Blockchain-based Symbiotic, Trustless & Open Social Network Platform Portal

Elevator Pitch

BTO (Business & Token Offering) with Blockchain-based Social Network Platform (Symbiotic & Prosperous Growth)

3. Yes, POLLYTELLY differentiates itself from other Social Networks in providing users with **the integrated and location-intelligent instant message, social media and sharing economy platform** that enables producers (Polly) to earn fame, friends and fortune and that enables consumers (Telly) to locate FIT (Fun, Interests, and Talents) information and to curate the contents and services and products with seamless access. With its blockchain-enabled features, users could conduct trustless transactions and smart contracts with distributed ledgers while resolving pestering issues of cost, privacy, and security in the ecosystem.

5. We'd like to propose the BTO, with which enables you to build up and manage domestic and cross-border platform business in an entrepreneurial, cooperative and lucrative manner. With its intrinsic business models of **(1) the enhanced access as platform management and (2) platform development,** POLLYTELLY could lead you into a sustainable business success. At the same, **the token economy** could bring you yet another financial success while enhancing the ecosystem.

1. POLLYTELLY is the ONE (Open Networked Enterprise) of a unique Social Network Platform, called **"Blockchain-based Symbiotic, Trustless & Open Social Network Platform Portal"** that enables all of the stakeholders to pursue mutual prosperity in a fair and square manner.
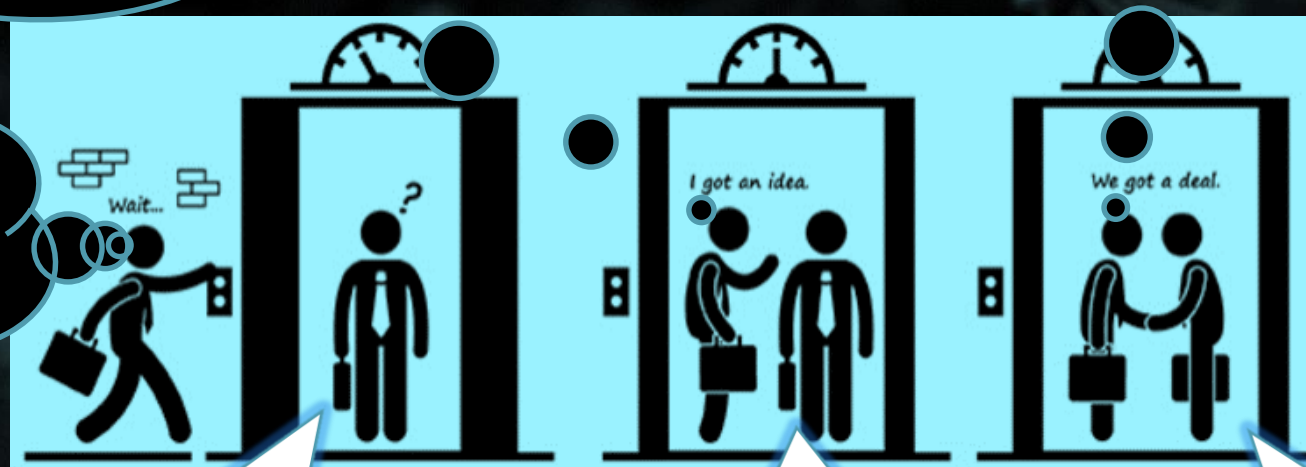
2. Then, Blockchain-based SNS Portal?

4. What business models or offerings do you have in your mind?

Interesting, let's set up the meeting

Problems | The Centralized, Closed & Opaque Aggregators often fail to deal with the ever-aggravating social and financial gaps

UNWORKABLE

unavoidable

URGENT!

Underserved

Platform Design
1. Centralized: Privacy & Security Issue which is inevitable to current aggregators who centralize control with many steps to each access
2. Single-App Platform: Non-cross scalable business models and limited reach due to it's too-much focus on the limited market.
3. Expensive & Cumbersome for settlement: In settling the transaction in the current traditional financial system and blockchain-based platform.

Platform Management & Development
1. Closed Business Management (little utilization of local entrepreneurship),
2. Closed Development Business (little utilization of global potential local creativity)

Planform Design
1. Domestic-oriented Platform: Hard to get over the border for ads and transaction (little chance for global boutique with its global appeal)
2. Aggregating and non-sharing Business Model: Obtrusive ads and exorbitant charge on transactions with little profit-sharing to users.
3. Regulatory Capture: Government failure to address the current social issue at the transition period.

Platform Management & Development
1. Failure to address the lucrative and promising business interests
2. Baby-step growth model of locally-successful business models
3. Long-shot incubation of the local success

Platform Design
1. Decentralized & Distributed Network: needed to address the privacy and security issue with borderless access and settlement
2. Poly-App Platform (Social Network Portal): Various types of synergy-enabling social media and sharing economies under the various names and accounts
3. Reliable Social Credit: Building up the fame and reputations for practical utilization and expanding the networks for social and financial growth

Platform Management & Development
1. Symbiotic growth across the border
2. Utilization of the local entrepreneurship and developing skills, the latter of which can grow through the global network.
3. Synergistic cooperation among members (New Business & Technology Model)

Platform Design
1. Untapped Supply and Demand: Due to ever-growing income gaps, people want to find money source while searching for smart consumption at the affordable cost.
2. Ever-increasing concerns on security & privacy: Data-harvesting & Mining with little consent.
3. Micro-payment, settlement and remittance: the current financial system is too expensive and burdensome.
4. Tokenizing Assets: Easy, secure and quick tokenization.

Platform Management & Development
1. Local Entrepreneurship (Business Startup)
2. Local Developing Skills (Creativity)
3. Latent Innovation Idea

Solutions

Symbiotic, Open, and Trustless Social Network Platform enables stakeholders to feel protected, respected and connected in producers' earning fame, friends and fortune and in consumers' locating interests, fun, and talents.

Symbiotic

Rewarding & Appreciating System through social currency;

- SymBits: sharing growth and profits which is to be distributed to participants in a democratic manner.
- SymCredit (Social Rep Power & Social Credit): enabling the participants to accumulate the social credits that is to facilitate and enhance the quality of P2P transactions.

Synergistic & Cooperative Partnership Agreements

- Platform Managing Business Partners & Platform Development Partners

Blockchain-Based

Real participants with good privacy protection. "Financial freedom is predicative on privacy that is still alive under the selectively open and rewarding participatory social network environment."

- Security: Cryptographic hash, timestamp and transaction data
- Blockchain Main Net: SymCoin
- DAPP for players in the ecosystem ("Dappy"); allows players to tokenize assets easily.
- Bankless Solutions; enables every user to turn into teller and platform managers to circumvent their otherwise settlement dependence on the expensive financial institutions

Transparent SymLeague among Business Partner

- Business-bound but independent consensus system (POL)
- Non-bias but competitive node-making protocol

Talents

As a poster (Polly: contents publisher and products and service provider) and a curator (Telly; viewer and user)

- Social Media: Blogging (Geo-log and Listicle & Ranking)
- Social Network: SNS (Geo-talk, Comments and Ranking chat)
- Sharing & Collaborative Platform: Ranking & Sharing Economy
- Social Predictors: Delphi

Local and Tech Partnership

- Local Talents of Creativity and Innovation (Entrepreneurship & Startup)

Social Network Portal

With its various, flexible and localized services of social media and sharing economies modularized in the platform, PollyTelly utilizes Web-and-App-enabling Space-timer functions as a Platform Portal rather than an unscalable single platform.

- Exchange of messages with relevance on one specific location at one specific point in time.
- Consented Social Media Mining with profit sharing schemes: Big Data and Artificial Intelligence

Local and Hub's Cooperation

- Synergistic Developments & Innovation
- Interface, API, and Modularity

Strategy 1.

Comprehensive Strategy: Winner-Take-It-All Strategy

With inimitable network effects and inside out management's opportunities (Innovation from global partners), we are growing to engage in the three dimensional competitions with (1) other competitive ecosystems, (2) scalable micro platform management partners, and (3) scalable developing partners. We rather face the scalable opportunities with persuasion than ownership with dictation.

The following strategies enable us to gain (1) supply economies of scale, (2) strong network effects, (3) high multi-homing or switching costs, and (4) lack of niche specialization.

1. Preventing Multi-homing by Limiting Platform Access (Exclusive Hosting & Switching Costs)
2. Fostering Innovation, then capturing its value
3. Leveraging the Value of Data (Data Aggregation)
4. Redefining M&A (Whether the target company creates value for a user base that significantly overlaps with the one they are currently serving)
5. Platform Envelopment: E-commerce, FinTech(Insurance, Financial Solution, Investment), Game, and etc.
6. Enhanced Platform Design: Differentiation through better hosting services, greater bandwidth availability, valuable viewer feedback, no obtrusive pre-roll ads and other features
7. Global Synergy: Global Outsourcing of Platform development and Licensing-outs of Platform managers central of Platform Sponsors

Adjacent Platform

Competitive Ecosystem

First-Level Competition

Current Focus (Market Making & Inside Out)

Value Creation = Producing + Consuming + Adding

Network Effects & Viral Growth

Scalable Developing Sponsors

Scalable Communities

Second-Level Competition

Strategy 2.

Comprehensive Strategy: Platform Tomorrow in terms of Services

With the on-going primary value units and interaction, we are cultivating the following chances of expanding our business with communities and developers who would endeavor to have opportunity of living a rich, fulfilling, creative and abundant life. As a Platform Portal, PollyTelly enables users to cover various sectors as prosumers, which enhance their loyalties and expand their stay time in the ecosystem.

- Likely Industries: (1) Information-intensive industries, (2) Industries with non-scalable gatekeepers (artisans, craftspeople, writers), (3) Highly fragmented industries (taxi, home), and (4) Industries characterized by extreme information asymmetries,
- Resistant Industries: (1) Industries with high regulatory control, (2) Industries with high failure costs (loans), and (3) Resource-intensive industries (mining),
- Platform-based connections among household and personal devices (IOT)

Labor and Professional Services (Platforms redefine the nature of work); Greater stratification of wealth, power, and prestige.

Education (The Platform as Global Classroom)

Energy (From Smart Grid to Multidirectional Platform)

Health Care (Connecting the parts of an unwieldy system)

Finance (Money goes digital)

Logistics & Transportation

(1) Security, (2) Network, (3) Connected Services, (4) Product as a service, (5) Payments, (6) Retrofits, (7) Translation, and (8) Vertical Application
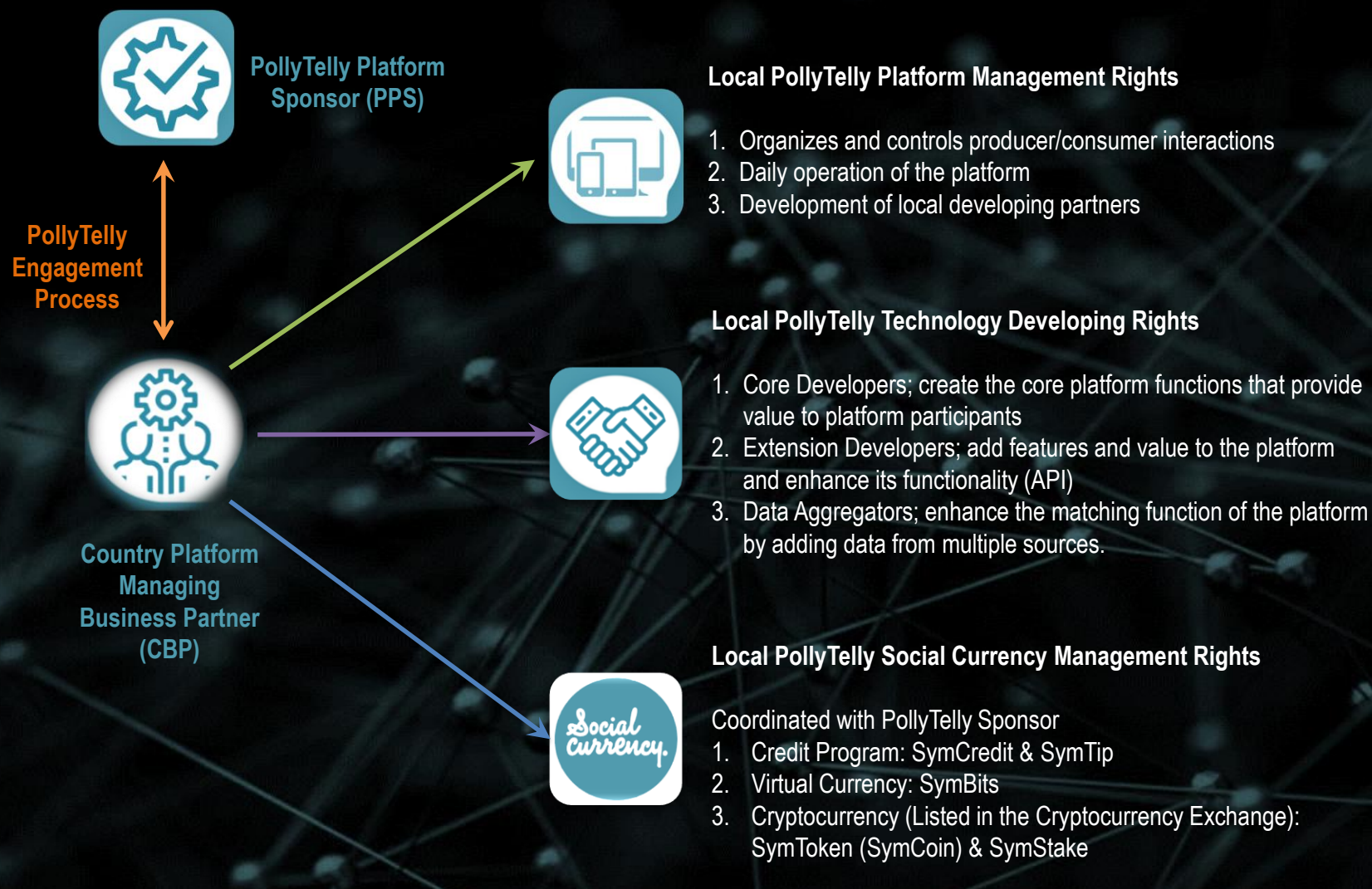
BTO & RTO — Business and Token Offerings (BTO) or Business Rights Offering (RTO) for prospective CBP

PollyTelly Sponsor desires to find the best local business partner who desires to manage the PollyTelly platform in the designated country. Furthermore, we'd like to be a partner through putting half of license fee back to the CBP on the pari passu basis with the local partner.

For an potential CBP who needs more preparation time, we are providing RTO plan that afford her or him to take time with the following conditions described at the below table.

	BTO	RTO
License Fee / Commitment	Suggested Fee on the Agreement	50% of the Suggested Fee on the Agreement
Negotiation Duration & Terms	Max. 3 Months + 5 year	Max. 1 month + one-year grace period + 1 year
Rights	Full Business Rights	No Rights
Discretionary Operating SymToken (DOS)	10% out of the assigned total SymToken	5% out of the assigned total SymToken
Termination Value	Book Value + SymCoin Value	License Fee + 30% in exchange for DST

PollyTelly Platform Sponsor (PPS)

PollyTelly Engagement Process

Country Platform Managing Business Partner (CBP)

Local PollyTelly Platform Management Rights

1. Organizes and controls producer/consumer interactions
2. Daily operation of the platform
3. Development of local developing partners

Local PollyTelly Technology Developing Rights

1. Core Developers; create the core platform functions that provide value to platform participants
2. Extension Developers; add features and value to the platform and enhance its functionality (API)
3. Data Aggregators; enhance the matching function of the platform by adding data from multiple sources.

Local PollyTelly Social Currency Management Rights

Coordinated with PollyTelly Sponsor
1. Credit Program: SymCredit & SymTip
2. Virtual Currency: SymBits
3. Cryptocurrency (Listed in the Cryptocurrency Exchange): SymToken (SymCoin) & SymStake

BTO 1 — Core Management Programs for Business and Token Offerings (BTO)

EQUITIAGE

PollyTelly Platform Sponsor (PPS):
1.23bn SymToken only for Global Expansion of CBPs

EQUITIAGE
(Digital Asset FinTech Firm):
Digital Asset Custody & Trust Service

Local Users

PollyTelly CBP
Locked-up Reserve (for Country SymStake)

Coin Exchange

∞ SymToken $ Local Currency
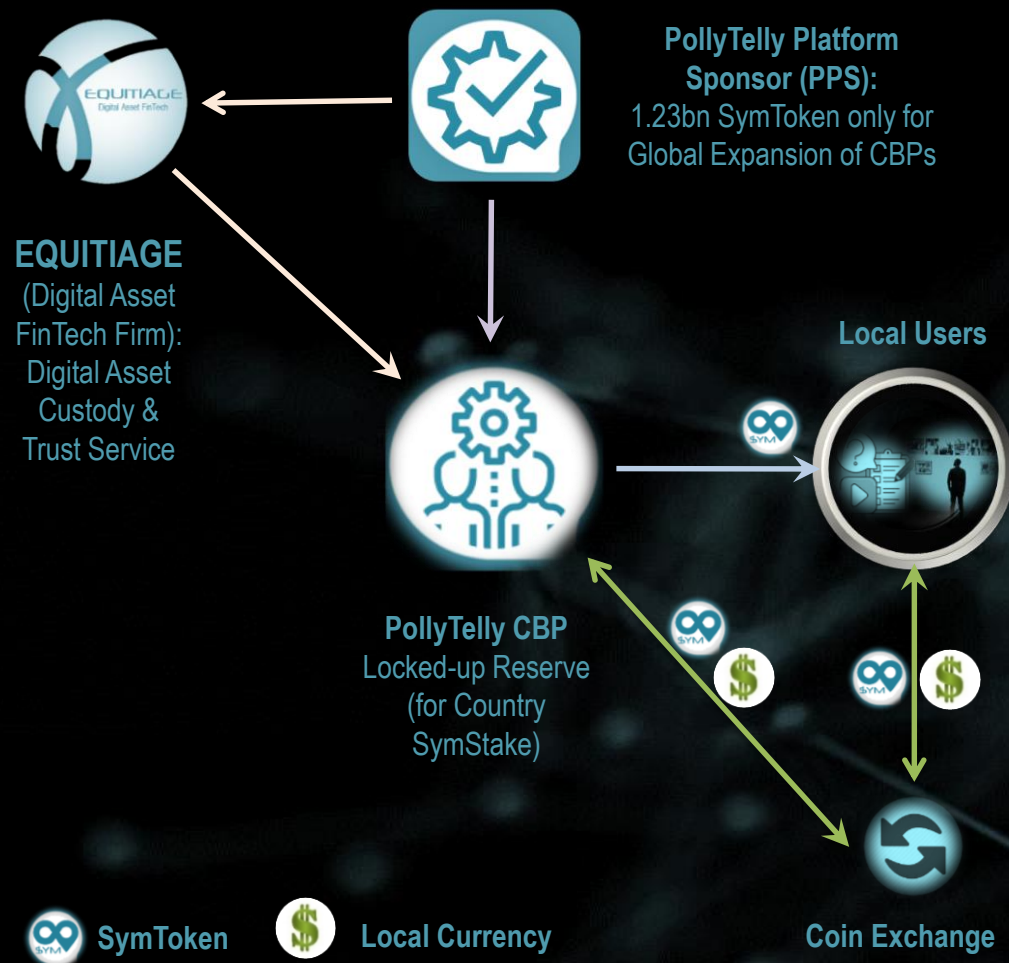
SymToken Custody Program

- 4.56bn SymToken under the custody of ACB
- PPS has the right to request the release SymToken to CBP at PPS' fishing BTO or RTO while ACB is to lock up all of the SymToken granted to CBP and to additionally grant its 10% of the SymToken as a Discretionary Operating SymToken (DOS).
- On its SymCoin Main net (SCM) launch, the locked-up tokens are released for Country SymStake that enables CBP to earn the incentives of 4% per annum in exchange for its required mining.
- Each CBP has the right to dispose the SymCoin on its own, whose amount is 5% of the lock-up volume every year after 3-year anniversary.

BTO Program

- Investment Plan: On the deal completion, PPS is to invest up to 50% out of the proceeds of licensing fee from CBP.
- Migration Plan: Before its migration to the SCM, all of BTO players are to prepare the required mining capacity for making proper nodes and earning incentives. On PPS' SCM launch, all holders are to exchange the SymToken with SymCoin.
- At the time of private UTO, each CBP has the right to join in "Private Utility Token Offering" campaign. Each successful CBP is to earn 50% of the proceeds out of its successful local funding amounts, which should go to the CBP's company coffer and can be used for the CBP's purpose.

SymToken Conversion Program

- SymToken Age: (1) SymTip convertible into SymToken at the holders' request anytime. (2) SymBit is convertible into SymToken at the following two events of Event 1 (if and when the proceeds from the native ads are realized) and Event 2 (if and when the marketing budget is approved and executed). The following process is that when announced as "convertible" periodically, the holders of SymBit are to request for its conversion and its conversion ratio is decided and exchanged on the market rate of SymToken.
- SymCoin Age: On its conversion of SymTip and SymBit to SymCoin, all users is to have 50% of SymCoin and 50% of SymStake, the latter of which enables users to earn the interests and can be released every 50% at every 50 day on the users' requests.

SymToken Stabilizing Program

- CBP is to buy back the number of SymToken or SymCoin from the market or other source for user's stable exchange, which CBP is to report PPS for its balancing and stabilizing efforts within the granted DOS.
- After private UTO, PPS is to set up and manage the SymCoin Stabilizing Fund (CSF) from the proceeds of selling SymCoin.

BTO 2

PollyTelly Business Engagement Process & Flowchart; BTO (Business) & RTO (Business Right)

PollyTelly Business Engagement Process

Step 1. NDA & LOI

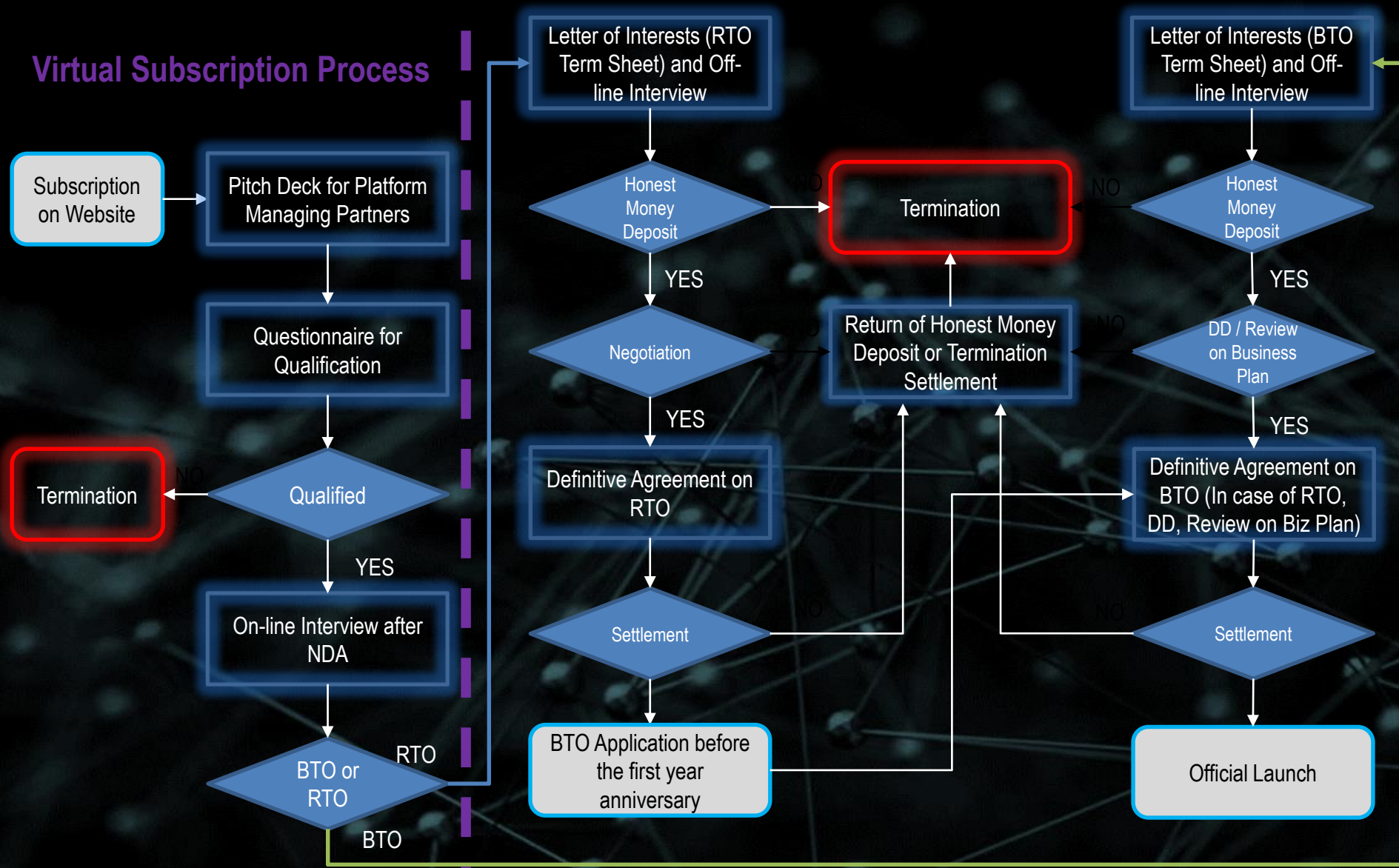Step 2. Interviews, Negotiation & Due Diligence

Step 3. CBP's Setting up the New Co.

Step 4. Signing Platform Management and License Agreement
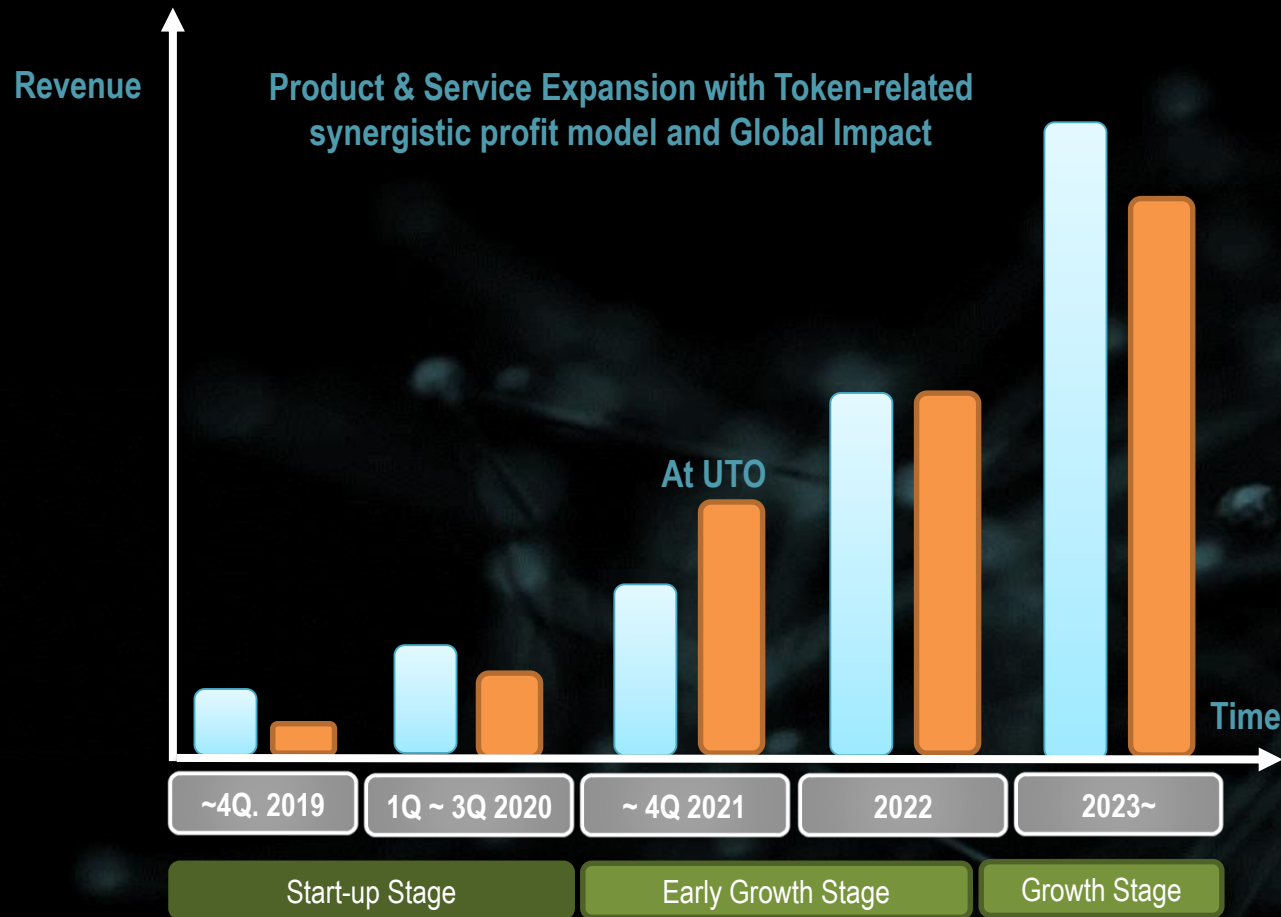
Step 5. Settlement
- CBP's payments of the agreed-upon amounts (Payments accounted for 5-year license rental payments (which can be amortized in the accounting book)
- PollyTelly's investments (on the pari passu basis of the major shareholder) into the New Co. up to 50%
- CBP's securing the Discretionary SymToken (10% of the Assigned Token)

Virtual Subscription Process

Subscription on Website → Pitch Deck for Platform Managing Partners

Pitch Deck for Platform Managing Partners → Questionnaire for Qualification

Questionnaire for Qualification → Qualified

Qualified → NO → Termination

Qualified → YES → On-line Interview after NDA

On-line Interview after NDA → BTO or RTO

BTO or RTO → RTO → Letter of Interests (RTO Term Sheet) and Off-line Interview

BTO or RTO → BTO → Letter of Interests (BTO Term Sheet) and Off-line Interview

Letter of Interests (RTO Term Sheet) and Off-line Interview → Honest Money Deposit

Honest Money Deposit → YES → Negotiation

Honest Money Deposit → Termination

Negotiation → YES → Definitive Agreement on RTO

Definitive Agreement on RTO → Settlement

Settlement → BTO Application before the first year anniversary

Return of Honest Money Deposit or Termination Settlement → Termination

Letter of Interests (BTO Term Sheet) and Off-line Interview → Honest Money Deposit

Honest Money Deposit → YES → DD / Review on Business Plan

Honest Money Deposit → NO

DD / Review on Business Plan → YES → Definitive Agreement on BTO (In case of RTO, DD, Review on Biz Plan)

Definitive Agreement on BTO (In case of RTO, DD, Review on Biz Plan) → Settlement

Settlement → Official Launch

Profit Models

Double growth profit engines of Business and Financial Profit Model over time

Revenue

Product & Service Expansion with Token-related synergistic profit model and Global Impact

At UTO

Time

| ~4Q. 2019 | 1Q ~ 3Q 2020 | ~ 4Q 2021 | 2022 | 2023~ |

Start-up Stage | Early Growth Stage | Growth Stage

Business Profit Model

BPM 1. Freemium for basic access and enhanced access with its earning shares

BPM 2. Data Aggregation: Consented-Data Sharing Scheme

BPM 3. Cross-border Marketing, Commerce, Settlement and Remittance

Financial Profit Model

IPM 1: SymCoin-linked Revenue

IPM 2. One-time big gains from Private UTO
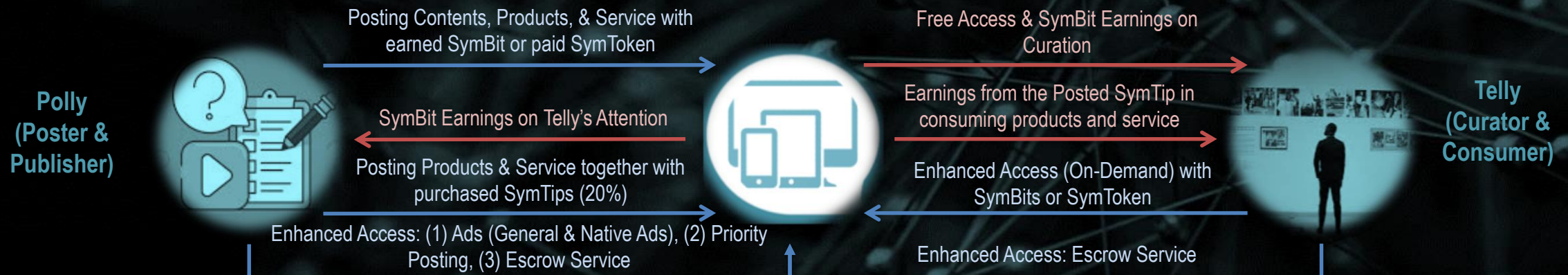
IPM 3. Discretional Financial Service & Mgt.

PollyTelly

Profit Model 1 | # Business Profit Model 1: Profit-Sharing & Freemium (Sources of Excess Value & Monetization)

Charging Polly for the access and each and every user for the enhanced access while subsidizing Telly and star Polly.

With its free access and earning-sharing schemes (income from the native ads on Polly's contents), PollyTelly adopts the freemium policy that charges each and every post while giving free and earning-sharing mechanism to Telly. At the same time, we charge the enhanced access to each user who desires to enjoy the excess value.

- Sources of Excess Value:
  1. For Polly (Poster, Publisher, & Producer); (1) Niche Market Access, (2) Quality Access with SymTips, (3) Enhanced Access of Ads, Priority, and Escrow
  2. For Telly (Curator & Consumer); (1) On-demand service and (2) Escrow Service
- Monetization: (1) Native Ads & On-demand, and (2) SymTip (Conversion Premium & Deal Completion Fee); 20% per deal with the Polly-posting SymTip feature

Polly (Poster & Publisher)

Posting Contents, Products, & Service with earned SymBit or paid SymToken →

← SymBit Earnings on Telly's Attention

Posting Products & Service together with purchased SymTips (20%) →

Enhanced Access: (1) Ads (General & Native Ads), (2) Priority Posting, (3) Escrow Service →

Free Access & SymBit Earnings on Curation →

Earnings from the Posted SymTip in consuming products and service →

← Enhanced Access (On-Demand) with SymBits or SymToken

Enhanced Access: Escrow Service

Telly (Curator & Consumer)

Profit Model 2 | Business Profit Model 2: Data Aggregation and Consented-Data Sharing Scheme

Enabling Polly to access the paid polls while subsidizing the consented Telly

With its accumulated personal data, PollyTelly provides the potential surveyors with the efficient and effective access to the user-consented data and information. PollyTelly charges the "Poll Access" fee to the surveyor who in turn provides possible incentives and gifts to the consented users. The consented user shall provide the relevant information without their much concerns on their sensitive and irrelevant information being disclosed.

- Sources of Excess Value: (1) For Polly (Poller); Niche, Quality, and Efficient Market Survey Access, (2) For Telly (Pollee); On-demand and profitable earnings
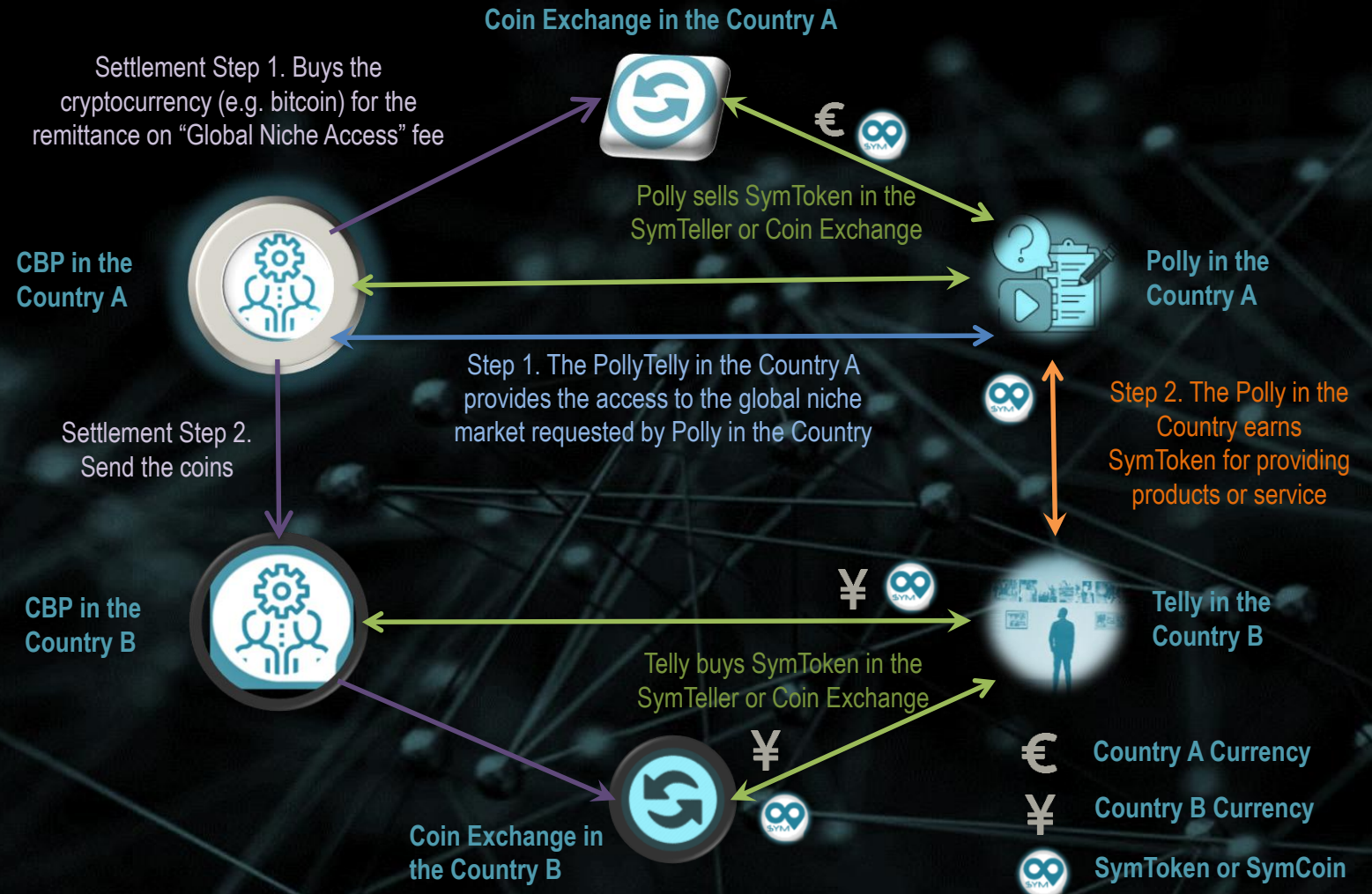- Monetization: Poll Access Fee of 20% per a poller's budget

Polly
(Poller)

Posting the questionnaire with incentives and gifts

Acceptance and Earnings from providing or participating survey

Telly
(Pollee)

Profit Model 3 | Business Profit Model 3: Cross-border Marketing, Commerce, Settlement and Remittance

Enabling Polly in the Country A to get an paid access to the niche Telly market in Country B with its seamless settling mechanism

With its global partnership network, PollyTelly provides the Polly (e.g. scalable Boutiques) in the Country A with the efficient and effective access to the Telly (consumers) in the Country B. PollyTelly charges the "**Global Niche Access" fee** to the Polly (producers) whose income Platform Managing Business Partner (PMBP) in the Country A shares half and half with PMBP in the Country B.

- Sources of Excess Value:
  1. For Polly (Poster, Publisher, & Producer); Niche Market Access, Quality Access with SymTips, and Enhanced Access of Ads, Priority, and Escrow
  2. For Telly (Curator & Consumer); (1) On-demand service and (2) Escrow Service
- Monetization: (1) Ads & On-demand, and (2) SymTip (Conversion Premium & Deal Completion Fee); 20% per deal with the Polly-posting SymTip feature

Coin Exchange in the Country A

Settlement Step 1. Buys the cryptocurrency (e.g. bitcoin) for the remittance on "Global Niche Access" fee

Polly sells SymToken in the SymTeller or Coin Exchange

CBP in the Country A

Step 1. The PollyTelly in the Country A provides the access to the global niche market requested by Polly in the Country

Polly in the Country A

Step 2. The Polly in the Country earns SymToken for providing products or service

Settlement Step 2. Send the coins

CBP in the Country B

Telly in the Country B

Telly buys SymToken in the SymTeller or Coin Exchange

Coin Exchange in the Country B

€ Country A Currency

¥ Country B Currency

∞ SymToken or SymCoin

Profit Model 4 | Financial Profit Models: SymCoin-linked and Financial Management

With our stabilizing and balancing efforts, PollyTelly offers CBPs the lucrative opportunities of securing gains from the SymCoin-linked and financial management. SymCoin is a kind of inflation-driven and stable cryptocurrency that provides capital and saving gains to partners while garnering the profits from DAPP under the ecosystem after its main net launch.

Country Platform Managing Business Partner (CBP)

SymCoin-linked Revenue

1. Utility-token and Security-token DAPP under the Sym Main Net.
2. Incentives from SymStake and 10% automatic release from the lock-up. CBP's requirements of the locked-up SymToken or SymCoin generates the 4% incentives. After 3-year anniversary of CBP, CBP is entitled to have 10% freed-up coins every year

One-Time Gains from UTO and Capital Gains

1. At the time of private UTO, CBP is entitled to earn the half of proceeds of selling SymCoin under CBP's initiation and invitation of investors.
2. The proceeds is to go to the CBP's company and used on CBP's budget plans
3. In case of there being unsold coins, the remaining coins is to be distributed among CBP on a pro rata basis with some conditions attached such as its 10% release every month from the required lock-up

Discretionary Financial Management

1. Local Market Stabilizing Efforts (Controlled Supply)
2. Global Remittance & Settlements (Easy Access past the Exchange)
3. Global Arbitrage (Arbitrage Funds)
4. Global and Local Token Advisory Service (One-stop Asset Management System)

Masterstrokes | **Master Strategy for Platform Management (Masterstrokes): Pump-Priming & Organic Growth Strategy**
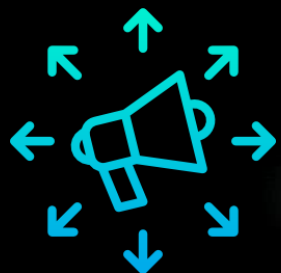
**Virality Strategy;
Organic Growth Strategy (User-to-User Launch Mechanism, "Random Box")**

- Sender: Incentives of fame, friends, fulfilment, fortune and fun (Inorganic (Artificial) methods)
- Value Units: Spreadable Units (Random Box)
- External Networks
- Recipients: Compelling Offers

**Network Effect Strategy;
Organic Growth Strategy (Cross Multi-Value Network Effects)**

- Same-side: (1) Polly to Polly, (2) Telly to Telly
- Cross-side: (1) Polly to Telly, (2) Telly to Polly (Share & Links)
- Side-switching: Polly & Telly (Polly-up Bottoms; easy to post)

**Marquee Pull Strategy;
Launch Strategy (Incentives & Cash rewards)**

Provide incentives to attract members of a key user set onto your platform
- SymToken rewards to Telly
- Attract the potential users who are related to the other personal and entertainment networks (Celebrity Marketing)
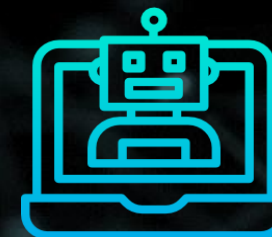
**AI Bot Strategy;
Organic & Launch Strategy (Piggyback Strategy)**

Scrapping Bots and Posting Bots Scoring & Up-and-down Bots

Strategy

Network Effect & Pump Priming Strategy on each core value navigator

Network Effect

I. Traditional Network Effect
    1. Same-side Network Effect
    2. Cross-side Network Effect
    3. Switching Network Effect
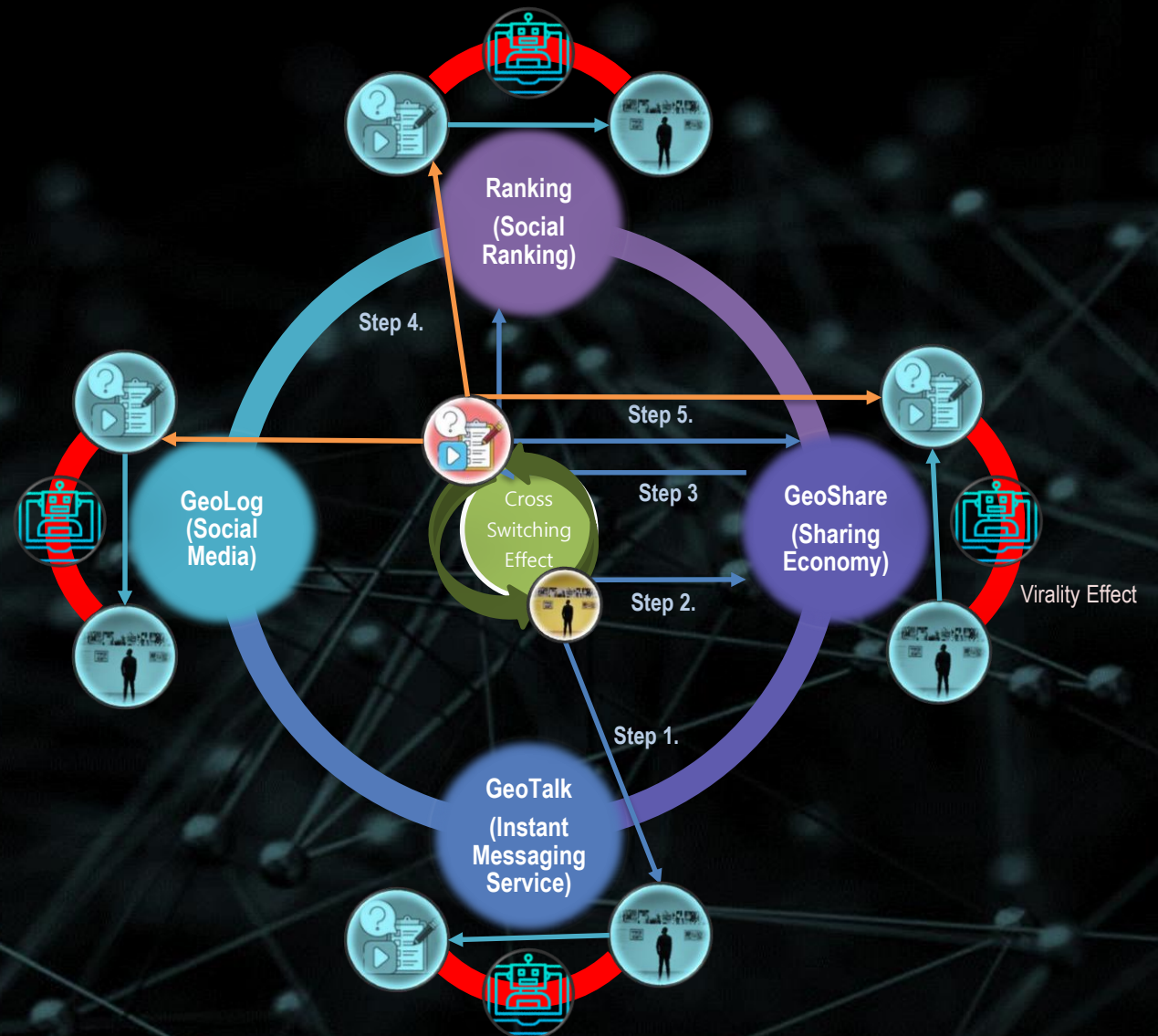II. Multi-Access Network Effect
    1. Multi-Account Effects (3 accounts on average)
    2. Multi-Sector Effect (3 major navigators, GeoLog, Ranking, and GeoShare) and Facilitator of GeoTalk
    3. Global Network Effects (Openness of Platform Management & Development)
III. Metropolitan-I

Pump Priming (Launch) Strategy

• Step 1. Token Rewarding (Marquee Strategy) to Telly who invites other consumers through GeoTalk (Telephone lists and other sharing mechanism)
• Step 2. Encourage Telly to purchase posted talents in the GeoShare
• Step 3. With the above-repeated actions, the bot-scrapped offerings and the induced offering from the marketing entice the Polly post talents.
• Step 3. Enticing potential Polly into GeoShare
• Step 4. Participate into Ranking, GeoLog, Listicles to earn SymBit which enables the potential Polly to post contents, services and products gratis.
• Step 5. Post the sharing items on GeoShare
• Promotion: Push Strategies

Ranking (Social Ranking)

Step 4.

Step 5.

GeoLog (Social Media)

Cross Switching Effect

Step 3

GeoShare (Sharing Economy)

Step 2.

Virality Effect

Step 1.

GeoTalk (Instant Messaging Service)

STP

Market Segmentation, Target Marketing, Positioning Strategy for Platform Management

TAM (Late Growth Stage)

SAM (Mid Growth)

Served Available (Early Growth)

Target Market (Startup Stage)

Talents Polly; 10% out of total users
(Posters; Publishing contents
& Posting Gigs)
to earn fame, friends, and fortune

General Description: Metropolitan-living independent, opinionate, practical and liberal persons with low income and high aspiration in the social status

Marketing Mix (4P)
- Product: Effective and communicative features of good feedbacks
- Price: Mechanism fit to their repetitive behavior (Heavy Users with good discounting and favors)
- Place: 5-major cities and Part-time job, talents offering sites
- Promotion: Push Strategies
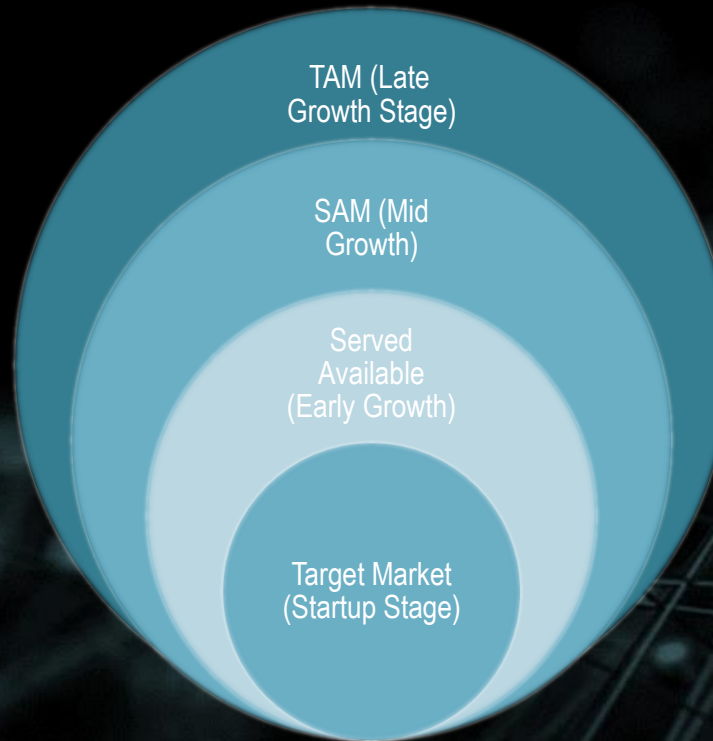
Talents Telly 90% out of total users
(Curators; Viewing contents
& Consuming Gigs)
to locate interests, fun and talents

General Description: Metropolitan-living price and location-sensitive persons who prefer to have good connection and relationship with people near them.

Marketing Mix (4P)
- Product: Easy, convenient and communicative features of good information
- Price: Cheap and competitive Mechanism fit to their repetitive behavior (Heavy Users with good discounting and favors)
- Place: 5-major cities & Town (high population density): Town-driven information site
- Promotion: Pull Strategies (Marquee Strategy)

KPI

Prime Metrix & Start-up Key Performance Index

PollyTelly is concerned with the <u>creating, sharing and delivery of core values throughout the ecosystem</u>, which boost up the network effects. Our balancing ratio is EBR (Exposure Balancing Ratio) whose cut ratio is 10. At a start-up stage, the SymBit floating ratio is its activity ratio while each component of the outstanding SymBits and Signups (number of subscribers) are crucial to check whether we are on the right track. At the growth stage, the conversion ratio plays a key role of navigating us into the right direction, which tells us how profitable our business is. Each of metric over time shall be tested on actionable, accessible, and auditable point of view.

Prime Metrix
(EBR: Exposure Balancing Ratio);

Polls/Active Users, Cut Ratio=10

1. Engagement Ratio = No. of Subscribers / No. of Active Users, Cut Ratio = 100
2. Liquidity Ratio = No. of Pollys / No. of Tellys, Cut Ratio = 100
3. Matching Ratio = No. of Polls / No. of Tells, Cut Ratio= 100

Start-up KPI;

Concentrate on viral factors in terms of qualitative and quantitative to secure 'critical mass'.

1. Quantitative Growth Rates: (1) Downloads, (2) Poll-ups, (3) SymBits
2. Qualitative Improvement Ratio: (1) CPC Improvements (Clicks/Contents), (2) SymBit & SymTips (SymBit + SymTip)/No. of Active Users), (3) Pollups
3. Viral Coefficient: (1) Growth in connects, (2) Sharing Expansion (# of Sharing/Contents), (3) SymTips / Gigs (Products and Service)

Global BTO

Global BTO & RTO to prospective CBPs (49 countries & 83% Coverage) on the preset distribution plan and to the non-listed prospective CBPs on a pro rata basis (the remaining 17%)

Edges ## Seven Competitive Advantages

First to Market

Blockchain-based and Social Portal Network of Social Media & Sharing Economy

Global Networks

Low-cost & Synergic Platform Managing Business Partners & Development Partners across the World

Social Currency

SymBits, SymTips, SymCredit and SymToken (SymCoin: fungible and convertible through bankless P2P exchange mechanism)

Virality & Network Effects

Availability, Scalability, Cross Sales, and Speed

Snackable UGC & Fun

Easy, Quick, Concise, and fun contents with rankings

Sharing Income & Growth

Symbiotic Platform that enables all stakeholders to share income and growth
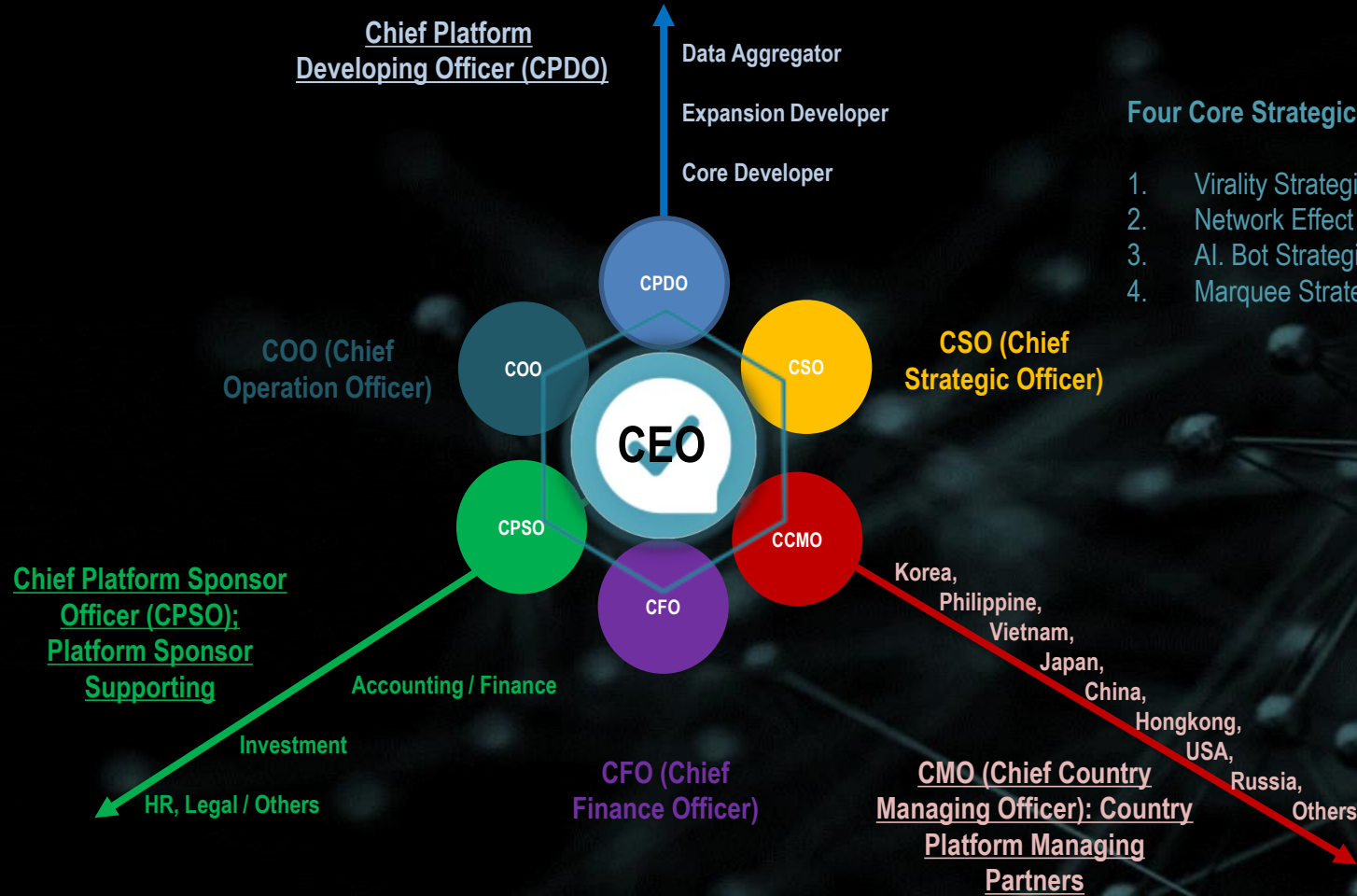
Authentic Sharing Econ

Cooperative and Participatory Network with little intermediary or charging on P2P transaction

Organization

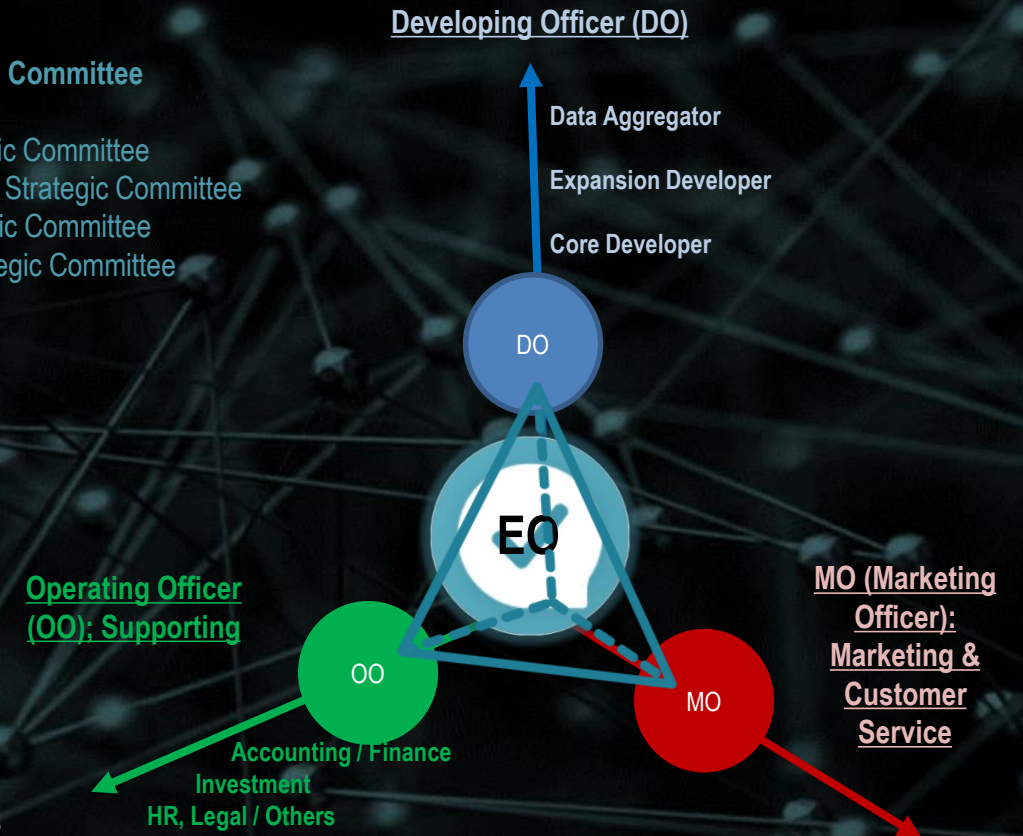# Platform Sponsor's and CBP's Organization with four core committee and project meeting

Platform Sponsor's Hexagon Organization

CBP's Tetrahedron Organization

Chief Platform Developing Officer (CPDO)

Data Aggregator

Expansion Developer

Core Developer

COO (Chief Operation Officer)

CSO (Chief Strategic Officer)

CPDO

COO

CSO

CEO

CPSO

CFO

CCMO

Chief Platform Sponsor Officer (CPSO): Platform Sponsor Supporting

Accounting / Finance

Investment

HR, Legal / Others

CFO (Chief Finance Officer)

CMO (Chief Country Managing Officer): Country Platform Managing Partners

Korea, Philippine, Vietnam, Japan, China, Hongkong, USA, Russia, Others

Four Core Strategic Committee

1. Virality Strategic Committee
2. Network Effect Strategic Committee
3. AI. Bot Strategic Committee
4. Marquee Strategic Committee

Developing Officer (DO)

Data Aggregator

Expansion Developer

Core Developer

DO

EO

OO

MO

Operating Officer (OO): Supporting

Accounting / Finance

Investment

HR, Legal / Others

MO (Marketing Officer): Marketing & Customer Service