

 QUIZTOK

Quiztok

INTRODUCTION

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Part.1

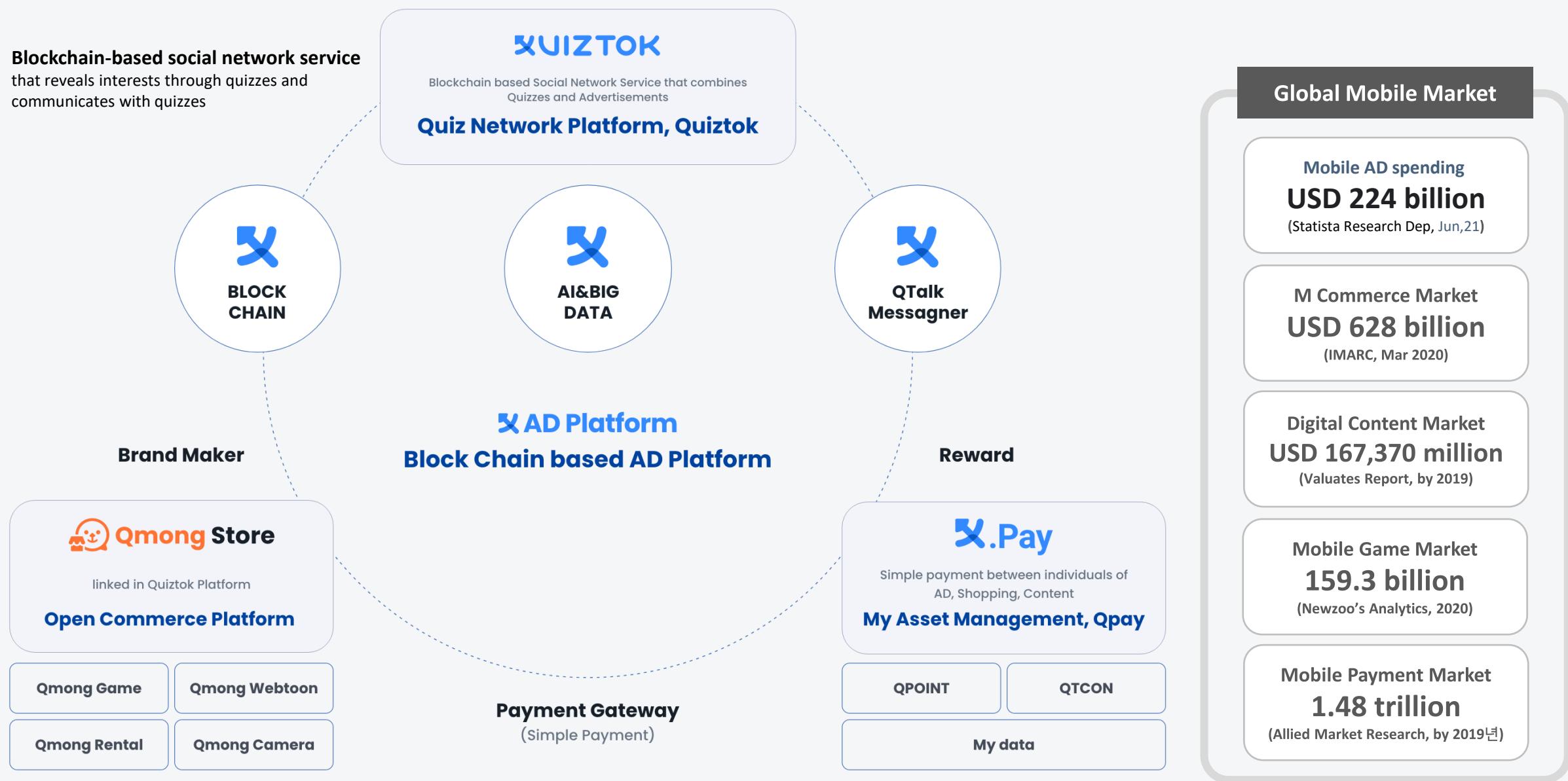
Investment Highlights

Core Value Of Quiztok.

- 1. Extending the Business on the Platform**
Quiz Mining, AD, Commerce, Game, Pay Platform
- 2. Core Technology(1)**
Blockchain-based Quiztok Platform Ecosystem
- 3. Core Technology(2)**
Big Data Analysis and AI Technology
- 4. Rapid Growth of Quiztok service in 23month.**

1. Extending the Business on the Platform

Blockchain-based social network service
that reveals interests through quizzes and
communicates with quizzes



2. Core Technology(1) : Blockchain-based Quiztok Platform Ecosystem

01

Blockchain Platform (Ethereum ERC-20 Protocol): Protecting creations and distributing transparent rewards through Smart Contracts such as quiz content and advertising execution results.

02

Promote quiz production and consumption through assigned rewards for each role, issue rewards in NFT to ensure license, and utilize them in NFT marketplace.

The participants of QUIZTOK ECOSYSTEM



Quiz Creator

Receive a reward for creating quizzes



Quiz Participants

Receive a reward for playing quizzes



QUIZTOK



Advertisers

Effective advertising system based on targeted ads



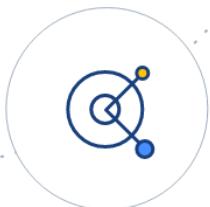
Quiz Curator

Receive a reward for curating quizzes



Sponsor Group

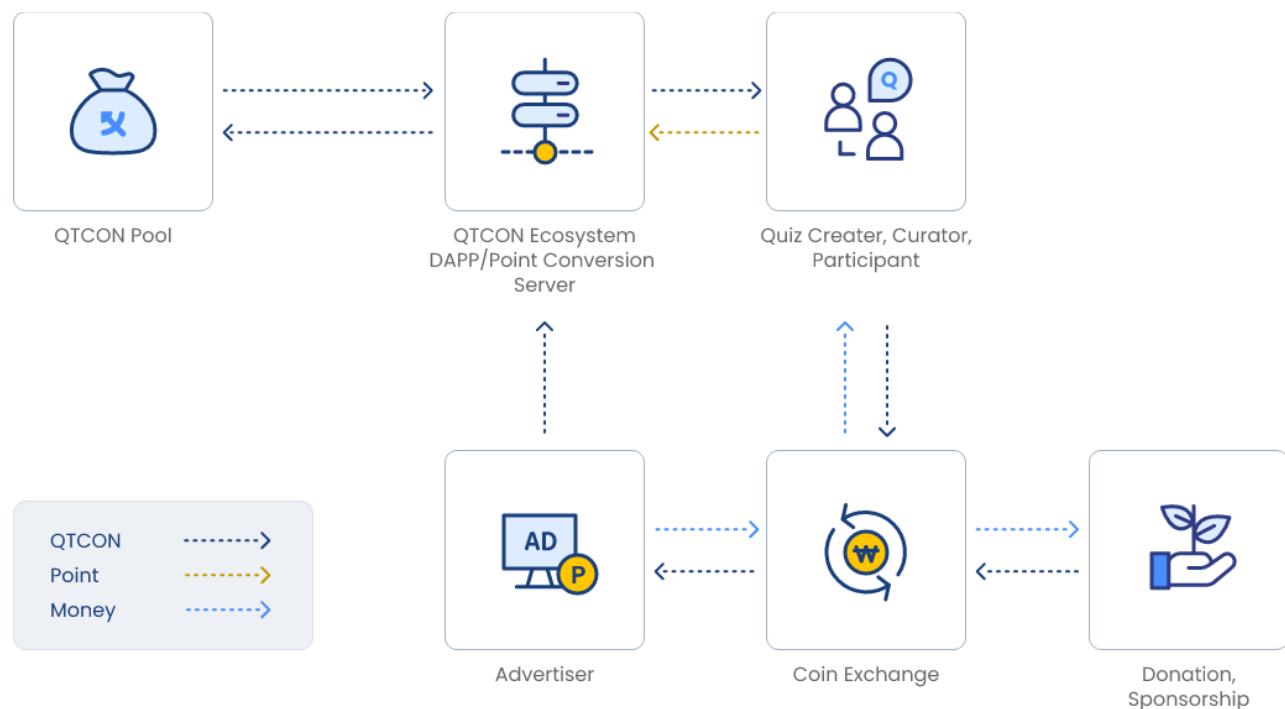
Anyone can sponsor and donate



Data analysis

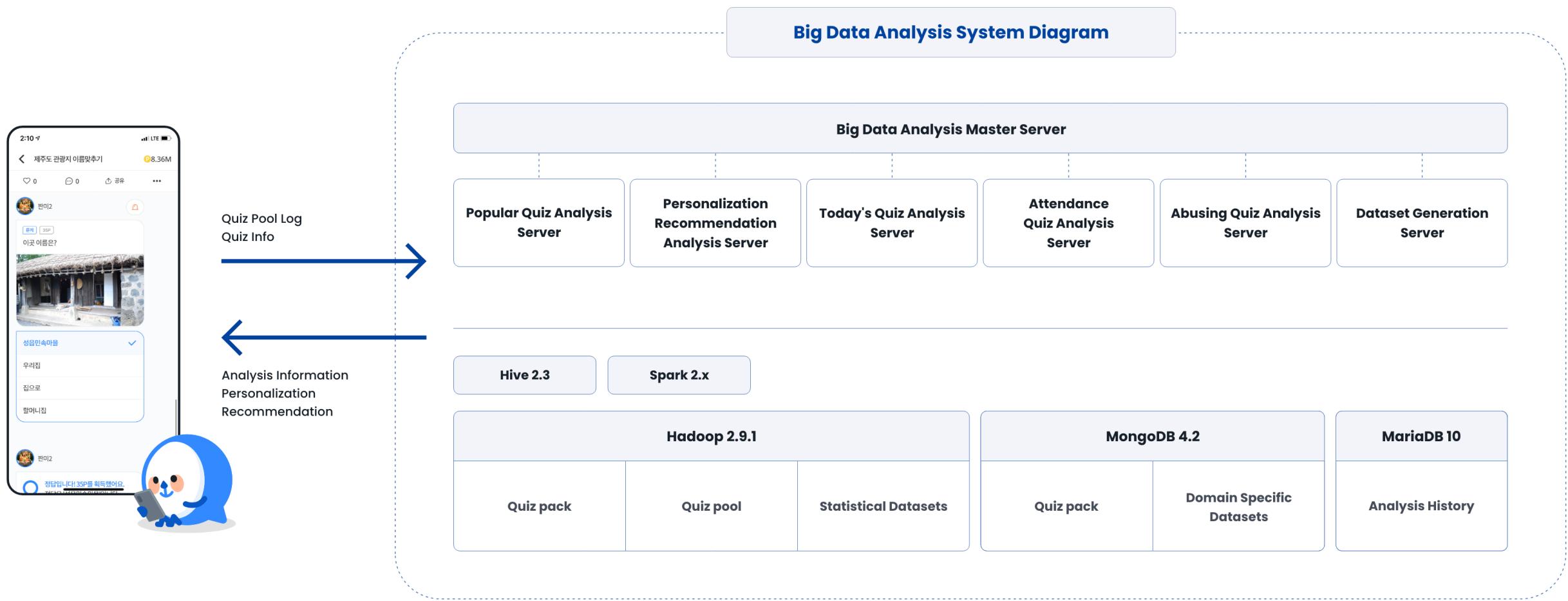
Use big-data analysis tools to analyze user propensity

The Diagram of Quiztok Ecosystem



3. Core Technology(2) : Big Data Analysis and AI Technology

- 01 Quiz pool information is analyzed through big data analysis and AI technology and used for target advertising.
- 02 User quiz play, propensity analysis data → Big data analysis AI technology to analyze propensity
→ to provide personalized content and target advertising



4. Rapid Growth of Quiztok service in 23month.

* Jun 2021

Rapid growth for 23 months after launch of Quiztok

Cumulative Total Quiz Play

320,776,596

Cumulative Quiz

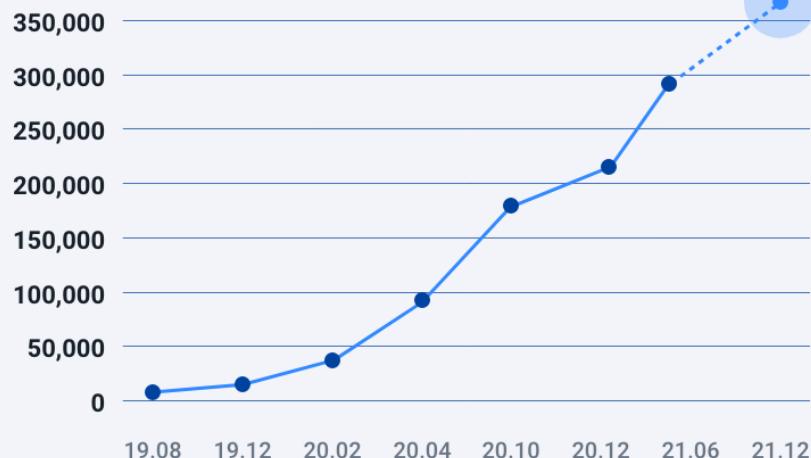
823,242

Total APP Downloads

633,164

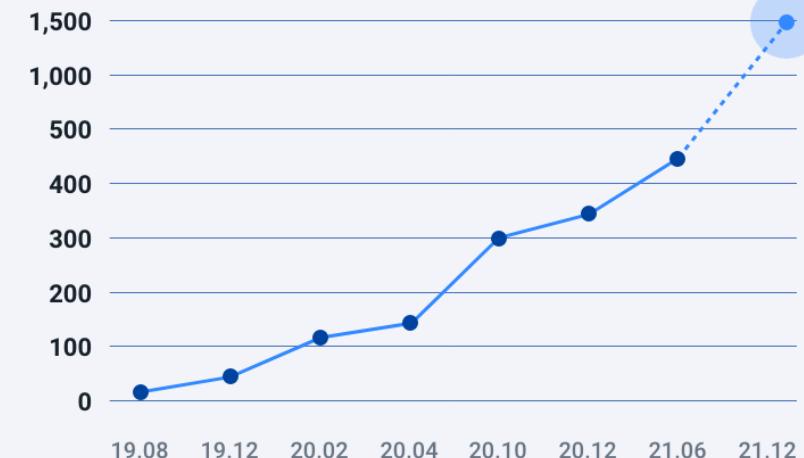
Monthly
Cumulative
Total Quiz Play

* Unit : 1,000



Monthly
Cumulative
Subscribers

* Unit : 1,000



UV (Unique Visitor)

100,000 / Month

Play the Quiz

30,000,000 / Month

PV (Page View)

30,000,000 PV / Month

Accumulated Quiz

823,242 EA (Jun 2021)

Part.2

Quiztok

Business, Technologies & Profit Model



Quiz Content Platform Combining Advertising and Quiz Quiztok

Quiz is a popular content when and where!
Any Quiztok user can take and take the quiz.

A place where everything in the world becomes a quiz!

Quiztok is about everything from intellectual curiosity to pleasure.

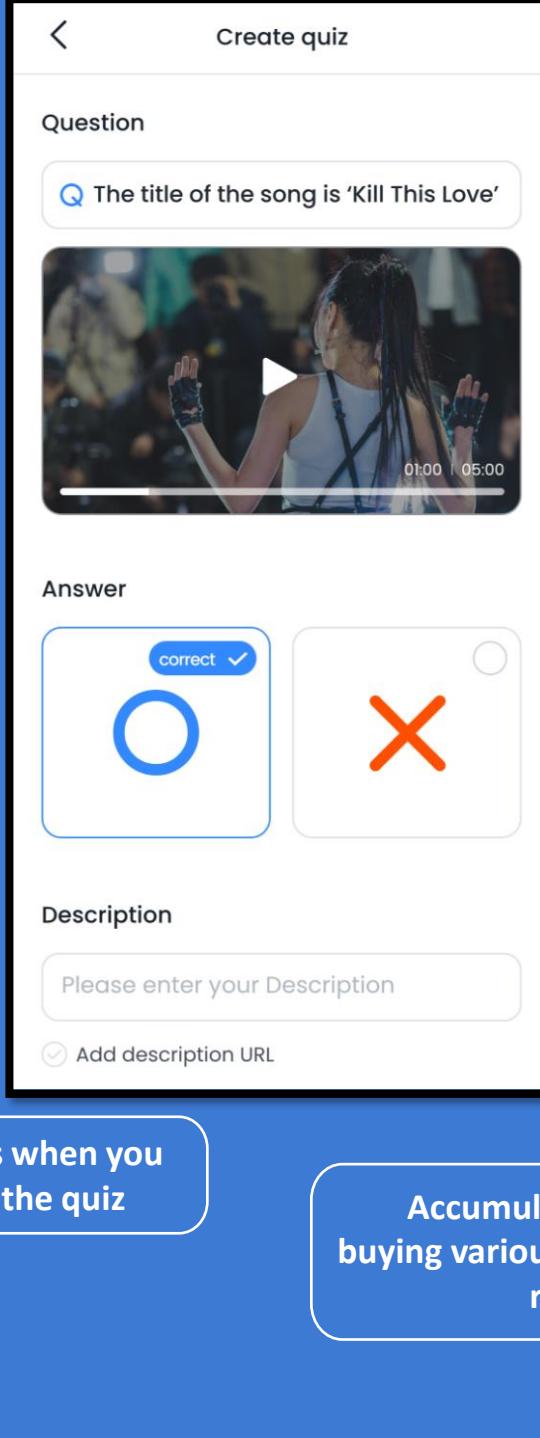
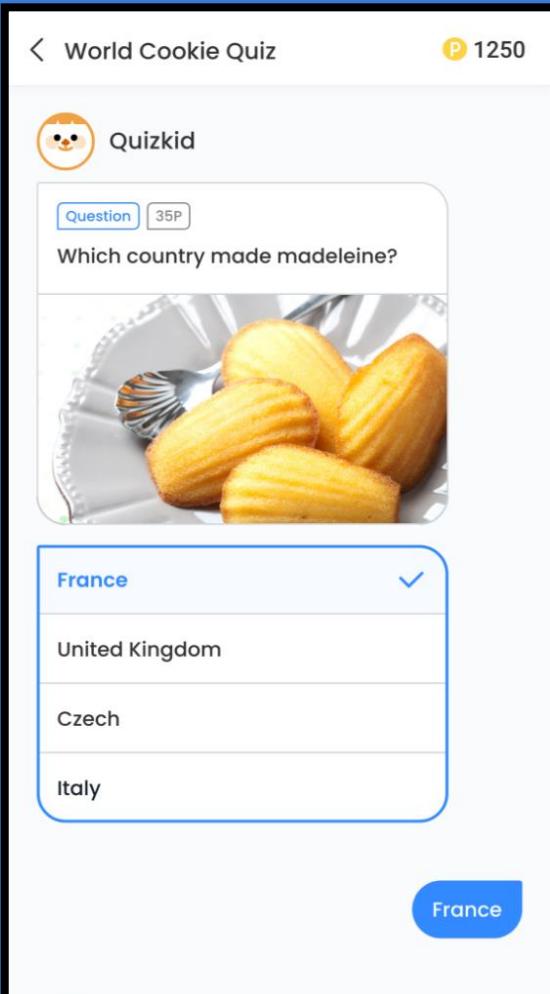
We aim for a content platform that communicates freely.

당신의 칫솔 교체주기는 어떻게 되나요?

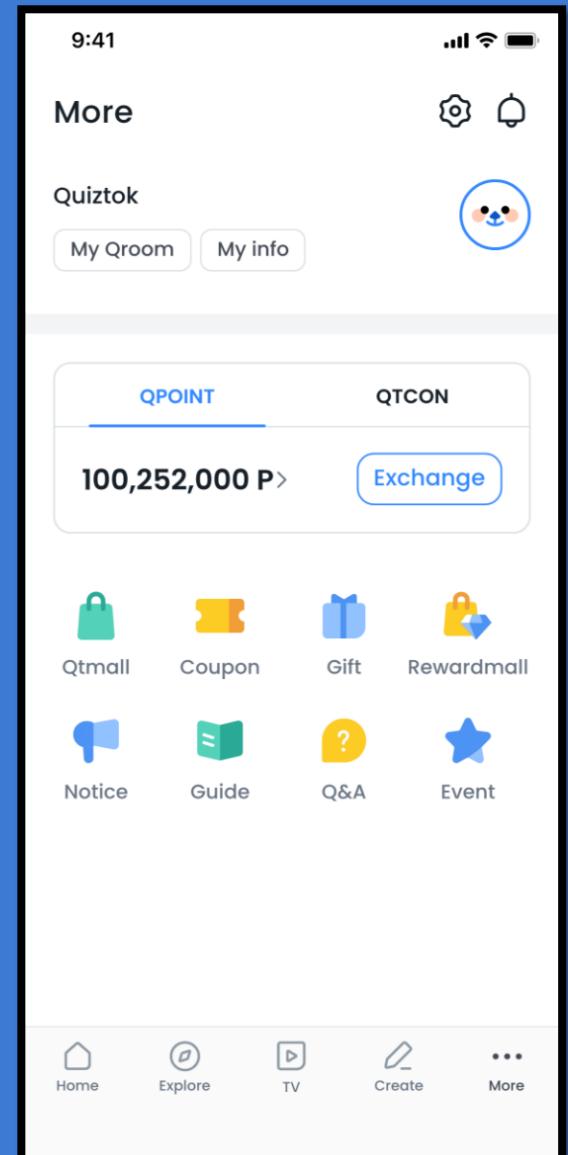
- | | |
|--------|-------|
| 1. 1개월 | 24.8% |
| 2. 2개월 | 22.9% |
| 3. 3개월 | 24.6% |

XUIZTOK

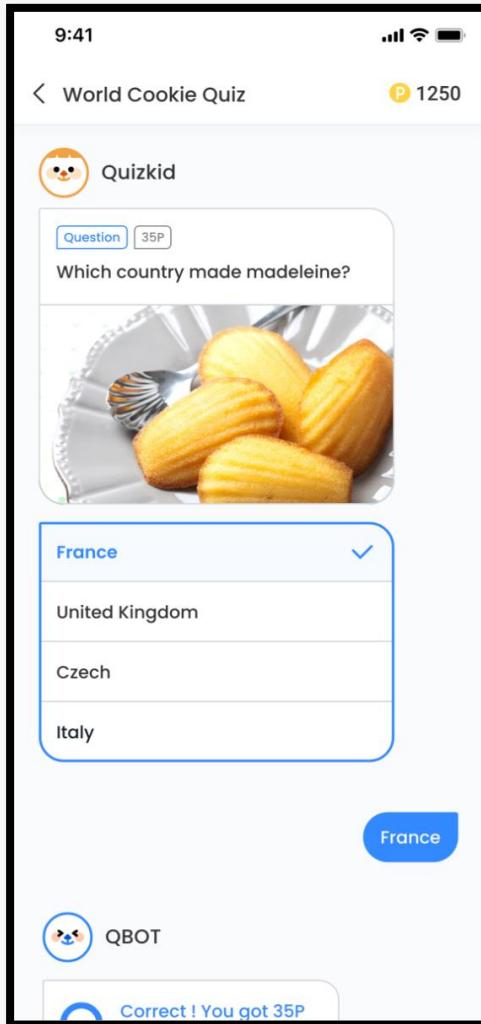
If you take the quiz and give your quiz,
you'll get points!



In the quiz,
Acquire points when pools occur



A quiz content platform that combines chatbot-based quizzes and ads.



AD Space

- Video Ad, Image Ad, Audio
- User customized Ad

Quiz

- Expose Selected Tag Quiz
- Text, Image, OX Quiz

Answer

- Points earned when correct
- Explanation of correct and incorrect answers

Name of Patent	Instant Message Service (IMS) Chat Room Simultaneous delivery methods and systems for quizzes and advertisements
BM Patent Registration	2018.12 Korea / 2020.07 Japan / 2020.10 USA
BM Patent Application	2018.02 Philippine / China / EU

- ① Content platform where users take and solve quizzes themselves
- ② Rewards to all users who took the quiz and solved the quiz.
- ③ Personalized quiz for each user
- ④ Target advertising exposure through user propensity analysis
- ⑤ Extending to chatbot-based messenger services

Quiztok Blockchain In the Contents, Commerce Market

1 User Centric Reward System

Quiztok is a blockchain-based service designed to provide users with all added value generated through activities on the platform without administrator management. This ecosystem structure can be a sufficient reward for quiz activities, and rewards received in return for quiz activities can be used to consume other content. Content consumption activities become a device for all producers and consumers to receive high-quality content at the same time as revenue.

2 Transparent advertising ecosystem

Quiztok provides content in a combination of quizzes and advertisements. You will consume advertisements at the same time as you take the quiz, and you will be rewarded with points. Users of Quiztok can run ads directly on Quiztok through rewards. The use of advertising costs based on advertising exposure results is recorded transparently on Quiztok's blockchain to ensure transparency and reliability in advertising execution.

3 Quiz Content Copyright Protection

Quiztok records all the quiz content it publishes on the blockchain. If you produce content through Quiztok, anyone can conveniently take ownership of the content without any barriers to entry of copyright proof.

4 REWARD NFT ISSUE

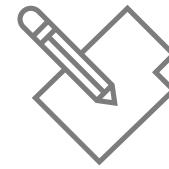
Quiztok's rewards are issued as NFT in various forms such as exchange coupons, usage coupons, copyrights, and products. Users can also receive transaction services that can be exchanged and sold safely and transparently using blockchain technology.

Through Quiztok BIGDATA and AI technology, customized content is selected and provided through user's quiz propensity analysis



Advertisement

Mobile AD – Negative Method
Customized AD - Programmatic



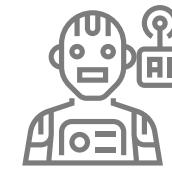
Quiz Contents

Quiz Contents – A Variety Area
Learning Content - Learning Skills Analysis



BIG DATA

Business Expansion - M2C, B2B, B2C
Personalization Analysis – Personalized Service

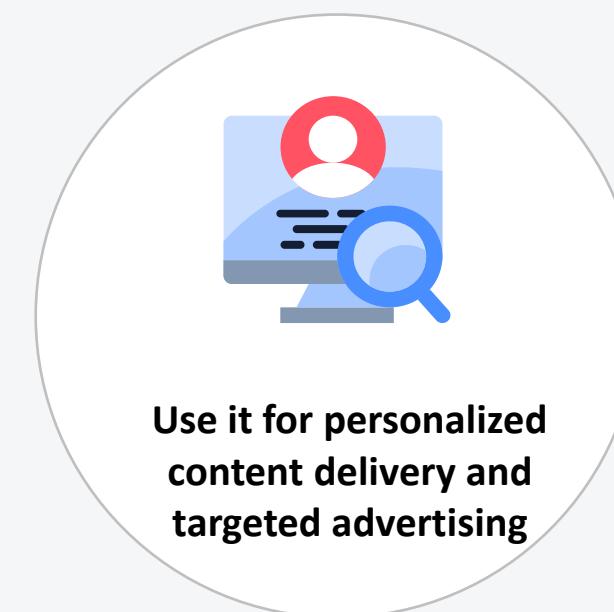
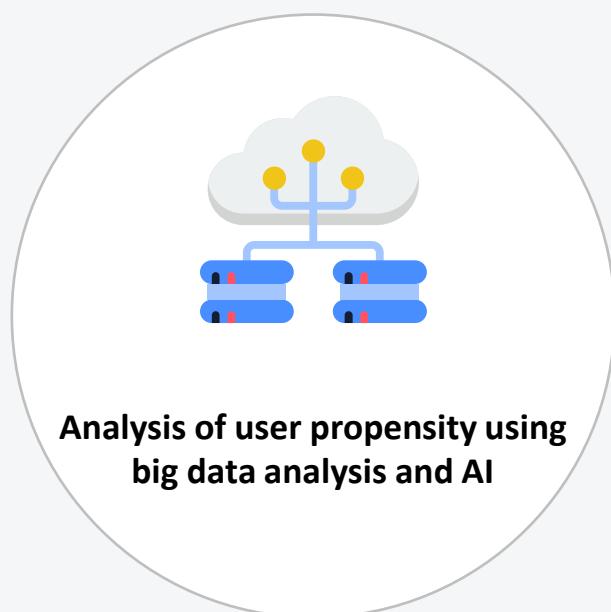


AI

Contents Analytics - M2C, B2B, B2C
Personalized Analytics & Service

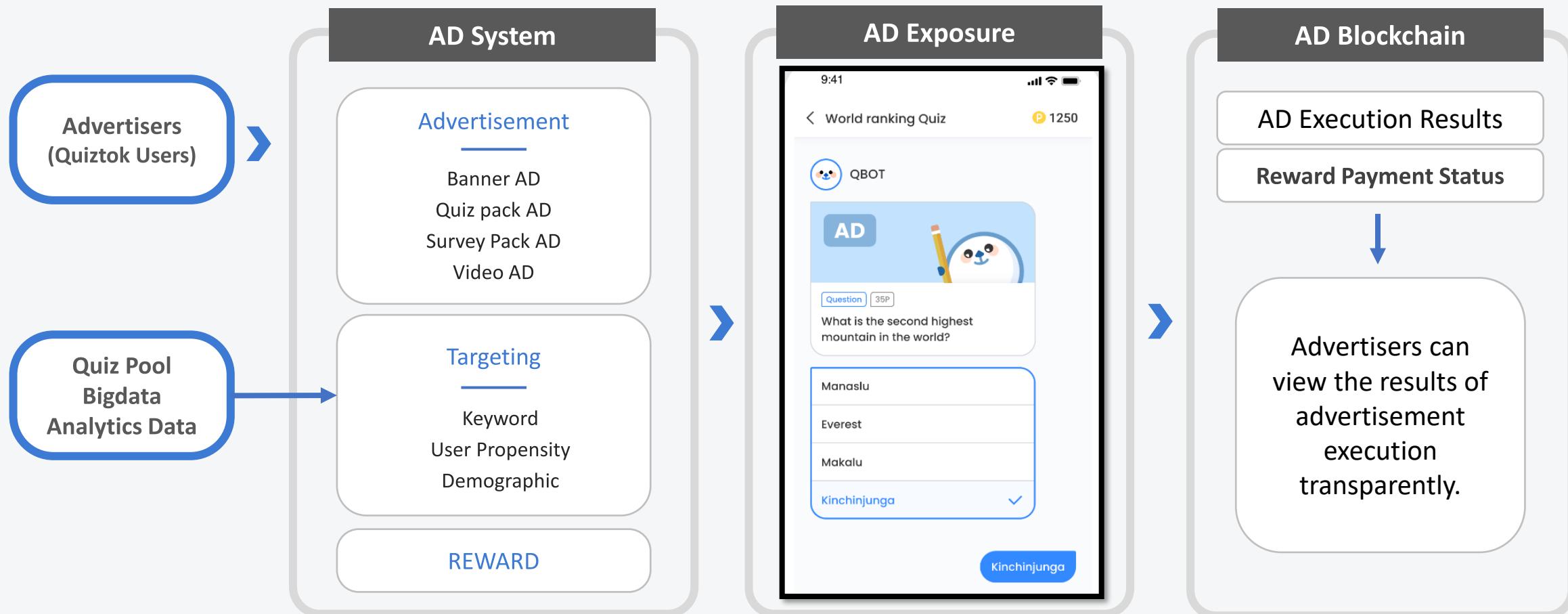
“Psychologists say that solving 10 well-designed five-point multiple-quiz questions can give you 90 percent of an individual's inclination.”

“Quiz pool information can be used for target advertisements by analyzing user tendencies through big data analysis.”



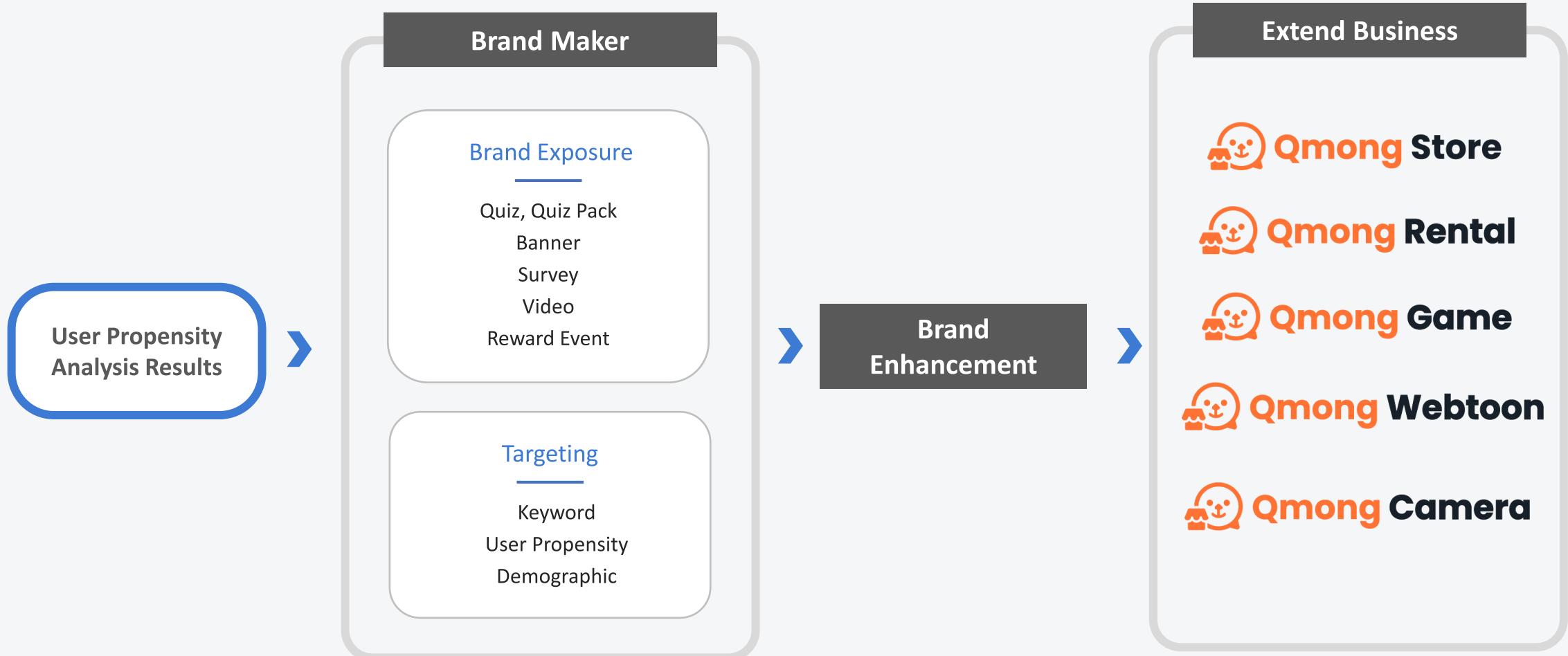
Profit Model – AD System

- 01 The advertising system is an open platform, so any Quiztok user can post advertisements.
- 02 Target advertisement of various options is possible using specialized advertising materials unique to Quiztok platform.
- 03 Record advertising execution results in blockchain → Ensure transparency of execution results to advertisers



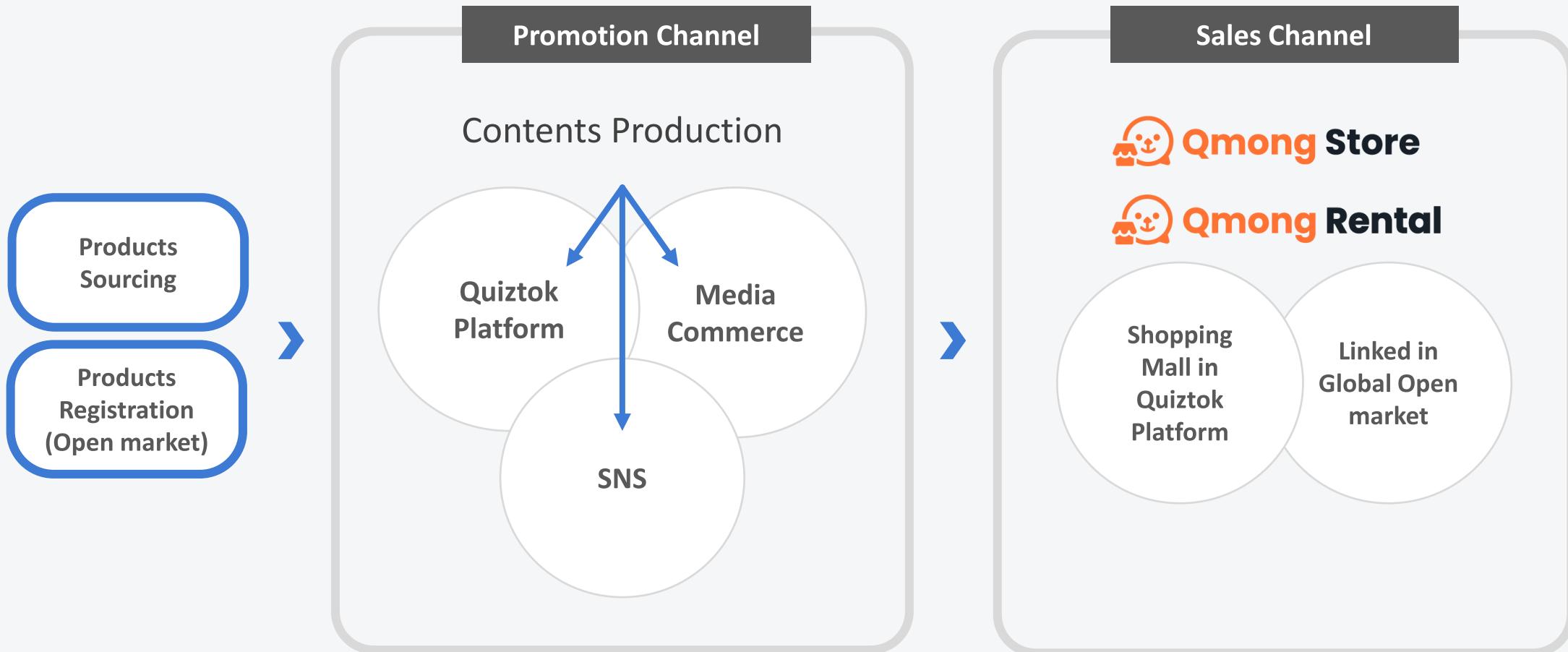
Profit Model – Brand Maker

- 01 Brand learning through events where various types of content and rewards are paid.
- 02 Strengthen your brand beyond promoting it
- 03 The brand power through a variety of moneymaking projects available.



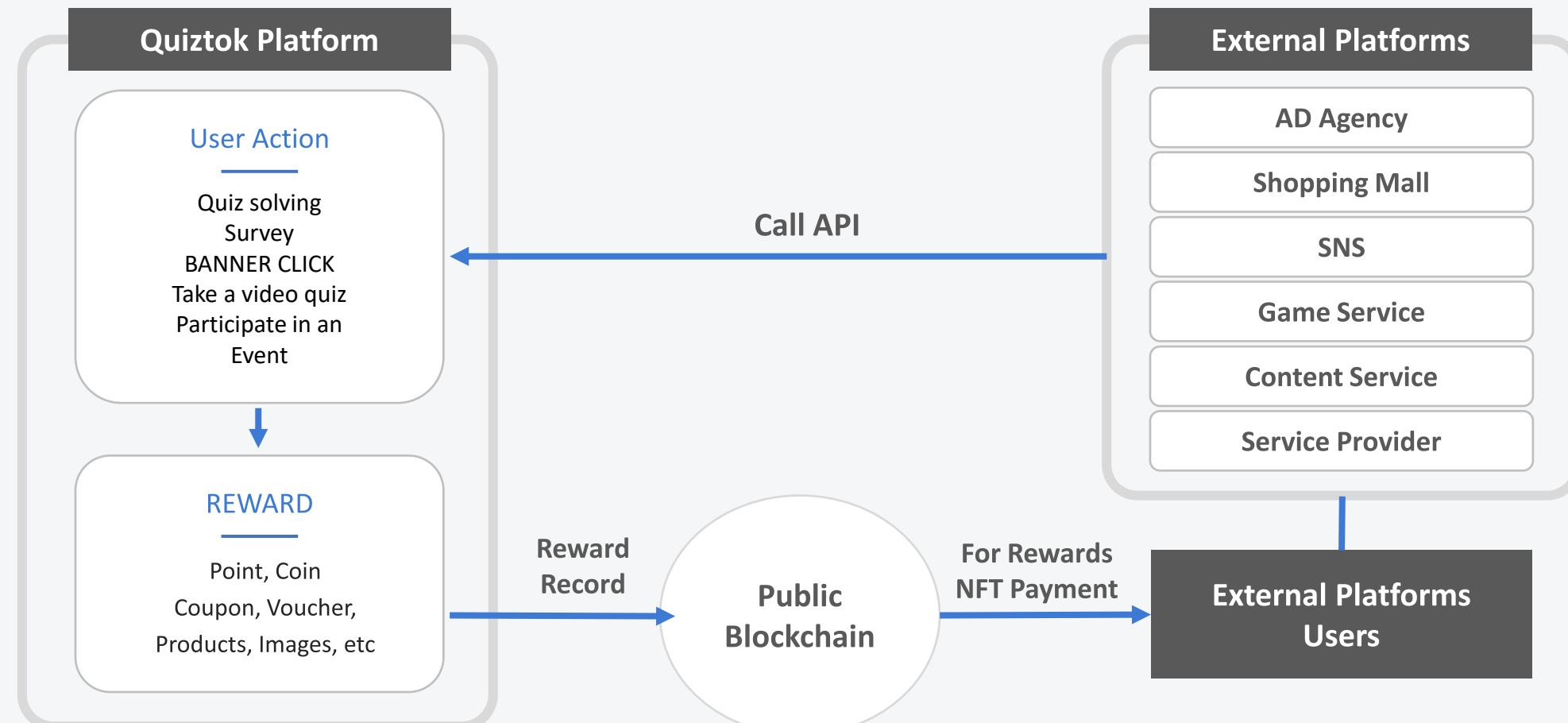
Profit Model – Commerce

- 01 Shopping is the act of consuming content → Future consumers buy storytelling about a product.
- 02 The storytelling of the product is important for consumers to choose.
- 03 The implementation of various storytelling has a commerce through the media.



Profit Model – Blockchain based REWARD System

- 01 Open type platform's content with a quiz a marketing tool.
- 02 Payment of various forms of rewards for certain actions, such as quizzes, surveys, banner clicks, etc.
- 03 Rewards received are recorded in the blockchain to ensure transparency in rewards → NFT payments for rewards



Profit Model – Various other Revenue Model

Expanding Service

Advertisement

Qmong Store
Commerce

Qmong Game Service

Qmong Webtoon
Contents Service

Qpay
Payment Service

Quiz Learning Tools

Assess/Manage Learning
Pool Results with Quiz

Learnability
Measurement/Analysis

Set Teaching Direction

Quiz Bank

Induce repeat learning

Self Learning

Group Study

Quiz Contents Sales

Foreign Language
Education Quiz

Civil Service Examination
Quiz

Certificate Test Quiz

Voice Quiz
– AI Speaker

Voice Quiz
- Drivers

Research & Big Data

Outsourcing

Research & Analysis
Execution

Set research targets
based on user propensity
analysis data

All kinds of big data
analytics DB

Part.3

Quiztok Management Status, Growth Strategies & Goals

Quiztok Management Goals

* Unit : 1 Million Won(KR)

		2020Y	2021Y	2022Y	2023Y	2024Y	2025Y
Subscriber (People)		400,000	1,500,736	3,412,674	5,735,678	9,556,328	13,382,682
Revenue	Target Advertisement	18	3,861	17,109	34,232	97,035	88,747
	Qmong Store	0	6,938	17,934	31,896	53,143	74,421
	Qmong Game	0	5,500	40,000	120,000	170,000	250,000
	Qmong Webtoon	0	200	2,160	4,104	6,912	6,912
	Qpay - Payment	0	288	720	1,368	2,304	2,304
	Contents(Study, Survey)	130	300	500	700	1,000	1,000
Total Revenue		148	17,087	78,423	192,300	330,394	423,384
Expense	Personnel expense	845	1,736	2,937	4,182	5,109	5,782
	Commerce Buying cost	0	4,856	12,554	22,327	37,200	52,095
	Marketing	1,400	5,160	17,009	23,226	42,036	72,634
	Development Cost	428	1,080	3,504	6,613	11,018	16,317
	Other Expense	1,014	2,160	7,009	13,226	22,036	32,634
	Global Business	30	1,000	2,000	5,000	8,000	12,000
Total Expense		3,688	15,992	43,012	69,573	125,399	191,462
Profit		-3,688	1,095	35,411	122,727	204,995	231,922

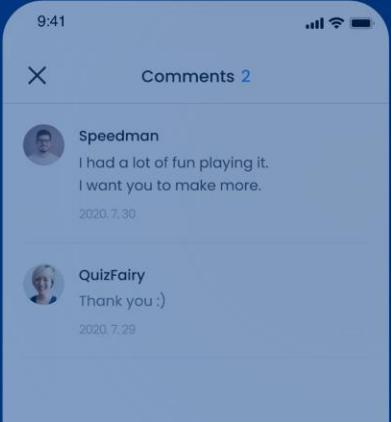
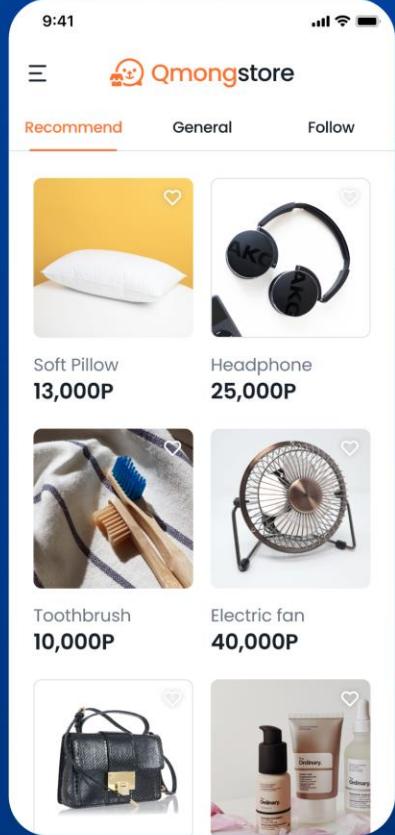
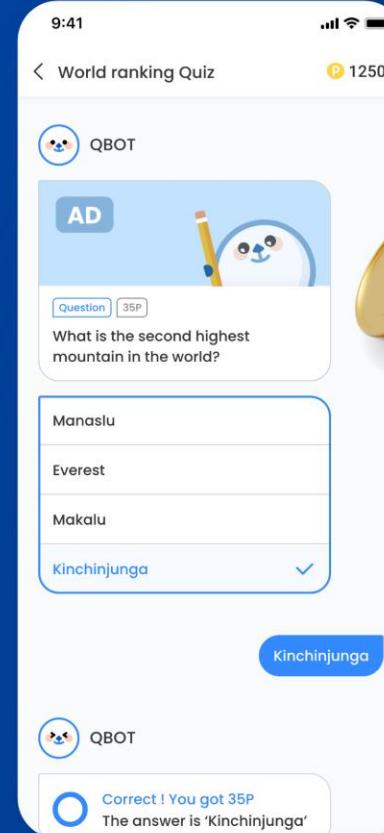
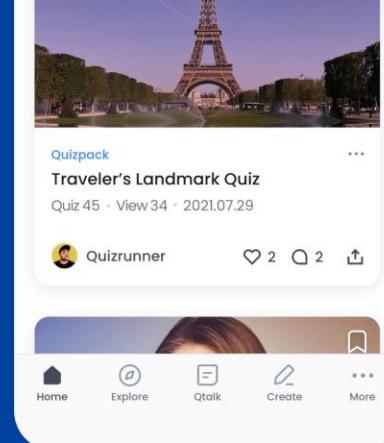
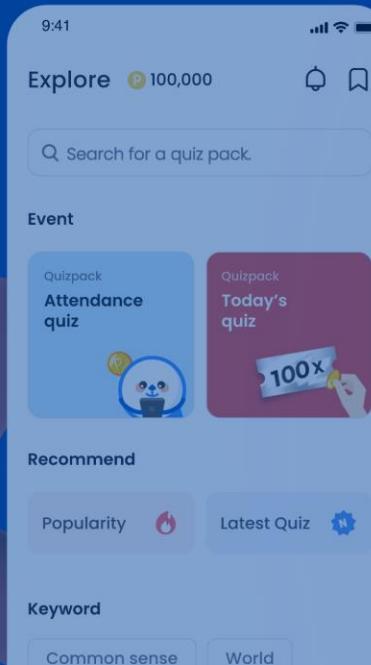
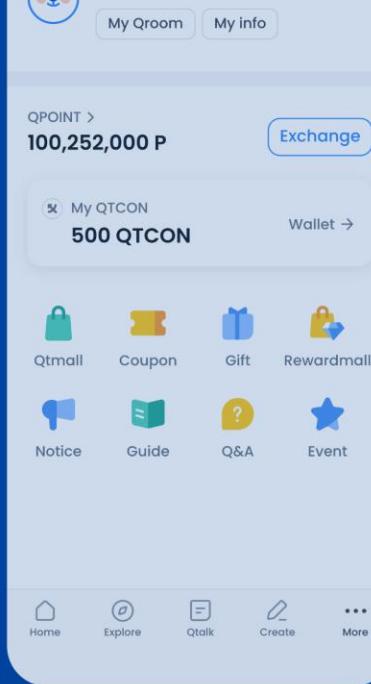
* Timing and budgeting are arbitrary and subject to change

2021

Anyone can communicate through quizzes.

QUIZTOK is a block chain quiz content platform.

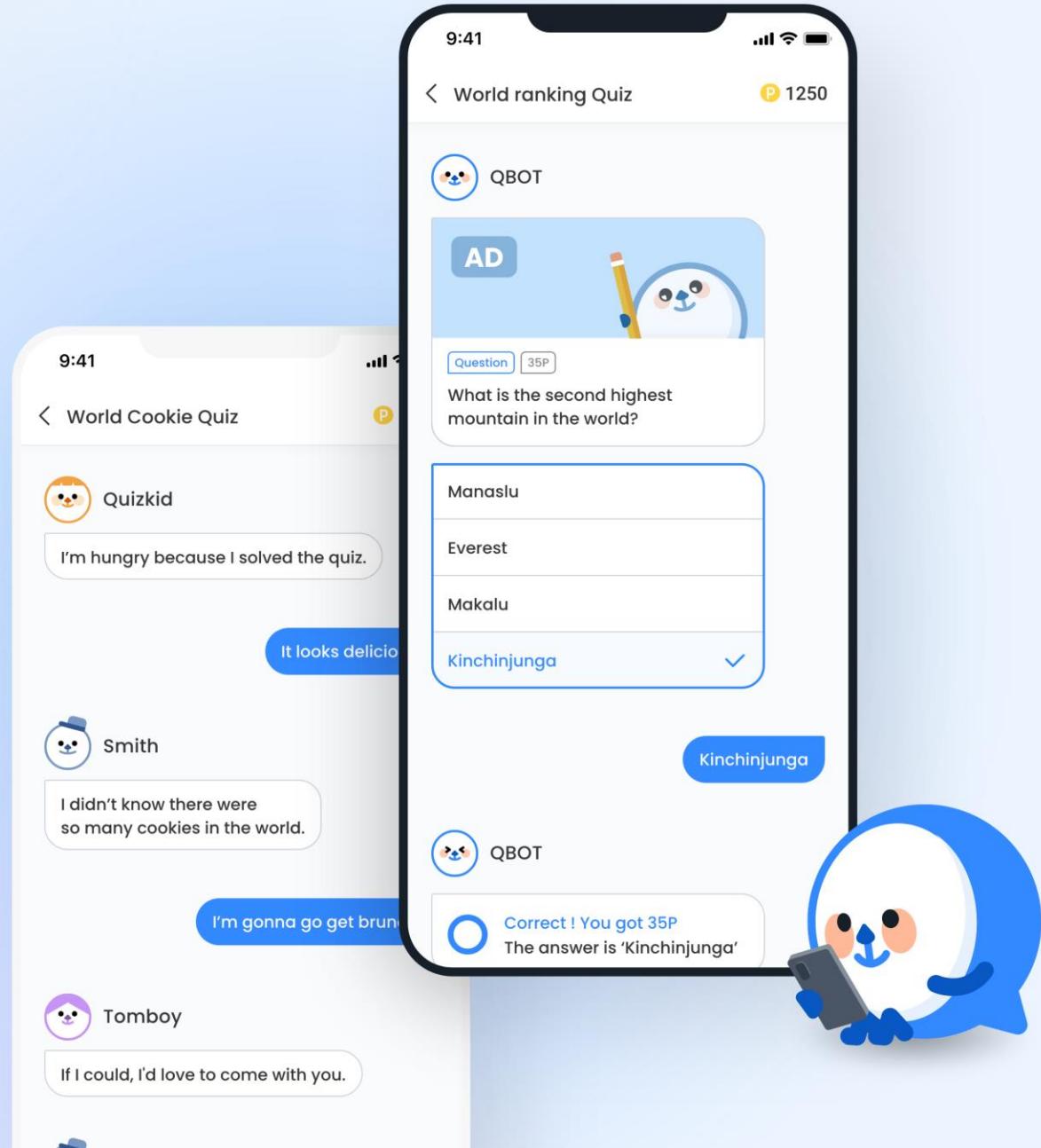
QUIZTOK



Quiz network Platform

Quiztok is a blockchain-based social network service that combines quizzes and advertisements.

Quiztok is a quiz platform that allows anyone to ask or solve a quiz. Quiz creators, quiz participants, quiz curators, and advertisers can all be users of Quiztok. Quiztok aims to provide a service for them to connect and communicate through quizzes and expand their knowledge.



Who will organize Quiztok?

All Quiztok users can earn Quiztok rewards by creating, curating, or solving quizzes. They can also directly create or execute ads through rewards. Quiztok provides contents and a blockchain-based advertising reward ecosystem through big data analysis, in order to ensure that its service can run anytime, anywhere regardless of purpose.



Why does Quiztok use blockchain?

1

User-centered reward system

As a blockchain-based service, Quiztok is designed to provide all added value generated by its activities within the platform to users without administrator's management. This ecosystem structure can give enough rewards for the quiz activities, and the rewards received in return can be used to consume other contents. Contents consumption enables all producers and consumers to receive high-quality content while making a profit.

2

Transparent Advertising Ecosystem

Quiztok provides contents in a combination of quizzes and ads. Users are exposed to ads at the same time as they solve the quiz, and they are rewarded with points. Quiztok users can run ads directly on Quiztok through rewards. All use of advertising costs according to the ad exposure is recorded on Quiztok's blockchain, guaranteeing transparency and reliability in ad execution to advertisers.

3

Copyright Protection of Quiz Contents

Quiztok records all quiz contents it publishes on blockchain. When a content is produced on Quiztok, anyone can easily take its ownership without entry barriers to the copyright proof.

2

Reward NFT issuance

Quiztok's rewards are issued as NFTs in various forms such as exchange vouchers, use vouchers, copyrights, and products. Using Quiztok's blockchain technology, users can receive transaction services that enable safe and transparent exchange and sale.

Key 3 features of Quiztok

The image displays three mobile phone screens against a blue background. A large white number '3' is positioned at the bottom center, partially overlapping the third screen. The first screen shows a 'Create quiz' interface with a video question about a song title. The second screen shows a 'Play a quiz' interface with a question about the deepest ocean and a dropdown menu for answers. The third screen shows a 'Qmongstore' interface displaying various products with their prices.

Create a quiz

Users can create many types of quiz, such as text quiz, image quiz, video quiz, OX quiz, and survey.

Play a quiz

Users can play quizzes of interest. Users can also share and solve quizzes with friends of common interests.

Earn Rewards and Use

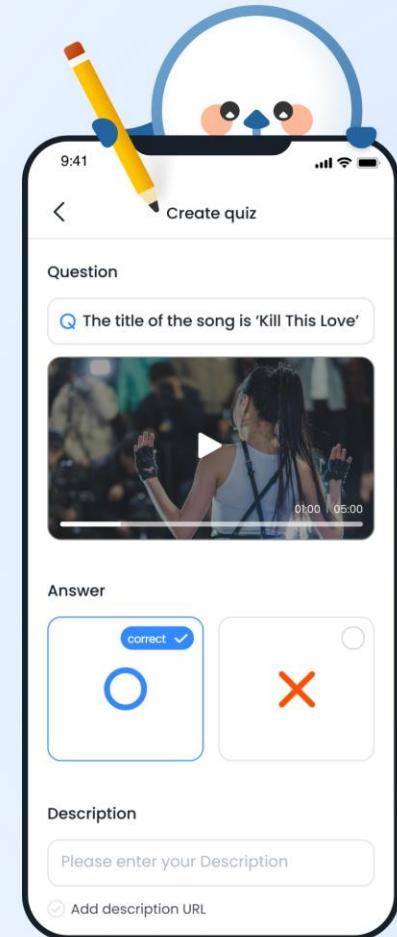
Create a quiz

Easy Quiz Creation

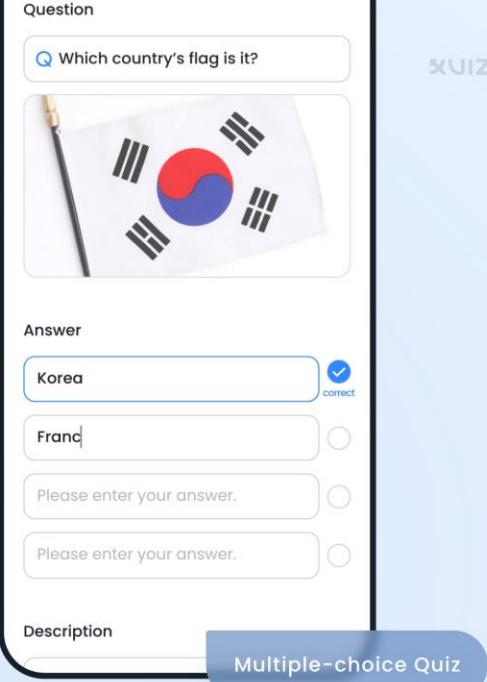
Quizztok's goal is to secure various and high-quality quizzes. Therefore, we provide various quiz forms such as surveys, video quizzes, and OX quizzes to make quizzes freely and creatively.



Image Answer Quiz



OX Quiz



Multiple-choice Quiz

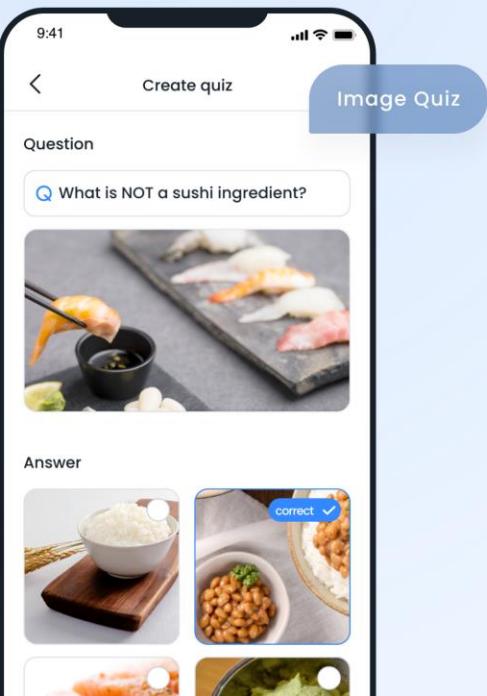


Image Quiz

[Create a quiz](#)

Quiz Creator Center for Professionals

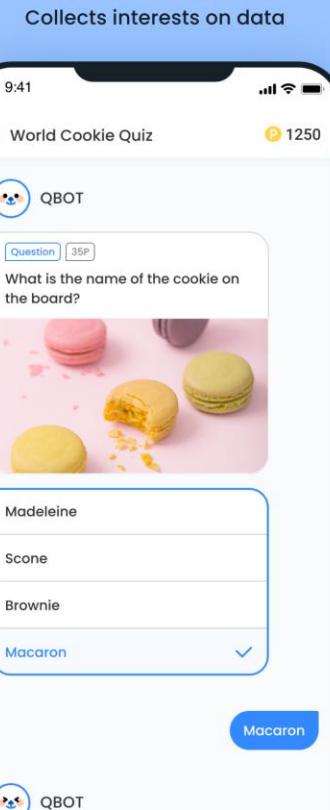
The Quiz Creator Center of Quizztok is offered on both the mobile app and the PC web for users to easily and quickly create high-quality quizzes. In the Quiz Creator Center, quiz creators can view and manage their subscribers and people's participation in quizzes.



Play a quiz

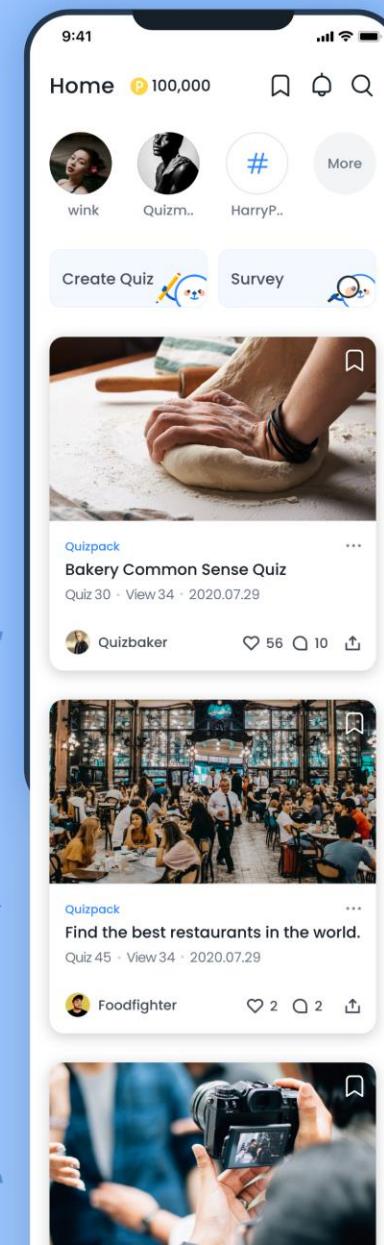
Provide quizzes tailored to user preferences

Quiztok's goal is to give users their preferred quizzes by analyzing and categorizing user data collected through quizzes. In addition, it tries not to provide unnecessary content to users by showing only ad contents that are likely to be of interest to users.



Collects interests on data

Provide customized quizzes



9:41

Home P 100,000



wink



Quizm..



HarryP..



Survey



Quizpack

Bakery Common Sense Quiz

Quiz 30 · View 34 · 2020.07.29



Quizbaker

56

10

...



Quizpack

Find the best restaurants in the world.

Quiz 45 · View 34 · 2020.07.29



Foodfighter

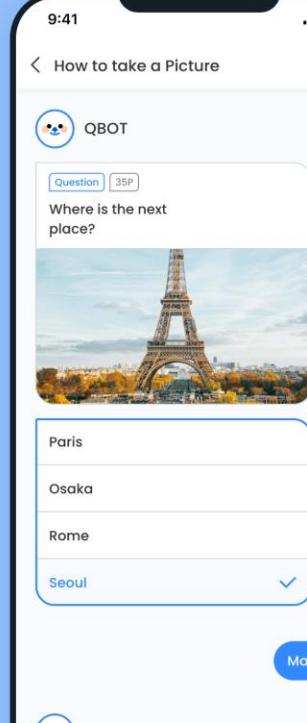
2

2

...



Provides customized quizzes
of interest

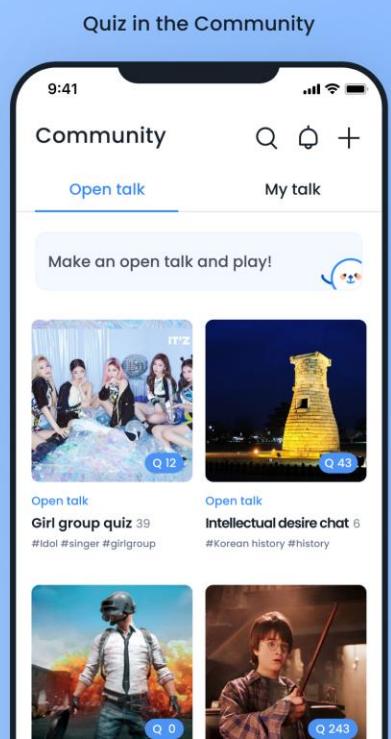


Plays a quiz of interest

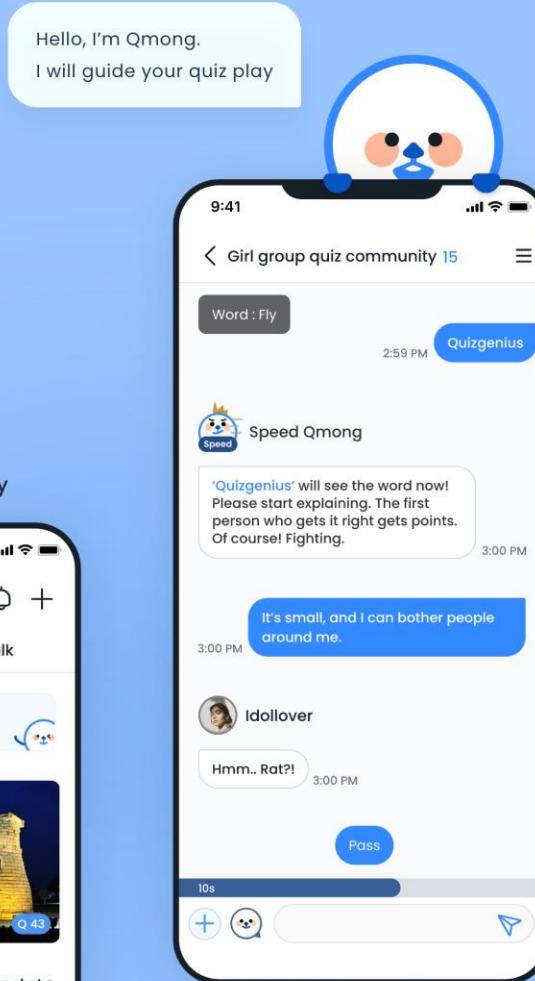
Play a quiz

Various types of fun quizzes

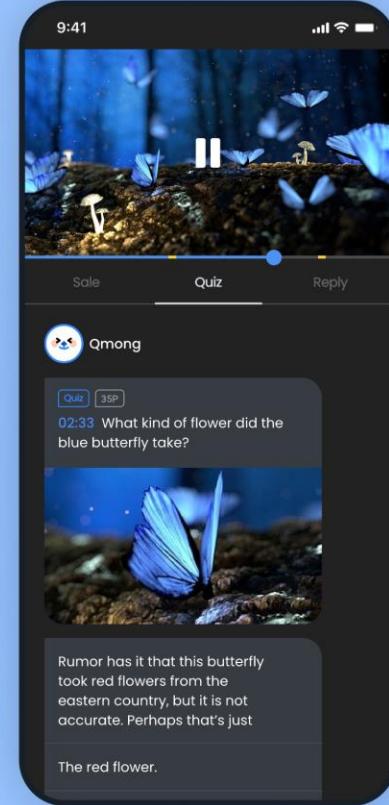
Quiztok users can solve various types of quizzes on various channels. Quiztok offers quizzes in multiple-choice, short-answer, OX, and surveys to collect users' opinions, as well as video quizzes to solve while users are watching videos. Users can solve the quizzes through the quiz pack they have directly asked, or they can enjoy asking and solving quizzes in real-time with conversations in a Quiztok community and Q-tok where they can communicate with others who share similar interests.



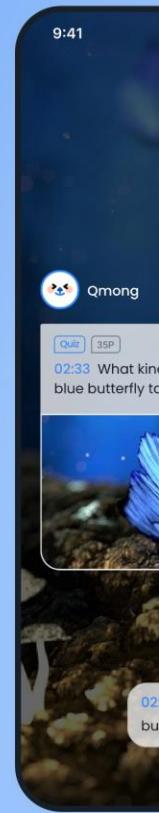
Quiz in the Community



Speed Quiz Game

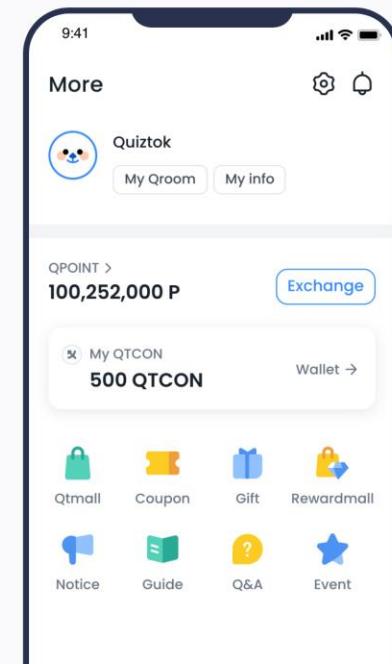
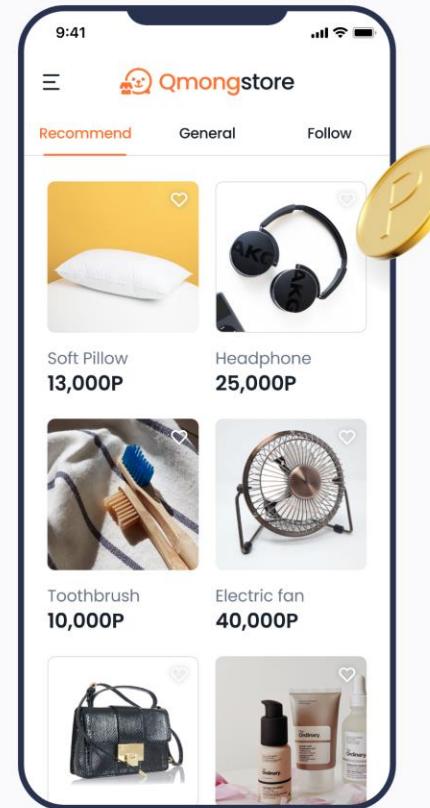


Video Quiz



How to Redeem Quiz Activity Rewards

Quiztok users can earn Quiztok point rewards by creating or solving quizzes. With the rewards, users can purchase items at a lower price than the average at Qmong Store, a Quiztok shopping mall. They can also exchange their rewards into Q-ticon, the virtual currency of Quiztok, and use it as cash. Quiztok has developed a reward system for users to redeem, exchange, or sell rewards obtained through quizzes.



Part. 1

QUIZTOK

COMPANY INTRODUCTION

QUIZTOK COMPANY OVERVIEW

ESTABLISHED	JAN 2017
MANAGEMENT IDEOLOGY	QUIZTOK realizes a society in which all daily lives are connected to quizzes
CEO	CHANG SUB JEON
HEAD OFFICE	40 Worldcupbuk-ro Mapo-gu, Seoul, Korea
Employee	20 (Programing Developer : 8)
Business Area	Advertisement : Quiztok linked AD Business Ecommerce : Qmong Store, Qmong Rental - using points and QTCON(Digital Coin) Survey, Research and Analytics using Bigdata and AI, Contents(Quiz pack), Learning Tools Business
Current Paid Capital	399 Million Won(KR) Total Issued Share:399,000 Stock (Par Value 1,000 won)
Shareholder	Changsub Jeon (CEO) 247,000 Stock (62%) Keuwoo Lee (CTO) 72,000 Stock (18%) Jaewan Kong (Audit) 60,000 Stock (15%) Gfutec Co. (CS Jeon CEO) 20,000 Stock (5%)



Exposure to Quiztok ads Screen Example

Patent No.
10-1935456
2018. 12 KOREA



Patent No. 6743307
2020.07 JAPAN



US 10,812,425 B2
2020.10 USA

[PATENT NAME]

Instant Message Service Chat Room
Simultaneous delivery methods and systems
for quizzes and advertisements

[PATENT REGISTRATION]

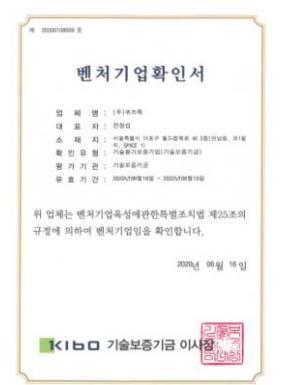
2018.12 Republic of Korea
2020.07 JAPN
2020.10 USA

[PATENT APPLICATION]

2018.02 Philippine/CHINA/EU



Certificate of
Information Protection
Management System
2021 Korea Internet &
Security Agency



Certificate of Venture
Business
2020 KIBO, KOREA

QUIZTOK History and Present

2017	2018	2019	2020	2021 (Present)
01 / Established. QUIZTOK Corporation	03 / Quiztok APP - MVP Launching 08 / Quiztok Japan Corp established 12 / BM Patent Registration	03 / Quiztok Philippine Corp Registration 09 / Quiztok APP Official Launching 11 / Launching Qmong Store 12 / KAKAO Ground X KLAYTN HORIZON SILVER PRIZE QUIZTOK	03 / Subscribed Member 100 thousands 04 / QTCON Listing on the COINONE Exchange Market, Korea 05 / Certificate of Authorization of R&D Center of Quiztok Corp 06 / QTCON Listing on the PROBIT Exchange Market, Korea 07 / Launching Survey Platform 08 / Launching Reward Shopping Mall of Quiztok 11 / QTCON Listing on the UPBIT, bithumb Exchange Market, Korea 12 / Cumulative Download 460 thousands, Subscribed Member 360 thousands.	04 / IF DESIGN AWARD for Quiztok APP UXUI Cumulative Download 1.5 Million Launch Media Commerce Services Launch Live Commerce Services Facebook Quiztok Community Extensions Expanding the Instagram Quiztok Community A Goal for 1 Million Users in Korea Global Exchange Listing Among the BM patents in six countries, Chinese, European, and Philippine Patent Registration Enter Global Market Launching Japanese Ver APP Launching English Ver APP Launching Chinese ver APP
				

Quiztok Management Team

1) Founder



Changsup Jeon
CEO, Quiztok Co.,Ltd
Vice Chairman, Korea Blockchain
Startup Association.
CEO, GFUTEC Co.,Ltd, Korea
Strategic Management,
Analyzer Specialist
Ajou univ. Business school MBA
Majored in Strategic Management



Keunwoo Lee
CTO, Quiztok Co.,Ltd
Professor, Daerim University, Joongwon
University
Manager, SAMSUNG Group
- Information Strategic Planning Dept,
CAD/CAM Dept



KY Jung
CFO, Quiztok Co.,Ltd
Senior Consultant, AMDocs(XCHANGE)
NASDAQ(DOX), CRM, Analytics, Bigdata, AI.
Professor, Hanyang University,
Kwangwoon University – eBusiness &
eCommerce.
IMT 2000 R&D Committee Member,
Ministry of Science & ICT, Korea.
Written Book – “Net Results-Web
Marketing that works”, Published
Information Culture Co.,Ltd, Korea.

2) Global Business



Sehoon Hwang
**Managing Director, Quiztok Japan
Corporation**
CEO, PHA Korea
CEO, SEIN Inc
Graduated NIHON University, Majored
Economics



Bongi Shim, Writer
Director of MCN Business, Quiztok Co.,Ltd
KBS – Comedy Writer 5th Public Recruitment
Regular Member, Korean Broadcast Writer
Association
Writer, KBS, SBS, MBC - GAG Concert,
Dallin(Master), Tue Special by Suh Sewon,
Welcome us Saturday, Today is a Good day.

Quiztok Operation Team

3) Development



Kwangjae Choi



Jongil Yang



Wonjoon Jang



Dongwoo Kim



Jungchul Park



Kyunghyun Han

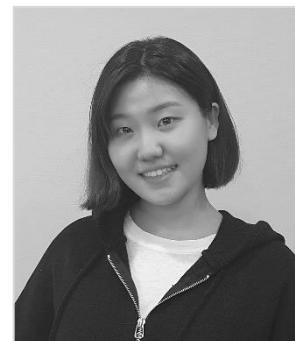
4) Marketing & Media



Eunyoung Lee



Sejin Jung



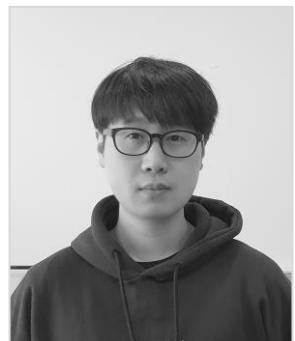
Jiin Huh



Miyoun Yoon



Sunghoon Kwon



Taemin Moon

Quiztok Advisory Group

5) Advisor



Doctor, Sungmin Lee

Specialist Cyber Strategic Security
National Defense University
Kyoungi University, Graduate School



Myungsoo Im

Chief of Seoul Center, Korea Blockchain
Center
Chairman, Korea P2P Financial Investment
Association
Vice Chairman, Korea Blockchain Startup
Association
Member, Financial ICT Convergence
Society
Member, Asia Future Fintech Forum



Sewon Hwang

CEO, Ineast corporation
Member, E-Government Public-Private
Cooperation Forum, Ministry of Public
Administration and Security, Korea
Director, Korea Institute of Software
Globalization
Majored Industrial Chemistry, National Seoul
University



Lawyer, Taeun Koo

Division Leader, Law firm LYN
Vice Chairman, Blockchain Law Society
Member of the deliberation committee,
Ministry of Science and ICT Regulation
Sandbox
Vice Chairman, Korea Shared Economy
Association.
Director, Korea Startup Forum



Writer, Hangsuh Choi

SBS Writer, 1st Public Recruitment
SBS – Good friends, Surprise video, comedy
observatory, Sunday is good, Gag Tonight,
Looking for a Laugh, and many more.
MBC - Sunday night, Saturday night,
Laughing days, good days, and many more.
KBS - Saturday agency, Good Day to Laugh,
Show Lucky Train, Super Sunday, Happy
Together Season 3 and many more

Quiztok Character Qmong

Quiztok Character, Qmong



Qmong, who seems naive with his mild appearance and foolish behavior, but charismatically solves everything when faced with a problem! It is the mascot of Quiztok and is used for various quizzes and video contents. Also, it will be produced and sold in various goods. Currently, Quiztok operates a shopping mall called 'Qmong Shop' led by Qmong and will expand from Select Shop to open market later.



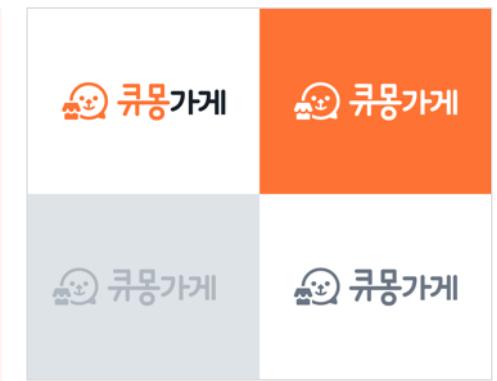
Qmong Doll & Character Goods



Qmong in the park



Qmong Store

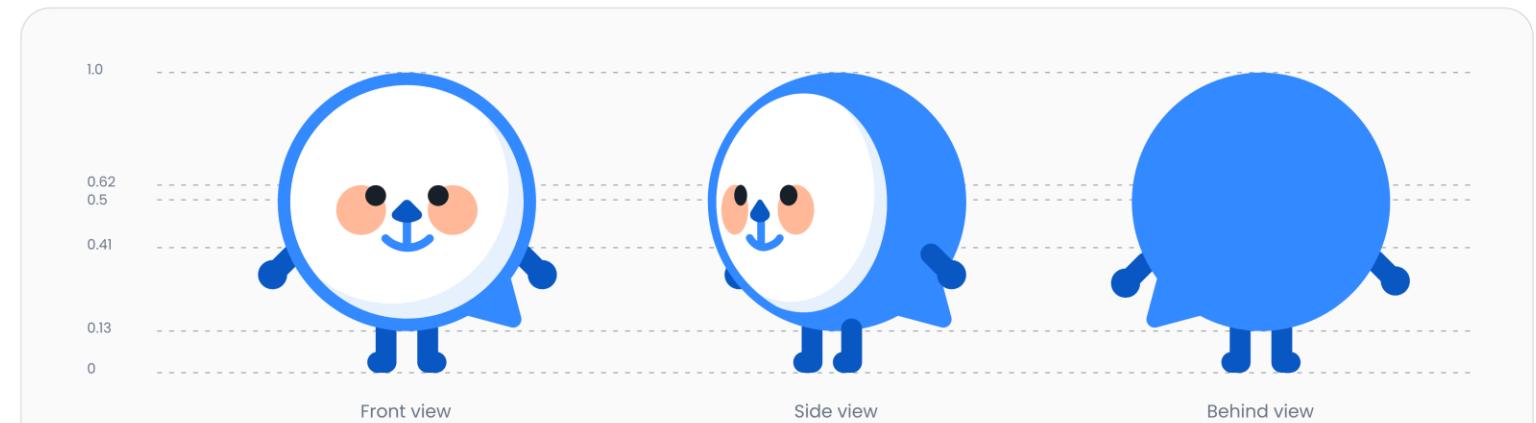


Character

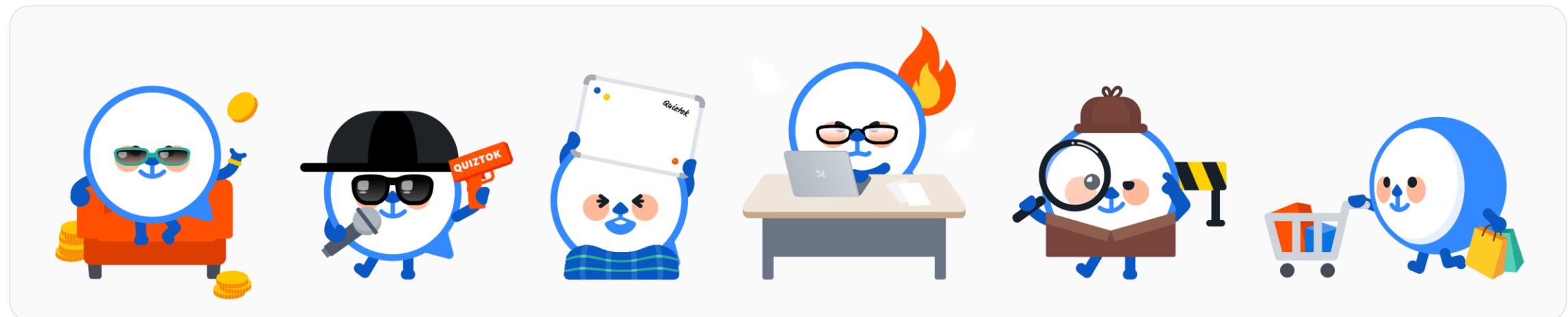
Qmong

QMong is the character of Quiztok created to guide Quiztok users. It gives guidelines in the quiz chat room during a quiz and introduces products to users in the Qmong Store, Quiztok's own shopping mall.

Basic

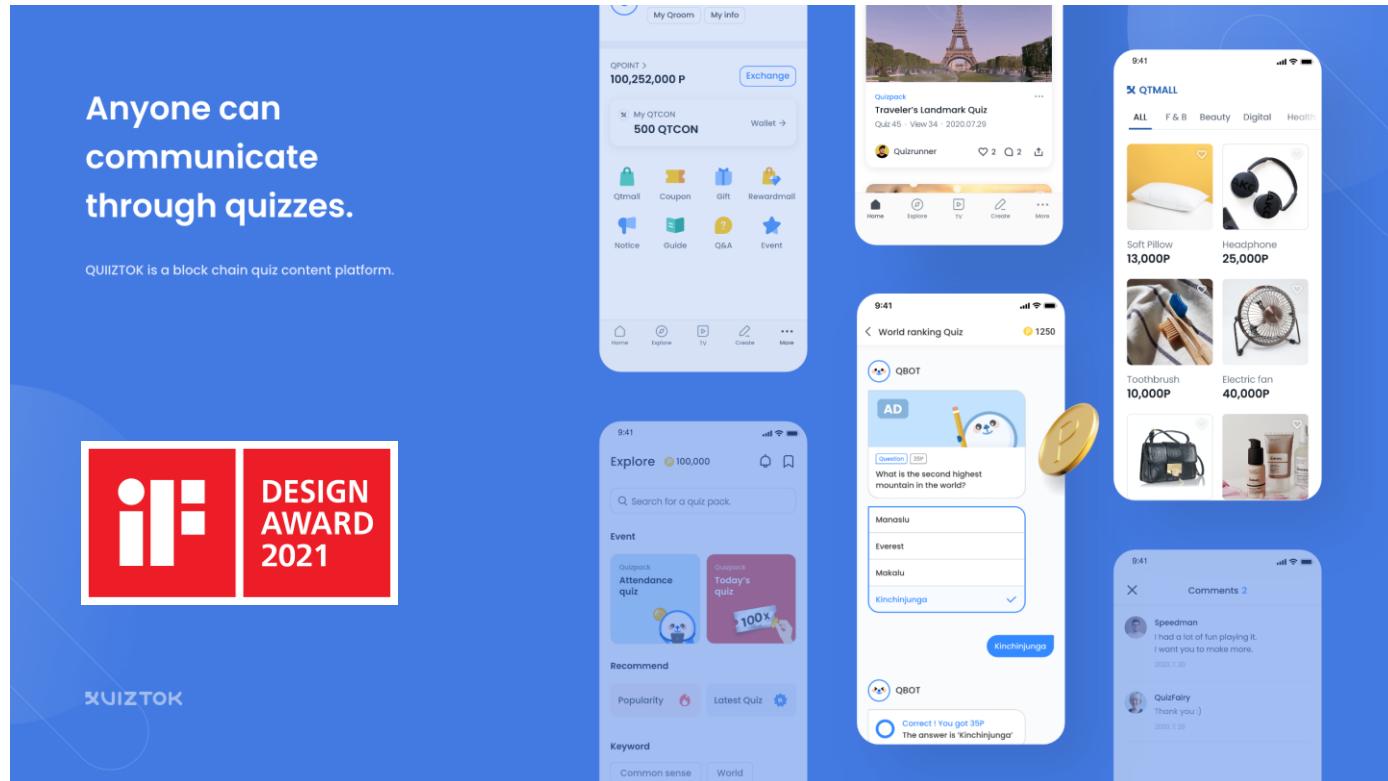


Application



Quiztok Award-Winning Story

International Forum Design Award, April 2021 Final Award-Winning, Communication Design, Quiztok APP



Department
Communication

Category
Apps / Software

Registration Type
Quiz app

Company
Quiztok
Seoul, Republic of Korea

Design
Quiztok
Keunwoo Lee, Anna Jang,
Miyeon Yun, Chi in Heo,
Sujeong Yoon

Online Link
<https://ifworlddesignguide.com/entry/304847-quiztok>

Quitzok Award-Winning Story

KAKAO GROUND-X BLOCKCHAIN COMPETITION, Dec 2019

Klaytn Horizon, Silver Prize, Quiztok inc.



KAKAO Blockchain Technology Company
GROUND-X BLOCKCHAIN APP COMPETITION

Klaytn Horizon

Klaytn Horizon is Ground-X Blockchain Platform

A Contest to develop BApp using Klaytn Platform

- ▲ Blockchain technology provides differentiated value to users
 - ▲ Services users need in real life
 - ▲ User Experience (UX) is well applied for ease of use of the service

