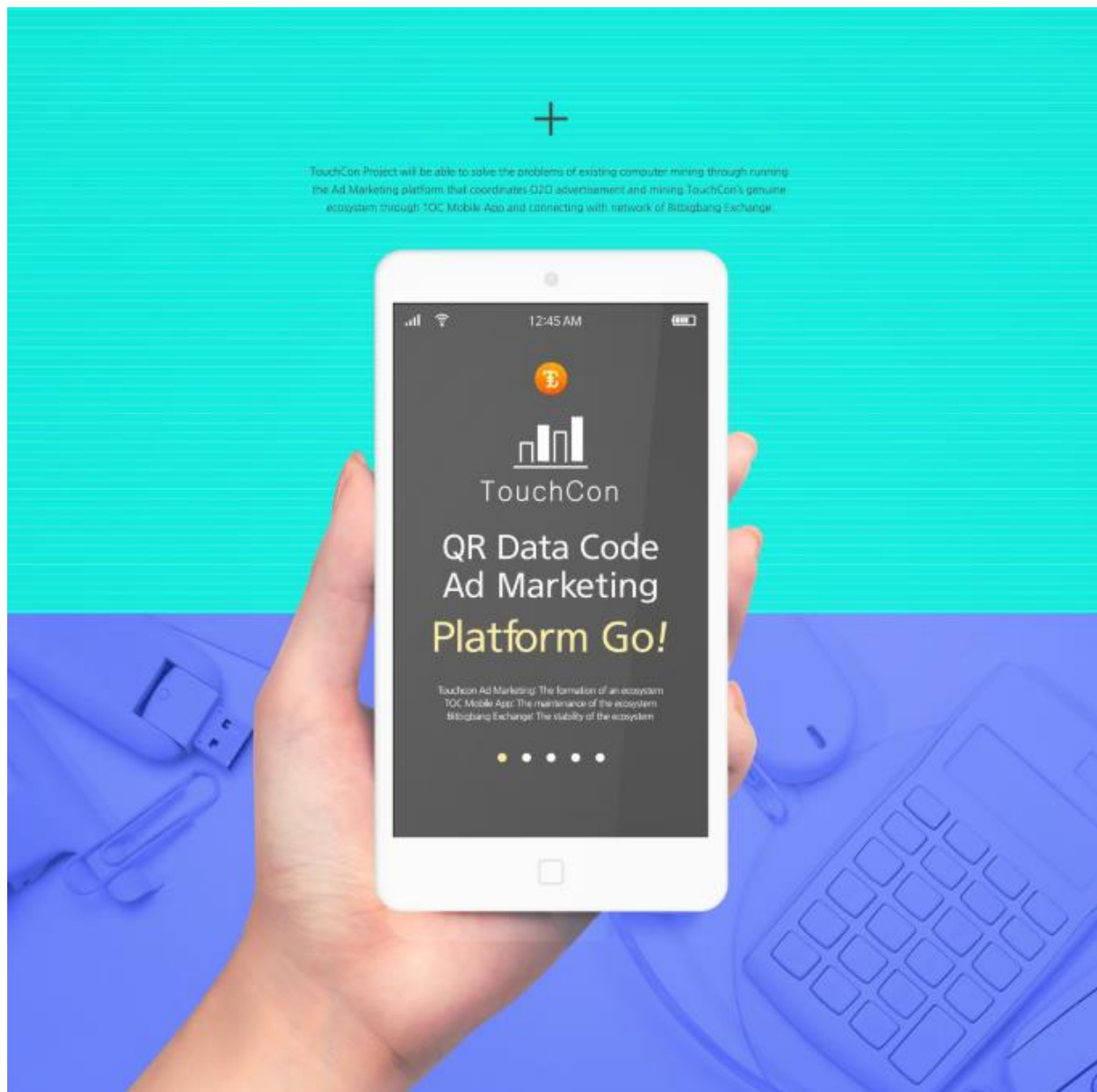


TouchCon : TouchCon Eco-system Project

Whitepaper (English)

Initial Version V1.0. 20171130 / Final Version V2.0. 20180228



TouchCon Ad Marketing Platform of TouchCon Foundation

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TouchCon: TouchCon Eco-system Project

Initial Version V1.0. 20171130, Final Version V2.0. 20180228

www.touchcon.io



Abstract

Generally, for the Miner that have participated computer mining, encrypted currency is provided as compensation, but this wastes gigantic electricity and causes global warming problem. We suggest resolving the problem by changing the electricity type computer mining method to non-electricity advertisement method.”

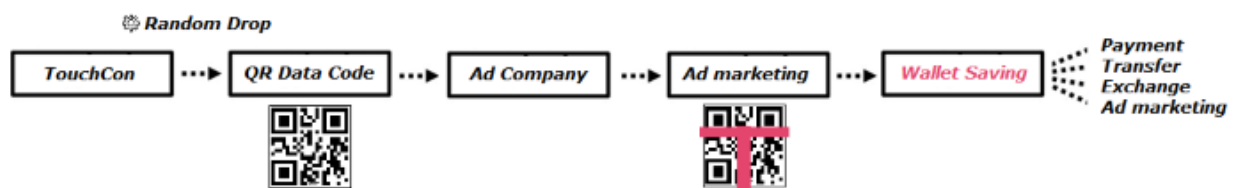
This method obtains TouchCon with Pre-mined and stores TouchCon value in the QR Data Code at random. The stored QR data code will also be sold to an advertiser for use in O2O commercials. This method gives users easy access to the QR data codes attached to products or services and allows them to obtain TouchCon by scanning. As a result, users become more interested in and responsive to TouchCon.

The advertiser buys the QR Data Code that contains the TouchCon value to use them in online for games, SNS, and shopping malls. Also, the advertiser may expect an increase of publicity and sales in offline by applying a form of printing or presenting on products or store. Profits sold to the advertiser are distributed fairly in the AMRP way to the existing TouchCon owner.

TouchCon obtained from the QR Data Code scanning is used for online and offline payments as well as for P2P and free remittance. Free trading and exchange are also carried out through Bitbigbang Exchange that is built on an HTS solution.



Ad Marketing Platform Process



1. Introduction - A solution approach to a problem

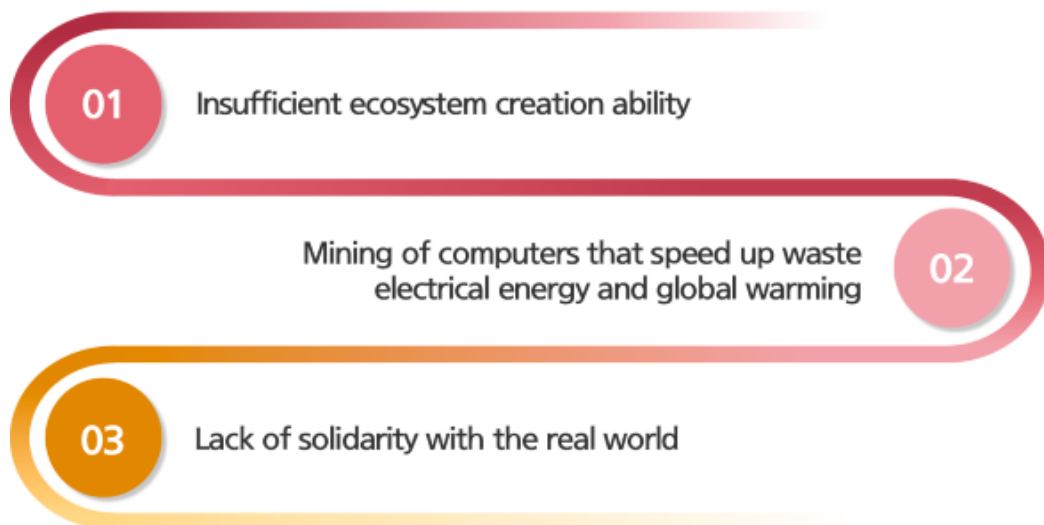
More than 1,600 types of cryptocurrency, including Bitcoin, created on January 3rd, 2009, have continued to maintain their ecosystem despite major and minor disruptions over the past decade. However, regulations on cryptocurrency in each country that has been issued in September 2017 are threatening the ecosystem. As all phenomena have causes and consequences, current market observers point out the 3 main causes of cryptocurrency insecurity.

First, there is a lack of capacity to build an ecosystem.

Second, there is a problem of wasting an electrical energy and global warming caused by computer mining.

Thirdly, there is a lack of trust between cryptocurrency and the real world.

Cryptocurrency eco-system Problem



Creating an ecosystem is very important for maintaining and stabilising the ecosystem. By creating the ecosystem, it is possible to move on to the next step that is maintaining and stabilising. However, each government's regulations have made creating an ecosystem more difficult and a few scams have emerged that is aggravating the situation further.

In addition, a problem of computer mining is rapidly coming out and the G20, including the European Union, is pointing out it as another cause of regulations. Especially since there is no environment to enhance the bond between cryptocurrency and the real world, more and more people distrust in cryptocurrency and for that reason, cryptocurrency ecosystem is in a very chaotic situation.

2. Project Target

TouchCon Project is an ecosystem project and the final goal is to complete the TouchCon ecosystem. To this end, TouchCon makes various attempts to be closely related to the real world, which is to create, maintain, and stabilise the ecosystem.

First of all, 3 solutions in total will be built to achieve project's goal. Ad Marketing Platform is to create the ecosystem and TOC Mobile Application, which supports payment and remittance, is to maintain the ecosystem.

Finally, Bitbigbang Exchange solutions stabilise the ecosystem by supporting the convenient and safe buying and selling of TouchCon.

The image displays the TouchCon Platform, specifically the 'QR Data Code' Ad Marketing Platform. It features three smartphones arranged horizontally, each showing a different application interface. The leftmost phone shows the 'TOC Mobile App' with a balance of 10,000.00 and various service icons. The middle phone shows the 'TouchCon Ad Marketing' interface with a QR code and a grid of service categories including Food, Product, Service, and others. The rightmost phone shows the 'Bitbigbang Exchange' interface with a list of assets and their values. Above the phones, the TouchCon logo is visible, consisting of a red circular icon with a white 'T' and the word 'TouchCon' in red. Below the phones, the following text is displayed: 'TOC Mobile App One Stop Service', 'TouchCon Ad Marketing', and 'Bitbigbang Exchange www.bitbigbang.com'.

TouchCon

TouchCon Platform

'QR Data Code' Ad Marketing Platform

TOC Mobile App
One Stop Service

TouchCon
Ad Marketing

Bitbigbang Exchange
www.bitbigbang.com

3. Project Value

The value of TouchCon project is Ad Marketing Platform that blends the QR Data Code with commercials. While most coins make meaningless Airdrop, TouchCon blends the QR Data Code with commercials. Especially, Ad Marketing Platform, which solves the problems of computer mining, is a platform to seek trust with the public.

Another value of TouchCon project is the scalability of the self-developed two-dimensional code. The invention, which was patented by the TouchCon Foundation, is called 'The system and method of mining cryptocurrency using a QR Code'. The development consists of 2 stages. Stage 1 will mine cryptocurrency from QR Data Code and the expansion in stage 2 will send and receive a video to use in various commercials.

TouchCon Ecosystem Project is a complex concept, embracing all the TouchCon ecosystem. It is a commercials project that has the infinite value to increase a contact with the real world by blending QR Data Code with a blockchain that is based on Ethereum.



4. TouchCon Eco-system Project

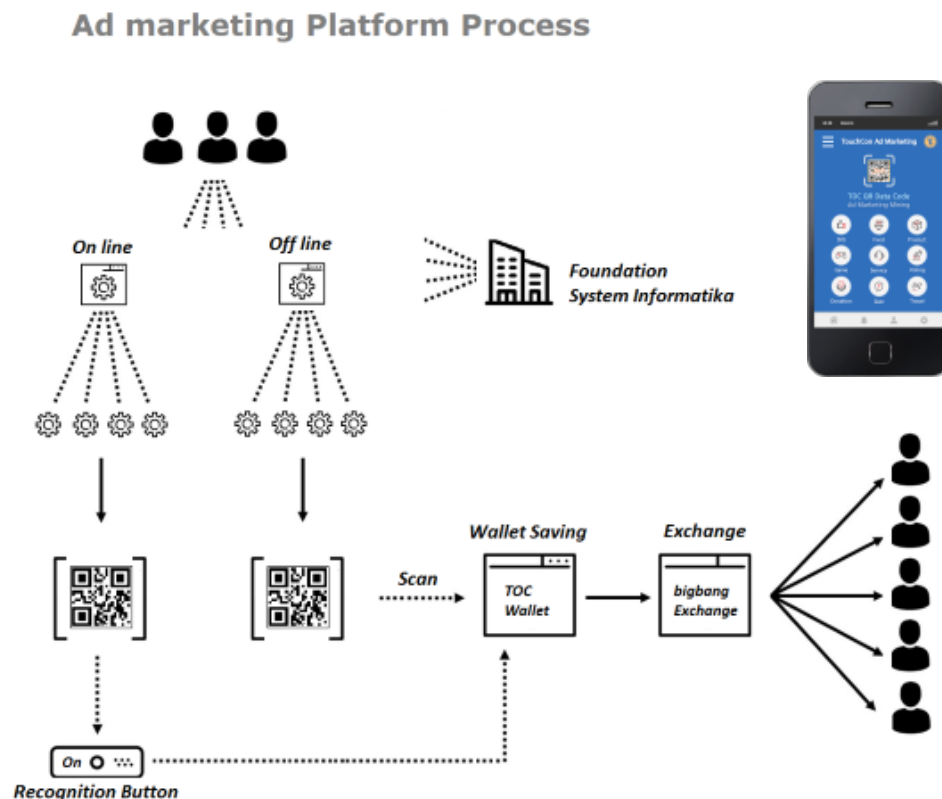
The cryptocurrency market appears to be highly unstable in the face of internal and external threats to creation, maintenance and stabilisation of ecosystem. Especially, with various ICO Scam, a lack of cryptocurrency's capability, hacking into an exchange, and moral hazard cause government in every country to make their regulations.

TouchCon Ecosystem Project completes the ecosystem by departmentalising into three categories: creation, maintenance, and stabilisation of the ecosystem and building solutions for each environment.



4-1. Ad Marketing Platform

It is a commercials platform that stores the value of TouchCon at random in QR Data Code and makes it possible to obtain by using in O2O commercials. By interworking the real world's commercials with cryptocurrency, it builds trust with the public and makes easier to create the ecosystem. It also aims to overcome the limitations of computer mining. The platform is divided into online and offline to obtain the TouchCon.



4-1-1. QR Data Code

The QR Data Code, which developed the existing 2-dimensional QR code in an innovate way, is used to obtain (mine) cryptocurrency through scanning and is used as a means for commercials through sending and receiving video. The QR Data Code is a code that inputs the value of TouchCon into a 2-dimensional stereoscopic code.. QR Data Code

4-1-2. Random and Airdrop

It is not to assign an equal value uniformly when inputting the value of TouchCon into the QR Data Code. It is to input by blending the value of the smallest unit (1TOC) and the highest unit (10,000TOC). It increases the participation rate by giving users various interest, attention, and factor such as luck.

4-1-3. Building trust in the real world

TouchCon platform has an advantage over creating the ecosystem. As it is exposed to products and services in O2O (Online to Offline) of the real world, likability may be increased. Imagine that 'A' and 'B' is scanning TouchCon's QR Data Code, that is printed on a cup, in a coffee shop.

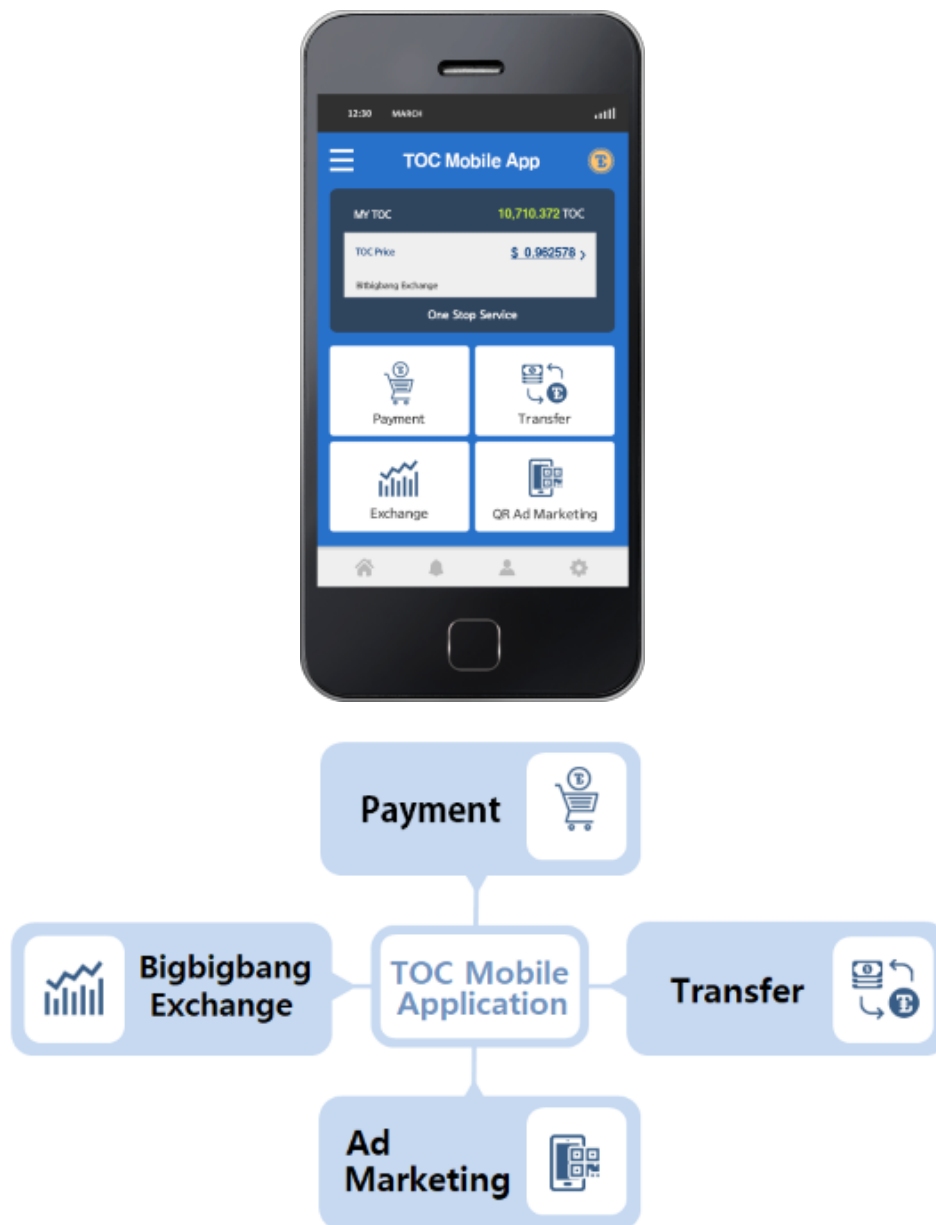


Because 'A' can obtain 1TOC and 'B' can gain 100 TOC. In the real world, cryptocurrency can help users form a sympathy by giving them the element of interest and expectation. Forming a sympathy becomes building trust.



4-2. TOC Mobile Application

TouchCon builds a TOC Mobile Application that can operate 4 functions to maintain the ecosystem and makes it easy to use One-Stop Service when users download an Application. Functions are as follows: ①Payment ②Transfer ③Exchange ④QR Ad Marketing



- ①Payment: TouchCon payment is available after using a product or service TouchCon.
- ②Transfer: it is possible to send and receive freely including P2P.
- ③Exchange: it is possible to trade and exchange in Bitbigbang Exchange.
- ④QR Ad Marketing: Naturalism mining is available through O2O commercials.

4-3. Bitbigbang Exchange Build

Bitbigbang Exchange is an Exchange platform that supports QR Data Code Ad Marketing. An initial Bitbigbang Exchange operates for the stability of TouchCon's ecosystem and the final solution by expanding the exchange will inter-work 10 countries around the world with inter network. It aims to create a compatibility that can be exchanged for physical currency of the corresponding country at any time and place.

Bitbigbang Exchange is a project to build a distributed exchange (DEX). In stabilising of cryptocurrency ecosystem, the presence of the distributed exchanges is the most important criterion. This is because hacking into the exchange is the most dangerous thing that threatens the stability of the entire ecosystem.

The screenshot displays the BitBi9Ban9 website interface. At the top, there's a navigation bar with the logo, a language dropdown set to 'Indonesia', and links for 'Masuk' (Login) and 'Daftar Anggota' (Join Member). Below this, a horizontal menu contains 'Tentang Perusahaan' (About Company), 'Lamanku' (My Dashboard), 'Dukungan Pelanggan' (Customer Support), and 'Mitra' (Partners).

The main content area features a four-step registration process:

- 1. Daftar Anggota**: Pendaftaran mudah dengan akun email Anda. (Registration is easy with your email account.)
- 2. Verifikasi**: Dapat bertransaksi dengan aman setelah menyelesaikan verifikasi identitas, rekening dan OTP. (Can transact safely after completing identity, account, and OTP verification.)
- 3. Download HTS /MTS**: Dapat bertransaksi setelah mendownload HTS yang berkeamanan tinggi dan MTS yang mudah digunakan kapanpun dimanapun. (Can transact after downloading the high-security HTS and the easy-to-use MTS whenever and wherever.)
- 4. Bertransaksi**: Dapat bertransaksi setelah melakukan pengisian RP atau transfer mata uang digital di HTS dan MTS. (Can transact after making a RP payment or transferring digital currency on HTS and MTS.)

A prominent blue 'Mendaftar' (Sign Up) button is centered below these steps. At the bottom left, a 'PERHATIAN' (Attention) banner mentions '인도네시아 공적사항 테스트 NEW' (Indonesia Public Matter Test NEW).

Below the registration steps is a section titled 'Harga real time di bursa' (Real-time market prices). It contains a table with the following data:

No	Koin	Harga real time	Nilai perubahan	Jumlah transaksi	Total transaksi
1	BTC	94,362,850Rp	94.00Rp(0.00%)	0 BTC	0Rp
2	ETH	5,241,492.5Rp	5.00Rp(0.00%)	0 ETH	0Rp
3	BCH	8,849,725Rp	8.00Rp(0.00%)	0 BCH	0Rp
4	XRP	6,907.12Rp	6.00Rp(0.00%)	0 XRP	0Rp

On the right side of the page, there are two vertical banners: 'HTS | Guna yang n' and 'Pena | Penas bitbigbang'.

Bitbigbang Exchange is a solution built on the Home Tracking System (HTS) in the stock market to ensure stability through 4 security systems developed with its own technologies. Automatic trading system, in particular, is the optimized sales program solution that is the speciality of Bitbigbang Exchange.

Bitbigbang Exchange Solution is the HTS solution that shows a complete security system by creating with 100 % of its own technology and has 4 key features.



④ The realisation of AES 256Bit, a password decoding technology: This is the most powerful international standard encryption technology and is operated in 256 bits.

⑤ TCHC (Time Check Hash Code), Verification security technology: When sending a particular value to a server, it sends a right hash value that matches each time to analyse whether it is a normal packet. Also, it is a technology that applies to clients and servers simultaneously.

⑥ DSPT (Dynamic Session Parameter Trans), Transmission security technology: When sending a particular value to a server, the important data is to use the session data from the server rather than Get/Post method of Web. This technology is not exposed to hacker's sniping at all.

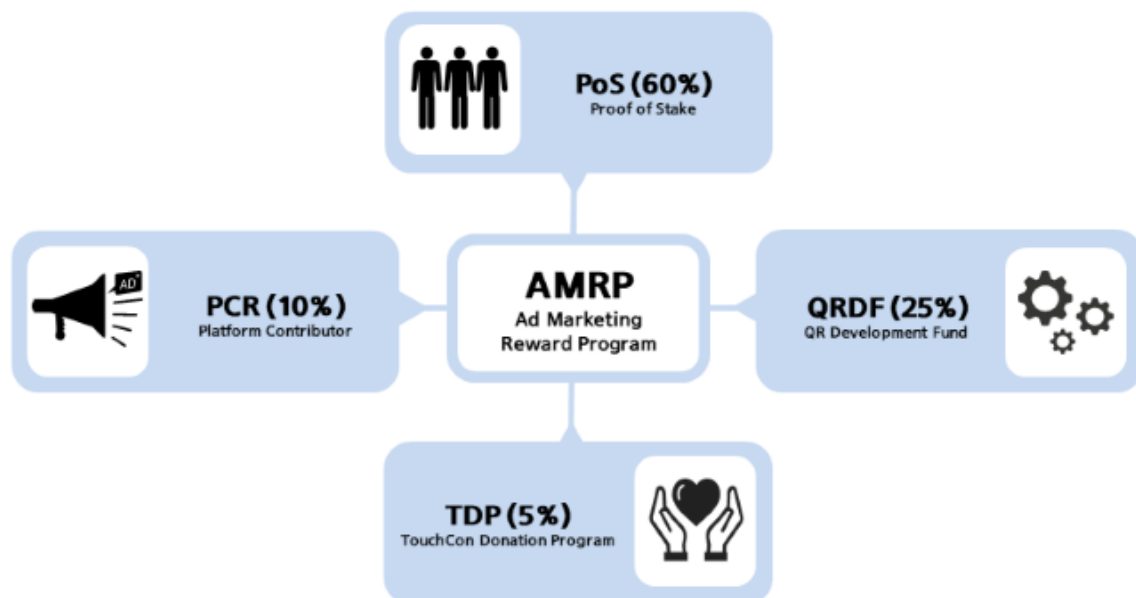
⑦ Storage Technology for the dispersed data: This is a storage technology for the dispersed data through a blockchain that enables strong security and to prevent hacking.

5. AMRP(Ad Marketing Reward Program)

5-1. AMRP Concept

TouchCon QR Data Code will be used for Ad marketing for 10 years from 2018 to 2027. Each year, 60 million of TOC will be printed or dropped as a form of inputting in order to advertise and promote various products.

At this point, an advertisement company will pay a foundation for advertising costs which is equivalent to the quantity of the QR Data Code. And that resources will be used in AMRP program. Furthermore, the owner of TouchCon must register at 'touchconamrp.com' in order to receive program benefits for fair compensation. The TouchCon Foundation will carry out very fair compensation once a year depending on the period of possession and quantity.



5-2. Ad Marketing Airdrop Supply

※ Annual Ad marketing quantity = Total Ad Marketing Supply(TAS) * 10 years

※ TAS in 2018 = 588 million TOC * 10 year = 58,8 million TOC

※ **Final determined annual flight volume**

-2018~2026 = 60 million

-2027 = 48 million

5-3. AMRP distribution method

The primary resource to be used in AMRP program is the revenue from the QR Data Code sales. The secondary resource will be added from the part of the income of Bitbigbang Exchange fees, which will be operated overseas. The tertiary resource is the income from the commercials that will be generated if the QR Data Code commercials video are used for marketing purpose. Specific methods and timing of implementation of the AMRP resources are determined through the Foundation Community Voting later on.

①PoS(Proof of Stake) Type Reward

It is a compensation program that is a type of proof of stake, paying out to TouchCon owners for their contribution to the formation and stabilisation of the ecosystem. A 60% of all AMRP resources will be assigned and fairly distributed.

※PoS Payment rate(%) = Circulating Supply * QR Data Code sales volume

※Payment rate for 2018 = 109,200,000 TOC * 36,000,000 TOC(60%) = 33 %

②PCR(Platform Contributor Reward)

It is a credit program to be paid out when the owner of TouchCon selects and arranges the advertisement agency. A 10 % of all AMRP resources will be assigned and fairly distributed.

※PCR Payment rate(%) = Total order amount * 5~10%(Compensationrate)

※Compensationrate base

-Under a million dollars(5%), 1 million(7%), 10 million(9%), 100 million(10%)

③QRDF(QR code Development Fund)

It is used for the costs that will be used for the AMP every year, the issuing costs of the QR Data Code, and the cost of developing the 3D Image QR Data Code. A 25 % of all AMRP resources will be assigned and used.

※QRDF Payment rate(%) = Total ad revenue * Allocation ratio(25%)

④TDP(TouchCon Donation Program)

A 5% of all resources will be used for international community service and dedication. The TDP, which will be assigned at the end of 2019, will be distributed fairly to the U.N. and relief foundation in each country according to the rules of the foundation. The size, method and timing of implementation are determined by Community Voting.

※ TDP Rate(%) = Total ad revenue * Allocation ratio(5%)



6. Ad marketing market analysis

6-1. Introduction

Based on the QR data code, TouchCon Ad marketing is about to carry out in 5 countries around March 2019 and targets are Japan, China, Indonesia, Vietnam and Korea. The countries are mostly Asian countries, and apart from China, the regulation on cryptocurrency is also highly favourable. These countries will be the very well-timed targets for the early TouchCon's global strength.



Although China is a country that is hostile to cryptocurrency, the power of the country's population with 1.4 billion can't be ignored. It was judged that TouchCon could be enough to match in the distribution market since the QR Data Code is applied to commercials. China is a very familiar with the QR Code where the payment using the QR Code takes 80 % of the whole market.

The number of countries that will participate in TouchCon every year is expected to increase, with the maximum number of countries expected to participate in about 50 countries over the next decade. After 10 years, when TouchCon commercials runs out, it will be discussed in the community to replenish or increase the new resources. All of these will be determined by Voting. This is a very important factor to maintain the TouchCon ecosystem.

6-2. Analyze the cost of advertising by country

A survey of the volume of the commercials market in each country, where the QR Data Code commercials will be launched, shows that it continues to grow at least a single-figure number or more every year although it may vary depending on the ups and downs of the world economy. In particular, the volume of the mobile commercials market is growing noticeably around the world.

If you survey on the volume of commercials market in Korea, which is one of the top countries in the IT infrastructure and the OECD rank, you will be able to estimate the size of TouchCon commercials market in the future. Below is the result of ‘the analysis of the commercials costs per media between 2016 and 2017’ by ‘Cheil Worldwide Inc.’, a Korean advertisement company.

※ Ranking as advertising cost by detailed media('16~'17)

(Unit : \$ million)

No	2017			2016		
	Media	Ad costs	Share	Media	Ad costs	Share
1	Mobile	2,057	19.9%	Cables	1,622	16.0%
2	Cables	1,706	16.5%	Mobile	1,621	16.0%
3	PC	1,508	14.6%	Terrestrial	1,607	15.8%
4	Terrestrial	1,413	13.7%	PC	1,520	15.0%
5	Newspaper	1,305	12.6%	Newspaper	1,366	13.5%

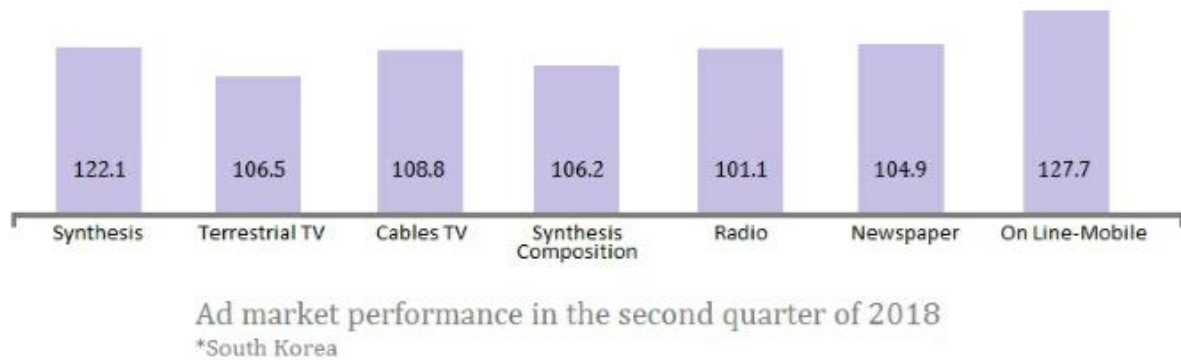
The total amount of commercials costs in Korea in 2017 was \$10,334 million, increasing by 1.8% compared to 2016. Among them, mobile commercials showed an increase to near 27%, exceeding the \$2,057 million. Currently, the market share gap of between the first and the fifth media of commercials costs has increased compared to 2016 as the ranking on superiority and inferiority is gradually solidified in competition among the mediums. In particular, the mobile market is showing overwhelming growth.

The offline market is most likely in the initial market where the first TouchCon commercials will be launched. This is because offline has the advantage of being fast to expose users and secure customers instantly.

If the Korean advertising market is expected to grow by 4% in 2018 compared to 2017 and TouchCon's market price is estimated at \$1 at the beginning of 2019, the initial TouchCon market size is only 0.5% of that of the entire market. This figure means that if TouchCon enters the commercials market using the differentiated tactic, it can achieve the goal with very little effort.

※2019 Ad Market Volume = 60 million TOC * \$1.00(TOC market price) = \$60 million

For your information, Korea's second quarter commercials market is very active and bright. The chart below shows the current high marketability of the second quarter from the first quarter of 2018, meaning Korea's commercials market is very active.



Beginning in 2018, TouchCon, which will be used in the QR Data Code commercials, will be differently applied to the market size depending on the TouchCon's market price as a 60 million TOC every year. If these figures are estimated in dollars, it would be as follows. When the TouchCon's market price reaches \$10, the volume of TouchCon commercials marketing is approaching up to \$600 million.

※ Volume of advertising costs according to the market price

TouchCon Exchange Price	QR Data Code Ad Marketing Supply	Ad Marketing Volume	Reclamation rate
\$0.50	60 million	\$30,000,000	50%
\$0.80	60 million	\$48,000,000	50%
\$1.00	60 million	\$60,000,000	70%
\$3.00	60 million	\$180,000,000	90%
\$5.00	60 million	\$300,000,000	90%
\$10.00	60 million	\$600,000,000	90%

6-3. Airdrop Supply in each country

In 2019, the QR Data Code will be airdropped to each advertisement company in Japan and 5 other countries in sequence. All of these processes will be released as an open source.



The area and industry that could obtain the best commercials effect of QR Data Code are the top 3 to 7 companies in the industry to gain best sales growth effects. The top 10 industries and items chosen by the foundation will be selected according to the characteristics of each country. The following is a final draft Airdrop Supply based on the basic strength of 5 countries.

	Population	National income	Drop Target	Drop Supply
Japan	127,000,000	\$39,000	Product/service	30%
China	1,379,000,000	\$8,120	Product	10%
Indonesia	260,000,000	\$3,570	Product	20%
Vietnam	93,700,000	\$2,180	Product	10%
South Korea	51,250,000	\$28,000	Product/service	30%

6-4. Commercial area to gain the optimal effect

QR data codes, in particular, will improve sales and commercial effects beyond expectation if used in such fields as general shopping malls, professional shopping malls, cosmetics, franchise stores, coffee shops, beer shops, industrial products, and fast food. Companies, placed in the 3rd to 7th ranks rather than the 1st and 2nd, will be the main targets in each industry and offline stores will be able to aim at the effects of commercials and promotion in two directions.

www.touchcon.io

Every day, Something amazing happens!

The TouchCon Applications are basic!

QR Code Scan > 1 TOC ~ 10,000 TOC Presentation

* When you scan the TouchCon QR Data code, something amazing happens! 02-865-3456 www.facebook.com/touchcoin

Every day, Something amazing happens!

The TouchCon Applications are basic!

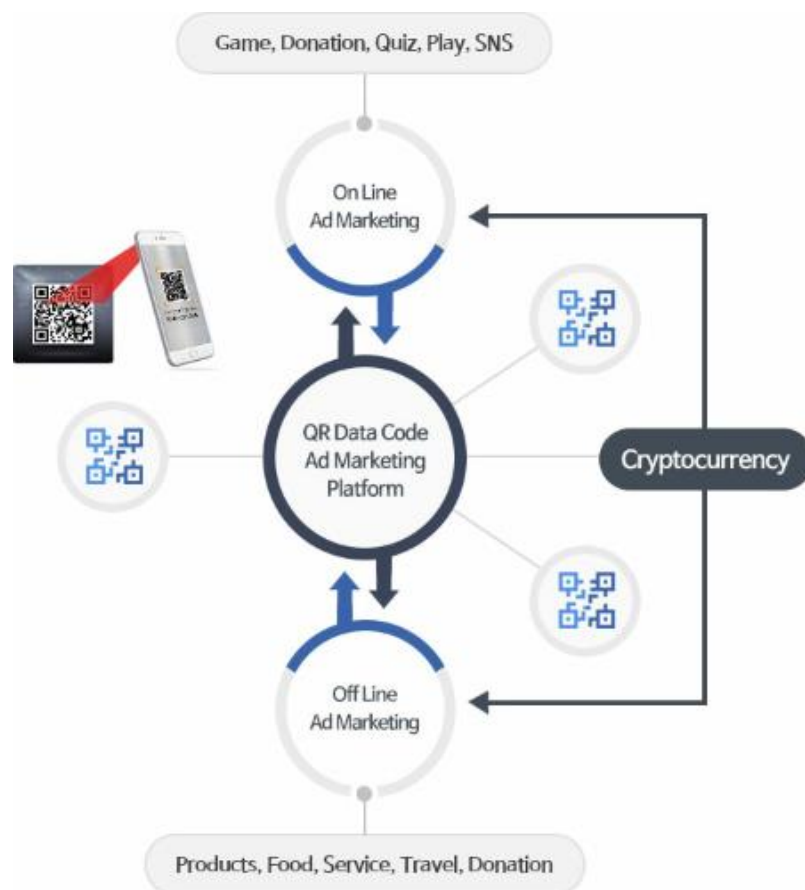
TouchCon

* When you scan the TouchCon QR Data code, something amazing happens!

- ① If the order sales amount exceeds \$50 per table: 1 TouchCon gift voucher is given and etc.
- ② If the payment is made depending on the number of visits to the store: 1 gift voucher is given for 10 times of visit.

In addition, there are a wide variety of markets available to apply in both online and offline category

- ① Online: Shopping malls, SNS, games, plays, and etc.
- ② Offline: Products, franchises, restaurants, gifts, return present market, and etc.



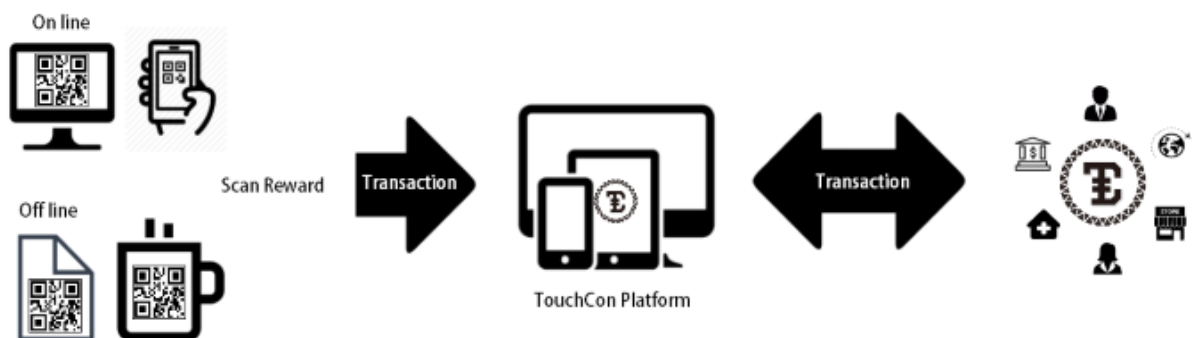
Below are a variety of examples where the QR Data Code can be used in the commercials marketing.

- It can be printed on cups for commercials marketing in a coffee shop.
- Living goods should be used by attaching or printing a sticker on the container or product label.
- The sealed product should be equipped with the QR Code made as a sticker.
- Insurance and distribution companies should use a gift voucher to customers for a free gift.
- The brand name of an instant beverage can be used by printing on the brand label.

7. QR Data Code Technology Architecture

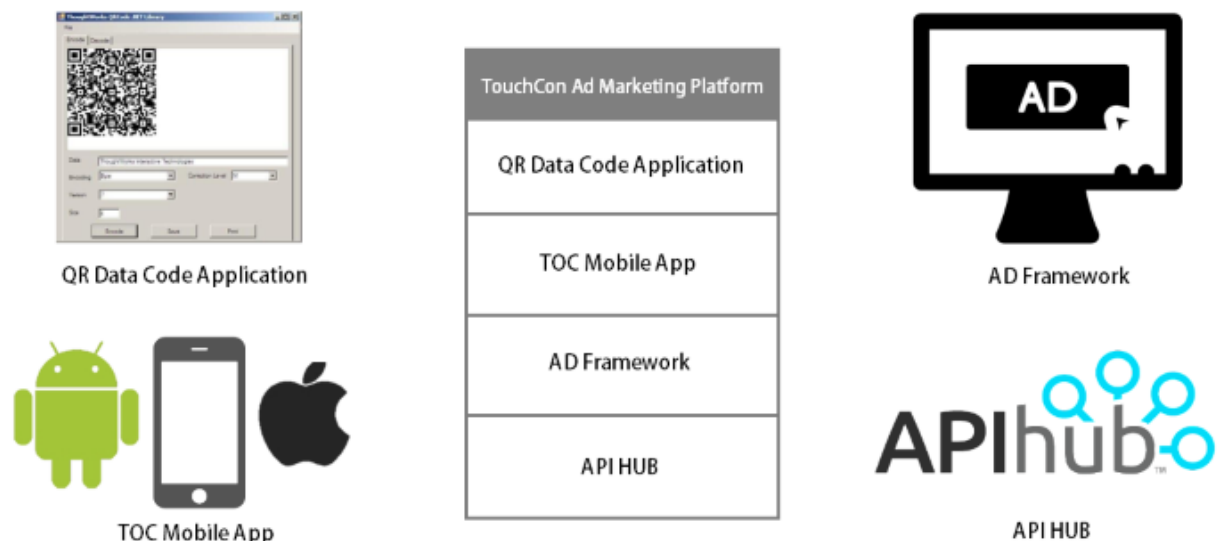
7-1. Concept

TouchCon Ads Marketing Platform obtains and accumulates TouchCon by scanning QR Data Code that the value of TouchCon in on/offline is accumulated at random. It means a platform that will support financial transactions such as payments, remittance and trading using a blockchain technology.



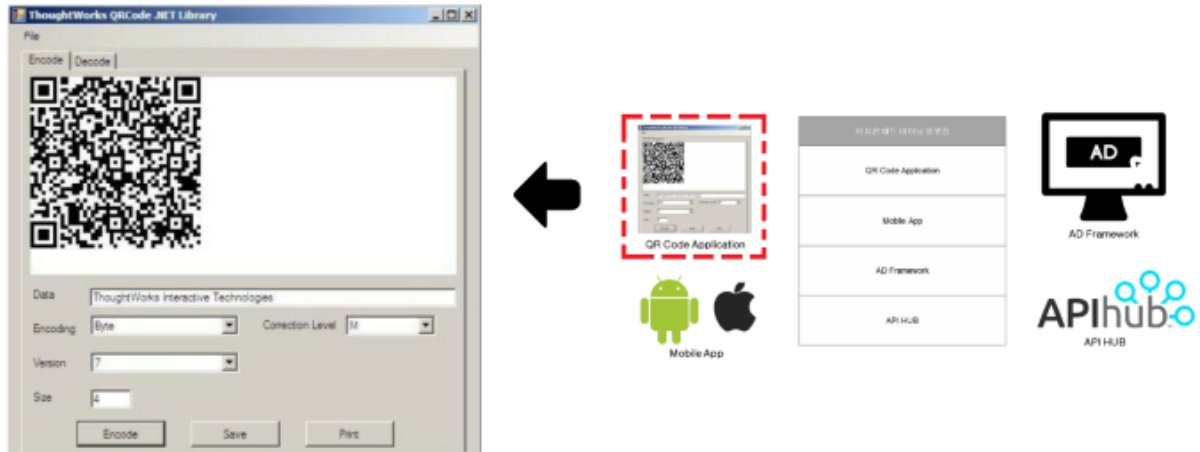
7-2. Software Architecture

TouchCon Ads Marketing Platform consists of QR Data Code Application to create, maintain, and issue the AR Data Code, Mobile App to obtain TouchCon, and AD Framework able to expose commercials to users, and API HUB to communicate with TouchCon Main Wallet.



7-2-1. QR Data Code Application

It is an application to print out TOC issued by the TouchCon Foundation as the QR Data Code. It will print out from a minimum of 1 TOC to a maximum of 10,000 TOC at random for the quantity of TOC to be published in advance.



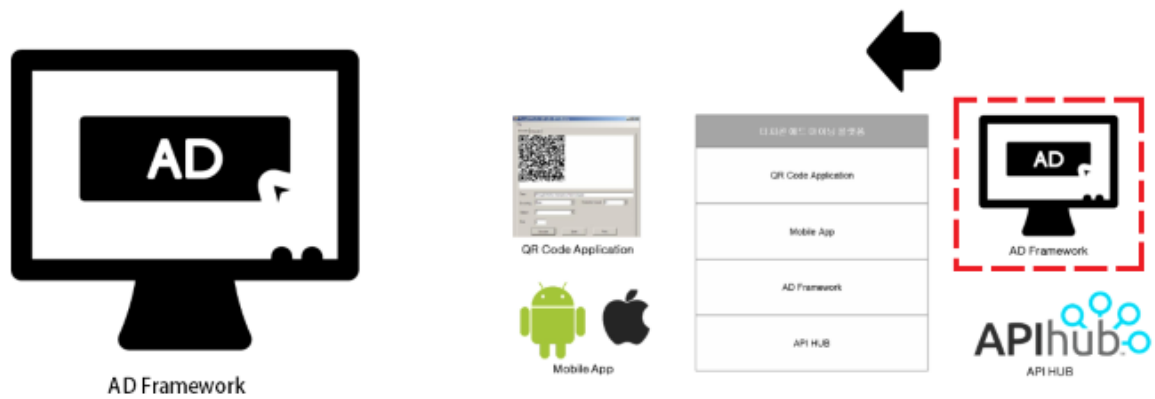
7-2-2. Mobile Application

It provides the function to obtain (Mining) TouchCon by scanning the QR Data Code and manage the user's Main Wallet. Users can also scan the QR Data Code to obtain (Mining) TouchCon, and then they will use the advertiser's commercials first.



7-2-3. AD Framework

When the users scan the QR Data Code, they communicate with Mobile Application as the storing place for commercials to expose the advertiser's commercials. AD Framework's main function is to manage the commercials videos and images.



7-2-4. API HUB

It will act as a gateway to manage and monitor all incoming and outgoing data, such as AD Framework, Mobile Application, and TouchCon Wallet.

7-3. Deployment Method

7-3-1. QR Data Code Framework

① By randomly assigning 1 TOC to 10,000 TOC to the QR Data Code as much as TouchCon to be issued, QR Data Code Framework gives a function to print them out. It increases readability by printing the image together with the QR Data Code that identifies TouchCon.



② The QR Data Code shall be issued in 2 formats: one for scanning the printed thing on the product packing paper at the offline store and the other for distributing sealed products put into the inner packing paper.



7-3-2. Mobile App

① Mobile App that can obtain (mining) TouchCon has the function to scan the QR Data Code and has an AD Viewer function to enable the user to consume the commercials. Obtaining (mining) TouchCon is taking place in a process that the user consumes the commercials first by scanning the QR Data Code and then TouchCon is obtained (mined) and accumulated in the user's wallet.

② If the QR Data Code is scanned but not normally obtained (mined), it may be necessary to transmit to TOC wallet of the corresponding user who uses a token through the help desk intervention.



7-3-3. Preventing non-buyers from mining QR on products

To prevent the users who haven't purchase the products from mining, insert the inside of product packing paper and seal the product. Then, open the product package and scan, and then induce them to mine.

7-4. Ad Marketing Platform Deployment Scope

❶ QR Data Code Framework

To issue and manage the QR Data Code, print out after inserting TouchCon image to the QR Data Code

❷ Mobile Application

Sign up – QR Data Code Scan (extracting TOC) - AD Viewer (commercialsexposure)-
Check the user's wallet information-CheckArea - Android, iOS Version

❸ AD Framework

Management of commercials videos and image, management of the time and frequency of commercials exposure.

8. Token Distribution

Token Distribution

The TouchCon TGE Target : 30,000 ETH

Exchange Rate : 1 ETH : 2,600 TOC(600 TOC, 30% Bonus Included)

Token Price : 0.0004 ETH



Coin Name: TouchCon

Symbol: TOC

Wait a minute! Let's think about it!

- Recently, Ethereum's market capitalization has surpassed the \$60 billion mark and reached \$100 million in early 2018.
- TouchCon AMRP is expected to receive \$100 million in orders from global advertisers over the Next decade, making TouchCon Reward more than 7 percent annually.

The total issuance amount will be 840 million TOC

❶ **13%** of TOC will be distributed to the TOC presale & TGE participants.

❷ **7%** of TOC will be kept for capital reserve.

-5% of pre-mined TOC will be kept for capital reserve. 5% Capital Reserves

-2% of pre-mined TOC will be kept by TOC foundation & Touchblock Technology
For capital reserve. 1% TOC foundation & 1% Touchblock Technology

③ **70%** of TOC will be Airdrop for Ad marketing using QR Data code

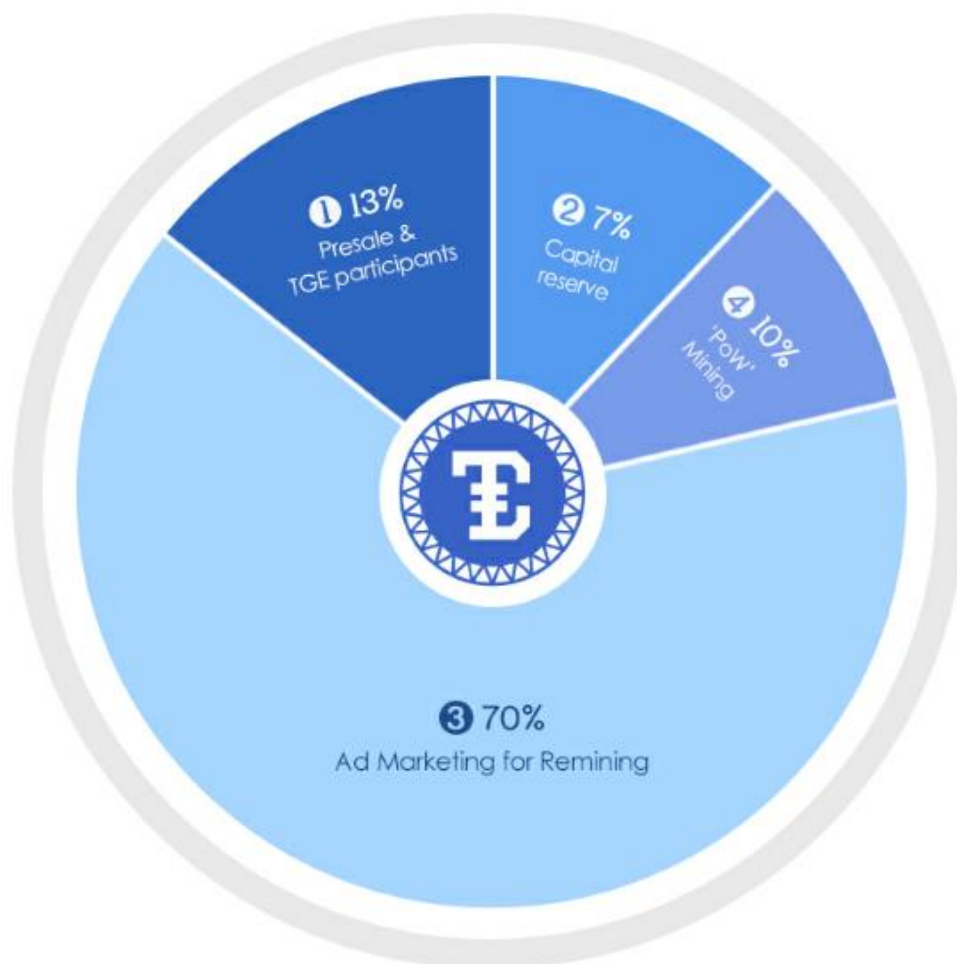
-It will be kept in the multi-Sig escrow.

-It will Airdrop 60 million TOC a year for advertising marketing purposes. It lasts 10 years.

④ The remining **10%** of TOC can be earned through equitable 'PoW' mining.

-The first block reward will be 3,000 TOC.

-Anyone can mining TouchCon for 30 years.



Use of Proceeds

13% The Ethereum raised through presale & TGE will be used as below

①6% of pre-mined TOC will be used to implement TOC technology.

*3% TouchBlock Technology & 1.5% Mission Blockchain & 1.5% Global TouchCon

②3 % of pre-mined TOC will be used for global marketing, managing social media channels, advisors, and bounty programs. *3% Global Marketing

③4% of pre-mined TOC will be used to create infrastructure, eco-system organisation. liquidity management and activation. *3% Strategic Partners & 1% Business Development



70% Airdrop for Ad marketing using QR Data Code

①It will be kept in the multi-Sig escrow.

②It will air drop 60 million TOC a year for advertising marketing purposes. It lasts 10 years.

Token Sale Details

Start : 30 Apr, 2018 0900 UTC

End : 31 May, 2018 0900 UTC

Total quantity of TOC based on ETH/TOC exchange rate.

ETH value to be fixed at start of sale

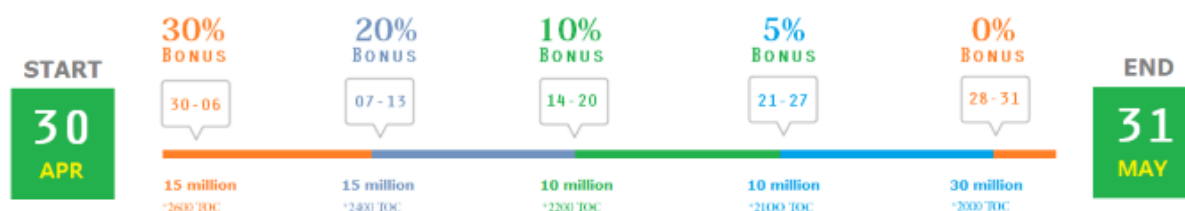
Minimum Contribution : 0.1 ETH / Max : 50 ETH

Token : ERC20

Payment Method : ETH

Unsold Tokens Burn

TouchCon eco-system Project TGE Structure



	Period	Bonus	Included	Quota
1week Presale	04.30~05.06	30%(600 TOC)	2600 TOC	15,000,000 TOC
2week Presale	05.07~05.13	20%(400 TOC)	2400 TOC	15,000,000 TOC
3week Presale	05.14~05.20	10%(200 TOC)	2200 TOC	10,000,000 TOC
4week Presale	05.21~05.27	5%(100 TOC)	2100 TOC	10,000,000 TOC
TGE	05.29~05.31	0%(0 TOC)	2000 TOC	20,000,000 TOC

9. RoadMap



10. TouchCon Development Teams & Advisors



Ph.D. Choi Chang-Myeung of South Korea **CEO & Ad Developer**

Choi Chang-Myeung holds a doctor's degree in Business Administration from Kyunghee University, and now actively engaged in various activities in companies and universities as an Advertising Marketing Consultant and International Certified Management Consultant (ICMC). Recently, as the mobile advertising market expanded, he is applying advertising marketing techniques to block chain technology. He is now receiving attention from industry by applying the advertising marketing method using the QR code optimized for mobile advertising to the TBT block chain companies.



Dr. Razaq M. Chaudhry of U.S.A **Development Engineer**

Razaq received a doctor's degree in Electrochemical Engineering from Southampton University in England. In 2000, he served as a CEO and a senior researcher at cMAX-2000 Inc and Analytical Industries Inc, Pomona, and Analytical Industries. He received attention from industry by participating in the technology part of TouchCon and writing 17 related technologies in the international scientific journal.



Jardy Niel SP. Cuezad of Philippines **Blockchain Developer**

Cuezad is a programmer majored in Science in Information Technology in Central Luzon State University, and also a professor in Luzon University. He is an expert on System Administration, Network Security and Firewalls, HTML, CSS, and PHP MySQL database language. He worked for Cisco Networking and is involved in developing QR Data Code.



Dr. Muhammad Arslan Shehzad of U.S.A **Blockchain Developer**

In 2012, he was involved in software development in COMsats Information Technology Research Institute and Intel in United State of American. He is receiving attention from industry as an expert on synthesis technique of vsO Nanostructure applying VLS technique. He received a doctor's degree in Electric Engineering from Sejong University in Korea.



Ph.D. Song Mu-Ho of South Korea **Co-Founder & CMO**

He is a Ph.D. in Business Administration, a management consultant, a franchise professional consultant, and a professional advertising marketer. He has wide knowledge about franchise distribution system and has participated in numerous company improvements marketing including Hightech Vission. He attracted attention as an expert in advertising marketing in corporations and universities, and he will participate in advertising marketing of TouchCon using QR Data Code.



Bi Jian Lian of China **Development Engineer**

He is a machine learning expert with computer applications majored in Computer Applications in Jilin University. He holds technology on computer animation, Minicomputer operating system and application, Computer foundation and FOETRAN77 program design. He has completed teaching assistantship course at Beijing Jiaotong University and has been a professor at Jiangsu University after teaching at Mau information service research in Japan. He will participate in building Touchcon Ad Marketing Platform.



Yuxin of China **Co-Founder & CTO**

Yuxin is an expert in robot control technology, cloud computing and image control and he is active in the Association for Computing Machinery and the IT field of the Governmental Commission. He will study QR Data Code information input and image information extraction technology as well as mobile optimized scan technology in TouchCon. He is a professor of computer science at Jangsu University in China, and an image control expert.



Choi So-Hyang of China **Community Management**

She is a communication expert majored in English at Science and Technology College of the Beijing Normal University in China. In 2002, she worked at Samsung Mpeon, becoming a distribution marketing expert with both theory and practice. She is a career woman who is fluent in three languages including English, French and Chinese. She has deep knowledge and insight in international trade and marketing.



Lee Jun-Beom of Indonesia **Co-Founder & CFO**

He is an economic forecast and securities investment columnist. He has worked as an investment advisory expert at numerous securities firms including NH Investment & Securities and has been a senior manager of investment management at Dynamic Korea. In mid-2016, he anticipated the future of block chain and established the KCC Lab. He has been active in cryptocurrency ecosystems in Korea and Southeast Asia.



James Li of Indonesia **Development Engineer**

He is a computer programmer completed George Washington University PM and majoring in Business Administration in Sungkyunkwan University. He is an expert in SCJP, SOLARIS, CCNA, and ECL field, and received attention by participating in the comprehensive online program development at the IT Planning Department of the Korean Financial Industry. As an IT technology and program development expert, he has implemented various IT programs for the development of IT in Indonesia.



Ma Ji-Hyun of South Korea **Development Webdesign**

Ma Ji-hyun participated in the development of internet related software projects and she has specialized knowledge and skills in UX, UI and App & Web Design. She majored in Internet Information in university, and will express various images using QR Data Code in three dimensions in TouchCon Project.



Galih Pratama of Indonesia **Development Engineer**

Galih majored in Management in Stmik Bani Saleh University and a computer expert with specialized skills in computer hardware. He is attempting to fuse hardware and software to develop an efficient computer mining program. He will develop a mining program using the QR Data Code in the TouchCon Project.



Cho Kwang-Nam of South Korea **Management manager**

He has accumulated various experience and know-how in administration and management support work for SMS Company and many other advertisement marketing companies. He is a MOS Master and has rich internet operating experience in the online market. He also has accumulated systematic management support and distribution management skills. He majored in Management Informatics in university and is an expert in corporate management support and administration field.



C2XX Company of South Korea **Blockchain Development Company**

CXX Company is an IT specializing company in Korea which has strengths in Blockchain-specific technologies, Mobile, IoT, System Integration SI, and Commerce, including the Web. Especially for IoT field, it operates its own “Blockchain Institute” in order to study the commercialization of blockchains. Through this, various research and development are being carried out for practical use of the blockchain technology. In TouchCon Project, it is developing various technologies including blockchain core development, QR data code input and data conversion technology.

TouchCon Advisors



M. Sooba Khan of Pakistan **Strategic Advisor**

M. Sooba Khan is a diplomat with a diverse and multidisciplinary experience in the Pakistan diplomatic office in the foreign country. Also, as a chairman of the Standing Committee on New Energy Investment, he is making various efforts for innovation and commercialization of the future energy. He pointed out that in the field of the 4th Industrial Revolution IoT, the space-time management of each device will require energy with special storage space, and the decentralization technology of the blockchain will eventually become the source technology of all industries.



Lee Sung-Sik of South Korea **Blockchain Advisor**

Lee Sung-Sik is a Technology Transfer Agent in Korea and he is an IT professional bureaucrat who has served for thirty years for the advancement of IT technology. He has been working in the core IT field in Korea Information Society Development Institute and Korea Institute for Advancement of Technology. As a director of Korea Association of BI Technology Commercialization and Korea Technology Transfer Agents Association, he is providing technical analysis of the initial StartUp companies and conducting various policy consultations for the development of IT field.



HANS of Indonesia **Policy Advisor**

In 2002, as the CEO of U-Save Marketing, a distribution company, he has attracted attention by developing various marketing models while performing advertising marketing work. In 2015, as we enter the digital age, he anticipated the future mobile advertising age. He is a practical marketing expert who created various distribution systems and applied them to the field. As the global corporation head of SINOPEX Global, he is leading the various future environment businesses.



Lee Jong-Gun of South Korea **Legal Advisor**

Lee Jong-Gun is a lawyer and receiving attention from industry with exceptional insights and knowledge supporting the future fourth industrial revolution. He is studying various legal limitations and regulations on the changing value of devices and the rights obligation to be applied in the AI and IoT era. He graduated from Chung-Ang University College of Law and currently a lawyer after working for Daeyang law firm.



Lee In-Sang of Indonesia **Blockchain Advisor**

Lee In-Sang is an autonomous driving and automotive engineering expert, majoring in Mechanical Engineering at both undergraduate and graduate school of Dankook University in Korea. He has been studying automotive engineering at university for 30 years. He has received lots of attention from academia in numerous papers related to automotive engineering research and has been working as a judge for scientific and technical government agencies including the Ministry of Defense. He is currently continuing various activities to spread the 4th industrial revolution in Indonesian academia.



David Kang of Canada **Business Development Advisor**

David majored in Electronic Engineering and he is a distribution expert who has been engaged in import and export trade in Ontario, Canada and has been engaged in various advertising marketing projects. He received lots of attention from local media as he made great success in his early VHS tape leasing franchise business. He is now leading distribution and marketing for Homelife Best choice realty in Canada.



Robert Kim of South Korea **International Trade Advisor**

Robert is a management specialist having 20 years of experience and know-how in overseas business. He graduated from Sogang University majoring in Business Administration and has accumulated experience in the trade team of Daewoo. In 2002, he established Taesan Corporation handling various products from all over the world, and its self-produced advertising products are exported to 10 countries around the world including Daiso. As a foreign trade expert, he continues his wide range of business activities.



KT. Jung of Japan **Marketing Advisor**

Jung is a management specialist who established pharmacy chains “Japan Drug” and Weekly Mansion “Piccolohakata” in Japan O2O (On line to Off line). She has been attracting attention by establishing diverse business environments focused on distribution and trading, centering on Fukuoka, Japan. A condominium she planned, “Piccolohakata,” has been successful through its unique operating method, and “Japan Drug”, which links the O2O market, is a model for the Japanese pharmacy industry through differential promotion and marketing.



Silvia of Indonesia **Community Advisor**

Silvia is a communication expert who works as a business communicator for various companies, including Jakoin Company, a distribution company. She has been involved in business consulting to support foreign companies' localization strategy in Indonesia. She will participate in global marketing of QR Data Code including global events of TouchCon project in the future.

11. Useful Reference Documents

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12. About advertising partner selection

TouchCon Foundation are currently casting 2019 advertising agent partner that will participate in advertisement marketing. Until now, about 20 companies from 5 countries advertising agents have shown their will to participate. To the end of 2018, about 50 companies will participate for advertising agent partner, and exclusive rights are expected to be granted for a certain period of time according to the business type and item. In the future, the TouchCon advertisement agent partner will be operated by constructing separate federation.

Ad Marketing Partnerships



13. TouchCon Eco-system Project Process

