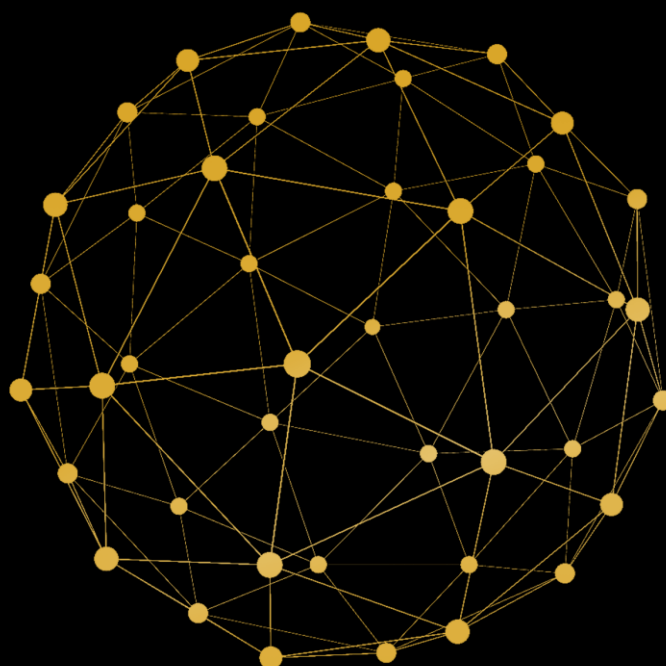




Follo: Decentralized Location Big Data Platform



v 1.0

April, 2019



The universe consists of data flows, and the value of any phenomenon or entity is determined by its contribution to data processing.

——Homo Deus: A Brief History of Tomorrow

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Chapter 1 Location big data

1.1 What is location big data

In the era of big data, with the upgrade of mobile communication technology and the widespread use of sensing devices, location-aware technology has been continuously developed, and the geographical location of people and things has also been digitized.

The location data of the mobile object is collected directly or indirectly through its built-in sensor chip: on the one hand, GPS, WIFI and other positioning devices built into the mobile phone, car navigation and other devices can directly obtain accurate position information of the mobile object at any time. On the other hand, data recorded by instruments such as gyroscopes, accelerometers, and barometers built in mobile phones, wearable devices and other devices, can be processed to accurately determine the position information of the user. According to statistics, each mobile device submits its current location information every 15 seconds on average. Based on this, billions of mobile phones, car navigation devices, and wearable devices in the world submit more than 100 million location information per second. In the future, advances in mobile sensing devices and communication technologies will generate location information more frequently.

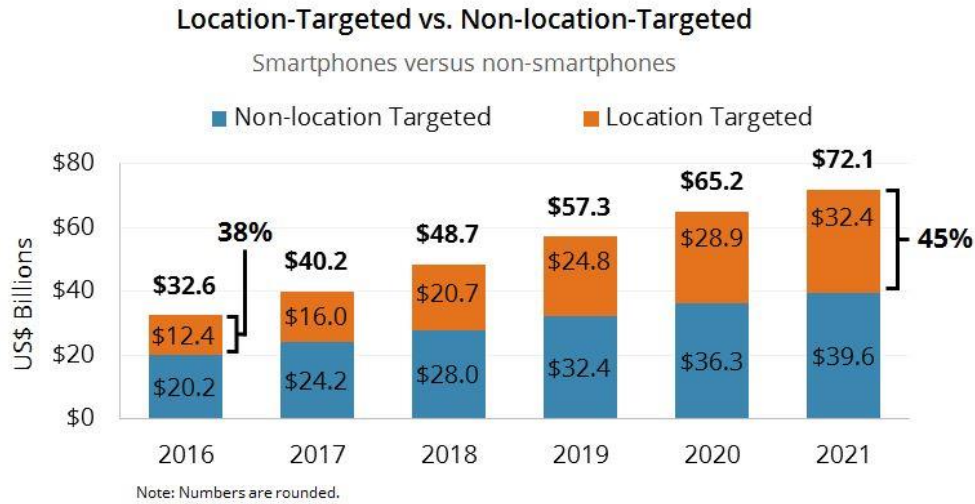
In the era of big data, such data generation speed and data scale will bring great changes to people's lives, business operations and scientific researches. This type of data is called location big data as it contains location information and has the characteristics of large data volume, fast generation, and high value.

1.2 The value of location big data

A wide range of location data resources have super high stitching capabilities. More than 80% of all data that can be acquired can be stitched with geographic location information. Through the application of location big data, almost all people, things, and objects can be woven into an Internet of Everything. If it is used to guide production practices, it will bring great value.

Location big data can apply in a wide range of areas, such as precision marketing based on location data, commercial location layout, urban planning, and integrated governance. AirSage, based in Atlanta, provides real-time traffic information to more than 100 US cities by processing 15 billion pieces of location information from millions of mobile phone users every day; UPS provides the best driving routes to reduce fuel and failure costs by collecting driving information of its own transportation vehicles, which have led to great success in business model; consulting firm BIA/Kelsey expects [13] that the US mobile advertising market based solely on location data will reach \$32.4 billion by 2021. The annualized growth rate will reach 21.1% (2016-2021). Faced with such a mass market,

traditional centralized solutions will be difficult to solve the existing problems of data source verification, circulation, infringement and so on.



Source: BIA/Kelsey, 2017

1.3 Protection of personal privacy under big data

In the era of big data, personal privacy data is more likely to be illegally acquired and disseminated. As the violation of privacy rights is difficult to detect, the consequences of violations are becoming more serious. In 2018, there have been many users' privacy data leaks accidents: such as Facebook's 87 million user data leaks, Marriott's 500 million customer information disclosure, and 150 million user information disclosure of Under Armour, which has brought incalculable loss to users and the whole society.

No.	Time	Content
1	2018.1.3	India's national identity system Aadhaar leaks information on 1.1 billion Indian citizens
2	2018.3.17	Facebook leaks at least 87 million user data
3	2018.4.2	Panera Bread, the largest bread chain in North America, has 37 million user data leaked
4	2018.4.3	5 million users' credit card information in Saks, Lord & Taylor mall was leaked
5	2018.5.25	US functional sports brand Under Armour has 150 million user data leaked
6	2018.5.31	Fitness app PumpUp leaks 6 million users' health data
7	2018.6.4	DNA test site MyHeritage leaks 92 million user data
8	2018.6.7	US ticketing giant Ticketfly's 27 million user data was leaked
9	2018.6.7	US Sacramento Bee newspaper leaked 19.5 million voters' information
10	2018.7.26	US big data company Exactis leaks 230 million Internet users' information due to unencrypted firewall

Under the traditional centralized solution, location big data brings huge benefits to



the society, but also causes the risk of personal privacy being violated. This is because the location big data directly contains the user's private information, and indirectly implies other sensitive information such as the user's personality habits, health status, social status and so on. Therefore, if the location big data is improperly used, it will pose a serious threat to the privacy of users in all aspects.



Chapter 2 Follo vision

Follo is committed to building a decentralized location big data platform. On Follo platform, each user-generated location data is owned by the individual, and the data can be permanently stored in the blockchain. At the same time, users can also sell their personal data for profit, learn the identity of the data purchaser and the data usage in advance. By adopting a decentralized solution, Follo aims to achieve the following three goals.

2.1 Users own the data rights

In the era of Internet, technology giants profit by monopolizing user data. All data generated by the user on the network is stored on the Internet company's server, and the users does not have ownership of their personal data, and has no right to dispose of it and know about its usage. But the emergence of the blockchain changes all this. The user has the address and key to his personal data, which gives him unique access. Follo will use blockchain technology to return the ownership of user-generated location big data to users through decentralized storage server and encryption technology.

2.2 User data is permanently stored

Non-tamperable and permanent preservation are two important features of the blockchain. Any data stored in the blockchain has these two characteristics. If an Internet application service provider stops project operations or its server fails, these unavoidable risks will result in permanent loss of data stored on the server, causing irreparable damage to the user. Follo will use the blockchain distributed storage technology to allow users' data to be safely and permanently stored.

2.3 Users profit from their private data

The blockchain enables users to determine their own data information by using a decentralized system, thereby enabling users to price personal data and select the purchaser of the data. Follo will use blockchain technology to allow users to profit from their own data while also have greater rights to know and choose the data purchasers and the data usage.

Chapter 3 Follo Ecosystem

3.1 Location ecosystem based on POI

3.1.1 What is POI

POI is a landmark/viewpoint which represents the government, commercial organizations (such as gas station, department store, supermarket, restaurant, hotel, hospital, etc.), tourist attraction (such as park, place of interest, etc.), transportation facility (such as airport, bus station, parking lot, etc.). POI should include name, category, longitude, latitude, altitude, etc. Three sources provide the information:

- 1) Professional companies, such as Google Map, Tele Atlas, Navteq, Sensis, WhereiS, Carte Blanche, Papago, Gaode Map, Baidu Map, etc.
- 2) User-generated.
- 3) Customized POI which is created by local government and company.

3.1.2 What is non-fungible token

NFTs are issued based on the ERC721 protocol, which is presented by Dieter Shirley in September 2017. Compared with the ERC720 Token, each ERC721 Token is inseparable and unique, it can represent different value and can be tracked independently in the network of Ethereum.

NFTs VS FTs	
ERC721 Token (NFTs, Non-fungible Tokens)	ERC720 Token (FTs, Fungible Tokens)
Non-Versatility The token of this kind with the same type generally has different value from each other, and cannot be exchanged arbitrarily. Just like the situation where a museum lends a painting of Picasso to another museum to exhibit, another museum must return the borrowed one, not the any other one of Picasso.	Versatility The token of this kind with the same type has the same value with each other, and can be exchanged with each other. Like the euro coins, one-euro coin can be exchanged with any other one-euro coin, which makes no differences to the users.
Uniqueness Each token of this kind has its unique information and attributes, cannot be replaced. Just like the situation that the tickets to and from the same destinations look the same, however each ticket has a different owner and seat number, thus it is untransferable.	Uniformity The token of this kind with the same type is totally the same with each other and has no difference.
Indivisibility Any token is a whole part and inseparable. Just as you can neither exchange your college diploma with other people nor split it.	Divisibility Each ERC720 token can be split to a negative 18th power of 10 parts, which represents no difference as long as they have the same value.

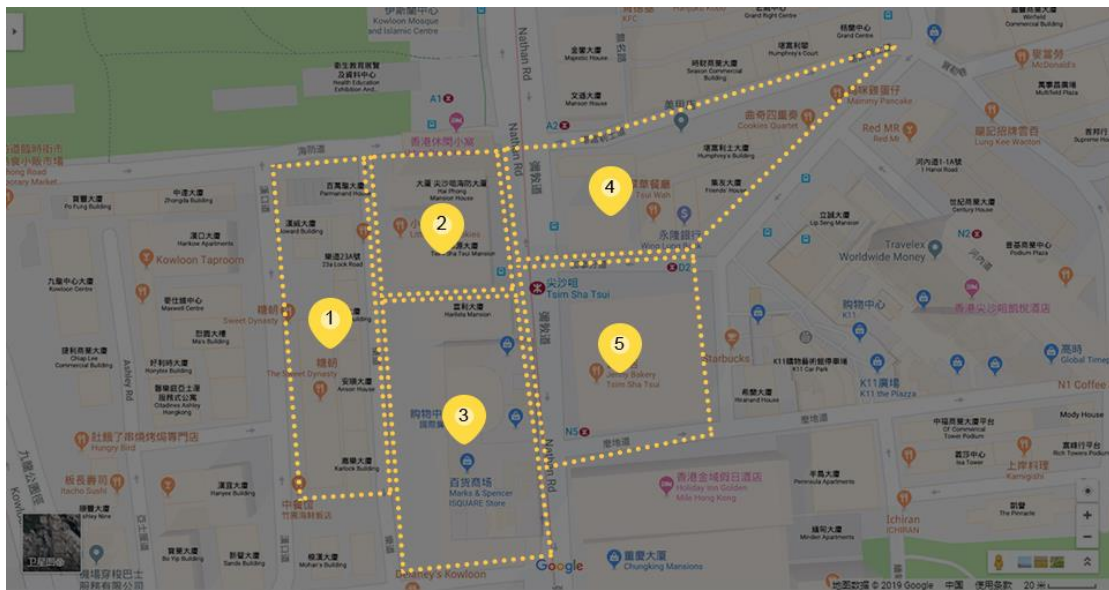
According to the above comparison, we can see that ‘cannot be replaced and divided’ are the signs that the NFTs differs from FTs. ERC721 protocol opened the door to the new world for the blockchain which made it possible to transfer the value of physical assets to digital world.

Based on the ERC721 protocol, the NFTs can realize the uniqueness of virtual assets, which means that many assets in the real world can find their own corresponding unique digital assets in the blockchain world through this standard. Thus, the ERC721 token is naturally applicable to the problem of determining the real rights of virtual worlds, such as game props and digital content copyrights, and surely will have a very wide range of uses in the future.

Now, the ERC721-based projects are mainly applied to the game, including the CryptoKitties, a game developed during the ERC721 Beta phase; in addition, CryptoPunks, CryptoCountries, CryptoCelebrities, etc. are also based on the ERC721 protocol.

3.1.3 NFTs based on POI

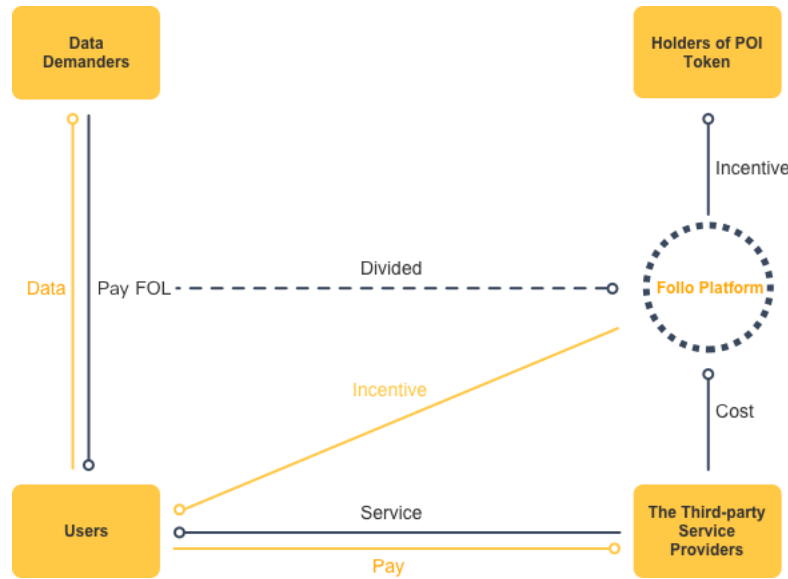
Each country, region, or city has various POIs of different types and sizes. Through the ERC721 protocol, we can map these POIs (individually or packaged) to the blockchain network to confirm the rights.



The above picture is an example, this is a block in Tsim Sha Tsui, Hong Kong. We package the POI of the same block to generate the ERC721 Token. These ERC721 Tokens are in one-to-one correspondence with different blocks in which the POIs are located: number 1-5 POIs generate 5 different Tokens through the ERC721 protocol, which can be traded.

Theoretically, we can map the POI of all over the world to the blockchain world, and each POI corresponds to a unique ERC721 token.

3.1.4 Follo ecosystem



The basic participants of the Follo ecosystem includes Users, Holders of POI Token, Data Demanders and The Third-party Service Providers.

1) POI token holders

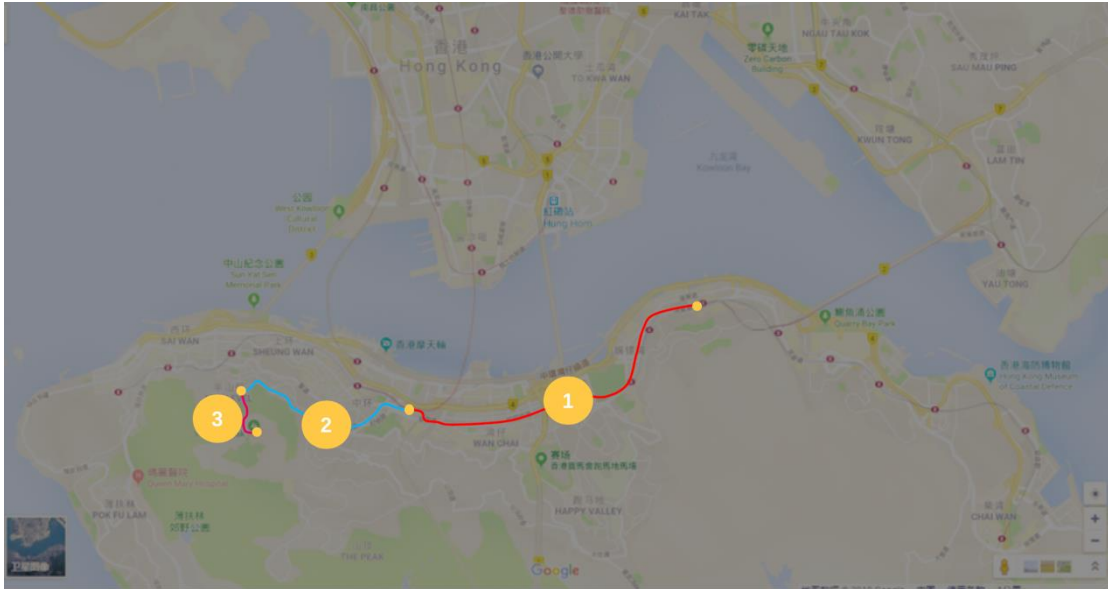
In the Follo Ecosystem, the POI Token has the same collection and circulation attributes as the general ERC721 Token. Initially, the user became a POI Holder by purchasing a POI Token from the Follo Platform. After obtaining the POI Token, the Holder can profit in three ways: First, when the user passes or stays at a POI, Follo will dynamically motivate the holder of this POI. The amount of the incentive will depend on the number of users passing by this POI and the duration of their stay at this POI. The incentives of Follo ecosystem to POI tokens are different as the people traffic of each POI location differentiated; Second, the holders can choose to keep value by collecting it. The different POI maps on different geographical location, thus have different collection value, degree of preservation, and degree of appreciation; Third, holders can also choose to sell for profit and trade with on the Follo Platform.

2) Users

Users are data producers, including individual users and automobile users.

The location data of individual users includes the trajectory of their daily behaviors, the POI where they stay, the way of their transportation, etc. The figure below shows the location data of a user from 7 am to 9 am: The user goes out at 7:00 in the morning and takes the subway for 20 minutes to Admiralty Station. has breakfast at a restaurant next to the subway station, then takes the bus to the Taiping Mountain at 8:00, and starts hiking on the mountain at 8:30, and finally arrives at

the Victoria Peak at 9:00. These data will be permanently stored in the blockchain. Since the User has ownership of the personal data, the user can determine the degree of data masking before selling, select the data demanders, filter the data usage, etc., and profit different incomes depending on the type and openness of their data. In addition to location data, individual Users can upload their health information data collected by their wearable devices to the Follo platform for storage, and decide whether to provide the data to The Third-party Service Providers for more accurate personalized service and lower price.



The car Users upload their driving data, including driving status, locations, road images and other information collected by the intelligent IoT device (travel recorder, auxiliary driving device, etc.) to the Follo platform, and the Data Demanders can send the request to purchase the masked data through the Follo Platform and the car users can choose which data to sell.



To encourage Users to take an active part in the Follo Ecosystem and upload their data to the Follo Platform, Follo has a corresponding dynamic Token incentive policy for Individual Users and Car Users.

3) Data demanders

Location big data is an important dimension of big data and a bridge between the digital world and the real economy. Location big data can almost wave all people, events, and things into a network, whether in the Internet industry or in the traditional industry, location big data can really play a role.

- **Precision marketing:** The “location + user behavior” based model is the future of advertise. Location information can help a lot for below-the-line and mobile advertising. For below-the-line advertising, you can find the best placements through analyzing the location data of the target group. There is almost no way to drain Users directly to stores through using the existing advertise delivery system. The mobile location data can directly reflect the User's actual consumption activities, which allows us to clearly know where they are, how much they spend, and what did they do. Accurate mobile advertisement based on real-time location information can make advertising more valuable.
- **Business location:** Based on the effective traffic of the district, the commercial layout will make the site selection no longer blind. Lack of exploiting and fully utilize the big data, most companies still do badly in site selection. With the location big data, companies can conduct horizontal comparative analysis of the region's traffic, crowd characteristics, and population preferences, and accurately select the surrounding effective traffic (i.e., potential customers) to support for site selection of commercial, residential, and office areas.
- **City Governance:** Based on the regional flow data, traffic planning will make urban governance more forward-looking. Location big data can also be used to guide urban zoning and infrastructure construction. With the data based on dimensions such as changes in human flow, population intensity, effective population share, population attributes, and current regional planning, urban governance personnel will achieve a more in-depth analysis of the characteristics of the target area, verify whether the regional planning plan is in line with actual needs or whether the layout is reasonable, and make urban governance more forward-looking.

In addition, AI, finance, scientific research and other fields also have a wide range of needs for location big data. These Data Demanders purchase the data from Users through the Follo platform to realize the circulation of the Follo ecosystem.

4) The third-party service providers

When the third-party service providers, including healthcare and insurance company, provide services for the users, users can get lower-cost, more



personalized services, personalized service products with higher relevance and faster and more user-friendly claims processing by opening their personal data to the service providers. Third-party service providers who receive data orders through the Follo platform will pay a certain percentage of commission to Follo.

- **Personalized medicine:** Medical data mainly comes from 4 parts: Patient medical treatment, clinical research and research, life pharmacy, wearable devices, etc. To maximize the treatment effects and minimize the side effects, users can open their own medical records and health data which are collected by wearable devices to the third-party medical institutions to obtain personalized medical services.
- **Personalized insurance:** Individual users can open their own travel trajectories, health information, financial information, etc. to the third-party Insurance Institutions to obtain personalized insurance services. CSS, Switzerland's second-largest health insurance company, launched this service in 2016. People who have purchased their health insurance can get a discount of 0.4 Swiss francs as long as they can reach the minimum goal of 10,000 steps per day. Auto users can also open their driving data collected by their IoT devices to the third-party insurance institutions to obtain personalized auto insurance services. These personalized insurance services often result in lower premiums, faster claims processing.

3.2 Trading platform

3.2.1 POI token trading

The holders of POI make the deal through the Follo trading platform. The price of the transaction largely depends on the location of the POI, the flow of people and the attraction. The POI transaction supports FOL/BTC/ETH/USDT and other digital currency payments, and can also be paid in currency.

3.2.2 Transaction between user and data demander

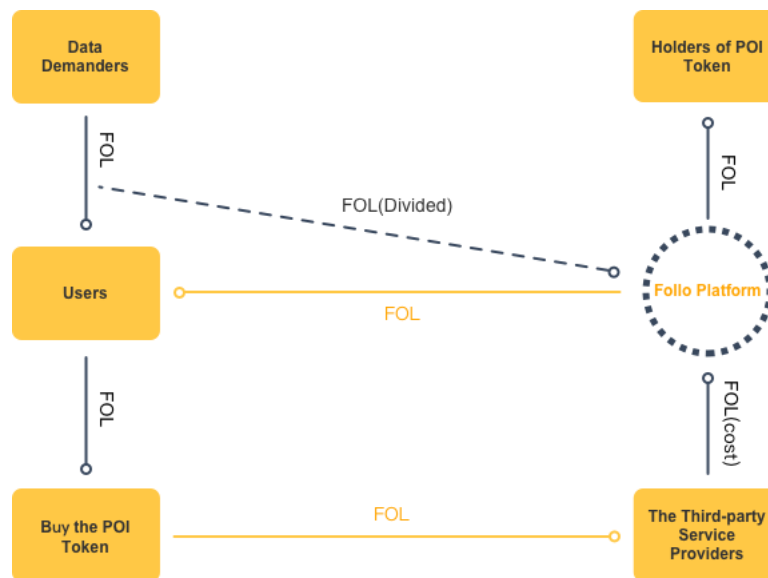
Data uploaded and saved by users on the blockchain can only be sold through the Follo trading platform. The data demanders make the purchase request to Follo trading platform including the type, quantity, price and other factors of the data. If the user's data matches these requests, the Follo platform will send a purchase request notification to the users, and the users can decide whether to sell or not. The data demanders purchase the data with FOL (the token issued by Follo). In addition, users can delegate the sell-decision-making power to the Follo AI assistant to save time and effort in making decisions while Follo ensures data security.

3.2.3 Transaction between user and the third-party service provider

When a third-party service provider provides services to a Follo user, the user may choose to open personal data to it through the Follo platform, and transactions between the user and the third-party Service Provider need to be made through the Follo trading platform. For example, an insurance company provides personalized insurance services to Follo users through the Follo platform, and these services need to be done through the Follo trading platform. At the same time, the Follo platform charges it a percentage of commission.

3.3 Token economy

FOL (10 billion totally), issued by Follo, is used for the circulation of the Follo ecosystem.



3.3.1 How to get FOL

Users would get FOL mainly from the incentives from Follo ecosystem. For example, users can get FOL rewards by uploading their own location data to the Follo platform, or by uploading their own other data (including health records, consumption records, etc.) to the Follo platform. Follo platform will also incentive the POI token holders by issuing FOL to them. The amount of FOL issued to them depends on factors such as the number of users and the length of stay. The amount of FOL incentives is dynamically adjusted by the Follo platform based on actual operational conditions. In general, the incentive of the Follo ecosystem for users depends on three factors:

- Data dimension, that is, indicators such as the integrity and diversity of data

- provided by users;
- Time span, that is, users who provide long-time span data will get more incentives;
- Data amount, that is, in the same condition, the more data the user provides, the more FOL he would get.

When calculating the incentive to the user, the data dimension and the time dimension can be obtained through the Cumulative distribution function of the Exponential Function commonly used in artificial intelligence calculation. Specifically, the calculation formula has a basic form and a variant form, as shown below:

- Basic form: $F(x, \lambda) = \begin{cases} 1 - e^{-\lambda x}, & x \geq 0 \\ 0, & x < 0 \end{cases}$
- Variant form: $F(x, \lambda) = (1 - e^{-\lambda x})H(x)$

The following two purposes can be achieved using the formula:

- Encouraging users to provide more data;
- Controlling the increase speed of the incentive, and avoid the FOL concentration to a few users, in order to encourage more new users to join the Follo ecosystem.

If the data dimension and time span are treated as weighted values, then the amount of data is the base value of the FOL incentive. For the whole Follo ecosystem, assuming that the amount of FOL produced per day is M, then the limitation of the total return formula $f(x) = F(x, v, t)$ is $\lim_{x \rightarrow \infty} f(x) = L$. In the actual operation of the system, the incentive will ensure $\Sigma f(x) = L$.

3.3.2 The usage of FOL

In Follo ecosystem, data purchasing can only use FOL to pay. Buying POI token and third-party service can also use FOL to pay.

3.4 The evolution of Follo ecosystem

Follo is an ecosystem that continues to evolve. In the future, Follo ecosystem will continue to integrate into new technological forms and organizational governance models.

3.4.1 IoT big data

Just as the core network nodes in the mobile Internet era are converted from PCs to people, in the era of Internet of Everything, countless physical hardware will replace people as core network nodes. The data will come from countless automated sensors, automated recording facilities, production monitoring, environmental monitoring, traffic monitoring, electronic parking toll collection systems, and more.

With the maturity of IOT technology, the development of mobile communication technology, the outbreak of the industry and the development of various portable devices, IOT, cloud computing, cloud storage and other technologies, everything will be networked, and all traces of objects can be recorded. Everything would be digitized.

In the era of the Internet and even the mobile Internet, the timeliness of data is not so important, and large numbers of statistical results are generated based on mining past data. However, in the scenario of the Internet of Everything, because the IOT can achieve uninterrupted return of trace data, people's demand for data timeliness will become more and more strong, so no waiting service will be provided by more industries, resulting in more application scenario.

Follo ecosystem will follow the development of technology, and bring IOT big data into its own ecosystem to increase the types of data and meet people's timeliness data needs.

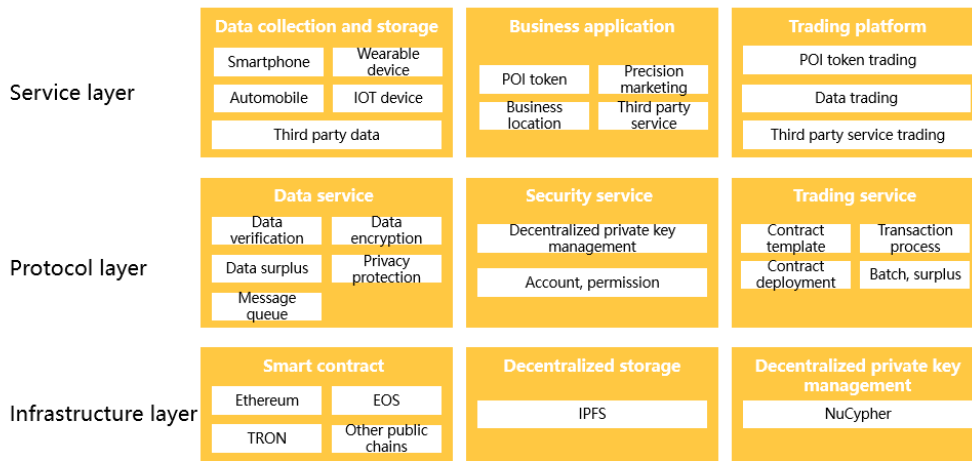
3.4.2 Popularization of data usage

In the future, the demand for big data will not be limited to enterprises or organizations, but the public will also have a demand for big data. With the refinement and complexity of social division of labor, relying on personal experience and traditional data collection methods can no longer meet the individual's decision-making needs. The individual's demand for data integrity and real-time will lead to the popularization of data usage.

Chapter 4 Follo technical solution

4.1 Technical architecture

Follo is focusing on building a decentralized location data platform, and its technical architecture includes three parts, that is basic layer, protocol layer and service layer.



4.2 Infrastructure layer and protocol layer

The current mainstream public chains provide the infrastructure in the decentralized ecosystem: such as decentralized smart contract of Ethereum, decentralized storage of IPFS, decentralized private key management of NuCypher, etc. The infrastructure layer of Follo will apply these public chains for decentralized smart contract deployment, decentralized storage and decentralized private key management. In terms of smart contract deployment, Follo will adopt multiple public chains, which will help to maintain the flexibility of Follo and seamlessly update with the advancement of public chain technology. In decentralized storage, Follo uses IPFS to implement decentralized storage of data. In protecting user privacy, Follo will use zero-knowledge proof technology. Follo will also use NuCypher to centralize the key management system to enable intra-private privacy data to be shared among participants.

Follo will focus on building a unified platform and standard protocols across the public chains, including encapsulation of the original interfaces of each public chain and integration of functions. The entire protocol layer will mainly focus on three parts: data service, security service, and transaction service.

4.3 Service layer

4.3.1 Data collection and storage

Data collection and storage is the basic application of the Follo ecosystem. It collects user's location information, driving information, etc., and then transfers them to IPFS through Follo platform. All Business in Follo ecosystem will be based on this data.

1) Data collection

The collection of user data is based on the user's mobile phone application, and the collected data includes GPS, WIFI, Bluetooth, accelerometer, gyroscope, barometer, ambient light and other data. Once the Follo application collects the data, it uses the artificial intelligence analysis plug-in to restore the real-world location, trajectory and mode of transportation of users. Users can also upload personal wearable device data, medical data to the Follo platform for more incentives and third-party personalized service.

The first phase of the collection of automotive data will be from the driving aid driving recorder developed by the Follo platform. The data that can be collected includes the position of the car, driving status, running track, driver's driving status and road image data.

2) Data storage

The Follo platform stores the collected data in two parts:

- Metadata, which only contain all of the dimension information used for the query, and an index to their corresponding raw data (e.g. Merkel Hash on IPFS), these data would be stored on the blockchain. Metadata will also contain some validation data. For example, data stored based on IPFS will use the same copy-proof technology as Filecoin to store and verify raw data (storage validity).
- Raw data, which would be stored on IPFS after been verified, encrypted and compressed. The part of data would be read and called by the hash index of the metadata.

3) Data validity guarantee

Given the great value of location big data and other user data, the Follo platform will issue FOL rewards to data providers. To avoid the fake and invalid data, Follo platform will verify the validity of the data by the following two ways:

- Data collection validity. In the data transfer phase, Follo will use a data validator to ensure the authenticity of the data source.
- Data storage validity. Follo will deploy a decentralized data storage verification node to perform daily storage verification tasks.

4.3.2 Data security

Data security is critical to a data platform, and Follo will take into account all aspects of data flow in the ecosystem.

1) Data storage security

Based on the IPFS protocol, Follo will use Proxy Re-encryption to implement data encryption and access control. When the original data is stored in IPFS, it will be further divided into two parts: an encrypted string (EDEK) for the random key K and an encrypted data file.

2) Data trading security

When the data consumer wants to access and decrypt the data, he needs to initiate a request to the data provider, and the data provider agrees to send a rekey to the Proxy. In this scenario, there may be some third-party services, such as verifying the identity of the data requester, providing access log services, etc. Then, the data requester will initiate a request to the Proxy and receive a rekey EDEK, with his private key, the data requester can decrypt and access the original data.

With Proxy-encryption, you can achieve one-time encryption and multiple authorization of the data, and ensure that only the specified authorized party can use its own key to decrypt and access the original data and the authorized party can only access the data provider's specified data (not all data).

3) Privacy protection

Privacy Mask is a privacy protection module designed by Follo specifically for data flow within the ecosystem, providing data decryption and protection of user privacy data. At the bottom layer of the module is the data owner's custom settings, which are responsible for the lowest level of access control for data access, and any user-unauthorized data requests will be blocked at the lowest level. Its default setting is "anonymous data", that is, the information related to the user's true identity will not be accessed in any form. The "Filter Layer" will confuse and stain the non-core data required by the data requester to maximize user privacy while ensuring data availability. There are three strategies for the filter layer (it would increase according to demand in the future),

- Confusion strategy: e.g. confusing multiple different action trajectories;
- Fuzzy strategy: e.g. within the range of positional accuracy, offsetting the geographic location, blurring the precise position;
- Out-of-order strategy: e.g. within the time precision range, disrupting the chronological order.

By various user settings and filter strategies, on the one hand, it can ensure the maximum protection of ordinary users' privacy, on the other hand, it can also allow some users to disclose more detailed data for the benefit, and realize the richness and freedom of the data market.

4) Copyright protection based on data watermarking technology

After the data trading is completed, data leakage and abnormal resale may occur. Follo will use data watermarking technology to embed some identification information directly into the data, while maintaining the use value of the data is not affected, and it is not easy to be detect and modify again, but can be identified by the data provider. Through the hidden information, the purpose of anti-counterfeiting and copyright protection of data is realized.

4.3.3 Non-fungible token based on POI

Follo will issue POI tokens based on Ethereum smart contract and online maps, each POI token is unique and inseparable in Follo ecosystem.

4.3.4 Trading platform

The trading platform is vital to the Follo ecosystem. Follo will handle all transactions within Follo ecosystem through smart contracts while providing complete audit trails for transactions on the blockchain.

4.4 AI

Big data and AI are a complementary relationship: big data requires AI to assist analysis because of the huge amount of information; at the same time, AI also needs massive data as the basis of analysis. For platform data, Follo will introduce AI technology to achieve intelligent classification and auxiliary analysis; for platform third-party service providers, Follo will use artificial intelligence technology to intelligently match their orders to help them choose more suitable data source.

4.5 Technology evolution

Follo is an ever-evolving ecosystem. This version of the white paper gives a basic description of the Follo ecosystem. It must be pointed out that with the development of blockchain technology, the economic model and organizational form rooted on it will continue to evolve. The flexible architecture of the Follo platform will ensure that Follo can keep up with the development of the industry and continuously apply new technologies and organizational forms. Follo will also rely on the power of the global community to solve the problems facing development one by one, continue to evolve in the future roadmap, and constantly update iterations.

Chapter 5 Roadmap

Time	Content
2018Q4	Founders began to outline the initial idea and design the initial ecology of Follo
2019Q1	Follo was founded and the first version of white paper was released
2019Q2	Establishing and publishing the POI token platform
2019Q3	Developing data acquisition platform and application to implement user data can be stored on the blockchain
2019Q4	Establishing the data trading platform to achieve ecological data circulation
2020	Accessing to the third-party data to expand data coverage sources
2021	Establishing the data solution platform based on AI to provide a one-stop data solution for Business client
2022	Extending data diversity, such as automotive data, sensors, IOT, etc.

Chapter 6 Token issue plan

6.1 FOL sale plan

Item	Content
Code	FOL
Total amount	10 billion, with no inflation
Sale price	1 FOL=\$0.005 USD
Sale amount	1 billion FOL

Supported tokens: BTC/ETH/USDT/GUSD/PAX

Settlement price is subject to the current day Coinmarketcap.

6.2 FOL distribution plan

Type	Proportion	Content
Ecological incentive	45%	45% of FOL is used to incentive Follo eco-participants. The main incentive objects are ecological data providers, including individual users, car users, etc.
Foundation	30%	Follo Foundation will strategically deploy blockchain industry, and invest in capable teams to promote the development of the Follo ecosystem.
Team and advisor	15%	Follo team and advisors contribute human resources, materials and technology in the development of Follo, so FOL was awarded to them as return.
Sale	10%	Private investors are influential institutions or experts inside and outside the industry. They have rich industry resources and will give Follo great help and guidance in both technology and business development.

6.3 The allocation of raised funds

Type	Proportion	Content
Technology development	40%	Mainly includes a series of activities such as rewards for the initial development team, recruitment of developers and experts, technical patents and intellectual property protection.
Commercial and ecosystem development	45%	Commercial deployment, investment, employee training, technical exchange and sharing, etc.
Operating expense	15%	Follo Foundation day-to-day management, transportation and office, financial and reporting needs, etc.

Disclaimer

Please read this disclaimer carefully. Please note that Follo may, at any time and in its sole discretion, modify or update the following disclaimer.

This document is only for conveying information and does not constitute an opinion on the transaction of project shares or securities. Any proposal or request for offer to such effect will be made under credible terms in accordance with the permission of applicable security laws and other related laws. The above information or analysis does not constitute any investment decision or concrete advice.

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All the examples of returns and profits in this document are for demonstration purpose only or represent the industrial average, and do not constitute a guarantee for the result of user's participation.

Follo clearly states that users with relevant intent shall have clear knowledge of risks on the Follo platform. By making an investment, investors confirm their knowledge and acceptance of the project risks, and are willing to personally take responsibility for all corresponding results or consequences.

Follo clearly states that it will not take responsibility for any direct or indirect losses arising from the participation in the Follo project, including: (i) reliability of all information provided in this document; (ii) any resulting mistake, negligence, or information inaccuracy; (iii) or any subsequent behavior.

FOL is a digital token used, besides other scenarios, in the Follo ecosystem. FOL is not an investment target and we cannot guarantee the value of FOL, whose value may decrease under certain circumstances. Due to unpredictable factors, milestones listed in this white paper may be subject to change. While the Follo team will make the best efforts to implement all milestones stated in this white paper, all individuals and groups purchasing FOL shall bear the risks on their own. FOL does not represent the rights of ownership or control. Owning FOL does not provide ownership of Follo or other Follo associated applications. FOL does not confer any rights on any individual to exercise participation in, control over or decision making of Follo or other Follo based applications.

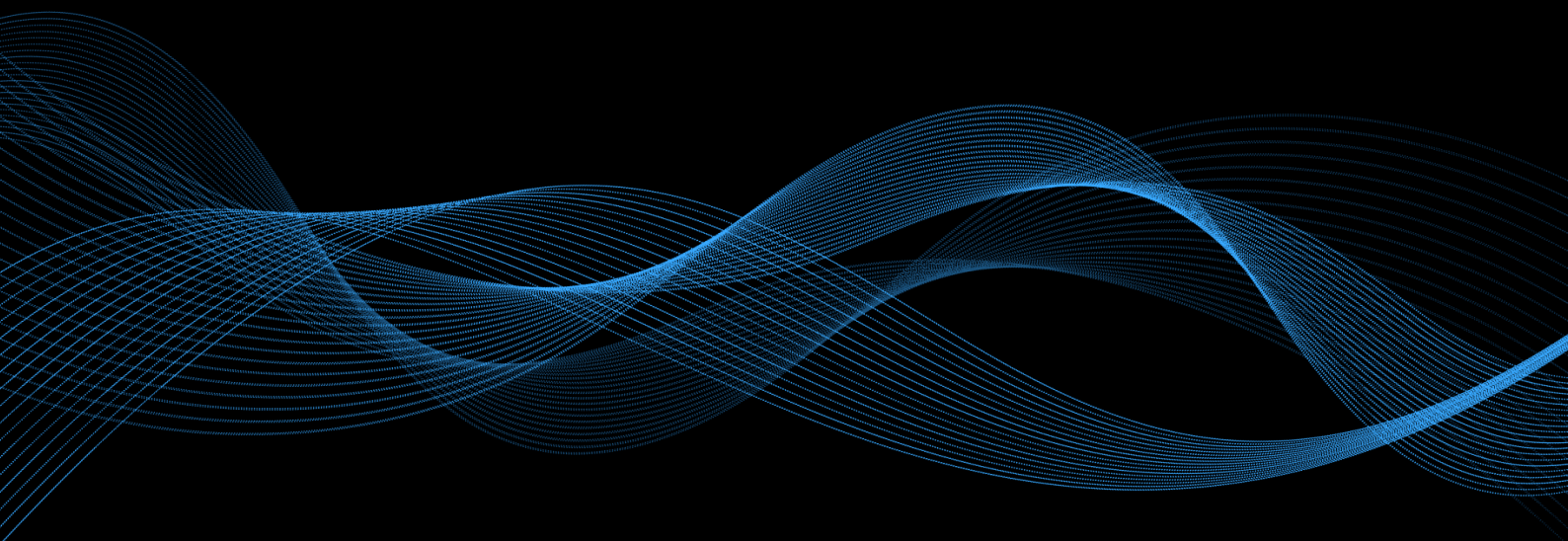


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