SODA PROJECT

White Paper

Tokenized O2O Alliance Protocol

INDEX

1. Executive Summary

The SODA platform is an O2O platform that connects on-line and off-line consumers, users, and advertisers based on blockchain technology.

The SODA platform aims to build a balanced blockchain O2O ecosystem through the mutual role of the merchants, service users, and advertisers using the domestic O2O market structure, where the balance of power is currently biased toward platform operators.

The domestic O2O market, represented by the bleeding competition between large platforms and the proliferation of the pay industry in recent years, has shown external growth, but platforms and merchants have been forced to follow the subordinate relationships of the past unfairly due to the nature of the service.

The irrationality of merchants, on the contrary, but has been replaced by benefits such as coupons, discounts, etc. to service users, but recently, it has not provided the best service for both merchants and consumers in the form of consumer transfer of delivery costs, minimum payment amount, etc.

Due to this current ecosystem, platform operators, merchants (advertisers), and service users who are components of the O2O ecosystem face the following challenges.

Platform operators spend excessive marketing costs to gain market advantage with competitors, and the cost is passed on to merchants and consumers to cloud the market order.

In the case of merchants, franchisees are burdened with a double triple cost, including fees and advertising costs within the platform due to contract with the main company, contract with the platform, etc.

In the case of service users, the increase in service and product costs caused by the above two cases and the increase in consumer burden of some service costs is causing the fall of service satisfaction.

In order to solve and improve these problems, the SODA platform plans to provide new services based on the following major prerequisites.

First, it provides a platform where merchants, consumers, and advertisers alike can be all satisfied.

Second, each component can be rewarded with natural participation in the ecosystem, and it supports the improvement of service satisfaction through compensation and the virtuous cycle of the platform economy.

Third, it provides reliable, high-efficiency new marketing means.

Fourth, it provides a system that allows consumers of new areas with various coins and points to convert them into real-life usable goods.

To accomplish this, MonsterCube has improved its structure to the Dapp O2O platform by linking its cumulative download of 18 million Syrup table apps with Bitberry cryptocurrency wallets, and is currently trying to launch a new version of the Syrup table, the SODA Play app.

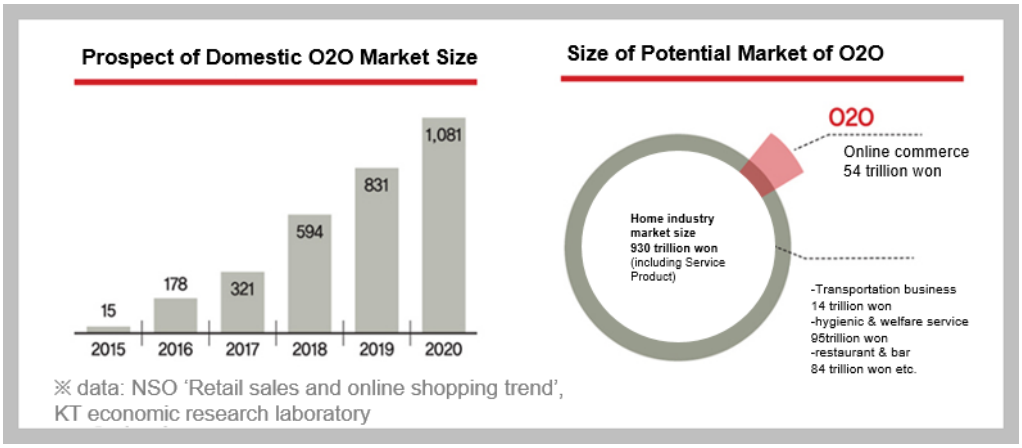
In addition, Samsung Galaxy is expected to continue expanding its market influence through Blockchain Wallet integration and Category listing, and will work with various partners to build an ideal and fair O2O platform ecosystem.

2. Market Environment

2-1. O2O Market Status

Since the global recession of 2008, consumers have responded positively to the exchange, rental, and leasing of goods, and interest in cooperative consumption has increased. Rational consumption through sharing contributes to the environment by eliminating surplus resources due to overproduction and overconsumption, and the movement to realize value consumption through the sharing economy has spread as active consumers who oppose consumerism emerge. The movement, coupled with the development of ICT technology, has led to the creation of global companies such as Uber and Airbnb.

Uber and Airbnb have made real-time connections to suppliers who own surplus resources such as cars and homes, and consumers who want to use them, and popularize shared economy-based O2O services. As O2O services spread globally, O2O platform services in various fields such as "So Car", "Nation of Delivery", "How about Here", "Tea Room" (translated) are launched in Korea, and are currently competing fiercely in the market to attract more users.



<Figure 1. Domestic O2O Market Size and Outlook>

The Domestic O2O market has grown from 178 trillion won in 2016 to 321 trillion won in 2017. Online commerce is about 54 trillion won, and the offline industry market size is approximately 930 trillion won. Among them, the O2O market size is about 300 trillion

won, where online and offline overlap. Based on this estimate of the market forecast, the domestic O2O market is expected to grow to approximately 1,081 trillion won in 2020.

O2O platform is more and more expensive depending on the network effect, the more the consumers and suppliers, and thus the O2O area is expanding to traditional offline commerce as the service area becomes more diverse. Also the competition is becoming more intense for service providers and O2O startups like existing 'Nation of Delivery', 'Direct Room' (translation) as the entry of IT mega companies such as Kakao and Naver occurred.

2-2. Problem Recognition

In fact, O2O services based on the shared economy are brokered direct transactions between individuals, receive huge fees in return, and thus only a small number of people are monopolizing this market. Moreover, in the case of the domestic O2O market, the existing services are developed into a deformed shared economy market that is merely intermediary through a tool called a smartphone, and is currently causing a variety of problems.

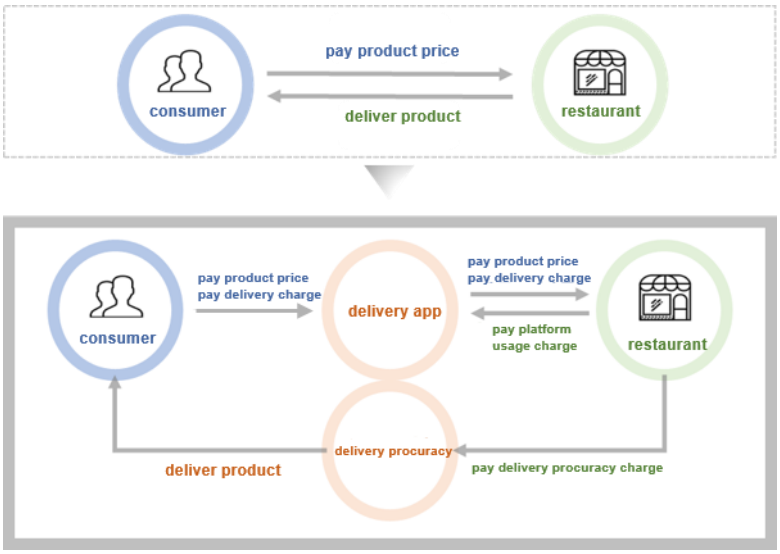
1) **Excessive Fees**

Advertising and brokerage fees are the main source of income for all O2O platform services, including "Delivery App", such as The Nation of Delivery, Yogiyo, and Delivery Box, which are the representative O2O platform services in Korea. Merchants have to pay an expensive fee on various O2O platforms to expose ads at the top of the App list, and the O2O platform is taking the approach of assigning ads to the top of the app, in order of companies that offer the highest amount through auctions by region and industry.

A fee of about 10% compared to sales is a big burden for the self-employed tax payers, but they are in a difficult situation that each customer is valuable and companies in the same industry are also competitively registering to O2O platform services. Merchants in this situation are forced to bear on various fees, such as advertising fees, brokerage fees which can affect the price of the product, and the resulting product price increases are passed on to the consumer as is, and this vicious cycle is repeated. In the case of delivery app as shown in Figure 2, the delivery app and the delivery agency appeared in

the structure where the consumer and the restaurant were directly trading before, and the additional step is added to the distribution process until the consumer orders the food to receiving the delivery of the food being ordered. As the number of participants increases in the distribution process, of course, the cost of restaurants according to the use of delivery apps is increased in this structure.

Example 1. Delivery O2O Platform



<Figure 2. O2O Market Brokerage Fee>

2) Problem of Market Monopoly and Reliability of Centralized O2O Platform

Currently, the O2O platform is a method of brokering direct transactions between individuals and monopolizing transactions through a central server. The bigger the O2O platform, more the small business owners are bound to be dragged by being subordinate to the platform, and as a result, only the market monopoly of a small number of platform operators is increasing and accelerating its speed. A large part of the domestic O2O market area is where small businesses such as food, transportation, and cleaning are operating, and the stronger the market monopoly of O2O companies, the more likely they are to suffer. As a result, there is a possibility of a dispute with O2O companies to protect the alley business rights, and in fact, Naver has terminated some O2O services after the controversy over the infringement of alley business rights. Recently, Kakao has also suffered difficulties, including a backlash from the industry following its entry into the substitute drivers market.

Another problem that is pointed out as a problem of O2O services is reliability. As most O2O services are made face-to-face with suppliers and consumers, the user (consumer) must ensure the identity of the supplier so that the user can securely trust and use the O2O platform. However, many O2O services are still dependent on the voluntary sharing of the user's experience through a review system, online communication, social network services, etc. instead of background checks and verification. Accordingly, the problems such as service security, privacy, reliability of information from the user (consumer) point of view, such as criminal cases targeted at unspecified users generated by overseas car sharing services, accommodation sharing services, etc. are reported constantly.

Type	**Information Items**	**Number of Cases (excluding repeats)**
Reservation Information	Lodging dates, Business names, Room name, Reservation date, Person making reservation, Member number, Cellphone number, Method of payment, Amount, Check-in/Check-out times, etc.	3,239,210 Based on cellphone (910,705)
Shopping Information	Business name, Bank name, Account number, Account holder name, Cellphone number, etc.	1,163 건 Based on Business names (1,163)
Member Information	E-mail address, Name or nickname, Device information, etc.	178,625 Based on emails (78,716)
TOTAL		**3,418,998 (990,584)**

<Chart 1. Examples of O20 service account information leakage (Well-known O2O delivery service in Korea)>

In addition, the centralized O2O service is likely to cause secondary damage to the user due to the nature of the O2O service dealing with sensitive information, such as privacy if the personal information is leaked by external attacks, such as hacking because it stores all the information of the customer on the central server. In fact, last year, 910,000 user's user name, mobile phone numbers, and 3.23 million lodging information were compromised by hackers at the domestic accommodation O2O service company 'How about Here' which was a big shock.

The need was confirmed to decentralize the structure as a medium to move the slanted ecosystem to the platform side, to the user side, and to build a fluid ecosystem that is accompanied by the revenue and cost structure value generated in the market to provide a direct economic compensation where user's value is reflected.

So far, we have been able to identify and understand why the O2O market needs to change based on blockchain, while clearing up the direction we want to recognize and solve problems. The O2O platform has been confirmed to be a model that can bring the greatest benefit to both the platform and the user when blockchain creates a decentralized structure and creates a user value reward token ecosystem and ultimately develops the user's contribution value into a market that is rewarded with direct economic value.

3. Services Defined

SODA platform refers to a system built on a blockchain that is developed, published, maintained, and managed by Monster Cube, and two kinds of apps will be released as SODA Play ads for advertisers and SODA Play. SODA platform is collectively referred to as the overall system required to operate them.

The SODA platform aims to create a digital advertising ecosystem of horizontal two-way relationships by moving the center of gravity of the service that was tilted around the platform operator to the user side. We will also implement economy that allows users to easily expose the needs of the goods and services they want and receive the services, while at the same time being compensated for the economic value of the digital advertising ecosystem that is formed by user engagement.

3-1. SODA COIN (SOC)

This is a coin issued by Monstercube Global, a cryptocurrency that is listed and sold on an external exchange centers. The SOC has a capacity for a two-way conversion with

SODA point (SOP) issued by MonsterCube, a South Korea-based company affiliated with Monstercube Global. In the future, if Monstercube Global expands globally, it will partner in the same way as the separate SODA points issued by each country. Soda Coin (SOC) is designed to be a two-way conversion with each SODA point issued by each country, and the system for its use is selected as a SODA platform built in South Korea by Monster Cube and aims to be used universally in the global market. Other than that, SODA coin does not have any other rights inherent in it. The word 'coin' used in this document refers to all coins or tokens available for trading on the Platform, including SOC, unless further explained otherwise.

3-2. SODA POINT (SOP)

The value used in trading on the SODA platform is fixed points, 1 SODA point (SOP) corresponds to 1 KRW, and the value is always the same. Soda Point (SOP) is published by Monster Cube co., Ltd. on a blockchain-based basis in South Korea, with a total issue volume of 100 billion. MonsterCube has partnered with Monstercube Global to enable the exchange of SODA points (SOP) in both directions with SODA coin (SOC). The use and scope of SODA points (SOP) are as follows:

1) It can be used as a payment method for consumers to purchase goods or services on and offline.

2) It can be used as a reward for consumers who respond to targeted ads by advertisers.

3) Customer-held SODA points (SOP) cannot be exchanged for cash. It can only be exchanged for SODA coins (SOC) through the SODA platform.

4) SODA Point (SOP) can be registered with the use of the SODA Wallet.

5) If a user would like to use the various project coins he/she holds, it can be used after exchanging them into SODA points (SOP) through the coin exchange system. However, the exchangeable type of cryptocurrency shall be restricted by the project coins selected by Monster Cube Co., Ltd.

6) Project coins or various cash points distributed on the SODA platform shall be limited to objects or assets authorized by Monster Cube Co., Ltd.

3-3. SODA Play

SODA Play app, a medium that will actualize SODA economy, has been made by converting and developing the Syrup Table app, which has approximately 18 million cumulative downloads, into Dapp. This built a basic model of a platform connecting merchants and consumers based on blockchain.

In the first half of 2019, Syrup table had been selected as the representative Dapp service for Lifestyle Category of Samsung Galaxy smartphone's blockchain wallet. It was based on a service model that connects users with merchants, and interconnects mutual data using cryotocurrency rewards as a medium. Currently, it is in the process of making a complete transition into SODA Play through modernization, UX/UI improvement, mining system deployment, and service area expansion. (Syrup table will change the name to SODA Play and provide the service as a reward-based real-life Dapp platform, such as cryptocurrency mining and payment. Dapp renewal via update is expected by first half of 2020.)

<Chart 2. Definition and Structure of Key Terms in SODA Play>

Mining	Act of mining and obtaining a cryptocurrency registered by an advertiser, by a user
User	Who uses information acquisition, consumption, payment, remittance, mining, etc. through SODA play
Merchant	Stores registered with SODA play or stores that can be paid by SOP
Advertiser	Who uses SODA play as an advertising medium
SODA Wallet	An e-wallet that allows sending and receiving cryptocurrency and making real-life payments

3-3-1. Mining

Mining is an advertising medium that allows each entity to interact in SODA play.

<Chart 3. Definition of Terms>

AR Mining	Mining cryptocurrencies based on augmented reality systems
QR Mining	Mining cryptocurrencies using QR code techniques
Advertiser	User who has registered cryptocurrency for mining, for merchants, individuals, and general public
Mining	Obtaining cryptocurrencies registered as rewards by advertisers through mining activities

Advertisers complete all activities required for advertising by registering a certain amount of cryptocurrency in space or place as a means of attracting customers.

Users can check the place and the cryptocurrency, etc., which can be mined through SODA play, and if they want mining, they can visit the identified place to obtain a registered cryptocurrency with a suitable mining method.

Advertising is effective compared to other O2O platforms because the increase or decrease in advertising costs is in accordance with the mining participation in the CPC (cost per click) method that is deducted from the advertising cost only by the amount of cryptocurrency mined by the user's participation.

AR Mining: A service that provides the mining of coins in augmented reality. Install a fictional character at a place designated by the advertiser or the place recommended by the company, and promote the fact that AR Mining is possible in this place through the SODA platform. Through this promotion, the customer naturally uses SODA play to mine the characters in augmented reality and in the process, the advertiser's ads are promoted to the customer by means of video or other means.

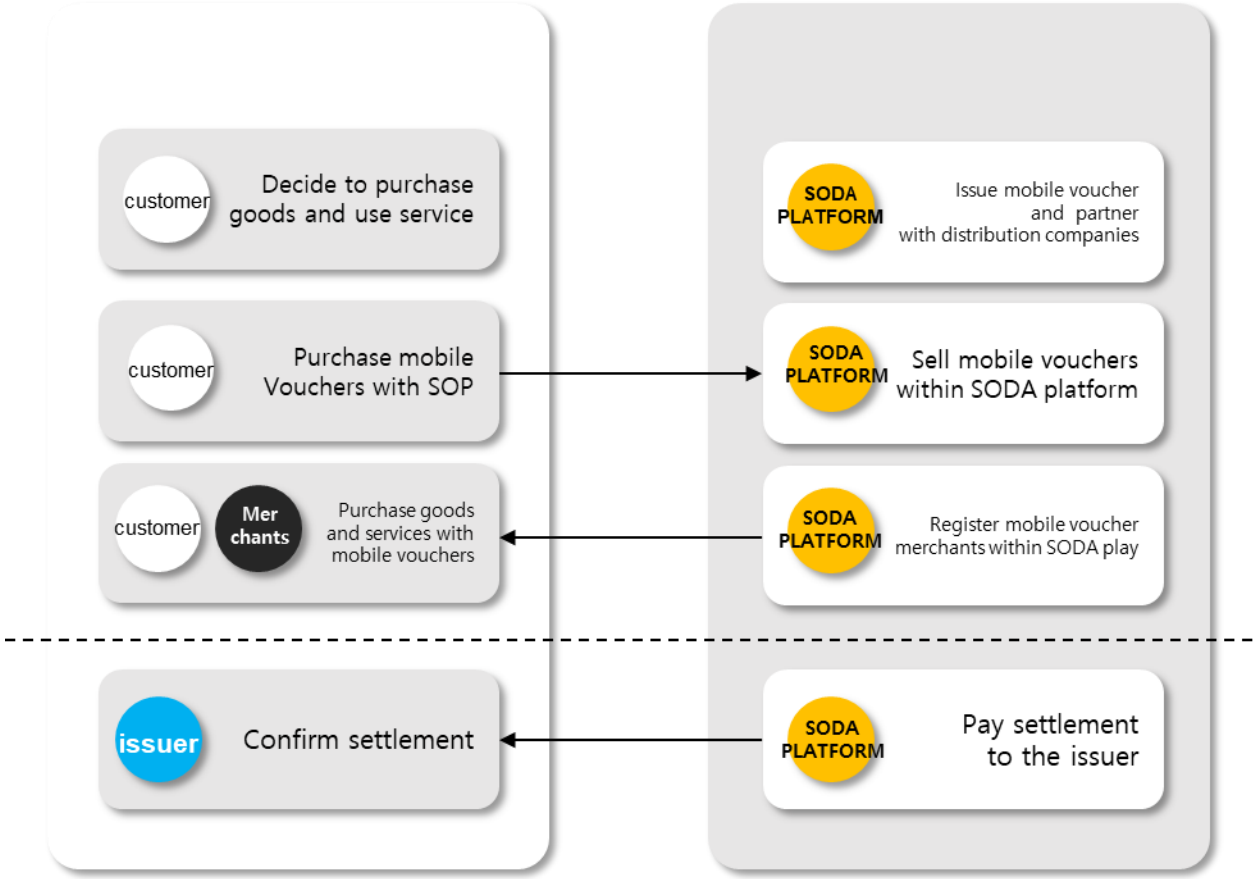
QR Mining: This is a way for customers to mining, when advertiser makes a request, Monster Cube presents to the advertiser the place that is considered to be the highest advertising effect of the SODA token economy participants, where the use or other installation is possible, and then install the QR code according to the advertiser's choice. It is a structure that shows media ads such as videos, images, URLs, etc. in the installed

QR code and allows the customer to be paid as a reward for the coins placed by the advertiser as compensation when mining.

3-3-2. Merchants:

Customers who find SODA platform merchant will purchase goods or services and receive a bill for payment. If the customer has an SOP, the customer may pay in SOP in whole or in part. The merchant confirms that the customer has paid with SOP through a QR code scan and passes the goods/services to the customer that they choose to sell. At this time, the customer and the merchant do not pay a separate fee for the transaction. Currently, the Company is researching all relevant laws and systems related to direct payment to the merchant with SOP and will be allowed to operate on the SODA platform at the appropriate time.

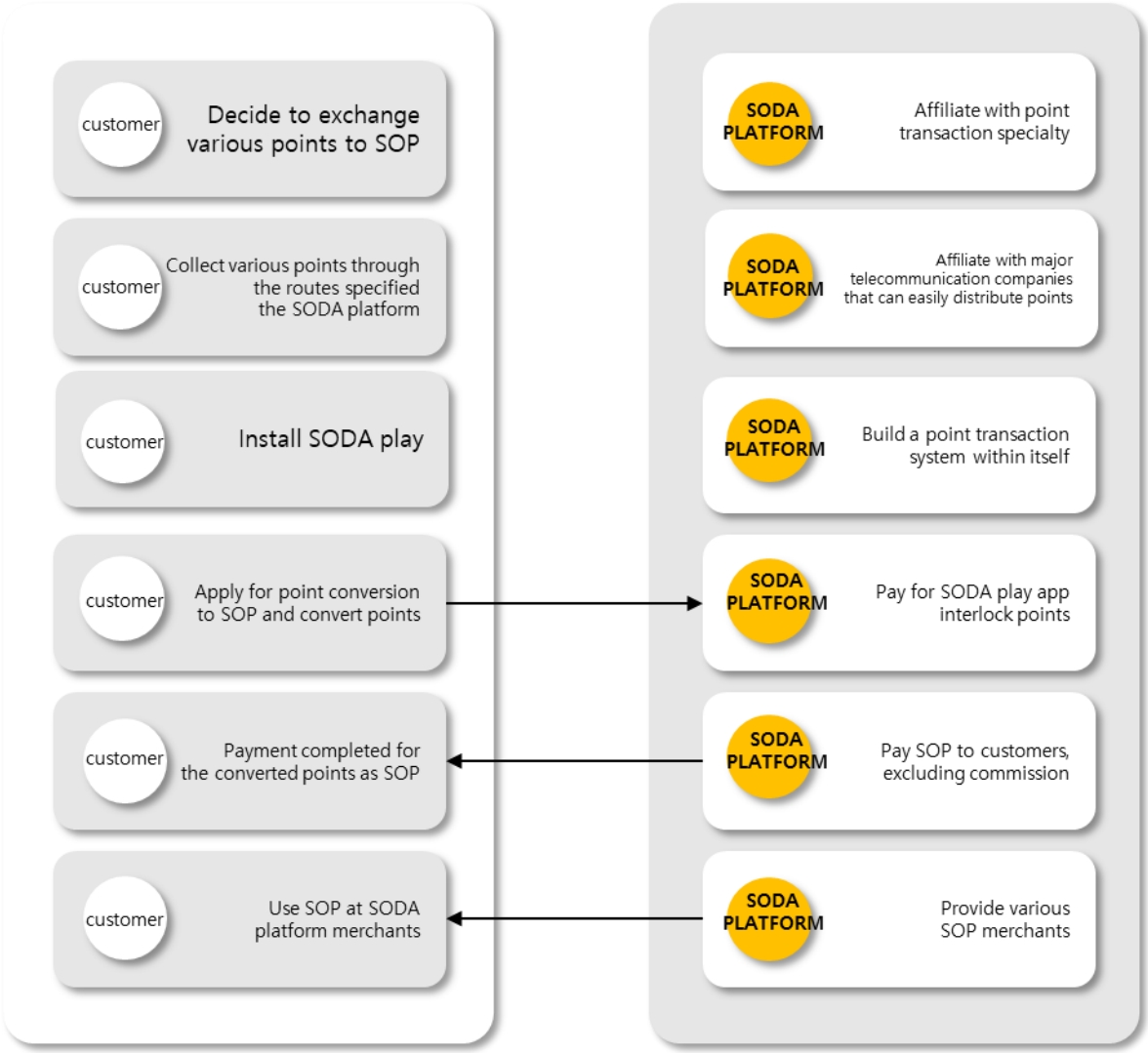
The following is a flow chart when you use a mobile gift certificate at the merchant, after purchasing it with SODA point.



<Figure 3. Flowchart of using mobile gift certificate at merchant after purchase>

Various mobile gift certificates that are distributed on the market was designed to be available in the SODA platform. A payment structure that makes it easy for customers to purchase mobile gift certificates with SOP and use them at merchant. In SODA Play, the merchant is displayed on a map based on the customer's location, making it easy for customers to find the merchant. In order to attract customers with mobile gift certificates to their own stores, the merchant can actively utilize a reward advertising system using the SODA platform.

The following is a flow chart that utilizes points on the SODA platform.



<Figure 4. Flow chart when using points>

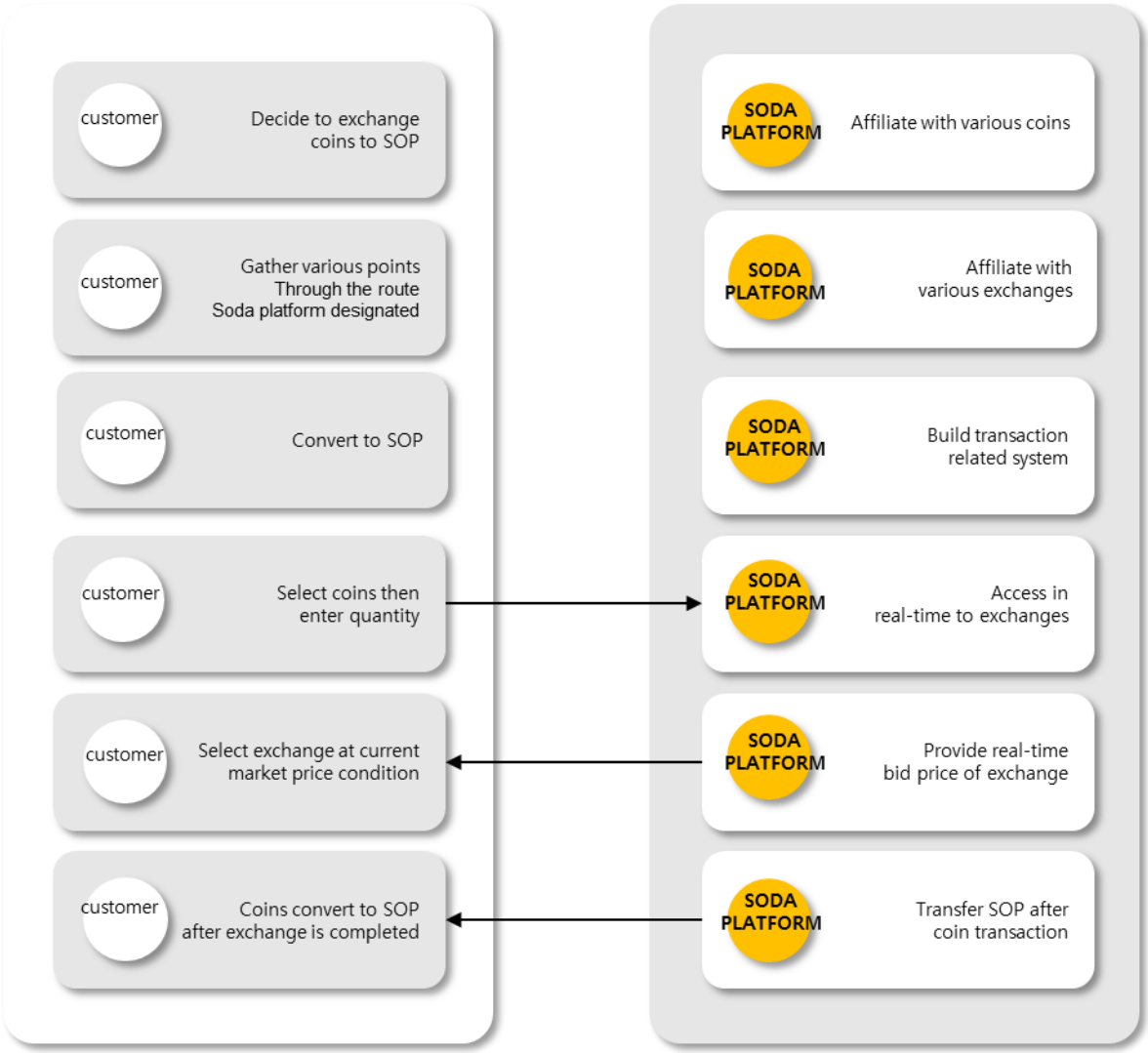
Many companies, including domestic and foreign credit card and telecommunications companies, provide a certain amount of royalties to their customers with self-issued points to attract and reward them. However in reality, most of these types of rewarded points are not used and extinguished due to customer indifference, their small worth, and limited usage.

SODA platform supports customers to discover assets hidden in their indifference, and integrates them into SODA points (SOP) to provide a system that allows various cash points scattered in small amounts to be used in real life.

3-3-3. Coin Exchange System:

Various types of cryptocurrencies are being issued depending on the purpose of the project. As they are beginning to be distributed, a full-fledge infrastructure era is approaching. However, this new industrial environment also has limitations such that customers have to own many types of coins or tokens in their wallets, and recognize and use them as money. The SODA platform operates a coin exchange system that converts various types of coins into one type of point (SOP) that can be used as a standard currency in this environment. The coin exchange system provides low transaction fees through various exchange partnerships, and is designed to minimize the value drop that can occur between exchanges by allowing the customers to select exchanges that can be sold at reasonable prices in actual transaction. The coin currency exchange system makes it easy to convert SOP at any time if the coin/token is recognized by the SODA platform. In the future, customers with SODA points (SOP) can switch to SOC bidirectionally through the coin exchange system.

The following is a flow chart of coin exchange.



<Figure 5. Flowchart during coin exchange>

3-4. SODA Wallet

SODA wallet, through its partnership with Bitberry, is designed to increase the reliability of the platform by focusing on security and service stability. By providing the same wallet environment between platform users, it delivers a fast coin transfer and free Gas between users with no charge. SODA wallet is installed in SODA play by default and can be used in conjunction with the Bitberry wallet. In the SODA play app, it provides easy storage, remittance, and payment of coins and tokens. Also, as described in 3-3-3, it has also been improved to support the coin exchange system.

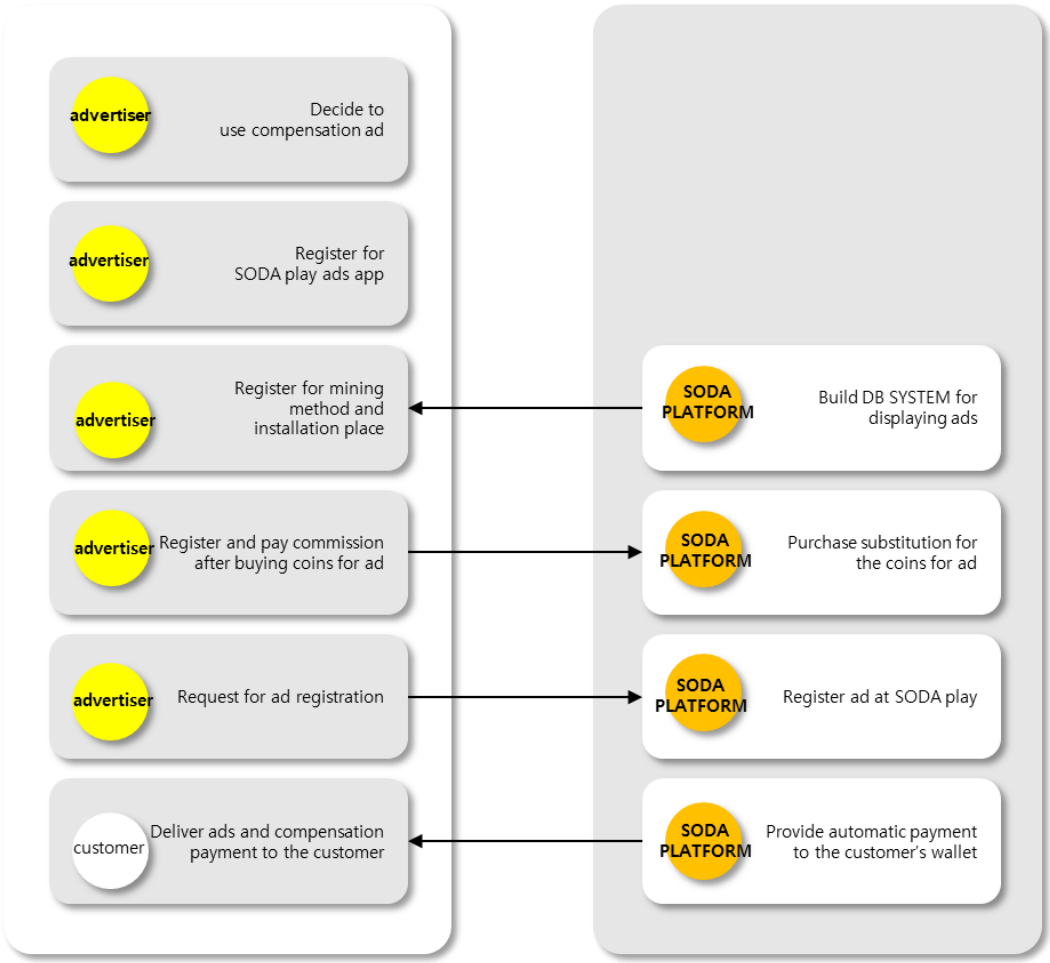
The characteristics of SODA wallets are as follows:

1. Supports various points and cryptocurrencies designated by SODA platform to be converted into SODA points (SOP).
2. Bitberry wallet users can easily use the service after verifying themselves, without signing up.

3-5 SODA Play Ad

As an app that allows advertisers to apply directly to advertise on the SODA platform, it is designed to make it easy for advertisers to handle the execution of advertising and advertising costs themselves. The form of advertising is currently composed of published ads, mining ads, etc. The area of advertising will continue to expand with research and development, allowing the advertiser to send out ads in various forms or to ensure that the service will continue. Apart from SODA play, which is a customer-only DApp, an app called Soda Play Ads will be released.

The following is a flow chart of the Ad execution process.

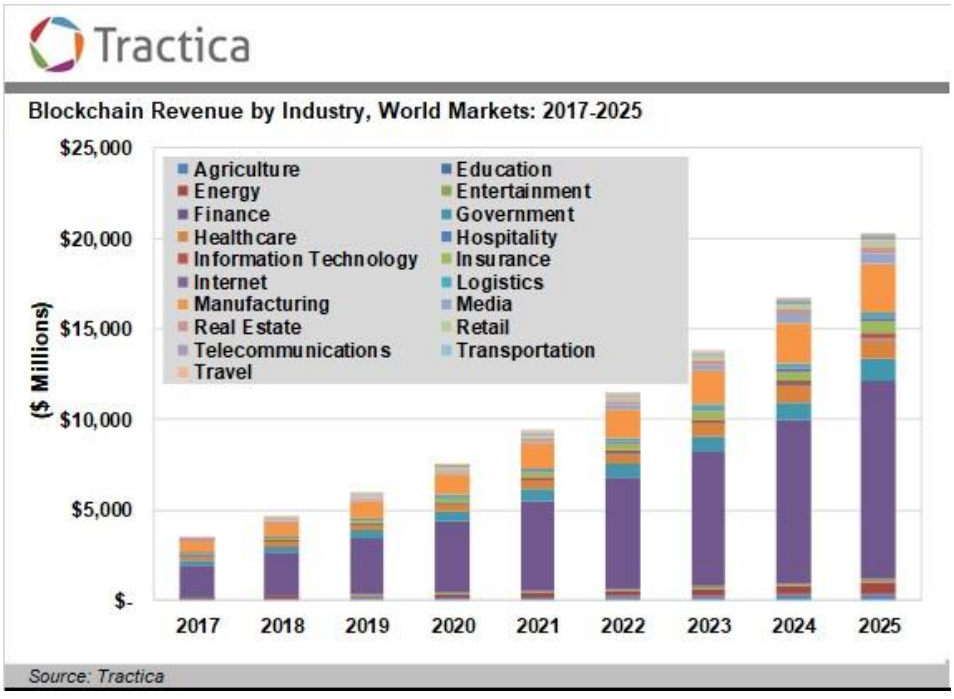


<Figure 6. Flowchart of Ad execution process>

Advertisers who value efficiency among many Ad platforms, as well as merchants and coin issuers, will be prefer the way they pay their customers directly as the Ads are executed. For merchants, it is possible to run a reward advertisement using coins for customers who interact with the advertisement to promote the service or goods they have. Through the reward learning of coin or point mining, also called 'mining', both advertisers and users can actively post and consume more advertisements.

4. Token Economy

Considering the high intelligence and reasonable judgment of modern economic participants, the reality is that it's impossible for any economic model to form a new economic ecosystem without a strong weapon to replace the existing economic ecosystem. The birth of cryptocurrency, which began with the development of blockchain technology, reflects the accelerating transformation of the real economy into the method of payment beyond the method of investment.



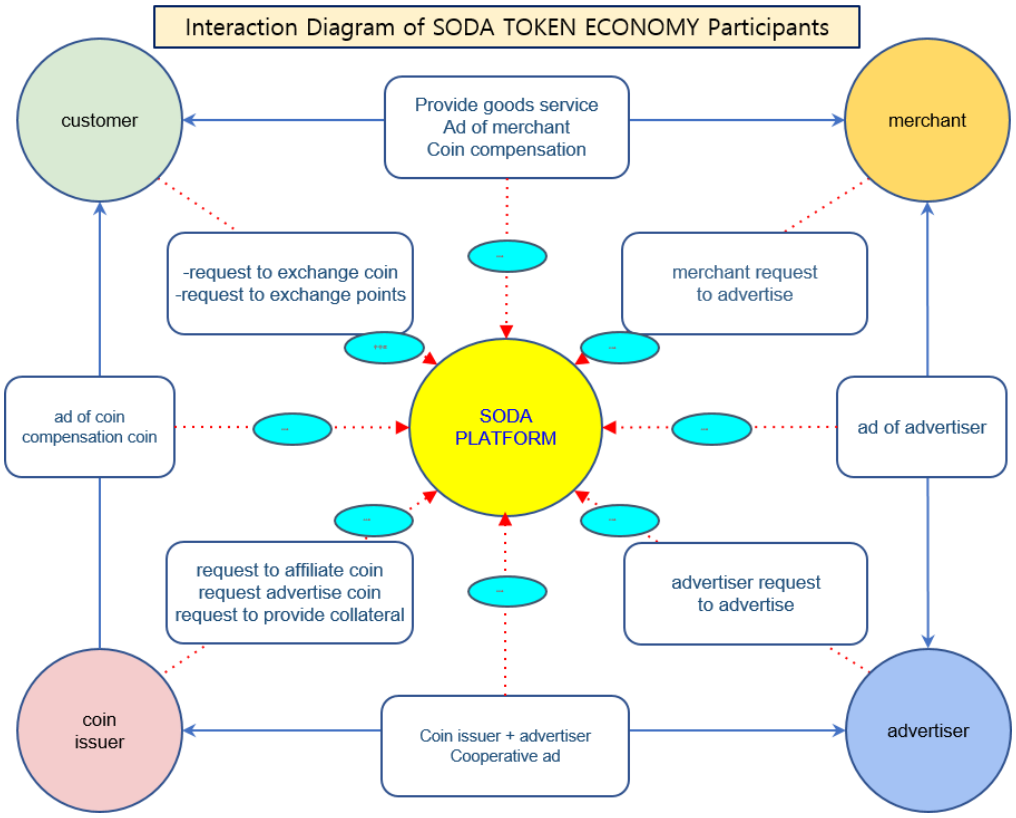
<Figure 8. Tractica Report, 2017>[1]

Tractica's 2018 report predicted that by 2025, the industry's revenue from blockchain will exceed $20 billion globally. As of June 2019, the total market capitalization of cryptocurrencies is $245 billion, with more than 2,000 cryptocurrencies trading in more than 18,000 markets, and the rapid expansion of the market is far ahead of the industry's growth rate.

Until now, using cryptocurrency in real life has not been easy. However, with the establishment of coin-enabled infrastructure for global companies such as Samsung, various token economy structures are being introduced into the market, and challenges to new areas are expected to become visible in the future

SODA Play is designed to lead the market by providing an effective direction for the today's situation. The SODA platform is designed to generate the interests of all participants, and the key function is to encourage voluntary participation.

[1] Source: Tractica, Blockchain Revenue by Industry, World Markets: 2017-2025 , https://www.tractica.com/newsroom/press-releases/enterprise-blockchain-revenue-to-surpass-20-billion-by-2025/



<Figure 9. Interaction Diagram of SODA TOKEN ECONOMY Participants>

Interests of the customers among the participants Customers who are willing to acquire coins through mining can earn them as a reward by mining various coins for Air Drop in various ways. This is not a reward through special effort and the mobilization of professional equipment, but a reward that can be received by continuing the consumption activities that were done in real life. Customers will interact with advertisements in all places designated by the SODA platform, such as their usual stores and online affiliates, and receive a certain amount of coins in an easy and varied route as a reward. Through this easy mining – reward process, a small amount of various coins paid allows customers to exchange all of their cash-like SODA points (SOP) through SODA play. Also, even if you don't have enough knowledge of coins, if you can only know the value of the coins you own, you can use SODA play to convert them to the equivalent value of SOP and use them in real life.

Points obtained by the customer from various card companies, telecommunication carriers, etc. may be inconvenient to use for a variety of services or goods because their

use is very limited. Customers can benefit by easily converting various points into SODA points (SOP) using the SODA platform, which can be used in various merchants provided by the SODA platform.

In the future, SODA token economy, which aims for global expansion, will allow consumption overseas by replacing the coins currently in possession with SOPs that are serviced and operated locally instead of a separate currency exchange or credit card. In addition, overseas customers will be able to use domestic services in cryptocurrencies such as Bitcoin or Ethereum when visiting the country, which will have more benefits on cost and convenience than to exchange and use existing currency.

A_1 = Profit generated by converting and using reward coin to commodity, SOP

A_2 = Profit generated by collecting points and converting them to commodity, SOP

A_3 = Profits arising from currency exchange fees and exchange benefits when used overseas

f_1 = Fees to convert coins to SOP

f_2 = Fees to convert points to SOP

f_3 = Fees to convert SOP to SOC

$$S_1 = \sum(A_1 + A_2 + A_3) - \sum(f_1 + f_2 + f_3) > 0$$

※ The formula above may produce different results as calculated by estimation

Interests of the merchants among the participants

If you receive a payment directly in cryptocurrency from merchants, the monetary value of the cryptocurrency is unstable due to market fluctuations. Even if you receive a payment in coins, you cannot easily exchange it for cash. Also, there are only a few customers who use it. Because of these reasons, people are reluctant to use the cryptocurrency. In addition, receiving cryptocurrency directly from the merchants is realistically a complex and cost-incurred problem, as it requires enhancing the POS system, payment system, etc.

The SODA platform will ultimately improve the problem of these systems so that SOP is used in many stores, and will launch a more efficient cryptocurrency payment system in the future.

Currently, there is a payment service to purchase and use mobile gift certificates by indirect payment method. This method introduces a mobile gift certificate system that has already been used to allow customers to purchase various services and items from various merchants using SOP. By adopting this system, the SODA platform will secure a place where you can pay instantly in real life without having to change your existing payment system.

The merchants may advertise through the SODA platform to promote their goods or services to customers to attract more customers.

In addition, the merchants have devised a public utility system of displaying advertisements from third parties and receiving a portion of the advertising revenue. However, the current version does not provide a function as an advertisement medium, and will be applied in the future.

B_1 = Profit for registering as a merchant to use SODA play and exposing Ads to customers free of charge

B_2 = Profit to attract new customer area, the coin users through SODA play

B_3 = Profit to attract customers in new areas with various points through SODA play

B_4 = Efficient advertising profit, where advertising costs are delivered directly to customers when executing rewarded Ads

B_5 = Profit from advertisers who want to show QR Ads on the SODA platform

f_4 = Advertising fees incurred when advertising on the SODA platform

f_5 = Fees incurred when exchanging SOPs received by direct payment in cash

$S_2 = \sum(B_1 + B_2 + B_3 + B_4 + B_5) - \sum(f_4 + f_5) > 0$

※ The formula above may produce different results as calculated by estimation

Interests of the advertisers among the participants Advertisers are also merchants or coin issuers who are participants of the SODA platform, including all general advertisers who want to use the SODA platform as a means of advertising media. Advertisers can run ads more efficiently by adopting marketing that pays the advertising fee only as long as the ads are delivered to the customer, as well as to maximize the advertising effect with the active participation of customers who want to mine the coin through reward ads or targeted ads.

D_1= Efficient advertising profit that is paid only for advertising to customers

D_2= Benefit of information generated when formulating a business strategy by collecting marketing information about customers rewarded with advertising

D_3 = Benefit in applying the coin issuer's promotional coins to the advertising for compensation at a low price in partnership with coin issuer, who is a participant in the SODA platform

f_9 = Advertising fees incurred when using SODA platform ads

f_{10} = Advertising costs to reward customers who receive ads when using SODA platform ads

f_{11} = Coin purchase agency fee incurred when purchasing reward coins on the SODA platform

$S_4 = \sum(D_1 + D_2 + D_3) - \sum(f_9 + f_{10} + f_{11}) > 0$

※ The formula above may produce different results as calculated by estimation

Interests of the coin issuers

Typically, coin issuers provide a certain amount of coins through Airdrop and use them as a promotion in order to increase utilization by expanding the use of self-issued coins. Through the SODA platform, coin issuers meet customers who enjoy coin mining like

games, which naturally encourages the promotion and distribution of their coins. You can also use the coin through the SODA platform to meet advertisers who want reward ads.

C_1= Rising profit of the value of the coin generated by promoting that the issuer's coin is a real-life coin by being available in SODA play.

C_2= Profit and coin promotion profit spurred by increased distribution generated by advertisers using the SODA platform by purchasing and using issuer coins for advertising compensation

f_6= Fees incurred when registering issuer coins in SODA play

f_7= Promotional coin costs paid to customers free of charge to promote coins issued on the SODA platform

f_8= Discounted coin costs to support advertisers place ads on SODA platforms to apply coins issued as reward coins

$S_3 = \sum(C_1 + C_2) - \sum(f_6 + f_7 + f_8) > 0$

※ The formula above may produce different results as calculated by estimation

Conclusion

Token economy will emerge as the core of the new economy as stakeholders adopt the concept of cooperatives and grow together. The SODA token economy provides a system and platform for each participant to voluntarily enter and operate in the ecosystem for their own benefit.

In order to maintain the ecosystem of the SODA token economy, only a part of the profits or benefits generated by the participants' activities are charged as fees, so that the operation, maintenance, and supplementation of the system can be sustained with minimal intervention. The future token economy ecosystem will be in full swing around the world with heated competitions. The SODA platform will become a specialized platform for the fastest market-friendly real-life cryptocurrency usage, working together with the participants to bring the SODA token economy to lead the market.

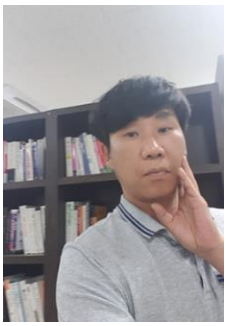
5. Introduction of Members

Lead Member

Yu, Jae Beom

CEO, Co-Founder

IT Planning & Marketing Specialist
Director of numerous successful web, mobile app, and mobile game services.
Monster cube Co. Ltd. (Syrup table) CEO
Freechalgames Co. Ltd.
Osp Corporation CEO



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National IT Industry Promotion Agency

2 patent of block chain technology

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Kim, Hae Sun

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Speaker in international conference, editor of “China Market, New Entry Method”

Close relationship with Chinese PE, Capital market experts & Government entities.

Joo, Byung Hwe

PC security specialist
Inca internet Co. Ltd. CEO
Torinet Co. Ltd. CEO

Moon, Sung Joon

Mobile Application Security Specialist

eNsecure CO., LTD. CEO

Interbizen technology CO., LTD. CEO

MJL technology Korea CO., LTD.

CA Korea., LTD. System engineer/PM

STG Security Business Dept. Director

Fortify Software Korea CEO

Jung, Soon Kwon

Specialist in On-Line Mobile Game Business

Blockchain, Pin-Tech in Korea with 20+ years of experience.

Producer of Talesrunner

O2Jam. Owner of O2Jam IP

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