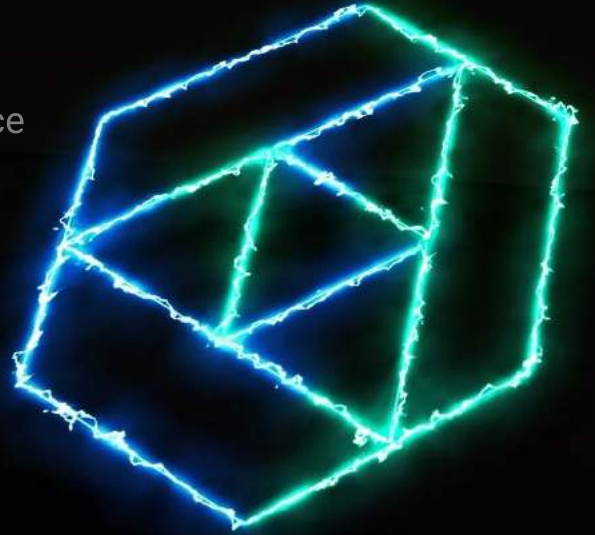


MARKETPLACE FOR MASS ADOPTION OF BLOCKCHAIN

Decentralized Application (dApp) Total Marketplace
Built for Mass Adoption of Blockchain



WHITEPAPER

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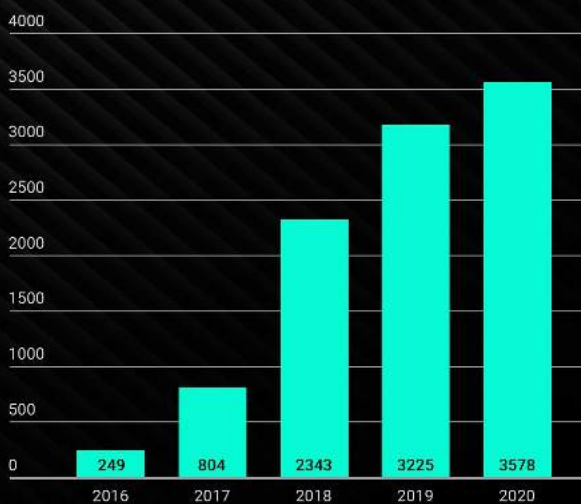
11. Disclaimer

1. Overview

After the release of Bitcoin in 2009, Ethereum supported smart contracts in 2015, a decentralized application called 'dApp (decentralized application)' was developed, which operates on the blockchain network.

Smart contract was a concept that had existed since before blockchain, but with the development of dApp, blockchain's distributed ledger technology further expanded, and interest in technology also increased. So far, more than 10,000 dApps were developed as smart contracts have been released, and the dApp market size is growing every year, and the number of dApp users is increasing exponentially.

Annual Active Growth Rate



Source: stateofthedapps.com

Market Performance 2018~2019

Active Users



However, as it is an early market, there are indeed many barriers to the popularization of dApps from release to until now because of several problems such as technical issues, compatibility issues, and reliability issues and due to such barriers, only a small number of blockchain users exist worldwide.

In addition, users are still encumbered by technical difficulties because of compatibility issues among several main nets. Each main net requires pre-use learning and research, and during the process, many new entrants abandon the blockchain habitat 817276. There is no platform available to date, which provides easy and convenient services by integrating released dApps in one place.

Despite this situation, the dApp market is continuously growing, and indicators such as the transaction amounts, the number of projects, and users are increasing at a large rate every year. Here we can see that the interests and expectations are still valid in the blockchain. Like the existing traditional PC game market, a model such as offering a service to experience several games on a game publishing platform is also needed in the blockchain market. If a platform that can connect dApps to the public and handle traffic demand emerges, the non-blockchain user's influx will be easier and will play an important part in the growth and development of the market.

Existing applications and games work smoothly in the existing web environment. Still, blockchain wants to implement a new form of WEB 3.0, a new technology, to build an optimized environment.

The first goal of the dAppstore is to increase the dApp user's accessibility via the Osiris WEB 3.0 Browser. It aims to allow users to experience many dApps in the most suitable environment without any knowledge of blockchain through building a blockchain-oriented platform. It provides convenience to users and a place to meet users easily for many potential dApps. As a result, it aims to resolve the entry barrier issues of popularization, lead the blockchain market's development and success, and take the lead in blockchain Mass Adoption.

2. Background and problems

A. Smart contract

An anonymous organization, group, or individual named Satoshi Nakamoto released a nine-page white paper titled "Bitcoin: A Peer-to-Peer Electronic Cash System" in 2009. A new financial protocol, 'Bitcoin' was developed out of the control of a centralized institution.

Due to the decentralization and censorship resistance, Bitcoin has been considered a paradigm shift in the financial system, but there was a limit that Bitcoin's P2P remittances alone cannot further expand the blockchain benefits.

A Russian developer Vitalik Buterin released the Ethereum white paper 'A Next-Generation Smart Contract and Decentralized Application Platform' in 2013, and 2015, launched the Ethereum with the addition of the "smart contract" function, which makes it impossible to forge private contracts, and led to further development of blockchain technology.

In 2017, the cryptocurrency market heated up due to the increase in blockchain projects using Ethereum smart contracts and the so-called "ICO Boom" caught on. Ethereum's smart contracts resulted in the development of distributed application DApps (DApps: Decentralized applications) that uses blockchain networks developed in Bitcoin, where only existing transactions were possible and brought a huge amount of funds into the industry with expectations for convergence with other areas using blockchain.

The ICO projects that appeared in this way have raised funds via a white paper explaining technology or services that they want to implement through the use of blockchain. However, after the fundraising, or raising funds with exaggerated white papers even though there was a lack of technical skills, or the disappearance of the raised funds without even starting development, most of the projects did not proceed with proper development, leaving a lot of frustration and inconvenience and putting an end to the ICO bubble.

B. Development and Status

Because of many damage cases during the ICO Bubble in 2017, countries control blockchain and cryptocurrency through rules and regulations. Companies that have survived to date have been working to bring blockchain ideas and spirit into technology and service.

By utilizing blockchain, many industries such as finance, insurance, distribution, real estate, art, and games have tried to induct the benefits of transparency, efficiency, low cost, and compensation and established a system that has been formed by changing a centralized system to a decentralized system.

'CryptoKitties,' the first blockchain game, attracted the most attention, led the DApp market during early days, and became so popular that it caused a phenomenon that paralyzed the Ethereum network in the past. However, there were many inconveniences for users to play even though CryptoKitties was just a simple game of breeding fictional cats and obtaining new cats via cross-breeding. For the users who do not know about blockchain, the entry barrier was too high. For every action performed in the game, network sign-in was required that caused inconvenience by charging a fee for network usage.

Despite the huge business success of CryptoKitties, several issues were found, such as the network paralysis since the blockchain technology itself was not good enough to provide services to a large number of consumers. Many blockchain projects have tried to solve this inconvenience by using the models that simultaneously utilize both on-chain and off-chain transactions. However still, the situation has not been resolved completely.

Since blockchain is a new and unknown market, a lot of research and development is required for successful projects and a flexible response to the business model and roadmap considering the business experience gained from it and the rapidly changing market conditions. However, there have also been many good projects being taken down because of the fund's depletion while developing without responding flexibly because of the internal and external pressures from white papers, roadmaps, and communities and have lost their credibility by releasing underperforming products.

C. Problems and Solutions

An average of more than 150,000 users use DApps worldwide as of August 2020, and the average daily transaction is about 1.7 billion won, and the accumulative market transaction is about 10 trillion won. Although the competitive services are introduced and have a rather small market, the ecosystem still has limitations, such as the lack of accessibility compared to general applications, the lack of killer-DApps, and high entry barriers blockchain.

To develop the DApp ecosystem, the dAppstore offers the following solutions.

① Improved accessibility

To use an existing application, users can easily install and use it through a Google Playstore or App Store search. In the case of blockchain DApps, there is a hassle of accessing the homepage of the DApp you want to use, installing a cryptocurrency wallet, depositing cryptocurrencies, and using DApps. People often give up in the process of buying and depositing cryptocurrencies if they don't have any knowledge or experience in blockchain.

In the dAppstore, DApp can be easily operated by the users who use the Osiris browser, skipping the separate wallet installation process through the Osiris Multi Wallet, and the insufficient cryptocurrency can be bought through a card or other payment method. As it helps users access easily via the browser, so users do not need to search for information and can easily use DApp even without having any knowledge of blockchain. As such, dAppstore offers the best environment to experience blockchain most easily and conveniently.

② Building an integrated marketplace

In the case of the traditional game industry other than the blockchain, the world's largest game distribution platform 'Steam' has supported more than 30,000 games so far and possesses an average of more than 10 million active users per day. In addition, 'Epic Games,' a game company that has developed Fortnite and others, achieved 100 million cumulative users through its own store and earned \$680 million (about 750 billion won) in 2019. As a result of the steady growth of the PC game industry, we can see that the platform's role, which managed the overall demand of the user, was very large.

The dAppstore aims to allow users to access and directly play existing Dapps instead of a simple DApp statistics site to provide a solution to the absence of a DApp marketplace. In addition, dAppstore minimizes the Dapp verification process's risks to protect users from malicious DApps that harm the blockchain ecosystem through its self-censorship. dAppstore plays an important role as a stable marketplace platform to use the DApp in a safe and fun environment in the dAppstore.

③ Cases of actual token use

Even if any project issues a token, it is not easy to create actual use cases of the token only with its community, the largest support layer of the project. By creating an ecosystem that allows access to numerous DApp tokens, the dAppstore supports the expansion of actual use cases for previously operated projects in a stand-alone method.

The dAppstore wants to create an environment where different major token platforms that were difficult to coexist because of the technical aspects can be compatible with the dAppstore. By bringing individual markets in one place, we want to increase the actual use cases of tokens in several projects and form an integrated market.

④ Support for Ecosystem establishment

The dAppstore creates the market by establishing a win-win relationship with DApp developers. The reality is that, with just DApp's marketing and promotion, it is difficult to reach the public who do not know the blockchain anymore. dApp store supports the project's marketing and promotion via 35 users of the actual Osiris/dAppstore and helps DApp's succeed.

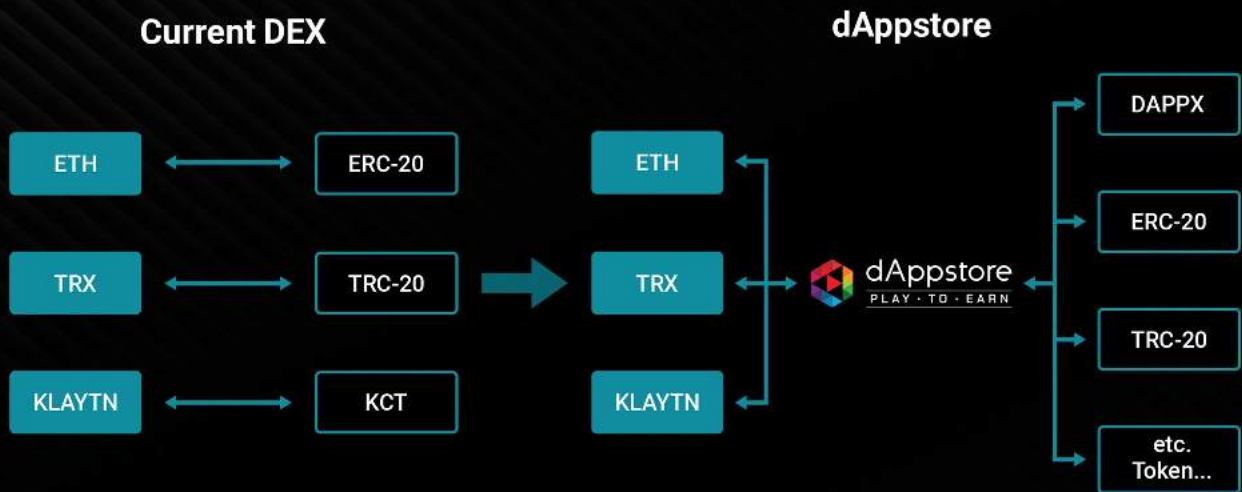
Use the infrastructure of the potential DApps to perform reliably so that good services do not fail because of the insufficient funds or insufficient marketing to help the project succeed, which in turn results in good market development.

3. Function of dAppstore

By bringing blockchain DApps in one place, dAppstore delivers an infrastructure that users can easily access. Developers can expect to minimize the development time by addressing users' needs of several blockchain networks at once, without having to consider other browsers, Internet environments, and technical knowledge of users. dAppstore possesses an infrastructure in which users, developers, and platforms are organically linked from production to supply, consumption, and distribution so that all participants can contribute to the ecosystem.

A. Multiple network support

dAppstore supports DApps of various blockchain networks. DApps implemented in different mainnets also support Atomic Swap, which allows the exchange of ETH for EOS, KLAYTN, TRX etc., via ACENT's own OCEAN (Osiris Crypto Engine ACENT INterface) allowing the use of native token particularly suitable for DApp.



Through the ACENT's Osiris browser, users can manage cryptocurrency with a single wallet in the App Store. If they have the necessary cryptocurrency, they can exchange it with the cryptocurrency they own. It fixes the cryptocurrency exchange, which was a chronic issue while using DApp, and there is no need to install different wallets for each network. Users are free to use any DApps without having to respond individually to each pertaining environment.

At present, most of the Ethereum network DApps are available, and additionally, DApp rendering functions of TRX, ICX, KLAYTN and DOT network are under development.



B. Desktop-only application

DApp operates only when there is an extension program in a regular web browser. DApp Store delivers an environment that does not need an extension installation program via the Osiris browser. Furthermore, through a web browser and rendering, it is possible to operate the DApp Store from a desktop application and services such as DEFI, DEX. Without installing a separate extension program, games can be used in one place.

dAppstore is optimized and operated in the Osiris browser. Consumers who do not use Osiris can use the dAppstore via a desktop application.

Osiris and dAppstore can be logged in with Single Sign-On (SSO), so a similar service can be used in both browsers and applications.

C. ACENT's Osiris Browser

Osiris Browser is a WEB 3.0 based browser that provides a service that allows you to have an amazing user experience. In addition, DApp-friendly services that are different from existing services are provided when Osiris and dAppstore are used together.

The main features of the Osiris browser are as follows.

- ① Protection of personal information
- ② Ad blocking
- ③ OCEAN
- ④ Osiris Multi Wallet

The Osiris browser is currently optimized for use in the dAppstore, but it will be expanded to multiple services.

D. DApp Publishing Platform



dAppstore supports publishing services that integrate blockchain technology into the traditional games architecture.

By optimizing ODIN(Osiris Desktop Application INterface) built in Osiris browser, from basic web-based games to games with high-end-specification that need locally installed desktop applications are to be fully compatible with blockchain technology, making an easy entry for the current game industry into the blockchain world. ODIN is used to maintain the quality of existing games in the industry, simultaneously setting the platform crypto-friendly by leveraging WEB 3.0 technologies.

Since the current app marketplace does not support cryptocurrency in general, developers often use the third-party program despite cryptocurrency being already applied within the app on its own. Developers can integrate cryptocurrency into app and apply token economy without using a third-party. Not only that, dAppstore requires relatively low fees in contrast to high fees of 20%-30% applied by Apple Appstore and Google Play Store.

Developers will be able to focus on development through the fundraising stably, and at the same time, can enjoy the impact of promoting DApps that will be released in dAppstore.

This allows users or investors to participate in the project through the platform. Users can become investors of dAppstore and help fund developers. Users and investors will receive paid services within the Dapp, goods, NFTs, contents, tokens, etc. provided by the developer.

E. Play-to-Earn



dAppstore rewards the following contributions made to the platform:

1. Play-Time Reward
2. Evaluation Reward
3. Referral Reward

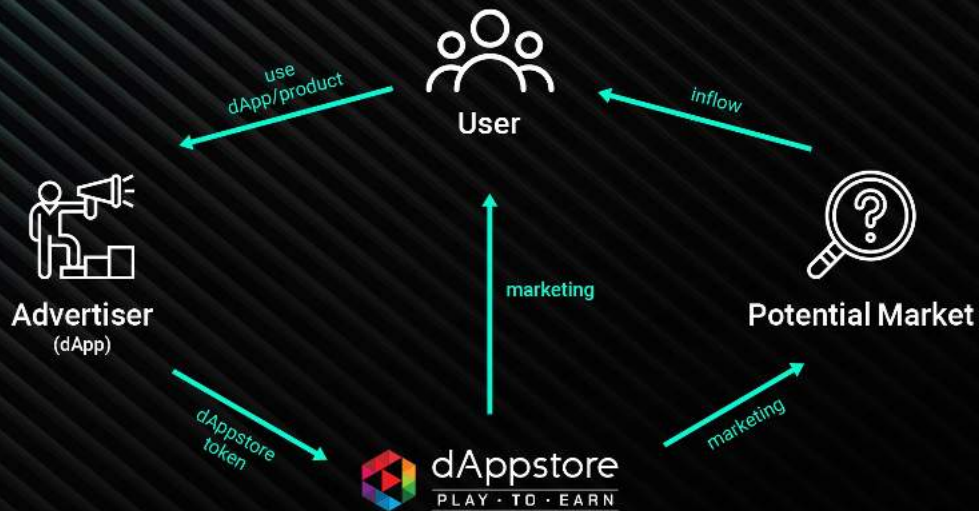
These rewards are in place to motivate new DApp users and so are rewards for incentivizing users to access more DApps in the long term allowing a chance for users to find out the DApp with huge potential and discover the right DApp just for them. With the proper rewards, the number of users will continue to increase, the developer continues to build quality DApps to gain more users, naturally creating the environment of sustainable ecosystem. dAppstore will play a pivotal role in this ecosystem and continue to expand its scope, generating significant synergy with current DApps & future DApps to come.

F. NFT Market

dAppstore is to be a marketplace for digital trading assets created based on blockchains, such as game items, works of art, and limited edition goods. Trading existing goods can only be made within the system provided by the service developer. Still, it is also possible to expand to the secondary market via the dAppstore to exchange for the desired currency or exchange for the desired product. There is no need to check whether the other party actually owns the sold product through the smart contracts, and no need to worry about malicious users as only the promised transaction is made.

Digital asset sellers can easily register digital assets in dAppstore without knowing how to implement smart contracts, and buyers can easily buy digital assets from the dAppstore. Decentralized transactions are made using dAppstore's own token DAPPX (as the native platform currency), ACE, DAI, ETH, TRX, etc.. In the dAppstore, the seller can select its desired cryptocurrency.

G. Branding Service



Advertisers can use DAPPX to attract advertisement to users of dAppstore.

dAppstore's branding service does not simply publish a banner on a site or media or service exposure. We will continue to cooperate to achieve our partners' desired results (clients) and come up with improvements together through a comprehensive marketing service.

It is an encompassing marketing service that helps the growth of DApps listed on the dAppstore platform with developers and supports the establishment of a virtuous cycle ecosystem.



4. dAppstore Economy

A. Roles

The roles of dAppstore ecosystem are as follows:

i. User

Its role is to use and evaluate the DApps in dAppstore. Not just using DApps and call it a day, but they receive more rewards for a variety of activities such as: using dAppstore, evaluating, and performing community activities, discovering the quality DApp, and helping stabilize the platform service.

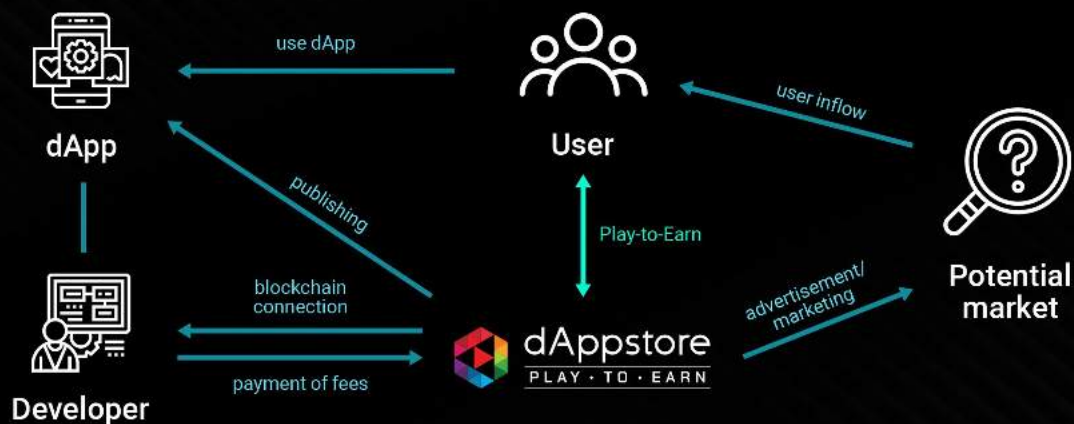
ii. Developer (Dapp/Project)

It is a service developer that offers paid and free DApps in dAppstore.

iii. Platform (dAppstore)

The dAppstore connects dApp developers and users. It continually develops services for users and delivers an optimal environment for developers. Additionally, it also runs a program to help developers promote, market, and grow.

B. dAppstore Ecosystem



1. Developer launches DApp (product) via dAppstore.
2. dAppstore is committed to securing the platform's users through external marketing in cooperation with developer.
3. Users use DApp (Product) and receive rewards accordingly.

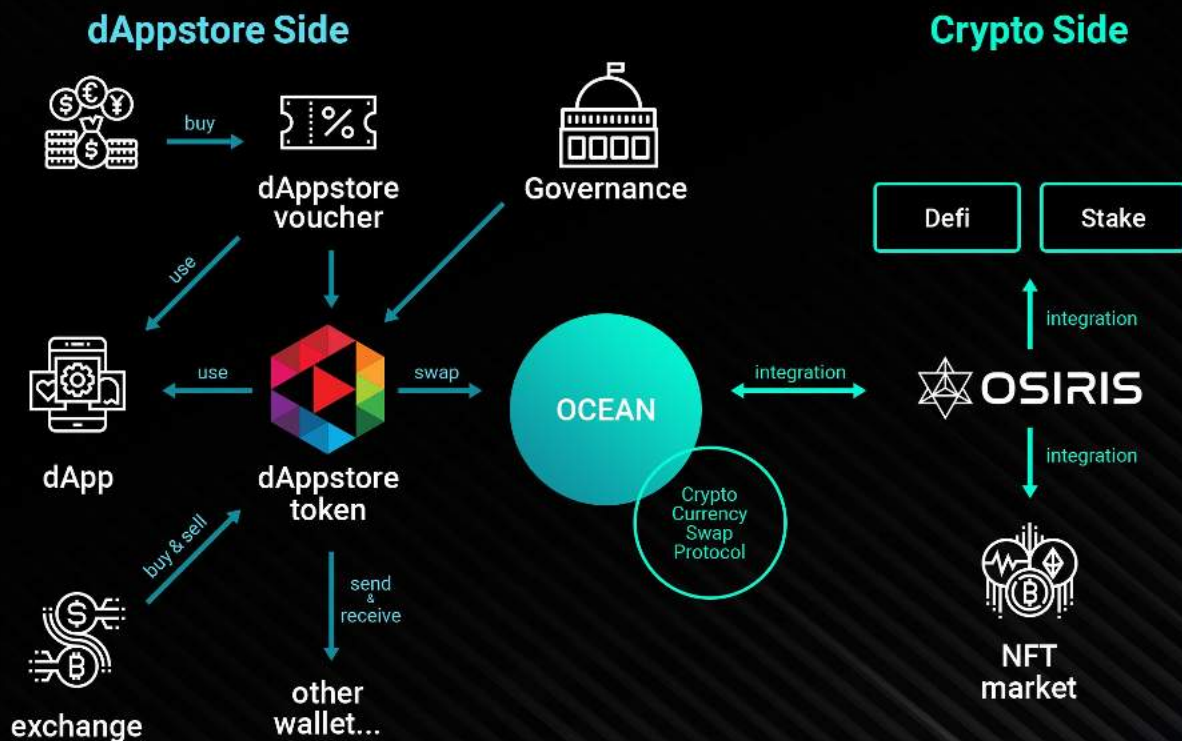
5. Token Economy

A. dAppstore's standard token

The native digital cryptographically-secured utility token of dAppstore (DAPPX) is a transferable representation of attributed functions specified in the protocol/code of dAppstore, which is designed to play a major role in the functioning of the ecosystem on dAppstore and intended to be used solely as the primary utility token on the platform; however, the service provided will be updated according to country-specific regulations.

DAPPX is a non-refundable functional utility token which will be used as the medium of exchange between participants on dAppstore. The goal of introducing DAPPX is to provide a convenient and secure mode of payment and settlement between participants who interact within the ecosystem on dAppstore, and it is not, and not intended to be, a medium of exchange accepted by the public (or a section of the public) as payment for goods or services or for the discharge of a debt; nor is it designed or intended to be used by any person as payment for any goods or services whatsoever that are not exclusively provided by the issuer. DAPPX does not in any way represent any shareholding, participation, right, title, or interest in the Company, the Distributor, their respective affiliates, or any other company, enterprise or undertaking, nor will DAPPX entitle token holders to any promise of fees, dividends, revenue, profits or investment returns, and are not intended to constitute securities in Singapore or any relevant jurisdiction. DAPPX may only be utilised on dAppstore, and ownership of DAPPX carries no rights, express or implied, other than the right to use DAPPX as a means to enable usage of and interaction within dAppstore.

B. dAppstore Token Economy



“Platform service: Based on value creation and profit-oriented business model”

Platform business can secure profitability when implementing economies of scale. dAppstore platform is a business model that can implement new economies of scale and it can create new values in terms of convenience, cost, and diversity that are currently absent from the current blockchain.

Blockchain market lacks the marketplace of all corporate's platforms. dAppstore intermediates the supply and demand of many groups and serves as a blockchain market hub, forming a new economy with industry-based rewarding business model.

dAppstore builds a participatory system so that members in the network can find solutions within the service. dAppstore is planning to build a platform that previously has not existed in blockchain market, with the new concept of consumption such as reducing transaction costs, customizing customers, non-ownership but rather sharing, for the revitalization of the ecosystem.

1. DAPPX Token Reward

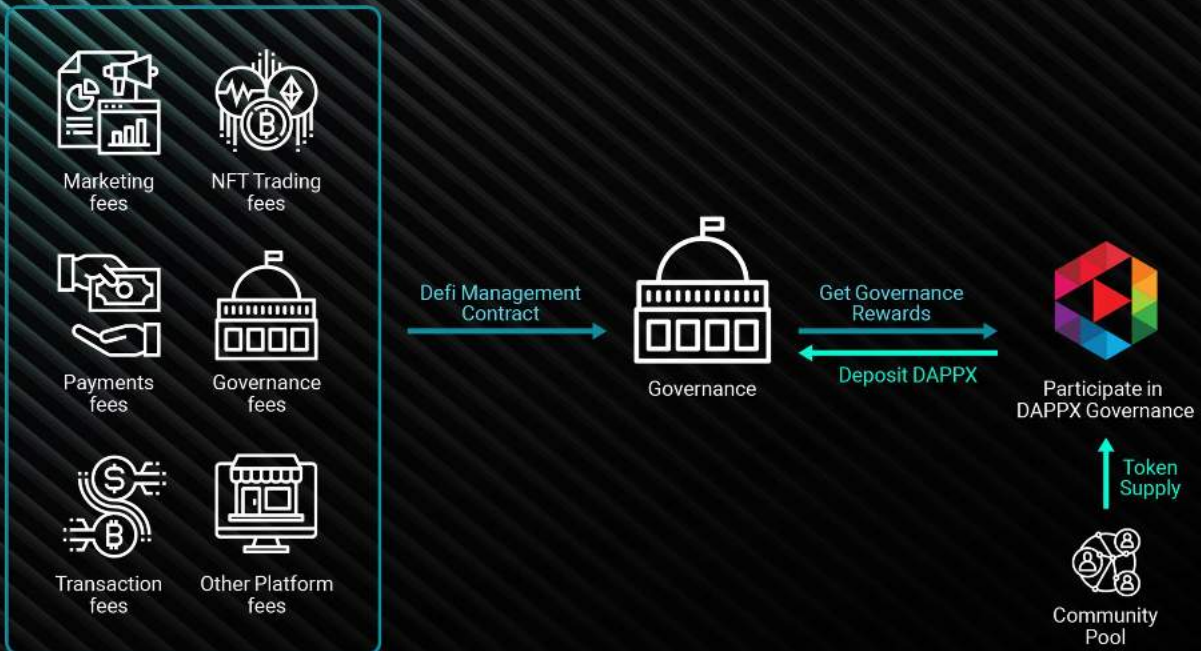
dAppstore DeFi management contract is a tool for managing addresses for certified dAppstore revenue pools allowing users and producers of DAPPX tokens to receive rewards and continuous benefits for dAppstore activity to facilitate the ecosystems. Users can receive a distributed transaction fee revenue from the following revenue structure:.

- Governance distribution pool
 - Right to distribute the pool of proceeds
- User reward will be paid out from token Reserve (50%)

2. DAPPX Governance Distribution Pool Contract

Governance Contract intends to initiate and incentivize community participation in deciding and building a new ecosystem on the dAppstore operational sector.

- Dapp user transaction fee proceeds
 - Reward system fees in games and applications
 - NFT Purchase transaction fee
 - Reward withdrawal transaction fee



3. DAPPX Achievement Rewards

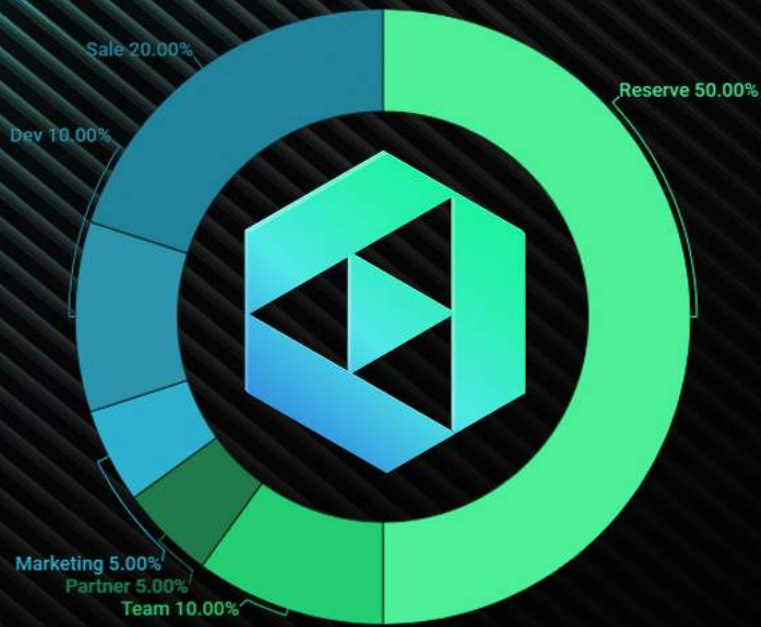
Top-notch compensation management system that generates easy rewards through achieving following milestones:

- When applying and completing registration for the service to a specific brand that is using dAppstore's marketing.
- When a single NFT or NFT set is purchased and certified
- When DAPPX mileage is accumulated to some extent
- When a certain number of tokens in DAPPX is used in a DAPPX DeFi protocol
- When a certain amount of DAPPX tokens are consumed
- When invited friend completes registration
- Additionally, when users meet specific requirements previously formulated by DAPPX community and the Foundation

4. dAppstore Power System

- dAppstore power: Rewarded amount for depositing DAPPX and running Dapp
- Increase your DAPPX deposit, use Dapps more actively and receive higher bounties
- dAppstore power generation
 - Application of variable inflation rate
 - Increase or decrease incentives based on power ratio
- Incentive distribution when using Dapp

C. dAppstore Token Matrix



Total	1,500,000,000
Reserve	750,000,000
Team	150,000,000
Partner	75,000,000
Marketing	75,000,000
Dev	150,000,000
Sale	300,000,000

6. dAppstore's Business Model

dAppstore is a perfect combination of store-type business and gaming business models. The major commission revenue generators that simultaneously support Token economy are as follows:

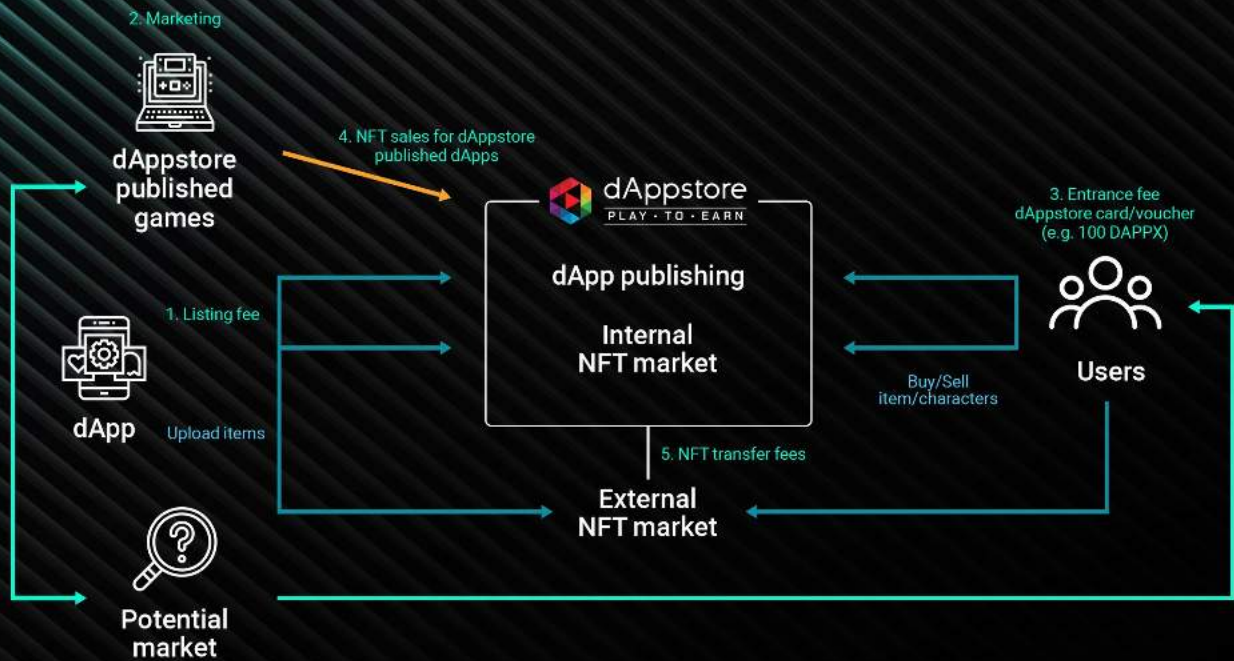
1. Business Model

Business Model 1 – Store-type

Consumers and suppliers effortlessly exchange the value they need on the platform

- User as a Prosumer
 - Dapp Economy revenue sharing using DAPPX DeFi Management Contract
 - Providing voting rights for operation policies using DAPPX Governance Contract
 - Consumer= prosumer: DApp / Contents both consumed and produced by user
 - Store's internal marketing tool powered by referral program- DAPPX rewards
- dApp's One-click payment/services
 - Regardless of what DApp you intend to use, you can simply use it through innovative Osiris Multi Wallet: In cash, in crypto or others when paying for items
 - Brokerage Fee -> Osiris/dAppstore Sales Share
- Upload your dApp – DAPP MAP management
 - Incentive to participate in the Dapp marketplace through DAPP MAP
 - Governance that enables and smoothens Dapp community-related operation
 - Visibility of top ranking Dapps based on user ratings and reviews.
 - Anyone can apply through ID (Email)
 - Monthly fee of 10,000 DAPPX

Business Model 2-Game publishing type



- Development hub management
 - DApp Development Suite-Development client market
- Game supply and demand relation (KakaoTalk game growth case)
- NFT item market management



1ETH

BUY

0.87ETH

BUY

0.12ETH

BUY



To ensure steady growth, dAppstore provides event rewards that can massively increase user participation, thus securing liquidity and expanding into various fields such as music, art, games and DeFi.

7. dAppstore Technical Architecture

The following are the root technical components and the overall system architecture of dAppstore.

A. Multi blockchain support for dAppstore via Osiris multiwallet.

- i. dAppstore built in Osiris browser provides intuitive view of the details in deposit and withdrawal and swap through Osiris Multi-Wallet.
- ii. Support for multiple blockchain ecosystem via WEB 3.0 crypto integration and support for multiple blockchains such as TRON, Bitcoin, Klaytn, and etc.

B. Osiris Multi Wallet integration into dAppstore

- i. Allows dapps listed in the dAppstore to be rendered on mobile and desktop applications through the dAppstore
- ii. Native Osiris Browser support with exclusive features for the best security and convenient blockchain experience on the dAppstore
- iii. Allows dapp rendering through external extension installation via chrome browser via web based dAppstore application. Provides optional experience for users who use chrome. But this way, users are still exposed to the vulnerabilities of external extensions. Therefore, it is recommended to use the applications via Osiris browser.

C. Crypto API

- i. API support for integration with dapps supporting OCEAN Architecture internal database services on the dAppstore.

D. Exchange API

- i. DEX integration API for Osiris browser provides convenient swapping of dAppstore Token to other cryptocurrencies.

E. Osiris Browser OCEAN Integration

- i. Allows fast dapp rendering through internal processing dAppstore Token via OCEAN database internal processing.

8. dAppstore User Scenario

- **Case 1 | Play-to-Earn**

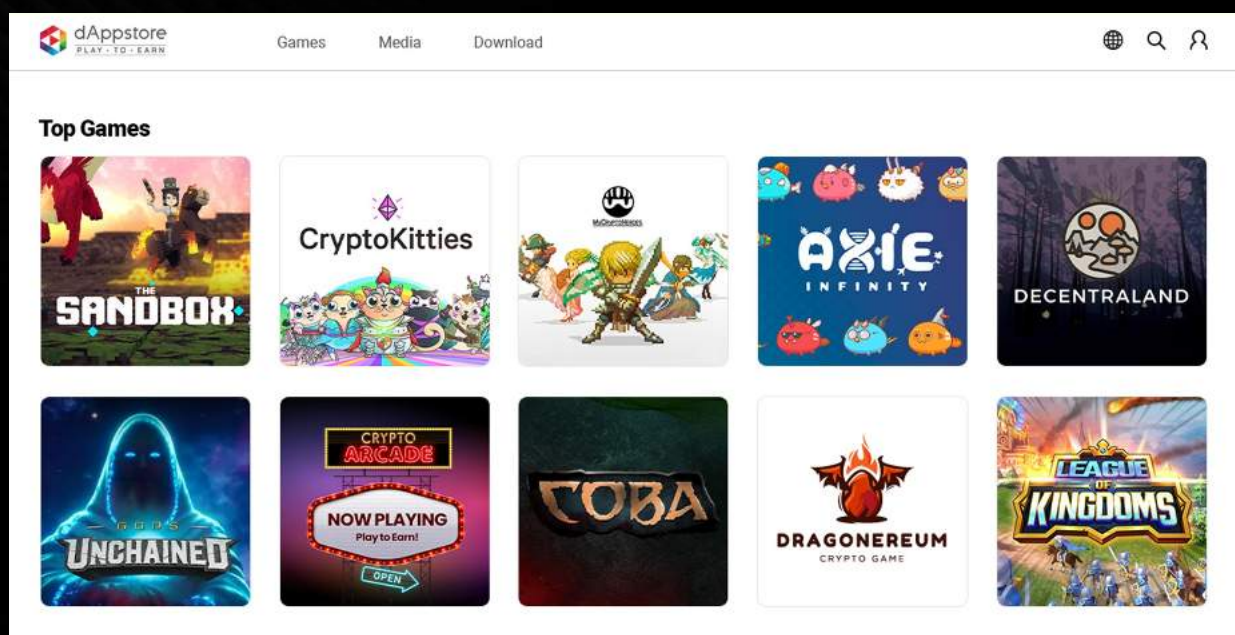
Jason and Lily, who play the industry-leading Play-to-Earn game Axie Infinity, earned \$5,000 each in sales revenue during 3 months of selling NFT of Axie Infinity.

What differentiated Lily from Jason was, she previously deposited 50,000 DAPPX into dAppstore possessing dAppstore Power and later received additional 8,000 DAPPX for it. She sold that additional amount and earned the equivalent of \$2000 in revenue, resulting in 40% revenue gap between Lily and Jason who hasn't interacted with dAppstore.

dAppstore Power is a reward system that allows users to acquire DAPPX separately from transactions generated by using Dapps on dAppstore. The rewards are proportional to the amount of dAppstore Power deposit.

Jason, who heard about Lily's story, also checked the market price on Uniswap to buy DAPPX, but the price of DAPPX rose 30% since other users are also purchasing it after hearing the same story of Lily, so now Jason had to pay more for depositing DAPPX into dAppstore Power than Lily did.

Lily, who purchased 50,000 DAPPX in advance, plans to keep dAppstore Power which has increased by 30%. Since she will continue to use Dapps in the future, rather than convert dAppstore Power into DAPPX, she would hold it.

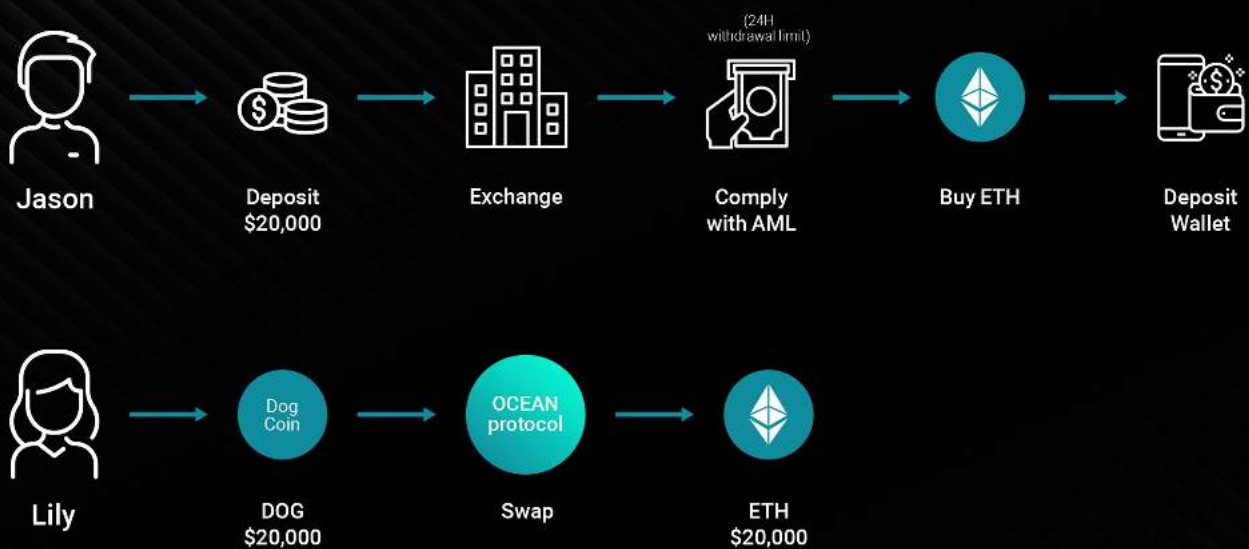


- **Case 2 | OCEAN Protocol**

Jason and Lily each have \$20,000 in DOG (placeholder) earned by using Token Swap (placeholder) for a year on dAppstore. However, \$10,000 (Half of the amount) is Ethereum, which was borrowed from Compound a year ago.

Jason deposited fiat currency into Korea's centralized "D" exchange because the process of selling DOG and purchasing Ethereum was bothersome. After depositing fiat currency, Jason had to wait 24 hours until purchasing Ethereum due to the exchange policy to prevent money laundering. However, DOG's market price has fallen by more than 50% due to DOG's securities law issue in the US. On the other hand, Ethereum rose 60% after Vitalik Buterin announced the successful opening of Ethereum 2.0. Jason is in danger of failing to repay Ethereum he borrowed from Compound.

In contrast, Lily used OCEAN Protocol on dAppstore before DOG's securities law issue occurred and swapped DOG to ETH for only 0.1% of OCEAN Protocol's transaction fee. She quickly accessed to Compound from dAppstore and repaid Ethereum, which she borrowed a year ago.



- **Case 3 | Governance**


Alice purchased 100,000 DAPPX, for investment purposes, seeing the potential in dAppstore, which is commonly used for NFT transactions.

After purchasing 100,000 DAPPX, she was exploring the community when she discovered that there is DAPPX governance. In the meantime, the 0.5% fee Alice had paid while trading NFTs was being distributed to governance participants. Not only that, all fees arising from NFT transaction fees, as well as payment provided on the platform, game publishing and branding services for developers, and reward claim, are paid to governance participants.

As of March 5, 2021, the amount of governance rewards to be distributed is 32,000 DAPPX, with a total governance participation of 36,000,000 DAPPXs. Since 36,000,000 DAPPX has participated in governance, Alice will receive a governance reward of approximately 32% per year for DAPPX governance rewards if there would be no changes in fee and overall governance participants.

Furthermore, a proposal has been made to run Governance Grants on a new tab in Governance [#5] Proposal, giving developers the right to raise funds and governance participants the right to airdrop tokens or NFTs. DAPPX's governance proposal lasts for 14 days, and the governance proposal is accepted if more than 40% of the participants vote in favor. Alice voted in favor, expecting that governance rewards will increase as more Dapps are listed on dAppstore and transactions increase.

My Governance 487,613 DAPPX (0.75%)

<p>Total Staked 36,765,485 DAPPX</p>	<p> dAppstore Token (DAPPX) APY: 23.78%</p> <p>Stake Claim Unstake</p>
<p>Staking Rate 58.41%</p>	

- **Case 4 | Dapp Publishing**

Atom Arcade, the company that created indie game "Atom Run," wants to apply smart contract and token economy to its games, but Atom Arcade's development team has no experience in blockchain development. While frustrated with thinking of adopting blockchain technology, they saw an advertisement that an application already developed in dAppstore helps publishing by applying blockchain.

With the help of dAppstore, Atom Arcade was able to launch the service by applying blockchain to existing services including wallet connection, smart contract application, and publishing in just 7 days.

Without dAppstore, Atom Arcade would have had to prepare themselves for wallet development, smart contract design and application, and service launch.

As Atom Arcade expanded its business into blockchain areas, it took 7 days to develop and 50,000 DAPPX (worth KRW 10 million).

Atom Arcade CEO Allen tweeted, "We've made a right decision on expanding the business into dAppstore since our users increased by 40% compared to our old services and now we have 100,000 subscribers."



- **Case 5 | Advertisement**

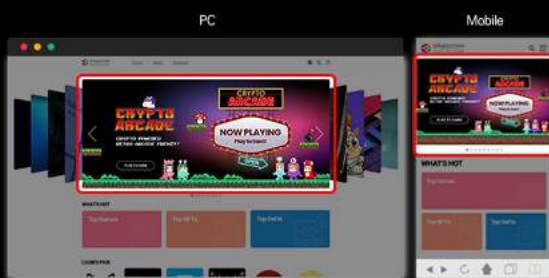
"Baby Swap," a new DeFi project released in March 21, is working hard on marketing to secure new users. However, there are already too many Defi projects in the market, making it difficult to secure new users.

Baby Swap consulted with dAppstore, which is specialized in Dapp marketing. They purchased Play-to-Earn boost events from dAppstore, which were acquired with banner advertising and dAppstore Power.

The main banner advertisement increased accessibility to the project. dAppstore users interacted with Baby Swap to receive Play-to-Earn boost effects.

It attracted 50,000 new members using 10,000 DAPPX (worth KRW 5 million) for a Play-to-Earn boost event, 4,000 DAPPX (worth KRW 2 million) for a month-long banner advertisement.

Main Rolling Banner



Banner exposed on the top of dAppstore's main page. First thing they see when accessing the platform. Can increase the brand awareness and deliver the Automatically rolls after 10 seconds.

**Only JPG, PNG

\$100 / week

Main Louie's Pick Banner

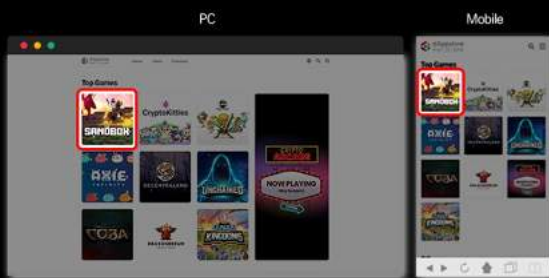


Banner exposed on the middle of dAppstore's main page. Dapps recommended by Louie, CEO of dAppstore, will be listed here.

**Only JPG, PNG

\$100 / week

What's HOT dApp Banner

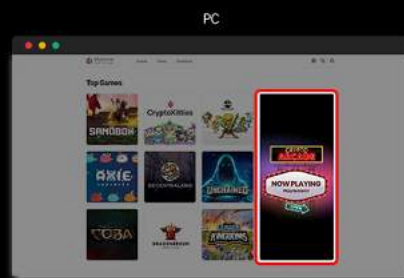


Banner exposed on "What's Hot" page. Currently the most popular platforms are displayed here. (Game, DeFi, NFT, etc.)

**Only JPG, PNG

\$100 / week

What's HOT Long Banner



Banner exposed on "What's Hot" page. Limited to PC game platforms. This banner will garner great attention from the viewer. Currently the most popular platforms are displayed here. (Game, DeFi, NFT, etc.)

**Only JPG, PNG

\$100 / week

9. 2021 Road map

Q1

- Launch dAppstore for Web & Android
- Launch Osiris browser built-in dAppstore

Q2

- dAppstore WEB3.0 platform New-Build publishing
- Multi-blockchain dApp-rendering integration
- Osiris WEB3.0 browser integration
- Wonderwallet X dAppstore integration Beta-version release for Android
- Wonderwallet credit-card payment function integration
- Crypto Arcade Production - Website open
- Build dAppstore advertising platform

Q3

- Expand multi-blockchain dApp-rendering function
- Add dAppstore NFT issuance functions
- Establish dAppstore NFT gallery/market
- Initialize dAppstore advertising-network architecture
- Acent x dAppstore multi-wallet extension/plug-in release
- Crypto Arcade game release in dAppstore - Non-crypto version
- Crypto Arcade NFT promotion

Q4
~ 2022 Q1

- Establish dAppstore Market STATS architecture
- Launch dAppstore NFT gallery/market
- Build dAppstore user-customized data feed system
- Establish dAppstore Analytics - Customized dApp advertisement service
- Add dAppstore voucher function
- Establishing ODIN (Osiris Desktop application INterface) architecture with high-end game integration function
- Launch third-party dApp publishing service
- Establish dAppstore governance reward architecture and contract
- Initiate dAppstore Play-to-Earn participation/reward ecosystem
- Crypto Arcade official launch - DAPPX integration

10. Team

Louie Hwang (Founder & CEO)

- 5 year in Blockchain as an entrepreneur & venture capitalist
- 8 Year Venture Capitalist, investing/accelerating Early-stage startups
 - Mainly focused in IT industry, Blockchain, O2O, Fintech startups
 - More than 5-Years in Samsung Ventures - Invested/managed over 200 Korean startups with S.Korean Gov't 'Creative Economy' campaign
 - HyundaiCard - Head of Venture Investment Team
 - Co-Founded D.Lab Venture Capital as the Blockchain Investment Division Head
 - Judge & Mentor for many Demo Day events & Startup program:
Creative Economy Centers(Daegu, Jeju, Gyungbuk, etc), N15, Seoul Global Startup Center, Reobot, many Universities

Angella Kim (Co-Founder/Vice CEO)

- 5 years of experience in blockchain related business
- Promoted and accelerated blockchain related international projects with globally recognized companies (participating in numerous blockchain related projects such as exchanges, games, IP, mining as partners)
- Published and aired as an Asian female leader in the blockchain industry by numerous foreign media outlets such as Global Magazine (First Korean woman on the cover of The Face), Vietnamese national broadcasting and TV news, and Chinese news. Single Korean female representative invited to 2019 Forbes Vietnam Business Forum amongst the top 50 Vietnamese companies invited.
- Advisor of Korea Blockchain Contents Association (KBCCA)
- Advisor of Korea Mobile Game Association (KMGA)

Erwin Panganiban (Lead Solutions Architect)

- Experiences in Project Management, Process Improvement, and Solution Design using Agile Methodologies
- Solutions Design and Technical Architecture from Cloud based Microservices to Multi Platform (Mobile Devices or Desktop User) Workflows.
- Development Experience in Financial Technology, Telecommunications, Information Management in (Medical, Building Architecture, Blockchain, Big Data), Robotics and Artificial Intelligence, Academe, and Gaming Industry
- Software engineer in Accenture Inc. – Led Legacy System Modernization as a team-lead: Application Delivery Management (ADM), SDLC, Oracle Service Cloud, System Integration and Solutions Architecture
- Worked with clients around the world from requirements to deployment: Evostream Media Server, IVOLINE Inc., many startups (Gigigo, etc), Dev-Touch Inc. Nova Solutions
- Thesis Advisor for Lyceum of the Philippines University

11. Disclaimer

1. Legal Disclaimer

- (a) This White Paper was written and distributed to be a reference to the dAppstore project at the time of writing and is subject to review and changes. The White Paper contains the latest information at the time of writing and it is not the final version. Information such as business operation, financial status and others are subject to changes in the future.
- (b) There is no obligation enter into a dAppstore token sales and other related contracts or other legally binding commitments, and no funds shall be raised on the basis of this white paper. The sales of dAppstore tokens will proceed under legally binding contracts; details to which will be provided separate to this White Paper. If there is discrepancy between this White Paper and Contracts, Contracts shall be prioritized.
- (c) This contract shall not be construed as token sales or proposition by the Token Issuer/Distributor/Company and the contents of this document cannot be the basis of contracts and investment decisions.
- (d) dAppstore token is not intended to become a form of securities, business trusts, or collective investment plans; the definitions for such shall be based on the definitions set by the Securities and Futures Act of Hong Kong or its equivalents in other jurisdictions. Accordingly, this White Paper is not provided as a business plan or proposal and under no jurisdictions will it be construed as investment proposal into securities, business trusts or collecting investment planning.
- (e) dAppstore token purchasers shall not understand, interpret, classify and handle the purchase as an opportunity to participate in the dAppstore platform, token and products or receive investment returns/incomes/payments/profits.
- (f) The coin/token issuing method in this white paper shall not be reproduced, distributed or disseminated in part of in whole within jurisdictions where they are prohibited.
- (g) The information contained in this white paper has not been reviewed, examined or approved by the regulatory authorities. Such actions have not been and will not be taken under any jurisdictions.
- (h) In order to obtain dAppstore tokens, you shall not understand, interpret, classify the token as follows: (a) currency other than cryptocurrency, (b) bonds or securities issued by an institution, (c) rights, options and derivatives to such bonds and securities, (d) contracts and other rights that aims to or guarantees investment returns or loss aversion, (e) collective investment plans, businesses trusts and other security units or derivatives.

2. Limitations in Distribution and Dissemination

- (a) Distribution or propagation of this white paper in whole or in part may be prohibited or restricted by the legal or regulatory requirements of any jurisdiction. When restrictions apply, you shall be aware of the restrictions that may be applied by possession of this white paper, seek legal advice, and comply with them, and dAppstore and dAppstore's employees, agents, and affiliates (hereinafter referred to as 'dAppstore and its affiliates') are not responsible for this.
- (b) If the distribution and propagation of this white paper has led to the perusal or possession of this white paper, it shall not be allowed or caused to be shared with or caused by such person for any purpose, such as distribution, reproduction, or other ways.

3. Exclusion of Liability

- (a) dAppstore token and related services provided by dAppstore and its affiliates are provided 'as is' and 'as possible'. dAppstore and its affiliates do not make any explicit/implied guarantees or descriptions of the accessibility, quality, suitability, accuracy, adequacy, completeness, etc. and in this regard, it is manifested that no liability is assumed for any errors, delays, omissions, or actions taken in dependence on them.
- (b) dAppstore and its affiliates shall not describe, guarantee, promise, or assert any form of authenticity, accuracy, or completeness, including the information contained in this white paper, to any entity or individual.
- (c) dAppstore does not guarantee principal, and losses may occur when investing. The associate shall not be liable for any indirect, special, incidental, or consequential losses (including, but not limited to, losses in investment/revenue/profit/income/payment/data, etc.) arising from your acceptance or reliance on all or part of this white paper and this applies to the maximum extents permitted by applicable legal regulations.

4. Warnings on Forward-Looking Statements

(a) The specific expressions in this white paper contain predictive statements about the future, future events, prospects, etc. of the project. These statements are not based on historical facts, but are identified by expressions similar to words such as 'scheduled', 'estimate', 'belief', 'expectation', and 'expected'. Other public releases other than this white paper, such as presentations, interviews, and videos, may include these forward-looking statements. The forward-looking statements contained in this white paper include, but are not limited to, the future results, performance and achievements of dAppstore and its affiliates.

(b) Forward-looking statements contain a variety of risks and uncertainties. These statements do not guarantee future performance and therefore shall not be overly dependent. If risks and uncertainties are materialized, the actual performance and development of dAppstore and its associates may differ from the expectations set by the forward-looking statement. In the future, even if these circumstances may be changed, dAppstore and its affiliates shall not be obliged to provide updates to forward-looking statements. If acting on the basis of forward-looking statements contained in this white paper, homepages of dAppstore and its affiliates and other materials, you are solely responsible for the failure to realize the forward-looking statements.

(c) As of the date this white paper was written, the dAppstore platform is not complete or fully operational. Although the description was written on the premise that the dAppstore platform would be completed and fully operational in the future, it shall not be construed as a guarantee or promise of the full operation and the completion of the platform setup.

5. Potential Risks

(a) It is recommended that you read the below information carefully and fully analyze and understand the relevant factors and risks before deciding to purchase the token and participate in.

① Risk of negligence of purchasers such as limited access to dAppstore token due to loss of identification information; loss of essential private keys related to digital wallets in which dAppstore tokens are kept. (ii) Risk of value fluctuations after dAppstore token issuance due to global market and economic conditions. dAppstore may not be able to support the funding required for the development of the dAppstore ecosystem or maintain the dAppstore ecosystem in the intended direction due to the uncertainty in the value of these dAppstore tokens. (iii) Changes in the political, social and economic environment, changes in the stock or cryptocurrency market environment, changes in the regulatory environment of the countries in which dAppstore and its affiliates operate, and risks related to changes in the ability of dAppstore and its affiliates to survive or compete in this environment. Existing/new regulations related to blockchain technology that are unfavorable to dAppstore tokens may be applied in certain jurisdictions, which may lead to significant changes in dAppstore ecosystems and projects, such as token abolition/loss. (iv) The risks associated with changes in terms of the possibility of capital and financing that fulfill changes of the future capital needs of dAppstore and its affiliates. Lack of capital may affect the development of the dAppstore platform, the use of dAppstore tokens, and the potential value. (v) Adverse changes in dAppstore token value, failure of business relationships, and claims of intellectual property rights by competitors during development/operation may lead to suspension, dissolution or discontinuation of launch plans, and this may negatively affect dAppstore ecosystems, dAppstore tokens, and the potential utilization of dAppstore tokens. (vi) Risks associated with limited public interest about lack of interest of other organizations such as companies, individuals, etc. for dAppstore platforms and services, creation and development of distributed applications. This lack of interest may limit financing or affect dAppstore platform development and dAppstore token use and potential value. (vii) Risks of major changes in dAppstore token or dAppstore platform functionality and specifications before launching or implementing dAppstore project and dAppstore ecosystem. dAppstore intends that dAppstore tokens and dAppstore functions shall be consistent with the content of the white paper, but dAppstore may nevertheless apply these changes. (viii) Competition risks with other platforms that shall potentially adversely affect dAppstore tokens and dAppstore platforms (i.e. when competing projects are preventing commercial success or dim prospects). (ix) Risk that third parties or other individuals intentionally or unintentionally insert harmful and malicious codes on the dAppstore platform to interfere with the use of dAppstore platform infrastructure and dAppstore tokens. Block chains used in the platform are also vulnerable to these attacks, which pose risks to the platform and its associated service operations. (x) The occurrence of catastrophic events such as natural disasters of force majeure may affect the business operation of dAppstore and its affiliates and other uncontrollable factors. Incidents such as mining attacks, hacking, or other attacks by individuals may result in theft and loss of dAppstore token's sales profits, theft and loss of dAppstore tokens, and the impediment of dAppstore ecosystem development capabilities. (xi) dAppstore tokens and other cryptocurrencies are new technologies that have not yet been verified and are constantly developing. The full function

of dAppstore token has not yet been completed and there is no guarantee of completion. As technology advances, enhancement in encryption technology and methods, consensus and changes in algorithms may pose risks to dAppstore token, the sale of dAppstore tokens, dAppstore projects, dAppstore ecosystems and the utilization of dAppstore tokens. (xii) dAppstore tokens shall not give other entities any decision-making authority in relation to dAppstore projects, dAppstore ecosystems, dAppstore, etc. All decisions, including discontinuation of dAppstore products, services, dAppstore, dAppstore ecosystem etc., further creation and sale of dAppstore tokens utilized in dAppstore ecosystem, sales of dAppstore and liquidation, are made at the free discretion of dAppstore. (xiii) The methods dAppstore tokens are taxed and accounted for are uncertain and may vary by jurisdiction. The purchase of dAppstore tokens may negatively affect tax processing, and it is recommend seeking independent tax advice. In addition to the risks noted above, there are other risks that dAppstore and its affiliates do not anticipate. Further, the risks of unexpected combinations and variations may also arise.

(b) If the above risks and uncertainties are developed into actual situations, the business, financial status, operating results, and prospects of dAppstore and its affiliates may be subject to substantial and negative effects. In these cases you may lose some or all of the value of dAppstore token.

6. No Additional Information or Updates

No one else has the authority to provide information/explanation for dAppstore tokens, dAppstore and its affiliates, and related businesses and operations other than those contained in this white paper, and even if such information/explanations are provided, they shall not be considered to be authorized or represented by dAppstore and its affiliates.

7. No Advisory

No information in this white paper is considered to be business, legal, financial or tax advice for dAppstore tokens, dAppstore and its affiliates. It is recommended that you seek advice from other experts, including legal, finance and tax, for dAppstore tokens, dAppstore and its affiliates, and related businesses and operations. The financial risk of purchasing dAppstore tokens may be indefinite.