

SUNLIGHTCOIN

SunlightChain

Blockchain Based Digital Currency Technology

Write-book 2018





Painpoints Analysis

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Painpoints Analysis: Painpoints of Traditional Point Redemption Scheme

Painpoints of Traditional Point Redemption Scheme

Point Redemption Scheme has been widely used by various enterprises as a marketing means to increase users' loyalty and vitality. At present, most domestic enterprises have set their own Point Redemption Schemes.



However, the current situation for consumers is that they have too many different kinds of points, it's difficult for them to manage these points. Moreover, these points don't have enough value, they are becoming chicken ribs.

Painpoints of Traditional Point Redemption Scheme



Loyalty Points

Improve customer loyalty and increase the stickiness of members. Major companies generally adopt this mode, such as the bank, telecom companies. In such a mode, the bonus point is the cost center, rather than the profit center.

The sellers can exchange their unique bonus points to general bonus points, general means that this bonus point can be used in different scenes. Such a mode focus more on the “money” attribute of the bonus point.

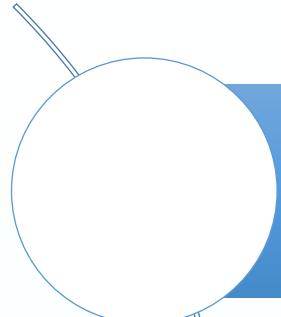
All franchisers issue one bonus point, which can only be used in the alliance. On one hand, it improves the customer loyalty; On the other hand, it's also increases the flow in the alliance.

Points Alliance

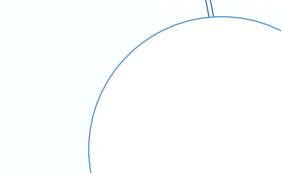


General Points

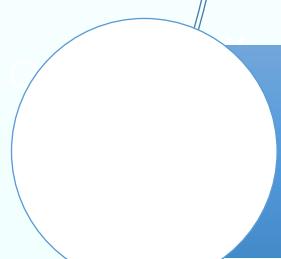
Painpoints Analysis: Painpoints of Traditional Point Redemption Scheme



Traditional modes are centralized business models, which lack credibility naturally. As a result, establishment of bonus point ecosystem is rather slow.



Under the traditional centralized technology framework, platform operation is rather complex. Realizing the “real-time points settlement” among a large number of sellers is equal to open the fund clearing function among banks.

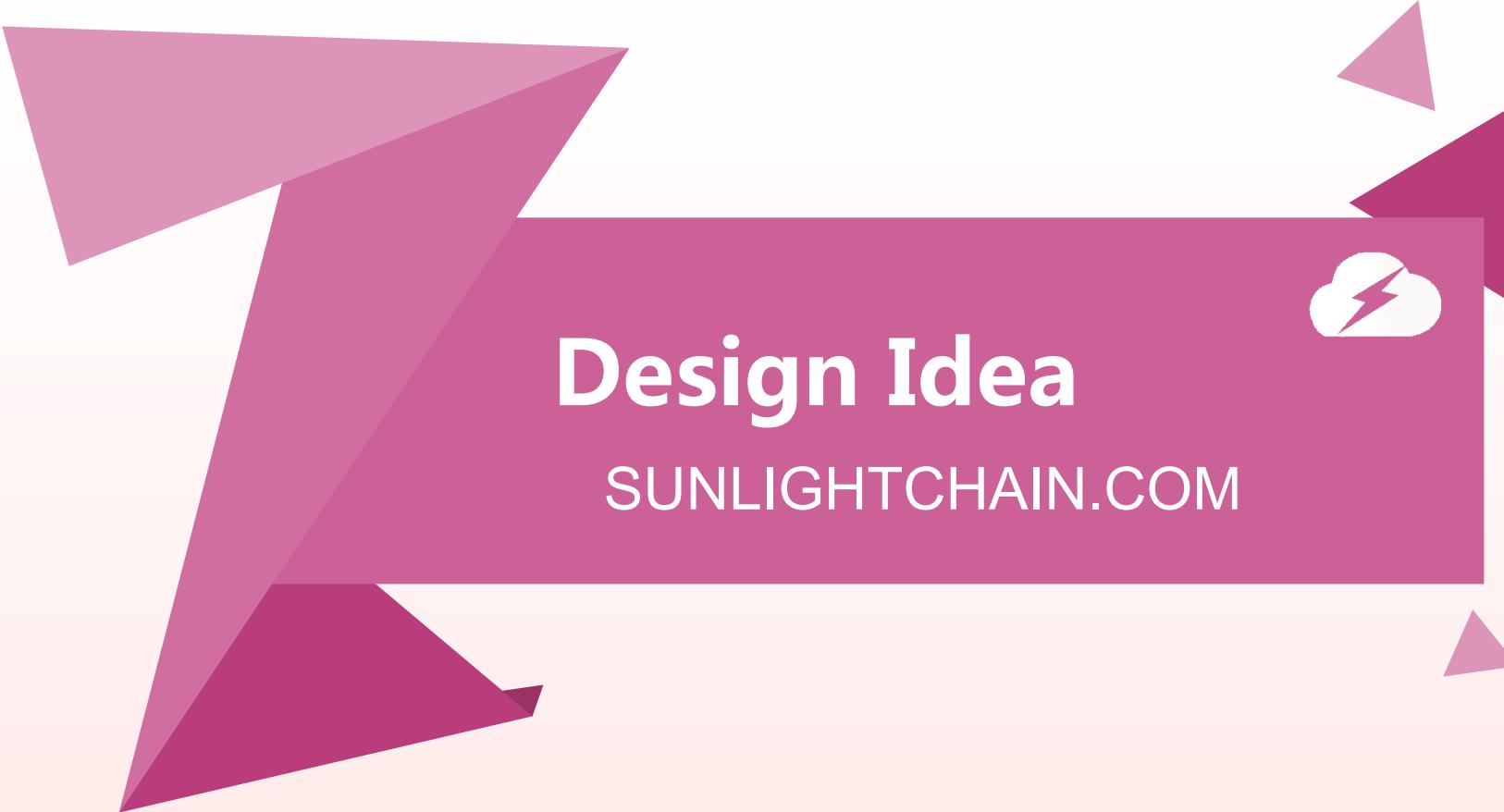


In the traditional centralized trade mode, the bonus point is mainly used for the communication between sellers and users, sellers and platforms. It's difficult to realize the transaction and transfer of bonus points, which limits the circulation rate of bonus points.

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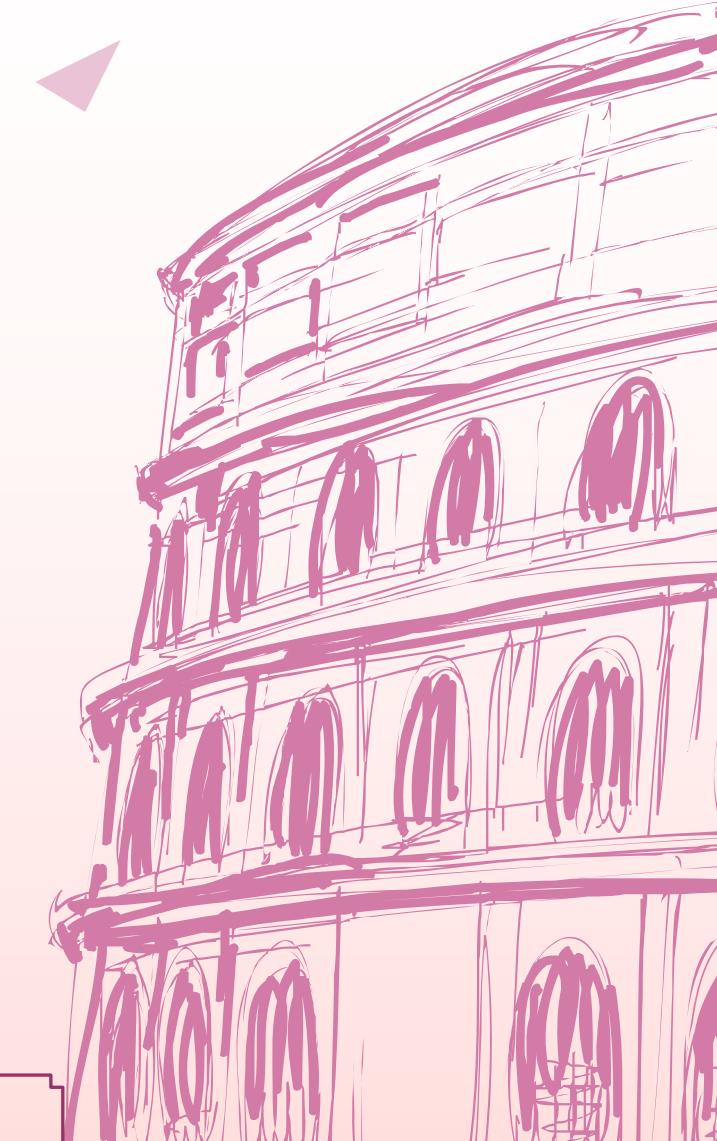
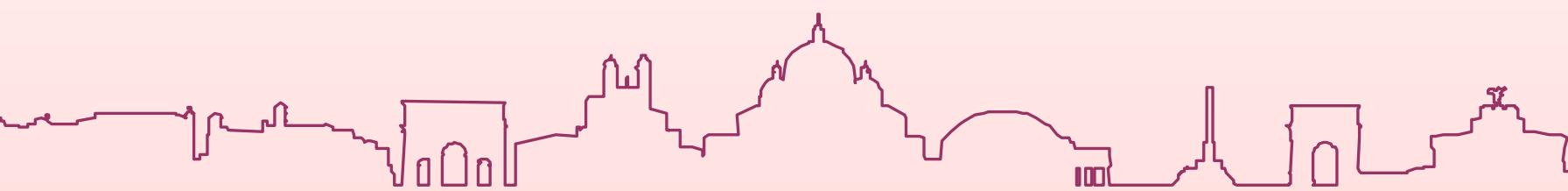
In essence, bonus point is a kind of digital asset. Sellers often take their services or products as the value endorsement when issuing the bonus points. The root cause for current embarrassing situation of the bonus point is that a decentered platform is wanting, which shall allow the exchange of these digital assets. Therefore, the essential problem that the Point Redemption Scheme needs to solve is how to establish a decentered releasing, circulation, and trading system for bonus points.

Compared with traditional centralized system, blockchain has the following advantages when using in the field of digital assets: Once the asset is released in the blockchain, the follow-up circulation doesn't need to depend on the issuer's system, the asset circulation turns from single center control to socialized communication, any resource-based channel can be a catalyst for asset circulation. Therefore, blockchain can greatly improve the efficiency of digital assets circulation, really achieve the effect of free circulation.



Design Idea

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Sunlight Chain



With digital currency block chain goes through the whole product ecology, a public blockchain for the whole society is formed on the basis of independent R&D, namely the Public SunlightChain, which can realize a decentered ecosystem for bonus points.

Design Idea: SunlightCoin

1

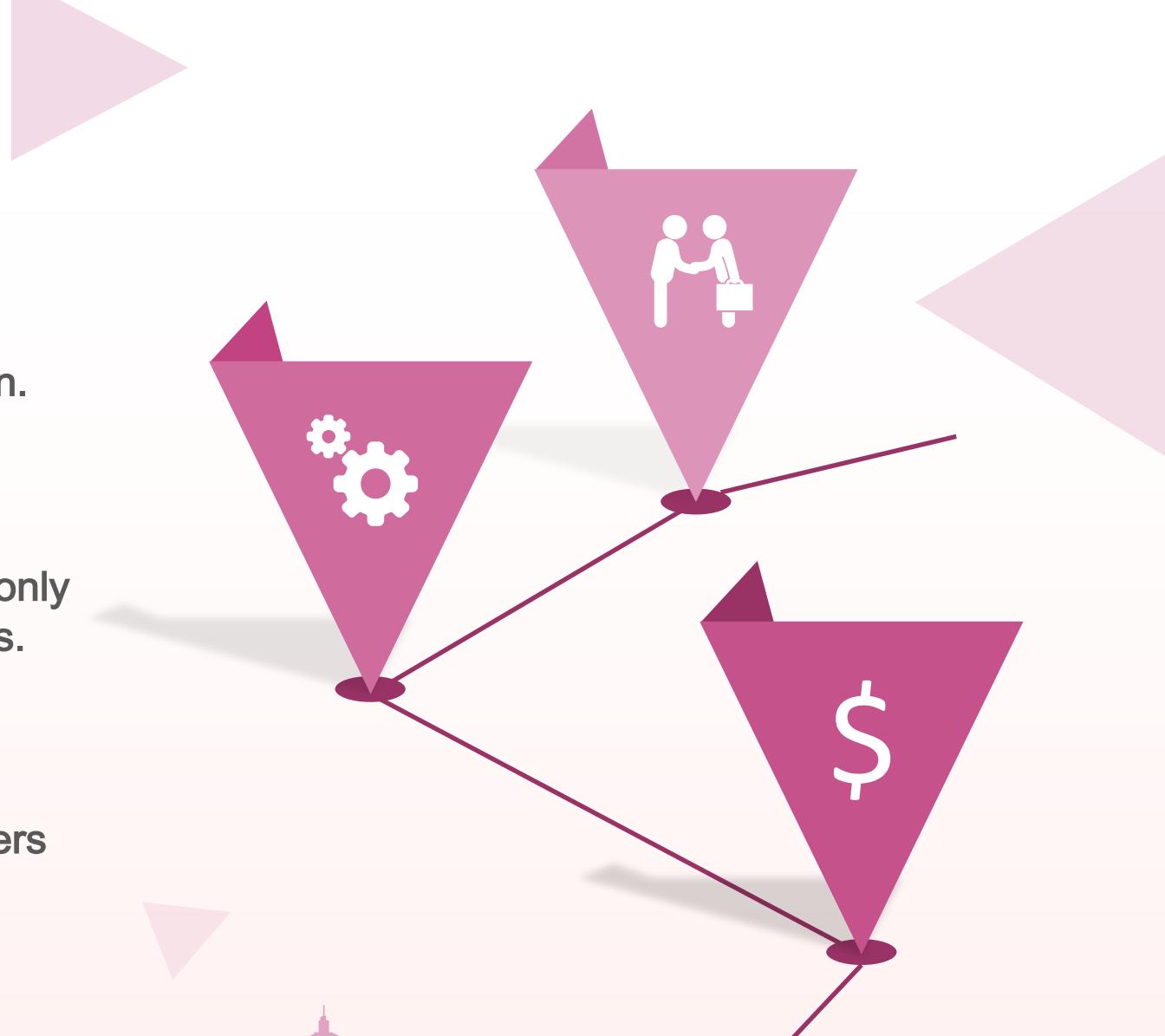
As a measurement for trade,
SunlightCoin can be obtained from
mining, married deal and transaction.

2

Decentered business mode, any
agency can issue the SunlightCoin only
by setting the acceptance conditions.

3

Decentered transaction mode, owners
of SunlightCoin can buy or sell the
SunlightCoins freely.



Design Idea: Product Features

1

Native coin: similar to the Bitcoin and ETH, rather than the ETH-based token.

2

Pre-mining mode: mine a part of SunlightCoin in advance for project application and company development.

3

Ming mode: allow users to obtain SunlightCoin by “mining”, so as to increase the customer stickiness.

4

Data analysis: combined with the SunlightDB technology, it makes full play of the data value of SunlightCoin.



