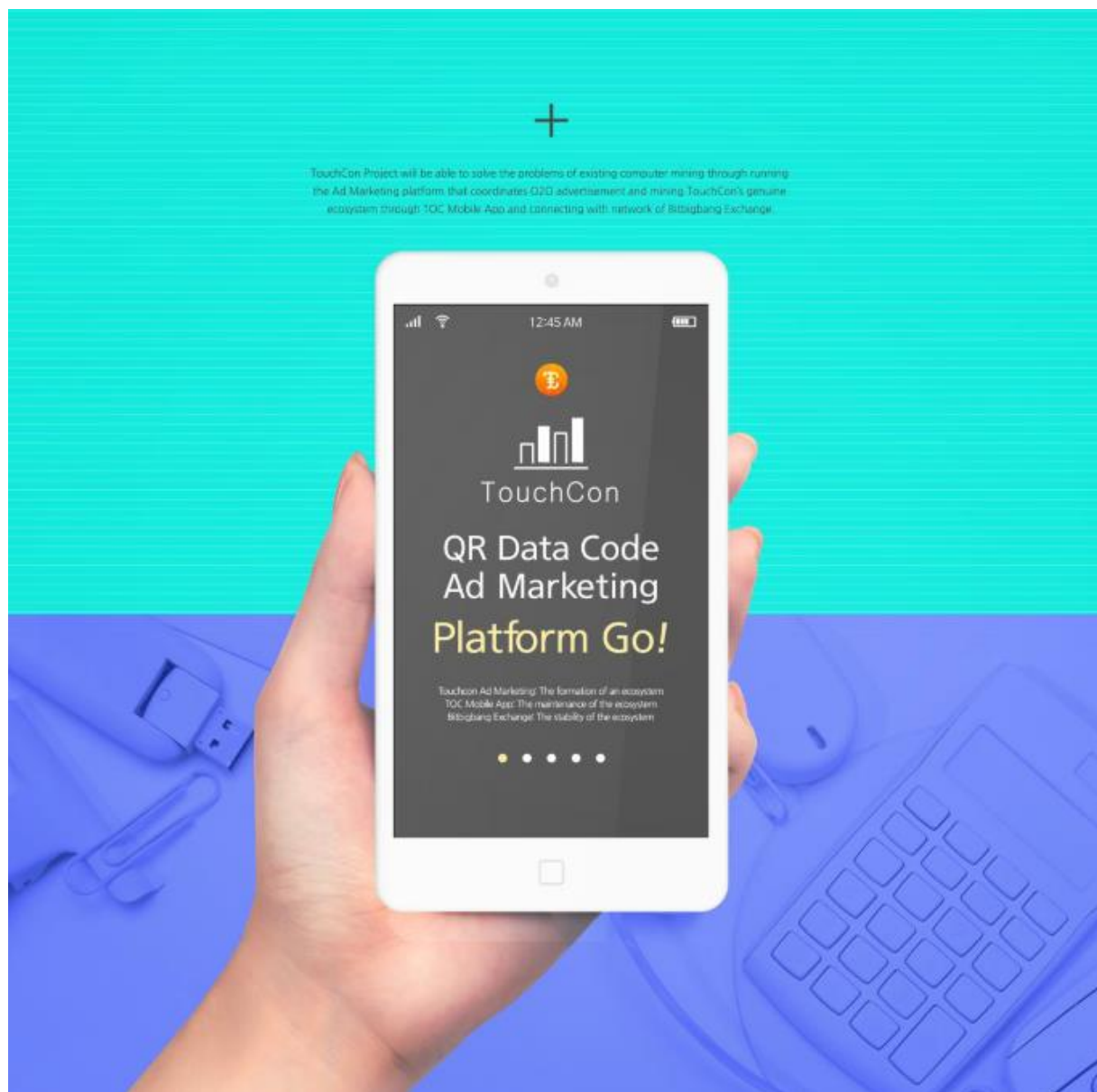


TouchCon : TouchCon Eco-system Project

Whitepaper (China)

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

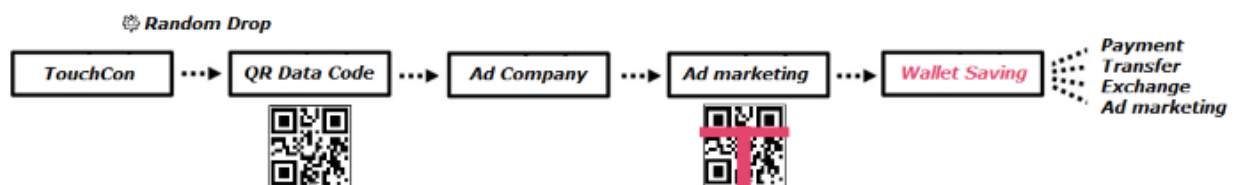
加密货币是给参加电脑开采的采掘者支付的补偿，开采是 24 个小时使用电气，因此会浪费巨大的能量，而且导致全球变暖问题。我们要提出解决问题的方案，就是电动式电脑开采改变为无电动式广告营销方式。

这种方式是能以 Pre-mined 获得 TouchCon，TouchCon 的价值随机储存在 QR Data Code，已储存的 QR Data Code 给广告客户销售，而使用在 O2O 广告上。使用者通过这种方式，容易接触到贴在产品或服务上的 QR Data Code，而通过 Scan 能获得 TouchCon，其结果对 TouchCon 的关注和回应程度正在提升。

广告主购买储存 TouchCon 价值的 QRDataCode，在网上使用在游戏或 SNS，网络商店等上，不在网上印刷在产品和商店上或活用赠送形态，而可以期待销售增大效果。给广告主销售的收益是给现有的 TouchCon 保有者以 AMRP 方式进行公平分配的。

通过扫描 QR Data Code 获得的 TouchCon 是不仅在网上及离线支付，P2P 及自由的汇款上也使用，而且通过以 HTS Solution 构成的 Bitbigbang Exchange，进行自由的买卖及交换。

Ad Marketing Platform Process



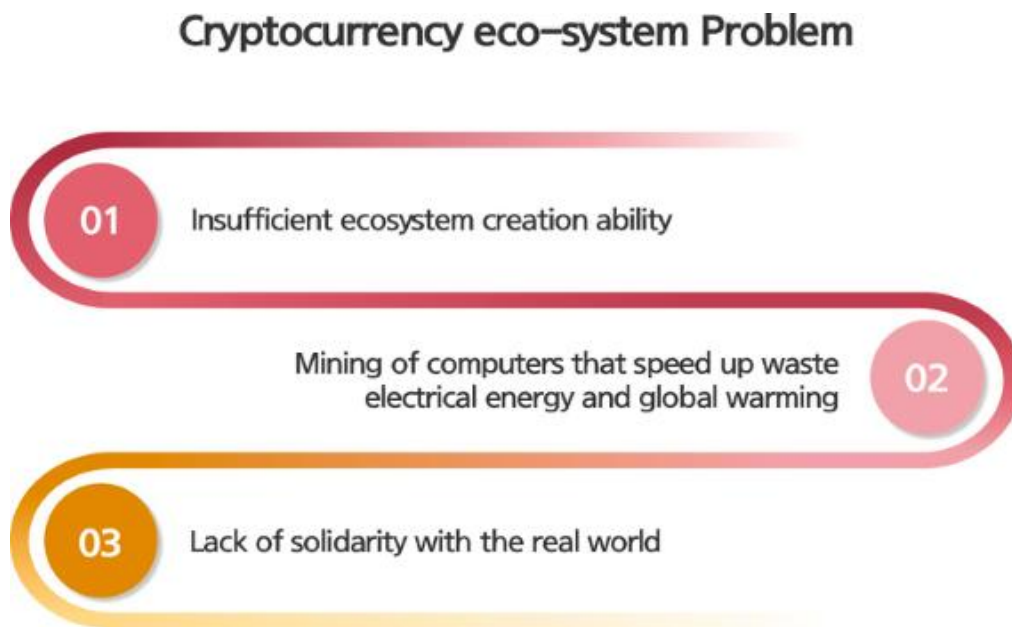
1. Introduction - A solution approach to a problem

以 2009 年 1 月 3 日形成的比特币为首的 1600 多种加密货币是，十年来虽然经历了大大小小的混乱，还是维持着生态系统。但是，2017 年 9 月起开始，对加密货币的限制正在成为生态威胁的要素。正如一切现象都有原因和结果，目前市场观察者指出，加密货币的不安因素就是 3 大类。

第一是生态体系造成能力的不足。

第二是由电脑开采发生的电能浪费和全球变暖问题。

第三是加密货币与现实世界之间的信赖感不足。



为维持生态系统稳定，造成生态系统是很重要的。因为要通过造成生态系统，才能前进下一阶段的维持和稳定。但是，由各国政府实施限制，更难造成生态系统，甚至有些 SCAM 也出现，事态恶化更严重了

另外，开始提出了电脑采掘的问题，除了 EU(欧盟)以外，还在 G20 会议上，这被认为是另一个限制的原因。尤其是因为加强加密货币与现实世界之间的纽带的环境也还没造成，大众对加密货币的不信更加严重，因此目前加密货币的生态系统面临着混乱局面。

2. Project Target

TouchCon Project 是 ecosystem project , 以追求 TouchCon 生态系统的完成为最终目的。为此, TouchCon 为了与现实世界建立紧密的关系, 正在尝试多种方法, 这就是为了生态系统的造成, 维持和稳定。

首先, 为了实现项目的目的, 建立了共三个解决方案; Ad Marketing Platform 起到造成生态系统的作用; TOC Mobile Application 支援付款及汇款, 有维持生态系统的功能。

最后, Bitbigbang Exchange Solution 为方便和安全的买卖支援而稳定生态系统。

The image is a promotional graphic for the TouchCon Platform. At the top left is the TouchCon logo, which consists of a red circular icon with a white 'T' and the word 'TouchCon' in red. Below the logo, the text 'TouchCon Platform' is written in large, bold, red letters. Underneath this, a red rectangular banner contains the text '‘QR Data Code’ Ad Marketing Platform' in white. In the center, three smartphones are displayed, each showing a different interface. The leftmost phone shows the 'TOC Mobile App' interface with a blue header and various icons. The middle phone shows the 'TouchCon Ad Marketing' interface with a blue header and a grid of icons. The rightmost phone shows the 'Bitbigbang Exchange' interface with a white header and a table of data. Below the smartphones, there are three labels: '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

TouchCon Project 的价值是把 QR Data Code 融会到广告中的 Ad Marketing Platform。多数 Coin 做毫无意义的 Airdrop，但是 TouchCon 使 QR Data Code 融会到广告中。尤其是，解决电脑开采问题的 Ad Marketing Platform 是取得大众信赖的平台。

另一个 TouchCon Project 的价值是自主研发的二维立体代码的扩张性。由 TouchCon 财团已完成专利申请的，发明物的名称是"采用 QR Code 的加密货币开采系统和方法"。开发阶段共为 2 个，第一阶段是在 QR Data Code 上开采加密货币，第二扩张阶段是收发视频，多样广告上可以活用。

TouchCon Project 是覆盖全盘生态系统的复合概念的项目，以以太坊(Ethereum)为基础上的块环链上融入 QR Data Code 而提高与现实世界的交感的，就是持有无限价值的广告项目。



4. TouchCon Eco-system Project

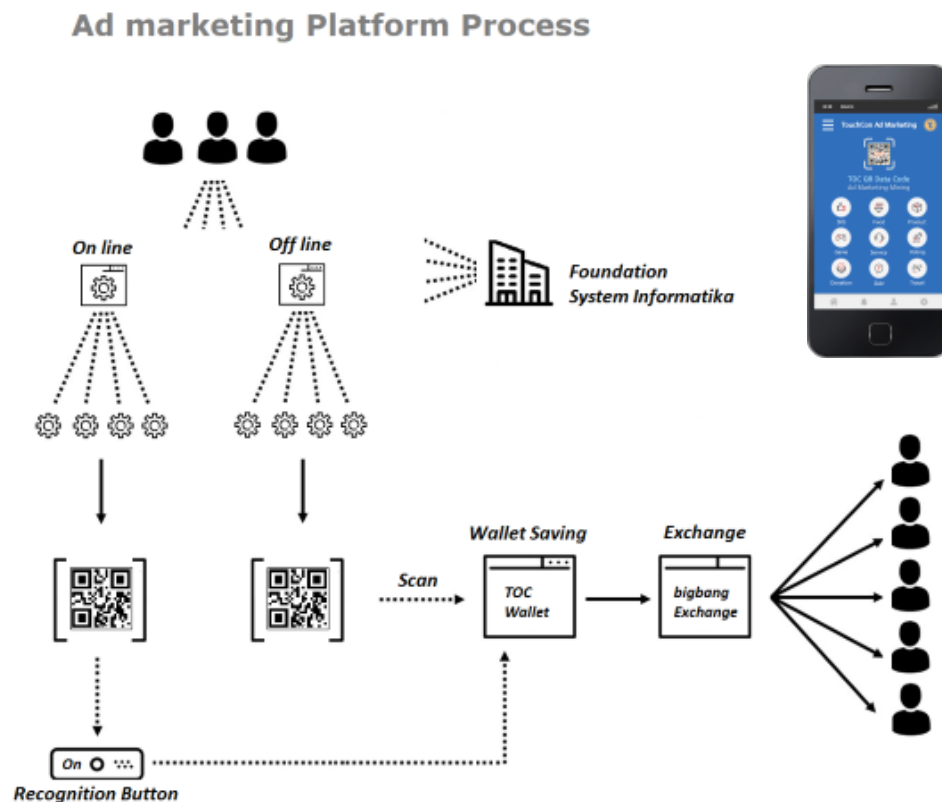
加密货币市场是在生态系统造成、维持、稳定方面上面临着内外威胁的状态，显得很不稳定。尤其是因为除了多样的 ICO SCAM 以外，还有加密货币的功能不足及交易所被黑和道德风险 (moral hazard)，各国政府逐步加强控制。

TouchCon 生态系统项目是分成三个部门；生态系统造成、维持、稳定，配合各个环境而构建方法解决方案，完成生态系统。



4-1. Ad Marketing Platform

TouchCon 的价值随机储存在 QR Data Code 里，把这使用在 O2O 广告上，使这得以获得的广告平台。加密货币和现实世界的广告连动，而建立大众的信任，进而使生态系统造成变得容易。这有克服电脑开采的极限的目的。平台分为网上和离线，可以获得 TouchCon。



4-1-1. QR Data Code

创新地发展现有的二维 QR Code 的 QR Data Code 是通过 Scan，可以获得(开采)加密货币，另一方面，通过收发视频，以广告手段使用。QR Data Code 是在二维立体代码上输入 TouchCon 价值的代码。

4-1-2. 随机 and Airdrop

TouchCon 的价值输入 QR Data Code 时，每次都不是赋予同样的价值的。最小单位的价值(1 TOC)和最高单位的价值(10,000 TOC)混合输入。这是不仅给使用者带来兴趣，还赋予如幸运的要素，参与率也将提高。

4-1-3. 建立与现实世界的信任

TouchCon 平台与在生态系统造成中占据有利的地位。因为现实世界的 O2O(On line to Off line)上出现产品或服务，可以提高好感度。想一想，和亲密的朋友一起在咖啡店扫杯子上印刷的 QR Data Code。

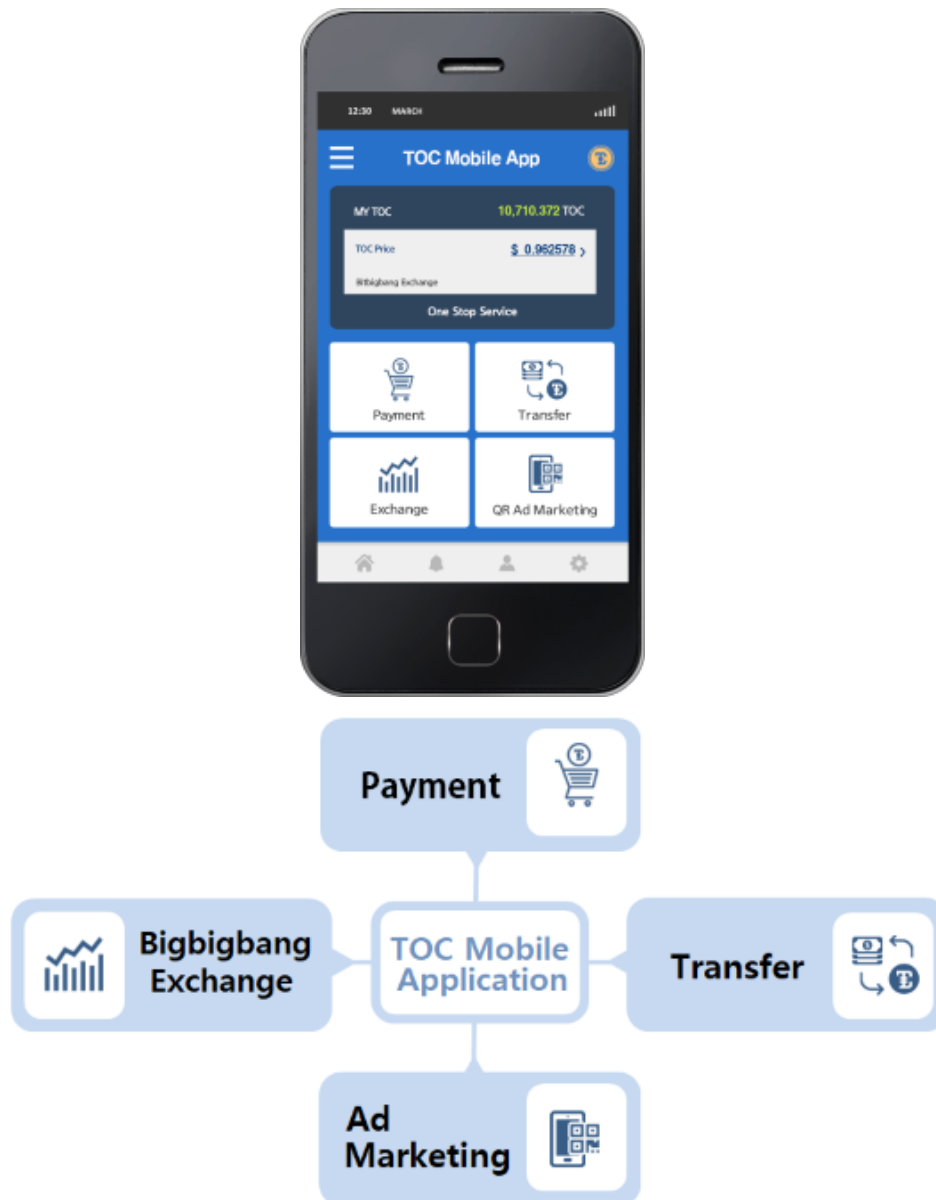


因为 A 可以获得 1 TOC，另一个朋友 B 可以获得 100 TOC。这有助于在现实世界上加密货币给使用人提供兴趣和期待心理，可以形成共识。形成共识就是建立信任。



4-2. TOC Mobile Application

Touchcon 是为了维持 ecosystem , 建立驱动 4 个功能的 TOC Mobile Application , 使用人下载 Application , 可以容易应用 One-Stop Service。这就是①Payment ②Transfer ③Exchange ④QR Ad Marketing 功能。



- ①Payment: 使用财货或服务, 可以 TouchCon 结算。
- ②Transfer: 可以自由汇款(包括 P2P)。
- ③Exchange: 在 Bitbigbang Exchange 可以自由买卖及交换。
- ④QR Ad Marketing: 通过 O2O 广告, 可以自然主义的开采。

4-3. Bitbigbang Exchange Build

Bitbigbang Exchange 是支援 QR Data Code Ad Marketing 的 Exchange platform。早期，Bitbigbang Exchange 是为了稳定 TouchCon 的生态系统应用的，扩大交易所的最终解决方案是把全球 10 个国家以互连网络连动。随时随地可以以相关国家的实物货币交换的融合性，把这作为目标。

Bitbigbang Exchange 是建立分散型交易所(DEX)的项目。在加密货币的生态系统稳定上，分散型交易所所有无就是最重要的判断基准。因为交易所黑客是威胁整体生态系统稳定的最大危险。

The screenshot displays the BitBi9Ban9 website interface. At the top, there's a navigation bar with the logo and links for 'Tentang Perusahaan', 'Lamanku', 'Dukungan Pelanggan', and 'Mitra'. The main content area features a four-step registration process: 1. Daftar Anggota (Registration), 2. Verifikasi (Verification), 3. Download HTS / MTS (Download), and 4. Bertransaksi (Transaction). Each step includes a brief description. A prominent 'Mendaftar' (Register) button is centered below these steps. At the bottom, there's a 'PERHATIAN' (Attention) section and a 'MORE' button. Below the main content, a section titled 'Harga real time di bursa' (Real-time market prices) contains a table with 4 columns: No, Koin (Coin), Harga real time, Nilai perubahan (Value change), Jumlah transaksi (Transaction amount), and Total transaksi (Total transaction).

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

Bitbigbang Exchange 是以股票市场的 HTS(Home Trading System)为基础做成的解决方案，通过以自主技术开发的 4 个系统，确保稳定性。特别是自动交易系统，具有让 Bitbigbang Exchange 自豪的，最优化的买卖解决方案。

Bitbigbang Exchange Solution 是通过 100%自主技术，完善地体现的保安系统的 HTS Solution，具有 4 个主要特点。



①体现密码译码技术 AES 256Bit：最强大的国际标准密码技术体现为 256 比特。

②检验安全技术 TCHC(Time Check Hash Code)：这是特定数传输到服务器时，按各个时间的 Hash 数传输而通过这个数在服务器分析是否正常信息包的技术，与客户同时适用的技术。

③传输保安技术 DSPT(Dynamic Session Parameter Trans)：这是特定数传输到服务器时，如重要数据，使用不是网络的 Get/Pos 方式而是服务器的 session 数据，完全没有暴露在黑客探测 I 区域的技术。

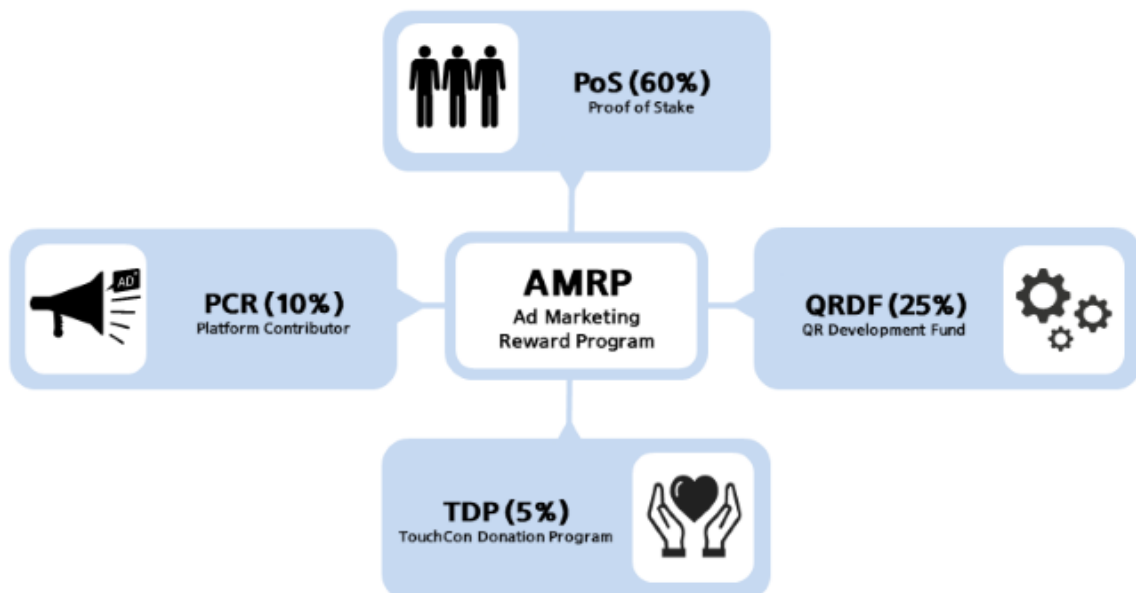
④ 分布式数据存储技术: 采用块环链的存储技术，具有强大的保安及防止黑客入侵的技术。

5. AMRP(Ad Marketing Reward Program)

5-1. AMRP Concept

TouchCon QR Data code 是自 2018 年至 2027 年，十年以来，适用在 Ad Marketing 上。为了广告或宣传，每年 60 million TOC 以印刷或插入型进行 Drop。

此时，广告企业购买 QR Data Code 而向财团交纳购买数量相关的广告费用，在'AMRP'项目上使用这款财源。还有，为了公正的补偿，要得到实惠的 TouchCon 持有人是，要登陆 touchconamrp.com TouchCon 财团按持有时间及数量，每年一次提供公正的补偿。



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 = 5,880 million TOC

※ Final determined annual flight volume

-2018~2026 = 60 million

-2027 = 48 million

5-3. AMRP distribution method

在 AMRP 项目上使用的第一次财源是通过销售 QR Data code 获得的收益，第二次财源是打算追加在海外运用的 Bitbigbang Exchange 手续费收益中一部分。第三次财源是自主开发中的 QR Data code 的广告片用于市场营销后发生的广告费收益。此后，将通过财团社区 Voting 决定 AMRP 财源有关的具体的方法及施行时期等。

①PoS(Proof of Stake) Type Reward

这是 TouchCon 持有人由于献身于生态系统造成和稳定而支付的权益证明方式的补偿项目。分拨 AMRP 总资金的 60%而公正分配。

※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)

这是 TouchCon 持有人选定或安排广告企业时支付的功劳项目。分拨 AMRP 总资金的 10%而公正分配。

※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)

使用于在 AMP 上每年使用的经费及 QR Data Code 发行费用和三维图像 QR Data Code 开发费用。分拨 AMRP 总资金的 25%而使用。

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

④TDP(TouchCon Donation Program)

将总资金的 5%用于为国际社会服务和献身的用途。2019 年末将安排的 TDP 是按联合国及各国救护财团的规则公正分配的，将通过财团社区 Voting 决定其规模或方法、施行时期等。

$$\text{※TDP Rate(\%)} = \text{Total ad revenue} * \text{Allocation ratio(5\%)}$$



6. Ad marketing market analysis

6-1. Introduction

应用 QR Data Code 的 TouchCon 广告营销是，2019 年 3 月份在日本、中国、印度尼西亚、越南，韩国等 5 个国家施行。大多由亚洲国家组成，都是经济及人口大国，除了中国以外，另外都加密货币政策很友好。这个国家都将为早期全球化战略成为恰和时宜的目标。



中国是敌视加密货币的国家，但不能忽视 14 亿人口影响力，我们认为 TouchCon 是 QR Data Code 用于广告上，因此在流通市场上也可以使用。中国是用 QR Code 的结算占整体市场的 80%，他们对 QR Code 很熟悉。

使用 TouchCon 的国家数量每年增加，推测今后 10 年来将参与的国家之数量为最多约 50 个国家。在 10 年后，TouchCon 广告都殚尽的话，再在社区上进行议论补充或增加新的财源等，这一切都通过 Voting 决定。这是为了维持 TouchCon 生态系统，很重要的因素。

6-2. Analyze the cost of advertising by country

根据调查将施行 QR Data Code 广告的国家的市场曲线，尽管按世界经济的浮沉有所差异，还是每年持续增长 1 位数以上，尤其在全世界范围内移动广告市场的曲线持续明显增加。

5 个国家中 IT 基础设施及 OECD 排名靠前的韩国成为调查对象，调查广告市场曲线来看，可以推测今后 TouchCon 广告市场规模。下列内容是由韩国的广告公司"第一企划"发布的"2016~2017 年各媒体广告费用详细分析结果"。

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%

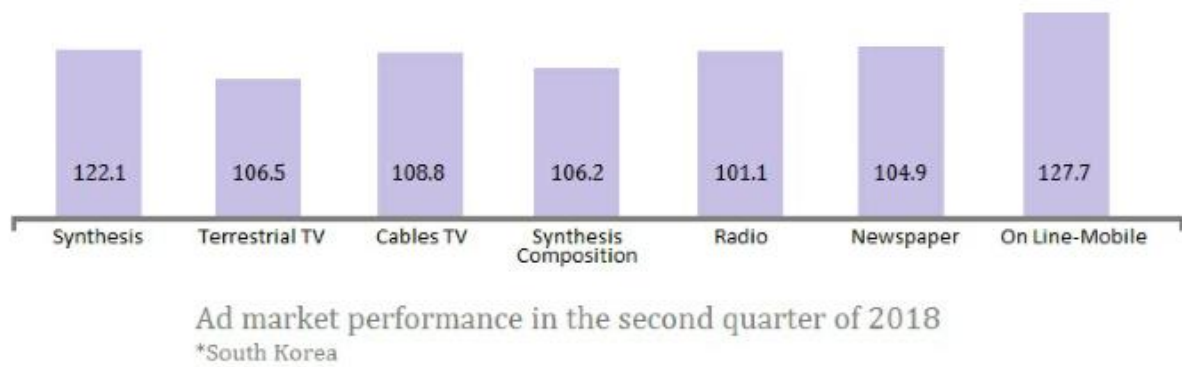
2017 年在韩国发生的总广告费用曲线是与 2016 年相比增长 1.8%，为\$10,334 million。其中移动广告费用的成长率近 27%，超过了\$2,057 million。目前广告费用占第一位的媒体与占第五位的占有率差距是，与 2016 年相比增长，在媒体间竞争中优劣顺序正在固定化。尤其移动市场表现出高增长势头。

最早施行 TouchCon 广告的初期市场是以脱网市场最有力。因为脱网市场有很快露出使用人而瞬间吸引顾客的特点。

预测 2018 年韩国广告市场规模比 2017 年相比增长 4%，如推测 2019 年初 TouchCon 的行情为最少 1 美元，初期 TouchCon 的广告市场规模与全体市场相比只不过 0.5%。这个数值意味着 TouchCon 用差别化的战术进入广告市场时很少努力也可以达到目标

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

作为参考，韩国的 2018 年第 2 季广告市场较为有活力。下列图表是表示与 2018 年第 1 季相比目前第 2 季的市场性更高的数值，也表示出韩国的广告市场很活跃。



2018 年起用于 QR Data Code 广告上的 TouchCon 是，为每年 60 million TOC，依据 TouchCon 的行情适用不同的市场宽度。这个数据以美元为基准推测的话，就是如下。如果 TouchCon 的行情为十美元，TouchCon 广告营销接近最高 6 亿美元。

※ 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. 国别 AirDrop Supply

2019 年 QR Data Code 是，在包括日本等五个国家的广告企业按着次序进行 Airdrop，所有这些过程以公开资源发布。

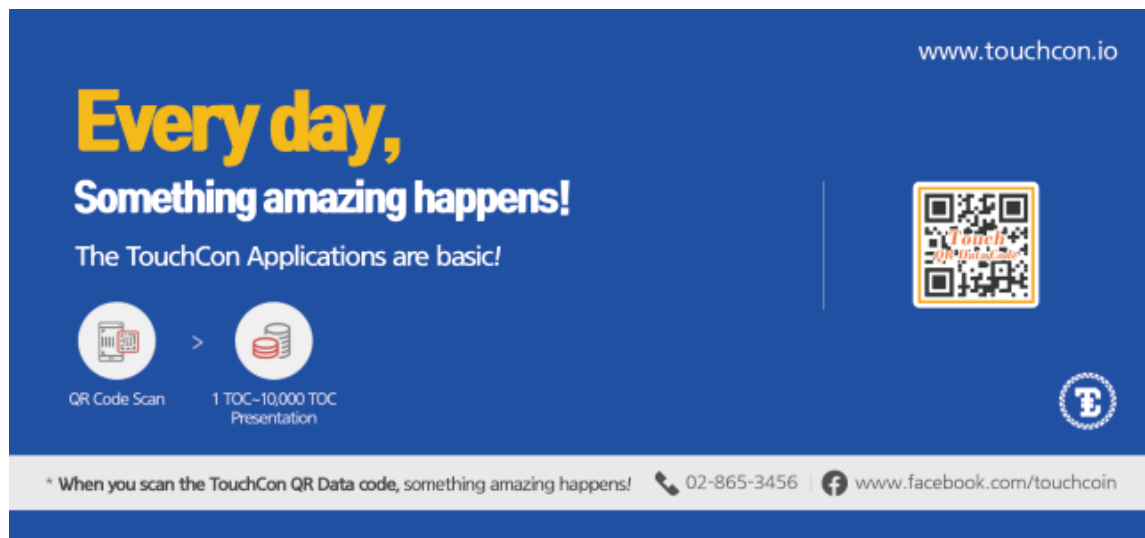


根据调查，QR Data Code 用于广告上时，相关业界第 3~7 位的企业可以获得最大销售增长和广告效果。财团选定的 10 大行业及品种是按国别特点选定，下列是五个国家的基础体力为基础最终确定的 TouchCon Airdrop Supply。

	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. 可以获得最大效果的广告行业

QR Data Code 在综合购物中心、专门商城、化妆品、特约经销、咖啡店、啤酒商店、饮料、工业品和快餐店等方面上使用的话，会得到超出期待的提高销售额和广告效果。主要对象不是业界第一及第二，是业界第三~七位左右的企业。如脱网商店，可以获得两个方向的广告及宣传效果。



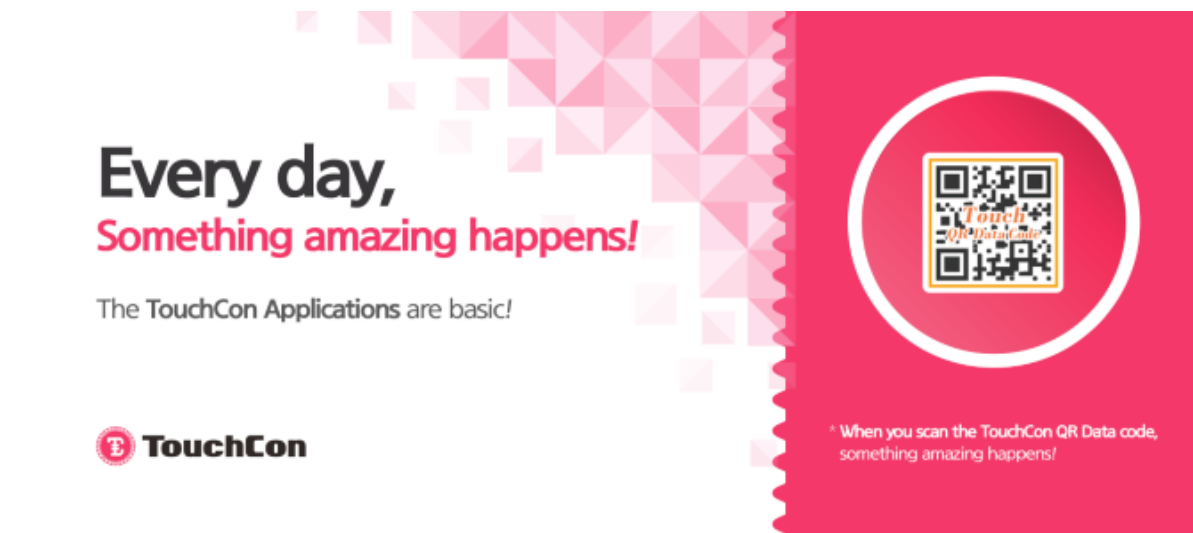
www.touchcon.io

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!

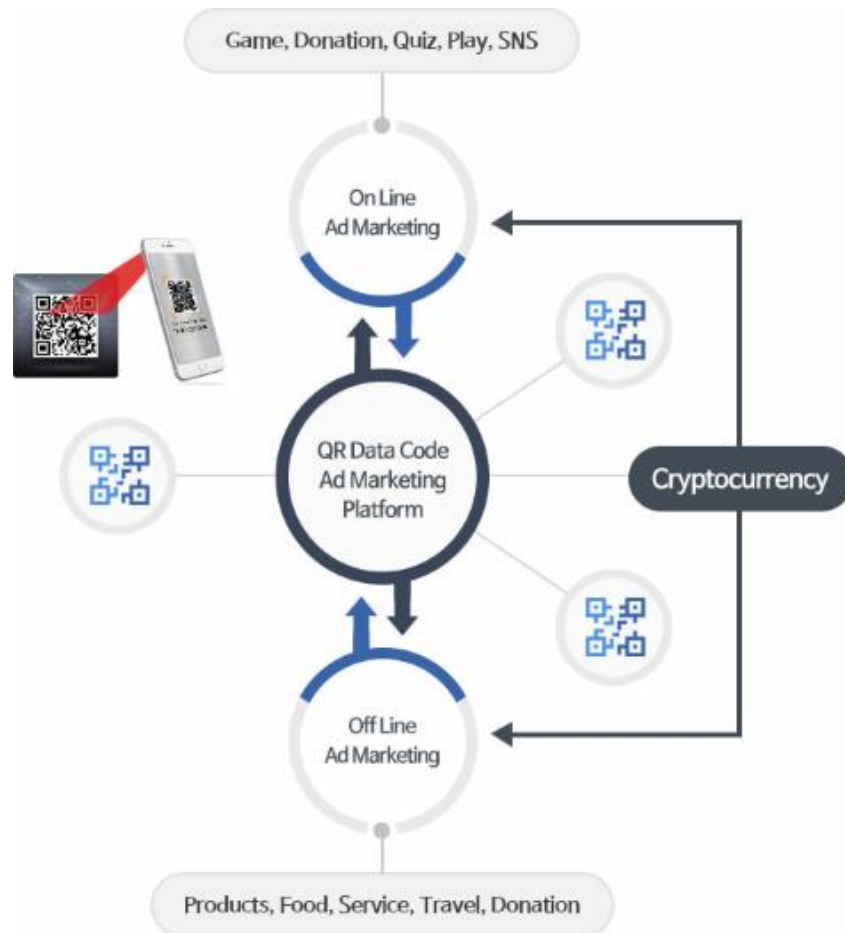
①每桌超过\$500 订货销售额：赠一张 TouchCon 商品券 etc

②按商店访问次数提供：访问 10 次，赠一张商品券 etc

另外，使用 TouchCon 的网络和脱网的商店种类很多。

①网络：网上商城, SNS, 游戏, 活动

②脱网: 商品, 特约经销, 餐饮业, 赠品, 答谢品市场 etc



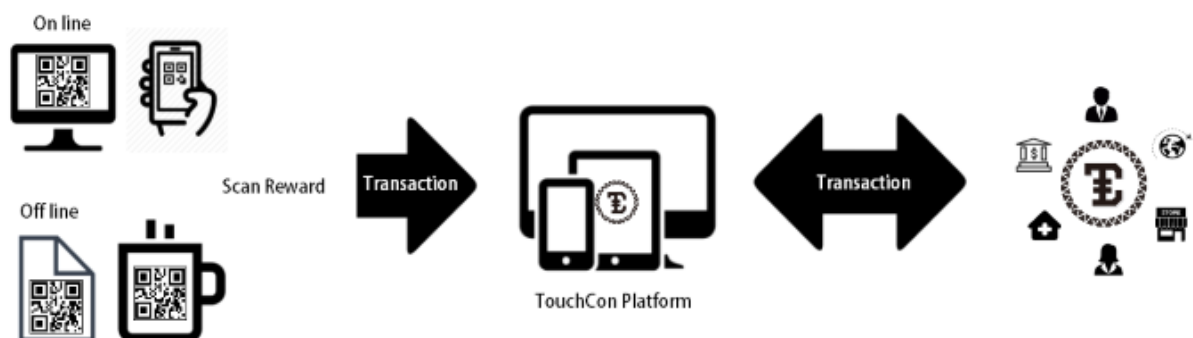
下列是多种 QR Data Code 用于广告营销的事例。

- 打印在咖啡店的杯子上，用于广告营销。
- 在生活用品的包装盒或产品商标上打印或贴贴纸。
- 如密封的包装产品，以贴纸制作而插入 QR Data Code。
- 如保险及流通企业，给顾客作为商品券赠送赠品。
- 打印在速溶饮料的商标上而使用。

7. QR Data Code Technology Architecture

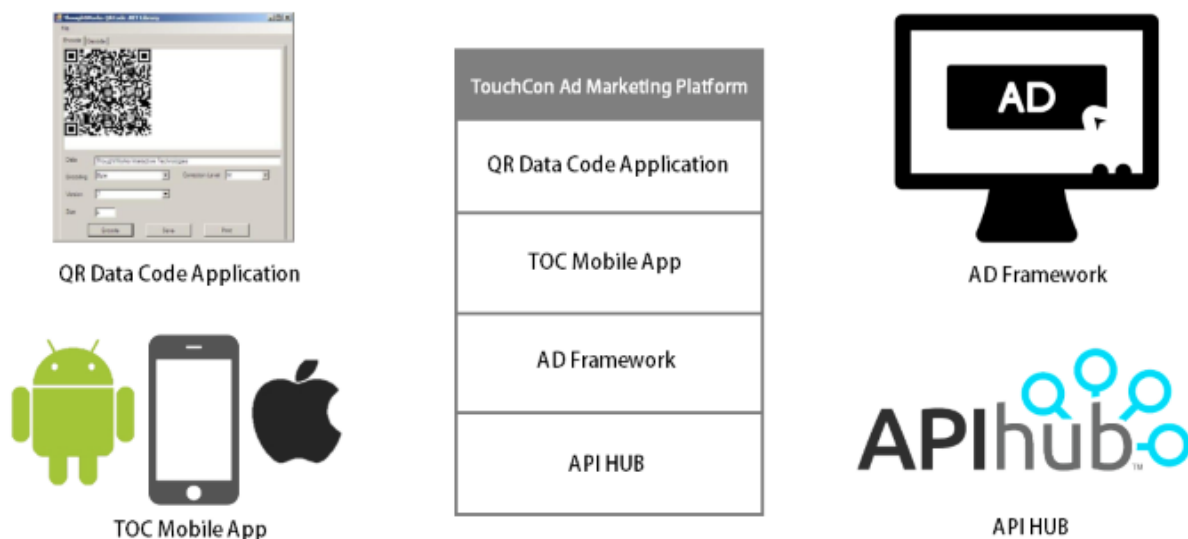
7-1. Concept

TouchCon Add Marketing Platform 是扫在网上或脱网上随机积存 TouchCon 的价值的 QR Data Code 而获得及积存 TouchCon，采用块环链功能，支援结算、汇款、买卖等金融交易的平台。



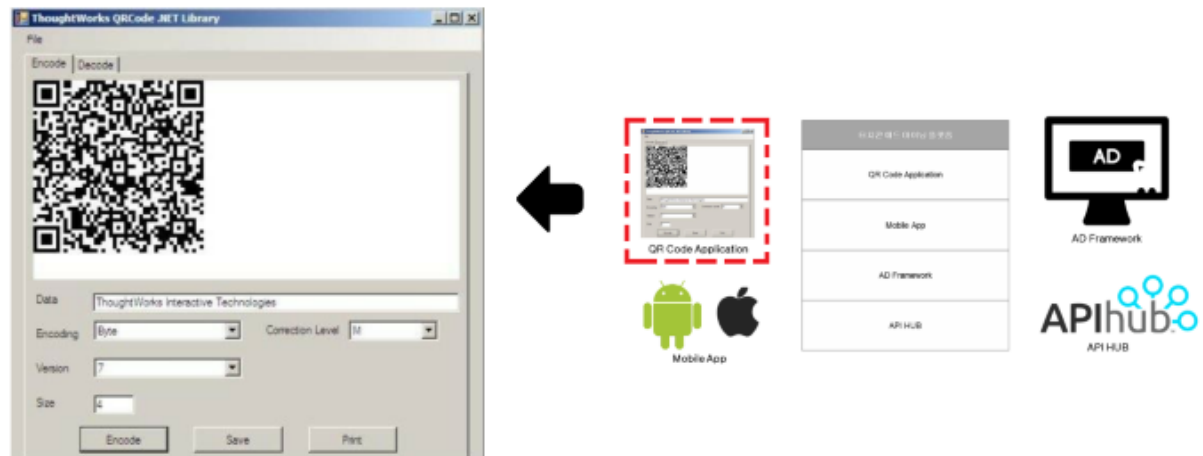
7-2. Software Architecture

TouchCon Add Marketing Platform 是由形成及发行管理 QR Data Code 的 QR Data Code Application、获得 TouchCon 的 Mobile App、向使用人露出广告的 AD Framework、和 TouchCon Main Wallet 通信的 API HUB 构成的。



7-2-1. QR Data Code Application

这是 TouchCon 财团发行的 TOC，把这以 QR Data Code 输出的 Application。随机输出提前要发行的数量一样，最少 1TOC 到最多 10,000 TOC。



7-2-2. Mobile Application

提供扫 QRDataCode 而获得 TouchCon(Mining)后管理使用人的 MainWallet 的功能。还有，使用人为了获得 TouchCon(Mining)扫 QR Data Code 时，先要消费广告主的广告片。



7-2-3. AD Framework

这是使用人扫 QR Data Code 时为了露出广告主的广告片使用的广告存储空间，与 Mobile Application 通信。AD Framework 的主要功能是管理广告片及广告形象等。



7-2-4. API HUB

起到把 AD Framework 和 Mobile Application, TouchCon Wallet 等 Data 的一切收发报能管理和监控的 Gateway 作用。

7-3. Deployment Method

7-3-1. QR Data Code Framework

①QR Data Code Framework是体现出，将发行的 TouchCon 的数量一样，在 QR Data Code 随机供应 1TOC~10,000 TOC 而输出的功能。在 QR Data Code 上打印可识别 TouchCon 的形象而提高可读性。



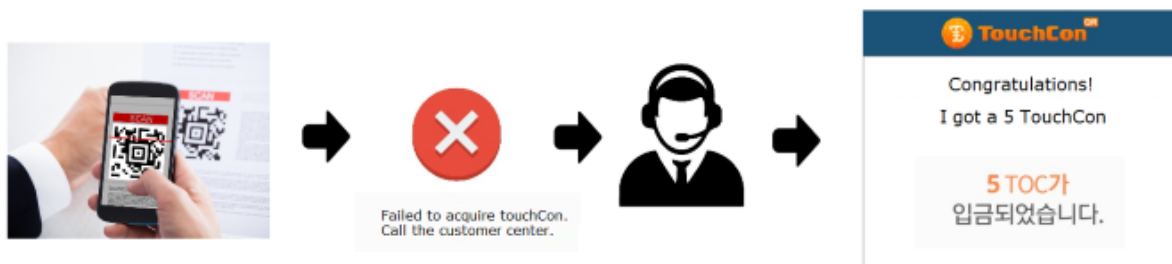
②QR Data Code 是以两个方式发行，在脱机商店可以扫产品包装上印刷的方式和插入产品包装里密封而发布的方式。



7-3-2. Mobile App

①Mobile App 可以获得 TouchCon(Mining)，这具有扫 QR Data Code 的功能，也具有让使用人消费广告的 AD Viewer 功能。获得 TouchCon(Mining)是使用人扫 QR Data Code 时先消费广告，此后会获得 TouchCon(Mining)而在使用人的钱包积累 TouchCon 的。

②扫 QR Data Code 但不能顺利获得(Mining)时，需要通过使 Help Desk 介入，传送相关代币使用人的 TOU 钱包里的功能。



7-3-3. 防止非消费者开采 QR

为了防止不购买产品的使用人开采，在产品包装内部插入而密封，开封包装后扫 QR 而可以开采。

7-4. Ad Marketing Platform Deployment Scope

①QR Data Code Framework

QR Data Code 发行及管理, 在 QR Data Code 上插入 TouchCon 形象而打印。

②Mobile Application

加入会员 - QR Data Code Scan(TOC 抽出) - AD Viewer(广告露出) - 使用人钱包信息
确认领域

- Android,iOS Version

③AD Framework

广告视频及广告形象管理, 广告露出的时间及次数管理

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

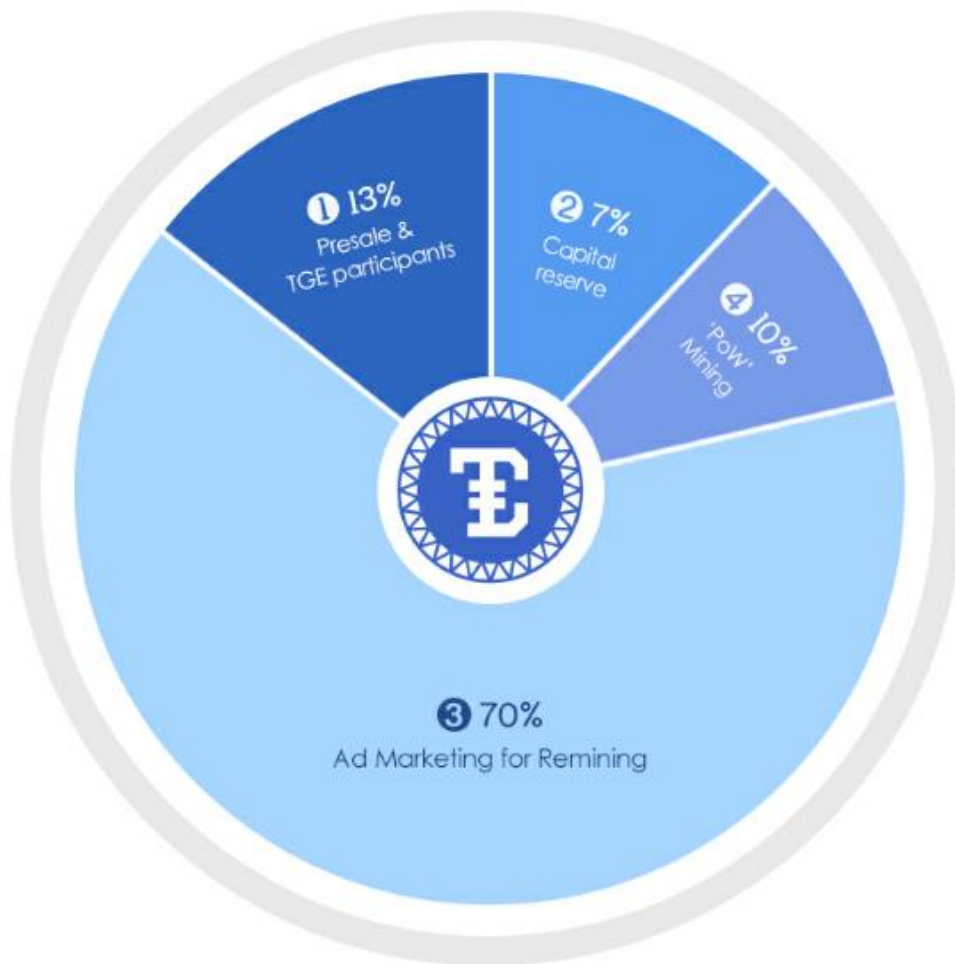
-It will be kept in the multi-Sig escrow.

-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

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

