



UNIQSON
ANALYTICS INTERNATIONAL

UNIQSON

ARTIFICIAL INTELLIGENCE

WHITE PAPER

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IMPORTANT NOTICE



PLEASE ENSURE THAT YOU READ THE LATEST VERSION OF THE WHITEPAPER AVAILABLE ON THE WEBSITE OF UNIQCOIN BEFORE YOU MAKE A DECISION TO PARTICIPATE IN THE UNIQSON TOKEN SALE. THE LATEST VERSION OF THE WHITEPAPER AMENDS AND SUBSTITUTES ANY PREVIOUS VERSION OF THE WHITEPAPER THAT YOU MAY HAVE READ.

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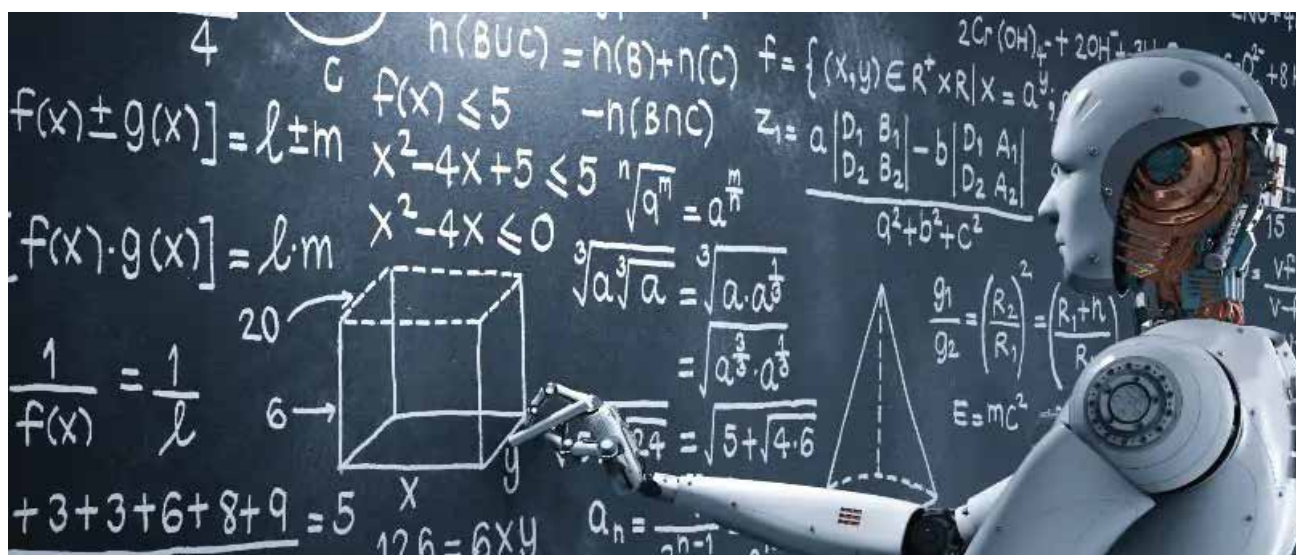


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CAUTIONARY NOTE ON FORWARD-LOOKING STATEMENTS



All statements in this Whitepaper, statements made in press releases or in any place accessible by the public and oral statements that may be made by UniqCoin or its directors, executive officers or employees acting on behalf of UniqCoin, that are not statements of historical fact, constitute “forward-looking statements”. Some of these statements can be identified by forward-looking terms such as “aim”, “target”, “believe”, “plan”, “anticipate”, “could”, “estimate”, “if”, “expect”, “intend”, “may”, “possible”, “probable”, “project”, “would”, “will”, “should” or other related terms. Nevertheless, these terms are not the exclusive means of identifying forward-looking statements. All statements regarding UAI’s financial position, business strategies, plans and prospects and the future prospects of the industry which UniqCoin is in are forward-looking statements. These forward-looking statements, including statements as to UAI’s revenue and profitability, prospects, future plans, other expected industry trends and other matters mentioned in this Whitepaper regarding UniqCoin are matters that are not historic facts, but only predictions.



These forward-looking statements have known and unknown risks, uncertainties and other factors that may cause the actual future results, performance or achievements of UniqCoin to be materially different from any future results, performance or achievements expected, expressed or implied by such forward-looking statements.

All forward-looking statements made by or attributable to UniqCoin or persons acting on behalf of UniqCoin are expressly qualified in their entirety by such factors. Given that risks and uncertainties that may cause the actual future results, performance or achievements of UniqCoin to be materially different from that expected, expressed or implied by the forward-looking statements in this Whitepaper, undue complete reliance must not be placed on these statements.

These forward-looking statements are applicable only as of the date of this Whitepaper. UniqCoin disclaims any responsibility to update or amend any of these forward-looking statements or publicly announce any revisions to these forward-looking statements to reflect future developments, events or circumstances, even if new information becomes available or other events happen in the future.



MARKET & INDUSTRY INFORMATION

and No Consent of Other Persons



This Whitepaper contains market and industry information and forecasts that have been gathered from internal surveys, reports and studies, where relevant, as well as market research, publicly available information and industry publications. Such surveys, reports, studies, market research, publicly available information and publications generally state that the information that they contain has been gathered from sources believed to be reliable, but there can be no assurance as to the correctness or completeness of such included information.

Except for UniqCoin and its directors, executive officers and employees, no one has provided his/her consent to the inclusion of his or her name and/or other information attributed or perceived to be attributed to such person in connection therewith in this Whitepaper and no representation, warranty or undertaking is or purported to be provided as to the correctness or completeness of such information by such person and such persons shall not be obliged to provide any updates on the same.

While UniqCoin has taken reasonable actions to ensure that the information is extracted accurately and in its proper context, UniqCoin has not conducted any form of independent review of the information extracted from third party sources, confirmed the correctness or completeness of such information or ascertained the underlying economic assumptions relied upon therein. Consequently, neither UniqCoin nor its directors, executive officers, and employees acting on its behalf makes any representation or warranty as to the correctness or completeness of such information and shall not be obliged to render any updates on the same.

TERMS USED

To facilitate a better understanding of the UniqCoin Tokens being offered for purchase by UniqCoin, and the businesses and operations of UniqCoin, certain technical terms, and abbreviations, as well as, in some instances, their descriptions, have been used in this Whitepaper. These descriptions and assigned meanings should not be interpreted as being definitive of their meanings and may not correspond to standard industry meanings or usage.

Words importing the singular shall, where appropriate, include the plural and vice versa and words importing the masculine gender shall, where appropriate, include the feminine and neuter genders and vice versa. References to persons shall include corporations

ABSTRACT



Big data generally refers to collecting and storing a large amount of data in order to extract useful information to enable smart and effective decision making in real time and future. The collected data may be in various forms and sizes and from various sources. UniqCoin collects, stores a vast amount of data and implies as well as produce execution functions in areas connected but not limited to route optimization, maintenance schedules, report assessment etc.

Various operations within the UniqCoin domain will be directed towards extracting meaningful data out of what is known as a pool of data. The integration of blockchain along with data analytics solves a vital problem for a number of organizations working on huge data encounter. The fundamental features of blockchain secure the huge data in a manner that makes it tamper-proof, therefore eliminating a major hurdle encountered while dealing with huge data.

Governments globally are realizing the need to create stringent data regulations to safeguard people's interest with strict penalties for non-compliance. Examples include India Supreme Court Ruling on Privacy, European Union GDPR, Singapore's Personal Data Protection Act and India Privacy Bill. Nevertheless, implementation of data protection regulations is still manual and are prone to manipulation.



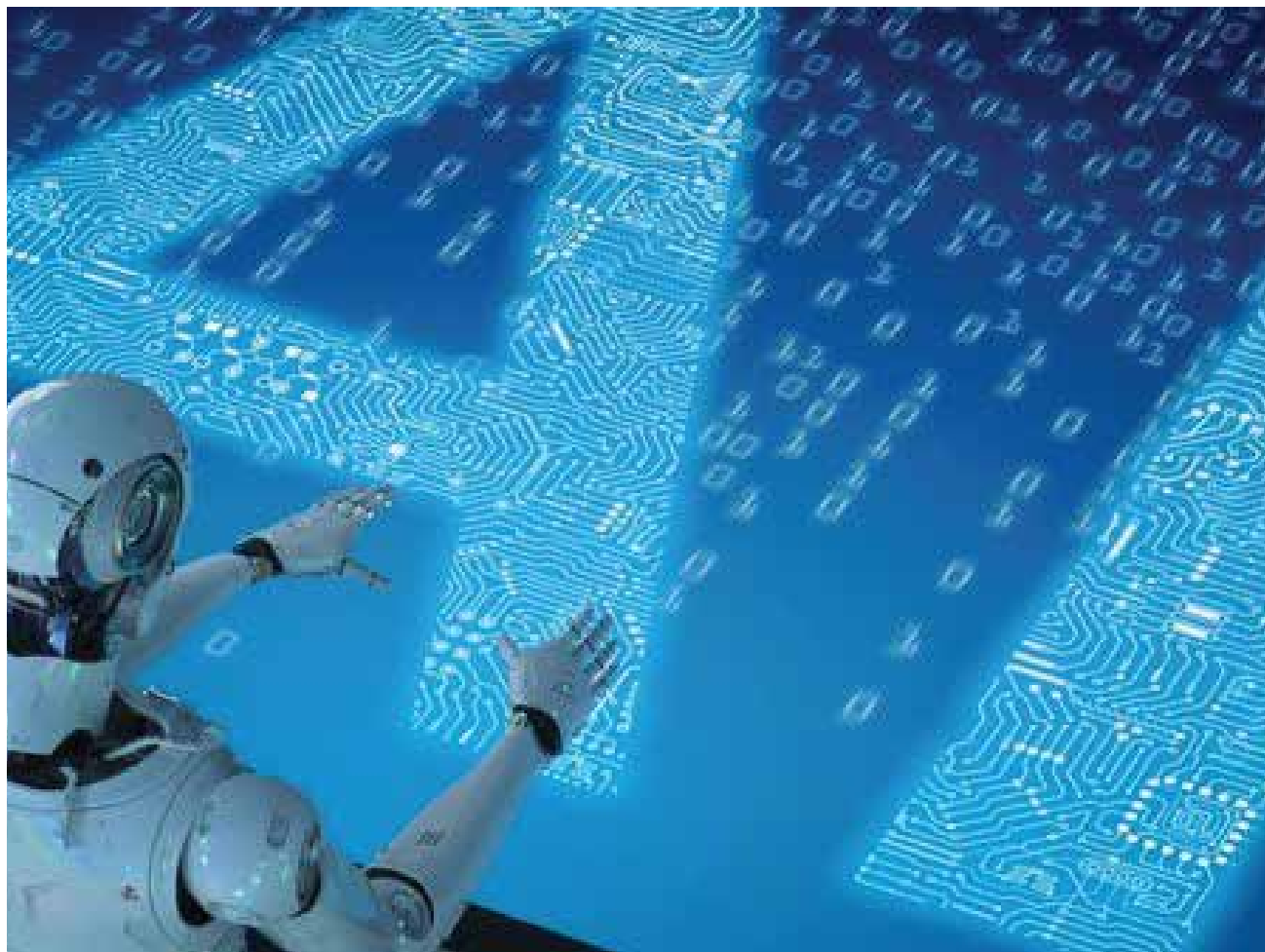
Realizing the need and opportunity to enable with technology better data management and analytics, UniqCoin has created a Blockchain driven, unique and holistic solution to make high value and sensitive data readily available for legitimate use. UniqCoin safeguards data against hacking and tampering while obtaining consent from individuals. Integrated with Ethereum blockchain, UniqCoin gives complete flexibility to customers concerning private/-public blockchain utilization.

As blockchain technology expands and becomes an aspect of everyday life, we hope that you will join our platform. We hope that you will become interested in collaborating with us to build a new world that is more transparent, more accessible, and more agreeable to both ends of a transaction. We strongly believe that with the propagation of the blockchain technology, a new economic model for businesses will evolve and flourish into a powerful instrument in security, transparency, and commerce.

We look forward to such a day, and we hope you will be there with us in a brighter and better future.



THE AI STRUCTURE



Artificial Intelligence (AI) was a term first introduced by Prof. John McCarthy at the Dartmouth Seminar in 1956. For over 60 years, AI has geometrically enlarged its influence and become a key technology of 4th industrial revolution. Now, we can easily find AI technology and big-data based informational services helping personal life at every corner of our daily lives. While it is acting as a vital part of the technology industry, public attention on AI and its associated technology has never been more powerful. Hence, many industries do not hesitate anymore when investing in AI, the field that is highly praised and known for wider potential applications than any other field. A McKinsey's report states that the world's top 2 search engine companies Alphabet (a parent company of Google) from US and Baidu from China had respectively spent 30 billion and 20 billion dollars in 2017 alone.

Besides, the New Yorker affirmed in its article in May 2018 that the Chinese government is seriously working on developing AI technology as the chief factor to take the initiative in future technological innovation. A view of China's investment in AI technology leaves us with great astonishment. AI start-ups of China in 2017 received almost half of the total fund invested to AI-related start-ups globally. For the field of deep-learning technology, China has applied 6 times more patents than the United States. Also, a number of governments and bigger corporations of the world have started to pour their resources into developing AI technology. As the quantity of big data is exploding and IoT so quickly spreading, visual and voice recognition have enhanced drastically in a short period. Such a change in the environment is accelerating the AI market day by day. AI technology is building its influence over different markets from autonomous vehicles, drones, smart-homes, medicine, lifestyle, and even to asset management.



The basic idea behind using AI in UniqCoin Ecosystem is to develop a system that can take real-time human brain like decisions based on learnings from experience or in-house data. In technical terms, AI has two aspects, Deep Learning, and Recurrent Neural Network-Based Prediction Models. In a practical sense, the system predicts precise future movements of different types of entities based on system configuration by mining hidden information from historical transaction data and deep behavioral records.

The primary goal of deep learning is to learn multi-level features and to produce more abstract high-level representations by adding low-level features to discover the distributed representation of the data. By creating a multi-layered Neural Network to simulate human brain learning process, we hope to use the human brain's multi-layer abstraction mechanism to accomplish the abstract expression of the real object or data, and to integrate the feature extraction and classifier into a learning framework. Deep learning structure feature is a multi-layer perceptron with multiple hidden layers, forming more abstract high-level representation attribute categories or features by combining low-level features to find the data distributed feature representation. The approach adopted in forming multi-level abstraction is a bottom-up learning. The multi-level learning is done automatically in the background without human intervention.

According to the learned network structure, the system maps the input sample data to different layers of features and classifies the output units of the top level by using a classifier or a matching algorithm. For low-level algorithms, like neural networks with vector machines, single hidden layer, support, etc., in the presence of limited number of samples and computational elements, it is infeasible for low-level structures to effectively represent complex functions. Also, it is infeasible for complex classification problems, performance, and the generalization ability of the model has obvious deficiencies, especially when the target object has a wealth of meaning.

Deep learning via a network of interrelated simple neurons, non-linear function between input and output, the complexity of the function approximation of the observed sample fitting, and in the learning of the nature of the input sample extract represent robust infrastructure.

In conclusion, UniqCoin presents a system to intelligently create a robust real-time human-like decision making to be used in lifestyle and business management.

THE BLOCKCHAIN TECHNOLOGY



Developed in 2008, blockchain is a distributed ledger that is a continuously expanding records on what is termed as 'blocks', which consist of peer-to-peer transaction. The technology has been claimed by many to be the most significant invention in the digital world since that of the World Wide Web. It has a vast number of applications throughout many industries. One of the significant uses being the advent of cryptocurrencies.

The blockchain industry has evolved from the simple cryptocurrency application with an immutable, public ledger at blockchain 1.0, to smart contracts with many applications 2.0 with decentralized applications (DApps). In the current landscape, public chains are pushing to gather as much funding and developers as they can to conceive their ecosystem and tokenomics to secure their spot in the future of blockchain. With the influx of investments from Initial Coin Offerings (ICOs), to direct private investments and token swaps, the industry has progressed from the initial boom of publicity to

steady development.

With so many public chains and corresponding applications being developed, the industry is becoming a highly fragmented, competitive environment with everyone striving for sustainability. With initial reactions of many governments harshly regulating blockchains and cryptocurrencies, they are now stabilizing and looking to foster the growth of their respective industries. After enjoying a very hectic boom of the industry in late 2017/early 2018, investors as well as consumers have become more stabilized and are waiting for the projects with sustainability. The main traits they look for are, of course, attractive tokenomics, capabilities of the infrastructure, development team and so on, but also the solution to the big blockchain problem: scalability. Blockchain 1.0 provided a new platform and technology to transact and keep a ledger, and blockchain 2.0 offered smart contracts. As with any future technology, the main differentiator for blockchain 3.0 may be an unknown for now, but it is obvious that the scalability problem must be solved for the tech



to move forward, with the possibility that scalability itself will be the differentiator.

DApp development and their ecosystem have been a point of focus for many public chains, and fairly so; without a full, thriving ecosystem, the majority of a public chain's value will become void. As new applications are coming to light, such as social networking, energy and resource management, social networking, big data, financial instruments, advertising, and more, it is obvious that DApp development must be fostered and permitted to explore new avenues of business. With relevant tokenomics, all stakeholders' interests may be aligned, conceiving a new business model where owners/investors, employees, and consumers all benefit mutually. With a powerful enough infrastructure, developers may produce applications to their heart's content, enabling any number of different capabilities. With user/developer friendly tools, the burden of learning a new technology is taken away and that barrier to adoption is nullified.

Although still a fragmented market, the blockchains that offer a competitive advantage, lasting infrastructure, or high utility will undoubtedly survive and move forward.

Blockchain has the most extensive application in the UniqCoin ecosystem, where we hope to place 100% of the data and transaction records on the open and distributed ledger. UniqCoin aims to inherit all the core fundamental characteristic of blockchain into its ecosystem. Some of the major characteristics of blockchain that will be of pivotal importance to UniqCoin are DECENTRALISATION, SECURITY, DISTRIBUTED STORAGE, TRANSPARENCY, FAULT TOLERANCE, ELIMINATION OF MIDDLEMEN.

The data processed and stored on the open ledger in UniqCoin Ecosystem will be divided into two parts. First one is the data such as transactional record which are stored for record-keeping purposes and retrieved as and when required. The second type of data is the data such as the machine log, prescriptive analytics report which are generally not used for managerial purposes by the employees. The data of the former type will be stored on the open ledger in the presence of a user interface that permits storage and retrieval of data easy. The latter type will have no user interface owing to the absence of such a need. All the transactions happening on UniqCoin model are executed on the blockchain. This ensures complete transparency, easy auditing, and several other benefits.



Ethereum is a decentralized platform running smart contracts, applications that run as programmed without any possibility of downtime, censorship, fraud or third-party interference. These apps run on a custom built blockchain, a very powerful shared global infrastructure that can move value around and represent the ownership of property. This enables developers to create markets, store registries of debts or promises, move funds in line with instructions given long in the past (like a will or a futures contract) and many other things that have not been invented yet, all with no a middleman or counterparty risk. UniqCoin tokens will be based on Ethereum Blockchain

SMART CONTRACTS



Smart contracts are self-executing contracts with the terms of the agreement between, for example, buyer and seller being directly written into lines of code. The code and the agreements included therein exist across a distributed, decentralized blockchain network. Smart contracts allow trusted transactions and agreements to be carried out among different, anonymous parties without the need for a central authority, legal system, or external enforcement mechanism. They render transactions traceable, transparent, and irreversible.

With the advent of Blockchain Technology, a number of innovative applications have evolved. One such use of Blockchain technology is Smart Contract. The unique basic characteristics of Blockchain Technology which are inherited by smart contract has led to the formation of a highly effective DAO. DAO, meaning Decentralised autonomous organization, consist of a number of smart contracts which coordinate with each other and as a whole, can take organizations' wide decisions and initiate actions based on preset rules. Smart contract essentially consists of 'codes' designed in languages such as solidity based on the platform like ether, which serve the purpose of giving instructions to smart contract for every possible scenario.

UniqCoin will use an extensive infrastructure comprising of a number of Smart Contracts, where organizations' wide actions will be initiated and recorded in a transparent, traceable and irreversible manner. The actions of smart contract cannot be altered or tampered. Nodes present on the blockchain serve as the medium of data storage over a distributed network. It allows the ideal storage and retrieval of information in a secure and transparent way. Smart contracts will assist in providing a secure and effective data management and analytics system

MARKET OPPORTUNITY



Today society produces a considerable amount of data every day. Data is now a vital element of all aspects of our daily lives. The growth of real-time data is enabling better data-driven decisions in many socially impactful sectors such as health, public transportation, education, technology, and urban planning. Data is addressing a range of societal issues and creating a more prosperous and healthier future for the next generations.

Nevertheless, only a small fraction of data is analyzed. Many organizations have collected vast amounts of data just to let it sit dormant in silos. Furthermore, users who have access to the internet are losing the value of their own data to a few centralized platforms. Those who are digitally excluded, while also generating data every day, are always at a loss since very little of their data is captured with the intention of benefitting their lives. The year is 2019, and yet, every day we lose so much valuable data that could improve productivity and benefit to many.

The arrival of artificial intelligence (AI) and blockchain technology is improving data accessibility by removing endless layers of friction. The UniqCoin team as a leading big data company has been successful in providing access to data and bringing valuable insights across industries. Now, a combination of AI and blockchain is unleashing the next phase of our mission: to democratize data for the world's different sectors. UniqCoin aims to help businesses to make better decisions and improve their customer service.

The value of data comes from its accuracy. The moment new data enters the system, data qualifiers are incentivized to validate the data which acts as a crowd-sourced indicator of its quality. Over time, this will help improve the overall robustness of the data and help generate healthy, ongoing demand.

The more data we have, the more problems we solve. If we could increase access to data, we could create innovative solutions to innumerable problems and identify boundless opportunities. With data democratization in mind, we believe we owe our data to society and to the individuals who continuously contribute, byte by byte. Building a technology platform that could ensure economic and informational equality to all users in the data ecosystem is our way to revolutionize the whole business economy.

INTRODUCING UNIQCOIN

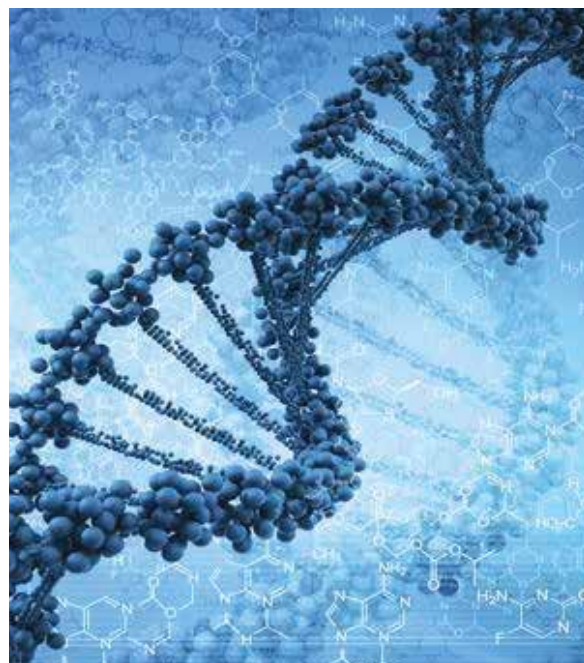


Uniqson Artificial Intelligence (UniqCoin) is an adaptive learning technology, built into the UBBS. Basically, it enables marketers to instantly act on changes in audience behavior to improve marketing relevance and results. Now enhanced with blockchain, it is not only secure but the data obtained is much more valuable due to its structural integrity and immense inputs. This makes the data on UBBS the perfect source for analysis and comprehension.

UniqCoin is big data blockchain system with a token that can be used for restaurants, home bills paying, e-commerce, and travel. Our system analyses big data to capture what consumers prefer and what is their behavior of spending.

We make big data computational analysis accessible, inexpensive, and more secure. By using blockchain technology we spread the computing burden across a multitude of computing devices in the UniqCoin global blockchain ecosystem. UniqCoin is built and optimized to focus solely on big data analysis and removes all the associated headaches.

We are currently in the middle of a giant data boom, which means more information is available to us than ever before. More information equals more opportunities to analyze data to find patterns and solutions that can help your organization grow and your mission to flourish. UniqCoin is evolving to empower you to leverage the power of big data. At the end of it all, doing more with data starts with asking the right questions and having the tools to procure the best answers.



UNIQSON ECOSYSTEM



At the heart of our ecosystem is innovation. We have created an innovative platform that enables easy marketing as well as data measurement through secure data collection process built into the UBBS. Our client base covers different industries from ecommerce, restaurant to aviation. The Uniqson ecosystem has certain features, which include the following:

Uniqson Pay

As a token holder, you can easily engage in faster and secure transactions with the Uniqson Pay feature. It is an all-in-one digital payment application for paying of utilities, telephone bills, online shopping, and can soon be used at restaurants. It is essentially the payment processing method that will be utilized throughout the Uniqson Ecosystem.



Uniqson Partners

We will be partnering with different organizations and companies to provide them with a platform for effective data management and analytics.



Uniqson Travel

We will be working with airlines to enhance air ticket bookings and ensure effective in-flight analytics.

Uniqson E-Commerce

Our system also features ecommerce as we will be helping ecommerce stores to manage data as well as run customer data analytics.



BUSINESS INTEGRATION TRADING DAPP (BITS)



Business integration trading system DAPP is the application scenario of UniqCoin business chain based on the massive users, clients and existing business integration market.

Under the condition of aggressive competition in the consumer market, how to cultivate high quality loyal customers has been the subject of business thinking, and integration marketing as a means to maintain customer loyalty is becoming widespread. In business customer relationship management, whether large or small enterprises, for the sake of customer management and customer retention, they basically will give you integration, such as hotels, department stores, banks, supermarkets, airlines, restaurants and other enterprises, providing a selection of integration, including credit card points, e-commerce shopping integration, airline integration, star hotel integration, supermarket shopping integration, etc. You can find integration marketing activities everywhere nowadays. There are more and more forms of integrations in people's hands, which is the status quo of domestic integration industry.

Nevertheless, based on statistics, in domestic finance, including air travel, telecommunications, department stores, e-commerce and other industries, the integration circulation is worth a lot of billion dollars, but the actual integration consumption rate is only 20%, which is quite low. A huge number of integration of the users are not used.

BITs DAPP is the pain point of the UniqCoin business chain based on the existing integration market. The commercial integration trading circulation platform for enterprises and consumers further enhances the basic business data of the pan-trading ecology system in the UniqCoin digital

business field. BITs will use the AI secure smart contract of the UniqCoin public blockchain to assist companies with integration systems to convert the old integration into tradeable and negotiable enterprise proprietary digital assets based on the UniqCoin business public blockchain, and to assist enterprises interested in building integration system to build enterprise exclusive digital assets system, with UniqCoin Token as the transaction medium of enterprise exclusive digital assets. Users can trade in BITs and exchange corporate consumption integration.

MINING ALGORITHM



UniqCoin does not use the Blockchain like other cryptocurrencies. Even its use case approaches data processing in a more conventional method therefore using a Proof of Work (PoW) or Proof of Stake (PoS) mechanism to reward a miner for discovering a particular block is not really a viable solution. Hence, UniqCoin uses its own mechanism for determining miners' contribution and processing speed using a method called Proof of Variance (PoV). PoV classifies each miner based on their contribution into a pool. Miners within the same pool then compete with each other. Miners from lower pools get upgraded or downgraded based on different factors but the two major factors are speed and amount of data miners are able to find. Proof of variance uses a combination of algebraic theory and probability functions to compute a miner's contribution and which pool the miner can be classified under. The probability theory uses both discrete and continuous functions and results of mining change over time.

UniqCoin utilizes probability density function in determining data distribution and miner classification. It uses a function of continuous random variables whose value at any particular point in a sample space is defined as the relative likelihood of a miner finding a data output within a number of blocks. Blocks are distributed in this way to miners throughout its system where the general likelihood of miners with higher probability levels can process data at higher speeds. Since the function uses continuous variables over time, it permits the classification of miners based on performance rather than a lottery system or having a stake within the particular system.

The proof of variance algorithm is unique to the use case regarding different domains used in its calculations. Since blocks are generated in continuous time and processing happens asynchronously, the usage of probability functions permits a fairer system of rewarding miners based on the group the miner is competing in. Proof of variance enables new miners to enhance their computational power over time and existing miners with greater computational power and connection speed to earn rewards proportional to their contributions.

Token Parameters

Token Symbol: UNIQ

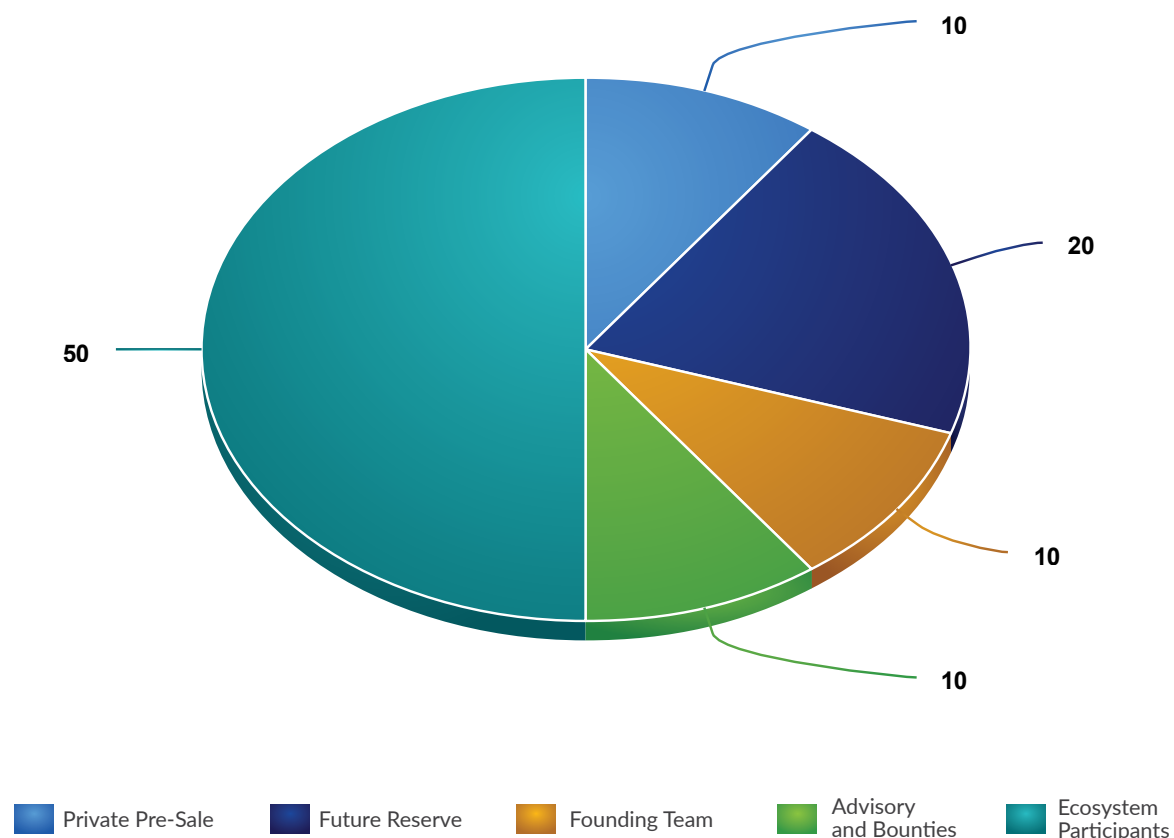
Total Token Supply: 1,000,000,000 UNIQ

Hard Cap: (10%) 100,000,000 UNIQ: \$3,000,000 USD

Emission rate: 90%, 900,000,000 UNIQ will be mined for up to 10 years after token sale ends.

10% of UNIQ tokens will be sold through various participating trading platforms that have participated in the Initial Exchange Offering.

TOKEN ALLOCATION



10% Private Pre-Sale:

Sold through private sale to whitelist and strategic partners.

20% Future Reserve:

2-year lock-up period used for future use and financing.

10% Founding Team:

Founders will be fully vested over 2 years, with a 2-year lock-up period.

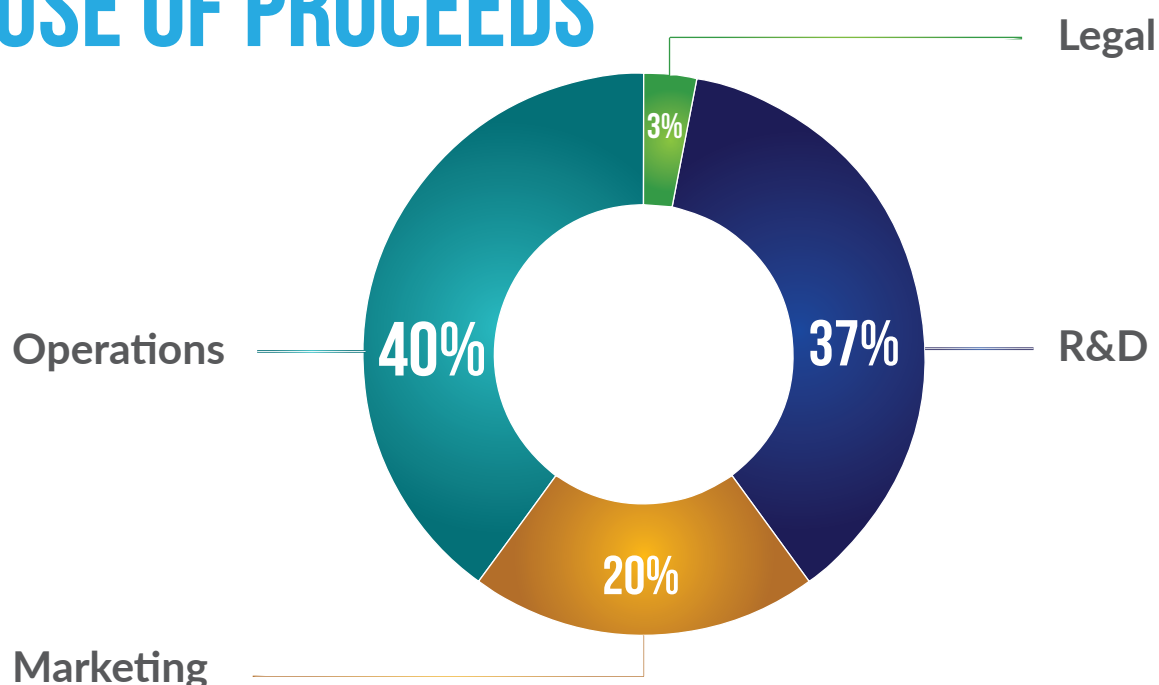
50% Ecosystem Participants:

Uniq Corn Ecosystem Participants includes miners, users, partners, will be incentivized to use UNIQ to grow the community and increase user participation.

10% Advisory and Bounties:

Bounties are given to incentivize and reward individuals who advertise and market UNIQ. Our advisory board ensures UNIQ's success. Advisor tokens are vested over 2 years.

USE OF PROCEEDS



The money raised from the sale of tokens will be used to help fund operations of UNIQ for the first 3 years, or until the revenue from the network is able to fully self-fund operations. As such, it will be used for research & development, legal and operations (licensing, office space, logistics, etc.), and marketing, to facilitate expansion.

40% Operational:

This covers the necessary costs incurred for aggressive expansion. This includes hosting and infrastructure costs, staffing, outsourcing, management and other related expenses.

37% Research & Development:

will be used for research and development, including the hiring of additional development team and the purchasing of inventory management tools.

20% Marketing & Sales:

Marketing costs will be used for partnerships development and direct marketing. Costs will largely be incurred by exchange listings, partnerships, event marketing, online marketing in the applicable durian markets.

3% Legal:

is reserved for legal costs and counsel.

Value Appreciation: Why You Should Get the UniqCoin Tokens

The value appreciation or depreciation of a cryptocurrency, just like any other commodity theoretically occurs on the simple supply and demand model. The more the demand and the lesser the supply, the higher the prices and vice versa. More precisely, there should be a compelling reason for the mass audience to see their personal utility and monetary benefits for holding tokens once the platform is deployed. UniqCoin model presents many such reasons. The variety of outputs that will be produced after processing the data will be globally useful to various customers. Customers here will mainly consist of large-scale industries who require big data to manage their customer base.

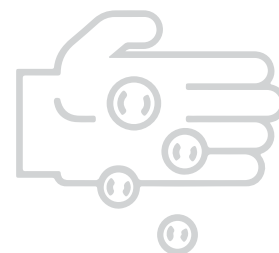
UAI's breakthrough operational efficiencies will enable the sale of outputs at a considerably cheaper price in tokens. Therefore, there is a huge potential demand among the industries since they will be able to procure their valuable big data at a cheaper price through UniqCoin tokens. This is one of the cases of huge token demand, hence potential value appreciation.

UniqCoin will produce a huge decentralized advertisement platform where individual users will be able to advertise at a location of their convenience on the UniqCoin platform. The payment of advertising will be made through UniqCoin tokens following a transparent bidding process. This is another case of huge token demand and hence potential value appreciation.

UniqCoin Tokens, with rapid acceptance, can also be used as a payment system globally. There are a number of other token utility compelling users to seek and thus create the "demand" in the limited supply.



TOKEN UTILITY



UniqCoin is using an ERC-20 utility token contract, built on top of Ethereum. UniqCoin Tokens are 100% utility tokens and will remain that way. The UniqCoin aims to provide as many use cases as possible to the token holders. The utilities mainly comprise of that related to solving daily life problem and platform-specific payment settlements.

Some of the major utilities or use cases of UniqCoin are:

 NEXT GENERATION MARKETING APPLICATIONS FBBS houses a variety of fully-integrated marketing applications that can be used on their own or together to fuel more efficient, higher impact marketing.	 DATA MANAGEMENT PLATFORM Expand, optimize, segment and activate your customer data across all marketing channels and platforms.	 MEDIA IMPACT Execute your media plan with the industry's most advanced omnichannel media planning and optimization application	 DATA AS A SERVICE (DAAS) Find your target audience segment, or customize your own based on the characteristics that are most important to you.
 MULTI-TOUCH ATTRIBUTION Quantify the offline and online sales impact of each of your digital channels to understand and maximize your marketing ROI.	 IN-FLIGHT ANALYTICS Analyze real-time consumer engagement through every stage in the purchase funnel.	 THIRD-PARTY APPLICATIONS Activate audience data in real time across all digital media and as well as hundreds of integrated content marketing, creative testing, search, email and social media platforms.	 BLOCKCHAIN DATA ANALYSIS Obtain secure and accurate information from a storage of uniqson's proprietary blockchain system.

The utility and use cases of UniqCoin token will keep on increasing with time as we integrate and deploy the infrastructure with the existing and new partner organization. The token is designed and planned to become the dominating payment settlement method within different sectors, and at the same time, solving payment needs like that related to everyday domestic household needs like but not limited to grocery shopping, paying utility bills, etc. These utilities may change over a while, particularly after the deployment of our own Blockchain network.

CONCLUSION



During the age of rapid innovation and technology evolution at a breakneck speed, enterprises have to adopt experimentation as a key strategy to develop new business models so to stay relevant to customers as well as to have a fighting chance against the new disruptive players. However, experimenting with new ideas on emerging technologies is not easy. Blockchain is especially hard because the technology is very new and the experts who can engineer solutions are hard to find.

UniqCoin is an ambitious project with a disruptive vision, which, with sufficient scaling, has a certain ability to change and improve the world around us. This project aims to completely change different sectors of the society by leveraging Adaptive Intelligence, Big Data, Internet of things, Blockchain Technology and Smart Contracts. Apart from the humanitarian causes which compel everyone to come forward in support, the project has been designed keeping the business model very profitable and viable for all industries coming forward to join the platform. This factor makes it easy to partner with a new organization who are looking to improve their business so as to develop a global footprint in the shortest possible period. The technologies used have proven to be far more efficient and productive than the traditional manufacturing practices currently in use in significant part of this sector. The technologies employed not only benefit the industry in the above-mentioned ways, but also make them more organized, transparent and easily auditable amongst numerous other benefits.

UniqCoin helps the enterprises to prepare for the future to attain the art of the next best in the digital transformation journey. It is a powerful platform where the existing digital technologies can be combined with key emerging technologies such as AI, Blockchain, IoT and Big Data to help enterprises accelerate their path to a breakthrough idea and to be a market leader. UniqCoin is the best blockchain experimentation platform in the market that will enable companies to discover the best approach to stay relevant.

Words importing the singular shall, where appropriate, include the plural and vice versa and words importing the masculine gender shall, where appropriate, include the feminine and neuter genders and vice versa. References to persons shall include corporations