

DoraCoin

THE WHITE PAPER

VIDEO EVALUATION PLATFORM



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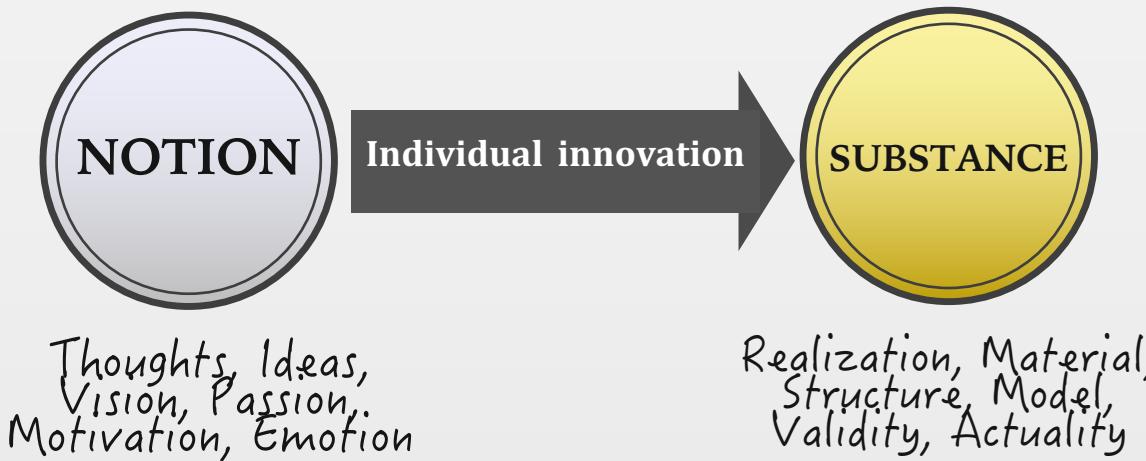
1. INTRODUCTION:

Dora is a video curation site focused on the Japan's dynamic youth culture, where focused theme and trend attaining to the modern day teenage demography are collected and reviewed, curated and archived on a daily basis to be viewed by currently more than 2.5 million viewers on the Dora's website, <http://do-ra.org>

The platform began as a coaching tool for high school baseball clubs to review the scores and plays for future referencing, which by the way is taken very seriously in Japan. The notorious attention to detail can be credited for the emergence of players such as Matsui, Ichiro, Dervish, Otani, and other athletic greats. Other clubs quickly caught on and soon Dora was the portal where various other extra curricular communities, not just athletes, began to upload and monitor their topic of interest.

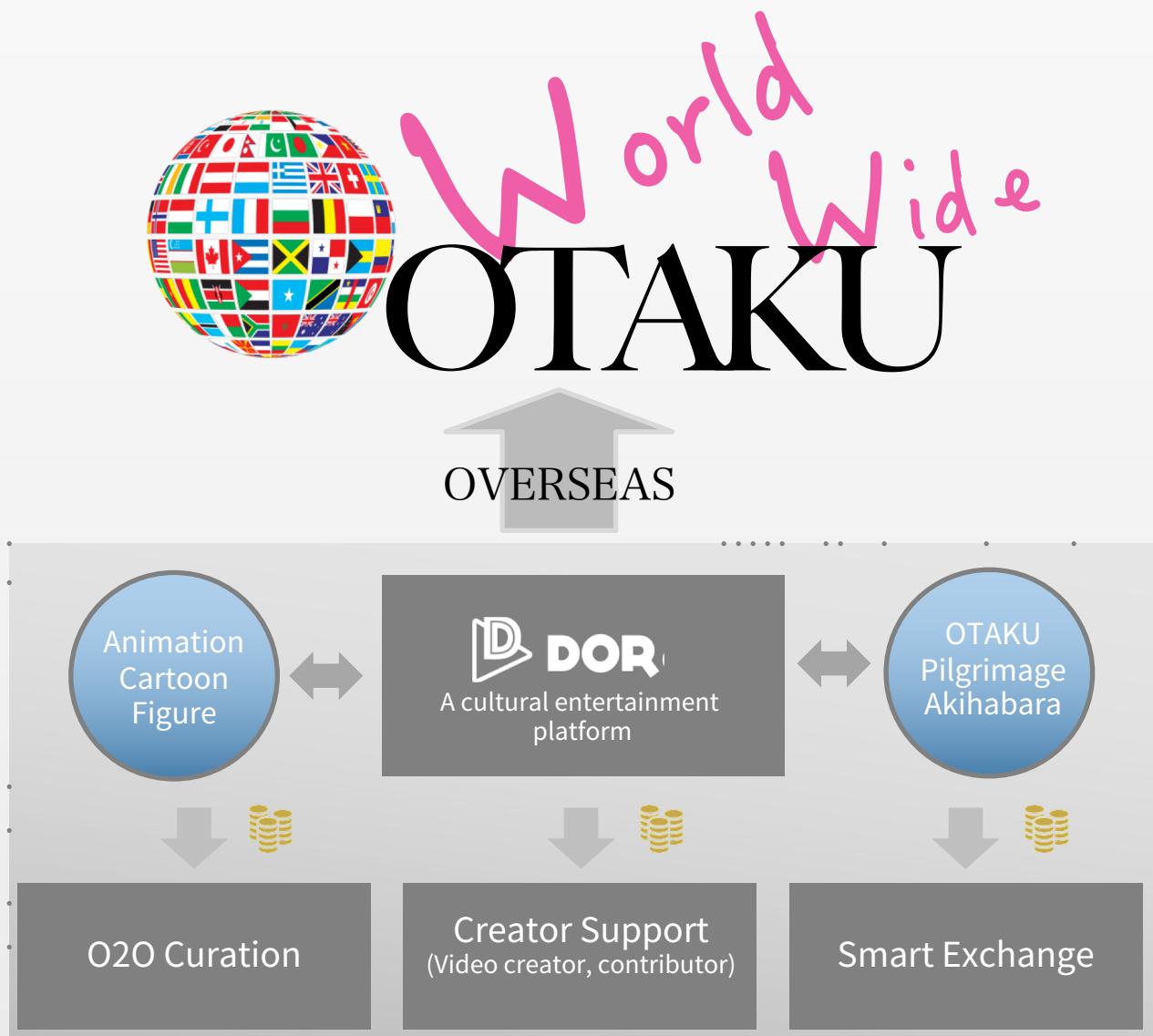
Soon Dora emerged as the premier provider of segmented video content tailored to the explosive minds of the Japanese teen, further an innovative communication tool that fostered dialogue among each differing community with depth to a particular hobby or field of interest - The Otaku (or Geek) Subculture. The daily curation of the videos, whether updated by the user or searched on the web is done by highly versed and charismatic individuals, or "gods" pertaining to each subject segment. Videos that highlight such topics as manga, plastic figures, games, neo-animation, animators, are especially viewed in high frequencies.

Dora is a cultural video platform curated to captivate the dynamic expressionism of the Japanese youth culture. It's a platform for creators and businesses with focus to marketing and PR to this unique demography, further enjoyed by more than 2.5 million viewers/users
- Average age 17 and a half (But more likely 17)



The advance of modern technology providing wide spectrums of information accommodate just about every and all interests for the individual in increasing quantities. Dora aims to take that one step forward, rendering the viewer with focused curation that advocate quality to the highly informational Otaku entertainment scene.

The funds raised by the scheduled ICO, Dora will engage on its global initiative missioning to accommodate overseas users by deploying a language-switch function that will facilitate easy understanding of all segments by major markets worldwide. The soccer manga “Captain Tsubasa” influenced the greatest football players of our time, but with Dora, the manga will not only be confined to the storyline of the manga, but will render opportunity for fans to engage further into the universe for added detail.



Concurrently, Dora will expand its video curation outside of its present focus to teen culture, to themes such as art, medicine, politics, etc accommodating other demographic age/sex groups leveraging on its current know-how cultivated through its present model of providing teenage youth culture.

The exchange of content, merchandise and service on Dora's portal will be done through Dora Points and Dora Coins which are in turn exchangeable to conventional currencies such as Yen and the Dollar so that the viewer and creator can both indulge in their favorite cosmos, at the same time manage to increase their assets, monetary or contextual.

Dora Coin missions to be the ultimate currency for the globally recognized world of Japanese Otaku culture.



2. TOKEN SALE

- Token title: Dora Coin (Abbrev. DOR)
- Token sale starts Aug 1st, 2018, finishes Nov. 30th, 2018.

- Sale price per below:

1 DORA = 0.001BTC (minimum BTC purchase: 4DORA)

1 DORA = 0.01ETH (minimum ETH purchase: 2DORA)

※1 DORA = approx 1,000 JPY

- * When converting with 1BTC=\$9,000 (equivalent to JPY 1 million)

* When converting with 1ETH=\$100 (equivalent to JPY 100,000)

* For detailed purchase procedures please consult our website.

- Total Supply: 6,000,000 DOR

- Limited Issue of 3,000,000 DOR at ICO

Remaining Balance to be withheld by company for future distribution.

Of the total supply of 6,000,000DOR, 3,000,000DOR withheld by Dora Coin Ltd., of which 900,000DOR (30% of the withheld) to be distributed as pre-sale bonuses and 300,000DOR(10%) to be distributed as introduction/broker fees. The remaining 1,800,000DOR (60%) balance to be used for promotional purposes and for costs of development preceding the ICO. The math equates to a maximum distribution of 70%(4,200,000DOR) of total token supply available for sale.

- Time Bonus During Sale

30% Bonus: Aug 1st to Aug 31st, 14:00 (Japan Standard Time “JST”)

10% Bonus: Aug 31st to Sep 30th, 14:00 (JST)

5% Bonus: Sep 30th to Oct 31st, 14:00 (JST)

Par: Oct 31st to Nov 30th, 14:00 (JST)

30% Bonus : Aug 1st to Aug 31st, 14:00 (JST)

10% Bonus : Aug 31st to Sep 30th, 14:00 (JST)

5% Bonus : Sep 30th to Oct 31st, 14:00 (JST)

No Bonus : Oct 31st to Nov 30th, 14:00 (JST)

JST=Japan Standard Time

Example

100 DORA purchased on Aug 1st, Total amount eligible = 130 DORA (+30% Bonus)

100 DORA purchased on Sep 1st, Total amount eligible = 110 DORA (+10% Bonus)

Note: The token sale will end when 3,000,000,000 DORA, the maximum issue at ICO is reached.



3. USE OF FUNDS

The use of the funds obtained by the token sale are as follows.

- A. Development of Dora Blockchain
- B. Development Costs of Token
- C. Marketing and PR Expenses
- D. Operation (Working Capital)
- E. Legal/Regulation Compliance Costs

※ The above based on conditions where all tokens are sold and initial budget forecasts are fully met. The capacity and caliber of each initiative may change depending on actual token sales.



4. THE DORA PLATFORM

As we enter the third decade of the revolutionized IT world, the amount of information accessible has become too vast for the individual, where search engines render unaccountable and inefficient amounts of data, not to mention advertisements and sites purposed to fraud and nuisance.

In this era, the concept of curation can help solve the constraints affiliated with “searching the web” as curation sites not only collect and categorize information, but also withhold original content by the original creators, therefore maintaining original quality and depth to the segment of interest one seeks to search. Further, in issues of depth where to any underlying subject, the curator must not only have command of knowledge and specialtise, but also be versed in seasonal elements of trend and design of the curation he/she is to perpetuate. Indeed curation is an art form of sense and talent.

Tech-wise, the Dora platform will be based on Ethereum blockchain utilizing the ERC-20 standard, where combination of blockchain, cryptography and Peer to Peer (P2P) networking (Peer to Peer communication is created when two or more PCs are connected and share resources without going through a separate server/host computer) enable contracts and related information to be exchanged by network participants directly without the mediation of centralized governance. This enables reductions in cost, further facilitates smoother and more credible token transactions, which already has proved to become a powerful technique of token development.

Synonymous to Blockchain is the concept of the decentralized management ledger, where all the participants on the Ethernet platform are allowed to write into the ledger freely but prevented from editing and/or removing the entry once the contents are written. Here, fraudulent contents are checked by all participants, preventing forgery as well as the infringement of copyright.

Dora's blockchain will attain to realize a systematical platform that connects video creators, creative writers, and advertisement sponsors to the global audience of focused youths, and other various segmented demography. The creators will render videos/compositions in blocks, secured from forgery and intellectual property infringement and viewed by a mindful audience who will archive their favored portfolio by paying for the content in coins. Concurrently the original video creators will receive DORA coins for their creative contextual contribution.

Other possibilities include linking sponsors to talented creators, i.e. where advertisement sponsors can choose to endorse a creator where number of viewers are correlated to the amount of tokens sponsored. The audience can also earn DORA tokens from sponsors by viewing the sponsored advertisement videos, and sponsors can pay advertisement expense efficiently by real audience number and time.

With the procurement of funds, Dora will swiftly initiate development of a tailored data verification system that embeds three functional elements to enhance its current high quality video platforming that has been loved and approved by 2.5 million youths across Japan which account a rough 60% of the segment demography. They are:

- i) Advanced Curation “o2o”
- ii) Smart Currency Exchange (Dora Point ⇌ Dora Coin)
- iii) A templated easy-edit feature for video creators and creative writers



(i) Advanced Curation “o2o”

Curation, from the latin word curatio meaning “to attend with care” recently has been popularized as IT terminology siteing to gather, filter, categorize, and sort the overdose of internet information for the particularized target audience.

Although search engines improved dramatically in recent years, the application and use of SEO (Search Engine Optimization enhancing online visibility) still haunts the user with unnecessary sites designed to un-foolproof the search request. Curation not only remedies the flooding of information by summarizing various sites and videos, but also better services the user by adequately filtering unnecessary information and assort a smart catalogue of articles that focus to the original theme.

Phase1 Short-term



In addition to topics centered on current teenagers, further enriching topics such as animation, manga, cosplay, etc

Phase2 Mid-term



Focus to Medicine for new demographic group. Launch of Cosmetic site.

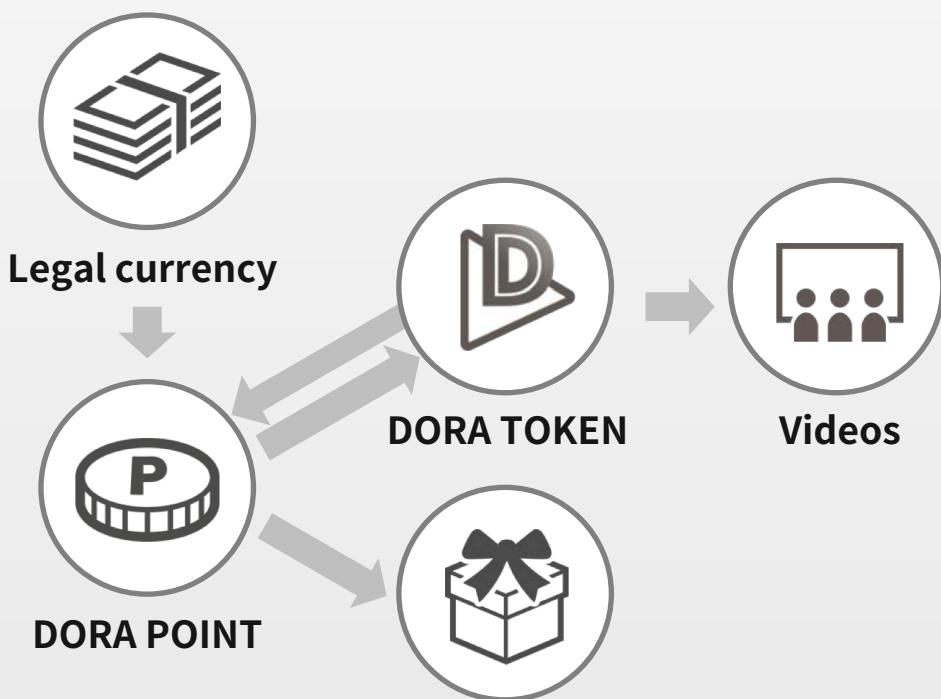
Phase3 Long-term

Staetegic Partnerships with world class public institutions such as museums, think tanks, art collections etc.

(ii) Smart Currency Exchange

The key factor to successful curation lies on the involvement and management by focused and talented peers of the different genres. To this regard, Dora maintains a creative board of curators who share the same excitement with their audience pertaining to the area of interest and genre, hence the principle of Otaku(Geek) to Otaku(Geek) or “O2O” communication inducing the overall synergy apparent on Dora’s communal platform. Concurrently, the motivation of creators are kept high in meeting the expectations of the curators thus creating ingenious contents for the platform. It is this interaction of creative talent and audience which deem Dora with collective synergy - the utmost valuable key to the success of Dora’s curation.

Dora’s Smart Exchange allows exchange of conventional currencies i.e. Yen, USD to Dora points, which in turn can be exchanged to DORA coins along with other goods and services, in smooth progression to instigate a conventional to crypto conversion without the facilitation of external crypto currency exchanges. The platform will also enable reverse transactions where accumulated Coins can be converted into Points, then changed to conventional currencies.



DORA POINTS:

Dora points can be purchased by conventional currencies on site, and is able to be converted to Dora Coins post ICO. Much like other member points, Dora points can be exchanged for service and goods available throughout the Dora platform i.e.special presentations, TV programs and so forth, as well as having the option of converting points to a fluctuating Dora Coin to leverage on market dynamics. The viewer still has choice as to payment of the video in Coins or Points.

DORA COIN (DOR):

DOR is a standard ERC-20 (Ethereum Request For Comments-20) token meeting the standard criterias of a ERC20 Token required to interact on the Ethereum network. Several type of blockchains based on different consensus and technical standards exist, where EIP20 (Ethereum Improvement Proposals) is one such standard supporting the DOR ERC20 token.

Coin based on the EIP20 standard are platformed on the etherium blockchain, where an ICO will enable these coins to be exchanged via shared smart contract and ERC20 wallets to BTC, ETH, or other conventional currencies such as the JPY , EUR and the USD. The maximum transaction speed of 50TPS will allow most international transactions to be processed in a matter of minutes. ,

DORA coin is recognized as commodity, thus the exchange between Dora point and DORA coin is seen as general purchase currently in most jurisdictions unless otherwise indicated. In cases where future agency pronouncements define a substantially differentiating governance for capital transfers, KYC, and cryptocurrencies in general, Dora shall put priority to and constantly administer the platform to be compliant to any ands all regulatory guidance, concurrently to service viewers and clients to the best of its ability.

(iii) Creator Support

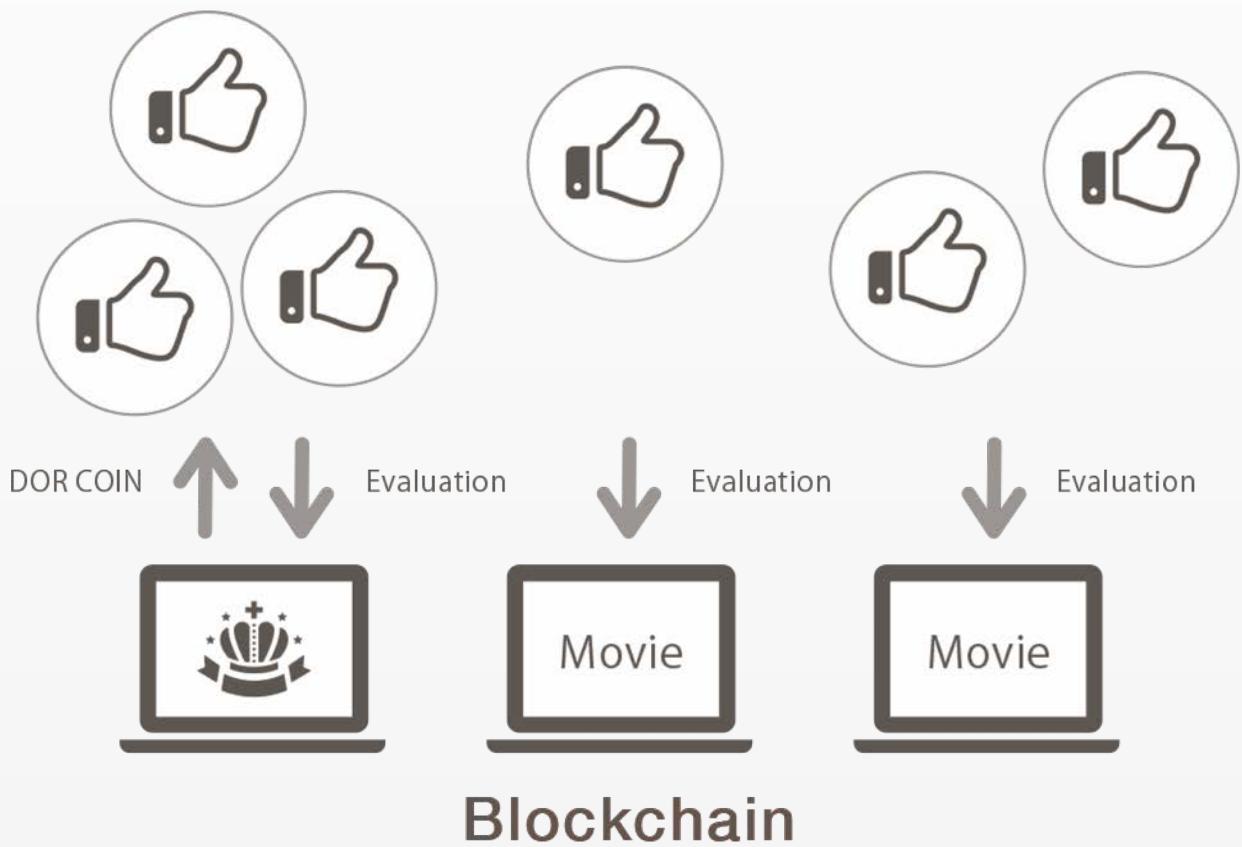
For the creative individual on his/her expressionism, the Dora platform missions to facilitate several measures of support 1) via a similar function to crowd funding, a practice of funding a project or venture by raising small amounts of money from a large number of people, typically via the Internet, Creates on Dora can raise funds from users in three formats. 1) Views by the users generating viewing income, 2) gift and sponsorship donated by the viewers, and 3) Focused sponsorship by sponsors.

Let us elaborate:

The first is self explanatory. If the contents of the video is intriguing to the target audience, the views will generate earnings per number of views, The video may even generate direct sponsorship in means that viewers who were intrigued may want to donate to see the presentation evolve into a successful venture which is the second format listed earlier. These exchange of assets can be made via Coins or Points.

Videos (and creators of the video) that share phenomenal support are inducted into “The Dora Palace” where videos are ranked according to segment and occasionally shown at premium. Here sponsors can easily identify top notch talent to target their appeal to a focused segment thus enhancing their efficiency both in cost and focused market penetration. A sponsorship is made via payment of Points/Coins to the creator.





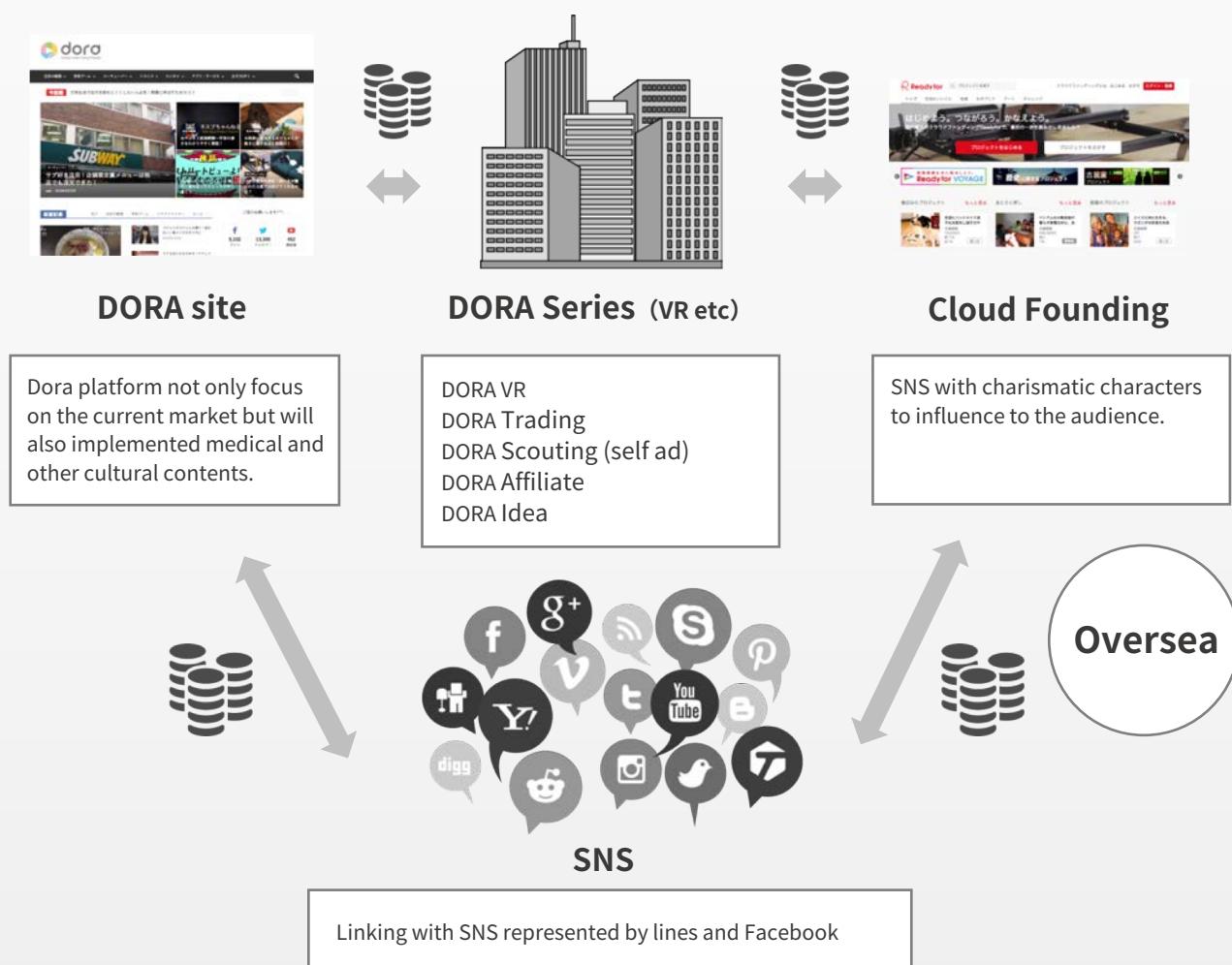
The essence of a curation site is that both viewers and creators are released from non-associative content such as advertisement, pop-up, etc. where the original contexture of the creative effort is maintained. This renders the creator with precision expressionism, and allows the viewer to appreciate the presentation in its originality and essence.

Given the nature of the highly focused topics featured on Dora, a three-way interaction between creators, viewers, and sponsors are also seamlessly administered to thrust synergy into the Dora universe. In cases where quality of contents decrease and creators not meeting the expectations of the audience, their ranking will also decrease and even removed from the palace.

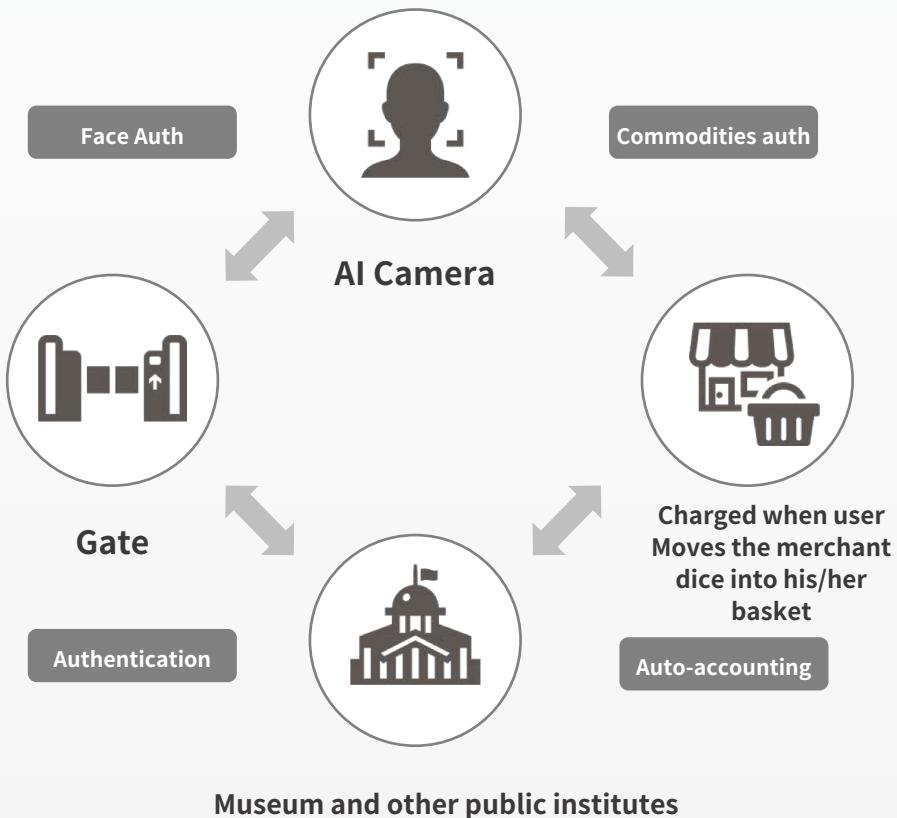
In conclusion, the ICO will render Dora coins with viral access where Dora's specialized and focused Otaku contents are seen to appeal to the mass, further increasing creativity, further enhancing the use of the platform, and further increasing the liquidity of the coins held and traded by the creators, viewers and the sponsoring patrons.

5. FUTURE OF DORA COIN

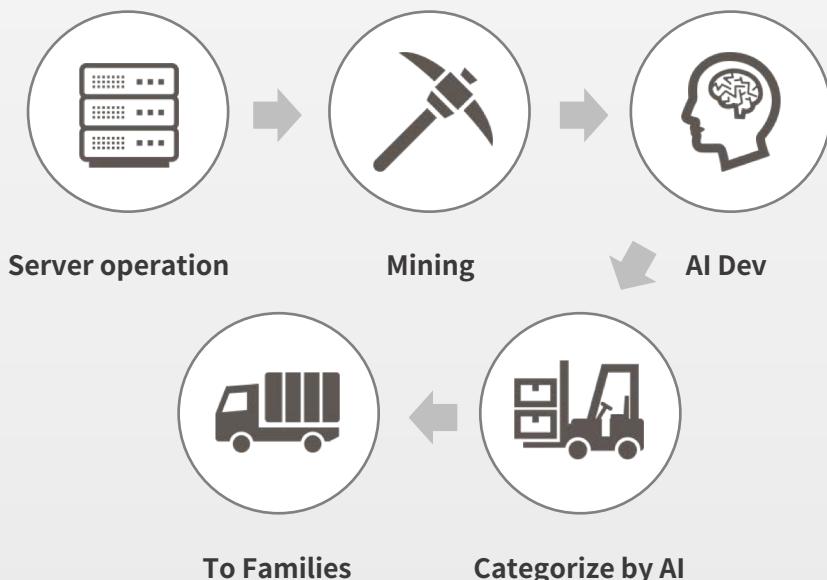
Aside from the contents by our creators, Dora will import overseas drama by means of revenue share rather than outright purchase of license. In this way, income from broadcasting may decrease but hedges the risk of carrying inventory. Other content providers include educational content from large scale Museums, sport footages from management bodies, and other major brand viewing contents from around the world.



Concurrently, Dora will export its universe to neighboring countries where Japanese youth culture continue to impress and catch the hearts of the same teenage demography.

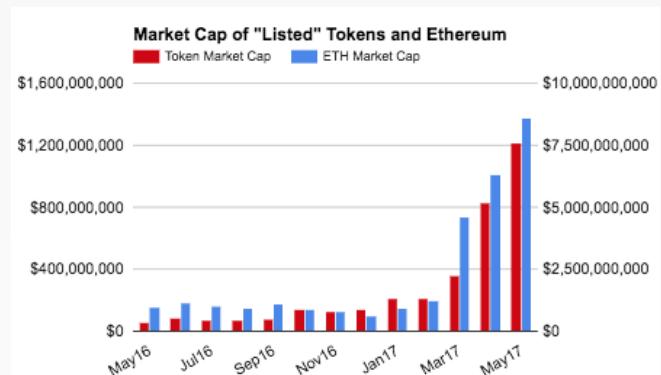
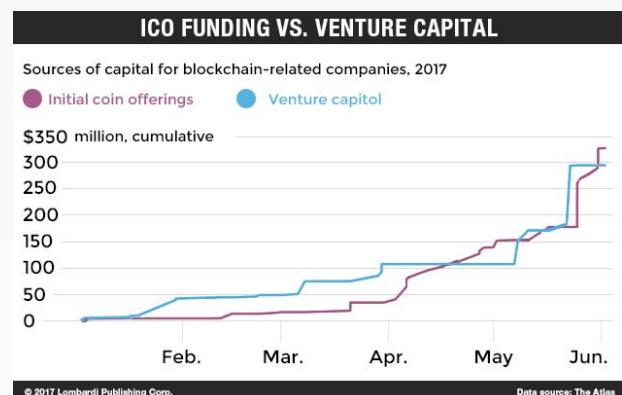
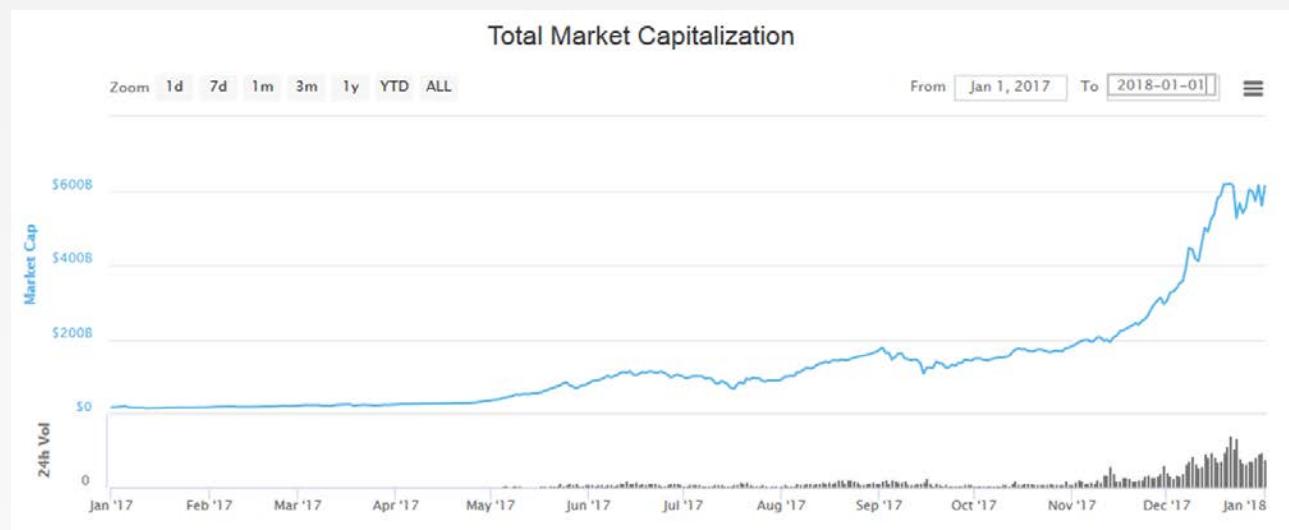


Besides, as the in-progress projects, clients could get support of US museums and operation sites involved in the production of dramas and contents.



6. THE ICO ENVIRONMENT

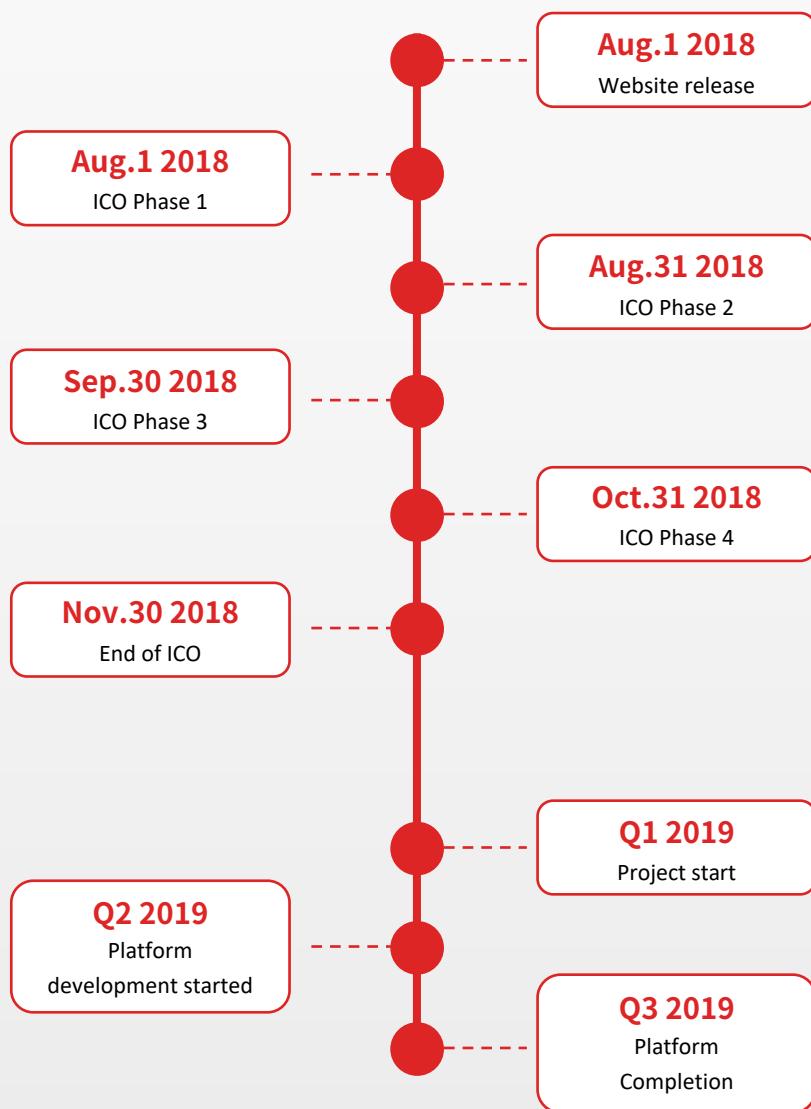
The global amount of total funds raised via ICO was \$ 36 million in the first quarter of 2017, but increase to \$797 million in the second quarter with 230 million invested from VC's. The TOP 10 issuers have raised funds in excess of \$ 50 million where the method(cryptocurrencies) is further expected to enhance its abilities of raising capital. The market capitalization of virtual currency as whole has risen sharply this year in parallel with the growth rate of ICO, currently exceeding 170 billion dollars. It has overcome obstacles to see market maturity of the first phase.



6. ROAD MAP

Dora will focus on completing each project shown in the roadmap. Progress and status update will be provided by e-mail or SNS.

Dora coin is scheduled to be listed on two exchanges to be announced shortly via web page. (www.dorcoin.io) The ICO will enable Dora Coin to be liquid against other major cryptocurrencies such as BTC or Ether. ,



POTENTIAL RISKS:

It is liable that various risks may occur in obtaining tokens. Please check the contents of the white paper thoroughly before acquiring tokens. The possible risks are as following.

Risk of losing access to this token due to loss of secret key

The secret key is necessary to receive the real tokens stored in the digital wallet of the purchaser. Therefore, if you lose the secret key for the digital wallet where the real tokens are stored, there is a danger that the real tokens will be lost.

Risks due to force majeure

It is not always possible to predict how each regulatory authority applies the current regulation on the token technology and uses of real token, or whether they apply or not. In cases where regulatory measures or changes in law assume our operation in the jurisdiction illegal, we may suspend administration in that jurisdiction.

Reliability of appraisal results

As the result of DNA type appraisal is based on statistical frequency of occurrence, it is type judgment like blood type. There is a possibility of coincidence.

Reliability of appraisal method (human error)

Misconducts of DNA type appraisal by inspector

Privacy

It is not possible that individual genetic information (eg, appearance or life information) will be revealed at this time. However, the blood relations and the nature of the body are identifiable. It is possible that the details of individual that we cannot specify now can be revealed in the future due to the development of technology.

Ethical Issues

The right to give permission to collect DNA information is reserved by the person that the DNA information attributes to.

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