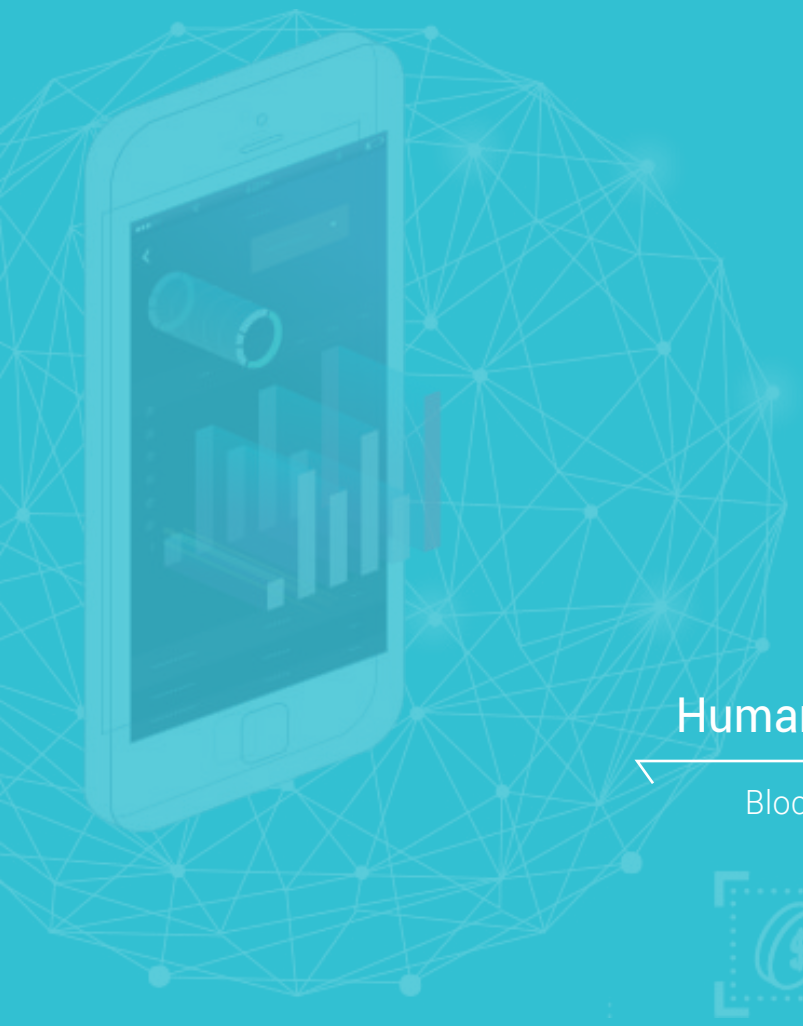

WHITE PAPER 1.0

VARC

Human Value Exchange Service Platform

Blockchain 3.0 Service For the Sharing Economy

www.varc.io

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Human Value Exchange Service Platform

Disclaimer

The purpose of this document is to inform the anonymous many out there of the underlying philosophy and technological specifics of the VARC Platform. The VARC Platform Team has carefully reviewed the information contained herein and made an effort to be as specific as possible in describing the technologies involved. The team is dedicated to keeping the public informed of the latest developments in the platform and related fields.

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1.1 Overview

Uber has emerged as the world's largest car sharing company. Airbnb is the leading brand name that comes to our minds when we think of home sharing. Junggonara is still the most popular website where the largest volume of secondhand goods is traded in South Korea. These are the three most common examples of the sharing economy we Koreans think of when we need such services.

Yet we must ask: Are these services really the ideal manifestations of the sharing economy?
Sharing economy platforms like Uber and Airbnb have transformed the world with their innovative attempts and business models. There are, nevertheless, a number of limitations on these brand-name platforms to serve as true examples of the sharing economy. First, both Uber and Airbnb are centralized online-to-off-line businesses that charge exorbitant service charges on all transactions, 20 to 30 percent of the prices.

VARC is a blockchain technology that enables parties to transaction to engage in free and reliable ransactions without relying so much on third-party intermediaries. As the intermediary does not charge exorbitant fees, parties become able to offer their products and services at even more affordable prices. This pricing advantage allows VARC to compete effectively against platforms that have already begun to dominate the market.

Because the platform also uses a cryptocurrency to put a value even on things that the conventional currencies have failed to measure, it is capable of encouraging and rewarding an almost infinite range of activities through which participants contribute to the sharing economy.

Uber is no longer in operation in some of the major cities in the world, such as London and Vancouver. Tokyo and other metropolises have also banned Airbnb. VARC may not be able to change the law overnight, but it can give rise to services that lawmakers cannot prohibit. Uber drivers and Airbnb hosts have contributed immensely to the rise of those companies into internationally renowned giants, but gained nothing when these companies first went public and generated billions of dollars in stock value and profits. We at VARC believe that early participants must be rewarded appropriately for the role they have played in extending networks.

Over two billion people around the world are left alienated from centralized online-to-off-line platforms of the sharing economy like Uber and Airbnb because they do not have credit cards or bank accounts necessary to use such services. The proliferation of affordable Android-based smartphones, however, will enable these people to access new platforms and marketplaces that are run on the basis of cryptocurrencies and blockchain technologies.

Just as the introduction of mobile phones has revolutionized communications that formerly relied on landlines, the technology behind VARC is capable of transforming the banking system. This marketplace for the digital sharing economy, which will be the first of its kind that billions of people around the world will use, will be a peer-to-peer structure based on the VARC platform.

At VARC, we apply blockchain to a wide range of sharing economy services to establish a reward system satisfactory to both buyers and sellers and to introduce a more transparent and reliable service platform than those that came before it. Our aspiration, in other words, is to establish a decentralized platform of sharing economy services using blockchain. With the emergence of VARC, sharing economy platforms will need to ask themselves the following questions:Do these platforms promote an economy of sharing and cooperation, and not that of monopoly and competition?

Do these platforms support peer-to-peer transactions without exploitative intermediaries' involvement?
Do these platforms generate new values by facilitating the sharing and use of fallow resources?

The flood of meaningless information on social media—what our friends ate for dinner last night, which new hip places they have been to, pictures of unknown cute puppies yawning, and generic landscapes of famous tour destinations around the world—has begun to tire us out. Now is the time we begin to put social media to good use, using it to generate values that we and others can enjoy.

That is the kind of change VARC is trying to usher in.

1.2 VARC: Background

The idea and process at the heart of VARC emerged through a laborious and extensive research project. Our mission was to find and devise a sharing economy platform upon which humans can engage in transactions on almost anything freely and equally. There were, however, three major problems we faced: that is, to find out how to ensure the validity, effectiveness and reliability of transactions taking place on that platform.

Through years of research and development, we have finally discovered upon blockchain as holding the key to solving these three problems.

We expect blockchain to enable us to embrace, with greater confidence, the powerful waves of the new industrial revolution.

Real-time updates on currency value

- VARC Coin service will provide real-time updates on the value of VARC Coin.
- Intended to make the chosen cryptocurrency a viable means of transaction that can be readily used worldwide.

Exchange value

- VARC Coin will be used as the measure of value in all services traded.
- VARC Coin can be used to purchase any and all items related to the services on offer.
- VARC Coin can be cashed.

Cryptocurrency based on Blockchain 3.0

- The trade ledgers will be dispersed and shared peer to peer.
- Redundant payments will be prevented.
- Elements will be developed to make the cryptocurrency readily applicable in real life.
- Smart contracts and other such additional features will be introduced later.

Human Value Exchange Service Platform

1.3 Market Analysis

• Online and off-line secondhand market

"Secondhand Market Grows to KRW 20 Trillion amid Recession" (February 2019, The Chosun Ilbo)
Chronic recession has led the secondhand goods market in Korea to multiply by fivefold in value in just a decade.
Lee, 43, working and living in Seoul, sold a number of unused or underused goods from his household over the past year, including a math workbook that has been solved and corrected on some pages, other work books for schoolchildren, a rug he could not use due to allergies, and Lego blocks his kids no longer use.

He has managed to earn a handsome KRW 1,300,000 from selling these goods in the past year, roughly KRW 100,000 a month on average. “My wage remained unchanged last year," said Lee "so selling these goods my family no longer needed gave us some room to breathe."

With low economic growth and recession becoming norms in the Korean society, the secondhand economy has been expanding at an astonishing speed.

The distribution industry estimates the secondhand market in Korea to be KRW 20 trillion in value, not counting used cars. The market is almost as big as the convenience store market. It has multiplied fivefold since 2008. Some worry that the explosive growth of the secondhand market could fuel the recession to last permanently in Korea, as in Japan, and adversely affect the prospects for Korean economic growth.

Rise of the intermediary services for secondhand transactions

The public offering of Mercari in Japan suggests the pace at which the secondhand market is expanding in Japan. Since starting out as a small online
flea market in 2013, Mercari has grown into a market giant estimated to be worth KRW 5 trillion in market capitalization today, on a par with Lotte Shopping (KRW 5.0778 trillion), the largest distribution company in Korea.

With over 10 million users flocking to Mercari’s website monthly, the company now accounts for 60 percent of all secondhand goods traded in Japan. Users take photographs of the goods they want to sell, and post them along with prices and simple descriptions. Kim Ki-ju, head of KPI Fund in Korea, explained :
"The growth of the secondhand market is an outcome of the confluence of factors, such as the advance ment of information technology, the popularity of smartphones, and the rising number of single-person households."

1.3 Market Analysis

Financial institutions and venture capital companies are increasing their investment in businesses providing secondhand transaction services. Junggonara, the largest online secondhand market in Korea with 18 million members, received KRW 5 billion in investment from JB Woori Capital and Kium Securities on January 21.

Including the investments it received earlier from other investors, Junggonara has attracted KRW 13 billion in investment thus far.

Lee Seung-woo, head of the company, explained :
"The secondhand market tends to grow when families struggle due to recessions.

The secondhand market in Korea grew noticeably in the wake of the global financial crisis in 2008, and has taken an even greater leap in the last two years. "Jeon Yeong-su, a professor at Hanyang University, also commented : "Like the satori generation in Japan who were born during the country's protracted recession, young Koreans in their 20s and 30s are also not so much interested in possessions. This means that the Korean secondhand market will likely grow further."

1.3 Market Analysis

Online Platforms for Secondhand Transactions

- In descending order of popularity: Danggeun Market (171st); Beongae Jangteo (217th); Junggonara (344th); Hello Market (500th); Auction Secondhand (754th); Palago (1623rd); Sell It (1996th).

Danggeun Market: Secondhand goods in your neighborhood
171st ▲1 4.5 ★★★★★
Danggeun Market | Shopping

Beongae Jangteo: Most popular mobile secondhand trade application
217st ▲4 4.2 ★★★★☆
Beongae Jangteo Inc. | Shopping

Junggonara official application
344st ▲14 4.4 ★★★★★
Qdillion Inc. | Shopping

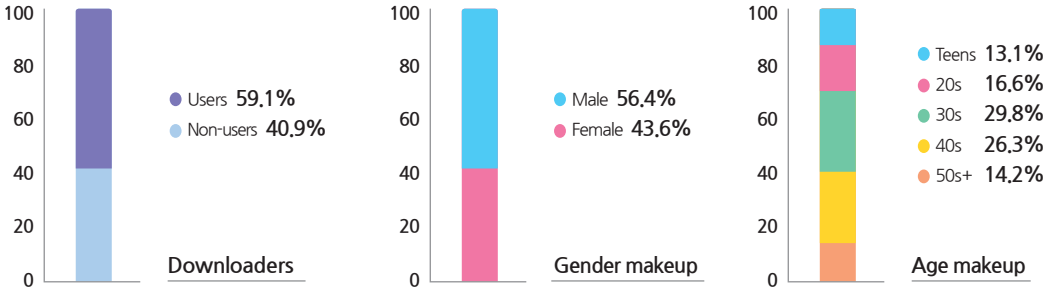
Hello Market: Easy and safe secondhand transactions
500st ▲65 4.5 ★★★★★
Hellomarket Inc. | Shopping

Auction Secondhand: Reliable secondhand transactions start here
754st ▼4 3.4 ★★★☆☆
eBay Auction | Shopping

Palago: Making mobile coupon and secondhand transactions easier
1623st ▲314 4.7 ★★★★★
KP Card Inc. | Shopping

Sell It: No. 1 secondhand concierge service
1996st ▲220 4.4 ★★★★☆
Sell it! | Shopping

[Traffic] Downloaded by : 4,901,840 users Users: 2,896,191



2.1 What Is VARC?

VARC is a blockchain-based platform that facilitates the exchange of values between participants.

This online and mobile platform enables all users to exchange something of value with one another, including goods, services, information, content, and rental equipment. VARC envisions a world in which everyone can engage in communication and exchange freely and equally by trading a wide diversity of things essential to human life.

ARC embodies the following principles.

First, all interactions taking place on VARC must be based upon economic values.
Second, all human beings are capable of creating values that can be exchanged.
Third, all human beings should be allowed to trade, freely and equally,
different types of economic values according to their needs.
Fourth, communication for the exchange of such values should be efficient and easy.
Fifth, commercial exchange is the first step toward realizing the more abstract values of human life, including love and friendship, sharing, charity, and self-actualization.
Sixth, all activities and phenomena that take place on VARC must be interesting and engaging.

VARC is to serve as a channel via which a broad array of values are exchanged, people are brought out of their isolated beings to engage with one another, and limited resources are efficiently recycled toward bettering the community and the natural environment.

2.2 VARC Blockchain business Solution

The VARC chain of our design, based upon the Tendermint-Cosmos blockchain technology, has the following characteristics and features.

- Fast consesus

VARC will be capable of processing 2,000 transactions per second at first, and will raise its capacity to 10,000 transactions per second over time, to facilitate transaction and commerce on the platform.

- Smart Contract

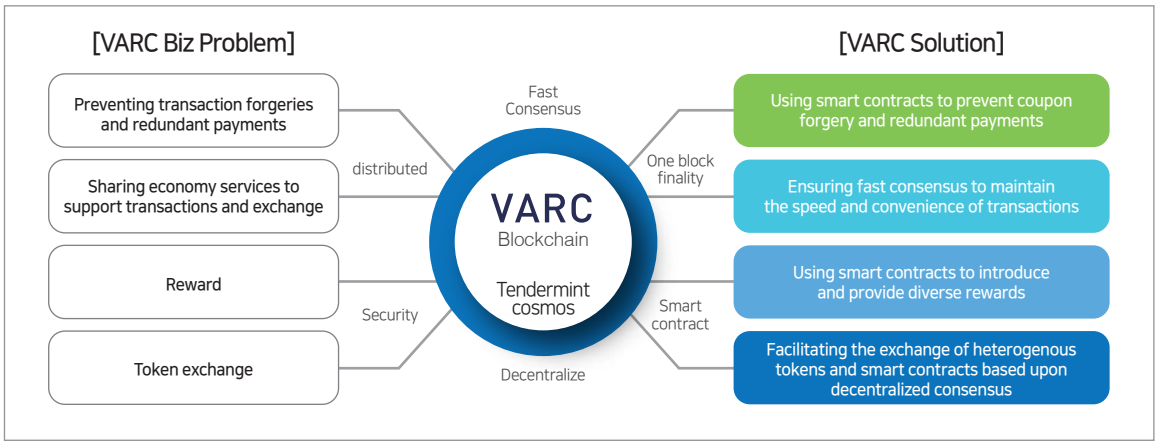
VARC will support the smart contracts and Ethereum conversions of e-commerce businesses, and will be designed so that other smart contracts and dispersion applications can be converted into the VARC Chain without changing the coding.

- Safe

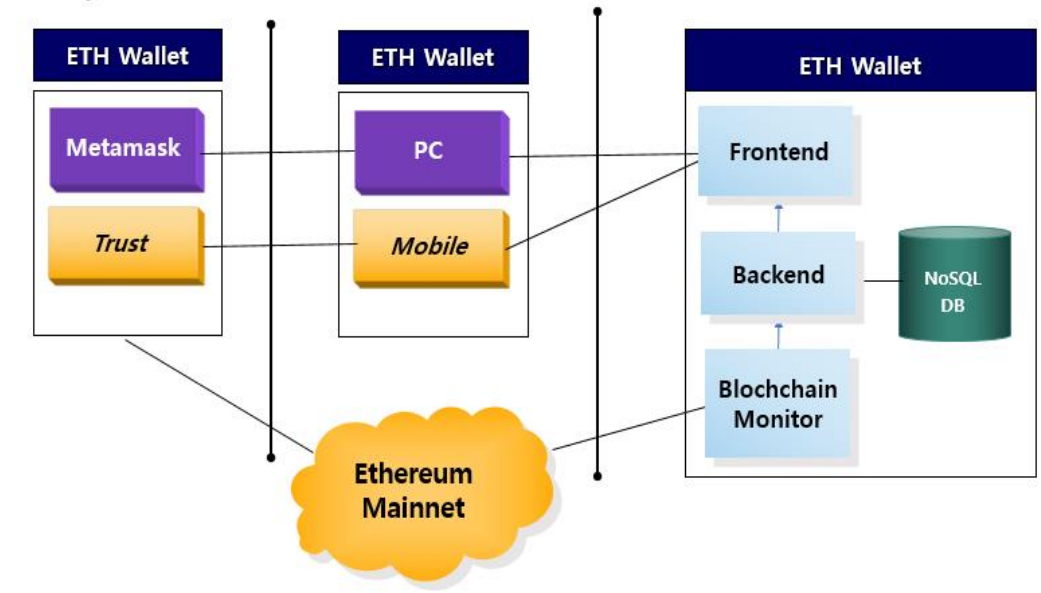
The security of intangible securities and liquid assets is as important as fast consensus to effective transactions on electronic platforms. ARC will apply an anomaly detection technology to detect and prevent signs of anomaly in advance.

- Low Fee

VARC will charge only minimum fees necessary to promote businesses' participation in the VARC ecosystem and help them protect their profits.



VARC System Architecture



PC users will utilize Metamask and trust wallet for mobile users to verify Ethereum wallet.

VARC Token is viable for private Ethereum wallet for the convenience of holders.

VARC PG Service

Frontend: It has a general shopping mall functions and supports a communication with Ethereum wallets along with payment system.

- Frontend will be realized by using web-service for a PC and Native App or Hybrid App for a mobile.

Backend: It processes a payment of users basing on their transactions that has been processed in Blockchain and data stored in database.

- Backend is formed in the shape of NodeJS/Express server and it communicates with Frontend with RESTful API.

- Servers mentions above will be realized by utilizing ElasticBeanstalk in AWS and apply Loadbalancing to flexibly handle with the number of users or the amount of information process of a server.

Blockchain Monitor: it monitors if the transaction that has been processed in the mainnet has been certified and stored in a block. It searches the transaction that has been used to process the payment and transfer it to backend server.

NoSQL DB: The transaction information is stored in NoSQL DB and it currently uses MongoDB.

- MongoDB will be realized by the form of providing the real-time backup using the clustering and Sharding and it switches to secondary database automatically when Master DB fails to function.

- DB will save the contents of payment, the TxID of VARC token, and the search result of users and when the tremendous amount of data is collected from a server, it can analyze the big data to use it as the evidentiary information for preferences and suggestions.

2.3 What Makes VARC Unique?

Topic	VARC Coin	Other Systems
Sharing economy	1. Peer-to-peer payment system 2. A purely distributed system for sharing economy 3. Respects and encourages users to generate and exchange new and diverse values 4. Promotes an economy of sharing and cooperation and not of monopoly and competition	1. Centralized online-to-off-line services 2. Expensive corporate service charge rates 3. Examples: Airbnb, Uber
Social media	1. Encourages posting of humanist and community-oriented economic content 2. A N:N transaction matching system 3. Establishes KS relations based on economic exchange 4. Fosters entertainment and social functions	1. Privacy-oriented content 2. Popular content types: Food and restaurant reviews, cooking, pets, tourism, hobbies, etc. 3. Examples: Facebook, Twitter, Instagram
Blockchain	1. An innovative tool for realizing ideals of sharing economy 2. Ensures trust in system 3. Ensures validity of platform and algorithms 4. Fosters spontaneous mutual trust along peer-to-peer networks 5. Ensures validity, reliability and effectiveness of criteria for value transaction	1. Coin-based trading systems 2. Encourages speculation and increases risks of investment. 3. Examples: Ethereum, Bitcoin, EOS

2.3 What Makes VARC Unique?

Topic	VARC Coin	Other Systems
Global marketplace	1. An unprecedented relationship-oriented marketplace 2. Peer-to-peer payment system 3. Supports diverse forms of transactions, including sales, bartering, auctions, etc.	1. Corporate models of profitmaking based on charging services fees on transactions. 2. Examples: Alibaba, eBay
Big data	1. Capable of analyzing large quantities of data with speed and precision 2. Provides useful and practical marketing information based on informal data analysis 3. Effective protection of privacy	1. Controversies over lack of security in privacy protection 2. Examples: Google, Apple, Microsoft
Artificial intelligence (AI)	1. System interface designed with UX in mind 2. Smart push alarms 3. Big data-based convergence content 4. Features to maximize convenience of transaction and negotiation (Chatbot, etc.)	1. Device- and service-centered (speaker, medicine, etc.) 2. Examples: IBM, Amazon, Apple, Facebook
Core technologies	1. N:N transaction-based automatic matching system: Maximizes the success rate of transactions even with a small number of participants, thus enabling businesses to save, substantially, on the early-phase marketing cost and maximize profits. 2. Blockchain 3.0-based peer-to-peer payment system 3. Convergence of big data and AI to support automatic matching engine and smart push alarms 4. Renegotiations supported by transaction tracing histories 5. Uploading posts made easier with a single click and lifestyle interests uploaded all at once systematically 6. A real size solution enabling buyers to view goods in actual sizes beyond what the display on their devices offer: intended to maximize the reliability of transactions and minimize customer complaints and returns.	

3. VARC Revolution on the Market

3.1 Background and Effects

1 Economy	A Blockchain 3.0-based, decentralized and distributed solution to economic transactions
2 Culture	Maximizes complex synergy of content and information between cultural and economic structures.
3 Technology	A platform combining blockchain, big data and AI
4 Living	A relationship-oriented platform of lifestyle and trendy services

• What VARC Coin Supports

Human Value Exchange Service Platform

3. VARC Revolution on the Market

Exchange Service

Factor 1

1) You can exchange a great variety of goods and services on VARC as everything can have a value denoted in VARC Coin.

- Any and all goods and services can be exchanged on VARC as they have values denoted in VARC Coin.
- Barter whatever goods you have and you no longer need with something you actually need, or sell them for VARC Coin.
- Browse and receive recommendations on goods and services of your interest.
- You can engage in exchange without having to share your phone number or address (transactions possible with encrypted telephone numbers and addresses).

Factor 2

2) Cutting-edge VARC Coin technology

- Transactions are automatically matched by the Exchange Matching Engine (EME).
- You can search and browse what you need, with accurate results returned based on big data analysis.
- The customizable AI-based smart push alarm feature allows you to receive and communicate transaction information on diverse platforms, including the mobile application, social media, and texting.
- VARC provides reliable and trustworthy services based on Blockchain 3.0 that cater to your everyday needs.

Posting goods and services to be sold

Share your goods, talents, expertise, and services with the world.

- Everything a user posts can be valued using VARC Coin so that they can be exchanged for something else that the user wants or needs.
- Single-click uploading: Users can easily post the goods or services they want to sell by clicking through browsing without writing detailed posts.
- Lifestyle service: Users can post everything they want to sell using a single picture and upload it at once.
- Real Size service: Users can upload pictures that show the goods they sell in real sizes so that buyers can view them regardless of the size and resolution of their display devices.

Human Value Exchange Service Platform

3. VARC Revolution on the Market

Requesting goods and services wanted

Post requests for any goods or services you need, and you'll always find someone to help you.

- Wish list referencing: You can view the wish lists of users sharing similar interests and reference them to create your own.
- You can receive push alarm messages on others' requests for your wish list, whether from a single user or multiple users.
- Enter the price, in VARC Coin, that you can pay for the good or service you are requesting and let the GTM system automatically match your request with eligible offers.
- The wish lists users create can be used to design effective marketing campaigns and are also accumulated to form big data.

Making deals

Negotiate deals in real time on both the website and the mobile application. You can even renegotiate items that have already been transacted

- The instant messages on both the website and the mobile application are interfaced so that you can continue to negotiate deals from any device at any time.
- Renegotiation service: You can track the transaction records on items (available for view) that have already been transacted and renegotiate deals on them.
- Lifestyle multi-negotiation service: You can negotiate deals on multiple items listed together under a single picture/lifestyle at once.
- Real-time photo verification service: Buyers can request the real-time delivery of photo proofs of the items they are about to purchase.

Rating

VARC provides a reliable index analysis of the ratings users gave to items and one another.

- Users can post their reviews and ratings of the items they have purchased.
- User participation is key to building user reputations and reporting wrongdoings.
- VARC will provide highlights, mileage points and other benefits for highly rated items and users.
- VARC will also provide highlights, mileage points and other benefits for users who participate actively in rating.

Human Value Exchange Service Platform

3. VARC Revolution on the Market

Making friends

VARC generates economic values through relationships among users. Users share and build mutual trust through transactions on VARC.

- VARC Coin friends can engage in transactions with one another without going through a coin exchange.
- VARC Coin also supports rental transactions based on mutual reliability verification.
- Users can send friend requests to all users listed on their bookmarks, social medial accounts or mobile phone contacts at once.
- Users can make friends by inviting one another to various VARC events and games.

Make Money

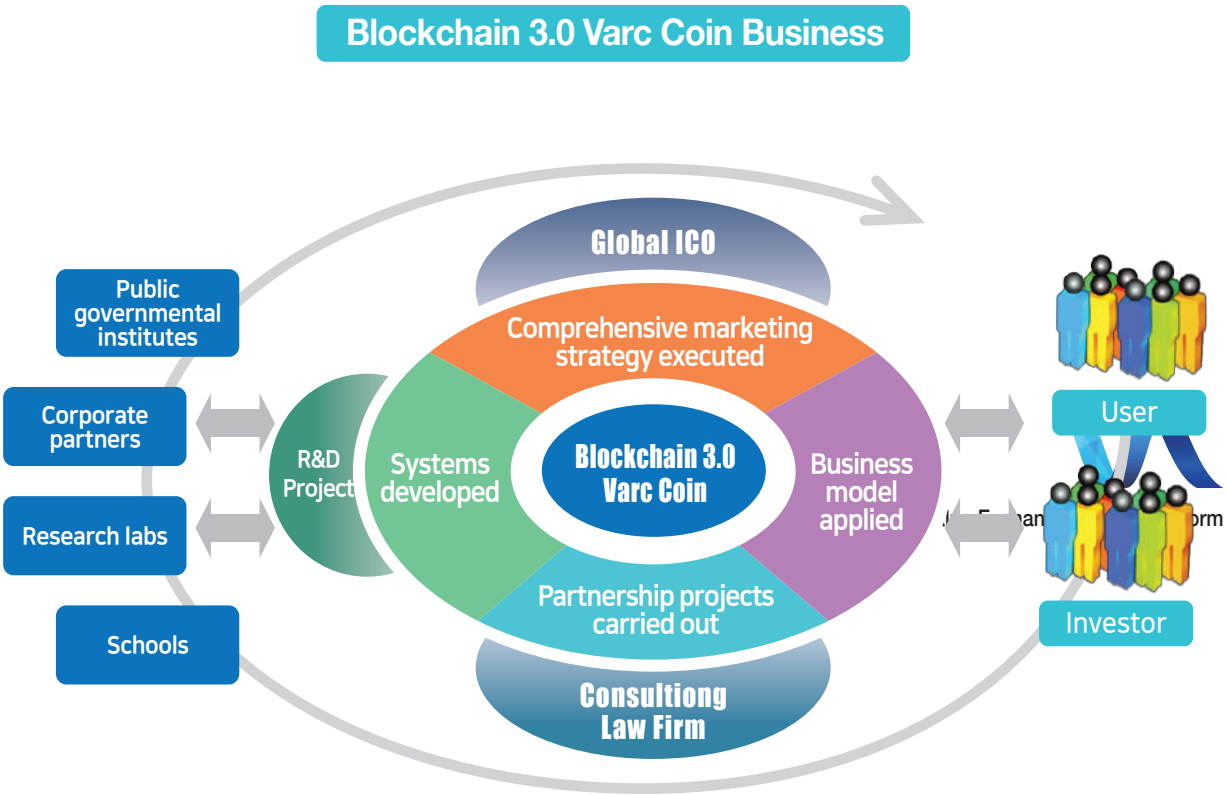
Anyone can make money on VARC using cashable VARC Coin and various business models.

- Users cian earn VARC Coin by trading goods they no longer need.
- It is much easier to sell, trade, and distribute goods and services using the VARC Coin marketing tools than on any other existing marketplaces.
- Users can also earn VARC Coin by donating their talents (volunteering), providing information, engaging in hobby activities or providing services on VARC.
- Users can also earn VARC Coin by participating in rating, online community activities, and promotional events.

Human Value Exchange Service Platform

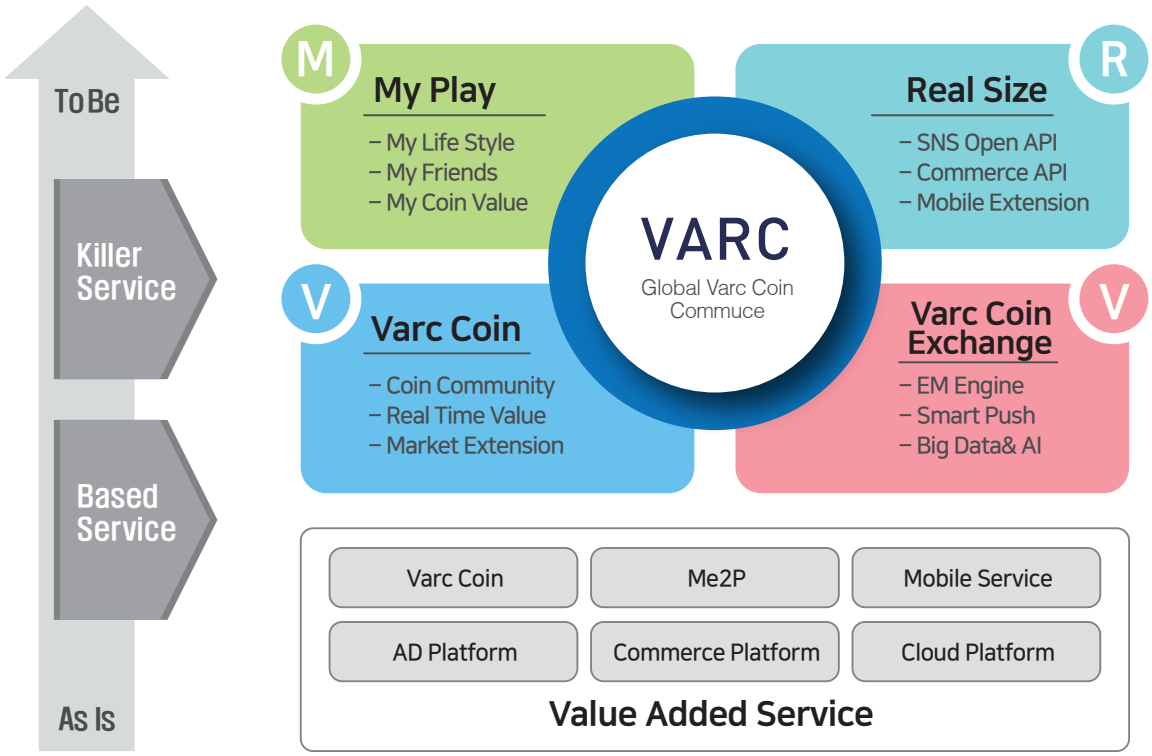
3. VARC Revolution on the Market

3.2 VARC Business Model: A SWOT Analysis



3. VARC Revolution on the Market

3.3 VARC Service Platform and Flow



Human Value Exchange Service Platform

3. VARC Revolution on the Market

3.3 VARC Service Platform and Flow

Service Flow

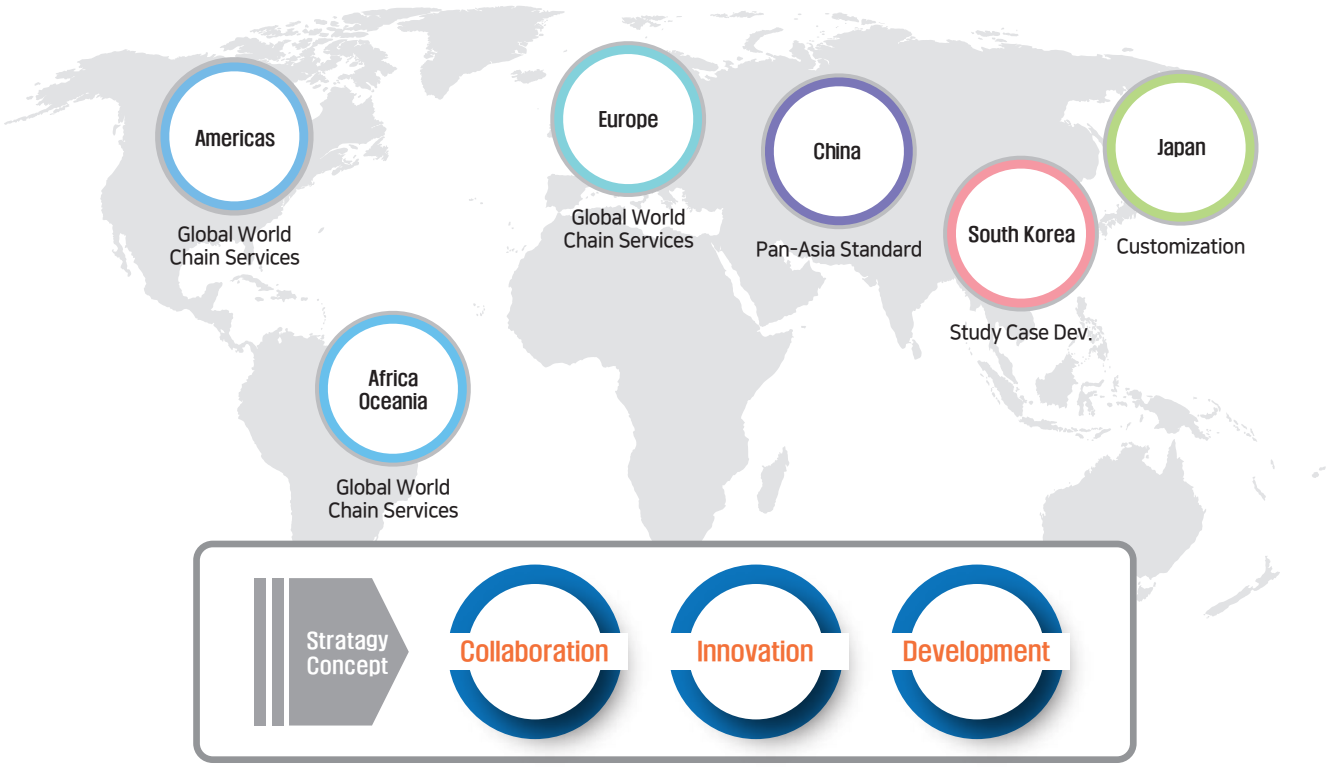
Offer to Give(Sell)	Offer to Take(Buy)	Exchanger Directory		Offer Search (EME)
		Giver (Seller)	Taker (Buyer)	
– "Give My Item" – VARC Coin givers/sellers can post the items they wish to give/sell. – eCatalog – Synchronized with a mobile application – Smart push alarms – Premium (paid) services available	– Wish lists – VARC Coin takers / buyers can post their requests for items they want to take/buy. – eCatalog – Synchronized with a mobile application – Smart push alarms – Premium (paid) services available	– Can upload their information and view others' information – Can search and browse matching offers	– Can upload their information and view others' information – Can search and browse matching offers	– Exchange Matching Engine – Allows users to browse all the services provided on VARC – Allows users to search and browse the Offer to Give / Take (Sell/Buy) Directories – Sorts search results by category, time, content/ product type or image.
		VARC Coin > Real currency: used in actual transactions. > Transaction information is distributed and shared to support a comprehensive range of economic exchanges. > Premium services: > Paid services provided by businesses > Online store/website development > Viral marketing and related support on social media > Creative commons license management > Auctions > Benefits provided upon posting offers to give/take (sell/buy), such as: . "Hot" or "New" icons; . Visible as "Special Offers" for the first week following posting		

Human Value Exchange Service Platform

3. VARC Revolution on the Market

3.4 VARC Vision

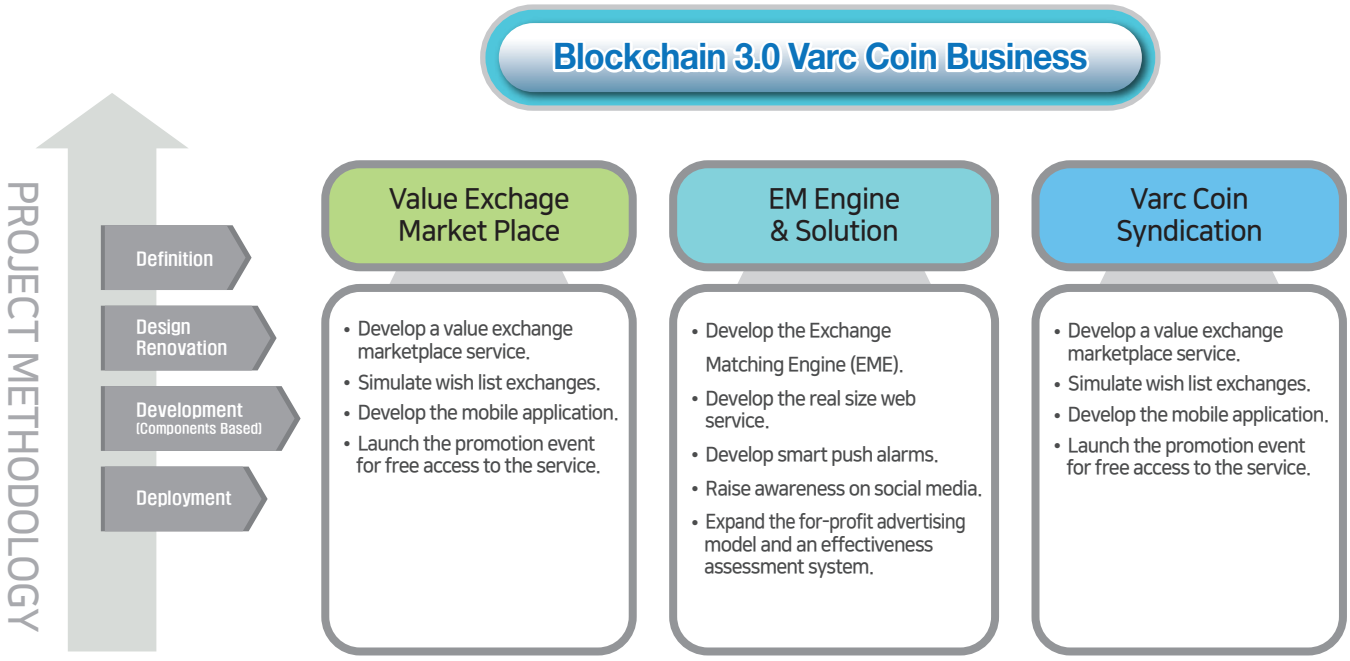
Varc Coin Service Global Market



Human Value Exchange Service Platform

4. Development and Marketing Strategies

4.1 Development Strategy



4. Development and Marketing Strategies

4.1 Development Strategy

Phase	Phase 1 (to be launched in September 2019)	Phase 2 (to be launched in December 2019)
Objective	Introduce distinct services and enhance competitiveness by developing the EME.	Introduce new services and business models by syndicating and integrating messages on VARC Coin and activating an open API.
Target	General users, private sale and presale investors, etc.	Same targets as Phase 1, manufacturing/distribution businesses (wholesale and retail), and public sale targets
Scope of development	A web-based value exchange marketplace	Relea Coin Hard Fork, solution syndication
	Smart push alarms for the mobile application	Search engine
	Automatic wish list matching system	User transaction big data analysis system
	Social media communities to build content reputations	AI matching system and VARC Coin transaction analysis system
	Communication tool for negotiating deals	Open API platform for development, support and operation
Distinct features	1:1, 1:N and N:N (multidimensional) wish list matching	4G VARC Coin (for real-time valuation and payment on website)
	Smart push (to inform users of optimal transaction opportunities)	Open API support to encourage developers' participation
	Wish list editing tool (for easy uploading of offer to give/take lists)	Cutting-edge and integrated solutions (big data, AI, etc.)
	Real size solution	Freedom to introduce and extend social content networks
	Improved traffic speed and less storage required thanks to original image-free technology	To introduce a comprehensive system that integrates values of cryptocurrencies in the future
Testing strategy	Website/application performance tests, server stress tests, scenario tests (to identify risks), user tests (closed/open)	
Operation strategy	White papers, operation manuals, system operation training, advertising support, maintenance support, event support	

4. Development and Marketing Strategies

4.2 Marketing Strategy

Type	Content		Starting date	Remarks
Viral marketing	Blogs/online communities	Naver, Daum, and other search engines	August	Targeting power bloggers
	Social media	Facebook, Twitter, Instagram, and Telegram	August	Targeting blockchain communities
	E-mail marketing	Naver, Daum and Gmail	August	List databases
Kakao channel marketing	Kakao Channel	Developing a promotion channel	August	Kakao Story
	Kakao Biz	Kakao Business Support System	August	Kakao Bank/Pay
Google remarketing	To attract returning visitors and customers		August	Along with keyword ads
Global marketing	Tencent WeChat, Naver Line, Google Play, Appstore		August	WeChat channel
Other strategic marketing campaigns	Marketing aimed at Junggonara, Beongae Jangteo and Danggeun Market members		August	Advertisement partnerships
	Marketing in partnership with distribution companies		August	Closed online stores
	OK Cashbag, Point Mall and other online pay systems		August	Zeropay

Blockchain 3.0 Varc Coin Business

• Development • Marketing • Globalization

[Business Proposal Conclusion]

- Global Biz Model
- Customization
- Customer Satisfaction
- Competitive Advantage

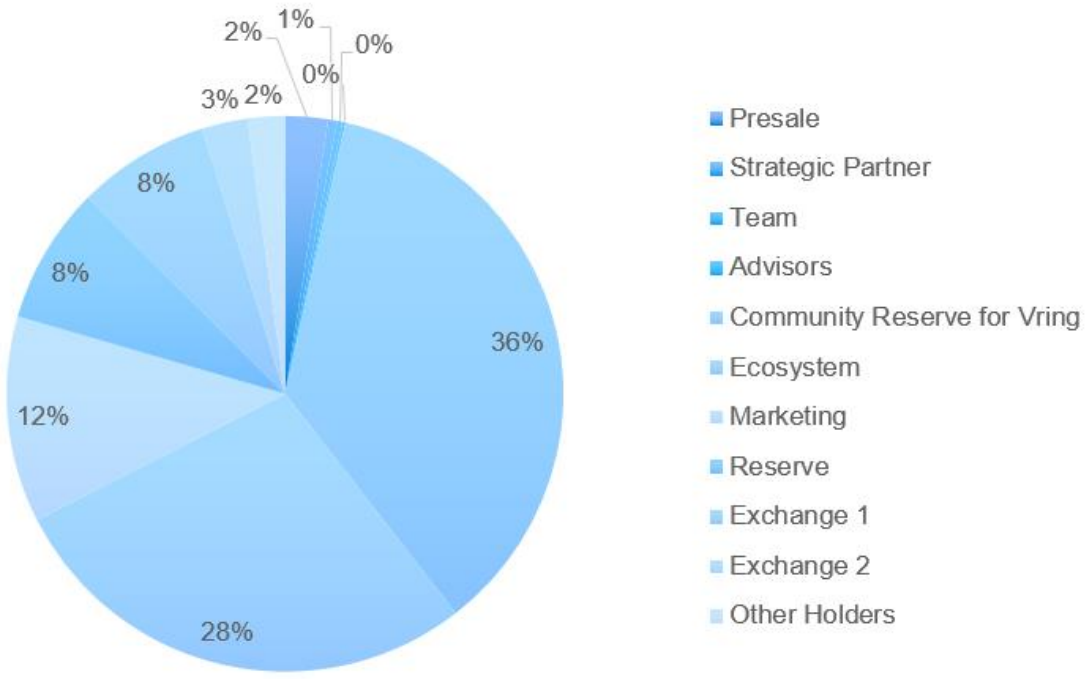
- Risk Management
- Promotion
- Negotiation
- Market Share

- Collaboration
- Management Stratagy
- Development Stratagy

- Understand the Customer

5. Token Composition and Circulation

The 2,500,000,000 VARC Tokens to be published consist of the following



Description	Amount	Ratio
Presale	**62,195,398**	**2.49%**
Strategic Partner	**13,139,094**	**0.53%**
Team	**7,500,000**	**0.30%**
Advisors	**4,500,000**	**0.18%**
Community Reserve for Vring	**900,000,000**	**36.00%**
Ecosystem	**700,000,000**	**28.00%**
Marketing	**300,000,000**	**12.00%**
Reserve	**200,000,000**	**8.00%**
Exchange 1	**192,443,855**	**7.70%**
Exchange 2	**66,291,183**	**2.65%**
Other Holders	**53,930,469**	**2.16%**
Total	**2,500,000,000**	**100%**

5. Token Composition and Circulation

Breakdowns of tokens used

Tokens circulated via the initial coin offering (ICO) are to be used entirely for the development and operation of the VAC Platfor

1) 42% for development:

– For development purposes, 42 percent of the tokens are to be set aside. These will support the development of the main platform network, a public API and AI and SDK service solutions as well as the recruitment of the R&D personnel.

2) 35% for business operations:

–Part of the tokens raised through the ICO will be used to adopt other blockchain and coin technologies into the VARC Platform.

3) 23% for marketing:

– These tokens will be used to support the promotional events, advertising costs and the employment of advertising personnel in and outside Korea.

Benefits for token users

1) The DPoS-type (Tendermint-Cosmos) blockchain VARC Platform will provide, during the Dapp service phase, various benefits, including airdrops, proportional to the amounts of tokens possessed by users with the goal of promoting the ecosystem and supporting marketing efforts.

" Blockchain 3.0 Service For the Sharing Economy "

6. About the Team

Mike, Shin
CMO
ICO CROWD
Blockchain & CryptoCurrency Marketor

Je-min, Jung
CEO
A finance expert
Chief supervisor and funding manager
at a film studio

Michael Lee
Director/PM
Majored in psychology at Chung-Ang University.
CEO, Dongpyeong Tech Inc.
Developed a blockchain platform.
Experienced with policy projects

Jason, Jung
Dev. Director
Majored in computer science at USC LA
Online Department Director
CEO, Design J Inc.

SM, Lee
Dev. Director
Majored in mechanical engineering
at Soongsil University
CEO, Content Valley Inc.
Director of Research, Argonet Inc.

Wonseop Kim
Director Advisor
Majored in livestock industry
at Konkuk University
CEO, Real Size Inc.
CEO, Gold Balance Inc.

Bso Choi
Advisor
Majored in physics at
Seoul National University
PhD from KAIST
Director at Samsung Advanced
Institute of Technology

Simon Kim
Service Engineer
Majored in science education
at De La Salle University
Thomas Foods International Tamworth

Wonho, Seo
Service Engineer
Majored in management
at Sungkyul University
Worked in management support
department at UMI

En ah, Jung
Service Development
VARC Human Resources and
General Affairs Department.
On leave from Seoul Arts College
Coin box trading

Tae-sung, Han
Advisor

Taek-Yong, Kim
Advisor

Human Value Exchange Service Platform

7. Core Original Technologies

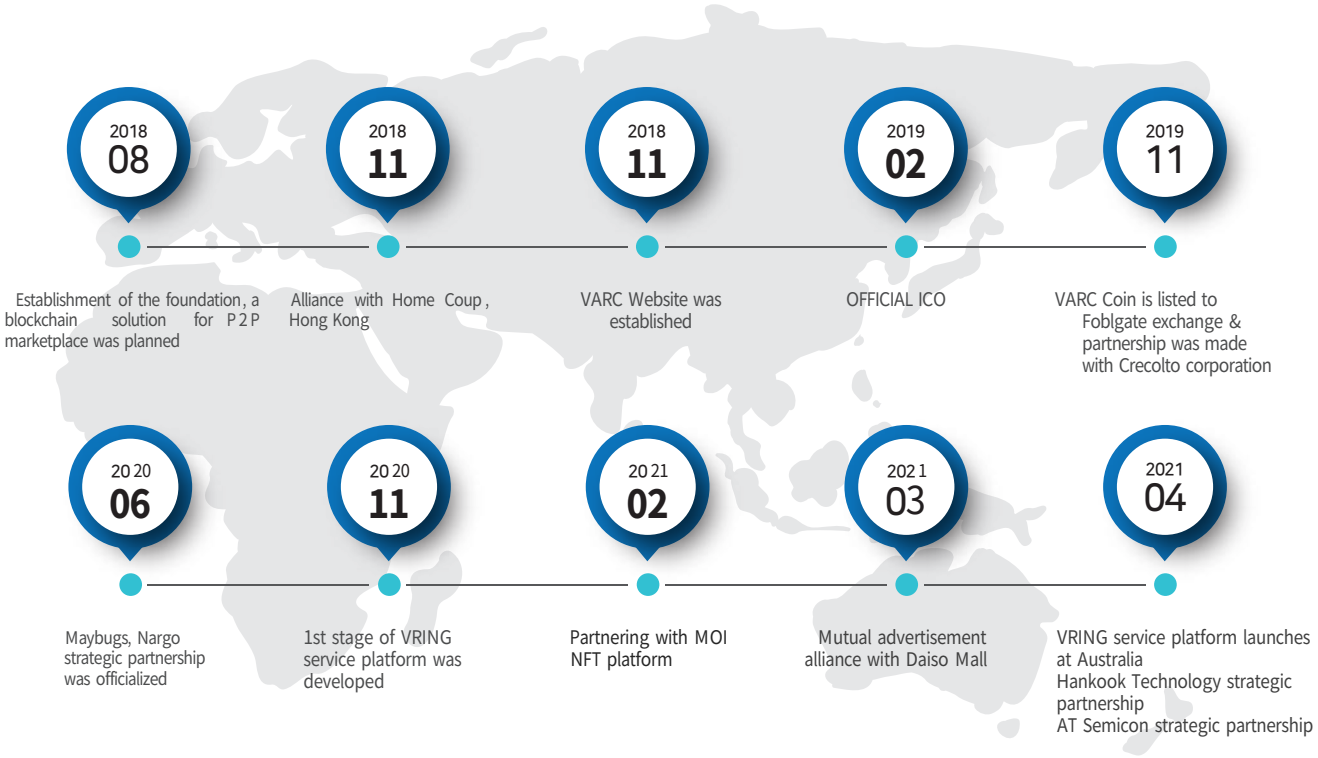
Technology

VARC IP(Intellectual Property) : Patents

- Big data and AI convergence for enhanced user experience (UX)
- Ethereum and EOS-based blockchain cryptocurrency
- Internet of Things (IoT) conversion
- Sharing economy platform service development
- Cloud-based network development and system architecture
- Real size display technology transcending display types and resolutions
- Image processing for next-generation image-based e-commerce, including:
  - An image-editing engine
  - An automatic thumbnail and compression technology
  - Encoding and decoding technology for real size service
- Watermarking and verification security technologies to protect copyrights to posted content
- 3D, VR and multidimensional media display
- Development and operation of systems and applications (B2B, B2C) for e-commerce
- Web applications (Java, C++, ASP, PHP, CGI and database-linked)
- Mobile application (Android, iOS)
- Database construction using servers like MS-SQL and Oracle
- Flexible and expandable platforms based on Windows, Linux and Unix
- Hardware for high-tech services (selfie cameras, AI mirrors, AI speakers, etc.)
- A broad array of design techniques, including flash animations, 3D works and computer graphics
- Video compressing/coding and music streaming services

8. Roadmap

" Blockchain 3.0 Service For the Sharing Economy "



Human Value Exchange Service Platform

Thank You!

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