POLLCHAIN

Sharing Your Knowledge on Rewarded Poll

1. Summary

1.1. Real-Time Polling-based Knowledge-Sharing SNS

Pollchain is a knowledge-sharing SNS that asks and answers various types of information and concerns, such as daily life, social problems, business, and investment information through the "polling" method.

Polling proponents propose polling topics through the Pollchain polling system. In a short period of time, they can solve problems by referring to the opinions of various people or get help for making decisions. Polling participants are anonymous and can express their opinions and earn rewards without any suspicion over their identity.

Pollchain rewards polling proponents and polling participants with Pollchain's cryptocurrency (POLL). We've added value to knowledge sharing that is still available free of charge. This is the best way to implement a new era of protocol economy.

1.2. Blockchain-based Protocol Economy

Pollchain introduced a "protocol economic model" in which service users propose and participate in the polling and share rewards. All users of Pollchain, including the Pollchain team, create and consume content by polling. The economic value of big data accumulated in Pollchain, user analysis index, and advertisement orders are jointly created by users. Therefore, the rewards can be divided fairly.

*** What is protocol economy?**

The protocol economy is an open economy that creates and operates certain rules (protocols) that market participants, such as businesses, individuals, and governments, mutually agree on. The existing centralized platform economy was a structure in which participants' guarantee of rights was restricted and the profit from the increasing value of the ecosystem was monopolized by operators as there was information asymmetry while operators determined their own fees. The protocol economy aims for a collaborative ecosystem that protects and expands participants' rights and shares profit from increasing value.
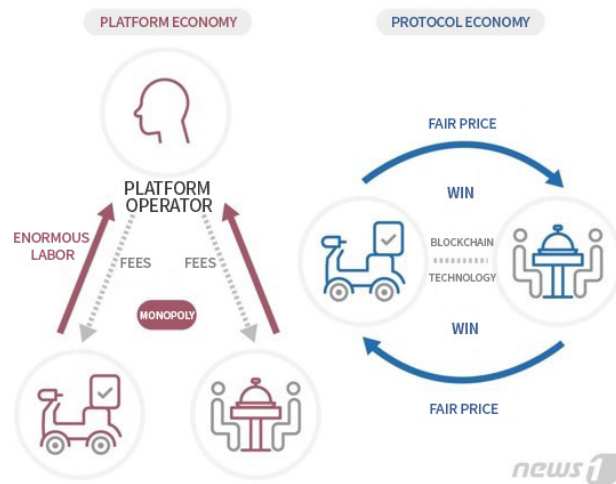
2. Background

2.1. Background on Pollchain's Birth

We have to make countless choices and decisions every moment of our daily lives, which becomes big stress. Even making a trivial yet small decision consumes a lot of energy. 'What should I eat for lunch today? Black bean noodles? Spicy seafood noodles?' This is trivial, but a concern. These worries increase as the world develops and becomes more complicated. We can easily decide on small problems, but there are many moments when we have to make big decisions. Those moments when we have to make important decisions that have a big impact on our lives are a headache, such as which school to attend, finding a job, dating, getting married, if now is the best time to buy real estate, and if buying Bitcoin is the right thing to do. We certainly have to be cautious when making important decisions, but no decision can be perfect. When we make a decision, we have to decide with the knowledge, information, experience and surrounding infrastructure that we have. Although it may not be the best choice, it is the best choice that you can make.

Pollchain was created as a knowledge-sharing SNS that can help people make the best choices for trivial concerns to crucial decisions by referring to various opinions of many people and sharing knowledge through polling, a representative solution of collective intelligence.

2.2. Discovering the Potential Value of Collective Intelligence & Polling

Meaningful assets and values can be created if independent ideas and opinions freely expressed by ordinary people with diverse values and knowledge are integrated in a reasonable, common-sense way. This is called "collective intelligence," and its representative consensus method is polling.

Polling is a traditional consensus method that everyone has experienced at least once, regardless of gender, region, age, or time period. It's the most widely used method to deducting political, cultural, and economic problems. Most people are used to polling and have a greater sense of reliability towards the outcome compared to other consensus methods.

Pollchain users will experience polling content that combines blockchain and anonymity. By expressing and sharing one's concerns by polling, the Pollchain service will evolve into an SNS that leads new forms and cultures.

2.3. The Need for SNS that Combines Content Creation, Advertising, Rewards

Pollchain's content is provided as a combination of polling and advertisement. The user consumes an advertisement while polling and receives POLL as a reward. The POLLs earned through polling participation can be used to purchase products from partnering shopping malls or withdrawn.

The Blockchain-based polling data and user engagement collected through user participation provide credibility on advertisement exposure progress, further increasing transparency in advertisement execution. Advertisement exposure increases as more users create and consume polling content. As the advertising effect increases, the value of Pollchain increases, and we can expect a virtuous cycle of gaining more users.

3. Pollchain's Ecosystem & Compensation

3.1. Ecosystem

Pollchain expands its ecosystem through the polling content production and consumption of various users, including polling proponents, polling participants, advertisers, and viral marketers.

The Pollchain ecosystem operates on a trusted blockchain network. Advertisements are executed without intermediaries and are operated in a protocol economic method in which users share rewards.
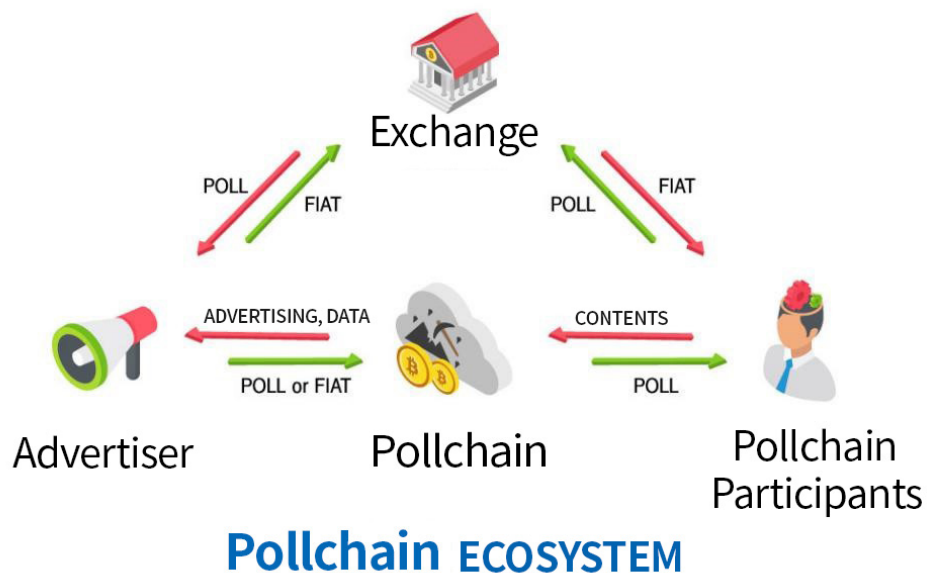
The data gained through polling participation is collected and processed using big data and machine learning technology, and then provided as a user analysis index to specific industries. The user-based reliable user analysis index helps increase the value of the Pollchain ecosystem, securing more users and continuously producing trust-based data, which helps create a virtuous cyclical ecosystem.

<Example of User Analysis Index>

- Investment information and related polling data are collected and processed to provide stocks, digital assets, real estate investments, and related investment psychology indicators (fear & greed index)

-Selection of meal menus and related polling data are collected and processed to provide brand loyalty and brand preference indicators.
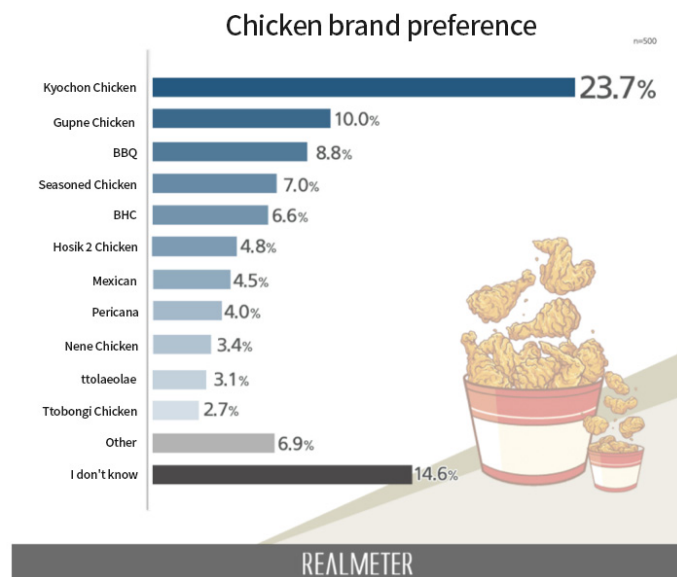
-Policy public opinion poll

3.2. Major Participants in the Ecosystem

3.2.1. Polling Proponents

A polling proponent is an individual, organization, or institution that has proposed polling through Pollchain. The polling proposal content can be provided directly by the polling proponent to the voting participant or distributed by the service provider.
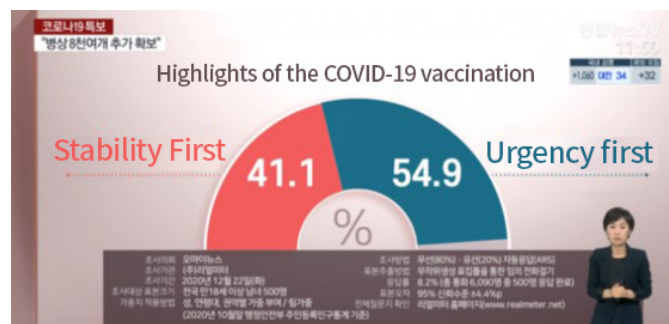
After joining Pollchain, the polling proponent can easily propose a poll within Pollchain and deliver it to Pollchain users. The polling proponent can suggest group polling by specifying the user group they want and set open polling in certain categories so anyone can participate.

For example, if an office worker has a concern about what to eat for lunch, she can set an open poll. She can suggest polling on the choices of black bean noodles and spicy seafood noodles to a large number of anonymous people. The polling proponent receives POLL as a reward when a polling participant joins the poll. She can receive additional rewards when she gets a "like" in recognition of the content's novelty and usefulness from a polling participant. She can also increase polling participation by offering their POLL as a bounty.

3.2.2. Polling Participants

The polling participant can participate in polling by selecting open polling in the desired category after joining Pollchain, or by selecting group polling sent from a polling proponent who's been permitted as a friend. The polling participant can earn POLL as a reward by simply participating in a poll with combined polling and advertisement. If the polling proponent has a bounty offer, the participant will be rewarded more when they're included in the polling proponent's final choice.

The polling participant can also earn more rewards in accordance with the bounty policies of the advertiser when they participate in an event poll for a particular purpose (brand preference survey, policy poll, etc.) proposed by an advertiser or an institution. For example, the participant can earn more POLL as a reward if they're included in the one that the majority of respondents chose, or the participant can earn additional rewards, such as admission fees of the group that was not included in the final choice if they participate in a poll that includes admission fees and are included in the advertiser's final choice.

3.2.3.　Advertisers & Viral Marketers

Anyone who registers as a member of Pollchain can publish various types of advertisements on the Pollchain service.

The advertiser has to access the advertising registration system and register content in the form of a banner or a video to set their own advertising targets, costs, and time. They can also get desired data through polling campaigns or other viral marketing. If the advertiser wants to advertise, they have to obtain POLLs that corresponds to the advertising cost and use it as an advertising expense. They can also directly sponsor polls in categories related to the advertiser to increase advertising effectiveness and contribute to the completion of the ecosystem based on the Pollchain protocol economy.

3.3. Compensation

3.3.1. POLL Compensation System

 Pollchain users can be divided into polling proponents and polling participants. All rewards earned by the user's activities (polling proposal, polling participation) on Pollchain's service will be saved as POLLs within the service. If you obtain more than a certain number of POLL (e.g. 1,000 POLL), you may purchase goods from affiliated shopping malls or withdraw.

 This process applies equally to all users who use the service by smart contracts on the blockchain. Users can decide whether to withdraw the POLLs or purchase goods at shopping malls. Users can also perform the respective roles of a polling proponent and a polling participant simultaneously. When you propose a poll and get advertisement exposure, you can split the POLL reward assigned to each vote by role.
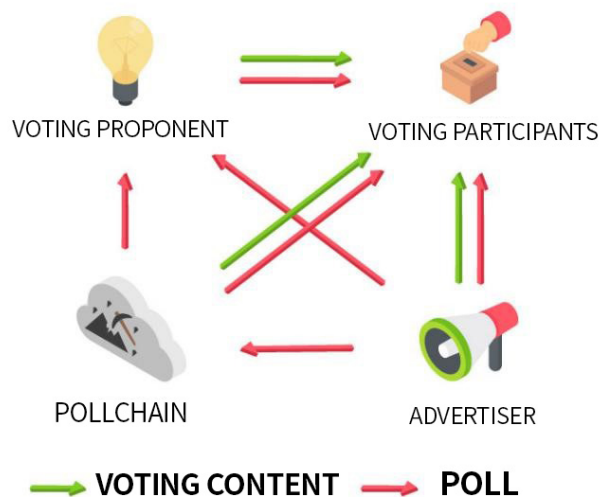
3.3.2.   Polling Compensation

3.3.2.1.   Polling Proponent Compensation

In the Pollchain service, the polling proponent earns a fixed reward when a different user participates in a poll proposed by the proponent. When more polling participants join, you can earn more rewards proportionate to the number of participants. The more "like" the proposed poll gets from the polling participants, the more reward you can earn.

3.3.2.2.   Polling Participant Compensation

The polling participant earns a reward by participating in a poll. Rewards assigned to each poll depends on the poll type, timing, and advertisement type, and there will be a notice of how many POLL rewards correspond to the poll when participating.

3.3.2.3.   Advertising Compensation

Pollchain users can receive additional advertising rewards for their engagement with advertisers. For example, the advertiser can provide POLLs in the form of a sponsorship to the poll if the advertiser likes the poll content, providing additional rewards to the polling proponent and polling participants.

Even if advertisers or viral marketers directly propose an event poll, polling participants can still earn additional rewards set by the advertisers.

3.4. Customized Advertising

3.4.1.   User Propensity Analysis

When a user registers as a member, Pollchain collects minimal information (gender, age group) to create a user analysis index and to analyze propensity. In addition, data such as users' polling results, preferred polling categories, and

access time zones are accumulated to analyze users' propensity. We provide accurate, customized advertisements based on the analyzed data to advertisers.

### 3.4.2. Applying Customized Advertising

Pollchain provides accurate, customized advertisements based on user propensity analysis data.

For example, a user who's interested in investment will prefer a poll that is highly relevant to investment. The advertisement effectiveness will be maximized when advertisements providing investment-related products are exposed to this user. A poll has clear characteristics of each topic, making it useful to analyze user propensity and provide them to advertisers to help them create customized advertisements.

3.5. Proof of Poll Mining

POLLs are gained from participating in polls through the Pollchain ecosystem will be rewarded to Pollchain service users. Pollchain team calls this "Proof of Poll (PoP) mining." The Proof of Poll (PoP) method is similar to the Proof of Work (PoW) mining method, in which rewards are gained for blocks when finding hash values. However, while participating in polling and mining, PoP is more economical and eco-friendlier than the traditional PoW method. It also corresponds more to the unique purpose of blockchain: "Sharing data transparently to participants and verifying it in a consensus method."

If public awareness of blockchain is shifted to a more productive, democratic direction through the PoP method, we can expect that the protocol economical model combined with blockchain can be realized and popularized quickly.

PARTICIPATION IN VOTING   DATA VERIFICATION   POLL COMPENSATION PAYMENT
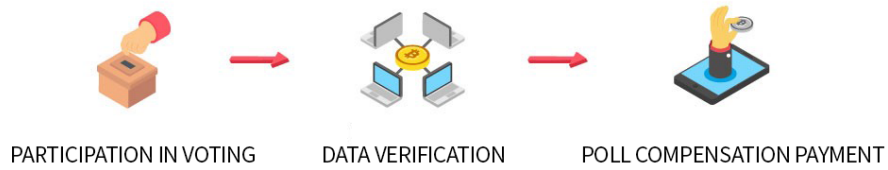
🎉 PROOF OF POLL(POP) MINING 🎉

Among the total POLL quantity, 50% of the POLLs are regularly deposited in the pool of PoP mining reward to be given as users' poll proposal and participation reward. The POLL quantity deposited in the pool of PoP mining reward decreases per individual as the number of users increases. This prevents centralized structure and increases the value of the Pollchain ecosystem. The value of POLL provided as users' reward can change fluidly as the number of users increase and the progress of popularization.

3.6. User Scenario

3.6.1. User Polling Participation Scenario

A poll is conducted with optimized targeted advertisements for each user. You can earn POLLs when you participate in the poll.

3.6.2. User Polling Proposing Scenario
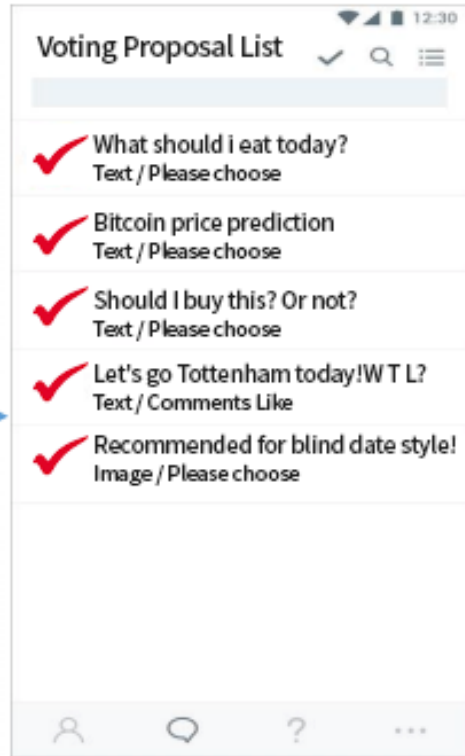
The user can directly propose a poll and register it in a specific category.

VOTING PROPOSAL

VOTING PROPOSAL LIST

4. Reasons for Introducing Pollchain's Blockchain

4.1. Blockchain & POLL Economy

Blockchain is a completely different method than a centralized system that we are familiar with where a particular person or group manages everything and exercises their rights. In other words, it is a systematic implementation of 'democracy.'

POLL is open to everyone and managed jointly by all those who participate in the new ecosystem.

A POLL must exist as a player in the ecosystem, even if there is an issuing agent. Therefore, it is undesirable to have the authority to control POLL. The key points of POLL's economic design should be designed to reflect the basic characteristics of blockchain. The value of POLL changes according to the market, and the POLL issuer and user must share the value with equal status.

Existing method

payment — Issuer — reception
user — Products & services — buisnessman
Electronic gift certificates and e-money require an institution that manages the exchange of money

Pollchain ecosystemn

Pollchain — user
Issuer — buisnessman
All pollchain users have an equal status and there is no separate management period
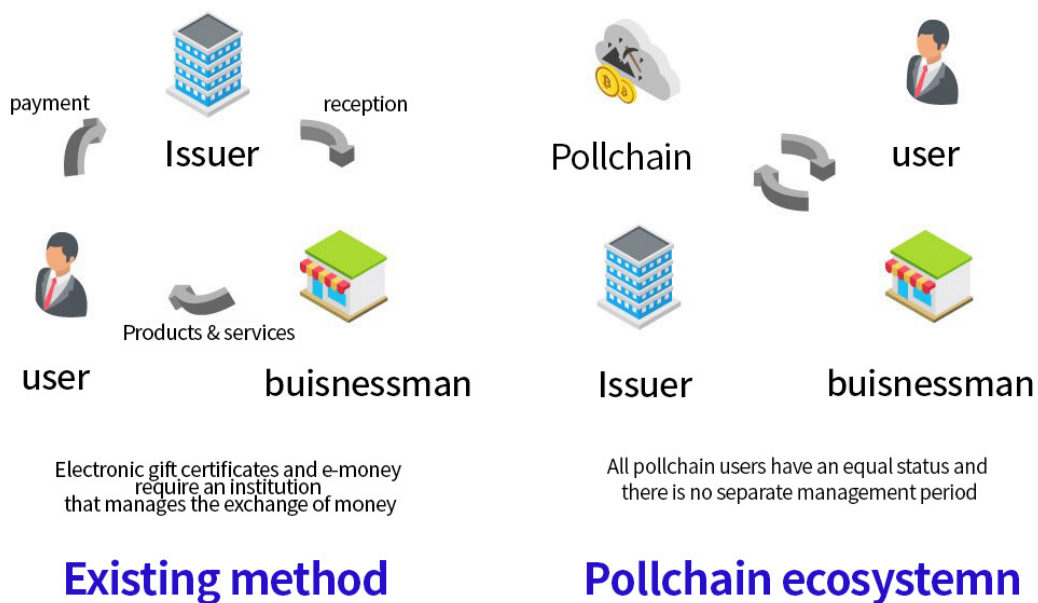
4.2. Reasons for Introducing Pollchain's Blockchain

4.2.1. Transparency of Polling Participation & Reward Transaction

The record of poll participation and the route of POLL delivery are transparently recorded in the blockchain. This can be checked by anyone, any time, to ensure transparent transactions can be guaranteed.

4.2.2. Continuous Commitment to Reward Algorithms

The reward algorithm is designed based on blockchain's decentralization and implemented through programming to be executed or recorded in the smart contract. Pollchain's ecosystem is operated by the recorded content of the smart contract. If smart contract modification, chain conversion, or mainnet development is required for the development of the ecosystem, it can only be carried out by consensus and polling of participants of the Pollchain's ecosystem.

4.2.3. Giving Global Value of Polling Participation & Reward, Expanding Digital Governance

Users are not limited to a specific country or region as Pollchain is a global service base. The POLL received as a reward in Pollchain can be used at all places that Pollchain supports and at the same value. All participants using Pollchain earn rewards and creates global digital governance together through participation in polling, a democratic consensus process.

5. Schedule

ROADMAP

2021

Q1

Started Pollchain development
APP demo version released
Smart contract disclosure

Q2

APP beta version released
E-commerce integration
Attracting private investment

Q3

Interworking with Blockchain
APP official version released
Listed on the exchange

Q4

APP service upgrade
User big data processing
API support
Global service support

2022

Q1

Advertising market service disclosure
APP enterprise official version released
-Untact decision making
(BOD, stockholder meeting, etc.) tool

Q2

User analysis indicators released
-Investment sentiment index,
 brand preference, etc.
Listed on the exchange

Q3

Optimization and upgrade
Upgrade to expand the NFT and DEFI
 ecosystem

Q4

Expansion of Globurn Partnership
Listed on the exchange

2021

Q1

Pollchain Launched

Pollchain Mobile App Demo Ver. Reveal

Smart Contract Reveal

Q2

Pollchain Mobile App Beta Ver. Reveal

E-commerce Interlocked

Private Investment Attracted

Q3

Pollchain Blockchain Interlocked

Pollchain Mobile App Official Ver. Reveal

Exchange Listed

Q4

Pollchain Mobile App Service Advancement

User Big Data Processing / API Backing

Global Service Backing / Exchange Listed

2022

Q1

Pollchain Advertisement Market Service Reveal

Pollchain Mobile App for Companies Official Ver. Reveal

-Non-Face-to-Face Decision-Making (Board Meeting, General Stockholder

Meeting, etc) Tool

Q2

Global User Analysis Index Reveal

-Polling Psychology Index, Brand Preferences, etc.

Exchange To Be listed

Q3

Pollchain Ecosystem, Chain Optimization & Upgrade

-Upgrade for NFT & DEFI Ecosystem Expansion

Q4

Global Partnership Expansion

Exchange to Be Listed

6. POLL Economics

6.1. POLL Issuing Plan

 Pollchain aims for a multi-chain method, also called multi-blockchain. When Pollchain uses a single public blockchain such as Ethereum, there may be many restrictions in building and expanding the Pollchain system. Therefore, Pollchain intends to operate Dapps developed by Pollchain on an independent network using various public blockchains that support the Solidity language. This multi-chain structure not only greatly increases the scalability of Pollchain, but also allows infinite DApps to be operated simultaneously. Therefore, the load on the main chain is low, so that transaction overload does not occur. The fee burden due to network congestion is also greatly reduced.

 According to this development plan, POLL will issue 5 billion tokens on the Tron chain, 4 billion tokens on the Luniverse chain, and 1 billion tokens on the Ethereum chain. For interlocking and swapping between each chain, Pollchain plans to develop a bridge and provide it to developers and users.
50% is deposited in the reward pool for PoP mining rewards. Pollchain development costs and marketing costs are procured through private investment attraction. Marketing costs are used to establishing overseas corporate bodies, service marketing and operation costs. The scale of the private investment attraction is one billion, 10% of the total issuing amount.

Team
10%

Advisors & Partners & Contributors
5%

Reserved
15%

PoP Mining
Reward Pool
50%

Max supply
10
billon

Community & Airdrop
10%

Sale
10%
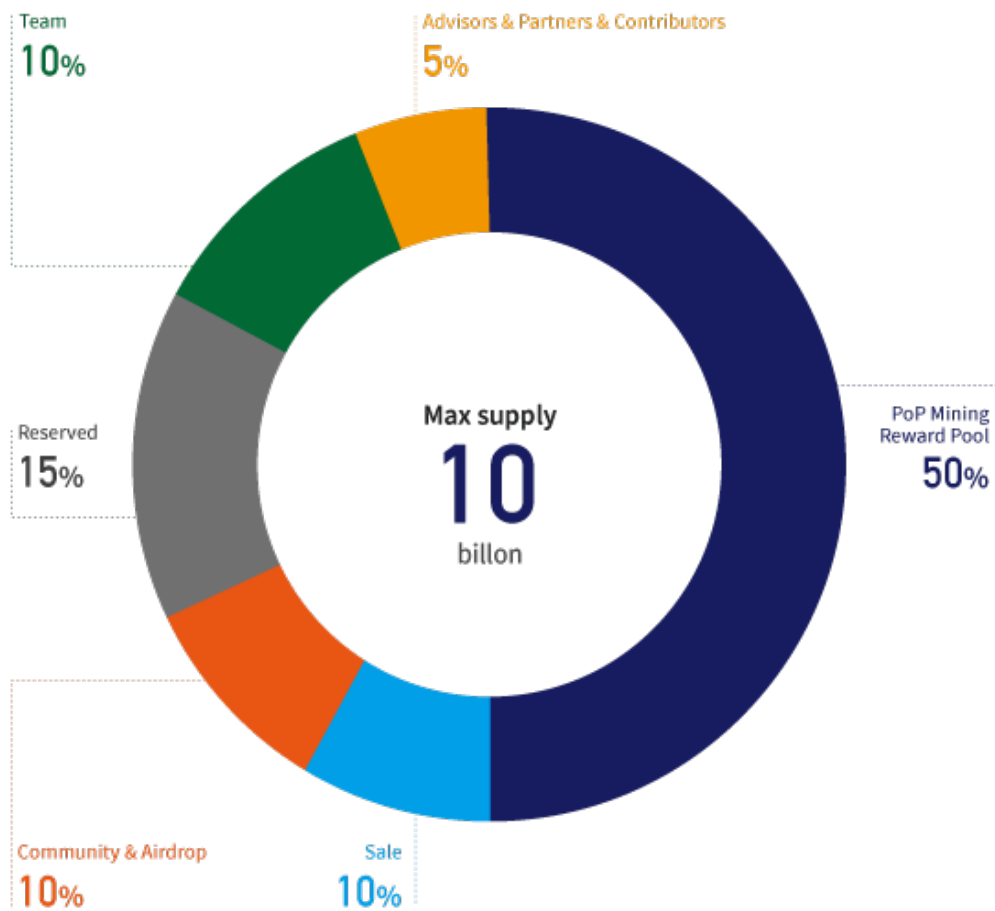
6.1.1.   Reasons for Introducing Pollchain's Tron Chain

Tron, which is based on blockchain technology, began with the aim of "building an entertainment system" where the public can freely exchange content, such as movies, multimedia, applications, mobile content, and games free of charge. The characteristic of Tron is decentralizing the system through autonomous organizational structure. It breaks down structures in which a small number of companies, such as Google, take huge interim fees and returns value to producers and consumers through complete decentralization based on blockchain.

Tron's system administrators are elected by users' democratic vote to produce and prove blocks. This is called Delegated Proof-of-Stake Consensus (DPoS) and is considered to be more efficient in scalability than traditional PoW and PoS consensus algorithms. Tron's RPS (transaction size per second) is 2000 TPS, 285 times more efficient in transmission speed than Bitcoin and 133 times more than Ethereum.

TPS Comparison of Major Cryptocurrency & Visa Card

	Bitcoin	Ethereum	Ripple	Litecoin	Bitcoin Cash	EOS	Tron	Visa Card
TPS	7	15	1000	56	60	3000	2000	2000

From the recently developing blockchain projects, TPS has been measured at 100,000 and one million. A high TPS has the advantage of being able to process various data and payments quickly. However, it ignores the important elements of the public blockchain called decentralization and focused only on speeding up transactions. As a result, the decentralization quality, the purpose of a public blockchain, has damaged, raising the risk of security incidents. Therefore, the concept that goes beyond simple TPS has emerged.

Joseph Lubin, the co-founder of Ethereum and founder of the American blockchain company, ConsenSy, introduced the concept of "DTPS" at the Deconomy 2019 Forum. DTPS is the value of multiplying transaction processing speed (TPS) value with decentralization quotient (DQ). In other words, DTPS is a decentralized TPS. Discussion on the scalability of blockchain is centered on TPS, however, the decentralized element is often ignored, so the DTPS concept was proposed. In some new projects, all nodes are operated by the project team, and in this case, if you calculate 100,000 TPS or a million TPS with DTPS, the decentralization index is zero, and eventually converges to zero. Although it depends on the purpose of using blockchain, highly centralized blockchain

platforms are not suitable for public blockchain due to the high risk of security incidents.

Major Blockchain's Decentralization Quotient (DQ) & Decentralization TPS (DTPS)

|	Bitcoin	Ethereum	Ripple	Litecoin	EOS	Tron
(DQ)	0.8	0.7	0.2	0.5	0.1	0.3
TPS	7	15	1000	56	3000	2000
DTPS	5.6	10.5	200	28	300	600

 As shown above, Tron has the highest DTPS among existing public blockchains and has the advantage of maintaining the decentralization quotient while increasing TPS at the same time.

 Tron is also easy to develop DApp using smart contracts like Ethereum, and the transmission fee for executing contracts is about 30,000 times lower than Ethereum (current standard).

 The developers of Pollchain are Solidity development experts who have experience in developing various DApp and smart contracts in Ethereum and Tron Chain networks. Pollchain's reward algorithm is recorded in a smart contract and executed automatically. If smart contract modification, chain conversion, or mainnet development is required for the development of the ecosystem, it can only be carried out by consensus and polling of participants of the Pollchain's ecosystem.

6.2. Fund Operation Plan

The funds raised through the attraction of POLL private investment are used to develop Pollchain and build the ecosystem. The funds management plan is as follows:

INFORMATION SECURITY
MANAGEMENT COST
5%

LEGAL EXPENSES
5%

MARKETING
COST
30%

R&D COST
40%
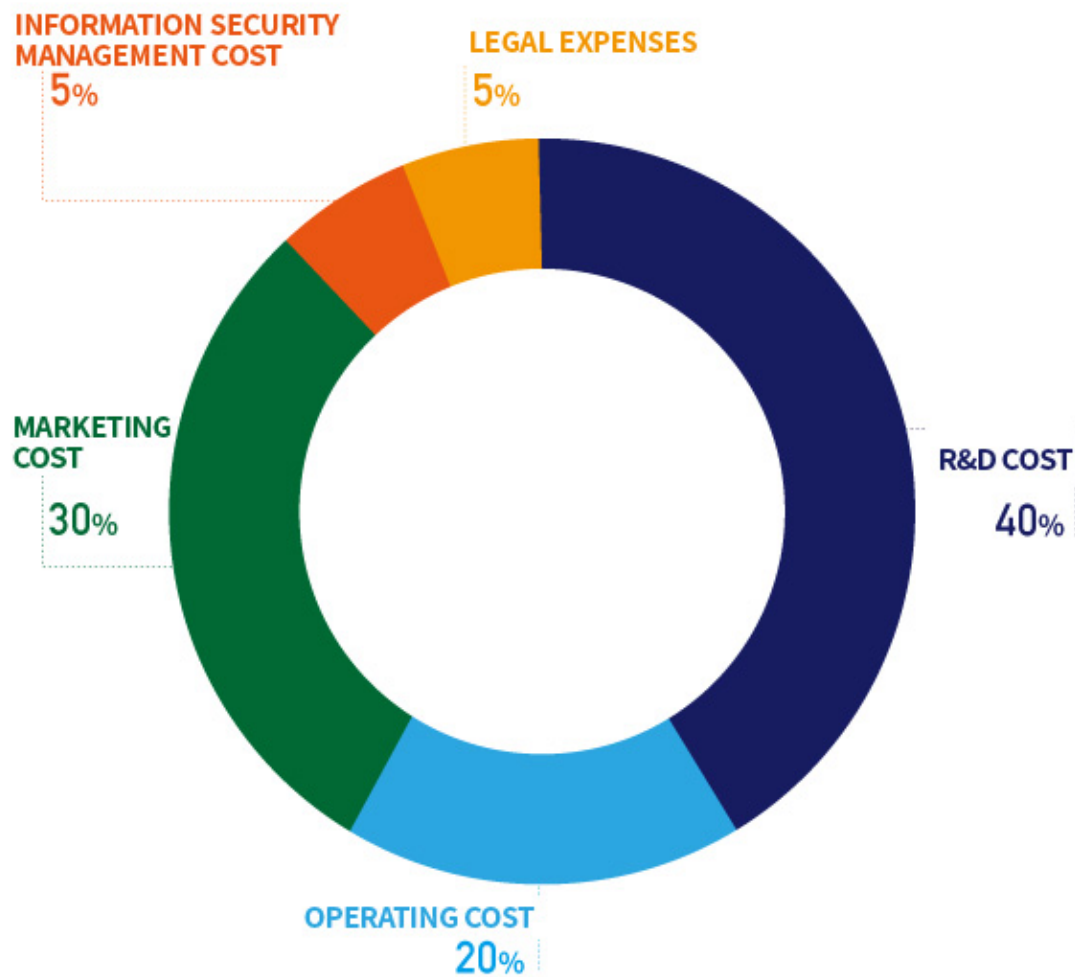
OPERATING COST
20%

Research & Development

40% of the funds are used on research and development. It includes costs for building the Pollchain server, implementing clients, developing apps, interlocking blockchain, testing, security, etc.

Operation

20% of the funds are used for company operation. It includes costs for company maintenance such as server lease costs, building infrastructure, labor costs, management costs, and lease.

Marketing & Accounting Costs

30% of the funds are used on marketing costs for building partnerships and attracting users.

Information Security Management

5% of the funds are used to strengthen the stability and security of Pollchain's service.

Legal Advice

5% of the funds are used on legal advice required to proceed with the business.

7. Key Team Members

keyper Keyper (CEO Kim Hyun-jin), a venture company in Korea, is a blockchain specialized technological development company that has various technological development and operation experiences, such as launching the digital asset non-consignment keyper wallet, launching the digital asset and major data backup solution keymonic, registering for a patent for dual hybrid wallet and cryptocurrency integration solutions, developing on commission many overseas cryptocurrency exchanges, developing on commission blockchain-based reward games, developing on commission DeFi service, developing on commission blockchain solutions for companies, and developing on commission non-face-to-face donation service. Keyper's key executives have also joined various multinational cryptocurrency projects since 2017 and participated as development, planning, marketing, and Korean business general partners. Keyper is responsible for designing and implementing Pollchain's PoP mining, developing clients, and entering the Asian market.

antier Global blockchain leader Antier Solutions Pvt. Ltd (CEO Vikram R Singh, US/UK/UAE/INDIA offices) has diverse technological development and operation experiences using blockchain, distributed ledger, and smart contract technology, such as developing a white label exchange platform, developing decentralized exchange,

and establishing DAO-based decentralized bank. Antier is responsible for auditing Pollchain's PoP mining smart contract, establishing DB, and entering the US/UK markets.

8. Disclaimer

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