



UNITCOIN, directly usable commerce coin

[WWW.UNIT-COIN.IO](http://WWW.UNIT-COIN.IO)

# #1 UNITCOIN



**SYMBOL** UNIT (UNITCOIN)

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**TYPE** MRC-010

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**TOTAL SUPPLY** 6,000,000,000 UNITS

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**USE** UNIT808 sale/purchase, NTOS, overseas shopping mall construction, online/offline education participation, moving into business incubation center, etc.

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The UNIT coin's token matrix is designed to prevent inflation, and the key factor that determines coin value is business performance.

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Unit coin is a cross-border commerce coin used in e-commerce business.

UNIT coins can be used in Unit 808, NTOS, cross-border e-commerce courses, Gliver and overseas direct purchase shopping malls.

The Korean overseas direct purchase market is expected to grow to a maximum of ₩6,500,000,000,000 (KRW) by 2020, and more than 50% of the market is occupied by overseas direct purchase agencies. (Hyundai Research Institute, 2015)

Unit 808, one of the major users of UNIT coin, is Korea's first and largest professional cross-border e-commerce brokering platform created by domestic and overseas direct purchase agencies. In Unit 808, not only sellers and consumers, but also investors can use UNIT coins.

Buying and paying for goods and listening to a lecture with UNIT coin are not only reasonable but also convenient.

UNIT coin will complete the envisioned tomorrow by block chain for users today.

UNIT coin is a new opportunity.

## #2 BUISNESS MODEL

Global Seller Lab provides comprehensive consulting and solutions related to cross-border e-commerce.

Consulting and solution services can be paid by UNIT coin.

UNIT coin is a commerce coin that can be used directly in cross-border e-commerce.

<b>STEP 01</b>	>	<b>STEP 02</b>	>	<b>STEP 03</b>	>	<b>STEP 04</b>	>	<b>STEP 05</b>
Marketing (MARKETING)	>	Education Courses (EDUCATION SERVICE)	>	Solution Subscription (NTOS)	>	Platform Store (UNIT808)	>	Additional Service (GLIVER)

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### STEP01 MARKETING

Inflow of startupper

With the on-line consulting and education promotion through the Global Sellar Lab's Startup Cafe, we will expand the base of global selling and attract new startupper. These new startupper can take Global seller Lab's education courses, use the solutions, open platform stores and experience additional service, all in one-stop.

### STEP02 EDUCATIONAL SERVICE

Startupper education and training

As the overseas direct purchase market grows, the demand for merchants with expertise will also continue to grow.

We will train sellers to become experts through online video courses and offline classes.

We will continue to expand the base of the overseas direct purchase market.

### STEP03 SOLUTION - NTOS

Use solution NTOS

NTOS is a big data product solution that leads popularization and normalization of overseas direct purchases.

NTOS collects and analyzes big data product information from global sourcing sites and then sends them to overseas direct purchase platforms.

Not only does NTOS transfer information, but also updates price and inventory automatically!

#### **STEP04 PLATFORM – UNIT808**

Store platform UNIT808

It is not easy to find a market in the world where demand for consumption is as high as Korea. Korean consumers always desire to be offered more choices and a reasonably priced new lifestyle. This is why Korea is also one of the most dynamic markets in the world.

UNIT808 provides a stable platform by accurately understanding the demands of Korean consumers and offering new and diverse global brand products at reasonable prices every day.

UNIT coin will have the opportunity to breathe with the world's most dynamic consumers.

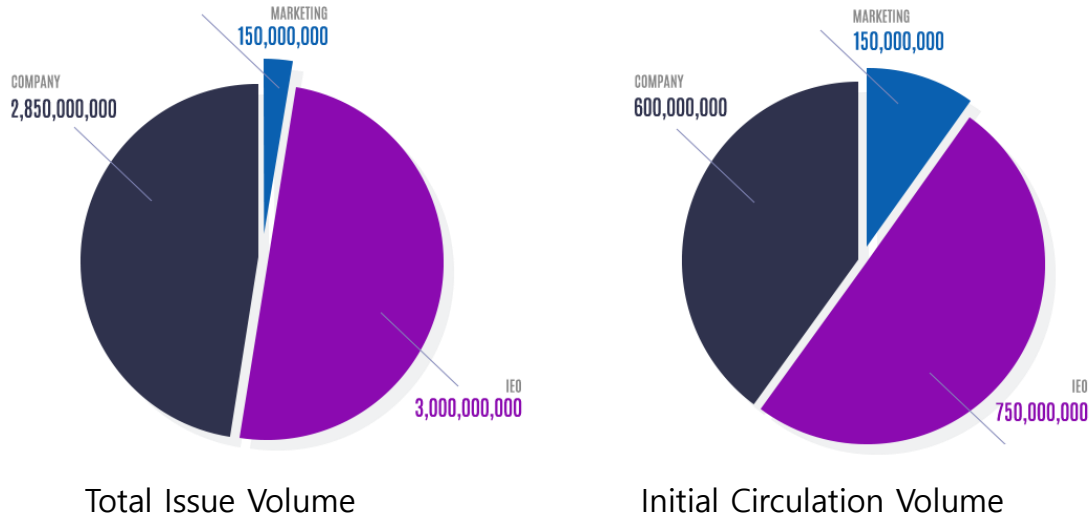
#### **STEP05 ADDTIONAIONAL SERVICE -GLIVER**

Use additional service GLIVER

From country to country, logistics is one of the main points of cross-border e-commerce business. Gliver provides competitive ONE-STOP service by combining the proven logistic centers around the world into one.

Gliver provides easier, quicker and cheaper logistics services to eliminate the worries of overseas direct purchase agencies.

### #3 DISTRIBUTION OF TOKENS



#### ▷ UNIT coin Total Issue Volume

Unit: UNIT

Marketing	IEO	Company	Total Issue Volume
150,000,000	3,000,000,000	2,850,000,000	6,000,000,000

<Table 1: UNIT coin Total Issue Volume>

- ▶ Angel: no advisor coins paid
- ▶ Marketing coins are not used all at once, divided over a year

#### ▷ UNIT coin Initial Circulation Volume

Unit: UNIT

Marketing	IEO	Company	Total Issue Volume
150,000,000	750,000,000	600,000,000	1,500,000,000

<Table 2: UNIT coin Initial Circulation Volume>

- ▶ The total initial distribution volume for IEO participants is 25%; 75% will be locked up
- ▶ The total volume of lock-up is 4,500,000,000 (2,250,000,000 for company, 2,250,000,000 for IEO)

## #4 TOKEN UN-LOCK

The UNIT coin's token matrix is designed to prevent inflation, and the key factor that determines coin value is business performance.

▷ UNIT coin UN-LOCK depends on Unit808's sales volume

Monthly Sales		Buyer Payment	Referral Payment	Coin Un-lock ratio	Coin Un-lock Amount
		(A)	(B)	(c)	(D) = revenue*((A)+(B))*(C)
500,000,000	below	3%	1%	155%	31,000,000
500,000,000	above	3%	1%	150%	30,000,000
1,000,000,000	above	3%	1%	145%	58,000,000
1,500,000,000	above	3%	1%	140%	84,000,000
2,000,000,000	above	3%	1%	135%	108,000,000
2,500,000,000	above	3%	1%	130%	130,000,000
3,000,000,000	above	3%	1%	125%	150,000,000
3,500,000,000	above	3%	1%	120%	168,000,000
4,000,000,000	above	3%	1%	115%	184,000,000
4,500,000,000	above	3%	1%	110%	198,000,000
5,000,000,000	above	3%	1%	105%	210,000,000
5,500,000,000	above	3%	1%	100%	220,000,000

<Table 3: Un-lock Ratio by Unit 808 Revenue>

- ▶ Establishment of un-lock standard proportional to Unit 808 monthly sales: collect UNIT coin price at the time of payment and calculate the un-lock quantity
- ▶ Monthly sales of Unit 808 in 2019 is between ₩200,000,000 (KRW) ~ ₩400,000,000 (KRW); the target growth rate for 2019 is 1,000%
- ▶ Calculate the amount of coin un-lock proportional to the monthly sales in the market (daily UNIT price / unlocked sum = amount of UNIT coin unlocked)
- ▶ The first un-lock schedule will be announced after the completion of IEO..

▷ Unit 808 Un-lock Ratio

IEO Un-lock Ratio	Company Un-lock Ratio
50%	50%

<Table 4: Un-lock Ratio>

- ▶ Same un-lock ratio for IEO and Company (when 100 is un-locked, 50 for IEOs, 50 for Company)
- ▶ Un-locking will be done over a 15-day to 1-month basis, minimizing market impact

Monthly sales		Un-lock Amount	Unlock Amount (0.5 won basis)	Unlock Amount (1 won basis)
		(D)	(D)*0.5KRW	(D)*1KRW
500,000,000	below	31,000,000	62,000,000	31,000,000
500,000,000	above	30,000,000	60,000,000	30,000,000
1,000,000,000	above	58,000,000	116,000,000	58,000,000
1,500,000,000	above	84,000,000	168,000,000	84,000,000
2,000,000,000	above	108,000,000	216,000,000	108,000,000
2,500,000,000	above	130,000,000	260,000,000	130,000,000
3,000,000,000	above	150,000,000	300,000,000	150,000,000
3,500,000,000	above	168,000,000	336,000,000	168,000,000
4,000,000,000	above	184,000,000	368,000,000	184,000,000
4,500,000,000	above	198,000,000	396,000,000	198,000,000
5,000,000,000	above	210,000,000	420,000,000	210,000,000
5,500,000,000	above	220,000,000	440,000,000	220,000,000

<Table 5: Un-lock ratio proportional to Unit 808 Sales Revenue>

- ▶ The amount of unlocked coins increases when UNIT808's sales increase, and the amount of unlocked coins decreases when the UNIT coin price rises.
- ▶ Coin un-lock is planned proportional to Company performance to reduce the risk of price volatility that could be triggered by sudden price hikes due to outstanding Company performance and price drops due to coin un-locks.

## #5 TOKEN SALES

### ▷ Private IEO

Fundraising Period	Participating Coin	Allocated NIA	UNIT Coin Value	Total Amount of UNIT coin
2 주	NIA	5,000,000	1NIA = 200 UNIT	1,000,000,000 UNIT

<Table 6: Private IEO Description>

- ▶ Separate private IEO schedule announcement
- ▶ 1 NIA = 200 UNIT fixed price sale

### ▷ Cloud IEO (Begin on 2019/02/25)

Period	Participating Coin	1 UNIT Sales Price (KRW)	Sales Coin Count (UNIT)	Fund Raising Estimate (KRW)
Day 1	BTC ETH NIA	0.6	25,000,000	15,000,000
Day 2		0.6	25,000,000	15,000,000
Day 3		0.605	50,000,000	30,250,000
Day 4		0.605	50,000,000	30,250,000
Day 5		0.61	50,000,000	30,500,000
Day 6		0.61	50,000,000	30,500,000
Day 7		0.615	50,000,000	30,750,000
Day 8		0.615	50,000,000	30,750,000
Day 9		0.62	100,000,000	62,000,000
Day 10		0.62	100,000,000	62,000,000
Day 11		0.625	100,000,000	62,500,000
Day 12		0.625	100,000,000	62,500,000
Day 13		0.63	100,000,000	63,000,000
Day 14		0.63	100,000,000	63,000,000
Day 15		0.635	100,000,000	63,500,000
Day 16		0.635	100,000,000	63,500,000
Day 17		0.64	100,000,000	64,000,000

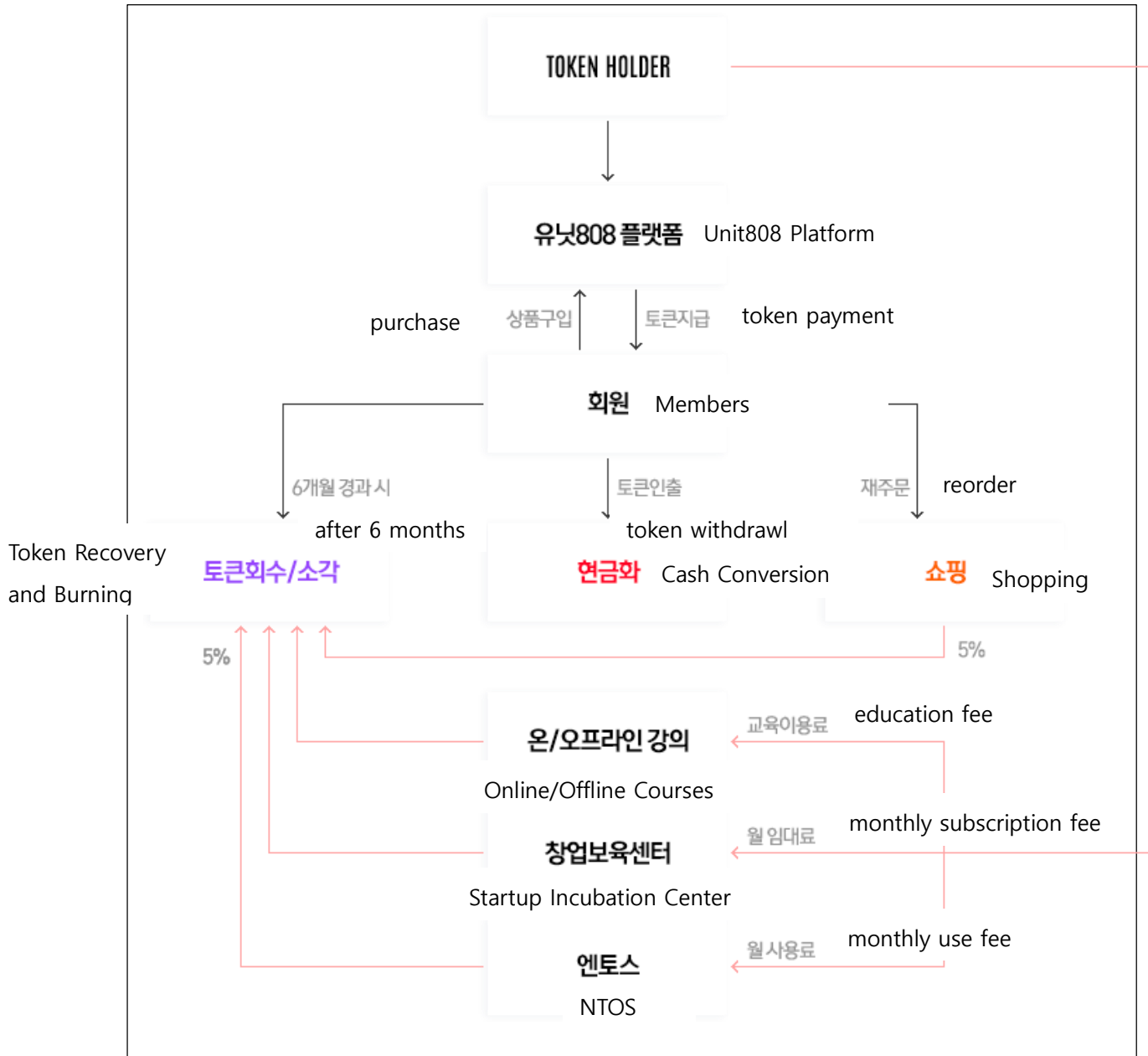


Day 18		0.64	100,000,000	64,000,000
Day 19		0.645	100,000,000	64,500,000
Day 20		0.645	100,000,000	64,500,000
Day 21		0.65	100,000,000	65,000,000
Day 22		0.65	100,000,000	65,000,000
Day 23		0.655	100,000,000	65,500,000
Day 24		0.655	100,000,000	65,500,000
Day 25		0.7	50,000,000	35,000,000
Days 26~30		0.7	Unsold amount during days 1~25	-
Total			2,000,000,000	1,268,000,000

<Table 7: Cloud IEO Description>

- ▶ Unsold coin will be used for operation purposes such as marketing
- ▶ Number of UNITs available per day, fixed 1 UNIT sales price
- ▶ Collection of BTC and ETH price in KRW (based on market cap), calculation of UNIT coin quantity according to participating ETH/BTC KRW conversion
- ▶ NIA KRW estimated price: the lowest KRW price 1 minute prior to the NIA/KRW market closing will be used

## #6 TOKEN MATRIX



- ▶ Unit coins can be used throughout the Company's existing services
- ▶ Automatic recovery and burning of 5% tokens used
- ▶ Provide additional benefits to customers and sellers to promote the use of UNIT coins
- ▶ In case of Unit 808, the points paid according to customer's sales will be converted to UNIT coin; if not used for a certain period, all tokens will be incinerated and inflation will be resolved

## #7 TOKEN USAGE

Type	Usage	Usage Proportion	UNIT Recovery/Burn ratio
Unit808 Platform	Shopping Payment	Calculation of ratio per item	5% of coin sales
	Banner/Keyword Advertisement	(undecided)	
	Keyword/Exposure DB	(undecided)	
Online/Offline Classes	Education Fees	100% possible	5% of coin sales
Startup Incubation Center	Monthly fees	100% possible	
NTOS	Initial Setting fees	100% possible	
	Monthly fees	100% possible	

<Table 8: UNIT Coin Usage/Ratio and Recovery/Burn Ratio>

- ▶ Over 2,000,000,000 (KRW) is generated annually, and supports UNIT coin payment
- ▶ (When paying with UNIT) Offer additional discounts on education courses, subscription fees and NTOS
- ▶ (When paying with UNIT) Collect UNIT coin KRW price on the exchange and calculate KRW payment price

### ▷ UNIT coin burning

1. 5% of all unit coin payments will be collected and burned according to the planned schedule.

### ▷ UNIT coin holding benefits

Type	For	Service Contents
Solution/Platform	Seller (SELLER)	Reduce cash settlement period

	Seller (SELLER)	Shipping discount
	Seller (SELLER)	Merchant coupon support (=cash support effect)

<Table 9: UNIT coin holding benefits>

- ▶ Encourage sellers to hold their UNIT coins and provide services to meet the needs of existing sellers
- ▶ UNIT coin holding will shorten the settlement period for sellers' payouts (service table will be added)
- ▶ Continued increasing trend of international sellers from countries such as China, Malaysia, and Japan; value conversion in decentralized environment which is a feature of cryptocurrency; maximize value storage

## #8 ROADMAP

### UNITCOIN 2019

#### Q1

- Start Token Sales
- Begin developing online/offline courses on coin payment service

#### Q2

- Begin UNIT808 overseas seller store opening promotion
- Launch online/offline course COIN payment service
- Start developing NTOS payment service
- Begin developing NTOS global service

#### Q3

- Start the development of UNIT808 Big Data System
- Launch NTOS payment service
- Launch overseas English shopping mall service

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**Q4**

- Start the development of UNIT808 luxury goods service
  - Launch UNIT808 Big Data Service
  - Begin the development plan for online course service capacity enhancement
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**UNITCOIN 2020****Q1**

- Launch UNIT808 Affiliate Service
  - Start the development of UNIT808's integrated combined delivery center
  - Launch NTOS Global Service
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**Q2**

- Launch UNIT808's combined delivery center integration service
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## Patent Certification

# 관인생략 출원번호통지서

출원일자 2019.02.25  
특기사항 심사청구(무) 공개신청(무)  
출원번호 10-2019-0021533 (접수번호 1-1-2019-0193031-45)  
출원인성명 이성(4-2008-046399-3) 외 1명  
대리인성명 김태영(9-2016-001027-2)  
발명자성명 이성 안영신  
발명의명칭 블록체인 기반의 암호 화폐의 락해제 및 사용 방법

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