WHITE PAPER

CRYPTO MODERN ART
&
BLOCKCHAIN
MOMENTUM
HOLDINGS

About
iAm Project

PROJECT iAm, co-developed by (developed in cooperation between) Blockchain Momentum Holdings and Crypto Modern Art, presents wide range of services including, blockchain technologies developed exclusively by Crypto Modern Art, payment solutions, online games with blockchain technology basis and also, financial services via Blockchain Momentum Holdings.Co. We set out this adventure with a contrarian, 'convert to revenue' strategy to take on the ever-fluctuating nature in value of Cryptocurrency, which commonly viewed as one of the most unreassuring aspects, when it comes to cryptocurrency's challenge of dissociating itself from being a mere object of investment and taking root firmly as real asset. And we at PROJECT iAm has achieved this goal through our collaboration with Blockchain Momentum Holdings in developing an ecosystem which utilizes three different blockchains.

This project is essentially aimed at creating revenue through our sophisticated business models and polished technology and returning most of it to the users, in hopes of realizing the decentralization fundamentally. BLOCKCHAIN MOMENTUM HOLDINGS and CRYPTO MODERN ART provide a range of services based on blockchain technology: financial platform, coin development, payment solutions and games. CRYPTO MODERN ART's self-developed technology provides a safe financial transaction environment, and we have also made BI/BX solution available, which is operated/managed by our very own, exclusive team of designers from the very basic stage of service.

INDEX

About
Project iAm

The PROJECT iAm encompasses all areas that can be expanded with blockchain technology, such as finance, culture, and social networks, and the use of this technology optimized for each and every one of businesses we serve allows iAm an exceptional and progressing extensibility.

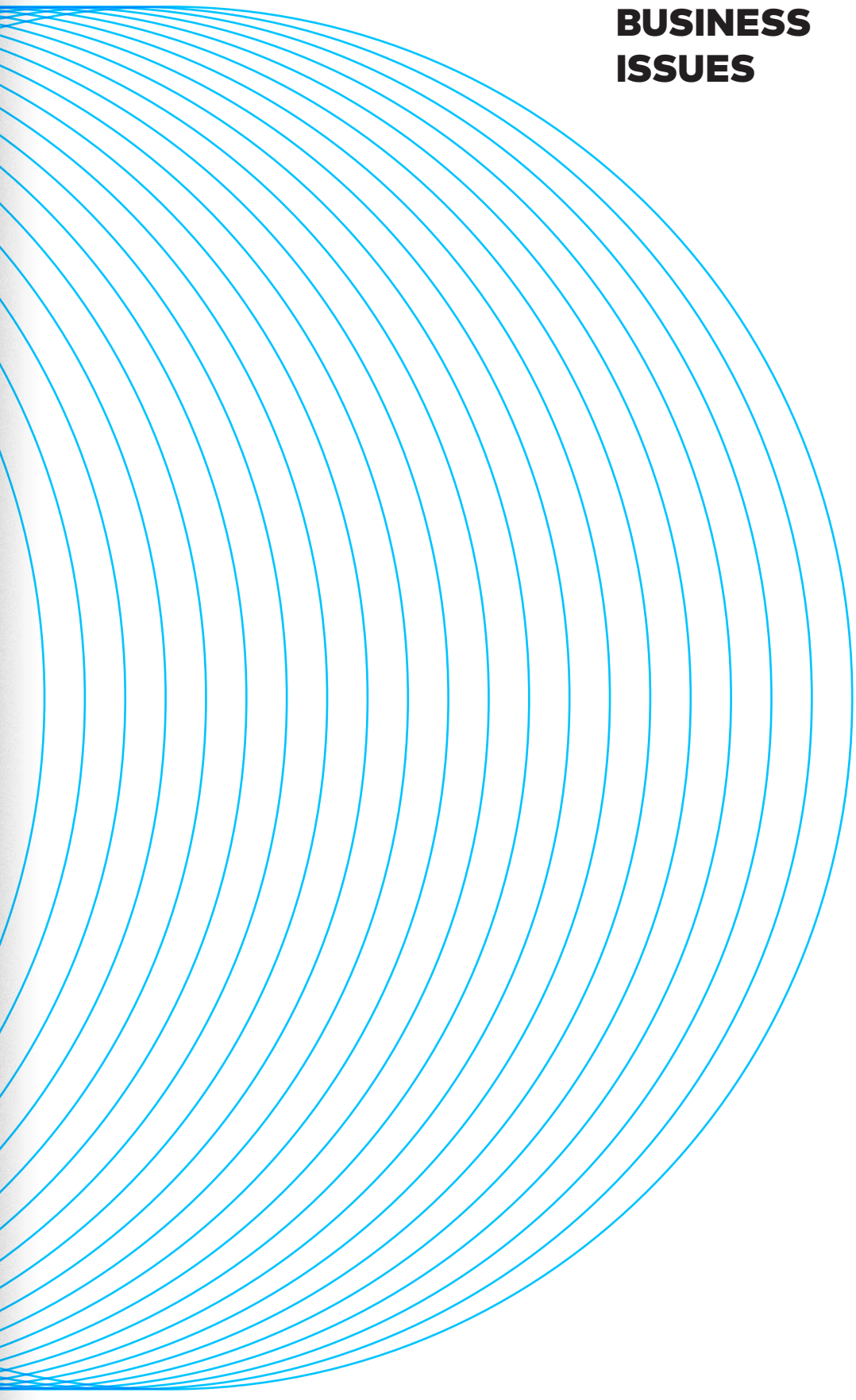
Primarily, the iAm network plans on building exchanges, platforms on Playstore / YOUTUBUZ, and also brick and mortar convenience stores, designed to provide a creative and optimized environment for Small and medium-sized enterprises and individuals. And through a structure we designed to return most of our revenue to our participants, iAm promises to establish a ethical and healthy ecosystem.

'Comma', the symbol of PROJECT iAm, is designed to represent the purport of the initiative; to establish a hub where we could pierce through all three areas of technology, culture and arts at once and, thereby make contributions to the fourth industrial revolution. We took inspiration for “Comma” from three different sources; Semicolon, a symbolic punctuation mark for all software developers, the 'breath mark' in musical notation and the following excerpt from Luis Jorge Borges' masterpiece, Ficciones (1944). He wrote :

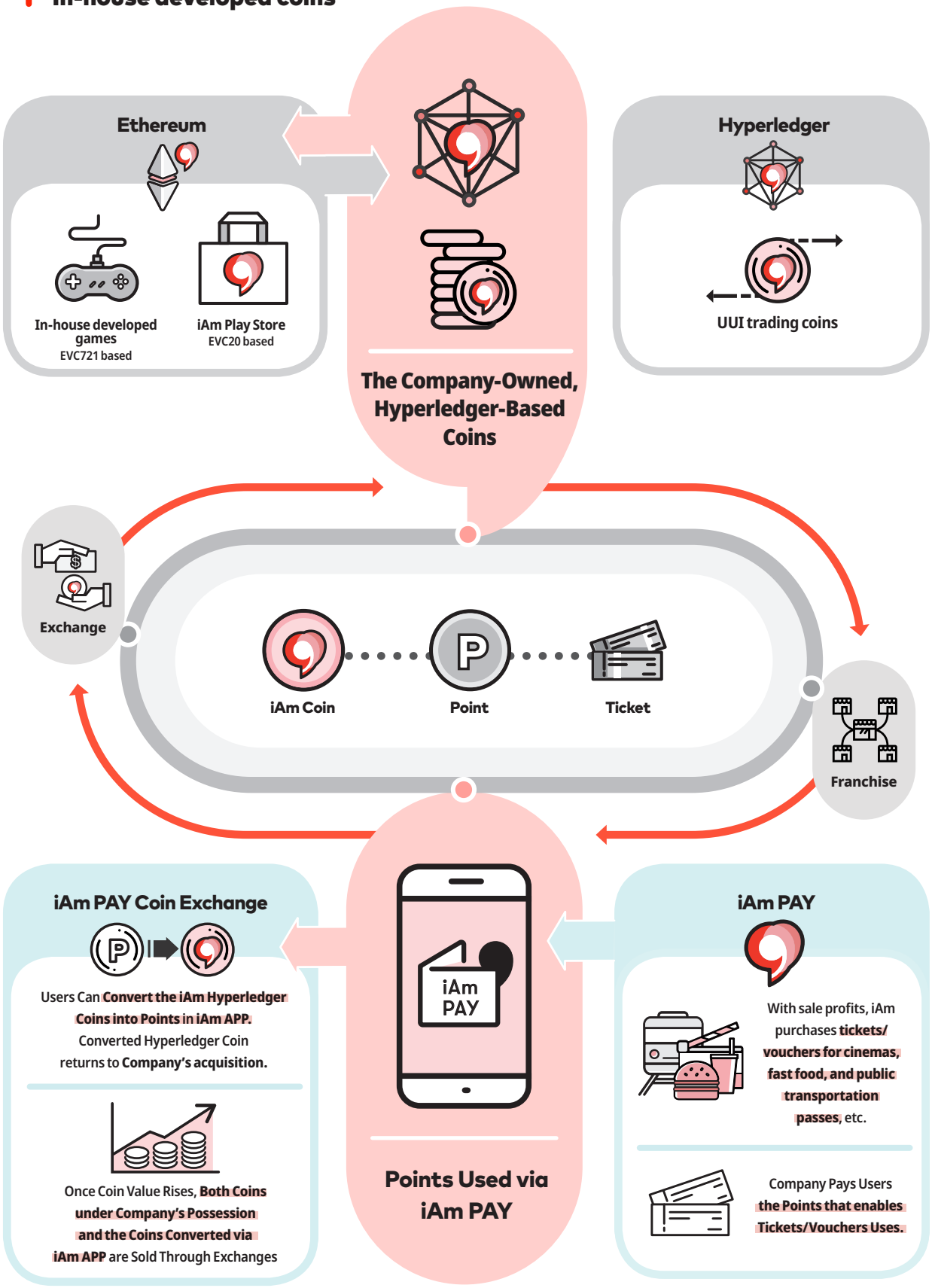
> *Though the order and content of the books are random and apparently completely meaningless, the inhabitants believe that the books contain every possible ordering of just 25 basic characters (22 letters, the period, the comma, and space).*

The Argentine writer Borges in particular, was an outstanding genius who first introduced the hypertext concept with his much famed short stories, through which he had founded not only the postmodernist literature but also, the vision of modern-day internet, ages before it existed. His legacy is in many respects identical to our vision at the PROJECT iAm : to propose new possibilities by integrating technology, economy, culture and art with with the help of blockchain technology.

BUSINESS ISSUES



An ecosystem taking full advantage of three types of In-house developed coins



About
iAm Project

PROJECT iAm is an ecosystem composed of three major interlocked blockchains with distinctive characteristics.

Hyperledger Fabric

Hyperledger Fabric is divided into two different areas with independent purposes: The iAm COINS with fluidity in nature, will be used for the exchange listing, while the iAm PAY is to be made available for purchase/payment purposes in public transportation/franchises through Pay Platform at a fixed exchange rate of 1:1.
The iAm COINS will be retained under the ownership holding at approximately 40%. And once the value rises, they will be sold by our own trading system to later be distributed to our Pay Platform users.

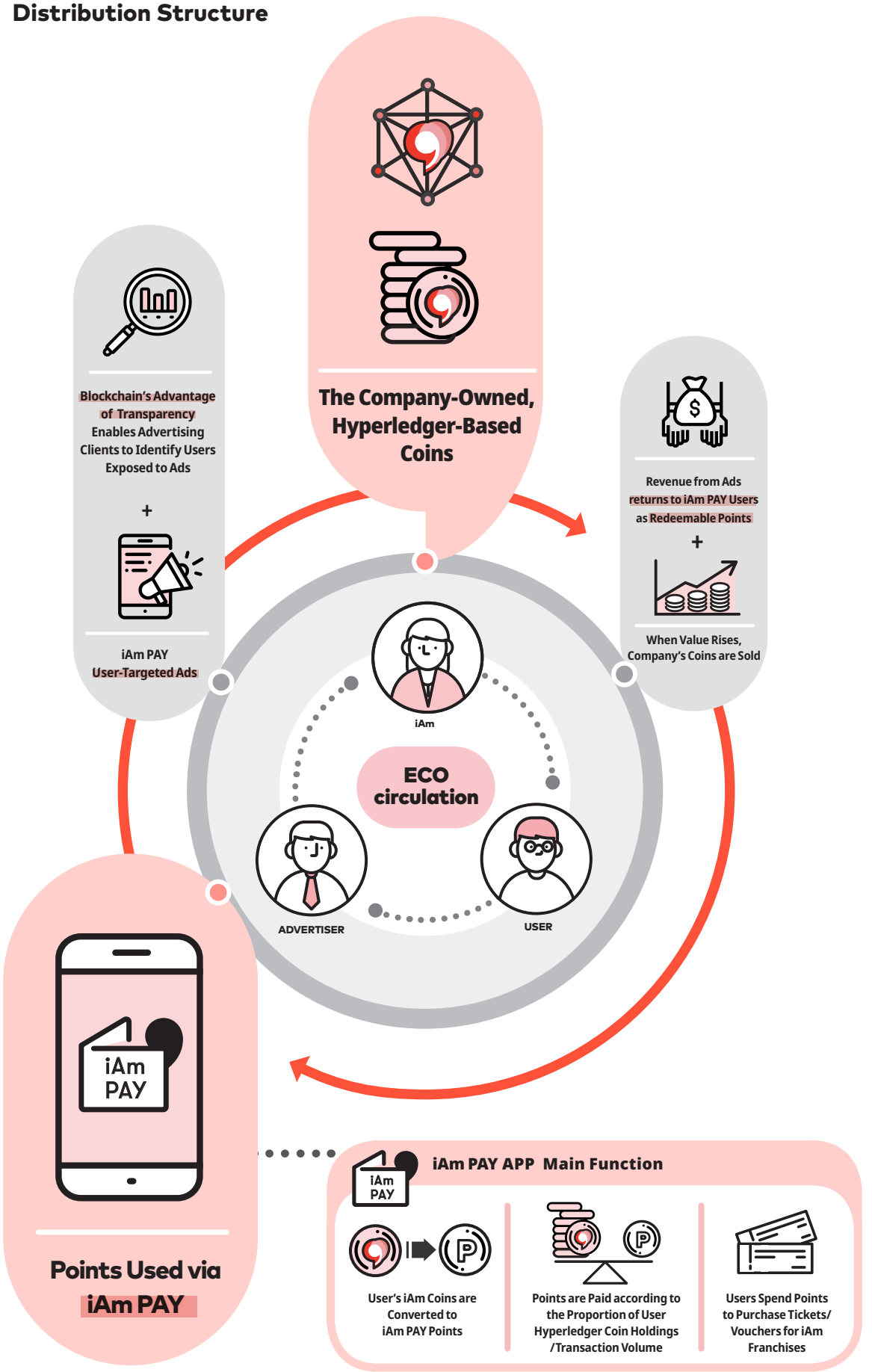
Lighting Network & Pay Platform

Everytime users make payments via iAm PAY, the iAm COINS transferred through the iAm PAY system will return to the company's possession which creates a cycle that helps us control inflation effectively and maintain company ownership at a certain level.

ERC 20 & ERC 721

iAm's in-house developed games and iAm Playstore are comprised of Ethereum-based blockchains and ERC 20 / ERC 721 smart contracts, and they efficiently with Hyperledger Fabric-based coins and Pay Platforms. Since users can trade or put up game characters/items for auction, actual sales value of the characters/items remain flexible, unlike Pay Platform which maintains a fixed value ratio of 1:1. Each iAm coin user will receive a game character in a random manner, through iAm coin's proof of stake method. What this means is that iAm games will naturally draw interest iAm coin investors, and encourage iAm game users to voluntarily invest in iAm coins, which will lead to a continuous increase in both user's interest and iAm coin value.

iAm PAY's Ad Revenue Distribution Structure



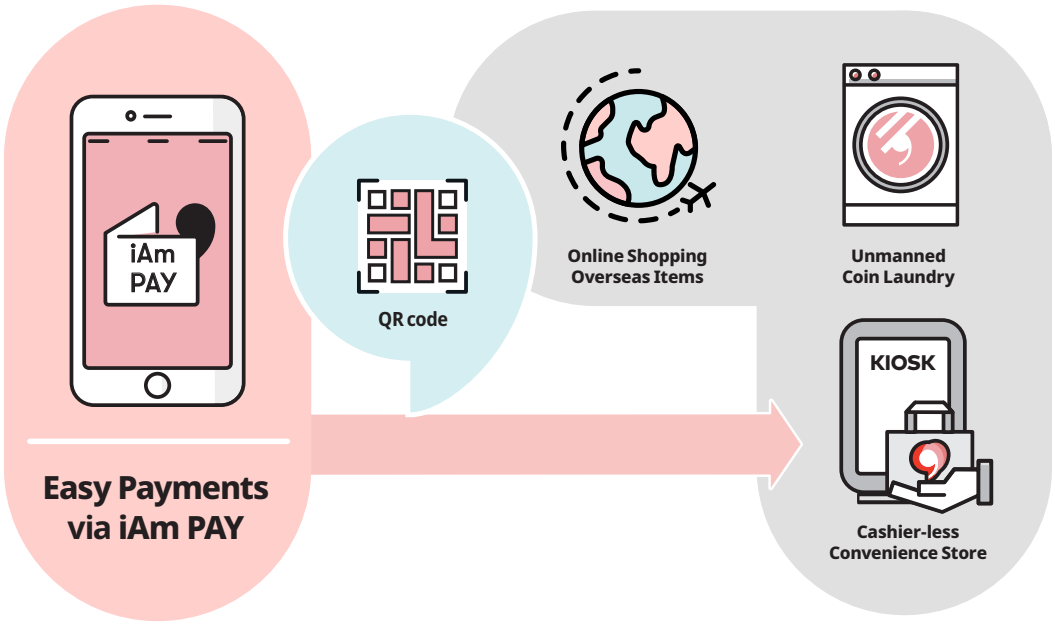
iAm PAY's Ad Revenue Distribution Structure

While it is certain that both the users and the participating businesses of the iAm Pay will enjoy full benefits that iAm's network structure has to offer, iAm will further exploit the transparency of the blockchain networks to attract advertisements from companies in active manners, once we reach a certain level of traffic acquisition.

One of the major advantages which differentiate blockchain network among other ad platforms is the transparency on the actual transaction volume and the transaction amount. This enables companies to predict highly specific advertising effects and also, the actual ad revenue can be made available for the users to look into via iAm Pay network.

Through this, and along with the rapid expansion of the network within the short term, the future course of PROJECT iAm may be used as a significant indicator for the fourth industrial revolution.

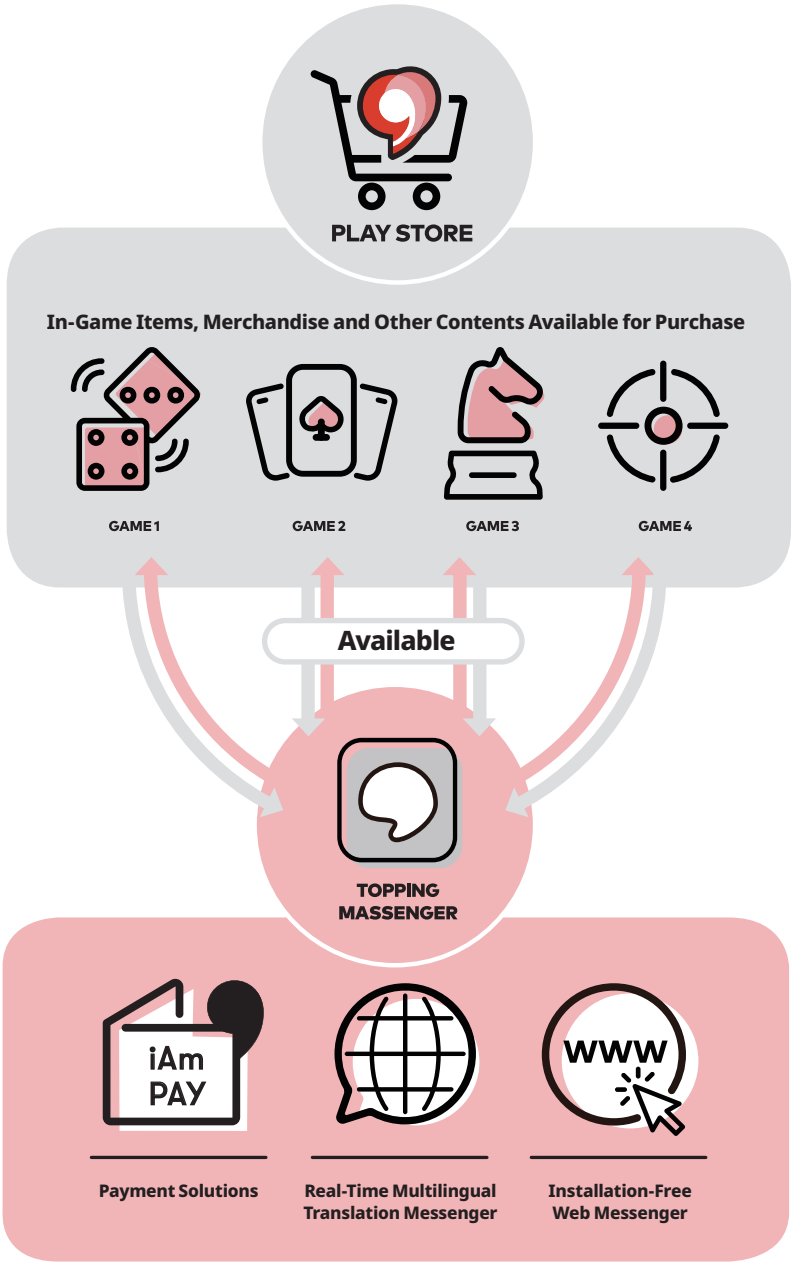
iAm PAY
Unmanned Service



The iAm network system is designed to support cashier-less convenience stores and unmanned coin laundry on a differentiated level, where users can enjoy all the goods and services in the store using iAm Pay.

In addition, iAm's Unmanned Convenience Store platform reduces the complicated and unnecessary steps from conventional online shopping of overseas items and offers a dramatically simplified shopping experience. Selecting items and verifying QR codes through iAm Pay App simply does it.

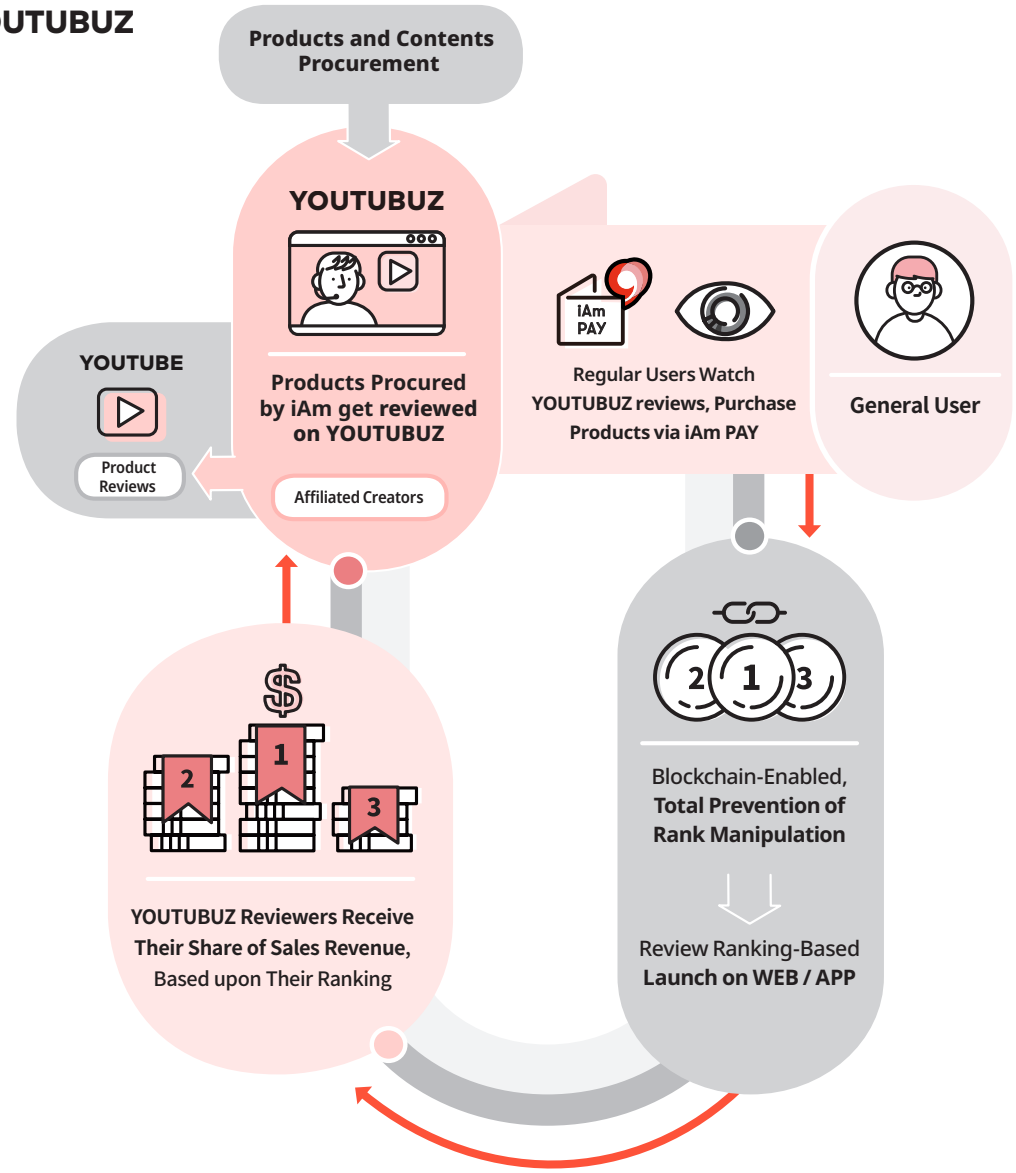
Playstore



The iAm Play Store supports much freer transaction experiences in areas such as game items and/or point settlement for the games registered in the Play Store. In addition, iAm Messenger, which is one of the key contents of iAm Play Store, is a simple Web Messenger that does not require installation, has multilingual translation function to assist users all over the world to communicate with one another and provides convenient payment solution via iAm Pay.

Furthermore, the iAm Play Store is linked with YOUTUBUZ, a decentralizing commerce platform.

YOUTUBUZ



YOUTUBUZ Project is a decentralizing commerce platform that returns profit to the users and reviewers. When YOUTUBUZreview products or contents acquired from iAm, users get to vote after reading the reviews. When reviews become available to users, they are ranked in the order of highest to lowest collective trust and approval rates. And of course the products are available to purchase through iAm Pay.

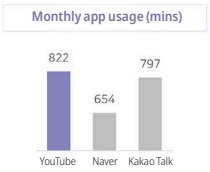
Since YOUTUBUZ platform also uses iAm blockchain network, it does come ensured with the same level of transparency. And the distinctive structure of YOUTUBUZ, which returns most of the profits to the reviewers, is designed to encourage voluntary participation from numerous experts in each field and, ultimately, the users receive highly reliable reviews well before purchasing products.

Evolution of Streaming Platforms and Emergence of Star Creators

With the advent of celebrated creators, the marketing scene has evolved to employ streaming video formats.
However, plenty of room still remains for MCN to grow influence on the scene that a call for a **new marketing platform** rises.

YouTube, The World-Leading Video Streaming Platform

Average usage of YouTube exceeds those of KakaoTalk and Naver

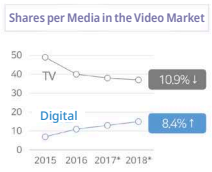


Emergence of Endless Star Creators

Celebrated creators in various fields, with hundreds of millions in profit, are born every day

Rapid Growth of Digital Video Advertising Market

Market share of digital video advertisement still remains below that of TV, but it continues to be increasingly influential



The ever-Increasing needs for an advanced marketing platform that could create synchronous, organic connection amongst advertisers, creators and consumers.

A Specialist Brand in Content Marketing, YOUTUBUZ

YOUTUBUZ is an **MCN company** that specializes in both discovering and managing talented creators, and is an **innovative marketing platform** which connects consumers with products via video contents.

Marketing

Marketing Business	Advertising Sales
YOUTUBUZ Platform Management Marketing Strategy Establishment	Attracting Advertisers Participation in Government-Funded Projects

MCN
Multi Channel Network

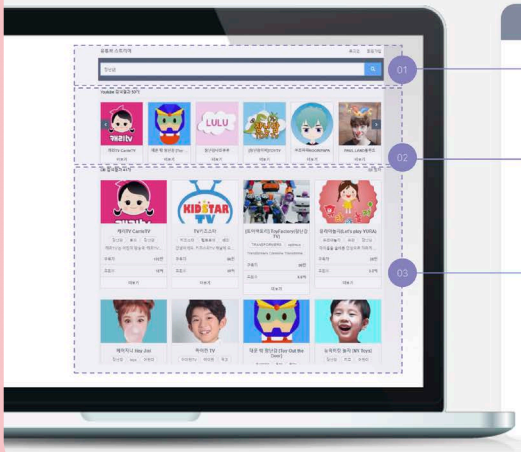
Exclusive Management	Creator Discovery
Creator Management Cultivating Distinguished Creators	Discovering New, Talented Creators Seasonal Awards Ceremony

Data Analysis

DB Management	Server Management
Content DB Construction and Analysis Filtering Process Application	Global Server Management

Establishment of Content Database upon Channel and Keyword Search Datas

Once the accumulated datas from streaming platform users' **channel and keyword searches** have been analyzed, they are then filtered in accordance with the consumer characteristics and our own DB



DB Establishment Process

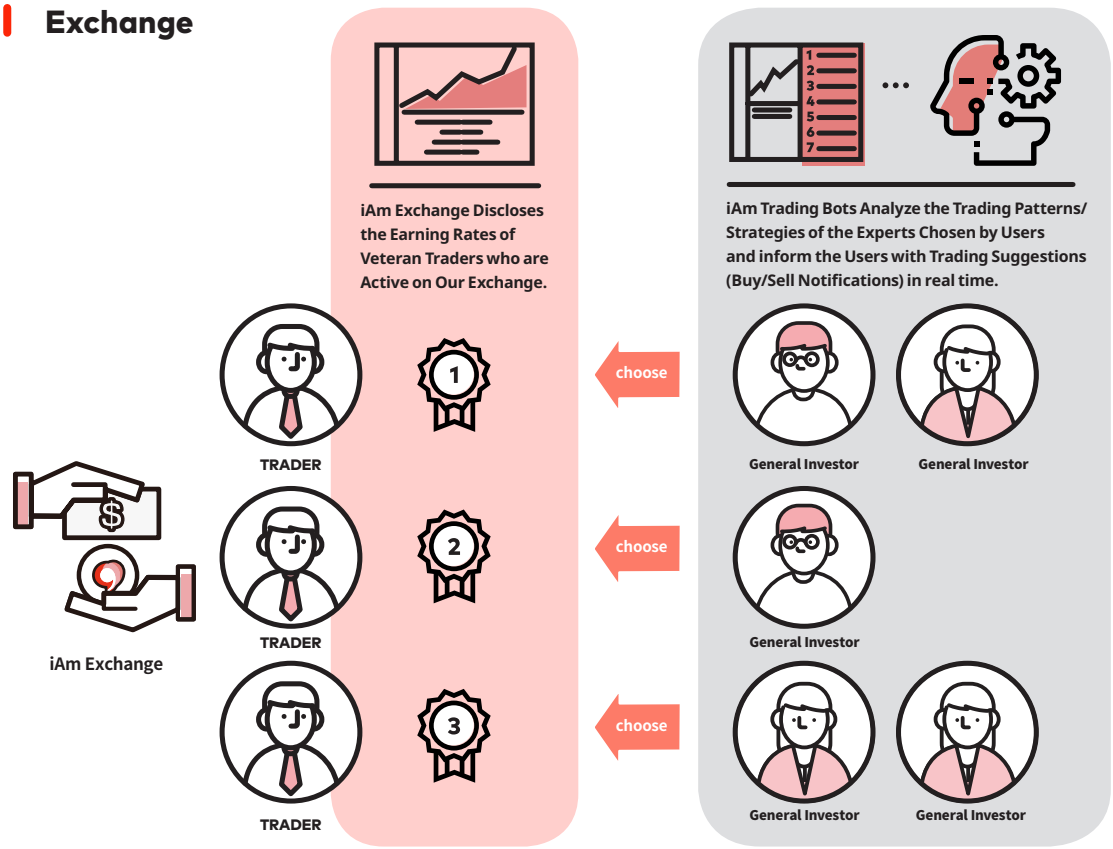
01 **YouTube creator searches**, through keywords and channel titles

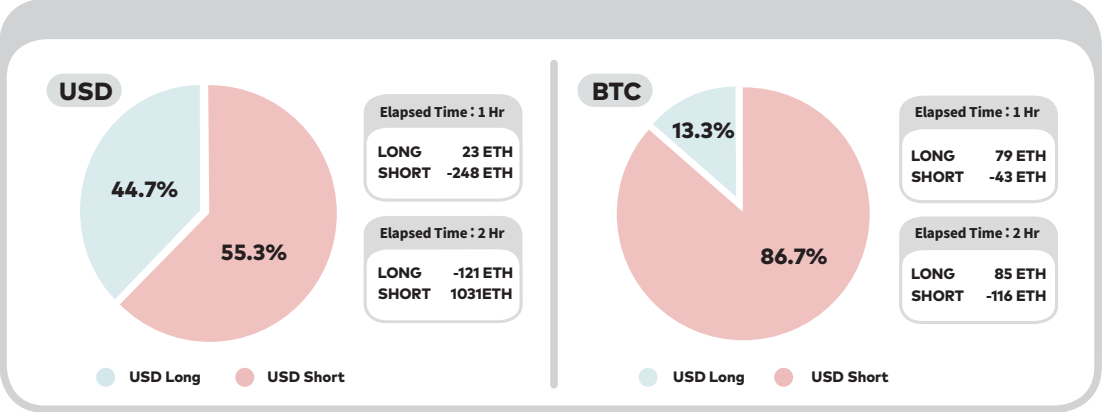
02 **Data filtering application**, based on subscribers and view counts rank.

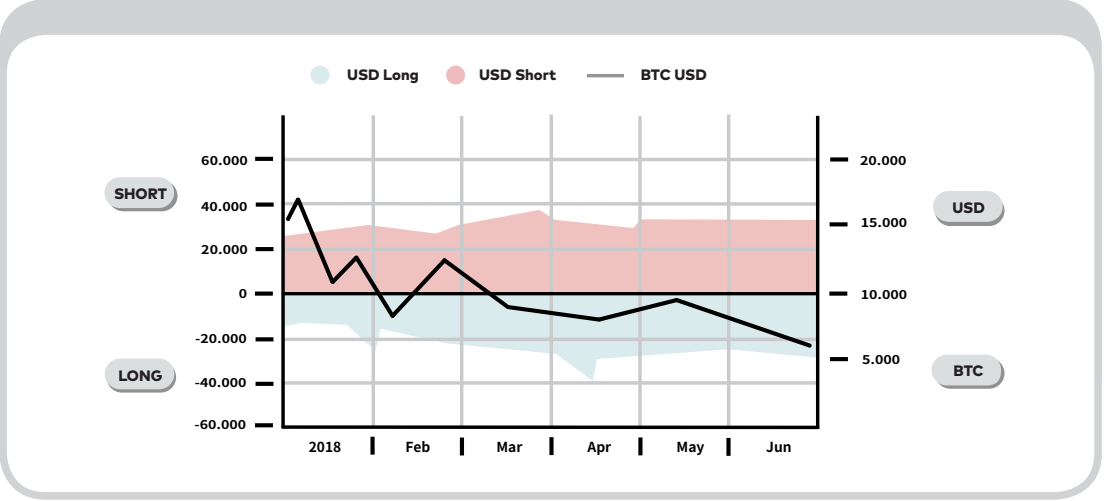
03 **Customized filtering application**, taking characteristics of the platform users into account.

04 Data Establishment out of the search datas, and storing them in **our own, company database**

Exchange


iAm Exchange Discloses the Earning Rates of Veteran Traders who are Active on Our Exchange.
iAm Trading Bots Analyze the Trading Patterns/ Strategies of the Experts Chosen by Users and inform the Users with Trading Suggestions (Buy/Sell Notifications) in real time.
iAm Exchange
TRADER
TRADER
TRADER
choose
choose
choose
General Investor
General Investor
General Investor
General Investor
General Investor


USD
44.7%
55.3%
USD Long
USD Short
Elapsed Time : 1 Hr
LONG 23 ETH
SHORT -248 ETH
Elapsed Time : 2 Hr
LONG -121 ETH
SHORT 1031ETH
BTC
13.3%
86.7%
USD Long
USD Short
Elapsed Time : 1 Hr
LONG 79 ETH
SHORT -43 ETH
Elapsed Time : 2 Hr
LONG 85 ETH
SHORT -116 ETH


USD Long
USD Short
BTC USD
SHORT
LONG
60.000
40.000
20.000
0
-20.000
-40.000
-60.000
20.000
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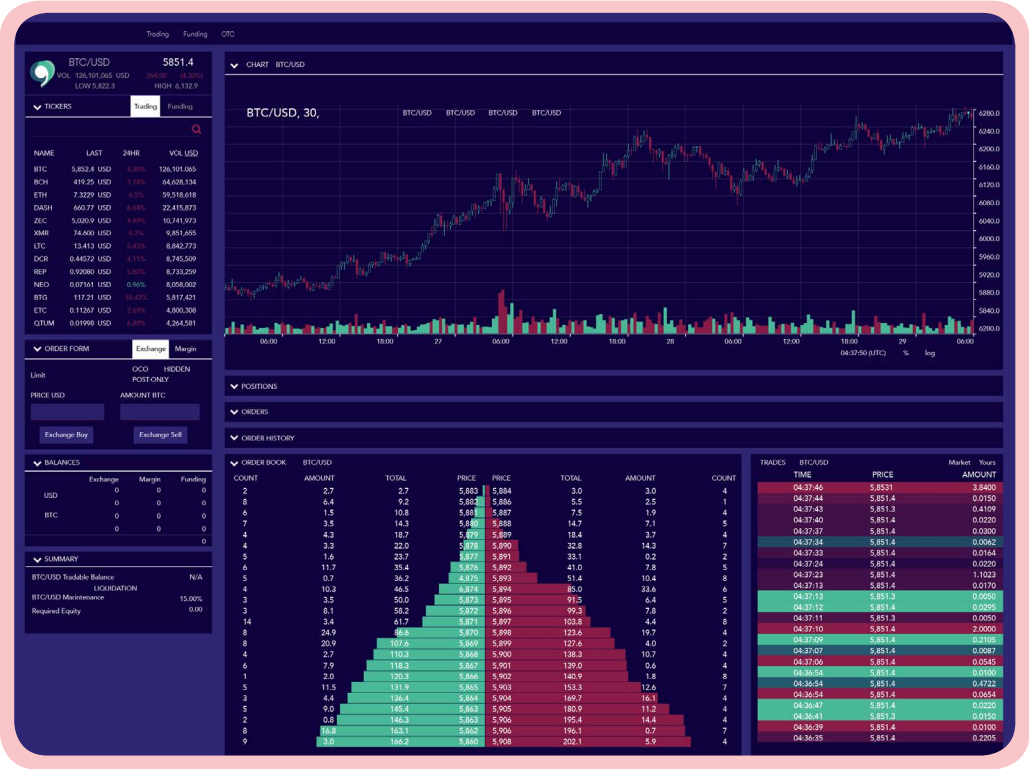
USD
BTC
2018
Feb
Mar
Apr
May
Jun

Exchange



iAm Exchange plans on disclosing the yield of every trading experts, so that users could benchmark the very trading strategies of the wide variety of individual experts who are actively involved at the exchange. And as an attempt to overcome the existing problems of the current automated trading system, iAm Trading Bots are engineered to analyze the trading strategies/patterns of the expert(s) a user has chosen and notifies him/her with suggested timing for buying/selling in real time.

iAm Trading Bots offer trading solutions utilizing trend / non-trend indicators. (10 or more auxiliary indicators including RSI, Bollinger Bands, Stochastic, etc.) Furthermore, since the Altcoin's fluctuation in price is directly associated with the price of BITCOIN unlike general securities transaction, iAm bots are programmed to calculate the average value of BITCOIN's trading volume and fluctuation rate of each exchange in cryptowat.ch and then, update the margins ratio of BITCOIN and Altcoin in real time.

Exchange

Margin trading is a type of transaction method that deposits the marginal amount corresponding to a certain rate of the sale price to an exchange or a securities company and borrows necessary funds or sovereign rights. All margin tradings fall into either one of the two categories of margin buying or short selling. Setting margin trading rate as an algorithm for iAm Bots and the result will be used as an important auxiliary indicator for many expert traders.

TECHNICAL ISSUES

Core Architecture

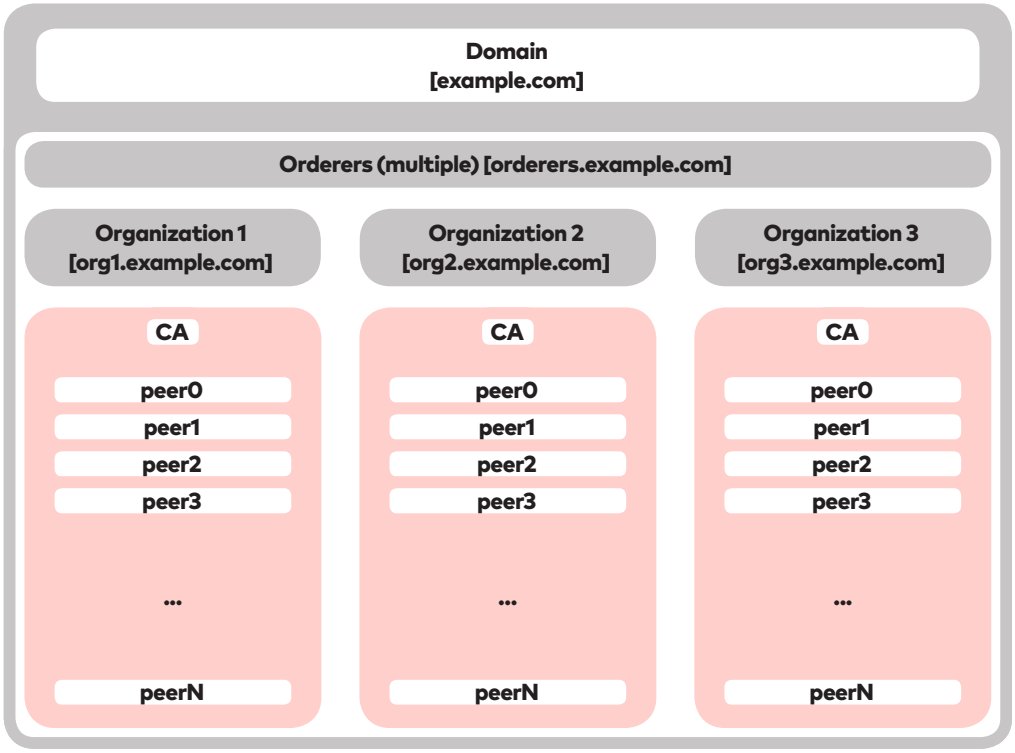
The today's conventional public network system for BITCOIN and Etherium isn't without a flaw. It has known vulnerability issues in terms of security and slow transaction speed which affect the accessibility from businesses or organizations. As an attempt to fully comprehend and resolve these issues, the Linux Corp. has founded the Hyperledger Umbrella Foundation and also, IBM has unveiled their Hyperledger Fabric open source blockchain technology.

Fabric Blockchain is a type of blockchain system developed for industrial application purposes that demonstrates outstanding performances in terms of security, scalability and transaction speed. Unlike the conventional public blockchains, Fabric is a permissioned blockchain which grants access rights only by POI (Proof Of Identity). In other words, it is a type of technology that enterprises and organizations could utilize by applying secure and fast blockchain technology, while it certainly isn't the conventional P2P public blockchain method.

PROJECT iAm was developed utilizing parts of the Fabric's framework and thus provides wallet and pay platform which reflects iAm's own technology.

Domain

iAm products will be given their own domain names. Each domain will symbolize each channel and be operated upon project-by-project basis, including all members of the Hyperledger Fabrics.



Orderers

Otherers is a system in charge of managing all nodes (peers). If a node triggers a transaction, the node also raises Proposal. And that is the moment the Orderers (Ordering Service) uploads the transaction information and manage all nodes works such as adding on new blocks and updating.

Currently, iAm is planning on adopting Kafka Cluster w / t Zookeeper Ordering Service system.

Organization A network is divided into multiple organizational units. Each Organization holds MSP rights and Certificate Authority (CA) service. In other words, Organizations provide not only node management service, but also authorization, transaction endorsement policy, and a hub system through which clients could enter the network.

iAm includes in organizations optimized for the number of projects under the network. While a user would switch through organizations depending on the iAm product in usage, the user still remains capable of connecting with other organizations and will not experience any type of limitations in terms of services.

CA (Certificate Authority)

CA is a server-client technology that provides user certificates to the users and the nodes. Once a client's request is granted, the CA provides the Certificate Public / Private key and stores the node information in the server database. One CA will be granted for each Organization.

iAm uses CA to build a user authentication system. Registered client users will be given private keys, and combination of the key and the password would enable users to utilize the iAm service safely. In addition, the user information registered in the CA server is registered in the blockchain world state database as well. Authentication information is unchangeable without the member's permission.

Peers

Peers play the role of maintaining the states of the network and raising the transaction proposals. Each Peer (Node) holds the latest blockchain database, and at every occasion where transaction updates and blocks are added, all nodes update the database anew. The peers are divided into either endorsing peers and validating peers. The endorsing peers' role is to attach authentication signatures to transactions and, the transactions which require endorsing peers' authority are bound to change depending on the endorsing policy.

The validating peers have a role to validate the block creation and transaction information. Once they meet the endorsement policy, Validating Peers update the state database.

Endorsing peers and validating peers are managed in extremely secured manner. Customers who subscribe to iAm products will operate under the validating peer privilege. there will be an endorsing peer per product for transaction authorization. They are managed under very special care of iAm since each endorsing policy is configured depending on the iAm product and the latency varies under different endorsing policy.

Consensus

The current definition of Consensus in the public blockchains refers to a block generation / authentication algorithm which authenticates public blockchain networks using algorithms such as POW, POS, etc.

However, in the case of Hyperledger Fabric, Consensus is not a system for putting simple transactions in orders, but an entire transaction management.The entire set of steps from transaction proposal, endorsement, and all the way down to ordering may be referred to as the consensus policy of Fabric.

Hyperledgers Fabric Transaction Process

Client peers raise transaction proposals. Endorsing Nodes run the proposals in advance and return the error values if problem is detected. If no problem has been detected, they return the proposals to the validating nodes with authentication signatures attached.

If it is a Query command, the value is presented immediately. As for the transaction application command, it will first be marked with a chain code which carries endorsement signature, sent to the Ordering Service (Kafka Service) for the transaction to be organized and then finally added to a newly created block. The Ordering Service is superior in speed to public blockchain, which every single transaction must be checked before being added to the block. Since it does not require chain code reading, as long as the endorsement signature is checked, a block can be created and added immediately. Newly updated blockchain states are then delivered to validating peers (committing peers) in order to have the endorsement policy re-checked and that is when each node updates the state database. All nodes return the event once the update is completed, and clients can by then, check event information.

The biggest difference from other blockchains, such as Ethereum, Bitcoin, etc., is that hyperledger fabric executes chain code (smart contract) before adding to a block, and also, that it examines whether the security and authentication procedures took place without issues before dispatching to ordering service. And of course, it would return an error value if a problem occurs. Thanks to its atomic format, it is free from the blockchain effect. Even if there are security and logic problems in the chain code, the network does not take any damage from bad chain codes, since it acts apart from the blockchain.

iAm products are designed using speed, security, and transactional layout of Hyperledger Fabric to enable users to take advantage of pay-per-use services such as easy payment, game points, and more. User account is securely stored within blockchain, and is unaffected from any bad inputs or smart contracts.

Database

Currently speaking, Ethereum's mainnet has an average transaction rate of 10 transactions per second, and the block generation speed at 20 seconds average. iAm is planned to utilize the main net, and interlock with the Ethereum network by configuring the product server and network client nodes on the AWS server instance.

In order to resolve existing issues with relatively slow block creation rates and transaction rates, iAm plans to produce all Ethereum-based products with the same Lightning Network method as in Hyperledger products. Our R&D team is currently on a mission to develop a smart contract which stores a large enough amount of transaction in the database so that, after a certain period of time when an update must take place, payment for the gas would be in larger amount.

Smart Contracts

Hyperledger Fabric business logic, the code that sends and executes read / write commands to the state database, is called chain code. The chain code runs while separated into a blockchain and a docker, and executes the business logic by invoking codes upon client's request.

When executing 'read' (Query) chain code upon client's API request, current database status information is checked with permission of peer node. And since transaction does not occur, there is no need to go through ordering service step, and data can be checked at any given moment because node maintain its state at all times. But of course, only verified user gains access to his/her own information only, and CA Privileged Access Manager ensures it.

Chaincode Transaction execution (Invoke) indicates the instruction which executes all business logic except checking data. Functions that need to be processed by blockchain, such as deposit, withdrawal, trade, auction, etc., are added to the block via the ordering service, to update the database. And this allows transaction be executed with corresponding Organization's permission as well as peer node's permission. Transactions that passed authentication procedure of Validating Peers and Endorsing peers are then returned in event format, allowing user to check transaction history.

Query Chaincode

User information can be verified by checking the state of the current blockchain database that peer nodes possess.

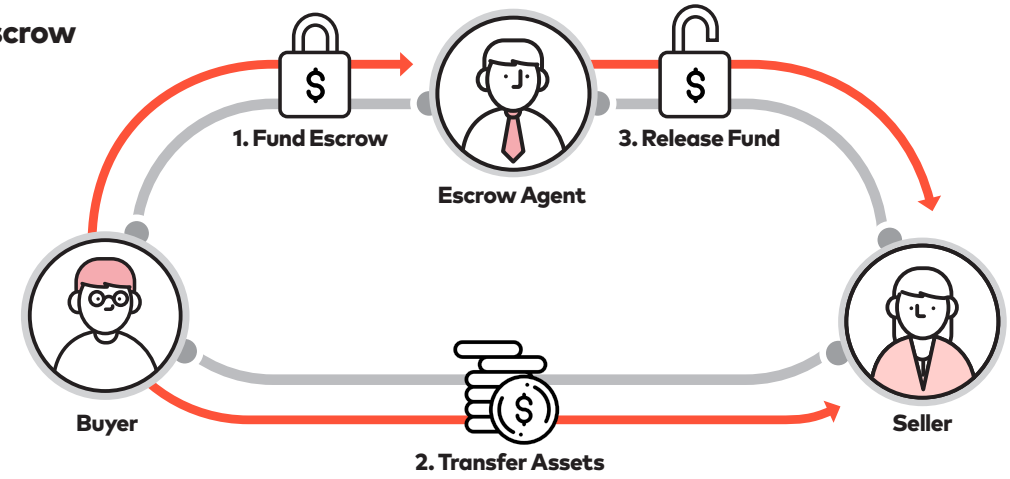
For all users registered in the CA server, the system verifies the key before granting them access to the account information. Users can check account information, transaction history, network status, etc., while however, access to transaction private information requires secondary authentication.

Invoke Chaincode

Execution of all transaction functions.

Authentication procedures for peer node, Organization node, and CA server registration must be performed in order to enable execution. Database update requires verification from Sanity Checks, Ordering Service, and Endorsement Policy. Updated database is delivered to all nodes through ordering service. All nodes add the authenticated transaction block, and the block is designated as the current blockchain database status. Transaction result is returned as an event.

iAm Escrow



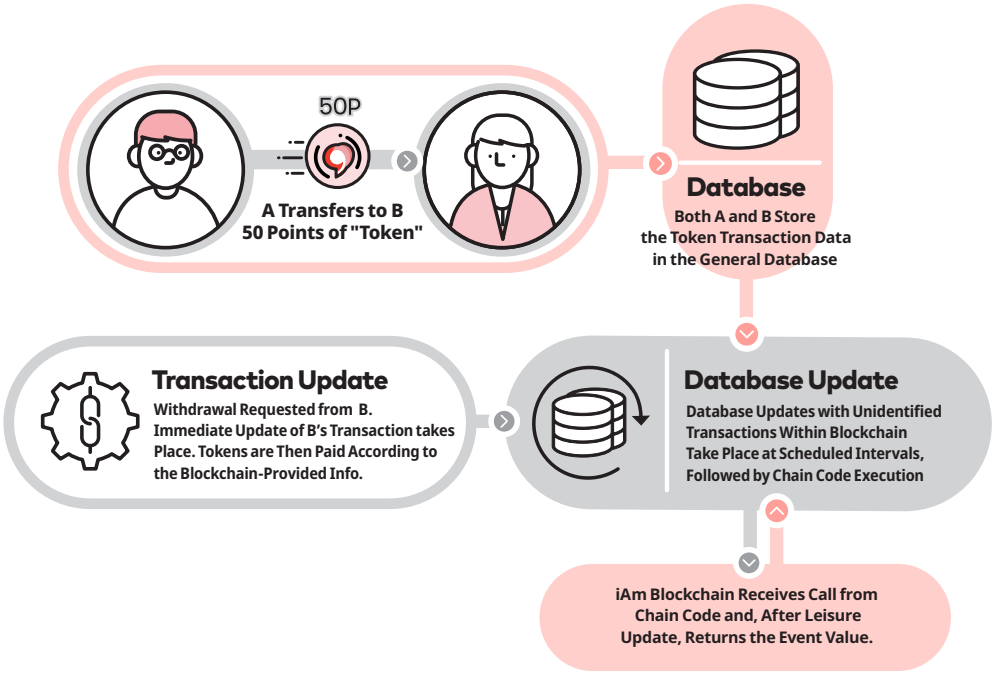
When trading goods using e-commerce services, transactions are made through third party contracts. The escrow pays the seller the amount of money, on condition that the goods are received after the money has been received.

If the seller does not send the goods or sends false item(s), the transaction becomes invalid and the money is returned to the client. Processing with escrow contracts not only applies to XBC Pay Platform, but also to real transaction of tokens. Since Hyperledger Consensus attempts the execution before adding it to a block, we have developed an escrow chain code that makes transactions faster and more secure.

iAm Lightning Network

Current Hyperledger Fabric network has the advantage of handling large volumes of transactions in near real time. However, as the number of network users increases and the number of transaction requests increases, latency or degradation of network speed due to access conflicts can be experienced. To resolve this issue, XBC has developed its own Lightning Network which is currently under patent registration.

Instead of running the chain code at every single user request, it uses a method that first receives authentication by the product nodes, store it in a regular database, and update it after a set period of time. When reflecting the update chain code, a large amount of transactions can be uploaded at the same time, and transactions can be executed without any latency problem unless during update period. While dependent on user's network environment, XBC Lightning Network could provide real-time transaction experience on par with that of credit cards and such.



Why Hyperledger?

- Hyperledger is run by Linux Foundation and is supported by IBM and SAP. It can handle up to 3.6 million rapid transactions per hour and is a typically highly specialized system for XBC Pay.
- Hyperledger is a certified blockchain which provides additional channel functionality with ever-improving safety and reliability.
- Industrial or consortium-based nodes should be able to configure the system by setting up the necessary nodes without public mining.
- Functionality can be increased by configuration in a modular fashion.

Hyperledger Limit

Hyperledger is designed to enable companies to use blockchain technology with safety and faster transactions, in other words, with scalability. However, since it is a permissioned blockchain, the authorization and authentication process may pose difficulties for general, individual users. CA, transaction endorsement policy, and other security-related procedures are required and used by companies, but users who wish to enjoy the product in swift and easy manner may find it inconvenient.

In order to make it easier for general users to access and use all blockchain products from XBC, we believe we must also reflect on public blockchains. The advantage of public blockchain is that anyone can subscribe and easily use the services provided by the network. Unlike the Hyperledger Fabric, however, the transaction speed can be relatively slow because it uses the same mining consensus such as POW. Nonetheless, one of the main advantages of a distributed network is usability of applications while enjoying security, and the fact that user convenience is the major priority when it comes to products such as games and entertainment contents. Therefore, we believe public blockchain still remains the most suitable for general users.

What is Ethereum?

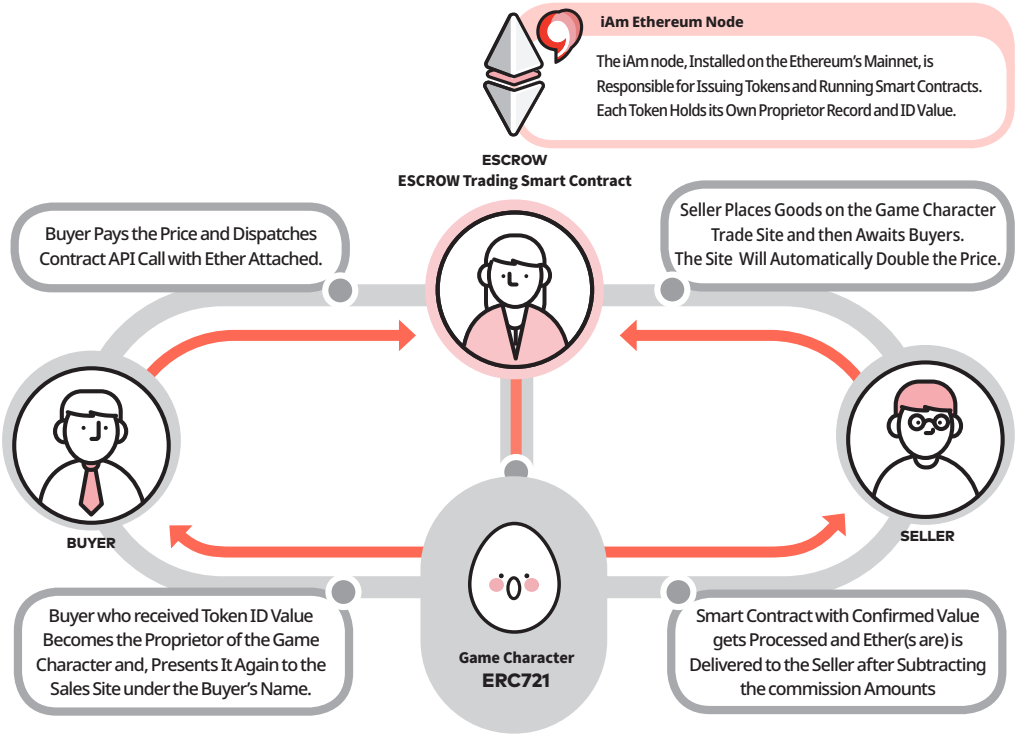
Ethereum is a blockchain platform that boasts the largest volume of transactions next to Bitcoin, topped with application development capability. While enjoying the same POW mining methods and network stability as Bitcoin's, just paying for the gas bills allow Ethereum users to easily develop decentralized applications (DAPP), and create web / app products that uyilizes block chaining technology.

Currently speaking, Ethereum's mainnet has an average transaction rate of 10 transactions per second, and the block generation speed at 20 seconds average. XBC is planned to utilize the main net, and interlock with the Ethereum network by configuring the product server and network client nodes on the AWS server instance.

In order to resolve existing issues with relatively slow block creation rates and transaction rates, XBC plans to produce all Ethereum-based products with the same Lightning Network method as in Hyperledger products. Our R&D team is currently on a mission to develop a smart contract which stores a large enough amount of transaction in the database so that, after a certain period of time when an update must take place, payment for the gas would be in larger amount.

Game Platform

CRYPTO MODERN ART has an in-house developed web game, designed to enable usage of iAm Tokens. We plan to increase accessibility of the blockchain technology by establishing a trading system that enables buying and trading game characters.
iAm Transaction Tokens are based on ERC 721 tokens, and each character is assigned a token which gives it a unique ID value.
A character uses value to summon all previous informations such as trade information, past transaction history, etc., and establishes a system within itself which, as it is traded more, increases its own value as a character.



- User Registration — User registers on iAm game using Metamask account.

- Character — An ERC 721 token with a unique ID value is awarded. Users can possess multiple number of characters.

- Trade — Any character a user finds is open to trade application, and buying the character requires a payment of double the "current" price.

- Sales — All characters will automatically be sold to the game at the beginning, and if another user buys one, the transaction request is sent to the seller as an event. Sellers have the right to refuse to sell.

- Auction — Sellers may also post their own works on the auction page. After setting the auctioning time and the initial amount, place it on the auction page and selling of the work proceeds. Depending on the work, the price may go several times higher up the initial amount.

Game Security

If the game is hacked or the site goes down, users are guaranteed to retrieve the tokens, and at the same token value. Since users can check the ID values and transaction history saved in the blockchain, there can be no actual loss in Ethereum or tokens due to server problems and/or hacking. Rest of the network security utilizes Ethernet blockchaining network to ensure optimal security policies and smart contract security (eg, double spending).

iAm Hyperledger Token and Ethereum Token exchange system

While all products under iAm are planned to be configured under one large network, Pay Platform and iAm Wallet, which require transactional speed, And iAm games and PlayStore, which require user-friendliness and accessibility, would each be composed of different underlying blockchain platform base.

And in cases where users with Ethereum tokens wish to exchange to iAm Hyperledger tokens or to use the Pay Platform / Wallet features, a system that allows exchanges between Ethereum tokens and Hyperledger tokens is activated once it reaches a certain level of traffic. iAm Exchange provides exchange services at a constant, controlled rate through real-time monitoring of both frameworks regarding market price and transaction activity.

Blockchain and iAm PAY

Depending on the supply-and-demand situation, blockchain-based coins show relatively higher price fluctuation rate than that of the stock market. On the other hand, iAm Pay points which can function as fixed currency value once exchanged to Tether, can be matched 1:1 with cash currency, and be used for payment / transfer, etc. Also, there is no element of fluctuation in purchasing points. Points can be exchanged for iAm coins through the iAm Pay App. The iAm Pay App uses a Hyperledger-based coin for points and 1:1 exchange. The coin operates in ERC 20 form. Tokens for purchases

in games associated with iAm Pay App are tokens based on ERC 20. Items used in iAm games are traded through the ERC 721 system and can be traded with Hyperledger based coins when purchasing or selling items. Both Ethereum-based coins and Hyperledger coins can be used in the entire system, and the coins can be exchanged to other types of coins through exchanges, not to mention bought or sold.

- Point Benefits and Point Usage Platform We are currently developing a system where users can use their points just like they would with cash currency in public transportation or franchises, with 1:1 basis exchangeability.

If profit occurs during exchange listing, each users are rewarded with certain percentage of the revenue divided according to their point usage amount during the time period the listing took place. This approach is predicted to encourage the users to increase their use of points. For the case of iAm coin-based purchases, as the value of the coins they used in purchasing points rises, the profit is distributed by rewarding users with additional benefit in coins. The revenue generated as the value of the coin increases in the system is periodically evaluated, and the company buys in a certain percentage of the blockchain. The remainder of the revenue is divided betweens users based on the individual point usage during the coin revenue calculation period.

While calculation for change in coin value is scheduled to be updated weekly, the period can be adjusted. Points are distributed by accumulating additional coins or points in each user's wallet that was used for point purchasing. Distributing revenue based on the amount of points in possession along with the amount of point usage is to further encourage the points usage, accelerate

coin/point trading and ultimately, raise the value. Rise in iAm's market capitalization, as a result of the increased use of points and coins, creates even more profit of points and coins and motivates a virtuous circle to be formed within the point/coin based, payment / billing system.

If coin's value declines without creating any revenue, users can purchase coins at a discounted price based on the percentage of points used. This allows expansion of the overall point usage while increasing demand for coins. The value of coin may go up or down with the distribution of coins. However, as the value of coin rises, either inflation or decline in coin value may occur. In order for us to possess the coins and maintain ideal number of coin users while maintaining the coin value, parts of the profit from increased coin value is paid in return to those who hold and/or use the coins or points, based on each user's points usage or possession.

- Payment cycle is Identical to that of coin price check schedule. And the payment amount in coins is calculated by multiplying the excess profit amount by the distribution constant (C), and then distributed in proportion to each user's sum of the point possession and the point usage.

- Coin's excess profit or decline amount is calculated by multiplying the price change rate by the total amount of coins.

- In order to best reflect the unpredictable value of the coin, distribution constant is set to 0.5, which is an intermediate value. After that, the value change of the coin against the volume of trading gets checked and the distribution constant set and updated, based on historical data analysis, so it could later function as a standard to help prevent the coin price fluctuation.

- Individual coin distribution amount = Distribution constant (C) × Coin value increment converted to coin unit × (Individual's coin reserve + individual's coin usage) / (Total coin holding amount + total coin trading amount)

- Coin purchase discount price = Distribution constant (C) × Coin value decrement converted to coin unit × (Individual's coin reserve + individual's coin usage) / (Total coin holding amount + total coin trading amount)

After listing the iAm coins, it would be our priority to find an ideal distribution coefficient, based on data on value increases/ depreciation, and monitor transactions on an ongoing basis to pay rewards based on coin/point usage and holdings amount.

Information regarding changes in coin value requires each user's coin holdings and usage amounts before defining the distribution constant. In terms of defining the distribution constant, we will perform close examinations of coin-related news articles on both conventional new medias and social network services, which can each be evaluated in terms of level of positivity/negativity.
By obtaining the average or median value from each of these news articles, it is thought to be feasible to define a viable distribution constants. Identifying coin-related news contents and determining whether the words are in positive or negative contexts enables us to select quantitative predictions that help predict changes in value of the coin and are ultimately reflected in the distribution coefficient. Users can earn points by creating points and coin conversion through games linked with iAm Playstore, and this system is interlocked with the game users' point wallets.

Point conversion in iAm games can be calculated differently for different games. Each game consists of different conversion-to-point factors such as enemy elimination counts, cleared stage counts, the grand prize winning counts, etc. Points used in iAm game are just as valid as actual points in practise, and users can purchase coins with points earned from gameplays. Therefore, users can obtain points through games, convert them into coins and use them on the exchange.

The points earned through games can also be settled and used as a benefit.

The points game users obtain can be used to buy various, in-game cash items available for purchase. once item is purchased, it cannot be converted back to points.

When purchasing points with types of coins that are traded on iAm or other exchanges, users will be buying the points based on the price traded on the particular exchange. Users with Altcoins including bitcoins can purchase points relatively easily. On the contrary, users with only points should convert the points into coins to make purchases. And in such cases, the coin's real-time exchange rate is applied, and thus amount of coins received in users' electronic wallet may vary every time. Users are able to make point to cash / point to coin transactions on iAm exchange, transfer points to other users through the API and also, use them on other websites and online malls in PG format.

iAm Pay Platform

Market for simplified payment / remittance services continues to grow every year. According to the Bank of Korea's 2017 report on electronic payment service usage, the average usage of simplified payment / remittance services per day was at 2.81 million cases in transaction and 102.3 billion won (equivalent to 91 million in US dollars), respectively. This exponential increase, by 189.1% and 212.0% from the previous year (2016), owes heavily on the fact that simplified payment / remittance system provides superior convenience with dramatically simplified procedure that that of the existing system.

Limit

Many associated transaction systems such as credit card companies, PG systems, simple payment systems, etc. generate maintenance costs and fees. And these fees incurred in each system tend to result in relatively high costs (operating expenses, commissions) which add disproportionally large burden on small businesses. The limitations of centralized systems are high security costs and risk of loss to users, in case problems (downtime, bankruptcy, etc.) occur with service companies.

Blockchain -Based Payment System

- Convenience: Make payments / remittances (using QR code, e-mail, phone number, etc.) with the same level of simplicity and convenience of the up-to-date simplified payment systems. By eliminating the unnecessary settlement period, franchise businesses could achieve prompt settlement.

- Point system: In order to prevent confusion caused by fluctuations in the value of the cryptocurrency, we made it possible to pay for things using points in areas closely related to our daily lives. Points and cryptocurrencies are exchangeable. When value of the cryptocurrency increases, users with point holdings are provided with benefits.

- Low cost — Contrary to the existing simple payment systems, utilization of blockchain networks allows simplification of the associated systems (companies), low operating costs and usability with either very low fees or no fee at all.

- Safty — Chain code (smart contract) application enables implementation of more secure escrow service.In case the seller fails to deliver the goods to the buyer or delivers wrong item(s), the transaction is invalidated and the payment amount returned to the buyer. And of course, escrow fees are not charged, either. Scams are preventable since all transactions are subject to authentication procedures.

- flexibility — The operation of virtual currency empowers borderless trading. Chain code (smart contract) application enables implementation of a payment service format that swiftly handles all kinds of transactions currently imaginable.

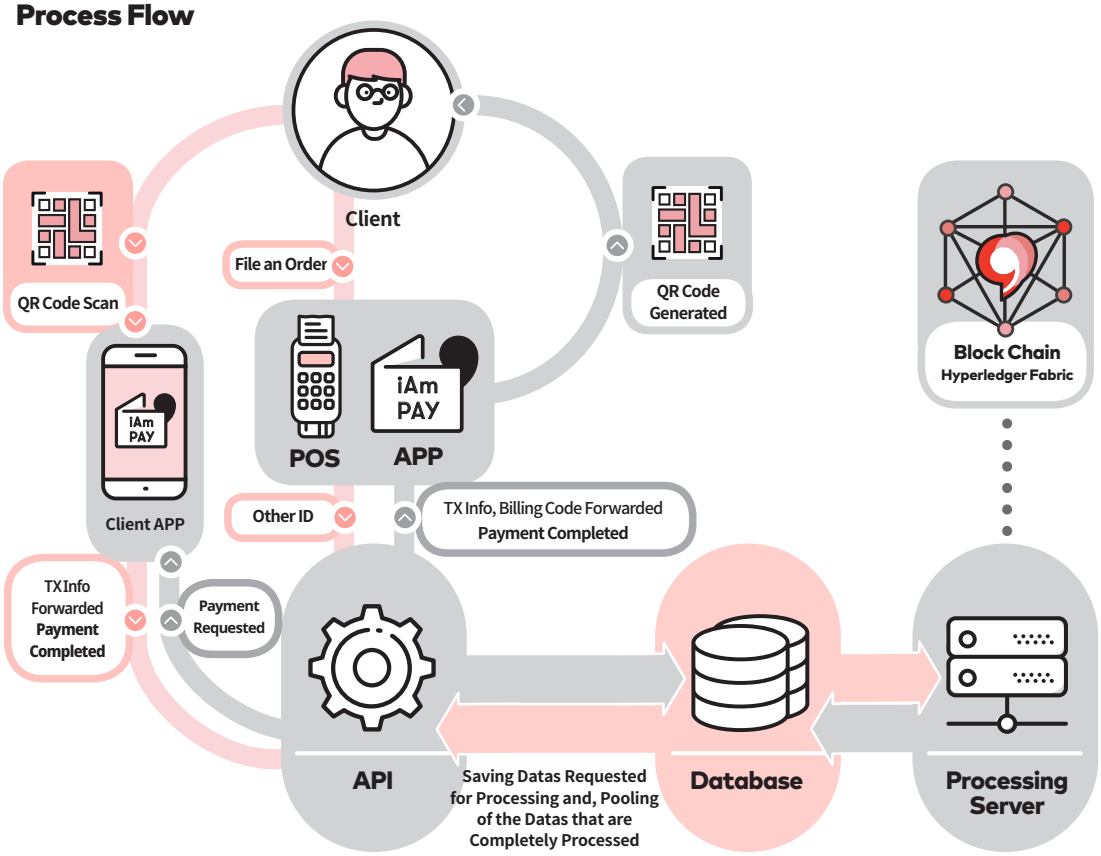
- Processing speed — Hyperledger Fabric enables 360 million transactions to be processed per hour.

- Benefit — When value of the serviced currency increases, benefits can be provided to the currency users.

- High Availability — By utilizing Docker, we plan to operate a high availability system without downtime.

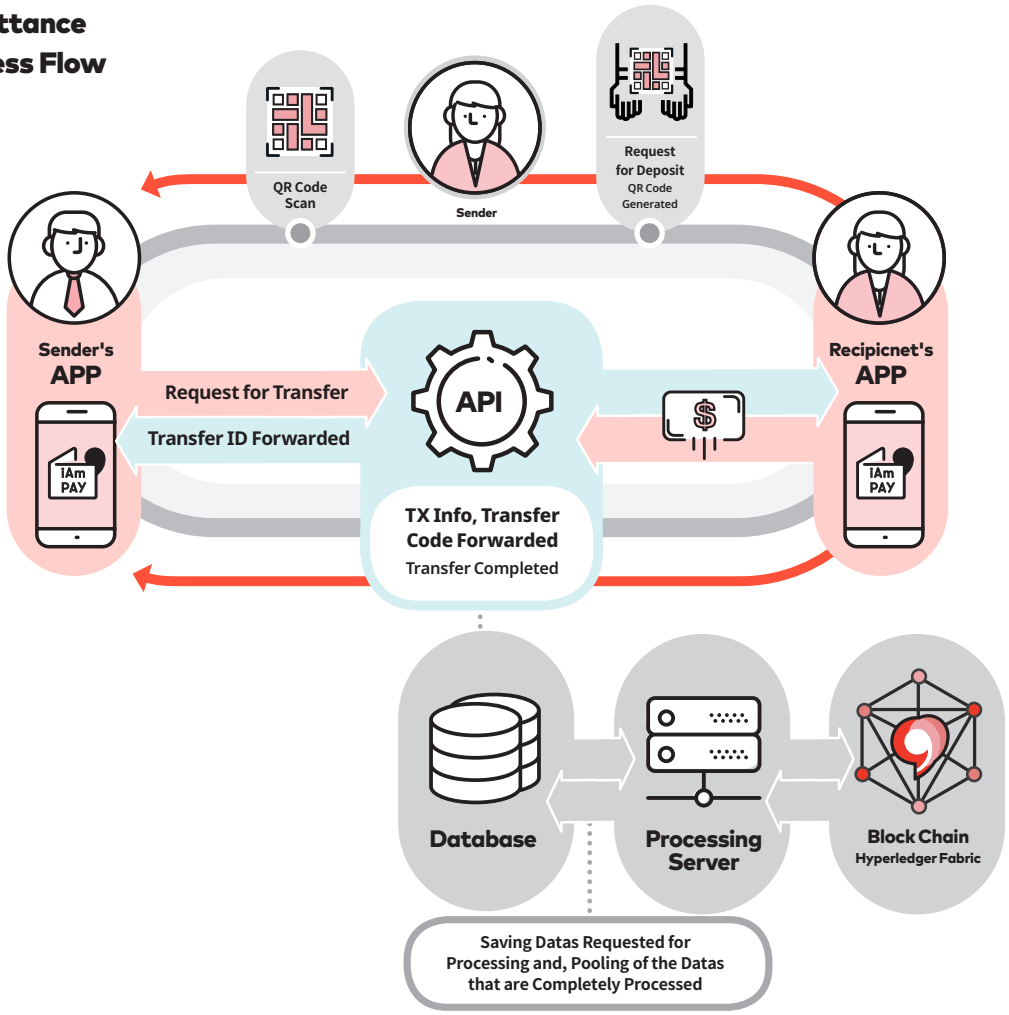
- Cross Platform — We plan to make our service available on both Android and IOS, and to link up with POS solution.

Billing Process Flow



- When a customer requests a purchase, seller fills out an order form on POS or APP.
- Information in the completed order form is transferred to API.
- API stores the relevant order information (payment request) in the database.
- Processing Server generates billing code for the billing request information.
- QR code is generated using seller's APP, POS, receipt printer, etc.
- QR code which corresponds to the billing code, is generated from the seller's POS or APP.
- Customer uses APP to scan the QR code, and requests payment in either cryptocurrency or point to API.
- API saves customer's balance confirmation request to Database.
- Process Server examines customer's balance, and stores it in Database.
- Customer's balance is checked in API.
- Payment request for order is saved to Database.
- Transaction for the payment request is created on Processing Server.
- Transaction ID is generated and stored in Database.
- API transfers payment result to customer (APP) and seller (POS or APP).
  — Payment is completed.

Remittance Process Flow



- Recipient generates QR code using APP.
- QR code is delivered to sender. (direct delivery, SMS, E-mail, address book, etc.)
- The sender uses APP to scan QR code and requests remittance in cryptocurrency to API. It is possible to remit without recipient's request, as long as sender has recipient info.
- API generates transfer request ID, stores the information in Database, and sends transfer ID to sender's APP.
- API saves sender's request for balance check to Database.
- Process Server examines sender's balance, and stores it in Database.
- Sender's balance is checked and confirmed in API.
- Remittance request is saved to Database.
- Transaction for remittance request is generated on Processing Server.
- Generated transaction ID is stored in Database.
- API sends remittance result to sender (APP) and recipient (POS or APP) — Remittance is completed.