



TOMTOM COIN

TOMS White Paper ver1.3

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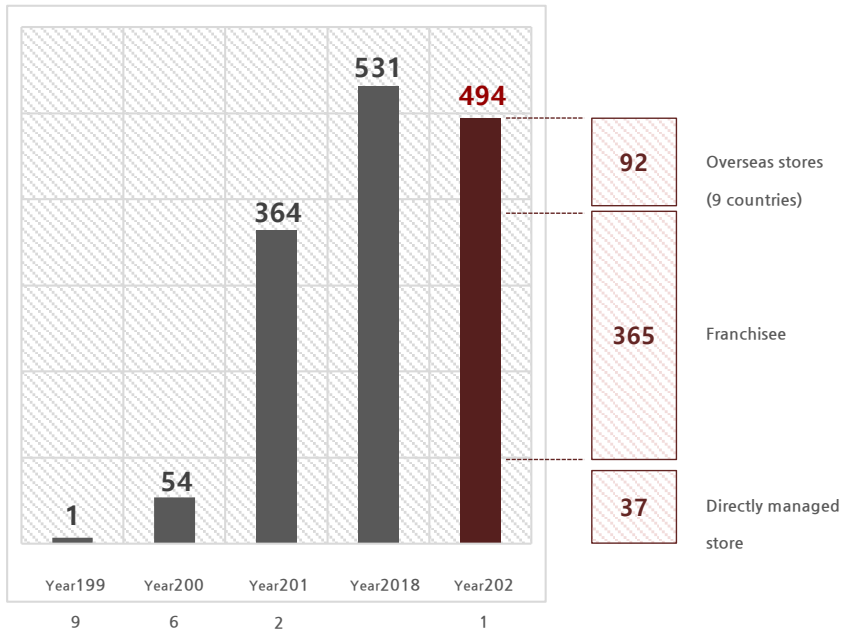
Precautions

The TomTom Coin (TOMS) project white paper (hereinafter "this white paper") was written for the purpose of delivering information about the TOMS project in progress and being prepared by the TOMS project team (hereinafter "the project team"). The project team does not recommend investment in any way to you, and this white paper is not intended to solicit investment. Accordingly, the information presented in this white paper may be incomplete, not legally binding, and does not constitute a contractual relationship. Please read all information in this white paper carefully.

With respect to the blockchain and cryptocurrency technologies described in this white paper, there are risks such as technical risks, token risks, and unexpected bugs, security problems, or project suspension due to this. Due to the above risks or other factors beyond the control of the project team, you may lose all or a substantial part of your funds to purchase the relevant tokens. Alternatively, there may be unexpected changes in political, social, economic, or market conditions, which may result in the unacceptability or application of the blockchain system and related tokens, or loss of commercial viability.

In addition, some activities and functions described in this white paper may require additional regulation or approval from relevant authorities, and approval may be denied (finally). The project team and its employees, agents, franchises and partners shall be liable for any damages (including, but not limited to, direct or indirect damages such as monetary loss and data loss) of any kind resulting from your acceptance or reliance on the contents of this document. etc. does not bear any moral or legal responsibility. Therefore, we recommend that you thoroughly analyze and understand the above risks before deciding to purchase or participate in the relevant tokens.

TomTom Coin (TOMS) Project Introduction



The TomTom Coin (TOMS) project is a blockchain project that uses the Korean coffee franchise brand TOMNTOMS as an ecosystem. TOMNTOMS was established to popularize coffee starting in Seoul, Korea in 1999, and is currently growing rapidly by expanding its business not only in Korea but also around the world.

Currently, through online/offline channels, we are developing and distributing various types of MD products, including coffee products, living products, and other processed foods, as well as coffee. Therefore, we are constantly moving forward to improve the quality of life of our customers.

The TOMS project is not just a coffee shop created by the TOMNTOMS brand, but in the process of expanding into wider fields and channels to establish itself as a lifestyle, technologically and economically, blockchain and cryptocurrency technologies and various It was started to achieve synergy.

By grafting a blockchain token called TomTom Coin (TOMS) to the ecosystem located within the TOMNTOMS brand, you can expand the ecosystem and provide convenience and diversity through payment methods and customer rewards in advance. Above all, we want to provide all transaction records without verification by a third party through transparency that is open and easily accessible to anyone.

In addition, by introducing a blockchain solution to TOMNTOMS's business platform, system security and stability are secured, and unnecessary processing time and fees are systematically reduced by utilizing the distributed processing and analysis functions of data. Through this, we aim to increase the diversity and convenience of TOMNTOMS franchisees and employees by improving the efficiency and providing rewards for this to customers.



Purpose of the introduction of the TOMS project

Blockchain is a name given because it is a chain of blocks containing the contents of transactions and records. It is a data distribution processing technology that distributes and stores all data that is managed by all users participating in the network. Transparency and integrity can be guaranteed in that the ledger containing transaction information is not owned by the transaction subject or a specific institution, but is a technology shared by all network participants. Among them, cryptocurrency is a kind of virtual currency that is encrypted and issued using this blockchain technology to have value.

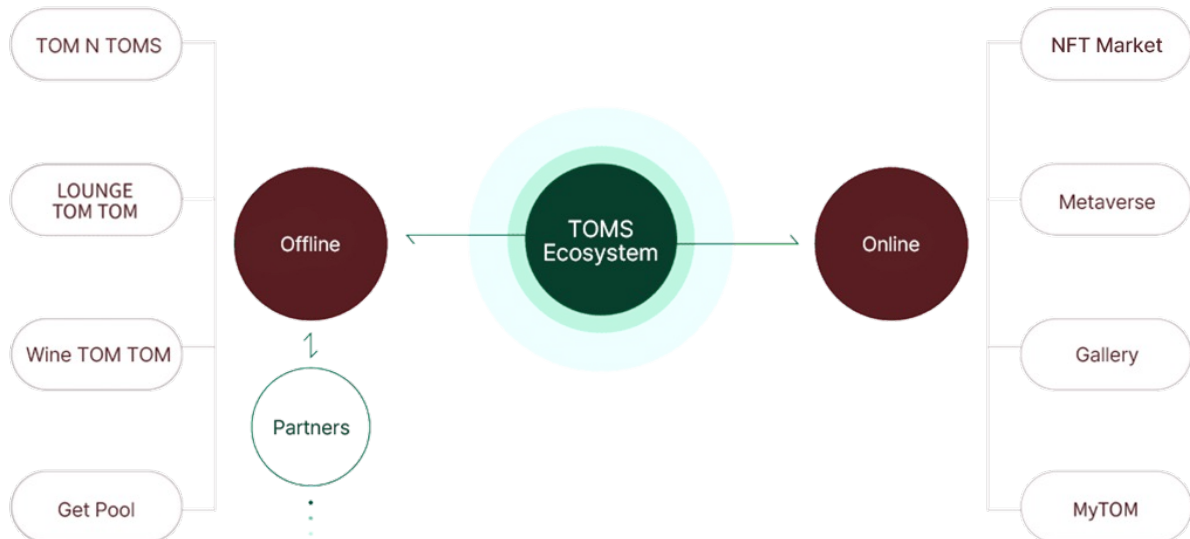
Recently, blockchain and cryptocurrencies are evolving faster than ever, and the evolution of the existing Internet took more than 20 years, but the evolution of the blockchain is expected to be 5-10 years, according to global economists. As it is gradually melting into the lives of modern people, more and more companies are recognizing cryptocurrency as a payment method, and research activities on blockchain technology are being conducted. Blockchain technology is applied in various fields and its practicality is being proven.

Data forgery and falsification prevention technology, which is the core technology of blockchain, cannot manipulate information, and since all transactions propagated to users are recorded and transmitted equally to all users, they cannot be modified or omitted. The TOMS team is able to host a new paradigm by utilizing the characteristics and advantages of blockchain and to provide stable transactions to all users who create and use new values in addition to the role of money based on cryptocurrency functions.

TOMNTOMS is a coffee specialty brand that has been growing for more than 20 years, has an established ecosystem and a strong user base, and is gradually expanding its scope and solidifying its position as a global brand. To realize TOM'S LIFE PLATFORM, the TOMNTOMS ecosystem, which is expanding into various fields in customers' lives, can be maximized by incorporating the advantages of blockchain into users' daily lives. In addition, by introducing the ever-developing blockchain technology as a business solution, we want to provide high-quality services that meet customer needs more efficiently.

The TOMS project was started to create synergy with the existing blockchain technology and to invest in the future value of the 4th industry and Web 3.0 protocol economy, which has potential for future development and growth.

TOMS Project Ecosystem



The ecosystem of the TOMS project is largely composed of the TOMS token ecosystem and the Business Platform, and the TOMS token ecosystem can be divided into online and offline.

Business Platform distributes various types of MD products through online/offline channels in addition to coffee shops through distribution history management. It provides efficiencies for franchisees and increases trust for consumers. In addition, by linking Franchise Purchase/Sales Management with the blockchain system, it prevents information omissions or discrepancies in advance and enables more efficient store management. In addition, by dissolving Customer Information Management into blockchain technology, information can be safely collected and managed. It is possible to protect personal privacy, and it aims to use big data more safely and efficiently by systematically managing customer information in the safest way from forgery and falsification.



TOMS Project Ecosystem

In the online ecosystem, there are projects based on the entertainment/entertainment industry such as art, songs, and movies, and metaverse contents such as games, cameras, and simulators using AR/VR implementation technology. In addition, by integrating this with NFT, you can prove the value of each product and the ownership of users, and furthermore, you can conduct P2P transactions with TOMS tokens and virtual assets. In this way, the Metaverse platform provides users with solutions necessary for store operation, and by allowing the TOMNTOMS store to be operated, the resulting revenue can be provided as TOMS tokens.

It includes TOMNTOMS' own mobile platform, MyTOM application, and TOMNTOMS' own online shopping mall. In addition, you can receive TOMS tokens as a reward through activities inside and outside the MyTOM application and membership benefits. The rewarded TOMS token can be used in the payment and blockchain markets as a virtual currency.

The offline ecosystem intends to expand the ecosystem not only in the TOMNTOMS coffee shop, but also in Global Franchise stores and new business stores. You can pay and receive additional benefits. The industrial market is expanded centering on digital assets and the existing online/offline markets are merged so that it can be positioned as a public service that can be provided to users.



TOMTOM COIN

Online Platform

NFT Market Place

The secondary market, NFT Market Place, plays the biggest role in vitalizing the NFT market and forming an ecosystem. The TomTom Coin (TOMS) project team not only issues NFT through Gallery TOM, but also provides an NFT Market Place where general users can resell after being minted first. If the secondary market, NFT Market Place, is activated, the participation of creators unfamiliar with NFT and the market entry of users through the existing Gallery TOM will be expanded.

As NFT transactions are becoming more active and being used industrially, new financial product platform markets such as securitization are also growing. Currently, TOMNTOMS has 31 direct-managed stores / 334 franchises in Korea, and a total of 90 stores overseas in 9 countries including Mongolia, Thailand, the Philippines, and the United States. You can issue a cultural NFT by using the cultural business infrastructure that TOMNTOMS has, use it to post it in offline stores, and reward the owner with the rent or broker the sale. Linking digital art's real assets and online/offline markets can directly connect users with the reliability and financialization of NFTs.



A Record of Our Neighborhood

LUCY DRAWING

4/th Gallery Tom

TOM N TOMS Black Apgujeong Store



Things That Can't Be Seen But Exist

GHIM, SI WON

4/th Gallery Tom

TOM N TOMS Yeoksam 2nd Store



Record of Happy Days

GOBOM

4/th Gallery Tom

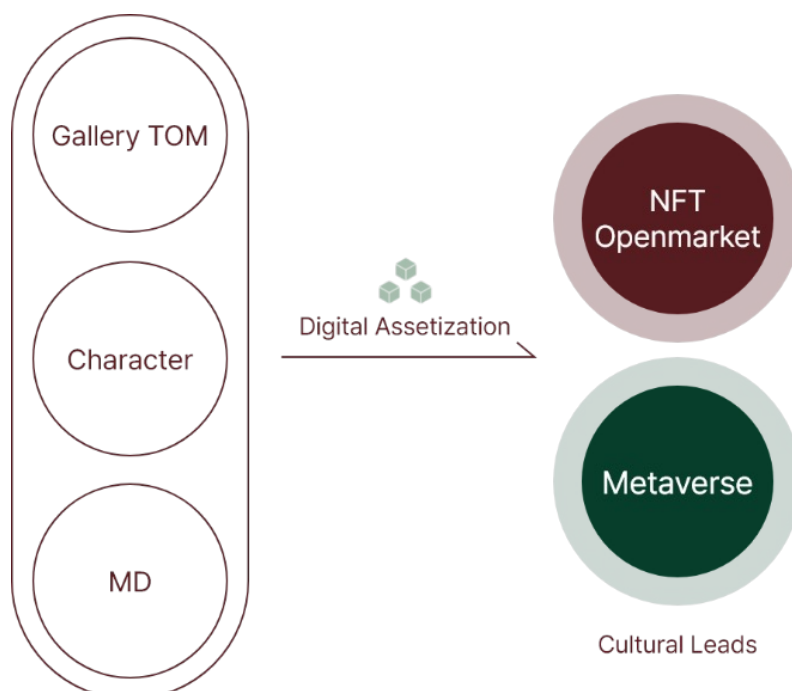
TOM N TOMS Tomscopy Geondae Store

Online Platform

TOMS NFT

TOMS NFT is a digital asset that can be owned as a digital asset by converting TOMS' brand assets such as gallery toms, characters, and MDs into NFTs, and enhances the possibility of using them in the metaverse market in the future. For example, through TOMS NFT, the brand assets of TOMS can be converted into NFTs to enter global NFT markets such as Opensea and expand NFT distribution channels. It is possible to preoccupy the metaverse market by quickly linking TOMS NFT to the metaverse service that is linked with the NFT. In addition, through NFT issuance, identity information data such as the author's license or warranty can be stored, so that it can be safely protected from infringement of intellectual property rights by third parties and counterfeit products.

TOMS NFT issues NFTs in a limited quantity for a certain period of time, and conditions for owning or purchasing are given. By applying a grade to each NFT, the value of the NFTs owned by users gradually increases according to the scarcity, and when some NFTs are acquired, benefits are provided, allowing you to receive additional rewards in addition to owning the NFTs. . Rather than recklessly issuing NFTs, we recognize the value of art and support general consumers to access culture more easily.

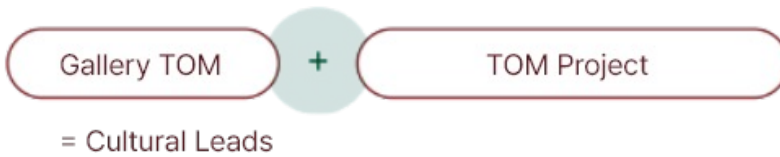
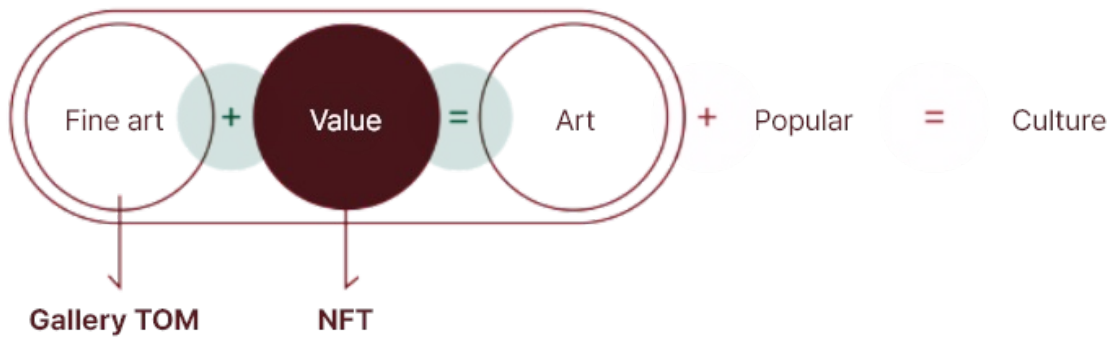




TOMTOM COIN

GALLERY TOM

Exhibition History



My Favorite things II

YOON, JIN SUK

47th Gallery Tom

TOM N TOMS Changdong Main Store

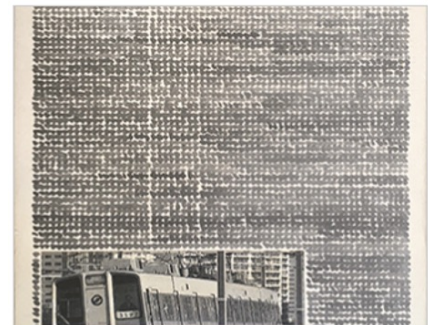


Sitting in the Sky, Hugging the Wind

MIN YUL

47th Gallery Tom

TOM N TOMS Black Great Store



Memories and Records

IM, JANG SOON

47th Gallery Tom

TOM N TOMS Black POD Store

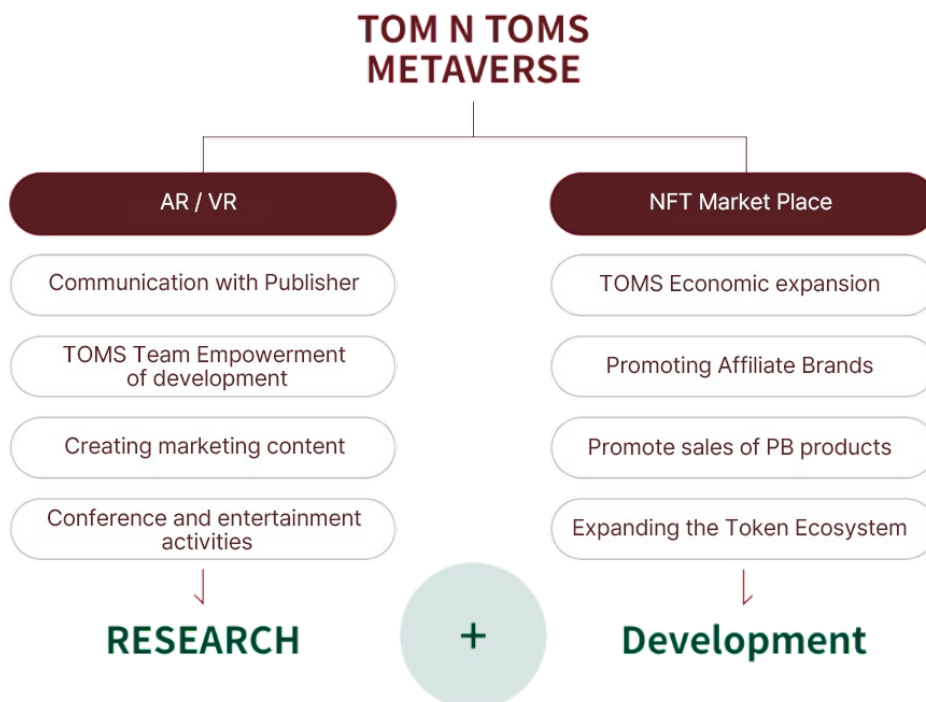
Online Platform

Metaverse

Metaverse is a compound word of Meta and Universe, meaning living a new life in a virtual space like reality. Users create characters to communicate with each other, and allow them to freely experience everyday life and ideal experiences in real life, such as economic activities and entertainment, through a space called the Metaverse.

TOMNTOMS has been releasing AR/VR contents that are intertwined with the metaverse industry since 2017. We have accumulated various careers, such as operating and entering the game platform STEAM and VR stores, and are still planning and developing TOMNTOMS events and our own services.

The TOMS project will build its own ecosystem based on the TOMS token, such as building a marketplace using blockchain technology within the metaverse space and operating virtual stores by making each item or object NFT.





TOMTOM COIN

Online Platform

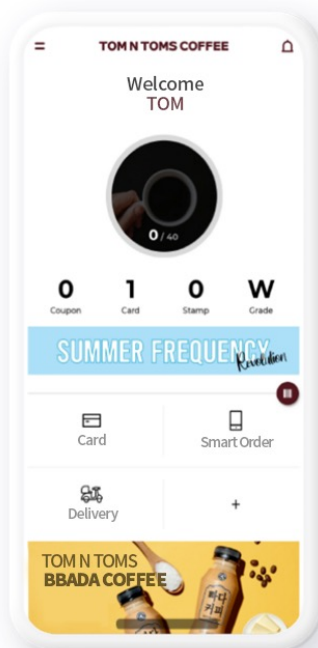
About MyTOM

MyTOM is a TOMNTOMS-only application that contains convenient store use, various information, and membership benefits. Currently, MyTOM has a system that allows you to charge your mobile prepaid card using various charging methods and use it to place an order through mobile. By introducing virtual assets as a single payment method to the existing payment system, you can give consumers who are ahead of the trend a wider range of options.

If the value of TOMS token is stabilized and existing ecosystem participants and customers feel the convenience and adapt to the new system, a more streamlined system can be built to purchase TOMS tokens instead of prepaid cards in MyTOM and pay immediately. In addition, by equipping not only its own wallet function but also several additional functions related to TOMS tokens, MyTOM will be reborn as an integrated wallet platform that can be utilized throughout the TOMNTOMS ecosystem, not just a mobile app for ordering coffee.

TOMS APP

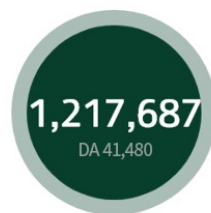
MyTOM



Downloads
(Jun, 2021)



Subscribers



Orders
(March, 2021 ~ May, 2021)

contactless online order service



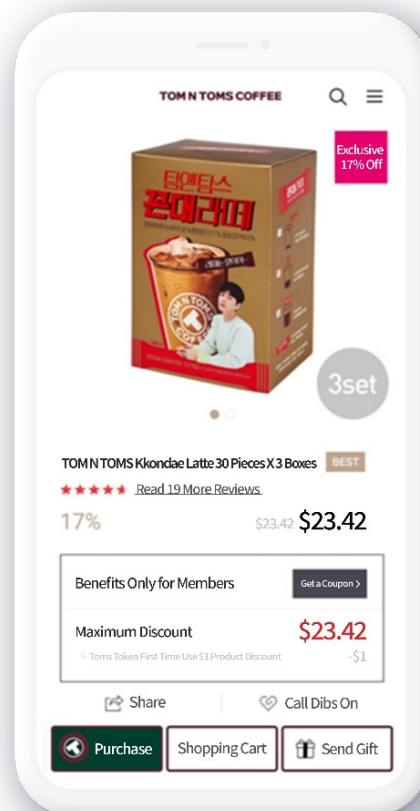
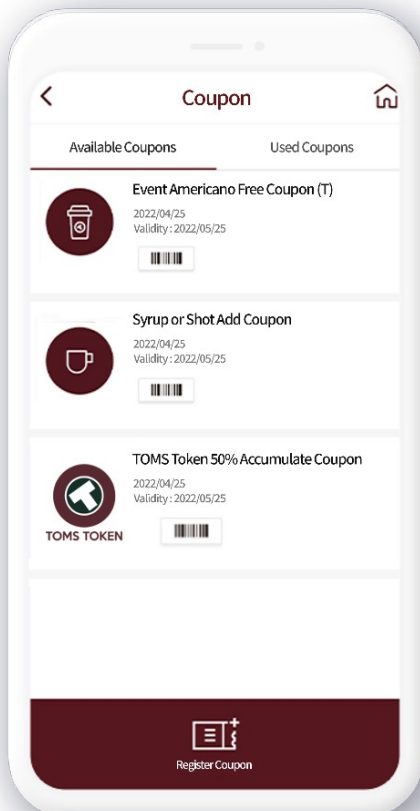
Payment support at TOMS LIFE Platform

Online Platform

Online/mobile purchase

Various consumption activities may take place within the online and mobile platforms operated by TOMNTOMS. Typically, there is a smart order function that allows you to easily place an order on mobile using MyTOM and pick it up right from the store, and it is also possible to place an order for delivery to a nearby store through the delivery service. You can also purchase TOMNTOMS coupons or gift cards to convey your heart to someone close to you through the gift-giving function built into MyTOM.

In addition, TOMNTOMS sells various products including coffee and coffee products in its official online mall, mobile mall linked to MyTOM, and external online market. TOMS tokens can be used as a direct payment method for these purchases, and the scope of application will gradually expand.

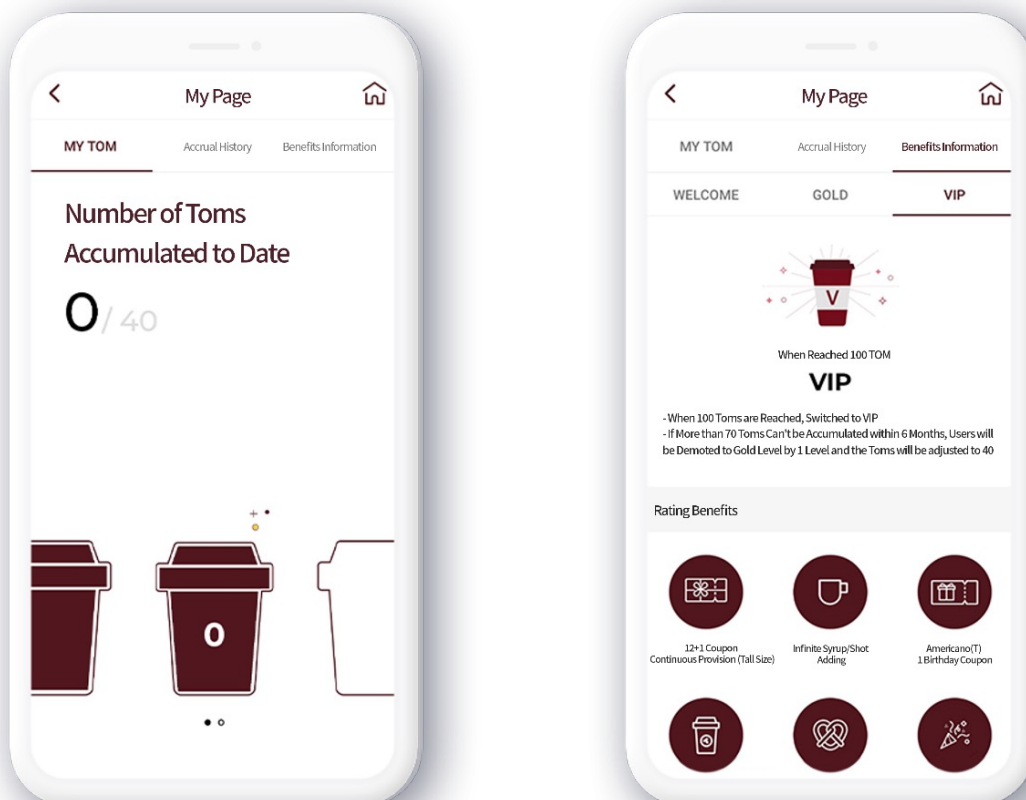


Online Platform

Rewards and benefits

The TOMNTOMS brand secures customer convenience and loyalty through the membership benefits installed in MyTOM. MyTOM will provide TOMS tokens as a reward to customers through events (including attendance events), and introduce TOMS tokens into the existing membership reward system to increase the accessibility of TOMS tokens.

By providing TOMS tokens as a reward in addition to the benefits provided by each level, customers who are still unfamiliar with cryptocurrencies can experience the use of cryptocurrencies through MyTOM's own wallet and payment system. In addition, by providing differential discounts according to the usage of TOMS tokens, we want to provide greater benefits to customers who consume TOMS tokens and lead the activation of a new ecosystem.



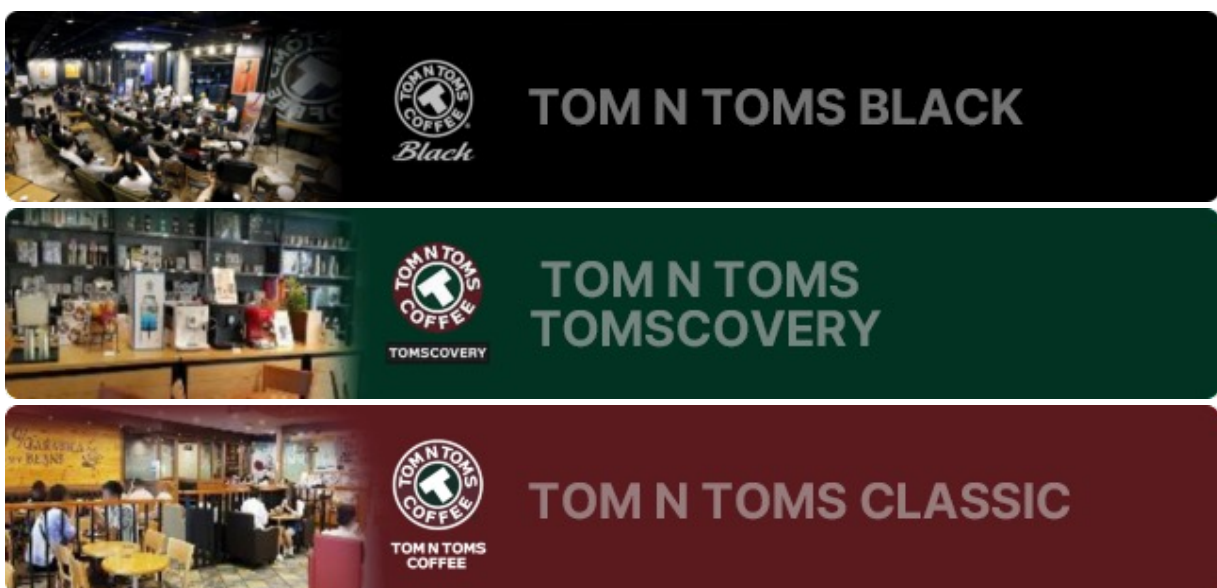
Offline Platform

Offline Payment System

You can use the simple payment system using TOMS tokens at all offline stores within the TOMNTOMS brand. This will start with the most popular TOMNTOMS coffee shop and expand to various TOMNTOMS offline stores.

TOMNTOMS continues to leap forward to establish itself as a lifestyle by entering new business areas such as lifestyle, living experience, and dining out. In line with the Web 3.0 era, we actively utilize the blockchain system and provide users with the utility and services of TOMS tokens while limiting the intervention of third parties. At the same time, it will provide benefits and rewards to franchisees and users who own offline stores by significantly reducing overall costs and fees for electronic transactions.

As a result, TOMS tokens will not be limited to cafes/bakeries, but will have useful value in various fields such as lounges, dog care shops, and restaurants. Depending on the nature of the TOMS token, in which the right to use the service is stored as a value, and the nature of cryptocurrencies that inevitably increase demand as the transaction volume increases within a limited supply, this expansion of usage directly affects the intrinsic value of the token. It's possible.

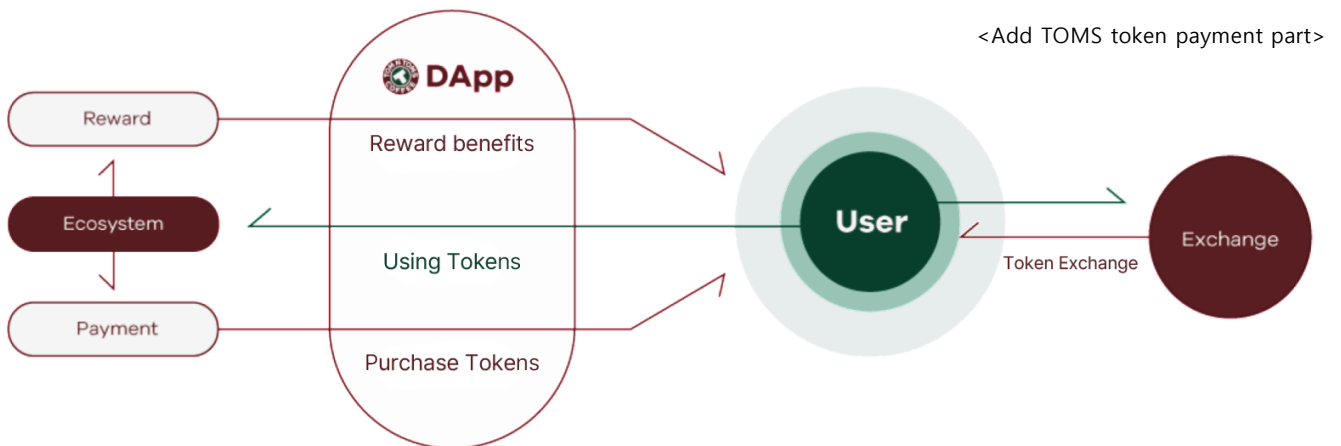
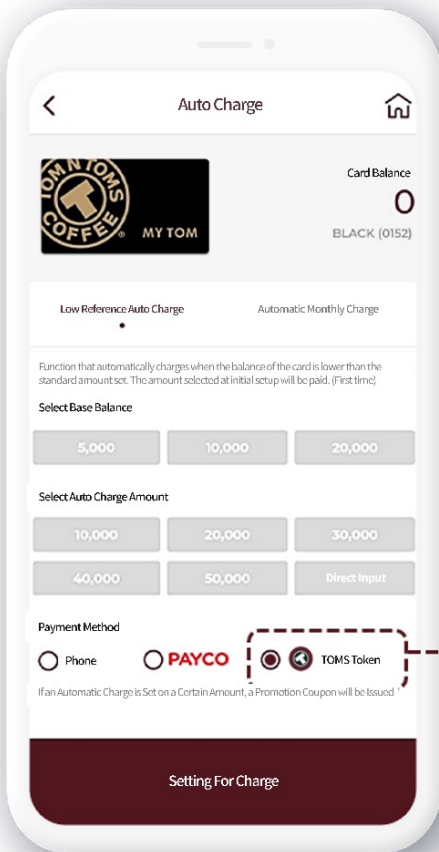




TOMTOM COIN

Offline Platform

Offline Payment System



<Accumulation and purchase/exchange of TOMS tokens in My Tam app>

Offline Platform

Global Franchise

TOMNTOMS operates more than 92 stores overseas, and the payment system using TOMS tokens can maximize the merits of TOMS tokens when used at these overseas stores.

Because TOMS tokens act as their own storage of value due to the nature of cryptocurrencies, they are not affected by exchange rates, and unnecessary fees due to currency exchange, remittance, and overseas payments can be reduced.

This allows TOMS tokens to be used in TOMNTOMS offline stores anywhere in the world.

10 Countries Around the world

Global TOM N TOMS

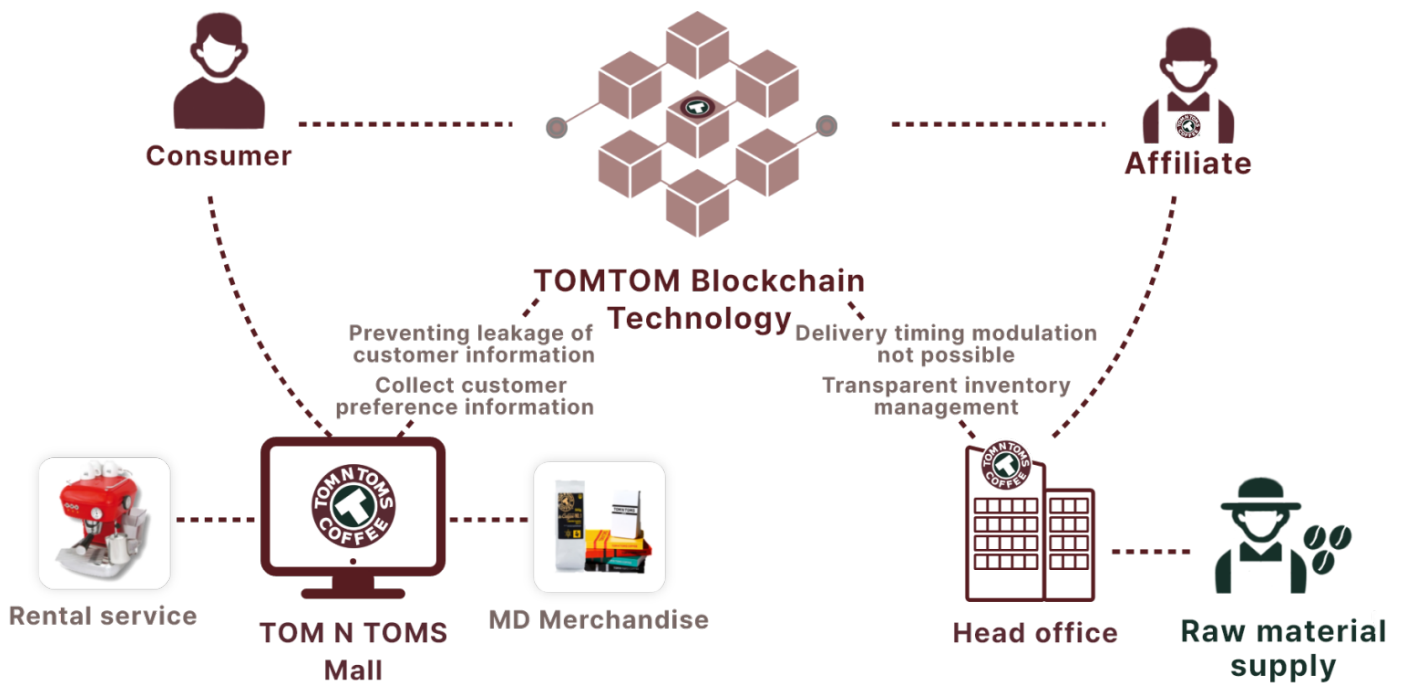


Business Platform

Distribution History Management

TOMNTOMS distributes not only coffee, but also various types of MD products such as coffee products, living products, and other processed foods through online/offline channels. By storing numerous transaction details resulting from this through blockchain technology, counterfeiting and falsification of data can be prevented and managed efficiently.

In addition, by recording the quantity and time of the delivered product in the ledger in the blockchain in the distribution process from the supplier to the headquarters and franchise, it is possible to transparently manage production time, origin, etc. without fear of forgery or falsification. Through this, the head office and franchise owners can easily manage product quality and inventory, and further increase consumer confidence.



Business Platform

Franchise Purchase/Sales Management

TOMNTOMS operates over 500 franchised stores worldwide. Integrity, one of the key characteristics of blockchain technology, can bring several advantages when applied to the management of purchases from these stores. By managing and viewing purchase sales history in a more systematic book system, franchise owners will be able to manage the store seamlessly and efficiently.

In addition, conflicts that may arise between franchise owners and the headquarters due to omission or inconsistency of purchase sales information can be prevented in advance, and an ecosystem can be created in which the headquarters and franchisees can coexist.



Business Platform

Customer Information Management

The information of numerous customers who use TOMNTOMS has invaluable value, and blockchain technology can be used as a way to safely collect and manage this information. When using a blockchain solution, personal information is stored with anonymity guaranteed through encryption, so you can protect your privacy and enjoy the advantages of being safe from forgery and falsification.

These data will not be left just as transaction details, but will be utilized to provide better services to consumers at each franchise by analyzing customer preferences and consumption patterns through big data analysis. Through this, customers will have a more satisfying experience in the TOMNTOMS brand, and franchise owners will be able to understand the changing needs of consumers and respond accordingly.

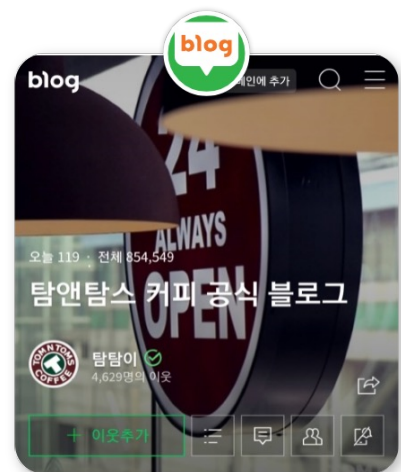
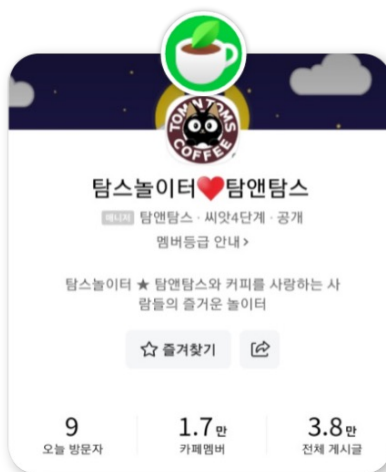
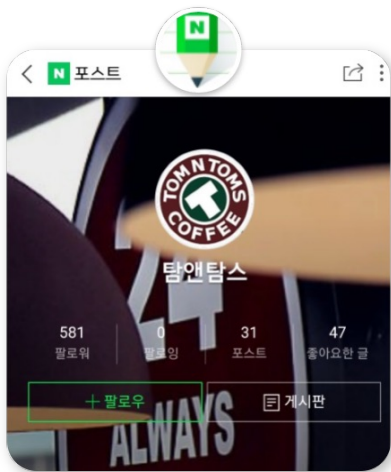




TOMTOM COIN

Community

Active marketing through SNS

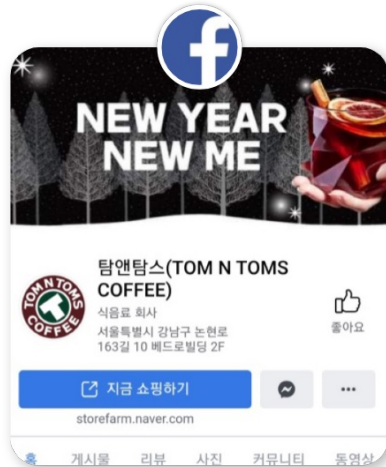


Based on **NAVER** SNS

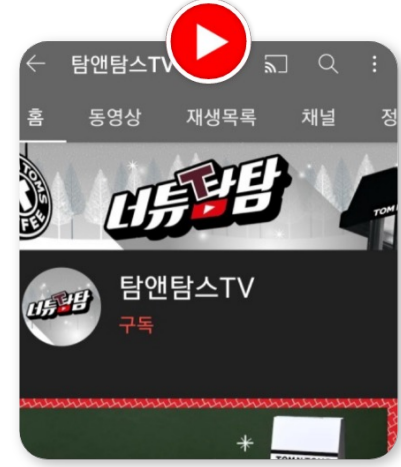
BLOG 4,615 followers, CAFE 1.7M followers



23.6K followers



160K followers



5.9K followers



TOMTOM COIN

Awards

Continuous external awards through ethical management, social contribution projects, and fostering cultural industries



Ethical management

탐앤탐스, '장애인고용 우수 사업주' 인증

2016.07.15 09:49

2016 장애인고용 우수 사업주 인증을 수여한 탐앤탐스 임직원들과 함께 인증을 받은 탐앤탐스 임직원들

각종 후원에 골목상권 대상..탐앤탐스, 사회공헌 '활발'

2016.07.15 10:00

탐앤탐스는 소아암 환자요 지원 장비부품의 행사에 후원하는가하면 동아대 해 강 발달장애학생 부패와 슬라임콘 대상을 수상하는 등 기업의 사회적 책임과 역할 소임을 다하고 있다.

업체에서 전해 온 관련 소식을 정리해 본다.

<게시판> 탐앤탐스, '골목상권 상생 대상' 수상

2016.08.11 10:16

▲ 저지마을 탐앤탐스는 2016 대한민국 유공자 대상 시상식에서 '골목상권 상생 대상'을 수상했다. 11일 밝혔다. 전남 개성읍 송림리의 남동 기생의 죽회 도서관에서 열린 시상식에서 탐앤탐스는 중소기업의 발전과 대우를 위한 노력 등을 인정받아 상을 받았다. 유공자 대상 시상식은 2016년 10월 10일 목요일에 서울에서 열린다.



Social contribution



Cultivation of the cultural industry

탐앤탐스, 고용부 '일가양득 우수실천기업' 수상

2015.07.16 19:17

고용노동부 주관 '2015년 일하는 방식 문화개선 우수기업 공모전' '경력직 수상' '시간선택제 일자리' 도입으로 유연근로제 및 안전 전자유기 활성화 구현 '장애연 바리스타, 산학협력을 통한 청년 바리스타 채용' 등 인사채용 다각화

탐앤탐스, 만 45세 이하 신진? 청년 예술가 누구나 지원 가능... 제13회 갤러리탐 신진작가 공모 접수

2020.05.14 12:48

2020 제13회 갤러리탐 신진작가 공모 접수

2020 제13회 갤러리탐 신진작가 공모

탐앤탐스, "5년째 비정규직 제로·정규직 100% 고용"

2020.05.14 10:39

"본사/직영 매장 인력 정규직" 원칙 - 비정규직 제로, 정규직 100% 고용"

커피전문점 탐앤탐스(대표 김도균)는 본사 직영 매장 인력의 정규직 정착을 고수하며 5년째 비정규직 제로, 정규직 100% 고용을 달성했다고 16일 밝혔다.

김도균 탐앤탐스 대표 '제28회 예총예술문화상' 특별공로상 수상

2020.05.14 10:39

탐앤탐스는 김도균 대표가 23일 대한민국예술위원회에서 개최된 제28회 예총예술문화상 시상식에서 특별공로상을 수상했다고 24일 밝혔다.

예총예술문화상은 한 해 동안 예술 활동을 펼치고 사회적 공헌을 이룬 예술인 및 주요 인사에 공로를 기리기 위해 한국예술문화단체총연합회가 매년 개최하고 있는 시상식이다.

김 대표는 "대중과 가장 쉽게 만나는 집합인 커뮤니티에서 다양한 분야의 신진 예술인들을 조망함으로써 예술인들이 보다 활발한 활동을 펼칠 수 있는 계기를 마련하고 있는 데에 큰 기여와 보탬을 가지고 있다"고 소감을 밝혔다.



TOMS Token Distribution



- **Sales 20%** TOMS tokens are sold through public and private sales, etc., and the proceeds are used for the operation of the TOMNTOMS ecosystem, such as technology development, marketing, labor costs, and store expansion.
- **Marketing 10%** Used for airdrops, events, and app promotions.
- **Payment Pool 10%** It is used by TOMNTOMS customers to purchase tokens directly from MyTOM, etc.
- **Team 20%** Used as salaries and incentives for founders, partners, and advisors, etc.
- **User Rewards 10%** When paying with cash, etc. at TOMNTOMS online/offline, a certain portion is paid as a reward.
- **Ecosystem 20%** It is used for exchanging points held by TOMNTOMS customers, or for token payment for the expansion of the TOMNTOMS ecosystem.
- **Reservation 10%** It is used in emergency and serious situations such as payment of listing fees and hacking.

※ The TOMS token distribution plan may be partially changed depending on the project progress or other circumstances that may affect token distribution.



Roadmap

2020

Second half

- TOMS Token Issuance [ERC-20]
- TomTom Coin Whitepaper 1.0 released
- Opening TOMS Token Homepage
- TOMS Token Sale

2021

First half

- Incinerate 5 billion tokens
- Launching MyTOM Smart Drive-Thru
- Application of own wallet and token payment within MyTOM
- Opening Premium of TOM N TOMS (Great Black)

Second half

- Metaverse Partner's Day held
- Metaverse Demo release
- Ecosystem Expansion
- Released Gallery TOM NFT

2022

First half

- Listed on MEXC Exchange
- Listed on LBANK Exchange
- CMC & Gecko listings
- ERC-721 based token registration
- Metaverse UX/UI Update
- Released BSC Bridge
- NFT Marketplace launch

Second half

- Building the Discord Community
- SNS & Influence Marketing Partnership Expansion
- Developing 3D Modeling of Metaverse
- Introduction of NFT creator loyalty function
- Announcement of NFT Market Partnerships and Additional Features

2023

First half

- New application for trademarks
- NFT Marketplace Rebranding and Advancement
- Expanding Blockchain Networks in the Market

ROADMAP



Disclaimer

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TOM N TOMS COFFEE



COLOR OF TOM N TOMS LOGO

Main



C 65
M 100
Y 100
K 35

R 87
G 28
B 31

Sub



C 66
M 0
Y 57
K 28

R 0
G 63
B 45