



SHOPCORN

Shopcorn White Paper

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A. The Overview of Shopcorn

■ The Background of Shopcorn

Until now, it has been valid that a society can be stable socially and economically only when production and consumption, which are the two main axes of economic activity, are in a proper balance with each other.

When the balance is off, there occurs a social chaos and an enormous economic loss.

We have witnessed it in the reality through our history.

As for production, on the one hand, goods have been mass-produced both in variety and scale due to automation and mechanization. On the other hand, however, consumption faces an innate limit to scalability.

It is because consumption has many different patterns in personal tendency and degree of the economy due to concentration and unequal distribution of wealth.

In the modern economy, consumers' purchasing desires and consumption tendencies are considered as important information. In addition, it is not an overstatement that many companies are tailoring their value scalability to consumer's tendency.

One example of them has been an indirect benefit that a company saves consumers points or mileage. However, this typical and condescending scheme must be seen as a desperate measure for them to expand their economic scale any better, rather than for the sake of consumers.

Such economic activities do not meet the expectation consumers have on service until they expect from hearing the common phrase “**The Consumer is King**”.

A. The Overview of Shopcorn

■ The Core Element of Shopcorn

Keenly aware of this, our team has developed ‘a blockchain-based platform in which consumption makes a profit’ to make a balance between production and consumption by changing the values of consumption into the factors of production.

It is the spirit of ‘Shopcorn’.

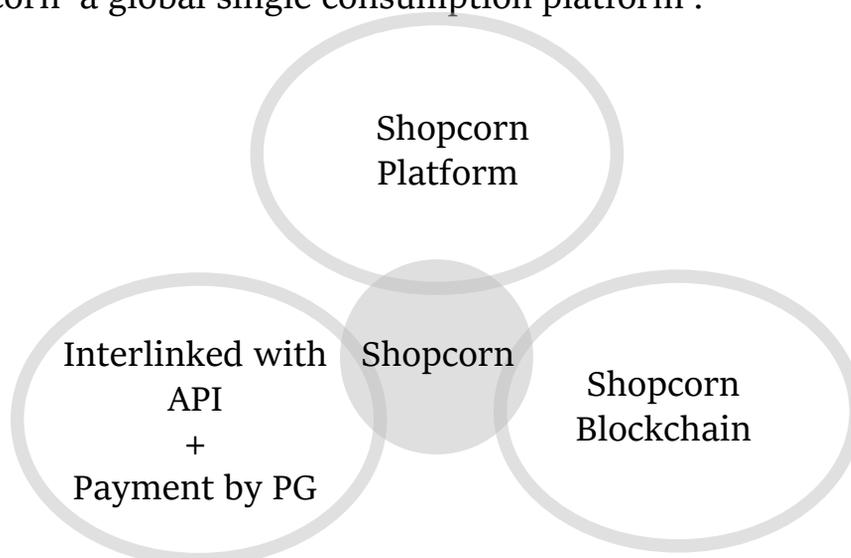
‘Shopcorn’ consists largely of a platform and Shopcorn (blockchains).

‘Shopcorn platform’ supports API or PG module for extensibility.

Shopcorn aims to make the world where ‘consumption becomes profit’.

In ‘Shopcorn platform’, the users make some daily consumptions and thus mine encrypted coins. And the entire platform revenue is allocated in real time to the owners of the encrypted coins for the amount they hold Shopcorn.

In addition, ‘Shopcorn platform’ adopts API (Application Programming Interface) and PG (Shopcorn Payment Gateway) modular system so the users can mine Shopcorn at any shopping malls, platforms, and contents in the world. Of course, multi-language service is offered for contents, which will make Shopcorn ‘a global single consumption platform’.



We have development and operation teams in Japan, China, and S. Korea, respectively, and thus ‘Shopcorn platform’ will grow up to ‘a global single consumption platform’.

A. The Overview of Shopcorn

■ The Strengths of Shopcorn

'Shopcorn' is the real economy-based encrypted coin and the first kind in the world to be mined while the users perform daily consumption. The revenue from the global consumption platform is allocated to the owners of Shopcorn in real time.

Also, it tackled the problem of not getting access to the electronic wallet when a user lost (forgot) a password.

1. 'Shopcorn' is the world's first encrypted coin based on the real economy. Providing contents on the web and through an application, it provides a global single consumption platform in which the users mine encrypted 'Shopcorn' coins while making ordinary consumption such as ordering pizza, going to movies, shopping, and visiting famous restaurants. When spending on the contents in cash, by credit card, or with recharged Bitcoin or Ethereum reaches a certain mining level, users can mine 'Shopcorn'.

2. It is the world's first coin system in which the revenue from the global single consumption platform is allotted in real time to its owners in the world.

3. 'Shopcorn' protects the users' valuable assets when their electronic wallets and passwords are lost. The existing encrypted currency cannot protect them because it is very difficult to get access to an electronic wallet when passwords and secret keys are lost.

'Shopcorn platform' is structured to process a central distribution system to mine Shopcorn, store it in an electronic wallet, and give it to its owner when the amount of consumption reaches a certain level of mining point. Therefore, when a user loses a password, he or she can access his/her electronic wallet after consenting the use of personal information and going through verification procedure. As a result, the users' precious assets are protected in this system.

B. Presenting Problems

■ Presenting Problems

Having an interest in the concept and technology of 'blockchain', our team has carried out R&D activities to maximize the benefits of consumers in economic activities.

Until now, all economic activities have been centered on producers (mainly giant multinational global corporations), and consumption by consumers has not been linked to their income.

Being doubtful about it, we have kept asking questions and carried out researches.

If only everyday consumption can become income!

Now, it is time to think of innovative ways.

So we approached it with 'blockchain spirit'.

In other words, if all consumption that consumers make in daily life is transparently distributed to consumers back as profit, they will do their best, both as the shareholder of the platform and as a consumer, to improve the platform and keep consuming activities.

We call this world where there is no certain subject but all the consumers are equally owners 'blockchain spirit'.

We approached this blockchain spirit with an innovative idea "consumption becomes profit" and the outcome is the birth of 'Shopcorn', which is the world's first encrypted coin based on the real economy.

C. Confirmed Problems

1) Difficulty of Estimating the Intrinsic Value of Blockchain Encrypted Currency

Blockchain encrypted currency has been evolving into various forms based on open source.

The first generation of encrypted currency includes Bitcoin, and Ethereum belongs to the second generation.

The biggest problem facing blockchain encrypted currency is the difficulty of estimating its intrinsic value.

The very example of the difficulty is the risk and speculation of encrypted currency, which results in the surge and rapid decline of its value.

The above blockchain encrypted currencies are not precious metals with intrinsic value such as diamond or gold and also not recognized as key currency for monetary transaction and international settlement in the international foreign exchange market.

That is, it is not far-fetched to say that encrypted currency has been so far considered as a kind of a commodity rather a means of payment for a transaction.

We had approached the problem for long from the angle of a real economy.

For example, if a user orders a pizza worth 20\$ through 'Shopcorn platform', the platform pays 18\$ to the seller and gets 10% of the selling price or 2\$ as profit. The consumer (the buyer of pizza) mines one Shopcorn.

The 2\$, which is the profit of the platform, is allocated in real time to the whole consumers who possess 'Shopcorn in the world.

'Shopcorn' is the world's first coin that has dividend value. Its dividend value is about 2\$ per coin and the value is distributed as a dividend in real time to the owners of the coin. Therefore, it can reassure the owners of the inherent value of 'Shopcorn'. (Please see Mining Table by Consumption)

C. Confirmed Problems

2) Marketing Cost of a Producer

To survive the infinite global competition, companies are spending a huge amount of money on marketing their products out of the expectation of more sales.

A product is promoted and known to the public in various ways until it is chosen and consumed by a consumer.

However, the cost spent on marketing leads to the increase of product price and it is consumers that eventually pay for the cost.

'Shopcorn platform' is an open platform. It means any producers can register their goods and services on the platform without the burden of marketing expense. We want to reduce marketing cost for producers and thus work for the benefits of consumers.

In addition, we support API interlocking module and PG payment module method so it can be applied to all existing shopping malls, platforms, and contents, which will help us expand our innovative platform.

3) Problems Accompanying Currency Evolution

We assume that currency will evolve like this.

- Primary currency: shell, salt, etc.
- Second currency: coin and banknote
- Third currency: credit card, points, mileage, and blockchain encrypted currency

Here, we first approached the third currency 'points' and 'mileage'.

Points and mileage are sorts of cashback gifts with which a producer expresses its gratitude to consumers for their spending on its goods and services.

However, they are nothing but a means of stimulating consumption.

Therefore, we replaced existing points or mileage with encrypted currency mining.

Consumers who mine encrypted currency instead of existing points or mileage can experience a dreamlike happening that their encrypted currency can be transacted in a global exchange, not to mention receiving in real time as much dividend yield as they possess encrypted currency. It means the realization that consumption becomes profit.

C. Confirmed Problems

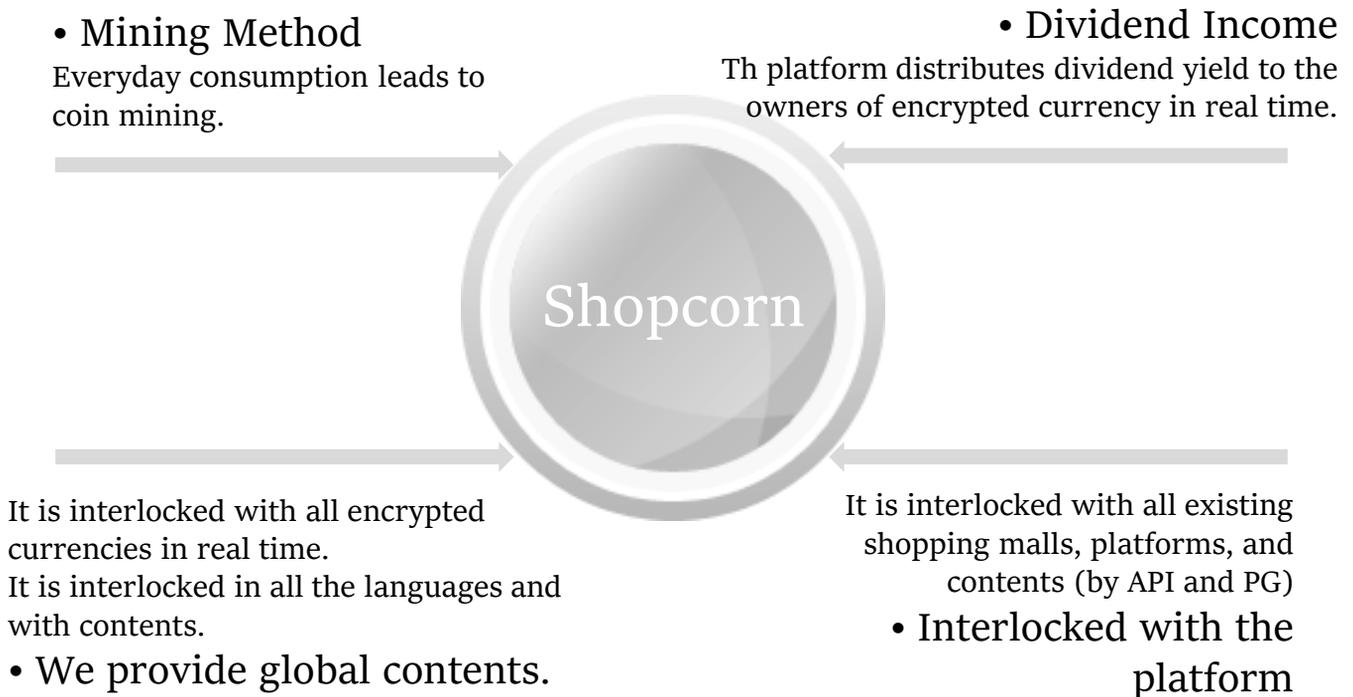
4) Inefficient Mining of Encrypted Currency

Currently, most of blockchain encrypted currencies take a mathematical approach to a mining method.

These mining methods rely on computers, which is an inefficient way that leads to wasting time, space, manpower, and electricity.

In order to solve such problem, we decided to use 'consumption-based mining method' in which Shopcorn coins are mined when a user spends a certain amount. It is recognized as innovative.

In addition, we provide API and PG module system for mining coins so coins can be mined in all shopping centers, platforms, and contents in the world when a user's consumption reaches a certain amount.



D. Shopcorn Platform

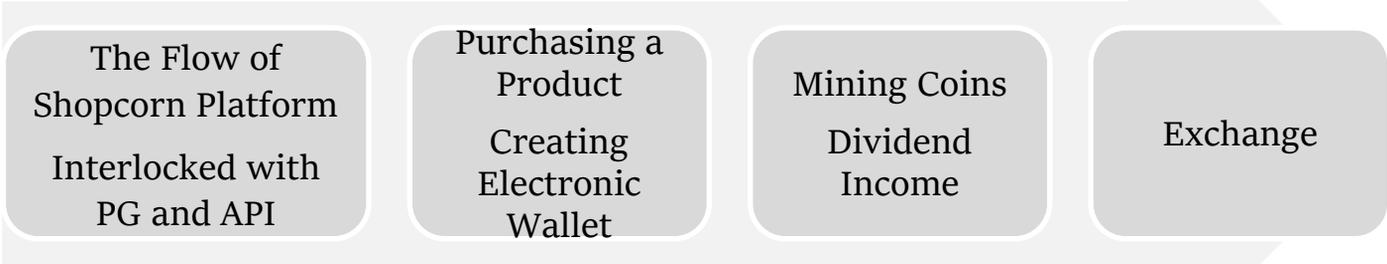
1) The Composition of Shopcorn Platform

We've already completed 'Shopcorn platform' and now plan to launch the 1st platform in Japan, S. Korea, and China. We will make it “global single consumption platform” that can be used anywhere in the world.

Composition of Shopcorn Platform

01 Contents	02 Charging Plug Wallet
03 blockchain Electronic Wallet (blockchain Wallet)	04 Mining Blockchain
05 Trading Blockchain	06 Integration Platform
07 Profit Sharing	08 Expansion Module API + PG

The Flow of Shopcorn Platform



D. Shopcornplatform(SHOPCORN Platform)

1) The Composition of Shopcorn Platform

The Components of Shopcorn Platform

The Recharging Method of Shopcorn Platform

- In cash or by credit card
- All encrypted currency of Shopcorn is recharged in real time (with Bitcoin, Ethereum, and Altcoins like Ripple)

Shopcorn Platform Expansion (API, PG)

- API - DB is interlocked with all the existing shopping malls all the existing shopping malls and platform
- PG -PG payment module is interlocked with all the existing shopping malls and platform

Shopcorn Recharged Money Wallet and Shopcorn Electronic Wallet

- When using 'Shopcorn platform' and API or PG, the Recharged Money Wallet and Shopcorn Electronic Wallet are created.
- Saved in the Recharged Money Wallet: when surfing ads; purchasing products; using contents service; recharging; presenting a gift; receiving Shopcorn dividend; etc.

Mining Point (MP)

- Th margin generated from all spending on goods and services in daily life
- When a certain MP is saved, a user can mine encrypted currency.
- MP is interlocked with 'Shopcorn platform', API and PG module.

Shopcorn Coin (SHOP)

- 'Shopcorn' are mined from daily consumption and saved in 'Shopcorn' electronic wallet.
- Platform profit is distributed in real time, depending on how much 'Shopcorn' a recipient possesses.

Global Shopcorn Exchange

- Listed 'Shopcorn' in the global exchange
- Exchange, change, and trade 'Shopcorn'

D. Shopcorn Platform

2) Contents

'Shopcorn platform' is a global single consumption platform that offers multilanguage contents so everyone in the world can use them easily.

To expand 'Shopcorn' platform, we modularized it to support API and PG so our service can be smoothly interlocked with all the shopping all shopping malls, platforms, and contents in the world.

'Shopcorn' provides Open API Module and 'Shopcorn' PG Module so that a user can mine Shopcorn while making everyday spending in any shopping malls and on platforms and contents. And the profit from the global single consumption platform of 'Shopcorn' is allotted in real time to the consumers who hold in the world.

Until now, most of the profits from distribution system have been pocketed to global logistics companies or platform companies.

For example, all the profit of the global distribution platforms such as Rak*** (Japan), Al*** (China), and Cou*** (S. Korea) was put into their pockets. However, the entire global profit of 'Shopcorn platform' is distributed to consumers in real time, which realizes "the consumer becomes the owner". This is why we can call 'Shopcorn platform' is the innovative platform for distribution.

Now, the surreal thing will happen that the people in the worlds spend and profit from it returns to them (the owners of 'Shopcorn').



D. Shopcorn Platform

■ 3) Recharged Money Wallet

Recharged Money Wallet is a system that manages deposits and withdrawals when consumers recharge encrypted currency. It is created not only when they use 'Shopcorn platform', but also when they use API and PG module after having their identification verified.

Recharging is done in real time by all encrypted currencies such as Bitcoin and Ethereum as well as in cash or by credit card.

Even money can be recharged by watching and/or taking part in an advertising event of 'Shopcorn'.

■ 4) Electronic Wallet

'**Shopcorn**' **Electronic Wallet** is a system that creates Blockchain Electronic Wallet after verifying a consumer's personally identifiable information (PII) and manages the address values of Electronic Wallet and deposits/withdrawals by member.

It stores and keeps 'Shopcorn' that consumers mined and holds such transactional information as the deposits and withdrawals encrypted currency.

The profit created from 'Shopcorn platform' is distributed to the Recharged Money Wallet of 'Shopcorn' blockchain holders in real time.

For the real-time distribution of profit, 'Shopcorn' Blockchain Exchange retrieves the personally identifiable information of Shopcorn holders for the number Shopcorn to possess and distribute the mining points (MP) collected from their Recharged Money Wallet to those consumers whose PII has been authenticated and matched. The amount of MP to distribute depends on how much they possess 'Shopcorn'.

E. The Operation of Shopcorn

1) The Features, Analysis, and Transaction of Shopcorn

The Features of Shopcorn

The main features of 'Shopcorn' are

- 1) Mining based on consumption – a user can mine when his/her everyday consumption reaches a certain mining point.
- 2) The world's first dividend coin – a real-time distribution of the profit from the platform and contents to the coin holders.
- 3) The coin whose dividend value can be estimated - if a user orders a pizza worth 20\$ through 'Shopcorn platform', the platform pays 18\$ to the seller and gets 10% of the selling price or 2\$ as profit. The consumer (the buyer of pizza) mines one Shopcorn.
(See the mining table according to the amount of consumption)
- 4) A user can mine from all the existing shopping malls, platforms, and contents in the world because 'Shopcorn platform' is interlocked with API and PG payment module.

When a consumer reaches a certain level of everyday consumption (mining point), he or she can mine encrypted currency 'Shopcorn'.

The history of concluded transactions for a certain period is saved in a block of 'Shopcorn' Blockchain.

Such blocks are formed in the network and they are transmitted to all the participants in the network. Thus, the 'Shopcorn' members of the network can confirm the validity of those transactions.

In other words, the encrypted currency in 'Shopcorn' blockchain is safely saved in many different computers of the members, not in a single big company's or individual's computer or DB, which protects it from hacking.

'Shopcorn' -the global consumption platform – has the following modules for coin mining.

- 1) Web, App service, and contents and using services
- 2) Module of consumer's purchasing
- 3) Module of managing consumer's mining point (MP)
- 4) Exchange module
- 5) Producer management module
- 6) Blockchain management module
- 7) Dividend distribution module
- 8) module for expanding API and PG

E. The Operation of Shopcorn

1) The Features, Analysis, and Transaction of Shopcorn

The Analysis of Shopcorn

The global consumption platform 'Shopcorn' is based on blockchain technology.

Producers provide identifiable information of products and contents to 'Shopcorn platform', and 'Shopcorn' blockchain contains the personally identifiable information (PII) of consumers.

'Shopcorn' blockchain system searches and performs signature verification on the personal database. When finishing verification, it publishes the hashes and signatures of the database to the common blockchain.

For consumers to mine Shopcorn coins in existing shopping malls, platforms, and contents, we provide uniformed API or PG module to shopping malls, platforms, and content providers that want to join our platform.

We developed 'Shopcorn' blockchain to be presented by a standardized program based on global consumption platform. To build modern and innovative practices, we collected, saved, and protected the same kinds of data from the entire participants so we can reduce operational inefficiency.

Our 'Shopcorn platform' puts the first priority on compatibility to secure a strong and stable global system and made an effort to integrate all the contents through API and PG.

Therefore, we offer you interlocking with our global consumption platform based on reliable 'Shopcorn' blockchain.

Anyone can control consumers' personal data and share its validation status. In addition, 'Shopcorn platform' provides a platform on which many existing shopping malls, platforms, and content producers can be interlocked with our system.

E. The Operation of Shopcorn

1) The Features, Analysis, and Transaction of Shopcorn

The Transaction of Shopcorn

'Shopcorn platform' will enhance its security by requesting personally identifiable information (PII) such as OTP, passport, etc. to validate the transactions of 'Shopcorn' blockchain.

Another area of our interest lies in transaction.

Our 'Shopcorn platform' will try to be a global trading standard.

Here are some basic terms of 'Shopcorn' transaction.

- 1) 'Shopcorn platform' - all the services with 'Shopcorn'
- 2) Mining point (MP) - the entire distribution profit from shopping malls, platform, and contents are expressed in 'MP'.
- 3) 'Shopcorn' Recharged Money Wallet - a system to manage money recharging and dividend for consumption and cash exchange.
- 4) 'Shopcorn' Electronic Wallet - a system to manage the deposits and withdrawals of 'Shopcorn'
- 5) 'Shopcorn' - the encrypted currency of 'Shopcorn' blockchain, written as 'SHOP'

We can weaken the influence of an intermediary by providing transparent certification based on our technology of 'Shopcorn' blockchain.

As 'Shopcorn' blockchain can reduce operational delay and cost by verifying reliable data through network consensus.

For mining and transacting 'Shopcorn' blockchain, 'Shopcorn platform' allows a great number of producers to join 'Shopcorn' blockchain.

Our 'Shopcorn' uses standardized forms make a stronger consumption platform and lead seamless integration.

The standardized 'Shopcorn' API and PG module are mounted in the servers of existing shopping malls, platforms, and content producers, and help mine 'Shopcorn' blockchain' in all the shopping malls, platforms and contents in the world.

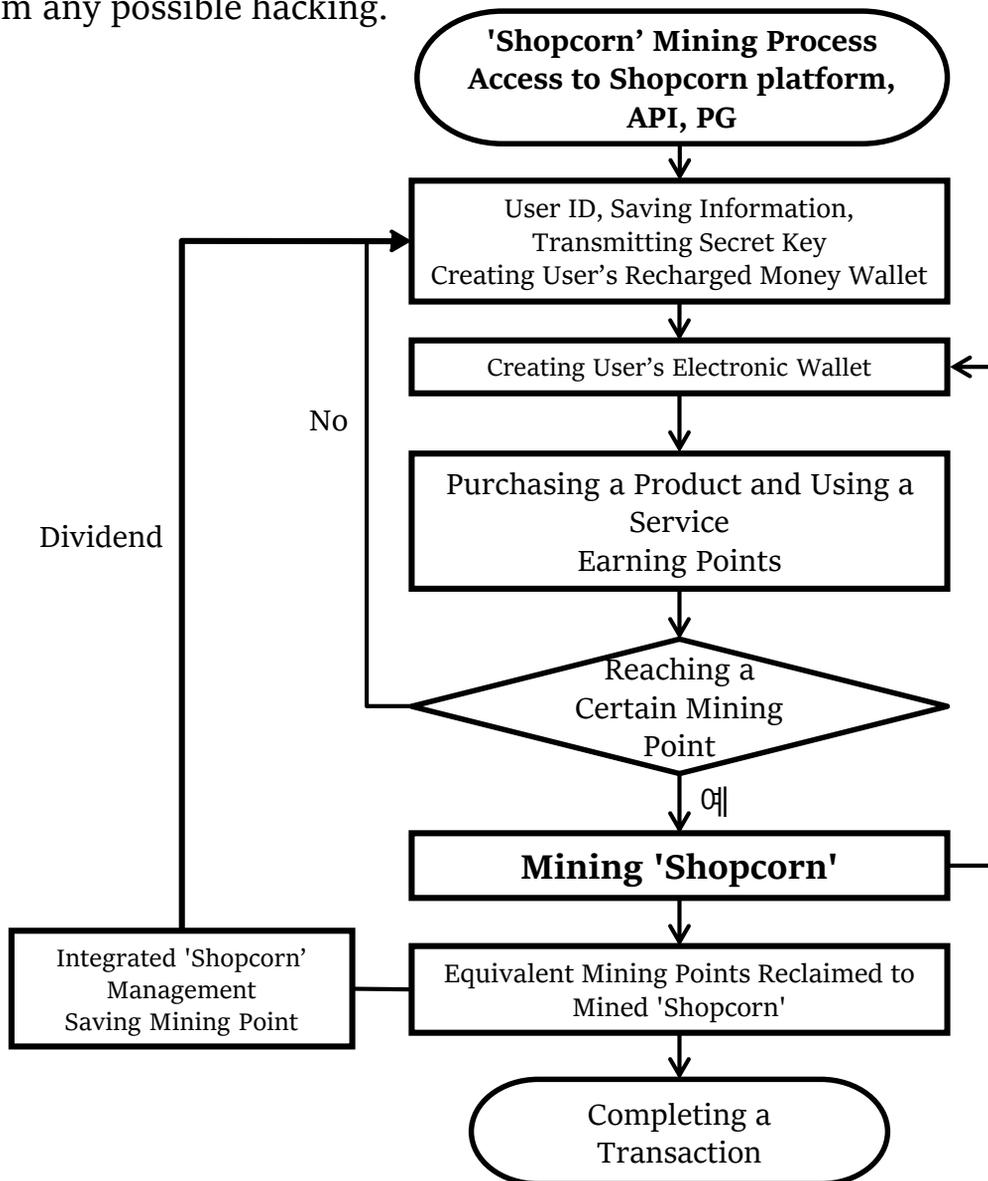
E. The Operation of Shopcorn

2) Shopcorn Mining Method

Shopcorn adopts so-called innovative ‘consumption-based mining method’ in which consumers can mine coins while performing daily spending activities such as ordering pizza, watching a movie, and shopping at a mall.

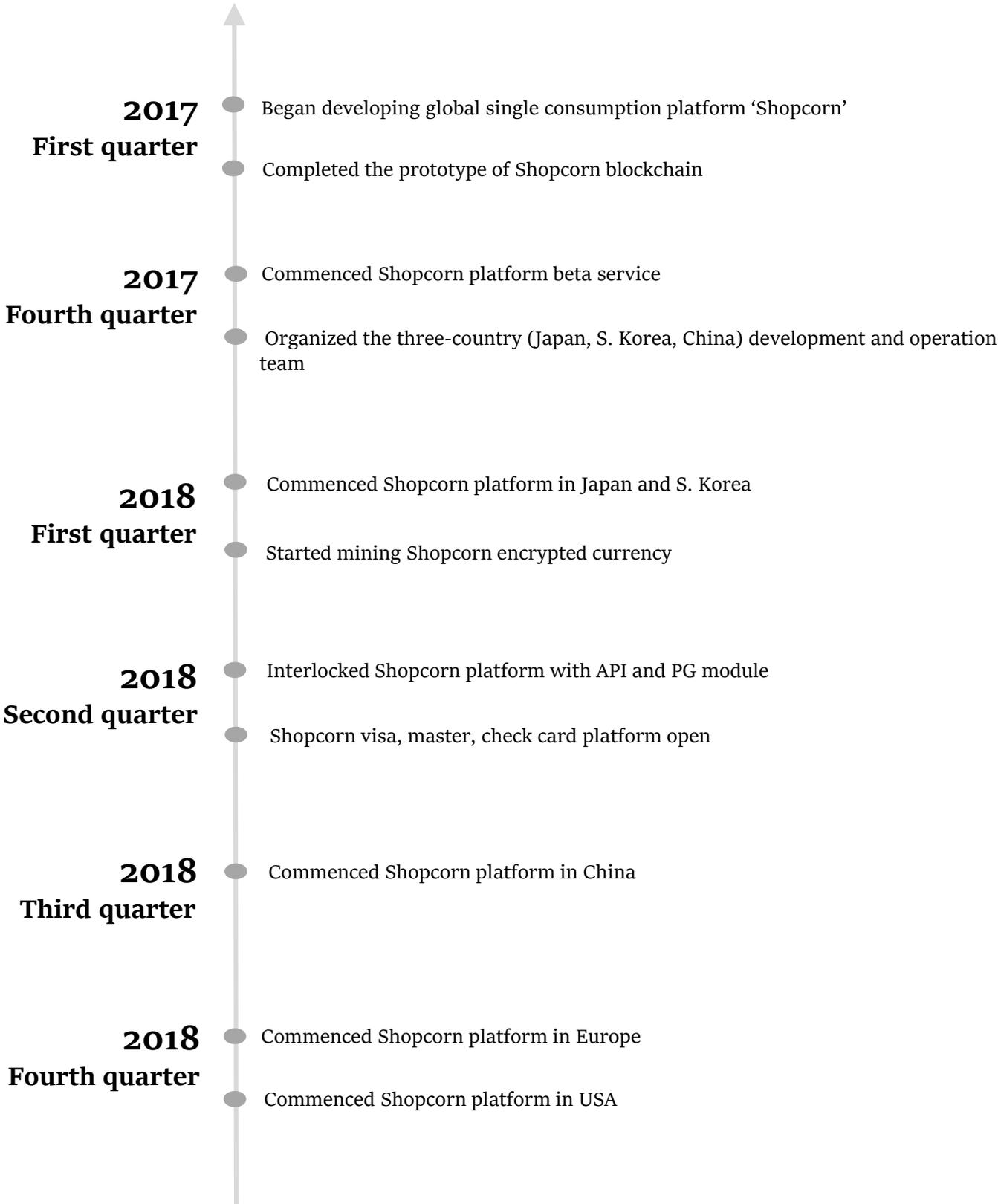
For mining 'Shopcorn', we provide API and PF module as well as 'Shopcorn platform' to all the existing shopping malls, platforms, and content providers so consumers can mine Shopcorn anywhere in the world when the amount of their consumption reaches a certain mining points.

In addition, we will reinforce the security of 'Shopcorn' by requesting personally identifiable information (PII) such as OTP, passport, etc. to protect it from any possible hacking.



F. Shopcorn Vision

1) Schedule



F. Shopcorn Vision

2) Shopcorn Mining

Shopcorn Mining

Total Reserves of 'Shopcorn'

Of the total of 2 billion coins, 15% is for global Shopcorn platform services and 60% is mined in daily consumption using the global consumption platform. The rest 25% is distributed to initial sponsors and the development team.

The detailed plan for the services of 'global Shopcorn platform' is as follows.

- 1) 30% is used as the overall operational cost of 'Shopcorn platform' such as development, system, administration, legal consulting, and etc.
- 2) 20% is used for overall business development including strategic planning, project support, coin swap, and etc.
- 3) 40% is used for the technical services like API interworking and PG module to expand 'Shopcorn'.
- 4) 10% is used to expand the market such as academic research and education for developers, enhancing the awareness of 'Shopcorn', and etc.

The Supply of 'Shopcorn' as of January 15th, 2018

Total Reserves	2,000,000,000 SHOP
Building 'Shopcorn' Platform	300,000,000 SHOP
Mining 'Shopcorn'	1,200,000,000 SHOP
Development Team	500,000,000 SHOP

F. ShopcornVision

2) Shopcorn Mining Table

The whole distribution profit is referred to as mining point (MP). When consumption reaches a certain accumulated level of MP, Shopcorn can be mined)

Number of Coins Issued	MP	Number of Coins Issued	MP
1-100,000	2,000	20,000,001-30,000,000	22,000
100,001-200,000	3,000	30,000,001-40,000,000	23,000
200,001-300,000	4,000	40,000,001-50,000,000	24,000
300,001-400,000	5,000	50,000,001-60,000,000	25,000
400,001-500,000	6,000	60,000,001-70,000,000	26,000
500,001-600,000	7,000	70,000,001-80,000,000	27,000
600,001-700,000	8,000	80,000,001-90,000,000	28,000
700,001-800,000	9,000	90,000,001-100,000,000	29,000
800,001-900,000	10,000	100,000,001-200,000,000	30,000
900,001-1,000,000	11,000	200,000,001-300,000,000	31,000
1,000,001-2,000,000	12,000	300,000,001-400,000,000	32,000
2,000,001-3,000,000	13,000	400,000,001-500,000,000	33,000
3,000,001-4,000,000	14,000	500,000,001-600,000,000	34,000
4,000,001-5,000,000	15,000	600,000,001-700,000,000	35,000
5,000,001-6,000,000	16,000	700,000,001-800,000,000	36,000
6,000,001-7,000,000	17,000	800,000,001-900,000,000	37,000
7,000,001-8,000,000	18,000	900,000,001-1,000,000,000	38,000
8,000,001-9,000,000	19,000	1,000,000,001-1,100,000,000	39,000
9,000,001-10,000,000	20,000	1,100,000,001-1,200,000,000	40,000
10,000,001-20,000,000	21,000		

**MP necessary to issue encrypted currency 'Shopcorn':
Increase by 1,000 MP in unit of 100,000, 1,000,000, 10,000,000, and 100,000,000.**

F. Shopcorn Vision

3) The Vision of Shopcorn

Shopcorn platform will demonstrate you a new innovation of distribution that 'consumption becomes profit', which will surprise the world.

You will experience a new world where 'consumption becomes profit' and consumers become the owners of a platform.

1) Mining 'Shopcorn'

'Shopcorn platform' is interlocked with all the shopping malls, platforms, and contents around the world so 'Shopcorn' can be mined anytime and anywhere.

That is, you can mine the coins even through daily consumption.

2) Real-time distribution and value of dividend from Shopcorn platform

For the entire profit generated from the global consumption platform of Shopcorn', 'Shopcorn' holders receive, in real time, as much dividend as the amount of 'Shopcorn' they hold

For example, if a consumer orders a pizza worth 20\$ through 'Shopcorn platform', 2\$ MP (10% of the selling price) is generated. Then, the profit (2\$) from the platform is distributed as dividend to 'Shopcorn' holders at the average dividend value of 2% (please refer to Mining Table by Consumption)

3) Trading of 'Shopcorn'

'Shopcorn' holders will see a dream-like happening that Shopcorn they hold are traded at a higher value than they consumed in the global exchange.

The average dividend value is about \$ 2. (see the mining table according to the amount of consumption)

'Shopcorn platform' is the world's first consumption-based economic coin and we plan to occupy 20% of the coin market by 2025.

G. Shopcorn Team Members



Matsuyama taizo
JAPAN SHOPCORN GLOBAL
CEO



Deok Hwa Jang
China Bite of the People's Daily
China marketing



Lee Ju-eun
Representative of 'Our
Neighborhood and Good Stores'
Korean Partner Company



Shatin Park
Global Marketing Expert
Financial accounting specialist

G. Shopcorn Team Members



David Choi

IT Strategy Planning Specialist



Hyou Min Wang

Hyowon Archiz of the People's Daily
China marketing



Midas Youn

Strategy
Planning Expert



Hwa Woo

China Timeking of the People's Daily
China marketing

G. Shopcorn Team Members



Bluesy Lee
Tech. Developer
Engineer in Charge



Min Suh-jun
International Commerce ·
Education · Marketing
Expert



Kim Do-hyung
E-Business Expert



Ryan Im
Global Marketing Expert

G. Global Team



Zblack Lee

Tech. Developer
Senior Researcher

H. Conclusion

I Shopcorn

Shopcorn Vision 2.0

'Shopcorn' is the encrypted currency mined from the shopping malls, contents and platforms all around the world. The holders can receive about 2\$ as dividend per coin.

'Shopcorn' is a 'global single consumption platform' where world consumption becomes profit.

Our 'Shopcorn platform' will be in a spotlight for the global single consumption platform' based on the innovative technology called 'blockchain'.

Our 'Shopcorn' project is characterized by

- mining 'Shopcorn' during daily consumption.
- the intrinsic value that is distributed as a dividend in real time if only you own 'Shopcorn'.
- adoption of API and PG module, which enables 'Shopcorn' to be mined in all existing shopping malls, platforms, and contents'.
- 'Shopcorn platform' where all encrypted currencies can be actually used.

Blockchain technology has currently developed in various ways and domains. The source of its development rests on the decentralized P2P system where agreed transactions occur.

Particularly, our 'Shopcorn' is a real-economy coin based on a global single consumption platform so its value will shine much more from now on.

-Shopcorn Team -