

Alpha Token

— Currency of Content Economy

August, 2017

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PRODUCT

PRODUCT

Alpha Token (ATK)

Alpha Token (ATK) is a blockchain currency based on the value of digitalized content. It provides a safe and efficient abstract general equivalent to measure the monetary value of all forms of digitalized content, and realizes the economic value conversion of the entire intellectual property realm.

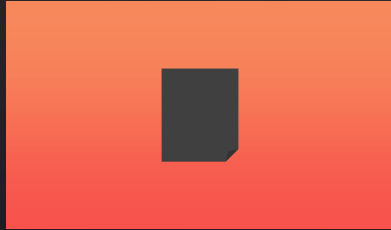
ATK makes it possible for all content trade participants (including producers, consumers, advertisers, distributors and etc.) to achieve complete, effective, efficient and fair value quantification and trade, then enforces the distribution automatically by smart contract.



ADVANTAGE

Fill the blank

- ✓ Monetization of fragmented content
- ✓ Monetization of long-tail content
- ✓ Capture and monetize audiences attention

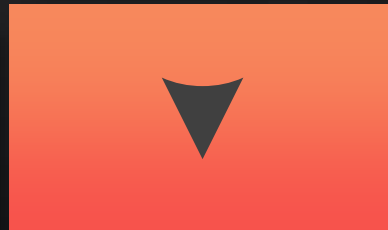


Correct distortion

- ✓ Block malicious content
- ✓ Restore the distorted pricing structure
- ✓ Users' privacy are better protected

Create new value

- ✓ Monetization of audience behavior data
- ✓ Monetization of audience sunk time in content consumption



Lower transaction cost

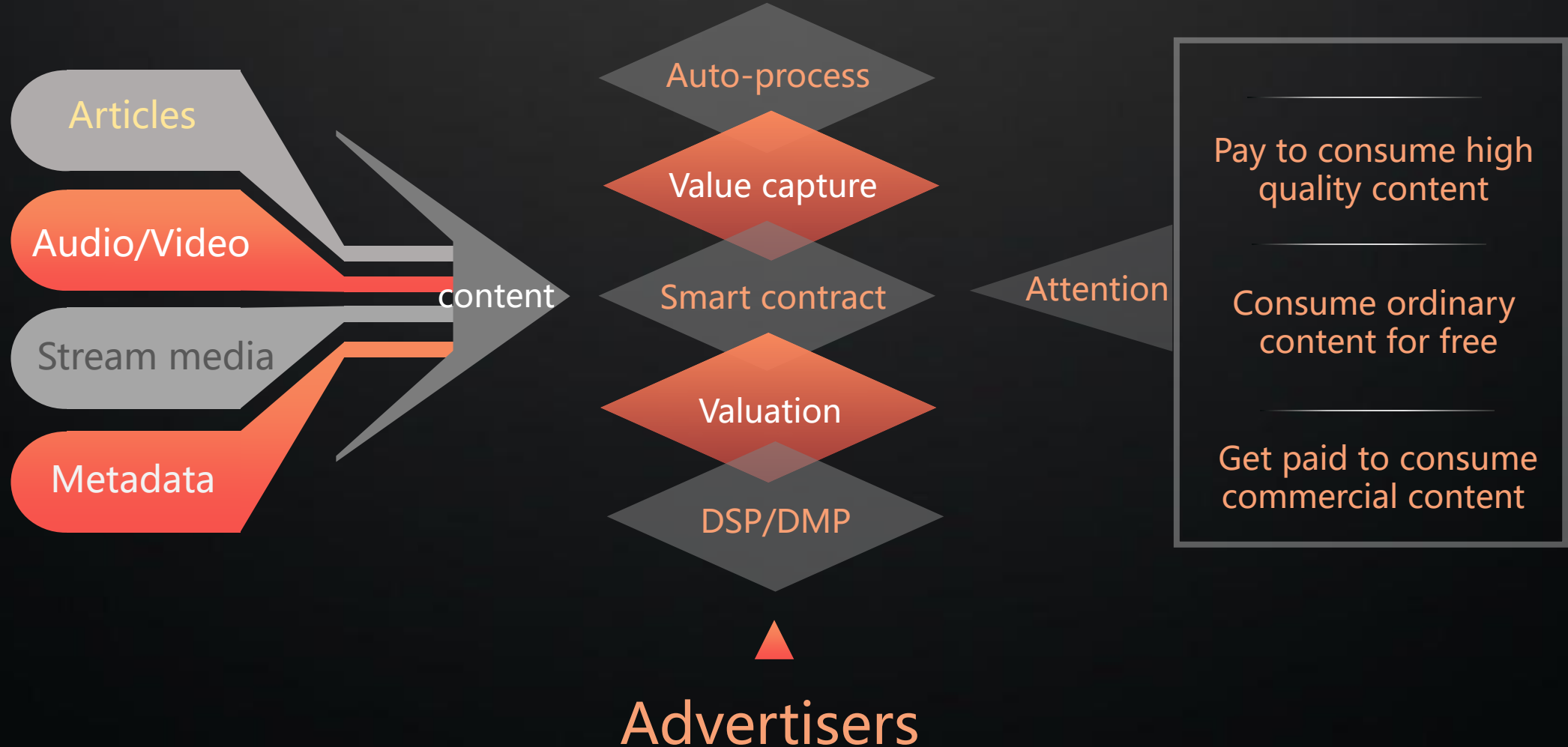
- ✓ Survey cost
- ✓ User acquisition cost
- ✓ Content acquisition cost
- ✓ Advertisement channel acquisition cost
- ✓ Turnover time of content monetization
- ✓ Peer to peer trade without 3rd party intervention

MECHANISM

Content Producer

Alpha Browser

Content Consumer



INNOVATION

Multi-dimensional attention
capture model

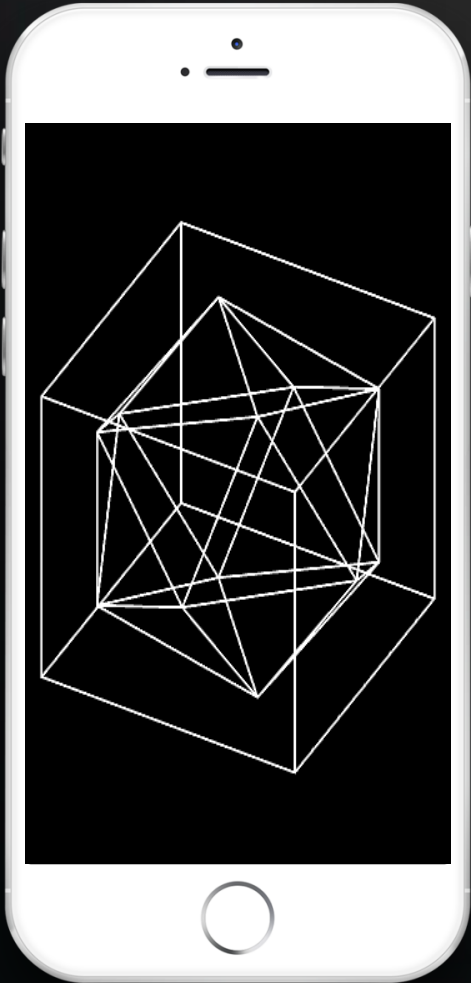
Attention econometrics
model

Distributed peer to peer
trading architect

Hyper POS architect

Object oriented content
trade mechanism

FORMULA



Micro Economic Value : $v = g * d * \sum t$

Macro Economic Value :

$$\sum v = n * g_1 * d_1 (t_1 + t_2 + \dots + t_n) + n * g_2 * d_2 (t_1 + t_2 + \dots + t_n) + \dots + n * g_n * d_n (t_1 + t_2 + \dots + t_n)$$

Equalibrium : $\sum v_p = \sum v_c + \sum v_r$

Note:

v : value of individual content

g : the attention coefficient of a certain category of content

d : attention density of the audience

t : attention time

n : total number of content consumer for each content

$\sum v_p$: aggregated value of all contents

$\sum v_c$: aggregated value of the content consumed

$\sum v_r$: aggregated residual value of the content unconsumed



MARKET LANDSCAPE

Content economy has sufficient growth space and grows fast

Percentage of content economy in GDP of G20 countries



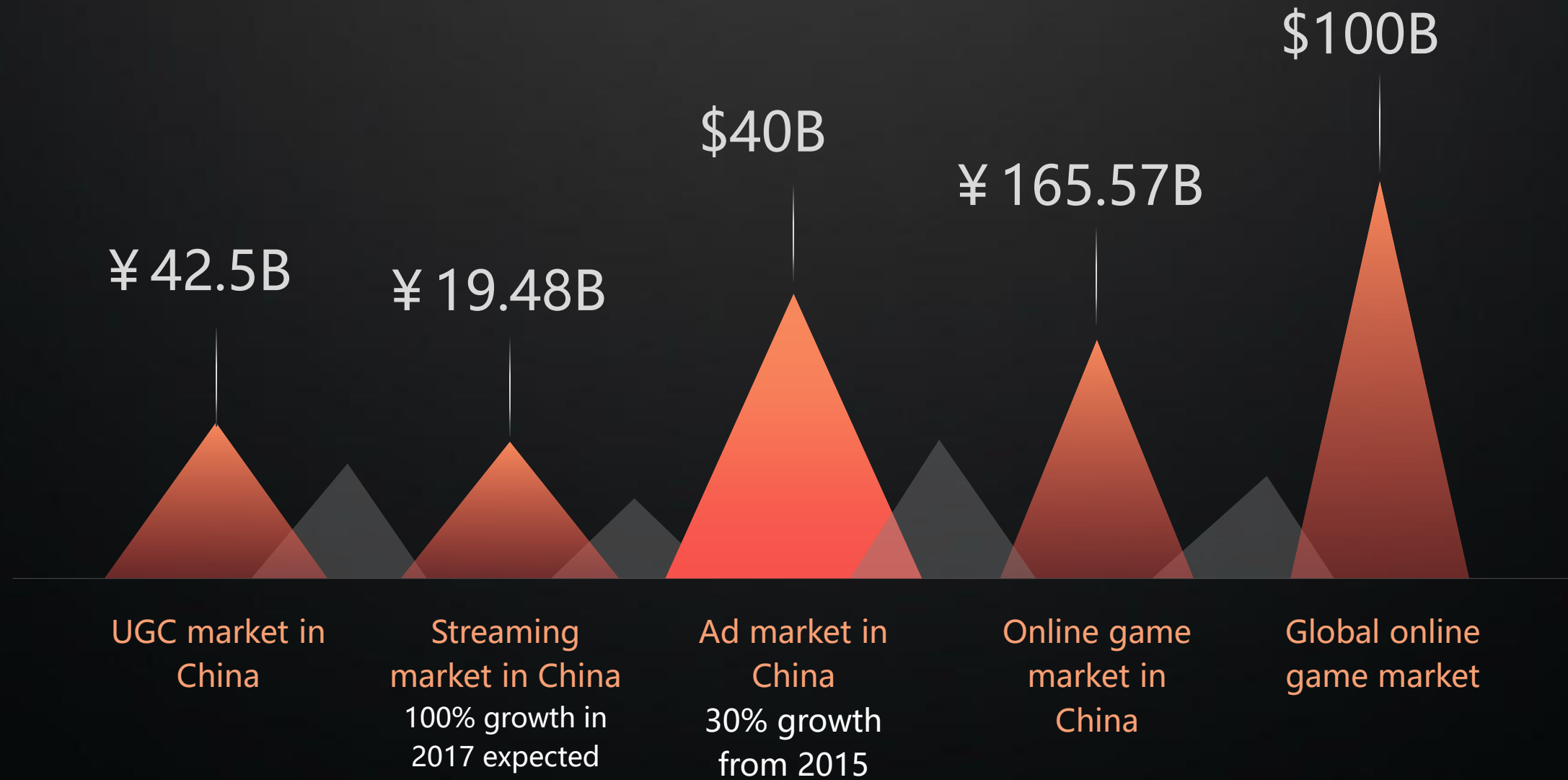
2010



2016

source : BCG report <https://www.bcg.com/documents/file100409.pdf>

Content economy has large existing volume





TEAM

MANAGEMENT TEAM



Han Ju
Cofounder / Architect

Renowned white hat
security expert, R&D
Director of Sina UC
browser, CTO &
cofounder of Kuaiyong,
CTO & cofounder of Cike
living streaming,



Wallace Lynch
Founder / CEO

Serial entrepreneur,
Columbia University Ph.D. ,
Seasoned tech-media expert,
Startup community connector,
Founder of HSHub, MenuMeet,
JianyueApp
Cofounder of Svinsight, SVACE



Tom Xiao
Cofound / CPO

Awarded algorithm genius
Champion of American
mathematical modeling
contest, 2003
National champion of
Chinese mathematical
modeling contest, 2002

R&D TEAM



Jiangfeng Wang

Senior server-side architect, expert in high concurrency architecture, cofounder and chief architect of Kuaiyong, senior developer of Sina and ShengDa



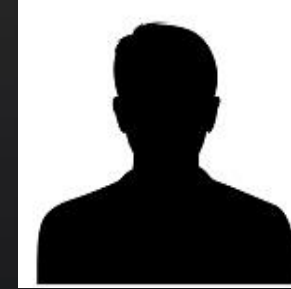
Dongyu Wu

Seasoned product manager, senior PM of Sina, UC and Longmaster, product director of Kuaiyong, experienced in high concurrency web architecture and application development and operation



Benjamin J.

Core Engineer of ISC on next generation network basic software system. Senior Expert of Ethereum DAPP



a.k.a. Major General

Senior security engineer of Kuaiyong assistant (Apple system assistant), Senior develop engineer of TaiG jailbreak tool, be proficient in IOS security, network attack and flow cleaning technology

ADVISORS



Yanping Hu

Acclaimed thought leader and executive consultant in China, founder of DCCI, co-chair of Mobile Marketing Association (MMA), strategy advisor to C-level executives in several major technology companies in China



Steve Hoffman

a.k.a. Captain Hoff, renowned angel investor, serial entrepreneur, and the Chairman of Founders Space, board of governors for the New Media Council



David Chen

Chairman of HYSTA, president of Pactera, cofounders of VancelInfo, operating partner of Sequoia CBC Capital, senior advisor of Kaiwu Waldon Capital and Ivy Capital



Qiulong Chang

Renowned intellectual property law expert, executive director of the Intellectual Property Center of Xiamen University, adjunct professor of Minzu University, deputy secretary of China Anti-infringement Union

INVESTOR



Chandler Guo

Well-known bitcoin angels investor, one of the earliest Ethereum angel investors, China block chain opinion leaders, active global digital currency advocate



FUND RAISING

FUND RAISING



Total issuance:
100% = 8 billion units of ATK



Pre-ICO price : 1ATK=\$0.02 USD



Pre-ICO round issues:
1% = 80 million units of ATK



ICO issues:
29% = 2.32 billion units of ATK



Reserve by founding team:
30% = 2.4 billion units of ATK
(4 yrs vesting w/1 yr Cliff)

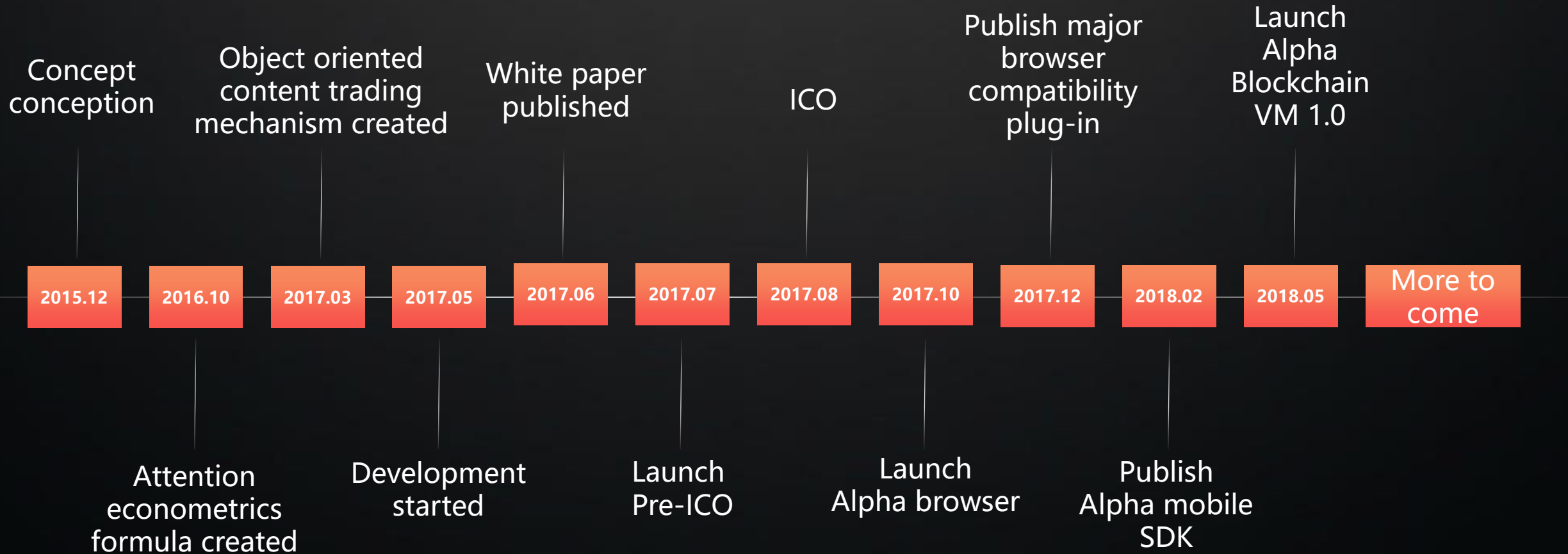


Stabilization incentive reserve
20% = 1.6 billion units of ATK
(10 yrs vesting to non-trading
ATK holders)



Alpha Award Foundation 20% = 1.6 billion units of ATK
(reserve for Alpha Award Foundation to sponsor research and awards in
all content creation fields)

MILESTONES



Pre-ICO FUNDRAISING

Successfully closed within 10 hrs on July 8th, 2017

Accepted form of payment : BTC and ETH

Pre-ICO fundraising summery : http://atoken.org/notice_en.html

ICO PARTICIPATION

Start time : August 2017 (TBA)

Accepted form of payment : BTC and ETH

ICO Portal : www.atoken.org → Top navigation → ICO ,
then follow the instruction



USE OF FUNDS

- ① Team expansion & equipment 10%
- ② Server and bandwidth 10%
- ③ Foundation and security R&D 20%
- ④ Application and Eco-system R&D 20%
- ⑤ Business development 15%
- ⑥ Open source development facilitation 10%
- ⑦ Legal and tax services 10%
- ⑧ Operational cost 5%



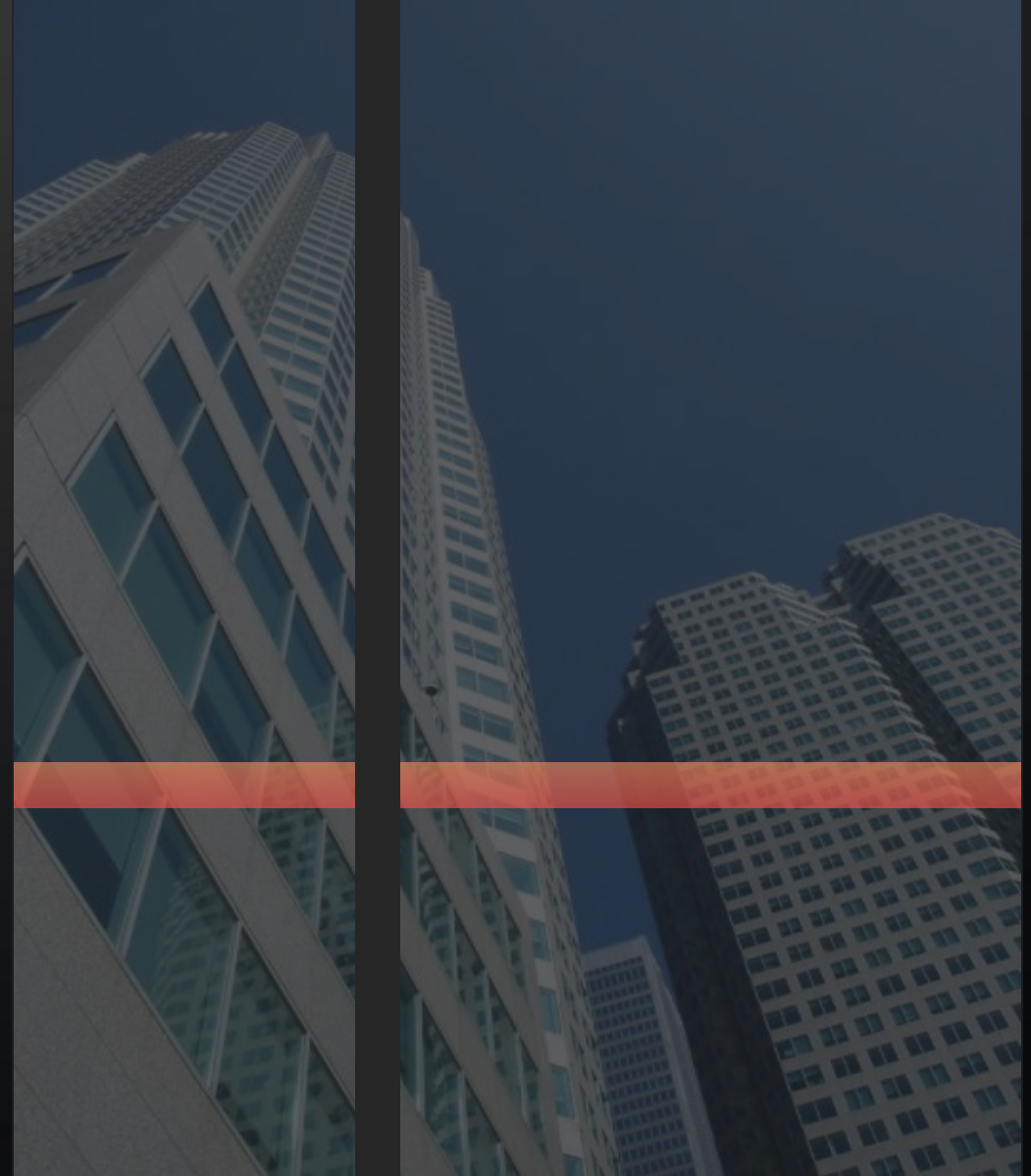
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THANK YOU
