



**BLOCKCHAIN PLATFORM FOR eSPORTS  
AND ENTERTAINMENT**

# **WHITEPAPER**







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World's First Entertainment Blockchain Platform

World's Largest Travel & Community Block Chain Platform

Platform with the World's Best Artists



## INTRODUCTION

The BTS Platform is a new platform for culture and arts ecosystem platforms targeting the entire entertainment industry such as music, movies, and TV shows. The BTS provides a platform that can be applied to various cultural arts fields, allowing anyone in the world to participate in the culture and arts industry transparently, wholesome, and easily.

BTS is an art platform based on blockchain technology. Apart from using simple cryptocurrency, we intend to systematically construct cultural and artistic ecosystem by applying blockchain technology. Since ancient times, human beings have been expressing various forms of expression to communicate inner emotions and communicate. This is a human instinct that exists regardless of age and society. As a result of these expressions, mankind has left many cultural records from the cave paintings of Lasca and Altamira. Numerous cultural and artistic works that have had a profound impact on human life and society throughout history are now part of our lives.

BTS is not trying to make the cultural arts industry a simple system or a cryptocurrency distribution structure, but it is trying to create a creative ecosystem that makes culture and arts everyday and creates their own culture.





eSports & Entertainment



BTS Coin is the optimal blockchain for eSports and entertainment content market.

People can experience eSports and entertainment directly or indirectly through video in an on-line environment guaranteed through BTS Coin.

Finally, BTS Coin shares the new experience as a member of the ecosystem, with the activity of enjoying and developing eSport and Entertainment being transparently managed as a blockchain.

# PLATFORM FOR eSPORTS ENTERTAINMENT







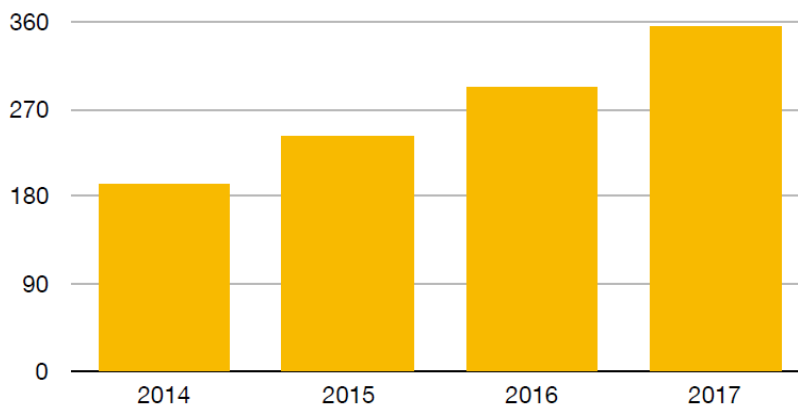
## Current Status of Korean Wave Video Service

A decade ago, the TV media was exclusive, and universal content that anyone and everyone could enjoy was mainstream. No matter how imaginative or creative it is, there is no next chance for creators of creatures with low ratings. Thus, it was not possible to derive a high audience rating for only a specific generation, so contents for all ages were produced.

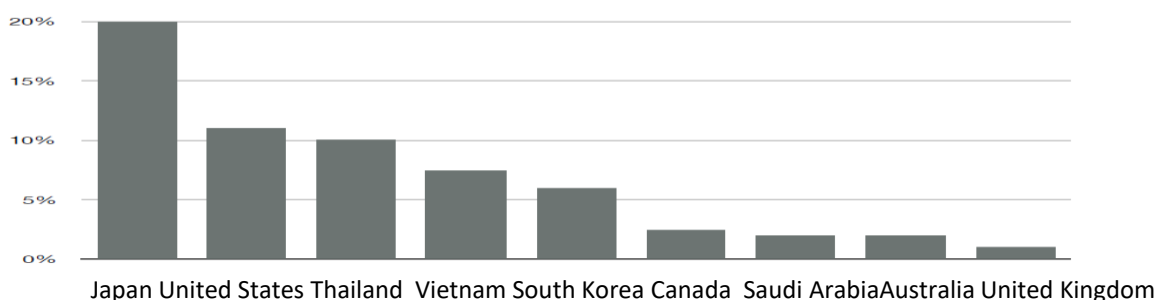
Today is a multi-media, multi-platform era. Now there is no dominant media. Anyone can become a creator and distribute creations. The entertainment industry is now a time of opportunity and a culprit.

The entertainment industry occupies a significant portion in the Korean economy. The Korean entertainment program maker exports the format of the program, not only in the Asian market. TVN's "Grandfather than Flowers" was remade on NBC, a US terrestrial broadcaster, and KBS's "Superman Returns" was broadcast on US Discovery Life. SBS 'Fantastic Duo' exported formats to Spain, JTBC 'Hidden Singer' to Italy, tvN 'The Genius' to UK and Netherlands.

### ➤ Total Yearly Watch Time on Twitch (Billions of Minutes)



### ➤ % Split of KPoP Consumption on Youtube by Country

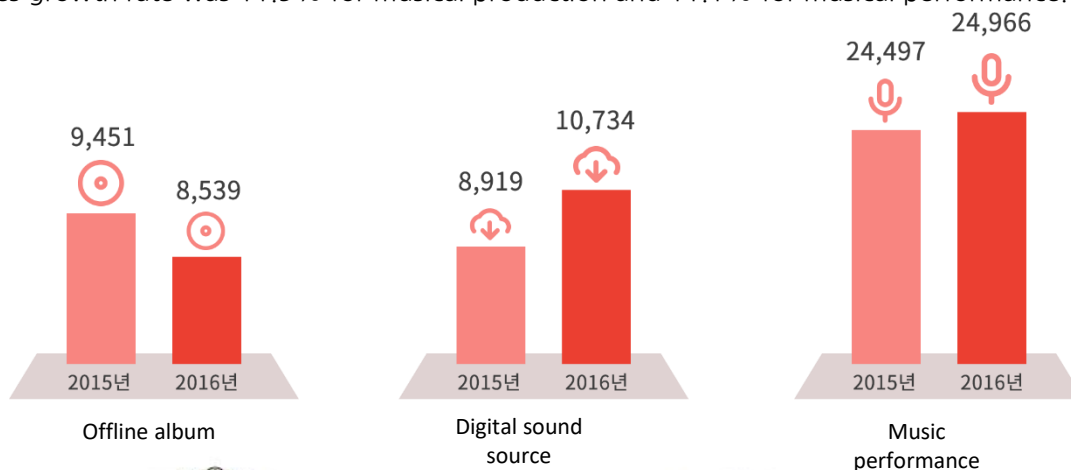




## Music Market Status

In 2016, the music industry's sales grew 6.7% year-on-year to 5.308 trillion KRW and grew at a CAGR of 7.3% from 2014 to 2016, showing steady growth. Online music retailing sales increased by 8.8% year-on-year and 10.7% year-on-year, to KRW 1,445.4 billion. Sales of musical works increased by 9.9% year-on-year to 11.17 trillion KRW, an annual average of 11.9%. The musical performance sales amounted to 920.9 billion KRW, an increase of 11.0% over the previous year, and an annual average increase of 11.1%. Sales of music wholesalers and wholesalers totaled 163.2 billion KRW, a decrease of 2.7% from the previous year, a year-on-year increase of 1.6%.

The sales of record copying and distributing business reached 119.8 billion won, an increase of 1.3% from the previous year, and an annual average increase of 2.9%. Sales of singing practice area increased by 1.6% year-on-year to an average of 1,516.6 billion KRW, an annual average increase of 0.7%. The industry with the highest rate of sales growth was 11.0%, followed by music production 9.9%. From 2014 to 2016, the average annual sales growth rate was 11.9% for musical production and 11.1% for musical performance.





## About BTS TEAM

BTS TEAM is a special team of experts in various fields. It provides new opportunities for young people dreaming about artists, and offers a variety of opportunities for established artists. The sharing of various works of culture and arts by all people increases individual self-esteem and increases mental satisfaction.



Creator

Creators can easily register their work, and the distribution process is transparent and the profits are distributed fairly.



Consumer

Consumers can play a role both as creators, distributors, and end consumers as prices and distribution processes are fair.

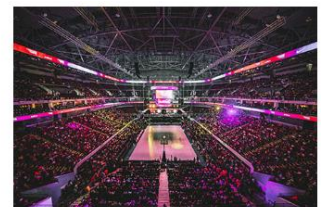


Distributor

The distributor uses customer analysis, supply, distribution, and consumption propensity analysis results from the accumulated information to improve the distribution business.

BTS TEAM has experience and know-how in making and distributing movies, dramas, performances, eSports, etc. The BTS is pushing to distribute content such as new movies and dramas in a unique way. BTS has secured business rights to distribute proprietary content and is preparing a base business to popularize eSports games.

In the long term, BTS TEAM will also directly produce content and investment projects such as movies and TV shows, and have competitiveness to distribute through its own platform.







## MEDIA SERVICE for BTS PLATFORM

### Unique Contents

- BTS is not a simple social media platform that only distributes content. Content creators and fans can share each other's content, and unique images that can not be seen on other media platforms are shared.

### Participatory platform for fans

- The participating platform for eSports fans provides an opportunity for content creators and fans to improve their relationship.
- BTS supports a variety of ways for fans to create content for eSports development and growth.
- The BTS is a partner for building a sustainable ecosystem where eSports Team and fan all can win.
- BTS gives new experiences and fun to eSports Team and fans.

### Unique Shop for fans

- BTS wants to operate unique shopping mall of BTS.
- The BTS allows you to purchase only unique products and collections that are not available elsewhere.







## eSports's new Community Environment

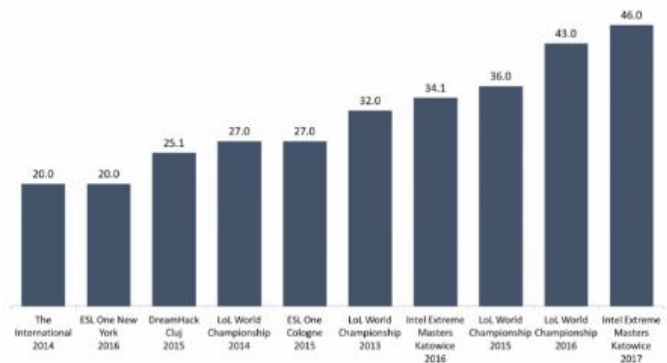
The BTS wants to create a single hub for the eSports industry. We offer more professional and diverse content. In recent years, interest in eSports has increased. As the size of the competition is not limited to one region, it becomes global scale, and it feels like the Olympics.

- eSports is a rapidly growing industry. According to market researcher newzoo, the size of the global eSports market grew by 41%, compared to 2016, to \$ 696 million by 2017. It expects to rise to \$ 1.65 billion by 2021.
- eSports is expected to be included in the official event in the Hangzhou Asian Games in 2022. Last year, the International Olympic Committee (IOC) referred to the possibility of adopting eSports' official Olympic Games.

With such a global focus, eSports market is rapidly developing and growing. BTS will contribute to the development of eSports market through in-depth market forecasting and fan service marketing.

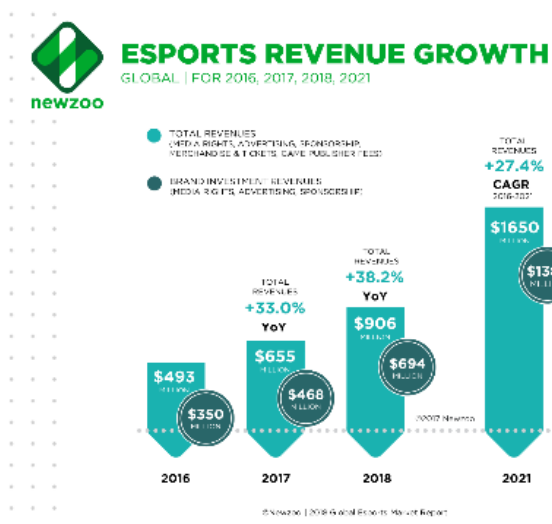


**Most Watched Esport Events**  
Unique Viewers, Millions, 2017 (Global)



Source: Esports Marketing Blog, Intel Extreme Masters, 2017

BI INTELLIGENCE





## BTS Platform with World' s Best ESports

- Holding the eSports Premier Tournament
- Live broadcast of eSports contest (Twitch TV, Youku TV, iQIY TV)
- eSports game skin purchase
- Sponsoring eSports team BTScoin
- Buy eSports team related products

CS:GO, Dota2, Hearth Stone, Heroes of Storm, League of Legends, Overwatch, WARCRAFT, Battleground, StartCraft2, FIFA Online ...







## Operational Goal of BTS

Although the arts and culture should play an important role in raising the value of individual lives, healing conflicts pervasive in society, enjoying a happy and enjoyable life and creating a creative future, the field of culture and art can not meet the expectations of individuals and society, centralized culture, unfair and opaque culture are prevalent.

In addition, in the field of culture and art, it is not actively accepting changes in technological innovation, economy, society, and life caused by the fourth industrial revolution.

One of the main obstacles to contemporary art and culture is the universalization of the black market.

It has long been a blackmarket that has obstructed the development of arts and culture, in which cultural artistic creations are sold at very low prices or free of charge through unusual distribution channels.

The black market is spread widely around us so that it can be easily accessed by anyone in everyday life. As a result, ordinary users are accustomed to free services, and the arts and culture field is becoming increasingly devastated.

Through the black market, cultural and artistic contents such as music, movies, drama, and webtoon are illegally circulated, which hinders the development of culture and arts.

The opaque distribution channels and unfair commerce of cultural and artistic works prompted the polarization of wealth. As a result, artists who have been engaged in pure creative activities leave the culture and arts industry.

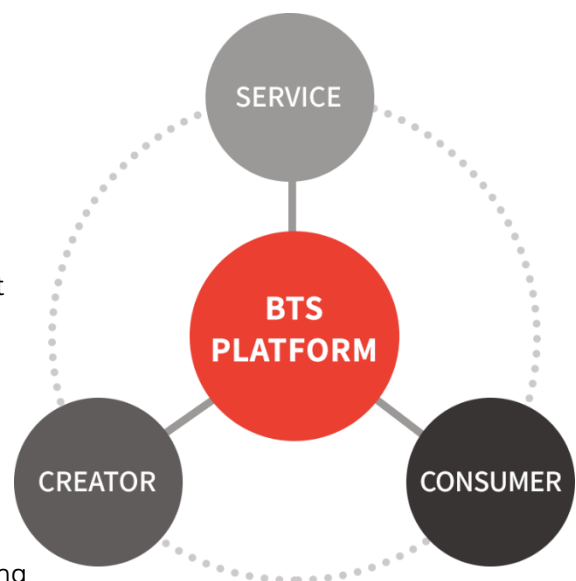
BTS thinks that a good culture and art work is created in the culture and art ecosystem where artists can share art works with the public at a fair price.

BTS presents the platform of BTS to realize this idea.

BTS will manage the distribution channels of art works transparently through Blockchain technology, and will ensure the legitimate rights of artists by excluding the possibility of forgery.

BTS seeks to prevent unfair trade by restructuring the distribution process of the arts and culture market in a simple and transparent manner. Through this, we want to overcome the polarization of wealth and create a culture and art ecosystem in which both artists and consumers co-exist.

We will create a culture and art ecosystem in which various cultural and artistic contents coexist by improving unfair practices that are centered on production and growth of existing culture and arts industry, strengthening and protecting the rights of creators.





## Operating Philosophy of BTS

It will provide new opportunities for young artists who dream of artists, and will provide opportunity for established artists to participate in various works.

The goal of BTS is to create a culture and art ecosystem in which all human beings share cultural and artistic works and enjoy cultural benefits.

BTS will move your dreams to the present.

Turn the dream into a reality …

Dreams of releasing recordings

Dreams of poet, novelist, painter

Dreams to own a masterpiece

Dreams of owning a personal collection of stars

Dreams of seeing the performances of the stars

Dreams to perform with stars through AR and VR

All these dreams become reality in BTS.

It will also share your dream with BTS.





# BTS PLATFORM

## CHARACTERISTICS OF BTS PLATFORM

BTS PLATFORM was created for all artists who are engaged in the cultural industry or preparing to engage. BTS PLATFORM will give all artists the opportunity of creative activity and profit-sharing opportunities to become a business model for both platforms and artists to grow. BTS PLATFORM will provide services that ordinary consumers can easily access and enjoy culture and arts.

BTS PLATFORM is a culture and arts ecology portal where artists and consumers co-exist together. When consumers buy, appreciate and share content, the creator of the content is rewarded for it. It can be an investor or a distributor. In the case of music, where the structure of production and consumption activities is not as complicated as the works of art, many people will be able to participate directly. For example, a consumer has less access to or owns the work of a famous creator, until now it was the privilege of a producer or distributor with dominant power. The process of distributing profits by distributors is not transparent and imposes excessive fees on buyers and has effectively prevented investment by ordinary investors. For this reason, the BTS Platform is born. The activities of artists, investors, and consumers in the BTS PLATFORM will be transparently shared, and the distribution of revenue will be fairly based on blockchain. This will show the true fourth industrial revolution of the cultural industry. In the BTS PLATFORM, a creature can be jointly owned by many consumers and managed by the system. The rights of co-owned creatives are protected by legal property, and co-owners can view or use it at any time through the digital gallery.

Once this environment is established, everyone will have the opportunity to become the creator and owner of the content, and the sharing and ownership fusion will begin with the BTS PLATFORM. The BTS PLATFORM has created a pool of experts in the field of culture and art to create platform influence and has been expanding its infra structure by continuously forming partnerships with related organizations and artists such as associations, producers and distributors in the field of culture and arts. The BTS PLATFORM will support distribution of cultural arts related products and will provide consumers with a fair opportunity to purchase and share. To this end, we will build an E-Trading System based on blockchain technology and stock trading system. BTS PLATFORM 's E-Trading System aims to ensure that the ownership of cultural arts products can be shared by many people, and the reliability and safety of revenue distribution can be guaranteed through blockchain.

For example, if 1,000 investors invested \$ 100 each in Beatles' Yesterday song, the copyright of the song would be divided by 1,000 investors, and the asset value of the investor would rise as the value of the music source increases. All transactions and revenue distributions are made through smart contracts, and smart contracts are designed to record those details in the blockchain.

This is also applied to TV shows and movies. It is differentiated from traditional crowdfunding and structured in the direction of increasing creators 'and investors' bond of creativity, which is utilized in various strategic marketing to maximize profits. BTS PLATFORM can apply a separate revenue model for each of its works so that it can satisfy the different lifecycle, sales method, and profit distribution method of each cultural artwork.



# BTS PLATFORM

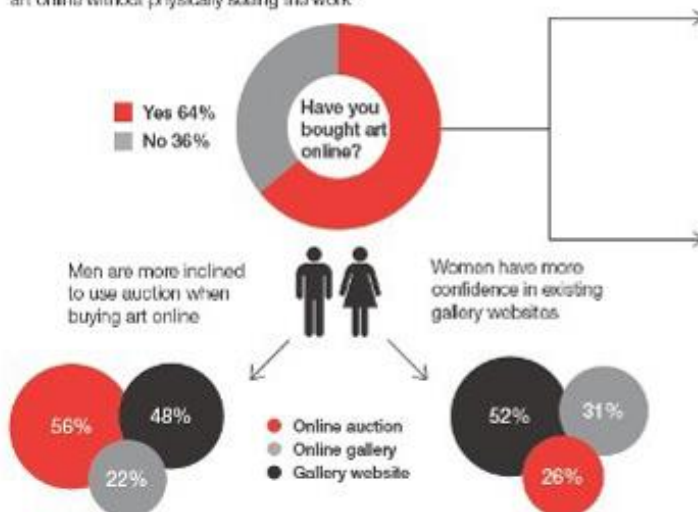
## ADVANTAGE OF BTS PLATFORM

- ✓ It gives young people dreaming of artists an opportunity to realize their dreams.
- ✓ It provides a space for creative activities and communication for sound artists and video artists.
- ✓ Direct support for artists' creative materials, equipment and exhibitions, including movies, TV shows and music.
- ✓ Appraisal and trading platforms for video and sound sources are operated as donations, and the revenues generated from them are used for creative support and contribute to the promotion of culture and arts.
- ✓ Through the provision of various cultural and artistic contents, we create an environment in which consumers can naturally integrate with culture and arts.
- ✓ Every time a consumer purchases a cultural art work or owns and views a copy, the creator is rewarded, and a separate license agreement gives immediate payment.
- ✓ The fair evaluation of the creativity is made so that the creators can receive fair compensation corresponding to the value of their work, and the distribution structure of the contents is minimized to maximize the profit of the creator.

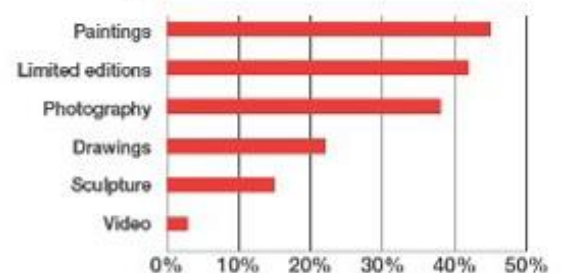
## The online art buyer

### Threshold resistance

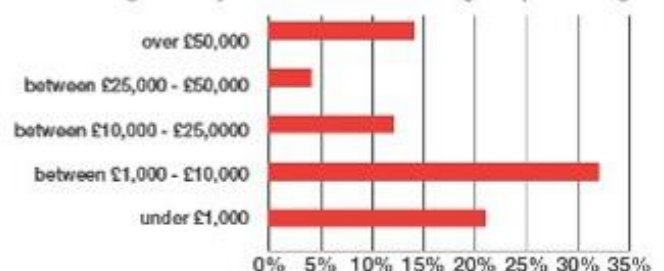
is coming down, the percentage of people having bought art online without physically seeing the work



## Buyers have strong preference for unique works



## Increasing art buyer confidence for higher price segments







# BTS PLATFORM

## E-Trading System

A professional development team builds BTS PLATFORM at the level of the stock trading system. BTS's unique technology applied to this system is protected by intellectual property rights through patents.

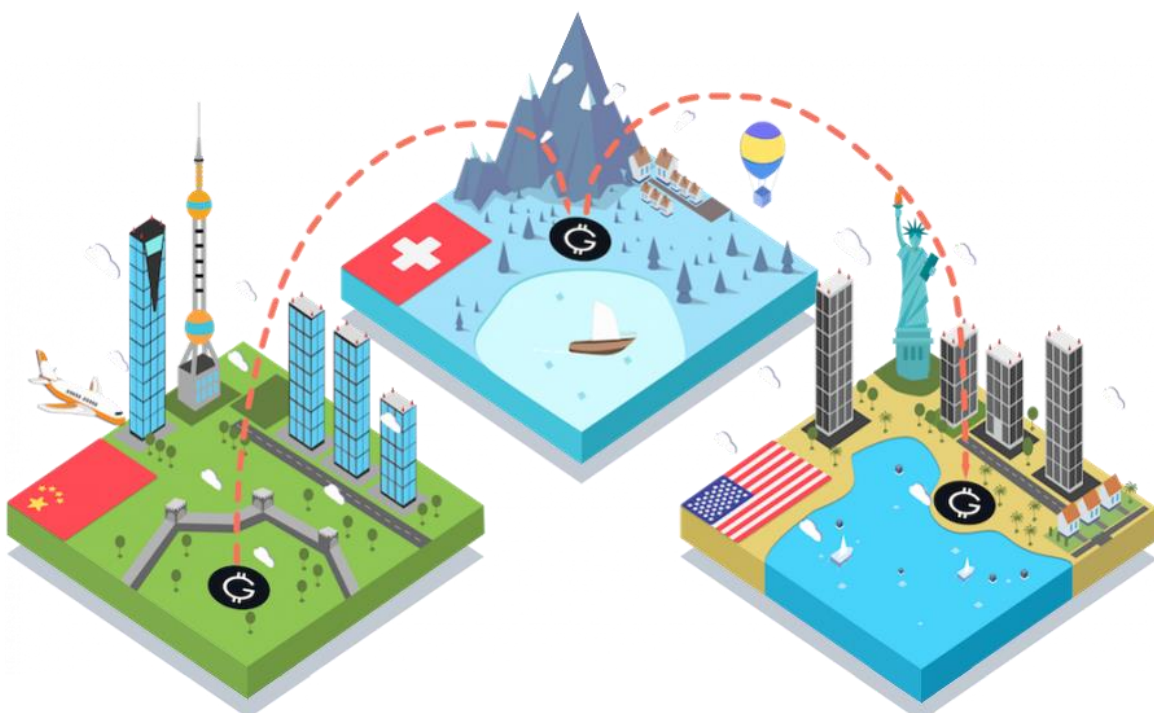
The system is a trading platform and a crowdfunding platform that directly connects creators and investors who are interested in artwork. The platform is designed and built so that the creator can concentrate on the creation and get the right compensation for the creation. BTS PLATFORM provides a safe trading and investment system that enables artwork investors to feel the joy of realizing profit and sharing value. It also provides small investors with the opportunity to invest in art works, so that they can own art works at low cost or have the opportunity to visit various exhibitions.

When a work of art is registered on this platform, a unique number is assigned through the process of reviewing the creation and used for the transaction. Once the creative is registered in the CIR (Content Investor Relations), it will be open to the public after examination and investors will be able to invest based on transparent and fair information about the creations registered in the CIR. Registered creatives are traded through the BTS HTS like a stock trading system. The value of individual works can be calculated in real time according to market conditions such as consumer's interest, utilization, frequency of use, and can be traded in BTS HTS.

The BTS PLATFORM was developed to be operational based on decentralized blockchain technology for stable, transparent and efficient operation.

The BTS E-Trading System uses smart contracts to easily connect creators and investors and to prove mutual contractual relationships.

A platform that uses blockchain and smart contract is designed to transparently deal with copyright and ownership of creatives and prevent unfair external factors such as system hacking and distribution of false information.





# BTS PLATFORM

## FOR CREATOR

BTS PLATFORM is a very friendly distribution service for creators. Creators can easily register, update, and promote their creativity through their SNS. It is important that creators be able to distribute their profits fairly because the circulation process of the creations is transparent. Reliability is very high because it is based on a blockchain that cannot be altered. The creator can use the coin distributed on the platform to listen to other creations, or purchase the products needed for their creation.

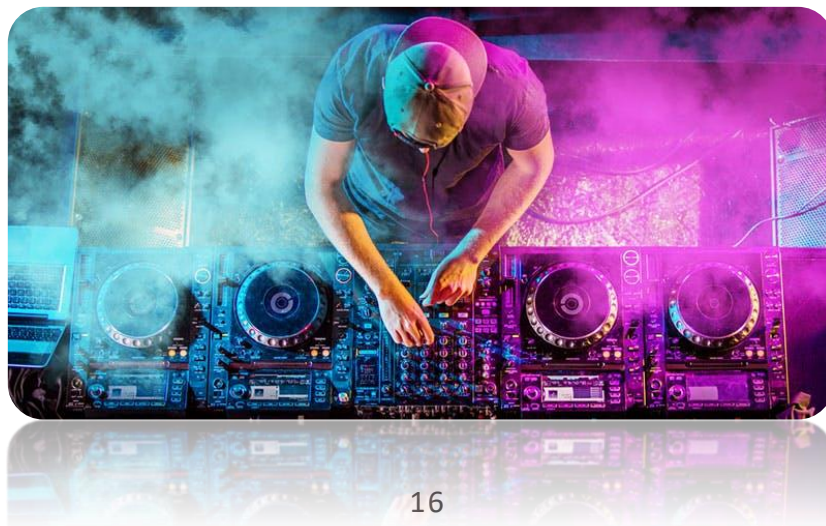
## FOR DISTRIBUTOR

Distributors are effectively provided with the demand and supply forecast information through the BTS PLATFORM and receive the BTS Coin as a fee through the intermediary between the creator and the consumer. Information on consumer use and propensity is an index for predicting demand for cultural industry in the following year. As information on distribution and consumption continues to accumulate and be used as bigdata, information-based distribution services become more powerful over time. BTS PLATFORM provides A.I-based analysis information on customer information, supply, distribution and consumption propensity to establish accurate strategy and predict customer response to new culture industry. This information will be a powerful tool for future business planning.

## FOR CONSUMER

The cultural industry is the biggest market to receive the attention of the whole world. However, the vast majority of consumers have limited information and distribution channels for the cultural industry. BTS PLATFORM is easy and simple to access, users can enjoy various cultural industries. Participants in the BTS ecosystem can participate as creators, distributors, and consumers, not just users of the cryptocurrency.

The transparency of information in the BTS PLATFORM creates a fair price for the creative and increases the reliability of the distribution process. Consumers can participate in various roles of the BTS PLATFORM and receive the BTS which is a cryptocurrency given as compensation for each activity and can be used for content viewing or sharing.







# BTS PLATFORM

## VR , AR & Smart contract

BTS PLATFORM provides a virtual space gallery service that allows registered contents to be watched or shared through VR, AR technology, a core technology of the fourth industrial revolution. This virtual space gallery expands the area of the exhibition space because it is independent of the viewing place. Unlike the offline exhibition space, the virtual space gallery allows you to listen to explanations using sound sources and texts, and you can hear the artist's explanations directly. The virtual space gallery does not need a separate publicity marketing because it provides a publicity service for new creatives. The virtual space gallery is an art space where viewers can concentrate on only works of art beyond the limits of the place, culture, and people of physical exhibition space. In this virtual space gallery, investment in works is easy. In the virtual space, a user can directly purchase by pressing a purchase (investment) button while listening to new creative contents. BTS Coin is the means of trading the creatives, and transactions are automatically made through smart contracts. It is the first culture-shared economic system that allows the joint ownership of works through HTS of BTS PLATFORM.

With this platform, existing distribution channels are not necessary, and there is no need to pay royalties, commissions, and marketing expenses that were paid to intermediaries and publishers. Investments in creatives can be invested in small amounts in the form of crowdfunding, and the distribution margin is minimized by directly connecting the creator and the investor.

Consumers around the world can use BTS Coin to support production and marketing costs for music, video, literary works, TV shows, and movies. The creator and the user communicate with each other, so that they can reflect on the process from production to promotion. When artists work hard, their fans get a return on investment, which has a promotional effect, resulting in a virtuous cycle in which more fans are generated.

In addition, music, video, movie, and webtoon registered in the HTS (E-Trading System) are delivered to ordinary users faster, cheaper, and in higher quality than existing services through MSS (Multimedia Streaming System).

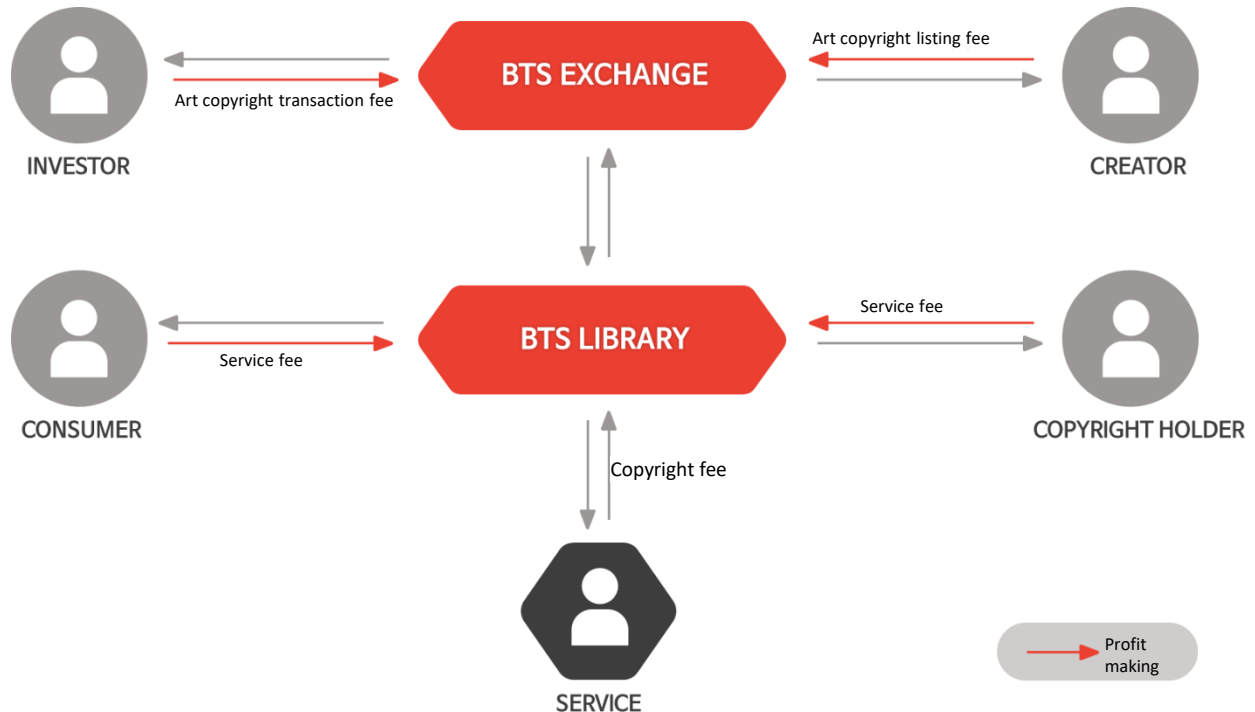
The general user pays the BTS Coin as a fee for viewing the creations. The BTS Coin paid by the user is settled transparently through the HTS and delivered to the creator in real time. The creator can use various contents of the BTS PLATFORM with the received BTS Coin and can use it as a basis of the creative activity.

The BTS PLATFORM will be the starting point for a new paradigm that encompasses the entire cultural arts industry. The public can easily access the arts and culture, creating a BTS-only culture that offers more entertainment.



# BTS PLATFORM

## BTS Culture Community



The BTS Culture Community provides users with a variety of attractions and entertainment, including music, video, webtoons, and movies. Users can access various contents using BTS Coin, a payment method in the BTS Culture Community. All content can be purchased with BTS Coin and can be delivered as a gift to other users.

In the BTS Culture Community, creators and users trade and use a variety of cultural and artistic content based on the BTS Coin. The BTS Coin used to purchase, present, and sell the creation can be exchanged for cash through the exchange, and only a small fee is charged for maintaining the ecosystem during the exchange. At the BTS Culture Community's event zone, users pay the BTS coin and participate in all performances, concerts, festivals, events (fan meetings, signage, showcase) hosted by partners and cooperating organizations. Also, in the presenting event zone, the user can send a digital gift to the creator. Famous stars sell collections and merchandise through the BTS Culture community, which allows users and fans to hold it, thus enhancing the relationship between the star and the fan. In addition, the community shares the video chat, activity status, event schedule, etc. of the stars to strengthen the relationship between the star and the fan.

Currently, most of the music source market provides music sources such as "YouTube" and "Apple Music", but BTS Coin allows users who share the same consensus through this PLATFORM to share and enjoy the works of existing art stars together. This is an open platform where you can create various cultural art related contents, share the produced contents with BTS users, enjoy it together, and raise the dream of culture artists.



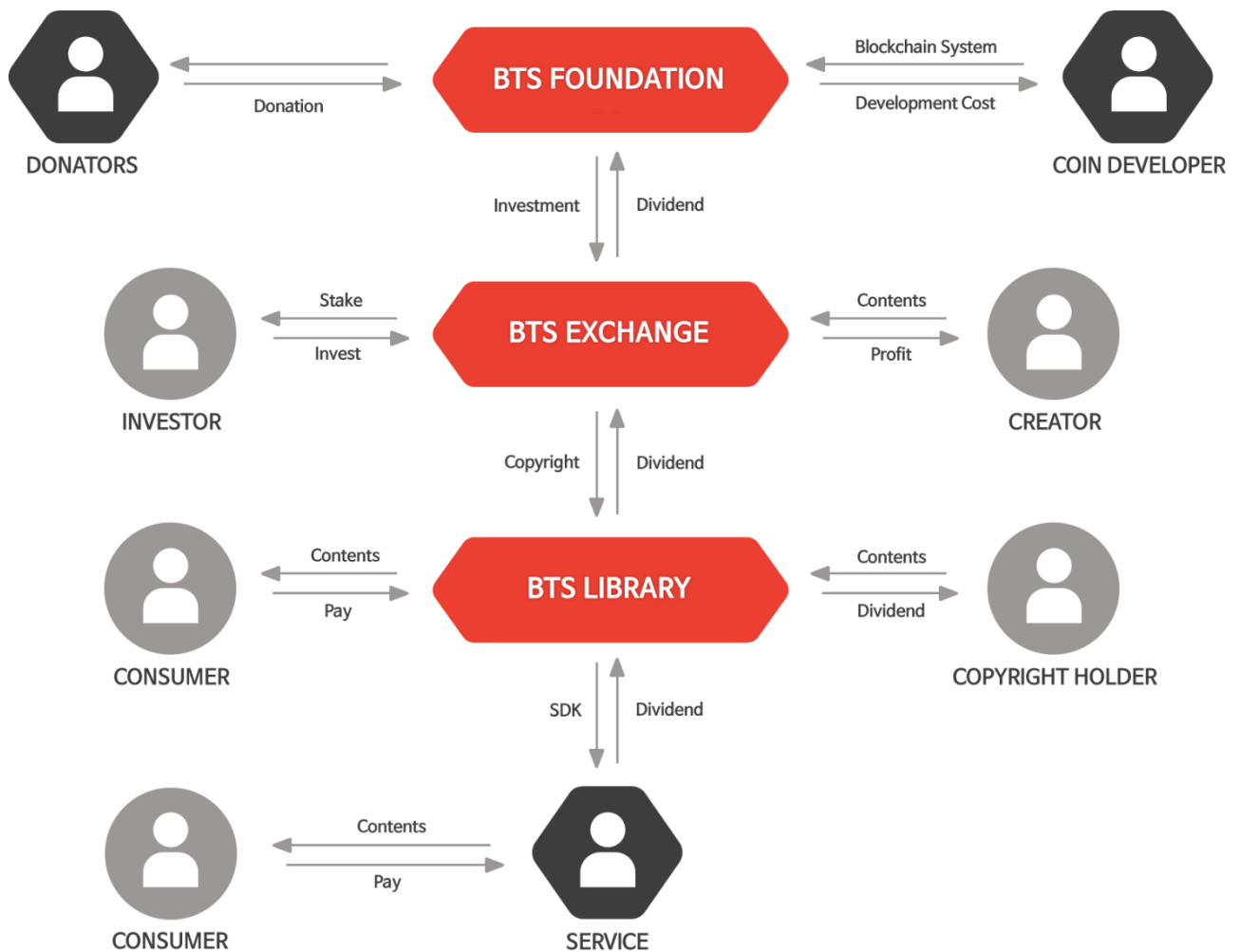
# BTS PLATFORM

Chart showing Contract and Payment process.

You can see how to solve the problems between the creator and the consumer.



## Problems of Existing Market



## Solutions within the BTS Platform





# BTS PLATFORM

## ACADEMY & ROYALTY

### ACADEMY

"Academy" refers to a professional and authoritative professional body of scholars and arts. In 385 BC Plato was derived from the Akadē meia, which was established in the heroic god of Academos in the northwestern part of Athens, with the purpose of cultivating the minds and bodies of young people and contributing to the national affairs. The BTS Culture Community is the first cultural and artistic comprehensive PALTFORM to find new artists through systematics and specialized academy contents, and to open new auditions and exhibitions by concluding agreements with leading domestic agencies.

"I can become a star!"

"K-POP captivates the hearts of people around the world!"

We provide content for those who want to systematically learn K-POP dance by audition preparation or hobby. As a content to provide the opportunity to learn "K-POP" directly to the fans of the HANLYU in the world, always with their's ear and eyes only separate the vocal and dance from the K-POP. It provides contents in which the user can learn the necessary parts in 3D, AR, and VR step by step and systematically by professional K-pop instructors. Academy contents are planned to be selected by popular K-POP music every month, so that professional K-POP instructors can teach intensive and systematic 3D, AR, VR by vocal and dance. K-POP Dance is composed of various genres such as pop-up, hip-hop, girls hip-hop, wacking, rocking, b-boy and crump. Depending on the progress of class and choreography of the songs, classes of the required genre are not only dance moves, but also stage movements and stage performances.

In addition, those who dream of artists use AR and VR video system (AR and VR), star performer academy, enjoy AR video actor (character and character in drama, music video). We are developing content to become a new artist through a series of step-by-step, systematic, and diverse Academy courses such as an academy course where you play the role yourself and learn acting using AR, VR, an academy course to learn model walking pose course, and an academy to learn dancer course.

### ROYALTY

BTS Culture Community establishes partnerships with the businesses operated by users and operates win-win contents to promote business promotion and sales growth synergy through star marketing. For the promotion of the companies that users operate, we share the profits of the artists based on the company and its products using the portrait rights of the stars associated with BTS and the profit generated by the promotion method.

Companies that use BTS will be able to proceed with promotional strategies that utilize the star without any burden, since they will not have to pay a large fee at the beginning and will pay a lottery fee to the artist based on their sales figures. An export-oriented company is a win-win structure that finds export sales channels and becomes a public relations ambassador for HANLYU stars to earn additional revenue from music sources, performances, bonuses and advertising. It is practically impossible for smaller companies to cover billions of dollars in promotional marketing costs, unlike larger ones, but BTS can provide special promotional marketing techniques to help small businesses grow.

- Space for photographing with stars ('Artist-STAR Photo Line')

"Shoot as you think with the stars!"

"I can choose the star's photo!"

-BTS will be conducting its own broadcasting and education programs for beauty and nail art in Korea, which is getting more attention.

### Art Music Ranking Content

The BTS supports ranking services for music and sound recordings. Ranking parts are available in daily, weekly and monthly rankings and are available to consumers conveniently. The chart in the BTS ranking means the data of the quarter, half-year, and year in which the aggregated ranking data is confirmed. This is a comprehensive chart service where Records and Music are combined to form a united music ranking. BTS' KING & Queen Rankings will also provide an event to show the activities and star performances of the artists during the week, month, and year.

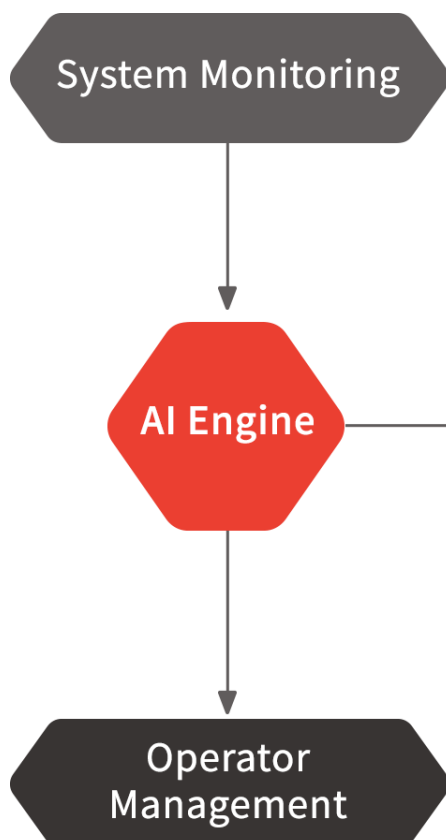


# BTS PLATFORM

## BTS A.I Monitoring System

A good work is born in the content ecosystem where the artist receives a fair price. However, if piracy and unauthorized use are rampant, the artists' motivation is reduced. As copyright protection technology evolves and advances, so are the techniques of theft. It is virtually impossible to monitor a stealth site that is pouring from all over the world with human hands.

The monitoring system operated in the BTS Platform is systemized with A.I based Deep learning technology. This system monitors the Global Service in real time, searches for sound sources, images, movies, etc., and finds its own pirated sites and reports them to the monitoring team. This way of searching and finding will be operated as an intelligent system that can learn continuously in the AI Engine to cope with the trickery of pirated sites.



### 불법 웹툰 사이트 '밤토끼' 운영자 검거

해당 사이트 빠른 시일 내에 완전 폐쇄 조치될 예정이다.

f t n g+ 공유 24 댓글 0

언어 선택 Google 번역에서 제공

국내 최대 웹툰 불법 유포 사이트 '밤토끼' 운영자가 검거됐다. 경찰은 5월23일 웹툰 '밤토끼' 운영자 검거를 단행하고, 월평균 방문자수가 3500만명에 이르는 웹툰 불법복제 사이트를 단속했다고 밝혔다.

밤토끼 운영자 검거는 개...  
에 구속...



수사 결과 밤토끼 운영자는 인천 모처에 오피스텔을 임차해 네이버 웹툰 미리보기 등 유료 서비스 중인 웹툰을 불법복제 및 유포하고, 해당 사이트에 불법 도박 등 광고를 모집하는 수법을 통해 부당한 금전적 이익을 취했던 것으로 알려졌다.



# BTS PLATFORM SPECIFICATION

## BTS GATEWAY

BTS Platform provides Interaction Gateway for various contents. It is provided in API form and SDK form, and works with BTS Platform to support BTS in actual participants. In addition, it is possible to distribute and service content (sound source, information) tailored to the participants' usage status and price information, and Platform A.I provides appropriate Acceleration Service.

- Platform API Service
- Development SDK for Device / OS (APP)
- Product A.I Acceleration
- Platform Cloud Scale service

## BTS API

Various modules will be provided for use by each ecosystem member. To respond to OS, Device and Platform, it will be provided separate assets.

- Windows OS , Personal PC base Module
- Linux 계열 OS, Personal PC, Server Machine
- Mobile Base SDK. Google Play Store, iOS App Store Contents
- For Customer based Service.

## EXCHANGE SERVICE

BTS transactions can be done through private wallets, but can also be done through separate EXCHANGE SERVICE. It is also possible to exchange with other COINs without going through a separate exchange. It can be used in content, and it can be used on the web in HTML5 form. Like Home Trade System, the market price is available in real time and is conveniently available. Like Home Trade System, the market price is available in real time and is conveniently available.

- Home Trade System (HTML5)
- Coin Prices API System (BTS Exchange)
- Blockchain exchange Service : API Service
- Exchange Service for Customer (QR)

## BTS WALLET

Even players who have not used Cryptocurrency also offer a variety of Wallet for OSs for ease of use. In addition to basic Wallet functions, it also provides the ability to receive information services that are acquired within the BTS Platform directly.

- BTS Wallet Service
- Smart Exchange Wallet
- BTS Exchange Service





# BTS PLATFORM SPECIFICATION

## ADVERTISEMENT MANAGER

BTS Platform has an advertising management system that allows advertisers to purchase advertising items and apply them directly. The advertisers can register themselves on the BTS and automatically apply the advertisement after purchasing the item. At this time, all the available advertisement items can be purchased by BTS Coin, and BIGDATA can utilize data by using BTS Coin. The Advertising Service also provides an Advertisement Manager system for the Ad Manager.

- Automatic progress through settings such as scope, duration, etc. of advertising events
- Specific settings for target customers.
- A.I set up the advertisement process based on customer's tendency and future forecast
- Providing powerful post-marketing effects analysis tools

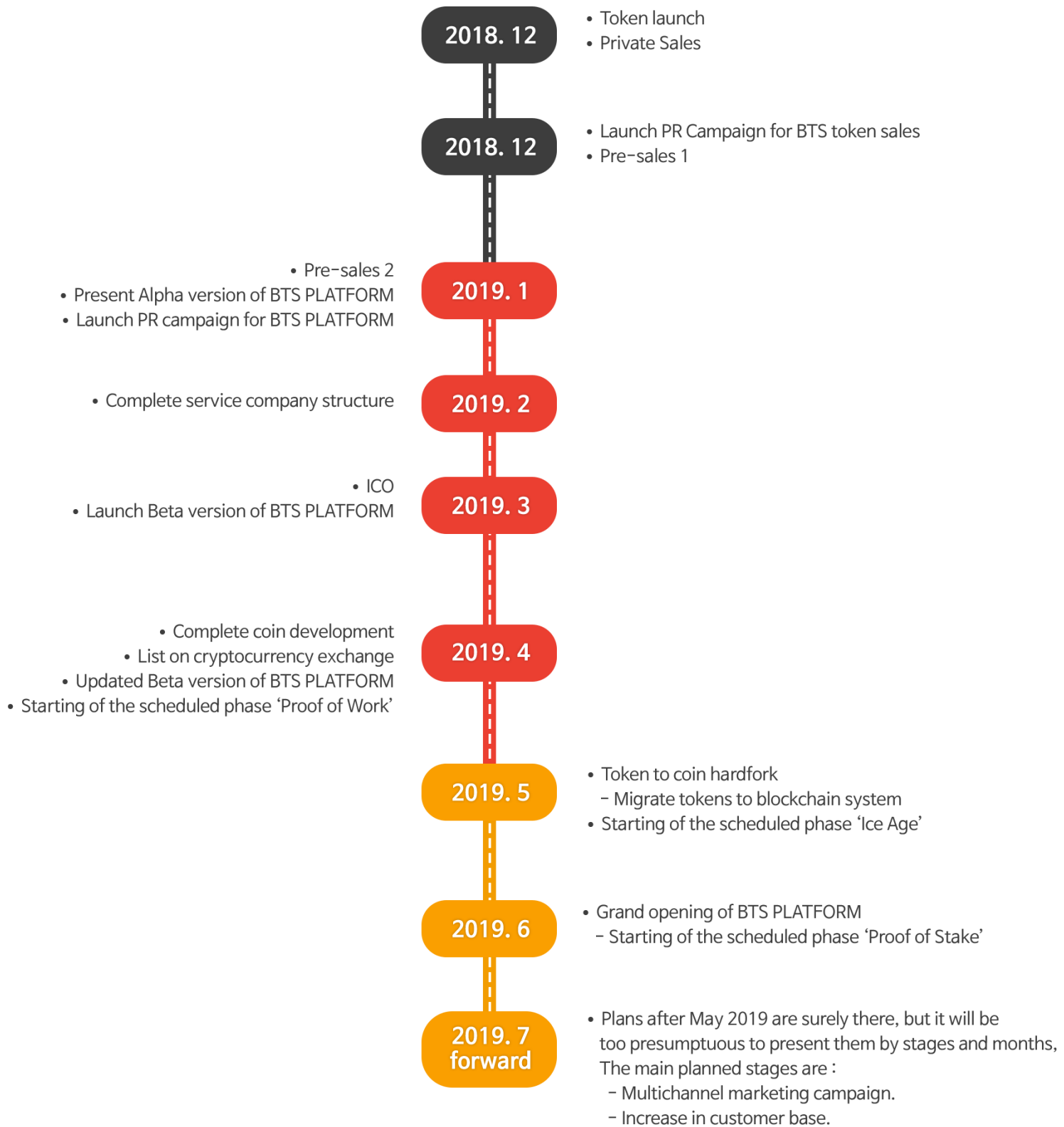
## BTS ONLINE HTS SERVICE

In the BTS Platform, you can purchase and sell rights to all cultural art works, not just single items. All works of art can be upgraded or lowered according to the market conditions. We intend to build a home trading system of real works of art that customers can buy and sell with some rights of these works. It's similar to the securities trading system, but it would be more innovative system in terms of value sharing and consumer rights. We are expecting a new sharing system in the form of exhibition at the exhibition hall and ownership at the private house.

- HTS System : Personal Computer, Mobile App, Web based system
- Realtime market price information Service (Server)
- System Trade SDK
- Personal Stock Exchange system
- News Dashboard
- Customer wishes record
- Analyzation Social Network Data
- Machine Learning for Personal record : Expected Exchange Method



## ROADMAP



The BTS Platform will be fully serviced from the second half of 2018.

Private and Presale will be implemented for this service, and ICO will be implemented in 2018.4Q.

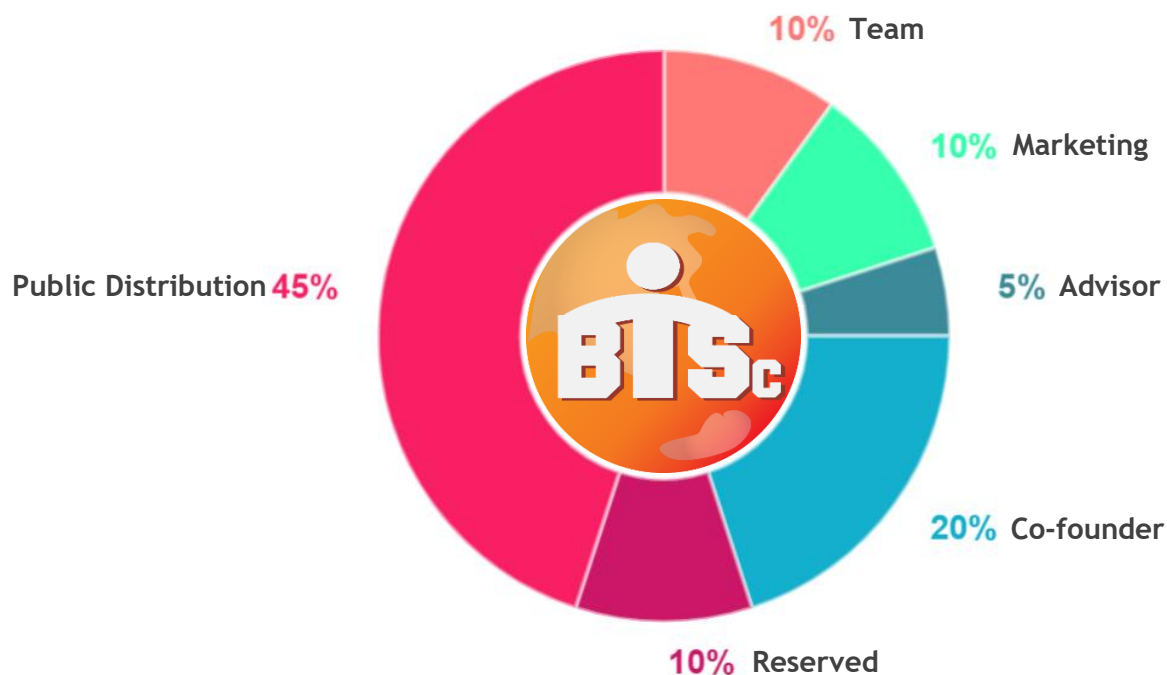


## BTS DISTRIBUTION PLAN

BTS Platform will begin its Private Sale starting with 4Q in 2018.

In addition to Presale, Crowd ICO will be promoted. Sales Position is shown below.

ITEM	AMOUNT
Private Sale	1,125,000,000
Public sale	1,125,000,000
Team	500,000,000
Market Development	500,000,000
Advisor	250,000,000
Business Partners	1,000,000,000
BTS Fund	500,000,000





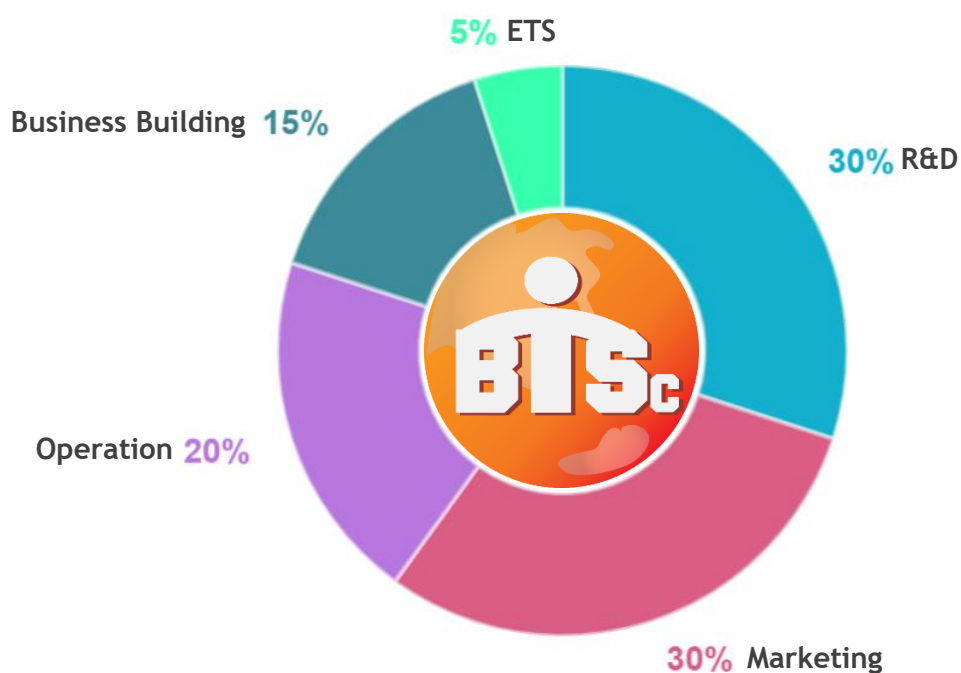


## BTS BLOCKCHAIN

BTS COIN is a blockchain system built on an independent mainnet basis.

Specific COIN details are as follows

Total number of tokens	5,000,000,000 BTSC
Token available	5,000,000,000 BTSC
Nominal price	0.009 USD
Emission rate	No Further tokens will be created
Token private sale	20% (Bonus up to 30%)
Token Sale	10% (pre-sale)
Soft cap	ETH 50,000
Hard cap	ETH 250,000
Token format	ERC 20, BITCOIN Unlimited Based
Currency Accepted	ETH, BTC





## TEAM



**Ricky Ahn**

**CEO**

United States OCU MBA major

movies "chingu""2424"etc, invest & Filmmaking

Actor: Jang Dong geon, Won Bin, Ko Soyeong etc, Entertainment CEO

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**James Lee**

**Chief Strategy Officer – Analyst**

Neowiz enc Member

International Blockchain Analyst

Yensei University Techno Humanities Specialty

Hongkong & Veitnam International Exchange, crypto currency analysis

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**Junseok Kang**

**CMO & International business Director**

KTH Paran ContentsTeam - Publisher (from Dec 2006 to present)

YNK Contents Team - Crypto currency Mining & Analyst , Promoter

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**Darren Choi**

Chief Information Officer

eSports event organizer

Ruiyue Entertainment China CEO

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**Peter Han**

**COO & Senior Advisory Board Member**

Modern Money Team – Promoter (from Dec 2017 to present)

Saladmaster – Consultant (from May 2013 to Nov 2017)

IONA Research Center – Public Speaker (from July 1998 to Nov 2013)



## TEAM



**David KIM**

chief marketing officer

Software Solution Nzinsoft CEO

Bigstage International CEO

Ruiyue Entertainment China CMO



**Cris Lee**

Chief Technical Officer – Platform Engineer

Neowiz enc Member KT Cloud, SDS

International Database Analyst– Bigdata Database (Mongo), SQL DBA

Hongkong & Veitnam International Exchange, crypto currency developer



**Jinsi Park**

Senior Blockchain Engineer

Neowiz enc

KT Cloud System - Cloud.com Engineer, Ucloud IaaS, SaaS, DaaS Developer

Korea.com, Yahoo, Daum



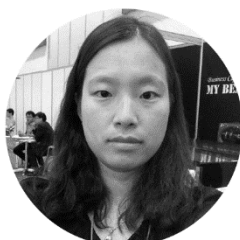
**Gisoo Kang**

Senior Blockchain Engineer

Neowiz enc Member

KT Cloud, Samsung SmartTV

Project team Engineer, crypto coin developer



**Sooyeon Kim**

Blockchain Engineer

PlayT Blockchain Engineer

MCNCoin Blockchain Engineer

Samsung S-Cloud Engineer





## TEAM



Sunhee Kim

Web Publisher

Blockchain Wallet UX/UI Publisher

ICO Web Service Publisher

Management Web Service Publisher



Josh Lee

Uniquify co. in sanfrancisco Oxford University Engineering



## ADVISOR



### Dr. Raj Ravindran

Capital Markets and Financial Advisor

Raj is the co-founder of “ThinkingNorth”, a venture capital platform that connects entrepreneurs to the capital.

He is also the EVP at Ensign Capital, an Exempt Market Dealer that provides capital market advisory and Capital raising solutions to emerging private and public companies.



### Richard Gardner

Trade and Exchange Advisor. CEO Modulus Global

CEO, Modulus , High-Tech Software Developed for NASA, IBM, Microsoft, Shell, BOA, NASDAQ, Yahoo, Siemens & more

He also holds an MBA in finance.



### Dr. Jonathan De Giovanni

Legal Advisor, Malta

Partner at WDM International | Non-Executive Director | Malta Citizenship & Residency Approved Agent | Tax Consultant



### Alex Lightman

ICO creation+execution. Advisor to 20+ Blockchain companies. Pre-ICO Investor, Keynote Speaker. Author Inventor Artist.



### Lasse Andre Pettersen

Business Development Manager I.T. business (itservicesgoldcoast.com) in Australia Block Aero Technologies /Investor / Advisor Founding Partner / Services Gold Coast



## ADVISOR



**Ito Showichi**

Global tour in Japan  
MASATO Corporation  
NIHONG University Law Course

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**Nishikawa**

GOYO Corporation  
CHIBA University Business Administration

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**Parker Fairfield**

Asia's FIRST complete ICO consultancy PR, Marketing, Investment,  
University of Minnesota





eSports & Entertainment



## OUR CLIENTS





eSports & Entertainment



## OUR CLIENTS





## DISCLAIMER AND RISKS DECLARATION

The BTS Team has written this white paper for reference purposes to provide specific information on the BTS PLATFORM and COIN we are planning. The purpose of this white paper is to outline the direction of product development to COIN holders and users for BTS PLATFORM implementation and is not included in the same format as the contract.

It is not our obligation to provide any material, code or functionality, and you are solely responsible for your investment or purchase decision.

The launch and implementation of the BTS PLATFORM may depend on several variables, such as regulatory risk, user participation, adoption of block-chain technology, and ongoing development of the BTS PLATFORM.

This White Paper is intended only as an invitation to you to invest in the BTS Team or BTS, and as such. It does not warrant that any information contained in the White Paper, including conclusions, will be accurate and valid until the future.

It is important to note that the information in this white paper is intended to be developed or implemented by a legal entity or a related department in the BTS PLATFORM and can not be required to take any action. The BTS Team makes no representations or warranties of any kind with respect to this white paper, and assumes no legal responsibility for it. For example, you should ensure that white papers are created based on legitimate rights and do not violate third party rights, that white papers are commercially valuable or useful, that white papers are appropriate for your purposes, that the white paper is free from errors, etc. Of course, the range of liability exemptions is not limited to the above examples.

Whether you refer to this white paper or any action based on it, whether it is profit or loss, is entirely in your judgment. In other words, the BTS Team will not be liable for any damages, losses, debts or other damages caused by the use of this white paper.

This document has been produced for informational purposes only and is not intended as a means of selling shares or securities.

BTS COIN does not guarantee control.

Possession of a BTS COIN does not imply the owner of or property rights of the BTS EDU Foundation, BTS PLATFORM, other services and content. Even considering accepting feedback and opinions from the BTS community, BTS COIN does not grant BTS COIN holders any right to participate in decisions or in connection with the development of our platform. The actual progress result and the figures in this white paper may differ and are not guaranteed. Uncertainty in regulations the technologies involved in blockchain are subject to supervision of management and other world regulators.

All actions related to COIN, including BTS COIN and using COIN, may be illegal depending on the country and region in which the investor is located.

Some countries or regions do not allow the exclusion of certain warranties, so some of the exclusions may not apply to you. And investors are responsible for all risks, and can not claim any compensation from the BTS Team. This applies to countries that already have legal regulations on cryptocurrency, including the United States, China, Singapore and South Korea.





## DISCLAIMER AND RISKS DECLARATION

So citizens and residents of these countries should be more conscious of participating in COIN trading.

While the content and goals presented in this white paper are our intentions, any person or organization that wishes to purchase a BTS COIN should be aware of and bear the risks.

Risks of investment loss      Funds collected during COIN sale are not covered by insurance. If funds collected in cryptocurrency lose their value, there is no public or private insurance to restore them.

If BTS COIN Sale is in progress and the USER is expected to suffer damage due to ICO regulations, the BTS will immediately notify you through the homepage, and the refund process will be on the participants of the country.

The above information will be notified individually by e-mail address when participating in ICO. Also, if USERS are objectively unable to conduct ICO, or if there is a possibility that damage may occur to USERS, return procedure for COIN paid will proceed.

The BTS COIN will be the means of payment for all services provided by the BTS and, if the issuance of additional BTS COINs is required, obtain a consent of at least 70% of the BTS COIN holders.

### Disclaimer of Warranties

Technological innovations such as quantum computers can cause problems with cryptocurrency, including BTS COINs. Risks from using new technologies and future unpredictable problems can occur, and these problems and risks can arise in other forms than those mentioned in this white paper.

You fully understand and agree that the use of the BTS COIN is at your sole risk, and you must indemnify the BTS Team from all liability.

The issued BTS COIN will be sent to you without any implied or implied warranty of merchantability or fitness for a particular purpose, integrity, etc.