



## BICHON BLOCKCHAIN PROJECT

### BICHON Blockchain for PET Leisure Industry Ecosystem



White Paper Ver 1.01

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## Disclaimer

## Summary

### 1. Introduction

- 1.1. PET Industry Market Size
- 1.2. PET Population and Lifestyle
- 1.3. PET Overseas Industry Outlook
- 1.4. PET Business Trend

### 2. BICHON Project

- 2.1. Vision and Mission
- 2.2. BICHON Blockchain Ecosystem

### 3. Business

- 3.1. PET Townhouse Business
- 3.2. Sales Business
- 3.3. Online Market Business
- 3.4. Leisure Business

### 4. BICHON Blockchain Token

### 5. Partners

### 6. Team Members and Advisors

### 7. Roadmap





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In the era of single-person households and nuclear families, companion animals ('paired friends') are now loved as family members. The companion animal industry is developing as a representative example of dogs and cats, and the number of companion animals in Korea has now exceeded 15 million. Due to the increase in single-person households and the aging population, a new coined word, 'Petfam (Pet+Family)', which considers animals as a family, and 'Petconomy (Pet+Economy)', which refers to industries related to companion animals, has emerged. According to the 2019 public awareness survey on animal protection, the proportion of households raising companion animals is 26.4% (5.91 million households), with one in four people raising companion animals.

The BICHON project is supported by the development potential of the companion animal economy industry and the Petconomy industry; As a project to carry out the related leisure industry, together with its partner Alpensia Leisure Resort, the PET town development industry, the PET outlet shopping industry, and the online companion animal supply industry are being carried out.

BICHON plans to equip a reward system using blockchain to develop the Petconomy industry ecosystem and expand users to global industries. In order to respond to the growing size of the companion animal industry, differentiated services are required. In the early days, it was treated as an attempt that many companies were hesitant to enter, but it became a successful case in terms of diversifying users and enhancing corporate image.

Various problems and industrial needs that may occur in the existing companion animal industry are as follows, and blockchain technology can be used effectively.

- In areas such as product quality control, user reputation, and price competitiveness, blockchain technology can provide more fair and unbiased relevant data.
- Lifelong data management service provides various data such as companion animal health management, taste analysis, and user management behavior analysis.
- For the development of the differentiated and innovative pet economy industry, it is necessary to introduce blockchain technology to provide a variety of data that cannot be provided to existing traditional industries, differentiate services, and develop into a global industry.

The BICHON Project is a platform service based on the leisure industry and developing a specialized industry for the Petconomy ecosystem. The token ecosystem is as follows.

- Token ecosystem used by partner Alpensia Resort and related partners
- PET Leisure Town Creation and Token Use Ecosystem
- Token usage ecosystem across the Petconomy
- Token usage ecosystem in online/offline stores for companion animals
- Companion Animal Management DApp : Doggy's House Service Ecosystem

The BICHON Project works with Korean and overseas institutional investors, companies, franchisees, and technology developers in the companion animal industry, as well as a professional advisory group in the leisure business to expand business. BICHON will strive to lead a new industry that satisfies shareholders, investors and customers.



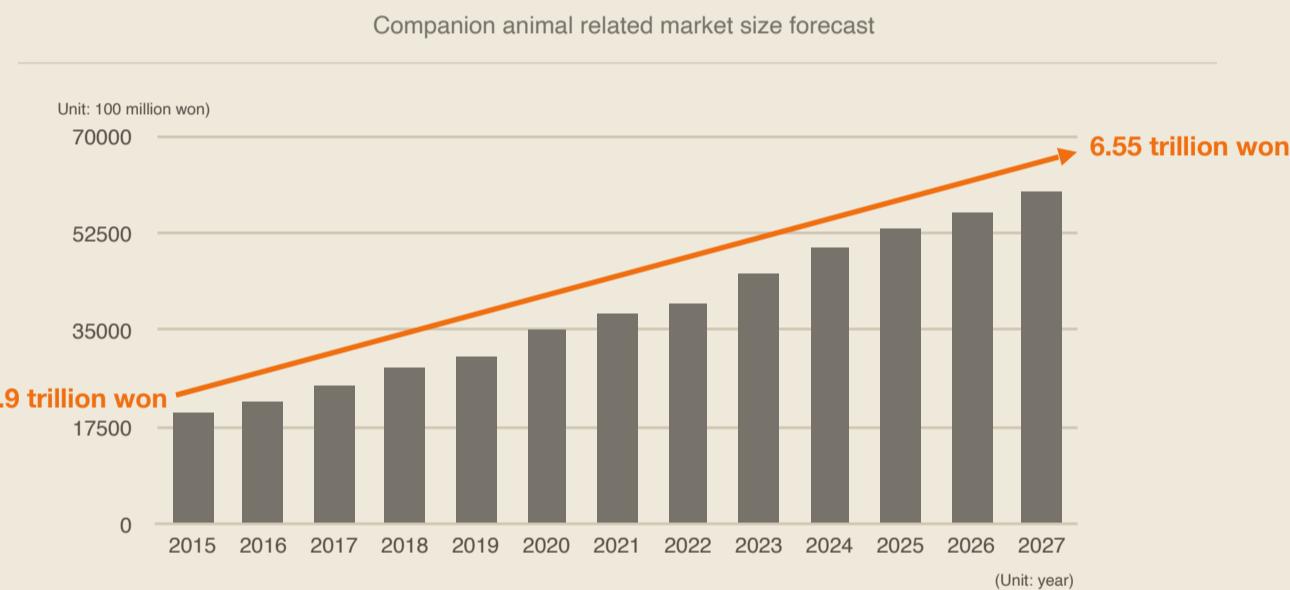


## 1.1. PET Industry Market Size

**As of the end of 2020, 6.04 million households with companions in Korea, accounting for 29.7% of the total households, and 14.48 million people with companions.**

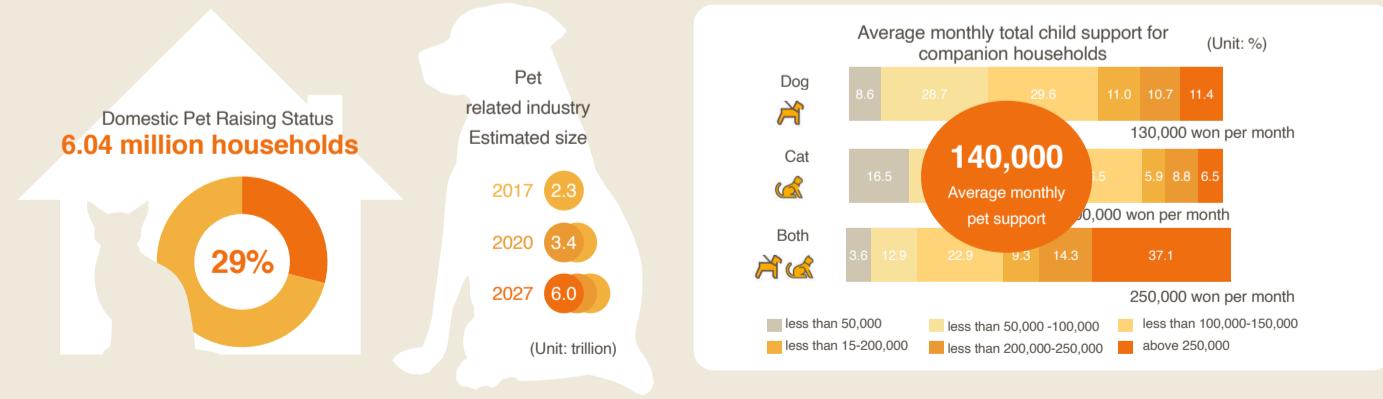
As the family structure changes, such as the increase in single-person households and the aging population, the number of households with companion animals is increasing. The number of single-person households in Korea will reach 15 million households in 2021, accounting for 41.2% of the total households. The number of households with companion animals increased by 63.7% from 2016 (17.9%), accounting for 39.4% of all households, or one in 3.5 households raising a companion animal.

The scale of the related industry is also expected to grow from 1.9 trillion won in 2015 to 6 trillion won in 2027. As the number of 'Pettam (Pet+Family)' groups, who treat companion animals like family, are rapidly increasing, domestic listed companies are also rushing to capture the 6 trillion won pet market. As the food industry related to companion animals develops, various foods such as snacks and drinks are being provided both domestically and abroad, away from the existing feed. Various problems and industrial needs that may occur in the existing companion animal industry are as follows, and blockchain technology can be used effectively.



The average monthly cost of companion households was found to be 140,000 won. The largest cost was medical expenses, followed by feed cost and cosmetic cost.

Since the COVID-19 outbreak, the number of people staying at home has increased due to the spread of the untact culture and the expansion of telecommuting. Asked if there was a change in the amount of time spent with pets, 75.3% of pet households answered that they sometimes leave their pets alone at home. In 2018, a 9.0%p decrease compared to 84.3%, indicating that there is a change in the amount of time companion animals are alone at home. The time pets spend alone at home was an average of 5 hours and 40 minutes a day, a slight decrease from the average of 6 hours and 3 minutes a day in 2018.



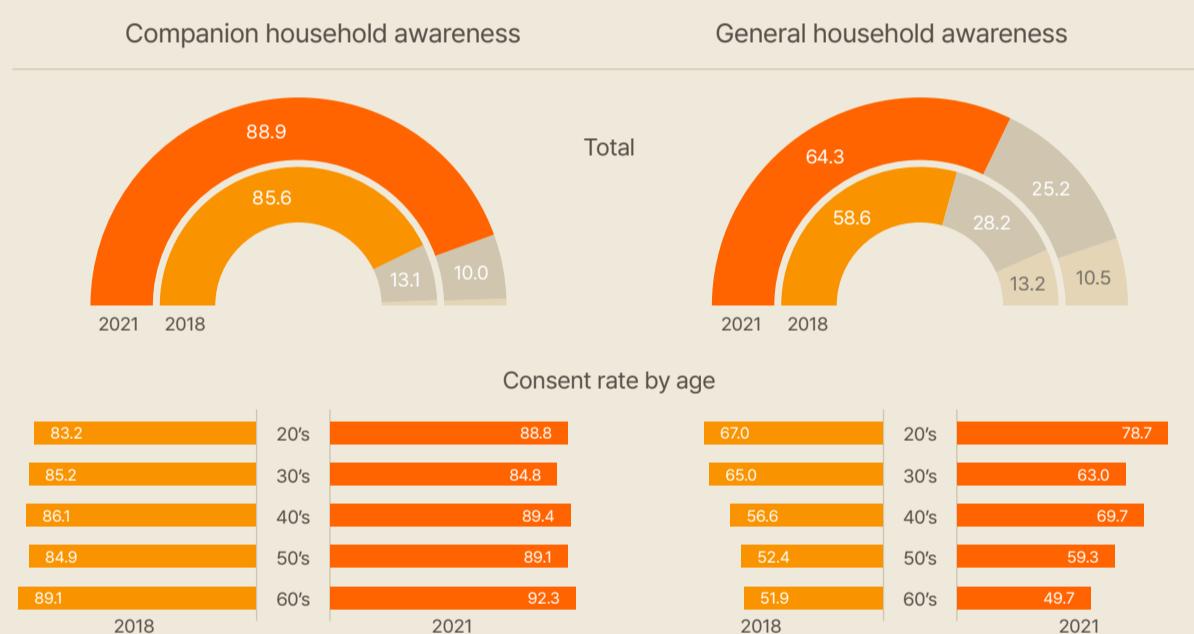
Source: 2021 KB Financial Group Korea Companion Animal Report

## 1.2. PET Population and Lifestyle

**88.9% of companion households consider their pets as family, and 80.8% think that Pet etiquette are well kept around them.**

Pet humanization, a phenomenon that recognizes companion animals as family members and treats them as individuals with emotions, has established itself as a global trend. In Korea, the trend of pet humanization is spreading, with 88.9% of companion households and 64.3% of general households agreeing to the phrase ‘pets are part of the family’.

The pet humanization trend is currently spreading the fastest among people in their twenties, regardless of whether they are raising pets. In response to the phrase ‘companion animals are part of the family’, 88.8% of households with companions in their 20s agreed with it, a 5.6%p increase compared to 2018. Even among ‘general households in their 20s’ who do not currently have companion animals, 78.7% of the respondents, an increase of 11.7%p from the previous survey, agreed, showing a strong tendency to regard companion animals as members of the family in their 20s.



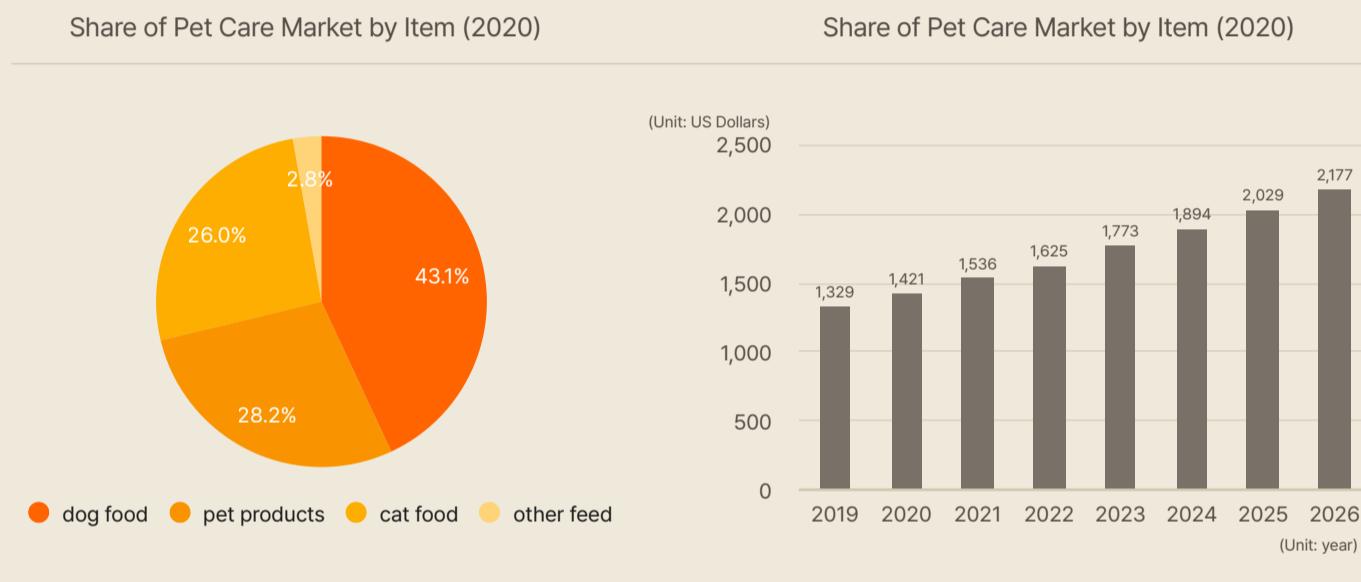
This seems to be due to the increase in friendliness towards companion animals through frequent access to companion animal-related content through YouTube or SNS. It is for the same reason that the words ‘LAN butler’, which refers to a person who likes or observes other people’s companion animals, and ‘Everyone has a cat, not me’, an expression of envy of people who own cats, have become popular.

As the trend of treating companion animals like family is spreading, interest in ‘Pet etiquette (pet + etiquette)’, which refers to the manner individuals should follow when raising companion animals, is also increasing.



## 1.3. PET Industry Outlook Overseas

The global pet care market continues to grow despite the low growth trend caused by the pandemic. In 2020, the global pet care market recorded USD 142.1 billion, a 6.9% increase over the previous year, and is expected to reach USD 217.7 billion by 2026. The recent rapid growth of the pet care industry is influenced by an increase in the number of people raising companion animals, an increase in income level in emerging countries, and an increase in consumption expenditure related to companion animals due to premium products. As refer to the proportion of each item, pet food such as dog and cat food accounted for 71.8% with 102.1 billion dollars, and companion animal products such as health care products and toys accounted for 40 billion dollars with 28.2%. The recent rapid growth of the pet care industry is influenced by an increase in the number of people raising companion animals, an increase in income level in emerging countries, and an increase in consumption expenditure related to companion animals due to premium products. The number of companion animals in 60 major countries around the world has increased by 13.5% from 1.65 billion in 2016 to 1.87 billion in 2020 and is expected to increase to 1.97 billion by 2026.



Source: Euromonitor

The United States has the largest market size in the world. According to AAPA, 84.6 million households owned a companion animal in 2017, accounting for 67.2% of all households. In 2012, the number of households with companion animals increased by 11.6 million compared to 73 million (60.3% of all households). The size of the companion animal market in the United States was \$66.8 billion as of the end of 2016, and it is a continuous growth trend.

In the companion animal market, the 'feed & food-related industry' has the largest share, and the sharp increase over the past 5 years has been shown to have the greatest impact of luxury. In the companion animal market, the image has been upgraded to the extent of using the expression "food" rather than "feed", and the reason can be seen as an increase in the industry due to the influence of luxury.

In China, as the number of modern people who suffer from loneliness increases due to the increase in one-to-two-person households and the accelerated aging of the population, the number of companion animals who regard companion animals as family is increasing. According to the National Bureau of Statistics of China, there are currently 27.4 million registered pet dogs in China, ranking third in the world after the United States (55.3 million) and Brazil (35.7 million). As the size of the pet care industry grows and incomes in emerging countries increase, emerging markets are emerging, and local companies are actively entering the market.

Emerging markets in Asia, Central and South America, such as China, Brazil, Taiwan, and Mexico, are expected to grow rapidly and lead the future market development. The developed market, which led the development of the pet care industry in the early days, is entering a mature stage and the growth rate is slowing down; The pet-related market in China is expected to grow the fastest in the world with a CAGR of 17.9% over the next five years. Brazil and Taiwan are also expected to grow at a CAGR of 16.2% and 14.7%, respectively, opening opportunities to enter new markets.

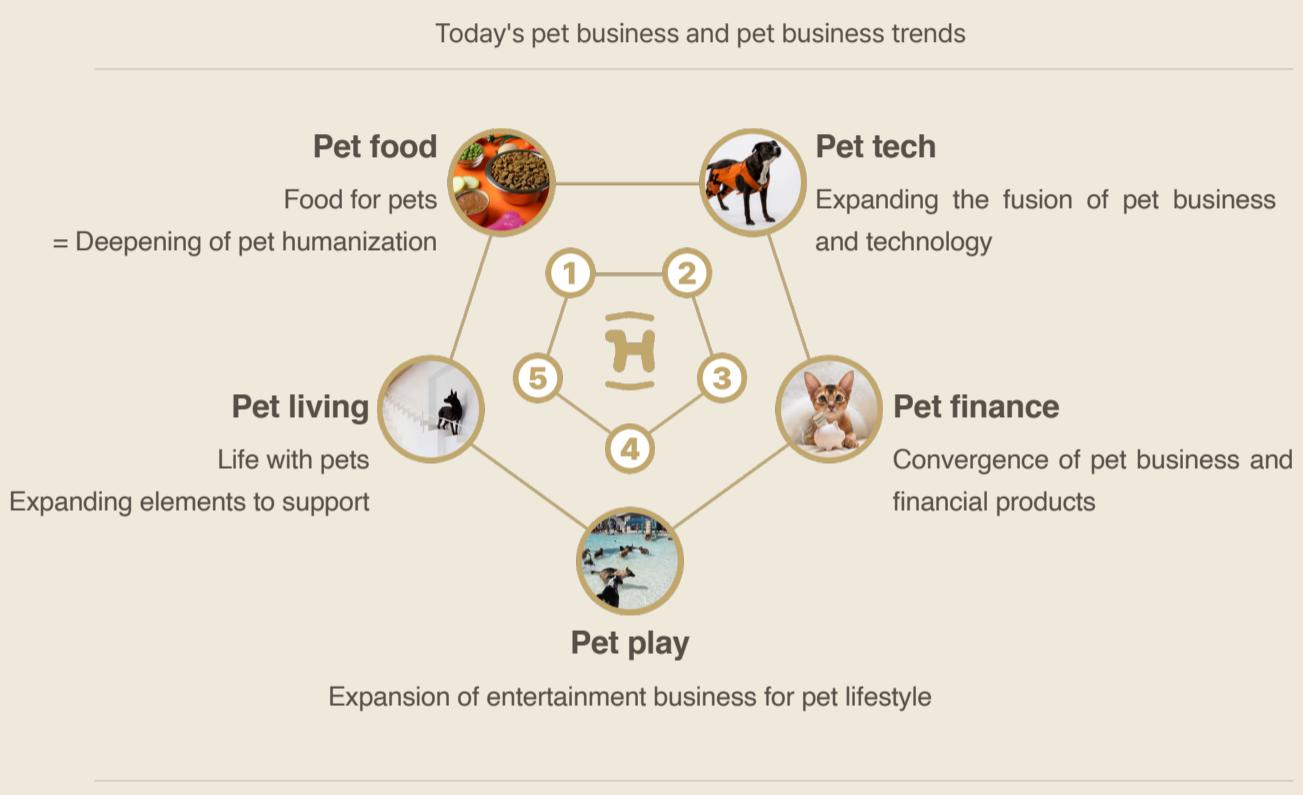
- Advancement of local companies: The influence of multinational companies, which accounted for more than 40% of the global market share, is gradually diminishing, and local companies using local culture and marketing channels are increasing their market dominance. By region, in developed markets such as Europe and North America, the market share of multinational companies ranked 1st to 5th in the world is rather high, but in emerging markets such as Asia and Latin America, local companies have a high market share.
- Five multinational companies: Mars, Nestlé SA, Colgate-Palmolive, JM Smucker, General Mills



## 1.4. PET Business Trends

The pet business is transforming into an industry where continuous consumption is expected based on love and interest in companion animals in most countries around the world. As more and more people consider their pets at home as if they are family, the pet business continues to evolve, resulting in Cebu pet products and services.

As the Petconomy market is growing rapidly both domestically and internationally, the pet-related business is expanding not only in the existing pet-related business, but also in various on/offline industries in recent years. In today's situation where all businesses are jumping into the pet market regardless of industry, the current state and major trends of the pet business are divided into five categories.



Source: Samjong KPMG Economic Research Institute

### 1.4.1. Pet Food: 'Food for pets = Deepening of 'Pet humanization'



The phenomenon of 'Pet Humanization' in the field of pet food is being observed everywhere. Pet humanization refers to recognizing a companion animal as a substitute for a human rather than a simple pet and treating it as a human being. The phenomenon of luxury and humanization in the pet food market is judged to be due to the spread of the trend of generously opening wallets for companion animals that have become members of their own families. This is like the birth of VIB (Very Important Baby) in the kids' industry.

Like VIB, which means children treated like princes and princesses, VIPs (Very Important Pets) are increasing in the pet market. It is difficult to find feed in the past in yellow paper bags in the market anymore. Accordingly, companies have recently introduced related products by classifying companion animals as another new consumer group. While companion animals need nutrients for each age group just like humans, CJ JeilJedang, a large domestic food manufacturer, is responding to consumer needs with specialized feeds tailored to this; strengthening their product portfolio by adding functional feeds and nutritious foods using natural ingredients. In addition to food manufacturing companies, dairy manufacturing companies have also started manufacturing pet milk using their basic capabilities. In January 2017, the Seoul Milk Cooperative developed and launched Korea's first companion animal milk 'I Pet Milk' using domestic raw milk. Dogs and cats do not have lactase, an enzyme that breaks down lactose in their body.



Lactase-free pet milk is emerging as a customized milk for dogs and cats and a nutritious food containing a variety of nutrients. Following the Seoul Milk Cooperative, Binggrae, Konkuk Milk, and Dongwon F&B joined the competition by launching Pet Milk. As such, companion animals have emerged as a customer group with considerable influence to develop products for them.

## 1.4.2. Pet tech: Expanding the fusion of pet business and technology

With the advent of the 4th industrial revolution era, more and more companies are introducing basic technologies of the 4th industrial revolution, such as artificial intelligence (AI) and Internet of Things (IoT), to the distribution and consumer goods industries. With the rapid expansion of the pet market and the wind of the 4th industrial revolution blowing, domestic and foreign companies are launching new products and services that combine cutting-edge ICT technology in various pet businesses. With this trend, pet-tech is emerging.

In the past, pet tech had a similar meaning to investment tech, and was used to mean raising a companion animal to increase its value and sell it. However, recently, pet tech is being used in the sense that it is a technology that contributes to life with companion animals.

In a situation where many companies are creating business opportunities through big data analysis by combining AI and IoT technologies with their customers, that is, people, there are many companies that are targeting niche markets by collecting behavioral data of companion animals. Various pet tech products and services based on advanced ICT are continuously being developed around the world in terms of enhancing the convenience of companion animals and helping them lead a happier life, and consumer needs are also increasing.

'Pet Tech' application areas and examples of technology application

Smart Dispensing	Sure Feed (UK): A feed bowl that automatically opens and closes the lid by detecting the movement of the animal. LG U+ (Korea): Provides a function to remotely distribute food to companion animals outside the home
health care solution	Fujitsu (Japan): Collects health information of companion animals through IoT and enters partnerships with pharmaceuticals and insurance companies through big data analysis
AI Toy	Gomi Labs (Korea): An AI robot that moves autonomously, analyzes the movement of companion animals through deep learning and rolls automatically when the dog approaches
smart toilet	Sharp (Japan): Launched 'Pet Care Monitor', a smart toilet for cats that combines AI and IoT technology. Provides a function to record the amount, frequency, and weight of a cat's urine, store it in the cloud, and deliver the analysis information to a smartphone
smart bed	Pettrix (USA): Unveiled a smart bed for pets at the 2018 CES show. Helps comfortable sleep with temperature and humidity control devices, and analyzes the dog's weight and sleep pattern to enable overall health management
Smart Pet Care	Chongxiao Rukkuji(China): When the AI pet care product 'Hi Puppy' is installed in the companion animal's behavior range, it analyzes the companion animal's behavior and plays the owner's voice or lively music if the companion animal's movement is different from usual.



Source: GaltaWeiss

In the past, pet tech related to companion animals was focused on health care and food distribution. But now, with the various attempts of these companies, related technologies in health care and food delivery are further evolving, and at the same time, pet tech is expanding into the daily life of companion animals such as toys and beds. In addition to O2O (Online to Offline) services for companion animals, pet tech exists by field such as wearable devices worn by companion animals, toys incorporating various technologies, household goods, and medical devices and services.

Currently, several pet tech products that can track the location of companion animals and receive real-time notifications through portable terminals are being launched.



In addition, devices that can compare and check the past health history and current health status of their companion animals and share the information with veterinary hospitals have also appeared.

#### 1.4.3. Pet Finance: Pet business meets finance.

The convergence of financial products and pet business stands out. Recently, 'pet finance', which combines pet business and finance, is emerging. As companion animals go beyond simple 'animals' and rise to an equal position with 'family', the growth of the companion animal market is expected to accelerate, and major financial institutions are paying attention to the pet market and are actively advancing.

In the domestic financial sector, preferential interest rates are being provided for the existing savings and savings accounts of target customers who keep companion animals, and there are movements such as launching specialized card products according to the consumption patterns of target customers. In general, the target of insurance products to prepare for the cost of a sudden accident or illness is also expanding to companion animals. There has also been a pet trust product that provides funds to a new owner to take care of their pets in case the owner of the pet dies or cannot take care of the pet due to illness or other reasons. As such, each financial sector, such as banks, credit cards, and insurance, is diversifying its financial product portfolio with products such as pet savings accounts, pet trusts, and pet cards.

In some foreign countries, where laws related to companion animals were systematically prepared early, pet finance developed before Korea. On the other hand, in Japan, with the revision of the Animal Protection and Management Act in 2013, it became mandatory to take responsibility for companion animals until death. Since then, various new businesses such as pet trust, insurance, and funeral services have emerged.

Status of pet finance products in the domestic financial sector

Bank	<ul style="list-style-type: none"><li>A customer who keeps a companion animal entrusts funds to a bank and designates a new caregiver to take care of the companion animal after death, launch a pet trust product that pays the new caregiver the funds for the protection and management of the companion animal after the person's death</li><li>Providing pet savings products with preferential interest rates when raising companion animals</li></ul>
Card	<ul style="list-style-type: none"><li>Card companies collect and analyze payment pattern big data of card customers who raise companion animals to discover specialized card products related to companion animals</li></ul>
Insurance	<ul style="list-style-type: none"><li>Development and launch of various pet insurance products that guarantee compensation for injuries and diseases of companion animals and compensation for individuals and large animals</li><li>Launch of a term insurance product that pays a certain amount of money in the event of death of a companion and provides consignment protection and re-adoption services</li></ul>

Trend in the number of domestic pet insurance contracts

	2013	2014	2015	2016
Number of contracts (cases)	1,199	1,683	1,826	1,701
Registered Animals (Marie)	700,000	890,000	980,000	101 million
Subscription rate (%)	0.17	0.19	0.19	0.16

#### 1.4.4. Pet Play: Expansion of entertainment business for pet lifestyle

As many industries enter the pet business as much as the size of the growing pet market, products are diversifying beyond products that support daily life to leisure and leisure. The pet business is expanding into various services to support travel with companion animals and distribution facilities to provide additional pleasure and leisure activities for companion animals. In this report, the business area for the diverse lifestyles of companion animals is divided into the 'Pet Play' business.





First, regarding leisure, several travel agencies specializing in companion animals have been created, and various changes are occurring, such as accommodations that allow pets to enter. In addition, many applications that support various types of information are emerging so that companion animals can be regarded as family members and travel together with ease. Some companies are launching transportation means and parts for companion animals.

Detailed fields related to pet play

division	Content
lodgment	<ul style="list-style-type: none"><li>• Hotel: A hotel accommodation service that you can enjoy with your pet. We provide customized services such as dog-only room service and organic cotton pajamas for dogs</li></ul>
travel	<ul style="list-style-type: none"><li>• Air service: If you register a companion animal on the website and collect a certain number of stamps for each trip, free/discount benefits are provided for transportation expenses for companion animals</li><li>• Startup: travel agency specializing in companion animals</li></ul>
transportation	<ul style="list-style-type: none"><li>• Vehicles: Vehicles equipped with specially designed car seats and car fences to facilitate movement with companion animals</li></ul>
entertainment	<ul style="list-style-type: none"><li>• Complex facility: A play facility where pets can freely run and play</li><li>• Pet Learning: Education and training facilities and programs for dogs and cats</li><li>• Pet TV: dedicated TV channels for pets</li></ul>

On the other hand, while it has been pointed out as a concern that existing companion animals may come out of the moving area and interfere with driving if they get into a car, the automobile industry is also starting to increase the convenience of companion animals and companion animals. Kia Motors has created a car seat for pets that can be used as a portable cage for pet families. In addition, Kia entered the pet market by launching the 'Tu-on-Pet' option, which consists of three types: a car fence made of a removable mesh net that prevents unexpected situations when a companion animal falls over to the driver's seat, and a seat cover that prevents contamination. As such, Kia Motors, which focuses on resolving the inconveniences, has launched a car equipped with safety facilities for companion animals, which is well received by the pet family. In addition to pet-only cars, the 'Pet Taxi' service, which allows you to move more comfortably with your pet, is also appearing one after another. There are various companies that provide pet taxi services such as 'Pet Me Up', 'Tasigae', and 'Red Carpet'. Pet taxis are attracting more and more demand from companion animals by providing a variety of items such as seats, seat belts, toilet pads, and diapers for companion animals to move comfortably.

In addition to the leisure sector, various customized services are emerging to support lifestyle changes with companion animals. The pet-related business, which was formed mainly on necessities, has evolved into a specialized market focused on individual customization. Accordingly, it has been expanded to include Pet Beauty to enhance the beauty of pets, and a pet complex facility for companion animals to play happily.

#### 1.4.5. Pet Living: Expanding elements to support life with pets



Source: ArchDaily

Many consumers are increasing their spending to create a luxury living environment for their pets. This is because pets have taken on a status as important as family. As more and more consumers are pursuing a life with their companion animals, the housing and construction industries are also responding to their needs. Major domestic construction companies are building community facilities such as playgrounds for companion animals and hotels in apartment complexes or are actively targeting consumers by providing specially designed structures and landscaping that are good for living with companion animals.



It is very unusual for the industry to expand its companion animal-related business to the construction industry. The construction industry's leading movement to establish a living environment for companion animals follows the increase in the proportion of domestic households with companion animals from 17.9% (3.59 million households) in 2012 to 28.1% (5.93 million households) in 2017. In addition to the increase in the number of consumers who keep companion animals, interest is diversifying into food, fashion, and living environment for companion animals, and various products that reflect this are appearing in the housing and construction market.

	division	construction company	content
P E T  H O U S E  D E S I G N	Pet zone	KT Estate (KT groupe)	KT Estate supplied a total of 40 rooms in a specific building and a specific floor among the urban living housing 'Remark ville Yeong deung po' as a 'Pet Zone' for residents raising companion animals. At the same time as absorbing furniture that owns companion animals, it is effective in reducing complaints by separating households raising companion animals from other households.
		Angang Construction	Providing a differentiated interior for companion animals by applying the 'With Pet' type to some of the 'Gimpo The Luxe Nine', which is scheduled to start moving in in December 2019, with an exclusive area of 26m <sup>2</sup> .
C O M M U N I T  S E R V I C E	Pet facility	Hyundai E&C	Hyundai E&C is currently applying for a patent for the H-Clean Entrance. H-Clean Entrance is a product that presents a new entrance function by integrating entrance and hallway storage, laundry (auxiliary kitchen), and bathroom. In addition, it is designed so that pet items can be stored in the entrance hall.
	Pet playground	Dong kwang Construction	Create a playground where you can spend time with your pets on the roof of a studio apartment sold by Dong kwang E&C
		Daewoo E&C	Daewoo E&C will create a companion animal playground in the Park Prugio complex located in Uiwang, Gyeonggi-do, ready to move in in January 2019, where companion animals can freely run and train outdoors.
	Pet Hotel	Daelim Industrial	Daelim Industrial provides a pet hotel in a community facility in case the owner of the apartment building in Songdo, Incheon, cannot stay with his pet due to unavoidable circumstances.
	Pet station	Angang Construction	preparing a pet station service for companion animals based on the Internet of Things (IoT).
	Pet Shop Center	Shinsegae Construction	Taking advantage of having several large retailers as affiliates, we provide residents with a companion animal care service from the Molys Pet Shop, which is directly operated by E-Mart, its affiliate, in 'Belive Ulsan', which is being sold in Jung-gu, Ulsan.
		Hyundai E&C	Hyundai E&C is building a pet care center where companion animals can exercise and shower in the Hillstate complex, which is being sold in Goyang, Gyeonggi-do.

Companion animal related facilities or complexes with specialized designs are showing relatively high interest.

Meanwhile, a new coined word, 'Peterior', which combines pet and interior, has also appeared in the pet living market. This is because consumer needs to complete interiors optimized for coexistence with cats and dogs have increased. For example, more and more consumers are installing shelters for cats on the windows for cats who like to sunbathe and sunbathing in the windows and installing high cat towers to freely exercise their natural habits in a house where space is limited, providing a resting space. In the past, interior products for companion animals, such as cushions, houses, and cat towers, were monotonous, but recently, they are diversifying into integrated furniture products that can be used jointly by humans and companion animals.

Awareness of companion animals is changing all over the world. As the perception shifts from simply keeping pets to being companions in life, related services and products are expected to expand further.

Companion animal market, which is worth 2.3 trillion won as of 2017, is chasing today's angel industry for infants and children. While the size of the angel industry in 2017 is estimated to be around 3 trillion won, the pet market for companion animals that are kept more precious than children like or in place of children is expected to grow to a level like that of the angel market soon.

As such, companion animals are loved as much as babies, and they want to eat and wear only good things while spending money sparingly. For the time being, as more companion animals are respected as a single entity by consumers such as Pet Pam and Ding Pet, the rapid growth of the companion animal-related market is expected to continue.



### 2.1. Vision and Mission

The BICHON project is a project that advances the related leisure industry thanks to the development potential of the pet economy industry, that is, the pet economy industry. Together with its partner Alpensia Leisure Resort, the PET town development industry, the PET outlet shopping industry, and the online companion animal supply industry are being carried out. BICHON plans to equip a reward system using blockchain to develop the fat economy industry ecosystem and expand users to global industries. In order to respond to the growing industrial scale, differentiated companion animal services are needed. An outlet store recently allowed pets to shop. The example in which many companies questioned the problem in the early stage and failed to advance caused many users to step forward is a good example.

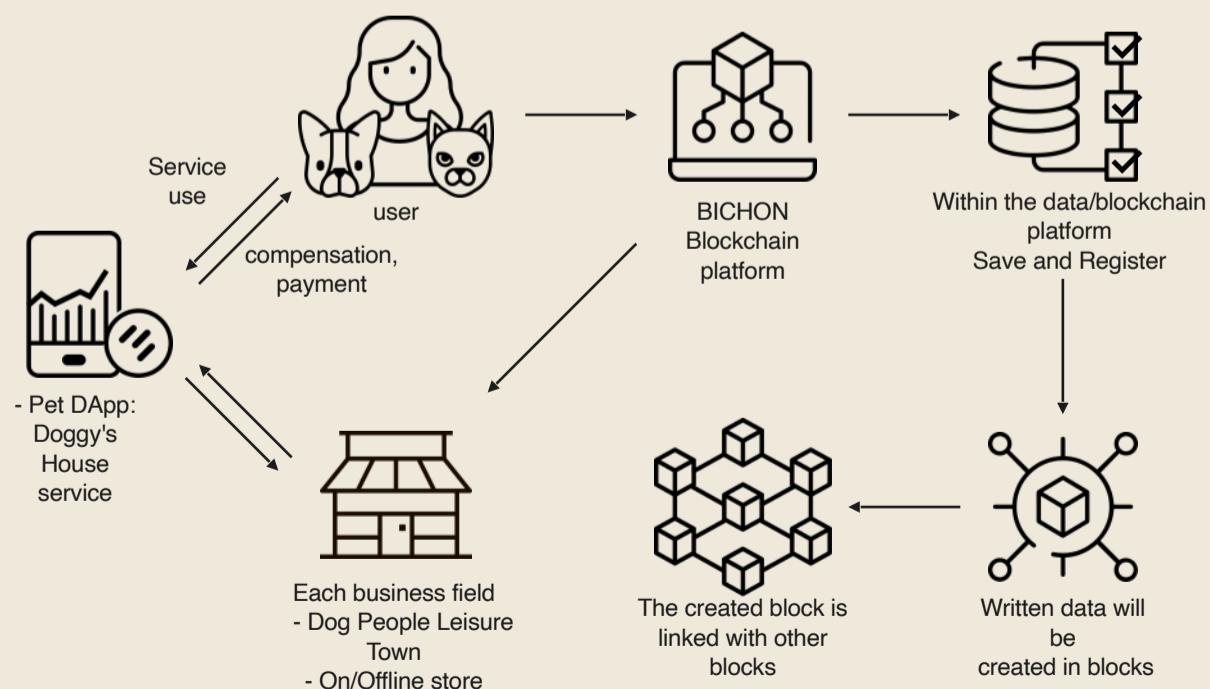
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- In areas such as quality control of dog products, user reputation, and price competitiveness, blockchain technology can provide more fair and unbiased data.
- The data management service throughout the dog's life provides a variety of data such as companion animal health management, taste analysis, and user management behavior analysis.
- For the development of the differentiated and innovative fat economy industry, it is necessary to introduce blockchain technology to provide a variety of data that cannot be provided to existing traditional industries, differentiate services, and develop into a global industry.

The BICHON Project is a platform service based on the leisure industry and developing a specialized industry for the fat economy ecosystem. The token ecosystem is as follows:

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Platform service structure



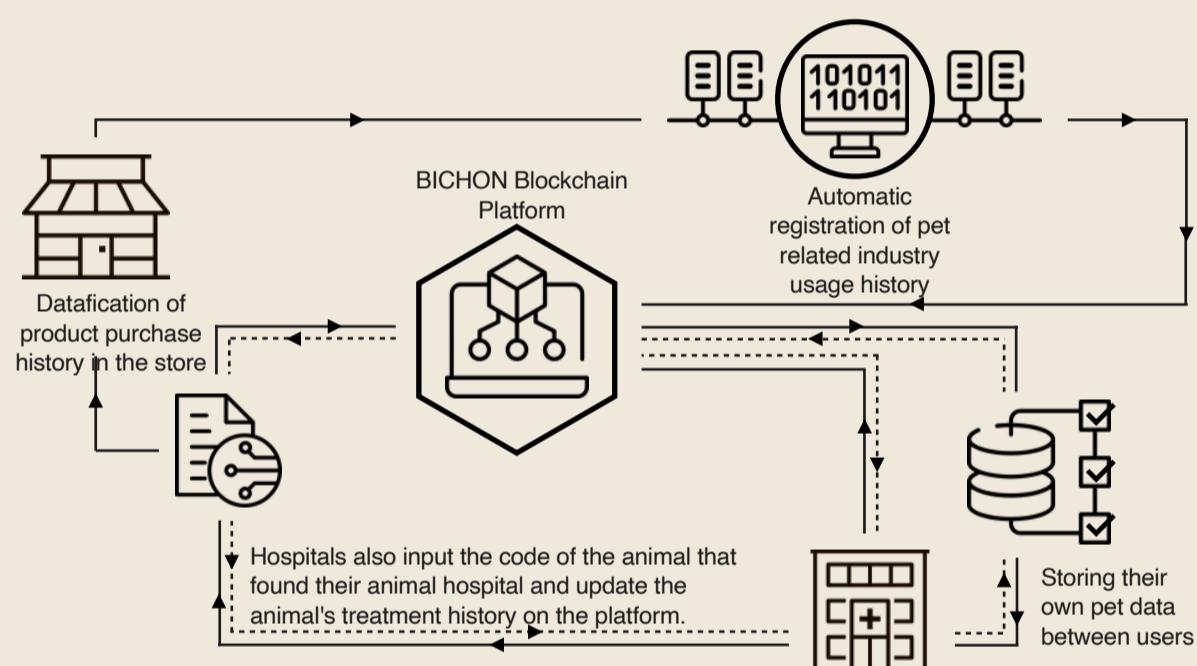


### 2.2. BICHON Blockchain

In the BICHON project, the data registered with the use of pet related industries is commercialized and linked with related industries (advertisers, veterinary hospitals, dog centers, companion animal loss centers, etc.) to provide platform users with overall pet management services. By linking the existing animal protection management system with the veterinary hospital management system and insurance information system, have built a companion animal industry Total Blockchain Platform that can quickly provide various information to customers who keep companion animals. This will make possible for those involved in various industries such as animal protection management, animal sales companies, veterinary hospitals, insurance, and funerals to easily access and obtain necessary information.

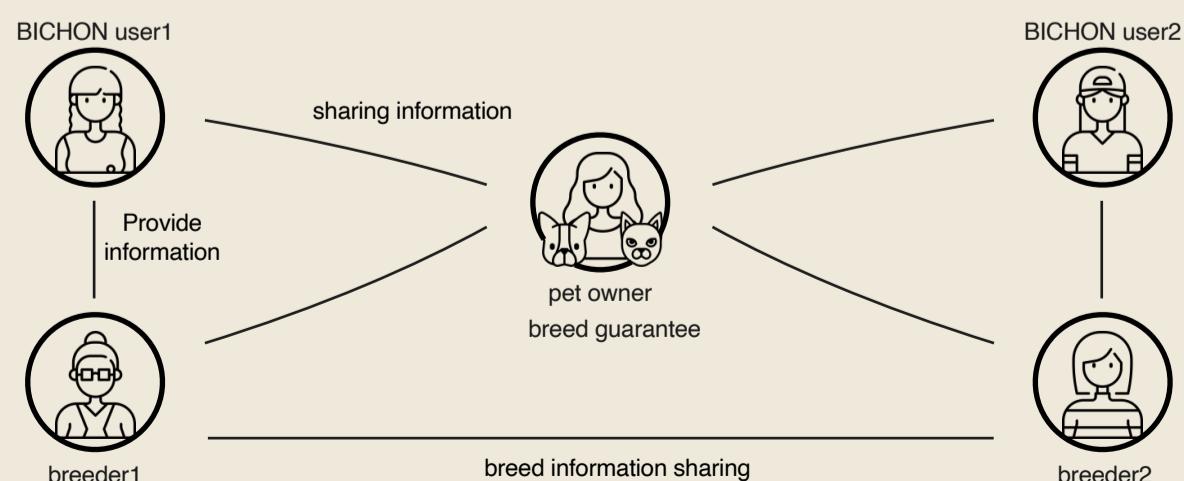
Based on blockchain technology, companions can freely share information within the platform and use new services rationally. Also, the encrypted data will be usefully used by related service providers, and transparency and reliability will be secured in the pet market.

Companion animal health management structure diagram



Currently, the pet breeding market and sale market are operating under a reporting system to manage producers and sellers who handle animals. However, most of the pets distributed in auction houses and farms are distributed to sellers by producers who have not reported them, and they are sold and sold to consumers without accurate information about infections and genetic diseases. In order to improve this point, the BICHON blockchain system transparently manages information such as breed authentication between breeders and users so that it is not tampered with, enabling management from birth. These actions will be managed, serviced and improved in the Doggy' house DApp.

Companion animal information management structure





### 3.1. Dog People Townhouse Business

#### business background

As seen in the introduction, related products and services are increasing significantly with the increase in households with companion animals in Korea, but there are restrictions on activities with companion animals and there is a lack of companion animal-related residential space and recreation facilities. Recently, companion animal-specialized villas, country houses, studio apartments, and hotel/resort services are emerging, but they have not reached the stage of industrialization with economies of scale.

In the future, when various residential spaces and related services are developed in connection with companion animal related products and services, additional related industries and markets are expected to be formed.

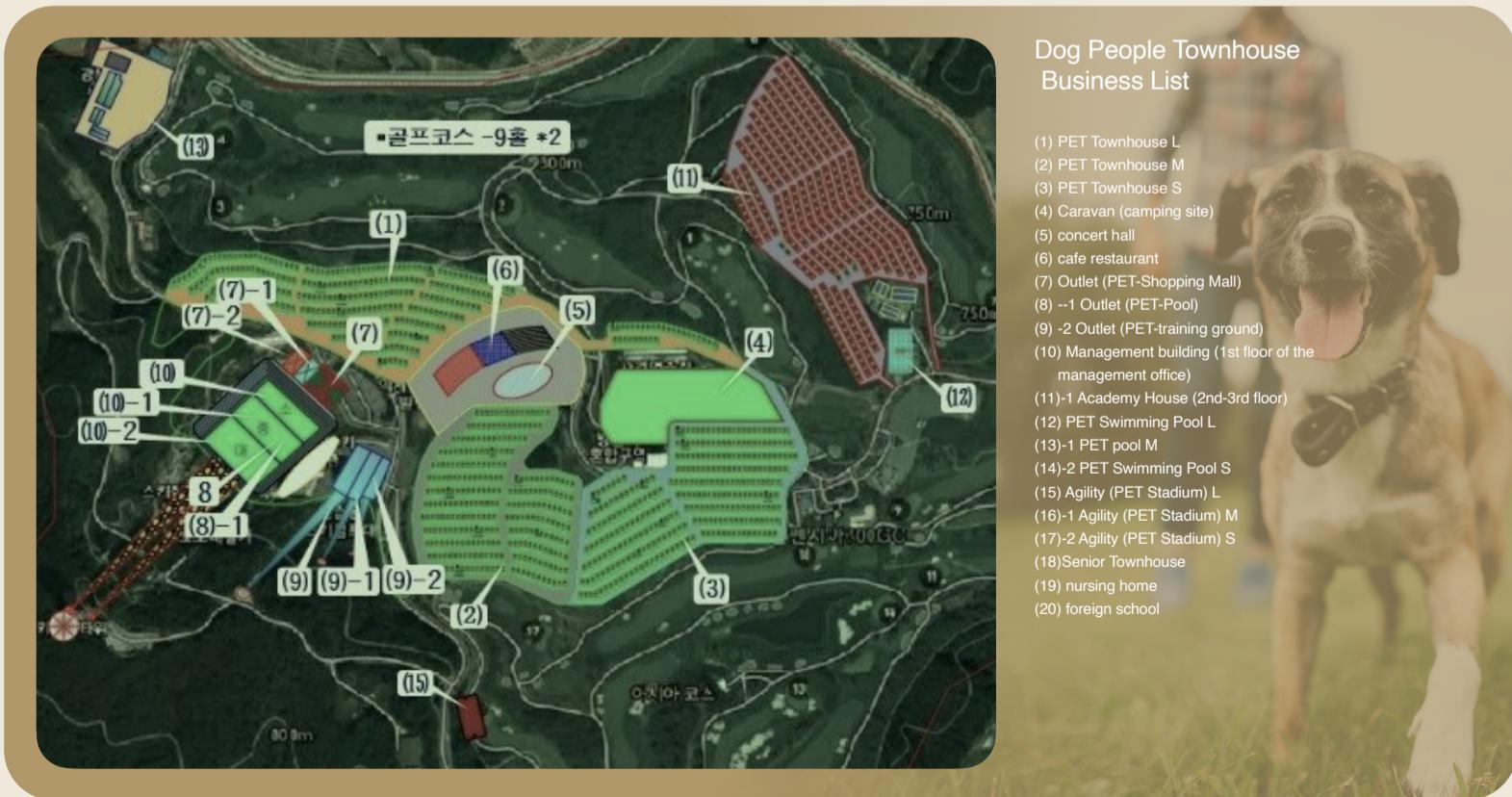
Proposing a business for developing and operating companion animal-specialized country houses, villas and resorts with a focus on the companion animal community; In addition, in order to realize this, a business model from development to operation can be designed and financially commercialized to provide various investment opportunities to participants and increase the likelihood of success of the business.

In particular, if the token economy is designed as a tokenized digital asset and used in the relevant business group such as townhouses, the token ecosystem can be expanded and development into various businesses is possible.

BICHON intends to carry out the 'PET Townhouse Project' with partners. It will provide real estate services such as premium residential space for companion animals and shopping centering on companion animal owners and carry out related financial business together for business development. The types of premium space specialized for companion animals are as follows.

- Temporary residential space such as hotel/resort, and public space development project such as outlet store/office
- Management service business such as remodeling/interior, operation and operation agency other than development business

In the case of investment in residential space development projects, there are exclusive space sales and public space sales. The overall PET townhouse composition is as follows.





space division	facility name	facility size (M <sup>2</sup> )	amount	total
Zone 1	public space	54,497	1	54,497
	residential space	84	313	26,292
Zone 2	public space	48,663	1	48,663
	residential space	84	306	25,704
Zone 3	public space	51,480	1	51,480
	residential space	84	300	25,200
total	public space	154,640		
	residential space	77,196		

#### Pet Town House : Pet Town House with the natural environment of Daegwallyeong, Alpensia Ski Resort(3 Type)

As a pet-friendly resort, you can enjoy various leisure and cultural facilities such as PET outlet shopping center nearby, pet swimming pool, training ground, and performance hall; It is composed of the best PET town resort in Korea with food service, golf course, and sky lounge use.

It has the advantage of being able to jointly use various facilities such as medium and large hotels, large performance halls, convention centers, and large golf courses of Alpensia's large resorts. Also, large golf resorts and large concert halls are located nearby.

The BICHON platform will provide a separate application to support various convenience services for leisure and residential purposes, and users will provide services such as entry/exit management, fee settlement, and convenience facility reservation.





#### Caravan Campground

The campground located in the middle of the townhouse facility has a total facility area of 5,660 pyeong and is the best camping facility where you can enjoy leisure with nature and companion animals. A wide and convenient camping site in a pleasant natural environment operates a variety of convenience facilities, a shopping center, a variety of food restaurants, and a special buffet with special menus. Camping reservations can be made on the BICHON platform service.



sample image of campsite

#### Concert hall

The performance hall, built with a total area of 7,915 pyeong, is a performance facility with a wide view located in the center of Dog People Town Resort, attracting foreign tourists through K-pop performances. Offers a variety of attractions.

- Various events and celebrity invitation performances, PET-related performances and events
- Various convenience facilities in the concert hall, shopping center, various foods, special menu special buffet
- Various attractions such as a performance hall, a PET arena, and a swimming pool equipped with a water sledding slope



sample image of concert hall

#### Café & Restaurant

Operates a cafe and restaurant with a good view located in the dog people resort performance hall. A cafe location where you can enjoy various special teas and special meals in Gangwon region directly from various performances Shopping center and various foods, special menus and buffets Best service cafe system



sample image of Café & Restaurant





#### Dog People Specialized PET Shopping Mall Outlet Store

At the Dog People PET Outlet store, discount stores such as pet food and daily necessities are gathered; an outlet store where people can enjoy, not only pet products, but also items necessary for the resort. There will be play facilities, restaurants, cafes, and performances for children. Recently, as more and more pet families who consider companion animals as family, more and more people visit outlets with their dogs, it will become the most popular spot in Dog People Town.

The BICHON platform provides outlet event information, discount information, etc. and executes BICHON Token reward accumulation.



#### Swimming pool and stadium

Dog People Town operates a swimming pool and a dog field for dog leisure.

Operate a water quality management system for preventing pests and pests through strict water quality control, rapid quarantine of PET, and antibacterial water quality. Provision of safety personnel to prevent slipping of companion animals and provide a remote safety management system in the swimming pool. At Agility (PET Stadium), PET training courses are opened, PET medical facilities and various safety facilities are complete, and a system operated by a professional trainer is provided.





## 3.2. Senior Town House construction business

Compose a happy senior town with pleasant nature. Recently, the number of companion animals living with the elderly population is increasing, and the elderly are enjoying old age with their companion animals. Senior Town, which is optimized for housing and leisure, is equipped with medical facilities and convenient facilities, giving priority to the welfare of the elderly. People can enjoy the use of the 9-hole, 2-course golf course operated by the town itself, and you can get discounts on the town's performance halls, cafes, special buffets, and sky lounges.



sample image of senior town

## 3.3. Companion animal funeral business and recreation park construction business

Located in Yangju, Gyeonggi-do, a dog funeral performance operation project of about 3,000 pyeong. The surrounding area is a rural area with mountains and lakes, which is eco-friendly, and it is a business site that can be conveniently operated by Seoul residents along the Gangbuk area of Seoul and the eastern arterial road. Recreation park project where family members can enjoy holidays together with a daily leisure area.



sample image of  
Yangju pet funeral business

## 3.4. BICHON Foreign School Operation Project

The foreign school operation project, which is located near Alpancia Resort and Dog People Townhouse, is to establish an international school in Gangwon, which is within the daily living area of the ICX high-speed rail connecting Seoul and Pyeongchang, and to exchange and cooperate with international schools in each country. It is a global future international alternative school system. The BICHON project is established and operated as a way to expand the project ecosystem in the education business field along with the Alpensia leisure and PET business.



BICHON foreign school project

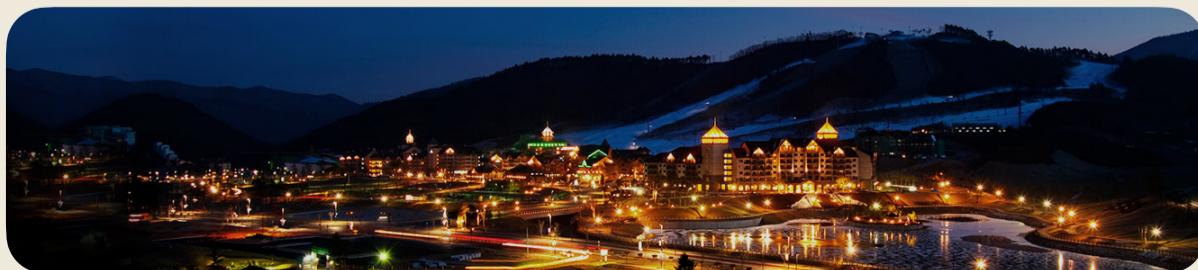


### 3.5. Alpensia Resort Business

Pyeongchang Alpensia Resort, the center of Korea's recreation, with an area of 1.48 million pyeong, has 871 rooms including InterContinental Alpensia Pyeongchang Resort, a five-star hotel operated by InterContinental Hotel Group, Holiday Inn Resort Alpensia Pyeongchang, and Holiday Inn Suite Alpensia Pyeongchang in the style of overseas resorts. It is a one-stop international resort with lodging facilities, 27-hole Alpensia Country Club, 18-hole Alpensia 700 Golf Club, a convention center, a water park (Ocean 700), a ski resort (Ski 700), and an alpine coaster. The BICHON project will partner with KH Group and expand the BICHON ecosystem throughout the Alpensia Resort. People can earn BICHON tokens when you use the service at various uses in Alpensia Resort and participate in the token economy through various experiences and activities.



InterContinental Alpensia Resort, the 3rd InterContinental Hotel in Korea of InterContinental Hotel Group (IHG), consists of 238 rooms where you can feel the luxurious and elegant atmosphere and fantastic view of Daegwallyeong.





#### Lodgment

InterContinental Hotel/Holiday Inn Resort Hotel/Holiday Inn & Suites is the only one-stop multi-international brand in Korea that provides all-season vacation and business needs as the international brand standard.

InterContinental Alpensia Resort, the 3rd InterContinental Hotel in Korea of InterContinental Hotel Group (IHG), consists of 238 rooms where you can feel the luxurious and elegant atmosphere and fantastic view of Daegwallyeong.



The Holiday Inn Resort Pyeongchang Hotel, opened in December 2010, has rooms specialized for kids/family concepts, and is connected to the convention center, so you can enjoy business and relaxation in nature with your family at the same time. The Alpensia Resort Convention Center is one of the best conference facilities in Korea that can accommodate about 2,500 people at the same time.



Located in the Alpensia Resort Village in Pyeongchang, the condominium Holiday Inn & Suites is a country-style four-season vacation spot, benchmarking Canada's Whistler Resort and US Vale Resort, and has a one-stop resort facility that can solve everything within the resort.





### Food and beverage

The best chefs in each field who successfully led the 2018 Pyeongchang Winter Olympics will give you the best impression at the restaurant. Flavor Restaurant is a high-end dining space that pursues a 'healthy life' and 'dignified style'. People can enjoy fresh, clean and diverse dishes prepared by chefs with long-term know-how in luxury hotels.

The Flavours Restaurant, which offers a variety of cuisines utilizing the original taste of natural ingredients, Oxy Lounge, a modern and sensual relaxation space, and the Club Lounge and Inspiration Room, where people can feel the special services of InterContinental, provide guests with a sense of sensibility and perspective.



OXY Lounge is a lounge where you can enjoy a relaxing cup of coffee, healing and successful business while enjoying the exotic Alpensia resort scenery seen through the wide and open window.



OXY Deli is a restaurant that offers a variety of fresh cakes and breads baked on the same day in a 5-star hotel bakery, as well as a variety of wines.





### Leisure & Sports

World-class golf course designer, Robert Trent Jones, Jr., who has designed and renovated over 200 golf courses around the world. The Alpensia ALPENSIA Country Club, which harmoniously depicts Daegwallyeong's nature and the beauty of the course, is a picturesque 27-hole membership golf course spread out in clear nature. In addition, the Pyeongchang Alpensia 700 Golf Club, designed with the experience of designer Dong-Young Kwon, is a replica golf course that perfectly embodies the appearance of a world-class golf course.



Alpensia Ski 700 Ski Resort is located in the pristine nature of Daegwallyeong 700m above sea level and has 6 regular slopes that beginners to advanced users can enjoy comfortably.



Pyeongchang Alpensia Ocean700, with a total indoor and outdoor area of 18,000 m<sup>2</sup> that can accommodate 3,200 people or more, is a family water park where you can feel the surf in the clean plateau of Daegwallyeong, 700 m above sea level.





### Experience·Relaxation·Convention

The Alpensia Resort Convention Center has a grand volume with simultaneous interpretation system in 8 languages, an auditorium with state-of-the-art sound facilities and large screens, and various conference rooms that can be used according to the size and nature of the event. It is a space suitable for hosting various cultural and artistic events as well as large-scale international conferences.



Alpensia Resort has a sports park where people can experience winter sports at the international stadium that operated the Pyeongchang Winter Olympics, including the thrilling alpine coaster that you can't imagine when descending at a high speed of 40km. In addition, there are environments and facilities where you can enjoy various activities such as bike park, luge, and animal and plant ecology learning center.



People can earn points and receive benefits for using IHG hotels around the world, and provide information on nearby tourist attractions and restaurants, and rental services such as basketball, soccer ball, and tennis racquets.





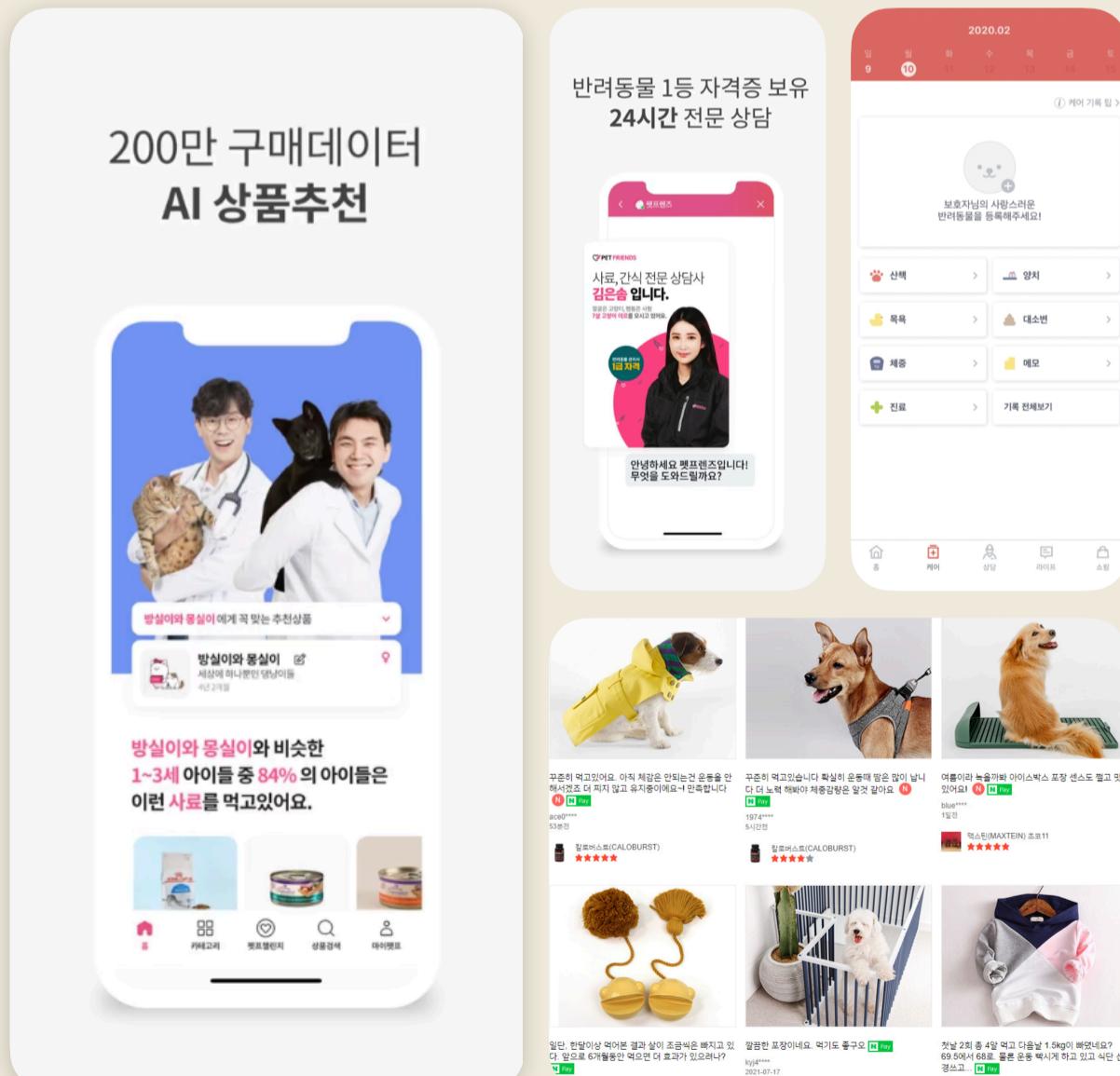
## 3.6. PET integrated platform app 'BICHON"

'BICHON', an integrated PET platform app, is a PET-only integrated app that allows you to manage companion animal health management, information sharing, and shopping information in one app.

The main functions of the integrated app are as follows and may vary according to future updates.

division	subdivision	detail	reward
shopping	Wholesale products such as feed and snacks	Online shopping mall linked to the largest offline outlet market in Korea	Token reward according to purchase amount
	Dog products (house, tableware, toys, toilet supplies, etc.)	Discount sales of domestic and foreign famous brands (feeds, ingredients)	
	beauty reservation	Cooperation with dog grooming salon, hair salon reservation	
community	dog gatherings, information	Sharing dog information, sharing cafe meetings	Community Rating Rewards
information management	My Pet Dog information management	Attendance compensation, information input and marketing compensation	Information Management Compensation
healthcare	Hospital appointments, health care	Inoculation management, hospital appointment management	

The PET integrated platform app 'BICHON' uses services in the fields of shopping, community, information management, and health management and receives token rewards accordingly.



Examples of service cases



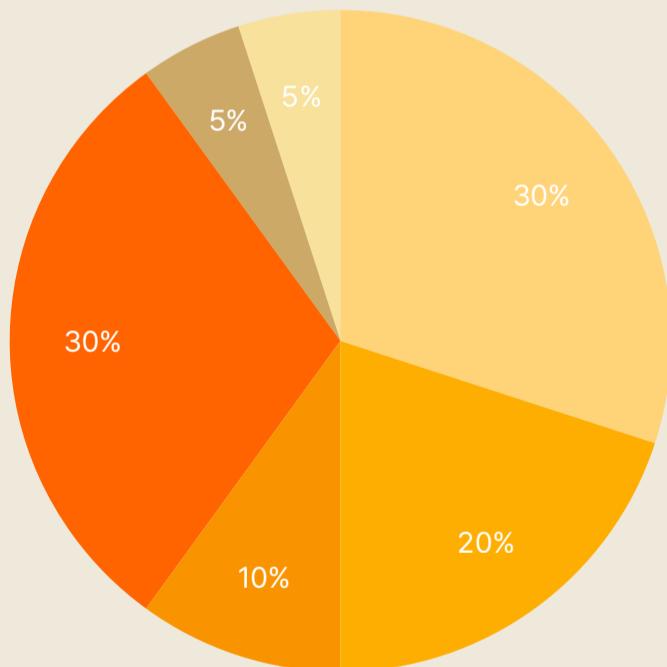
### Token composition and sale

#### Issuance method

- Symbol : BICHON
- Decimals : 18
- Smart Contract : 0x039FEB74C5f4318D2c71B43E7b328b122F6aB310
- Mainnet : Klaytn

#### Token Distribution

- A. Sales : private investment
- B. Reserve : Reserves for Ecosystem and R&D
- C. Ecosystem : Quantity for the ecosystem and may be incinerated in the future
- D. Marketing : Volume for listing and marketing on exchanges
- E. Team : Quantity for teams and advisors
- F. Development : Development cost amount for R&D



division	amount	Rate
Sales	900,000,000	30%
Reserve	600,000,000	20%
Ecosystem	300,000,000	10%
Marketing	900,000,000	30%
Team	150,000,000	5%
Development	150,000,000	5%
<b>total</b>	<b>3,000,000,000</b>	<b>100%</b>





KH KH Group is a company that operates Alpensia Resort. It is a healthy group consisting of 12,000 employees and 40 affiliates in 15 countries at home and abroad, including two KOSPI-listed companies and three KOSDAQ-listed companies. The group's sales grew to 1.2 trillion won, the real estate held by the group grew to about 2 trillion won, and the total assets grew to about 4 trillion won.



IHQ is Korea's best comprehensive entertainment company and has been producing content in various fields such as dramas, entertainment shows, and music records. Now, by securing 5 cable channels, we are advancing into the global market as a leading company in the Korean media content industry with long-term growth through vertical integration of content-channel-platform.



'Pyeongchang Alpensia Resort' consists of 871 accommodations including InterContinental Alpensia Pyeongchang Resort, Holiday Inn Resort Alpensia Pyeongchang, and Holiday Inn Suite Alpensia Pyeongchang, which is operated by InterContinental Hotel Group, and 27-hole Alpensia Country Club. It is a one-stop international resort equipped with an 18-hole Alpensia 700 golf club, a convention center, a water park (Ocean 700), a ski resort (Ski 700), and an alpine coaster.



It is the best and largest dog organization in Korea with hundreds of thousands of members who have received permission from the Minister of Agriculture and Forestry, national branches, dog breeding clubs, designated training centers, designated beauty schools, dozens of designated indexing branch offices, and several overseas branch offices.





## 6. TEAM MEMBERS and ADVISORS

팀



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**CEO**

CEO of JM Holdings  
Director, Shilla Asset Management  
GO Invest Director



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Present, BICHON Marketing  
WEPINIT Solution Marketing Manager



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**Engineer**

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**Kim Seung-hoon**

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CEO of BMK Group  
Representative of Fillpic Co., Ltd.  
Manager of AK Network Co., Ltd.



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**Entertainment Business Expert**

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Manager of Hanwha SNC Co., Ltd.  
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## 6. TEAM MEMBERS and ADVISORS

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2021.11 Managing Director, IHQ  
2021.11 Head of IHQ Solution Division  
2015.03 Head of Marketing Division of Korea Economic TV



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Graduated from the Department of Economics at Hanyang University  
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Former, Korea Industrial Securities Economic Industry Research Team, Investment Strategy Team  
Current CEO, KH Feellux Co., Ltd.



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Current, President, Asian Dog People Welfare Association  
Current, Sangnokhoe Gyeonggi Federation President, Ministry of Health and Welfare  
Current, President of Korea Taeguek Minton Competition  
Current, Policy expert member of Korea Hip-Hop Association  
Current, Standing Advisor to the Korea Federation of Trade Unions  
Current, Chairman of Heritz Construction Co., Ltd.  
Current, President of Korea Green Products Association  
Current, Secretary General of Gyeonggi-do Gwangju Dynamics Redevelopment Promotion Committee





BICHON Blockchain Platform intends to develop and service according to the roadmap below.

