment.

Potential participants of this project must be clearly aware of its risks. Once they participate, it indicates that they understand and accept the risks of this project and are willing to bear all the corresponding results for this purpose. The project team expressly disclaims any direct or indirect loss caused by any participation in this project.

This project disclaimer includes, but not limited to:

- 1) There is no guarantee that the Token value will increase and its value may decrease in some cases.

- 2) Token is not a type of ownership or control right. This project does not grant any decision right about the project or applications to any individual.
- 3) The risk that the Tokens may be lost, stolen or swindled.
- 4) The risk of relevant judicial supervision. Digital currencies have become the object of regulation in many countries. Pressure from regulatory agencies may affect the project or its Tokens.
- 5) The risk that the project or project Tokens lack visibility. It is possible that the Tokens do not get enough attention or usage from a large number of individuals or organizations.
- 6) The project or project Tokens does not meet the project's own or investors' expectations.
- 7) The risk of being hacked.
- 8) The risk that the project's bugs are cracked.
- 9) The risk that the Tokens are not listed on exchanges. The project team does not guarantee that the Tokens will be listed on any specific exchange.
- 10) The risk that the project team is dismissed. There exists this possibility that reasons such as business relationships being broken or intellectual property lawsuit issues, may severely affect the team or even cause the dismissal of the team.
- 11) The risk that the project's relevant official websites or wallets encounter technical issues.
- 12) Other unforeseen risks.

There is possibility that the project development fails due to legitimacy, market demand, technical or other reasons that are not uncontrollable.