



bitCEO

Activate the Power of Business Network



Powered by **Zenius**

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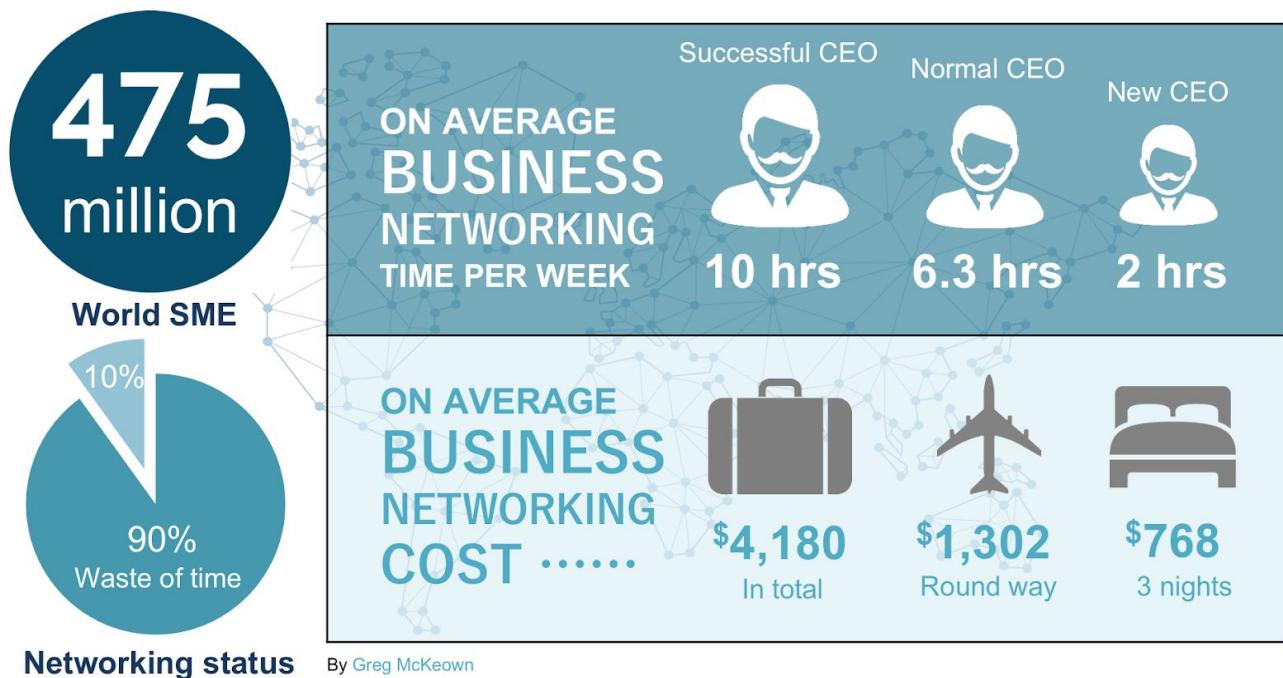
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Executive Summary

The Problem

There is no business entity which can operate by itself. Besides performing their core activities, it is essential for companies to learn from and collaborate with other businesses to stay competitive. Connecting with an ideal partner, however, is a highly challenging task for many business owners. CEOs spend a significant amount of time and effort to network with external executives. According to a survey of 12,000 CEOs, one CEO spend an average of 6-7 hours a week to find a solution for business connections. However, 90% of the time they spent is a waste. With the right partner, however, innovations and positive economic results for the company would be generated with certainty.



To support human collaborations which generate positive outcomes, corporations around the world have long been capitalizing on the advents of technology to bridge social and business gaps. Facebook has solved one of humanity's most significant demand which is staying connected socially. Alibaba serves as a purely commercial retail platform. There remains, however, a hugely potential field for joining CEOs to create economic values. **This is where we come in.**

The Opportunity

There are currently about 475 million businesses in the world, translating to more than 475 million CEOs. This figure will undoubtedly increase in the future with current economic conditions. As the market becomes more competitive than in the past, the need to quickly resolve business challenges with improved efficiency and minimal stress would become imperative.

Recognizing this opportunity, our ultimate goal is to facilitate a platform where a robust network of CEOs can come together to meet their business demands instantly.

The Solution

As mentioned above, our target is to help CEOs connect and work together in a flash from anywhere in the world. To be able to accomplish this, our project is mobilized in three phases:

Phase 1 - We build a platform to assemble individual excellences & resources of global business owners and activate a powerful collaborative CEO network, called **Zeniius**.

Phase 2 - We integrate Artificial Intelligence and Blockchain into **Zeniius** as follow.

- Artificial Intelligence - We employ A.I as one of the solutions to flash-match business demands posted on Zeniius with potential solvers. Additionally, AI is used in a scoring system to rate CEOs according to their contributions to the ecosystem.
- Blockchain - Millions of business transactions which would happen in **Zeniius** will require optimal transparency. For this reason, we employ **Smart Contracts** to ensure all transactions are traceable, transparent, and irreversible.

Phase 3 - To motivate CEOs to help one another, we create incentives in monetary and non-monetary terms.

1. We introduce **BitCEO (BCEO)** - an **ERC20** token - to ensure trusted delivery between CEOs. This is the monetary reward when CEOs help one another.
2. We also *tokenize* CEOs' abilities, resources and knowledge into a tradable commodity called **Ability Card**. CEOs may choose to award this to helpers as the non-monetary reward. In a stand-alone Ability Cards marketplace called **Ability Store**, these abilities can also be traded using **BitCEO**.

Mission & Vision

Our mission is to create and activate the power of the global CEO network to instantly meet business demands.

Our vision is to become the **largest platform** for CEO's collaboration to do business and optimizing resources around the world.

Why BitCEO

Unlike most initial coin offerings, BitCEO & Zenius is far from an ideal project waiting to be commenced. This project has already attracted about **1,000,000 USD** in investment since its initialization in June 2017. Zenius application has already run on a beta platform, currently available on iOS, Android & web, with thousands of users who are real-life CEOs. Of which, several CEOs of companies which generate annual revenue of **500 million USD**, and many others earning more than **50 million USD** per annum.

The Offering

BitCEO will soon announce an initial public crowd sale of its **BitCEO** token. The total supply of tokens will be **3.5 billions**. The token will be distributed with a **Private Sale** event, followed by a **Presale**, and finally via our **ICO**. The Presale token price will be range **1 BCEO = 0.012 USD -> 0.013 USD** during the **Presale**. During the **ICO**, it will be **1 BCEO = 0.015 USD**



Overview

An estimate of 475 million businesses around the world and their directing CEOs face a wide range of business requests daily. To stay relevant and successfully compete in an increasingly demanding consumer market, it becomes crucial for CEOs to resolve those commercial needs quickly.

Being able to connect with the **right** business partner, or another CEO, in the shortest time possible and minimal stress would, therefore, greatly help CEOs stay on top of their operations. At the same time, CEOs also constantly need to connect with other business partners to **expand their network** and ready themselves for new **opportunities**.

For such specific needs, current features offered by existing social network platforms such as Facebook, LinkedIn & Opportunity leave CEOs much to be desired in terms of obtaining business solutions and connections. Therefore, our mission is to **facilitate a business platform for CEOs** to interact, network and utilize their existing abilities and connections for global collaborations.



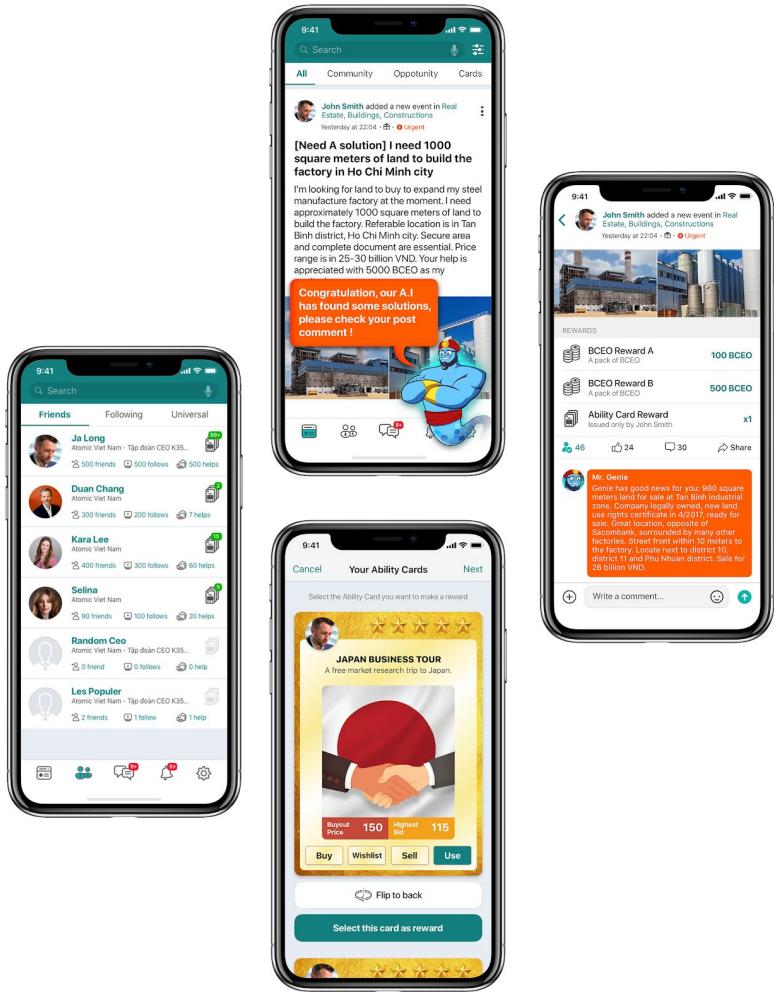
Zeniius

Zeniius is a dynamic & active social network platform for CEOs. We currently run it in the forms of mobile application and website, with the beta version currently available on App Store & Google Play. **Zeniius** will be the first application integrated with **BitCEO** as its transactional token.

Current Features in Zeniius

Opportunity Newsfeed

- The newsfeed is similar to that of Facebook but business-focused. It can be filtered by topics, industries, personal profiles, business groups, and more.
- This is the place where CEOs can seek opportunities and obtain the solutions for their business problems.



In-app Chat

- Group chats with unlimited members
- Infinite number of personal conversations
- Within a chat, CEOs can easily access all participants' profiles, which are highly detailed
- CEOs also can quickly filter for important discussion
- Allows for networking, events, sharing of resources between CEOs etc.

CEOs List

This feature is similar to a *yellow page* of CEOs. It contains list of CEOs as well as their profiles, companies, as well as their public activities in **Zeniius**.

Notifications List

Contains personal notifications for each user in **Zeniius**. CEOs will be noticed whenever someone interact with them.

My Profile

Information on personal profiles and other settings within the system.

Valuable Statistics

Currently, there are about **1,500 high-income, active** CEOs on the **Zeniius** beta platform, who have collectively achieved an accumulated internal transaction volume of **\$50 million USD**, and a collective revenue of **\$700 million** per annum.

The network is expanding rapidly to other countries such as **Singapore, Japan, and Korea** etc.

- At least 5 companies with revenue of more than **\$500 million/year**
- 3-5% of companies' revenue of more than **50 million/year**
- 8-10% companies' revenue of **more than 5 million USD/year**
- The remaining 85% are SMEs, with earnings of **less than 5 million USD/year**.
- More than 100 members are involved in a real estate forum.
- More than 150 members are cryptocurrency enthusiasts.
- More than 100 members are shareholders of *CEO K35 JSC*, specializing in real estate & cryptocurrency investment.
- **10,000 CEOs** are expected to join the network in 2018.

Zeniius Offline Networking Activities

- CEO offline gatherings
- On-site company visits (CEO tours)
- Charity events
- Real estate forum/exchange/investment with total transactions 25 millions USD
- Crypto currency enthusiast joint ventures
- Blockchain & Cryptocurrency Forums
- Real Estate Exchange & Real Estate Forums.

Our Focus

To effectively serve as an interactive hub where CEOs assist with each other's business inquiries, the Zeniis's team focuses on decoding the following problems:

- 1. How do we bridge the gap between a CEO's commercial request and its ideal resolver(s)?**
- 2. How do we motivate appropriate users in resolving business demands?**

These are the two main issues that we seek to resolve in the project's short-term plans. As a result, **BitCEO** was born as one of solutions for these issues. We will explain this in the following section.

Our Solutions

In order to resolve the above-mentioned problems, we have laid out some broad strokes for our solutions.

1. Utilizing Good Intentions

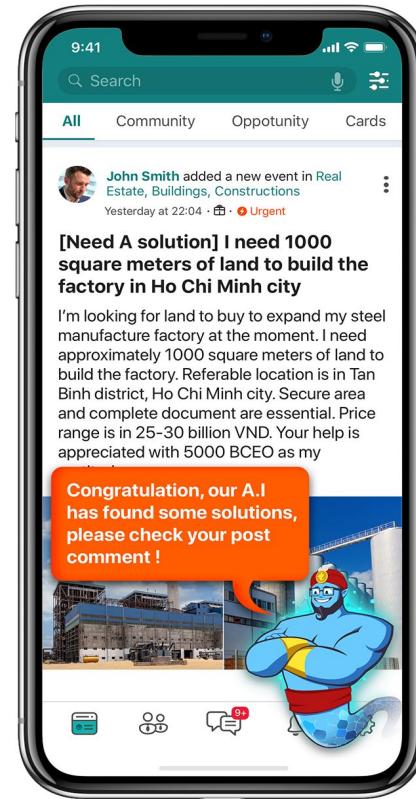
With good intentions, CEOs will help other CEOs simply because they want to help them, and enhance their connections with other CEOs. They hope that later on, when a need arises, the other CEOs will return their favour. This element can only be utilized when the number of members in the social network is large enough. This is because if there is only a few users, the number of members that possess the ability to cover all the needs in the system is very small. Therefore, increasing the number of members is one of the solutions that can help growing the population of solvers in the system.



With **Zeniius**, we plan to increase the number of users from 1,000 CEOs to 30,000 CEOs in 2018. Among the CEOs, there are people from Japan, Singapore, South Korea, and Australia. This plan is being implemented and has good probability of success because Zeniius currently has a strong connection with some domestic and international business communities. These business communities are ready to join Zeniius. However, good intentions are not strong enough motivator for CEOs to help each other.

2. An A.I. System

Building an automatic system to deliver business problems to the solvers in the system or automatically supply users with valuable information when they want their needs to be met. At the moment, Zenius is building an A.I. system that allows the automatic search for solvers every time users post their demands. Specifically, A.I. will automatically search the system to find people who have posted the ability to solve that need, or is related to the topic of the posted demand. Afterwards, it will comment and suggest solvers to help. If it is unable to find solvers, A.I. will base her judgment on the information that was gathered around the Internet, then utilize this data to comment, and supply the required information.



3. Build a support team ('CEO SWAT')

Even though A.I. can help tremendously for business, there is a big number of request messages, and a big number of solvers not in the system. Thus, there is still a need for a human team that can help the CEOs meet the demands that is within the scope of assistance, with more flexibility than A.I.

As a result, we aim to construct a highly qualified team of SWATs to support CEOs with resolving their demands. Currently, we have successfully assembled a **CEO SWAT** team of more than 130 members, who are the CEOs in real life.

4. Incentive mechanism

A user in the **Zeniius** system would only be interested in solving a published business demand when the solution directly benefits himself or his company, in terms of **BitCEO** rewards or a value-adding contract to his firm. Thus, we built the following incentive mechanism to motivate users to solve business demands published in the system.

System Incentive

Zeniius will build a system that spawns **ZeniScore** (Score of Reputation) every time CEOs help someone solve others' problems or if they contribute to the system.

Business Incentive

- **Monetary:** creates economic motivation for users in order to help bring the problem to the solvers. **BCEO** was introduced to be the token that is awarded to users as monetary rewards. **BCEO** represents the value of the system as well as the benefit of helping another CEO to solve business demands. In the long run, **BCEO** will be the basis of **Zeniius**'s economy.
- **Non-monetary:** Sometimes, CEOs help others not because of money but due to kindness, to establish connections, etc. Thus, it is necessary to have a different system that can help CEOs back up any record about other people helping them, and note them down as a promise to return the favor in the future with their own ability. The representative of this system is the birth of a powerful card which is termed IOU (I owe you) card – also known as powerful **Ability Card**. This card represents the fact that "I am owing you one for solving my problems, and I will return the favor by one of my unique abilities".



Ability Card



ZeniScore



BCEO

The solutions above all have their merits and drawbacks, therefore, if we separately apply these solutions, it is impossible to create motivation, or a persuasive answer to the mathematical problem that we have put forward. Despite this, if we can harmonize everything and implement all the above approaches then it will be the ultimate solution for the project's problems laid out in "Our Focus".

With that being said, this whitepaper focuses on the 4th proposed solution, which is the **incentive mechanism**, as this would be the most important motivational structure for users in the system. This solution serves as the backbone to boost the system into sustainable development. At the heart of this proposal lies **BitCEO**, which powers the incentives. Other solutions, such as the AI system, would be discussed further in the Yellow Paper.

Zenius Incentive Ecosystem

Our principle is to create an ecosystem where everyone simply does the best for each other for their own sake, and anyone who goes against that simply finds oneself detached. Since everyone can only benefit from benefiting everyone else, it's predictable that everyone would do their best.

As discussed, besides aforementioned non-monetary motivations, such as **Ability Cards** & **ZeniScore**, our principle is to provide an incentive of highest possible monetary value to make sure everyone does their best. **BitCEO**, therefore, acts as the monetary reward to motivate CEOs to help solve published demands in the system for an instant prize.

In the following section, we discuss each of our incentives in details, showcasing their individual effectiveness, both in design and implementation.

ZeniScore – Score of Contribution

ZeniScore represents the intangible value that users have contributed to the **Zenius** system. The more **ZeniScore** a CEO accumulates, the more he is proven to have contributed to the system. **Zenius** system will award **ZeniScore** to users based on the following schemes:

- User will gain **ZeniScore** when his published post about shared business knowledge or trade experience is rated or reviewed by other users, i.e., other CEOs find such information helpful.
- Users who have attempted to solve a business demand and are regarded by the Posters as the Primary Solver will receive **ZeniScore** for his solution.
- Similarly, those who have contributed in solving the business demand but are not regarded as the Primary Solver will also receive ZeniScore for their contributed efforts.



Zeni Score Attributes

- **ZeniScore** cannot be internally transferred between CEOs.
- **ZeniScore** will increase if the user contributes to the system and decrease when the user is negatively reviewed or rated for destructive behaviors to the system.
- We will be using Artificial Intelligence (more in Yellow Paper) in awarding **ZeniScore**, based on the following inputs:
 - The CEO's accumulated contribution and damage record since joining **Zenius**
 - All publicly available information about the CEO that can be externally sourced by the A.I. system.

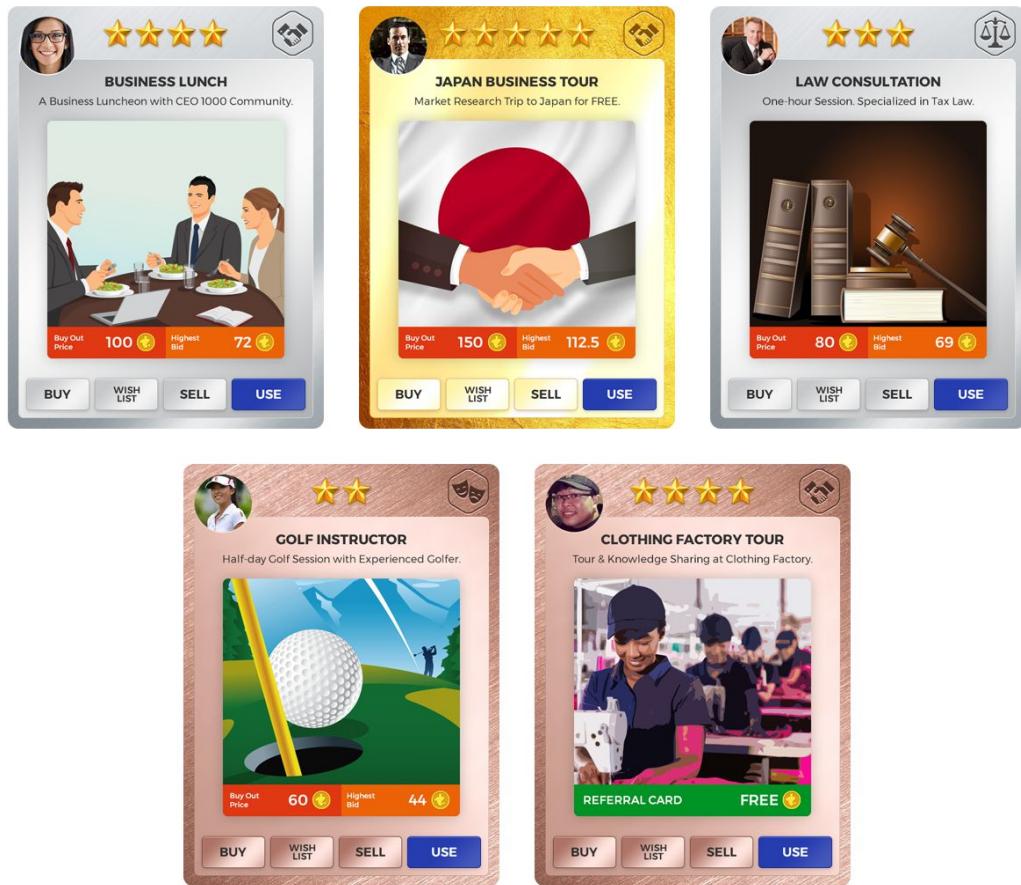
Benefits of Zeni Score

- When the CEO accumulates sufficient **ZeniScore** to reach a certain level, he will be rewarded monetarily with BitCEO. These levels will be decided based on the average **ZeniScore** of all users in the system.
- Since **ZeniScore** represents contribution of user to the system, it will be the benchmark for the **DAO System** (*Decentralized Autonomous Organization*) in the future, for example, allowing high-level CEOs the right to vote for the purpose of improving the **Zenius** system based on their **ZeniScore**.

Ability Card – A Non-monetary Reward for Offering Solutions

Everyone who has helped someone in need deserves recognition. Nonetheless, CEOs with financial prowess may not be actively intrigued by monetary rewards. Instead, they would rather be rewarded with acts of gratitude which they deem deserving of their invested efforts.

Gratitude can be expressed via an **Ability**, an **Invitation**, a **Gift** etc. which Solvers may need in the near future. In **Zeniius**, such acts of saying thank you will be digitized into **Ability Cards**. Examples include golf lessons, software recommendations, hardware maintenance, invitation to dinner, a bottle of fine wine etc.



CEOs in the **Zeniius** system can create **Ability Cards** which promise to deliver one of their own skills and resources per card. **Ability Cards** can be categorized into:

1. **Ability Cards** which reflect **business** capacity of the user (e.g. trade discounts)

2. **Ability Cards** which reflect **personal** ability of the user (e.g. networking opportunities)

Ability Card Attributes

- The following information will be clearly detailed on each **Ability Card**
 - Description of the Ability
 - Expiry date
 - Terms & conditions
- Quantity of **Ability Cards** a CEO can create at any time will depend on his **ZeniScore**.
- Staking of **Ability Card** using **BCEO**
 - A CEO may choose to “stake” a certain amount of **BCEO** to enhance the card’s credibility and reliability
 - Depending on the staked amount, the system will calculate and label the card with “stars” (between 1 to 5)
 - The staked amount will be released to the Creator when the Owner has successfully received the act of gratitude promised by the **Ability Card**. This process is ensured by the application of blockchain. Any ensuing dispute regarding delivery will be resolved by a specialised team called the CEO SWAT. Details of this process will be further discussed in the Yellow Paper.

Benefits of Ability Card

- **Ability Card** owner can request **Ability Card** creator to deliver what is promised by the **Ability Card**, subject to terms and conditions, that is if the card is within expiry date and the usage conditions are met.
- Users can trade and collect **Ability Cards** via **Ability Store** (Zenius Ability Card Store), which will be discussed further in a later portion.

BitCEO Tokenomic

Specifically, the value of **BCEO** is appreciated as **Ability Cards** are appreciated - certain CEOs desire certain tokenized abilities of other CEOs more than the efforts of these abilities' owners. Generally, a company that sells tokens to its customers ensures those customers are better aligned with the company's success. We are creating the network and the virility effect with these monetary incentives.

Therefore, in whatever a **BCEO** holder does, be it data contribution or resolution of business demand, that person is incentivized to prioritize Zenius's long-term success. This incentive is as strong as the value of **BCEO**, which is, as an app token, higher than fiat money and potentially even cryptocurrency.

In this way, **BCEO** represents not just the value of the system, but also reflects the significance of peer assistance in solving business demands. Overall, the token serves to illustrate the economy of the social network among CEOs.

BCEO - Incentivizing Monetary Reward

When a business demand is resolved to satisfaction, Poster will reward the Primary Solver as well as some Secondary Solvers with either **BCEO**, **Ability Card**(s), or both. Demand and supply forces will determine the amount of **BCEO** to be awarded for each specific commercial request. For instance, a direct business introduction may require less **BCEO** than a demand to design an entire commercial website.

BCEO - Payment for Features in Zenius

- Ecosystem: CEOs can purchase special functions in **Zenius**, such as CEO mask (allows CEO to have anonymity), VIP membership (allows participation in prominent investment groups with other VIP CEOs), creation of private communities where the CEO is the leader etc.
- Tickets: CEOs can purchase tickets to CEO1000 events, CEO tours, Leadership, Real Estate, Blockchain Offline events, make donation (for charity), buy VIP news on Cryptocurrency Forum, buy membership of "Whale Pool," etc.

BCEO - Payment for Ability Card

Additionally, **Ability Cards** will synthesize a sizable market in terms of transferrable users' abilities. Users purchase **Ability Cards** for collection, forming new connections and potential future self-utilization. As a result, **BCEO** will also serve as the building blocks for **Ability Store** - a virtual marketplace for **Ability Cards**, which can be traded between users. Ultimately, the value of our token will continuously go up as users contribute to the system by interacting with each other and solving demands. Another driving force for price increase would be the market for tradable **Ability Cards**, transacted with **BCEO**.

BCEO - Why Blockchain?

BCEO represents the values of the **Zeni^{iius}** system and acts as the currency on **Ability Store**, platforms that are specifically designed for CEOs and business owners. Furthermore, our CEO users will have the chance to collaborate and do real life business syndicated from their connections and interactions on **Zeni^{iius}**. Thus, **transparency** is of utmost importance to the system and users. Blockchain is, without question, the optimal solution to ensure transparency and honesty of any system. Blockchain technologies will also be applied on the calculation and management of **ZeniScore**, which reveals the ratings of CEO users. Such statistics are vital in the decision process of a CEO – whether or not to collaborate, connect and do business with another user. Furthermore, it is important to note that each **Ability Card** represent a promise that a user has to deliver in the future. Therefore, to ensure that these actions take place in a way that is publicly visible and verifiable to everyone in the system, **Ability Cards** need be delivered by **Smart Contracts**. As such, **Blockchain** will be the ideal solution in the maintenance and upkeep of both **BCEO**, **ZeniScore** and **Ability Card**.



Blockchain

BCEO - The Platform: Ethereum, Nextra, and other platforms

We are currently planning to run all Smart Contracts and **BCEO** on Ethereum blockchain as it is one of the most popular, flexible, and suitable platforms for adopting Smart Contracts. With that said, we are aware of current developments and new initiatives in the technology world. Taking into accounts current and future trends, we considered the possibility of test-running **BCEO** on other platforms, including Nextra, Zilliqa, NEO, EOS, etc. This will ensure speed, scalability, as well as ease of use for users of **Zeni^{iius}** & **Ability Store**.

After testing in Ethereum Blockchain, we have chosen to collaborate with Nexty - a very successful ICO itself, currently ranked in the top 150. **BCEO** will be run test developed on Nexty's blockchain in next step. Nexty possesses many outstanding features which play to Zenius and Ability Store advantages, laid out as follow:

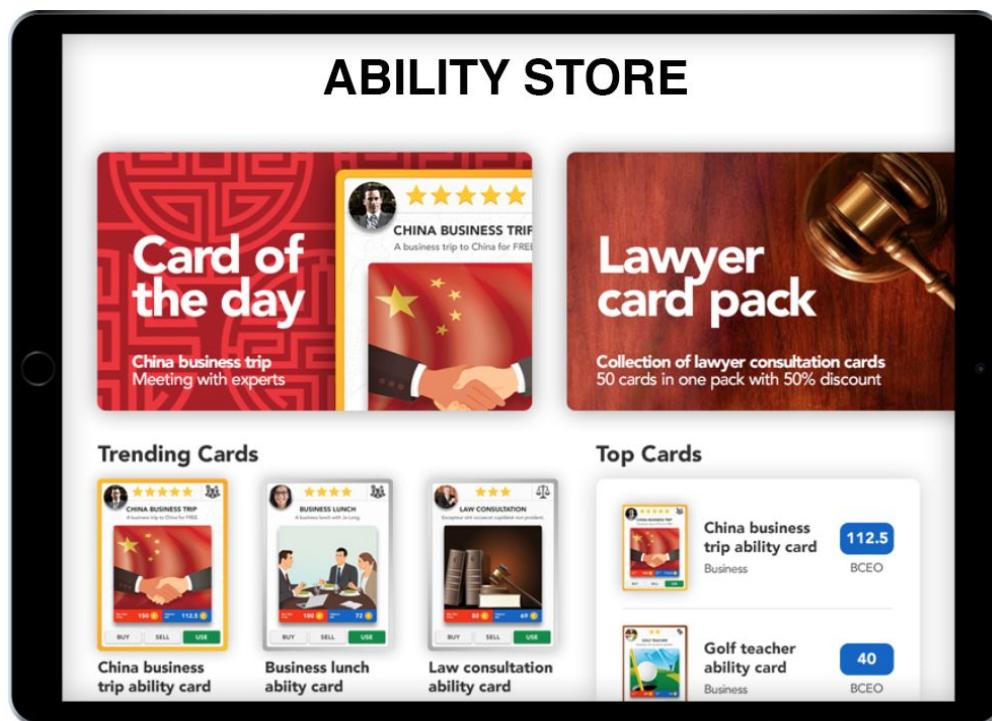
- Smart Contract: Similar to the Ethereum platform, Nexty is capable of creating Smart Contracts.
- Zero Transfer Fees: Transfer fees constitute considerable expenses to users, especially to our CEO users, who perform high volume of large transactions. This will be a big advantage of Nexty compared to other blockchain platforms.
- Instant Transfer: Nexty offers speed of transfer that is sustainably fast and stable compared to other platforms.
- Cross-platform: Different coins / tokens are easily tradable via Nexty. This means more payment options for users.
- In-app Purchase: Nexty will release in-app purchase feature in the future. This feature will be utilized in Zenius via an independent Nexty wallet, allowing users to make standard VISA-like payments. The experience will be most familiar and user-friendly.
- Nexty Support: Thanh Dao, who is Nexty's Founder, also contributes as an Advisor of BitCEO Project. As a result, our project will receive tremendous support from Nexty.

BCEO Liquidity

As the cryptocurrency ecosystem evolves in the coming years, there is no doubt that **BCEO** will be easily traded and spent by the CEOs in **Zenius**. We have plans to get **BCEO** to be listed on major exchanges, with support from our advisors.

Ability Store (Zeniius Ability Card Store) - A Marketplace for Ability Cards

This is the final piece for the **Zeniius** ecosystem. The CEOs who receive the **Ability Card** may or may not have the need for the **Ability Card**. However, the special feature of the **Ability Card** is not just illustrating that a CEO owes another CEO a performance promise, but also signifies the connection between the CEOs. Increasing the amount of **Ability Cards** would increase the chances for any CEO to connect with other CEOs. Therefore, CEOs will have the need to exchange, collect or even purchase the **Ability Card** and thus form a marketplace for the **Ability Card - Ability Store**.

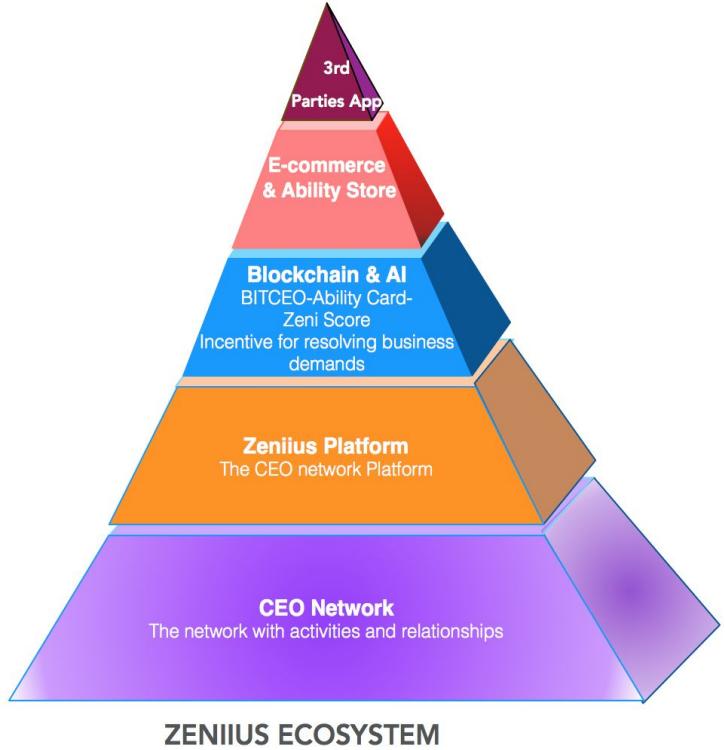


At first, only **Zeniius** users will be able to trade in **Ability Store**. In the future, we plan to include non-Zeniius users, so that everyone may trade on this platform. Anyone can create their own **Ability Cards** and trade them on **Ability Store**. In **Ability Store**, in addition to trading and exchanging, users can also participate in the **referral program** by recommending a CEO A with a suitable Ability Card created by another CEO B. If the referee purchases the Ability Card recommended to him/her, a small reward from the sale of the **Ability Card** will be sent to the referrer. This program will enable **Ability Cards** to reach end-users more effectively and enhance the efficiency of the system. In addition, **BCEO** will function as the token for payment of purchases on **Ability Store**. With every transaction, **Ability Store** will receive a 10% transaction fee as system reward.

Ecosystem

Overall, the **Zeniius** system can be structured as follow:

- **Level 1:** Real life CEO community.
- **Level 2:** **Zeniius** Application acts as a platform to connect CEOs.
- **Level 3:** Blockchain and AI plays a vital role in helping CEOs to collaborate and solve business demands. In which, **BITCEO**, **Ability Card**, **Zeni Score** act as parts of an incentive system – **BITCEO** being its core.
- **Level 4:** Users in the system will utilize **BITCEO**, **Ability Card**, and **Zeni Score** to collaborate, connect and do business together. **BCEO** will also act as a payment method for users to trade and collect **Ability Card**.
- **Level 5:** In the near future, third party vendors are able to build applications powered by our connective platform, to provide business services for our entire user base.



As a result, this operational process forms an ecosystem where all CEO users in the system are naturally incentivized.

Business User Case

To gain deeper understanding of the groundbreaking utilization of Zeniius, let us examine the following business examples, which highlights the functionality and powerful application of features such as Ability Card and BCEO, as well as the way the Zeniius Reward System distributes ZeniScore.

Use Case 1

Harry is the CEO of a confectionery company in Singapore. Harry's company needs to open more factories in Vietnam. Harry posted on Zeniius that he is looking for a site to open a factory in Vietnam.

John, Andy and Hoang, three CEOs of three different real estate companies in Vietnam, spot Harry's information on Zeniius. They comment on Harry's post with information on the resources they have to help Harry locate a suitable site.

Harry receives information from three CEOs and decides that Andy's factory premises to be the best fit, so Harry chose Andy as the one who solves his needs on Zeniius. Harry also thanks John and Hoang for their efforts on Zeniius.

After the Zeniius system receives Harry's response to John, Andy, and Hoang, the system calculates and rewards the three of John, Andy and ZeniScore for a certain formula.

Use Case 2

Jane has very good knowledge of KPI and KPI development in business. Jane decides to share this knowledge on Zeniius.

Other users on Zeniius found the information Jane shared to be very useful to apply to their own businesses. Thus, other CEOs vote for Jane's article as helpful.

The system receives user votings with Jane's post and perform calculations which often results in ZeniScore for Jane. The more positive feedback the article receives, the more ZeniScore is awarded to Jane. It just so happens that today Jane has accumulated 100 ZeniScore, an amount required by the system to level her profile up, thus, the system donates 100 BitCEO to Jane as an encouragement for her contribution on Zenius. Jane will still accrue ZeniScore until she reaches a new level of 200, 300, etc. (Note: These numbers are assumed, when implemented in real life, Zenius will utilise a formula to calculate the level bonuses and certain levels).

Use Case 3

Zhang is the CEO of a plastic company in China specializing in plastic household goods. Zhang wants to find a distributor in the Indian market. Zhang posted this information to Zenius and attached 300 BitCEO to reward anyone who would help Zhang find a quality distributor.

Rahul is a user on the Zenius system. Spotting the information from Zhang, although not the right distributor for Zhang's request, Rahul was acquainted with Manish, the CEO of India's top-five super market company. Rahul decided to introduce Manish to Zhang on Zenius.

Zhang received the introductory information from Rahul, thanks Rahul and mark Rahul as the user who helped to solve his needs.

The system received Zhang's response to Rahul and with automatic transmission, transferred Rahul 240 BitCEO (80%) from Zhang's 300 BitCEO reward. The remaining 60 BitCEO (20%) were taken in by the system as Zhang's thanks for utilizing the platforms. Similar to Use Case 1, Rahul also receives a Zeni Score from the system.

Use Case 4

Takashi is the CEO of a major hospital in Nagasaki, Japan, and a world renowned cardiologist. He wants to hold a non-profit cardiology seminar and need an event partner to host it in a small province in Japan. Because the workshop is non-profit, it is difficult to find a partner for the event. Takashi posted this information on Zenius and asked for help, and Takashi created the following two abilities:

- Cardiovascular examination

- Dinner and cardiovascular counseling

If anyone helps Takashi, he will be rewarded with one of the two abilities.

Akira is the CEO of the event company in Japan. Akira sees Takashi's information and wants to help Takashi to organize the event, and informs the system that he will choose the 2nd Ability Card. "Have dinner and consult a cardiologist."

Takashi gets help from Akira and marks Akira with the Zeniius system to help solve the problem.

Zeniius receives feedback from the user who have posted the business needs and automatically transfers the Ability Card and also awards ZeniScore from the system to the solver.

Use Case 5

Akira in **Use Case 4** now has Takashi's Ability Card, however, due to the lack of need for this Ability Card, has entered the Ability Store, selling Takashi's Ability Card for 500 BitCEO.

Lee - who is using Ability Store, is suffering cardiovascular disease looking for a good doctor to be examined and treated. Lee sees Takashi's Ability Card information sold by Akira and decides to buy it with 500 BitCEO.

The store transferred Akira 450 BitCEO (90%) and transferred to Takashi Lee's Ability Card. The remaining 50 BitCEOs (10%) are returned to the system.

Lee receives Takashi's Ability Card, contacts Takashi and requests Takashi to perform the contents of the Ability Card. Lee also uses Takashi's additional services to ensure his heart disease.

BCEO Token

Token Distribution

BCEO distribution process will be as follow:

	Private Sale (Done)	Presale (Done)	ICO (Updating)
Hard Cap	-----	-----	74,500 ETH
Soft Cap	-----	-----	3,000 ETH
Participants	Early Supporters	Leaders & Major Investors	Public
Period	Ended	Ended	Updating

The ICO will be updating the time and the date soon:

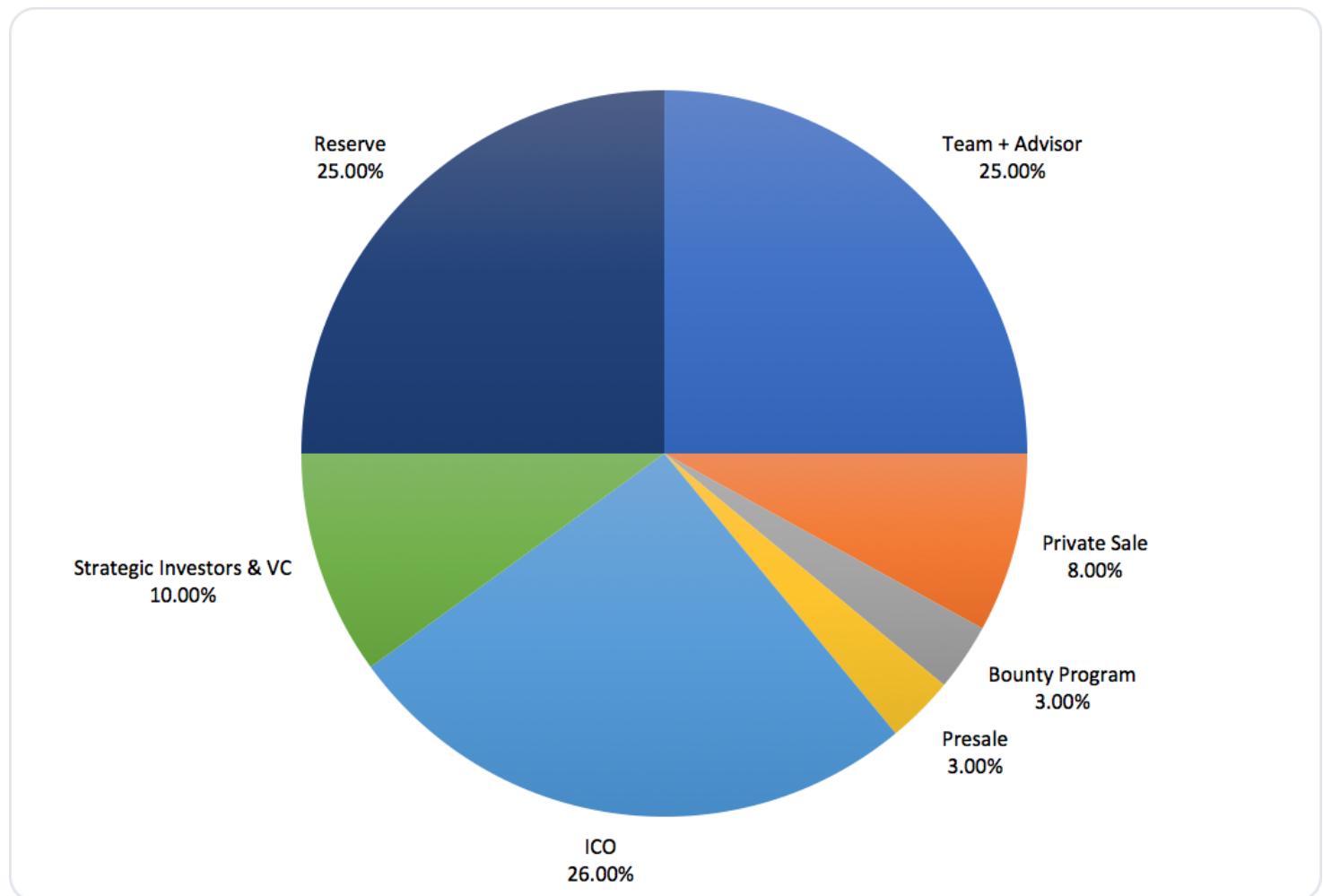
- The ICO will be hard-capped upon receipt of **74,500 ETH**.
- BCEO will be sold at a face value of **1 BCEO = 0.015 USD**.
- **26%** of all tokens to be sold during the ICO.
- The ICO will last **31 days**.

BitCEO tokens or **BCEO** are expected to be distributed at most **31 days** after the ICO, and transferable at least **7 days** after the end of the ICO.

Bounty Programs

A total of 3% of the token will be utilized for the Bounty Programs during the Presale and ICO. Should the Bounty Program not consume this amount in totality, any remaining tokens will be transferred into the Reserve.

Token Allocation

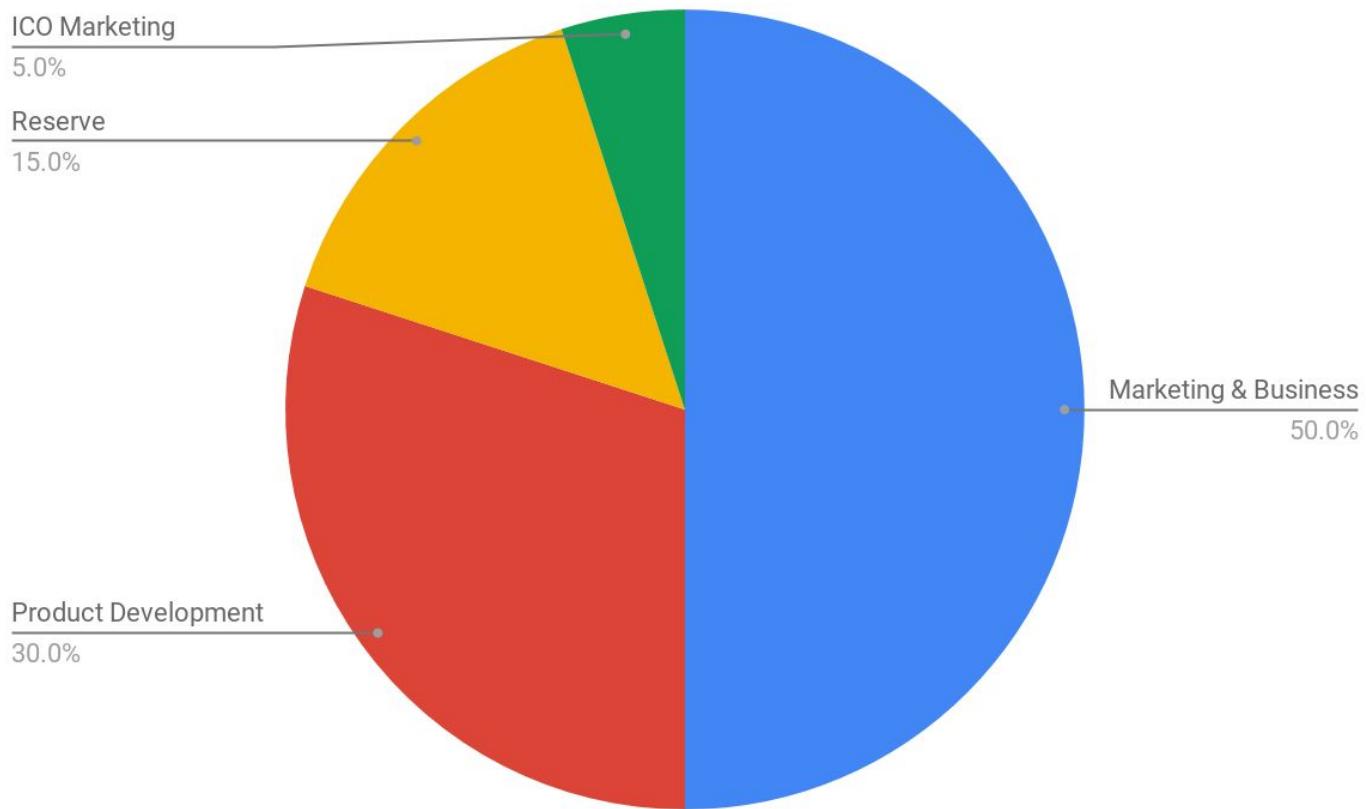


Use of Fund

Proceeds from **BitCEO** ICO will be utilized chiefly in the development and prosperity of our ecosystem. We are proud to be the pioneering business demand solving platform in which scalability and sustainability are prioritized, as well as our initiative in capitalizing on the powerful forces of A.I & blockchain. **BitCEO** should be considered an R&D project with strictly enforced protocols.

So far, our team has already invested 1 million USD into developing our products, and we plan to bring them to further heights with proceeds from the ICO. Improving end-user experience, enhancing ease of date input, A.I. engines construction, and smart contracts creation are examples of our product development initiatives.

The fund is dedicated to recruiting quality developers, smart contract engineers, A.I. researches, data scientists, financial advisors, risk analysts, marketing managers, security specialists and constructing the technological facilities.



Financial Projections

With our brief operating record and a fresh business model, it is not easy for us to accurately evaluate our prospects and financial outcomes. Taking into account the risks and uncertainties often faced by new businesses in a rapidly changing economy, we offer the following likely financial picture to help ICO participants anticipate possible project outcomes. With that being said, we are confident that with the values offered by our products to CEOs, it is not difficult to work out that this financial investment will likely be extremely beneficial for everyone involved.

Revenue Model

Our revenue will include the following recurring and nonrecurring streams:

- **Zeniius Annual Fees:** fee when a CEO join **Zeniius**
- **Reward Fee:** whenever demand solver has rewards upon solving a problem, **Zeniius** will get 5%
- **Features of Zeniius:** some feature in **Zeniius** have to be purchased by **BCEO** to unlock
- **Ability Store:** 10% fee when users exchange their **Ability Card**

Zeniius intends to add additional recurring revenue streams according to the roadmap chart within the next 24 months.

Reason for high demand in BCEO

There is currently about 475 million businesses in the world, translating to more than 475 million CEOs. This figure will undoubtedly increase in the future. If **Zeniius** reaches 10% in 475 millions CEOs (roughly 47,500,000 CEOs), and the total supply of **BCEO** is 3.5 billion tokens, then on average, one CEO will only be able to possess (in theory) 75 **BCEO**. Since a singular token is initially priced at \$USD 0.015 (estimate price in ICO), the total monetary amount each CEO will possess in the system is $75 \times \$0.015 = \1.125 USD - a value too little for any real, long-term usage and transactions on the system. Therefore, the demand of **BCEO** will definitely increase in the future to ensure that we meet the demands of our system's users.

The Team



JaLong Hoang

CEO/FOUNDER

CEO & Founder bitCEO, CEO & Founder Atomic Vietnam, Chairman CEO K35 Group Jsc, Founder G.E.N – the largest CEO community in Vietnam with 50,000 CEO.

Master Best Paper – International AI workshop for Using Genetic Algorithm and NLP in a personal scheduling system.

Leader of one of the most dynamic & active CEO community in Vietnam including 3% which the annual revenue are more than 50M USD.

8 years startup experience with 4 companies which the business is cross over the world: USA, Thailand, Singapore, Korea, China and millions dollars of annual revenue

The enthusiastic blockchain supporter and help connect to build the Vietnam Blockchain Hub to form the Vietnam Blockchain alliance and the largest Blockchain community in bitZenii Application.



Hung Hoang

CTO/CO-FOUNDER

Master of Computer Science, HCM University of Technology. Co-Founder of Yeslwant Vietnam Ltd , Co-Founder of SS Garment Factory, Co-Founder of Atomic Vietnam Ltd

Hung Hoang has over 10 years of experience in computer science. He is one of the top students to get the Master of Computer Science and being Teaching Assistant at HCM University of Technology. Being a self starter, he also co-founded Yeslwant Vietnam Ltd – an ecommerce fashion company, co-founded SS Garment Factory – a small garment factory, co-founded Atomic Vietnam Ltd – a technology company. His prior experience focuses on distributed system, blockchain, ERP System and Artificial Intelligence.

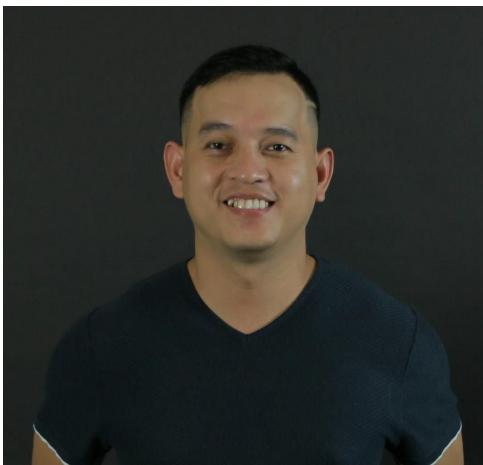


Lam Vo

CMO

Transformational Life & Business COACH

Lam Vo is currently a Business Trainer, Personal Trainer and Expert in Human Resource Connection for the world's leading brands: ActionCOACH, ICF (International Coach Federation) and Engage & Grow. In addition, he is also the speaker of currently popular programs: Leadership Best Practices, Coaching Skills, Empower Your Life, DISC ... He is consistently ranked among the top 25 global business coaches, and currently training 25 businesses in Vietnam from 100 to 1000 billion VND.



Minh Chu

COO

KiwiGROUP's Founder

Minh Chu is Founder of KiwiGROUP – one of the pioneer organizations educated about Blockchain/Crypto in Vietnam market, with more than 100 events with over 5000 attendees in the last 2 years.



Viet Nguyen

CFO

CPA, Founder & Managing Partner of Viet & Partners Co., Ltd; CPA, CFO of Vietgroup Investment & Development JSC; Former Deputy Director of ITO Auditing Co., Ltd; Former Finance Manager & Chief Accountant of MySQUAR Ltd – Listed on AIM of London Stock Exchange

Viet Nguyen has been practicing as a CFO & CPA for over 10 years. He is a result-oriented professional who looks to deliver completed work with efficiency and clarity, no matter how complex the issue is. He specialized in financing and raising to many of their largest and most prestigious closely-held companies such as MySQUAR- Listed on AIM of London Stock Exchange.



Phuong Tran

CHIEF DESIGN OFFICER

CEO of AstroTemplates, which specializes in Website, concept art and graphic designs.

Prior to founding and directing his own firm, he contributed his leadership for 5 years at Codespot, the first Vietnamese company to hit USD 1,000,000 in sales in the world's largest template market – ThemeForest. Phuong's philosophy is to always strive and visually illustrate the essence and beauty of technology.

<http://astrotemplates.com/>



Luan Hoang

MOBILE PROJECT MANAGER

**Bachelor of Software Engineering, University of Information Technology
Co-founder & Manager, Core Developer at Atomic VietNam CO., LTD**

Intern and work at VNG Corporation for 3 years, of which 2 years as frontend developer for vuigame.vn and 1 year as backend report for VNG web games (The main programming languages are php and javascript). After that, I worked for 2 years as a fullstack developer at Sieu Si. From 2016 until now, he has been working as a manager and IOS developer at Atomic VietNam.



Hoan Do

WEB PROJECT MANAGER

Master of Computer Science – Swiss Federal Institute of Technology at Lausanne

Hoan Do has a huge enthusiasm for technologies and business management. After graduating from the Master's program in Computer Science, EPFL, Switzerland in 2014, Hoan Do gained vast experience while working for Swiss firms and co-founding a Vietnamese e-commerce site – Yeswant Vietnam. In 2015, he is Founder & CEO at Wizy Vietnam – a world class agency which helps develop digital business more efficiently, powered by Vietnamese top digital talents.



Phung Dinh

CHIEF HACKER

Chief Hacker at Atomic Vietnam

Phung Dinh has 10 year of experience in the field of technology and social network. His interests, outside of technology include classical music and sports.



Trung Trinh

A.I. DEVELOPER

BSc (Hons) Computer Science

Trung Trinh has recently graduated from the University of Technology in Ho Chi Minh city with the second highest GPA in the Department of Computer Science and Engineering. He is the mastermind behind the AI in real estate used in Zenius, which is also his bachelor's thesis. His primary interests include playing table tennis, badminton, watching US-UK TV Shows and training deep learning model. His dream is to use AI algorithms to build a better society through automation.



Hon Pham

A.I. DEVELOPER

BSc (Hons) Computer Science, Freelancer in AI, Business softwares developing

Graduated from Ho Chi Minh City University of Technology, Vietnam.1 year of experience in researching and building deep learning models in AI to extract different aspects of texts. 1 year of experience in developing business softwares, won the first prize in the Business Idea competition – held by University of Economics and Finance – with the project: EASY LOCATION (a smart software in finding locations). Interested in blockchain, participated in the VIETNAM BLOCKCHAIN 2017 competition and won the fourth prize.



Dang Ngo

A.I. DEVELOPER

BSc (Hons) Computer Science

Dang Ngo has recently graduated from the University of Technology in Ho Chi Minh city. His prior experience focuses on Artificial Intelligence.



Loc Truong

ANDROID DEVELOPER

Backend Manager at DatvietVAC, Former Software Manager at VNG Corporation

Loc Truong has 12 years of work experience as a software developer. Worked on several big budget and key products for VNG.



Nguyen Nguyen

ANDROID DEVELOPER

Senior Technical Advisor

A passionate IT guy with comprehensive experience of designing, developing and deploying wonderful software products that could revolutionize the world.



Long Trinh

IOS DEVELOPER

Bachelor of Information Technology – Ho Chi Minh City University of Technology

Long Trinh has started working as a Automotive Engineer for three year, in Robert Bosch Engineering and Business Solutions Vietnam. Then he left the company to study and work as a Software Engineer. He has done experiments for building software simulation systems, full stack development and mobile applications. He and his partners ran a small business called Wiindi, which is a social discovery commerce platform to help online shoppers to discover, collect and track prices for any products from any website. He really loves travelling.



Ngoc Nguyen

PROJECT ASSISTANT

Bachelor of Commerce (Accounting & Finance) – The University of Melbourne, Australia

Prior to contributing her support in bitCEO, Ngoc performed auditing as a Financial Auditor for PwC Vietnam and prior to that, worked as a Financial Consultant at ANZ Australia. Apple Inc. Australia is also one of Ngoc's previous employers. With more than 10 years living abroad, her outstanding organisational skills, exceptional language abilities, youthful energy and effective team work have been great assets to the progresses of bitCEO.

Advisors



Tho Quan

ADVISOR

PhD, Nanyang Techlogical University, Singapore – Associate Professor, Ho Chi Minh City University of Technology, Vietnam

Dr. Tho Quan is an Associate Professor in the Faculty of Computer Science and Engineering, Ho Chi Minh City University of Technology (HCMUT), Vietnam. He received his Ph.D degree in 2006 from Nanyang Technological University (NTU), Singapore. His current research interests include Artificial Intelligence, Formal Methods and Blockchain. Currently, he heads the Department of Software Engineering of the Faculty. He was awarded many research grants in various levels, including the famous NAFOSTED national grant. Beside academic activities, Dr. Tho has also been a R&D consultant for YouNet company, in charge of machine learning techniques (like sentiment analysis or text mining) being developed at <http://www.younetmedia.com/socialheat-social-monitoring>. In 2017, Dr. Tho led a pilot research project funded by NTU, which applied machine learning techniques to predict flight delay at Changi airport, Singapore (see local media at e.g. <https://tuoitre.vn/nquoi-viet-nghien-cuu-tri-chuyen-bay-tre-cho-singapore-20171223084432904.htm>). Recently, Dr. Tho has also been interested in blockchain technology. He is investigating a research project applying blockchain for logistics, funded by industry.



Anik Dang

ADVISOR

Co-founder & Managing Director at SEA, former Developer at Firstblood Technologies Inc.

Firstblood Technologies Inc is an esports competition company that provides software for competitive esports in many gaming titles including Dota 2 and PUBG, serving hundreds of thousands of gamers and esports enthusiasts. Anik is a core member of a team that raised 465000 ether in less than 2 minutes breaking multiple records of its kind in the pioneering space of cryptoeconomy in 2016.



Thanh Dao

ADVISOR

Founder of Nexty, MBA at Cardiff Metropolitan University

Thanh Dao is Founder of Nexty Platform - one of the best ICO in 2018. Currently, Nexty reaches top 150 in the marketcap with the total about 70 millions dollars. Being a sleepless programmer since 2005 and also a sale director in Real Estate business after sunrise. He is a combination between technology lover & business leader, who always find most effective ways to deliver technology into business. Blockchain & its application are his most current interests.



George Nguyen

ADVISOR

Startup Mentor & Career Advisor – Google Developer Groups Vietnam

George is an experienced Executive Director across industries including IT, FMCG, Logistic & Education. He's a business entrepreneur currently mentoring a number of startups in Vietnam. George is open for any investment/business invitation. His specialties include Management & Strategy Consulting and Digital Marketing Advising.



Logan Dinh

ADVISOR

Founder of BigHub.io

Logan has 12 years of experience in Digital & Viral Marketing. He is the founder of BigHub.io – Top of the top marketing agency for ICO & Crypto Projects.



Toan Le

ADVISOR

Multimedia Diploma of Marseille Industrial Institute, IMC Diploma, Project Management Certification...Vietnamese Traditional Martial Art Master. Founder & CEO SeniArt JSC (9 years company). Former Project Manager & MD Happyland Circuit Vietnam. 1000CEO & G.E.N Community – managing team member. Pre Business Coach – Action Coach CBD Firm Vietnam

Toan holds a Multimedia Diploma of Marseille Industrial Institute, an IMC Diploma, and a Project Management Certificate. He is a Vietnamese Traditional Martial Arts Master. Toan is the founder and CEO of SeniArt JSC, which has been running for 9 years. He is also the former Project Manager and MD at Happyland Circuit Vietnam, managing team member of the 1000CEO & G.E.N Community, and the Pre-Business Coach at Action Coach CBD Firm Vietnam. His values are Happy, Freedom, Caring, Passion, Flexibility, and Karma. He is recognized by his clients for the “Client Centric Solution” that he offers.



Felix Schickel

AMBASSADOR

IBSC Business Economics, Marketing & Strategic Manager at BCoffee Saigon, Former Founder of Viewmo360

Felix Schickel has finished his Business Degree in Germany and South Korea and during his studies worked in different areas (Strategic Development, Marketing, Sales and Project Management) for Start Ups, medium sized Consultancies and started his own Business in 2016. He has gain intercultural experience and connections to the Korean, Vietnamese, Australian, German and American market. He is interested in development of innovative strategies, consulting and project management. His current position is closely related to his interest and the implementation of Blockchain technology and the corresponding Coins/tokens into the real world. In his free time he focuses on professional photography, videography, aerial photography and editing.

Legal Considerations

BCEO tokens are functional utility tokens within the BCEO platform. BCEO tokens are not securities. BCEO tokens are non-refundable. BCEO tokens are not for speculative investment. No promises of future performance or value are or will be made with respect to BCEO, including no promise of inherent value, no promise of continuing payments, and no guarantee that BCEO will hold any particular value. BCEO tokens are not participation in the Company and BCEO tokens hold no rights in said company. BCEO tokens are sold as a functional good and Company may spend all proceeds received by Company freely absent any conditions. BCEO tokens are intended for experts in dealing with cryptographic tokens and blockchain-based software systems.

Due to our aspirations for what BitCEO may one day become, the BitCEO Core Team have exercised legal diligence in the lead-up to our token sale, involving consultation with our advisors, and legal experts in Singapore, Switzerland, China, and more.

Due to the retrospective nature of regulatory action, the BitCEO team can make no guarantees regarding the legality of the platform or launch in any given jurisdiction. Regardless, we are confident in, and proud of, the work we have done to shape BitCEO into what we hope is a model of regulatory compliance for decentralized applications and token sale. We will be responsive and collaborative with any regulators as necessary going forward.

BitCEO Whitepaper Disclaimers

Important Notices

The BitCEO tokens are not securities as defined under Singapore's Securities and Futures Act (Cap. 289) ("SFA"). Accordingly, the SFA does not apply to the issuance of the BitCEO tokens. For the avoidance of doubt, any prospectus or profile statement and no prospectus need not accompany the offering of BitCEO tokens or profile statement needs to be lodged with the Monetary Authority of Singapore ("MAS").

This White Paper does not constitute an offer of, or an invitation to purchase, the BitCEO tokens in any jurisdiction in which such offer or sale would be unlawful. No regulatory authority in Singapore, including the MAS, has reviewed or approved or disapproved of the BitCEO tokens or this White Paper. This White Paper and any part hereof may not be distributed or otherwise disseminated in any jurisdiction where offering tokens in the manner set out this White Paper is regulated or prohibited.

The information in this White Paper is current only as of the date on the cover hereof. For any time after the cover date of this White Paper, the information, including information concerning Zenius's business operations and financial condition may have changed. Neither the delivery of this White Paper nor any sale made in the related token offering shall, under any circumstances, constitute a representation that no such changes have occurred. Zenius does not make or purport to make, and hereby disclaims, any representation, warranty, undertaking, or other assurance in any form whatsoever to any person, including any representations, warranties, undertakings, or other assurances in relation to the truth, accuracy, or completeness of any part of the information in this White Paper.

Whether taken as a whole or read in part, this White Paper is not, and should not be regarded as, any form of legal, financial, tax, or other professional advice. You should seek independent professional advice before making your own decision as to whether or not to receive any BitCEO tokens. You are responsible for any and all evaluations, assessments, and decisions you make in relation to investing in the BitCEO tokens. You may request for additional information from Zeniius in relation to this offer of the BitCEO tokens. Zeniius may, but is not obliged to, disclose such information depending on whether (i) it is legal to do so and (ii) the requested information is reasonably necessary to verify the information contained in this White Paper.

Zeniius is not responsible for compelling any person to accept BitCEO tokens and disclaims, to the fullest extent permitted by law, all liability for any adverse consequences arising out of or in relation to such rejections of the BitCEO tokens.

Upon receiving any BitCEO tokens, you will be deemed to have reviewed this White Paper (and any information requested and obtained from Zeniius) in full and to have agreed to the terms of this offering of the BitCEO tokens, including to the fact that this offering does not fall within the scope of any securities laws in Singapore and is not regulated by the MAS. You further acknowledge and agree that the BitCEO tokens are not securities and are not meant to generate any form of investment return.

The BitCEO tokens and related services provided by Zeniius (if any) are provided on an “as is” and “as available” basis. Zeniius does not grant any warranties or make any representation, express or implied or otherwise, as to the accessibility, quality, suitability, accuracy, adequacy, or completeness of the BitCEO tokens or any related services provided by Zeniius, and expressly disclaims any liability for errors, delays, or omissions in, or for any action taken in reliance on, the BitCEO tokens and related services provided by Zeniius. No warranty, including the warranties of non-infringement of third party rights, title, merchantability, satisfactory quality, or fitness for a particular purpose, is given in conjunction with the BitCEO tokens and any related services provided by Zeniius.

Risk Factors

Regulatory risks

The regulation of tokens such as the BitCEO tokens is still in a very nascent stage of development in Singapore. A high degree of uncertainty as to how tokens and token-related activities are to be treated exists. The applicable legal and regulatory framework may change subsequent to the date of issuance of this White Paper. Such change may be very rapid and it is not possible to anticipate with any degree of certainty the nature of such regulatory evolution. Zeniius does not, in any way, represent that the regulatory status of the BitCEO tokens will remain unaffected by any regulatory changes that arise at any point in time before, during, and after this offering

No regulatory supervision

None of Zeniius or its affiliates is currently regulated or subject to the supervision of any regulatory body in Singapore. In particular, Zeniius and its affiliates are not registered with MAS in Singapore as any type of regulated financial institution or financial advisor and are not subject to the standards imposed upon such persons under the Securities and Futures Act, Financial Advisors Act, and other related regulatory instruments. Such persons are required to comply with a variety of requirements and standards concerning disclosures, reporting, compliance, and conduct of their operations for purposes of maximising investor protections. Since Zeniius is not subject to such requirements or standards, it will make decisions on those issues at its own discretion. While Zeniius will have regard to best practices on these issues, holders of BitCEO tokens may not necessarily enjoy the same extent and degree of investor protections as would be the case should they invest with regulated entities instead.

No fiduciary duties owed

As Zeniius is not a regulated financial institution, it does not owe investors in BitCEO tokens any fiduciary duties. This means that Zeniius has no legal obligation to always act in good faith in the best interests of holders of BitCEO tokens. While Zeniius will have regard to the interests of holders of BitCEO tokens, it is also permitted to consider the interests of other key stakeholders and to prefer these interests over the interests of BitCEO token holders. This may mean that Zeniius is permitted to make decisions that conflict with the interests of BitCEO token holders. Not owing any fiduciary duties to holders of BitCEO tokens also means that holders of BitCEO tokens may have limited rights of recourse against Zeniius and its affiliates in the event of disputes

Tax risks

The tax characterization of BitCEO tokens is unclear. Accordingly, the tax treatment to which they will be subject is uncertain. All persons who wish to receive BitCEO tokens should seek independent tax advice prior to deciding whether to receive any BitCEO tokens. Zeniius does not make any representation as to whether any tax consequences may arise from purchasing or holding BitCEO tokens.

Risks from third parties

The tokenized nature of BitCEO tokens means that they are a blockchain-based asset. The security, transferability, storage, and accessibility of blockchain assets depends on factors outside of Zeniius's control, such as the security, stability, and suitability of the underlying blockchain (in this case, the Ethereum blockchain), mining attacks, and who has access to the smart contract where the BitCEO tokens are stored. Zeniius is unable to assure that it can prevent such external factors from having any direct or indirect adverse impact on any of the BitCEO tokens. Persons intending to receive the BitCEO tokens should note that adverse events caused by such external factors may result in the loss of some or all of the BitCEO tokens. Such loss may be irreversible. Zeniius is not responsible for taking steps to retrieve BitCEO tokens lost in this manner.

Risks in receiving the BitCEO tokens

Zeniius cannot and does not guarantee or otherwise assure that there are no risks in relation to the issuance of the BitCEO tokens. The BitCEO tokens may, depending on the manner in which the relevant issuance is effected, involve third parties or external platforms (e.g., wallets). The involvement of such parties or platforms may introduce risks that would not otherwise be present, such as misconduct or fraud by the third party, or your failure to receive the BitCEO tokens upon duly making payment because of a third-party wallet's incompatibility with the BitCEO tokens. Zeniius is not responsible for any risks arising due to the involvement of third parties, including the risk of not receiving (or subsequently losing) any or all BitCEO tokens issued to you.