



7Chain Whitepaper Draft

The world's first decentralized, blockchain-powered RNG gaming platform to bring full transparency & fairness to digital gaming

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Executive Summary

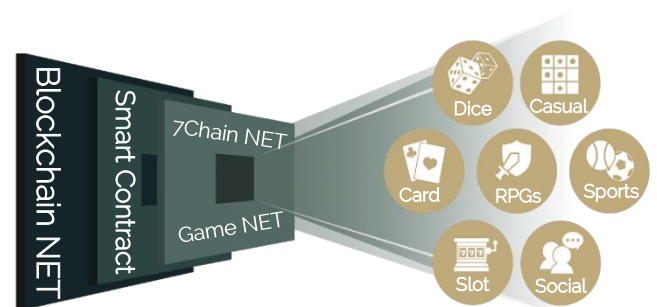
7Chain is a blockchain-technology-based gaming platform that focuses on resolving the credibility issue in digital gaming by using an innovative RNG¹ system. Typically, a centralized institution executes game RNGs with no transparency whether the outcome has been random or pre-programmed. This leads to significant trust issues and frictions between operator and player. 7Chain's RNG technology solves this problem by including game participants in the RNG outcome generation.

As soon as a game starts, both a game operator and its players would concurrently execute the RNG, which would in turn generate random numbers that are shared to other participants in their encrypted forms. These three randomly-generated numbers would then be combined into a single number using the formula that is known to the public; process of which is run by a smart contract and permanently logged onto the blockchain. This would eliminate the possibility to manipulate result that would potentially put one party into an advantage.

7Chain is designed as a B2B platform that would evolve into its own ecosystem. The 7Chain platform is a protocol on which publishers and operators can deploy applications to profit from the competitive strength of the 7Chain technology. 7Chain will run as a fully decentralized organization.

By overcoming trust issues, the platform naturally attracts players, which in turn attract more game publishers and operators to the platform. The system is designed for mobile, tablet, PC across iOS, Android and Windows devices. The open technology platform design cuts out middlemen, thus reducing transaction costs², giving a larger share of revenue directly to game publishers. 7Chain's native community reduces the risk in ROAS(Return On Advertisement Spending) for customer acquisition spending, thus providing even more incentives for publishers to migrate to the platform.

RNGs are employed in a wide range of digital games formats, ranging games of chances, games of skill, social gaming to role playing games. 7Chain's initial focus will be on the multi-billion dollar iGaming industry and mobile gaming industry. In this gaming vertical, the trust issue and numerous layers of middlemen are most



¹ RNG is abbreviated terminology of Random Number Generator which generates random outcomes made of series of numbers or symbols.

² Transaction cost refers to accompanying expense to transact commodities or services. In this context, it is considered to be market entry cost.

critical to resolve. The 7Chain team has already developed on social gaming elements such as "Gacha"³ which is a very common element to social gaming across Asia. In addition, an API and SDK were developed to enable game developers to quickly adopt 7Chain.

7Chain is running on the EOS blockchain that allows high transaction throughput and transaction speeds. It is rapidly expanding into areas that need real-life fairness. 7Chain also will enter the digital lottery market, such as assignment of kindergarten, apartments for sale, and TV home shopping event.

With the proprietary of B2B open platform itself, 7Chain doesn't need to force cryptocurrency adoption for in-game native currency. Well-designed economy factors would bring out ample use cases out of existing market. This distinction will serve 7Chain platform's growth as a huge foundation and contribute its blockchain ecosystem flourishing by far.

The 7Chain team consists of professional engineers and developers with expertise in game development, blockchain technology, high network traffic processing and various device platforms (PC, Mobile, HTML5). 7Chain is supported by an advisory team composed of skilled veterans with expertise in game, economic, cryptographic fields, entrepreneurs, and academia.

7Chain platform will be powered by its native token VII(7Chain): functioning as a transactional currency of 7Chain, rewarding game operators or publishers for processing the RNG transactions and carries governance rights for token holders. Total supply will be fixed at 1 bn VII.

³ Gacha is lottery-type or luck testing mechanism in obtaining random prizes. It is originated from Japanese toy vending machine, Gashapon and actively utilized as strong business model in micro-transaction based digital game contents worldwide.

Excuse: 7Chain technology primer

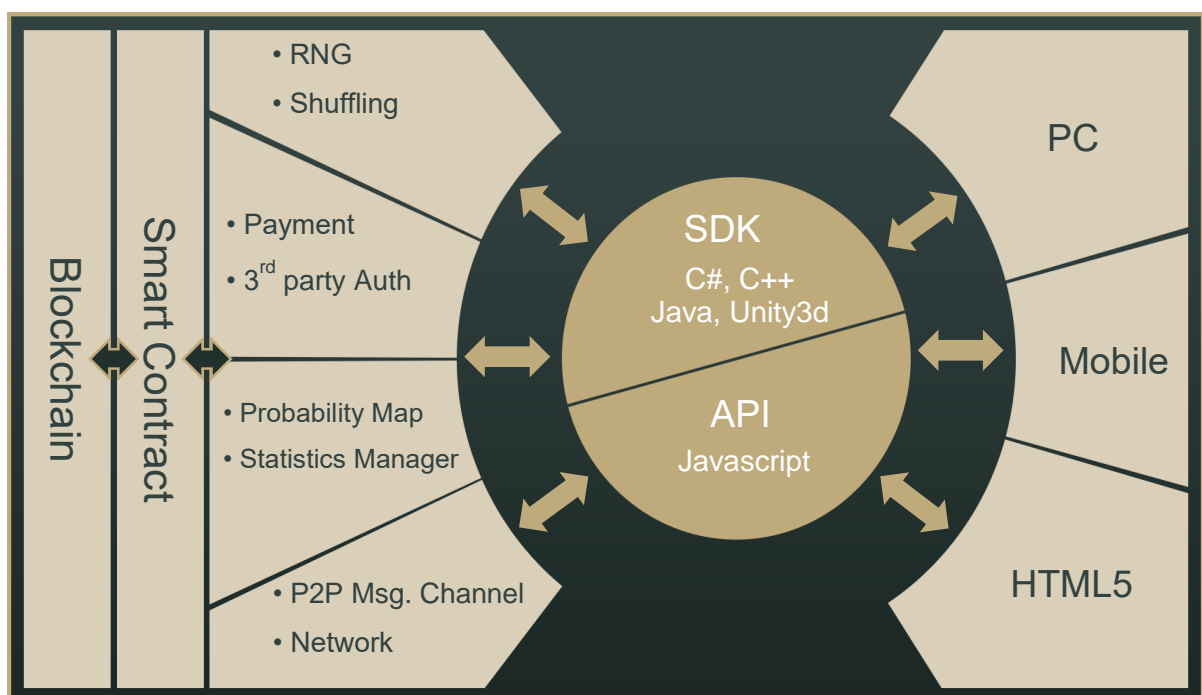
In online gaming, processing unspecified massive traffic requires extra high level of technology proficiency. 7Chain Team has particularly prioritized practical go-to-option technology adoption in developing the impeccable decentralized RNG.

Initially, the idea of substituting random values such as hash of blocks with RNG values was raised in the process of R&D decentralized RNG though, existing blockchain technologies didn't turn out to be the realistic approach for real-time network gaming application due to its' block producing span and transaction fee issue. The team developed native technology to process massive traffics. Currently, 7Chain RNG is working over EOS network.

7Chain Platform is designed to be object-oriented architecture based component to direct for stable, effective data management and even simple external connection. Moreover, Native C++, the most competent performance network provider is woven underneath as development language. Currently, 7Chain RNG is provable by actual up and running EOS network games(MVP) and flexible scale-out structure is already architected in meeting massive traffics.

7Chain Platform supports full diversity of operating systems. With the provision of Web API and Unity3D SDK, it would lead HTML5 games and absolute number of developers onboard with realizing simple blockchain technology.

7Chain is in evolution even now. The stability and perfectness of the platform is being reinforced through countless trials and various functions are being added. Continued update will be coming along with 7Chain Platform.



1. A Significant Market Opportunity

Digital gaming has shown a secular growth story: Market is growing globally driven by a prevalence of smart phones, widespread availability of superfast mobile networks, and a growing middle class across developing markets and a desire for consuming experiences on demand. The rise of new technologies such as AR+VR, livestreaming media such as Twitch and formats such as eSports further support this growth trend.

In order to keep digital games exciting and engaging, randomly generated events are essential. Otherwise, predictability of games' outcomes will drive active players and audiences away. 7Chain believes factors as such will contribute towards further integration of RNG-based game contents and adoption of the 7Chain platform.

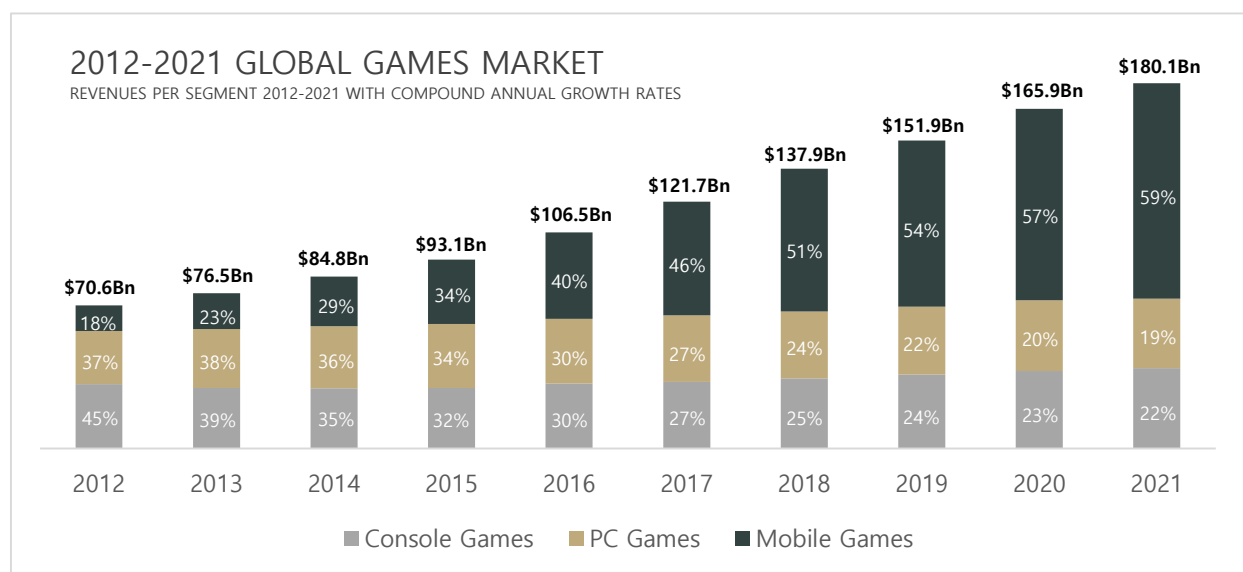


Figure 1. Global Gaming Market Size (Source: Newzoo)

7Chain is designed for wide range of digital gaming content: Publishers and operators can deploy content on the 7Chain platform globally. During the 7Chain concept development, the global iGaming industry was identified as the most obvious gaming vertical that will profit from the decentralized RNG technology. Besides, iGaming companies have a history of being early adopters of new, disruptive technologies to differentiate their product offering and lower customer acquisition cost. The below market analysis will thus touch primarily on iGaming. However, as per the development roadmap, the emphasis will include numerous gaming verticals on the platform.

1.1. Global Interactive Gaming Market

Current market for interactive gaming (both offline and iGaming) worldwide is estimated to grow to USD 519 billion by 2022, from USD 457 as of 2017. The market is still dominated by offline gaming, but online gaming market shows to bear significantly higher growth rate. As the demand for digital gaming content is expected to accelerate, 7Chain would be strong beneficiary, profiting from increased adoption and revenue opportunities.

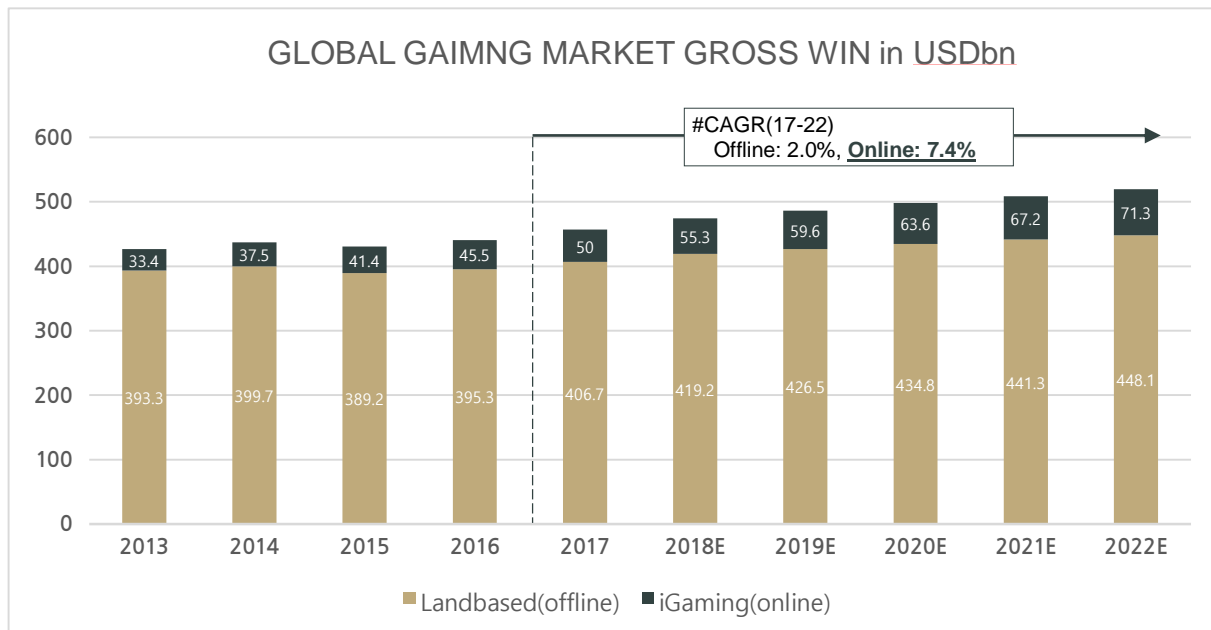
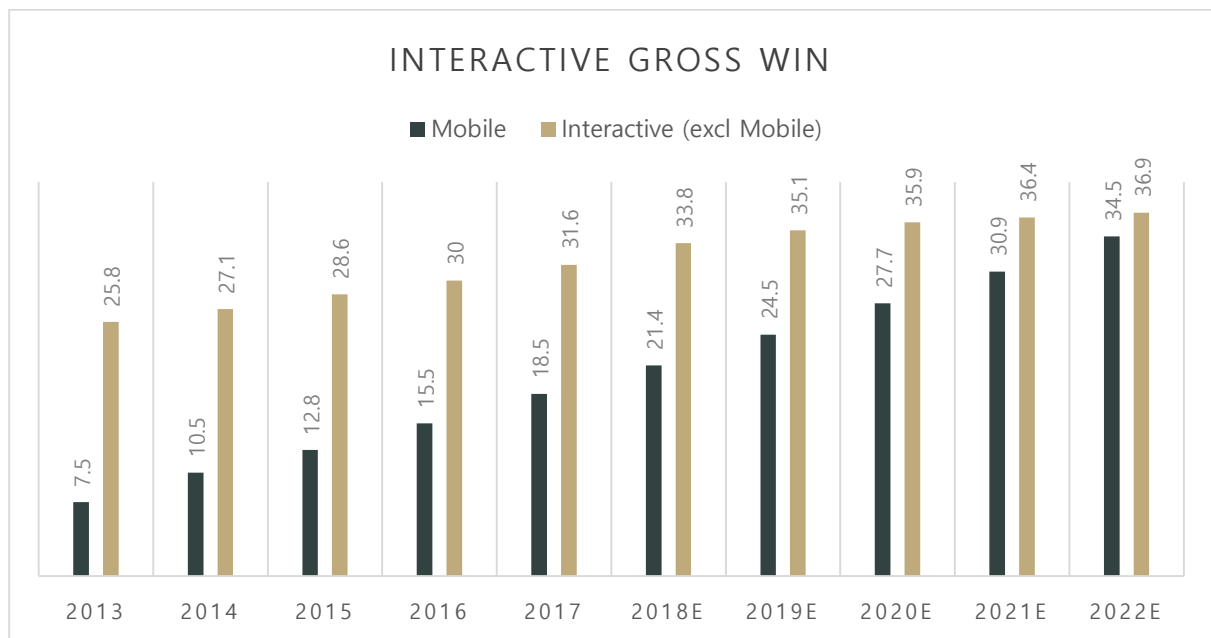


Figure 2. Global Interactive Gaming Market Size (Source: H2Gaming)

With the advancement of mobile technologies, it is expected that much of iGaming traffic would continue shifting towards mobile platforms. Revenue originating from mobile platform is also expected to continue growing rapidly to be on par with non-mobile platforms. Hence, 7Chain is primarily focused on mobile technology and would support all mobile operating systems on its platform.



Notes: Gross Win – stakes, less prizes but including bonuses

Figure 3. Global Interactive Online Gaming Market Size (Source: H2Gaming)

2. The problem: What is broken in the Current iGaming Industry

Although the popularity of iGaming has reached record highs, there is a plethora of distrust issues originating from unethical and centralized operations; this has been considered a major factor curtailing industry growth.

Players will not have full confidence in game outcomes unless they have a verifiable proof that outcomes are truly random. With the proliferation of blockchain technology, there is finally a tool to overcome those trust issues, delivering much better outcomes for all parties involved.

2.1. Fairness and Trust Issue

2.1.1. Online Poker

Poker has been one of the most popular uses cases of iGaming. It is considered a game of skills in many countries and hence does not qualify as "gambling". A number of countries regulate it as a game of chance.

In 2011, the US Federal Prosecution Office halted service of 3 of the biggest online Poker sites (PokerStars, Full Tilt Poker, and Absolute Poker). It was discovered that USD 150 million in Full Tilt Poker customers' fund had been transferred to board members' accounts. Lock Poker shut down after failing to withdraw the deposited fund; damage was estimated to be at around USD 20 million that is believed to have been abused by the company's board members. It was also discovered that Absolute Poker's winning rate had been manipulated through a backdoor by one of the former board member, which led to tremendous loss to its players.



Figure 4. Common Problems of iGaming Market

2.1.2. Social gaming: "Gacha"

In 2012 and 2016, the Japanese gaming industry was rocked by scandals around unfair games mechanisms called Gacha.

Gacha is a game mechanic based on the coin-operated toy vending machines: It is essentially a lottery spin to obtain a virtual item where players have to pay real currency for each spin. It is a very common but the most popular element as a monetization model commonly utilized by mobile games. In a case of "Complete Gacha", players who desire to obtain a special item must first get a set of other items through the Gacha which are considered 'pre-requisites'. Once this pre-requisite requirement is satisfied, the system would unveil a special item.

Games operators exploited this mechanism that led to a drastic crackdown by the Japanese government. Most notably, Cybirds' Granblue Fantasy scored a revenue of 3.2 billion USD in 2017 alone and was found in a scandal whereby the drop rate of a major character was less than advertised prompting calls for "foul play".

GranBlue Fantasy disclose Gacha drop rate

Puzzle & Dragon
violates Premium Indication law

500K USD Fined for false AD
(Source: JP Consumer Affairs Agency Mar. 2018)

Figure 5. Japanese premium indication law enactment In Gacha scandals

As a result the Japanese Government ended up enacting Product Labelling Legislation stating 1) prohibition of complete Gacha, 2) prohibition of Excessive AD, 3) prohibition of False AD in comparison, and 4) imposing fines for violations.

USA, Europe and Korea government consider to regulate Gacha items and as a common rule 'disclose item composition ratio and probability' is the principle. 7Chain's RNG technology is more demanded to meet these market conditions. (In 2018, the Dutch and Belgian governments have determined that Gacha items violated gambling laws, they a need for banning the sale of Gacha items subject to minors and demanding to disclose probability transparently)

2.2. Transparency Issue of Technology

In the current market, operators are supervised by state gambling regulators. iGaming software is certified by independent testing labs. There are however a number of areas where iGaming is not fully regulated, giving resellers and affiliates an opportunity to manipulate games' outcomes.

7Chain technology is built on the logic that trust can only be created by making a RNG outcome that is fully transparent and verifiable, directly showing to the customers that a fair outcome has been delivered.

In addition to the benefit by being transparent, the 7Chain platform will boast reduced transaction costs and transaction friction, therefore differentiating the technology from what independent testing labs are offering.

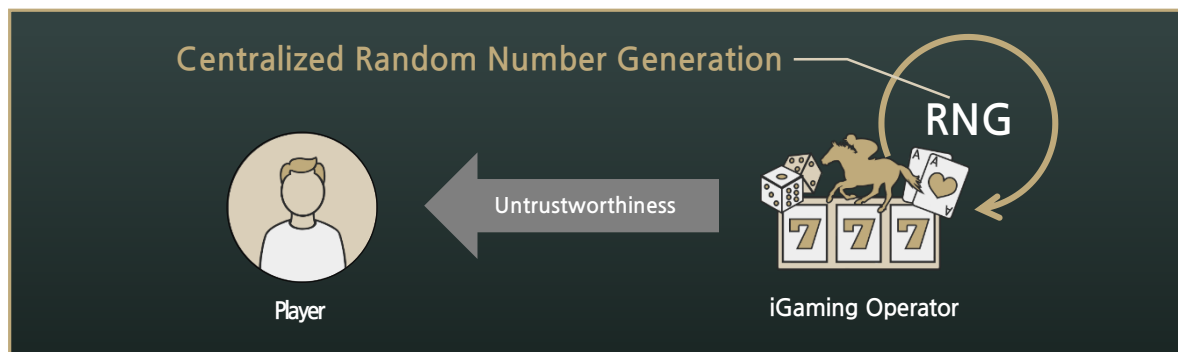


Figure 5. The Existing Random Number Generator (RNG) on Current iGaming

2.3. Imbalanced Profit Sharing in iGaming Industry

iGaming operator dedicate a large part of their resources towards marketing activities and customer acquisition. Numerous companies exist that bring traffic to operators' websites, often in expectation of return for vast affiliate commissions. Moreover, Game development studios typically sell their content to iGaming operators who then distribute content to their customer base. iGaming developers thus only receive a small portion of the overall revenue generated from their games.

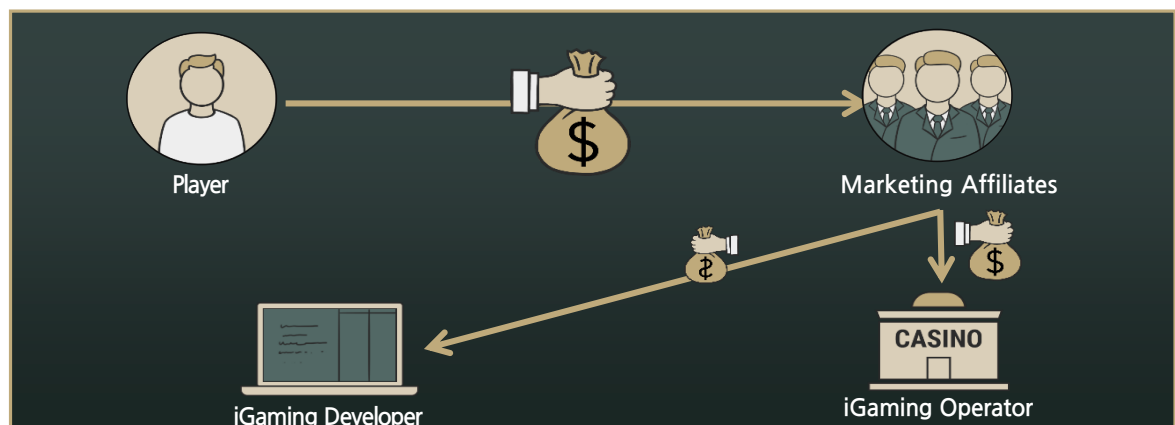


Figure 6. iGaming Market's Imbalanced Ecosystem

3. The 7Chain solution

3.1. World's first RNG algorithm in which players participate

In order to derive fair outcomes, mechanisms of direct negotiation or centralized oversight and law enforcement is resorted to.

7Chain's RNG algorithm has been created with fairness in mind, allowing both players and service operators to directly participate in a process of generating random numbers. The 7Chain protocol acts as facilitator generating outcomes that are fair.

All involved stakeholders (player, publisher and 7Chain protocol) participate in the RNG logic, resulting in an outcome that is impossible to manipulate. Any cheating trial would be realistically impossible and instantly detectable by community.

7Chain's "player-participating RNG" algorithm provides absolute fairness for game results. Players can verify that results are not biased, strengthening trust towards game operators and leading to repeat business with them. Legal authorities are also able to verify accuracy of RNG outcomes.

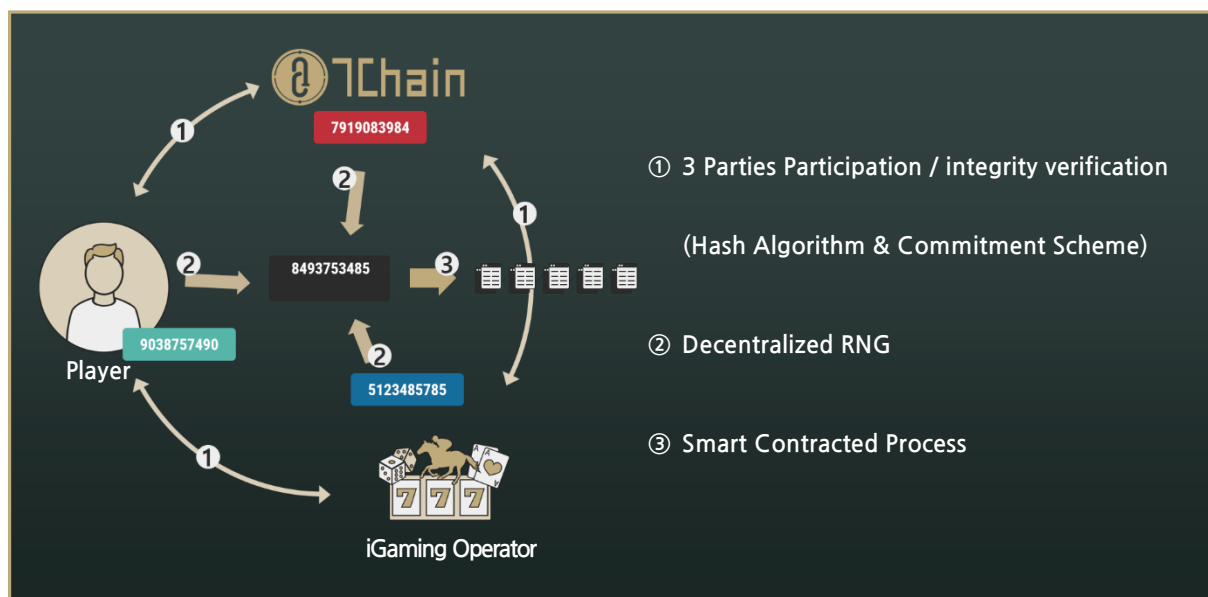


Figure 7. 7Chain's RNG Technology Conceptual Diagram for Game Player Participation

Detailed information regarding 7Chain's "player-participating RNG" is included in the technology white paper and existing demonstrations/proof of concepts is showing on the official website.

3.2 The 7Chain ecosystem

7Chain's platform will leverage network effects: An ecosystem that benefits its players, will attract more players, which in turn would create a substantial pool of users that gaming operators and content providers want to cater towards. This would result in reduced

marketing cost while maximizing revenue for service providers. Such structure would lead to other providers choosing 7Chain's platform. A virtuous cycle is kicked off.

Operators would only pay a small fee to utilize 7Chain protocol.

7Chain's coin offering will bootstrap the platform community to get the business started. 7Chain will have an ecosystem development fund to accelerate platform adoption rate.

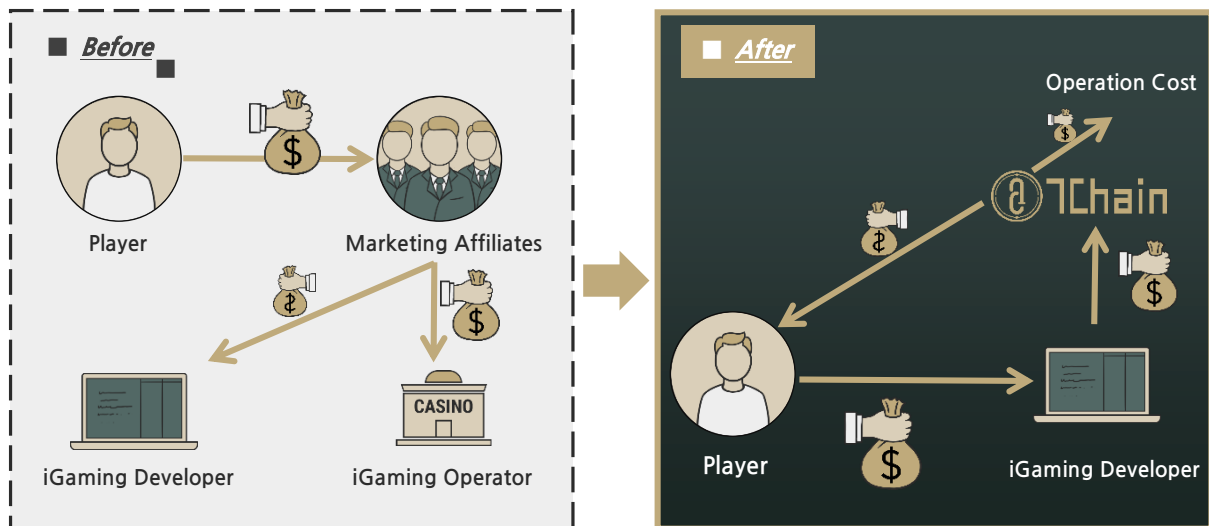


Figure 8. Resolving Structural Challenge via 7Chain's Economic Ecosystem

3.3 Facilitating transactions through native token VII

A player will be able to manage assets via a blockchain-based digital wallet. Transactions stay secure by using a smart contract. This eliminates the need for players to deposit and cash out their assets through a service provider, which in turn cuts down administration costs and facilitated transactions.

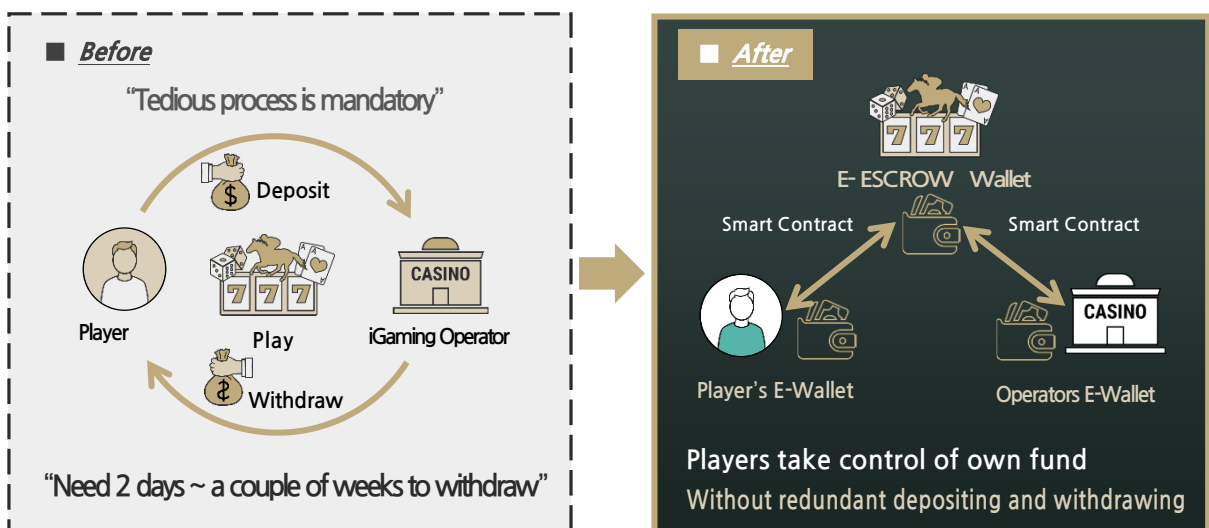


Figure 13. Resolving the Assets Management Problem through a Digital Wallet

3.4 Building on top of EOS

Since April 2018, 7Chain team has been evaluating and testing several blockchain platforms such as EOS, Ethereum, and Stellar Lumen, and ultimately picked EOS as the main platform.

EOS is a high performance blockchain platform with a 'Delegated Proof of Stake' consensus mechanism. It is capable of handling large volume of transactions through high specification server and a consensus algorithm.

EOS boasts a number of features that work very well for the 7Chain platform such as: (1) accommodating large number of users, (2) free to use, (3) ease of upgrade and modification, (4) low frequency in delay, and (5) sequential and parallel processing.

Specific reasons for choosing EOS are: (1) similarity with the 7Chain platform architecture, (2) free to use and fast transaction processing speed, (3) well optimized for development resources through support of C++, (4) opportunity for community development, and (5) current EOS' presence in the cryptographic market.

	Ethereum	EOS
Consensus Algorithm	<ul style="list-style-type: none"> · Proof-of-Work (& Proof-of-Stake) · Losses occurred due to errors in the Smart Contract (Hard Fork) · Split into number of chain due to hard fork. 	<ul style="list-style-type: none"> · Delegated Proof-of-Stake · Ability to update and resolve application errors · Impossible to create multiple chain through fork
Expandability (Transaction Processing)	<ul style="list-style-type: none"> · 25 TX per second (Expandable to 50~100 TX) · Performance is limited to a single CPU and single thread · Announcement of unlimited expandability of sharding concept (Currently under development) 	<ul style="list-style-type: none"> · 1,000~100,000 TX per second · Parallel CPU processing allows to perform one million processes per second · Support for over thousands of commercially distributed applications
Stability	<ul style="list-style-type: none"> · A single smart contract can cause a disruption to the entire network (ex: Status ICO) 	<ul style="list-style-type: none"> · Even if a certain Dapp DoS attack occurs, it will not shutdown entire network
Economic Efficiency	<ul style="list-style-type: none"> · Rental Model · High Transaction Fee · Developer must pay a fee every time a Transaction is processed. 	<ul style="list-style-type: none"> · Ownership model · However, investment in the tokens are necessary because transaction processing capability is provided in proportion to the token in possession.

Table 2. Difference between Ethereum and EOS

3.5. Gaming environment-optimized wallet

Traditionally, iGaming and gaming operator require users to provide substantial amounts of information.

7Chain aims to offer the most convenient and safe gaming environment to game players, and EOS account-based 7Chain's own wallet be revealed to the public soon. Unlike other blockchain projects, EOS supports user account and authentication features that are suitable to gaming environment. With the adoption of EOS, 7Chain will be adding the features that will solve barrier of entry including but not limited to AML/KYC regulation, gaming experience of minority users, and malicious actions via multiple accounts.

Traditional	7Chain wallet (Authentication)
Centralized	Decentralized
Limited information management	Access via blockchain-based identification
Single point of failure	Complete control of user information
Account & password based	Prevent frauds

Table 1. Convention Identification vs. 7Chain wallet

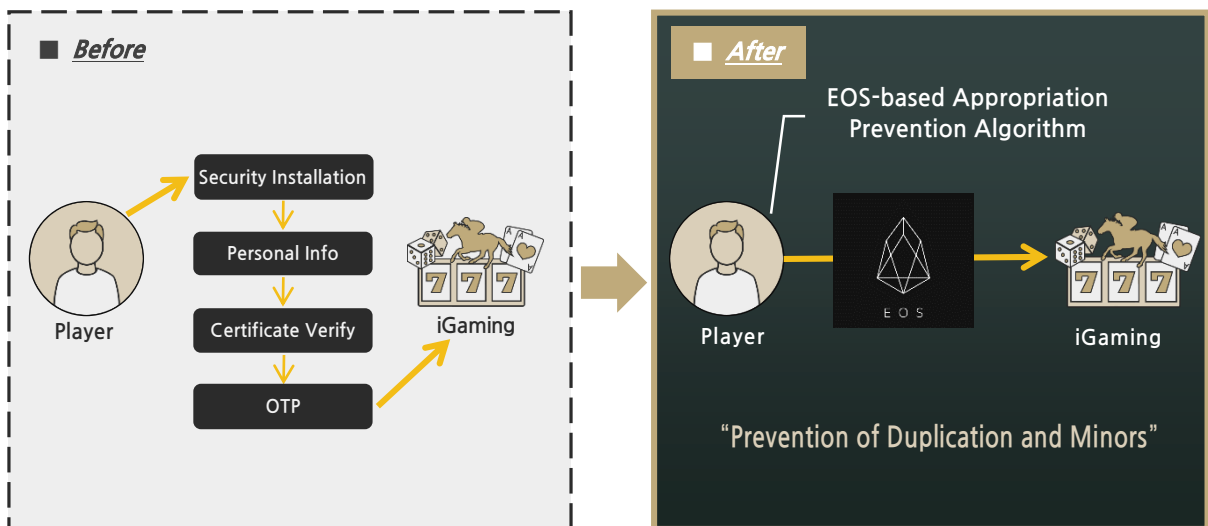


Figure 11. EOS-based Identification Mechanism

4. 7Chain Technology's Scalability and Reliability

4.1. A gaming platform that supports multiple operating systems

The 7Chain platform is designed for as wide a developer community as possible!

7Chain's platform supports Unity 3d engine in addition to HTML5, which is a standard widely used for games development. It provides web-based API, making it easier to implement 7Chain's technology with Unity3d-proprietary SDK being provided as well. 7Chain seeks to build an opportunity for those existing games to experience blockchain.

This flexible and open source design allows opportunities for a wide range of developers to publish their games content, providing a large volume of content to keep communities engaged. New market of Trust-based blockchain will be creating.

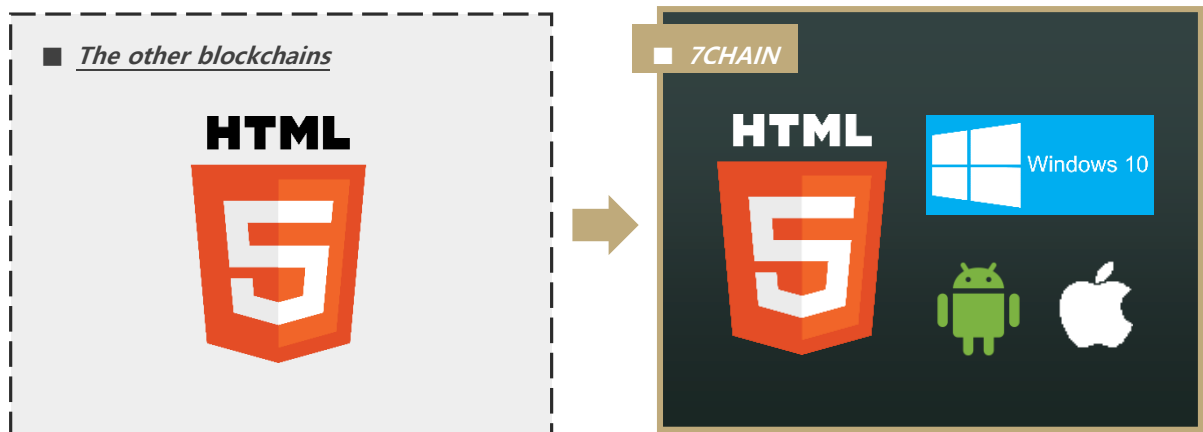


Figure 11. 7Chain Platform Supporting Multiple OS

4.2. Expanding Genre Selections

7Chain's RNG technology is specialized in real-time processing, and can be easily applied to casual social games' random item drop features, or random box products often found in many of today's role playing games.

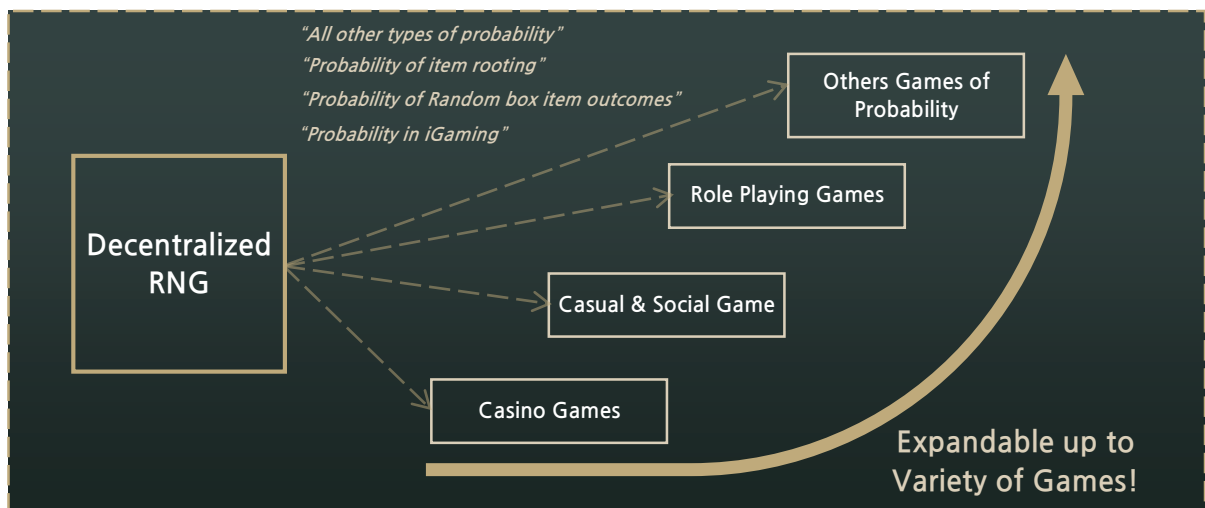


Figure 12. 7Chain RNG's Scalability

4.3. A relentless focus on creating reliable technology

The 7Chain team is focused on developing the most reliable technology, understanding how crucial it is to launch a successful blockchain-based gaming platform. Enormous time has been spent on testing and iterating the technology.

4.3.1. 7Chain Service Practice

The 7Chain project already possesses blockchain-based application products that are either ready for release or at the end of the development cycle. Having readily-deployable applications on the platform allows to showcase to the community, players and operators alike; features and reliability of the 7Chain protocol and offers game play engagement from its first day of commercial launch.



Figure 14. Texas Holdem Poker and servicing Horseracing game by 7Chain developers

4.3.2. Development of MVPs to verify 7Chain's technology

The team at 7Chain has developed a variety of MVP in order to verify that a blockchain-based RNG process would be suitable for real-time online games, which are currently running on EOS blockchain networks. The entire process of RNG has been developed in a user-friendly web viewer form to further contribute to transparency and fairness.

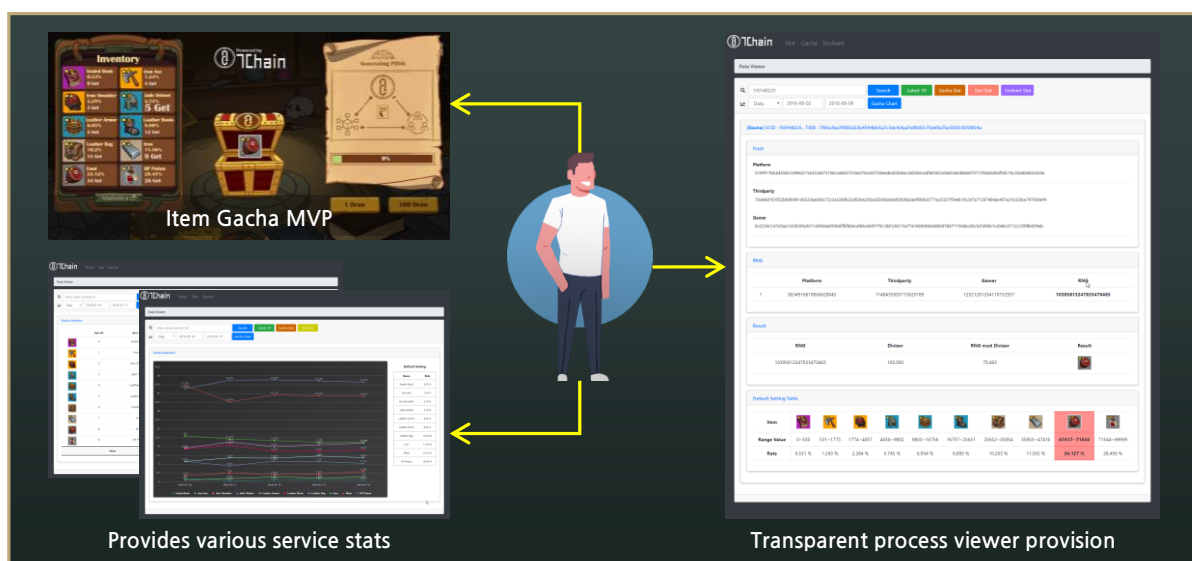


Figure 15. Item Gacha run over EOS network

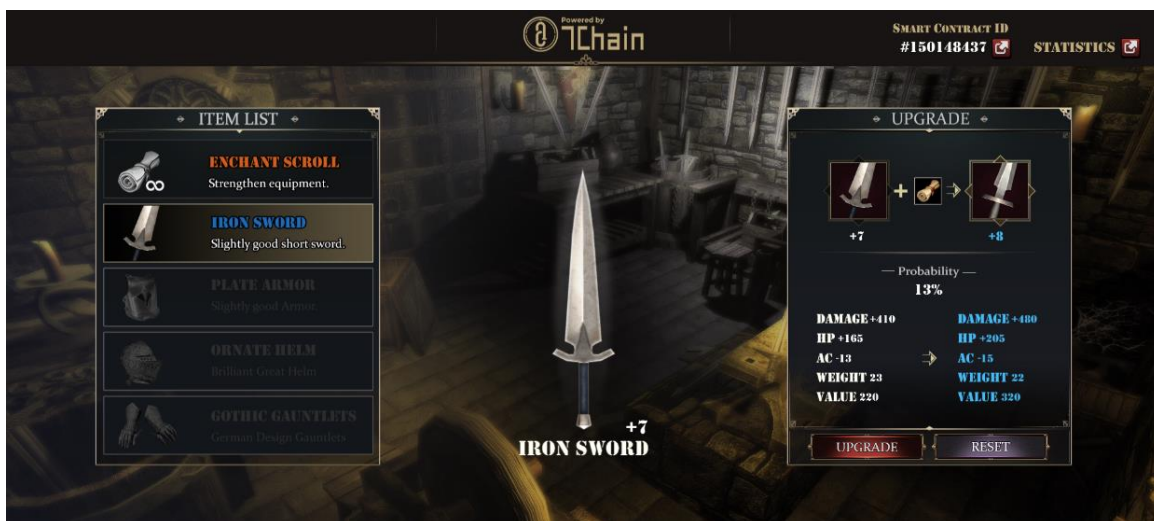


Figure 16. 7Chain RNG reflected Item Enchant MVP over EOS Network



Figure 17. Slot game MVP over EOS Network



Figure 18. Poker MVP over EOS Network(7Chain RNG reflected in shuffling cards)

4.4. 7Chain offers unique technology and product design compared to conventional blockchain-based gaming platforms

The world's first decentralized RNG technology developed by the team at 7Chains is already patent applied and being protected via international Patent Cooperation Treaty.

The reliability 7Chain's technology is currently under verification since its release of a working example of a blockchain-based MVP. Focus areas of verification include transparency and fairness aspects of the decentralized RNG technology; it is already proving to be far superior to other competitions in terms of feasibility for integration onto real-time online games.

7Chain's platform is designed as an B2B open gaming platform, and does not force to use VII to existing social games, as the platform is capable of providing use cases without the need to use a proprietary currency as per the industry's needs. It is also expected that existing countless mobile game services would prefer a platform such as 7Chain strongly. .

7Chain expects to settle into a market comfortably with such strategies and technologies to back them up.

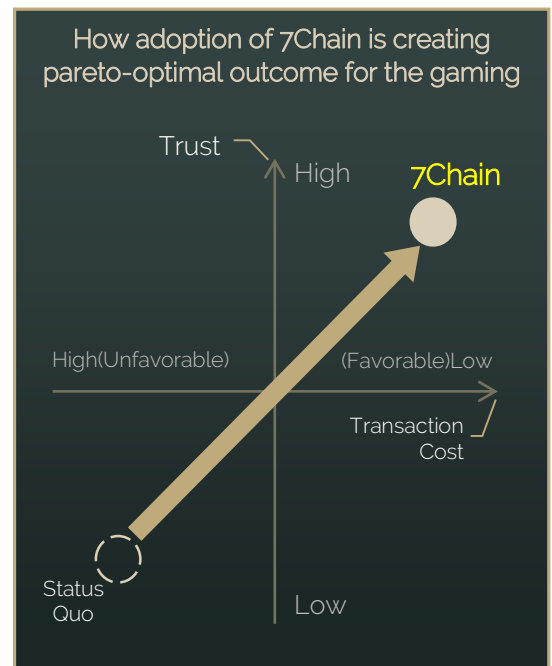
	FunFair	Edgeless	CoinPoker	SP8DE	7Chain
Crypto Type	ERC-20/ETH	ERC-20/ETH	ERC-20/ETH	ERC-20/ADA	EOS
Gaming Platform	✓	X	X	△ (Unclear)	✓
Full OS Supportability	X	X	X	X	✓
Decentralized RNG	△ (Unproven)	△ (Untransparent)	X	△ (Not Implemented)	✓
RNG Generation by user's participation	X	X	X	X	✓
Real-Time RNG	△ (Unproven)	✓	X	△ (Not Implemented)	✓
Mental Poker Algorithm Realization	X	X	X	X	✓
Transaction Fee(Gas)	X	X	X	X	✓
Commercial Product	△ (Unproven)	✓	X	△ (Not Implemented)	✓
Crypto Type	X	✓	✓	X	✓

Table 3. Gaming Protocol Comparisons

5. 7Chain's platform economy & token design

The 7Chain platform will bring significant network effects to a number of stakeholders(token holders). At the very core of the platform proposition is the idea that a fully decentralized RNG(Random Number Generation logic) will increase trust thus attracting both games operators and players to the platform, ultimately reducing transaction costs.

Adoption of the 7Chain platform and engagement are direct results of the fact that everyone is better off by using 7Chain vs the status quo (ie creating pareto-optimal outcome).



5.1. The 7Chain factor

7Chain platform will be positioning to become the go-to-option for games publisher and operators: 7Chain is the only platform out there that delivers full benefits of transparency and trust! There are no other technological solutions available that offer a similar proposal. Customers will expect the 7Chain transparency effect from the gaming industry, once the early adopters (games operators/publishers) have gone live. Other operators are expected to follow suit, expanding the range of available games on the platform.

Players will naturally migrate to the platform due to heightened trust. In addition, the token generation event will help to bootstrap the 7chain community. A large community will attract operators: There is less need for costly customer acquisition as the 7Chain platform sits much lower in the customer acquisition funnel and hence allows more targeted marketing spend.

In addition, the 7Chain platform will charge a less than three percent of withdrawing fund, payable by operators and publishers only. Costly affiliate commissions, reseller or payment processing fees will become a thing of the past. Thus, operators should be able to retain a larger share of revenues as operating profit. Part of this increased profit is expected to be passed on to customer in the form of higher returns or in any other incentive format.

All these factors lead to a strong adoption of the 7Chain platform and the associated VII token, which acts as the exclusive transactional currency on the platform.

5.2. Token utility

VII is used for:

- Staking
- Bankrolling
- AD Targeting Option
- Transactional Currency on the platform
- Platform Governance

5.2.1. Staking

To ensure compliance with fairness, operators are asked to hold VII. This ensures that in the case of corporates con-compliance and fraudulent behavior, players can be compensated.

Before launching games on the 7Chain platform, operators and game publishers need to acquire VII in the market. By staking the token, these token are effectively taken out of circulation for as long as the operator runs games on the 7Chain platform.

Staking of VII token thus functions as an entry ticket for operators to utilize the 7Chain platform, along with the associated benefits of player trust and less requirement for costly customer acquisition.

During the ramp-up phase of the 7Chain platform, 7Chain will facilitate the ecosystem growth by releasing token from the reserve to pre-discussed operator and game publisher with exclusivity. Once the ecosystem growth has accelerated, the increasing adoption of the 7Chain platform will drive demand for the token.

Gamer operators are obligated to retain 50% of VII transaction volumes of that they generate on the platform. It is refundable upon operators request and solely aims at allocating resources for platform transaction processing.

5.2.2. Bankrolling

Payout ratios for iGames assume a normal distribution: Assuming a 90% payout ratio, an operator on average retains VII 0.1 for every VII played. However, in reality, payout ratios exceed 100% in the case of winning spins. Thus, operators need to hold VII in order to be able to operate games of chance on the 7Chain platform. This is akin to bankrolling an online casino, but with VII token instead of fiat currencies.

Before launching games on the 7Chain platform, operators and game publishers need to acquire VII in the market. By holding these token, circulating supply is reduced for as long

as the operator runs games on the 7Chain platform.

Bankrolling of VII token thus functions as an entry ticket to utilizing the 7Chain platform, along with the associated benefits of player trust and less requirement for costly customer acquisition.

The amount of VII is prescribed by the operators risk models: Slot machine games that have less frequent but higher maximum payout ratios need to hold more token in order to prevent from the worst case scenario of a jackpot hit.

5.2.3. AD Targeting Option

7Chain Platform stores divergent ecosystem actions of players in a fully diversified segments after its encryption: those all collected and constructed are the most favored by operators such as players' behaviors, play hours and payment history.

To utilize the marketing target segments, VII has to be consumed: The consumed VII will be allocated to player's compensation and platform operation costs, rational costs will be imposing for the level of segment level.

VII payment to ATO leads player's ecosystem participation and facilitated by VII. Circulative currency flow will increase accordingly.

To get compensated for players in ATO feature, they have to agree to terms of privacy policy.

5.2.4. Transactional Currency

VII will be used for all transactions on the 7Chain platform. Players will pay in VII, operators book their revenues in VII.

VII will allow micro-transactions ideally suited for casual game play, especially for emerging markets. In addition, VII will allow customers without access to credit cards to participate.

5.2.5. Platform Governance

As the 7Chain Platform design of being fully autonomous syndicate, the needs of governance Interests relationship inside communities is very crucial for it.

Those earnings from 3% and below of withdrawal fee and targeted advertising channel product will raise enough revenue sources to carry out platform development and operation.

Community members are eligible for voting rights. To keep it, 1,000 VII is needed to be hold at minimum.

5.3. Buyback and burning program for the preservation of token value

5.3.1. Binance's buyback and coin burn program

Binance, a cryptocurrency exchange that has been recorded as the number one in the globe for the cryptocurrency trading volume, has released its own ERC-20 token named BNB for the purpose of replacing commission fees on all transactions that are made in Binance exchange with its own currency.

Binance has been executing 'Buyback' and coin burn policy for its own BNB token. According to Binance's exchange whitepaper, it states that 'Binance will use 20% of its revenues to purchase BNB token every quarter, and the certain portion of the purchased tokens will be burnt.' Also, Binance announced that the buyback and coin burn policy shall continue until 50% of the issued tokens, which totals up to one hundred million BNB tokens, are burnt accordingly.

Binance's token economy stabilization policy attracted 7Chain team's attention as 7Chain team saw that it is a system that can stabilize token economy through the gradual burning of tokens among the total circulating supply. 7Chain team also saw this as a case for benchmark.

5.3.2. Additional revenue via 7Chain RNG license

7Chain is the one and only blockchain game project that can gain extra revenue as 7Chain does not force the application of in-game currency VII. This is possible as 7Chain RNG can be adopted as the one and only solution in the 66 trillion Won worth global mobile game market where 'Loot Crate' and 'Item Reinforcement' revenue models generate most of the revenue: Google and Apple which accounts for more than 90% of the global mobile game market prohibits the use of third party payment solution.

7Chain RNG is also highly appropriate not only for platform business but also for software licensing business model. 7Chain operating on the EOS block-chain network can lease system operating resources through Staking. Therefore, it is a platform that can generate additional profit without additional operating cost. This is the only competitive edge of 7Chain that other blockchain platforms do not have, and it will show that the 7Chain platform ecosystem can operate in the current market.

The price for supplying the license will be set according to the market demand, and [20%] of the revenues generated from the licensing business will be used for stabilizing the economy of VII Coin.

5.3.3. 7Chain's buyback and coin burn program

7Chain team is planning to execute '7Chain Buyback and Staking program' for the purpose of stabilizing 7Chain platform economy and to protect token holders. [20%] of all the revenues generated through the 7Chain platform will be used to re-purchase VII Coin every quarter, and the purchased tokens will be staking constantly. This program will be executed after the release of 7Chain platform and the listing of the token at an exchange.

It is expected that '7Chain Buyback and Staking program' will contribute to the stabilization of VII token economy and the protection of token holders ultimately. Details will be given via official communication channels.

6. Conclusion: So Why Choose 7Chain?

- (1) 7Chain is a blockchain-based gaming platform that solves trust issues of digital games by revolutionizing the RNG algorithm.
 - Fairness: 7Chain's RNG algorithm is the world's first application that includes both players and game providers in the generation of random numbers, resolving doubts about fairness.
 - Transparency: Players can rest assured that a given result is not manipulated and operators gain trust in return. Governing bodies can easily verify and certify accuracy of randomly generated game outcomes.
 - Blue Ocean market: From iGaming to games of skill, social games and role playing games - the 7Chain platform can host any digital game that rely on RNG algorithms.
- (2) Decentralized B2B platform would benefit game developers and iGaming publishers
 - Eliminate transaction fees and affiliate commissions
 - Ease friction point in transaction, deposit and withdrawal delays
 - Support a wide range of operating systems (HTML5, Windows, iOS, Android)
- (3) Native Token VII will power the ecosystem & adoption
 - Participation in RNG algorithm and reward for stakeholders
 - Token (payment) for servicing games
 - Token (payment) for playing games
- (4) '7Chain buyback and coin burn program' will be executed for the purpose of stabilizing token economy ecosystem and the protection of token holders.
- (5) A Prototype is already running. (Q4 2018, Scheduled for 7Chain RNG technology open)
- (6) Uses the EOS platform, ideal for processing large blockchain traffic
- (7) 7Chain RNG is already expanding into the digital lottery field beyond the game industry.
- (8) The team at 7Chain consists of core members with at least 10 years of experience in the gaming industry, with expert knowledge in games, economics, cryptocurrency,

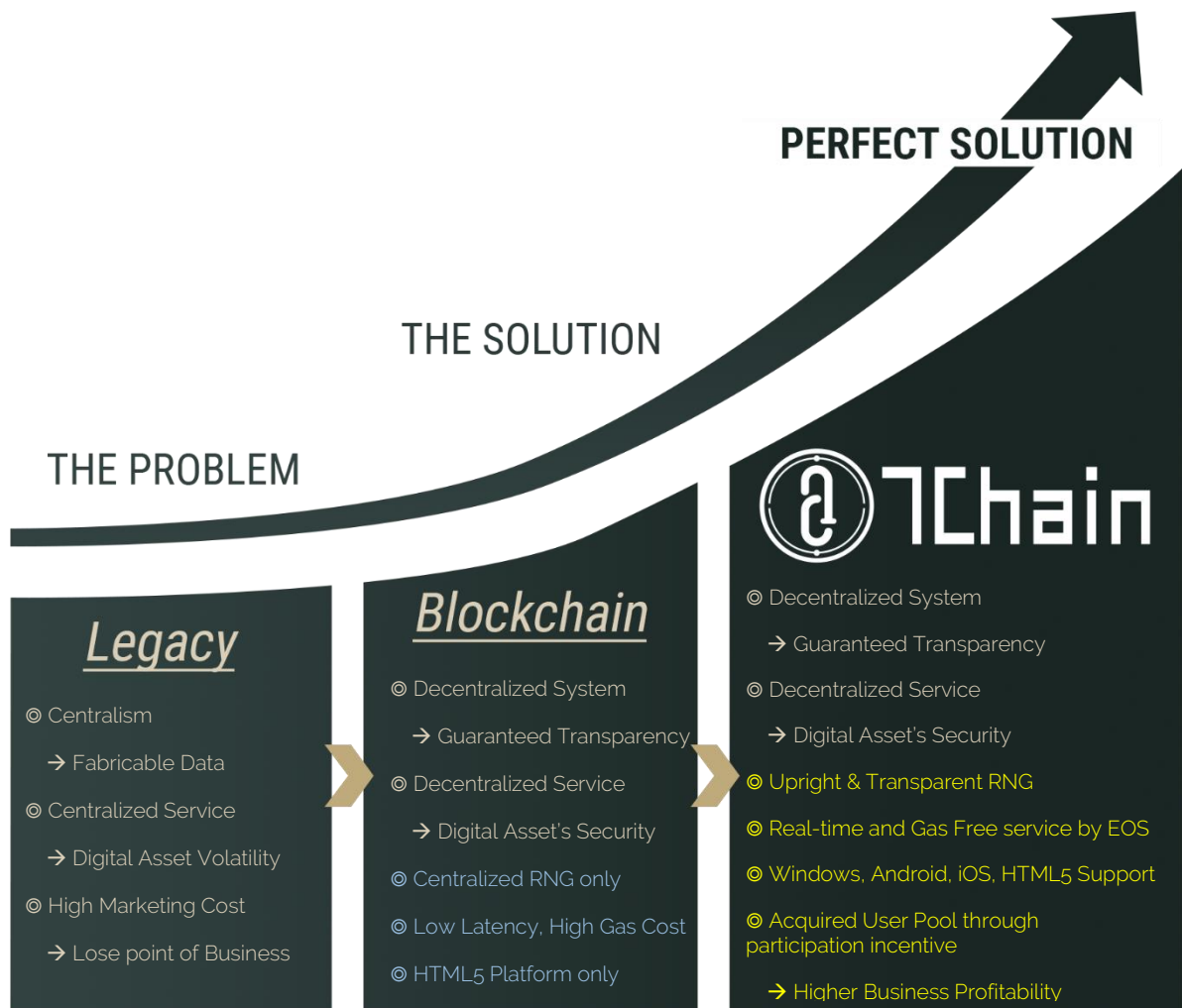


Figure 19. 7Chain, the most decentralized blockchain-based Gaming Platform

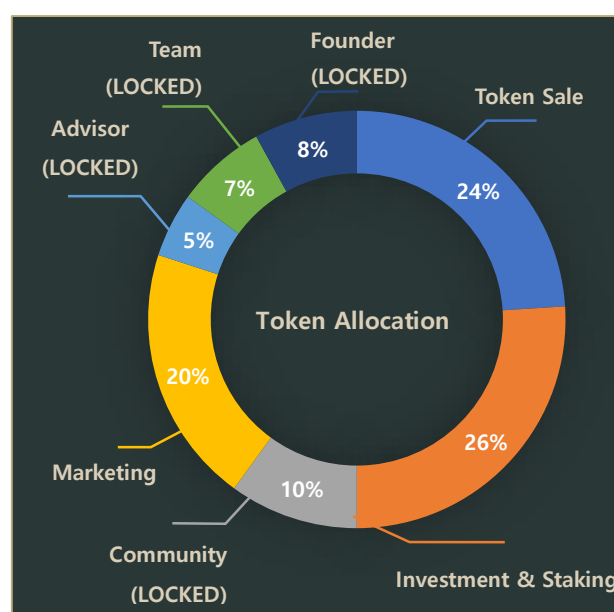
7. 7Chain's Token Generation Event

In order to execute on the vision of having a fully decentralized platform, the native Seven Coins (VII) is required. By utilizing VII, ecosystem operators will be incentivized to behave truthfully, reducing the need for a centralized authority.

7Chain's tokens are issued with to establish an ecosystem and develop a platform. Any details pertaining to the total amount of VII token, rate of exchange and sales calendar would be announced via all official communication channels available prior to any occasions.

7.1. Token Allocation Plan

The total issuing token is 1 billion and 24% is allocated to the token sale. 8% to founder at 7Chain, 7% goes to the dev-team at 7Chain, 5% to advisors, and 20% would be allocated to promotion and marketing expense for the purpose of preserving and expanding the ecosystem and for exchange listing. 26% will be allocated to the support to staking and the contents development companies who will be interested parties in the platform ecosystem. 10% will also be allocated to support communities and extension of player participation.



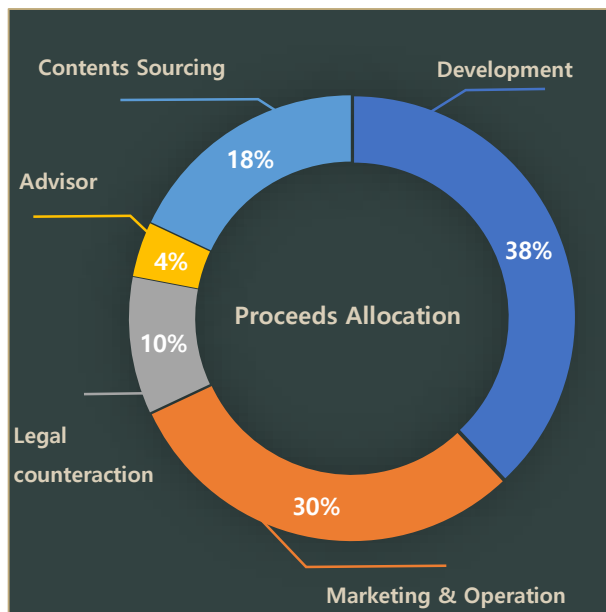
Tokens allocated to the team and the founder will be locked up for 18 months from the moment when listed at an exchange. There will be a vesting period and the tokens will be released 6 times every 3 months. The tokens allocated to the advisors will be locked up for 3 months from the moment when listed at an exchange then it will be released 18 times every 1 month

VII token Lock-up Policy	
Founder and Team	<ul style="list-style-type: none"> The team and the founder will be locked up for 18 months from the moment when listed at an exchange. Released at 1 / 6th rate every 3 months for 18 months
Advisors	<ul style="list-style-type: none"> The team and the founder will be locked up for 3 months from the moment when listed at an exchange. Released at 1 / 18th rate every 1 month for 18 months

Table 4. VII token Lock-up policy

All tokens will be issued to the official communications channel after the notification, with initial distribution set at 160 million and above allocation ratios are subject to change depending on fund collected via token creation event

7.2. How Proceeds would be used



38% of proceeds would be used for platform development, and 30% would be used towards marketing and operational cost in preparation for listing at an exchange. 18% would be used for supporting game developers participating in an early phase, and 10% would be used towards any legal, finance, security and audit purposes. 4% would be used towards any consultations for the success of this project.

However, expense ratios are subject to change upon thorough reviews during the course of project and public announcements through official

communication media.

7.3. Legal Structure

With the jurisdiction of Singaporean law, foreign invested company has to employ two directors and shareholders at least. The team below execute the role and guarantee upright business operation.

Numbers21 PTE.LTD.

Founder & CEO: Moon Young Oh

Director: Hong Ling Tan

7.4. Official Communication Channels

All detailed information concerning token sales would be announced through the following channels.

- Official Website: 7chain.io
- Medium: <https://medium.com/7Chain>
- Twitter: https://twitter.com/7Chain_Official
- Twitter(JPN): https://twitter.com/7Chain_JP
- Telegram: <https://t.me/sevenchainproject>
- Facebook: <https://www.facebook.com/7chain>

8. Roadmap



2018

Sep

- Participated in Tokyo Game Show for the promotion of 7Chain
- Signed an agreement with Ziopops (NZ) for the supply of 7Chain RNG solution
- Opened official media channels (Blog, Twitter, Facebook, Telegram)

Oct

- Opened a renewed version of official homepage

Nov

- Participated in GStar 2018 for the promotion of 7Chain
- Signed an strategic partnership with Korea's largest EOS community KOREOS-MEDEOS
- Opened 7Chain official channel in KOREOS

Dec

- Signed a strategic partnership with EOSYS, Chain Partners, an EOS Block Producer that represents South Korea
- Signed a strategic partnership with STEALIEN, South Korea's top-tier cyber security company
- Signed a strategic partnership with NodeBrick, a blockchain game developer
- Hosted EOS developer meetup and 7Chain meetup in Seoul

2019

Q1

- Official announcement of 7Chain RNG v1.0 (EOS Main net based)
- 1st Ecosystem participation campaign
 - Community support,, Dev support, PR etc.,

Q2

- 7Chain RNG v1.5 Update
 - Peer to Peer Asset trade support
- 3rd party game release
- 2nd Ecosystem participation campaign

Q3

- 7Chain RNG v2.0 Update / Ecosystem reinforced build-up
 - Integrate with other blockchain platforms(Expansion)
 - Big data-oriented System

Q4

- 7Chain RNG v3.0 Update / Stabilization of Ecosystem
 - Big data research program execution

9. Legal Considerations

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