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# KEEPs COIN

## WhitePaper v1.0

Blockchain platform for entertainment

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KEEPs  
COIN

*The world's first entertainment blockchain platform*

*The world's first video security service blockchain*

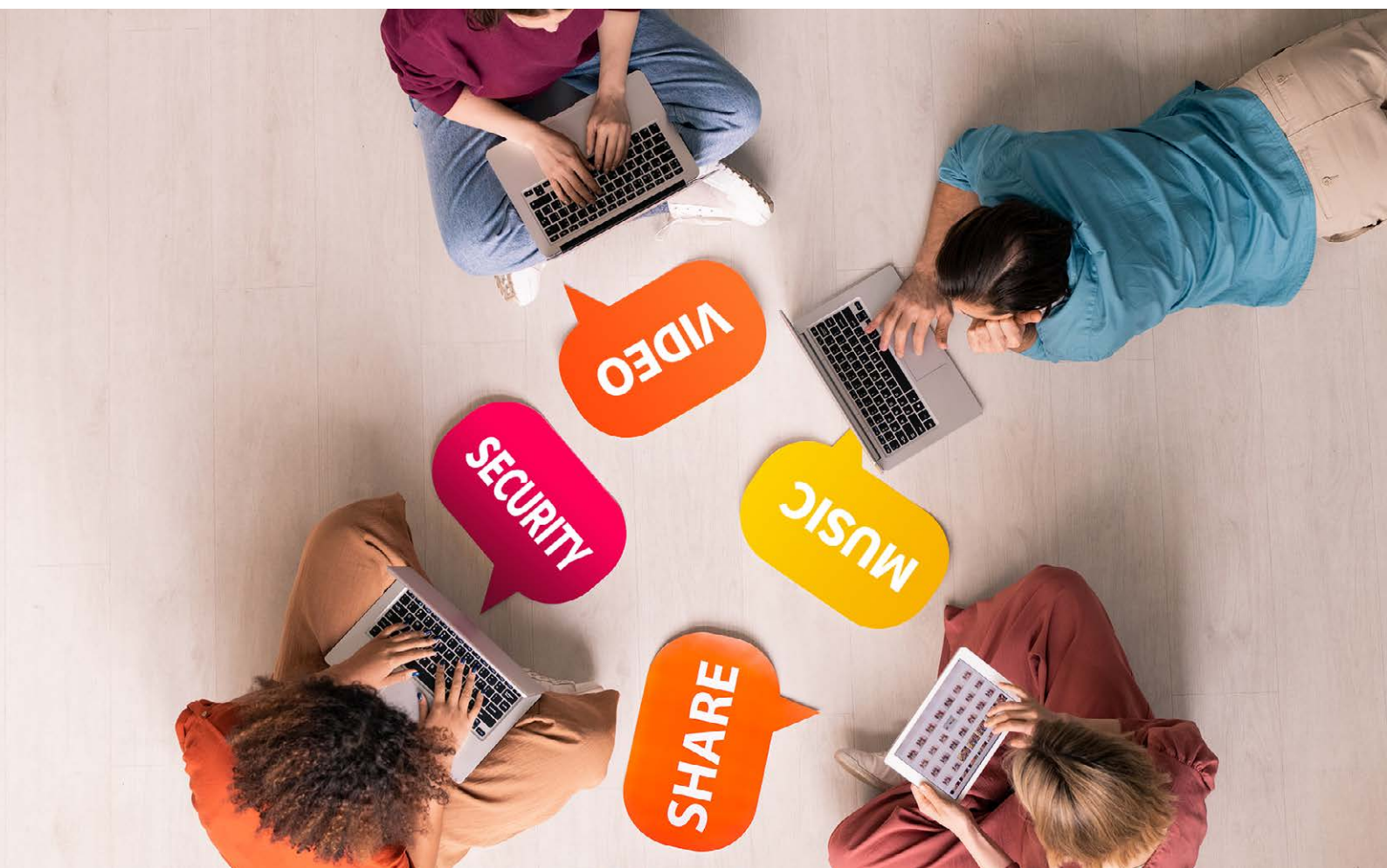
*platform A platform with the world's best artists*

## INTRODUCTION

The KEEPs Platform aims to build an ecosystem platform for a new concept culture and art industry that encompasses the entire art industry such as music, film, and drama. KEEPs aims to provide a space where anyone in the world can participate in and run the culture and art industry by providing a platform that can be used in a variety of cultural and arts fields.

KEEPs is a content art platform developed on the basis of Blockchain. We want to build the ecosystem by stably systematizing the entire culture and art industry based on Blockchain, rather than simply using Cryptocurrency. From the past, humans have used various forms of expression to express their inner feelings and convey various meanings. This is human instinct, and has existed with any age and society in which mankind survives. This act of expression has grown through the Mesopotamian civilization, leaving a cultural record after mankind painted on the walls of the caves of Lasco and Altamira. Since then, numerous works of culture and art have had a tremendous impact on human life and the life of society as a whole in the history of mankind and have become a part of our lives now.

KEEPs aims to create a creative ecosystem in which culture and arts can be assimilated in our work inheritance to create our own culture, rather than having a distribution structure through a simple system or virtual currency.



## INTRODUCTION

KEEPS is an optimal blockchain based on the complex entertainment content market that encompasses video and audio content.

Through KEEPS, people can participate directly in the production of video, audio and entertainment content, or indirectly, watch video or get information online in a trusted online and offline environment.

Finally, KEEPS wants to share a new experience as a member of the ecosystem where everyone can enjoy and develop content with transparently managed and trusted blockchain data.

## PLATFORM for VIDEO & AUDIO & ENTERTAINMENT Contents

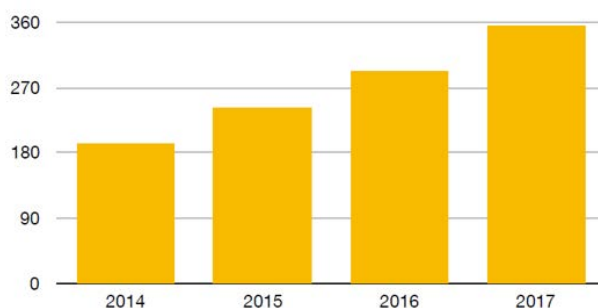


## KOREAN WAVE VIDEO SERVICE STATUS

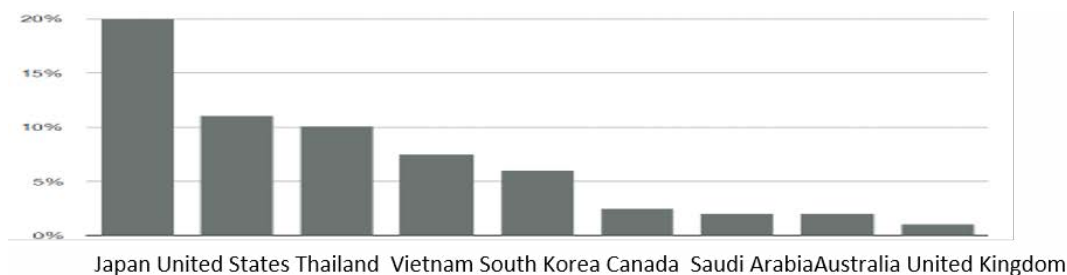
Ten years ago, when TV media showed off its exclusive power, universal content that can be enjoyed by everyone, regardless of age or gender, was the trend. No matter how brilliant the imagination or the original content was, if the viewership was low, there was no opportunity for creation again. Content targeting all age groups was created as it was not possible to generate high audience ratings by targeting only certain generations.

Today is a multi-media and multi-platform era. No media solo anymore. Anyone can be a creator and can distribute their creations. The entertainment industry is now an age of opportunity and an age of culling. A solid practical book has been published in the entertainment industry, where it was difficult to pick a valid theory book, and it is drawing attention. Entertainment Korea is a book that highlights the latest trends in the entertainment industry from entertainment content planners, entertainers, as well as industry aspirants. Authors who have been working in the entertainment industry for a long time vividly convey the current address of the Korean entertainment industry through their experiences.

The entertainment industry has now established itself as an axis of the Korean economy. K-format export of entertainment programs is not limited to the Asian market. tvN's popular entertainment show, "Grandpas over Flowers," was the first Korean entertainment program to be sold to the US terrestrial broadcaster NBC and aired for a remake, and KBS "The Return of Superman" was broadcast in the US Discovery Life. SBS's "Fantastic Duo" was exported to Spain, JTBC's "Hidden Singer" was exported to Italy, and tvN's "The Genius" was exported to the UK and the Netherlands.



<Total Yearly Watch Time on Twitch (Billions of Minutes):Total Yearly Watch Time on Twitch (Billions of Minutes)>



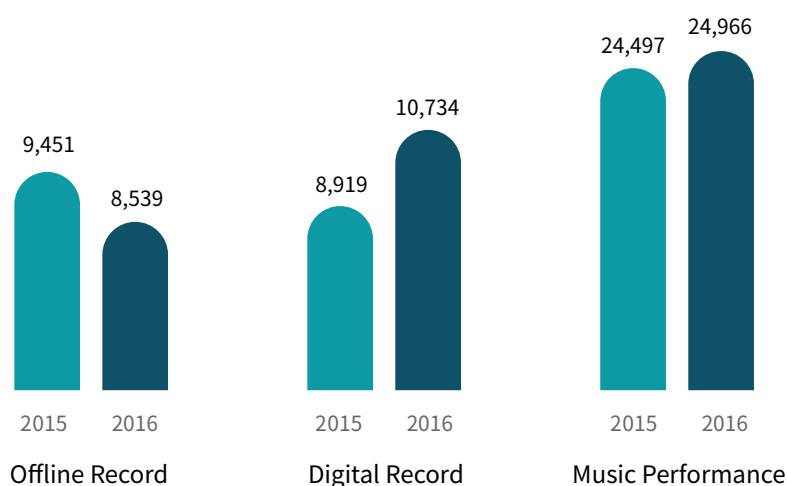
<Split of KPoP Consumption on Youtube by Country:Ratio of K-pop consumption by country on YouTube>



## MUSIC MARKET STATUS

In 2016, sales of the music industry increased by 6.7% from the previous year to 5.38 trillion won, and from 2014 to 2016, the annual average increased by 7.3%, showing a steady increase. The sales of the online music distribution business were 1.45 trillion won, an increase of 8.8% year-on-year and an annual average of 10.7%. Music production sales amounted to 1.1 trillion won, an increase of 9.9% year-on-year and an annual average increase of 11.9%. The sales of the music performance industry were 929.9 billion won, an increase of 11.0% year-on-year and an annual average increase of 11.1%. The record wholesale and retail sales amounted to 162.3 billion won, a 2.7% decrease from the previous year, and an annual average increase of 1.6%.

The sales of the music reproduction and distribution business were 119.8 billion won, an increase of 1.3% compared to the previous year, and an annual average increase of 2.9%. The sales of the song practice center operation business was 1.516 trillion won, an increase of 1.6% from the previous year and an average annual increase of 0.7%. The industry with the highest sales growth compared to the previous year was the music performance industry, with an increase of 11.0%, followed by a 9.9% increase in music production. Looking at the annual average increase and decrease in sales from 2014 to 2016, music production increased by 11.9%, showing a remarkable growth trend, followed by the music performance industry by 11.1%.



<World Music Source Service Map>

# CONTENT MARKET PROBLEMS

As the digital content market is becoming a large-scale capital battlefield, the content industry still faces two important problems. In other words, in the current oligopoly market structure, various stakeholders, including creators, are marginalized in the process of content creation, consumption, and income distribution, and digitized content itself is vulnerable to hacking and illegal copying, so it is illegally consumed in abnormal channels. have.

## Unfair Distribution of Profits

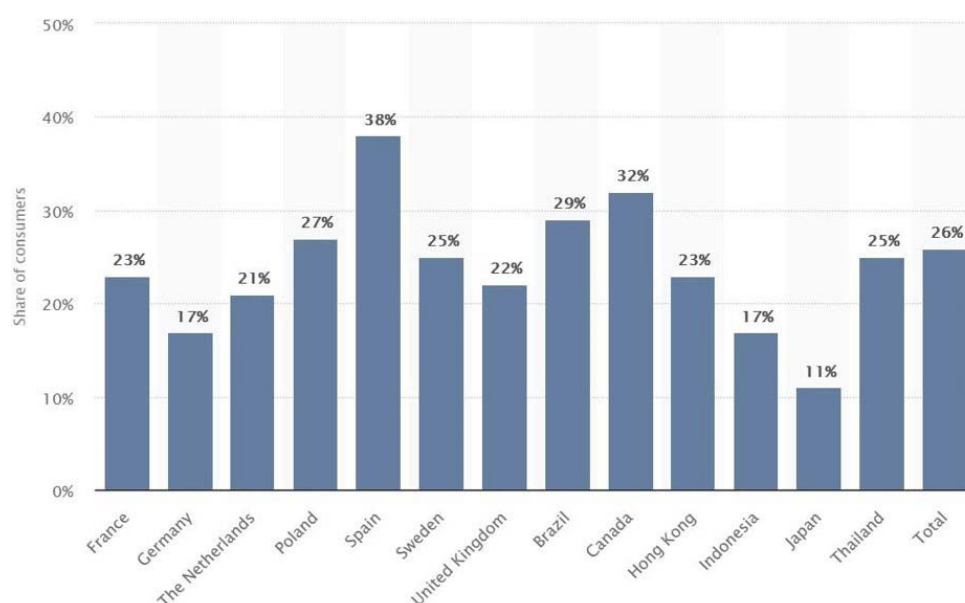
Since building and operating a traditional content distribution platform involves large-scale investments, the market has naturally reorganized into large media companies. As a result, small and medium-sized creators and producers lost their bargaining power and became more dependent on large platforms, making it increasingly difficult to make profits from their creations. Content creation is a key factor in the video content industry, but large platforms account for most of the revenue in the market structure in the form of an oligopoly.

Content consumers who are in charge of one side of the ecosystem also help service growth through activities that appreciate or evaluate contents on the service platform they are using, but do not receive any compensation.

The role of curators is also important in that they share and spread information about content. They invest valuable time and effort to promote content inside and outside the platform, induce more interest in the platform, and contribute to vitalization of the ecosystem by filtering the uploaded content by various criteria, but most media platforms share content information with others. We do not reward any effort to share.

## Piracy

As the digital content industry develops, the illegal market for illegally copying and consuming digital content such as video, music, webtoon, and books is growing with it. The act of illegally copying and appreciating contents deteriorates the creative motivation of creators and further poses a great threat to the contents industry ecosystem.



<Share of consumers who watched movies or TV series on illegal channels in major countries (2017) by statista>

## ABOUT KEEPs TEAM

KEEPS TEAM is a special team of experts in various fields. It provides young people who dream of becoming artists with new opportunities to make their dreams come true, and by providing opportunities for various works of art to established artists, sharing various cultural and artistic works with all of humanity, enjoying cultural benefits, and individual self-esteem. It is a group of experts organized to create an ecosystem of culture and arts that enhances mental and physical satisfaction with all mankind.

- You can easily register your work, see the distribution process objectively and transparently, and share your profits fairly..
- We support the process of participation as creators, distributors, and final consumers based on the trust in the price and distribution process of the work..
- Based on a very powerful information agency, customer analysis, supply, distribution, and consumption tendency analysis are possible, helping to improve distribution business.

KEEPS TEAM has the experience and know-how of producing and distributing content such as movies, dramas, and performances. We are trying to distribute video in a unique way for content such as new movies and dramas currently being promoted. In particular, we are securing business rights to provide unique content videos that are differentiated from other video services, and we are preparing a more stable service-based business by using our own video security solutions.

In the long term, KEEPs TEAM will also promote direct content production and investment business such as movies and dramas, and has the competitiveness to distribute through its own platform.





## MEDIA SERVICE for KEEPs PLATFORM

### Unique Contents

- KEEPs is more than just a social media platform where content is provided and shared, content creators are given the opportunity to share content with their fans, and can view unique videos that cannot be seen on other media platforms..

### Participatory platform for fans

- Video platforms provide opportunities to improve friendly relationships with content creators and fans.
- KEEPs supports fans' content creation in various ways for the development and growth of video services.
- KEEPs intends to provide services by separately establishing a KEEPs Platform in order to build a sustainable ecosystem where content creators, distributors, and fans can coexist.
- KEEPs Platform provides content creators and fans with new experiences and enjoyment.

### Unique Security Service for Streaming

- We will build a sound service by using KEEPs' unique video security solution.
- We will build a safe service that can block video duplication and illegal distribution that occur elsewhere and protect the authority of the original author.



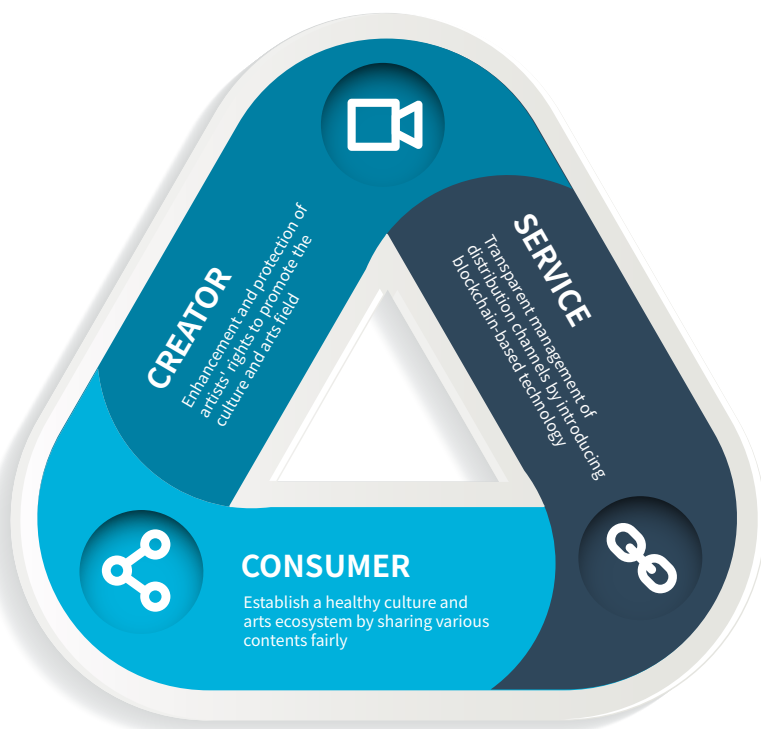
## Operational Goal of KEEPs

Although culture and arts should play an important role in enhancing the value of individual lives, healing the conflicts that prevail in society, and creating a creative future for everyone to enjoy a happy and enjoyable life, the field of culture and arts fails to meet the expectations of individuals and society. The reality is that there is a culture of dominance, injustice, and opaque culture. In addition, in the field of culture and arts, the reality is that technological innovation and changes in the economy, society, and life sectors caused by the Fourth Industrial Revolution are not being actively accepted.

One of the chronic ills in the field of contemporary culture and arts is the generalized black market. It has long been a long time since the so-called black market, where culture and arts-related creations are not traded through normal distribution channels, and are traded or serviced at very low prices rather than normal prices, or for free.

The black market is widespread around us so that anyone can easily access it in everyday life, and for this reason, general users are getting used to free services, and the field of culture and arts is gradually becoming desolate. Black Market distributes a large number of illegal works of art through illegal copying sites, centering on users who have become accustomed to free services, such as music, movies, dramas, and webtoon, which is one of the elements that hinders the development of culture and arts. Another ill is the opaque distribution channels and unfair commerce for cultural and artistic works, and the phenomenon of the rich and the poor is becoming more and more intensifying among artists or companies related to culture and arts, and these polarizations lead to pure creative activities. Artists and companies who want to do this are inevitably leaving the culture and arts industry. KEEPs believes that the environment in which works that are good no matter how much the field of culture and arts develops and evolves is a healthy culture and arts ecosystem environment where artists can receive fair compensation and share content works with more users. To practice and realize this idea, KEEPs takes the first step based on KEEPs' PLATFORM.

In order to guarantee the basic rights of content artists, blockchain-based technology is introduced to fundamentally block illegal copying, and the distribution channel of content works is transparently managed to exclude the possibility of alteration and to protect the copyrights of content works.



We will guarantee our legitimate rights. We aim to create a balanced culture and arts ecosystem where all artists can live together by eliminating unfair trade by reorganizing the complex distribution situation in the culture and arts market in a simple and transparent manner, and avoiding the polarization of the rich and poor.

Breaking away from the production-oriented and growth-oriented practices of the existing culture and arts industry, we will improve unfair practices, strengthen and protect artist rights, revitalize the culture and arts field, and create a culture and arts ecosystem in which more diverse culture and arts contents can coexist.

## OPERATIONAL GOALS OF KEEPs

By providing young people who dream of creating contents and becoming artists a new opportunity to make their dreams come true, and by providing opportunities for various work activities to existing artists, the whole humanity can share various cultural and artistic works, enjoy cultural benefits, and personal self-esteem. It was KEEPs that was born with the aim of raising awareness and creating an ecosystem of culture and arts that all mankind can share with a sense of mental and physical satisfaction.

KEEPs will bring your dreams to reality.

### Turn the dream into a reality ...

Take in the albums of your dreams,  
become a new artist such as a poet, novelist,  
and painter of your dreams, own the albums or artworks  
of your dreams,  
meet the stars of your dreams,  
own personal collections of celebrities you long for,  
  
watch the performances of the stars of your dreams,  
perform with the stars of your dreams through AR and VR  
and all these dreams are now a reality in KEEPs.  
Also, KEEPs will share your dreams together.

# KEEPS PLATFORM

## Features of KEEPs Platform

KEEPS PLATFORM was created for all artists engaged in the cultural industry or preparing for activities. The KEEPs Platform aims to become a business model where all artists can grow together by providing opportunities for various creative activities and profit distribution. We will provide services to the general consumers who consume culture so that they can more easily access, understand and enjoy the field of culture and arts.

The KEEPs Platform is an ecological portal for culture and arts where these artists and consumers live together. In terms of profitability, every time a consumer purchases content or owns, shares, or enjoys digital content, the creator of the work will return the revenue. Of course, in terms of consumers who enjoy the work, they can have a position to invest in their preferred artist or have a position to distribute. In the case of music, a simpler structure than a work of art will provide a space where many people can directly participate. As a general example, accessibility is very low and difficult for the average consumer to own or invest in the work of a famous creator. Until now, this position has been the prerogative of the dominant producer or distributor. The opaque distribution process of a distribution company has forced buyers to charge excessive fees, and in particular, it has played a role in blocking the investment channels of ordinary consumers. For this reason, the KEEPs Platform was born. Within the KEEPs Platform, artists, investors, and consumers will be able to share works in each other's transparent environment, and participate in the process of fair sharing of profits between artists and consumers using a blockchain-based reward system. Will do. This will show the true cultural world's fourth industrial revolution. Within the KEEPs Platform, works can be jointly owned by multiple consumers and managed systematically. This part will be legally and systematically forfeited and protected, and consumers who have invested through the digital gallery will be able to enjoy or use the content at any time.

When such an environment is created, anyone can provide an opportunity to become a creator and owner of content, and the complex concept of sharing and ownership will begin through the KEEPs Platform. The KEEPs Platform has formed a group of experts in the field of culture and arts in order to have this platform's influence, and has formed partnerships with various related organizations and artists such as associations, producers, and distribution organizations in the field of culture and arts. Is expanding. The KEEPs Platform will accept products related to culture and arts in a comprehensive transactional structure, and provide fair opportunities to purchase and share these products to general consumers. To realize this, we plan to build a safer and more reliable E-Trading System based on the world's first blockchain and stock trading system. The main core technology of the E-Trading System within the KEEPs Platform is to allow multiple people to share and own culture and art products like stocks, and the goal is to bring reliability and safety to distribution and operation based on blockchain.

For example, if singer Cho Yong-pil's song "Heaven" was initially released by 1,000 people investing 100,000 won each, the copyright of the song is owned by 1,000 people, and the value of the song is due to the profits sold afterwards. If it rises, the asset value of 1,000 copyrighted investors increases in proportion to the increase in the value of the sound source. All transactions and profit distribution related to this are designed and built based on blockchain and smart contract technology in consideration of stability and security. Dramas and movies are also conducted in this way. It is a system that is differentiated from the existing crowd funding and is structured to establish a deeper relationship between the creator and the investor of the work, and based on this, it can be used as a strategic marketing and various promotion strategies to maximize profits. These various cultural art works may have various product life cycles, sales methods, and profit sharing methods, but our KEEPs Platform has a separate profit model for each product, so investment operation is possible. Our business model is called KEEPs.

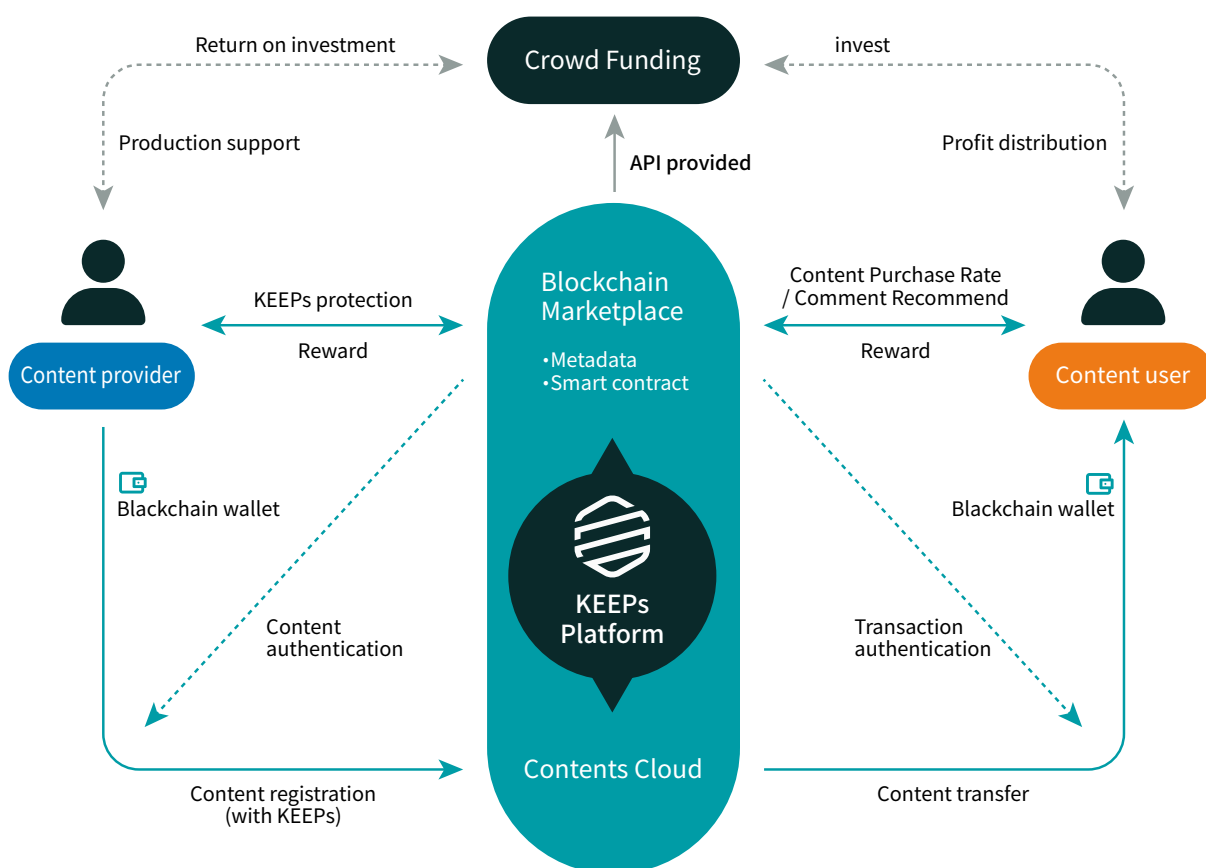


# KEEPS PLATFORM

## BUSINESS MODEL

In principle, the business model of KEEPS is designed to benefit all stakeholders in the industry, including creators, distributors, consumers, advertisers, and program developers. In addition, unlike a centralized media platform that monopolizes profits, we pursue a content distribution model that maximizes efficiency based on a blockchain that minimizes the intervention of intermediaries in the entire process of content creation and final consumption. To this end, the KEEPS business model is focusing on three tasks:

- ① Copyright protection: How to prevent the disturbance of the ecosystem caused by illegal copying?
- ② Decentralization and autonomy: How will the balance of the ecosystem be maintained autonomously?
- ③ Token usability: How to increase the usability of Token, a medium of ecosystem circulation?



# KEEPs PLATFORM

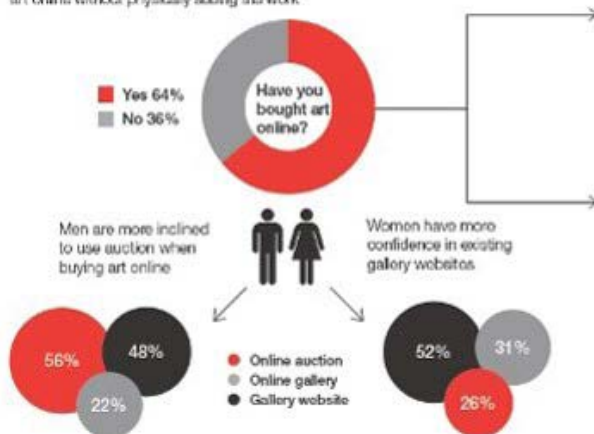
## Advantages of KEEPs PLATFORM

- We provide opportunities for young people who dream of becoming content artists to make their dreams come true.
- It provides a space of communication and opportunities for various creative activities for music and video artists
- We directly support the expenses for creative materials, equipment and exhibitions of artists such as movies, dramas, and music.
- With donations, we generate profits by operating video and sound source appreciation and trading platforms, and this proceeds contribute to the vitalization of culture and arts by supporting more creation.
- It provides an environment to naturally harmonize with culture and arts by providing things to see and enjoy through various culture and arts contents to general consumers.
- Content works are rewarded to the content artist of the work whenever a consumer buys a content work, owns a copy of digital content, or enjoys it, and the cost is immediately paid to the artist in real time through a separate license agreement. It's possible.
- We support artists to maximize profits through creative activities by minimizing the distribution structure between artists and consumers as well as fair evaluation of works so that their content works can be recognized for their fair value and earn corresponding income.

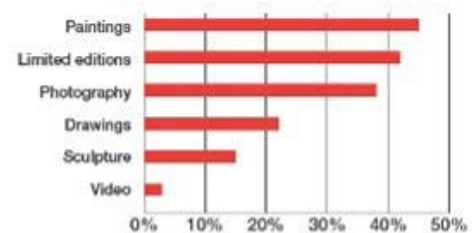
### The online art buyer

#### Threshold resistance

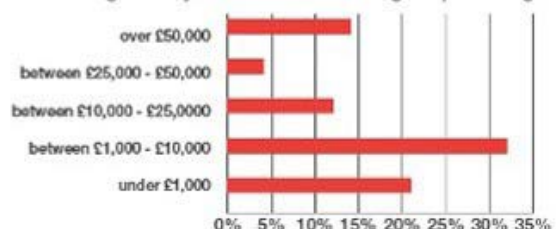
is coming down, the percentage of people having bought art online without physically seeing the work



### Buyers have strong preference for unique works



### Increasing art buyer confidence for higher price segments



# KEEPS PLATFORM

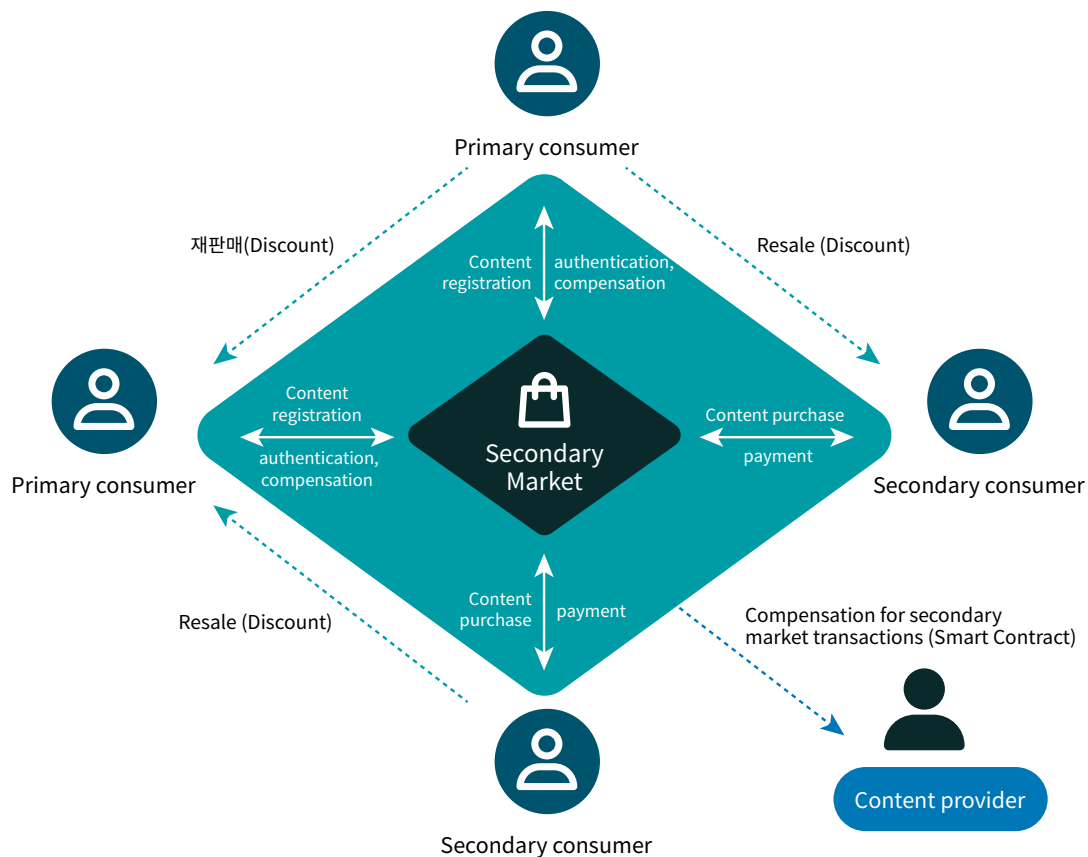
## Content secondary market

The KEEPs platform is designed to support transparent purchase history information. It is also possible to expand the service that allows consumers to resell content once purchased in various forms so that others can consume it. In this case, the creator or copyright holder can transparently receive information on how much their content is circulated and consumed through the blockchain, ultimately building trust between creators, curators, consumers, and online service providers. This secondary market of content is more powerful by applying a self-developed KEEPs solution that fundamentally blocks illegal copying of digital content.

In the case of works in the secondary content market, by adjusting the distribution ratio with the original author in advance and defining the content as a management point within the platform, it is possible to distribute income transparently and quickly among stakeholders such as content providers, primary consumers, and service providers. . It has a structure in which direct transactions between individuals can also be activated because contracts are automatically made if the characteristics and conditions of the distributed ledger are met without the intervention of a third party to guarantee trust within the platform.

The KEEPS platform expects that if the secondary content market is activated, illegal content distribution will be greatly reduced, and the content market itself will become healthy, and the fruits are expected to be distributed evenly to participants in the ecosystem.

### Secondary Distribution Of Content (Secondary Market)



# KEEPs PLATFORM

## Content pricing model

The contents of the KEEPs platform have their respective life cycles like organisms with a fixed lifespan, and content goes through the same process just as organisms obtain external energy to sustain life. In other words, the value of use of the content can be maintained continuously through user support activities such as ratings, comments, votes, and recommendations. This process is manifested through price boosting.

Content that is continuously supported by energy prolongs life and increases the chances of meeting with consumers, and in the end, it is of greater benefit to participants in the supply side of the ecosystem, such as creators and curators. This is because such content is highly likely to be high-quality content that is highly evaluated by consumers. In the end, various efforts to provide external energy to maintain the vitality of the content become the driving force to help the circulation of the ecosystem, and the creator can create better content based on the information obtained through this.

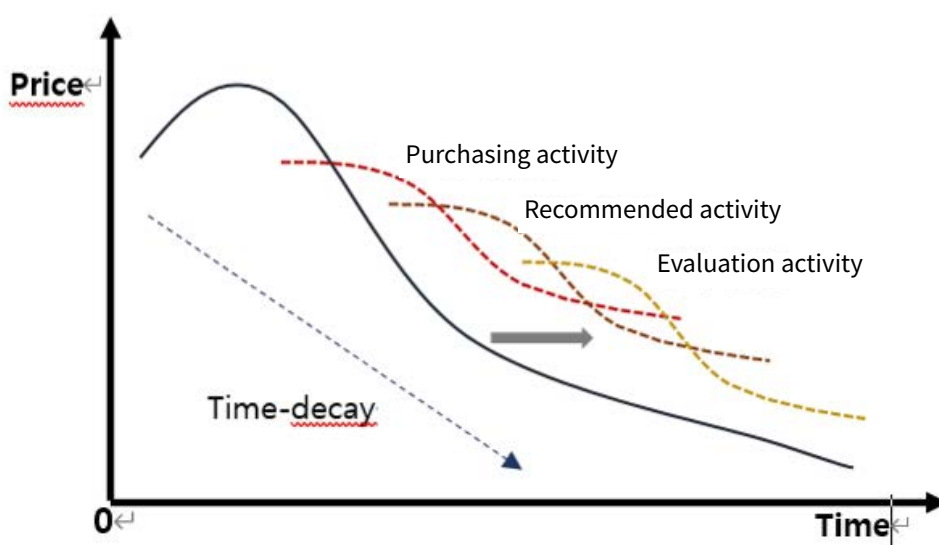
Formulating this to determine the pricing policy is as follows. The value of the content can be composed of constant intrinsic value and variable time and user activity index.

**“Content Price = Intrinsic value + User activities + Time value”**

In other words, user activities such as purchases, comments, recommendations, and rating activities become factors that boost the price of content by consumers.

## Price boosting

The initial price is decided by the content provider based on the price information provided by KEEPs. After that, if the consumer's activity index such as purchase, recommendation, and evaluation is high, the price curve shifts to the right, delaying the drop in the content price. Thus, content providers always have an incentive to reward consumers' activities.



< Content pricing model >



# KEEPS PLATFORM

## Contents-Trading System

KEEPS PLATFORM is structured like a securities system and built by a professional development team. This system is manufactured with unique technical advantages of KEEPS and is protected by intellectual property rights through patent application. This system aims to provide a trading platform and crowd funding platform that directly connects the value of content with investors interested in content or artwork. It is built and designed to provide an environment in which artists who are subscribed to this platform can be devoted to their creation and receive fair rewards for their creations. We provide an environment where investors can feel the joy of sharing investment returns and values by providing a safe trading system and investment system for content investors. By providing investment opportunities for these content works to ordinary users who can make small investments, they will be given an opportunity to interact with content works and to own content works, creations, or participate in various services at low cost.

When a content work is registered on this platform for such a transaction, a separate unique number is assigned through the creative work review process. After registering and judging a work in a registration service called CIR (Contents Investor Relations), it is open to general users, so that investors can autonomously invest based on transparent and fair investment information for creative works registered in CIR. Systematized and provided. These registered works can be bought or sold through KEEPS HTS, just like the stock trading system. The value of these works is calculated in real time according to various market conditions such as consumer interest, utilization, frequency of use, etc. It is possible to buy/sell values through the KEEPS HTS framework.

KEEPS Platform was developed to operate and manage based on blockchain technology, breaking away from the existing centralized method so that it can be operated stably, transparently and efficiently. The KEEPS Contents-Trading System uses blockchain-based security to more easily connect creators and investors with content works as a medium, and to prove mutual contractual relationship. To protect copyright and ownership of creative works based on blockchain technology, to transparently transact the sale or use of copyright and ownership, and to securely protect against unreasonable external factors such as system hacking and distribution of false information. Platform is designed to build.



# KEEPS PLATFORM

## For creator

From the standpoint of creating content or creating sound sources, KEEPs Platform is a very friendly distribution service. Any creator can easily register and update works, and promote them through their own community and social networks.

The most important part is that creators can see the distribution process of their work objectively and transparently, and the resulting profits can be shared fairly. External reliability is very high because this process is built on a blockchain basis so that it cannot be altered by someone's manipulation. The coins received at this time can also be used for the purpose of allowing the creator to use other works or purchase products necessary for creation.

## For distributor

From the point of view of a distribution company, the KEEPs Platform can receive effective supply and demand forecast information, and provides a structure to receive KEEPs as commissions during the relay between suppliers and consumers. Accurate usage information and information on consumer tendencies, demand forecasts become an indicator that prepares you for the next year's cultural industry.

Since all such distribution and consumption information is composed of big data, a very powerful information-based distribution service can be deployed as time passes.

KEEPS Platform is capable of powerful AI-based customer analysis, supply, distribution, and consumption propensity analysis, so it is possible to establish an accurate strategy, and because accurate data conversion of customer reactions to new cultural industries is possible, prediction without separate measurement means. Data alone can help improve your distribution business. This platform information can be a very powerful tool to provide information to help you plan your business for the next year.

## For consumer

The cultural industry is the largest market of interest to all mankind. However, many consumers were able to operate the cultural industry only through very limited information and distribution channels. The KEEPs Platform supports an easy and simple access structure to enjoy various cultural industries.

It is not just the use of virtual currency, but as a member of the KEEPs ecosystem within the platform, creators and distributors can participate in the process and support the process of participating as end consumers and creators.

Within the KEEPs Platform ecosystem, the transparency of such information enables more reliable work prices and trust in the distribution process. Consumers can participate in various ecosystem processes within the KEEPs platform, and they have the advantage that they can only use KEEPs, an internal virtual currency, and it will be a very useful environment where they can enjoy or share works or music.

# KEEPS PLATFORM

## Virtual Reality Contents Platform

The KEEPs Platform provides a virtual space gallery service where you can enjoy or share content registered on the KEEPs Platform using Virtual Reality technology, one of the core technologies of the 4th industrial revolution. This virtual space gallery allows you to expand the area of your exhibition space so that you can enjoy video or enjoy sound sources anytime, anywhere. Unlike offline exhibition spaces, virtual space galleries allow you to hear additional explanations using sound sources and texts, and in the case of the latest creative works, you can also listen to the author's words. In particular, it can be a very useful notification service for new creations because you can receive promotion services within the virtual space gallery without separate promotion marketing. The virtual space gallery can be a groundbreaking cultural art space where you can focus only on artworks that go beyond the limitations of physical exhibition spaces and beyond the limits of any place in the world, culture, or ethnicity.

In this virtual space gallery, investment in works is also very easy. If you want to own (invest) this while viewing new creative content, you can purchase it directly in the virtual space by pressing the Consent Buy (Invest) button. The goods used at this time are KEEPs, and whenever purchase or sale is made, a contract for use and purchase is automatically signed through a smart contract. This co-ownership concept can be participated in through HTS provided by the KEEPs Platform, and we want to create the concept of a cultural sharing economy as the first value-specific system.

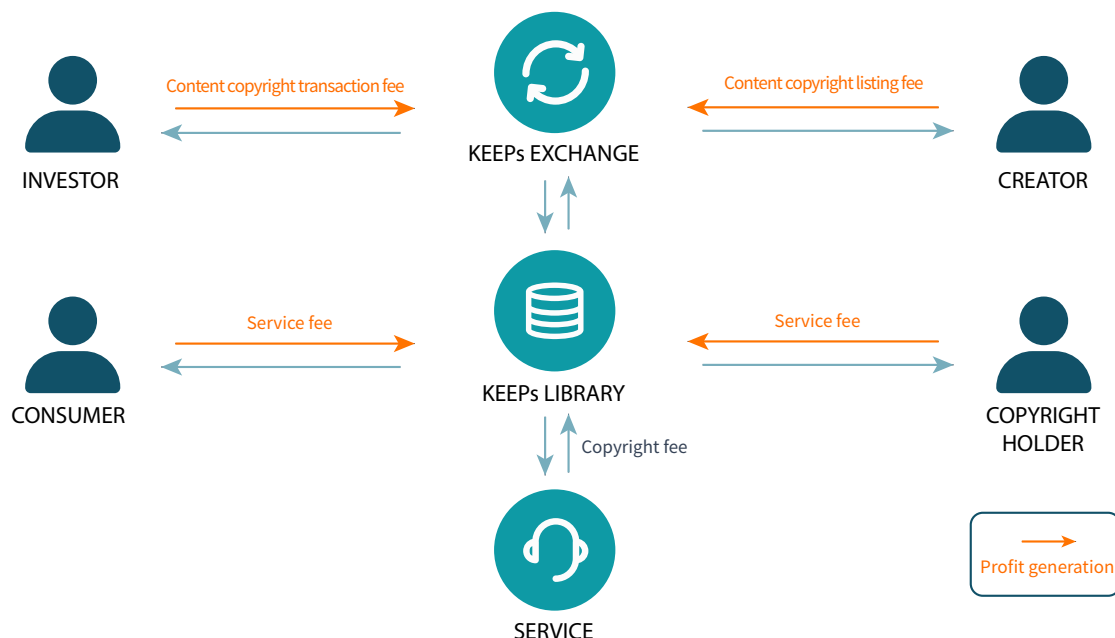
If you use this platform, you will not need the places that have been distribution channels of content until now, and you will not have to pay a lot of sales fees, usage fees, and marketing costs that have been paid to broadcasters and publishers. Regardless of the size of the investment, the value of the concept of crowd funding for creative products can be participated in a small amount according to the investment capacity of the person, and by directly connecting the creator and the investor, the distribution margin is minimized, incorporating a reasonable economic logic that can satisfy all participants. We want to provide one platform. In other words, general users anywhere in the world can support the production costs and marketing necessary for their works through KEEPs for their favorite artists' sound sources, videos, literary works, drama production, and film production. It is designed so that artists and users form a consensus together and directly or indirectly participate in the work, from production to promotional marketing. Thus, if artists work hard, they will generate profits, receive more publicity for their work, and create a virtuous cycle in the field of culture and arts that can attract more fans.

In addition, HTS (E-Trading System) provides all creative products such as registered music, video, movies, and webtoon to general users through MSS (Multimedia Streaming System) more quickly, inexpensively, and in real time with higher quality creative products. . In this process, general USER pays KEEPs a small fee incurred for viewing, listening, or using the creation. KEEPs paid by USER are settled in a reasonable and transparent way through HTS, and commissions are paid to artists in real time. Fees paid to artists can be used to freely use various contents provided within the KEEPs PLATFORM, and exchange them for KEEPs to inspire artistic activities and use them as a foundation for creative activities.

KEEPS PLATFORM will be the starting point of a new paradigm that encompasses the entire culture and arts world, and as a medium for the general public to more easily access the field of culture and arts, which was not accessible to the general public, it will provide more attractions and more enjoyment. We will create a culture of KEEPs.

# KEEPS PLATFORM

## KEEPS Culture Community



KEEPS Culture Community provides users with various things to see and enjoy through various contents related to music, video, webtoon, and movies. In the KEEPs Culture Community, KEEPs are used as a means of payment or use, through which various contents can be used. All content can be purchased with KEEPs, and can be received or given as a gift through "Give a Gift".

KEEPS proposes trading standards so that both artists and users in the KEEPs Culture Community purchase and use various cultural and art contents without any inconvenience. Purchases, gifts, and sales using KEEPs can all be exchanged for cash through the exchange, and very small fees are incurred and are used to maintain the ecosystem. KEEPs can be used as a payment method for all performances, concerts, festivals and events (fan meetings, autograph sessions, and show cases) around the world hosted by partner companies and organizations at Event Zone in the KEEPs Culture Community. In addition, in the Gift Event Zone, USER's favorite gifts can be sent as gifts to celebrities' favorite gifts or gift items such as star balloons on African TV.

In addition, the KEEPs Culture community gives general users or pens the opportunity to collect the collections or cherished items of famous stars, thereby helping to maintain a deeper relationship with the stars and fans. In addition, by providing various information of stars such as video chat with stars, their activities, event schedules, etc., we will faithfully play a role as a medium that allows us to closer and deepen relationships with stars.

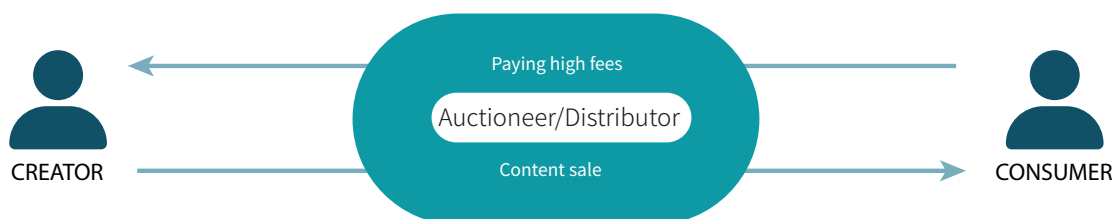
With KEEPs music service, you can purchase music or receive streaming service with KEEPs. Currently, most of the music market are providing sound sources from "Youtube", "MELON", "BUGS", etc., but KEEPs, through this PLATFORM, the users who form a homogeneous consensus in the culture and arts that users hear, see and enjoy alone Together, you will be provided with a cultural space where you can share and enjoy the works of existing art stars. Through this, it is an open platform that allows you to directly produce various cultural and arts related contents, share the produced contents with KEEPs users, enjoy them together, and grow the dream of a cultural artist.



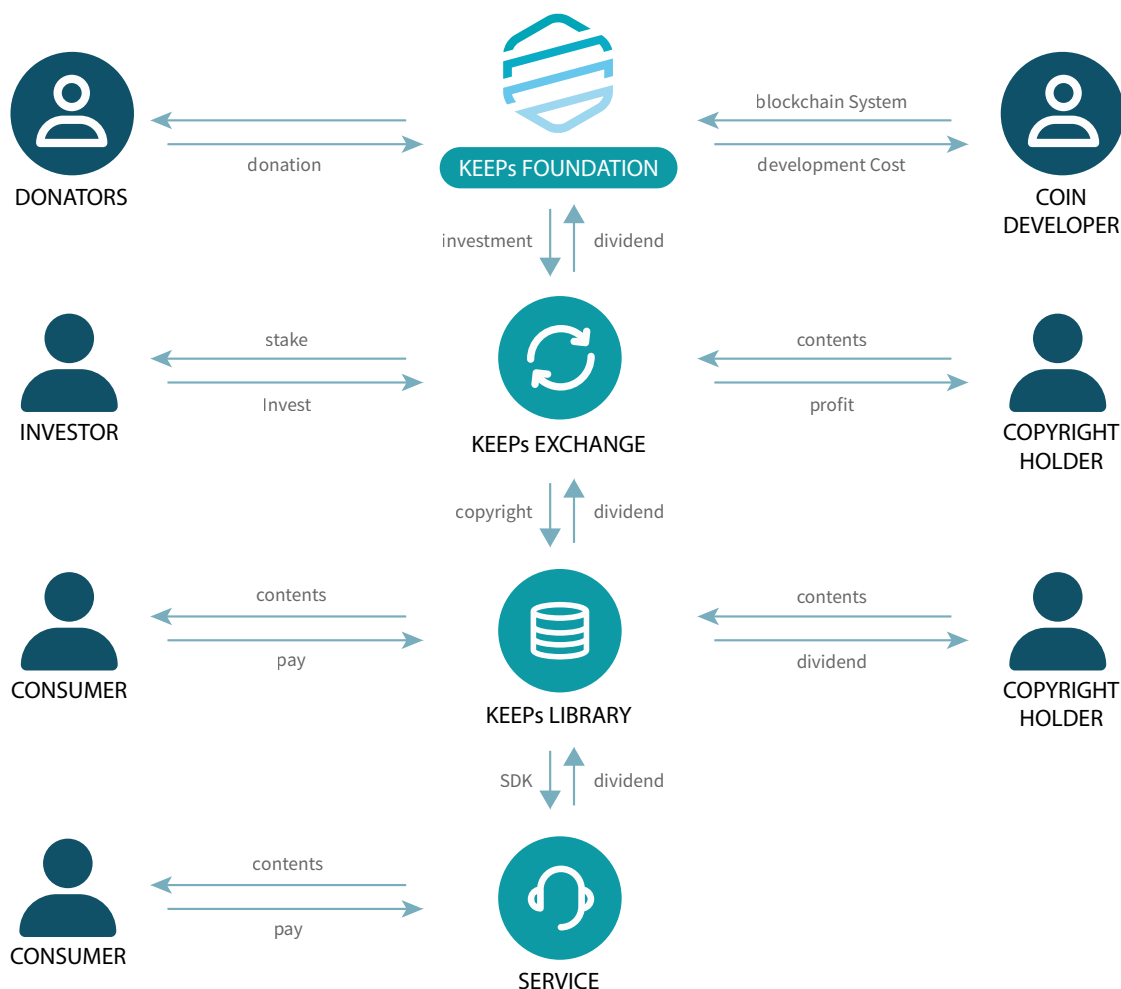
# KEEPS PLATFORM

This is a diagram showing the contract and payment process within the KEEPs Platform. You can see how to solve problems between creators and consumers within the platform.

## Problems in the existing market



## Solutions within the KEEPs Platform



## KEEPS PLATFORM

We support ranking service for art music ranking content albums and sound sources. The ranking part is provided in daily, weekly and monthly rankings, and can be used conveniently by consumers. Charts in the KEEPs Platform Ranking are not aggregated ranking data, but are aggregated quarterly, semiannually, and annual data. Records and sound sources are combined and expressed as a single overall music ranking, and annual comprehensive charts are serviced based on big data. For artists registered on the KEEPs Platform's King & Queen rankings weekly, monthly, and annually, an event will also be provided to enhance their activity and star character within the platform.

### KEEPS A.I Monitoring System

No matter how much digital culture and art develops and evolves, the environment in which works that are good are produced is a content ecosystem environment where artists receive fair compensation. However, the distribution ecosystem where illegal copying and unauthorized theft are used is an important factor that lowers the artist's desire to create. However, even with advances and advances in copyright protection security technology, the problem is a serious problem with the development of theft techniques. It is virtually impossible to monitor the stolen sites from all over the world with human hands.

The monitoring system operated within the KEEPs Platform is an A.I-based deep learning system. This system monitors the Global Service in real time, searches for sound sources, work images, and videos, finds illegally copied sites on its own, and is designed to report to the monitoring team.

This method of searching or finding will be continuously learned within A.I Engine (Deep learning) and operated as an intelligent system capable of responding to the subtleties of pirated sites.



# KEEPS PLATFORM SPECIFICATION

## KEEPS Gateway

KEEPS Platform provides Interaction Gateway for various contents. It is provided in the form of API and SDK, and supports the use of KEEPs in actual participants by interlocking with the KEEPs Platform. In addition, it is possible to distribute and service contents (sound source, information) tailored to participants' usage status and price information, and Platform A.I provides appropriate Acceleration Service.

- Platform API Service
- Development SDK for Device / OS (APP)
- Product A.I Acceleration
- Platform Cloud Scale service

## KEEPS API

We plan to provide various modules that can be used by each ecosystem member. We intend to provide it in the form of a separate asset so that it can respond to OS, Device, and Platform.

- Window OS, Personal PC base Module
- Linux OS, Personal PC, Server Machine
- Mobile Base SDK, Google Play Store, iOS App Store Contents
- For Customer based Service

## Exchange Service

KEEPS transactions are possible through individual wallets, but through a separate Exchange service. It is also possible to exchange for other COINs without going through a separate exchange. It can be used within the content and also available on the web in HTML5 format. Like the Home Trade System, you can receive market prices in real time and use them conveniently.

- Home Trade System (HTML5)
- Coin Prices API System (KEEPS Exchange)
- Blockchain exchange Service : API Service
- Exchange Service for Customer (QR)

## KEEPS Wallet

We provide wallets for various OS so that even players who have not used cryptocurrency can easily use them. In addition to the basic wallet function, it also provides a function to directly receive information services acquired within the KEEPs Platform.

- KEEPs Wallet Service
- Smart Exchange Wallet
- KEEPs Exchange ServiceKEEPS Online Player

# KEEPS PLATFORM SPECIFICATION

## KEEPS Online Player

The KEEPs Platform has a built-in security player for various contents. This player can receive a separate dedicated security player service for video, sound source, and image.

- Platform Web Player
- Android Player
- iOS Player

## KEEPS Reward System

It is a systemized compensation system so that compensation can be set for each service tier and automatically settled. This is inherent in the platform so that settlements can be automatically made between creators, consumers, and distributors, not someone's manipulation.

- Creator Reward system
- Consumer Reward system
- Reputation Reward system
- Funding Reward system
- Verification Reward system

## Funding System

We have a system that allows customers to fund the value of KEEPs' content creators in advance or in the distribution process of the produced content. Content creators will be able to create more competitive content with this funding, and will have the capacity to create additional content. Customers will also be able to share profits by becoming co-copyright holders and investors of excellent content, and it will be a platform that can be enjoyed by creating extra profits just by enjoying them.

- Contents Crowd Funding System (CCFS)
- Investment System to Creator
- Reward System to Investor

## Advertisement Manager

The KEEPs Platform has an advertisement management system that allows advertisers to purchase advertisement items and apply them directly. Advertisers can register themselves with KEEPs and apply them automatically after purchasing advertising items.

All purchasable advertising items can be purchased with KEEPs, and BIGDATA can also utilize data using KEEPs. The advertisement service also provides an Advertisement Manager system for advertisement managers.

- Automatic progress through setting of the application range and period of advertisement event
- Specific setting function for target customer



# KEEPS PLATFORM SPECIFICATION

- Ad progress setting with different customer disposition and future prediction in A.I analysis data
- Provides a powerful tool for analyzing effects after announcement

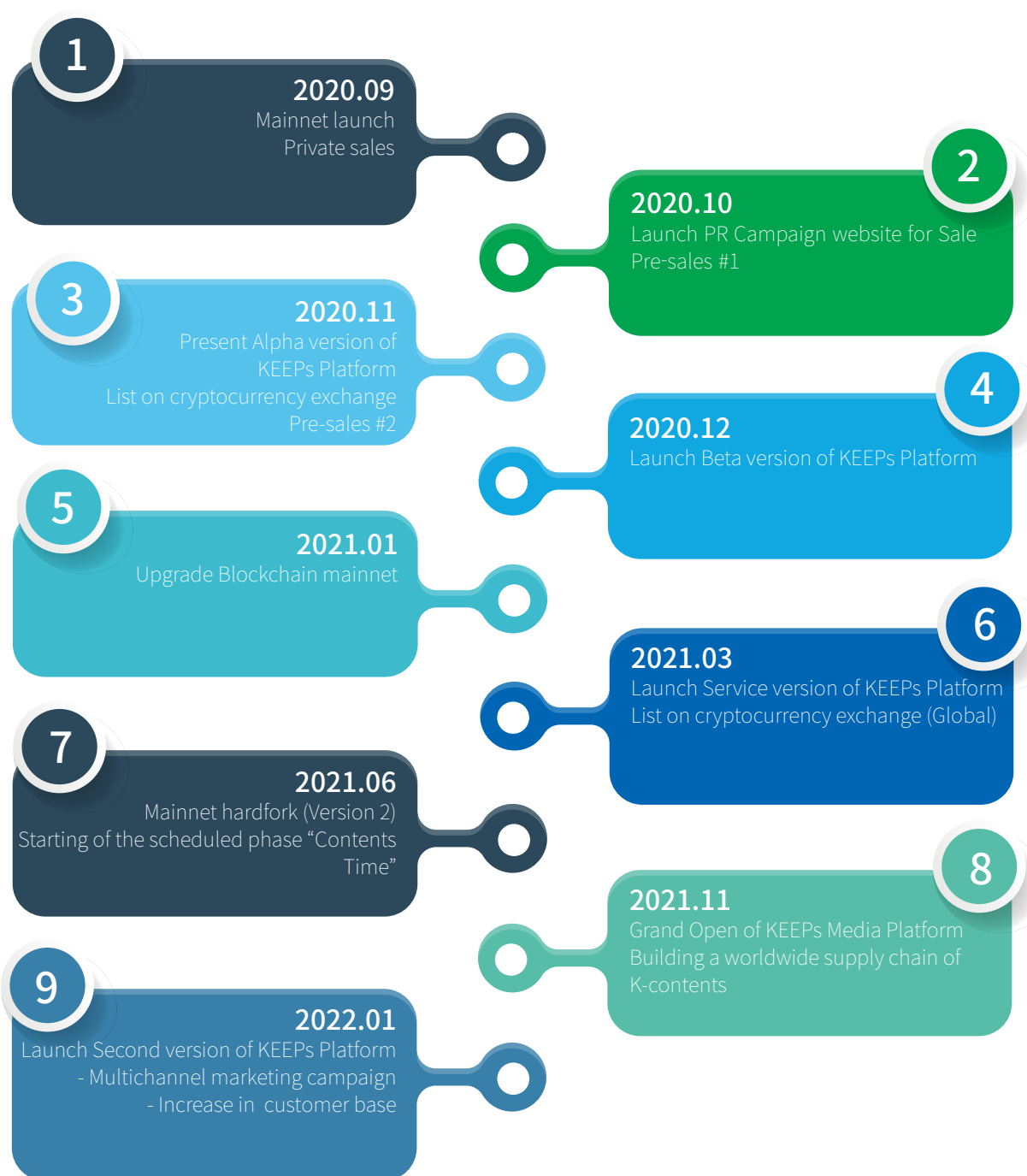
## KEEPS Online HTS Service

In the KEEPS Platform, it is possible to purchase and sell rights to the entire cultural and artistic work, not a single item. All works of art can increase or decrease in value depending on the market situation, and we want to build a home trading system for genuine works of art that customers can buy and sell some rights of these works. It is similar to the securities trading system, but it is an innovative system in terms of value sharing and consumer rights. In the future, it is expected that a new culture and art sharing system that can be used in the exhibition hall and at home.

- HTS System : Personal Computer, Mobile App, Web based system
- Realtime market price information Service (Server)
- System Trade SDK
- Personal Stock Exchange system
- News Dashboard
- Customer wishes record
- Analyzation Social Network Data
- Machine Learning for Personal record : Expected Exchange Method



# ROADMAP

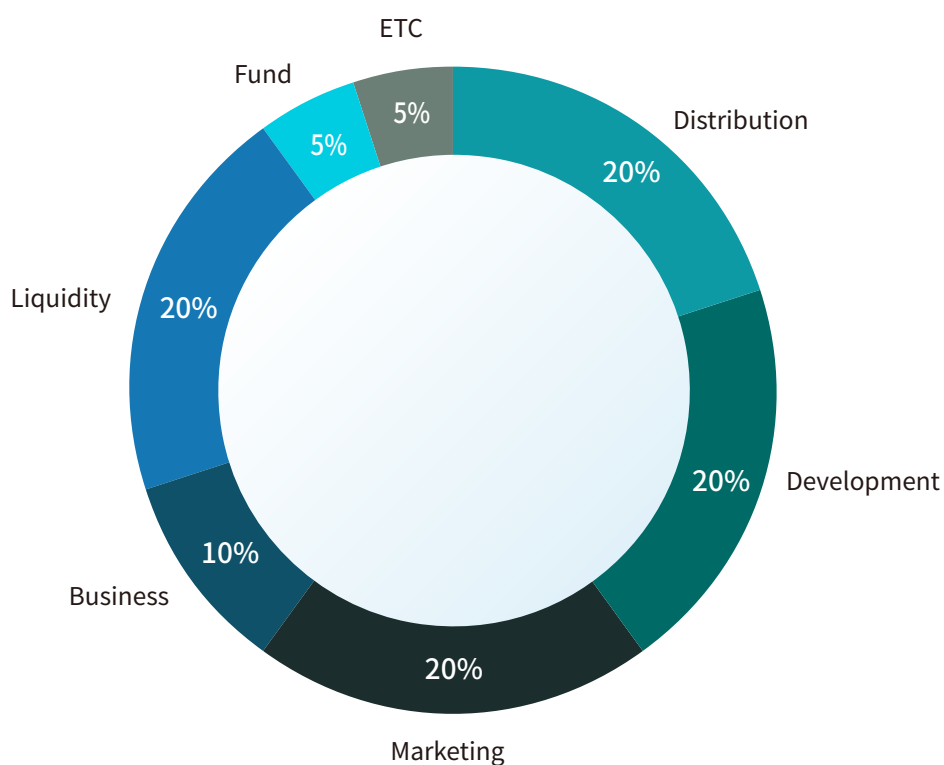


The KEEPs Platform is scheduled to be serviced in earnest from the second half of 2020. For this service, we plan to promote private and presale for KEEPs, and will be listed directly on the exchange.

## KEEPS DISTRIBUTION PLAN

KEEPS Platform is scheduled to enter private sale from 3Q 2020. In addition to presale, IEO will be promoted, and the sales position is as follows.

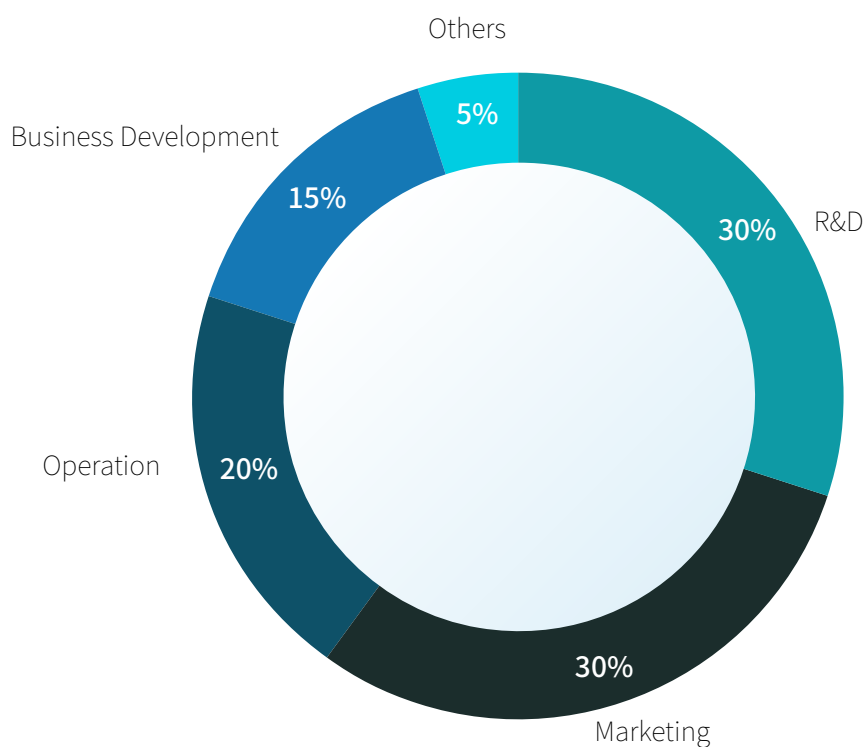
| Content(%)       | Quantity    |
|------------------|-------------|
| Distribution(20) | 600,000,000 |
| Development(20)  | 600,000,000 |
| Marketing(20)    | 600,000,000 |
| Business(10)     | 300,000,000 |
| Liquidity(20)    | 600,000,000 |
| Fund(5)          | 150,000,000 |
| ETC(5)           | 150,000,000 |



## KEEPS BLACKCHAIN

KEEPS is a ERC-20 based token. The specific COIN SPEC is as follows.

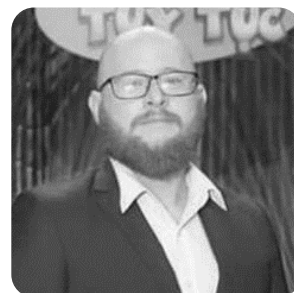
| Total number of tokens | 3,000,000,000 KEEPs               |
|------------------------|-----------------------------------|
| Nominal price          | 0.04\$                            |
| Emission rate          | No Further tokens will be created |
| Token private sale     | 20% (Distribution)                |
| Token Liquidity        | 20% (Planning)                    |
| Soft cap               | ETH 1,000                         |
| Hard cap               | ETH 6,000                         |
| Token format           | ERC20                             |
| Currency Accepted      | ETH, BTC                          |



## TEAM - GLOBAL

### Brandon Hurley CEO

He is a popular YouTube Creator and a professional influencer who currently runs the "Phúc Mập" channel.  
 His channel has more than 400,000 followers, introducing various Asian cultures and broadcasting links with other influencers.  
 He has been collaborating with Cryptocurrency-related analysis channels since 2020, and participated in the KEEP's Platform business for a true influencer platform.



### Nhan Tran CSO

Supply Chain Management | eDist | D2E | Omni - Fulfillment SolutionBOD  
 Member : Company NamePharmaceutical  
 Operational Excellence Manager: NameOne Mount Group  
 Customer Supply Chain Manager :Unilever  
 Customer Logistics Manager : FrieslandCampina  
 IAE Paris - Sorbonne Business School



### Nguyen Manh Cuong CMO

A professional marketing manager related to virtual assets.  
 Marketing Director : Thiên An Holdings Co Founder : idesign  
 Digital Planner : Yuranga  
 Multimedia University  
 Field Of StudyBachelor of Marketing (Hons.)



### Daniel Bateman cco

International Business Development Manager with experience in sales, e-commerce, project management, social media engagement and a passion for improving business relations between other countries and China. Born in the UK and resided in several countries, multicultural and bilingual (English and Chinese).  
 Strong understanding of Chinese cultural and business practices. I am really excited about the advance of blockchain and cryptocurrency technology, and to be a part of this technological age.



## TEAM - KOREA

### Jae-hak Choi

CEO, CNC Partners Korea  
 Senior Economist, NH Economic Research Institute  
 Member of the Reverse Mortgage Policy Group of the Ministry of  
 Agriculture and Forestry  
 MBA, ESC Reims (French Grande Ecole)  
 BA, French Education, Seoul National University.



### Kyung-nam Kim

Department of PR and Advertising, Graduate School of Journalism and  
 Broadcasting, Chung-Ang University.  
 3.1 Awarded the Best Picture at the Korean Broadcasting Awards for Dong-  
 Joo Yun's 100th Anniversary Concert.  
 Pax Economy TV Today's Coin Writer  
 SBS Joo Byeong-jin Show, Midnight TV Entertainment, PD  
 MBC Special Entertainment City  
 KBS Seo Se-won Show, Late Night, Current Affairs Touch Comedy File,  
 Economic Vitamin  
 Yedang Entertainment Content Planning Team Leader  
 SBS Drama Plus PD





## ADVISOR

### PHAN MINH TRIET

Integrated & Digital Marketeer  
 Marketing Consultant for Blockchain industry  
 Workbook Deltek- Agency Management software manager  
 Bridge Capital, LLC Manager  
 Tambour Paints from Israel head marketing manager



### Mark Lee

Legal Advisor  
 Solution Graduate School of Law, Korea University  
 32nd Judicial Research and Training Institute  
 Member of Korea Bar Association IT, Blockchain Special Committee  
 Advised on a report on the application of blockchain to the public sector  
 by the Information Society  
 Promotion Agency  
 Block Street Advisory Board  
 Mael Business District. Seoul Economic Daily D Center Columnist



### Mohammed Hassan Al-Jafairi

Chairman of the Financial Payment Services Gateway Project  
 Consultant in Qatar Media Corporation  
 the Association of Mental Health society  
 Director of the Department of the Development of Huawei Chinese branch  
 of Qatar  
 Hemaya Security Services Company  
 ACCREDITATION FROM THE UNIVERSITY OF MICHIGAN IN PUBLIC LIBRARY  
 MANAGEMENT  
 MASTER'S DEGREE IN STRATEGIC PLANNING FROM THE FRENCH  
 UNIVERSITY



## OUR CLIENTS



**M**매경미디어그룹

**LK**convergence

**G** COINBENE

**JENORI** ENTERPRISES

**F** FUSIONICO

**SBS**plus



## DISCLAIMER AND RISKS DECLARATION

The KEEPs Team has written this white paper for reference purposes to provide specific information on the KEEPs PLATFORM and COIN we are planning. The purpose of this white paper is to outline the direction of product development to COIN holders and users for building KEEPs PLATFORM, and is not included in the form of contracts.

It is not our obligation to provide any material, code, or functionality, and you are responsible for your own investment or purchase decisions.

The release and implementation of KEEPs PLATFORM may depend on a number of fluctuating factors such as regulatory risk, user participation, adoption of blockchain technology, and continuous development of KEEPs PLATFORM.

This white paper is intended to encourage you to invest in the KEEPs Team or KEEPs, but it is written and provided based on the time of writing, so we do not guarantee that any content in the white paper, including conclusions, is accurate and valid until the future.

It should be noted that the information in this white paper was created by a corporation or related department to develop or implement the KEEPs PLATFORM, and it cannot be requested to take any action. The KEEPs Team does not state or guarantee the accuracy of any matters related to this white paper, and is not liable for it. For example, it is guaranteed that the white paper is written in accordance with legitimate rights and does not infringe on the rights of third parties, whether the white paper is commercially valuable or useful, whether the white paper is suitable for the achievement of your purpose, and whether there are no errors in the content of the white paper. Do not. Of course, the scope of liability exemption is not limited to the preceding examples.

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This document has been prepared for informational purposes only and is not a means of selling equity or securities. KEEPs do not guarantee control.

Owning KEEPs does not imply that you are the owner or have any property rights of the KEEPs EDU Foundation, KEEPs PLATFORM, other services and content. Despite taking into account the opinions and feedback of the KEEPs community, KEEPs do not authorize KEEPs owners to participate in any decisions or to participate in matters related to the development of our platform. The actual results and the figures in this white paper may be different and are not guaranteed. Regulatory Uncertainty Blockchain-related technologies are subject to supervision and other global regulatory bodies.

All actions related to COIN, such as KEEPs and the use of COIN, may be illegal depending on the country and region of the investor.

Some countries or regions do not allow the exclusion of certain warranties, so some of the exclusions may not apply to you. And investors are responsible for all risks and cannot claim any compensation from the KEEPs Team. This also applies to countries where legal regulations for cryptocurrencies already exist, including the United States, China, Singapore and Korea. Citizens and residents of these countries should consider taking part in the sale of COINs.

While the points and goals presented in this white paper are the ones we intend, all people or organizations that wish to purchase KEEPs must be aware of and take risks.

## DISCLAIMER AND RISKS DECLARATION

Risk of Loss of Investment Funds collected during the COIN sale process cannot be protected through insurance. If funds raised in cryptocurrency lose their value, there is no public or private insurance to restore it.

If, during the KEEPs Sale, it is expected that USERS will suffer damage due to ICO regulations, KEEPs will immediately announce the matter through the website and then proceed with a refund procedure for the participants in the country.

The above information will be notified individually to the email address entered when participating in the ICO, and the return of the paid COIN if the USER is objectively unable to proceed with the ICO or if the possibility of damage to the USER is expected. The procedure will proceed.

KEEPs will be the means of payment for all services provided by KEEPs, and if issuance of additional KEEPs is required, the consent of at least 70% of KEEPs holders must be obtained.

### Disclaimer of Warranties (Disclaimer of Warranties)

Technological innovations such as quantum computers can cause problems for cryptocurrencies, including KEEPs. Risks from the use of new technologies and unpredictable problems in the future may arise, and these problems and risks may arise in a form other than those mentioned in this white paper.

You fully understand and agree that the use of KEEPs is based on the assumption that the user assumes full responsibility for it, and you must indemnify the KEEPs Team from all liability.

Issued KEEPs will be sent to you without any implied warranties of merchantability, or any express or implied warranties of fitness for a particular purpose or integrity.



**KEEPS COIN**

Thank You