

Background

The idea of creating KStarCoin began from a simple belief of fair distribution of value. With our project, we believe that we can solve many of the existing issues in the current environment.

Our Project will be able to create value to the fans of Hallyu ("The Korean Wave"). Using blockchain technology, we will be able to accurately reward users that create value. Any activity that generates traffic (such as creating content, reading, sharing) will be rewarded. Currently, fans of Hallyu are creating valuable, high quality content on SNS platforms but the monetary value is retained by the platforms. Through our platform, we will distribute value in a logical and proper manner.

“Content = Traffic = Value → Traffic Generators”

Connection to Hallyu Stars

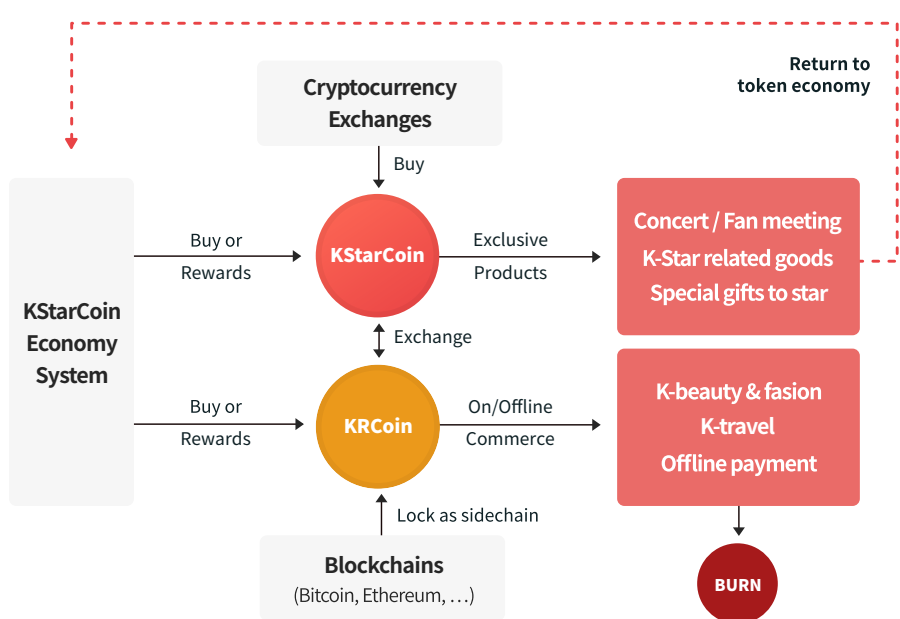
KStarLive.com

Over the past two years, KStarLive acted as a media platform for fans of Hallyu all around the world. Our service focused non-Korean fans that had difficulty finding content or information in English and allowed foreign fans to exchange and engage in a manner that they have not been able to previously. Through our approach, in a period of two years, KStarLive was able to build a follower base of over 8.5 million users around the world.

What is KStarCoin?

KStarCoin is KStarLive's ERC20 based cryptocurrency that will enable KStarLive to create an incentivized fan-based platform. By integrating KStarCoin in KStarLive's community, we will be able to provide to our users community activity rewards as well as services and products such as K-Pop concert & fan meeting crowdfunding, K-Pop concert ticket sales, K-Star goods and methods for overseas fans to send gifts to their favorite stars.

Economy of Double Token



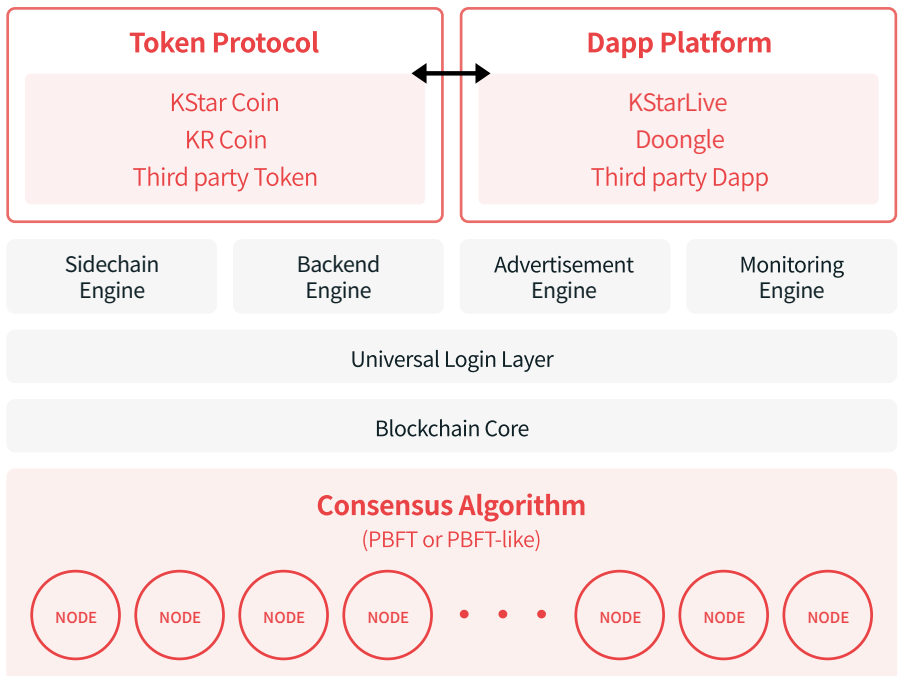
KStarcoin's token economy consists of 2 tokens and is uniquely designed to be beneficial for Token holders, DApp developers, partnership firms and all other participants of the ecosystem.

KStarCoin(KSC) will be used for purchasing exclusive goods or services such as concert ticketing, crowdfunding and exclusive goods. Depending on the amount and time held, you can be eligible to receive additional benefits.

KRCoin(KRC) is South Korea's first stable coin, with the purpose for real day to day commerce and transactions. It will be pegged to the Korean Won and will operate in a high speed blockchain platform to enable free and fast transactions.

By being active on KStarlive's community platform, users will be able to get KRC in rewards as well as KSC in selected bonus rewards when applicable.

Blockchain Technology



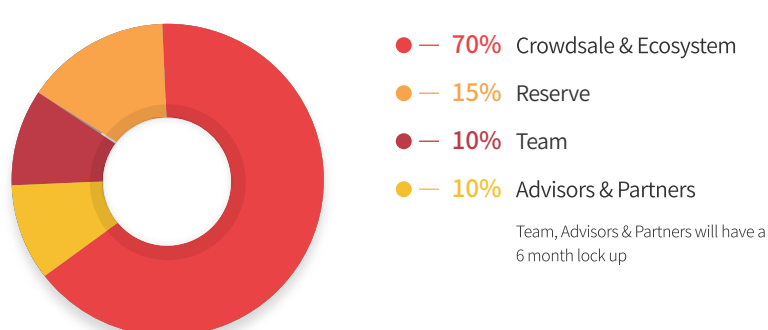
Services that provide exclusive goods or services such as ticketing experience huge amounts of traffic in a short period of time. To be able to process this huge traffic, one would require a system that can process transactions faster than the typical blockchain system. 'Soblo' (Society of Blockchain) is a project born to solve this issue.

By using a consortium based blockchain that uses PBFT consensus algorithm, Soblo will be able to process up to 1000 transactions per second. Also, for DApp developers that are members of the consortium will have a free smart contract environment as well as technical assistance. Soblo aims to lower the barrier of entry for blockchain technology to promote innovation and decentralization in different industries using blockchain.

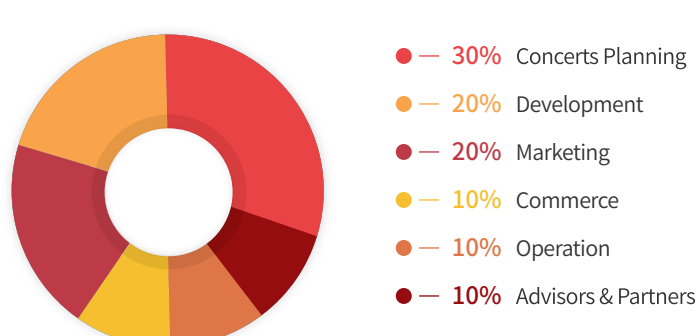
Coin & Fund Distribution

• TOKEN NAME	KSC	• TOKEN TYPE	ERC20
• TOTAL KSTARCOIN	1,000,000,000	• TOKEN PRICE	\$0.05
• SOFT CAP	90,000,000	• HARD CAP	450,000,000

KStarCoin Distribution



Fund Distribution Plan



Team

HEE-YONG LEE
CEO
• Co-CEO of MEDIVentures Inc.
• CEO of ADVentures Inc.
• CSO of RAM Media LLC, USA
• Strategic Marketing Manager of GROUPON Korea

TAE KIM
CTO
• CEO of 34 Days Blockchain technology company
• CTO, CSO of ODDM South Korea's No.1 influencer marketing platform
• CEO of Mobile Utility

JI-EUN JEONG
CFO
• Bokwang Group Amicus Division Lead Foreign Investment for Silicon valley big data company
• Group tax investigation correspondence

ERIC LEE
COO
• Oppenheimer Asset Management, NY \$90 Billion Management Firm
• Firm level business development
• NYU, Stern School of Business

NATHAN JH. MOON
CBO
• CEO of Doongle
• Interest Based Communication App, Operating in +150 Countries
• COO, Co-Founder of Fount
• Business Development Lead of Mobidays

ZAKKY KIM
CPO
• Producer, Director & Production Manager
• Concerts: Rain World Tour, CNBLUE, Sting, Elton John, Jason Mraz and etc
• Festivals: Seoul Jazz Festival and etc.
• Musicals: Hedwig, Zorro and etc.

MYOUNG-IL KIM
Head of Development
• CTO of Day34 Inc.
• Web, Application Service and Server Development
• CTO of Newsbang
• CTO of MobileUtility Inc.

ROBERTUS WILLY
Operations Director
• NSION Inc.
• Game Advertisement Platform
• Karya Makmur Baru Ltd.
• Marketing and Management Staff, Indonesia
• Offset Printing and Packaging

Advisors

JOHN YOHAN KIM
Blockchain Advisor
• Pantera Capital ICO Fund Limited Partner
• Venture Partner at Revolution Media
• Senior VP of eDajija Inc.
• Head of Kabam Korea
• VP of Paprika Lab (Acquired by GREE 2012)

Yun-Jae Lee
Entertainment Advisor
• Executive Music Producer of SM Ent.
• Production: Super Junior, SHINee, TVXQ, KangTa
• Vocal Director of SM Ent.
• EXO, Girls' Generation and Etc.

YOUNG-DO KIM
Investment Advisor
• Union Investment Partners
• Largest Korean institutional investor in Content Business
• CSO of Treasurehunter
• First and Largest Korean MCN
• SBI Investment Korea
• PricewaterhouseCoopers

HYUN-GYU KIM
Business Advisor
• VP of Korea Mobile Game Association
• Head of External Relations for Busan Indie Connect Festival
• Committee Member at Korea Cultural Industry Policy Associati
• VP of Latis Global Communications

SEOK-BIN YOON
Technical Advisor
• Founder of Open Blockchain Forum
• Oracle Korea
• IBM Korea

Roadmap

2018

- Q1** • Develop and Issue KStarCoin
Start Developing Blockchain Core
- Q2** • Start of KStarCoin ICO
Start of Consortium Blockchain 'Soblo'
Start KStarCoin Dapps on Ethereum Blockchain
Reaches 8.5MM Followers on Facebook
- Q3** • Start of KStarCoin Exchange Partnerships
Blockchain 'Soblo' Beta Net Launch
Partnering up with Trough Collaboration with SBS, MBC, etc.
- Q4** • Blockchain 'Soblo' Main Net Launch
KStarCoin Community Launch
KStarCoin Concert Ticketing Platform Launch
Start of Facebook and Other SNS Live Broadcast by K-Star

2019

- Q1** • KStarCoin's 1st K-Pop Concert
KStarCoin Crowdsale Platform Launch
Reaches 20MM Followers on Facebook

2020

- Accomplish 100 concerts, fan meetings per year
Launch Chinese service

2021

- Reach 50 Million Subscribers
become one of the biggest e-commerce marketplace in asia