

***snowMakers**



snowDAQ

A Fandom support platform & Index



**Whitepaper
English**

V 1.0

MAY.2019

EXECUTIVE SUMMARY

FANDOM CULTURE AND FANCLUB	1
The Heart of the Entertainment Industry - “Fandom”	1
Problems and Improvements	2
SNOWDAQ PLATFORM AND SERVICE	3
snowDAQ Platform	3
snowDAQ Service	4
Fan Page	5
SNOW Index	6
Fan Club Marketing and Event	8
SDC AND CUBE	9
SDC Purchase and Exchange	9
Use of Cube	10
SERVICE POLICIES AND GOVERNANCE	11
Subscription and Certification	11
User Level and My Page	11
Fan Page Operation	12
Refund, Exchange and Commission	13
UTILIZATION AND TECHNOLOGY OF BLOCKCHAIN	14
Utilization Range of Blockchain	14
Architectures and Features of Platforms	15
Exclusive Wallet (Snowglobe)	16
Consensus Algorithm (PoO, Proof of Object)	16
FUTURE PLANS	17
Connection of snowDAQ and snowMakers	17
TOKEN ISSUE AND SALE	18
Token Issue Information	18
Token Allocation and Purpose of Use	18
ROADMAP	20
DISCLAIMERS	27

Executive Summary

snowDAQ is a fan club activity based global platform. It supports fair and transparent fan club activities in online and offline spaces. snowDAQ is a space where anyone, including fans and fan clubs around the world, can join and share information and interact. It is also a space where fan clubs can grow with stars. snowDAQ believes that the more valuable the fan club is, the more valuable the star will be. The value of a fan club is measured through transparent fan club operation and various activities within the platform.

Users can join a fan club of their favorite stars, share videos, photos and more with many fans on the platform. Even if you don't join a fan club, you can enjoy various services that are ready to support your favorite stars. All courses, such as sending gifts to cheer for the stars, creating and posting advertisements, donating and event, are recorded and archived through blockchain technology. Blockchain is used to solve global payment and remittance problems, obtain items of your own, and keep records. Users of snowDAQ can quickly access the star's latest schedule, videos, photos, news and more, and join other fans in a variety of activities to increase the value of their fan club. snowDAQ helps to make the fan club's activities fairer, more transparent and ultimately grow with the star.

FANDOM CULTURE AND FAN CLUB

The Heart of the Entertainment Industry – “Fandom”

Korea's entertainment industry continues to grow tremendously around the world. Especially, Korean music, represented by KPOP, is growing constantly. BTS, the world's top idol group, has more than 60 million fans worldwide called ARMY, and KPOP and other Hallyu fans who like Korean culture are expected to reach over 100 million by 2022. Fans of KPOP and Korean culture can be found in Japan, Southeast Asia, South America and the Middle East. On Facebook, YouTube and Instagram, you can easily find videos that sing along to Korean singers or cover the choreography. Fandom is the driving force behind this growth in the Korean entertainment industry. ‘Fandom’ is a combination of ‘fanatic’, which means enthusiastic person, and ‘dom’, which means range.

The entertainment industry continues to grow with the power of countless people enthusiastic about singers, actors and sports stars. The fandom, which began with the spread of TV and pop culture, has become a stronger culture throughout the IT and mobile era. With 'official fan cafes' or 'fan clubs' playing a central role in fandom activities, numerous videos, photos and news were shared and enjoyed, creating a more active fandom culture. In the past, while nurturing and creating stars centered on management companies, it is an era where stars are born and grown around fandom.

A lot of fandom is formed not only in the entertainment industry such as singers, actors and models, but also in various fields such as sports stars and YouTube creators. The fan cafe and fan club not only cheer for their favorite audience, but also serve as marketers and supporters.

Problems and Improvements

As fandom forms and fan cafes and fan clubs spread, problems sometimes surfaced and uncomfortable facts began to emerge. In order for the fandom culture to spread around the world and serve as a net function, IT-based fandom support services, platforms are needed. The current improvement factors for further development of fan community are as follows:



1. Objective Fan Club Value

There are countless fan clubs all over the world and they contribute the most to star recognition and influence. Stars can be recognized and confirmed directly or indirectly through the number of times being broadcasted, record sales, advertising fee, and appearance fee. It is difficult to know the value of a fan club only through scale or activity, but more objective fan club values are needed.

2. Difficult to Engage Global Fans

Global fans continue to grow, but global fans are often unable to actively participate in fandom activities due to language support or geographical constraints. In some cases, a false hashtag, because he did not know Korean well, has a negative effect on stars. In some cases, large agencies or fan clubs offer translation support or content for overseas fans, but often do not. There's a fan club that runs its own translation team, and various efforts are underway to bring global fans more actively involved.

3. Expensive Fees for Remittance and Payment

If you use an existing payment service at home and abroad, you will most likely have to bear a high payment commission. Although there are global payment systems such as Google or PayPal, exchange fees are high and it takes quite a long time to transfer money. Rapid overseas remittances and reduced remittance fees are becoming important factors for the influx of global fans and the expansion of global fandom.

4. Ensuring Transparency and Fairness

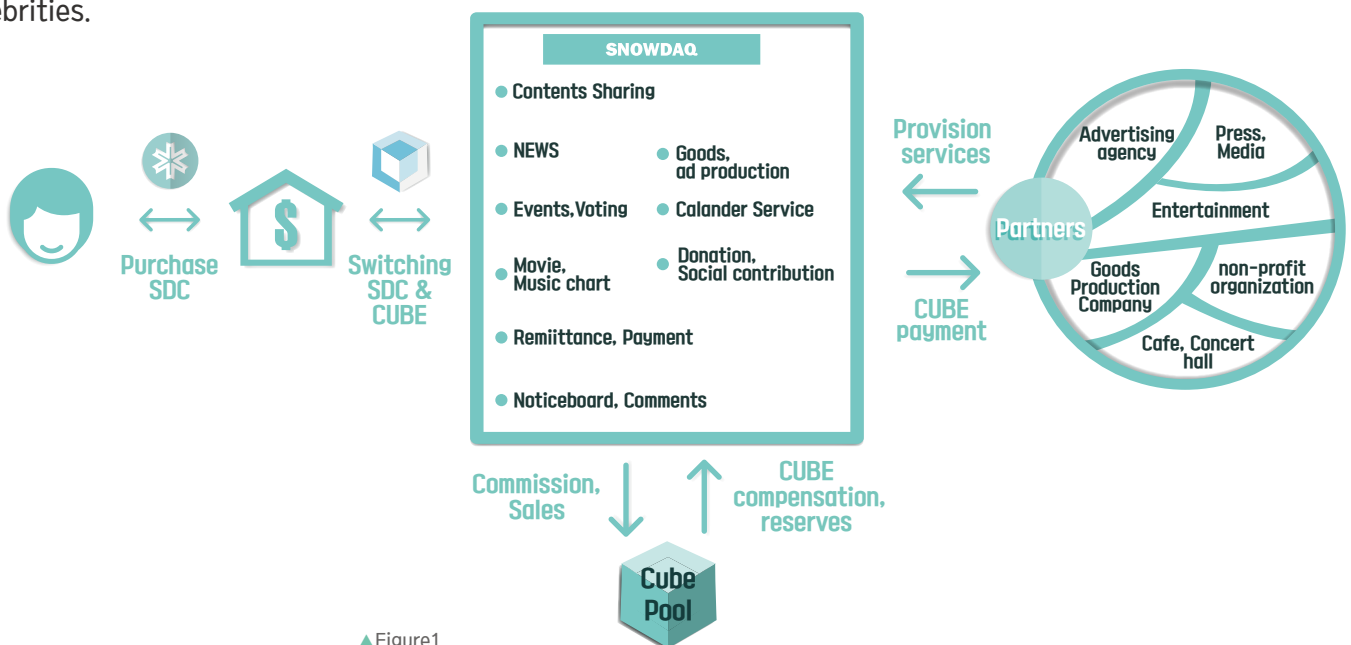
There was a case in which a fan club operator took donations from fans and embezzled them without donating them. There was also the occasion that the chairman of a Hallyu star's fan club used regular fan club membership fees to pay for his or her own living expenses. In some cases, the actual cost of operating a fan club is not disclosed transparently. Without transparency and fairness, fan club operations do not simply affect fandom, but also damage the star's reputation and image. The value of the fan club shines with the transparent fund management and fair fan club operation, and the supporting star can shine with it.

SNOWDAQ PLATFORM AND SERVICE

snowDAQ Platform

snowDAQ implements fan club activities on its online platform to support fandom activities in the entertainment industry around the world. While providing online space where fans are active, we provide various offline services in partnership with our partners to support subway advertisements, TV commercials, and various events. Connect online and offline while simultaneously connecting users, entertainment-related businesses, and various operators

All online and offline snowDAQ activities are reflected in the value of the fan club, which is objectively calculated by combining activities within the platform, point usage, and external charts/indicators. This allows us to promote the value of our fan clubs around the world and at the same time extend to the value of supporting stars or celebrities.



▲ Figure1

snowDAQ platform plans to provide a variety of services to promote activities within the platform. The more activity on the platform, the more users are brought in, and the more valuable the fan club is. A separate fan page is provided for the fan club to be active, and a variety of activities are carried out inside the platform, focusing on the fan page. You can use the service yourself, or you can become the host of various events.

In addition to providing services inside the platform, snowDAQ connects users with external partners. We will not only connect them with partners, but also provide them with value such as lowering advertising costs and lowering production costs with our partners through the value of snowDAQ, including the number of users, activities, and number of fan pages.

snowDAQ platform uses the Cube, which is a point within the platform. The Cube uses all of the services of snowDAQ including for payment with the partner. Some of the cubes used on the platform are stored in a point archive called 'Cube Pool' on the platform, where users can receive additional cubes or receive rewards through separate events, etc. (e.g. 100 cube bonus for 1,000 cube purchases, point compensation for attendance checks, prize money for 100,000 subscriber event, etc.)

The cube is a utility token that is only used within the snowDAQ, not listed on the exchange. To purchase cubes, you must purchase snowDAQ Coin (SDC) from an cryptocurrency exchange. SDC can be purchased with cryptocurrency such as Bitcoin, Ethereum, etc. You can exchange it with cube at a certain rate.

The exchange rate of SDC and cube varies with the decision of the Fandom Committee. All decisions must be made under the terms of approval of at least two-thirds of the vote participants in the entire Fandom committee.

SnowDAQ Service

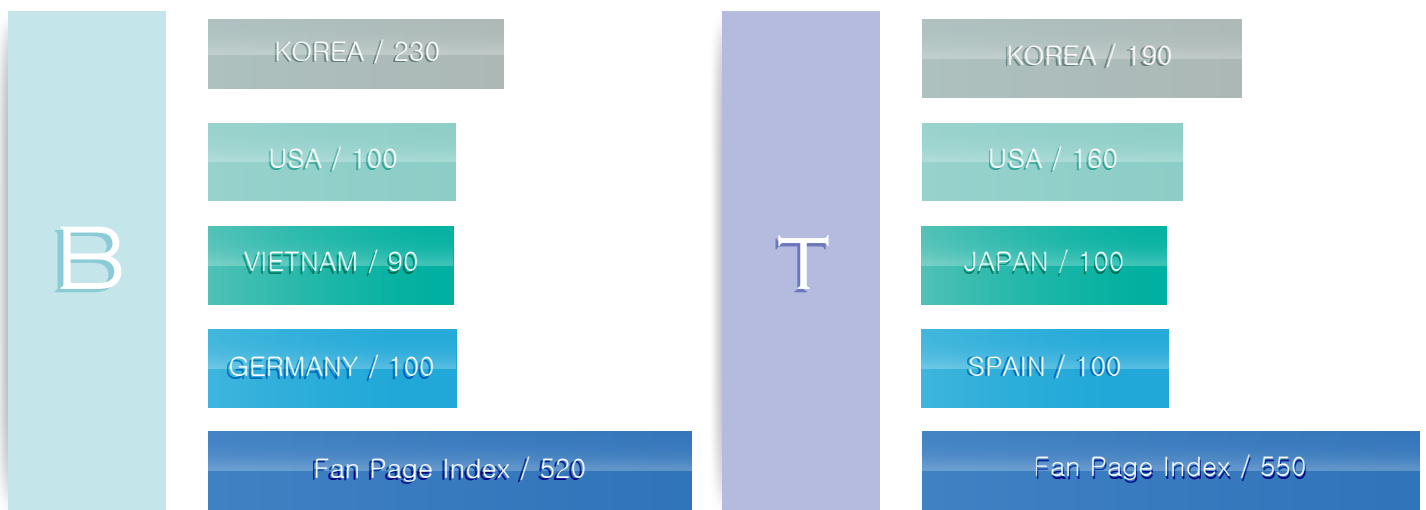
In the early days of the snowDAQ platform, basic services will be provided and services will continue to be added. Basic services include:

1. **Providing individual fan pages of stars in the entertainment field, including actors and idols.**
In-page bulletin boards, announcements, comments, basic online website functions, as well as uploading contents such as videos and photos, and link contents functions. In addition, fan page self-voting, event opening, pop-up window setting, and more.
2. **External integrated chart service, which enables integrated viewing of external charts and indicators such as music charts, movie audience numbers and record sales. Includes worldwide box office indicators, record sales and online music site performances, and the indicators and figures are reflected in the SNOW Index.**
3. **Integrated calendars for viewing desired stars and celebrities on individual fan pages as well as across snowDAQ.**
4. **A service that provides up-to-date news via news pages and links to individual stars' social networks (Instagram, Facebook, etc.).**
5. **Providing voting functions and services for conducting various surveys and research. Vote within fan page to see what fans think.**
6. **Support pop-up windows and banner services within a fan page to notify notices or use them for various events**
7. **A function to raise funds with cubes for donations and social contribution activities and to transparently check all fundraising records, donation status and donation locations through blockchain information. You can also check the payment details after using partner companies, and use and manage transparent funds.**
8. **A variety of services through partner companies such as making and selling celebrity goods, producing and providing advertisements, sending food truck, and rental for fan meeting places. Providing services at low prices based on the fan club activities of all snowDAQ rather than individual price.**

Since the time required for the use or transfer of the cube is less than one second and the fee charged for using the service is lower than existing systems, global fans can reasonably utilize the above services provided by snowDAQ. In addition, we plan to add a variety of services, especially to reflect the needs of users and prepare to add services and capabilities. Additional services and related functions will be announced on the official website, social media channels, etc

Fan Page

There is one fan page per person or group (e.g. BTS, TVXQ, Lee Seung-gi, etc.) and there is a country-specific page on the fan page. For example, if you select a singer's fan page called B, each country-specific fan page appears, and you subscribe to the fan page you want. The activity index of the fan page is calculated by summing up the activities of the country pages operated and the usage of the cube. For example, B singer's fan page index total is 520 points in 4 countries and T singer's fan page index total is 550 points in 4 countries.



▲Figure2

The Fan Page Index is included in the SNOW Index and is used to calculate the value of the Fan Page.

The fan page is operated by the page master and the management team and is responsible for managing all contents, including images, images and fan art. He is responsible for managing illegal, violent and adult content in all contents of the fan page and for managing the members of the fan page. Content exposed to fan pages can be set by the publisher for full disclosure, in-page disclosure, and fan page non-subscribers cannot view comments about the posts. Announcements, content availability, etc. can be set by the page master and staff through the settings in the page.

SNOW Index

The Snow Index is divided into Fan Club Index and Fan Index. The fan index is calculated by adding the fan page index, the members of the fan page, and the external chart indicators. The personal index, the fan index, is calculated by combining the personal level fanship and the amount of cubes. snowDAQ users can check the status of all fan club SNOW Index and status at any time, and individual fans can check their fan index status together with their fan club index through favorites.

Fan Club Index and Value

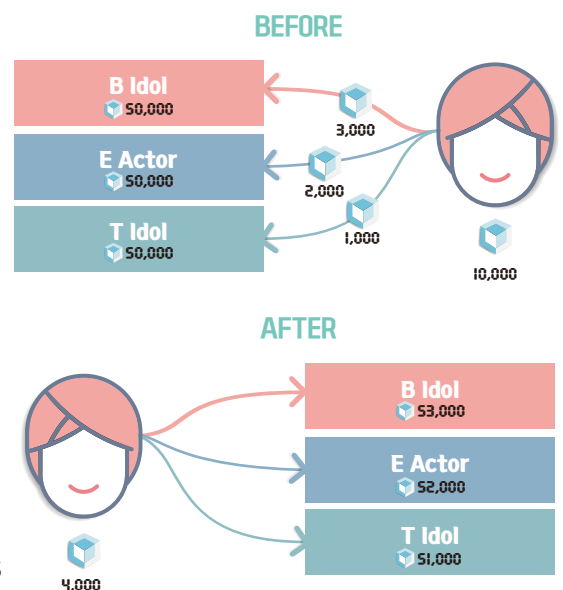
The fan club index is calculated by summing up all activities that occur with each user of each fan club using the snowDAQ platform, and the amount of cube use and purchases on the fan pages, as well as confident external indicators. The fan club index is always displayed at the top right of the snowDAQ screen and varies according to the real-time index calculation details.



▲Figure3

1. Fan page index measures the participation of users who are active in the fan page, such as writing posts, writing comments, sharing links, uploading images, and participating in voting. It also measures fan page activity including existing fan attendance, new fan page subscribers, active users compared to subscribers, and the number of users leaving. Depending on the activity of the fan page, the SNOW Index in the fan club is affected by the largest percentage. The fan page index item has the highest reflectance ratio, and the reflectance rate is set to 60% in the beginning.

2. In calculating the fan club index, it also reflects the users' donation, the purchase of goods, the cost of holding events, advertising production, and the amount of cube possessed in the fan page. Fan page cubes are recognized when the cube you purchased is sent to the cube archive on a particular fan page, and the cube you own is not reflected in the index. For example, if one fan sends 10,000 cubes to each of the three fan pages' cube repositories, each of the 3,000, 2,000, and 1,000 cubes sent will be recognized as the cube storage for that fan page. If the amount of cube ownership is reduced by purchasing album or streaming licenses as a group from a fan page, the fan club index is encouraged to rise at the same rate as when the cube is used. The reflection rate is set to the initial 30%.



▲Figure4

3. The fan club index also reflects figures on external charts and indicators, which refer to external indicators and rankings such as record sales, music ranking, ratings, and number of movie viewers. It reflects not only music-related indicators such as Hanter Charts and Gaon Charts, but also various credible external indicators such as the daily/weekly box office of the Korean Film Council and Nielsen Korea TV view ratings. For overseas indicators, the charts for overseas music services, such as Billboard Charts, Spotify and Apple Music are reflected. The reflection rate is set to the initial 10%.

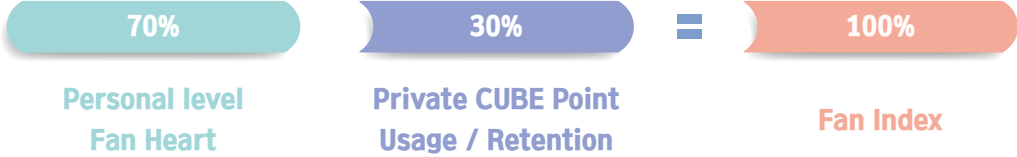
The output of the index is calculated by sophisticated algorithms and logic, and specific logic is not disclosed except for some publicly available content. However, we will continue to simulate and calibrate every fan club, fan page, to ensure fair value is recognized and quantified. The reflectance ratio of the three items is initially set to 60%, 30%, and 10%, but when the reason for the change occurs, it is notified in advance and the reason for the change is disclosed transparently. We will thoroughly calculate and manage the indicators so that the value of the fan club and the stars can be reflected fairly and transparently.

Fan Index and Value

Fan index is the user's personal indicator. It is calculated by considering the individual level of fanship, which measures the level of activity within each user's platform, and the cube purchased and used by an individual, and is independent of the fan page index. Fan index can be found on each user's My Page, and the top 10 fans of the entire user will be exposed in real time on the snowDAQ main screen. Users who have the highest fan index among fan page subscribers are also exposed within individual fan pages.

For those who have done a lot of fan page activity or individual activities, the fan index is calculated by considering the ratio of 7:3 to the individual level fanship and personal cube storage and usage.

The ratio of 7:3 is initially set at an arbitrary rate and may change in the future depending on the platform's operating policy. You may not need to subscribe to a fan page to perform the activity, but depending on each fan page contents management policy, you may not be able to check announcements, contents, or comments. Individual activities within the snowDAQ platform, including joining a fan page, are entirely user-determined.



▲ Figure5

*The rate can be changed at the time of the official service opening.

Fan club Marketing and Event

snowDAQ supports marketing and events of the fan club. Organized marketing and events can be carried out through professional marketing agencies, public relations, and advertising partners. We conduct our own marketing and events for fan clubs and fan pages, as well as joint marketing and events. They are not just about marketing and promotion of fan clubs, but also about expanding the entertainment industry and fandom culture. Through the marketing and events of fan clubs and fan pages, the new fans can be introduced as well as expand the influence of existing fans. Marketing and events increase the value of the fan club, especially joint ones are given more SNOW index scores.



▲ Figure6

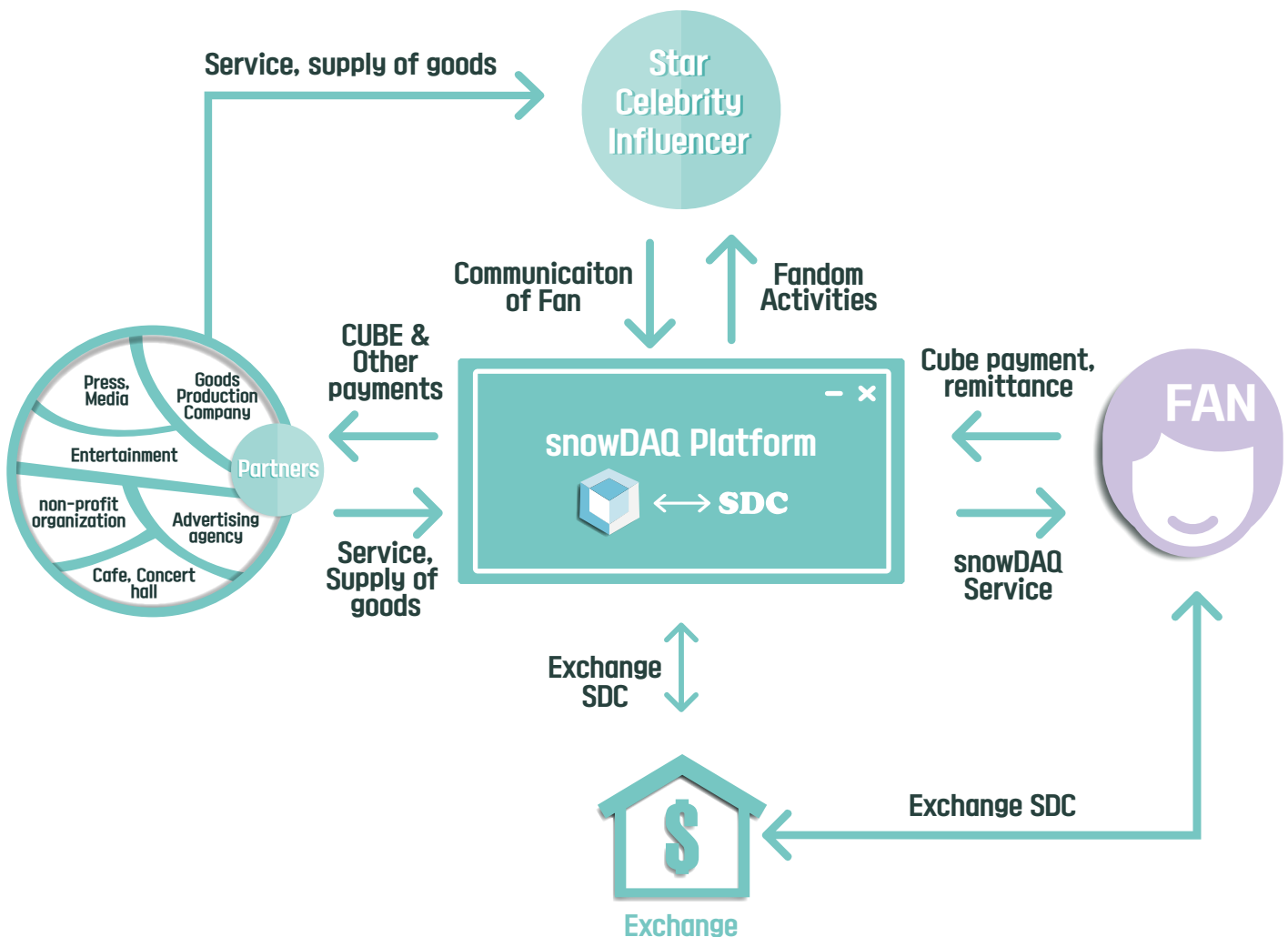
SDC AND CUBE

SDC Purchase and Exchange

The tokens sold to snowDAQ users are SDC (snowDAQ Coin), and the value of SDC can vary depending on the value of the snowDAQ platform and the users' cube usage on the platform.

SDC can be freely used on the snowDAQ platform by switching to cubes. SDC can be converted to cubes at an initial 10:1 ratio. But the conversion rate can be changed by the price increase or fall of the SDC, or the issuance and distribution of the cube.

If you convert an SDC to a cube, the conversion occurs immediately upon request, but if you convert the cube to an SDC, the conversion rate will be applied at the time of the request, but the conversion will take place three days after the requested date. This is to prevent sudden changes in the value of the SDC and is an important factor in setting the cube and SDC conversion rate.



▲ Figure7

Use of Cube

The cube is a utility token used in snowDAQ. The value of one initial cube is 1/10th of SDC (cube values may fluctuate). Cube can't be purchased directly from snowDAQ and is not listed on the cryptocurrency exchange. The cube can be acquired after switching according to the conversion ratio after purchase. The reason for doing this is to prevent sudden changes in the value of the cryptocurrency. The goal is to stabilize the cube value by adjusting the conversion ratio of the SDC and the cube.

The use of tokens encourages the active involvement of global fan clubs as well as domestic fan clubs. All fan clubs in Korea and abroad are required for the qualitative, quantitative and industrial development of the fan club. SDC and Cube are used as a factor to activate these ecosystems, and they are given value by expanding usage and increasing usage. We will provide a variety of services, contents, and additional features to enable SDC and Cube to be utilized within the snowDAQ platform. We will prepare to make partner services available at lower prices than existing payment through expansion of partners.

The cube is reflected in the SNOW Index according to usage and purchase volume on the platform and is used as a utility token such as paying for services, purchasing certain contents, features, and paying partner costs. The initial issue volume of the cube is determined by the conversion ratio (initial 10: 1) to SDC. Cubes can't be issued at random, and can only be issued when SDC is switched. Some compensation for the Fan Page Master described below or for the use of other snowDAQ platforms is paid into cubes. But this cubes are issued by converting SDCs set aside for marketing/platform operations into cubes, rather than arbitrarily issued within the platform. However, considering the price fluctuation of SDC and the amount of cube usage in the platform, only some of the cubes are initially converted and issued and kept in the pool, and subsequent issuance may vary depending on the conversion rate and external factors. Related information such as the issue volume of the cube and the issue date will be announced on the community channel through the official channel.

Cubes can be burned according to the amount of issue and distribution, and the price of SDC. However, incineration has a significant impact on the entire token economy, so a vote on incineration can only be carried out in certain predetermined cases, such as when the value of the SDC is less than one tenth of the issue reference value, or when the cube issue is more than 70% of the total number of cubes available for issue. Voting for incineration is conducted by the Fandom Committee and will be held if two-thirds of all voters agree. The incineration is conducted by agreement of the Fandom Commission, but it can't be incinerated again within a period of at least three months.

SERVICE POLICIES AND GOVERNANCE

Subscription and Certification

Subscription is available on the snowDAQ homepage (www.snowdaq.com), and you can easily sign up through e-mail and social network login. 2-step verification is required for privacy and secure cube storage, and a separate security device such as Google Authenticator is used.

*** Additional certification or changes regarding user authentication will be notified. Please refer to the announcement and homepage notice for the policy on joining and leaving.**

User Level and My Page

snowDAQ users will contribute to the platform as a result of their post-signup activity, and will rise in level depending on their contribution. The level is 'fanship' and the user's fan level represents the identity of the fans within the platform and how much activity they have done at the same time.

Users who convert SDC to cube will be displayed as VIP on the left side of the ID (VIP is displayed next to the ID in icon form). Unconverted users will be displayed only by ID. When you convert an SDC into a cube, the contribution score is given separately, and the contribution builds up differently depending on the activity within the fan page and the use of the cube. If your fan level rises, you will receive various benefits such as exclusive or advance use of service within the platform. There are also various benefits for hard-working users, such as increased chances of receiving additional cubes.

On your My Page, you'll see a list of all your fan pages you have subscribed to, a list of posts you've created and shared, social media links, and more. You can see the fan level, the cubes you have and you've sent to your fan page, and the SDC you have. You can check the history of badge acquisition and saved images according to fan page activity. You can create and disclose your personal information on My Page, and you can check your activities, figures, and indicators in the snowDAQ platform.

Fan Page Operation

The fan page is operated by the page master, and the page master assumes one for each country page. Along with the page master, there are separate designated departments responsible for fan page management and operations. The fan page is responsible for managing and using the collected cubes, and hosts events, votes, etc. that are created on the fan page. To prevent the privilege of the page master or other executives, the selection of the page master and the selection of the officers is done by the vote of the users who joined the page.

Copyright issues on snowDAQ are very important. The page master has an obligation to control the sharing of data between the page and the participants so that they do not violate the copyright. In the case of copyright infringement cases or infringement problems in the operation of the platform, user accounts can be suspended or withdrawn. We will primarily aim to comply with copyright within our fan pages, and we will manage to avoid copyright issues throughout the platform.

The page master selection and maintenance period, the voting method, etc. are subject to the basic rules of snowDAQ, but the fan page itself can be decided. Basic rules are guided through a separate document. The page master is qualified by the Fandom Committee and must be a committee member. The committee is responsible for the governance of the block chain. Although it does not operate the actual node, it plays a role of the decision-making body for the operation and issues of the snowDAQ platform. It makes voting and decision-making about the management and management of fan pages, establishing and enforcing SDC and cube conversion rates, establishing and enforcing anti-aggression regulations, and burning tokens. The Fandom Committee will be ranked by the top 30 fan pages based on according to the amount of cubes on the fan page. When the initial number of users is low, there are five to ten fan pages, but as the number of users grows, up to 30 fan page masters will qualify for the Fandom committee.

A page master acting as a fandom committee receives a separate cube reward from the snowDAQ platform, and the amount of rewards may vary depending on the number of cubes and page indexes you have on each fan page. The fandom committee can change the various policies and processes within the platform, at which time more than two-thirds of the page masters must agree. Each voting right is not the same, and the voting rate is different depending on the number of cubes possessed and page index.

If you stop running a fan page, you can delegate it to a separate team or you can vote for a new page master by voting in the fan page.

Refund, Exchange and Commission

If you have transferred the cube to the Fan Page Cube Archive, it can't be transferred back to you. However, if you have problems with transfer or settlement due to special reasons such as obstacles in the use of the service of the snowDAQ platform, technical problems, etc., you can receive the refund of the cube after receiving it at the Customer Center. In this case, a processing period of up to 3 days from the date of the request for refund may occur.

If you change an SDC to a cube, you can switch immediately and convert to the corresponding number of cubes based on the conversion rate at the time of the conversion request. When you convert a cube to an SDC, the conversion rate at the time of the request is applied, and the actual conversion is completed three days after the request date.

A fee will be charged for creating transactions, such as transferring cubes inside a snowDAQ. Point transfer fees may change subject to snowDAQ's operational policies. Fees can be applied differently depending on your fan level. Fees will be partially charged to the Cube Pool, which is used to reward the snowDAQ users, including sponsors for various events and free tickets.

UTILIZATION AND TECHNOLOGY OF BLOCKCHAIN

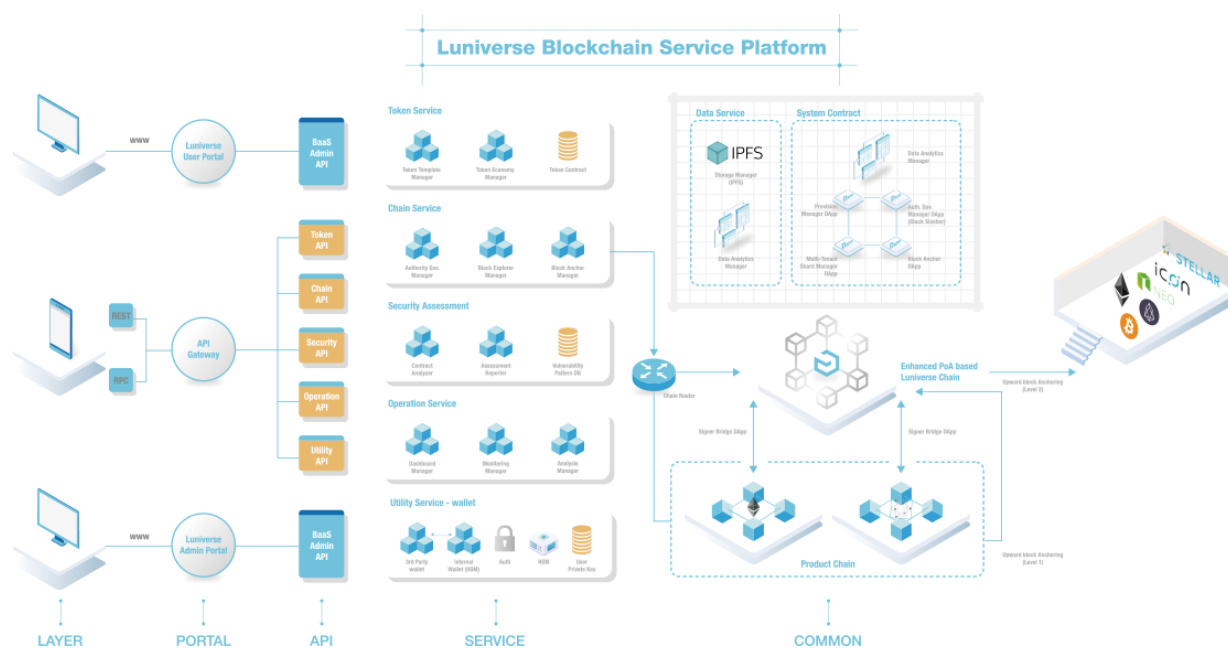
Utilization Range of Blockchain

snowDAQ uses software-related technologies for general web development. A web site is constructed based on various programming languages, and cube publishing and archiving of data and information are put into a block using a block chain. Not all information is recorded in a block chain, but rather separate and record the information that must be recorded from general website information. Only select information that can prevent load on blockchain networks and enhance transparency and reliability among various information such as web-based sites and offline information is recorded in blockchain. With a special focus on security against hacking while utilizing a block-chain network, all information and data are securely stored. In particular, cubes are safely stored in a separate, highest-quality storage device.

Architecture and Features of Platform

snowDAQ uses Luniverse, a blockchain service platform introduced by Lambda256, which is a global blockchain research center. With Luniverse, snowDAQ plans to set up a safe and convenient development and operation environment and receive various support. Luniverse provides a comprehensive service to help users conveniently configure the development environment and token economy such as sidechains, token issuance and management, Smart Contract, and operation and utility service.

It consists of four layers: Portal, API (Application Programming Interface), Service and Common.



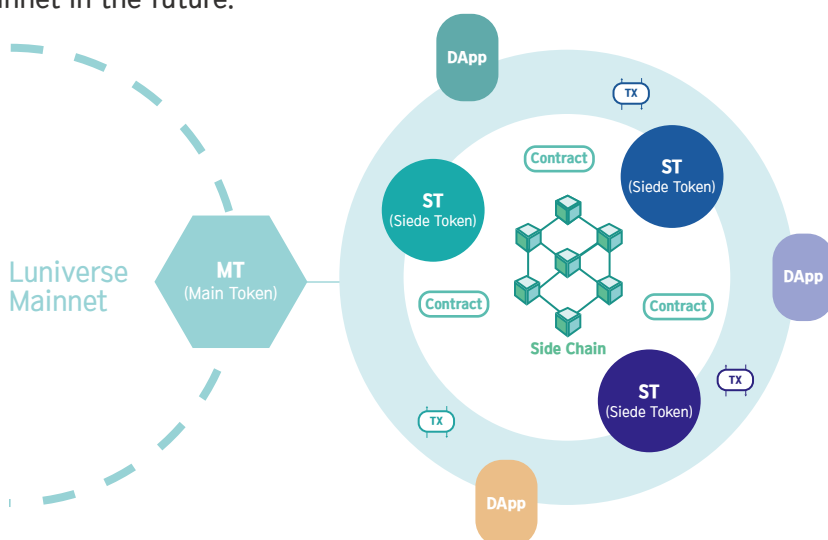
▲ Figure8. Luniverse Architecture

snowDAQ will also configure layers based on the architecture of Luniverse and have various APIs, security in Smart Contract, blockchain operation and utility service in the API and Service layers.

Five Structural Features of the Luniverse Platform

1. **Scalability:** Luniverse supports Chain Sharding that applies sharding to sidechains. Multiple sidechains can be operated at the same time when it is necessary for snowDAQ to expand its features.
2. **High Availability:** The Luniverse system is based on duplex configuration. This enables snowDAQ to immediately respond to internal errors or any other errors caused by external factors greatly enhancing the availability of the service.
3. **Disaster Recovery:** If a disaster or other emergency occurs, a disaster recovery system operates to handle all requests until the existing operation system is restored. General tasks such as rollback, backup, and synchronization can be performed any time.
4. **Isolation:** An independent network, computing and storage will be provided separately from the Luniverse platform to set up an exclusive blockchain for snowDAQ. When integrating the platform with other DApps, it can be configured to allow only specified groups to access the apps.
5. **Secure Access and Key Management:** The key management system will be configured in multiples to ensure both private key and data key are encrypted and managed. The snowDAQ platform is also protected from various hacking attacks and falsification attempts. snowDAQ provides high security with the same level of security as Luniverse and its key management system.

The Luniverse platform has a block creation time of 1 second, maximum performance of 2,000 TPS and no gas fees. snowDAQ plans to use the On-premise Mainnet Service of Luniverse considering the development of operation of Mainnet in the future.



Technical Specifications of Luniverse

TPS: 1,200 ~ 2,000

**Block check time: 1 second
(Enhanced PoA)**

Gas (Fee): Not Applicable

▲ Figure9. Luniverse Mainnet Service Model

Exclusive Wallet : Snowglobe

SnowDAQ uses the same exclusive wallet as snowMakers. You can transfer SDC to your wallet or exchange money through snowglobe, an exclusive wallet used by snowDAQ. Users will be able to create a wallet and log in using credentials such as phone number, social ID and email address. When a transaction occurs to send money or launch Smart Contract, two-factor authentication such as Bio-Authentication, OTP and PIN will be supported to enhance security. With familiar interfaces, simplified sign-up and management features, we will help users explore the snowDAQ platform more easily with the exclusive wallet.

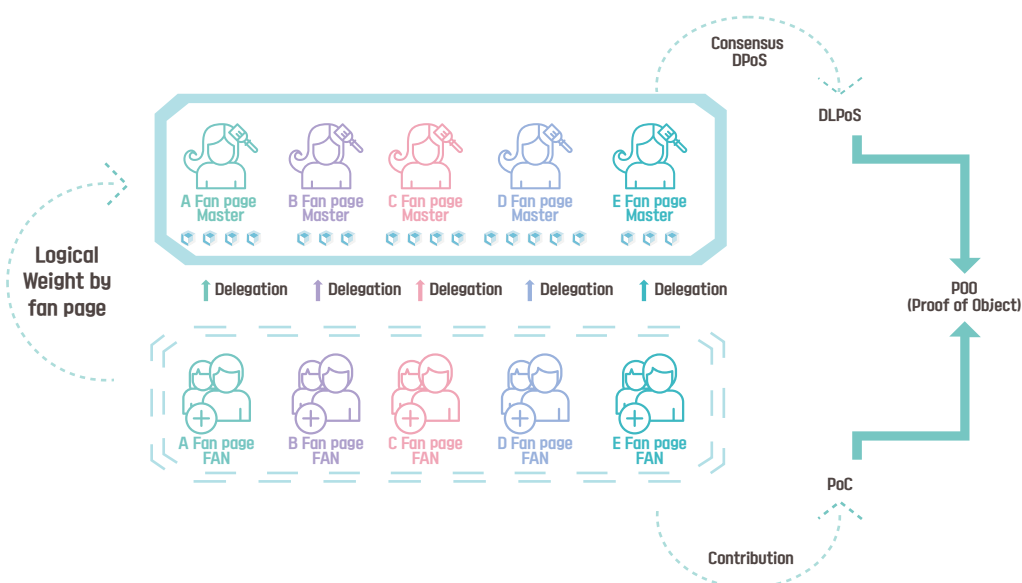
Consensus Algorithm (PoO, Proof of Object)

snowDAQ uses PoO (Proof Of Object), a new object verification consensus algorithm that combines DLPoS (Delegated Logical Proof of Stake) consensus algorithm which is an advanced format of the existing DPoS (Delegated Proof of Stake) and PoC (Proof of Contribution) concept that uses consensus based on user contribution.

The PoO consensus algorithm is based on DLPoS (Delegated Logical Proof of Stake). DLPoS seeks to reflect contribution to the platform to the existing DPoS consensus algorithm. For the selection of the nodes to be delegated the authority and operation of the nodes, in addition to the proof of stake, activities and contribution within the platform will be calculated with a separate algorithm and the weights will be applied.

Moreover, user contribution that is quantified based on all activities on the snowDAQ platform and blockchain network will be materialized through the POC consensus algorithm. The influence on and contribution to the entire platform made by a user's action will be assessed using a reasonable calculation method. The blocks created through users' activities and contribution will be included in the consensus process of fan page masters.

In the POC consensus algorithm, the voting rights depend on the number of cubes held by the fan page. A fan page with more cubes acts as a node, starting with the initial 10 fan pages and expanding to 30 fan pages for consensus. Nodes can be added as the value of SDC and cubes rise and as the volume of SDC increases in the future.



▲ Figure10

FUTURE PLANS

Connection of snowDAQ and snowMakers

snowMakers is a block-chain project developed by SnowM, which operates SnowDAQ. snowMakers embodies the entertainment industry in a block chain as a social entertainment platform. It is a project that fans participate in steps such as casting (audition), training, and production by dividing the industry into several stages. snowMakers has a wide range of participants, including entertainers and creators, producing new content every day. At the time of the completion of the development of snowMakers and the start of the service, we plan to link the snowDAQ cube with the cube used within the snowMakers platform. snowDAQ's Cube and snowMaker's Cube will be exchanged, and the exchange rate will be determined by the price fluctuation, volume and number of cubes on both platforms after SDC and SVC are listed. Cube holders can use the snowMakers service with snowDAQ. Conversely, users with snowMakers' cubes can also use snowDAQ services. Cube conversion is technically done and users can use two services simultaneously or selectively.

snowDAQ's images and contents, as well as data and activity history, can be linked to snowMakers by Information Engineering Methodology (IEM). Depending on the horizontal structure, it is possible to link the snowDAQ and snowMakers.

* snowMakers' cubes can only be switched to the SVC (Snow Value Coin), which is traded on the cryptocurrency exchange, and the snowDAQ cube can only be switched to SDC issued by snowDAQ. Each cube on both platform cannot switch to the coins of different platform.

For more information on snowMakers, please see the following link.

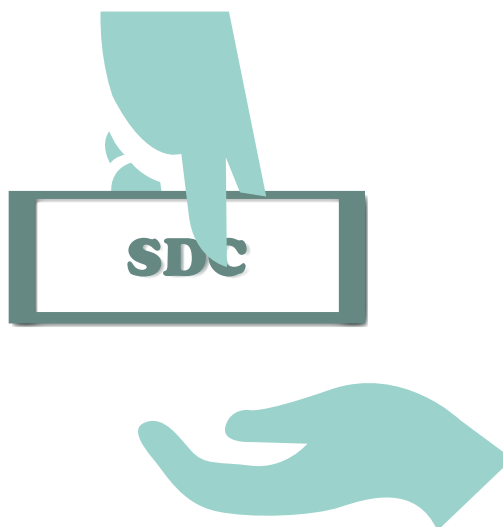
 **snowMakers whitepaper :**
http://snowvalue.io/snowm/wp-content/themes/cryptoland-child/framework/pdf/whitepaper_en.pdf

 **snowMakers Homepage :** <http://snowvalue.io/snowm>

TOKEN ISSUE AND SALE

Token Issue Information

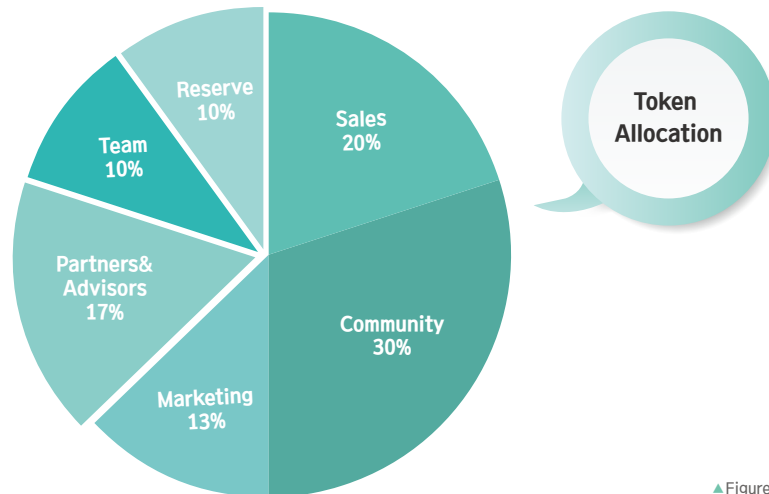
Name of Token	SDC (snowDAQ Coin)
Max Token Amount	1 billion SDCs (1,000,000,000 SDC)
Token Sale	200 million SDCs (20% of total issue volume)
Soft cap	50 million SDCs
Hard cap	200 million SDCs



Token Allocation and Purpose of Use

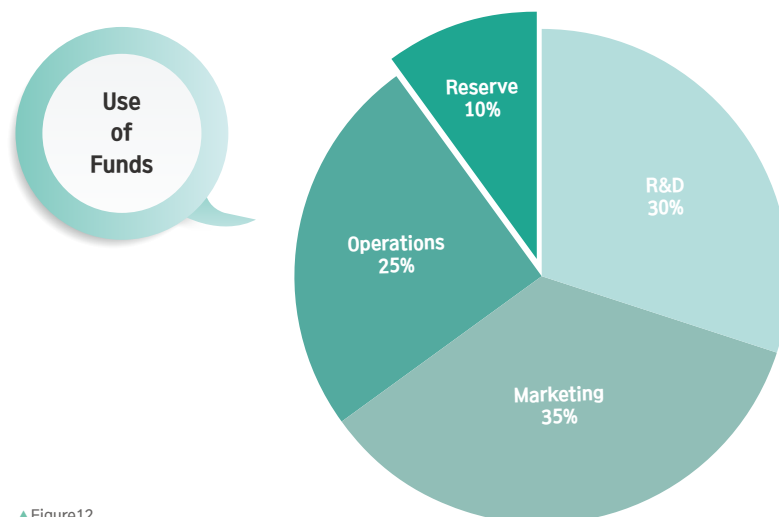
The total number of tokens is 1 billion, and we will sell 20% of the total issue volume to token generation event participants. 30% of the total volume is allocated for the purpose of community ecosystem creation and various rewards. Up to 13% of total issue volume will be used for marketing within and outside snowDAQ, and the remaining 10% will be allocated to the snowDAQ team. The tokens assigned to the snowDAQ team will have a lock up period of three years from the date the token is first distributed to users. 17% is allocated to partners and advisors, and will have a lock-up period of one year. 10% of reserve also has a 3-year lock-up period.

Community rewards do not issue all the tokens at once, but 20 million, 10% of the initial token sale, are issued and 40 million are issued a year later. It will be issued at a reduced volume over the next 9 years. Marketing tokens will be issued evenly over the next 10 years after the initial issue volume of 33 million.



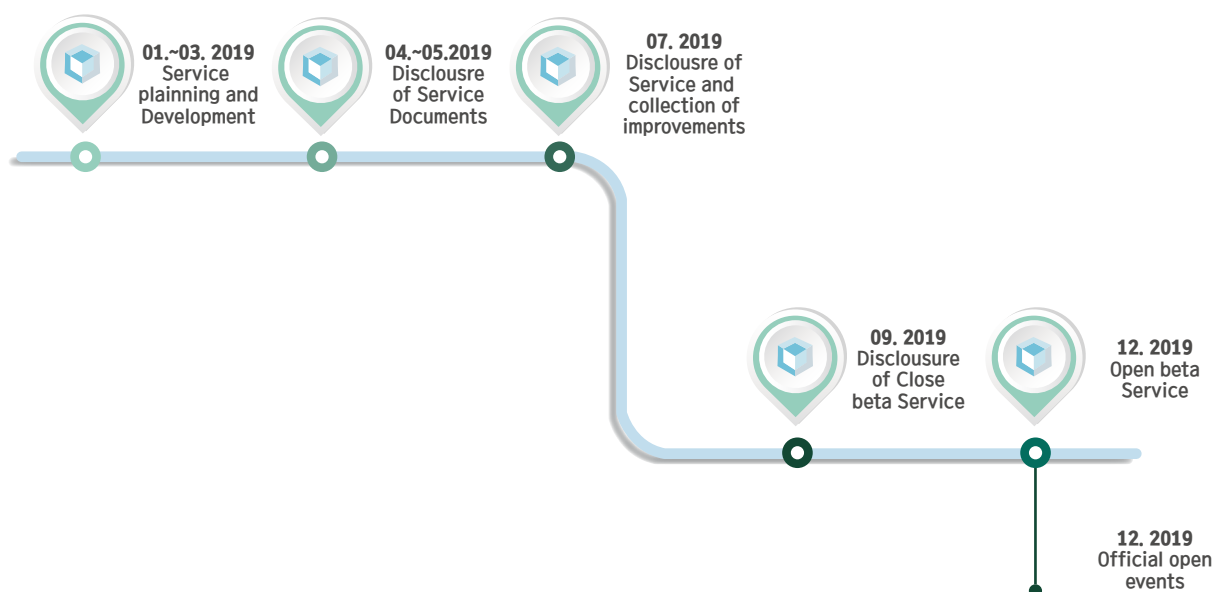
▲Figure11

Funds raised through the sale of tokens will be used for R & D (30%) to improve UI / UX, blockchain core technology development. And 35% will be used for marketing to the entertainment industry and various communities for the snowDAQ platform. We will also use 25% for overall platform operation and 10% for reserve. If it is necessary to adjust the ratio of development and marketing expenses for the development and operation of the snowDAQ in the future, it will be changed after the announcement through the official communication channel, and the usage and change will be separately managed and announced.



▲Figure12

ROADMAP



snowDAQ had begun in service planning and initial development from January to March 2019. In April, we release a white paper on the contents of the snowDAQ service. We are going to carry out marketing events and meet-ups before we go public and we will hold an investment attraction event in May and June.

During the close beta service period, we work to improve our users' requirements and technical improvements. It's the time to develop add-ons and services, and all contributions from users who participated in the closed beta period, as well as fan page activity, are maintained. Development stabilization will be carried out until open beta service. The closed beta service will be unveiled in September and the official event and user event will be held. We will start the Open Beta service in December and prepare commercial services through open beta services. We will focus on service stabilization and the development of add-ons, and prepare all functions for commercialization services.

TEAM



KPOP BUSINESS STRATEGY EXECUTIVE

Co-Founder, CEO / SEUNG HOON PARK

· 20+ years music contents development (SKT music business strategy, Melon music chart publication, Star IP license commercialization), distribution (+100,000 singles including JYJ, XIA, Kim Jae Joong etc.) and investment expert

- Elijah Entertainment CEO
- Former Illusion Entertainment CEO
- Former A&G Modes CEO
- Former KingPin Entertainment COO
- Former Istar Network GM, Business Operations
- Yonsei University, B.A, philosophy degree



AI MUSIC PRODUCTION EXECUTIVE

Co-Founder, CSO / CHAN JAE PARK

- Executive Producer of Girl's Day & New.F.O
- Enterarts Inc. CEO
- A.I.M Founder & Executive Producer
- World's First A.I Music Label
- Eastman School of Music, Music Composition
- Interlochen Arts Academy



WORLDWIDE MARKETING EXECUTIVE

CCO / KYU C. LEE

- Former Sony Pictures Entertainment Executive
- Film, TV and Music Producer
(Operation Chromite, Along with the Gods, The Blob)
- Spearheaded the global success of artist Psy's hit song, Gangnam Style
- University of Washington Int'l Trustee
- University of Washington, B.



NEW MEDIA · SERVICE EXECUTIVE

CBO / IK JAE JEON

- Former SM Mobile Communications CEO
- Former SM Entertainment New Media Biz Director
- Former Neowiz, Bugs Music Executive
- Former Samsung Electronics, Cheil Communications
- Seoul National University, B.A, Spanish



DEVELOPMENT · PLANNING EXECUTIVE

CIO / YONG YOUN CHO

- 20+ years website consulting and online commerce expert
- Former Interweb CTO
- Former Neostream Interactive Inc. CMO
- Cornerstone Interactive CMO

ADVISOR



CRYPTOECONOMY & COMMUNICATION

SUPERVISOR / JUN TAK YOON

- Able Labs CEO
- KryptoSeoul Founding Partner
- Former SK Planet, IBM Korea, SK Hynix
- IT Columnist - Coindesk Korea, techNeedle
- MS in Technology Management at New York University



LEAD TECHNICAL

SUPERVISOR / SANG SIK JOO

- SM Entertainment CT-AI Labs.(AI & BlockChain), Labs. Head
- CISSP(Certified Information Systems Security Professional), ISC2
- CRISC(Certified in Risk and Information Systems Control), ISACA
- Former SM Entertainment, General IT Service Management / CISO
- Former SM Entertainment Group, Mobile Communications, Director
- Former SM Entertainment Group, Industrial R&D Center, ICT Lab. Director
- Former Korea Creative Content Agency, Advisor
- Former Hallyu 3.0 Committee, Research Fellow



BLOCKCHAIN INDUSTRY

ADVISOR / EUN CHUL LEE

- 2018 Bitfury Group, Ltd. Head of Korea
- 2018 Emercoin Advisor
- 2015 Treasure Data Representative in Korea branch
- 2009 IntelRa Inc Representative
- 2006 Silicon Valley Tech Representative
- 2002 IP Infusion Representative in Korea branch
- 2001 WindRiver FAE

PLATFORM BUSINESS

ADVISOR / JIN YOUNG KIM



- ROA Invention Lab, CEO
- Bigbang Angels, Managing Partner
- Former Softbank Research&Consulting, Managing Director
- Former Softbank Media, Strategic Planning Manager
- Vertical Platform(Startup&Platform Media) Columnist
- MBA, Helsinki School of Economics
- Ph.D in Business Administration, Kyunghee University

PLATFORM AND BLOCKCHAIN BUSINESS

ADVISOR / JI HOON JEONG



- ModuLabs, Inc., CVO(Chief Vision Officer,)
- Digital Healthcare Partners, Co-founder and Partner
- Kyung Hee Cyber University, Senior Teaching Fellow, Department of Media and Communications
- BigBang Angels, Managing Partner
- Ph.D in Biomedical Engineering, University of Southern California
- M.P.H in Public Health, Seoul National University
- M.D. in Medicine, Hanyang University

ARTIST MANAGEMENT ADVISOR / HAE IK CHUNG



- HappyTribe Entertainment Executive Producer
- Boys Republic(少年共和國), Lee Ye Joon
- Korea Entertainment Producer's Association Director (The chairman of the broadcasting press)
- Recording Industry Association Director (The chairman of IT), Music Industry Promotion Committee Member
- Former SM Entertainment CEO
- HOT 1~3 Album / SES 1~3 Album / Shinhwa 1~3 Album
- Former Sidus HQ Co-Founder - GOD 1~4 Album
- Former F&J Entertainment- Yoo Jin 1~2 Album / Jun Hae bin 1 Album / Heritage 1 Album / I Really Like You OST, etc

BROADCASTING & AUDITION PROGRAM

SUPERVISOR / MIN HO LEE



- Former MBC
- PD : [Sitcom] Nonstop · Jump · Elephant etc., [Comedy] Today is a good day, [Variety] Exclamation mark · Asia Asia · Love Studio · Fantastic Couple etc.,
- CP : Music Core · Infinity Challenge · We got married · Star Audition the Great Birth etc.
- Director of overseas production at the entertainment center
- : Peking Satellite TV Variety A brave heart(勇敢的心)
- China Career
- 2015 - Zhejiang Satellite TV(浙江卫视) Real Variety <Fan Bingbing(范冰冰)'s Challengers Union(挑战者联盟)> Season1 Chief director of production
- 2016 - Zhejiang Satellite TV(浙江卫视) Real Variety <Fan Bingbing(范冰冰)'s Challengers Union(挑战者联盟)> Season2 Chief director of production
- 2017 - Zhejiang Satellite TV(浙江卫视) Real Variety <Fan Bingbing(范冰冰)'s Challengers Union(挑战者联盟)> Season3 Plan Maker
- 2018 - Various Drama, Variety Program Supervisor
- Korea University, B.A, Department of Law · Yonsei University, Master's degree in media relations



ARTIST MANAGEMENT

ADVISOR / WON MIN LEE

- WM Entertainment CEO
- K-Pop Idol Group 'B1A4' Executive Producer
- K-Pop Idol Group 'OMG' 'ONF' Executive Producer
- The Minister for Culture Award(Excellent KPOP Contents)

PARTNERS

SONICTIER

Λ256
Lambda Blockchain

A · C O N I C

 **Luniverse** POWERED BY

K-tune
Collective


KIWI POP


STALLION
Entertainment

Disclaimers

By viewing part or all of the information contained in this whitepaper (“Whitepaper”), you agree to the terms and conditions of the following “Legal Notice” provided by Leo Sterling PTE LTD.:

Legal Notice





1. This Whitepaper is intended as a reference for the purpose of conveying information about the snowDAQ platform and snowDAQ Coin (“SDC”) being planned and developed at the time of writing this Whitepaper. It does not provide a legally binding commitment to the content described in the Whitepaper, nor does it constitute an investment prospectus, an offer or a solicitation of an offer for investment or the sale of securities, or representation, warranty or guarantee of any performance.
2. No person is bound to enter into an agreement or a legally binding commitment regarding the sale of SDC on the basis of this Whitepaper, and this Whitepaper shall not be in any way construed as an offer of a token issuer / distributor / vendor to sell or purchase tokens. Any agreement regarding the sale of tokens, etc., shall be made through a separate "agreement," and the document itself shall not form the basis of, or be relied upon in connection with any contract or investment decision.
3. This Whitepaper is not provided as a prospectus, a proposal, etc., and should not be construed as an investment proposal or solicitation in any jurisdiction. It shall not be understood or interpreted by the purchasers as an opportunity to take part in the operation of the snowDAQ platform, related goods and services, etc., or as a guarantee to receive a return of all or a part of the investment, revenue, or profit.
4. The information contained herein has been obtained from sources deemed reliable by the snowDAQ team and Leo Sterling PTE LTD. at the time of creation, but they do not represent or warrant the accuracy, completeness or appropriateness of such information. The content of the Whitepaper is subject to change in the future, but the snowDAQ team and Leo Sterling PTE LTD. are not obligated to revise, modify, or update the Whitepaper.
5. The SDC and snowDAQ platform have not yet been completely developed, and their configuration and content may change before launch. The configuration of SDC and snowDAQ platform is complex and more enhanced features and services need to be provided as time passes. The time it takes to implement these features and services may take longer than planned, and the snowDAQ team and Leo Sterling PTE LTD. cannot provide any warranty as to the completeness of the implementation through the Whitepaper.
6. This Whitepaper is not directed to, or intended for distribution to or use by any person or entity who is a citizen or resident of or located in any state, country or other jurisdiction where distributing or publishing whitepapers on businesses using blockchain, or distribution and use of tokens would be contrary to laws or regulations. This document may not be reproduced, distributed, or published in whole or in part, in any jurisdiction where the methods of issuing tokens specified herein are regulated or prohibited. This document may not be reproduced, distributed, or published in whole or in part without the express written consent of the snowDAQ team.

7. The information contained in this Whitepaper has not been reviewed, examined, or approved by the regulatory authorities. Such action has not and will not be taken in any jurisdiction.

8. The snowDAQ team and Leo Sterling PTE LTD. do not guarantee the value of the token with this Whitepaper, nor do they guarantee the principal of the amount paid for the token purchase. The snowDAQ team and Leo Sterling PTE LTD. are not legally liable for any loss or damage arising out of the information, about the snowDAQ platform and SDC, contained in this Whitepaper. Please note that the snowDAQ team and Leo Sterling PTE LTD. shall not be held liable for any compensation or indemnification for any monetary loss or damages from debts related to any transaction with SnowDAQ platform and SDC tokens.



SNS

-  **kakaotalk** : <https://open.kakao.com/o/gVdYfbnb>
-  **Facebook** : <https://www.facebook.com/snowDAQ/>
-  **Instagram** : https://www.instagram.com/snowdaq_korea/
-  **Blog** : <https://blog.naver.com/snowdaq>
-  **Medium** : <https://medium.com/snowdaq>