

The background of the image features two abstract network graphs. One is a large, semi-transparent globe-like structure in the lower half, composed of numerous small blue dots connected by thin white lines. The other is a smaller, more scattered network in the upper half, consisting of larger, semi-transparent teal and purple dots connected by thin grey lines.

coinus

Human-to-Blockchain Interface

Version 2.0 written in consultation with Atomrigs Consulting, Inc.

Index

Summary	4
01 Introduction	5
1.1. Problems to Solve	5
1.2. Solutions Overview	7
- CoinUs Wallet	7
- CoinUs Keeper	7
- CoinVerse	8
02 CoinUs Wallet	9
2.1. Versatility	9
- Multi-Cryptocurrency Wallet	9
- Multi-Language Support	10
- Multi-Exchange Rate Managing	10
- Dapp Browser	11
- Blockchain Explorer	11
- Asset Portfolio Management	11
2.2. Usability	11
- Only One-Time Backup	11
- Tokens Auto Discovery	12
- Explore Transaction History	12
2.3. Security	13
- 2-Factor Authentication	13
- Off-Line Signing and Trust Zone	14
2.4. Technical Approach	15
- Hierarchical Deterministic (HD) Wallet	15
- Index Server	16
- Another Approach	
03 CoinUs Keeper	17
Protocol	18
04 CoinVerse	19
4.1. CoinVerse Overview	19
4.2. Identity Management, KYC	20
4.3. Community Commerce	20
4.4. Integration with DEX	20
4.5. Instant Coin Swap	21
4.6. ICO Token Launcher	21

Index

4.7. Airdrop Management	22
4.8. AI based Digital Asset Management	23
4.9. Micropayment & Payment Gateway	23
05 Token Economy	24
5.1. Design Rationale	24
- Resources for Bootstrapping Reward	24
- The Stability of Utility Tokens	24
- A Virtuous Circle for Continued Growth	25
- Preventing the Concentration of Tokens and Their Value	25
5.2. Issuance and Characteristics of CNUS & BNUS	25
5.3. Bancor Price Determination	26
5.4. CNUS Supply Control Mechanism	28
5.5. How to Acquire CNUS	28
5.6. CNUS Usages	29
5.7. Methods of Acquiring BNUS	30
5.8. Reward Balancing for Long-Term Investment and Contribution to Network Growth	32
- Limits on Pocket Size	32
5.9. CoinVerse Services and Reward System Examples	33
- Airdrop & ICO Network	33
- Community Commerce Network	34
- DEX Network	35
5.10. Actors on CoinVerse	36
- Actor 1. Wallet Users	36
- Actor 2. CoinVerse Community Network Administrators	37
- Actor 3. Marketers and Merchants	38
- Actor 4. BNUS Token Holders	38
06 Road Map	39
07 Token Distribution	40
08 Company	41
8.1. Team	41
8.2. Partners	42
8.3. Advisors	44

Summary

We designed CoinUs Wallet to improve the ease of use and security of cryptocurrency wallets, which are two of the most paramount issues that need to be addressed to gain wider acceptance by general public. These two requirements often tend Stand at odds with each other, but we developed CoinUs Wallet to satisfy both of them instead of sacrificing or compromising one or the other. We were able to satisfy both requirements by coalescing a wallet interface that has been optimized for mobile and cryptocurrency technologies with the CoinUs Keeper ("Keeper"), a hardware security device that meets the level of standards required in the financial industry.

The CoinUs Wallet will go beyond cryptocurrency storage and transfers to serve as a bridge that connects hitherto isolated elements of the cryptocurrency ecosystem. Currently, the cryptocurrency ecosystem is fraught with distinct interfaces and user environments provided by different services such as trading on exchanges, conversion between cryptocurrencies, commerce, transfers, asset management, decentralized applications,

ICO, airdrops, and micropayments. This fragmentation makes it very difficult and complicated for individual users to manage these services, and the lack of UI integration causes significant confusion. The CoinUs Wallet offers a single point of connection between such functions by using an integrated service dubbed the CoinVerse, which maximizes user convenience.

The success of the CoinUs Wallet and the CoinVerse depends in large part on the quality of their products and services. What is equally critical here is the design of the crypto economy: how efficiently you build the user base and how fair and adequate the reward system is for a multitude of participants who contribute to the growth of the network. With an unprecedentedly sophisticated reward mechanism that underpins our growth strategies, the CoinUs Wallet creates an optimum environment to offer integrated services and ensure user convenience and security, which efficiently facilitates the process of entering the mass market.

01

Introduction

1.1. Problems to Solve

Cryptocurrency and blockchain technologies are widely recognized as having the potential to create a new industry that would render the differences between traditional industries meaningless in many parts of the world. Indeed, the ecosystem which takes advantage of this potential is growing dramatically. However, there are some hurdles to overcome if a myriad of decentralized applications based on these technologies is to enter the mass market. Some of these prerequisites include a technological scaling solution that can handle a surge in transactions within a target deadline, the design of a sophisticated economic mechanism that sustains and grows a decentralized system, and a streamlined institutional framework that accommodates new industry innovations. It is worth noting here that other equally important issues are not receiving due attention.

Convenience vs. Security

For the general population, a cryptocurrency wallet is the most accessible decentralized application based on cryptocurrency and blockchain technologies, and their convenience and security are of the foremost importance. The problem is that the two requirements are often in conflict with each other. In many cases, hardware wallets like the Ledger and the Trezor have some room for improvement in terms of user convenience because they focus only on the safe storage of cryptocurrencies, and as a result, they are simply used for long-term storage rather than in day-to-day life. By contrast, many mobile wallets developed only through software-oriented solutions are bound to lag behind their hardware-based counterparts in security as they focus on ease of use and compatibility, which tends to limit their usage to low-value tokens.

We wanted to develop a solution that ensures maximum user convenience and provides the same or higher levels of security compared to hardware wallets. The CoinUs Wallet achieves these two goals by adopting a wallet interface that is optimized for mobile and cryptocurrency technologies, and by adding the Keeper, a proprietary hardware security device that offers the levels of security required by the financial industry. It also provides significantly enhanced user convenience as it supports major currencies such as Bitcoin, Ethereum, and EOS, ERC-20 tokens, and non-fungible tokens (NFT) like ERC-721 through its single interface and security mechanism.

A Siloed Approach and Poor User Experience

Synergies between cryptocurrencies and the blockchain ecosystem require the parallel growth of many different services. Currently, key services in the ecosystem include centralized exchanges, decentralized exchanges, a host of decentralized applications, cryptocurrency exchange/swap services, asset management, micropayments, decentralized commerce, advertising, ICOs for funding projects, and airdrops for initial coin/token distribution. As the ecosystem grows, a greater number of new services are expected to appear. The problem is that as such services enter the ecosystem in droves, users find it very difficult to keep up with them because they have to spend a considerable amount of time on learning different types of interfaces and familiarizing themselves with distinct sets of complicated processes in order to use these services efficiently. A larger number of services means higher costs for building the user base, and the user experience is more likely to deteriorate rather than improve. If cryptocurrencies and the blockchain ecosystem are to grow hand in hand, an innovative improvement in user experience is critical.

01

Introduction

The CoinUs Wallet offers an integrated service environment dubbed the CoinVerse, which serves as a bridge that connects existing services in the ecosystem with new ones that may appear going forward. The idea is to create an environment in which an integrated interface allows individuals to use a single address or identity to access and use a variety of services.

The Initial Critical Mass: A Challenge Facing Decentralized Services

Many decentralized services are built upon innovative ideas that are designed to deliver social values such as fair distribution of wealth, but they lack adequate bootstrapping strategies to build a minimum user base that allows them to survive and grow on their own.

It varies from application to application, but building a minimum user base without external input may prove to be unexpectedly costly, particularly when the market is already dominated by existing centralized service providers. Even if decentralized eBay- or Amazon-type services promise greater benefits for seller and buyers, they cannot compete without a sufficient number of sellers and buyers in the market. In addition, their economies of lesser-scale significantly limit their ability to offer competitive benefits.

The best way to address this issue of reaching the critical mass is to create a user pool wherein a large group of services share their users as much as possible and provide one another with incentives. The integrated service offered by the CoinVerse will play a critical role in creating such a user-sharing environment. With its effective and sophisticated incentive system to reward players who contribute to the growth of the network, the CoinVerse will help establish a solid foundation for building a user-sharing scheme. Selling the Keeper, a hardware security device, through the CoinVerse's community commerce would serve as a good example of such network growth strategies.

The CoinUs project began as a human-centered initiative which goes beyond technology to prioritize usability and the characteristics of individual users, and we will leverage the CoinVerse project, which embodies our philosophy and extended vision, to create a blockchain ecosystem with a self-sustaining virtuous cycle.

01

Introduction

1.2. Solutions Overview

The starting point of our solution is the combination of the CoinUs Wallet and the CoinUs Keeper, and it is the CoinVerse which completes the integrated ecosystem.

CoinUs Wallet

The key element in realizing the objective of the CoinUs project is the cryptocurrency wallet. The CoinUs Wallet is a light client that is optimized for mobile environments and has been designed to enable the intuitive management of various cryptocurrencies and tokens.

It does not require complex configuration, and it uses best technological practices and optimum security standards to offer the perfect experience, allowing users to manage their digital assets with ease and convenience.

While providing the main benefits of blockchain-based technologies, the CoinUs Wallet offers standards for storing, buying, selling, transferring, and exchanging digital assets by simplifying the interaction between blockchain assets and adopting reliable methodologies.

Its design ensures versatility, usability, and security, and it uses best practices available in the current blockchain ecosystem to provide interoperability and compatibility with existing solutions and services.

CoinUs Keeper

We have adopted a technology called a transaction-signing one-time password (OTP), which is widely used in the financial industry to offer a new and robust security solution for cryptocurrency wallets.

For users, the solution is provided in the form of a dedicated device for the CoinUs Wallet. We have named this device the Keeper.

It provides the CoinUs Wallet, a type of light wallet, with robust security, which is the biggest strength of hardware wallets. This allows the service to remain light and maintain its user convenience while reinforcing security at the same time. In this way, the CoinUs Wallet works as a “hybrid wallet,” a novel concept in the crypto world.

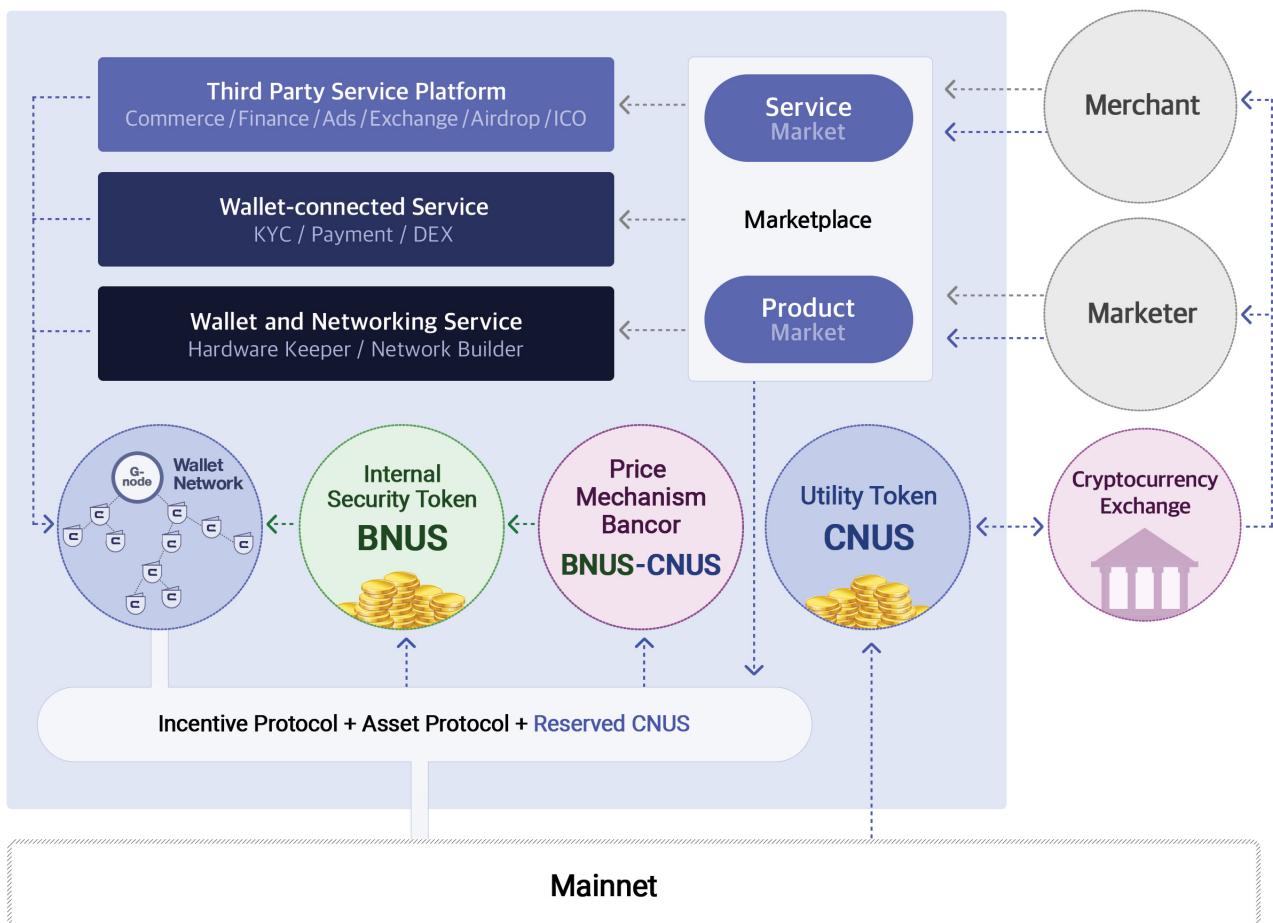
To the Keeper, we have applied an information dispersal algorithm, an innovative methodology that offers a safe way to store the wallet’s private keys, to ensure a more robust level of security. The simple combination of the Keeper and CoinUs Wallet provides portability, convenience, and stronger security, which will enable the service to be the best asset management solution for users.



02

Overview

CoinVerse



[Picture 1] The CoinVerse Ecosystem

The CoinVerse is a comprehensive package based on a human-to-blockchain interface designed to build an integrated cryptocurrency ecosystem. It represents our human-focused approach that places greater importance on user values and experiences than on technology. It also embodies our vision to create a “human-blockchain-universe interface” And, ultimately, create a global blockchain community. We will build a scalable environment in stages, wherein the CoinVerse middleware is leveraged to offer a host of services ranging from individual authentication and DEX to asset management, cryptocurrency swaps, and community commerce.

Initial services will include ICO listing, airdrops, KYC, and preliminary community commerce using the Keeper, and a variety of key services will be integrated into the portfolio In multiple phases according to our roadmap.

Human-to-Blockchain Interface

02

CoinUs Wallet

The CoinUs wallet focuses on creating a seamless user experience for interacting with a blockchain.

Its light client architecture eliminates the need for the entire nodes to ensure an excellent mobile experience, and the Keeper allows CoinUs Wallet to maintain its usability and portability while offering more robust security.

In addition, its hierarchical deterministic wallet structure enables CoinUs Wallet to remain versatile without being dependent on a specific blockchain network protocol. The Wallet will also support multiple languages, starting with Korean and English, to facilitate consistent user experience across the globe.

The CoinUs Wallet will be launched on mobile devices first, and we plan to release a PC version that accommodates Chrome extensions.

2.1. Versatility

A multitude of blockchain protocols may exist until the protocol competition between public blockchains comes to an end, and a small number of protocols with clear benefits survive in the ecosystem.

Given these circumstances, most users today invest in multiple cryptocurrencies, and they need a versatile, protocol-agnostic cryptocurrency wallet.

Most wallets in the market leave much to be desired in meeting these needs. Creating and managing multiple wallets to invest in different kinds of cryptocurrency is cumbersome and poses many potential security risks.

Multi-Cryptocurrency Wallet

We offer a solution that allows users to store multiple cryptocurrencies and tokens in a single wallet.

In the initial phases, we will support i) Ethereum and ERC-20 tokens, ii) Bitcoin, iii) EOS and EOS tokens, iv) Litecoin, v) Bitcoin cash, and vi) Stellar and NEM.

(The priority of cryptocurrencies may change depending on advances in blockchain technology, market trends, and strategic priorities.)

Human-to-Blockchain Interface

9



02

CoinUs Wallet

In addition to these initial cryptocurrencies, we will also support many others in stages in accordance with our strategic priorities. This enables users to store and manage their multiple cryptocurrency assets in the CoinUs Wallet. The technology and experience built through the support of different cryptocurrencies will shorten the time required to accommodate the next cryptocurrencies and serve as the foundation for supporting more than 20 cryptocurrencies and hundreds of ERC-20 tokens.

When the CoinVerse Ecosystem is in place, we plan to logically integrate the cryptocurrencies supported by the CoinUs Wallet so that users can treat them as a single fiat currency.

In addition to supporting multiple cryptocurrencies, the multi-wallet feature offers enhanced convenience by allowing users to make portfolio investments from a single account for smart asset management.

This is made possible by our HD wallet structure, which uses a hierarchical concept wherein relevant keys are generated from a single starting point called the seed. After creating a wallet once, users can manage a host of additional cryptocurrencies simply by adding them to the wallet with a single click.

Multi-Language Support

Another feature that enhances the versatility of the CoinUs Wallet is multi-language support. It is a prerequisite to a consistent user experience across the globe. Starting with Korean and English, we will offer support in Japanese and Chinese as well.

Multi-Exchange Rate Managing

The CoinUs Wallet offers price information on exchanges around the world.

A simple change in configuration allows users to view the prices on multiple exchanges and modify the exchange list at any time. Exchanges available in this feature will be expanded in multiple stages according to our cryptocurrency support roadmap.

Through this feature, users have easy access to prices, transaction volumes, and price gaps of cryptocurrencies on different exchanges. We will also add an alert feature that pushes any change in total asset value in real time.

Human-to-Blockchain Interface

10

02

CoinUs Wallet

Dapp Browser

Direct access from a wallet to decentralized applications (dApps) requires a dApp browser. We will make it possible to access dApps without having to install a separate module. A limited number of applications with high commercial viability will be supported initially, followed by an additional listing and an SDK module that will enable developers to support applications themselves.

Blockchain Explorer

The CoinUs Wallet will be equipped with an explorer that enables direct access to real-time transaction data on key blockchains such as Bitcoin and Ethereum. This access allows users to identify lags in transaction times caused by issues like a delay in block creation and to respond effectively to such network disruptions.

Asset Portfolio Management

The CoinUs Wallet provides a single, comprehensive view of all coins and tokens and offers their valuations expressed in fiat currency or cryptocurrency. In addition, users can easily check the return on investment (ROI) of either a single cryptocurrency or all of their cryptocurrencies for a certain period. We also plan to add alert features to implement our rebalancing strategies.

2.2. Usability

We leverage applications that individual users access every day to enable the broad adoption of the blockchain ecosystem. This objective necessitates continued improvements in the CoinUs Wallet's usability, and thus we will focus our efforts on enhancing the user experience.

Only One-Time Backup

Today, most wallets in service which store multiple cryptocurrencies require users to perform backups individually for each cryptocurrency. This is cumbersome and is likely to increase the number of security risks arising from user mistakes.

We address this issue by adopting Bitcoin Improvement Proposals (BIP)—specifically, BIP32, BIP39, and BIP44. Instead of periodically backing up each sub-wallet for different cryptocurrencies, users can simply write down on a piece of paper the mnemonic that is provided at the time of creating a CoinUs Wallet account and keep the paper in a safe location.

02

CoinUs Wallet

This arrangement removes the need to create separate wallets for cryptocurrencies to be added in stages and allows users to manage multiple cryptocurrencies by adding them with a single click.

In addition to such mnemonics, users can back up their wallets with a QR code. Since a user-defined password is required when creating such QR codes for additional encryption, it is impossible to steal cryptocurrencies stored in these wallets with just the QR code, even if it is leaked to an outside entity.

Tokens Auto Discovery

The CoinUs Wallet offers the automatic detection of ERC-20 tokens. The balances of tokens correlated with the wallet address automatically appear on the asset lists of users, which allows for smarter asset management.

Since ERC-20 token transactions are stored not in the normal address but in the contract address, the only practical way for users to check their balance is to log on to the service in question and enter the contract address.

As the retrieval of ERC-20 token transactions require a special mechanism, most wallet services don't offer this feature. We have an index server in place which catalogues all transactions related to a specific address, including the transfer of tokens, and our wallet client queries the smart contract to give the balance, including that of tokens.

Explore Transaction History

The Ethereum blockchain stores the state of each account, so users don't need the transaction details concerned to know the assets of a specific address. For this reason, most light client-based wallet services don't provide a transaction history.

From the perspective of users, the data on token transfers is also an asset, and thus a key piece of information. Our index server automatically detects and identifies all transactions relevant to the address of the user to generate a transaction history on the CoinUs Wallet.

In accordance with our strategies to support different cryptocurrencies in stages, we provide an integrated user interface through which users can view the transaction history of Ethereum and the cryptocurrencies supported by the CoinUs Wallet.

02

CoinUs Wallet

2.3. Security

Security is the most important issue and is one of the foremost mandates for cryptocurrency wallets, as they must manage the precious assets of users safely.

In addition to the security offered by the HD wallet structure, which was adopted during the design phase, we have two additional layers of security in place for the CoinUs Wallet to store our users' cryptocurrency assets in a safe manner.

2-Factor Authentication

Two-factor authentication means the process of authenticating the user with two or more factors. It is also referred to as multi-factor authentication.

The more factors that are involved in user authentication, the lower the risk of false authentication becomes. Not everything can be used as an authentication factor, however. There are some standardized authentication factors.

- Knowledge Factors: things that the user knows
- Possession Factors: things that the user owns
- Inherence Factors: things that are unique to the user

Knowledge factors include passwords, personal identification numbers (PINs), and patterns.

Possession factors can be likened to the act of using your key to open the door to your home, and such examples are tokens, smart cards, and credit cards. In the case of OTP authentication, which is widely used for mobile transactions, your mobile phone is a type of possession factor.

Inherence factors refer to qualities that one is born with, such as fingerprints and irises.

The CoinUs Wallet offers two-factor authentication during the process of wallet creation by requiring users to present a password or PIN along with their fingerprint. The account password is also used in creating a backup QR code.

In addition, the Keeper terminal also serves as a possession factor.

02

CoinUs Wallet

Off-Line Signing and Trust Zone

With all software programs including the CoinUs Wallet, computing requires data in memory or storage. Such data is a key piece of security information. If it falls into the hands of a malicious attacker, important security information could be Compromised.

The CoinUs Wallet has multiple layers of security in place to make sure that the process of handling security information remains intact. One such security arrangement is to cut the mobile device off from outside and make it offline while important security information is being processed, which prevents this information from being leaked online. After the processing is over, the memory is cleared to stave off any leakage.

In addition, we will leverage the trust zone (secure world) supported by the OS kernel to strongly protect the computing process, which could be vulnerable to security threats because it usually takes place in the user mode (normal world).

The offline signing scheme will be applied to Android first, and then followed by iOS. Since the trust zone requires both the hardware (CPU) and the OS (Android, iOS), we plan to implement the scheme first in environments that meet these requirements.

02

CoinUs Wallet

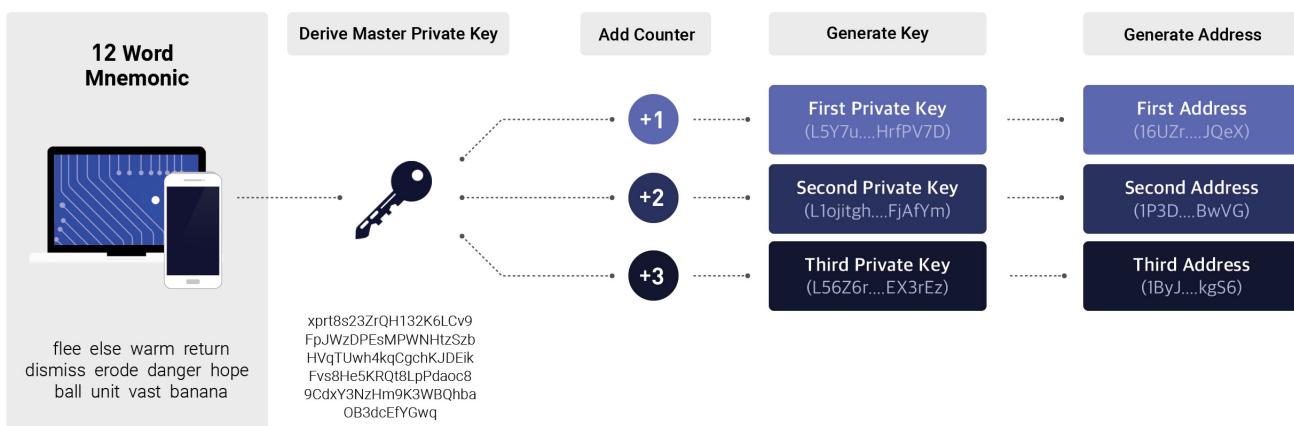
2.4. Technical Approach

The CoinUs Wallet has adopted the highest technology standards, which are derived from the best practices in the blockchain ecosystem. This is intended to ensure higher levels of security and support the interoperability and compatibility with current blockchain protocols, solutions, or services.

Hierarchical Deterministic (HD) Wallet

The CoinUs Wallet is designed with the HD wallet structure, a type of hierarchical deterministic wallet, to:

- Support a variety of cryptocurrencies and tokens with a single account
- Support multiple wallets with a single account
- Make data restoration easy through a single backup
- Offer a newer, stronger security solution.



[Picture 2] HD Wallet Structure

In accordance with the BIP39 standard, 12 or 24 mnemonics (a kind of hint word) called seeds are created. It is from these seeds that wallets are derived. Wallets are originated from such seeds by going through multiple phases in a deterministic and hierarchical process. Instead of being created randomly from seeds, wallet addresses are computed through a pre-defined logic the moment such seeds are determined.

The CoinUs Wallet has adopted the BIP32, BIP39, and BIP44 standards to provide multiple wallets which are derived from a single set of seeds. This allows users to restore and backup their wallets easily without having to present other information. In addition, the HD wallet structure is compatible with the blockchain network and other services as it is supported by a large number of blockchain protocols.

02

CoinUs Wallet

Index Server

The blockchain inherently offers near-perfect security, but it could be vulnerable to hacking if the user's personal or asset information is stored on a separate physical server. A classic example of this is a series of exchange hacking incidents that have occurred in recent years.

To ward off these risks, user information is stored only in the CoinUs Wallet, which is a light client, so users have full control over their information, and this prevents any chances of data leakage.

There are only two usages for our servers: We use them when we provide general information such as app distribution, notifications, prices, and ICOs without using personal and asset information, and we also have an indexing server in place to enable information exchange with the CoinUs Wallet in order to provide information on ERC-20 and EOS tokens.

The restricted data availability is strategically chosen tradeoff that enhances the wallets usability without introducing vulnerability that can compromise the assets stored in the wallet. The indexing server allows the CoinUs Wallet to discover tokens automatically and explore users' transaction histories.

To be more specific, the server i) conducts high-level analyses of all transactions on the blockchain, ii) indexes movements to public addresses, iii) catches events concerning token transfers, and iv) indexes token transfers.

These functions are computationally too expensive to perform directly on mobile devices.

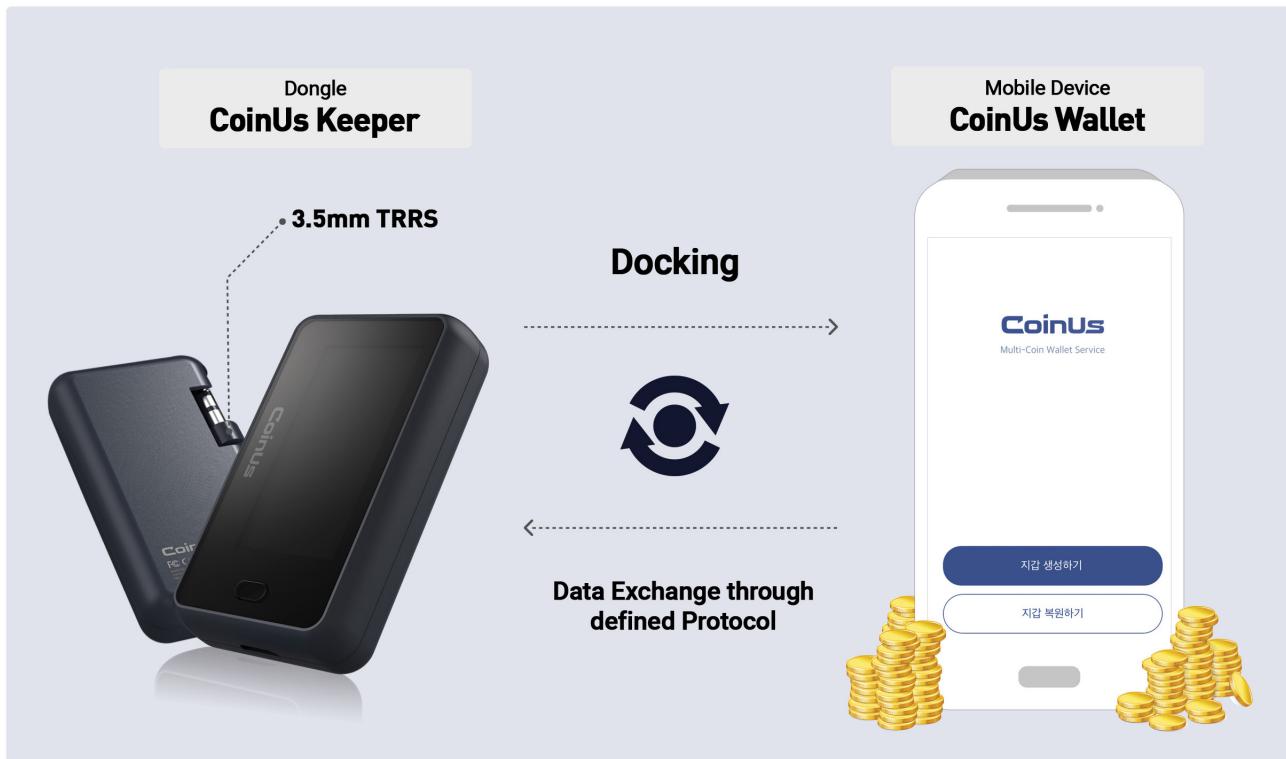
Another Approach

Today it is very hard to find a mobile light wallet that supports Bitcoin, Ethereum, and EOS all at the same time. Even if there were any such wallets, it is very unlikely that they would offer a single seed or backup feature. Our development team is leading the industry in this regard and we plan to begin supporting coins including Bitcoin Cash, Litecoin, Stellar, and NEM in the fourth quarter of 2018.

03 CoinUs Keeper

We leverage the transaction-signing OTP technology employed by the financial industry to provide a novel, robust security solution for cryptocurrency wallets. Our new security solution, dubbed the CoinUs Keeper, is a dedicated terminal for the CoinUs Wallet.

Hybrid Wallet



[Picture 3] How the CoinUs Keeper works

The Keeper stores important information managed by cryptocurrency wallets in its secure element to protect the cryptocurrency assets of users when they lose possession of their wallets through loss of their phones and so on.

The Keeper is initially configured by coupling its unique device ID (UDID) and the Wallet's universal unique ID (UUID), which allows communication with the coupled wallets only. We will allow up to two CoinUs Wallet apps on smartphones to be connected to the Keeper.

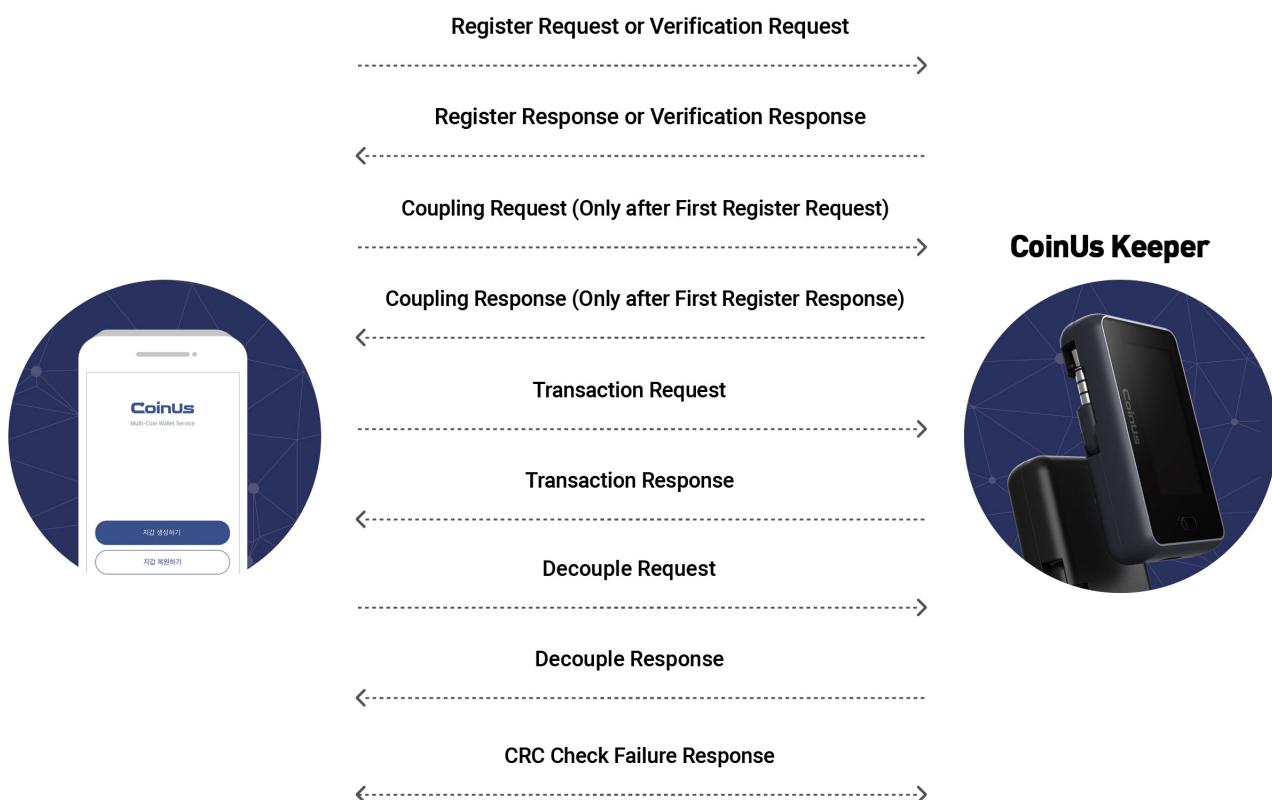
03

CoinUs Keeper

Protocol

The Keeper device runs on batteries and does not respond to the physical push of a button until it receives a successful transaction request. Upon receiving such a request, the device sends just one transaction response within the first minute.

We also use the concept of a session. If there is no communication within the first five minutes of an initial coupling or verification being completed, the session in question will expire and a new verification process is required. All forms of communication have a valid two-byte session ID, which is managed by the device, and a new verification is needed when this ID is deemed invalid.



[Picture 4] The process of sending commands

A simple docking method with the CoinUs Wallet allows the Keeper to provide portability, convenience, and more robust security, and turns the Wallet into a hybrid wallet which offers strong security and a variety of features.

In mobile environments, the Wallet can be used to view cryptocurrency assets, transaction histories, and price information only, while the device is kept in a safe location like a cold wallet. If the user needs to make a transaction afterward, a simple connection with the Keeper allows them to manage their assets and transfer their cryptocurrencies.

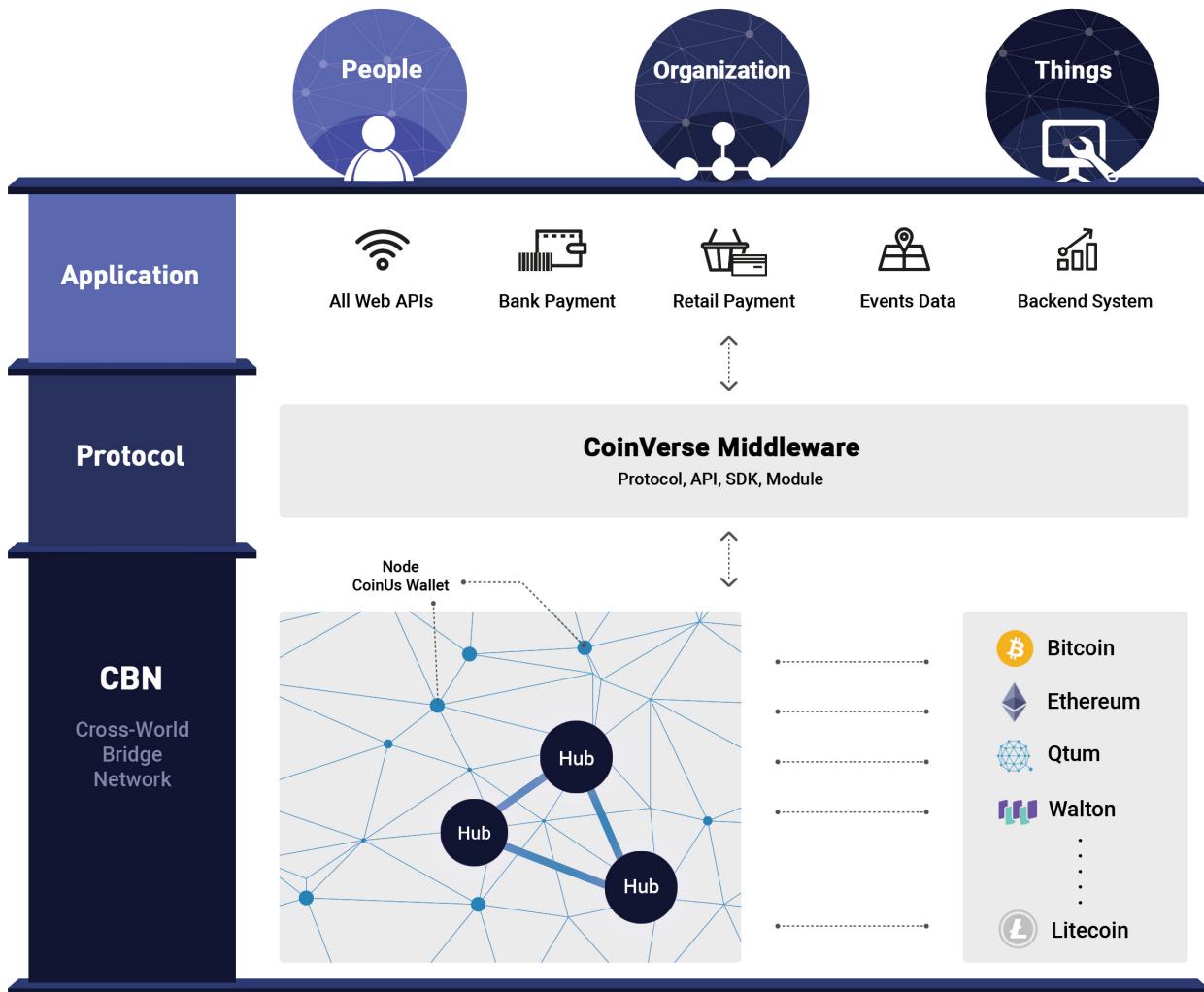
Hardware wallets carry a significant tradeoff between security and convenience, and using a laptop as a cold wallet also has its limitations. The Keeper is an innovative alternative to these arrangements.

04

CoinVerse

4.1. CoinVerse Overview

The CoinVerse is based on a human-to-blockchain interface which is designed to build an integrated cryptocurrency ecosystem which benefits all stakeholders. It represents our human-focused approach, which places greater importance on user values and experiences than on technology. It also embodies our vision to create a “human-block-chain-universe interface” Which brings together individuals across the globe into a global community.



[Picture 5] CoinVerse Ecosystem Logical Model
The key components of the CoinVerse are the cross-world bridge network (CBN) and the CoinVerse middleware, which connect Wallet users to the ecosystem. The middleware will contain protocols, APIs, and SDK modules that enable connections with a variety of services. We are exploring the best technological solutions for the CBN, including Ethereum's Plasma chain.

It will take a significant amount of time until a complete form of the CoinVerse is created, but we will start with services that are implementable in the currently developed Wallet, and then expand the infrastructure in stages in accordance with our roadmap to add more services going forward.

During this integration process, new services that are not featured on the roadmap may be rolled out first, and the priority on the originally planned ones could be changed as well, depending on the market situation.

4.2. Identity Management, KYC

In most cases, KYC authentication is required to participate in ICOs or increase withdrawal limits after signing up for an overseas exchange. But this is inconvenient, and it is a hassle to upload an ID or passport photo for KYC authentication every single time. It is for this reason that individual users find the process very difficult or cumbersome.

Based on the information given upon initial registration, we enable users to go through a simplified KYC authentication for ICOs that require the same information. This is part of Token Launcher, one of the CoinUs Wallet's key services.

We will expand the existing module for the KYC authentication process into a block-chain-based authentication service. It will then be further upgraded to offer services for decentralized applications that require authentication and serve as an integrated identity management module for a host of additional CoinVerse services to be integrated.

4.3. Community Commerce

Many cryptocurrencies can already be used as payment on e-commerce sites, but no project that uses a unique incentive scheme of the crypto economy has yet been successful.

We plan to offer a community commerce service with a strong incentive structure to encourage many communities and users to adopt the CoinUs Wallet and tokens for e-commerce transactions so that they can contribute to the growth of the entire network.

To begin, we will sell the Keeper, our hardware security device, directly through community commerce to demonstrate the potential of this new model. We will then evaluate and analyze the outcome of this pilot sale to create a comprehensive system so that independent sellers can offer their products and services through the CoinVerse network.

4.4. Integration with DEX

A decentralized exchange (DEX) is the most optimum form of exchange for users who have direct control over their cryptocurrencies through a safe wallet and want to engage in inter-cryptocurrency trading, as they can perform transactions directly through their wallets without entrusting their cryptocurrency assets to an exchange.

We will first push for the integration of the CoinUs Wallet with Ethereum DEXes and then explore the viability of the connection with DEXes and Kyber networks that support OX protocols. The connection with EOS-based DEXes will also be pursued in stages.

The next target will be a connection with DEXes that allow transactions between different types of cryptocurrencies through an inter-chain solution such as Cosmos and Polkadot.

04

CoinVerse

4.5. Instant Coin Swap

Users may have cryptocurrencies which are not registered with a DEX, or may need to quickly exchange a small amount of registered cryptocurrencies into another type of cryptocurrency. This is where Instant Coin Swap comes in. A desirable use case for such transactions would be to allow users to exchange some of their assets for utility or game tokens which are needed to access a certain application.

Services like Shapeshift already offer similar services by using APIs of centralized exchanges. The CoinUs Wallet will provide this instant cryptocurrency swap service by connecting APIs to key centralized exchanges in Korea and the rest of the world. With a new feature to be added, users don't have to make a cryptocurrency swap request manually when they want to exchange their assets for some other cryptocurrencies. They can simply send their cryptocurrencies to the address of the target cryptocurrencies they have chosen and the system takes care of the rest. Their cryptocurrencies are swapped automatically with the target cryptocurrencies, which are then sent back to them.

4.6. ICO Token Launcher

The CoinUs Token Launcher simplifies and streamlines procedures involved between users and machines (devices or servers) to ward off any potential human errors that may take place during the course of an ICO. This paves the way for startups to grow into innovative companies in the blockchain ecosystem and will provide wallet users with an opportunity to make prudent investments in a safe environment. A base module for this feature has already been integrated into the Wallet.

Through this arrangement, companies that conduct an ICO can:

- Announce and promote their planned ICO immediately
- Obtain KYC information verified through the CoinUs Wallet
- Receive funding which is safe from hacking attacks by having an auto-generated ICO address free from forgery and fraud

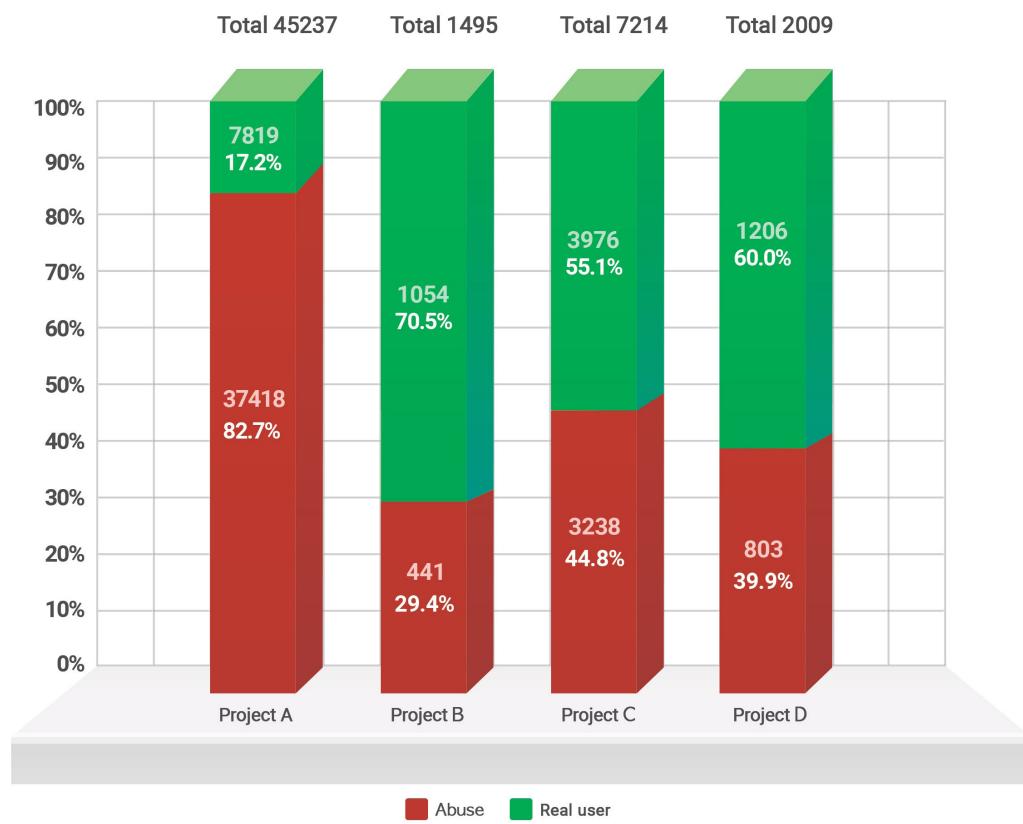
CoinUs Wallet users can:

- Obtain expert-verified ICO information and participate in ICOs easily and quickly
- Use the one-pass KYC procedure for simpler ICO investments and more robust protection of their personal information
- Make direct investments through the CoinUs Token Launcher

4.7. Airdrop Management

Not only ICO projects but also a multitude of listed cryptocurrencies conduct different types of airdrops for marketing and promotional purposes. In conducting an airdrop, most companies open a Telegram channel to promote their airdrops and recruit participants. They want participants to receive marketing information through this channel on a continuing basis. With most airdrop events, however, it is impossible to know if potential participants remain in the channel, and some even try to gain benefits by creating false Telegram IDs or randomly creating multiple addresses, making it difficult for ICOs to achieve the desired results.

We have turned some innovative ideas into a system which reduces these abuses substantially, and we conducted four airdrop events with our partners through our CoinUs Airdrop System. Project A, which targeted a global audience, saw the abuse detection rate for its airdrops increase to 82.7%, and those of other projects were able to identify at least 30% of their participants as abusive.



CoinUs Airdrop addresses these issues by:

- Screening out of malicious participants
- Checking in real time if participants are in the Telegram channel
- Monitoring cross-border or cross-regional participants

This helps reduce marketing costs by up to 40-66% and provides a new opportunity to target real participants in marketing activities.

This also allows ICO performers to reduce costs for planning, operations, and control, and to promote their projects to potential customers more easily to maximize the impact of their marketing activities. We will further upgrade our Airdrop System so that users have convenient access to airdrop events through their wallets.

04

CoinVerse

4.8. AI based Digital Asset Management

In connection with an AI-based platform, we provide membership users with a global asset management service which guarantees low-risks and medium returns. This service consists of personalized products that fit the investment preferences and asset composition of membership users. Product portfolios may be composed of overseas stocks, cryptocurrencies, or both.

We will include this service in our CoinUs membership package and leverage our CoinUs Analytics to index the block information of cryptocurrency platforms other than Ethereum. We will also analyze big data for hidden information in order to provide membership users with exclusive information that is of premium value. For this service, we may partner with outside entities such as TrustVerse.

4.9. Micropayment & Payment Gateway

The broad use of cryptocurrencies for online payments, which includes micropayments, requires a system which offers low fees and fast transaction speed. Most main net cryptocurrencies do not meet these two requirements.

We will build a separate transaction network to process micropayments in a fast, cost-efficient manner. We consider Plasma Cash or Debit to be among the most promising candidate solutions for this network. Tokens that remain on this payment network can easily be transferred back to main nets.

We also plan to integrate decentralized stable coins (e.g., Dai), which are pegged to the US dollar or the Korean won, into this payment network. This will allow us to provide a host of e-commerce sites with gateway services by using a stable coin-based payment system. In other words, buyers can make payments with the cryptocurrency of their choice and sellers can get paid with fiat currency-connected tokens or other tokens that they choose.

05

Token Economy

5.1. Design Rationale

The survival and growth of the CoinUs Wallet and the CoinVerse depends on their underlying token economy. From our perspective, the critical issues involving its design are as follows.

Critical Mass for a Minimum Sustainable Economy (MSE)

The operators of centralized applications take most of the value created from their networks, and decentralized applications have emerged in protest against this situation by offering promises of greater benefits to network participants. However, few have been successful because they lack effective strategies to secure a critical mass in the initial phases. The first issue that our token economy should address is how the network's internal mechanism can sustain itself to create a minimum sustainable economy (MSE).

For an MSE to be created, the CoinVerse, our integrated ecosystem, should redirect service fees and other revenues to the reward pool to compensate those who contribute to network growth in order to maintain and grow the network without external help. Meeting this requirement necessitates that the number of users exceeds the critical mass and that the value gained by users from transactions in the services provided by the network be sufficient to promote its growth on a continual basis.

Resources for Bootstrapping Reward

An MSE requires a significant number of users and a substantial reward system. As this reward scheme should be very aggressive in the initial stages, the CoinUs token economy needs to be able to secure sufficient resources. It is for this reason that we have designed BNUS tokens, which are used for reward purposes in the CoinVerse ecosystem, along with CNUS tokens that are used for service fees and payments. The value of BNUS tokens should be high enough to motivate participants to contribute to the growth of the network in the initial stages but should not cause the dilution of CNUS tokens' value. The Bancor protocol may serve as a very efficient tool in striking this balance. The terms BNUS and CNUS will refer to both singular and plural forms of each token depending on context.

The Stability of Utility Tokens

An adequate supply of CNUS, the utility tokens for the entire CoinVerse, will greatly help the ecosystem to run smoothly and defend their market value. If this supply in the market is out of sync with the network's growth and gets too large or small, not only does the CNUS's price volatility become excessive, but also the stability of the ecosystem, in general, could also be undermined. A systematic approach such as supply control is needed in order to respond to dramatic changes that have a considerable negative impact on the ecosystem.

05

Token Economy

A Virtuous Circle for Continued Growth

Even after a minimum critical mass for the successful operation of the CoinVerse ecosystem is reached, network participants should be properly rewarded for their contributions so that the process of creating and redistributing value continues to spur the growth of the network.

Preventing the Concentration of Tokens and Their Value

Long-term token holders get rewarded through the rise in prices as the network grows. This helps to stabilize and boost token prices, which in turn contributes to network growth. However, if this passive long-term ownership is overly rewarded, it may discourage participants who want to make an active contribution to the growth of the network. A mechanism is needed to prevent the excessive concentration of token ownership and the reward for active contributions should be increasingly larger than that of passive ownership.

The above considerations form the basis of the CoinUs token economy, as explained below.

5.2. Issuance and Characteristics of CNUS & BNUS

CNUS is a cryptocurrency which serves as a tool of economic activity, which includes payments made in the CoinUs Wallet and the CoinVerse. A total of two billion (2,000,000,000) CNUS, or 100% of the planned issuance, have already been issued. As described in Chapter 7 of this document, they have either already been distributed or will be distributed. The price of CNUS is determined by the demand from buyers and the supply from sellers on exchanges.

On the other hand, BNUS are designed as a reward for contributions to the growth and stability of the network. They are issued along with CNUS as a reserve in accordance with the Bankor protocol. More specifically, BNUS are issued by sending CNUS to a smart contract, and the number and price of BNUS is automatically set by the contract.

One billion (1,000,000,000) CNUS out the two billion (2,000,000,000) issued have been assigned for network rewards and marketing purposes. They will be used as a reserve in stages, which serves as the first mechanism for BNUS issuance. In addition, all CNUS gathered as fees in the CoinUs Wallet and the CoinVerse are converted to BNUS before being accumulated in the reward pool. These BNUS are then distributed as a reward for a variety of contributions to the network.

The volume of BNUS issuance changes dynamically in line with both the growth of the entire system and the supply and demand in the market. Since an additional issuance of BNUS requires CNUS to be used as a reserve, a rise in the number of BNUS means a decline in the amount of CNUS in circulation.

05

Token Economy

5.3. Bancor Price Determination Protocol for BNUS

The issuance and price of BNUS is in accordance with the Bancor protocol. BNUS are priced by considering the CNUS reserve rate, the volume of existing BNUS, and the reserve balance of CNUS.

(Bancor Protocol: https://storage.googleapis.com/website-bancor/2018/04/01ba8253-bancor_protocol_whitepaper_en.pdf)

$$\text{BNUS price} = \text{CNUS reserve balance} \div (\text{Total BNUS issuance} \times \text{CNUS reserve rate})$$

For example, if the CNUS reserve rate is 5%, the volume of the first BNUS issuance is one million, and the CNUS reserve amounts to 50,000, then the starting price of BNUS will be in parity with the price of CNUS (1 BNUS = 1 CNUS).

Smart Token Symbol	BNUS	Initial Token Price			CN 1.00		
Reserve Token	CNUS	Initial BNUS Market-cap			CN 1,000,000		
Reserve Ratio	5%	Tokens Created in the initial conversion			1,000,000		

Activity	Connector		Pricing			Smart Token		
	CNUS IN	CNUS Reserve Balance	Effective BNUS Price	Resulting BNUS Price	Price Change	BNUS Issued (Destroyed)	BNUS Supply	BNUS Market - Cap
Post - crowdsale initial state		CN 50,000.00		CN 1.00			1,000,000	CN 1,000,000
30,000 CNUS Converted to BNUS	CN 30,000	CN 80,000.00	CN 1.26	CN 1.56	56.28%	23,778	1,023,778	CN 1,600,000
400,000 CNUS Converted to BNUS	CN 400,000	CN 480,000.00	CN 4.17	CN 8.57	448.58%	95,952	1,119,731	CN 9,600,000
100,000 BNUS Converted to CNUS	-CN 100,000	CN 380,000.00	CN 7.69	CN 6.87	-19.90%	(13,003)	1,106,727	CN 7,600,000
500,000 CNUS Converted to BNUS	CN 500,000	CN 880,000.00	CN 10.54	CN 15.25	122.06%	47,458	1,154,186	CN 17,600,000

The table above shows the volume of BNUS tokens issued and the pricing of CNUS tokens when CNUS tokens go in as a reserve for BNUS issuance and when BNUS are canceled and CNUS tokens are released from the reserve. The reserve rate and the volume of the first issuance in the table are just examples for explanation, and the actual figures to be used will be made public before a contract which meets the Bancor protocol is issued. A portion of the first BNUS issued will also be invested in the expansion of the CoinUs Wallet and the CoinVerse ecosystem.

Individual investors can pay CNUS to have BNUS issued, in which case 10% of the CNUS tokens become fees. When they cancel their BNUS tokens and convert them into CNUS tokens, the same percentage of CNUS tokens must be paid as fees too. Fifty percent of these paid CNUS tokens are distributed to BNUS owners in proportion to their holdings, while the remaining 50% are moved to the CNUS stability fund contract, which will be explained in further detail later.

05

Token Economy

BNUS issuance and pricing are based on the Bancor protocol for the following reasons:

- Since CNUS tokens are used as a reserve when issuing BNUS tokens, their circulation volumes are decreased, and this prevents their prices from declining.
- A billion CNUS tokens assigned for network rewards and marketing are used as a reserve for the BNUS issuance instead of being released to the market. This controls the direct supply of CNUSes and helps to stabilize CNUS prices. During this reward process, BNUS prices could go up, which translates into more benefits to network contributors.
- An internal automated process rather than an external market determines the exchange rate between CNUS and BNUS. Not only is this scheme convenient, but it also ensures transparency because it allows one to predict prices from changes in transaction volume.
- As the CoinUs network grows, the volume of fees which go to the reward pool also rises, bringing up BNUS prices in the process. This mechanism eliminates the need for additional reward arrangements and makes it easier to capture increases in network value, which in turn benefits long-term BNUS holders.
- The volume of BNUS tokens changes automatically in accordance with network growth, removing the need for artificial interventions to control the volume.
- BNUS tokens can always be converted into CNUS tokens regardless of market liquidity, and this is because the system itself serves as a market maker even if there is no entity that wants to buy BNUS tokens.

05

Token Economy

5.4. CNUS Supply Control Mechanism

There are benefits to using CNUS tokens as a reserve for BNUS issuance, but there is also a flipside: If the network grows too fast and the demand for BNUS rises dramatically, an excessive volume of CNUS tokens could be held as a reserve, leading to a lack of CNUS which are needed for accessing services.

If, by contrast, there is a hike in demand for BNUS cancellation in order to receive CNUS tokens, CNUS prices may drop significantly due to oversupply. This is where the CNUS supply control mechanism comes in.

- If out-of-circulation CNUS tokens which are either held as a Bancor contract reserve or staked for other purposes exceed 75% of the total issuance, additional CNUS tokens may be issued periodically to bring the number down to 75% or less. Actual rates will be determined before the contract launch by taking into account the outcome of simulations.
- Investors have to pay a 10% fee in CNUS when they buy or sell BNUS tokens through the Bancor contract, and half of this fee goes to the CNUS stability fund contract. If there is an excessive supply of CNUS tokens during a certain period, some of the CNUS tokens in the fund will be converted into BNUS tokens to preserve BNUS prices and discourage conversion into CNUS tokens.

5.5. How to Acquire CNUS

Users can obtain CNUS by purchasing them on an exchange, buying them from other holders, or by the following methods:

- Transactions with other CNUS holders

Users can receive CNUS tokens in exchange for providing goods and services to other users. They can do so either by registering as a seller or provider with the community commerce market on the CoinVerse platform or by performing direct peer-to-peer transactions. If users choose to leverage the market, the platform may charge sellers fees for using its marketing and payment tools.

- Fees for CNUS/BNUS conversion

Users pay a 10% fee for CNUS/BNUS conversion on the Bancor contract. BNUS token holders receive these fees as a reward in proportion to their BNUS holdings.

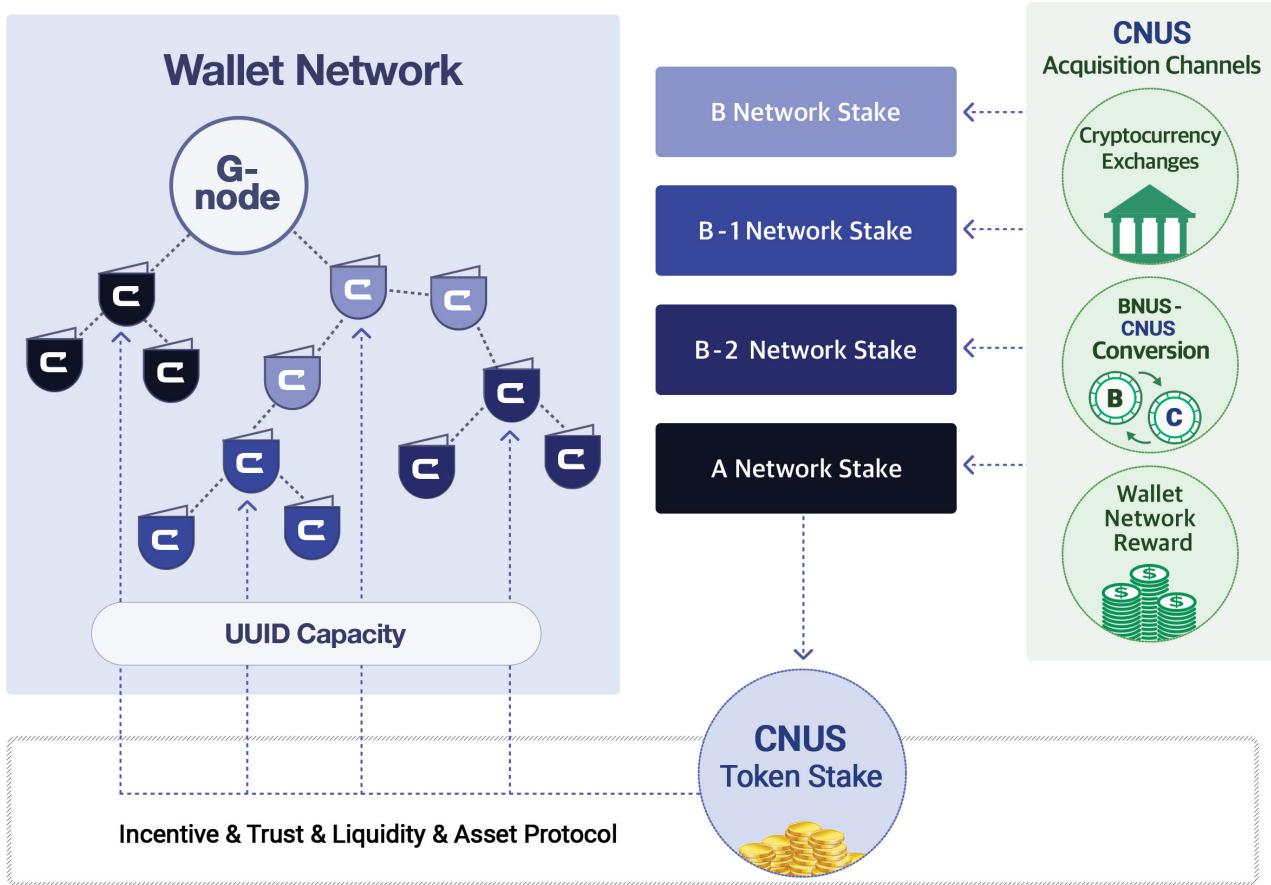
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Token Economy

5.6. CNUS Usages

CNUSes are used in the CoinVerse for the following purposes:

- A stake for creating a CoinVerse community



[Picture 7] CNUS: Wallet Network Stake

CNUS tokens can be used as a stake for creating a CoinVerse community. The staking volume determines the size of the community, which is dissolved if the stake is redeemed. The limit on community size for a certain volume of the stake does not remain the same, and it may go up or down depending on the circumstances. However, the maximum sizes allowed for existing communities cannot be reduced unless they redeem their stakes.



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Token Economy

- A payment tool in the CoinVerse community market

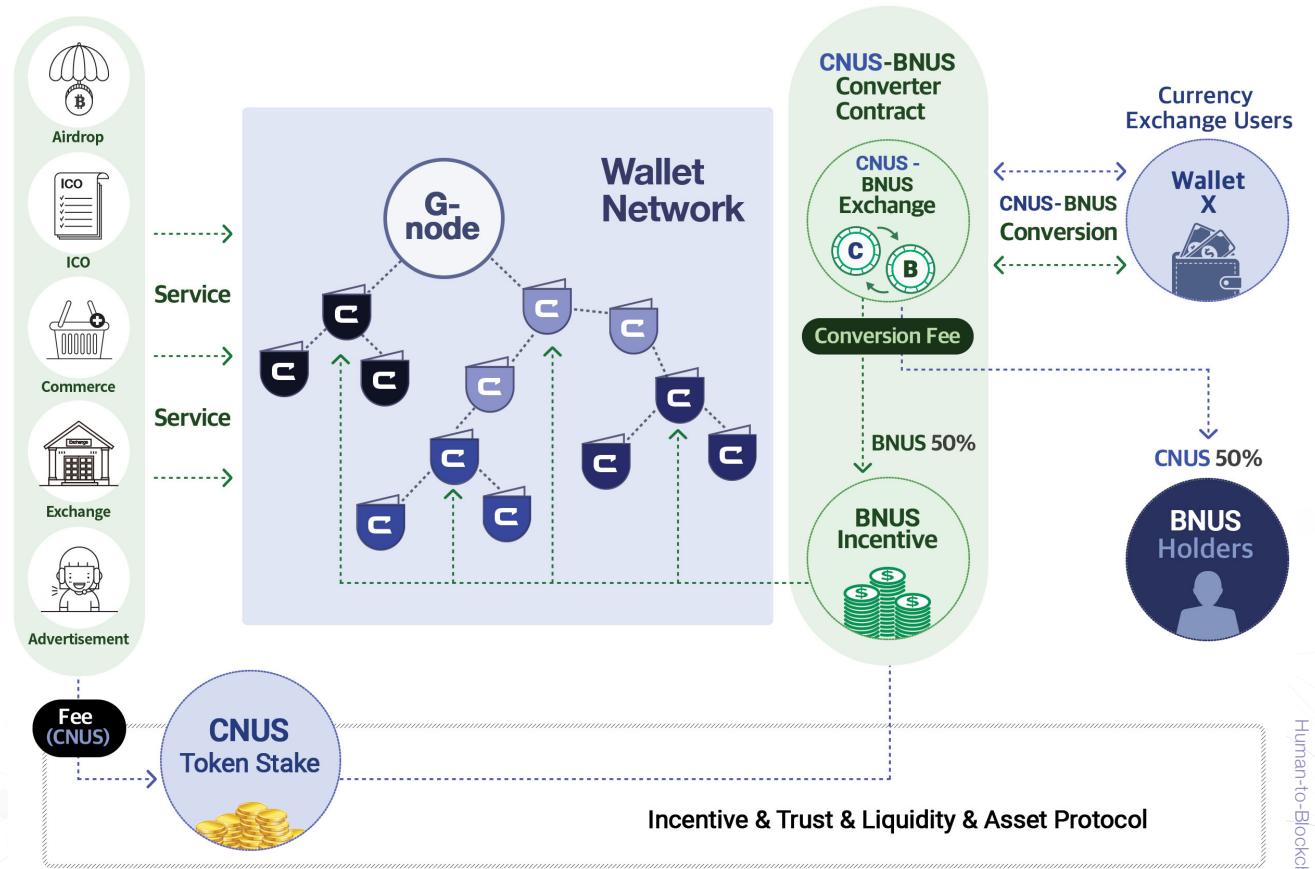
CNUS tokens may be used as a payment tool for buying products and services in the CoinVerse. The payment feature of the CoinUs Wallet allows users to convert other cryptocurrencies in the Wallet into CNUS tokens in real time if they are short on CNUS tokens for payment in the CoinVerse community market.

- A tool for paying marketing fees in CoinVerse communities

When marketers promote external products and services such as advertisements, airdrops, and ICOs to CoinVerse communities, they can use CNUS tokens to pay fees for using the CoinVerse platform. The platform redistributes these fees to CoinVerse communities and BNUS holders first.

5.7. Methods of Acquiring BNUS

Users can acquire BNUS tokens through one of the following methods:



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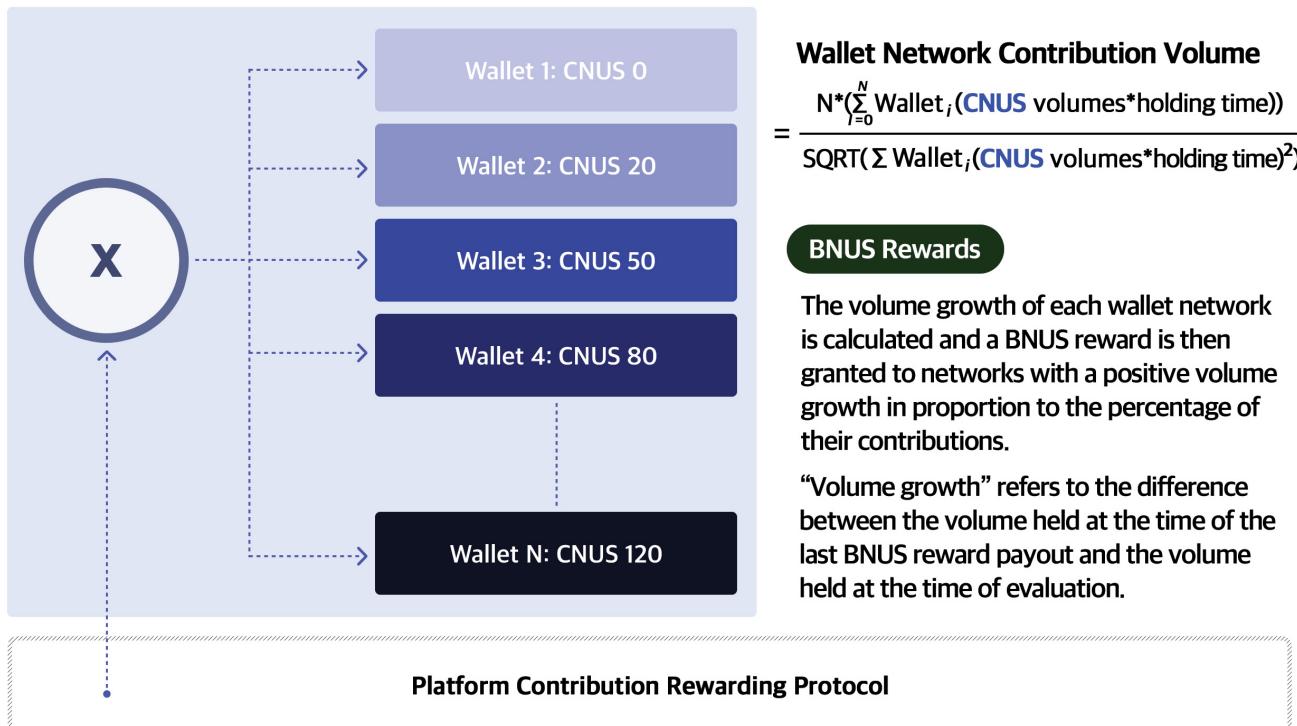
Token Economy

- Using the CNUS/BNUS conversion contract

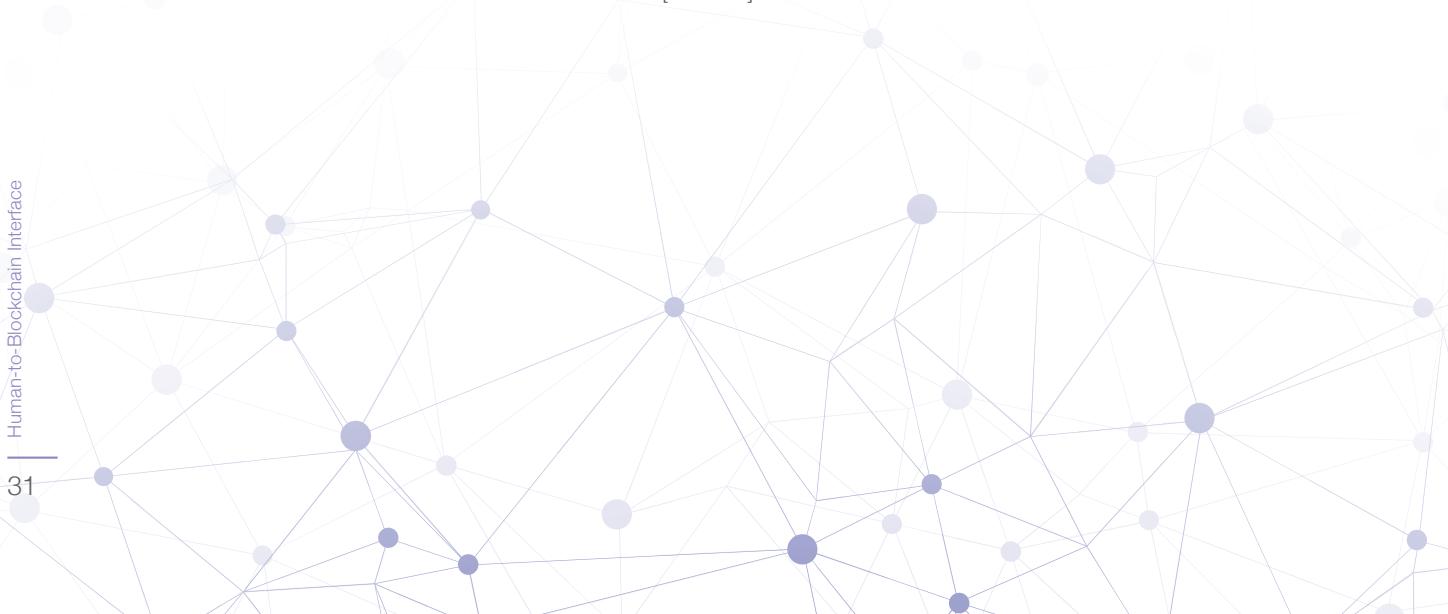
Users can obtain BNUS tokens by sending CNUS tokens to the CNUS-BNUS conversion contract to have BNUS tokens issued. They have to pay a 10% fee in CNUS tokens during this process.

- Contributing to network growth by creating a community team

Rewards are granted periodically from the BNUS reward pool when users create a CoinVerse community team and either sign up new users or induce them to increase their usage of the CoinVerse, thus contributing to the network's growth. The amount of reward is in proportion to the rise in contribution volume, which is measured by such factors as the amount of CNUS tokens staked by the community team, the team's size, and the achievements made by the team within a given period.



[Picture 9] BNUS reward in accordance with contributions to the network



05

Token Economy

5.8. Reward Balancing for Long-Term Investment and Contribution to Network Growth

Network growth is highly likely to bring the market price of BNUS tokens up. Although long-term holding for such price gains helps BNUS prices increase, the concentration of BNUS tokens and the rewards from network growth in a small number of users is not conducive to the ecosystem's growth.

There are two approaches to addressing this issue: One is to modify the scheme of distributing rewards, which may be concentrated on dominant BNUS holders; and the other is to prevent the concentration of BNUS ownership by making it more expensive to hold BNUS tokens in a way that does not contribute to sustaining and growing the network.

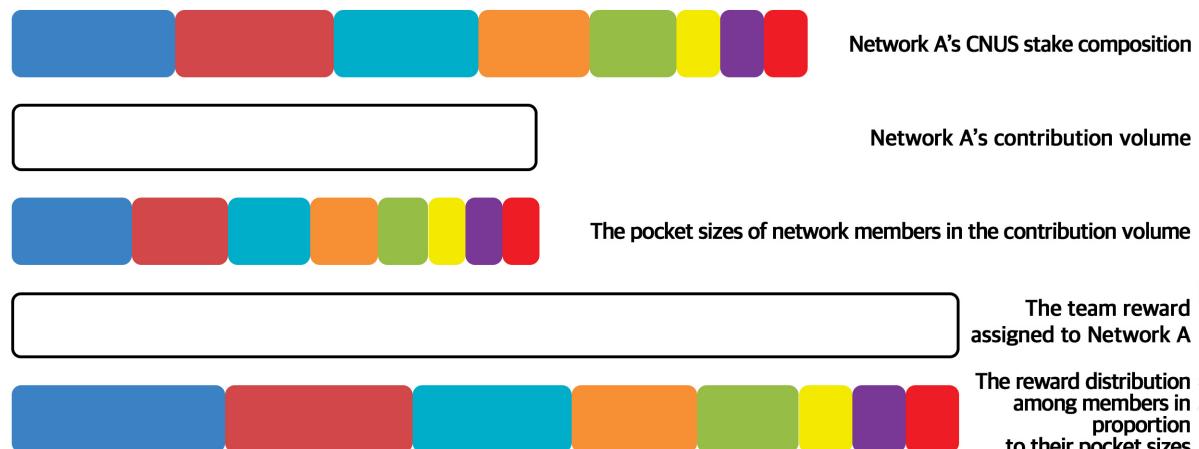
The CoinVerse will be designed to run on a protocol which allows the concentration of BNUS holdings only when such concentration contributes to the sustainment and growth of the network. In other words, we will make sure that the most cost-efficient success strategy is to contribute to a sound growth of the network, which we value most.

The following is an example of this type of design. Note that the actual design during the implementation phase may differ from this.

Limits on Pocket Size

A Wallet network is created by CNUS tokens that users send to the network. In proportion to the percentage of their CNUS stakes, they are assigned a set of credits dubbed "pocket size," which are the share of the network's contribution volume that they are entitled to.

The pocket size determines the user's share of the BNUS reward which is assigned to the network by the platform and the volume of BNUS tokens that they can hold without paying platform fees.



[Picture 10] Pocket sizes and the corresponding rewards in proportion to the network stake

The pocket size is an absolute number of credits which are granted in accordance with the contribution to network growth made by individual Wallet users who are on a network at a given time. It is measured in terms of the number of credits. Among the BNUS tokens stored in the Wallet in question, those that exceed the pocket size are automatically sent to the Bancor protocol and converted into CNUS tokens.

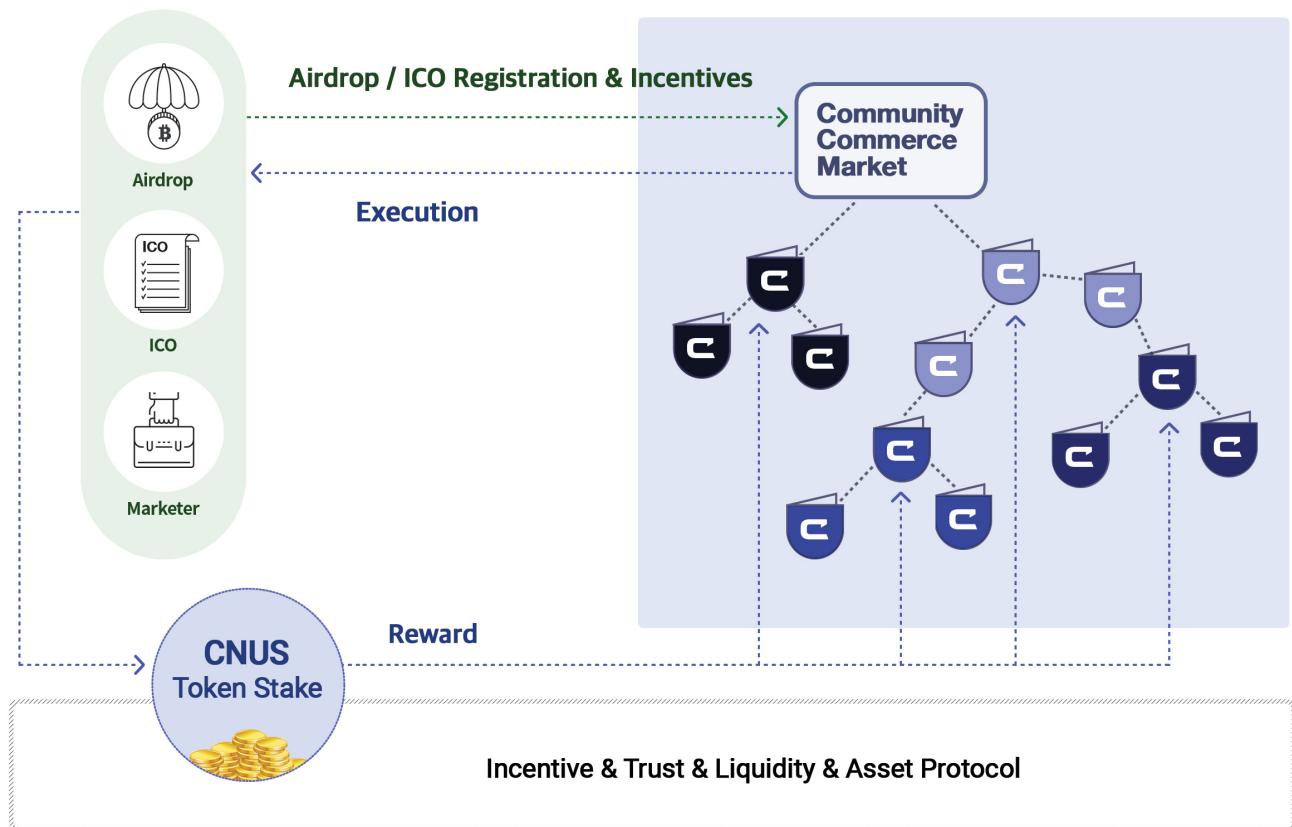
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Token Economy

5.9. CoinVerse Services and Reward System Examples

Airdrop & ICO Network

Airdrop or ICO marketers can use the Wallet user networks by paying fees in CNUS tokens, while these networks are assigned airdrops and opportunities to participate in ICOs in proportion to their sizes.



[Picture 11] Wallet Network: Airdrop & ICO Network

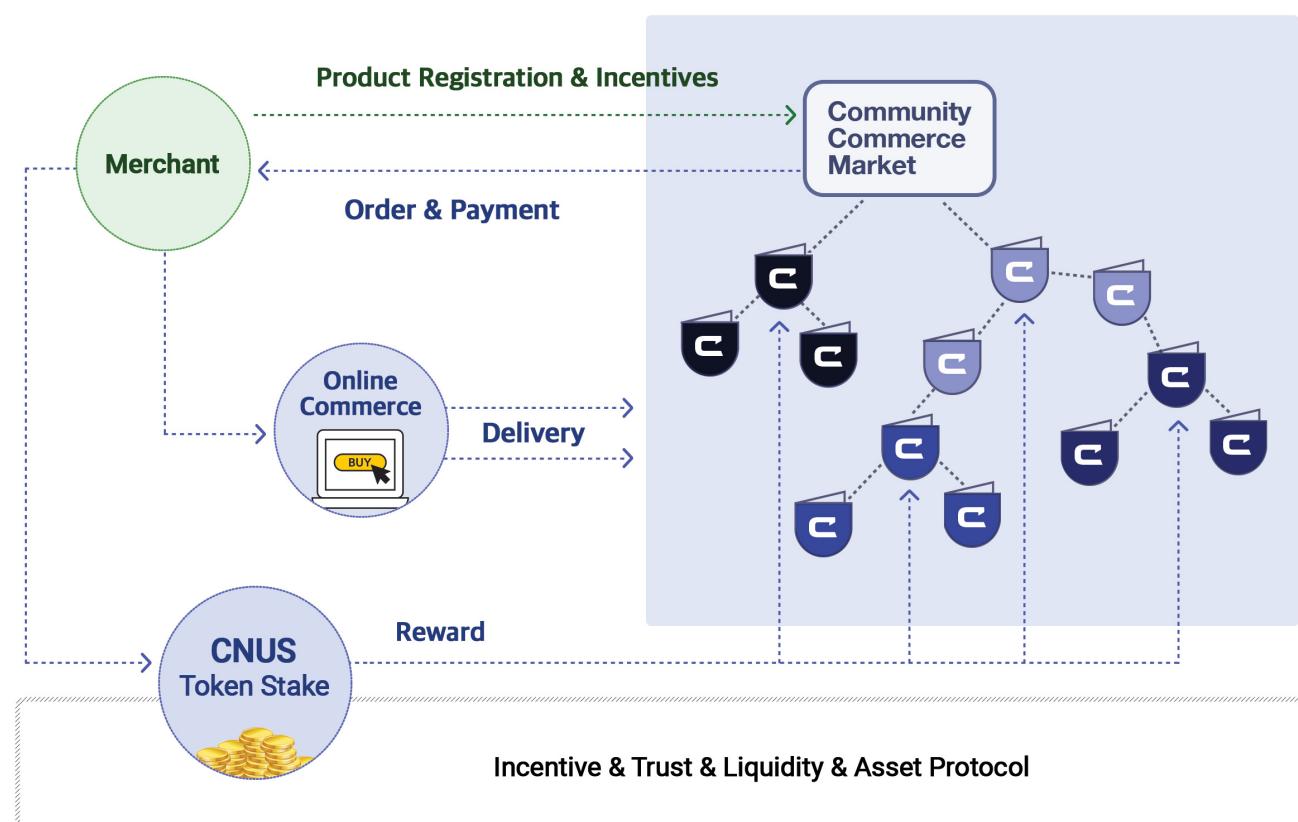


05

Token Economy

Community Commerce Network

The CNUS Wallet Network is a payment network which is connected to exchanges. Marketers can sell their products and services in the community commerce market of the network by staking their CNUS tokens, while the Wallet user network is automatically assigned discounts and incentives from the staked tokens in accordance with sales volumes.



[Picture 12] Wallet Network: Community Commerce Network

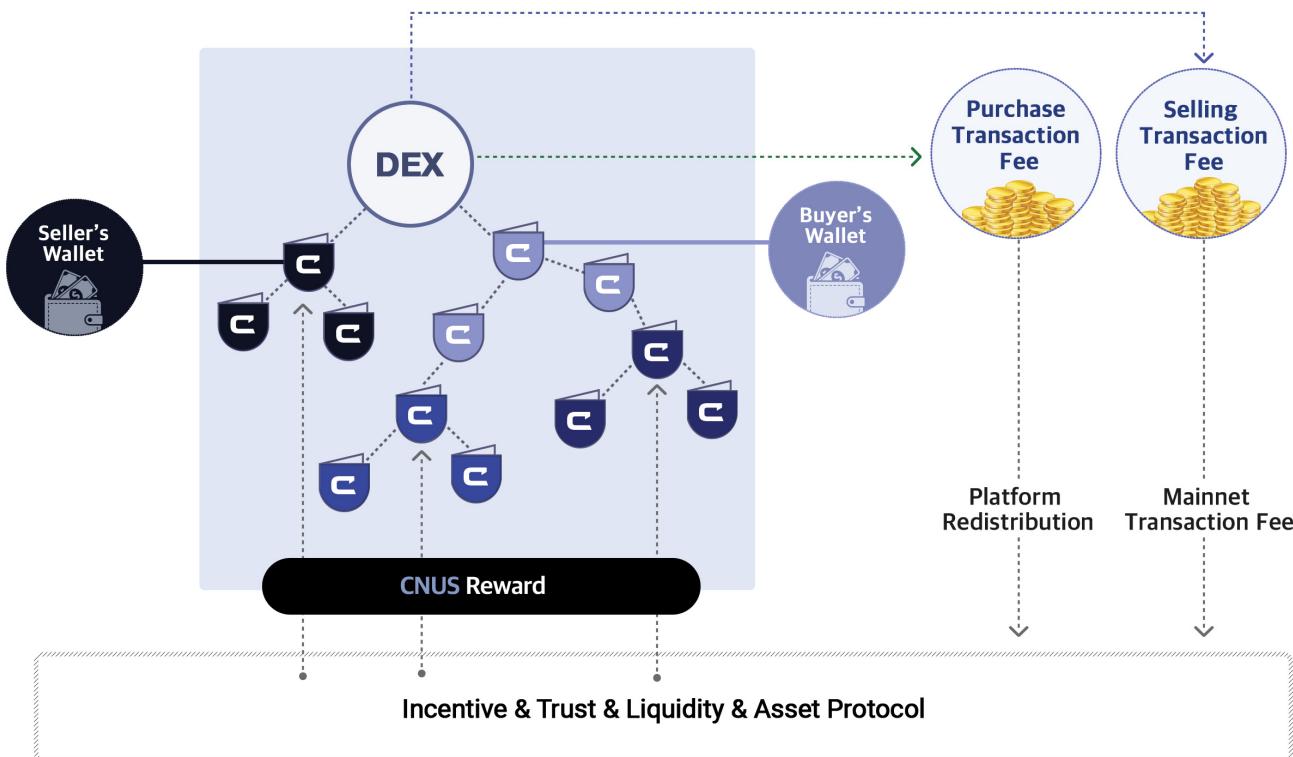
Human-to-Blockchain Interface

05

Token Economy

DEX Network

CNUS is a token provided by the CoinUs Wallet, a multi-cryptocurrency wallet service, in conjunction with decentralized exchanges (DEX). It is used to pay crypto transaction fees between Wallet users. Users get fee discounts when they pay transaction fees with CNUS tokens, and the Wallet user network receives a portion of such transaction fees.



[Picture 13] Wallet Network: DEX Network



5.10. Actors on CoinVerse

Actor 1. Wallet Users

Through the networks which they belong to, Wallet users receive airdrops and ICOs from other ICO projects, get discounts or paybacks on products, and pay fees for DEX transactions and make payments for their purchases with CNUS tokens.

Wallet users who have gone through the KYC process can receive additional discounts depending on the configuration set by the marketer or the merchant. They also have access to a variety of CoinVerse services such as AI-based asset management and real-time currency exchanges in small amounts, which are enabled by exchange APIs.

Airdrop, ICO discounts, community commerce, DEX fee discounts

Stronger security through Keeper HW

Small-amount currency exchange using APIs to connect with centralized exchanges

AI-based asset management

[Picture 14] Actor: Wallet users

05

Token Economy

Actor 2: CoinVerse Community Network Administrators

In accordance with their CNUS stakes, Wallet network administrators or teams are granted the authority to issue a UUID to other users and include those who use a UUID that they have issued as members of their networks.

CoinVerse community network administrators or teams receive platform incentives in BNUS tokens in accordance with the growth in the contribution volume of the community networks they have created.

Community network administrators receive incentives in BNUS tokens for transactions such as airdrops, ICOs, currency exchanges, and product sales which use the Wallet networks they have created.

Issue UUIDs based on CNUS stakes to create a Wallet Network

Assign a pocket size to staking participants

Receive BNUS reward for the growth in contribution volume of their Wallet Networks

Receive BNUS reward for transaction fees paid in their Wallet Networks

[Picture 15] Actor: CoinVerse community network administrator



05

Token Economy

Actor 3. Marketers and Merchants

Marketers and merchants can sell their products and services on community networks by staking a certain amount of CNUS tokens as incentives and paybacks.

They can view the outcome of their marketing activities in the form of a report, while the staked tokens are automatically converted to BNUS tokens without incurring exchange fees through the Bancor protocol, which is then paid to Wallet networks and their users in accordance with the incentive and payback programs they have set.

Stake CNUS tokens as incentives and paybacks

Set incentive and payback programs

Marketing Report

[Picture 16] Actor: Marketers and merchants

Actor 4. BNUS Token Holders

BNUS token holders can convert their BNUS tokens into CNUS tokens by paying a 10% fee through the Bancor contract provided by the platform. In accordance with the amount of their BNUS tokens, they receive 50% of the fees, which the platform gains through the Bancor contract, in CNUS tokens. They have to build or acquire an account with a pocket size that can accommodate the amount of BNUS they want to hold. If the amount exceeds the pre-determined limit, the Bancor protocol may be triggered in order to convert the excess BNUS token into CNUS tokens.

06

Road Map

2017 Q3

- CoinUs Multi-Cryptocurrency
- Wallet Ideation

2018 Q1

- The Blockchain Inc.
- CoinUs Wallet Launch (ETH & ERC20 Token)

2018 Q3

- CoinUs Keeper Launch
- ICO Rating System Open
- CoinUs Wallet Coin Support Expansion (EOS, BTC)

2019 Q1

- CoinVerse Community System
- CoinVerse Community Commerce Beta
- CoinVerse Identity System Alpha
- Plasma Cash Payment Testnet Launch
- Coin Expansion (BCH, LTC, Strategic Partners)
- CoinUs Keeper 2.0
- Token Launcher 2.0

2019 Q3

- CoinVerse Community System Upgrade
- CoinVerse Identity System Upgrade
- CoinVerse Network SDK
- Coin Expansion (Strategic Partners)

2020

- CoinVerse Unified Ecosystem
- Global Operators Network
- CoinVerse Service Partners Expansion
- CoinVerse API & SDK 2.0

2017 Q4

- CoinUs Keeper
- Design & Development

2018 Q2

- CoinUs Keeper Pre-Order
- Token Launcher & One-Pass KYC Service Launch

2018 Q4

- BNUS/CNUS Conversion System
- Airdrop System Upgrade
- ETH & EOS DEX Service Integration
- Wallet Analytics & Asset Management Interface
- Coin Expansion (EOS Tokens, Stellar, NEM)
- Keeper Overseas Business Partnership (Japan, China, US, and Europe)

2019 Q2

- Plasma Cash Payment Service
- Dapp Browser Integration
- Instant Coin Swap Service
- Coin Expansion (Strategic Partners)

2019 Q4

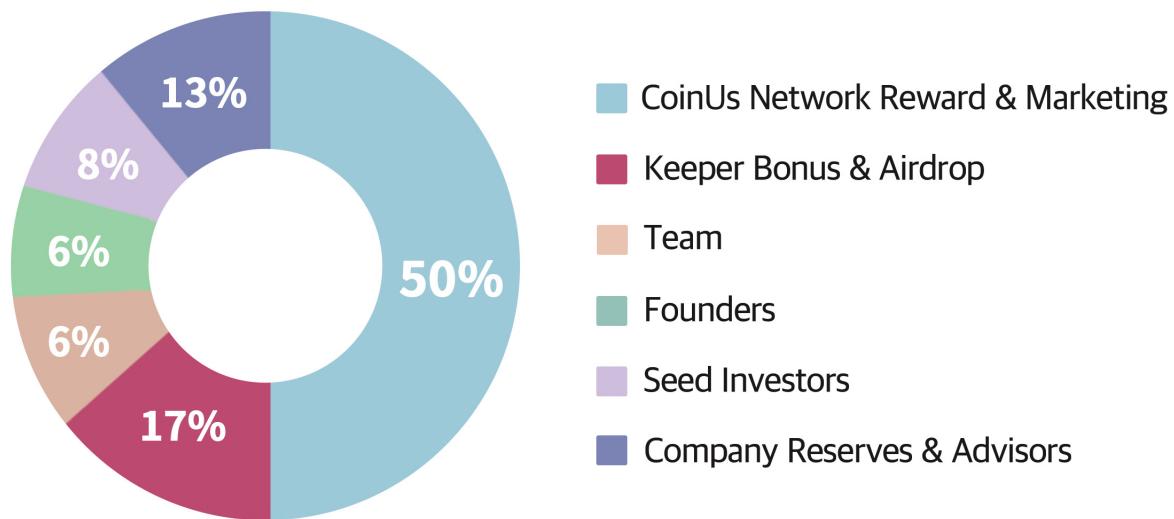
- TrustVerse Integration
- Community Commerce Expansion
- CoinVerse Network SDK Upgrade
- Coin Expansion (Strategic Partners)

Human-to-Blockchain Interface

39

07

Token Distribution



Targets	Percentage	Amount
Keeper Bonus & Airdrop	17%	342,520,630
Team	6%	120,000,000
Founders	6%	120,000,000
Seed Investors	8%	160,000,000
Company Reserves & Advisors	13%	257,479,370
CoinUs Network Reward & Marketing	50%	1,000,000,000
Total		2,000,000,000

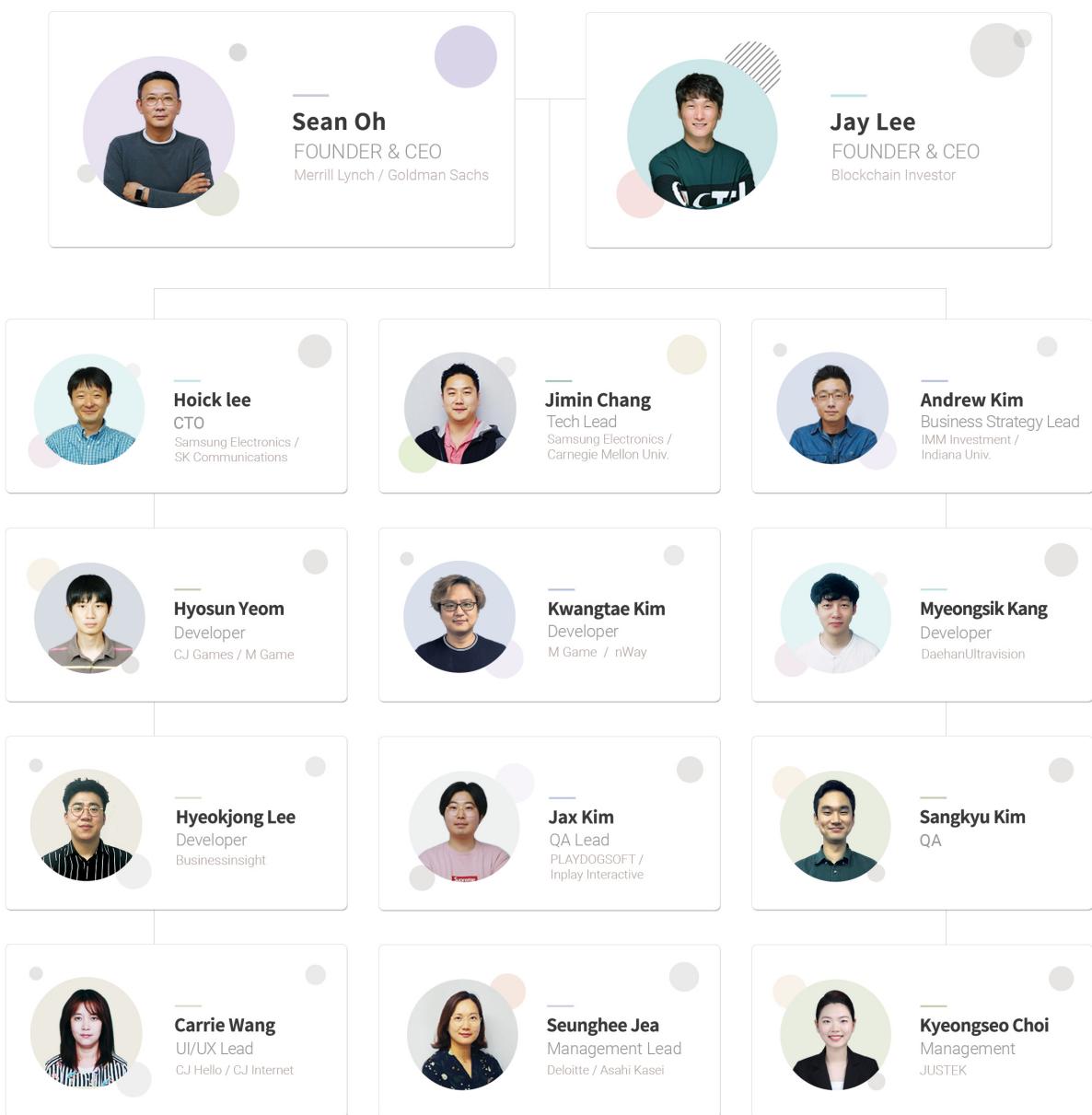
Human-to-Blockchain Interface

40

08

Company

8.1. Team



App Developer

Giwung Eom: LiveTutoring / Treasure Hunter / Peering Portal
Minsu Kang: LiveTutoring / Onsang

Blockchain Tech Specialist

Ilmoo Lee: LiveTutoring / CJ E&M / SK Communications
Boseup Jung: LiveTutoring / CJ Hello / SK Innoace

Business Strategy

Esther Meng: Manager

Euikwon Yang: LiveTutoring / CJ E&M / SK Communications
Jeongmin Kim: LiveTutoring / Treasure Hunter CTO / CJ E&M

Human-to-Blockchain Interface

8.2. Partners

08 Company

Atomrigs Consulting, Inc.

Started by Woo Hyeon Cheong (a.k.a. Atomrigs), founder of the Seoul Ethereum Meetup, Atomrigs Consulting Inc. has a team of experts who identify, invest in and support innovative decentralized projects. CoinUs is the first in its project portfolio, and the company will continue to identify and nurture blockchain projects in a variety of areas such as education and the game of Go.



Lucidity

Lucidity is a blockchain protocol designed to deliver transparency and trust in digital advertising. Built on the Ethereum blockchain and Plasma, it addresses data discrepancies to accelerate the billing process and facilitates payment tracking in supply chains to provide advertisers with accurate information on their spending. In June 2018, Lucidity beat Hashgraph to win the Blocks in San Francisco.



NEOPLY

NEOPLY is an incubation and investment program intended to provide startups with the resources they need and offer them mentoring services. Leveraging the human and financial assets of NEOWIZ Games, the program meets the needs of startups in different stages of their growth and helps them navigate their way forward.



Onther Inc.

Onther Inc. specializes in developing Plasma sidechain, a scalability solution of the Ethereum blockchain. It is committed to enhancing the usability of blockchain technology and connecting crypto economies with the real economy to make lives better for everyone.



SouthEX

SouthEX is an innovative EOS-based decentralized exchange. A combination of an on-chain smart contract and an off-chain matching engine makes it as efficient as centralized exchanges and reduces the volume of assets entrusted to exchanges and the duration of such entrustment, which leads to far greater efficiency and security.



Human-to-Blockchain Interface

08

Company

8.2. Partners

Trebit



Trebit is an exchange committed to enhancing user convenience with quick and safe transactions and delivering reliable services to facilitate the transaction process. It addresses security, a pressing issue for existing exchanges, with three layers of security arrangements, and has adopted a real-time transaction monitoring system.

TrustVerse



TrustVerse is a platform based on blockchain and artificial intelligence. Its sophisticated algorithms promote asset growth in a reliable manner, and the high levels of security and trust delivered through a blockchain system enable TrustVerse to offer services needed in different stages of life, such as asset management and arrangements for ownership transfers, inheritance, and funerals.

UNBLOCKED BLOCK



UNBLOCKED BLOCK is a group focused on bridging the information gap in the blockchain sector to expand the blockchain market and create a sound blockchain ecosystem.

Cloudbric



An integrated security platform, Cloudbric is designed to make the fast-growing blockchain industry safer by ensuring that all users have easier and more convenient access to information security resources. It leverages artificial intelligence and deep learning to enhance cybersecurity.

D'Light



D'LIGHT is a premiere specialty law firm that remains at the forefront of representing the companies that are engaged in cryptocurrency/blockchain technology businesses. D'LIGHT has been continuously expanding the fields of practices in blockchain industry to help our clients with ICO (Initial Public Offering) projects and other related legal needs so that the clients' blockchain business including ICO projects operate properly and comply with the relevant legal and regulatory requirements. As the pioneer and the leader of blockchain and ICO practices in Korea, D'LIGHT has successfully served various ICO projects, and D'LIGHT has partnered with renowned crypto funds, ICO incubators and other key players in the blockchain market.

8.3. Advisors

08

Company

Brian Cheong (aka, Atomrigs)

<https://www.linkedin.com/in/brian-cheong-atomrigs-6298ab145/>

Brian Cheong is the founder of Seoul Ethereum meetup and CEO of Atomrigs Consulting, Inc and Acecom, Inc. Since 2014, he has focused almost exclusively on the Ethereum blockchain and decentralized application development. He has founded or assisted in the launch of several leading online cryptocurrency and blockchain communities and offline meetups in Korea. Within these communities, he has worked to facilitate and inform discussions on the technical backgrounds of blockchains, the core principles of crypto economics, smart contract programming, the socioeconomic implications of decentralized applications, and business strategies for the development and deployment of decentralized applications.

Prior to this engagement, Brian founded ResellerBid, Inc. which developed a business to business global e-marketplace for the computer component industry and worked as CEO for Geogan, Inc., an e-commerce solution company.

Brian received his B.A. and M.A in communications at Seoul National University. He subsequently conducted socio-economic research on internet and telecommunications business during his graduate study in Telecommunications Policy at the University of Texas at Austin.



Michael Zhang

<https://www.linkedin.com/in/%EC%A4%91%ED%98%81-%EC%9E%A5-3083a347/>

Michael Zhang is a co-founder of Atomrigs Consulting Inc.

He is chief crypto economist of Atomrigs Consulting and iBloc, a crypto economy consulting division of Infobank Corp. He is a specialist on crypto economy design and engineering.

Before Crypto, he has worked 20 years on internet security and new business development for IT and Telecommunication. And he has founded several startups on mobile payment, multimedia search engine, and mobile Q&A service.

He studied Electronics and majored in Management Science, KAIST, Korea and received an M.A. in Science & Technology Studies from Seoul National University, Korea.



08

Company

8.3. Advisors

Hyuncheol Hwang, Ph.D

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Dr. Hwang is a well-known expert in the field of quantitative finance and financial technology over 20 years. Currently, he is a CEO of Neutrino Investment Management LLC/ Neutrino Technologies LLC and also serves as a president of KFTA (Korea Finance & Technology Association) in New York. He had been in leading financial institutions such as Citigroup NYC and Allianz Global Investors, and also in academia as a professor, from Kyungwon University and Rutgers University, USA. He had managed over billion-dollar funds along with high-frequency trading such as market making and has conducted many consulting projects from government and leading financial institutions such as FSS (Financial Supervisory Services) in Korea, Citigroup, Korea Development Bank, Korea Exchange Bank, etc. Recently, he is interested in building an innovative financial platform for both fiat and crypto-currencies, using advanced technology such as blockchain and AI. He holds a doctoral degree in applied mathematics from State Univ. of New York at Stony Brook, USA.

Kyoungil Bae, Ph.D

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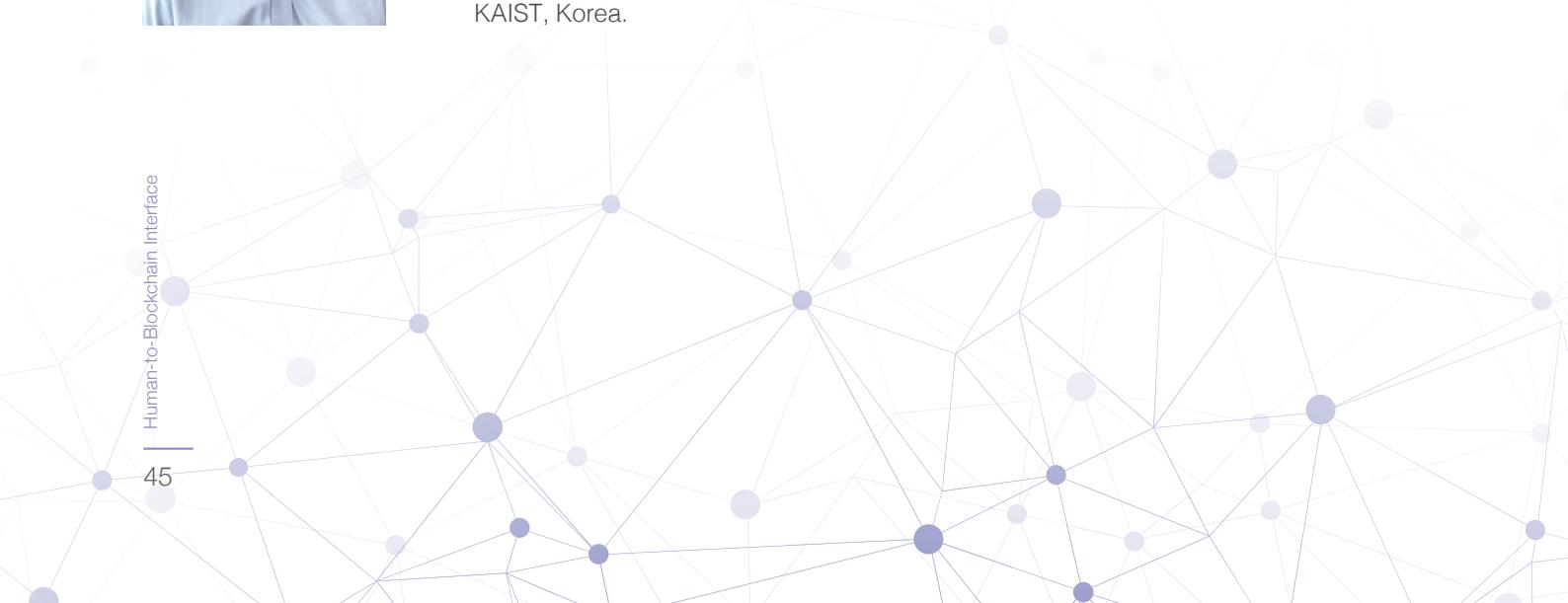
Kyoungil Bae is a co-founder of Atomrigs Consulting Inc. and leads KAIST blockchain meetup. He has more than 20 years of experience on investment and business growth consulting. He started his career in financial engineering areas, especially treasury system design and risk management.

Thereafter, he led growths initiatives on several businesses and investment projects including business turnaround, cross-border M&A, and large-scale real estate valuation. Recently, he has focused on investment and advisory services for technology start-ups in ABCD (AI, Blockchain, Cloud, Data).

He worked for PwC Consulting, IBM, KOD asset management, POSCO Capital and received a B.A. in mathematics and a Ph.D. degree in Management Engineering from KAIST, Korea.

Human-to-Blockchain Interface

45



8.3. Advisors

08 Company

John Lee

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John Lee is a co-founder & EVP of Corporate Development and Strategy of Hostway. He serves additional responsibilities as CEO of Hostway India. John and his fellow co-founders bootstrapped Hostway into a top 5 web hosting company in the world with over 700 employees.

Hostway is a multinational web hosting company headquartered in Chicago and serves more than 600,000 customers worldwide. He is currently responsible for overall corporate strategy, strategic alliances, and mergers and acquisitions.

Previously, he has held positions in every department of the company, including leading global marketing and sales and overall P&L for North America. Mr. Lee was born and raised in Korea and immigrated to the United States at age 13. He holds a BA in Biology from the University of Chicago.



Sam Kim

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Sam Kim is CEO of Lucidity which is a powerful blockchain protocol that provides transparency and authenticity for digital advertising analytics. Lucidity was recently named Blockchain Startup of 2018 at the Block Awards. After graduating from Columbia University, Sam worked at an incubator which taught him the foundational analytical and strategic planning skills that go into launching a business. When that company was acquired, he moved to Vietnam for the World Bank to learn about operating global businesses. He later started Edgepoint Group, a firm that traded Vietnamese commodities in the U.S. market. Sam later founded mobile ad company, The Mobile Majority (now Gimbal) and ESDF Management, a video game production and finance fund. While starting and running companies, Sam squeezed in getting an MBA from the University of Chicago.



08

Company

8.3. Advisors

Jeff Kahng

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Jeff Kahng is a co-founder and chief financial officer of Zapple Inc., an ad tech startup, responsible for financial planning and analysis, corporate development, and operational performance. Before joining Zapple, Jeff Kahng worked as Credit Suisse's Asian Equities Research Group and held various roles in both Seoul and Hong Kong covering TMT sector in Asia as a co-head of NJA Telecom team and Coordinator of Asian Internet sector. He also worked as a senior executive at KT Corp.'s Finance Office. He holds MBA in Finance and Strategy from The Wharton School at University of Pennsylvania and BA in Business Administration from Korea University.



Ted Han

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Ted Han is a Project Lead at Kakao Corp., Korea's #1 SNS platform. Ted joined Kakao in 2012 as the 11th employee and has led various projects including "PlusFriends" – a B2C social biz partner service, B2B messaging service, mobile e-commerce, mobile game platform, and music services. Prior to Kakao, Ted worked as Team Lead at SK Communications. He holds MS in Industrial Design from Hongik University and BA in Fine Arts from Inchon National University.



Michael K Jeoung

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Michael K Jeoung is Co-Founder & CEO of TrustVerse, a wealth management platform with an integrated digital estate planning protocol. Michael has 15 years of experience in high-tech business and go-to-market strategy development at various global MNCs, international organizations, public sector & startups. Michael's previous work experience includes Cisco, OECD Executive Directorate ITN, and Ministry of Land & Transportation. Michael received MBA from the University of Chicago, Booth School of Business and BA from Handong University.

Human-to-Blockchain Interface

47

8.3. Advisors

08 Company

Jun Yeong Jang

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Jang Jun Yeong is a leader and a CEO of LiveTutoring project, which provides a decentralized peer-to-peer learning platform. Jang Jun Yeong is a specialist in media contents business such as video and music and has rich experience and skills in planning and nurturing entrepreneurship, startups, launching various services and improving sub-services. He was the Head of Business at SK Communications and was responsible for the music streaming service, the largest traffic in the world at that time, and led the early opening of a video service Hoppin at SK Telecom. Since then, he also served as a CPO and a CSO at Genie music, releasing services in the music market based on his know-how of media content services he acquired. Jang Jun Yeong completed his master's degree in Computer Science, AI and Ph.D. Candidate in Management Engineering at KAIST.



Patrick Kim

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Founder & CEO at Sentinel Protocol

Cisco, Palo Alto Networks, Fortinet, F5 Networks, Darktrace



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