

Mobile Quiz Platform
QUIZTOK

Quiztok is based on blockchain quiz reward platform
Everyone can create and play the quiz in everywhere

Update. 2020.12.30
ver. 1.4

Table of Contents

1. Abstract

- 1.1. A knowledge sharing platform based on quiz contents
- 1.2. A decentralized knowledge sharing platform based on the block chain system

2. Background

- 2.1. Quiztok background
- 2.2. Value of quiz contents
- 2.3. Improvement for more productive mobile environments
- 2.4. Current status and tasks of advertising and media markets
- 2.5. Necessity for a ‘Quiz’+‘Communication’+‘Advertising’+‘Rewards’ combined platform

3. Quiztok! Quiz Mining Platform

- 3.1. Ecosystem
 - 3.1.1. Structures of ecosystem
- 3.2. Ecosystem participants
 - 3.2.1. Quiz creators
 - 3.2.2. Quiz players
 - 3.2.3. Quiz curators
 - 3.2.4. Advertisers
 - 3.2.5. Sponsors, Donators
- 3.3. Rewards
 - 3.3.1. QTCON reward systems
 - 3.3.2. Quiz rewards
 - 3.3.3. Curation rewards
 - 3.3.4. Advertising rewards
 - 3.3.5. Sponsoring & Donation rewards
 - 3.3.6. Reward algorithms
- 3.4. Targeted Advertising
 - 3.4.1. User tendency analysis and targeted advertising utilization
 - 3.4.2. Targeted advertising utilization
- 3.5. Technologies
 - 3.5.1. Quiz mining
 - 3.5.2. Architecture
 - 3.5.3. A reward pool

3.6. Use Case

- 3.6.1. Quiz content platform services combined with advertisements
- 3.6.2. Quiz services that users create and consume quizzes
- 3.6.3. Donation
- 3.6.4. Connection between users and sponsoring companies

4. Marketing analysis

- 4.1. Quizzes
- 4.2. Advertising
- 4.3. Sponsoring, Donation
- 4.4. Competition Analysis
- 4.5. Strategic partnerships

5. Why the block chain?

- 5.1. The block chain ideology and QTCON
- 5.2. Reasons for using the block chain system
 - 5.2.1. Transparency for the reward transaction
 - 5.2.2. Protection and inspection for creative works
 - 5.2.3. Transparency for analysis of advertising effects
- 5.3. Value of QTCON
 - 5.3.1. A value for the global public
 - 5.3.2. A decentralized transaction

6. Schedules for Plans

- 6.1. Present stage
- 6.2. milestone

7. Quiztok Token(QTCON)

- 7.1. Plans for QTCON issuance
- 7.2. Plans for fund management
- 7.3. History of QTCON issuance
- 7.4. QTCON Lock-up & Release Plan

8. Team

9. Risk announcements and protection tools for investors

10. Subjects of exemption

1. Abstract



1.1 A knowledge sharing platform based on quiz contents.

'In Quizztok, we ask and answer questions.'

'In Quizztok, we ask questions we want to know.'

'In Quizztok, we share what we know with each other.'

Quizztok filters, refines and compresses scattered knowledge and information in forms of quiz contents. It's a knowledge sharing platform where everyone can share their questions and answers.

Also, Quizztok is a knowledge sharing platform where everyone can ask and answer questions to one another and learn from each other.

For quiz creators, a quiz is a tool to deliver compressed knowledge to others. Quiz players can solve and share refined knowledge created by quiz creators.

Quizztok provides quiz creators, quiz players and quiz curators QTCON as rewards to realize practical value of sharing knowledge.

1.2. A decentralized knowledge sharing platform based on the block chain system

Quizztok is a decentralized knowledge sharing platform where users become creators, players of quizzes and consumers of advertising contents based on the block chain system.

Also, we provide decentralized Ad systems that users can pay QTCON to upload their Ads on quizzes.

At the end, participants share rewards based on their activities as content creators and consumers, Ad creators and consumers.

2. Background

2.1. Quizztok background

- Is there any method for everyone to share knowledge and information with each other with joy and satisfaction?
- Is there any method for complicated knowledge and information to be delivered directly and effectively?
- Can we use mobiles and other internet-based devices as productive tools?
- Is there any way to benefit everyone by sharing knowledge?
- Is there any easier way to share information with each other?
- What if one's knowledge and information can become a productive tool for his/her living?
- Is there any way for everyone can benefit themselves by sharing knowledge?
- What would be good methods for users to have practical value with rewards?
- What if we become a collective intellectual society throughout massive networks?

Quizztok started from these ideas.

2.2. Value of quiz contents

Quizzes are steady seller contents that can be enjoyed by everyone at any time regardless of their genders and ages. Also, quizzes are addictive contents that evoke sense of challenge and achievement to people because of their entertaining elements.

Quizzes are great tools to deliver knowledge in refined and condensed forms. These refined knowledge will be shared with quiz players.

Not only quizzes can be used for sharing and learning knowledge, they can also be used for asking questions, expressing people's daily lives. This means a quiz content can transform into a new SNS platform.

2. Background

2.3. An improvement for productive mobile environments

As mobile devices such as smart phone evolve rapidly, there are more and more users enjoying mobile games.

But these games are creating harmful and addictive environments for teenagers with many side effects.

In particular, conflicts between parents and children arise due to smartphone addiction and it became a big social problem. So we thought about ways to make people to use mobile not just as an entertaining tool, but also a learning tool.

We thought if people can play quizzes with the effect of learning and receive rewards from creating and solving quizzes, we can make more productive mobile environments for the public.

2.4. Current status and tasks of advertising and media markets

An original Ad markets eco-system is built in following process.

Advertisers → Advertising agencies → Media → Users

Due to numerous engagements of agencies in this process, advertising costs become more expensive compared with their advertising effects.

Also, some advertising agencies monopolized Ad implementation which resulted in harmful effects in Ad and media environments.

Users have to consume advertisements exposed by media and they don't have right to choose which Ad they want to consume. Also, users don't get any rewards from viewing advertisements and all revenues are shared by media and agencies.

In order for Ad consumers to receive benefits, we need to avoid centralized eco-system where media and agencies monopolize revenue and influence of advertising.

2. Background

2.5. ‘Quiz’ + ‘Communication’ + ‘Advertising’ + ‘Reward’ = A Combined platform is needed.

In Quizztok platform, quiz contents are provided with advertisements. Users can receive reward points by solving quizzes and consuming Ad at the same time.

Reward points received from Quizztok can be changed into Tokens and users can use them in many different ways.

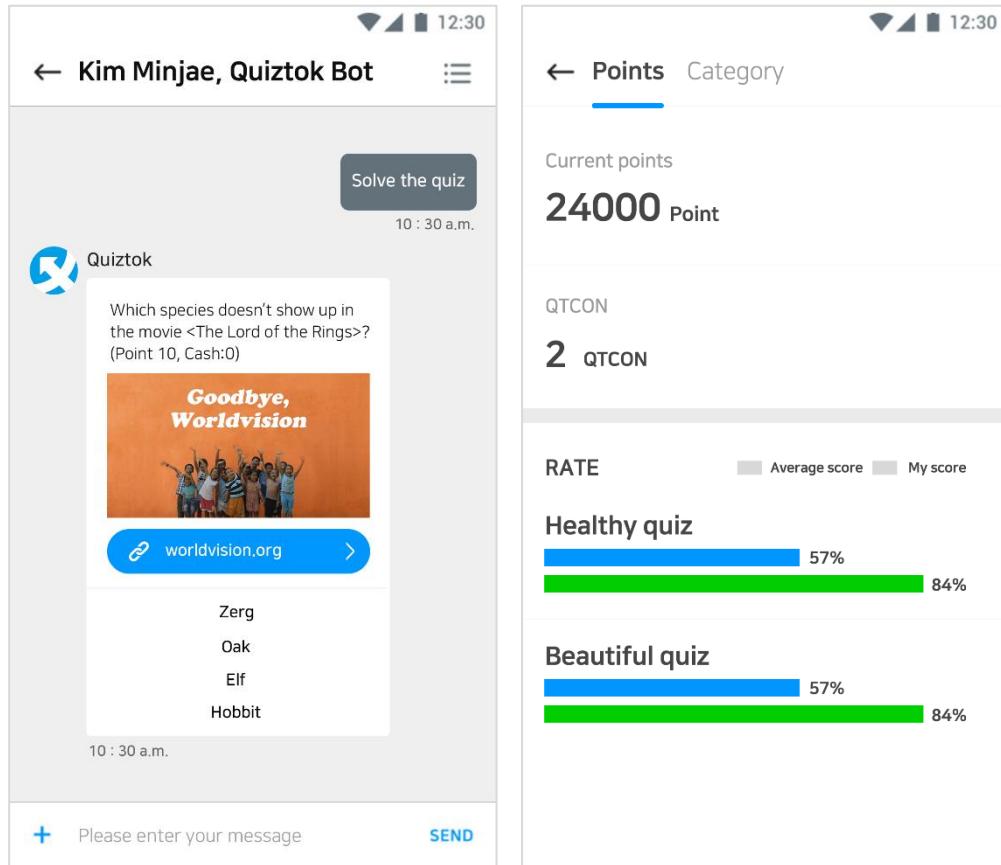
For instance, Quizztok users can become advertisers and pay for their advertisements with Tokens. Users can also make a donation in their names with Tokens or exchange Tokens with cash.

Used QTCON will be purchased by advertisers again and advertisers will use it for their advertising costs in Quizztok platform.

The block chain technology that Quizztok uses is highly reliable and effective for advertisers to expose their Ad with its transparent and safe systems.

As users solve more quizzes, advertising consumption will increase. This will lead to increase in Ad effects in Quizztok platform. As a result, we can expect to attract more and more users as the value of our platform increases

2. Background



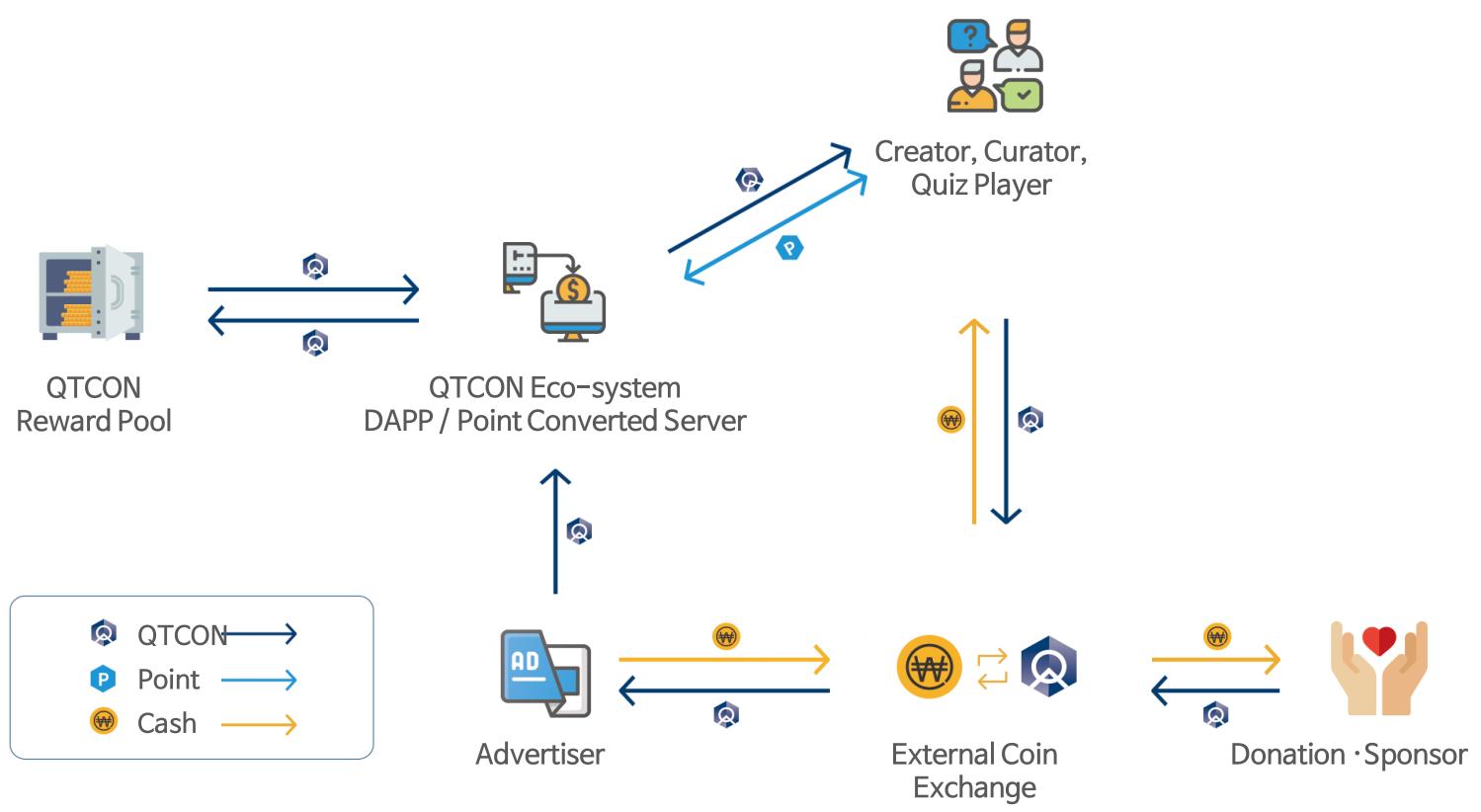
Solving quizzes and Token rewards

3. QUIZTOK! QUIZ MINING PLATFORM



3.1. ECOSYSTEM

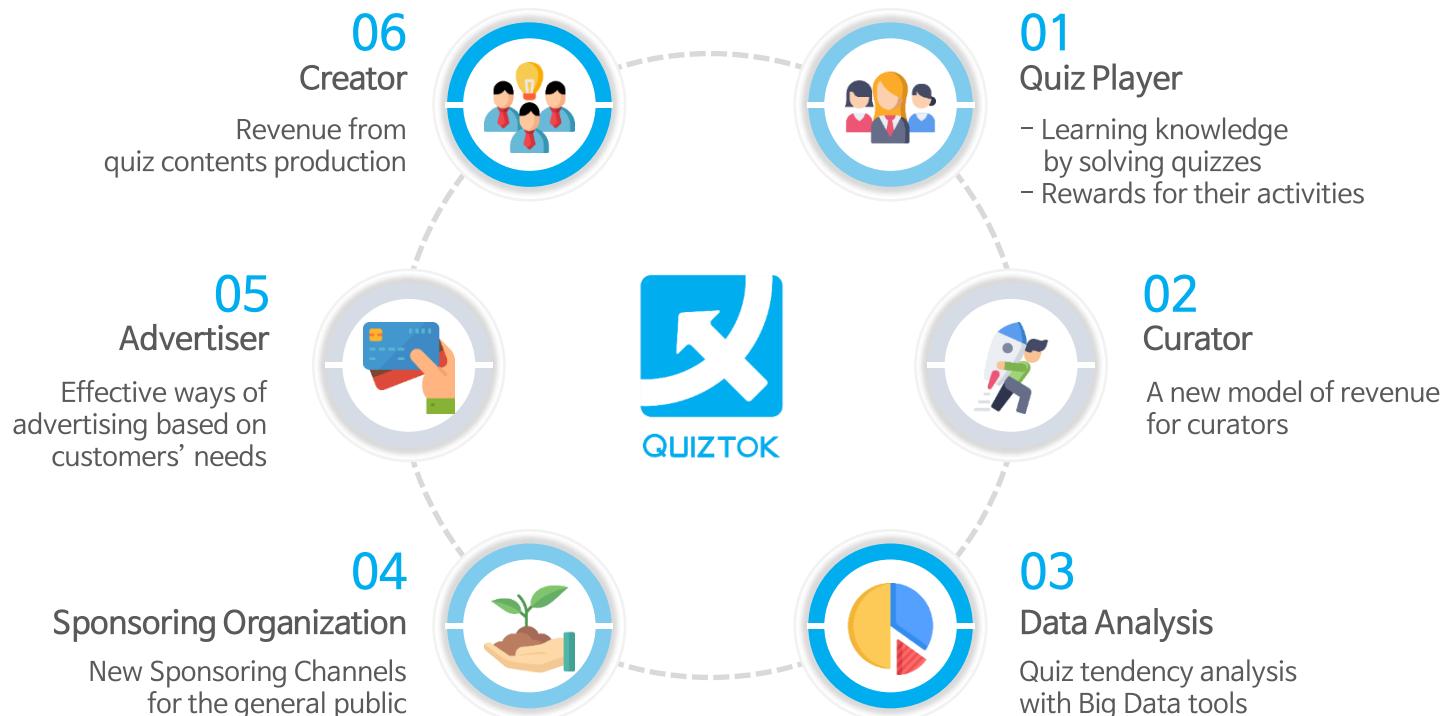
- Quiztok provides Ad reward ecosystems based on the block chain technology to quiz creators, players, advertisers, sponsors and media etc. without limitation of time and space.
- In Quiztok ecosystem, users can directly communicate and transparently trade with each other.
- Quiz creators, players, advertisers and other users can easily participate in Quiztok platform without any intermediaries.
- Quiz creators, curators and players will receive reward points based on their roles and this can activate the production and consumption of quizzes.



3. QUIZTOK! QUIZ MINING PLATFORM



3.2. Participants in Ecosystem



3.2.1. Quiz Creators

They are individuals or organizations who create quiz contents through Quiztok platform. Quiz contents will be distributed to users through Quiztok platforms or quiz curators.

After joining Quiztok as a member, everyone can create quizzes and provide them to other users. For example, if teachers assigned quizzes to their students in Quiztok, students can enter quiz rooms assigned by teachers and solve quizzes by using Quiztok App.

If quiz players solve quizzes, quiz creators will receive reward points and if they get 'Likes' from quiz players, they can also receive additional reward points.

Quiz creators can set the target of user groups they want and provide quizzes to them. They can also set open quiz rooms for everyone to solve their quizzes.

3. QUIZTOK! QUIZ MINING PLATFORM

3.2.2. Quiz Players

After joining as a Quizztok member, you can either choose quiz rooms in category or enter quiz rooms introduced by quiz creators or curators you added as your friends to solve quizzes. If players solve quizzes combined with advertisement and get the right answers, they can get reward points assigned to quizzes.

Players can also get a certain amount of reward points if there is no answer for quizzes they solved. In this case, if you choose the most chosen answers, you get can more reward points.

Quizztok users can participate in creating and solving quizzes without limitation of time and space. Reward points will be given based on users' activities. For instance, you can get additional rewards in based on your total amount of points or Tokens.

3.2.3. Quiz Curators

Any Quizztok members can choose and distribute quizzes created by other members to their followers. If quiz players solve quizzes sent by quiz curators, reward points will be given to quiz curators.

As quiz curators share more quizzes and Ad contents with users, additional points will be given to curators.

Potential partner companies or organizations can link Quizztok contents with their channels through API or SDK.

3.2.4. Advertiser

Quizztok members can upload their Ad in the Quizztok platform.

Advertisers can access to Ad systems in Quizztok and set targets, expenses, timeline, contents of Ad.

Advertisers can use QTCON to upload their Ads on the platform. By spending QTCON for Ad costs, it can circulate the Quizztok ecosystem.

QTCON paid by advertisers will be saved in the reward pool for providing rewards to quiz creators, curators and players.

3. QUIZTOK! QUIZ MINING PLATFORM

3.2.5. Sponsors, Donators

Quizztok users can give their points or QTCONs to any individuals or organizations they want for donation and sponsoring purposes.

You can choose to donate your points or Tokens to charity organizations. You can also select quiz rooms opened for donation purposes and solve quizzes to make a donation.

When you solve quizzes in the quiz room for sponsoring purpose, all the points and Tokens will be given to sponsoring organization.

3.3. Rewards

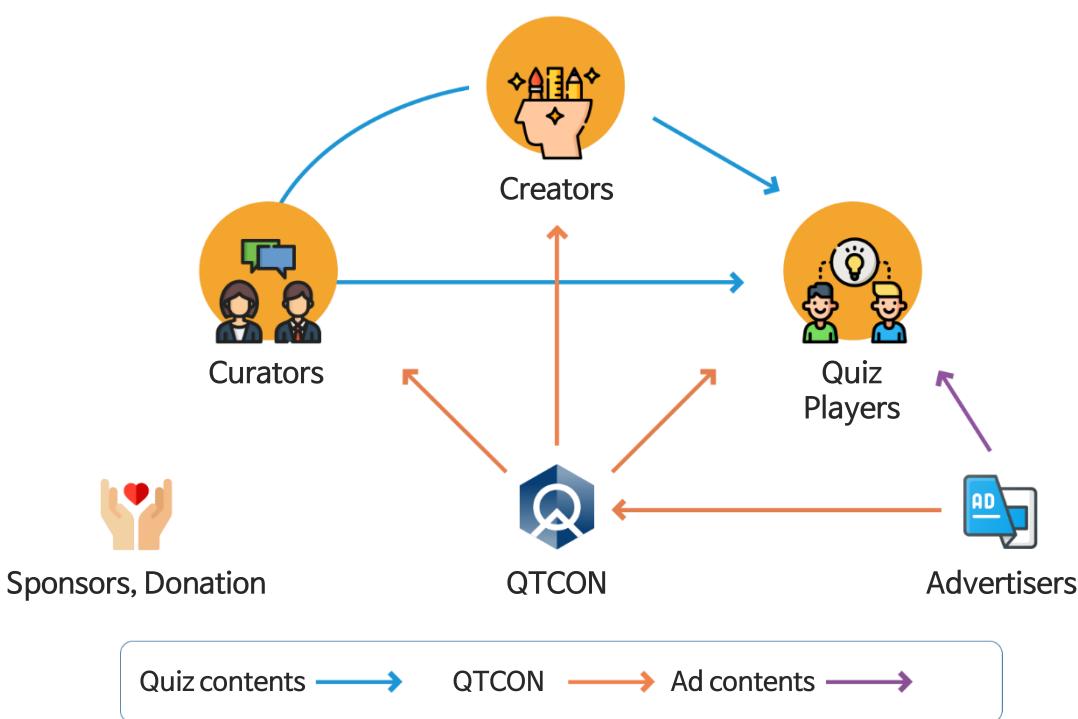
3.3.1. QTCON Reward Systems

Quizztok users are mainly consisted of ①quiz creators ②quiz curators ③quiz players.

Rewards based on users' activities will be given as points at first. If you gain a certain amount of points (ex. 10,000points), you can exchange your points with QTCONs.

Quizztok users can change the settings to exchange their points with QTCON and it equally applies to all users by a Smart Contract with its block chain system.

Users can play different roles in the platform and receive reward points based on their activities.



3. QUIZTOK! QUIZ MINING PLATFORM

3.3.2. Quiz rewards

① Rewards for quiz creators

Quiz creators can receive reward points if their quizzes are solved by other users. If the number of users solving their quizzes increase, they can get more rewards based on the number of users.

Also, if they get more ‘likes’ from quiz players, they can get additional rewards.

② Rewards for quiz players

Quiz players will receive points if they solve quizzes. Reward points assigned to quizzes vary from quizzes’ types, solving time and Ad types. And we will notify users how many points are assigned to quizzes before they solve quizzes.

3.3.3. Rewards for curators

Curation rewards are rewards given to intermediaries who choose and distribute quizzes to other users.

The role of curators is very crucial as they share beneficial and valuable quiz contents to other users. But, in general social network services, rewards are not provided to content curators.

Quizztok platform services can fix this problem by giving a certain amount of rewards to curators and expand quiz contents’ consumption at a fast speed.

Like quiz creators, quiz curators will get a certain amount of points if players solve quizzes they shared. If the number of users solving their quizzes increase, they can get more rewards based on the number of users. Also, if they get more ‘likes’ from quiz players, they can get additional rewards.

3.3.4. Advertising Rewards

Quizztok users can receive additional rewards from Ad if their contents satisfy advertisers. For example, if advertisers like a quiz content, they will assign more points to the quiz and users can share more points with the quiz.

If advertisers make quizzes for their advertisements, quiz players who solve these quizzes can get special points from advertisers.

3.3.5. Donation, Sponsoring

Quizztok users can give their points or QTCONs to any individuals or organizations they want for donation and sponsoring purposes. If they set subjects for donation and sponsoring, their points or Tokens will be given to the subjects directly.

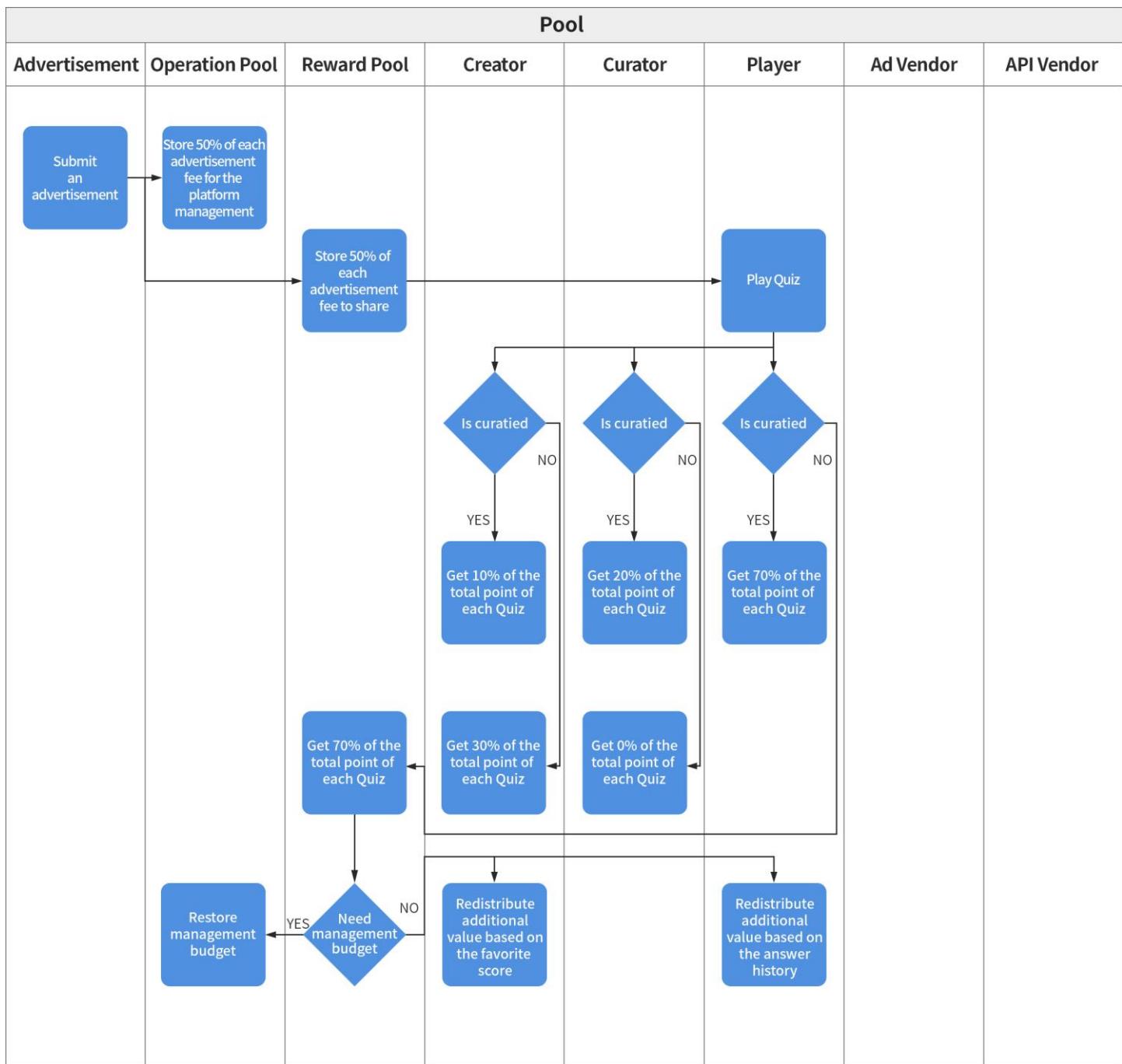
If users make a donation to subjects that are registered in Quizztok platform, a certain amount of additional points will be given to them.

3. QUIZTOK! QUIZ MINING PLATFORM



3.3.6. Reward Algorithms

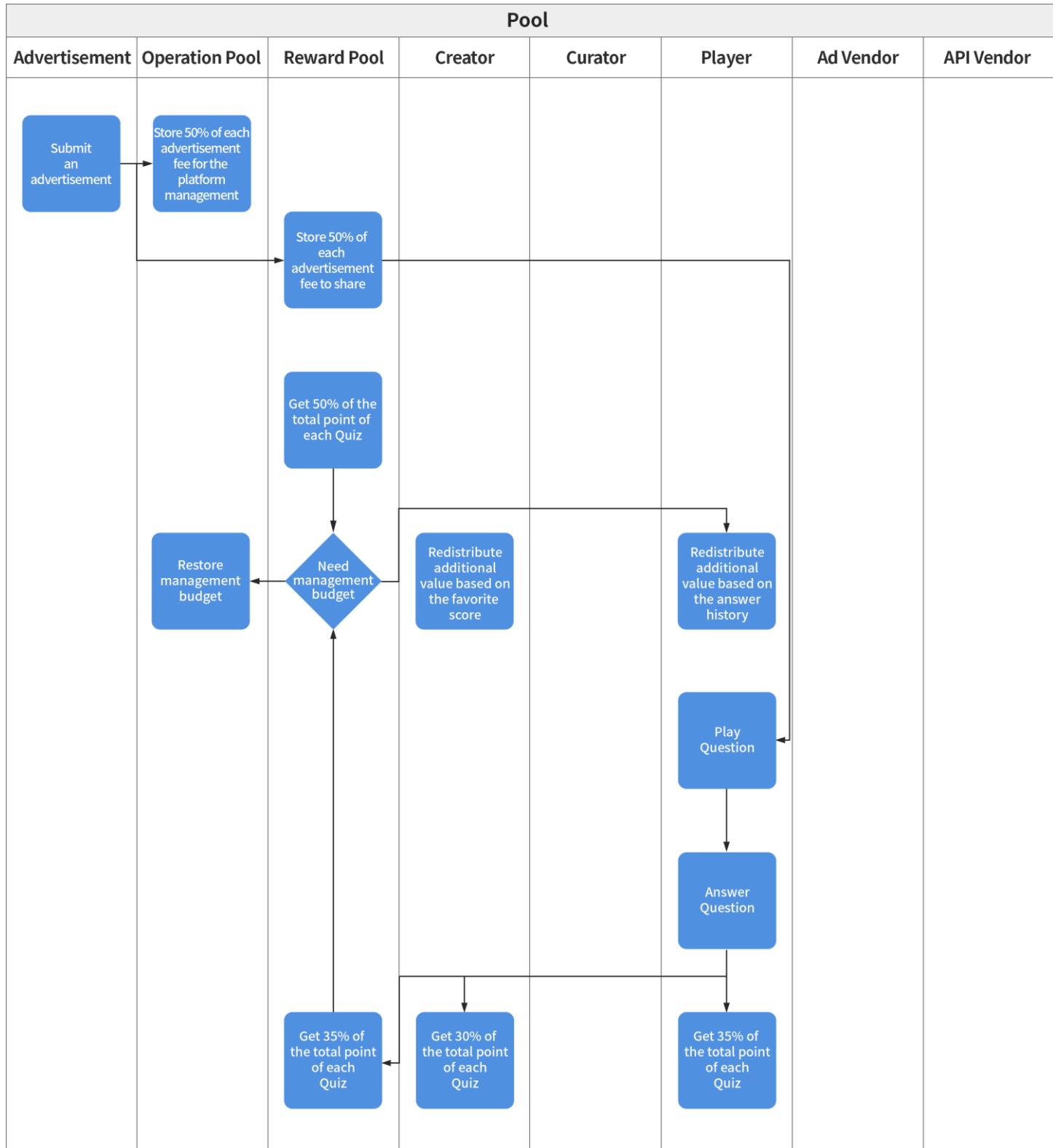
[Quiz Reward Process]



The % value of each part can be changed.

3. QUIZTOK! QUIZ MINING PLATFORM

[Question Reward Process]

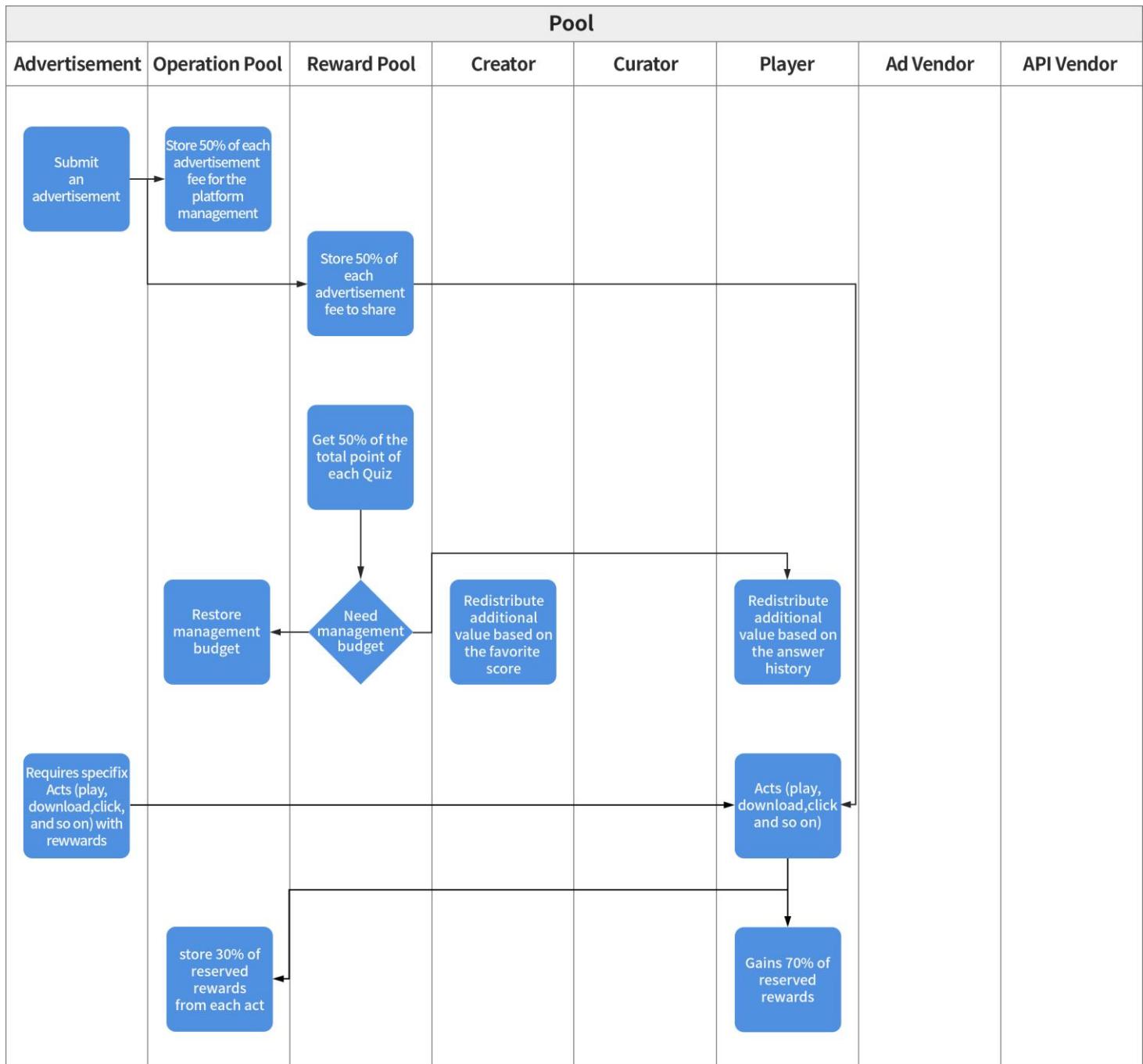


The % value of each part can be changed.

3. QUIZTOK! QUIZ MINING PLATFORM



[Advertising Reward Process]

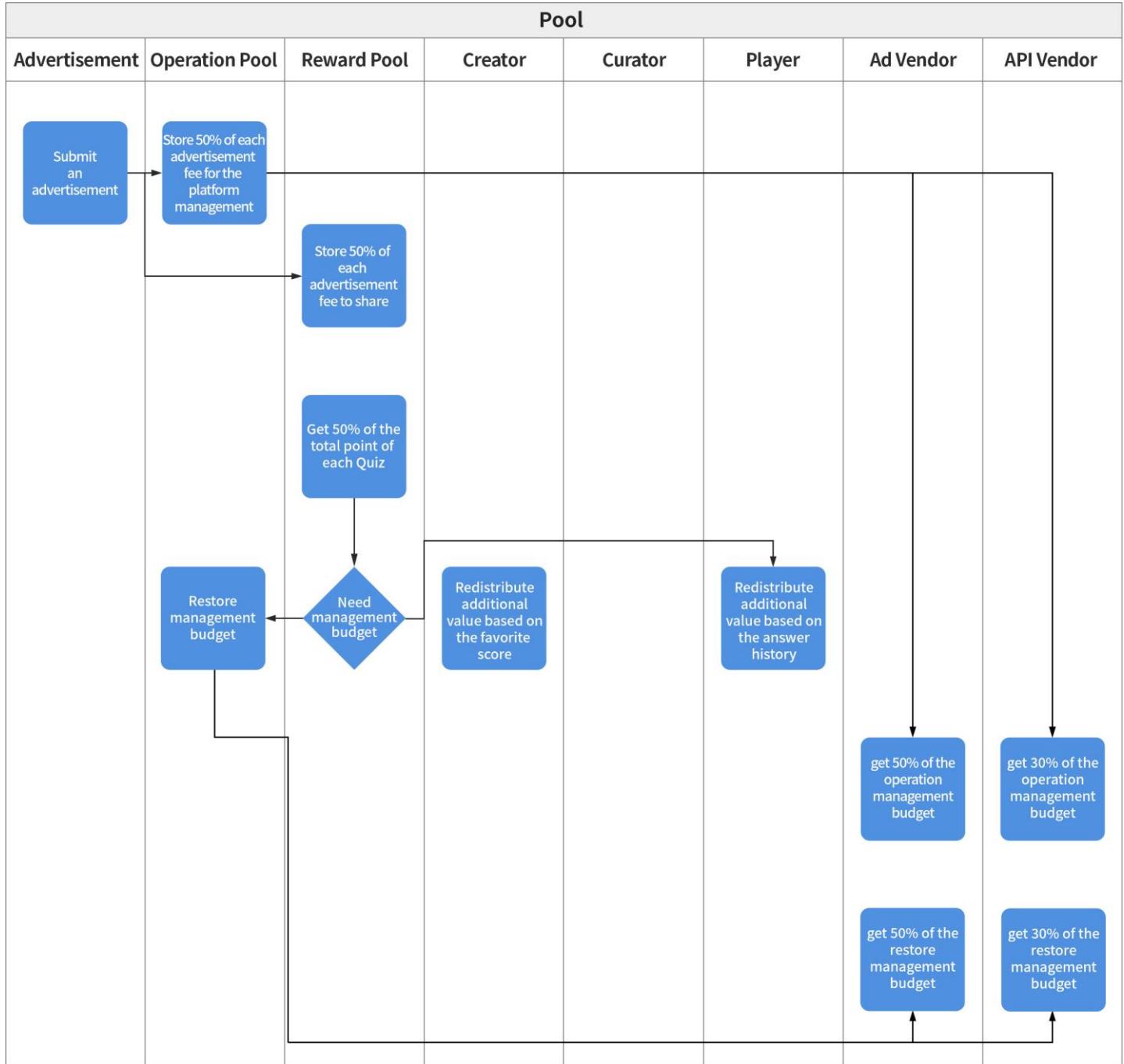


The % value of each part can be changed.

3. QUIZTOK! QUIZ MINING PLATFORM



[Vendor Reward Process]



The % value of each part can be changed.

3. QUIZTOK! QUIZ MINING PLATFORM

3.4. Targeted Advertising

3.4.1. Users Tendency Analysis

Quiztok ensures anonymity of users. Users don't have to put their personal information when they sign in our platform.

We analyze users' tendency based on the principle of anonymity. We accumulate data about their preferred quiz categories, access time/locations, answers ratio etc. and analyze them to build perfect environments for advertisers to target their customers.

3.4.2. Targeted Advertising

In Quiztok platform, advertisers can precisely achieve targeted marketing with its data of users' tendency.

For those who are interested in 'traveling', they will prefer quizzes related to the word 'traveling'. For those users, we can provide advertisements about travel-related products and accommodation information which will increase advertising effect.

Because quiz contents have their own clear characteristics, we can easily analyze users' tendency and give it to advertisers for targeted advertising.

3. QUIZTOK! QUIZ MINING PLATFORM



3.5. Technologies

3.5.1. Quiz Mining

Tokens are provided to individuals as rewards when they solve quizzes in Quizztok. This is very similar to a mining method in which rewards are given when hash value is found from PoW method.

The quiz mining method is a good alternative approach to inefficient PoW method and this can make the Quizztok block chain-based ecosystem more efficient and productive.

A certain amount of ratio in QTCON will be given as rewards. For quiz mining, Quizztok team always save enough QTCON in reward pool to provide them regularly for a certain period of time.



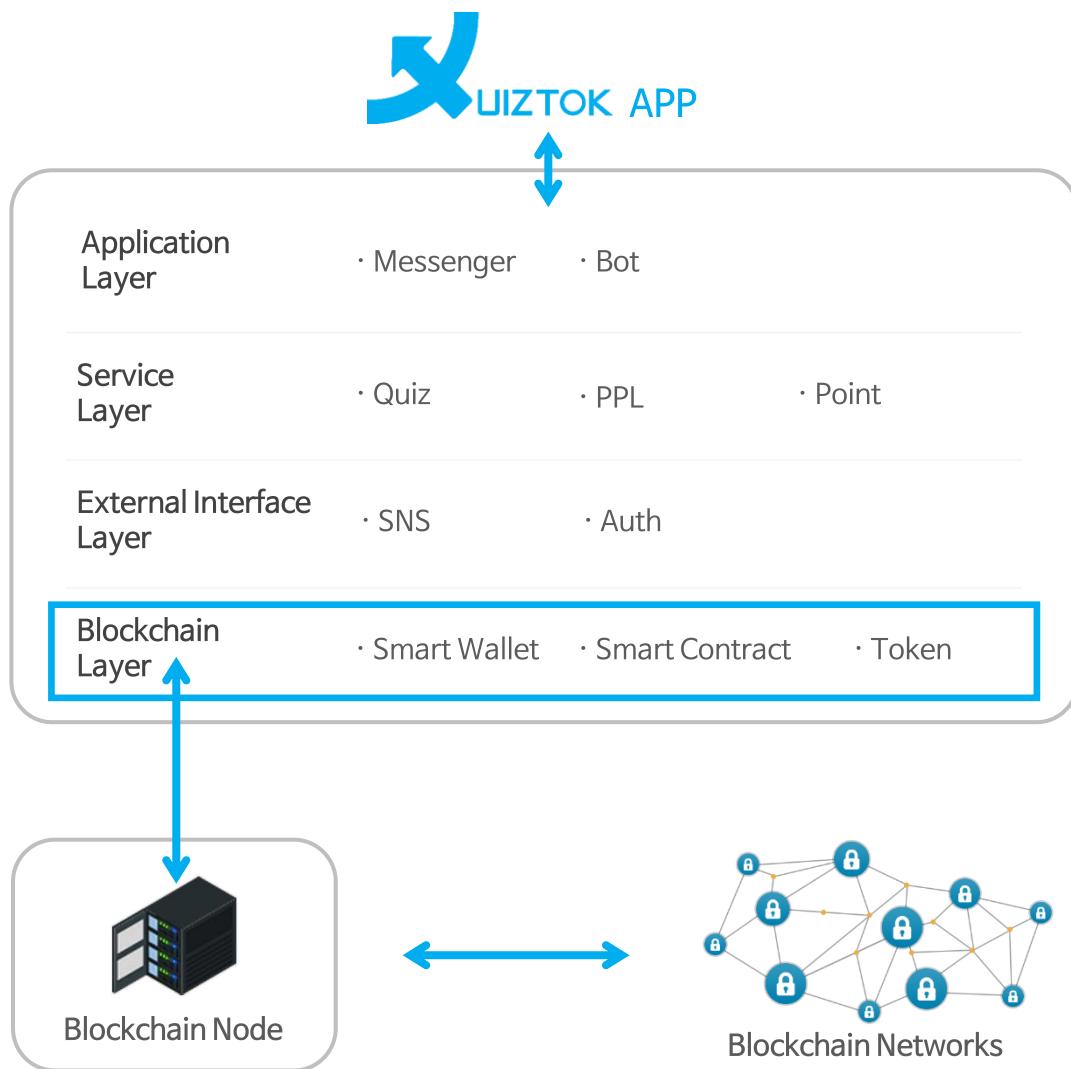
The number of Tokens can be changed based on exchange value of reward points. Tokens' exchange rate is calculated by reward points in Quizztok platform. Even though users have same amount of points, Tokens exchange rate can be flexible based on the number of users.

3. QUIZTOK! QUIZ MINING PLATFORM

3.5.2. Architecture

Quiztok platform is mainly consisted of 4 layers

- Blockchain Layer : Smart Contract, Token, Wallet
- Service Layer : Quiz, PPL, Point
- Application Layer : Messenger, Chat-BOT
- External Interface Layer : SNS, Authentication

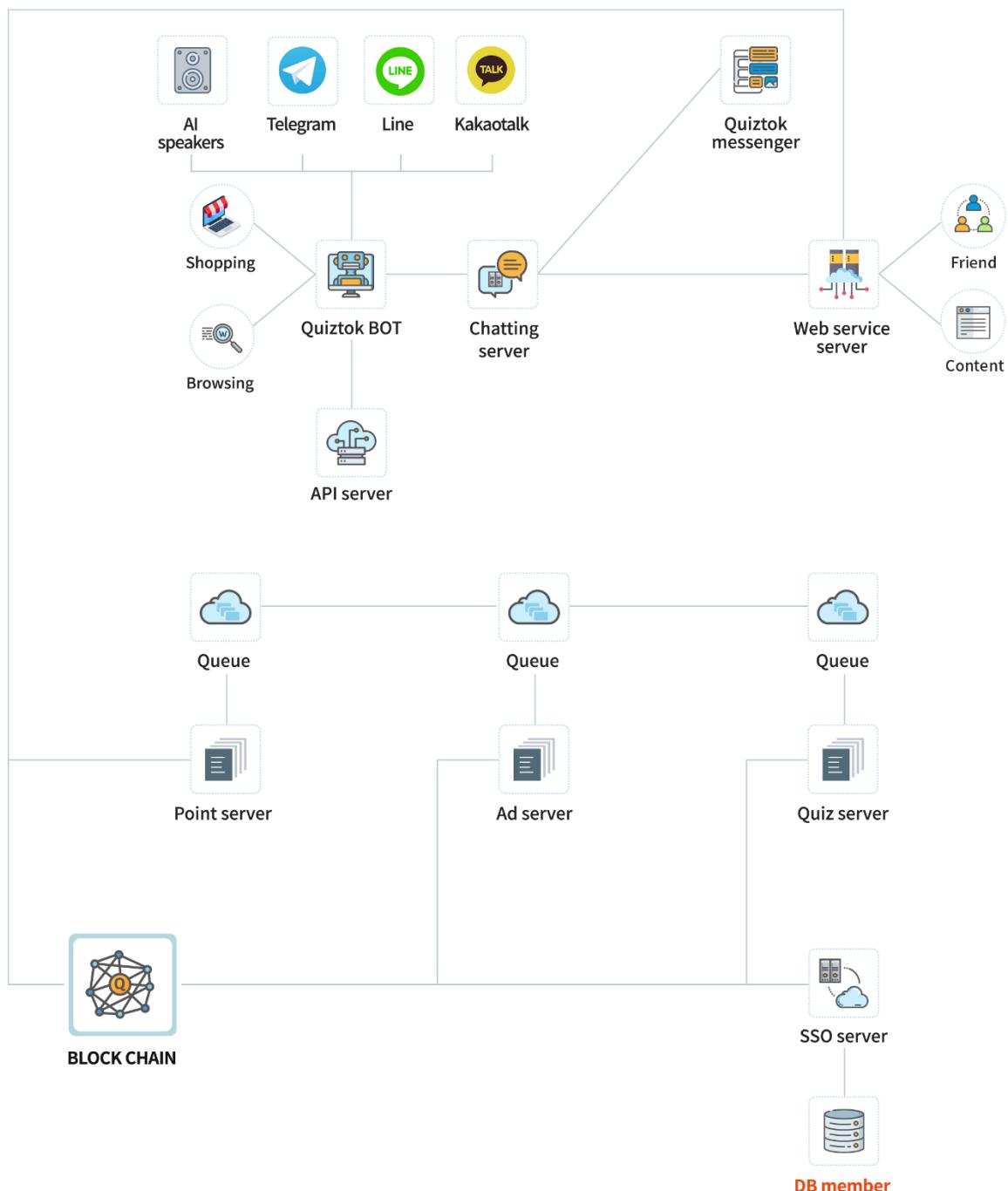


3. QUIZTOK! QUIZ MINING PLATFORM

3.5.3. System structures

Quizztok platform is consisted of following elements

- Server: Quiz server, Ad server, Point server, Chatting server, API server, Chat bot server, SSO server etc.
- User services: Telegram, Line, Kakaotalk, Wechat, Facebook messengers, AI speakers, Shopping, Browsing etc.



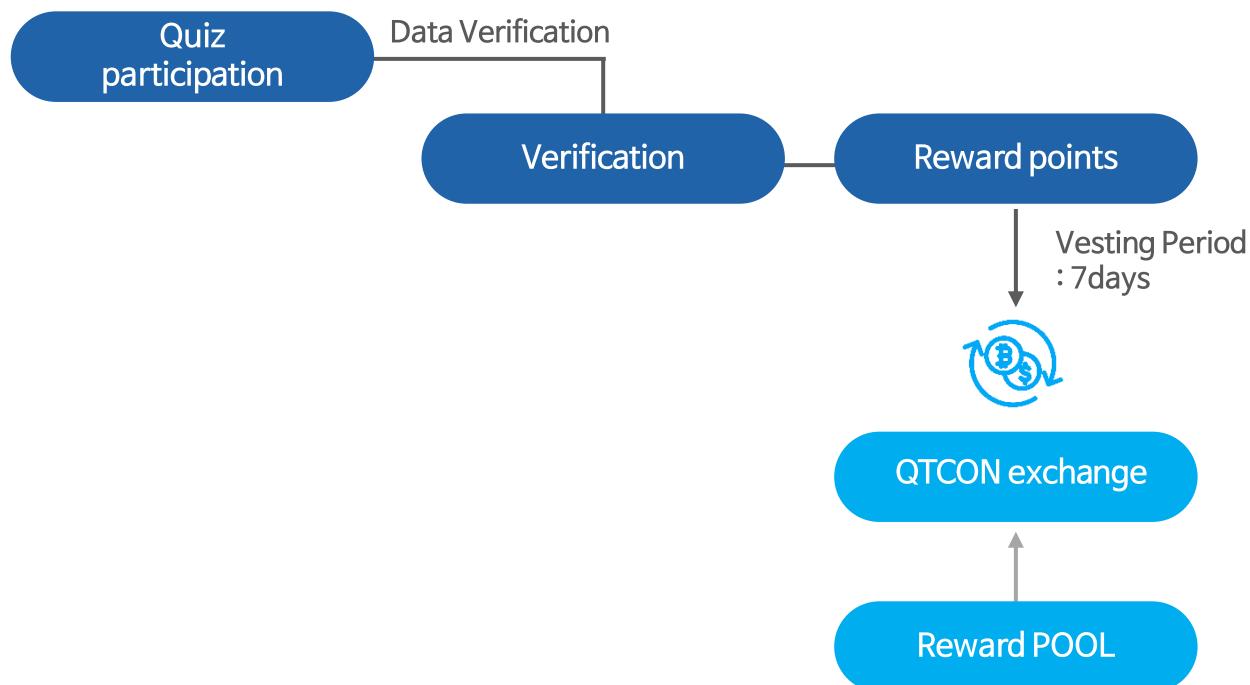
3. QUIZTOK! QUIZ MINING PLATFORM

3.5.4. Reward POOL

Quiztok platform provides reward pool for participants. A certain amount of Tokens are saved in the reward pool and Tokens will be recharged regularly based on users' needs for rewards.

If users solve quizzes, after verifying data of their participation, reward points will be given to them.

It takes vesting period for users to exchange their points with QTCON.



3. QUIZTOK! QUIZ MINING PLATFORM



3.6. USE CASE

3.6.1. Quiz contents services combined with advertisements

Quizzes are provided to users with customized and targeted advertisements.

Users will get points if they solve quizzes and answers with explanation are provided as well.

The screenshot shows a mobile messaging interface. At the top, there's a header with a back arrow, the name 'Kim Minjae, Quizztok Bot', and a menu icon. Below the header, a button says 'Solve the quiz' with the time '10 : 30 a.m.' underneath it. The main message area starts with the Quizztok logo and the text: 'Which species doesn't show up in the movie <The Lord of the Rings>? (Point 10, Cash:0)'. Below this is an advertisement for Worldvision with the text 'Goodbye, Worldvision' and a photo of children. A blue button at the bottom of the ad says 'worldvision.org'. To the right of the ad, there are four options: 'Zerg', 'Oak', 'Elf', and 'Hobbit'. At the bottom of the message area, it says '10 : 30 a.m.'. At the very bottom, there's a text input field with a plus sign and placeholder text 'Please enter your message', and a 'SEND' button.

Quizzes

Explanation and browsing function

Select categories

Ad areas

Video, Image, Audio

User-customized Ad

Answers

Points are given when users' answers are correct

Answers and explanation for wrong answers

3. QUIZTOK! QUIZ MINING PLATFORM

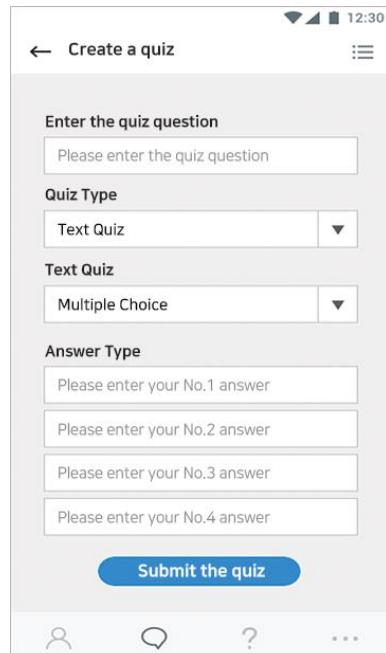


3.6.2. Quiz services that users create and consume quizzes

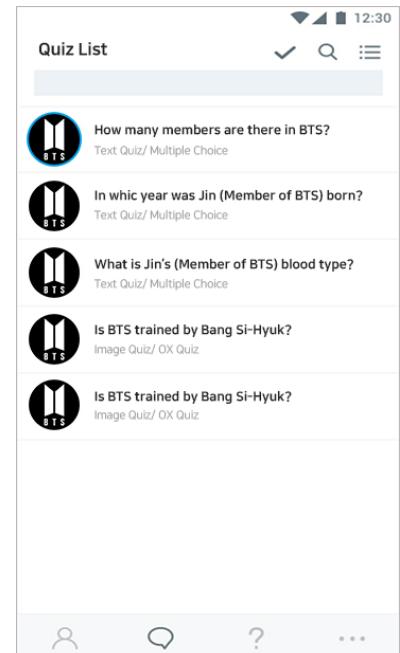
We provide services that users create and consume quizzes.

In Quiztok, quiz producers become quiz consumers.

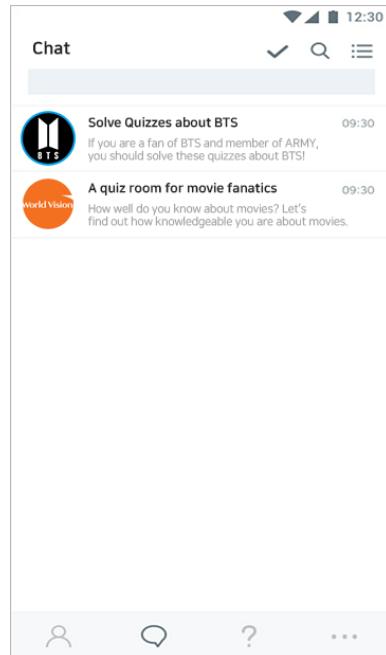
① Create and solve a quiz (Quiztok Messenger App)



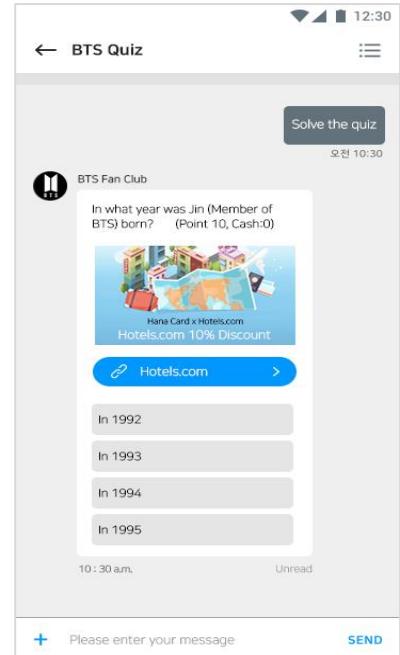
Quiz Submission



Quiz List



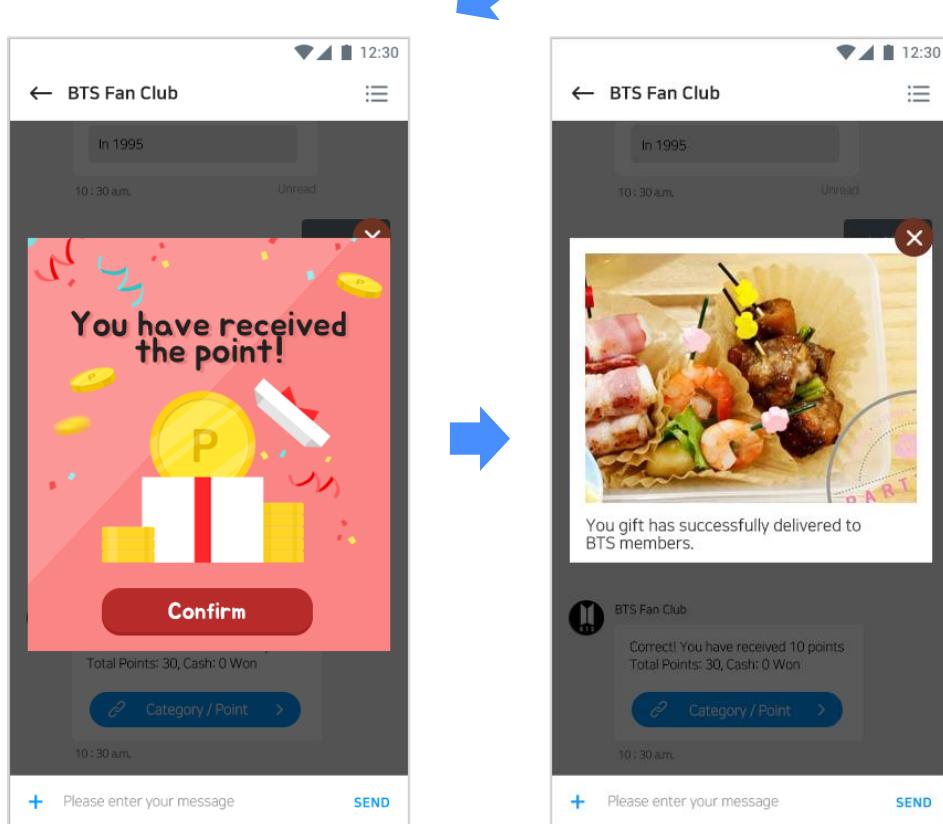
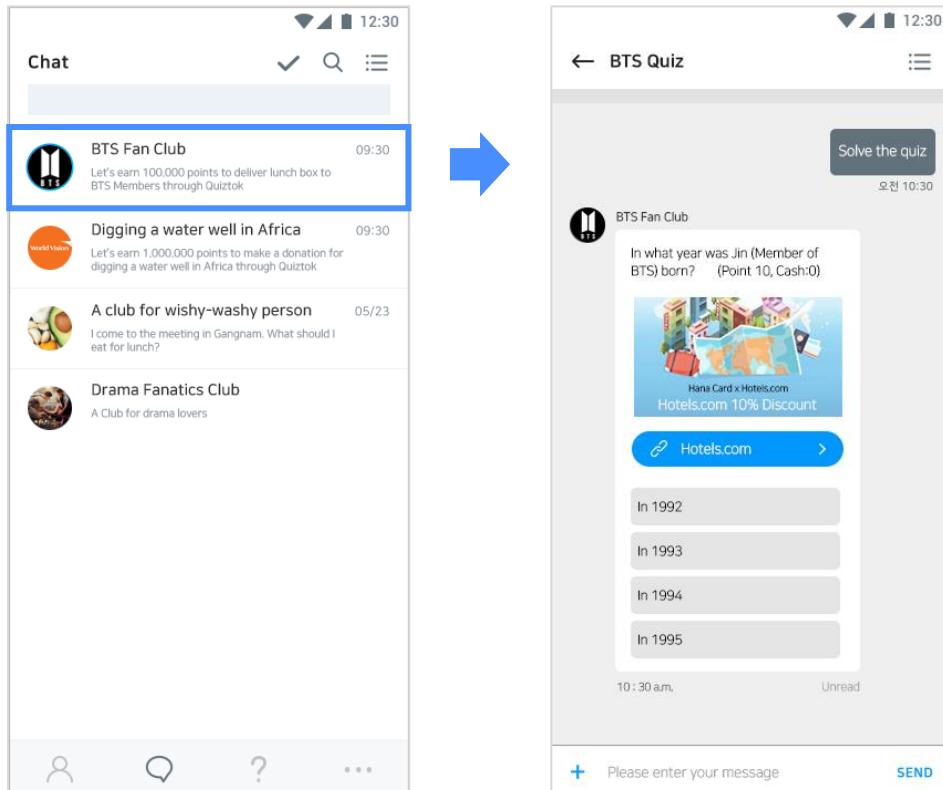
Received Quiz List



Solving the Quiz

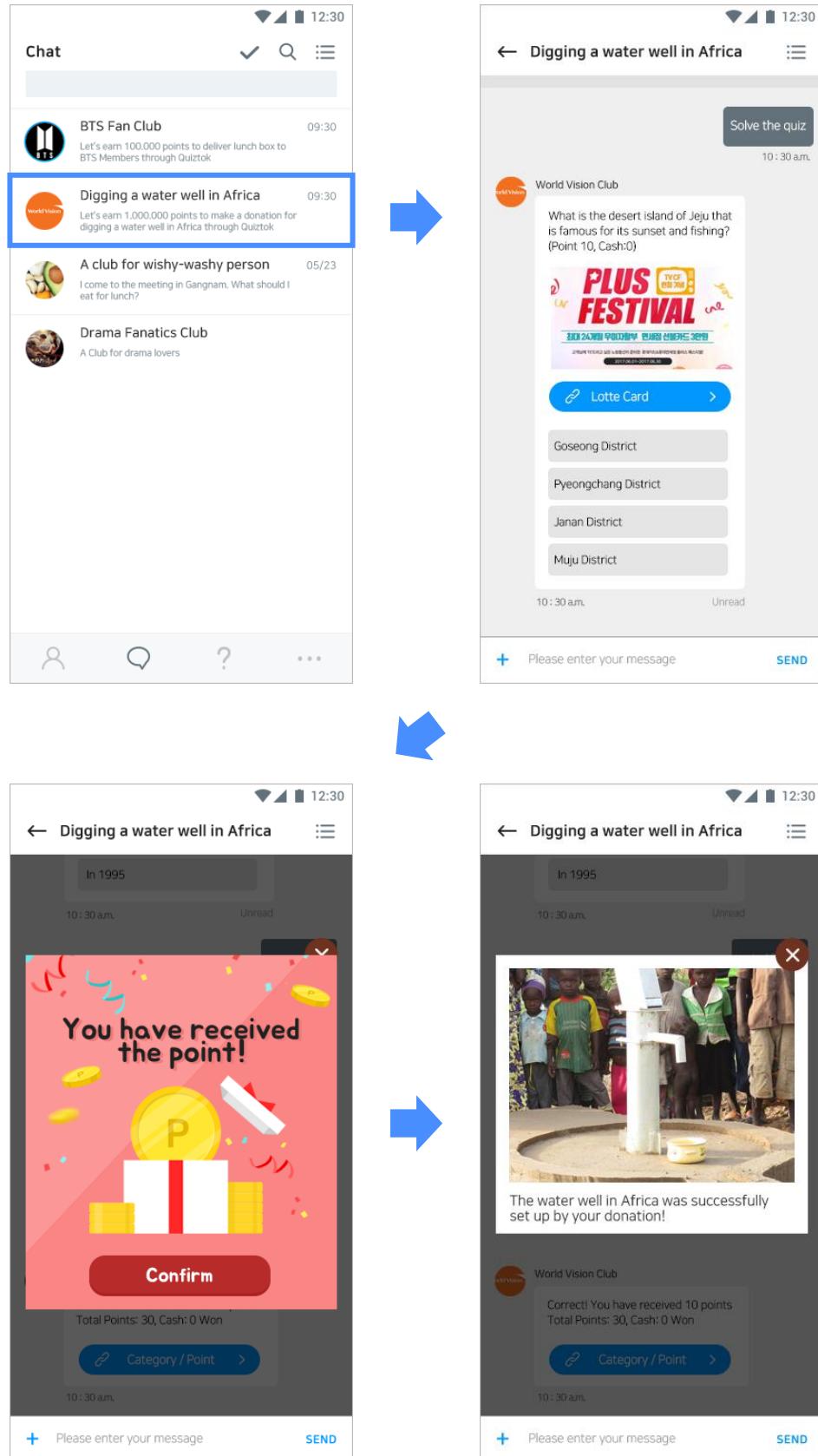
3. QUIZTOK! QUIZ MINING PLATFORM

② Quiz for sponsoring: BTS Fan Club



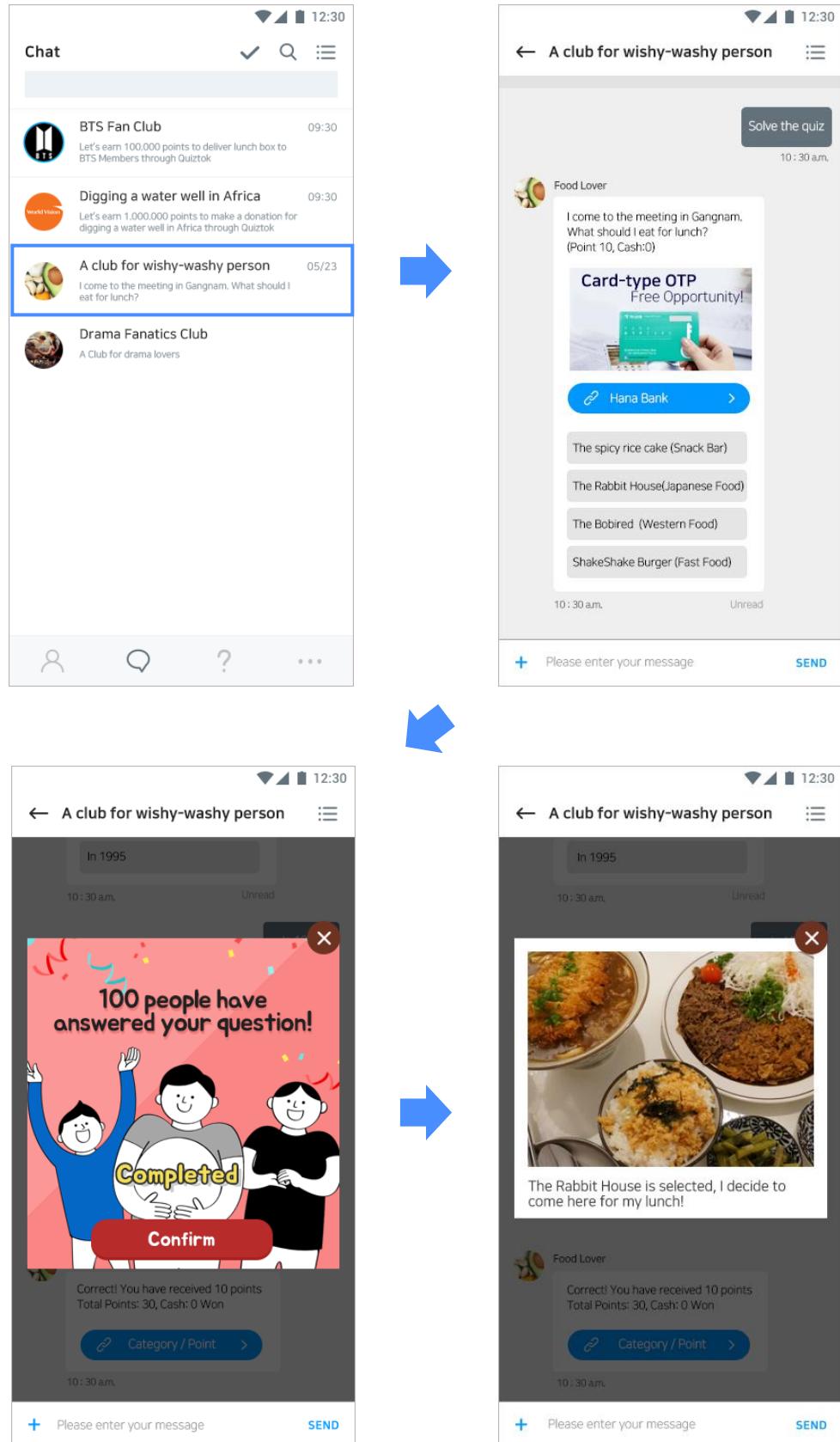
3. QUIZTOK! QUIZ MINING PLATFORM

③ Quiz for donation: Digging a water well in Africa



3. QUIZTOK! QUIZ MINING PLATFORM

④ Question Quiz: A club for wishy-washy person

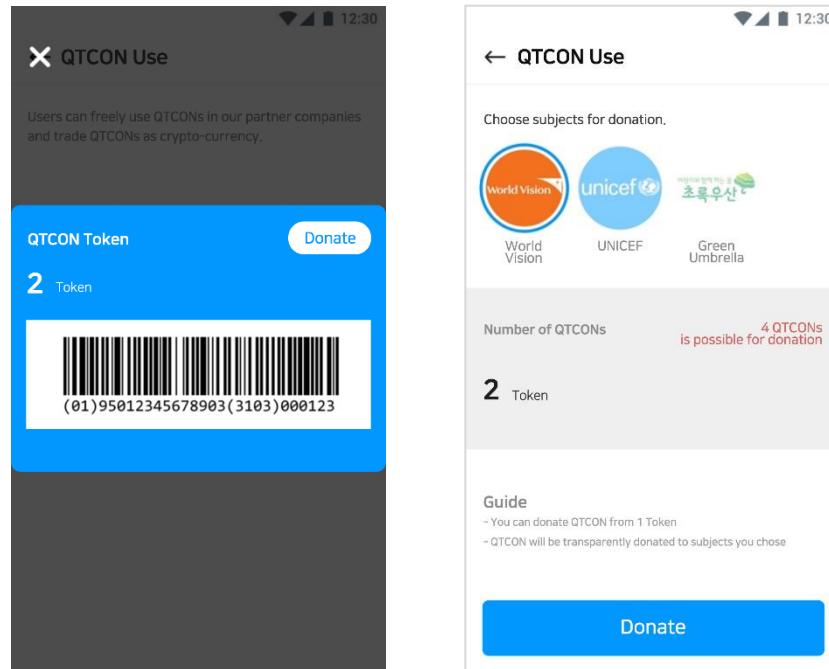


3. QUIZTOK! QUIZ MINING PLATFORM



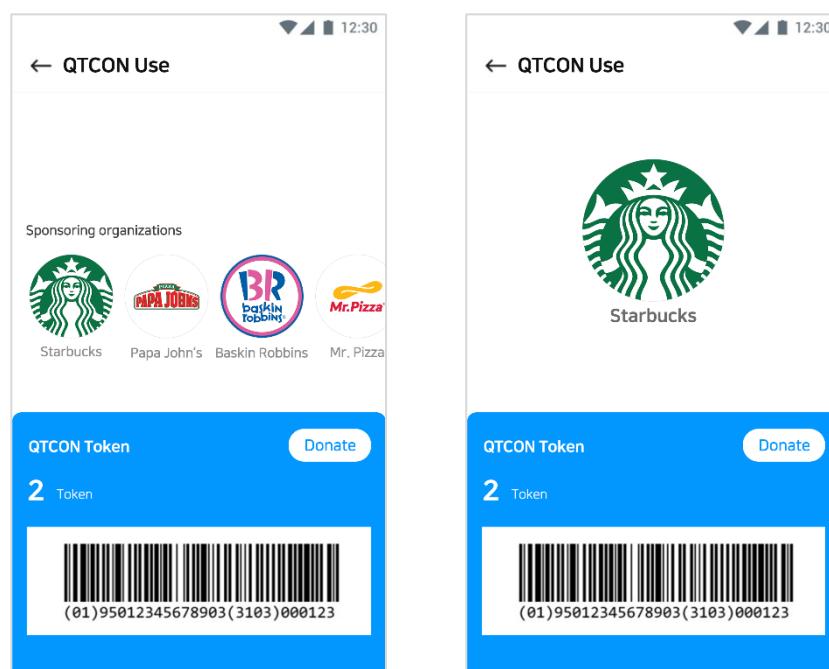
3.6.3. Donation

Users can make a donation with QTCON. They can choose subjects for donation and decide how many Tokens they want to donate.



3.6.4. Users and sponsoring organizations

QTCON can be used in various sponsoring organizations



4. Marketing Analysis



4.1. Quizzes

The craze for mobile live quiz show has arisen in Korea right after China. In a mobile live quiz show, players solve 10-12 quizzes within fixed time and winners will share rewards. This service was originated from “HQ Trivia” in the U.S. in August 2017. The “HQ Trivia” quiz show was very popular in the U.S. with 2 million concurrent users participating in the show. “Millions’ winer”, a mobile live quiz show, produced in china in December 2017 also gained enormous popularity with its 3million concurrent users and the show has been grown rapidly with its quiz services. Quiz shows and quiz Apps has always been popular throughout the world.

4.2. Advertising

Total Ad expenses on each media from 2016~2018 years								
Classification	Media	Ad expense (100million)			Growth rate (%)		Composition rate (%)	
		2016	2017	2018(F)	2017	2018(F)	2017	2018(F)
Broadcast	TV channels	17,312	15,223	15,965	-12.1	4.9	13.7	13.8
	Radio	3,040	2,785	2,850	-8.4	2.3	2.5	2.5
	Cable / Comprehensive compilation channel	17,474	18,376	18,956	5.2	3.2	16.5	16.3
	IPTV	846	915	1,029	8.2	12.5	0.8	0.9
	Satellite, DMB etc.	1,814	2,004	2,062	10.5	2.9	1.8	1.8
	Broadcast Total	40,485	39,303	40,862	-2.9	4.0	35.3	35.2
Printings	News	14,712	14,056	13,850	-4.5	-1.5	12.6	11.9
	Magazines	3,780	3,438	3,400	-9.1	-1.1	3.1	2.9
	Printings Total	18,492	17,494	17,250	-5.4	-1.4	15.7	14.9
Digital	PC	16,372	16,245	16,600	-0.8	2.2	14.6	14.3
	Mobile	17,453	22,157	24,710	27.0	11.5	19.9	21.3
	Digital Total	33,825	38,402	41,310	13.5	7.6	34.5	35.6
OOH	Outdoor	3,512	3,392	3,400	-3.4	0.2	3.0	2.9
	Theater	2,251	2,280	2,400	1.3	5.3	2.0	2.1
	Transportation	4,328	4,352	4,700	0.5	8.0	3.9	4.1
	OOH Total	10,091	10,024	10,500	-0.7	4.8	9.0	9.1
Production		6,425	6,072	6,080	-5.5	0.1	5.5	5.2
Total		109,318	111,295	116,002	1.8	4.2	100.0	100.0
Cheil		Unit (One hundred million Won), %						

According to a survey released by the Korea Internet & Security Agency (KISA), the online ad market for 2017 was worth 4.42 trillion won, ranked the first among other ad media.

According to a survey about internet users, 90 percent of respondents said they were willing to consume ads for using free contents. As opportunities for media content markets has expanded through interactive advertising, investment in online and digital advertising has been grown over the years.

4. Marketing Analysis



4.3. Sponsoring, Donation

Every year, individuals and companies are collecting money for donation almost equivalent amount to revenue of Hyundai Motor Company. Especially, K-pop, K-drama and other K cultures have become a central form of cultures with its popularity. As celebs make a donation with their profits from albums, fan clubs also started making a donation in their celebs' names. Forms of donation are very different and wide and this phenomenon has given a great positive influence to the public.

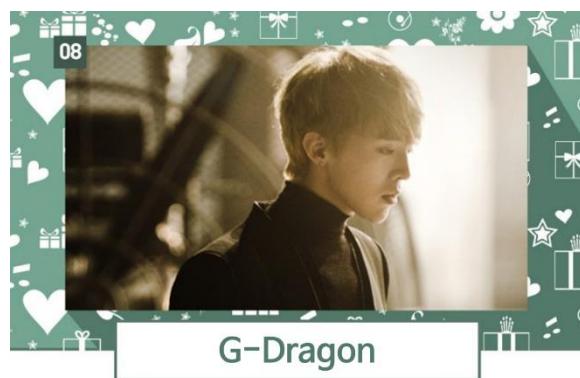


**Donation of
1820 butane gas and 100 noodles
for people in dosshouse**

“ we plan to help other neighbors and make a donation to them with the help of our fans ”

“TVXQ U-Know's Gally”, the fan club of TVXQ U-Know, made a donation to people in dosshouse with noodles and butane gas to celebrate his birthday. They are helping poor neighbors by providing daily necessities to them every year.

Photo : SM Entertainment



**Donation to
children rehabilitation hospitals
for six years**

“ We always felt bad about kids living in poverty ”

“Always- GD”, fan club of G-dragon has been donating to poor kids for six years. When it is G-dragon's birthday, they will make a donation to children rehabilitation hospitals and help disabled kids to have proper treatments.

Photo : YG Entertainment

4.4. Competition Analysis

“Jam Live” from Snow company (Subsidiary company of Naver) and “The Quiz Live” from NBT has similar structures with Quiztok. “The Quiz Live” is characterized by its quick executive abilities and ideas. Its strategy is to create 'Korean Mobile Quiz Show' that is different from traditional quiz formats by using various methods.

“Jam Live,” a mobile quiz show run by Snow, has collaborated with "Olive Young", "Coca-Cola" and other famous brands in its quiz shows. It achieved big success and attracted large number of users by giving out hints of quizzes on famous Facebook pages and putting product information in quizzes to reinforce advertising effect.

4. Marketing Analysis

4.5. Strategic Partnership

Through strategic partnership with token business platforms, we can expand QTCON ecosystems by enabling QTCON to share value, swap and trade with other tokens.

By building trade networks with Tokens issued from travel platforms based on the block chain system, QTCON can be used to pay for accommodation services in travel platforms. If we build partnership with car platform based on the block chain system, QTCON can be used for renting cars.

Users can freely trade issued tokens from different platforms through DEX and Quiztok users can use their tokens in more valuable and efficient way. By sharing value with other platforms, Quiztok ecosystem will expand larger.

5. Why the Block Chain?



5.1. Block Chian Ideology and QTCON

Block chain system is different from centralized method that few controls everything. It means that it's open for everyone and every participant manage the entire system. It's a system that represents structure of democracy.

There are already existing E-money similar to Tokens. E-money is managed by companies that issued it and used as gift cards. The key difference between E-money and Token is that E-money price will not change because of the market change.

It's not desirable for issuance of companies to take control of Tokens, they should act as a single player among many others in the huge economic area. If we exchange users' Tokens with products, Tokens will become nothing more than E-money.

Tokens' key structures are mainly composed of 3 elements,
First, it needs to be based on the block chain system
Second, Tokens' value change based on the market
Third, it's desirable for Token issuers to participate as a single player in new economic areas.

Quiztok Tokens are issued and structured by following ideologies.



[Original Method]
E-money needs an organization that manages money exchange

[Quiztok Eco-system]
Tokens are managed by every user in equal positions

5. Why the Block Chain?



5.2. Reasons for using the Block Chain System

5.2.1. Transparent Reward Transaction

Transaction of rewards are saved and preserved in the block chain system so that every participant' rewards are guaranteed with safety. Also, records of donation and sponsoring are saved in the block chain with transparency so that everyone can check records of them at any time.

5.2.2. Protection and verification for creation

Quiz contents created by quiz creators will be saved in the block chain storage and they will be verified for their authenticity. This can protect creators' property rights and manage creators' histories in the platform with transparency.

As we protect property rights of creators, it motivates works of creations and enhances mutual trust between users and the platforms.

5.2.3. Transparent Advertising Effect Analysis

Since records of Ad exposure is saved in the block chain, advertisers can always check on their Ad executions and effects with analyzed data.

While traditional advertising markets often leave distrust to advertisers because their advertising execution are not transparent. However, the block chain-based Quiztok platform's advertising system can ensure transparent advertising transactions to maintain a reliable ad ecosystem.

5.2.4. Digital Contracts about Reward Algorithms

Reward algorithms is based and executed on the decentralized block chain system and they are saved in digital contract to operate automatically.

Quiztok platform is run by Algorithms saved in digital contracts and original digital contracts will be modified for the betterment of its ecosystem under the agreement of users.

5. Why the Block Chain?



5.3. Value of QTCON

5.3.1. A value for the global public

As Quizztok platform provides global services, everyone can use our services anywhere in the world. Therefore, reward tokens from Quizztok should have equal values in every place.

QTCON has an equal value for the global public regardless of users' regions or countries.

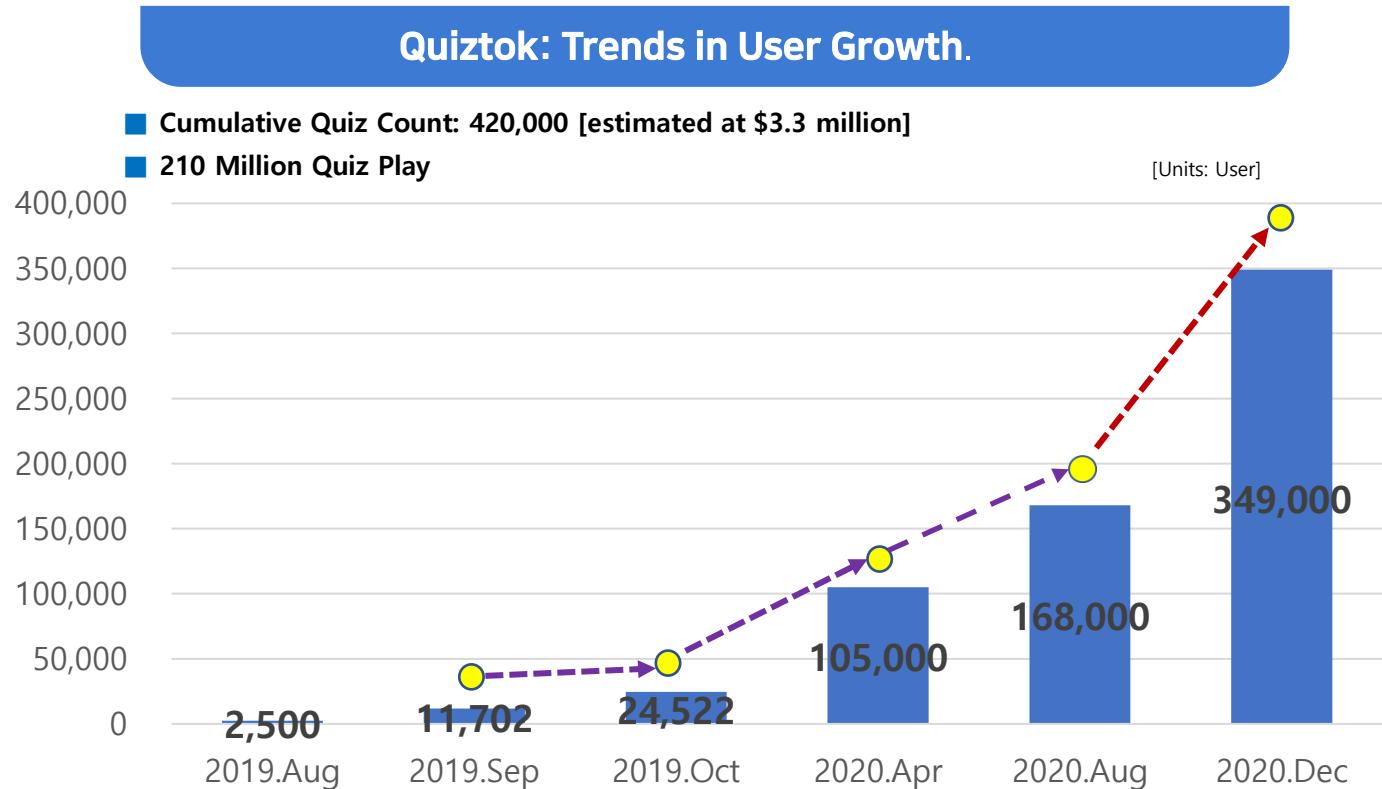
5.3.2. Decentralized Trade

QTCON can be traded in decentralized coin exchange system like DEX and Quizztok participants can freely use their QTCON outside of its platform.

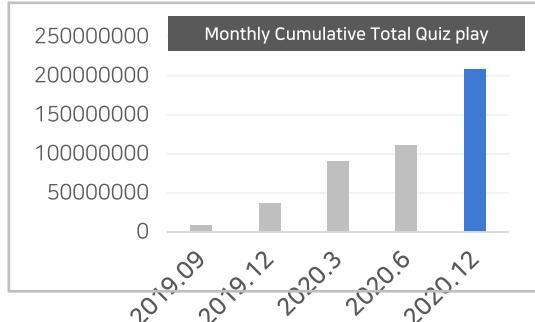
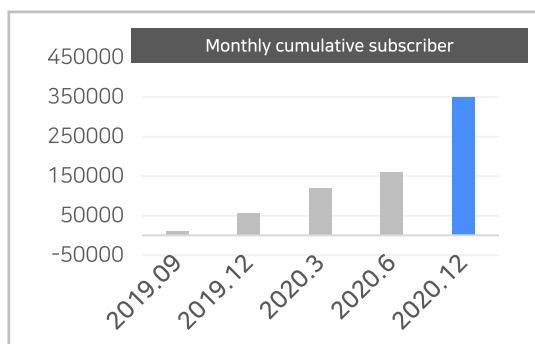
If we use decentralized exchange, QTCON can be used anytime, anywhere.

6. Schedules for Plans

6.1. Present stage(Dec.2020)



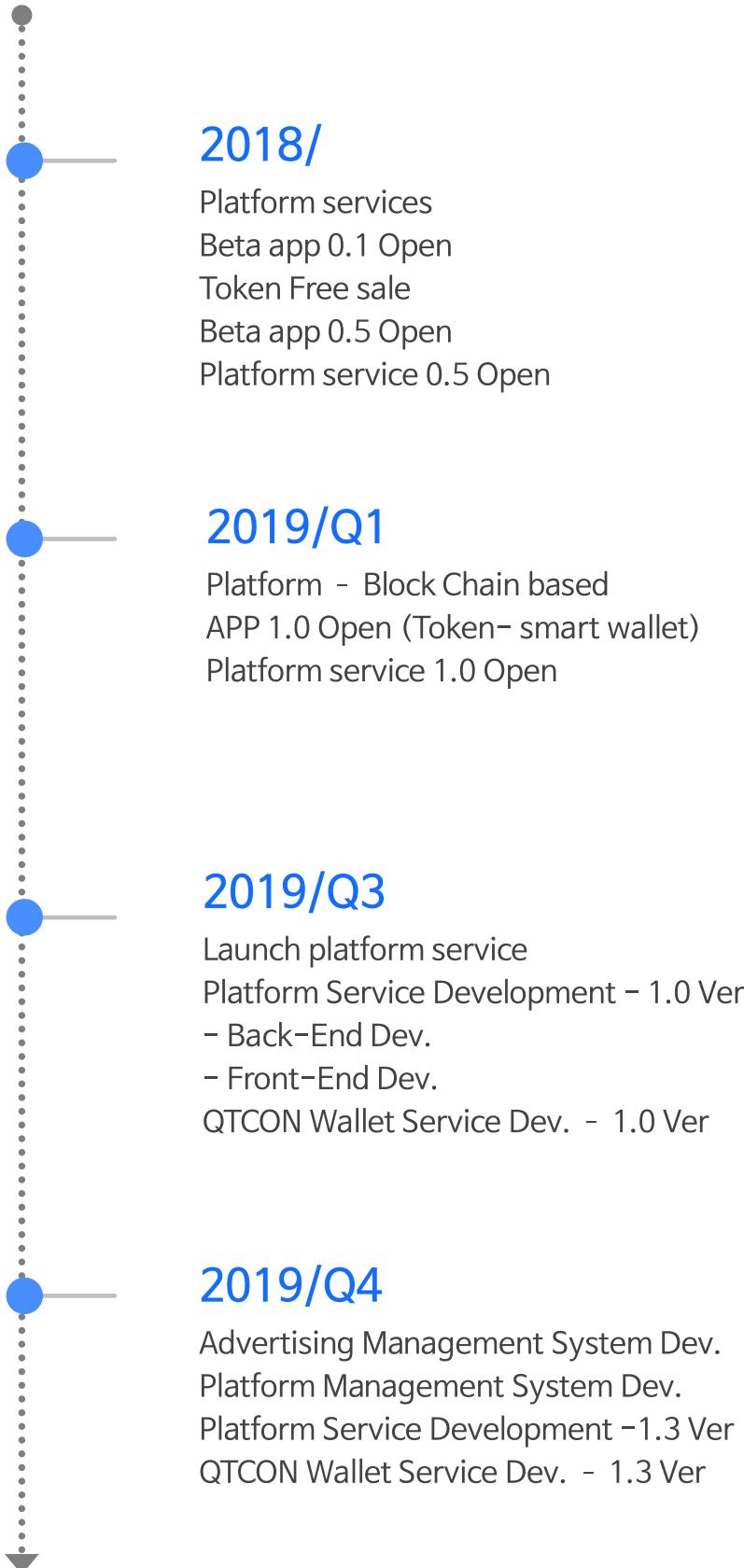
The number of accumulated download passed 470,000 Dec. 2020.



UV(visitor)	100,000 People/Months	PV(Pageview)	20,000,000 PV/월
Play the Quiz	20,000,000 Times/Months	Accumulated quiz	420,000 EA (DEC.2020)
After formal application launching Aug. 2019 , the number increased steeply to 470,000 in Dec. 2020.			
• • •			
* A silver prize in 'Ground X' of KAKAO affiliate about block-chain app contest in 2019 Clayton Horizons. http://www.cctvnews.co.kr/news/articleView.html?idxno=151106			

6. Schedules for Plans

6.2. Milestone



6. Schedules for Plans



2020/~Q2

Quiztok Advertising System Dev
Platform Management System Upgrade
Platform Service Development -1.5 Ver
QTCON Wallet Service Dev. - 1.5 Ver
Listing in Exchange
- CoinOne, Probit Exchang

2020/~Q4

Launch Ad System
Launch Survey Service
Exchange Listing: Upbeat, Bithumb
Of the BM patents in Six countries,
Korean, Japanese, U.S. Patent Registration
Chinese, European, and Philippine appearances

2021/~Q2

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

6. Schedules for Plans

2021/~Q2

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
Completed BM patent registration in 6 countries
Korea, Japan, China, the United States, Europe, the Philippines

2021/~Q4

Development of Ad Management System
Growth - Quiz Content, Research, Learning, Media, Advertising
Global Market Entry – Japan/Philippines/China
Media Services Increase Live Commerce Revenue
Goal of Attracting 1.5 Million Users in Korea

2022/~

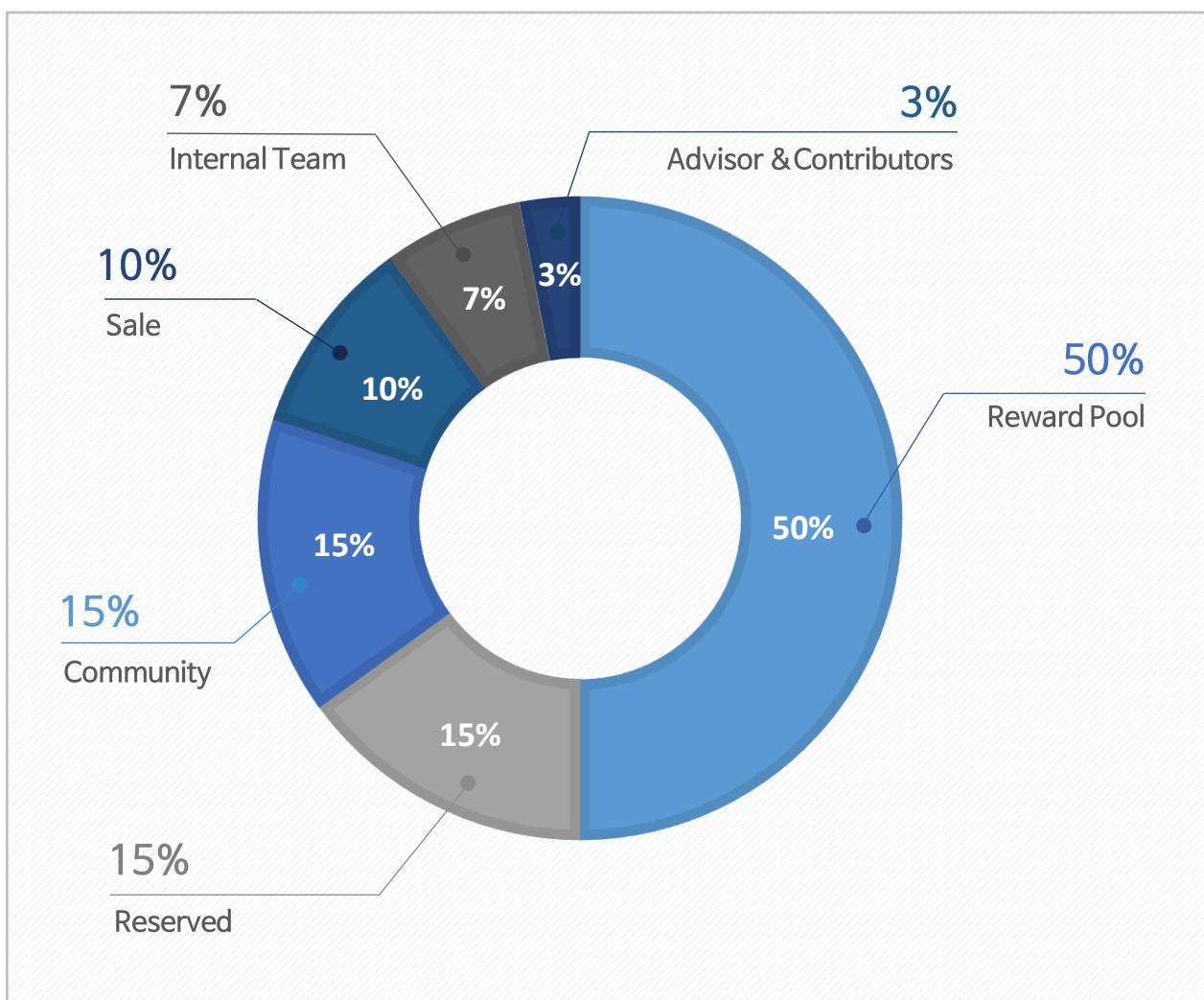
Quiztok Dapp Service Expansion
Expand Multilingual Services and Accelerate Global Services
Expansion of commercial business
Increased business performance
Focus on global user acquisition

7. Quiztok Token (QTCON)



7.1. Plans for QTCON issuance

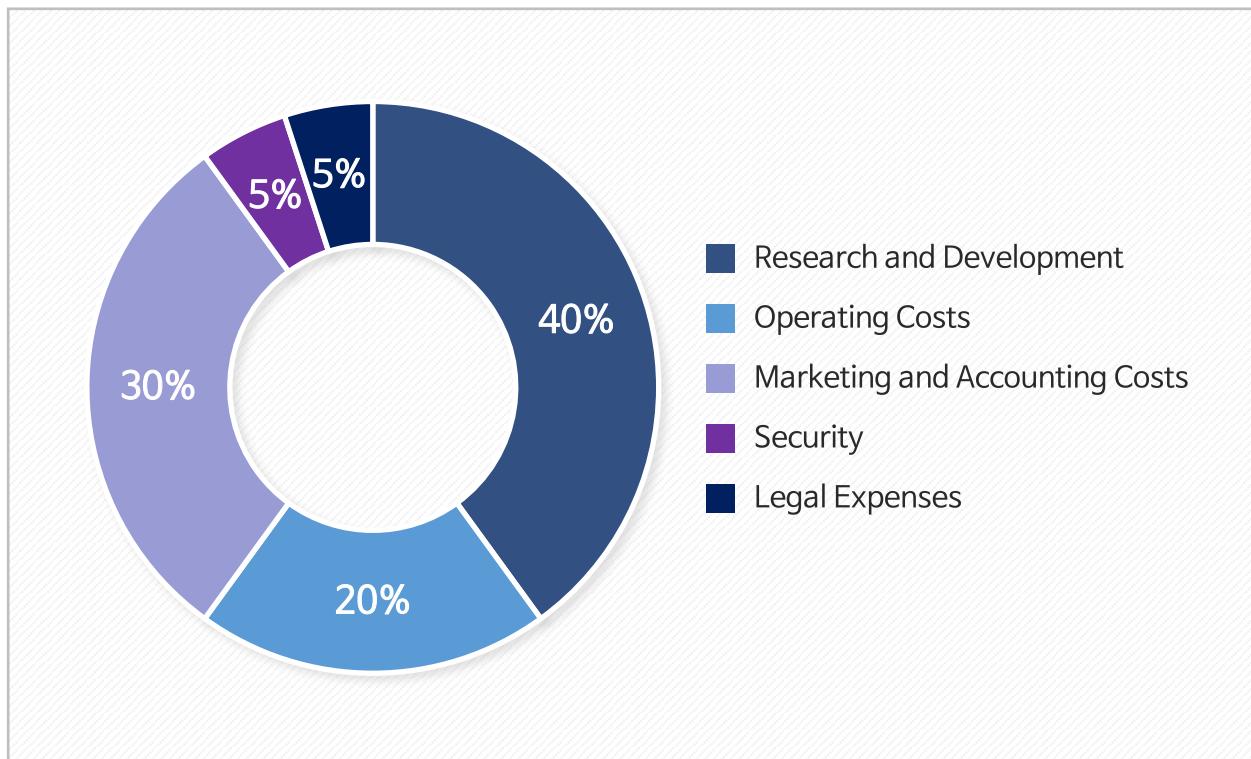
- ① 60 billion QTCON will be issued in total
- ② QTCON – Centralized Issuance System
- ③ For the Quiz Mining Reward, we deposit a certain amount of rewards on Reward Pool
- ④ QTCON raise marketing budgets through QTCON private-sale.
The marketing budget will be used for establishment of our foreign branches in Philippines and other countries, service promotions and operation costs for the Quiztok.
- ⑤ The scale of the token sale is 10% of the total issuance, 6 billion coins.
They will be sold on private-sale.



7. Quiztok Token (QTCON)

7.2. Plans for Fund Managements

Funds raised through private-sale will be used for developing Quiztok platform and its ecosystems. Distribution plans for Fund is as follows



① Research and Development

The costs allocated to the development will be spent on the Quiztok platform development described in the white paper. It includes the cost of building Quiztok platform servers, implementing platform components, developing Quiztok Messenger apps, linking block chain system and testing etc.

② Operating Costs

Twenty percent of the funds are used for company operations. Server costs, infrastructure, labor costs, management costs, and rental costs are all included for maintaining the company.

③ Marketing and Accounting Costs

30% of the funds are spent on marketing expenses to build partnerships and attract customers. Marketing is an essential tool to expand the ecosystem of Quiztok platform.

④ Security

10% of the funds are used to enhance the security of the Quiztok platform.

⑤ Legal Expenses

5% of the funds are used for legal issues for running the business.

7. Quiztok Token (QTCON)



7.3. History of QTCON issuance

1) 60billion QTCON Issued - March 21, 2019

Transaction Hash :

0xe3fa0c9fa7f03e0 c7822803c0e19e27f9d41807ca8f575e7f74943ce257f774b

2) Distribution of QTCON according to the issuance plan - March 26, 2019

Transaction Hash :

- ① Reward Pool : **0xe3fa0c9fa7f03e0 c7822803c0e19e27f9d41807ca8f575e7f74943ce257f774b**
- ② Community : **0xb1d520d4d2d0f14be1b206e99c58e827c0d40f87ba02c254133c9ba921ae9e70**
- ③ Reserved : **0x16ffff1a74ea1175bfcd9216b1af056f29d93d50d0e294d44be27f459ecbff27**
- ④ Sale: **0x71b88417b6a07c327725f5d16ab1e8a85f1618c1bd4585bda05f94489ba93770**
- ⑤ Advisor: **0x89464c6d4e45d970750cdba3e5d2238ee2623b5e50873cd09d05ca0ed072bab4**

3) 48 billion of QTCON's 60 billion are burned - April 25, 2019

As of April 25, 2019, the total amount of QTCON issued is 12 billion.

Token Burn Transaction Hash :

① Reward Pool – 87% (26,100,000,000QTCON) Burn:

0x27f31c1ecbbd1c3021e724fc180c92d5f7feccb19395430502633d8934317992

② Community – 90% (8,100,000,000QTCON) Burn:

0x49b883a6abc6211c8c92d352e2cab850d5ba584eacdaba4be44d3c377d49ba98

③ Reserved – 75% (6,750,000,000) Burn:

0x234e79c39b4a7b92a64490d207c834beff9df9593a2122d455665710e851f26f

④ Sale – 89% (5,340,000,000QTCON) Burn:

0x56b64890f52da76b2eaca0d493a63748d50f65ba4662edb859d27f6034ab87fe

⑤ Advisor – 95% (1,710,000,000QTCON) Burn:

0x2f757cfeba20ad8b0f2b98fe041aab666443a4f832ee6e67ab72b7e504376522

4) All of existing old QTCON are burned - April 6, 2020

5) 60 billion new QTCONs issued - April 6, 2020

Transaction Hash :

0x4090eaf242534152898c2147022cdf2baa7c9c66713871d7cffd3cae7c23799b

6) New QTCONs are burned at the rate of 3) and the total amount of new QTCONs are 12 billion
- April 6, 2020

Token Burn Transaction Hash :

0x6d4a3660588b55ea35be1b9216f8c93d2c9caf9c121fd19d0e4efb71e32aed35

7) Swap old QTCONs with new QTCONs

① 1st swap - April 7 ~ April 15 , 2020

② 2nd swap - May 1 ~ May 10, 2020

7. Quiztok Token (QTCON)

7-4. QTCON Lock-up & Release Plan

QTCON will be distributed on a circulation market to stabilize the market price of QTCON after which issued a token and Mar. 2018 private sales and then, from Apr. 2018 on an average 24~39 months lockup period.

1. Reward Pool : Unlock

① Since the APP service launching on Aug. 2020, it will be distributed according to increase QUIZTOK users and community as reward.

2. Sale : After Lockup 24 months

There is distributed every single month on an average 5% from Apr. 30th 2020 to the end of Nov. 2021. (Total 20 months)

3. Advisor & Contributor : After Lockup 34 months

There is distributed every single month on an average 10% from Jan. 30th 2021 to the end of Oct. 2021. (Total 10 months)

4. Community : After Lockup 33 months

① There is distributed every single month on an average 5,000,000 QTCON from 30th Jan.2021

② The circulation amount may be increased or decreased according to the speed of business expansion.

5. Reserved : After Lockup 24 months

① There is distributed every single month on an average 5,000,000 QTCON from 30th Apr. 2020.

② In case of need the funds in order to expand business of QUIZTOK, it can distribute the number of QTCON that correspond with necessary funds.

6 . Internal Team: After Lockup 39 months

① There is distributed every single month on an average 10% from Jul. 30th 2021 to the end of Jun. 2022. (Total 12 months)



8. TEAM



8.1. Founder



Jeon Changsub

- Quiztok Co.,Ltd CEO
- KBSA (Korea Blockchain Startup Association) Vice Chairman
- Gfutec Co.,Ltd CEO
- Ajou univ. Business school MBA Majored in Strategic Management



Lee Keunwoo

- Quiztok Co.,Ltd Vice President
- Daelim university, Jungwon university Professor
- Samsung Airlines, working experience in Information Strategic Planning Department, CAD/CAM

8.2. Global Business



Hwang Sehoon

- Quiztok Co.,Ltd Head of Japanese Business
- PHA Co.,Ltd Korea Former CEO
- Sein Co.,Ltd Former CEO
- Nihon University, Majored in Economics



Sim Bonggi

- Quiztok Co.,Ltd director
- KBS Comedy artist
- Korean Broadcasting Artists Association
- SBS, MBC Author

8.3. Team



KJ Choi



JY Yang



WJ Jang



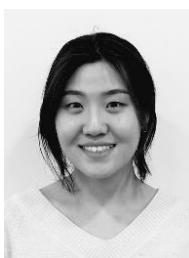
DW Kim



JC Park



KH Han



JI Her



EY Lee



SH Kwon



SJ Jung



MY Yoon



TM Moon



SJ Yoon

8. TEAM

8.5. Advisor



Doctor Lee Sungmin

Cyber Security Strategy Specialist
Korea National Defense University
Kyonggi University Graduate School



Im Myungsoo

KBSA(Korea Blockchain Startup Association)
Vice President
A Member of Finance ICT Association
Member of Asia Future FinTech Forum



Hwang Sewon

Ineast Co.,Ltd CEO
A Member of Safety E-Government
Public Cooperation Forum
Korea Software Global Research
Co.,LTD, Director
Seoul National University, Majored in
Industrial Chemistry



Koo Taeeon

Representative Attorney in
Tek&Law Law Firm
Vice-Chairman in
Korea Blockchain Startup Association



Sim Bonggi Author

KBS Comedy artist
Korean Broadcasting Artists Association
SBS, MBC Author

9. Risk announcement and protection tools for investors

Quiztok Co. headquarter is located in Seoul-city, Republic of Korea. It's responsible for issuing, distributing, managing, processing QTCON and other business activities.

We have patent rights for use of Quiztok platform, QTCON and methods for advertising and purchasing products. And we can give the license to third parties or others.

Jurisdiction Risks

Republic of Korea: QTCON and Quiztok platform are distributed and advertised through other media in Korea.

Also, you can use QTCON for advertising your products/services with quizzes. You can trade, receive and send QTCON in crypto-currency exchanges. However, we will strictly follow the laws of Republic of Korea in terms of trading QTCON. We actively seek advices from Korea Communications Commission, Financial Services Commission and Fair Trade Commission etc. and attempt to make real value of virtual assets in real economic activities for users.

In the first half of 2019, we will work hard on listing QTCON on the exchange and developing Quiztok platform in a localized way.

Japan: Crypto-currency trade is allowed in Japan. In the first half of 2019, we aim to list QTCON on the exchange and develop Quiztok platform in a localized way.

Crypto-currency trade is allowed in the U.S. In the second half of 2019, we aim to list QTCON on the exchange and develop Quiztok platform in a localized way. However, under the law of prohibition on ICO, related issues of ICO will be deleted. We will strive hard on listing QTCON on the exchange and developing Quiztok platform in a localized way within the boundaries of local laws in different countries. If ICO is prohibited in certain countries, related issues of ICO will be deleted.

10. Subjects of exemption

This document is made to provide ideologies and technical structures of Quizztok ecosystems for individuals who are interested in QTCON.

To write down the information in this document, Quizztok team is always making reasonable efforts on reviewing technical details and updating latest information in this document. But it doesn't mean that Quizztok team ensures every detail of documents to be perfect or precise.

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