



QUIZ MINING PLATFORM

Quiztok is Blockchain Based Quiz Reward Platform
where everyone can create and play the quiz.

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 storage of contents
 - 3.5.4. 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

7. Plans for Tokens' sale

- 7.1. Plans for QTCON issuance
- 7.2. Plans for fund management

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 Quiztok, we ask and answer questions.'

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

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

Quiztok 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, Quiztok 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.

Quiztok 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

Quiztok 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. Quiztok 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?

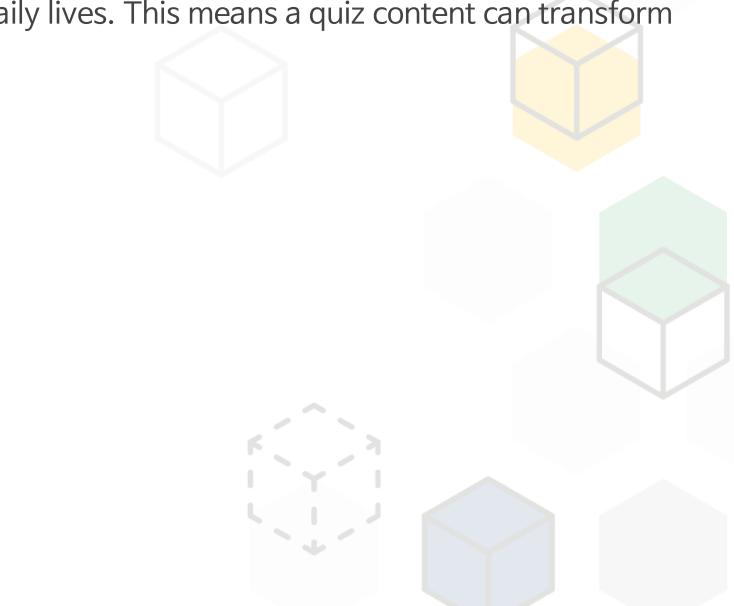
Quiztok started from these ideas.

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 Quiztok 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 Quiztok can be changed into Tokens and users can use them in many different ways.

For instance, Quiztok 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 Quiztok platform.

The block chain technology that Quiztok 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 Quiztok platform. As a result, we can expect to attract more and more users as the value of our platform increases

2. Background



Solve the quiz
10 : 30 a.m.

Quiztok

Which species doesn't show up in the movie <The Lord of the Rings>?
(Point 10, Cash:0)

Goodbye, Worldvision

worldvision.org

Zerg
Oak
Elf
Hobbit

10 : 30 a.m.

Points Category

Current points
24000 Point

QTCON
2 QTCON

RATE

Average score My score

Healthy quiz
57%
84%

Beautiful quiz
57%
84%

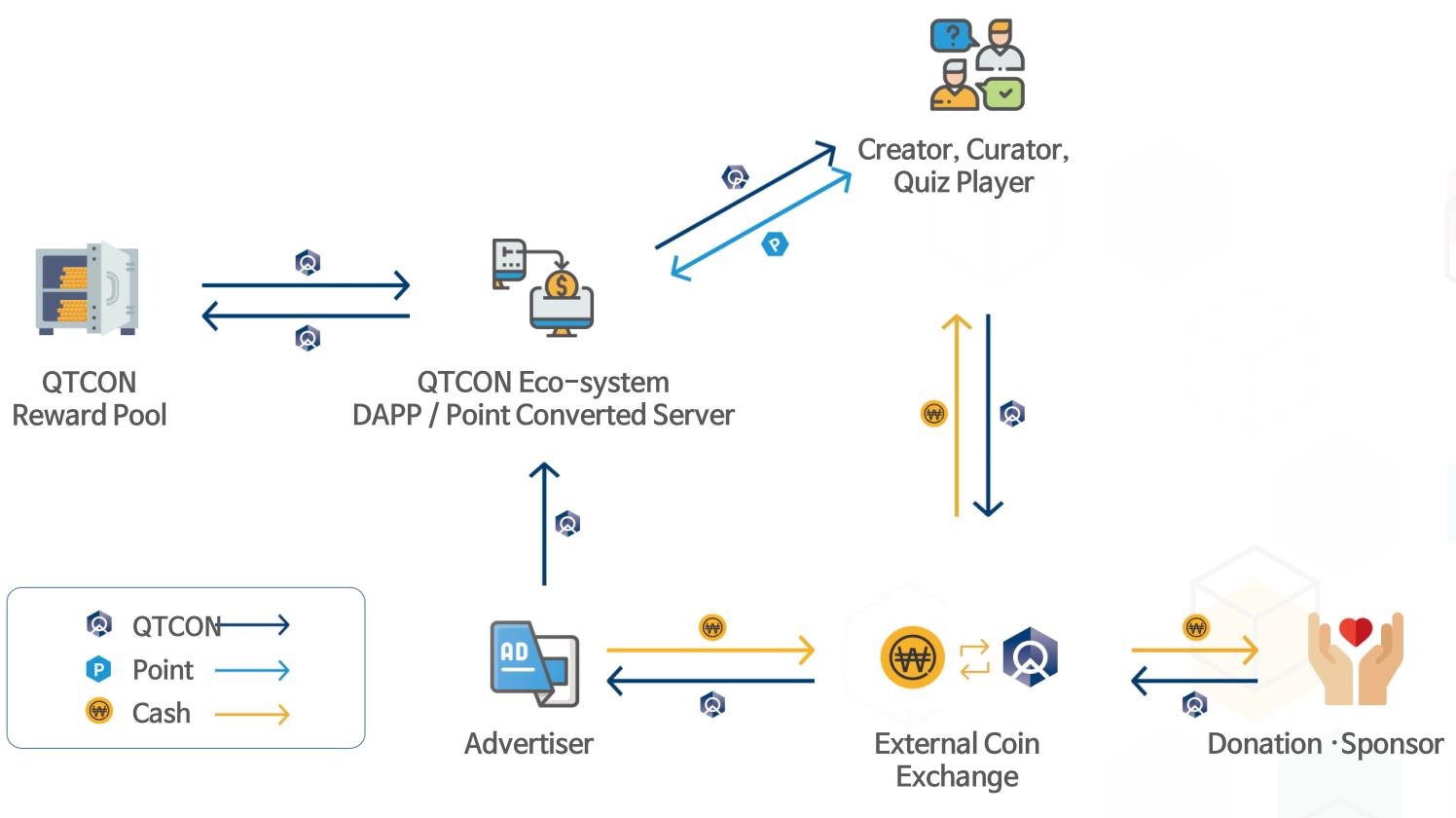
Solving quizzes and Token rewards

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 Quizztok platform. Quiz contents will be distributed to users through Quizztok platforms or quiz curators.

After joining Quizztok as a member, everyone can create quizzes and provide them to other users. For example, if teachers assigned quizzes to their students in Quizztok, students can enter quiz rooms assigned by teachers and solve quizzes by using Quizztok 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 Quiztok 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 Quiztok 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 Quiztok contents with their channels through API or SDK.

3.2.4. Advertiser

Quiztok members can upload their Ad in the Quiztok platform.

Advertisers can access to Ad systems in Quiztok 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 Quiztok 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

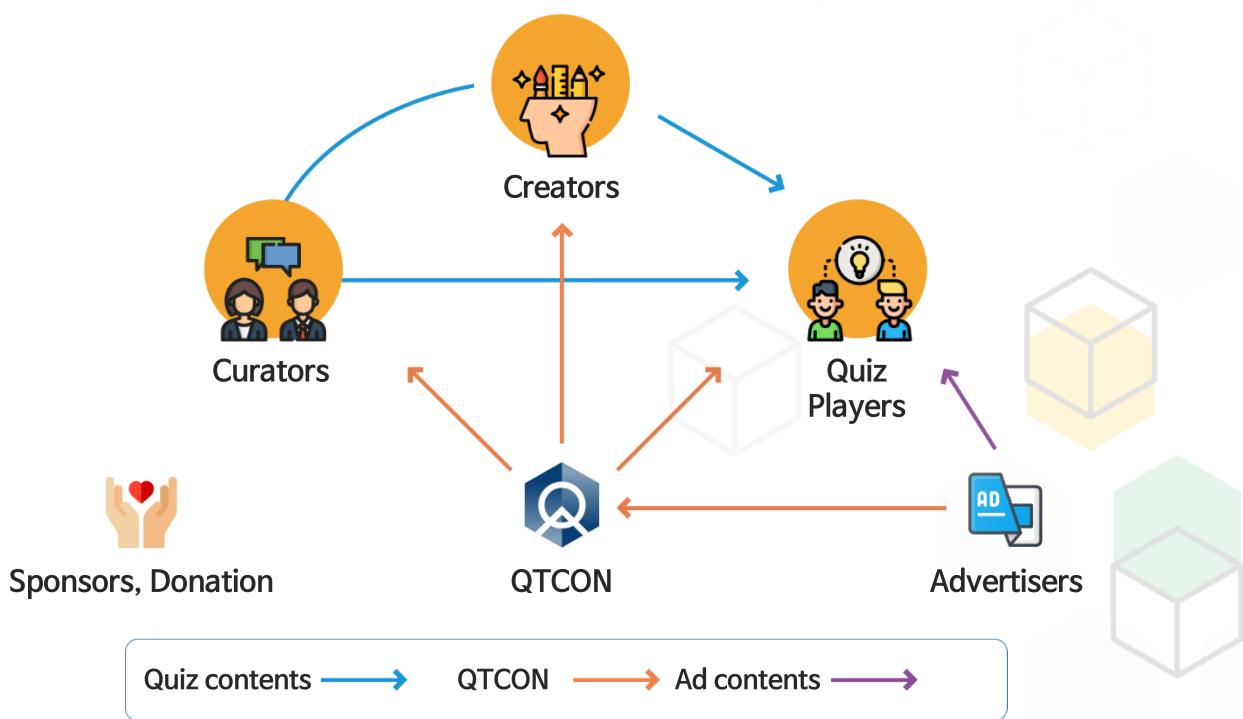
3.3.1. QTCON Reward Systems

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.

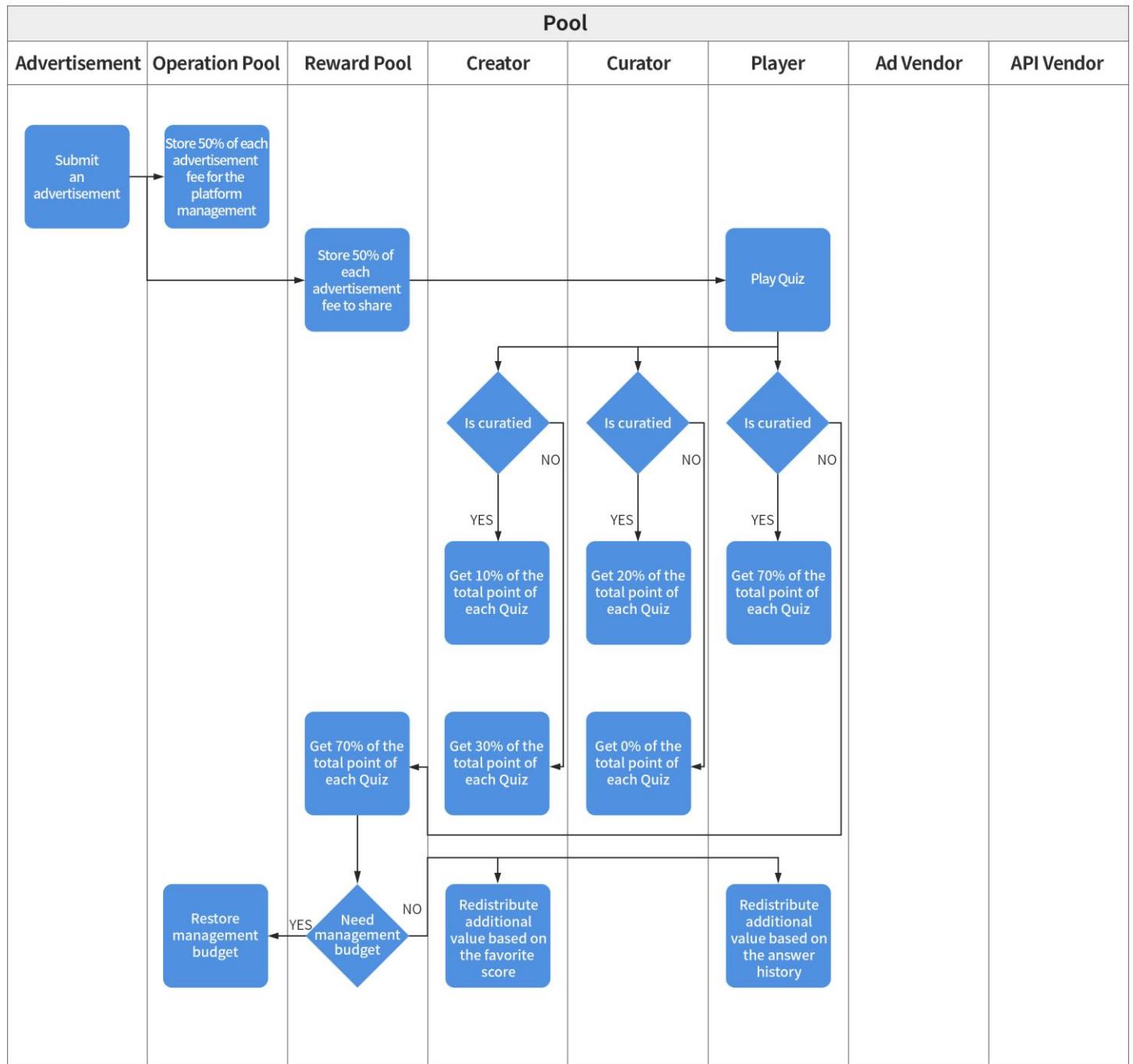
If users make a donation to subjects that are registered in Quizztok platform, a certain amount of additional points will be given to them.

3. QUIZTOK! QUIZ MINING PLATFORM



3.3.6. Reward Algorithms

[Quiz Reward Process]

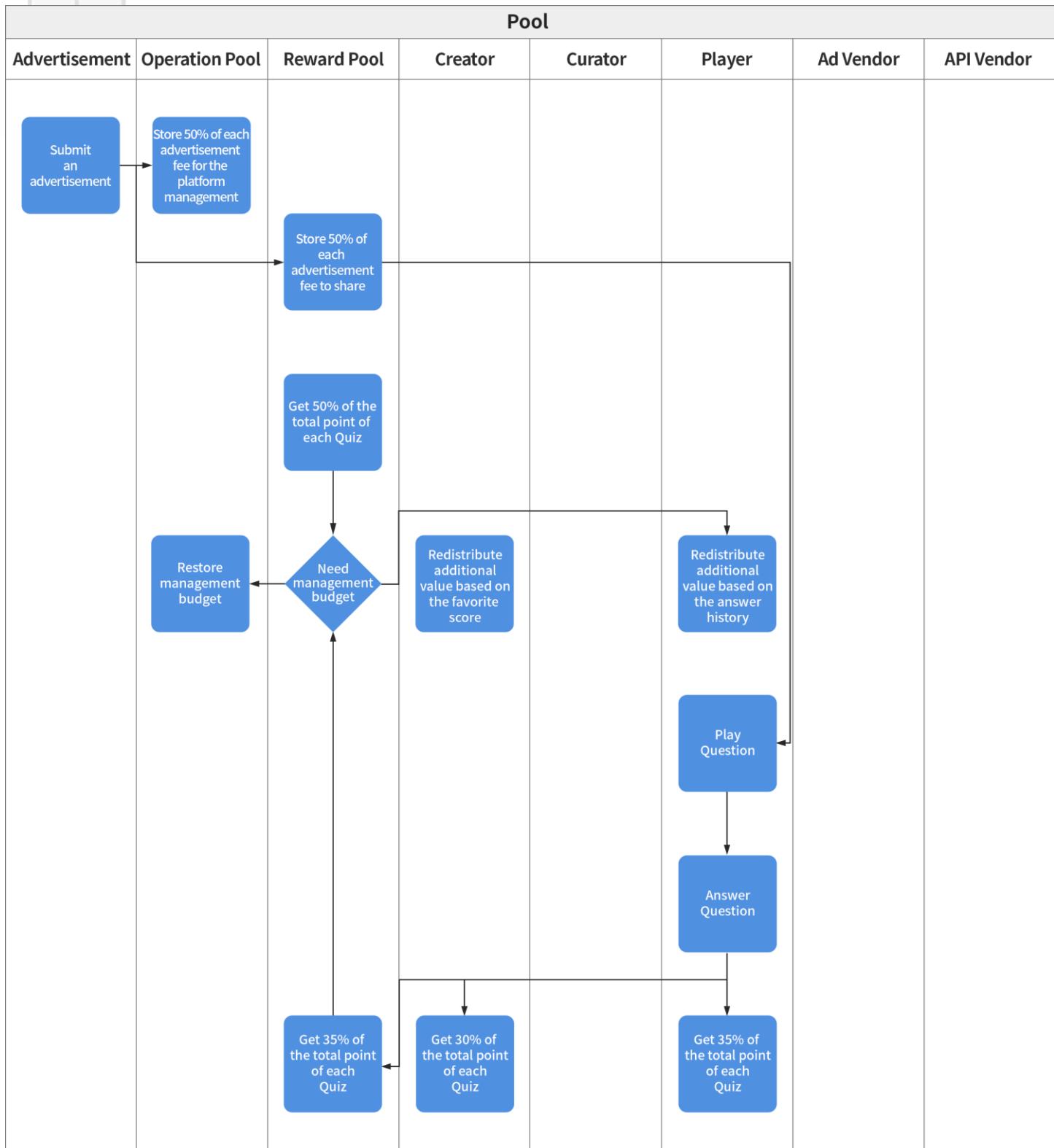


The % value of each part can be changed.

3. QUIZTOK! QUIZ MINING PLATFORM



[Question Reward Process]

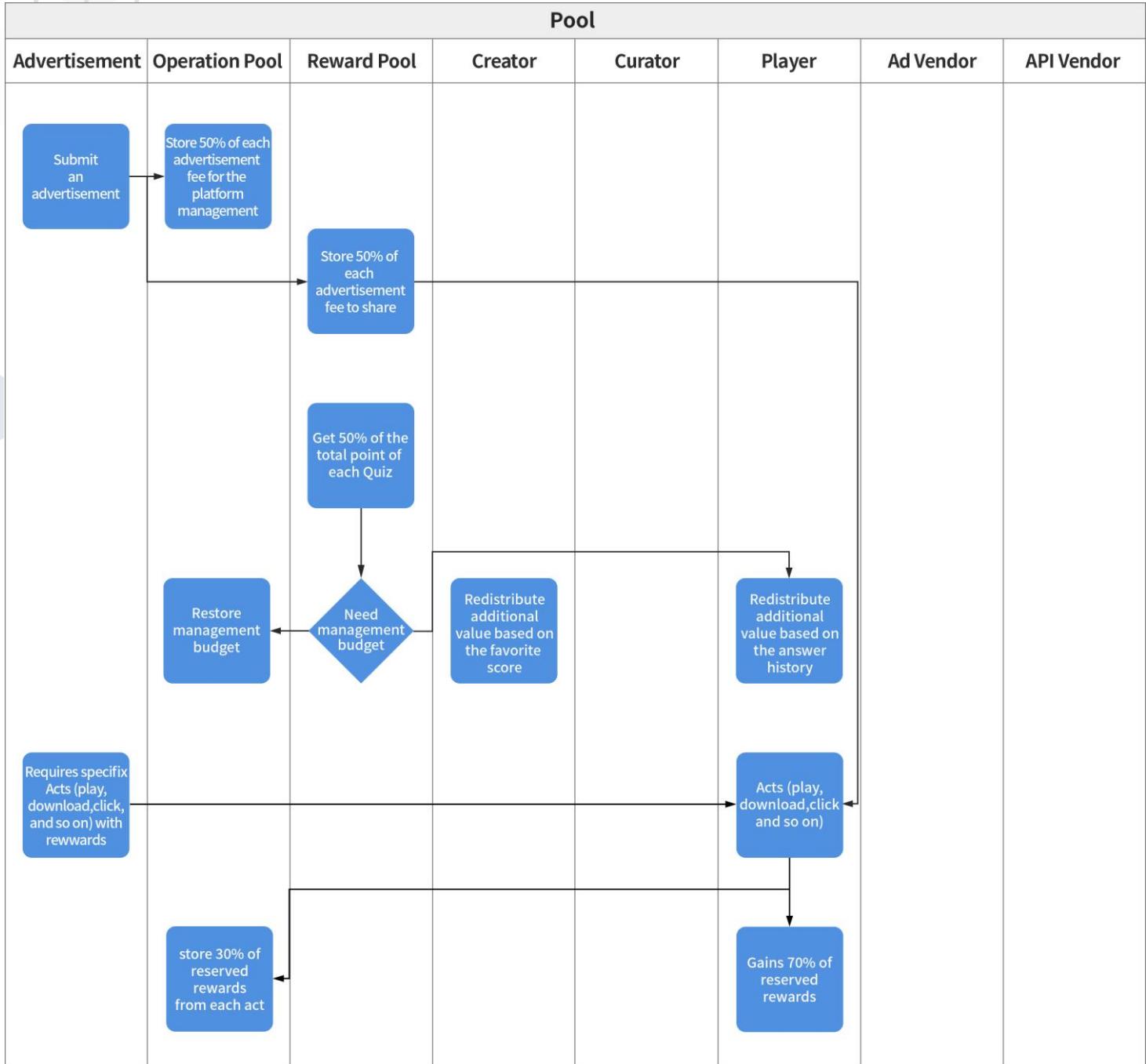


The % value of each part can be changed.

3. QUIZTOK! QUIZ MINING PLATFORM



[Advertising Reward Process]

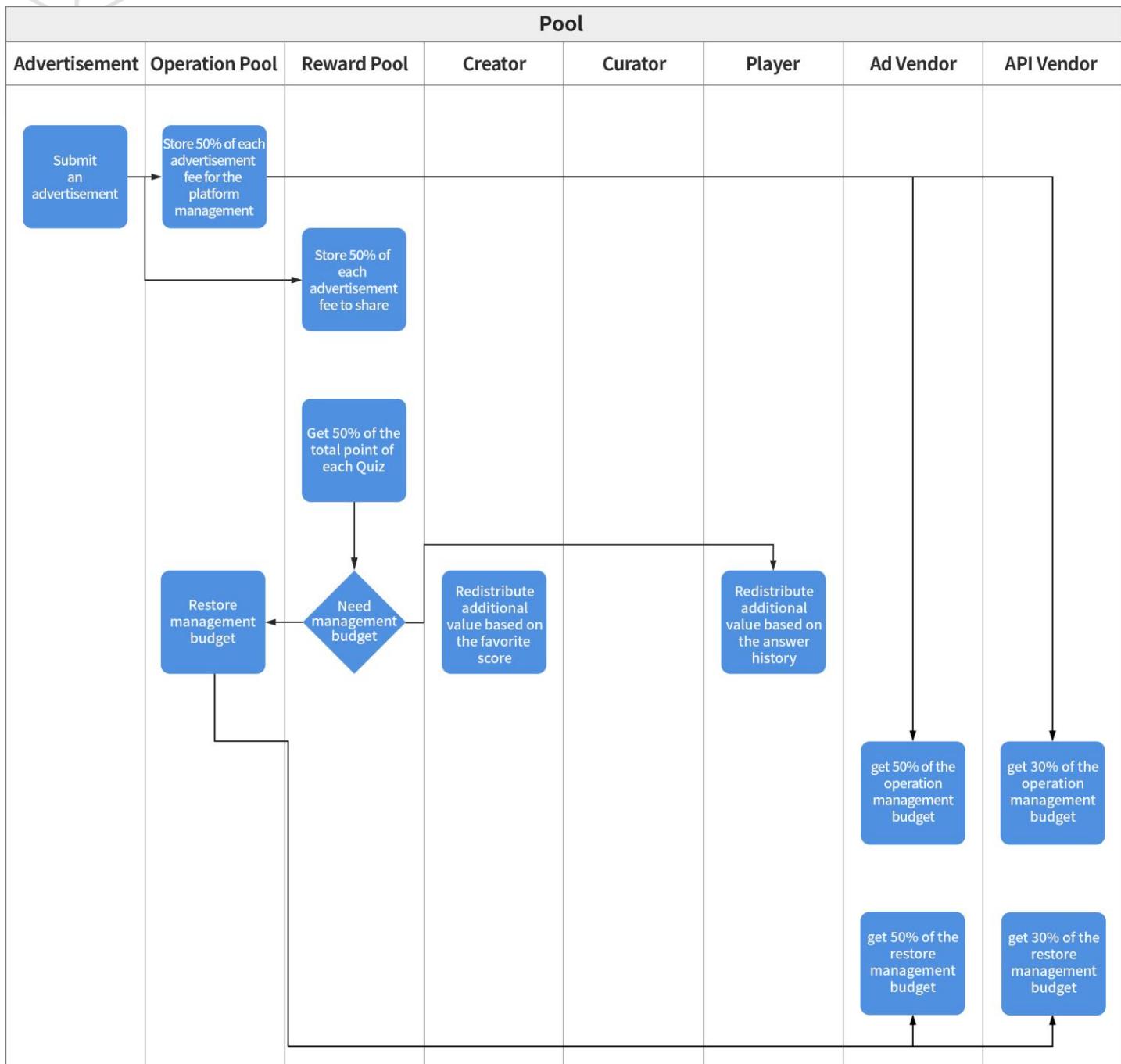


The % value of each part can be changed.

3. QUIZTOK! QUIZ MINING PLATFORM



[Vendor Reward Process]



The % value of each part can be changed.

3.4. 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



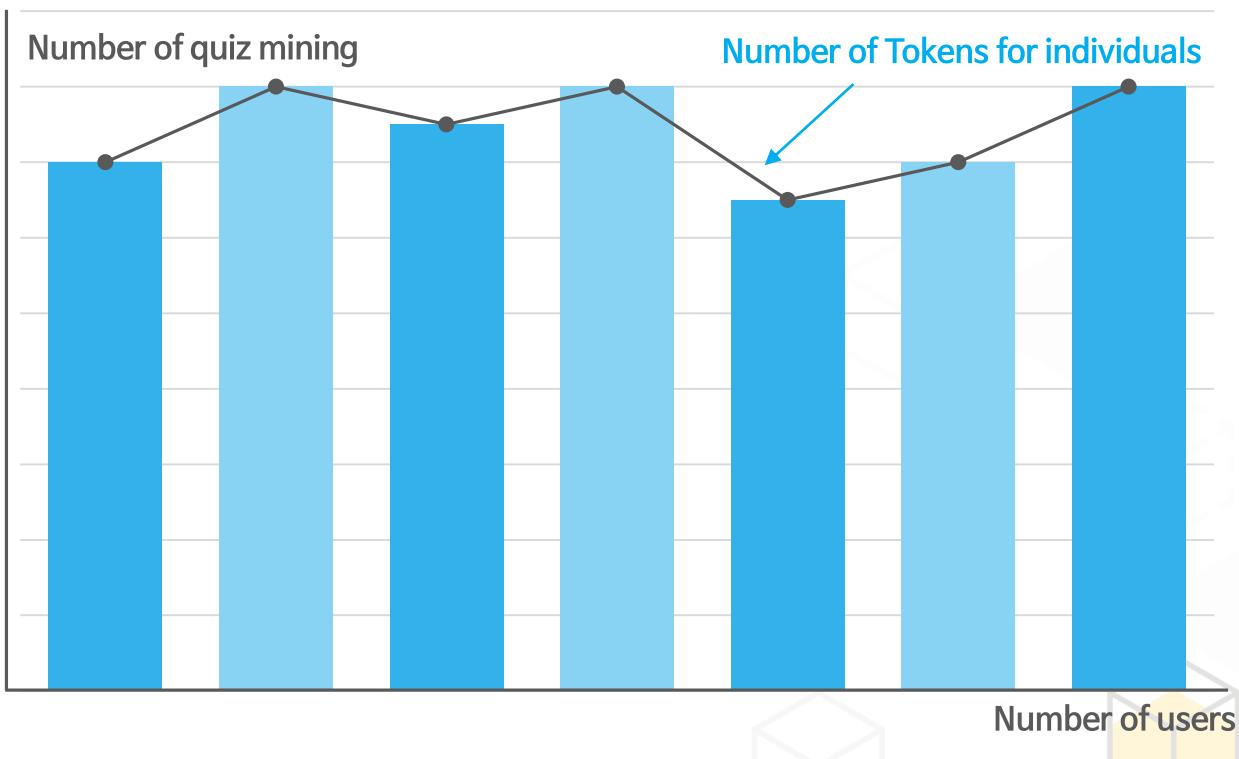
3.5. Technologies

3.5.1. Quiz Mining

Tokens are provided to individuals as rewards when they solve quizzes in Quiztok. 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 Quiztok block chain-based ecosystem more efficient and productive.

A certain amount of ratio in QTCON will be given as rewards. For quiz mining, Quiztok 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 Quiztok platform. Even though users have same amount of points, Tokens exchange rate can be flexible based on the number of users.

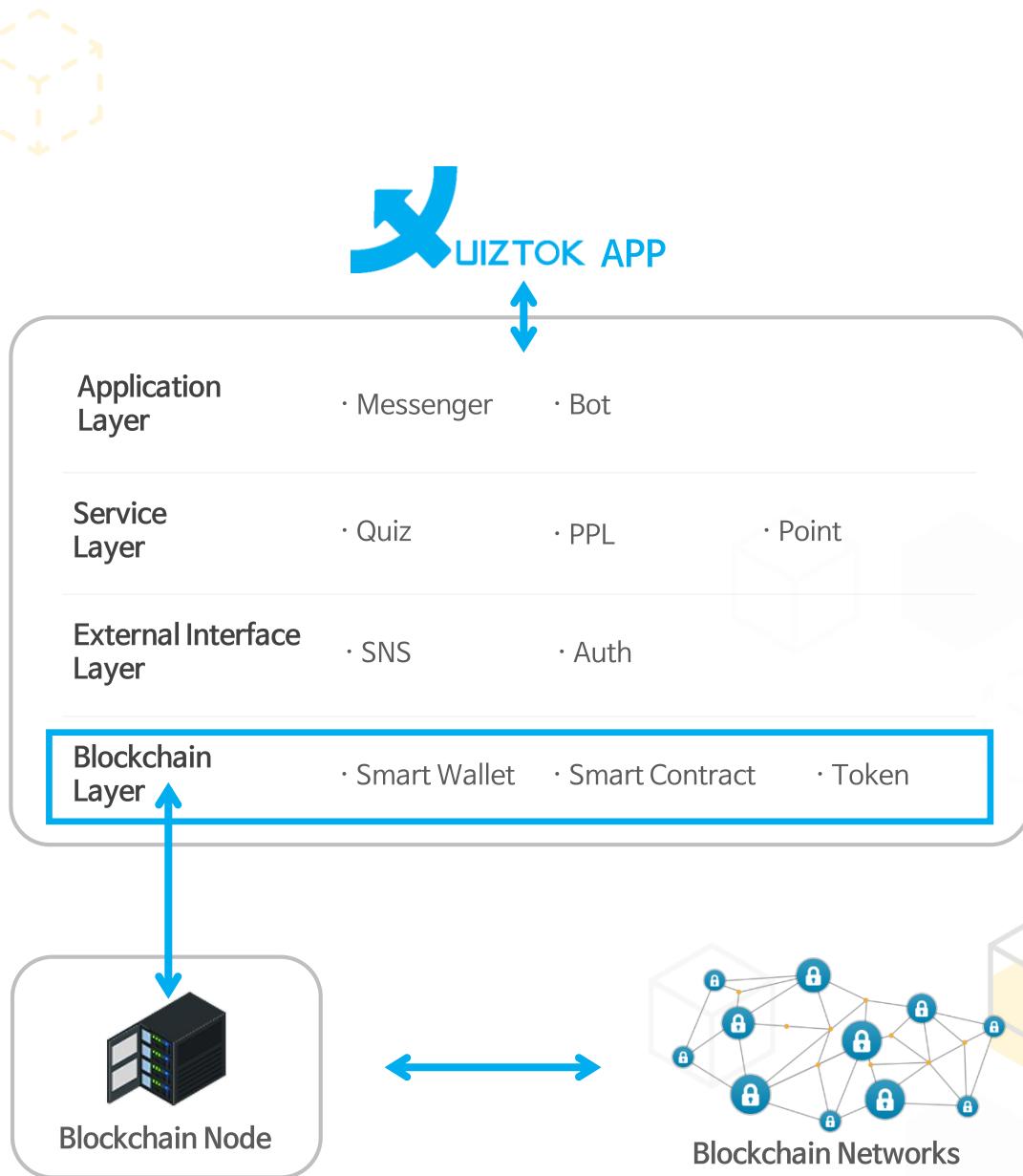
3. QUIZTOK! QUIZ MINING PLATFORM



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



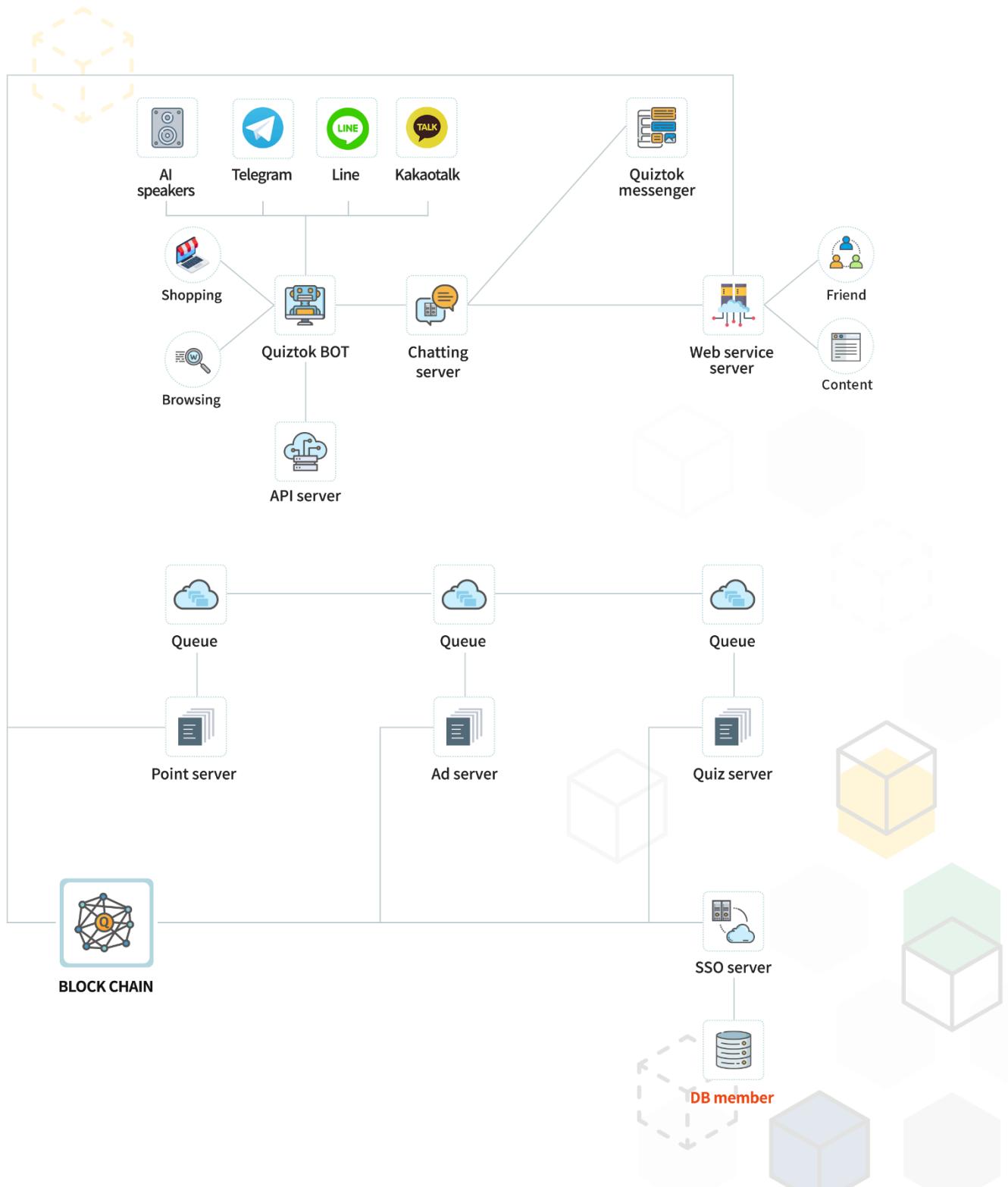
3. QUIZTOK! QUIZ MINING PLATFORM



3.5.3. System structures

Quiztok 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.



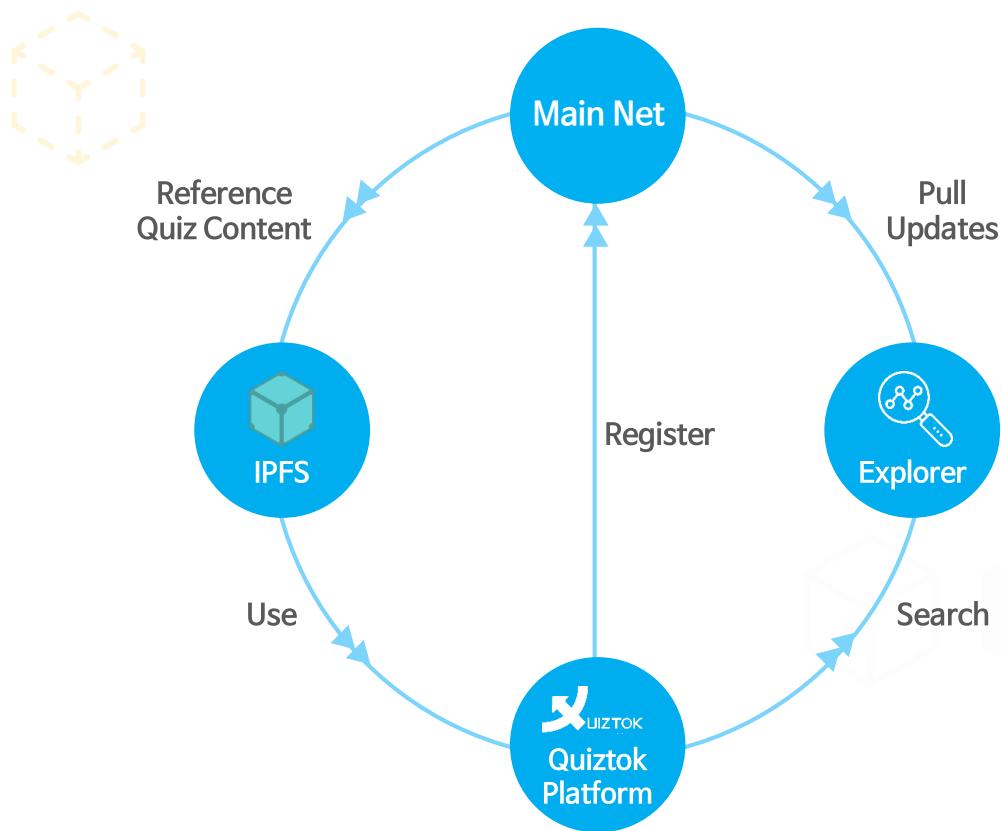
3. QUIZTOK! QUIZ MINING PLATFORM



3.5.4. Content storage

Quizztok contents are saved by using IPS protocol nod. Main Net.IO Storage is a decentralized file system based on IPFS protocol. So everyone can freely save and share files with each other.

Quizztok users can access to contents for free within the balance limit of Token accounts in Quizztok Main Net.



Quizztok's contents are saved in forms of HTML or JSON files. By using HTML DOM (Document Object Model), programmers can easily expand original programs and combine them with others, creators can produce contents more intuitively.

If you look on a content registration process, contents will be packaged and saved in EOS.IO storage through Quizztok platform. Saved contents will have hash value, through which, we can access or update contents.

3. QUIZTOK! QUIZ MINING PLATFORM

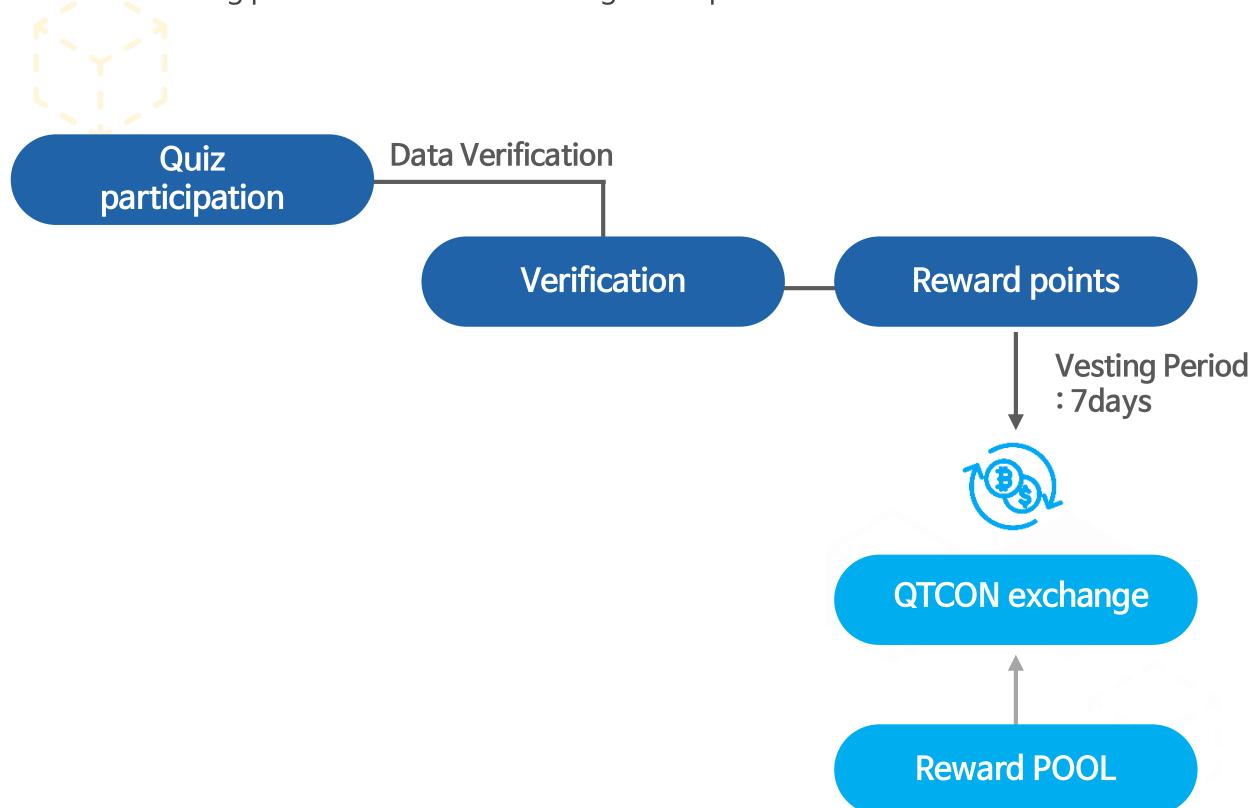


3.5.5. Reward POOL

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

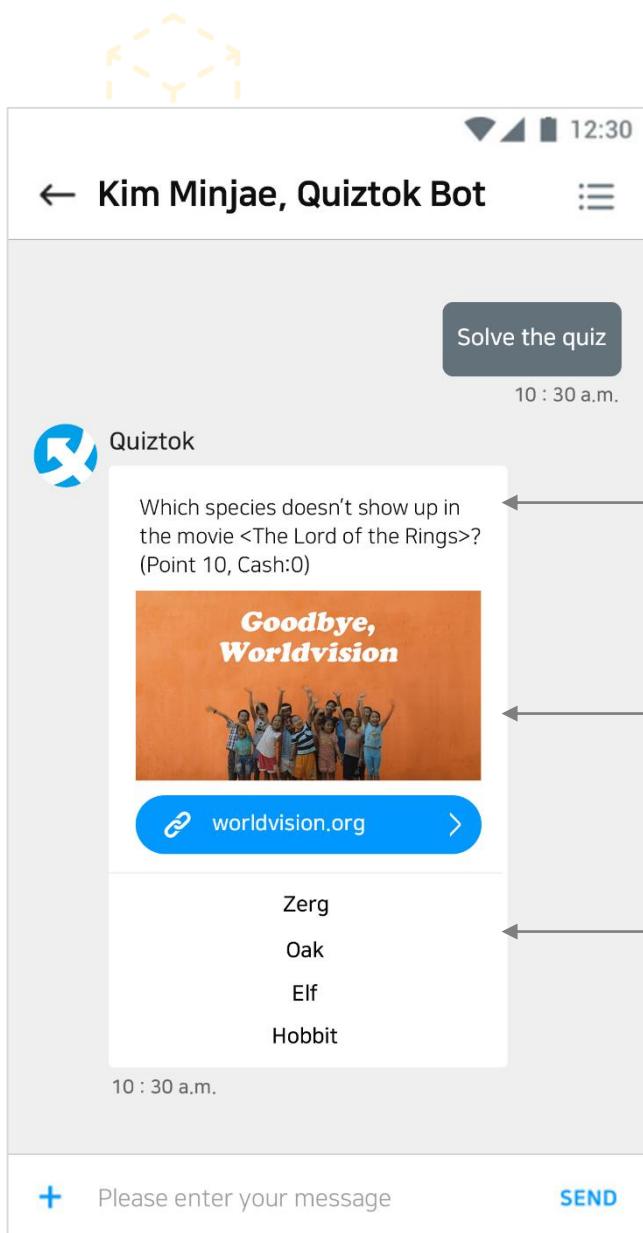


3.6. USE CASE

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.



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)

The screen shows the 'Create a quiz' interface. It includes fields for entering a quiz question, selecting a quiz type (Text Quiz or Multiple Choice), and defining answer types (No.1 to No.4). A 'Submit the quiz' button is at the bottom.

Quiz Submission

The screen displays a list of quizzes. Each item includes a thumbnail with the BTS logo, a question, and a category (Text Quiz/Multiple Choice or Image Quiz/OX Quiz). The quizzes listed are:

- How many members are there in BTS? (Text Quiz/Multiple Choice)
- In which year was Jin (Member of BTS) born? (Text Quiz/Multiple Choice)
- What is Jin's (Member of BTS) blood type? (Text Quiz/Multiple Choice)
- Is BTS trained by Bang Si-Hyuk? (Image Quiz/OX Quiz)
- Is BTS trained by Bang Si-Hyuk? (Image Quiz/OX Quiz)

Quiz List

The screen shows a 'Chat' interface with a message from 'BTS Fan Club'. The message encourages users to solve quizzes about BTS and mentions a 'quiz room for movie fanatics'.

Received Quiz List

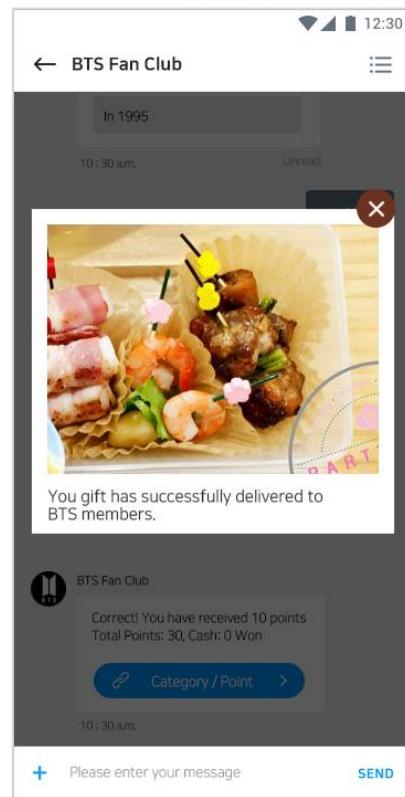
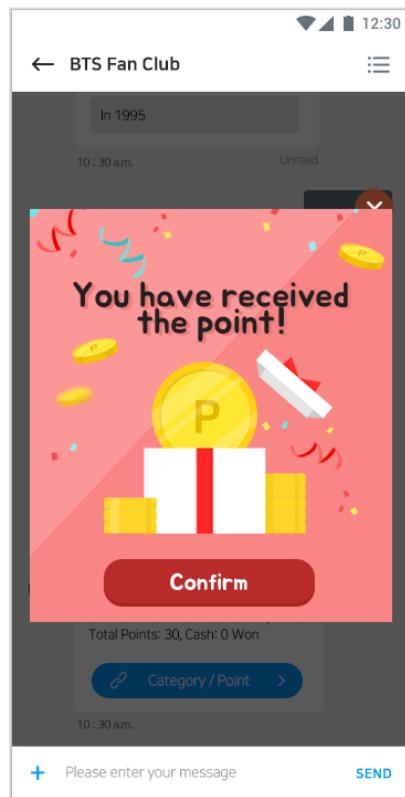
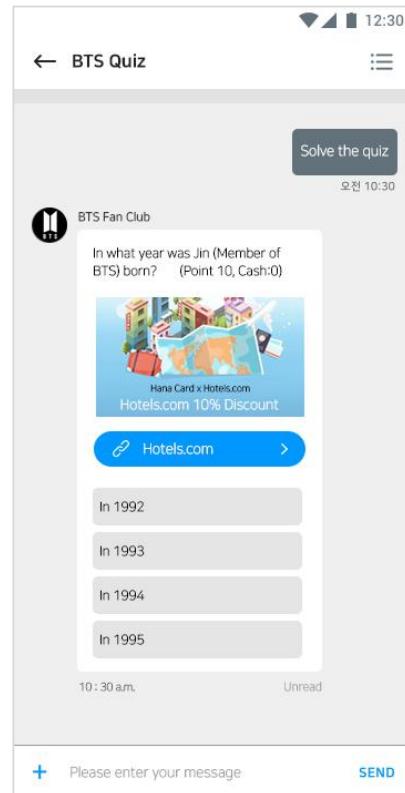
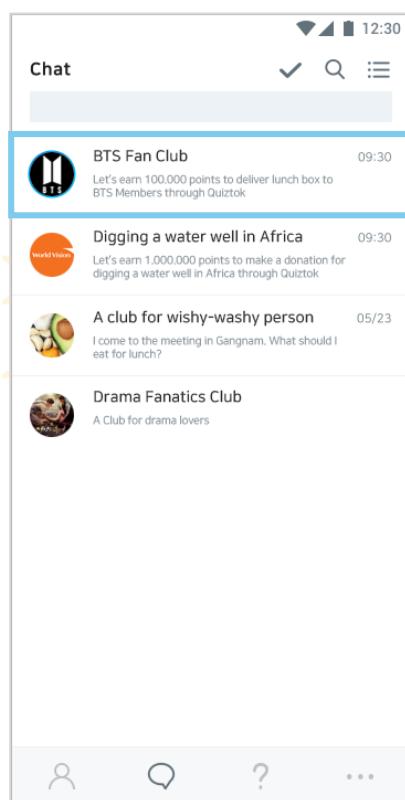
The screen shows a quiz message from 'BTS Fan Club'. The question is 'In what year was Jin (Member of BTS) born?' with a point of 10 and cash of 0. It includes a promotional image for 'Hana Card x Hotels.com' with a 10% discount offer. Below the image are four answer options: 'In 1992', 'In 1993', 'In 1994', and 'In 1995'. At the bottom, there is a message input field and a 'SEND' button.

Solving the Quiz

3. QUIZTOK! QUIZ MINING PLATFORM



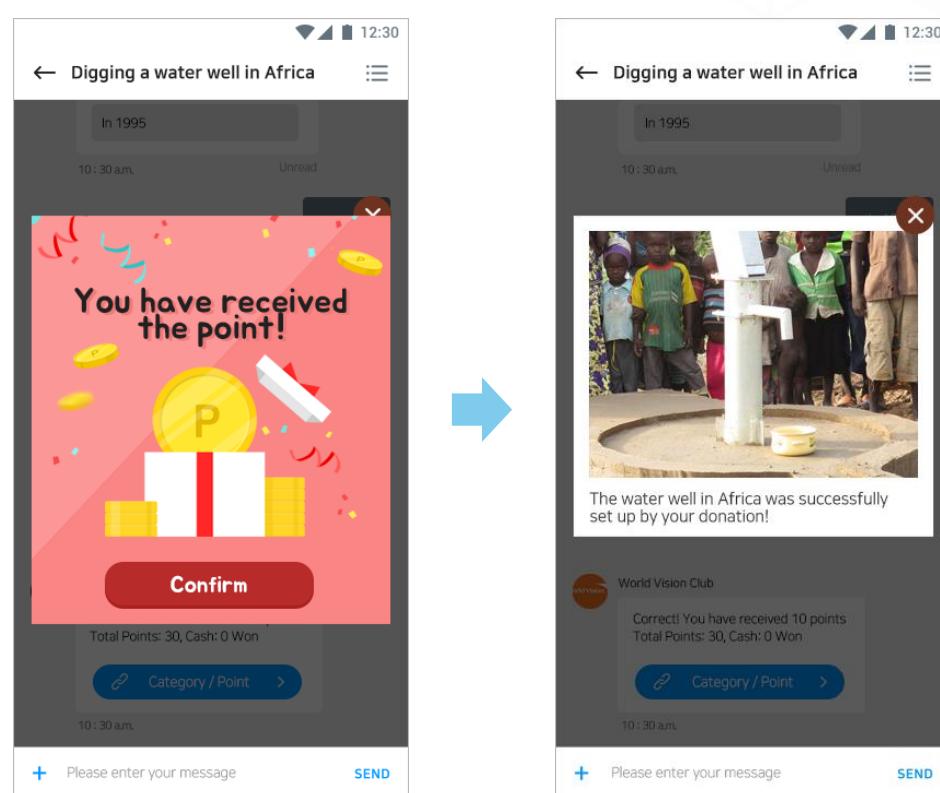
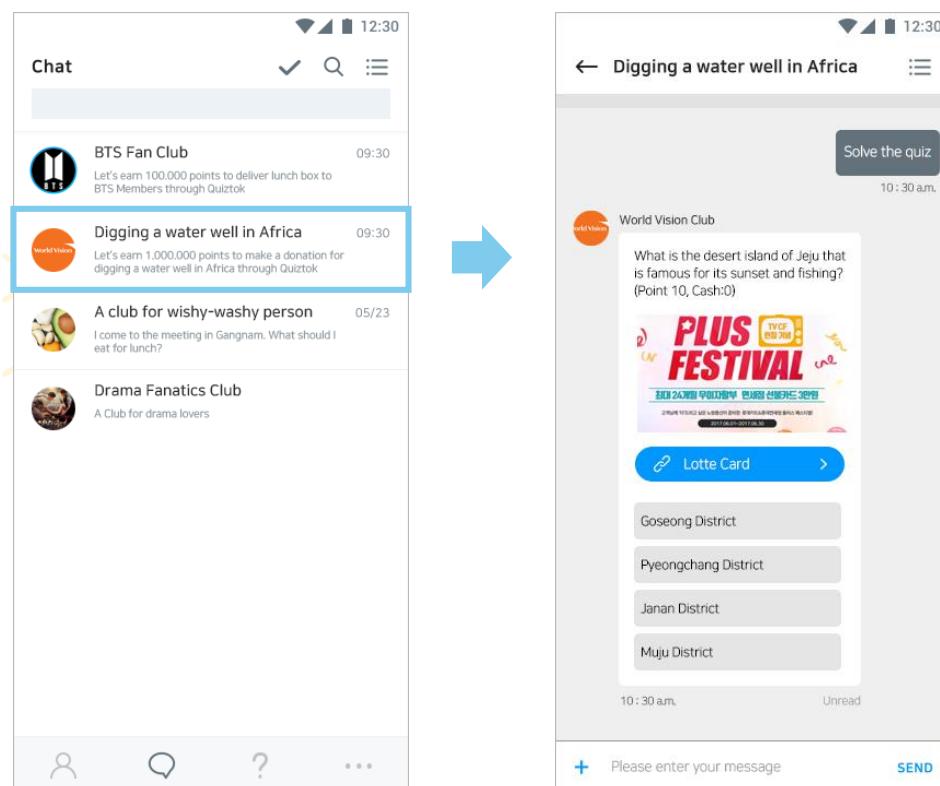
② Quiz for sponsoring: BTS Fan Club



3. QUIZTOK! QUIZ MINING PLATFORM



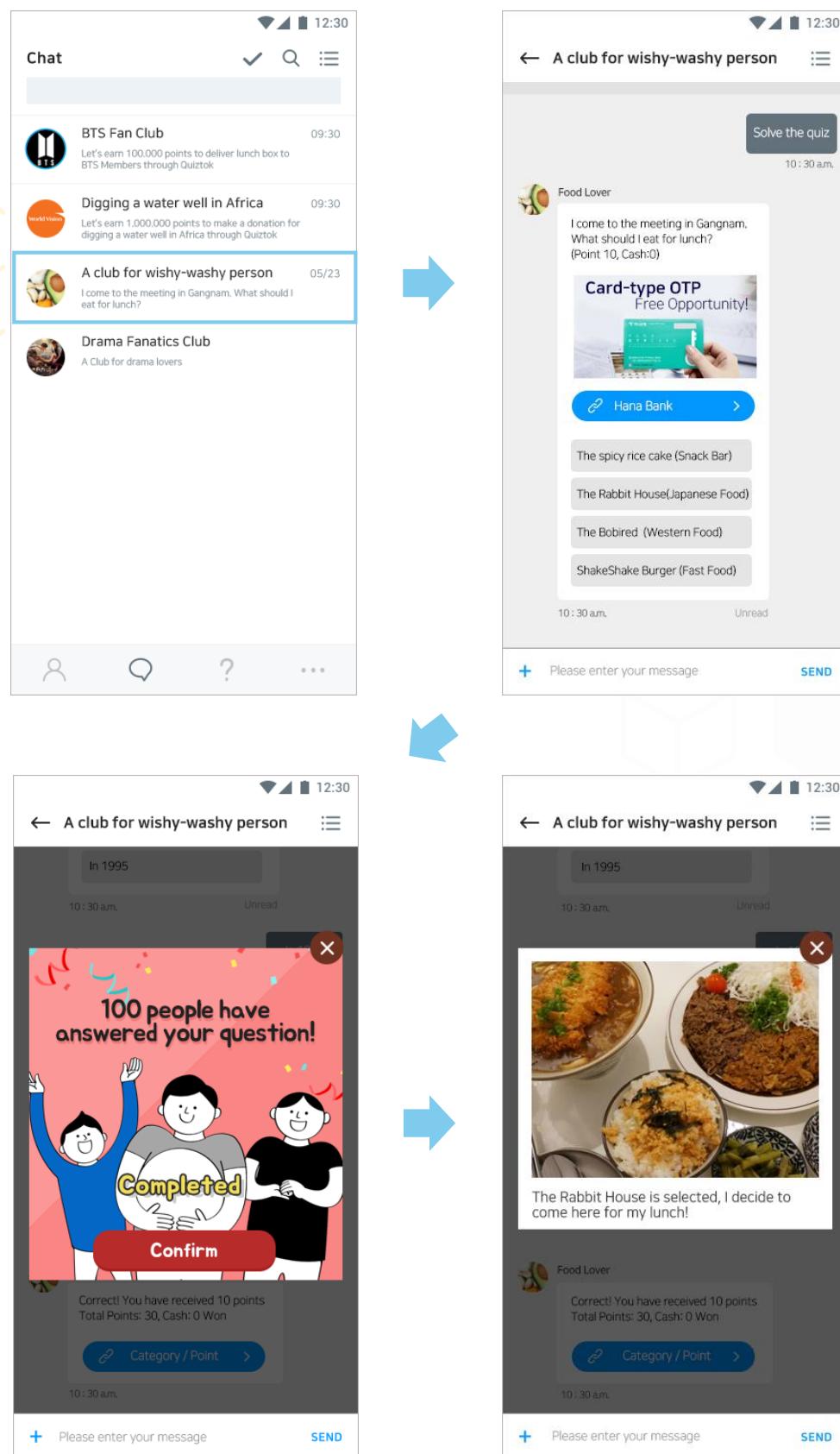
③ Quiz for donation: Digging a water well in Africa



3. QUIZTOK! QUIZ MINING PLATFORM



④ Question Quiz: A club for wishy-washy person

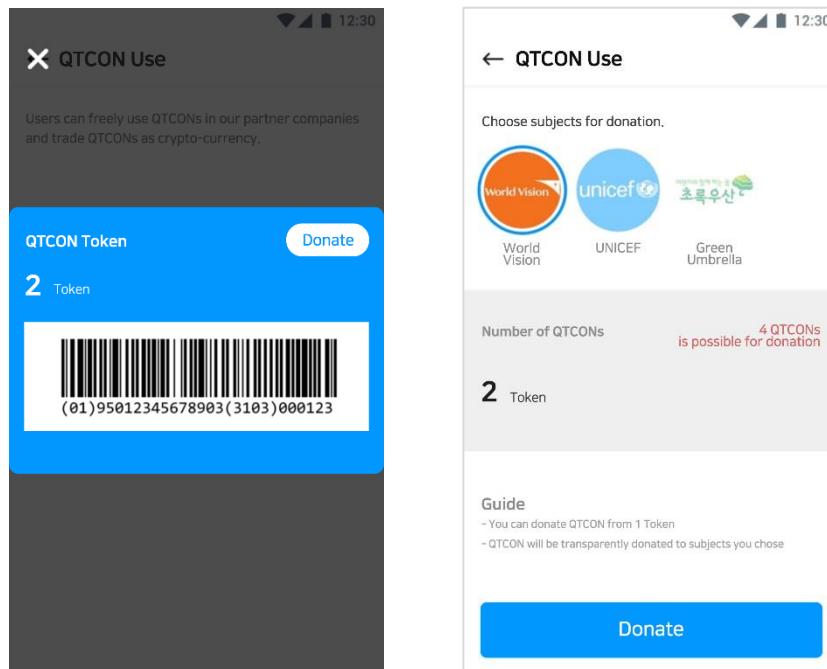


3. QUIZTOK! QUIZ MINING PLATFORM



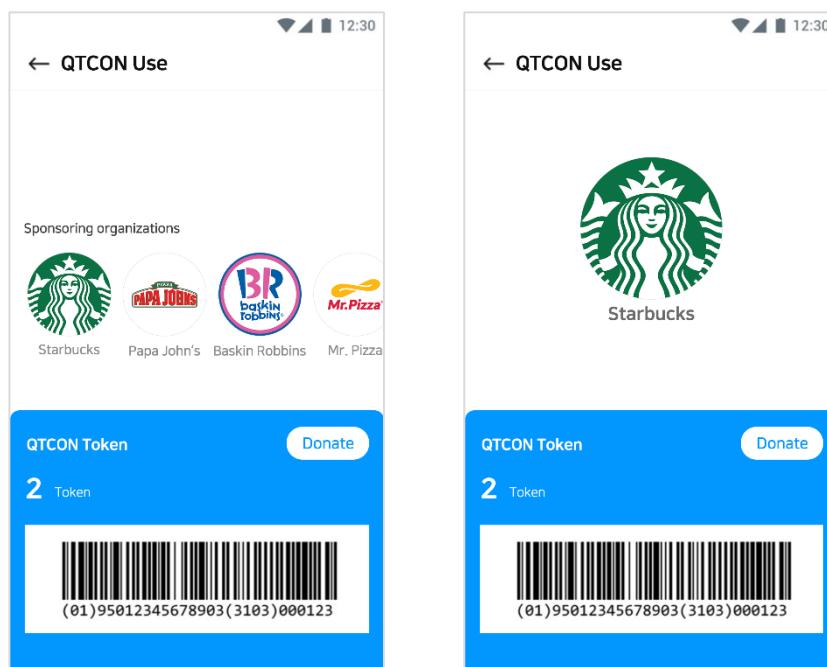
3.6.3. Donation

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.



TVXQ U-Know
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



G-Dragon
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.

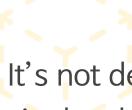
 Users can freely trade issued tokens from different platforms through DEX and Quiztok users can use their tokens in more valuable and efficient way. By sharing value with other platforms, Quiztok ecosystem will expand larger.

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.

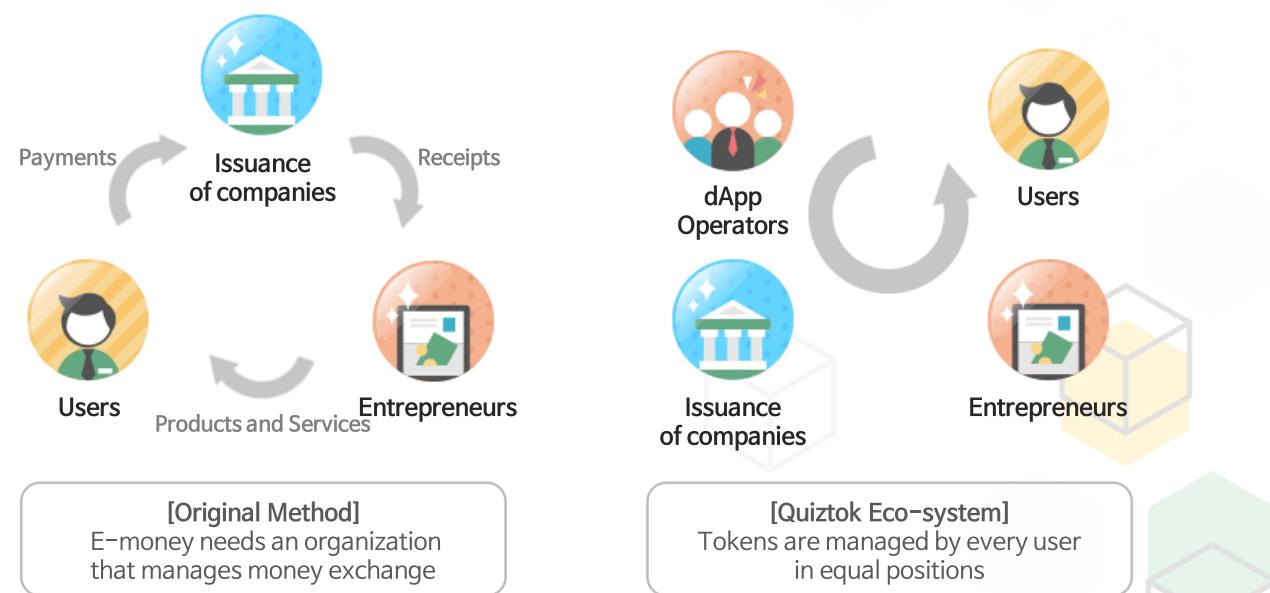
Tokens' key structures are mainly composed of 3 elements,

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.



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

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

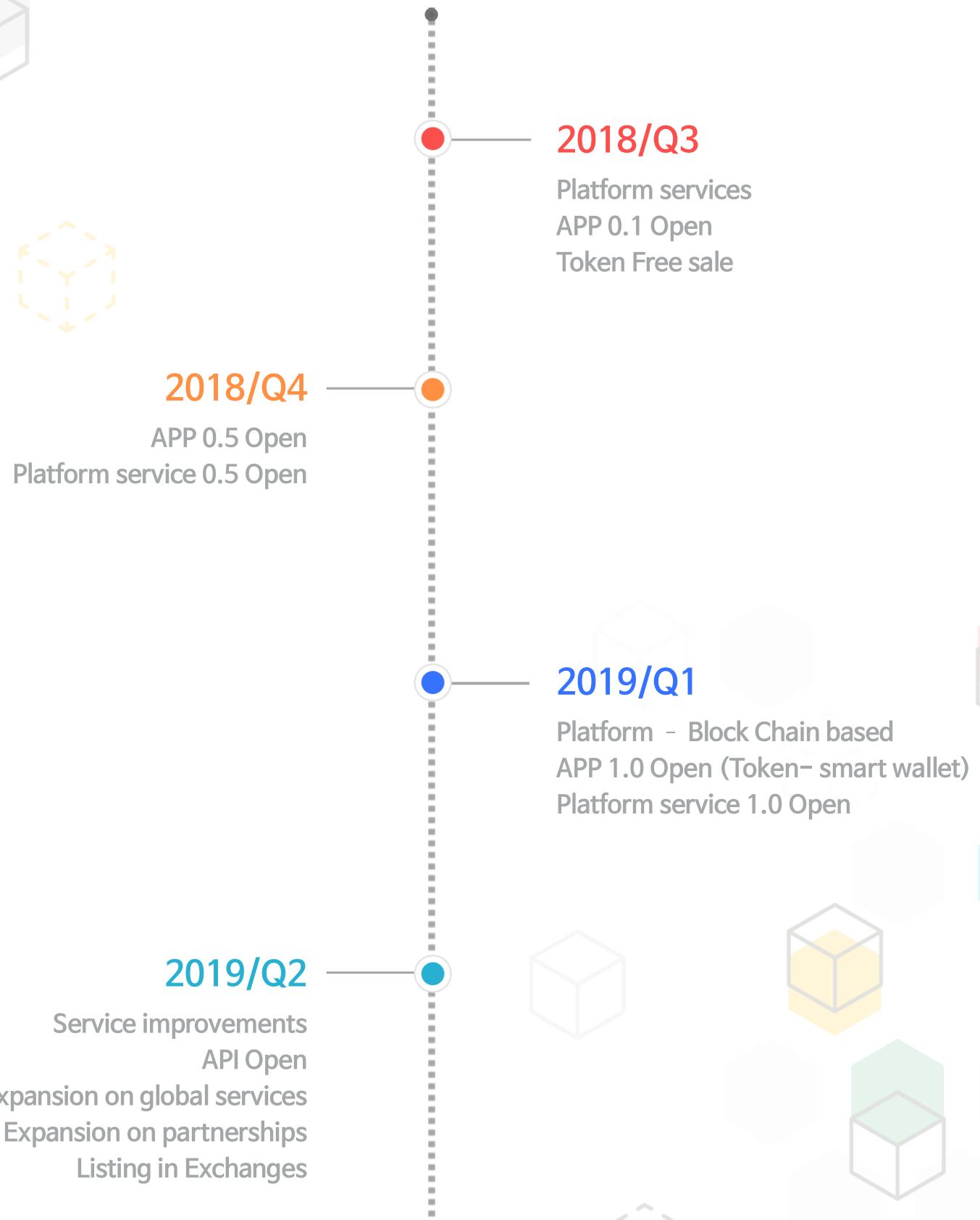


5.3.2. Decentralized Trade

QTCON can be traded in decentralized coin exchange system like DEX and Quiztok 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



7. Token sales plan

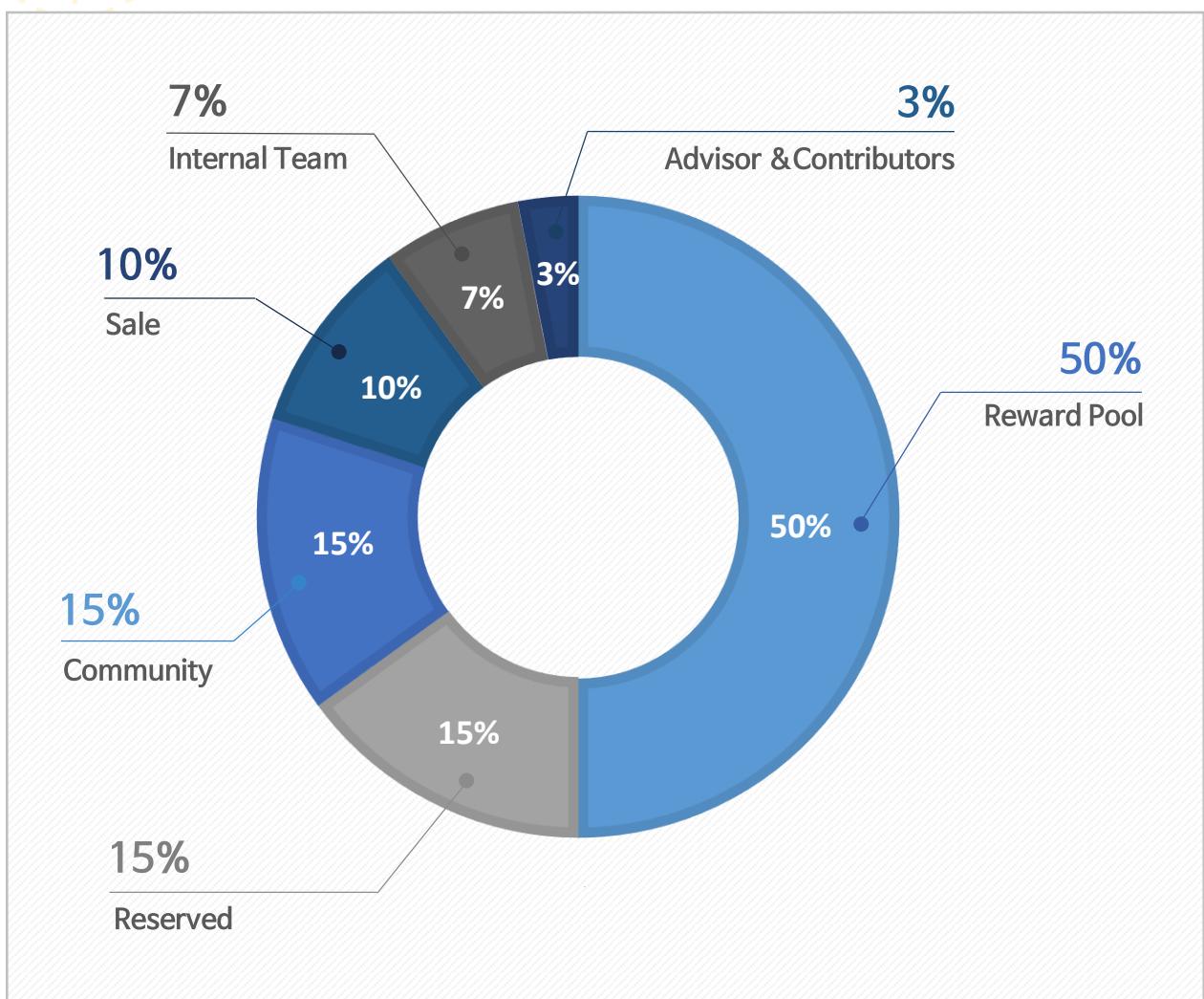


7.1. Plans for Token sales

- 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.



※ On April 25, 2019, 48 billion QTCONs were burned and total QTCON issuance is reduced to 12 billion.

Token Burn Transaction Hash :

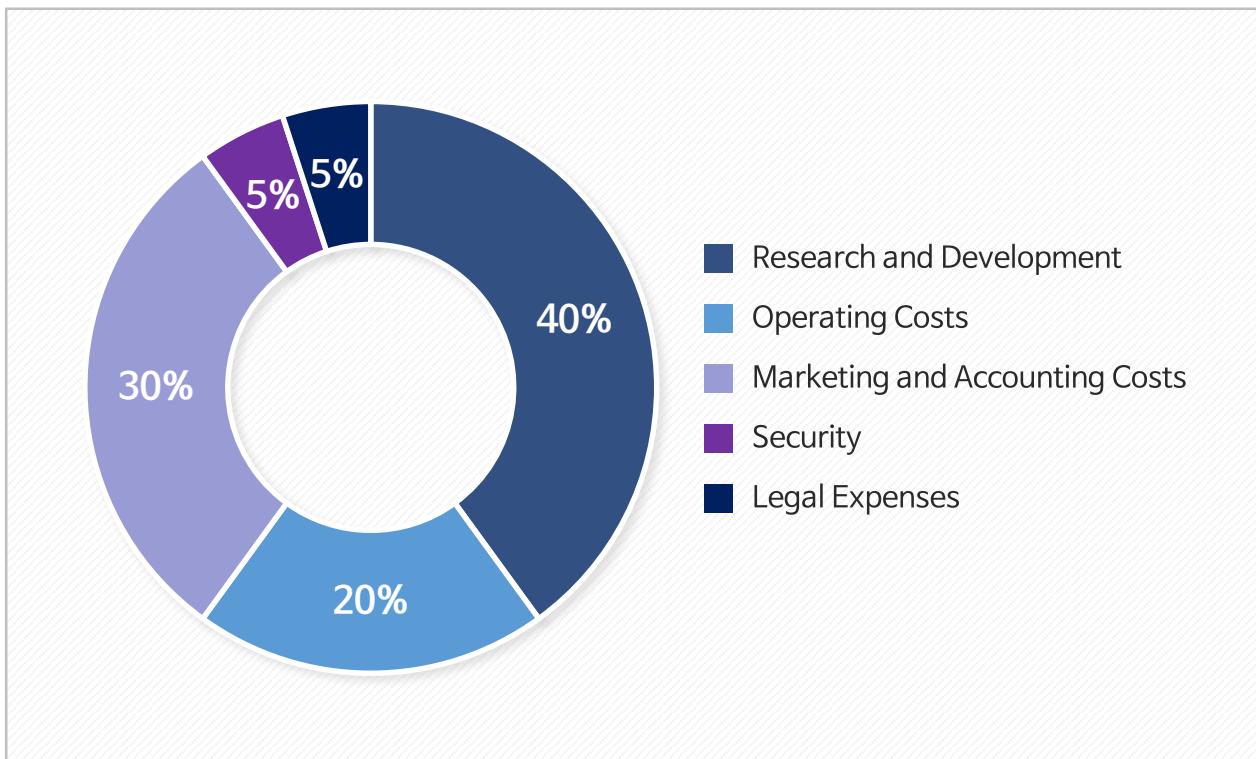
0x56b64890f52da76b2eaca0d493a63748d50f65ba4662edb859d27f6034ab87fe
0x2f757cfeba20ad8b0f2b98fe041aab666443a4f832ee6e67ab72b7e504376522
0x49b883a6abc6211c8c92d352e2cab850d5ba584eacdaba4be44d3c377d49ba98
0x234e79c39b4a7b92a64490d207c834beff9df9593a2122d455665710e851f26f
0x27f31c1ecbbd1c3021e724fc180c92d5f7feccb19395430502633d8934317992

7. Token sales plan



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.

8. TEAM



8.1. Founder



Jeon Changsub

- Quiztok Co.,Ltd CEO
 - KBSA (Korea Blockchain Startup Association) Vice President
 - 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
- Exbagsystems Former CEO
- EKID Former CEO
- 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

8.3. Development



Yang
Jongil



Jang
Wonjun



Kim
Dongwoo



Kim
Seonwoong



Han
Kyunghyun

8.4. Marketing



Sim
Eunae



Lee
Eunyoung



Park
Hyein



Jung
Sejin



Jang
Anna

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
Associcatoin) 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



Jo Hanyeoel

Bookjam Co.Ltd CEO
A Member of BlockChain Associcatoin
Seoul National University , Majored in
Computer Science



Koo Taejon

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

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 Quiztok ecosystems for individuals who are interested in QTCON.

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

The content of this document doesn't have any legal obligation or binding power as the standard of this document were based on the time of writing the document. Therefore, Quiztok team doesn't have legal responsibility for any damages caused by the use or non-use of the information or the inaccurate and incomplete information written in this document. In addition, Quiztok team is not responsible for any actions of using this document for other purposes but providing information.

If there is a misunderstanding in the interpretation of this document, the latest version of the Korean document has priority over other interpretations of this document. However, this should not be understood as having legal responsibility for the content of the Korean document. Nothing related to Quiztok ecosystem written in this document shall be provided to any third party without prior consent of the Quiztok team.

If the terms or expressions for the exemption of legal liability written on this document are against law, the terms or expressions will remain ineffective until revisions, but the rest will remain effective.