BEING CHAIN ECOSYSTEM

BE:CREDIBLE DISTRIBUTED DATA NETWORK

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STATEMENT

This file (BE white paper) which is the conceptual document of the foundation project , is only used to explain BE Eco platform and BE Eco Token.

Suggestions not for participation in investment: Any information or analysis presented in this document does not constitute any suggestion to participate in the investment decision of token, and no specific recommendation with any inclination will be made. You must listen to all the necessary   professional advice , such as local laws and regulations, taxation, accounting, etc. This white paper does not constitute a prospectus or any form of offer document, nor does it intend to constitute an offer or solicitation of securities or any regulated product in any jurisdiction.

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Note related to BEING Chain Ecosystem Token: "BE Eco Token" or "BE" is the virtual Cryptographic Token of BE Eco blockchain network.

BE is not a virtual currency or an investment product: It is only the incentive score and digital assets under the platform of BE Eco, and it does not have any investment and financial properties. BE is not intended to constitute securities or any other regulated product within any jurisdiction.

BE doesn't have a store of value: The BE foundation can't guarantee it, and there's no reason to believe that your BE will rise in value, or even it has a risk a devaluation.

BE is not proof of ownership or right of control: the holding of BE is not an equity grant to the holder of ownership and the BE Eco network system; Nor is it granted direct control or the right to make any decisions for BE Eco's network systems.

目录

Abstract

In this paper, a credible distributed data network BEING Chain Ecosystem is introduced. There are two basic principles for the existence of the BEING Chain Ecosystem: First, BEING Chain Ecosystem is not the next ethereum or EOS, but it is a professional data network platform. We discover that the inefficiency and incompleteness of the general blockchain platform in the data application scenario. We believe that the professional blockchain platform is an upgrade of the general blockchain platform in the vertical scenario. Second, BEING Chain Ecosystem is more than just solving the problem of data circulation, such as traceability and copyright, through the data network. The transparent and untamable data network can not only guarantee the security and reliability of data transfer process, but also provide a whole set of content ecology based on trusted data. We believe that the success of the Internet has led to a leap in information technology, and that the next generation of the Internet will be based on credible, valuable data networks. Therefore, we will upgrade the Internet of information to the Internet of value through BEING Chain Ecosystem.

BEING Chain (BE) is the basic technology of BEING Chain Ecosystem (BE Eco) platform. BEING Chain will adopt the new block Chain technology of main-Chain + sub-chain to design the value public Chain that conforms to the global data service application. All commercial applications in the BE Eco Ecosystem will be published on the BEING Chain. Meanwhile, the original BEING Chain Ecosystem Token(BE) will be used as the circulation proof of relevant applications and the fuel of information exchange.

BE is a proof of shared right that designed for sharing economic system based on block chain technology, and it is used to record how people contribute and consume resources under the open system. On the one hand, to prevent the production of garbage information, false information; On the other hand, rising the actual value of BE through realizing commercial operations in the platform, which will create a powerful incentive mechanism, so that BE Eco platform sharing economic system become complete.

The BE Eco ecosystem includes main chain, cloud platform, developer, enterprise and user. The value of sub-chains lies in lowering the upper chain threshold of traditional enterprises,

giving developers more development space and enabling developers in three aspects such as asset issuance, value circulation and ecological services.

BE Eco realizes the establishment of the entire decentralized data service platform through BE public chain system, BE Token incentive and basic business integration, and highly integrates enterprise data to develop greater commercial value.

1. Project background

1.1. Industry background

The development of Internet does not meet the needs of this era any longer. The Internet is dying.

Born of equality, death of monopoly. Looking back over the past decade, we can see that the history of the Internet is actually the history of FAG (Facebook, Amazon, Google) and BAT (Baidu, Alibaba, Tencent). "The Internet is a naturally monopolized industry, and if China's Internet is still BAT after 10 years, it is definitely a misfortune for this country." Mr. Liu Qiangdong, founder of Jingdong group, once complained strongly about the Internet monopoly problem. The problem of monopoly brings the weakening of innovation, the declining of user experience and the increasing of consumption cost.

Mr Li YanHong said in the China development executive forum that "Chinese users will be more open-minded, less sensitive to privacy problem, and are willing to exchange their privacy to convenience and efficiency in many cases." The user authorizes the right of data and privacy to the Internet giant, who USES the user data to guide the user to advertisements, games and e-commerce to realize realization. Alibaba has said that "the company's biggest asset is big data". However, the data is sourced from users , they should be owned by users. The business model of the Internet goes against business ethics.

The Internet is not sound enough. The current Internet has realized the free flow of data, but the ownership and protection of data are out of the question. It is the monopoly and abuse of data that cause many problems such as fake and shoddy, privacy leakage, personal safety, etc. The time has come for the Internet to be fixed.

The spirit of the Internet is openness, equality, collaboration, speed and sharing. Look back to the past and never forget the original intention.

BEING Chain Ecosystem (BE Eco) is dedicated to building a new generation of credible distributed data network, innovating the infrastructure of the Internet, and creating a credible
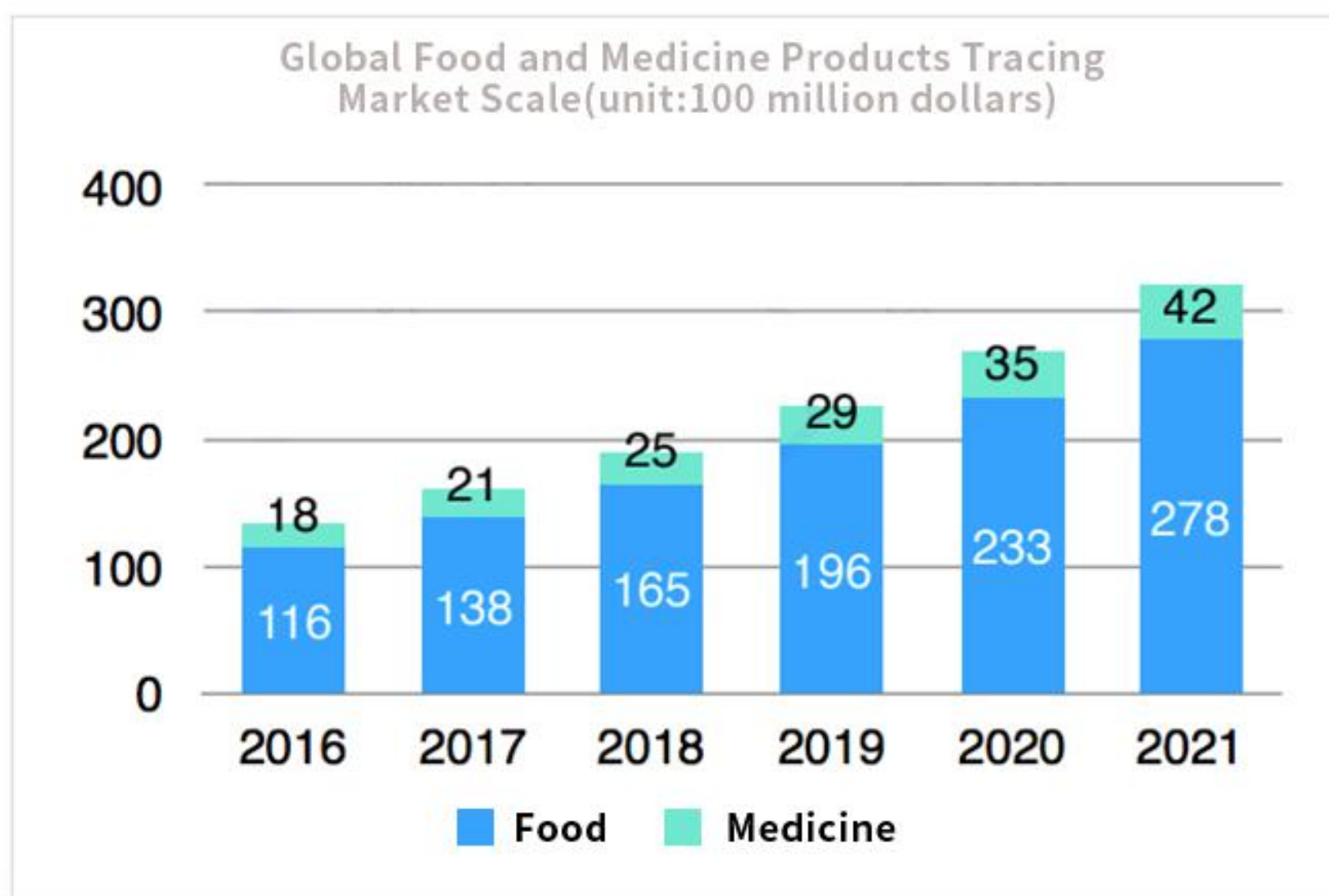
value network where data can be safely, equally, quickly circulated.

Take the traceability scenario as an example, we can see the great value and application scenario of BE Eco.

Fake and inferior products have always been a pain point to be solved in various industries. In recent years, product quality problems have been emerging one after another. The high frequency and wide scope of commodity counterfeiting has been increasing the public demand for commodity tracing. How to realize effective traceability of the whole process of commodity purchase, production, storage, circulation, distribution and terminal consumption has become the focus of industry research.

According to the 2013-2017 China anti-counterfeiting materials market outlook and investment opportunity analysis report, the global market of fake and inferior products has reached 300 billion us dollars, and the turnover of fake and inferior products accounts for 10% of the world's total volume of trade every year.

As a major producer and manufacturer, China is also deeply poisoned by fake and inferior commodities and has become a disaster area for fake and inferior commodities. The scale of fake and inferior products manufactured in China has exceeded 400 billion yuan, evolving various fields such as currency, medicine, food, cosmetics, clothing, agricultural products, automobile and agricultural machinery parts, audio-visual products and software computer chips. The effective supervision of fake commodities is imperative.

Global Food and Medicine Products Tracing Market Scale(unit:100 million dollars)

Year	Food	Medicine
2016	116	18
2017	138	21
2018	165	25
2019	196	29
2020	233	35
2021	278	42

Food   Medicine

Take the food and medicine tracebility market as an example, the average annual growth rate of the market demand is more than 20% in the past 5 years. The industry has a good prospect of development.

Policies and laws are increasingly strict, and the law enforcement forces enterprises to carry out tracing construction. At present, except the United States, developed countries, including the European Union, Japan and Canada, have mandatory requirements on the use of traceability service by enterprises. There are strict rules on the categories and details of traceability, and the products that doesn't meet the standard are not allowed to circulate in the market. Although there is no specific law in the United States requiring enterprises to carry out traceability labeling for products, a series of other food safety systems established by the United States, such as active recall, have promoted the construction of traceability system for enterprises. Therefore, no matter what specific legal details are arranged, countries actually have practical measures to trace to the source.

Although it is hard to quantify the positive promoting effect of tracebility on the efficiency, product quality, production safety, revenue in the process of enterprise production, USDA and FDA ,which have the most in-depth studites, gives qualitative analysis of the tracebility of enterprise revenue, believing the revenue will change constantly along with time and industry. According to the qualitative analysis data of various industries in the United States, the benefits of enterprises in the independent construction of traceability system are very positive.

The Earnings Changes with Tracing to Source by Industries

Earning	grower	processor	distributor	retailer
Improve enterprise brand	100%	33%	62%	50%
Enhance consumer's confidence	0%	67%	75%	25%
Expand market	50%	33%	50%	25%
Increase supply chain management efficiency	50%	67%	62%	100%
Increase supply chain trust	0%	83%	75%	25%
Reduce insurance costs	50%	33%	12%	0%
Reduce product cost	50%	67%	75%	25%
Improve process	100%	33%	100%	100%

Comment: Sample amount of different kinds of enterprise are 2, 6, 8 , and 4 accordingly. The proportion in the table is the proportion that the traceability brings significant relevant benefits to the enterprise

The traditional traceability system either uses the centralized accounting model or is recorded and saved in isolation by various market participants, which is an information island model. In the centralized ledger model, the one who maintains the ledger as the center becomes the key to the problem. Whether it is the preservation of the source enterprise or the preservation of channel business, as it is a stakeholder in the circulation chain, it is likely to choose to tamper with the book or falsely claim that the book information is lost due to technical reasons when the book information is not conducive to itself. The characteristics of distributed blockchain, non-tampering and complete traceability of data can effectively solve the problem of

anti-counterfeiting of traceability of goods.

1.2. Oppotunities and Chanllenges

The Internet platform is growing rapidly in the informationize process, increasing the users effectiveness, and enterprise service awareness, but so far the Internet platform has been exposing more and more serious problems.

First of all, entrepreneurs are the source of innovation, but throughout the Internet start-up opportunities in recent years, great opportunities have been occupied by giants. New opportunities such as new retail, Internet of things, AI, big data, etc. are carefully analyzed and found that one is new technology exploration, the other is the combination of Internet technology and offline. These two types of opportunity giants still have natural advantages. There are three big mountains for entrepreneurs at present. First, Internet dividend is fading away and network flow costs are high. Second, the concept of the Internet is not exist any more, and capital market is frozen ; Third, resource monopolies, big opportunities and user groups have been carved up by the giants. The source of innovation on the Internet is drying up.

On the client side, the user's experience and interests are not protected. In March 2018, Facebook's leak of 50 million users' information came to public, even though the perpetrator, Facebook, bought full-page ads from 10 newspapers in the us and UK, carrying MarkZuckerberg's apology and explanation. Public pressure still pushes Facebook to the brink. In August 2018, Huazhu group leaked information about 130 million users' hotel information, and then Huazhu group carried

out intensive public relations campaigns. However, what cannot be stopped is the public sale of users' privacy through various channels. This data leak may become the biggest and most serious personal information leak in China in the past five years. It can be seen that the biggest and strongest companies are still unable to properly protect user data, and similar incidents will continue to occur. Through the shocking events, we see the powerlessness of the Internet giants. At the same time, we also need to realize that the current Internet is imperfect and needs to be changed.

As the income level of people continues to rise, the consumption structure is upgraded. Users' requirements for quality and service are constantly increasing, and the concept of security and privacy is constantly strengthened. The continuous exposure of Internet problems has hit people's hearts and made users increasingly dissatisfied with existing platforms.

Highly centralized and commercialized enterprises are both powerless and unreliable. For example, the source enterprises and circulation channels have the motivation of tampering and omitting data information for their own interests. For another example, third-party enterprises cannot guarantee the data fair, open, authentic, and credible. The user's data is continuously deposited on the third-party platform, which creates value for the platform and does not belong to the commodity producer itself. The development of Internet-based companies does not bring more fairness, transparency and security. Monopoly seems to be necessary, while neutrality and interest become a contradiction.

To solve these problems fundamentally, the data ownership must be returned to the user, and the data circulation link should be made transparent. User drives the ecology and share community interests.

1.3. Mission of BE

The mission of BEING Chain Ecosystem is to build reliable decentralized data network, and allow the whole industry chains to participate in building ecosystem, and sharing benefits. Users could enjoy authentic and credible service. By building a disintermediate, open, self-governance, non national boundaries, fair, and reliable global data service ecosystem , BE will become the

base of next generation of value Internet ultimately.

2. Reliable Network of BE

The BEING Chain Ecosystem (BE Eco) adopts new block chain technology of main-Chain + sub-chain to design the BEING Chain that conforms to the commercial application of distributed data service. All commercial applications in the BE Eco ecosystem will be published on the BEING Chain, and the native BEING Chain Token(BE) will BE used as the token of the relevant applications.

Each transaction on BEING Chain will be recorded in a distributed ledger and will provide a multi-tier and multi-category billing pattern according to different application requirements. BEING Chain will provide high-performance, highly-availability distributed services.

The application of blockchain technology enables the system to adopt distributed computing power and information storage. Even if a large number of servers fail, information will not be lost, and the platform will not stop trading due to third-party problems. The blockchain network creates decentralized, tamper-proof and traceable data service networks by combining the business level smart contract layer and system function layer. In the data service platform supporting the commercial level, we need to solve the problems of concurrent bottlenecks, effective verification of transaction data and inefficient transaction settlement under the high-frequency scenario. At the same time, problems such as information leakage and authorization call need to be solved.

2.1. Realize High Concurrent Transaction by Main-chain + Sub-chain Separation and DPOS Consensus Mechanism

DPOS consensus mechanism can well solve the high concurrency problem in the public chain development field, and it has been one of the directions explored by the blockchain technology development team. "Third-generation" public chain technologies, such as EOS and ZIL, usually start from the consensus mechanism to reduce the number of node confirmation and improve the block generating speed. BE Eco used EOS's DPOS technology to solve the performance problem. DPOS technology abandoned the absolute decentralization concept, set the entry threshold of nodes,

and realized high efficiency of transactions. Using the DPOS consensus mechanism simultaneously reduces transaction costs and improves the efficiency and cost performance of the entire distributed network. The structure of main-chain and sub-chain creatively achieves three goals of ecological evolution, performance, and security. Commercial applications run independently on each sub-chain, and the main-chain is used for management and scheduling. The main chain contains the block data of the sub-chain, and the data change of each sub-chain. As its hash value changes, the corresponding main chain data needs to be changed, and the difficulty of the change increases exponentially. Both the safety of main chain and the sub-chain could be guaranteed.

BE Eco further adds witness to the design of the main chain. Since the sub-chain structure brings multiple parallel sequential chains, in order to coordinate the transactions of these non-main sequence relations and avoid the problem of double pending, it is necessary to establish a unified sequence relationship for these transactions to form a unified main chain of transactions. An earlier transaction on the main chain acts as a valid transaction. The witness of BE Eco is able to form a unique main chain by continuously confirming the transactions of other sub-chains.

In the design of the BE Eco blockchain system, waterfall backup mode is adopted. All nodes have to record the sequence of a certain depth associated with each unit when backup, instead of backup all the network, which reduces the data storage capacity of the node and lowers the threshold for the node to participate.

2.2. Witness Mechanism and DPOS Consensus Mechanism

Bookkeeping in the whole system can be divided into transaction type distributed bookkeeping system and content type distributed bookkeeping system. The system needs witness mechanism to prevent the block creators from creating higher-level blocks for data tampering. The witness mechanism adopts the consensus mechanism of DPOS. When users apply for election, they can become the candidate witness after paying the deposit, and the witness can be elected by users. The witnessed user cannot choose the witness, and each time the witness is randomly assigned and published by the network, the witness will be assigned again after a period of time, and all witnesses will share the transaction fee paid by the witnessed users.

For the content publishing type of problem, we adopt the consensus algorithm of Proof of taste to conduct Token rewards for the content obtaining thumb-up. In order to avoid the manipulation of content rewards by users with Token, we combined with the user identification system and adopted the real-name authorization certification mechanism.

2.3. Commercial smart contract layer

The core functions of BE Eco are data information management system and task distribution system. The first thing to be solved is the temporary information storage protocol authorized by the third party, digital identity encryption and preservation, and data information authorization invocation protocol. In BE Eco, the data is stored in the formal chain of public key encryption. The system can confirm the identity of the data source, but the data on the transaction chain cannot be read in the unauthorized situation. When third parties or users need to obtain data, they need to obtain the consent of the publisher and are limited to the public chain specified scenario, which cannot be circulated again. Thus it solves the contradiction of open and transparent of privacy data transmission.

The task distribution system includes the task release and distribution mechanism and the implementation confirmation protocol, as well as the task reward protocol. In different business scenarios, smart contracts are designed according to different trading objects, and contracts are executed under decentralized witness mechanism. The validity of the contract execution and the authenticity of information on the chain are confirmed through the community, which will serve as the basis for evaluating both transaction parties.

In a contract transaction, if either party disputes the transaction, it may submit to arbitration for reconsideration. Meanwhile, the whole process of transaction and user information are stored on the chain as arbitration evidence.

2.4. Technical Architecture of BE

The bottom layer of BE blockchain network provides a complete distributed ledger system that based on DPOS technology to achieve business-level performance. BE also provides technology

systems such as secure data storage, business intelligence contracts, secure data transmission, and distributed identity authentication. As an application platform, the whole ecological network can support the construction of various decentralized application services.
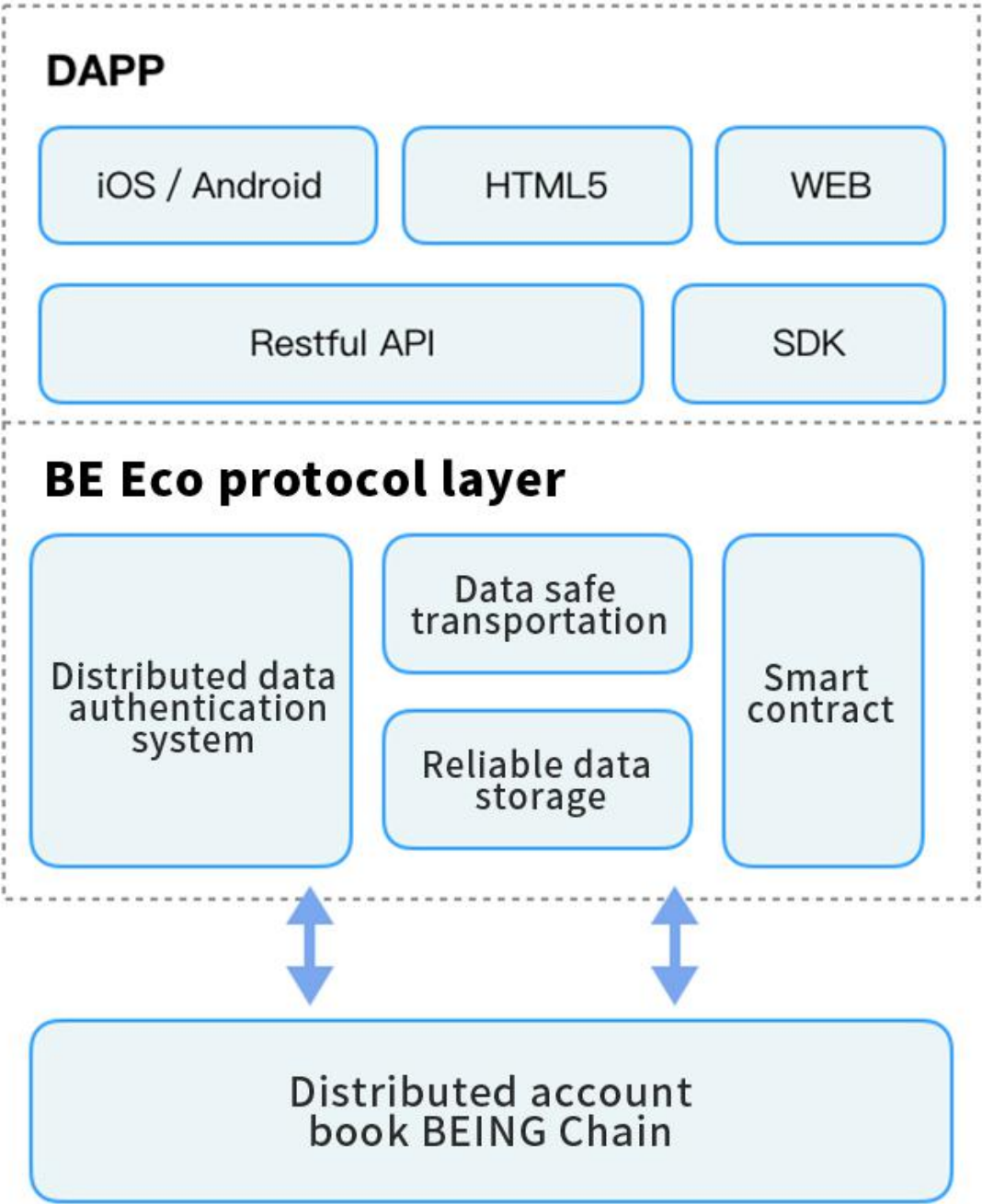
On the basis of block chain network, BE also provides a series of application frameworks with high availability, including distributed data exchange protocol, distributed process management, etc., and further improves the efficiency of building applications through common API, SDK and various application functional components.

3. Applications of BE

Distributed data network is a technology of various applications, which is widely applied in various fields. The scenario of our key services and support is as follows:

Food safety · take-out · medicine · Maternal and infant · Health care product · fresh · tea · Instrument · Alcohol, tobacco, · The raw materials · product tracebility · asset management · The car · The traffic control · Traffic data · The vehicle management · The public transport system · Intelligent Transportation · Violation of management · Auxiliary transportation

Main chain

financial service

BEING CHAIN

charity and wel-fare

Subchain · DAPP

equipment · Energy conservation and environmental protection · Intelligent home appliances · Electric power · The energy management · merchants · Intelligent switch · The user · The remote control · Insurance services · Logistics and retail · Logistics tracking · Share the spread · The driver · The goods · Logistics control · Logistics scheduling · The customer · vehicle

3.1. Trace of commodities

"Traceability" is a great blockchain application, said Vitalik Buterin, founder of ethereum. The application scenarios of commodity traceability are wide, covering many fields such as food safety, medicine, mother and baby supplies, tobacco, alcohol, etc.

Food safety is the foundation of people's life and has been promoted from the 13th five-year plan period to a major national strategy. The latest food safety law, known as the strictest food safety act in history, has come into force, with measures being taken across the country. The construction of food traceability system is a necessary part of food safety work. Food safety traceability platform has a promising market prospect and great opportunities for the industry. The establishment of food safety tracing platform ensures that the whole process of food from

the place of origin to the table can be traced, and to a considerable extent inhibits the circulation of unsafe food. Meanwhile, it also provides consumers with a dynamic tracking and monitoring system of the whole process data of food production. Consumers need simple, safe, and reliable traceability services.

BE responds to national policies and market demands, provides commodity traceability services. EBE combines whole-process traceability system and dynamic tracking and monitoring system with blockchain technology, making use of the characteristics of distributed data storage on the chain, which cannot be copied and tampered, and the platform can build a full life cycle traceability system for enterprises from raw materials to terminal consumers. Input the detailed information of each link in the production process of goods in real time and realize the source control. Track the direction of the goods, control the details of the goods circulation, and recall the defective products directionally, so as to realize the direction of the goods to be traced. In order to thoroughly prevent and eliminate food safety hazards and eradicate fake and inferior products step by step from the source, it provides data basis for later consumers to trace back, and strengthens the credibility of enterprises and the buying confidence of consumers.

The application of BE in the field of food safety is not only necessary protection for common consumers, but also can improve the credibility and competitiveness of enterprises.

The traceability needs of the pharmaceutical industry are more prominent. First, the consumers are mostly the elderly, the weak and the sick, and they concern about the safety of medical products the most. Secondly, pharmaceutical products are more professional and common consumers do not have the ability to identify. Relatively, fake and inferior medicines and health care products have huge profit margins and great harm to consumers, and the identification of fake and inferior products is also relatively difficult. Criminal counterfeiting shows professionalism and diversity, and it is difficult to distinguish from packaging and trademarks, making ordinary users unable to prevent.

The whole process tracebility of BE protects the quality of the healthcare product. Dynamic monitoring solves the possible storage and replace problems in the transport circulation process. Controlling of details of the drug circulation also make emergence management of directed recalled

easier to implement. Meanwhile, it provides evidence for government to strengthen supervision method, strengthen market oversight. BEING is committed to create an well-organized market, and reassuring medical and health care product market atmossphere for doctors, patients, and families.

3.2. Charity and Public Welfare

The BE network, which addresses the "trust problem" of the data layer, also points the direction for the development of charity.

At the end of last year, there were a series of auctions held by north American nonprofit CharityStars, which used blockchain technology to optimize online donation platforms. Many participants in the blockchain community said that the non-tampering of blockchain can improve donation transparency, greatly expand the living space of non-profit organizations, and provide strong technical support for the continuation of the life of organizations and the enhancement of charity credibility.

As the use of blockchain cryptographic assets and the application of blockchain become mainstream, the organic combination of charity and blockchain makes every donation traceable and realizes the regulatory role. At the same time, both initiators, donors and recipients can clearly know the amount, source, direction, and usage of the money, and the whole process is under public supervision. In terms of the final flow of the money, corruption caused by poor supervision and improper use in traditional charity and public welfare will be eliminated.

Under the assistance of blockchain technology, all aspects of asset circulation can be guaranteed security, and can also be truly owned, transferred and paid. Therefore, if a malicious person intends to use the money privately, he will be subject to the technical and moral constraints such as open and transparent regulation, and cannot succeed in the end. In other words, the combination of blockchain technology to public charity is a kind of reorganization from the inside out, and also makes it a clean land to philanthropists.

3.3. Asset management

The application prospect of BE in the asset management field is broad. First, public attention

and investment in blockchain technology is heating up, and blockchain technology has proven to be a disruptive technology. Secondly, blockchain can be integrated with universal data standards without the guarantee of centralized authority, which ensures that data cannot be tampered, thereby reducing coordination and proofreading, promoting the seamless flow of digital assets. Thirdly, the application scenario can not only solve the management problem of blockchain Token assets, but also solve the problems such as the confirmation and transfer of traditional assets. The application scenario is extensive.

The asset management industry faces new opportunities and challenges. BEING can help asset managers solve many problems they currently face: How to better manage data; How to provide solutions, not just products; How to continuously create value for customers in the changing competitive landscape. By reducing data processing, weeding out traditional infrastructure and reducing frictional costs in investments in front, middle, and back office operations, asset managers can gain tangible benefits in terms of costs. Using blockchain technology to store asset information can improve data sources and provide better liquidity, and the reduction in frictional costs brought by blockchain will bring more revenue. Asset managers will serve customers in new ways, such as reporting in real time or changing trading strategies alternately. In the end, the end investors will be the biggest beneficiaries, as asset managers and other investment institutions will continue to improve their investment management level and create value for clients.

3.4. Logistics and retail

The most obvious application of blockchain is in the field of logistics and retail. Currently, the world has established a "global blockchain freight alliance (BiTA)", a global blockchain education and standards development industry organization. It has attracted more than 230 global companies, including General Electric Transportation Group and Jingdong logistics.

In early March 2018, Walmart successfully applied a blockchain technology called smart package from the US Patent Office, which uses blockchain technology to improve a more intelligent parcel delivery tracking system. The patented technology also has a device for recording package

information (such as package content, environmental conditions, location information, etc.). Meanwhile, similar domestic applications are being implemented simultaneously. In late February 2018, Cainiao network and Tmall international (Tmall cross-border e-commerce platform) jointly released tamper-proof logistics tracking data information based on blockchain. On the logistics details page of mobile Taobao, consumers can enter the commodity logistics page through the "view commodity logistics information" button at the bottom. People can check all flow information of the purchased goods to ensure the authenticity and reliability of the source of goods.

The application of BE in the field of logistics retail can be divided into three aspects: logistics end, supply chain end and transaction end, all of which ensures the seamless connection of the whole link. The "digital supply chain" built with BEING blockchain technology is an extended technological innovation of the retail industry, especially in the global cross-border supply chain management and circulation. On the trading side, a whole new S2B2C transaction mode is developed from the existing "origin of goods (brand owners) - trading platform (retailers) - terminal consumers" inherent structure, and it goes directly across the retail platform, reaches the point-to-point transaction from the origin to the terminal.

3.5. Copyright protection

With the wide application of Internet, information digitization has become an inevitable trend. However, digital content is often not well protected. Driven by interest, high value data becomes the serious area of piracy. In recent years, there has been frequent prohibition of piracy, and enterprises have suffered great losses in intellectual property rights.

BE realizes the chain storage and chain interaction of copyright information, which is a huge improvement of data security. The security of the BE network is the foundation of the platform, which not only ensures that the data cannot be replicated in batches, but also ensures that the data flow process can be checked clearly and monitored layer upon layer from the source to the end, from the process to the details, thus greatly improving the data security.

In terms of copyright transaction, it provides a public platform of blockchain to store transaction records, and the copyright party can encrypt the copyright content without the

intermediary's intervention in the copyright transaction, so the link is transparent. By means of asymmetric encryption and timestamp technology of blockchain, the proof can be given at the stage of rights protection. In the future, if all digital products can be recorded on the chain, establishing a complete library of digital copyright products will reduce the cost of rights protection and pirated products removal.

One side of copyright protection is "blocked", and the other side is "sparse". The chain of copyright information also plays an important role in promoting copyright transaction and circulation. In the entertainment industry, block chain is changing the basic industry rule such as the digital copyright trade, the mechanisms of income distribution pattern, and the users payment mechanism. Blockchain is forming a whole new industry ecosystem circle based on blockchain technology to share value in the platform by copyright owners, producers and users, which will make it more convenient to do transaction, lowering transaction costs hugely, increasing the efficiency of industry chain coordination, protecting benefits of every participants powerfully, forming a more integrity industry ecosystem. The whole entertainment industry could be changed by building the value Internet entertainment industry infrastructure on blockchain.

3.6. Insurance service

Insurance is the basic means of risk management for people under the condition of market economy and an important pillar of financial system and social security system. As a tool of asset allocation, it has become an indispensable basic tool in everyone's life.

However, the trillion-dollar insurance industry has become an inefficient and expensive business since it is dominated by big companies. The huge management structure of insurance companies makes operating expenses high, and the sales assessment system under the corresponding system also leads to the current situation that users are "god" before they buy insurance while the efficiency of claims is low. When the client needs help the most, fight for the compensation of the insurance company, but the insurance company needs a period of verification to give the compensation. For the insurance types that are easy to be defined like flight delay insurance, the user needs to go through the tedious process to obtain, not to mention other types of insurance.

What's more, insurance companies may even avoid paying customers for their own benefits.

To address existing market issues, BE is committed to build a platform for decentralized insurance applications. Businesses, large and small nonprofits, and startups can all come together to provide better products and services across the insurance value chain. BE establishes a decentralized insurance application platform for blockchain, which can improve the transparency and fairness of insurance, reduce operating costs, and make the purchase and sale of insurance more efficient. The automatic fulfillment of insurance through smart contract can greatly reduce the period of user claim.

3.7. Financial Service

Blockchain and finance are inextricably linked. BE pays great attention to the application in the field of financial services. At present, different Banks conduct transactions by signing agreements, while the process is extremely complex. As a common example, a simple transaction in which a bank agrees to buy some shares at a specific cash price from another bank can take many days and may face the risk of one party defaulting. According to a report by Oliver Wyman, the financial sector loses from $65 billion to $80 billion a year in settlement fees used to repay failed transactions.

The investment of the banking industry in the blockchain field is huge. For example, state-owned large Banks such as bank of China are major patent holders in the blockchain field. R3 blockchain alliance, an important project within the bank-led blockchain sector, received $107 million in financing in May 2017, with members including Temasek, SBI group, Bank of America, Intel, Wells FargoG, etc.

BE can ensure the security and timely processing of clearing operations due to its encrypted digital nature of settlement mode. Meanwhile, bank-supported blockchain projects will help stabilize the pace of global currency exchange rates and increase transaction security. With so many advantages, blockchain is likely to trigger an revolution of the banking industry, replacing the traditional back-office clearing methods of Banks and the intermedia between other trading parties.

The design of the BE sub-chain structure provides a convenient solution for asset issuance in the vertical industry. Traditional enterprises can easily access the chain through BEING network and directly connect the blockchain financial services.

4. Economic Design and Distribution Plan of Token

4.1. Economic system

BE is positioned to build underlying infrastructure that provides trusted information and value access. Firstly, as the underlying facility, BE supports the development and application of various applications in the upper layer. The application team only needs to pay attention to its own business applications, which greatly reduces the cost of developers in blockchain or other underlying technologies. Secondly, BE will connect the information subject and the value subject through the underlying smart contract protocol support to form multidimensional scenarios supporting the data service domain.
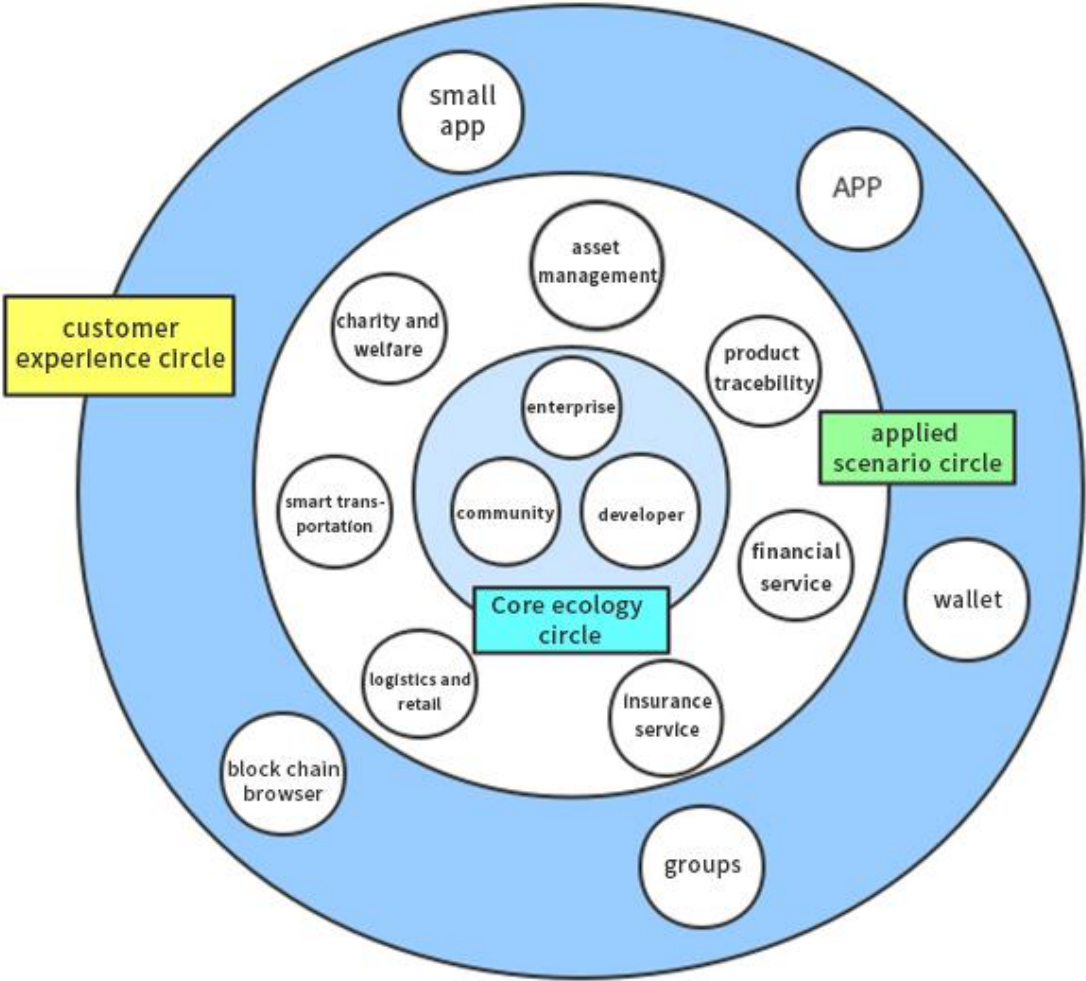
BE ecology includes:

1. Enterprise organizations, including all kinds of companies, organizations, communities and IoT equipment providers, provide goods or services within their scope.

2. Industry application and development team. DAPP is the key to BE's ecological formation and the main force for BE to expand application scenarios. Based on BE's basic blockchain architecture and intelligent contract system, excellent teams in the industry can build their relevant businesses. At the same time, various service providers are supported to start businesses or expand businesses based on BE. BE reserved ecological fund for stimulating and incubating DAPP, and try our best to help each team realize their dreams.

3. Community. Community is the foundation of blockchain consensus, and BE values the power of community. On the one hand, it will attract institutions and individual community technical talents from home and abroad through the operation of the community which provide power for the technical implementation and technical iteration of BE. On the other hand, BE hopes to carry out application incubation in the community, which can provide the community with thinking collision through communication and training. The BE foundation sets up a community incentive fund for this purpose and develops long-term sharing and incentive plans. At the same time, the BE team, in the spirit of openness and service, provides a certain degree of technical support to individuals and groups which interested in developing applications.

4. Individual. BE builds the platform in the spirit of openness, win-win and sharing, greatly releasing individual power. Individuals participate in the BE data service ecology. On the one hand, they acquire or provide services; on the other hand, they establish their own credit evaluation system to maximize the benefits of the development of the sharing platform. Individuals can unleash greater power by joining the community and becoming witnesses. BE network welcomes every user's participation, co-governance and sharing.

4.2. Token System of BE

BE(BEING Chain Token) is a token system that is operating in brand new digital currency encrypted protocol public chain, and it is adaptable to BEING Chain ecology network and distributed program.

There are two stages regarding to the release of BE token:

1. During the development of public chain, BE Eco will release ERC20 based token on the public chain of ethereum and apply it to BE Eco network. The token held by previous users is based on the public chain of ethereum, and does not affect the holding, circulation and application scenarios of early Dapp.

2. After the construction of BE Eco main network, BE Eco will issue public Chain Token based on BEING Chain. The corresponding rights and interests of the ERC20 token held by users and the new tokens on the BE Eco blockchain network will also be transferred to the new blockchain network. The Token loss issue will not happen to the users who hold the Token in the whole process. With the launch of the public Chain of BEING Chain, the application scenarios will be richer and the circulation value will be further enhanced.

The role of BE in blockchain network:

1. Encourage ecological participants to provide computing capacity and ensure the normal operation of the network.

2. Encourage ecological participants to witness the transaction.

3. Reward settlement and corresponding transaction vouchers for the task system.

4. Reward the developer who develop good quality applications.

Business scenes of BE tokens:

1. Developing, authenticating applications on the chain and using services on the chain (such as miner's fee for transferring money on the chain) need to pay or burn BE, which is the Token used to run applications on the chain.

2. Commission generated by transactions on the chain: With the prosperity of sub-chain ecology, BE has more trading and circulation scenarios.

3. Witnesses: Witness the completion of task distribution and gain profits.

4. Participation certificate of ecological participants: Only those who hold the BE token are eligible to participate in ecological, community management, release mission, witness and business activities.
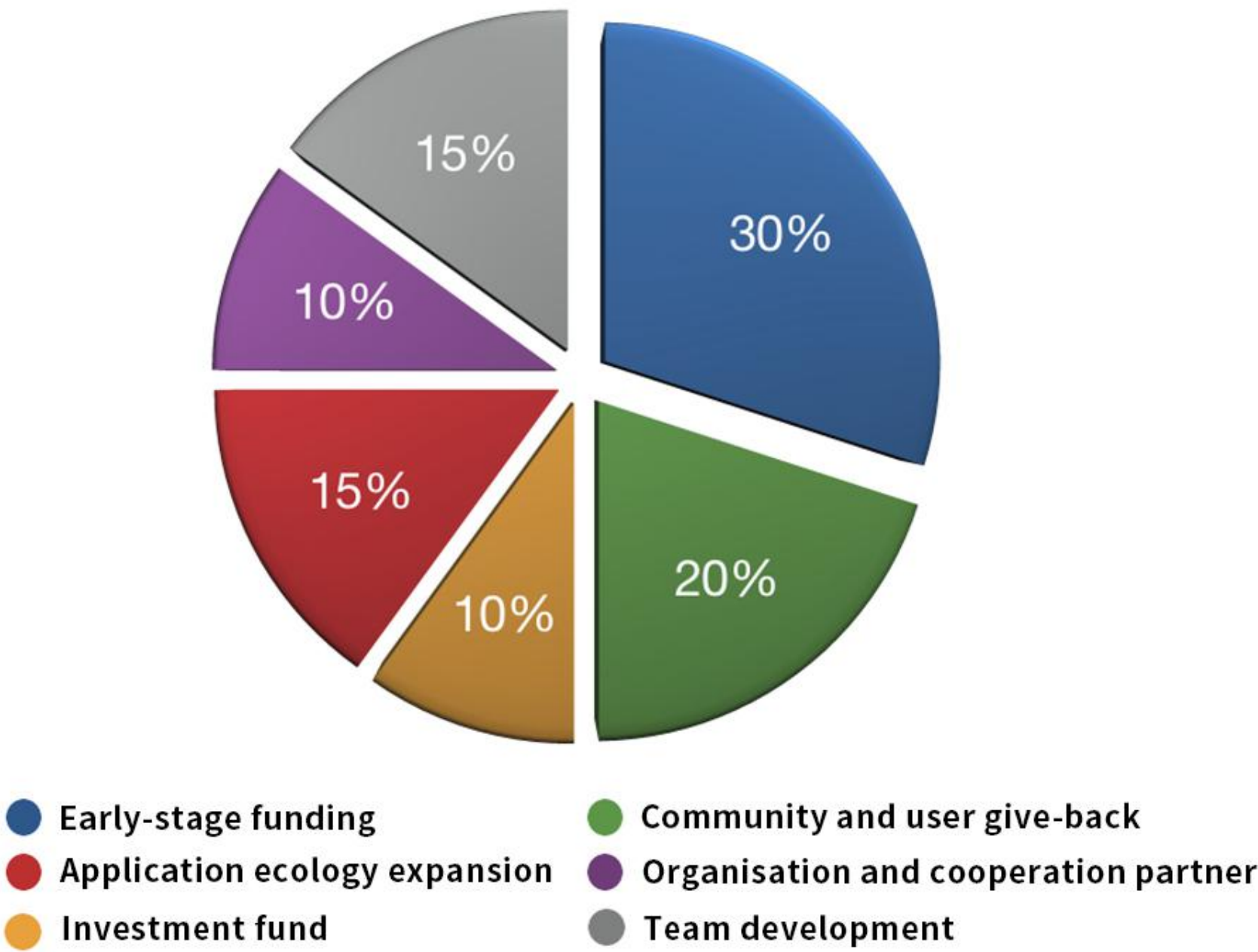
5. Other distributed collaboration, compensation, and promotion shall use BE for circulation

and settlement.

4.3. Volume of Issuance

1. BE never change total amount of token, never increase issuance.

2. The total amount of Token released is 10 billion, and 1 Token is called 1 BE.

4.4. Distribution plan

- Early-stage funding
- Application ecology expansion
- Investment fund
- Community and user give-back
- Organisation and cooperation partner
- Team development

1. 30% for early funding: Used for technology development, hardware and bandwidth costs, project operations, etc., to ensure sustainable development of the project.

2. 30% for giving back to communities and users （including 5% for community candy programs）: BE is a long-term incentive program for community contributors using both pull and motivate to engage community users.

3. 10% for Investment fund: The initial offering will set aside 10% BE as investment fund to build the BE Eco ecosystem, maintain and prosper the ecosystem. Investment fund is in lock position one year, A year later will be linear unlocked each season.

4. 15% for Application ecological expansion: Initial release will reserve 15% of BE as ecological fund for incubation or support of BE-based DAPP. Application ecological expansion fund lock position one year, A year later each quarter linear unlocking.

5. 10% for Agencies and partners incentivize: BE Eco is a long-term business that needs to constantly recruit excellent teams to work with us in order to promote the prosperity and development of the community. At the same time, we need to cooperate with more partners to promote the development of the community. Organization and partner incentive fund will be locked for eighteen months later.

6. 15% for Team building : R&D and operations teams have put a lot of effort into the birth and development of BE. In addition, early contributors provided indispensable help for the construction of BE Eco by providing powerful resources and funds, and then rewarded them with a reasonable share of BE. The core team holds all the BE lock position, which are linearly unlocked every half a year for two years later.

5. Governance of Foundation

5.1. The Value of Foundation towards BE ECO

The BE Eco foundation is a non-profit fund management institution registered in Singapore, with the purpose of developing and researching blockchain solutions applied to the data service ecosystem, and providing financial and technical support for the R&D, maintenance, and operation of the blockchain technology of relevant enterprises.

The foundation of BE Eco foundation is the authorization of community members, and the foundation will assist relevant partners (including service providers, node information providers, computing power providers, market operators, enterprises and client users) to complete relevant business application promotion.

The foundation will exist as a non-profit fund management organization to maintain the normal

operation of the whole system, and the community as the highest authority will adopt the voting mechanism to participate in the management.

5.2. Purpose of BE Foundation

1. Fairly implement the relevant power granted by the community and conduct commercial operation.

2. The foundation is a non-profit organization, which does not participate in specific business activities

3. Strict foundation management system requires what business operation and resource allocation of BE should follow.

5.3. Decision-making Mechanism of BE Foundation

The BE foundation is the highest power system, consisting of the user community holding the BE. Community members can participate in the voting of major issues in the community, but they cannot vote on business disputes by community voting.

The major events in the community only include those related to the development direction of community technology, community management mechanism, fund use and staff transfer.

6. Ecosystem Construction Road Map
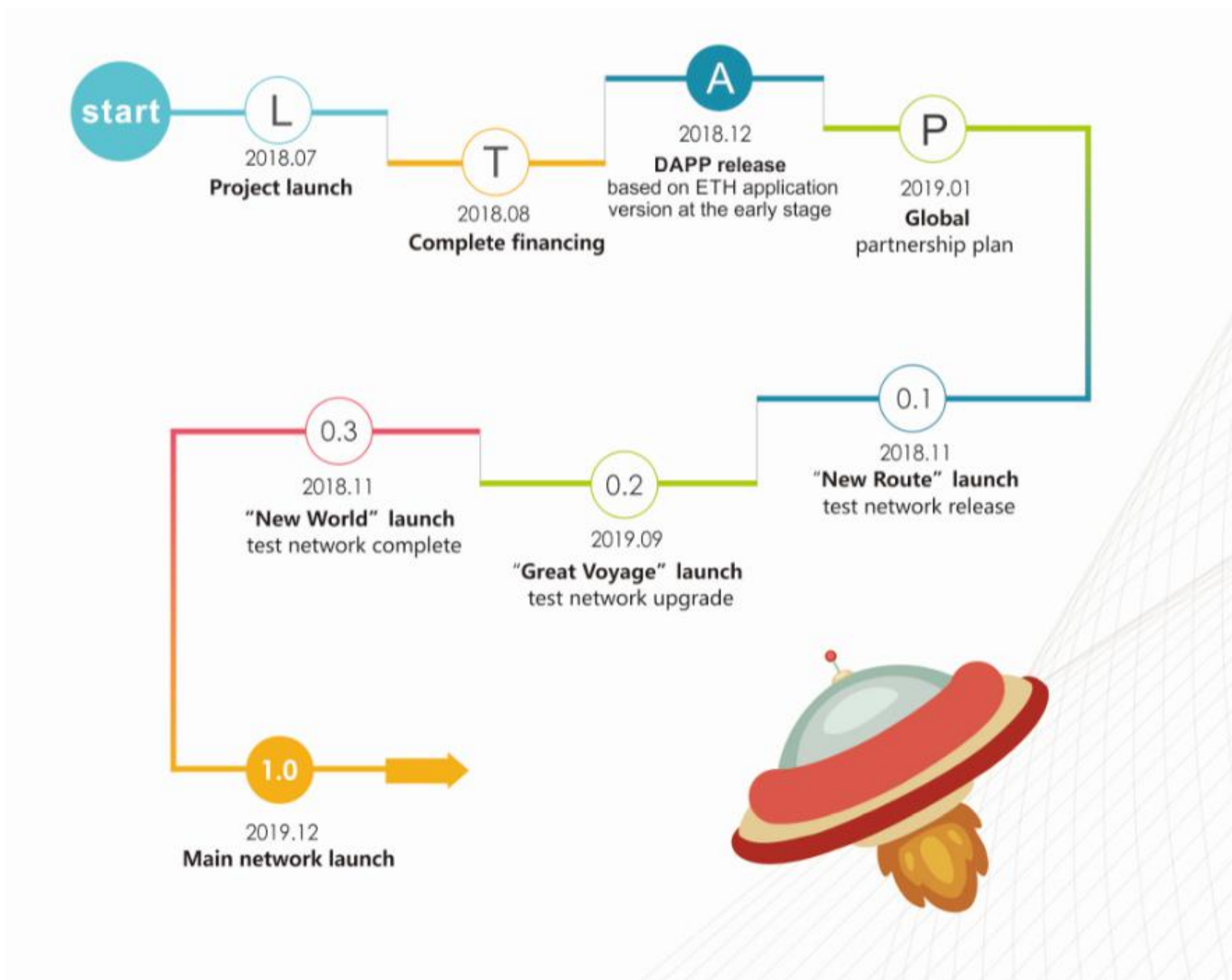
BEING project was officially launched in September 2016 after nearly two years of research and preparation by the team. The project is expected to go through three stages, as follows

1. DAPP stage: Develop DAPP and smart contract based on Ethereum in the early stage, verify and optimize each application scenario. The foundation also promotes and recruits global partners.

2. Public chain test stage: This stage coordinates with the public chain test to gradually improve the ecosystem and build the underlying infrastructure. It is expected to experience three phases: "new voyage", "grand voyage" and "new continent".

3. Commercial stage: With the completion of public chain testing and verification, the main network was officially released, and BEING formally moved to commercial application. Under the help of early partners and community supporters, a global decentralized data service ecosystem

is rapidly formed.

7. Team Introduction

Roland Song － CEO

- MBA Lawrence university of technology

- Previous chairman of WDNA foundation

- Fully in charge of foundation daily management and gene chain global project coorperation

- Specialize in enterprise strategy planing management and integration of resource in financial investment area

- Worked in management position of Century 21 Real Estat and AT&T.

- Worked in HSBS, ANZ Bank and Haiyin Financial Control Group after back in China

Florian Eiden（Rumania） － CTO

    Blockchain expert, senior network security engineer.

    15 years Internet work experience (5 years experience in block chain security encryption), senior network security engineer, outstanding achievements in block chain encryption and network security.

7.1. Core Team

Ricky（India） - COO

- 18 years of business marketing experience;
- Rich experience in blockchain project management, business development, sales and markeing, channel management,customer relationship building.
- Worked in big companies such as Sony, Logitech, etc.

7.2. Consultant Team

Derek Maksimovna(U.S.A) - Technical Consultant

- Blockchain expert, senior network security engineer.
- BSc in Software Development, Full Sail University
- Software Engineer in Wingspan Technologies, Melbourne FL
- Director of Technical Support in Kmart, Milton FL
- Director of QA Team in DecentralizedCapital
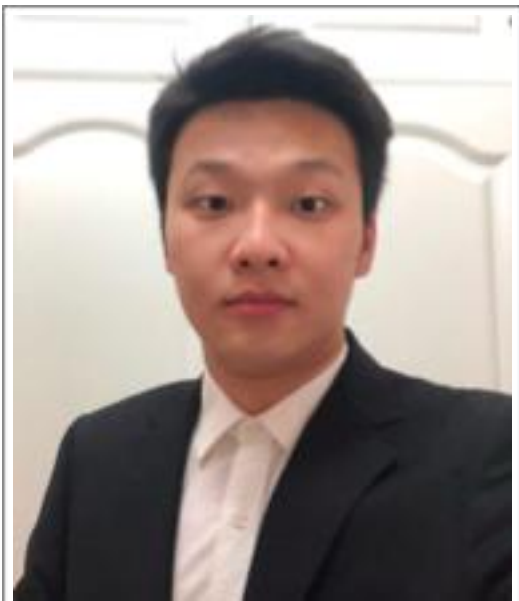
Xiangjun Li(Singapore) - Technical Consultant

- B.A. in Computer Science University of California, Berkeley and a double major in Haas business school;
- Architect in BI.XYZ digital currency trading platform；
- Specialist in blockchain technology and Quantitative Trading areas.

Eric Peterson(U.S.A) — Fiancial Consultant

- B.A. in Finance, Coles College of Business, Kennesaw State University
- Budget Analyst in Office Depot, FL
- Credit Analyst in GoKapital, Miami FL

Justin Titarenko(U.S.A) — Legal Consultant

- B.A. in Savannah Law School, Atlanta's John Marshall Law School
- J.D. in Florida Coastal School of Law
- Government Consultant in Butler & Hosch PA, Orlando FL
- Associate of Counsel in Elizabeth R. Wellborn PA, Deerfield FL

8. Acknowledgement

We would like to express our heartfelt thanks to our friends for their support and concern for the development of the BE community.

Thank you very much for your support and assistance to the research and development of the project: Alan Chow, Tommy Gao, Leo Luo, Jiawei Zheng, etc.(in no particular order)

Data service is permeating to every aspect of the society, influencing numbers of families. We wish to build a community ecology that is sharing, co-governance, justice, and friendly with you. Your concern is our support for us.

9. Risk Reminder

Risk due to user individual error behavior

1) Risk of loss of private key:

Before BE is allocated to the participant, the participant will get the public key account associated with BE. The BE public key account can be entered through the private key which is randomly assigned by the participant, and forgetting the private key may lose the BE in the relevant public key account. It is recommended to practice how to operate so that participants can safely back up their private keys on multiple local devices, preferably in a non-network environment.

2) Risk of leakage of the private key to a third party:

Any third party individual or institution may handle the BE of its corresponding account after obtaining the private key of the participant's public key account. It is recommanded that participants protect the device against unauthorized logins and reduce risk.

3) Risk of participating in the vote:

It is very likely that BE will be lost due to malicious or irresponsible voting behavior when BE holders are participating in voting.

Risk related to network security during the use of BE

1) Risks arising from the ethereum network protocol:

At the beginning, BE Eco will issue ERC20 tokens based on the ethereum agreement. Any failure of the ethereum agreement and unknown functions may lead to unknown and undesirable situations for BE. Ethereum and local unit accounts based on the ethereum agreement may lose any value like BE, for more information on the ethereum agreement: www.ethereum.org

2) Risk of unofficial BE Eco network being replaced:

After the development of BE Eco network system, due to the technical attributes of open source, the code and protocol are likely to be copied by others and similar network system will be established. The official BE Eco network system may have to compete with these copied network systems, and the negative impact on BE Eco network system will BE borne by all users.

3) Risk of illegal invasion from malicious third party:

Malicious third parties, such as hackers, other teams or institutions, may try to interfere with the development of BE Eco network systems, and may adopt but not limited to the following methods: DDOS, Sybil, spoofing, smurfing, consensus-based attacks, etc.

4) Risk of infrastructure software security vulnerability in BE Eco network system:

This network system is an open source system. Employees of BE Eco or other third-party institutions intentionally or unintentionally introduce bugs into the core network system, which will lead to the use risk and loss of BE.

5) Risk of hidden weakness being exploited and major technological breakthroughs in the field of cryptography will be risks that hidden weaknesses will be exploited and taken advantage of:

Cryptography technology is an important part of blockchain technology, and advances in cryptography or other high-tech technologies may bring the risk of theft or loss to BE Eco network systems and BE.

6) Risk of BE Eco network system failure:

As a relatively new system, BE Eco network may cause unacceptable or unexpected network failures, and may also cause the risk of BE disappearing or other market fluctuations.

7) Risk of BE Eco being attacked by mining due to its high value:

For many decentralized cryptography tokens and virtual currency, BE generated by Eco network block chain technology has the possibility of being attacked by mining, including but not limited to double attack, large pool of mine attack, "selfish" mining attack, and competitive conditions attack and so on. Besides, there also may be unknown new mining attack, bringing a huge risk to BE Eco network system operation.

Risk of uncertainty from the market

1) Risk of small number of users of BE Eco system:

The BE Eco system will generate corresponding value over time. If BE Eco network system is not used by more businesses, individuals, or other institutions, it cannot generate more public attention and affect its development into a small number of users, which may limit or reduce the use and value of BE.

2) Risk of insufficient liquidity of BE Eco from the exchange:

At present, BE is not traded on the exchange. If it is open to trading on the exchange, it is likely that the lack of understanding of the exchange users compared with the new Token will lead to the lack of value and liquidity of BE.

3) Risk of BE Eco network system to keep pace with the development of BE holders' expectation:

BE Eco network system is still under development, and in prior to the release of foreign official it may have very big change. The expectation of BE or network system from participants may be different with the actual release time. At the same time, the change of the design and implementation may result in delaying release based to the acutal situation.

4) Risks that participants cannot claim insurance when facing losses:

Unlike BE's token public key account, bank account, other financial institution account or other social service account, BE Eco foundation usually does not purchase insurance on the network system. When the BE is lost or the network system loses value, no insurance institution can provide claim service to BE holders.

5) Risk of the disbandment of BE Eco project:

There will be various factors in the project, such as bitcoin, ethereum's value collapse, business operation failure or intellectual property claims, etc. The project may be unable to continue operation, resulting in the failure of the successful release or team dissolution.

6) Risk of regulatory policies by judicial or administrative departments in relevant regions and countries:

Blockchain technology is currently supported or recognized worldwide, but it is also subject to careful review by various regulatory authorities. The functions of BE Eco network and BE may be affected by the partial regulatory policies, including but not limited to limiting the use

of digital tokens or the ownership of BE, which may hinder or restrict the development of BE Eco network system.

7) Other unknown risks:

Blockchain technology and corresponding digital currency technology are relatively new and not fully verified technologies, and there may be more unpredictable risks, which may appear in more ways.