



3.7 PROTOCOL

White Paper

Version 1.0

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3.7C Introduce

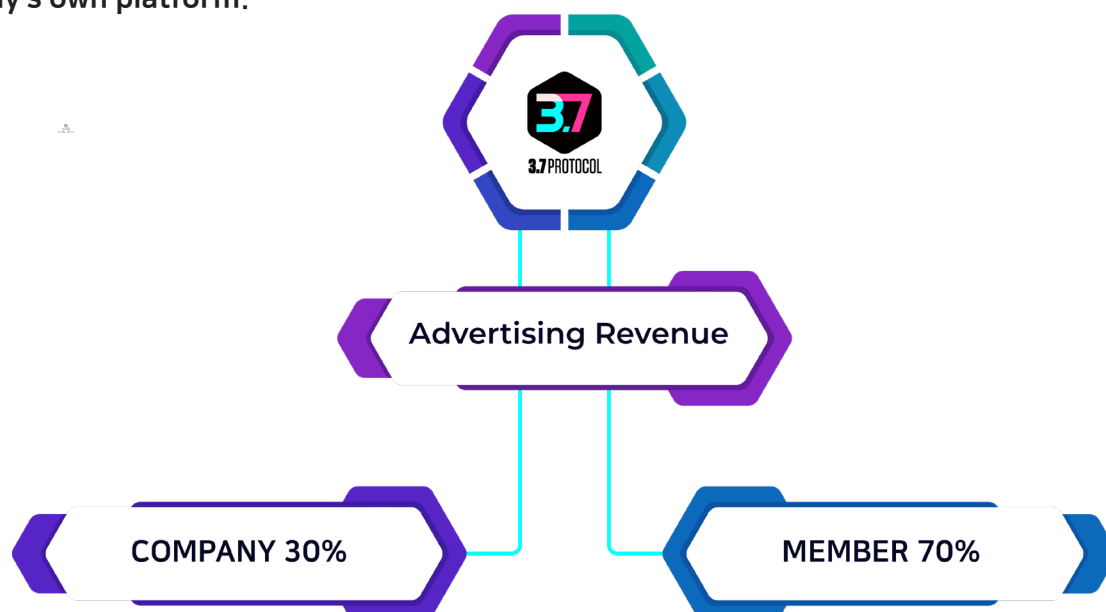
Welcome To 3.7 Protocol

3.7 Protocol is a corporate system that grows together with the public.

The public can directly evaluate the value of the company, see, hear and judge it, and the company and the public can directly evaluate the value of the 3.7 protocol.

Our platform advertising yield is for the foundation 3 (business division) and the public 7 (users), and it is a protocol system developed in a structure that allows companies and the public to coexist together.

Users can claim and own the right to claim a share in the advertising revenue of the company's own platform.



1. Purpose

1.1 Popularization

The 3.7 protocol was developed with different characteristics from existing altcoins.

In order to protect the unstable market flow and investors of the existing DE_FI token, we decentralized our token airdrop system for holding and depositing, which is the existing nature of DE_FI token, and paid our platform (Lucky Ball) points to create a stable preservation value. oriented.

(Refer to 2. Platform Details)

The 3.7 protocol distributes the profit structure of the public 7 (users) and the foundation 3 (division) of the advertising revenue structure of the foundation division because the public provides their own gwanggyo effect.

3.7 Protocol intends to provide greater benefits and safety by providing users with their own token holding value.

1.2 Chain

The 3.7 protocol (see 7. Roadmap details) was selected based on BSC (Binance Smart Chain) BEP_20 in consideration of the use of its own platform and swap and transfer fees before proceeding with mainnet development according to the roadmap.

The 3.7 protocol team will provide a liquid quantity to the BSC-based decentralized exchange, and the 3.7 protocol liquidity supply will be provided so that users can freely swap BSC-based tokens with very low fees.

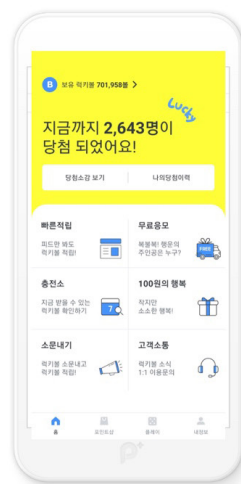


2. Platform

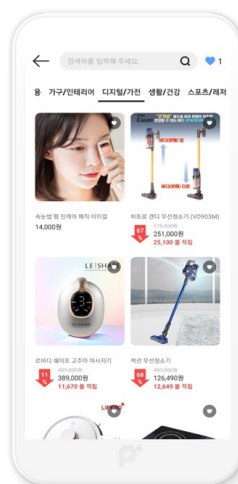
2.1 Own platform

3.7 Protocol Team has its own platform, Lucky Ball Platform, where you can participate in various events, acquire Lucky Ball, apply for play, and use shopping malls.

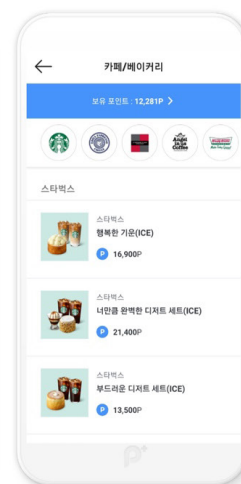
Users can obtain lucky balls by using charging stations or attending events, and the lucky balls can be used for shopping and play applications.



[AD earn]



[Commerce shopping]



[Mobile Voucher Exchange]



[Daily event]

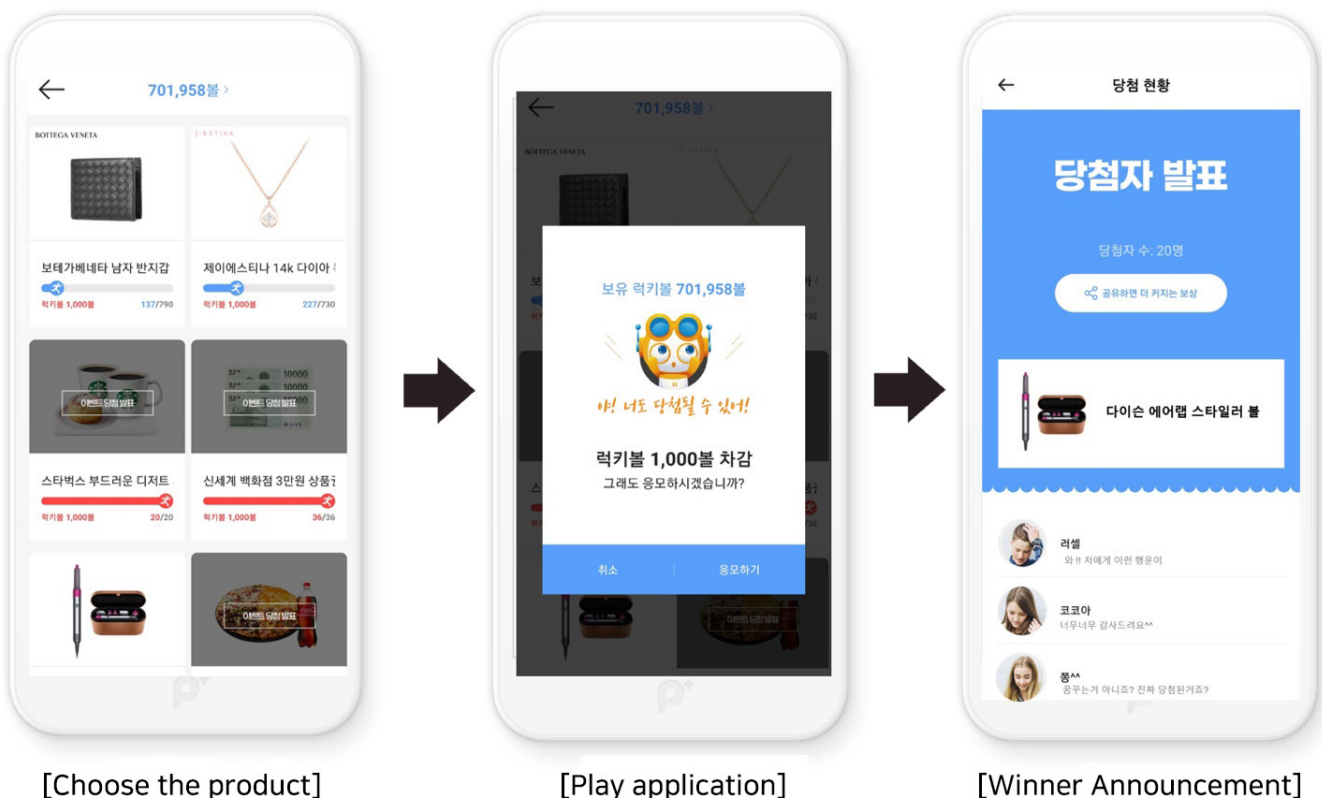
In the play application system, when the number of participants is reached by applying for the product I want, it is checked in real time and the winner is announced at random among the participants.

Example) One-time application amount Lucky Ball 1 x 10,000 = 1,000,000 won worth of prizes won

There are no restrictions on participation, and the more you participate, the higher your chances of winning.

When the winner is announced, a notification push will be sent to the event participants.

The higher the level, the more you can apply for premium products (ex: gold bars, luxury bags, etc.).



2.2 Advertising

Our platform Lucky Ball currently has 50,000+ users, and the advertising rate increases according to the number of users.

Advertising revenue will be provided to users by merging the 3.7 Protocol Chain Swap.

(Refer to detailed 3-3 compensation)

With the platform provided by the company, we build a system where anyone can participate in the 3.7 protocol project and receive revenue.

Users can recommend to other users, and the rate of return may increase according to their activities.



3. De-Fi

3.1 Principle

DE_FI system refers to a decentralized financial system.

Cryptocurrency is applied to the DE_FI system, which is a loan system secured by personal credit and spot asset value through the existing financial market.

You can receive interest by depositing your virtual assets or get a loan through collateral setting.



3.2 Improving

3.7 The project team has discovered a weakness in the current DE_FI system and intends to improve it and introduce a win-win system between the company and users to build the NEW DE_FI Financial platform.

(Refer to 3-3 Deposit 3-4 Compensation in detail)

The principle of operation of the existing DE_FI system is that when A token is deposited, interest on A token is paid as A token.

Example) 300,000 A tokens staking deposit = 16% annual interest rate = 48,000

Tokens to be paid after 1 year of interest harvest (348,000 including deposit amount)

We have confirmed that the above existing system has very dangerous and vulnerable problems.

If you paid \$1,000 at the time of purchasing 300,000 A tokens, you must harvest \$1,160 (including deposited assets) after one year using the interest calculation method. This will damage the value of the dollar you receive.

The above system structure is a system structure that is difficult for the company to maintain in the long term in order to provide an interest rate for the tokens, and users can also suffer losses depending on the price fluctuation, so risk is applied to both.

NEW De-Fi financial platform 3.7 The protocol team does not pay token rewards in tokens, but pays them with their own platform (Lucky Ball Platform) points. Each will be provided.

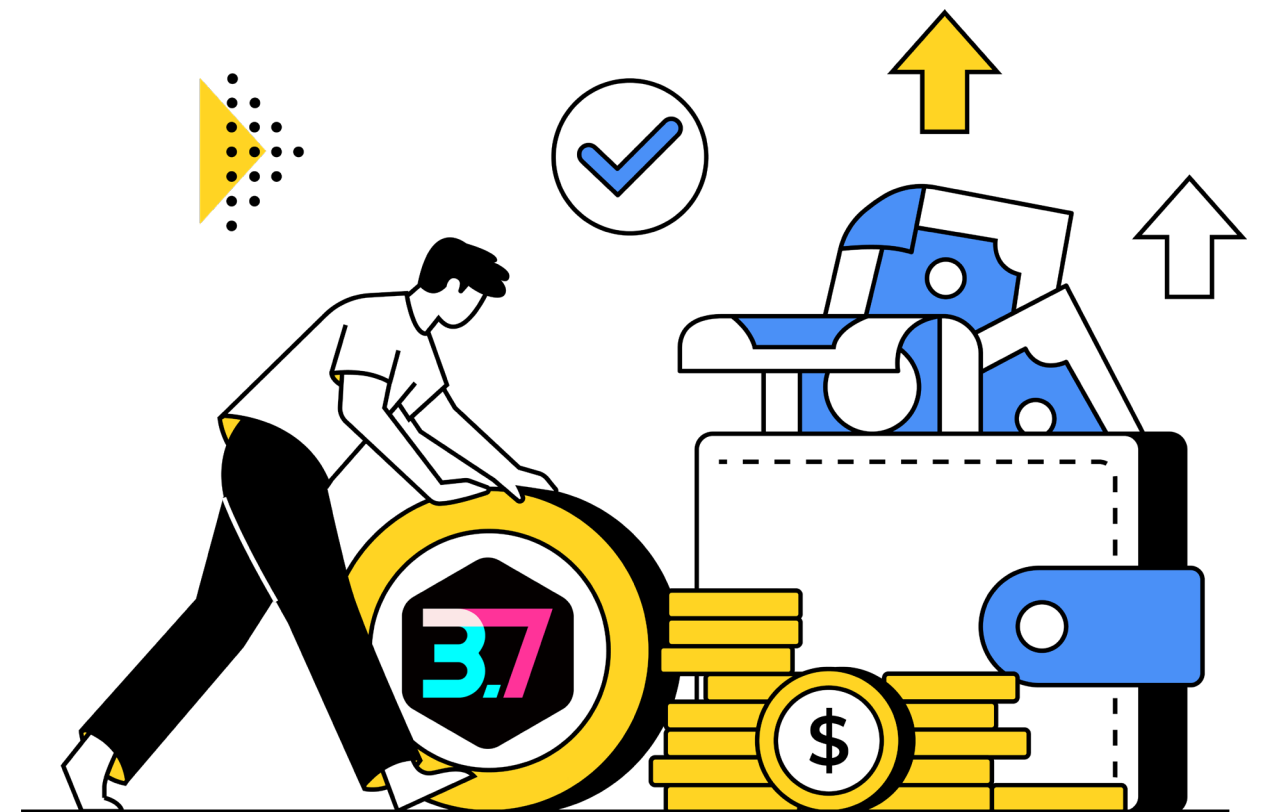
The company does not have any risk of having to bear the annual interest, and it is a system that distributes the revenue received from advertising commissions to the holders. Many risks in price fluctuations can be reduced to a minimum.

3.3 Deposit

According to the roadmap schedule, the 3.7 protocol team will provide a unique wallet source for the 3.7 protocol to the Lucky Ball platform (its own platform) to build a system where users can deposit.

Users can deposit 3.7 protocol tokens through the wallet introduced on the Lucky Ball platform and receive rewards according to the deposit period.

(Reference) The interest rate deposited is not provided on an annual basis, and the compensation rate according to advertising fees may vary from half to half.



3.4 Compensation

3.7 Protocol deposit users can receive semi-annual rewards and can be paid as Lucky Ball's own platform advertising revenue $(100/70) \div N/1 = \text{individual holdings} \div N/1$.

The staking period for compensation is 6 months, and if it is released or moved before 6 months + 1 day is exceeded, it will be excluded from compensation.

Lucky Ball's platform advertising revenue is calculated as revenue from each advertisement provided by Lucky Ball X January-June, July-December.

The more Lucky Ball platform users, the more advertising revenue increases, and by applying an autonomous marketing method in which users invite other users, more users are secured and a system to pay more rewards to 3.7 protocol token holders Apply.



4. Team



Park Hee-jun
CEO

- Education
Mokpo Science University
- Major career
 - Hanul Investment / spring Is Invest
 - Stockguide CEO
 - Funhealthcare CEO



Kang Myung-gu
Backend Developer

- Education
Pohang university of science and technology
- Major career
 - KT load balancing processing
 - Search engine Develop / load balancing design
 - Link Genesis director / youngsoft CEO



Lee Jaewon
Infra Engineer

- Education
HallyM university
- Major career
 - AWS Cloud Systems Engineer
 - Cyworld infra officer
 - Itembay infra officer



Ahn Hyuk-jun
Developer

- Education
Hankuk university of foreign studies
- Major career
 - leisure platform IOS Develop
 - online commerce IOS Develop
 - reward platform IOS Develop



Jung Eun-ji
Designer

- Education
Keimyung college university
- Major career
 - Online commerce MD / Content
 - O2O platform Content
 - O2O platform CS Operation



Kim Dong-geun
AD-Master

- Education
Pai chai university
- Major career
 - UNION PAY agency Operation
 - car repair platform sales planning
 - kosha clean business agency

5. Distribution

Token Sale : 10%

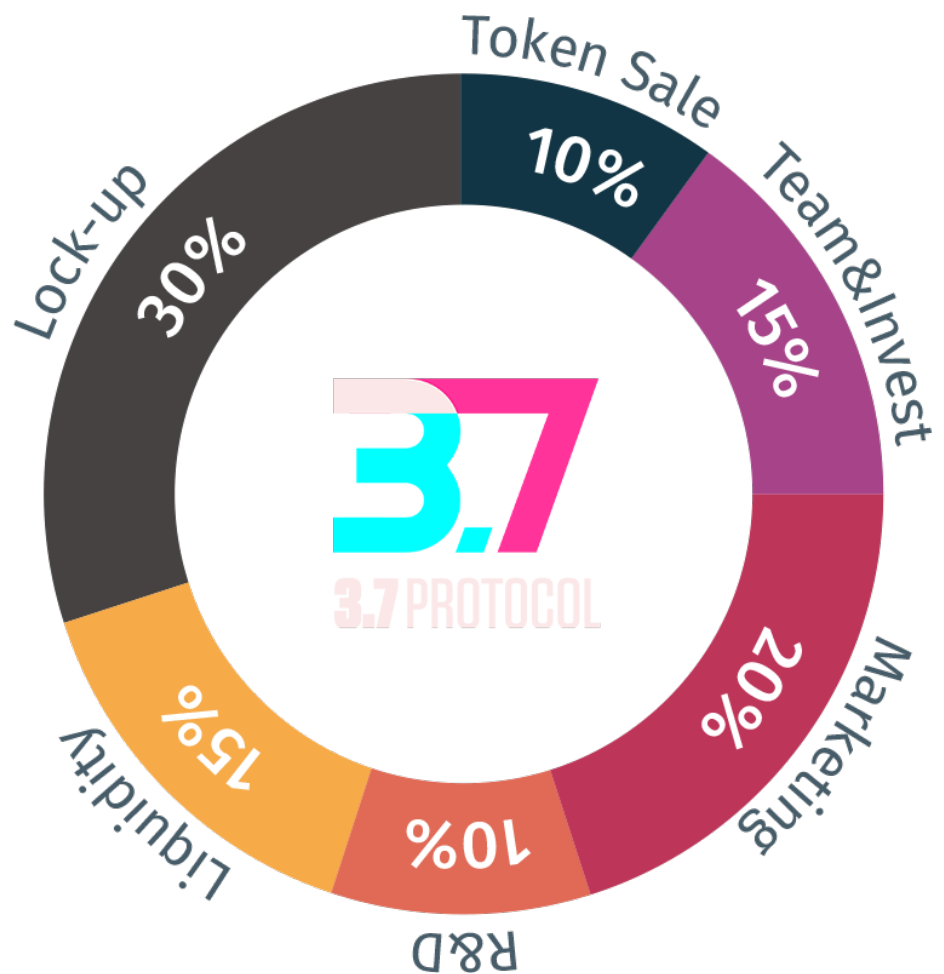
Team & Invest : 15%

Marketing : 20%

R&D : 10%

Liquidity : 15%

Lock-up : 30%



6. Roadmap



7. Copyright

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July 2022 3.7 Protocol Foundation Legal Team.