

# WHITEPAPER

## **Blockchain for K-Pop Concert & Incentivised Hallyu Community**

The 1<sup>st</sup> Hallyu Crypto Currency by KStarLive.com  
(+8.9M Subscribers)



# ABSTRACT

The equation of concert planning has always started from and consisted of concert producers, organizers and artists. KStarCoin plans to change that equation.

KStarLive will implement a crowdfunding and marketing influencer protocol to provide a pre-sale + promotional event discounts to fans, while partnering up with influencers (which may include fans/users) within the platform for self-promotion of the event. This allows fans to support their favorite artists and significantly increase the ability of concerts, of their favorite artists, to take place in Korea and their local country.

This is accomplished by introducing a smart-ticketing protocol built upon the Ethereum blockchain that will facilitate the sale of event tickets by issuing smart tickets to wallet addresses on the blockchain. The owner of such a smart ticket is also free to anonymously sell his or her ticket but has to do so within the decentralized infrastructure of the protocol. This ensures that ticket trades are done safely and within a set price margin.

Also, influencers are individuals who have a large social media following and are paid by brands in an effort to direct some of their traffic to said brands. Though it is a common practice, it has its challenges since the terms of the contracts vary from brand to brand and influencer to influencer, without transparency. Blockchain-based smart contracts can be written to reduce potential conflicts arising during cross-promotional engagements. These self-executing smart contracts can automatically pay the influencer once he or she has published the agreed-upon promotional content. This would alleviate any potential issues between the advertiser and the influencer as the terms of the contract and the payment obligation would be coded into the smart contract.

There are also value added to original players in the market. Ticket fraud and secondary ticket prices are problems that had artists and their fans have worried about since the times of Shakespeare and Seo Taiji. At least 1/4 of all tickets sold are purchased via bots or scammers and resold at prices that are 200 - 300% or even up to 1000% of the original price. The ticket market is non-transparent, and inexplicable transaction costs added to tickets are common practice among ticketing companies.

The solution is a blockchain based event ticketing protocol used booking companies and marketing influencers that will make secondary market ticket prices and ticket fraud occurrences disappear. The protocol will offer these features while providing absolute transparency for all parties involved from the artist to the fan.

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## KSTARCOIN OVERVIEW

Operating for over the past two years, KStarLive.com has built a follower base of over 8.9 million users, confirming that Korean culture, K-pop, and K-dramas are loved by millions of fans around the world. A new word called "Hallyu," as known as "K-pop" or "Korean Wave" was created and is widely recognized by fans and non-fans around the world.

Our service delivers news and contents available on Youtube, Facebook, Twitter, NAVER, and other platforms to fans around the world, tailored to the level various of the fans. Non-Korean speaking fans of K-Pop around the world have always had difficulty in receiving information, news and current events due to the lack of service tailored to their languages. KStarLive is a platform that allows Non-Korean fans to exchange and engage in a manner that they have not been able to before.

During our 21 months of operating KStarLive.com, we realized that there are a lot of difficulties that international fans encounter. Despite the fans' great interest and love for Korean culture, there are limited methods and channels for fans to follow the stars they love. Moreover, it is especially difficult for foreign fans to have a chance to see their favorite K-stars performing in their own individual countries. Given the number of challenges, such as language, limited channels of communication, limited media support, payment barriers and etc, it is difficult for foreign fans to engage and communicate with the Hallyu stars they would like to support.

We now live in a world where we can communicate beyond language and cultural barriers in an instant. This environment makes it especially crucial for the culture related business to interact bilaterally between suppliers and consumers through communication, rather than a one-sided delivery relationship from the supplier to the consumer.

When we became interested in the growth of Hallyu, our goal was to create a communication and content oriented service between fans and Hallyu stars. We believe that this goal will be achieved faster, safer, and more transparent with KStarLive platform by integrating our blockchain technology in a decentralized ecosystem. We believe that our platform will also lead to a stronger global adoption which will also benefit existing parties in the ecosystem (agencies, stars, and fans).

Through KStarCoin, we will be able to make our services more accessible to fans around the world and make it easier and faster to communicate with Hallyu stars (see figures of KStarCoinomy included in this Whitepaper). With KStarCoin, non-Korean fans will be able to crowdfund and purchase products and services such as buying their favorite stars presents and crowdfunding concerts in their respective countries. Moreover, fans will be able to safely purchase Korea-related products, including K-pop performance tickets and souvenirs. KStarCoin can effectively solve the payment issue for fans in many parts of South East Asia and allow them to purchase goods safely and conveniently. In addition, Hallyu stars will be able to actively communicate with fans around the world through our service and KStarCoin. KStarLive.com and KStarCoin will grow together with the growth of Hallyu, which has shown continuous growth globally in both Western and Eastern markets.

# KSTARCOIN AND VALUE PROPOSITION

## 1) Incentivized Hallyu Community Platform

- 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.**

## 2) Ticketing and Crowdfunding with KStarCoin

- Ticketing & Crowdfunding Participants: As previously stated, foreign fans of Hallyu have had limited opportunities to see their favorite stars perform in their home countries. KStarCoin will enable fans to crowdfund and bring their favorite stars to their home country
- Event Organizers & Agencies: Although there are some K-pop concerts in non-major countries around the world, event organizers and agencies were reluctant to host a concert in new countries due to the risk associated with conducting business in a foreign country. From investment issues to finding the right partners in promoting and selling the tickets, there are a lot of unknowns and risks that organizers did not have to take. KStarCoin will solve this issue. By crowdfunding an event, the agencies will not carry the risk of having to promote the concert to sell the tickets as they are mostly already “sold”. Also by leveraging KStarLive’s existing platform, concert promotion could be conducted easily. Moreover, KStarLive’s capabilities and local partnerships will diminish more risks for agencies that are concerned with the execution of conducting a concert.

Another value add to the event organizers and agencies is the transparent nature of the blockchain world. Through the use of a blockchain based event ticketing protocol, secondary ticket markets and ticket fraud occurrences can effectively disappear, allowing value and profit to go to its rightful owners. The protocol will offer the service and add immense value to all parties involved due to its absolute transparency through the entire process.

The above can be accomplished by introducing a smart-ticketing protocol built upon the Ethereum blockchain that will facilitate the sale of event tickets by issuing smart tickets to wallet addresses on the blockchain. The owner of such a smart ticket is also free to anonymously sell his or her ticket but has to do so within the decentralized infrastructure of the protocol. This ensures that ticket trades are done safely and within a set price margin. For agencies and stars that rely so much on their fans, this reduced risk in public relations and negative press is also a major value add.

### **3) Commerce with KStarCoin**

- Customers: Currently, it is hard for foreign fans to purchase K-Star related goods due to the lack of a collective marketplace and/or payment system. The payment system is especially an issue for fans located in South East Asia. KStarCoin and KStarLive's shop will effectively become a one stop shop where fans will be able to find their star's goods and purchase the items using KStarcoin.
- Ecosystem: We will be partnering up with K-Pop related cosmetics rights holders as well as numerous remittance and payment partners, which will allow many of our fans in South East Asian countries who have had difficulty with the lack of payment channels in their homeland.

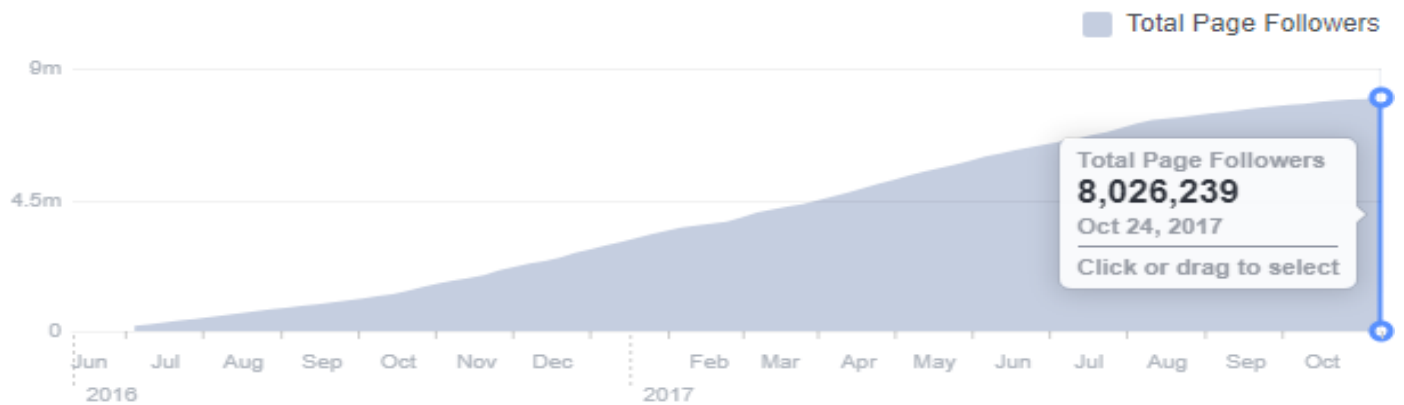
### **4) Safe Deposit of Coin**

- KStarCoin will be taking detailed procedures and protocols to ensure the safety of our users coins which will include safe deposit of coins on hard wallets as well as layers of procedures for our wallet on KStarLive.com. Please contact [ico@kstarlive.com](mailto:ico@kstarlive.com) if you would like further details on these protocols.

## WHAT IS KSTARLIVE ?



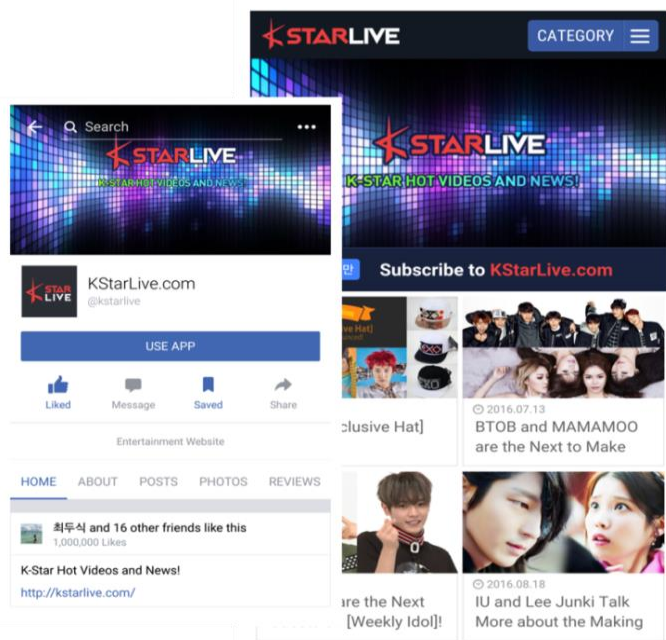
KStarLive.com is a worldwide news and video curating service that provides K-Star, K-Pop and K-Drama news to Facebook users worldwide. We select a number of Hallyu-related video contents produced by various media and fans around the world, provide the content of the selected videos in English to Non-Korean speaking fans. Established on May 2016, we have reached 8M followers in October 2017.



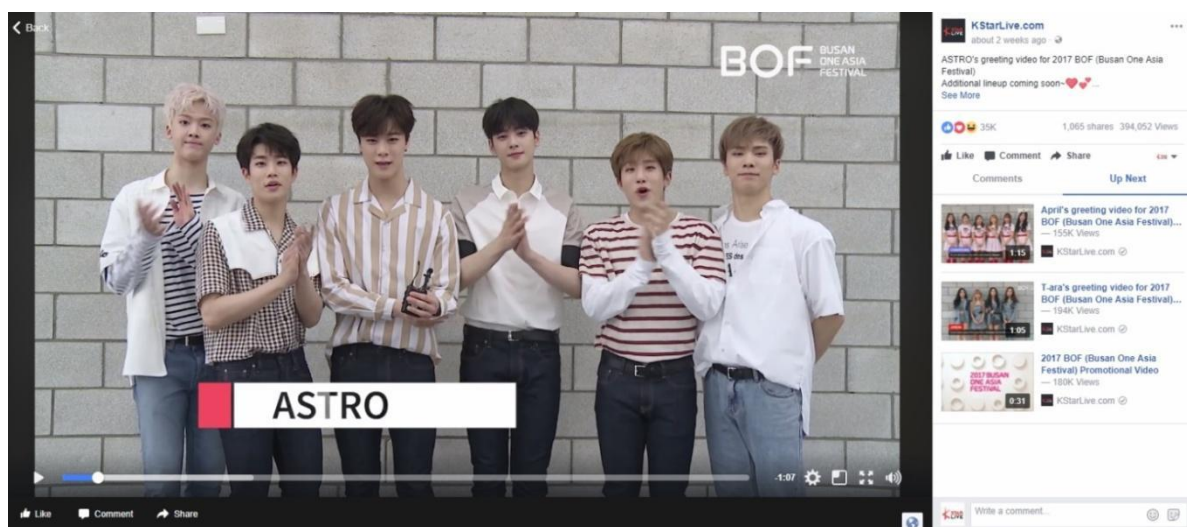
KStarLive.com Facebook <https://www.facebook.com/kstarlive>

KStarLive.com Website <https://www.KStarLive.com>

The main content of KStarLive.com is composed of things that fans can sympathize with and are interested in but were not able to reach before. Examples of such are articles such as "idols performing in the rain at the Korean university festivals," "behind-the-scenes footage of popular dramas," and breaking news stories like love scandals. The use of the name K-star allows us to capture various contexts of Korean culture such as K-pop, K-drama, and K-beauty and represent the different goods and services that result from the different streams of Korean culture.



KStarLive.com is currently collaborating with major broadcasting and media companies in Korea to produce performance plans and video contents to convey the diverse culture and contents of K-entertainment to global fans.


























"Busan One Asia Festival" Promoted by Busan City and SBS



Currently there are 30 to 50 contents uploaded daily and around 1,200 monthly to KStarLive.com’s Facebook page. Despite link based content getting lower reach and engagement on Facebook, our content still receives 100,000~250,000 engagements (likes, comments, shares) daily. As you can see in the chart below, we are the #1 K-pop content delivery site.

**Pages to Watch**  
Compare the performance of your Page and posts with similar Pages on Facebook.

[Add Pages](#) Reactions, Comments & Shares ⓘ

Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
1  MTV	48.9m 	0%	210	678.6K 
2  9GAG	38.4m 	▲0.1%	195	8.6m 
3  Daily Mail	13.3m 	▲0.6%	224	1.8m 
4  INSIDER	9.1m 	▲0.3%	250	183.4K
YOU 5  KStarLive.com	8m 	▲0.2%	250	841.5K 
Keep up with the Pages you watch. <a href="#">Get More Likes</a>				
6  Koreaboo	7.4m 	▲0.1%	177	570K 
7  Soompi	7.2m 	▲1.2%	250	780.4K 
8  allkpop	6.1m 	0%	250	748.8K 

Facebook Insights Screenshot from Nov. 14, 2017 – Nov. 20, 2017

## KSTARLIVE GROWTH POINTS

- A) KStarLive.com focuses on researching and analyzing Facebook and the Facebook advertising systems to improve marketing effectiveness. As a result, we were able to achieve faster growth of Facebook pages compared to other similar services. The Audience Network is a marketing system developed by Facebook. KStarLive's CEO has been identified by Facebook as an Audience Network expert (has cooperated directly with Facebook to provide insight and knowledge on Facebook marketing strategies). Therefore, we have a high understanding of the Facebook marketing system and its applications. KStarLive is also building up a standalone portal base, which currently has over 1.5MM users, aside from the 8MM followers on Facebook.
- B) We focus on selecting video content that fans would be interested in rather than just showing any available content. Continued development of internal data to deliver the most relevant contents to our users. We believe our service has grown due to our ability to understand and optimize content that our users are satisfied with.
- C) KStarLive has to date put a stronger focus on Southeast Asia (SEA), due to the fact that SEA is where we have identified the biggest potential. Southeast Asia has the highest Hallyu growth rates. Also we have identified payment issues as a major issue in the region that KStarCoin will be able to provide a solution to. Although having a higher percentage of our users puts a disadvantage on generating ad based revenues due to its low eCPM versus the rest of the world, we believe that within the next 12+ months major disruptions will happen (already happening). Similar to SNAPCHAT we have focused on securing users in their 10s to 30s as active customers and potential customers in the global market (millennial targeting). Currently, the values of users in their 30s are higher in developed countries such as the Americas, Europe, and Japan due to their consumer potential. However, we are focused on future markets and growth potentials and are interested in the explosive potential of the Southeast Asia markets.
- D) KStarLive will also start operating in other languages which will increase our available network. Currently there are other English platforms that provide similar services. However, expanding our service in Chinese and Spanish will increase our user base.
- E) Currently, fans of Hallyu are creating valuable, high quality content on SNS platforms but the monetary value is retained by the platforms. 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. This incentivized community will push users towards our platform.

# BLOCKCHAIN DISRUPTION OF SOCIAL MEDIA

The following section is a direct quote from link below

<http://www.nasdaq.com/article/four-ways-the-blockchain-will-disrupt-digital-media-cm888085>

## 1. New Monetization Avenues for Social Media Platforms

Social media platforms have enabled businesses and individuals to create, publish and distribute content for anyone in the world to see. However, more often than not, digital content creators find themselves at the short end of the stick when it comes to being financially compensated for their work.

The integration of blockchain technology and cryptocurrency micropayments into social media platforms can create new monetization models for content creators who are often not fairly compensated for the publishing of their intellectual property, as demonstrated by YouTube's recent ad revenue structure change.

The leading blockchain-powered social media platform Steemit shows how the combination of blockchain technology and cryptocurrency can benefit content creators. Steemit is a platform that combines social media and intellectual property protection. The blockchain-based platform allows people to publish content for which they can be rewarded in cryptocurrency if other users like and upvote their content. This ensures that content creators posting articles, videos and images receive an adequate reward in relation to how popular their content becomes.

## 2. Enhanced Data Safety, Privacy and Control

With the general public becoming more and more wary about their privacy, concerns over the data collected through search engines and smart devices are at an all-time high.

It is no longer a secret that large technology companies such as Google and Facebook are making a fortune selling user data to companies that require customer insights, while users are not entitled to any of the profits made from these sales. In addition, a large number of people are dissatisfied with the methods that are being used to collect the data and would like to have control over which data, if any, is shared with third parties.

Due to the ease of use and free nature of large search engines, social media platforms and email service providers, massive amounts of data are collected and shared, and users have no control whatsoever with what is being shared.

To enhance data safety and to allow digital media users to regain control of their data, blockchain technology can be deployed.

The blockchain can introduce a level of transparency into the data space that is currently not available. Because the blockchain is a decentralized ledger that is immutable, transparent and easily

auditable, it can enable users to have control over their data, including what data is being shared and who it is being sold to. Enabling users to regain control over their data also creates a new revenue-generating model that allows users to be directly compensated for the personal data that they choose to share.

An example of this is the blockchain startup BitClave. The project is a decentralized search engine that aims to allow individuals to access the internet on their own terms.

“BitClave is the next generation of search data privacy,” the company states on its website. “You should have control over who can use it — and how. Our decentralized search engine helps you truly find what you’re looking for and get compensated for your data, making third-party advertising networks unnecessary. Powered by blockchain, you can rest assured your data is protected.”

### **3. Easier Cross-Promotional Engagements**

We find ourselves living in the age of the digital influencer. Influencers are individuals who have a large social media following and are paid by brands in an effort to direct some of their traffic to said brands. Though it is a common practice, it has its challenges since the terms of the contracts vary from brand to brand and influencer to influencer.

Blockchain-based smart contracts can be written to reduce potential conflicts arising during cross-promotional engagements. These self-executing smart contracts can automatically pay the influencer once he or she has published the agreed-upon promotional content. This would alleviate any potential issues between the advertiser and the influencer as the terms of the contract and the payment obligation would be coded into the smart contract.

### **4. Decreased Ad Fraud**

Companies pay substantial amounts of money to run digital ads, but the advertising space is fraught with fraud. It has been estimated that for every three dollars spent on digital advertising, one dollar is lost to fraud, with total losses estimated to reach \$16.4 billion by the end of 2017.

Companies are largely unable to quantify if the ads they place and pay for convert into sales for their products. In addition to this, it is unclear how many views and clicks of the digital ads are generated by bots.

Blockchain technology can be introduced to enhance accountability and transparency. The ads that are placed can be recorded on the blockchain, thus ensuring that the metrics of the ad are verifiable. The blockchain can record how many times the ad was viewed as well as the nature of the traffic. Implementing this technology is likely to reduce the rate of ad fraud and lead to advertisers getting value for their money.

Los Angeles-based tech startup MetaX is among one of the first to introduce the blockchain into the battle against ad fraud. MetaX has developed the first protocol for the advertising supply chain, called AdChain, which utilizes blockchain technology to record and store ad impressions in real-time

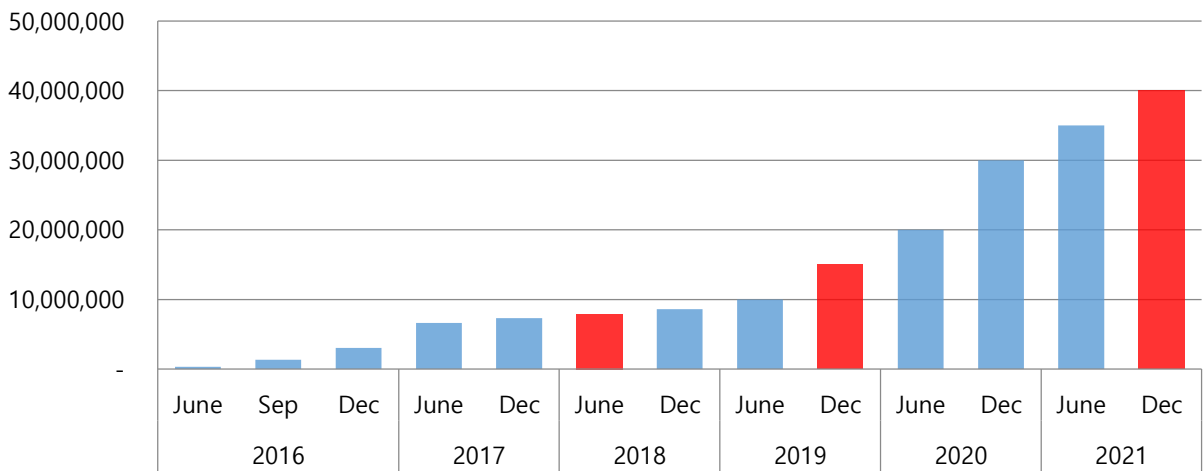
to ensure advertisers that they are only paying for ads that are being viewed by real people.

Through the implementation of blockchain technology into digital media, content creators, publishers and advertisers can all benefit, which is why it is hard to imagine that the digital media landscape will not be disrupted by this innovative new technology in the near future.

# KSTARLIVE USER PROFILE

## KStarLive.com User Profile

Although we have users from around the world, they mainly come in the form of Asian women who love K-Stars and culture are at the center. 97% of our user's ages are between 15 and 35 (mostly millennials) and are sensitive to K-Pop trends. Our users are highly interested in Korean beauty products as well as Hallyu stars. 90% of our users access our services through mobile.



KStarLive.com Facebook Page Growth Forecast

## Other Key Stats

### 1) Number of Followers by Continent and User Access Environment Ratio

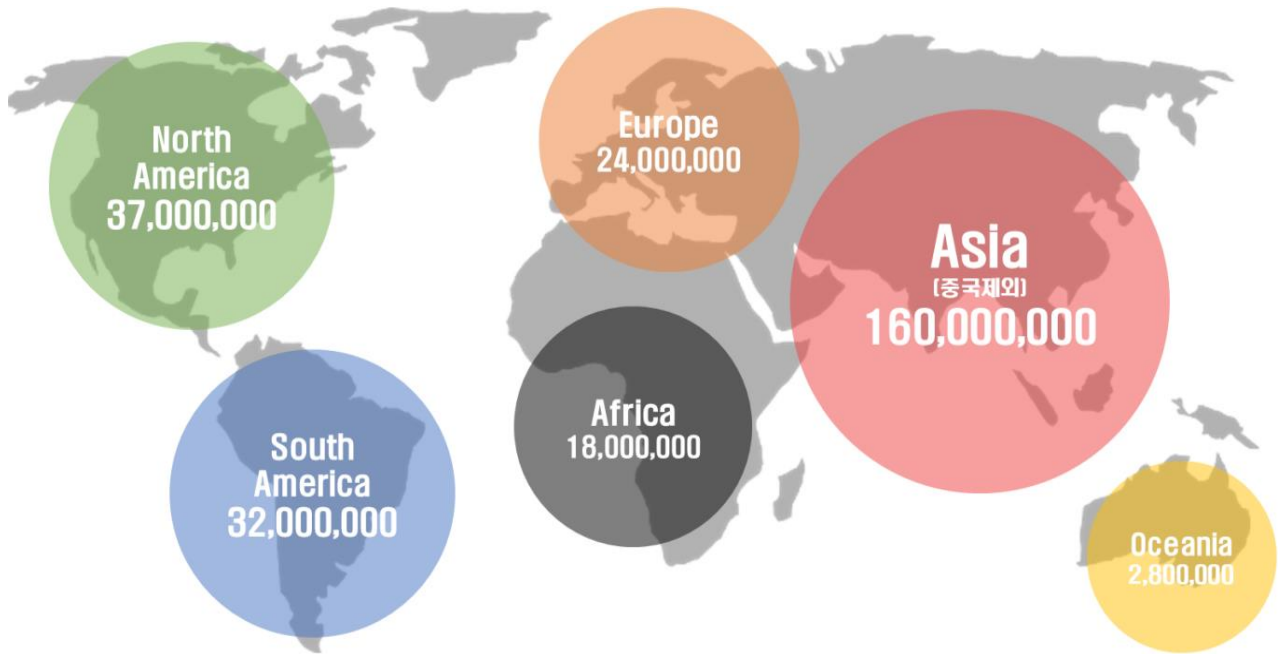


### 2) Gender and Age Ratio



## CURRENT GLOBAL K-POP STATUS

The below graphic and chart show the number of Facebook Users Interested in Hallyu as of 2017 (Excluding China)



Facebook-Based Forecast on Hallyu by Continent in 2021

KStarLive.com based on the number of target users – Followers on Facebook

Asia (Excluding China)	<b>30,000,000 / 160,000,000</b>
North America	<b>6,000,000 / 37,000,000</b>
South America	<b>8,000,000 / 32,000,000</b>
Europe	<b>3,000,000 / 24,000,000</b>
Africa	<b>3,000,000 / 18,000,000</b>
Oceania	<b>500,000 / 2,600,000</b>
<b>Total</b>	<b>50,500,000 / 297,000,000</b>

## Favorite Hallyu-Related Facebook Pages Including Hallyu Stars (as of September 27, 2017)

Rank	Facebook Page	Number of Subscribers
1	Lee Min Ho (이민호)	17,617,022
2	PSY (싸이)	11,417,226
3	BIGBANG (빅뱅)	10,906,831
4	2NE1 (투애니원)	9,385,571
5	Super Junior (슈퍼주니어)	7,931,830
<b>6</b>	<b>KStarLive.com</b>	<b>7,810,164</b>
7	Girls Generation (소녀시대)	7,393,347
8	KoreaBoo	7,284,466
9	EXO	7,183,177
10	G-Dragon (지드래곤)	7,123,346
11	Soompi	6,855,963
12	Allkpop	6,086,503
13	Viki	5,902,437
14	SHINee	5,931,750
15	SMTOWN	5,420,135
16	Koo Hye Sun (구혜선)	5,263,484
17	BTS (방탄소년단)	5,083,835
18	TAEYANG (태양)	4,951,185
19	DramaFever	4,622,691



# K-POP MARKET SUMMARY

***“K-Pop has Started a Global Leap Beyond Korea.”***

## **K-Pop Market**

Korea's K-Pop market is saturated. This can be easily seen in the sheer number of entertainers, which reached 1 million, as well as the 2100 registered entertainment companies. On average 10-15 new idols debut every month, making it very difficult to succeed solely in Korea. As a result, entertainment in Korea is steadily seeking to enter the overseas markets such as China, Southeast Asia, and South America. Due to political problems between South Korea and China, the domestic demand and outlook for the Southeast Asia and South American markets are much higher. Thus, we are making efforts to advance into these markets. Despite the fact that most entertainment companies and newcomers are seeking to enter overseas markets, it is not easy for them to do so due to a lack of local partnerships as well as local business “know-how”.

## **K-Drama & Movie**

Broadcasting and film production companies have export targets for video content and production technologies. These companies are actively involved in other businesses such as concerts, beauty, and media commerce. In particular, Korean dramas are enjoying the popularity of K-Pop, and their subsidiary business are actively pursuing globalization. Although there are many video contents being produced and seeking to enter the overseas market, they are having difficulty in finding a country or global partner that can go beyond simply exporting video content and linking them with a subsidiary business.

## **K-Beauty and Fashion Market**

Korea's cosmetics and beauty market has overcome domestic market saturation through entry into the Chinese market. However, recently it has entered a period of stagnation due to diplomatic issues with China. As a result, many beauty and fashion companies in the global market are actively seeking new markets in Southeast Asia and North America. The biggest barriers to entry into the Southeast Asian market are the different payment systems in each country, no systematic logistics system, and no commerce site to integrate the entire Southeast Asian market. Recently, several Southeast Asian sites, such as LAZADA and Q10 are active, but they are also encountering various problems such as settlement issues and logistics costs. Until now, no service has been able to satisfy the desire of producers and consumers for an integrated commerce site that can directly sell Korean beauty and fashion products overseas.

# TICKET INDUSTRY MARKET SUMMARY

Scalpers, black market sellers, and secondary ticket sellers are both individuals and organizations that profit unfairly from the reselling of tickets without adding any value to the industry. In many countries, primary ticketing organizations and other stakeholders have attempted to block these efforts but have not had much success to date. Though secondary ticketing organizations also facilitate a free market, regularly resellers negatively disrupt the market on both sides because organizers lose out on the true value of their services and fans end up having to pay more for what they want. Blockchain based tickets are a solution to this problem and various other issues the ticketing industry faces. KStarLive's platform will tackle these issues and also add additional solutions which will be critical in building a working ecosystem around both promotion (influencers/marketers), and ticketing system management (decentralized blockchain solution for crowd-funding artists/tickets and ticket authentication).

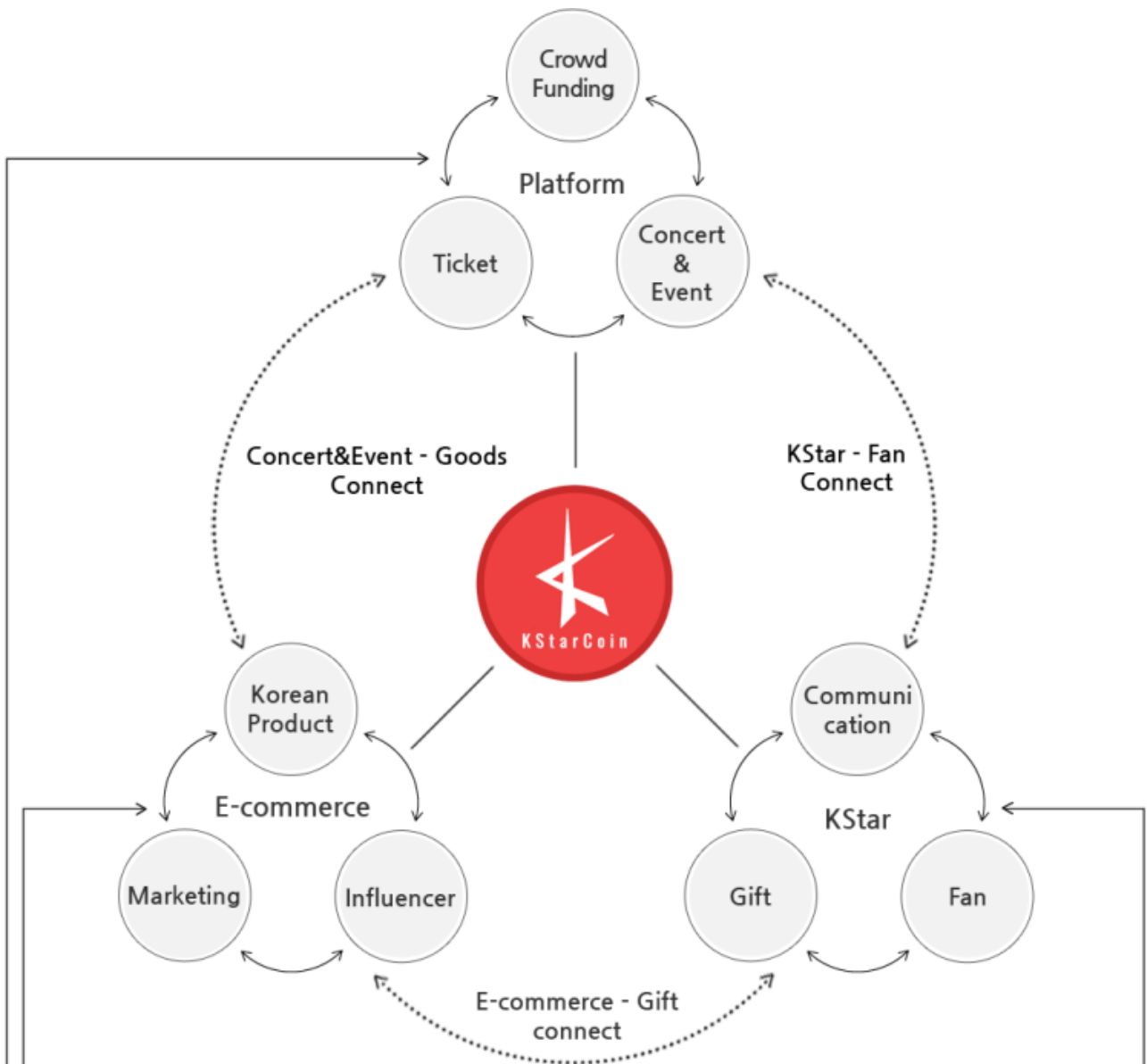
To add additional details to the secondary market, their participation in the ticketing process creates a huge burden on fans and threatens artists' revenue, especially live events which are a huge proportion of artists' revenue and success. Many fans are denied access to events because they were sold a fake ticket or already scanned ticket.

The time between event announcement and ticket sale launch as well as the ticket sale and the day of the event, creates an arbitrage opportunity for these secondary market middlemen.

Event organizers or content creators / artists issue original tickets on the primary market, at a price that they set themselves. Event organizers then engage ticketing companies (Interpark, etc.) to sell and distribute the tickets for the event and the ticketing company typically charges transaction and administration costs in addition to the original ticket price. In some cases, these added costs are distributed between the event organizer and the ticketing company without the consumer knowing.

The life cycle of a ticket for a popular event has numerous parties involved from organizer to the consumer. Some of these parties include the promoters/agencies, artists management/agency, venues themselves, and the primary ticketing companies. Each party adds value to the process but the rigorous and complex process creates a lack of transparency. Most importantly, though some of the parties add some value, it also adds unnecessary costs which are typically driven to the consumer. A transparent market avoids these issues and provides consumers with a fair and transparent ticket purchasing experience.

# WHY KSTARCOIN TOKEN ECONOMY?



## Presently Existing Problem

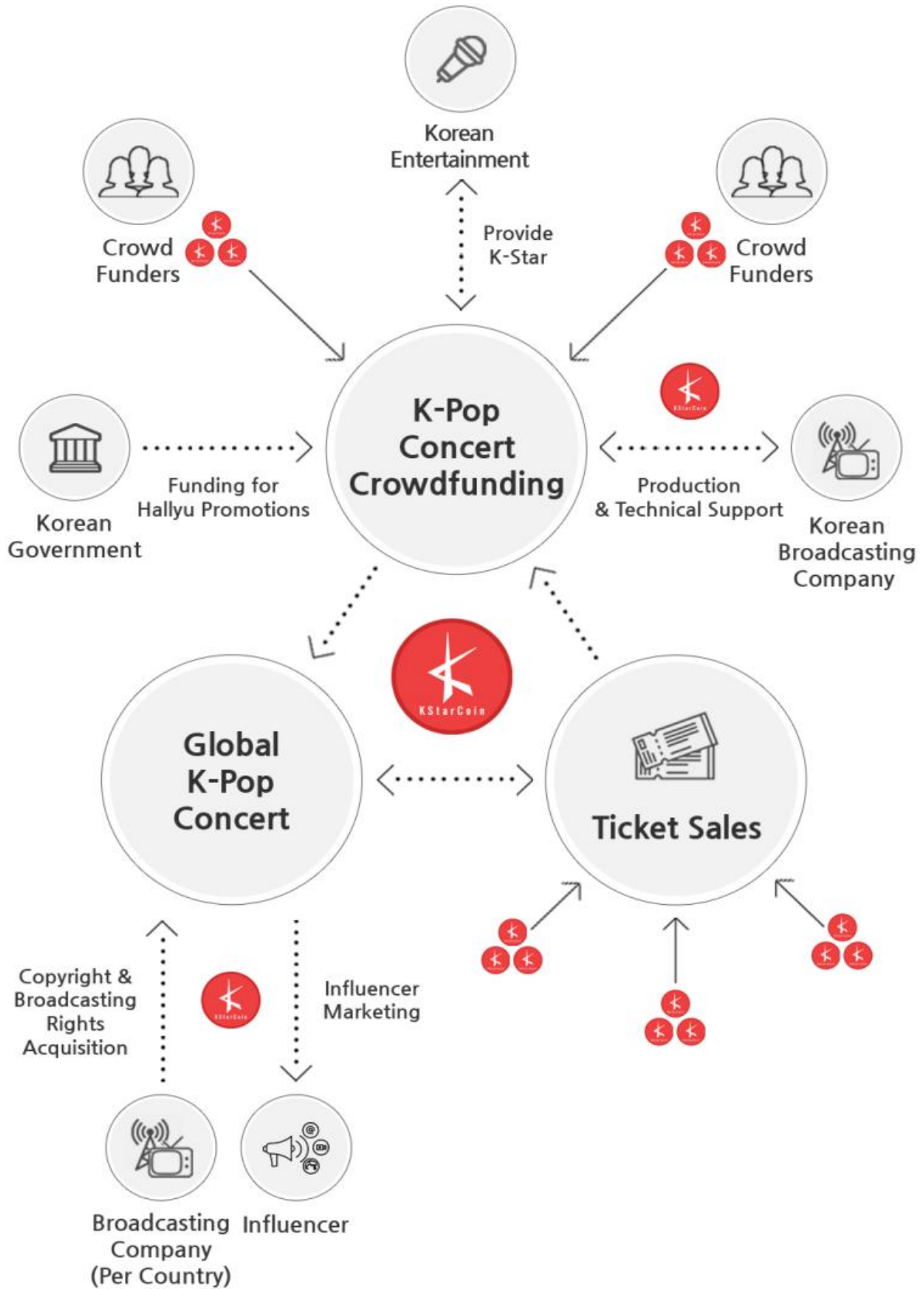
- Global fans don't have opportunities to attend concerts and events like domestic fans.
- Ticket scalping issue.
  - Performers, fans, and the organizers of the performances all affected.

- Lack of media to introduce products.
- Different payment methods for each country.

- Difficult for global fans to communicate and meet KStars.
- Global fans lack a way to send gifts or letters to there favorite KStars like domestic fans.

Involved Parties	Market Issues & Needs
<b>Concert Ticket Consumers</b>	<ul style="list-style-type: none"> <li>- Reward for activity on platform</li> <li>- Fair ticket price.</li> <li>- Low transaction costs.</li> <li>- Ability to sell the ticket when unable to attend the event.</li> <li>- Guaranteed authenticity of tickets.</li> </ul>
<b>Artists</b>	<ul style="list-style-type: none"> <li>- Tickets sold to actual fans, not resellers.</li> <li>- Increased sales and event attendance.</li> <li>- Fair prices and authentic tickets for fans.</li> <li>- Ability to create and sustain community of fans.</li> </ul>
<b>Event Organizers</b>	<ul style="list-style-type: none"> <li>- Acceptable financial risk for event.</li> <li>- Effective sales solution for any size event.</li> <li>- Stable selling and distribution of tickets.</li> <li>- Stable sale and distribution of tickets.</li> <li>- Fair dynamic pricing for high occupancy events.</li> <li>- User data collection (with permission).</li> </ul>
<b>Venues</b>	<ul style="list-style-type: none"> <li>- Reduced ticket fraud.</li> <li>- Efficient validation process.</li> <li>- Easy-to-use system.</li> <li>- Ability to sell additional offers before the event (e.g. drinks)</li> </ul>
<b>E-Commerce Consumers</b>	<ul style="list-style-type: none"> <li>- Reward for activity on platform</li> <li>- Solves the issue of a lack of a payment system (Primarily in S.E.A.)</li> <li>- One stop shop to find their K-Star related goods</li> <li>- Access to previously unable services such as sending their favorite</li> <li>- stars gifts such as birthday presents, food trucks, public messages</li> </ul>
<b>E-Commerce Suppliers</b>	<ul style="list-style-type: none"> <li>- Distribution channel that could target all geographic areas</li> <li>- Less burden on marketing due to the existence for KStarlive's Media commerce capabilities</li> <li>- Solves the issue of a lack of a payment system</li> </ul>

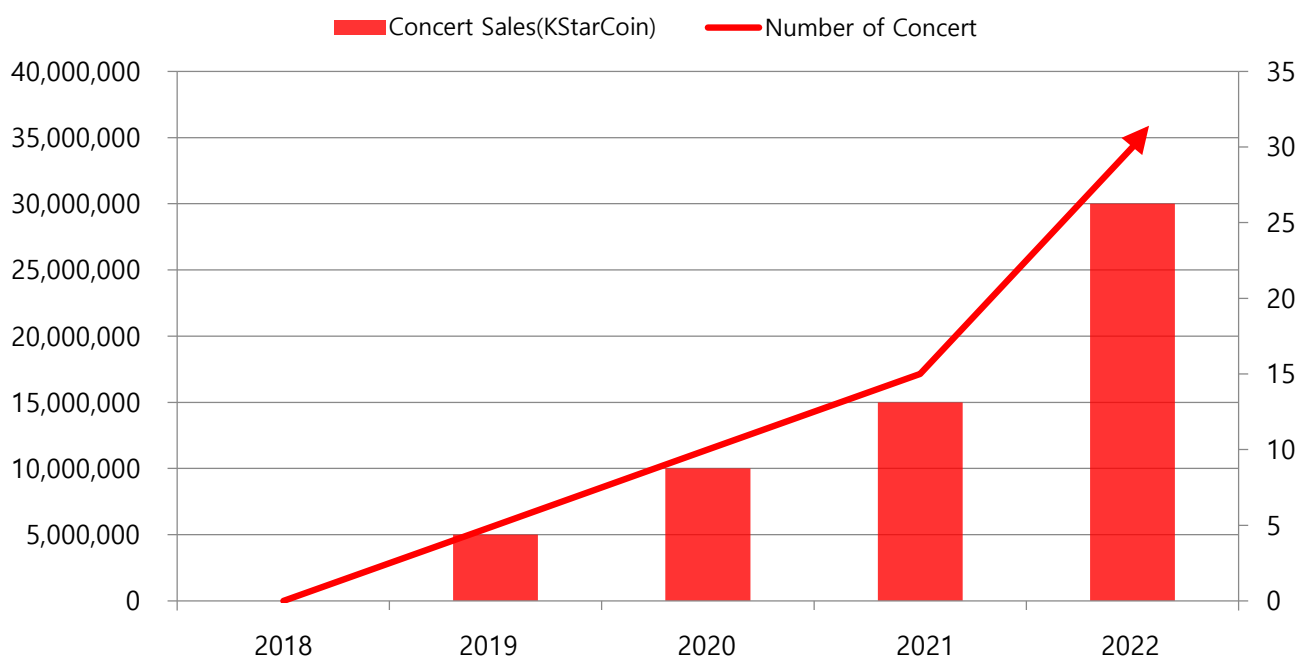
# KEY BUSINESS MODELS AND KSTARCOIN



### 1) Worldwide K-Star Concert & Fan Meeting Crowdfunding and Ticket Sales

Domestic Korean fans have the opportunity to experience various K-pop performances, but fans around the world don't have the same opportunity. Performances are usually planned and often held only in developed countries such as the United States, China, Japan, and a few Southeast Asian countries. As the performance business main objective is to pursue profits, planning and holding performances in a country other than the developed countries listed above is considered to be too big of a risk. Our platform provides a solution to the above mentioned risks.

- We will establish a system for crowdfunding domestic and overseas K-pop performances with KStarCoin, and secure performances and profits by working with government agencies such as the Korea Tourism Organization, and domestic and foreign broadcasting companies.
- Considering ticket sales of domestic and overseas performances, KStarCoin estimates transaction amounts and ticket sales would be \$500,000 to \$5M per performance, and KStarCoin transactions of \$20M to \$50M or more can be achieved with 10 to 50 concert crowdfunding and ticketing events per year.
- Securing tickets with KStarCoin allows you to plan with a guaranteed base of tickets sold, reducing the amount of risk for all parties involved in organizing the event.
- Moreover, the biggest problem with tickets for performances around the world is that third parties, not the planners or organizers take an unreasonable amount of profits out of the normal distribution channel. These third parties purchase a large number of tickets for performances for the purpose of resale. The desire of the fans who want to see performances are exploited and the tickets are sold at a much higher price than the original price. This has an adverse effect on the performers, fans, and the organizers of the performances. Our blockchain based ticketing protocol will fix this problem.



**Example of KSC Transactions Based on the Number of Performances**

## 2) K-Beauty Commerce Sales and Marketing

- The biggest difficulty for beauty and fashion commerce producers or sellers that are exploring overseas markets is that there is the lack of a consolidated, multi-national distributor to introduce their products abroad. Another major issue is the lack of or need for payment methods that need to be secured in each country, especially in the Southeast Asia market.
- As a way to solve these problems, we would introduce Korean beauty and fashion products to KStarLive.com's followers and built a transaction system with KStarCoin to be able to purchase from KStarLive's own commerce site and affiliated commerce sites.
- "To purchase Korean beauty and fashion products all you need is KStarCoin" is the culture we will develop. KStarCoin will become the main currency for international purchases of any Korean beauty and fashion products.
- Currently, KShopLive.com, the commerce site of KStarLive, collaborates with brands such as LENSME, and Wang Skin one of the top cosmetics brands in the 10 - 20 year age range in Korea. We plan to collaborate with sales and marketing with various brands in the future. KShopLive.com will be a mandate for K-Beauty to enter the Southeast Asia market and eventually the global market.



**Color Contact Lens Popular Products**



**KSC Commerce Structure**

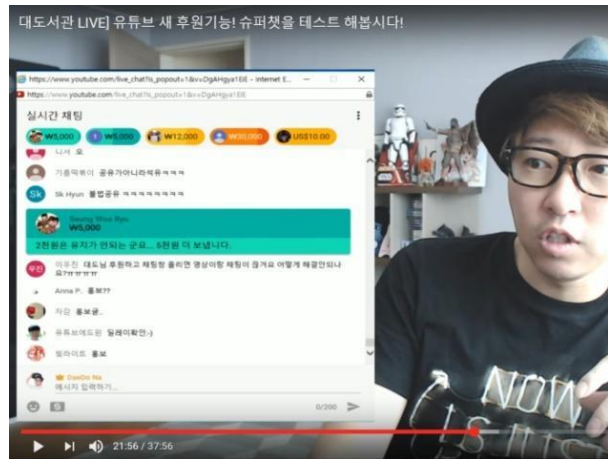


### 3) KStarLive's Broadcast Donation and Gift Crowdfunding

- Real-time communication with K-Stars and global fans through Facebook, YouTube, etc., and construct a system to pay for live broadcast similar to (YouTube Super Chat, AfreecaTV Star Balloon concept) with KStarCoin (in Korea and China alone, the virtual fan gifting model is transacting with hundreds of MILLIONS of dollars on a yearly basis.)



AfreecaTV StarBalloon



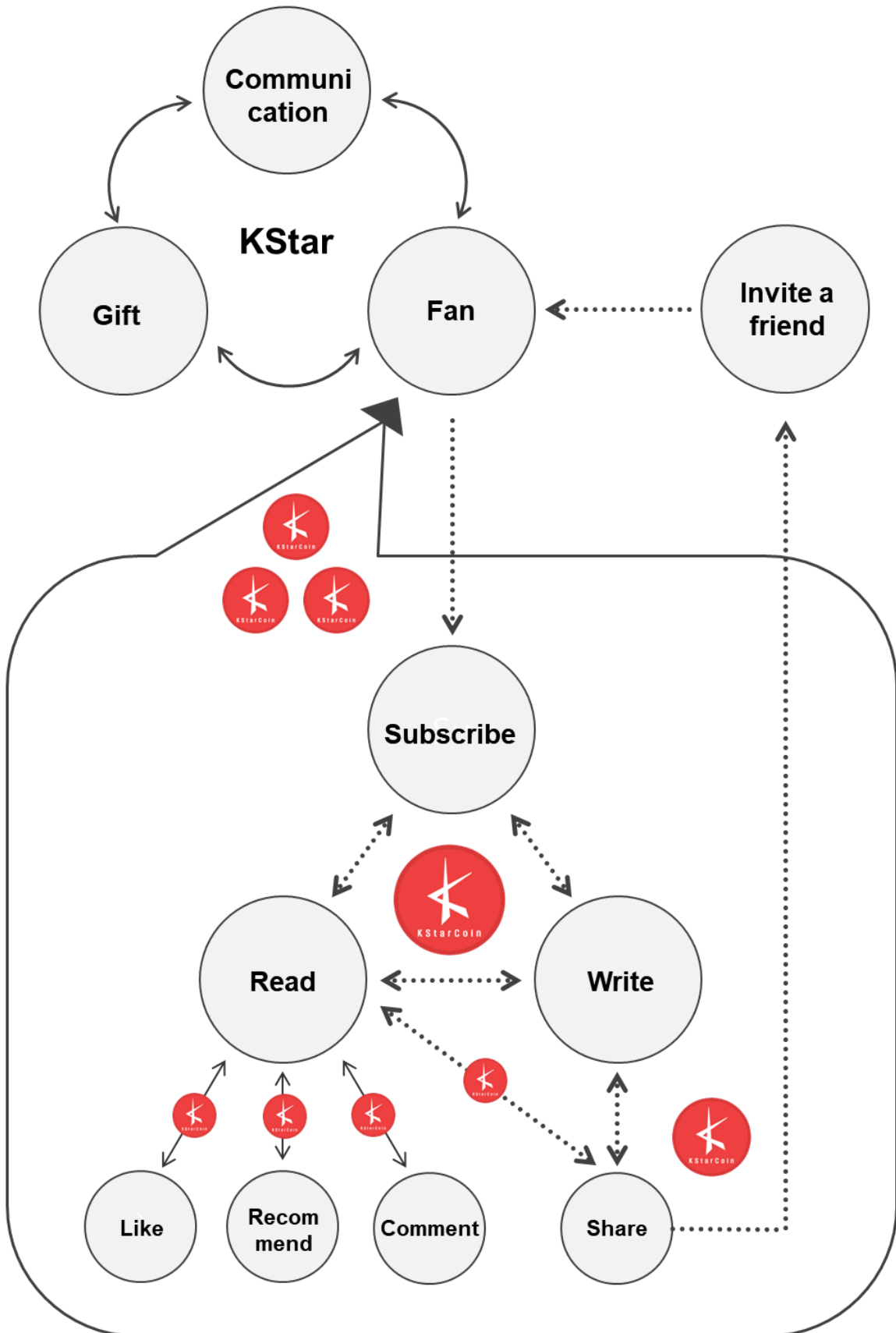
YouTube Super Chat

- Fans around the world will have the ability to send gifts to their favorite K-Stars such as goods, birthday greeting or congratulatory messages on a subway or bus billboards and etc. through a crowdfunding system using KStarCoin.



Birthday Greeting Bus & Subway Billboards

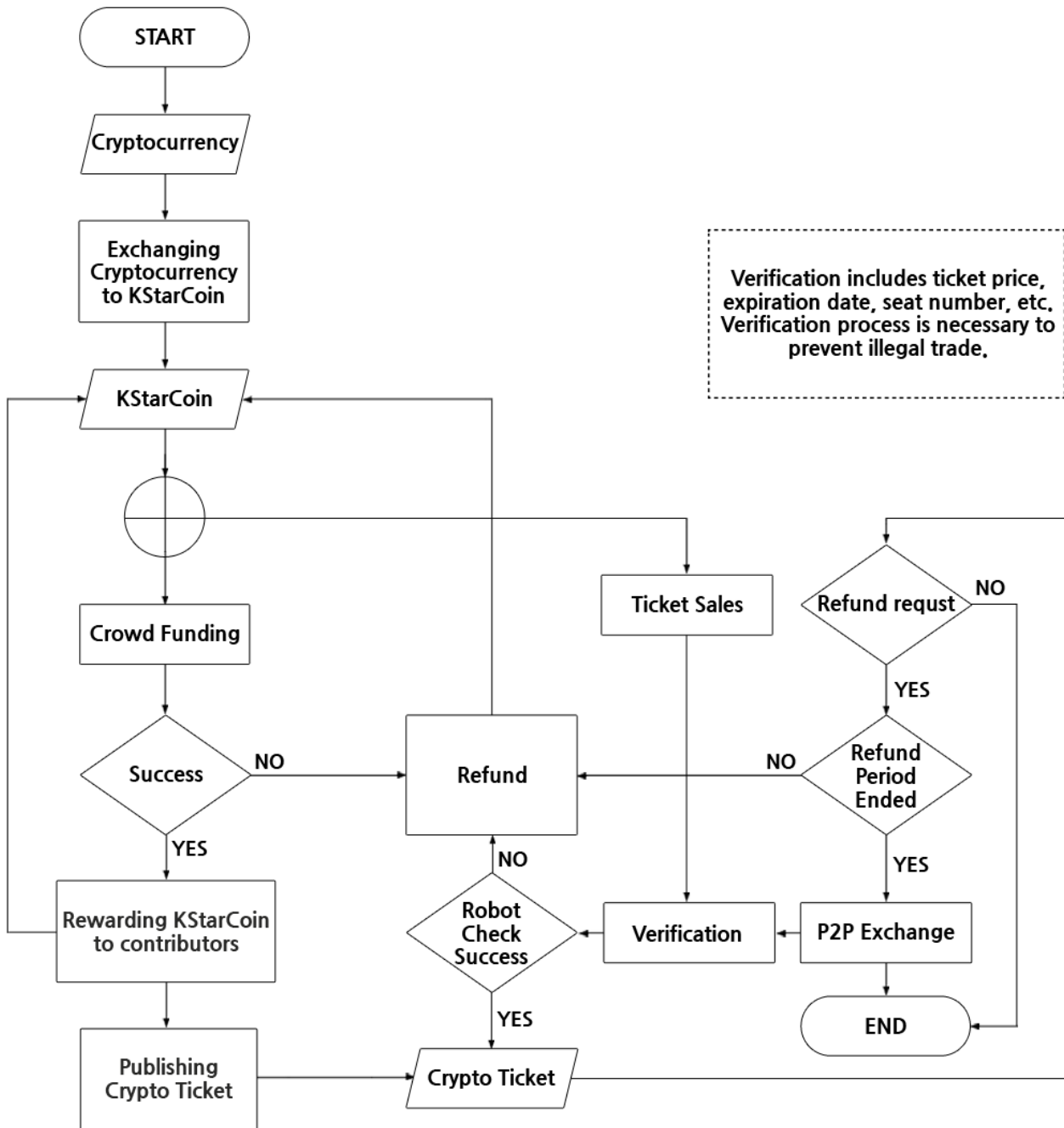
KStarCoin will be used as an incentive in the fan community, in order to stimulate the community to become more active.



KSC Community Structure

4) Summary of KStarLive BM & Blockchain Integration

- For each of KStarLive’s business models, there are needs for blockchain & decentralization technology to increase transparency, reach and provide solutions for K-Stars & consumers.



KSC Cryptocurrency Flow Chart

## KSTARLIVE ROAD MAP

Timeline	Plan
05.2016	- Launching of KStarLive.com
04.2017	- Reach 5MM Followers on Facebook
Q4.2017	- 2017 Korea Music Festival Collaboration (with Fandom School) - 2017 Busan One Asia Festival Collaboration (with SBS Media net)
1Q.2018	- Develop and Issue KStarCoin - Start Developing Blockchain Core & Platform
2Q.2018	- Start of Consortium Blockchain 'Soblo' - Reached 8.5MM Followers on Facebook
3Q.2018	- Start of KStarCoin Private Sale
4Q.2018	- SBS Plus Partnership - BuskingTV MOU
1Q.2019	- Dunamu Luniverse Partnership - Whynot Media MOU - KStarLive 2.0 Beta Launch
2Q.2019	- SBS Plus Partnership Category Launch - Indonesia e-coupon commerce partnership - Reach 10 Million subscribers - KRC Token Luniverse application - Wallet application on service
Q3 2019	- Ticketing & commerce platform beta - Goods & Star MD product commerce launch - APP Launch - Commerce metapage launch - Advertisement optimization
Q4 2019	- Ticketing & commerce Platform official launch - Reach 1 Million users on KStarLive.com - Series A Investment
Q1 2020	- K-pop concert in S.E.A. with SBS Plus - Hallyu concert crowdfunding platform launch

※ The schedule might be alternated due to market conditions. Should any changes applied, we will make announcement on our channel.

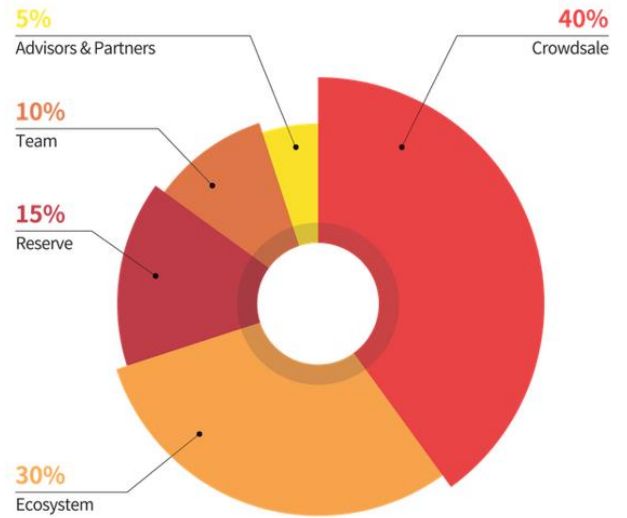
# KSTARCOIN DISTRIBUTION PLAN

## 1. KSC (KStarCoin) Information

- Symbol: KSC
- Type: ERC20
- Price: 1 KSC = 0.05USD
- Total Supply: 1,000,000,000

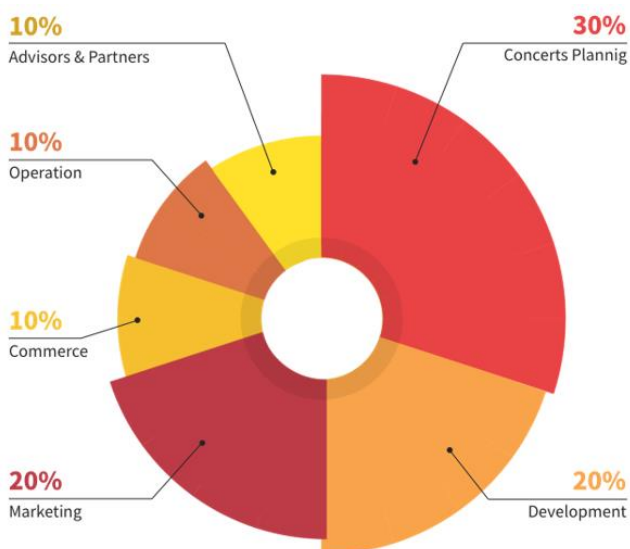
## 2. KSC Distribution

- Crowdsale & Eco-system: 70%
- Team: 10%
- Reserve: 15%
- Advisors & Partners: 5%
- ※ Team, Advisors&Partners will have a 12month lockup



## 3. Fund Distribution Plan

- KSC Crowdfunding (Performance/K-StarSouvenir,etc.) Platform Development: 20%
- Concerts Planning and Preparations: 30%
- KStarLive Followers Increase Performance PR&Marketing: 20%
- Commerce Advances: 10%
- Operating Expenses: 10%
- Advisors&Partners: 10%



## KSTARLIVE PARTNERS

SBSplus

두나무

Luniverse

CollinStar

CHAIN CABINET

E4.

BITBERRY

WHYNOT

VENTURE SQUARE

REBIT

BUSKING TV

BOF BUSAN ONE ASIA FESTIVAL

wantreez  
music

BITASSET

Humanscape

HINT Chain  
The Food Protocol

해먹男女

KBCCA  
(사)한국블록체인콘텐츠협회

linewalks  
Big Data  
Data Design

UNDERPIN

ÀchatsGroup

NSION

:Doongle