



Commerce Data Connection CDC Technical White Paper

**Creating a Consumer Data Blockchain Network Reconstruct the
Global Advertising market Eco System**

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| Summary

Commerce Data Connection CDC is the decentralization public ecological platform driven by the first global block chain core technology for the global commerce data asset trading.

Commerce Data Connection CDC utilizes decentralized blockchain, retractable and anti-tampering characteristics to involve the users in the ecosystem various offline, online relative data safety, reliably preserve in the ecosystem, and accordance with the various requirements of the advertisers to coordinate the resources and role in the eco system to proceed for the users intelligent technological, reliable mining analysis and user positioning, and finally precisely put in to the users through various channels. In the whole advertising process, CDC assures the participants with Token and intelligent technology contract basis open, just and retractable requirement presentation, completes payment out and obtains profits.

CDC realizes among the advertisers, data miners and target users direct, high efficient and fair benefit distribution and transmission, and thus structures a new relation between the advertising business and production.

This white paper is written with the aim from the technical point of view to describe the CDC structure, including correspondent requirements as starting point, technical design, feasibility exploration, project management model and innovative

concept etc. contents. Readers may also log in to the website <http://www.cdcf.io> and view Commerce Data Connection CDC overall white paper and relative file to obtain more abundant and comprehensive Commerce Data Connection CDC information.

Commerce Data Connection CDC project will utilize the block

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chain decentralization and open concept, complete open source, transparent and democratic DAO format to create the original team core driving force, based on the community resources, rapidly and efficiently construct a total Commerce Data Connection ecosystem.

The white paper content will be made the guiding outlines of the technical development routes for the Commerce Data Connection CDC and adopted by the CDC Foundation as the guide lines for the future CDC project research and development and construction work. The white paper is written to aim at the founding concept of the Commerce Data Connection CDC, current relative technical development status and forward looking trends, the various project case designs are not compulsory, while the research, development strength of CDC ecosystem application can be adjusted with reasonable optimization according to actual requirements and technical development status.

For CDC departments and contact details please click on the following link: <http://www.cdc.tech/contactUs.html>,
Code repository website: <https://github.com/cdcchain>.

Welcome to more recolonization of the Commerce Data Connection CDC concept, recognition of this white paper technical case research and development force to join in the CDC community, to jointly coordinate in promoting the Commerce Data Connection CDC for rapid progress and mature.

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■ 1. Background and requirement starting point

The core of social and economic activities is production and consumption. The age of industry solves the material needs of the production internet age has immensely enhanced and facilitated material consumption. With the development of currency, credit cards and online payment etc. various payment formats have rapidly been popularized, bringing forth the very core of the data asset in consumption - “commerce bill” amount to increase and accumulate daily in the explosive way.

The basic format of the economic activities of the people is “consumer accounting”, a behavior that will never disappear. No matter whichever corner it may be, every consumer behavior of the people will be recorded and stored by some sort of actual or electronic media. If it is possible to withdraw the most possible amount of the data account bills from the data asset created by several billions of the population in every moment to “store + collect + connect” and form an instant dynamic statistic network, we will then possess a full consumption map of the global society.

Based on this, we release to the global users on the basis of block chain technology the global Commerce Data Asset Trading Platform—Commerce Data Connection CDC (COMMERCE DATA CONNECTION).

Commerce Data Connection CDC is the first global commerce data asset trading platform that is based on the block chain technology in the world with decentralized public ecosystem.

Commerce Data Connection CDC utilizes decentralized blockchain,

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retractable and anti-tampering characteristics to involve the users in the ecosystem various offline, online relative data safety, reliably preserve in the ecosystem, and accordance with the various requirements of the advertisers to coordinate the resources and role in the eco system to proceed for the users intelligent technological, reliable mining analysis and user positioning, and finally precisely put in to the users through various channels. In the whole advertising process, CDC assures the participants with Token and intelligent technology contract basis open, just and retractable requirement presentation, completes payment out and obtains profits. CDC realizes among the advertisers, data miners and target users direct, high efficient and fair benefit distribution and transmission, and thus structures a new relation between the advertising business and production.

On the CDC platform, at present the non-reimbursable contribution users at large of all the major data platforms can really enjoy in person the value brought forth by the commerce data; various advertisers may obtain higher efficient and higher performance- price ratio advertising channel; various advertising technique suppliers may concentrate on their own technology research & development and service providing formats to obtain service fees. Currently the monotony of the major “centralized” platforms with unreasonable profit distribution relation of the users will be dissolved by the Commerce Data Connection CDC and will enhance the overall efficiency and effects to reduce service cost by means of the most compact and reliable service procedures and links.

1.1 The pain point of the conventional data trading

The people of several billions globe-wide daily accumulate in various

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scenarios their own “account bills” - personal commerce data asset, forming personal commercial map, but these commerce data are all dispersed in all the centralized monotonous data servers of different service companies, really creating these “account bills”, creating the most realistic personal data asset users that are segregated from these servers. All the commerce data are compiled from the business to the third party platform providers and then the trading of consumers in the process is all distributed through these central platform which without exception will divide charge from 10-50%. In the business status of these “centralized” platform, the businesses not only have to take care of product service, but also have to purchase high price advertising fee, even have to do well “Fake ranking”, “Rigged ranking”, “create data” etc. to secure sufficient marketing position so as to reach the target users.

This ecosystem of the conventional data storage and trade inevitably consists of the pain points as follows:

(1) CENTRALIZED COMMERCE DATA STORAGE PROBLEM IS SERIOUS

- a. The monotony and control of the platform flow and disperse of data cause the commerce data island, unable to withdraw cross platform and directly cause to be segmented;
- b. Data are lack of reality and completeness;
- c. Being incapable of comprehensive data map.

(2) Privacy is not protected

- a. The essential issue in the credit check legislation of privacy protection has not yet been uniformly recognized;
- b. Every “centralized” platform is lack of dynamics in protecting privacy and even builds its commercial benefit on the basis of initiative privacy violation.

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(3) Commerce data trading market is disorderly

Immense damage to the entitled rights of both the data producers and the users, failing to form a personal commerce data asset that is valuable to all participants.

Therefore, we consider that the block chain technology as the core may construct a new data trading format, a new platform, to effectively resolve the above pain points.

1.2 The characteristics of the block chain technology core

With the emergence of the BitCoin and the increasing prosperity of its community, its low layer technology - BlockChain gradually comes into the public vision. This unique “decentralized” value transmits network and through the integral P2P, collateral network and digital encrypt technology, constructs a PoW (Proof of Work), realizes a distributive account book without the guaranty of a central institute to complete a safe, anonymous and reliable book keeping, i.e., “machine credit”. Although PoW consensus remains to leave much room for improvement over performance, input and output volume and energy consumption, at the same time, It cannot theoretically evade the issues of the 51% algorithm attack. However in recent years, with the mass emergence of Ethereum, EOS, IOTA and other new types of public chains such as PoS, DPoS etc. new consensuses introduced. The birth of various smart contracts, the block chain technologies has made great advancement and development in the performance, in/ output volume, security, expandability and user friendliness. Providing a powerful basis of facilities and techniques for the construction and expansion of various application fields.

With the decentralized network “machine credit”, the cost has greatly been reduced in credit formation and transmittance, through the introduction of the brand new social consensus system and realization

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of the point to point value exchange, to crack the complicated pyramid structure that was formed from asymmetric information in the centralized technique system, and thus greatly enhance the transparency of information and the coordination efficiency of value transmittance.

With such technique background, as the initial participants and witnesses of the block chain technique, the CDC original founding team firmly believe that the decentralized individual data asset management and trading network built on the block chain technique will certainly make a long term impact on the relative businesses.

1.3 The mainstream public chain faces challenge and the defects in the CDC application scenario

Though the development of the block chain technique is vigorously rapid and has gradually entered into the application implementation stage, the current mainstream public chain still faces some problems and technical challenges:

1. In some big application scenarios, the explosive increase in the data quantity causes gigantic pressure on the storage, the limited capacity of blocks how to sustain the requirement of increasing abundance of data storage, how to control the unlimited chain length growth relative to the linear increase of the storage space, or to have it gradually restrained, or provide a reasonable horizontal extension alternative on the premise that the performance is not reduced;
2. The safety test of Intelligence Technology contract: How to effectively find the malware and procedure bug;
3. With the variation of the application on the chain, a variety

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of public chain will appear in a large quantity and cross chain communication and coordination requirements will be increasingly stronger, while current mainstream public chains are still insufficient for the exploration of the cross chain communication and value transmittance to support the possible appearance of the whole block chain ecosystem in spray eruption in the near future;

4. How to consolidate the on-chain and off-chain business organic integration, still need mass exploration and practice;
5. How to systematically realize the technical packaging of low layer block chains, to reduce the overall business technical threshold and provide a convenient entry for the up layer application expansion;
6. On the premise that safety and decentralized characteristics are not scarified, how to further efficiently enhance consensus efficiency and reduce the block chain “mining” cost and resource waste so as to enhance the overall performance and in/out put remains an important study subject for the business.

Specific in the CDC application scenario, after analysis, we suppose that current mainstream public chain technique in addition to the above challenges a few core defects still exist as follows:

1. Though the individual mass of the global commerce data is tiny, the amount is gigantic (10 billions per day), and therefore the overall mass is tremendous. Common block chain can not bear such a huge data storage;
2. There are many types of advertisements targeted at consumer users and the demand is complicated, it needs to rely on the analysis of the complex big data aimed at the consumer data. The ordinary blockchain cannot provide the corresponding processing performance;

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3. In the ecosystem of Commerce Data Connection CDC advertising, in addition to the advertisers and user public, there are still various advertising technique service providers that need to join in the CDC ecosystem in the decentralized format to provide various services, need to design new Token economic mechanism to implement “Distribution according to labor” for the service providers, i.e. multiple “mining” formats are needed to provide.

Therefore we suppose that Commerce Data Connection CDC should absorb the latest technical effects of the current mainstream public chains and integrate their own scenario need characteristics, to take in more creative techniques, construct a new generation of public chains capable of really and effectively bearing CDC business and on them construct an overall CDC application ecosystem.

1.4 What is Commerce Data Connection CDC

CDC (Commerce Data Connection), based on the blockchain technology, is the trading network of global commerce data asset. Catered for every city, every street, every stores and everyone—CDC provides a convenient and fast tool for the obtaining and uploading of commerce “account bills” allowing the account bills that have died after completing one consumption to revive a new life and become the data gold mine.

By means of technical tool for rapidly filming and uploading user conventional offline and online commercial account bills and automatically recognizing with AI technique the information in them and then complete the commerce data classification and storage with relative technical low layer, CDC assures the safety of data storage and trading and create a brand new “decentralized” commerce data trading system. It will be more flexible and lower cost than the

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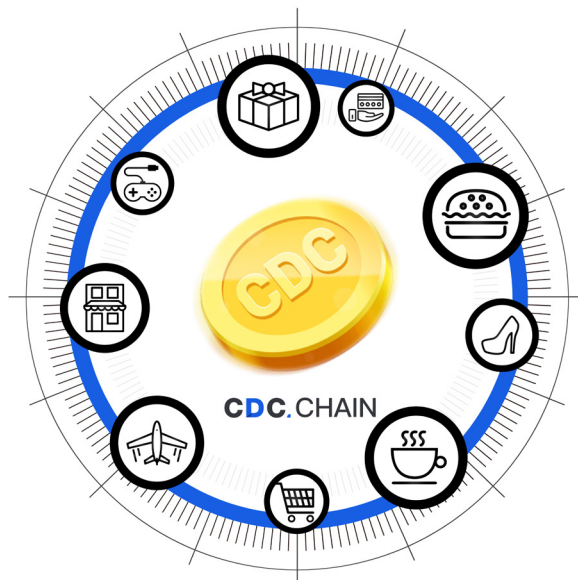
currently available centralized data system and capable of stimulating more people to contribute commerce data by themselves, realize “global sharing” of the commerce data assets, reduce and finally eradicate data island.

Commerce Data Connection CDC will change the conventional formats of data obtaining, data analysis of commerce data creators, users and end users in distributing, marketing, dividing profit and closing accounts. In this way the commerce data asset distribution system will be more flexible, convenient, high efficient and low cost than the currently available “centralized” content distribution system, and capable of stimulating more high quality commerce data asset to realize value.

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CDC Commerce data system

CDC Foundation acts as an operator of the technical research and development as well as products of Commerce Data Connection CDC, is one of the typical DAO organization, around CDC Token ecosystem. CDC foundation is responsible for establishing CDC basic facility and setting up the first DApp application as a model for the future participants of the ecosystem.

In the light of this, CDC foundation will be responsible for the recruitment and management of the CDC research and development team and in the form of technical white paper, clarify the CDC project concept, need, technical route and development planning.

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■ 2. Target and Advantage

2.1 Decentralized public data asset trading ecosystem

Commerce Data Connection CDC is dedicated to creating a public block chain ecosystem platform for decentralized global commerce data asset trading, to solve the problems of dynamic evaluation of commerce data value, trading, usage, value exchange, advertising marketing and promotion of the consumers and providers. To establish a complete commerce data with Commerce Data Connection CDC forms an individual data asset, and with the two way anonymous rules, the privacy of both trading parties is protected and real time simultaneously renew data. All the commerce data chains in the world are connected to renovate global advertising marketing business forms and value distribution system.

CDC Token is the basic asset in the Commerce Data value network, a virtual circulating encrypted pass and rights certification which is completely open source. In the mean time, CDC is developing smart contract platform, the first global block chain based commercial and marketing platform with decentralized commerce data analysis and advertising placement.

2.2 Why chose CDC

For the commercial and marketing needs in the commerce data realm and the existing problems and pain points of conventional centralized ecosystem, Commerce Data Connection CDC are with the advantages of products and techniques as follows:

1. To store via App, SDK and API interface etc. formats to realize user commerce data digitalized storage and via block chain

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technique construct a complete commerce data connection, form an individual asset and realize user data asset rights certification;

2. To realize user asset credit mechanism via user data renewal frequency and completeness, the number records of being inquired and usage to obtain user data credit cumulative points;
3. To realize P2P trading without middle provider data asset and decentralized to establish direct trading relation between the provider and the individual, the cultivating space of the ecosystem is immense;
4. To practice two way complete anonymous book keeping on the block chain for every participant and data trading member absolutely protect the privacy of both trading parties;
5. To assure the data complete and precise via enhanced block chain technique, real time renewal of simultaneous data;
6. To unify the use of decentralized common tool to complete data asset management and application for various providers and commercial companies to become the nodes of Commerce Data Connection CDC ecosystem.

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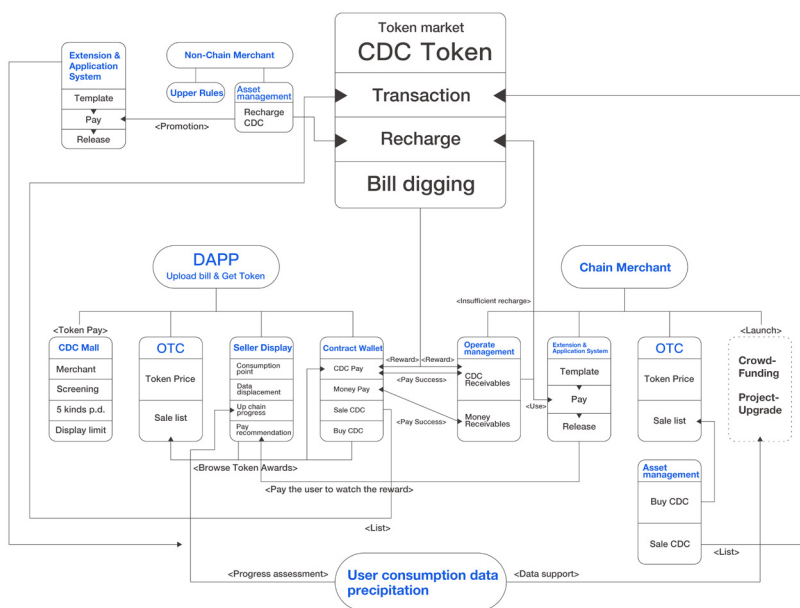
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3. Commercial model and Token economy

3.1 Commercial model



Commerce Data Connection CDC commercial ecosystem model

CDC commerce ecosystem includes several main roles: user (consumer), business, advertising service provider, miner etc., the same natural person or organization may have multiple roles at the same time.

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3.1.1 CDC ecosystem user

The ordinary users in the CDC ecosystem are the consumers. They consume at the business via various online and offline formats the commerce data of which are uploaded to the CDC platform via conventional or electronics account bills. The user individual contributes data as the trace of the individual consumption and become the basis of the consumption behavior format analysis.

Users upload commerce data to obtain suitable amount of CDC Token reward and at the same time users viewing. The advertising put in to them can also obtain the CDC Token reward provided by the advertising business. Users can also build their own commerce reputation via taking part in the CDC ecosystem and various commercial activities and obtain more economical benefits with good commercial credit as basis. Therefore, CDC commerce ecosystem stimulates users with factors inclusive of the following:

1. The more the users upload commerce data the more Token rewards they obtain;
2. The more complete the users present the commerce data the greater the chance they will be chosen as the target of the advertising put in, and the greater the chance of obtaining the advertising viewing, while the more viewing of advertising, the more Token rewards they will obtain;
3. The higher the frequency of the users uploading commerce data and being chosen to view advertising, the higher the credibility of the users, benefiting their user rights in the communities and their obtaining Token rewards.

3.1.2 CDC ecosystem business

CDC ecosystem includes in it various businesses, either providing actual service or provide online service electrical businesses, or businesses that provide both.

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The basic needs of businesses include:

1. To develop marketing to obtain customers;
2. To sell products and services to customers to earn profits;
3. To purchase products from other businesses;

All these needs can be obtained in the CDC ecosystem with suitable support and satisfaction.

For the marketing needs of businesses, the core business applications of CDC ecosystem proceed scientific and effective analysis as well as rapid marketing activities, to assist the businesses to choose the most suitable audience users and then help the businesses to develop high efficient and convenient marketing activities. This logic that bases on the real historical past of user consumption to orient selection can realize precise commercial marketing and the block chain to be the notarization of users' commerce data further assures the real effective of the effect.

Businesses in the CDC ecosystem can develop various abundant forms of marketing activities, such as put in various advertising, offer coupons, top seller product promotion and flash sale etc. CDC platform will provide businesses with relative basic facility and service side interface to support.

When the user consumes at the business, payment may be made via CDC official DApp or other third party developed DApp for convenience, of which formats include and not limit to: CDC Token, electronic coupon, We Chat Pay and Alipay etc., and thereby CDC Token can be circulated in the commerce trading. At the same time, this kind of trading forms the electronic and structural commerce data that will be automatically uploaded to the CDC platform.

If the business joins in the CDC ecosystem as a certified business, the user and the

business form between them the commerce data uploaded to the CDC platform and the business will also obtain CDC Token as reward. In addition, business can build its own business reputation via CDC

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ecosystem to develop various commercial activities and obtain the user's evaluation, and obtain more economic benefits on the basis of the good commercial reputation.

CDC community will periodically organize activities and put in resources to attract and cultivate various businesses and develop soundly within the CDC ecosystem to form a benign interaction with the user and obtain commercial value.

3.1.3 CDC ecosystem advertising service business

In CDC ecosystem, business develops marketing with the user mainly by means of advertising format. The core value of CDC ecosystem is built on the abundant, real individual commerce data that user uploads and according to the business actual marketing requirements with precise data analysis and mining method to orient on the basis for obtaining the suitable advertising audience users. Therefore in the CDC ecosystem, it is necessary to introduce various advertising service businesses to complete the data analysis and user selection work. For example, advance analysis is made for the user commerce data to form the user portrait and according to the business marketing requirement to integrate user portrait and select target user. That is one of the advertising service business of DMP types (Details to follow).

Various advertising service businesses register on the CDC platform and provide businesses with services to complete service quantity and quality as a standard to obtain

service rewards in CDC Token format. The service history and business evaluation will be recorded in the CDC blockchain.

The business cooperation between business and advertising service business is based on CDC public chain smart contract and on CDC Token as payment format for servicefee.

3.1.4 CDC ecosystem miner

There are many kinds of miners in CDC ecosystem, and each provides designated "mining work" to the ecosystem and obtains a definite

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CDC Token reward by completed work quantity and work effect, including: trading account, smart contract execution, digital upload, storage and analysis etc.

3.2 CDC Token economy

3.2.1 The definition of CDC Token

CDC Token is the virtual encrypted pass right certificate circulating in Commerce Data Connection CDC ecosystem structure. In the Commerce Data Connection CDC ecosystem, after Commerce Data are stored to the CDC platform, they are effectively right certified and capitalized while CDC Token is the actual bearer format of the commerce data value circulation.

The users no mater, production, commerce or transmission data, require CDC Token as the only circulating encrypted pass certificate. At the same time, CDC system infrastructure construction and maintenance, relative technical research and development, operation promotion etc. in put, all use CDC Token as a core motivation format.

3.2.2 The issue and bearing of CDC Token

Before the CDC own public chain has not been constructed in place, the issue of CDC Token is established on the basis of smart contract Ethereum ERC20 agreement, total amount is 10 billions, the amount will never increase after issue. In this period, CDC Token transfer on Ethereum.

After the CDC own public chain has been researched and developed and deployed in place, CDC foundation will choose suitable time window, coordinate all users and relative trading offices in the ecosystem, unify action to map the Ethereum CDC Token on CDC own public chain. After that, all CDC Token circulation will be on CDC public chain. Benefited by the high efficiency and low waste (Details to follow) characteristics, CDC Token circulating in CDC public chain will become more convenient and low cost. At the same time, CDC public chain also support powerful smart contract system and on this basis, various complicated business models and commercial forms will be established around CDC Token.

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3.2.3 CDC Token circulation

In CDC ecosystem, users and businesses are at the same time the commerce data producers and obtain a definite CDC Token reward through commerce data upload.

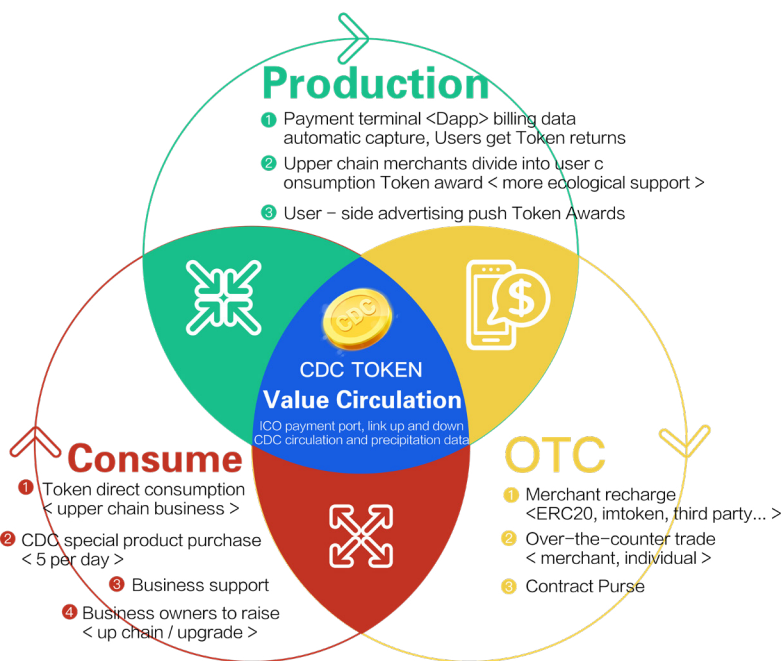
Businesses may consume CDC Token to obtain the chance to put in marketing advertising to specific users and users may view advertising to obtain businesses CDC Token reward provided by business.

Users may consume CDC Token to obtain services provided by businesses.

Various service businesses and miners may also obtain CDC Token by means of providing service to users, businesses or platform.

All participants in the ecosystem may also facilitate the CDC Token entitlement to circulate by means of OTC Over-the-Counter.

In summary, CDC Token circulation system in CDC ecosystem is shown as in the picture as follows:



CDC Token value circulation system

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4. Community coordination and co- governance

The open source and open project features of block chain make the past company type lowest organizational framework design no longer suitable, in order to more effective global community ecosystem construction, attract more multiple role talents and organizations to take part in we have devoted to a brand new project operation format different from a general company operation and management team. It will be the Commerce Data Connection economic eco organization framework main motivational force. The most obvious feature is to maintain operation through coordination and co- governance format, by means of constantly pushing for open participation, broad value chain, consensus reward mechanism, gradually establish a brand new self organization format to proceed fair and effective project governance.

Under the mechanism, we expect to let the whole team structure in human resources and organizational management from “POT— Proof of Time (Conventionally time employment system)” evolves into “POW— Proof of Work (open source autonomy contribution system)” organization autonomy format, this is from a more suitable block chain project development and community coordination organization evolved format. We believe only the inner team completes the initiative revolution in production relation will motivate the whole eco production relation thoroughly evolved, CDC commerce data connection economic system productivity development push to the correct direction, and then global wise attract top notch talents to involve and broadly multi role mechanism co- builder.

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In our ideal ecosystem, every role joins in to push for overall ecosystem evolution and development. This development route for the team work carries with it high result orientation objective, and team member carries with him high collective will, ecosystem is endowed with autonomic reward mechanism, and thus achieves the real requirement according to ecosystem stages itself and pushes for rapid integration of the broad resources. CDC team work, with internal coordination and external coordination, closely integrates the project development route and ecosystem users community group operation, to a certain degree really decentralized and every role joins in the overall ecosystem development and construction. For sure, in the different development stages, different project development and application layer ecosystem construction requirements, we may still have centralized project management format with partial, stage company centralized-like project management, we also welcome other company format cooperation partners to join in our ecosystem but these partial governance formats that exist according to the project value optimization do no conflict with our low layer objectives of the self organized ecosystem construction that we initiate.

Our foundation, by means of the issue of project Token and construction of self coordination community operation team, has completed “the first motivation” for the project, instead of “the absolute directive right” for the project future development. Our objectives through the global community coordination co-governance maintain a benign interaction between the ecosystem and users, emphasize the cultivation of ecosystem multiple (public chain interface) main body, strengthen the community autonomy, participation and commonality and at the same time are capable of sustaining vitality.

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5. Business model and R&D objectives

According to the above stated Commerce Data Connection CDC commercial model, we set the objectives for various main business operation modules and R&D in the CDC ecosystem as follows:

5.1 Commerce data upload

There are two main formats of commerce data upload:

1. Offline commerce data

Obtaining formats:

- a. Users through CDC WeChat mini-program or official DApp (Hereafter called DApp) photo upload recognition, according to effective submitted quantity reward CDC Token;
- b. Users pay with CDC DApp as payment tool to business to close a deal and at the same time trading information automatically upload, according to effective submitted quantity reward CDC Token.

Data structure:

< user ID (address or Mnemonic word format), time, location, place, payment format, consumption list

 <brand, model, quantity, amount, ...>, ...>

2. Online commerce data

Obtaining formats:

Users use CDC browser or browser plug-in to access the internet, software according to user set auto search and submit user commerce data, according to effective submitted reward CDC Token.

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Data structure:

```
< user ID (address or Mnemonic word format), time, IP,  
payment format, consumption list<brand, model, quantity,  
amount, ...>, ...>
```

What should be emphasized is that the upload data bind the user ID which can not correspond to the real identification of the user and therefore effectively protect the user privacy. At the same time, user may also set the own types of data permitted to upload at the tool side and key word filter, further avoid the worry for the user about exposure of privacy and strengthen the user trust in CDC.

5.2 Commerce data storage

All user commerce data are submitted to CDC platform in the unified P2P web storage network and divided in batches and packed to store into Data Chunk. CDC platform calculates Hash ID of each Data Chunk (may adopt Merkle Tree Structure), record every Data Chunk Hash ID and storage location by means of mapping on the certified module of CDC blockchain, and thus effectively prevent the data from tampering and maintain credibility.

CDC blockchain operation provides only Append and Invalid for Data Chunk Hash ID, and when part of the data need to be deleted from CDC platform, the Data Chunk Hash ID which the data belong to may be map marked as invalid and delete physically the Data

Chunk from the platform, at the same time the data that need to be preserve in the Chunk will be stored in the new Chunk form on the platform.

In the storage structure, for different types of data mining model, multiple and

different internal storage structures are used and integrated with inverted index technique (Lucene, etc.) and columnar storage technique (Apache Parquet etc.) expedite data processing procedures.

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5.3 Data analysis and mining

After the commerce data uploaded by users into CDC website, platform data makes the decentralized distributive data preprocessing, according to the user original commerce data proceed incremental feature extraction, and proceeds overall precise portrait and credit analysis. This is then made one of the basis for the following two advertising put in models.

CDC foundation will make use of the community resources to support and establish demonstrating data analysis and mining module. In processing performance and resource waste, data analysis and data storage are tightly connected. The closer the data analysis and storage points are to each other in terms of the web distance, the less delay, the better the performance. Therefore, data analysis and mining modules tend to store as much hot data in the internal local storage system as possible, and constantly adjust the cache according to the business execution status, replace the cold data with the new hot data. In the meantime, the data analysis and mining performance is still directly linked to the underlying infrastructure. At the same time, data analysis and mining performance can also connect directly with the lower layer basic infrastructure, require big data distributed format processing field typical technique, such as Hadoop/HBase/Hive and Spark Streaming algorithm etc. complicated technical case, and integrate distributed computer group low layer framework.

The internal third party in the community can be on the basis of demonstrating block to establish a better or more targeted data analysis and mining example and service

5.4 Advertising audience selection

Two forms of selecting advertising target users:

1. Precise orientation

Advertisers adopt targeted keywords or conditions, according to

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commerce data to proceed selection, orient precise mining target users (through index technique to expedite search) and put in advertising to the users that are selected.

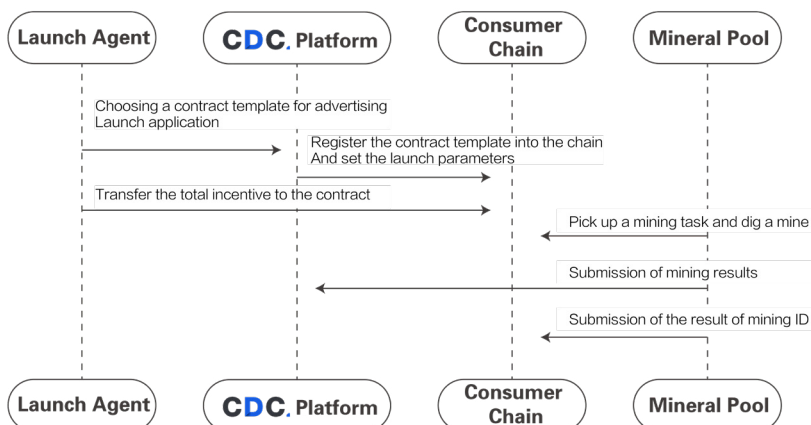
For example: “In the past three months consumption at so and so shop over \$100 users”.

Advertisers who submit user selection requirements through smart contract and special mining mechanism, require to pay CDC Token as selection service fee. CDC system through decentralized consensus mechanism assures that the selection work is trust worthy. The miners who provide data mining services and can return the correct selection result within the valid time get to share that service fee.

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CDC advertising audience selection service system

2. Group matching

Advertisers by means of user features (such as age, gender, interest, activity district etc.) proceed to select a combination of various conditions and send advertising placement for groups that have been selected.

Advertisers by means of the full information on CDC platform (service history and evaluation information) select certain suitable user portrait service supplier, through smart contract submit concrete requirements and pay CDC Token as service fee according to service supplier charge standard.

Advertisers may select from the above two forms in combination so as to obtain

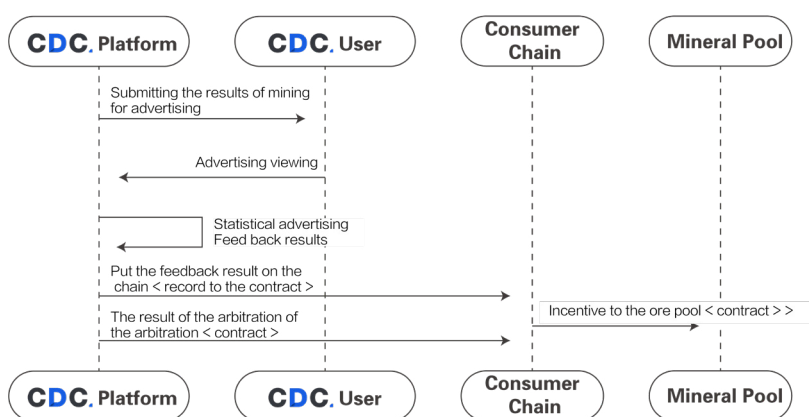
effective advertising target users and enhance the chance of advertising placement.

5.5 Advertising put in channel

After obtaining the target user collection as requirement custom made, advertisers submit advertising content, put in and reward rules in the form of smart contract to CDC blockchain.

Advertisers need to designate concrete put in and reward rules, such as CPM, CPC, CPS, CPA etc. and advertising reward unit price and total budget as well as pay CDC Token. These rules through smart contract record and realize, assure transparency and just implementation.

Advertisers put in advertising time flow is shown as the picture:



CDC advertising put in service system

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CDC supports two major advertising put in routes:

1. After installation of CDC DApp, users receive advertising in two ways:
 - a. To receive advertising push, click to open DApp and view advertising;
 - b. While using the CDC DApp, the DApp interface shows dynamic advertising and the users click and view;
 - c. CDC DApp is responsible for recording and feedback user advertising viewing and click behavior.
2. When the user accesses the network using the browser or browser plug-in provided by CDC, the plug-in or browsers serve ads dynamically, recording and feeding back the user's ad viewing and click behavior.

In the conventional online advertising business ecosystem, the media as the source of flow quantity set the relative price through different advertising position, different time span and sell the advertising position flow to obtain advertising profit, essentially selling in the form of browsing quantity. On the other hand, advertisers put in advertising and pay operating and marketing charges, usually according to actual put in effect, only in the form of CPM purchase, both may match. In other purchase forms (such as CPC, CPA, CPS), various advertising platforms bear the responsibility of assuring transfer rate, by means of data to realize precise put in, on the one hand to reduce to waste and on the other to greatly reduce cost of advertising put in, at the same time, to optimize the end user experience to allow the receipt of targeted advertising and not to be bombarded with rubbish advertising any longer. The advertising platform itself also through constantly optimizing user data enhances put in accuracy to earn the price difference between the flow price and effect price and at the same time, bear the risk of deficit realizes its own value.

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In the CDC ecosystem, on the one hand, media is no longer a centralized institute, nor having its own operational cost, without having to earn advertising charge by means of selling flow. On the other hand, if advertisers still pay advertising fee according to the final put in effect without bearing the flow cost in itself, they no longer have to be concerned about the put in accuracy and advertising transfer rate, only need to proceed put in by way of “mass put in”. Thus the problem brought about is that limited flow can not satisfy unlimited advertising put in requirement, mass rubbish advertising appear again in the end users’ vision, who are frequently disturbed.

To resolve the above problem, CDC system will charge the advertisers in CDC Tokens a definite amount of “flow cost” to pay the end users who contribute to the flow, i.e. as long as users receive advertising, no subsequent action is necessary, only need to cost advertisers a definite amount (very little) advertising budget. In spite of all this, that cost will be far below the CPM price of the conventional online advertising business, which can be understood as the gas of advertising put in, so as to encourage advertisers to enhance advertising transfer rate through precise users orientation and reduce rubbish advertising put in. In this kind of advertising ecosystem, since no middle institute is there to guarantee for the advertising put in, therefore conventional advertising businesses that purchase in the form of fixed ROI will disappear.

5.6 Advertising put in content

CDC supports various kinds of multi media format advertising put in contents, including article, pictures, video etc.; in addition, also supports business and product coupons etc. various complicated promotional advertising forms.

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5.7 Advertising position pricing strategy

In the CDC ecosystem, advertising position mechanism adopts basic price + market floating price format. CDC community will according to various advertising position location, measurement and forms etc. factors, refer to the conventional online advertising price setting, estimating a basic price for every advertising. In addition, for high quality flow quantity competition to form a market adjustment mechanism, CDC system formulates a set of self adaptation strategy, according to market supply and demand adjusts in real time advertising position price to make it float according to supply and demand.

In the form of relative natural advertising trading, the conventional advertising business will no longer set up a flow Real Time Bidding (RTB) mechanism, but purchase through a simple process, in which advertisers formulate advertising activity smart contract in advance, including advertising position, put in time period, purchase form (CPM/CPC/CPA/CPS etc.) people group orientation and total budget etc. to realize put in and limited flow then first come first serve. System will not affect the preset trading price for the advertising position price in real time adjustment.

5.8 Advertising effect tracking and reward mechanism

Users watch and click on advertisements on the CDC DApp browser plug-in or browsers and their watching and clicking behaviors are uploaded to the CDC network as advertisement access data. CDC smart contract coordinates with the professional miners, by means of the advertising visit behavior, according to the put in and reward rules regulated by advertiser to make judgment. In addition to obtaining basic CDC Token relative to receiving that advertising, if the user satisfies the advertising regulated rules standard, then the put in is considered as effective put in, and users are rewarded with a definite amount of CDC Token. At the same time, CDC through the big data

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technique analysis of users advertising viewing and clicking behavior renews users credibility and disclose malicious fraud behaviors to make corresponding dealing.

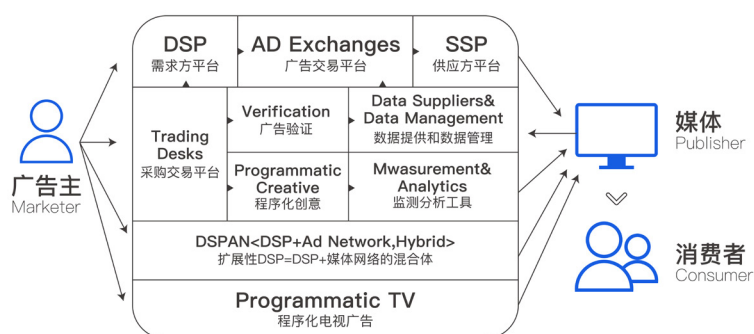
Since advertising put in channels are all products in CDC ecosystem (DApp, CDC browser and browser plug-in etc.), users' advertising behaviors are all progressing in CDC system and the advertising put in effect tracking and monitoring on the Web are all possible to realize real time tracking and effect data real time on chain in the CDC system. For some complex type of advertisements (such as the CPA type of advertisements which need to determine a software download, installation and activation), the CDC platform will provide SDKs to the third-party software developer who would embed in the third-party software to complete the "burial point". In order to realize the complete monitoring of user advertising behaviors.

At present the internet advertising business is extremely complicated and is mainly divided into Publisher, ADnetwork, ADexchange, Supply Side Platform (SSP), Demand Side Platform (DSP), Data Management Platform (DMP) all playing their own roles and sharing profits. Though they look to be scientific and advanced, they are in fact of many links, resources wasteful, and overall low efficient.

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Internet advertising industry with complex process

Compared with the current conventional advertising business status, CDC ecosystem has two major advantages:

1. User data are all through unified ID mechanism (based on wallet address or Mnemonic) transparently unified storage, facilitating to fully fulfill data network effect;
2. Advertising displays are all through CDC DApp, browser or built-in other App plug-in realization, flow quantity supply concentrated, i.e. only one Publisher.
Therefore no ADnetwork, ADexchange, SSP, DSP middle links to share the profits, requiring only DMP to assist advertisers for user orientation.

This is for the advantages after CDC adopts creditable identification and reliable data, middle links reduces, the overall marketing and advertising cost lowers, while enhancing the advertiser profit space, end users obtain reward for advertising behavior and fully share the benefit of commerce data and advertising behavior.

5.9 Fraud inspection and penalty

In the CDC advertising trading model, malicious fraud behaviors can be divided into the following forms:

1. End users to chase high amount of advertising profit maliciously advertise false browsing and clicking behavior, the users who has specific technical ability may realize auto-bot clicks or directly upload false behavior record by means of developing DApp and browser plug-in to realize auto-bot clicks or directly upload false behavior record. Users without technique may manually click advertising to realize click quantity.
2. DMP users submit large quantity of unqualified or false users as put in audience, and with technical or commercial measures to realize click quantity by means of these unqualified or false

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users; purposefully select advertising targets that are associated with themselves so as to let their associated parties click and earn reward forming an advertising reward fraud association to obtain benefit.

These fraudulent conducts are similar to the current status of the advertising industry. So there exist certain special third-party monitoring agencies in the current advertising ecology. Each use their own unique technical methods to examine and analyze the behaviors and effects of advertisement placement during and after the event to give the advertisers a reference.

On the blockchain, the two greatest differences in advertising and currency trading are:

1. Advertising business does not form a close loop on the blockchain and a series behavior from the user after the advertising reaches them which is offchain behavior requiring onchain/offchain data docking;
2. Most advertising correspond to actual businesses and therefore require to strive for overall ecosystem commercial efficiency. If the overall ecosystem efficiency is low (for example to assure consensus wastes resources in large quantity), causing the high advertising put in cost, advertisers may not desire for put in.

Both these two points cannot decide that all the problems in advertising ecosystem will not possibly be solved by means of simple pure onchain mechanism.

Therefore, CDC system in the specific scenario learn from the current advertising business model, suitably introduce offchain resources design in its ecosystem a complete commercial business game and cooperation mechanism. By means of commerce data Chunk Hash ID, advertising put

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in smart contract, user and advertiser credibility bind everyone's Token benefit together onchain and proceed notarization and trading, thereby the decentralized and notarized core benefit of advertising business is realized. Therefore, the professional third party effect monitoring institute introduced in the form of miner becomes the future consisting part in CDC advertising ecosystem. Users and DMP fraud behavior will be found by means of big data feature analysis technical mechanism and submitted to the chain for corresponding penalty through smart contract, including:

1. Penalty measures for users fraud include but not limited to: lower creditability, restriction of upload right, prohibition of viewing advertising;
2. Request for DMP to pay a definite deposit, if fraud is found, the deposit will be confiscated, and creditability lowered;
3. The creditability of a miner will be lowered if found in fraud, or even the mining qualification will be cancelled.

At the same time, CDC will reward the founder and certifier (miner) of fraud behaviors.

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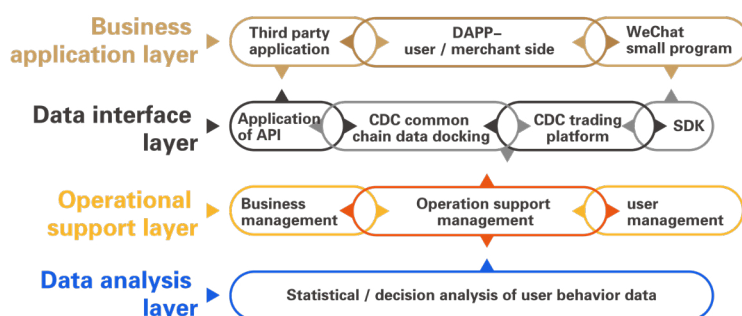
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6. System framework and module design

In order to complete the above mentioned CDC business model, the construction of the technical infrastructure and ecosystem environment is required for a high efficient and reliable blockchain as a core.

Since Commerce Data Connection CDC complicated and compact business model, current main mature public chain technique in the CDC application scenario all have greater defects or functional flaw, and some other innovative main chains have not yet matured, unable to properly carry CDC business. Therefore, CDC is required to construct a targeted blockchain infrastructure and other ecosystem environment in addition CDC massive users, market scale and formidable application vitality are totally capable of structuring a powerful, mighty and high efficient decentralize community, coordinating community resources to complete a whole system of infrastructure and evolving work and structure a sustainable application ecosystem.

Commerce Data Connection CDC ecosystem overall system framework is shown as follows:



Commerce Data Connection CDC System framework

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6.1 CDC main chain

The current public chains, apart from the simplest one-dimensional chain structure and the innovative chain structure such as DAG (Directed Acyclic Graph), has a high-performance advantage, but its structure is complex and essentially at the expense of lowering the consensus threshold and sacrificing overall security. In view of this, the CDC main chain will adopt a standard one-dimensional chain structure, using current state-of-the-art technologies (such as multi-chain, fragmentation, etc.) to obtain high performance as much as possible under the premise of ensuring consensus, so as to support the commercial application requirements of the chain CDC.

The architecture design work of the CDC main chain is now completed, confirmed to have been written in C++ language, using STL and Boost as the underlying development library, supporting Linux and Windows platforms, and using the SHA256 digest algorithm and ECC encryption algorithm.

Utilizing decentralized storage of core data, implementation of smart contracts and blockchain technology to ensure the integrity of data and contract fulfillment. The CDC main chain will implement the following main features: from now on, following the progress of blockchain technology, evolve by continuously introducing new technologies.

6.1.1 DPoS Consensus Mechanism

The PoW consensus mechanism, represented by Bitcoin and Ethereum, guarantees the security of the blockchain system in a decentralized scenario. The cost of attacking the threshold by 51% is such that the cost to the attacker is huge. However, the energy consumption caused by the Hash operation in the PoW mechanism is too enormous, especially for the huge ecological mass of the public chain, which seriously violates the concept of environmental protection and increases the operating cost of the business.

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Some new public chains propose to replace the PoS mechanism with the PoW consensus mechanism. In essence, it is based on the miner's own currency value or Bitcoin currency value to determine the difficulty of mining. The miner with high currency value or high Bitcoin currency value has low difficulty in mining, allowing the consensus reached to be Shortened with improved performance, and reduced energy waste, such as the POS consensus mechanism for betting on consensus results in the Ethereum Casper proposal.

The CDC main chain is confirmed to adopt the current DPoS consensus mechanism, which is a more efficient solution derived from the PoS mechanism. He uses a voting mechanism similar to the Congress to periodically elect N agent billing nodes which are responsible for generating consensus for the follow-up of a new batch of blocks. As the number of nodes participating in consensus formation is greatly reduced, the time for forming a consensus is also greatly reduced, the overall system performance improves drastically, and much less computing energy needed. The mechanism of voting to elect the agent billing node also ensures that the rogue node will be replaced. In addition the DPoS mechanism, is more resistant to the challenge of consensus in large-scale mine pools compared to the PoW and the PoS mechanisms. The DPoS consensus mechanism has been verified to be reliable and efficient over a long period of running time on some of the public chains.

With the DPoS mechanism, the single-chain performance of the consumer chain CDC can exceed 1,000 TPS, and the overall performance can be continuously expanded through the use of side-chain technology. At the same time, the low resource consumption characteristics of DPoS also make it possible for CDC to charge very low gas rates for Token transfer transactions between users, thereby reducing user access threshold thus increasing business activity.

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6.1.2 Smart Contract Virtual Machine

As an important blockchain module, smart contracts play an important role in the CDC ecosystem. Users can issue various digital assets through smart contracts, and can also implement complex business logic.

At present, the most common and classic Ethereum smart contract virtual machine has many design flaws and performance issues, and CDC's business cannot be carried by it. Therefore, the CDC main chain will adopt a new smart contract virtual machine, support C# syntax adaptation, support API expansion, and support the upgrade and dissolution of smart contracts in addition to new builds.

6.1.3 Multi-sidechains and cross-linked value transmission

To meet the future performance challenges facing the blockchain system with the huge amount of CDC businesses. The CDC blockchain will utilize sidechain cooperation techniques, placing core functions such as user IDs, credit assessments, and feature portraits on dedicated sidechains, keeping the main chain as basic data, smart contracts, and foundations. The Token transaction bearer distributes complex application processing across the various sidechains to improve overall system performance.

At the same time, CDC will use an appropriate cross-chain coordination mechanism to effectively guarantee the effective and reliable transfer of consensus and value between various internal parallel chains and other public chains.

6.1.4 Hierarchical Nodes

In the CDC network, each participating node can choose to be different level according to its own resources and purpose. and can be a node that stores a full amount of data, or a light node that stores a part of data. The node chooses to perform the mining work according to its own resources and the main side chain it is in.

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6.1.5 Multiple mining roles

In the CDC ecosystem, there are many types of mining requirements that can be rewarded through honest mining. The initial phase includes basic transaction accounting, smart contract execution, consumption data uploading, consumption data storage, consumption data mining and so on. Mining roles expand as the depth of the applications increases.

The CDC uses a variety of decentralized mechanisms to ensure the formation of mining and verification of consensus results. The actual work completed by the mining mechanism adopted by each consensus are different. Therefore, different mining and consensus can be carried by different side chains, and customized according to specific work requirements. For example: The analysis and mining of raw data is accessed in the form of DApp. With the help of vertical domain segmentation in the data analysis industry, DApp groups suitable for different types of advertising user-oriented algorithms are naturally formed.

6.1.6 DMP

As mentioned above, the user's image analysis and screening work of the CDC system is not completely executed through smart contracts, but is done by DMP in a chain-linked manner. The input data comes from the data in the blockchain or the chain data just passed by it. The output data is submitted to the blockchain through the transaction, the subsequent ad placement as a result of the input, relying on the smart contract to complete business rules on the chain, the distribution channel is the CDC DApp, browser or browser plug-in, Advertising effectiveness is also fed back to the smart contracts.

Each DMP is a competitive relationship. Each DApp can use different algorithms to be optimized according to different advertising needs. Each DMP's service history and customer evaluation form a word of mouth saved in the chain for its customers to view. Advertisers select DMP for their services according to their requirements, DMP

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characteristics, quotes, and historical evaluations. Terms of services are contracted with smart contracts. Smart contracts can implement various complex business logics as needed, such as collecting a certain amount of deposits from advertisers, and determining whether to continue paying or refunding deposits based on the final placement effect and so on.

The CDC community supports the DMPs with excellent outlooks via various resources, and promotes competitions between DMPs to phase out lesser ones.

6.1.7 Uniform Identification Tag

The CDC system provides a unified, blockchain-based, decentralized identity ID for the entire field that supports decentralized mnemonic schemes, ensuring user anonymity, and provides a certain degree of convenience.

6.1.8 Multi-currency

With the exception of the CDC Token as the basis Token within the CDC ecosystem, merchants within the CDC ecosystem can issue their own Tokens for exchange with CDC Tokens. The exchange methods for merchant Token and CDC Tokens are based on smart contracts or OTC. Merchants can form their own ecosystem by issuing their own Tokens. Merchant-served ads can also reward users with their Tokens.

6.2 CDC Wallet

The wallet software that works with the CDC main chain is used for chain account and asset management, and opens APIs and text documents to third parties. The features include:

1. Provides Windows, Linux, Mac version of the graphical wallet program;

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2. Provides Windows and Linux version of the server version of the wallet program;
3. Supports the listing of a variety of on-chain assets, and multiple accounts;
4. With basic functions such as fund transfer, fund collection, balance, account import and export;
5. Advanced background command line execution tool, to execute the commands to modify the chain and wallet parameters;
6. Easy-to-use API and documentation, convenient for the application development level;
7. Provide password protected private key for the wallet;
8. Transaction history query and account management functionalities;
9. The address is quickly copied and pasted, providing the address QR code;
10. Multi-asset creation, distribution, and deletion capabilities, providing graphical interfaced distribution assets, and to view assets distribution profile and to view assets distribution profile.

The CDC Wallet architecture design is already completed, C++ was confirmed to have been used for the development, using the QT library interface, utilizing the JSON RPC interface to interact with the underlying blockchain, using the file system to manage the user's wallet, and using the DES encryption algorithm to store the user's private key.

6.3 Blockchain Browser

CDC will build a blockchain browser that works with the CDC main chain to provide the search and use of various types of blockchain information. The main functions include:

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1. Information such as total number of transactions, total transaction amount, and total fee etc.;
2. Provide display of block information, including blocks, transaction summary and detailed information;
3. Provide query functions based on block height, block hash, transaction hash, and address;
4. Support rapid access to new currencies;

The architecture design is completed on the server side of the CDC blockchain browser, which uses the spring + springmvc + mybatis technology framework and supports rapid iteration, and is easy to maintain. It supports multi-thread batch synchronization of the database and the speed of the data synchronization is fast; using pre-loading technology, data preloading in memory, faster front-end pages load; adding a currency adapter design to support quick access to new currencies.

6.4 P2P web storage network

Outside the blockchain, CDC will also build a completely decentralized P2P web storage network to support the distributed storage of massive consumer data. The P2P network is an important infrastructure supporting user data mining analysis, and operates in conjunction with the technology interface of the bottom layer of the CDC blockchain.

P2P web storage network help integrate all types of inexpensive, idle storage resources and eliminate the performance and reliability issues associated with “centralized” storage.

Various types of users and nodes can contribute their own resources by joining the

CDC's P2P web storage network and receive Token rewards.

CDC's P2P web storage network architecture will draw on the current mature P2P storage technology. Under the premise of guaranteeing

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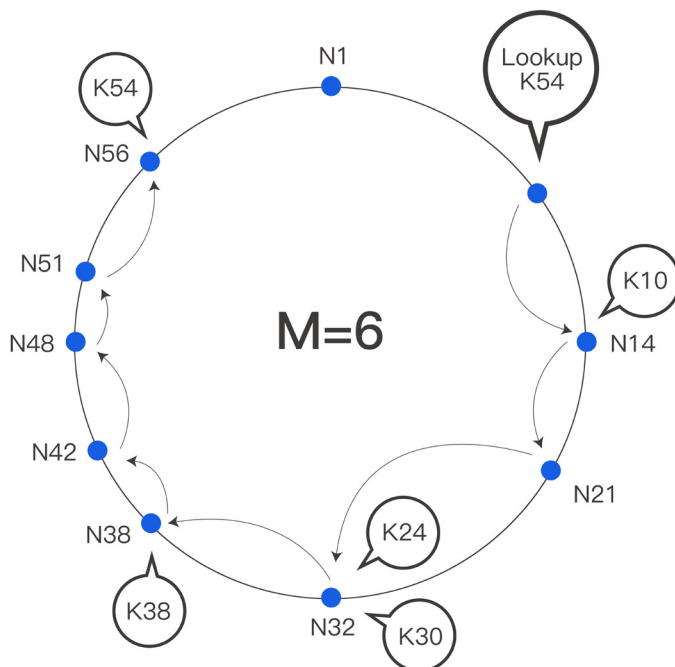
data reliability with a certain degree of redundancy, combining the CDC business model to improve data acquisition and analytic processing performance.

CDC's P2P web storage network uses (Structured Network) data and indexes into organized and specific topologies so that any node can efficiently search for resources in the network. It uses DHT (Distributed Hash Table) technology to save and maintain the data index, which consists of the Key (the hash of the full path of the file in the namespace) and the Value (the set of nodes IP where the file is located). The index table is divided into many small blocks distributed on each node, and consistent hashing is used to minimize the impact of topology changes. As shown below:

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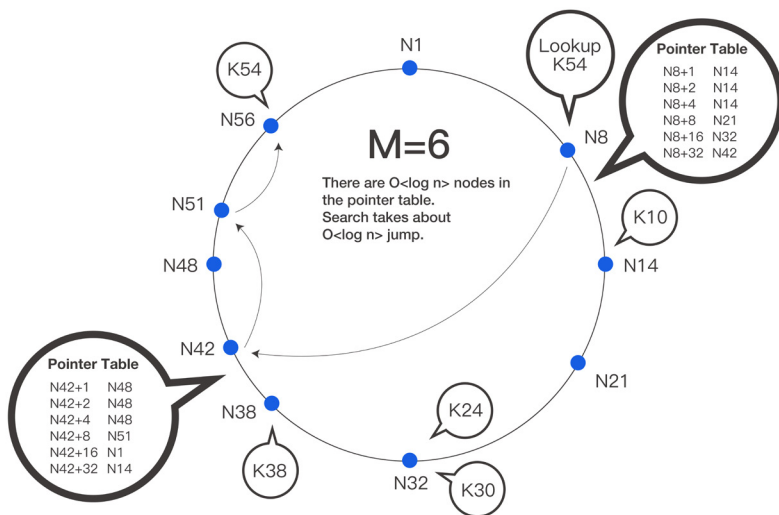
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**Commerce Data Connection CDC-P2P
 Data web storage network-1**

First map the nodes and Key to the same linear address space as ring. Each node is only responsible for a part of the data in the address space (that is, from this node to the next node with a Key in between), and the information each node is responsible for is left redundant at other nodes. So the search process is to first find the node which is storing the corresponding Value according to the information mapped by the Key. Then to locate the IP of the node where the data file is through Value and access the data files.



**Commerce Data Connection CDC-P2P
Data web storage network-2**

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The CDC platform packs consumer data in batches into Data Chunks and stores them in the above mentioned P2P web storage network structure. The CDC platform calculates the Hash ID of each Data Chunk, and records the Hash ID of each Data Chunk and the P2P network storage location (ie, Key) in a data authentication module on the CDC block chain in a mapping manner, thereby effectively preventing the data from being tampered with. Keeping the trustworthiness of the data.

6.5 API and SDK

The CDC system will provide a comprehensive set of APIs and SDKs for third party development of various types of DApps based on the CDC infrastructure and other components within the ecosystem. And other fields of application and CDC ecological data and functional connectivity.

The main open interfaces include:

1. Identity ID;
2. Token management and trading;
3. Commerce Data Upload;
4. Advertising and monitoring;
5. Interface to Other Businesses.

6.6 CDC DApp

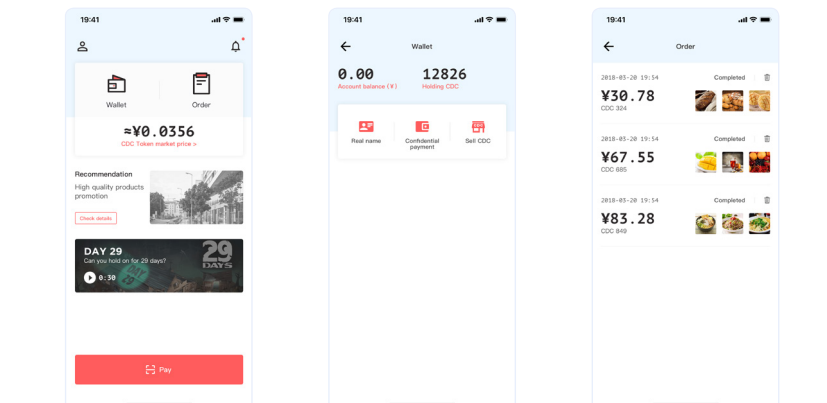
CDC foundation is responsible for establishing CDC basic facility and setting up the first DApp application as a model for the future participants of the ecosystem. The main functions of this official DApp include:

1. Identity ID management;
2. Token management, trading and payment;
3. Structured billing messages upload and rewards;
4. Received and watched advertising;
5. Monitoring the advertising behavior;
6. Activities and socializing functions.

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6.7 CDC Browser and Brower plug-in

CDC will provide mainstream browser plug-in to bind user IDs. Manage user digital assets, and collect and upload user online consumption data while the users are online and also as channels for advertising.

In consideration of that if it is simply only to provide browser plug-in, although it can be pushed online very quickly, but as the conflict of interests may force the browser developer to block them, therefore, CDC will launch a fully functional, cross platform browser, as not to be limited by the other centralized platform or organizations.

6.8 Business PC end

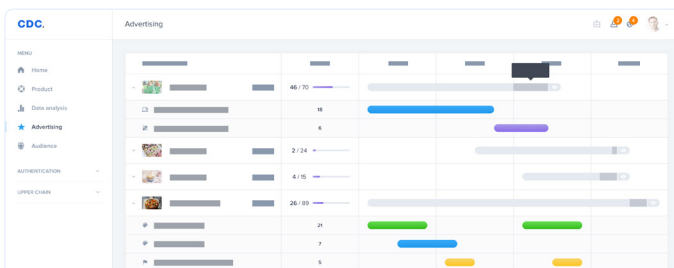
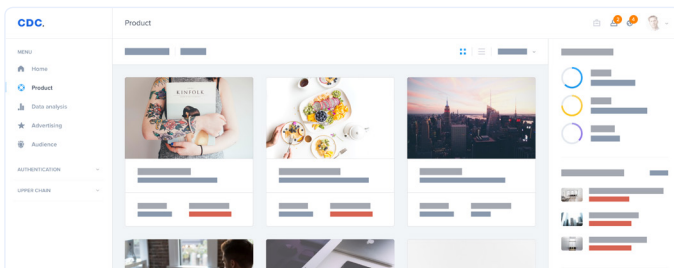
CDC will provide BS structured PC end interface to the businesses with the main functions including:

1. Identity ID management;
- 2.Token management, trading;
3. Product management;
4. Advertising management;
5. Payment management;
6. Activities and socializing functions.

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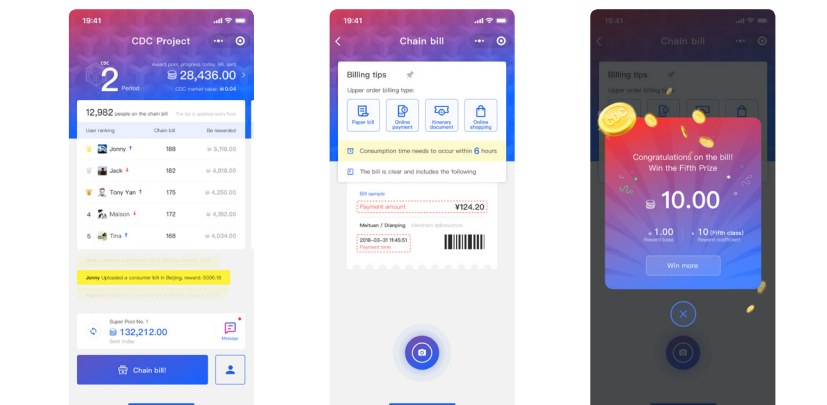
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6.9 WeChat Mini-Program

CDC has already developed and launched a WeChat Mini-Program with the main functions including: Gaining rewards for uploading photographs of consumption receipts, user invited transmission and official promotion sales and so on.



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6.10 OTC Off Site Trading

In order to promote the circulation of the CDC Token amongst each user and business within the CDC ecosystem. We will construct an OTC Offsite Trading Mechanism to allow more convenient circulation of the CDC Token within the CDC ecosystem, realizing the CDC Token consumption business loop.

OTC Offsite Trading is Token to Token.

6.11 Other Auxiliary Tools

We will construct an entire set of auxiliary tools for users, communities and teams, ensuring the healthy and continuous development of the ecosystem as a whole.

7. Privacy Protection Measures

The CDC platform stores massive, comprehensive, and real user consumption data and other types of data (such as advertising viewing data, credit data, etc.) and is provided to all parties within the ecosystem in a transparent manner. The privacy of users is the key content protection of the CDC platform. To this end, the CDC platform has taken specific considerations in the design of the architecture and has formulated the accompanying rules and policies.

First, on the CDC platform, the user's identity is made with the CDC's public chained address (or mnemonic). To identify the ID, all data, assets, and Tokens are bound to IDs and rely on cryptographic techniques to ensure their security and anonymity. Everyone, including the CDC Foundation, cannot directly correspond to the user's real identity through the user's ID, thereby effectively protecting user privacy.

At the same time, users have the pre-selected powers and opportunities for uploading consumer data. As for offline bills, the user selects and take photographs of the appropriate bills and upload them to the CDC platform. For online consumption data, the user can select data to upload, as well as set the data type (such as websites, categories, etc.) keyword filtering, allowed to be uploaded at the uploading tool side. While enjoying the convenience of automatic data uploading, which can also control the user's own privacy. At the same time, the CDC platform also actively identifies and discards specific consumption data concerning user privacy through various technologies and notify the user. The comprehensive use of these measures further avoids users' concerns about privacy exposure and

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enhances users' trust in CDC.

When the data is uploaded to the CDC platform, the Hash ID is generated through Hash calculations of the data and is recorded in the blockchain data authentication module. The tamper proof nature of blockchain data ensures that the hash ID of the data will never be changed. Through this mechanism, no one, including the CDC Foundation or data storage party, can be able to tamper with the original data of the user, because once the user's original data is changed, the corresponding Hash ID must be changed, unable to conform to the authenticated blockchain Hash ID, therefore it is bound to be discovered and marked as falsified data and will not be accepted.

Finally, for data that has been uploaded to the CDC platform, users or third-party organizations can also delete specific data in accordance to the required local regulations. The P2P storage system of the CDC platform system and blockchain data authentication modules are designed with this requirement in mind. The CDC data public chain authentication module provides an Invalid operation on the Data Chunk Hash ID mapping. When some data needs to be deleted from the CDC platform, the Data Chunk Hash ID mapping of the data is marked as Invalid, notifying the storage side that The Data Chunk is physically deleted from within the platform, and other data that needs to be preserved in the Chunk is stored on the platform in the form of a new Chunk.

The above-mentioned mechanisms and measures of the consumption chain CDC cooperate with each other to effectively protect the privacy of the users.

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■ 8. R&D Plan

The research and development of the CDC project is conducted in the form of DAO, Up to now, there is an continuous expanding group of core R&D forces including the founding team.

Considering that the initial R&D power was still weak, the number of eco-businesses and users was also a process of gradual expansion. In order to build the MVP (Minimum Viable Product) as soon as possible, the CDC infrastructure, applications and ecosystem was optimized and iterated quickly, thus continuously growing and strengthening the CDC community. The CDC R&D team will adopt a phased and step-by-step approach to R&D. At the initial stage, the team's main R&D efforts will focus on the research and development of the CDC public-chain infrastructure. The initial stage of the CDC's upper-layer application in the ecosystem will be based on the core technology of blockchain, constructed and operated in a semi-decentralized manner. With the development and enhancement of the community's ecological power, it gradually evolves to a completely decentralized form.

In order to realize the open and transparent R&D process, the R&D team will continuously entrust the progress of the R&D work of the project code to Github in a weekly manner so that community members can access the updated information related to the work and progress in a timely manner.

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8.1 Execution Rules (Phase One)

January, 2018

Core Task: Consumer Chain CDC Build Initialization

- The starting point, goals, advantages and final definition of CDC;
- CDC Business Model, Business Model, Token Economy Discussion and Design; Founding R&D
- Team Formation (Public Chain R&D Team, Ecological Application R&D Team;
- CDC application requirements exploration, system architecture design, distribution of ecological application modules, design and construction planning and implement the division of labor, negotiation, definition of data or application interfaces between modules;
- The writing of Ethernet smart contracts (Token issue), CDC Token login zb.com.

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February, 2018

**Core Tasks: Preparation and Construction of the
CDC Public Link Framework**

- Configure the public chain development environment (IDE, mail group, Github etc.);

- Written in C++ language and performs the research and development of the underlying Advertising Market Eco public chain infrastructure;
- The first tentative application of the CDC upper ecology (the WeChat applet Bill Treasure Hunt) was completed;
- The underlying structure of the WeChat applet Billing Data Collection is interactively designed with the application and enters into R&D execution.

March, 2018

Core tasks: Axon for user behavior verification and ecological application system

- On March 5th, the WeChat mini-program was developed and entered operational testing(100 seed users);
- On March 9th, the WeChat mini program (the Bill Treasure Hunt) was officially launched;
- Determined the application system of the CDC ecosystem (including definitions of Token applications, OTC, roles, and role behaviors).

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April, 2018

Core Tasks: Design and Development of MVP the CDC Ecological Application

- WeChat mini-program - The end of the first Bill Treasure Hunt event (active user accounts 310,000, uploaded bills 1.65 million);
- The second version of the WeChat mini-program application design and program development achieved online operations during the month;
- CDC Ecology (including: DApp, merchant PC, management side, etc.) MVP application design and interaction design, entered into the R&D execution stage;
- User consumption data storage processing and structured output (public chain API data transmission) of information implementation plan.

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May, 2018

Core Tasks: CDC Value Support System Testing and Deployment

- The CDC Ecological Application Delivery MVP Beta testing version, enter the application data testing phase;
- The CDC publishes the beta, entering the test and node deployment phase.

June, 2018 – July, 2018**Core Task: The Global Deployment of the CDC Public Chain Begins**

- CDC completes the test, publishes a stable version for download, and encourages community users to start the worldwide deployment of nodes;
- The CDC eco application continuously develops the MVP follow-up functions.

End of July, 2018**Core mission: CDC ecosystem application first stage MVP construction completed**

- CDC ecosystem application delivers MVP formal edition, the first stage of the ecosystem application construction gets in place. Online testing;
- MVP including: CDC DApp, merchant PC, management side, Commerce data storage information structured output and various essential assistant tools.

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July - August, 2018**Core mission: Ethereum and CDC Token public chain mapping**

- Execute Ethereum to CDC public chain CDC Token mapping at a chosen time, to map the CDC Token the users hold to CDC own public chain and circulate the CDC Token among users on the CDC public chain;
- Promote and educate the community fully in advance, coordinate all relative exchanges to cooperate, execute in the unified timeframe, the specific execution time depend on the actual situation and may have delay at certain point in time;
- The continuous iterative construction of CDC ecosystem follow up application construction.

September, 2018**Core mission: continuous Commerce Data Connection CDC system construction**

- CDC public chain continuously proceeds construction and optimizes adjustment, and follows up various types of blockchain technical evolution;
- CDC ecosystem application system iterates, optimize and completes, continuously increases various supporting functions that ecosystem requires so as to cooperate and support CDC ecosystem construction and operation work.

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9. R&D guiding principle

9.1 Organizational form

Commerce Data Connection CDC infrastructure and official DApp structure work is completed with the CDC community members assisted by the CDC foundation jointly coordinated in the form of DAO. CDC foundation is responsible for coordinating and making use of the community resources and CDC Token to motivate and reward the team or individual in providing “distribution per labor” form and coordinate social resources to continuously recruit new R&D force to join in the CDC community.

9.2 Modularized and component-based technical framework

In the process of structuring CDC infrastructure and DApp, the most core principle is to assure the whole facility modularized and component-based framework.

Modularized framework is capable of assuring more scientifically division and cooperation of community R&D and really accomplishing distributed decentralized development and every module independent evolution, maximizing the utilization of new technique effect.

Component-based framework assures that every module may flexibly and dynamically assemble and replace to achieve differentiation application requirement and on the basis of CDC official component encourage the third party pug to implement variation of the whole ecosystem. For example, for the Commerce Data mining mission to proceed standard port definition, through the component-based framework, allowing miners to combine different resources conditions of their own to assemble with different mining hardware (single unit,

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distributive clusters etc.) and software algorithm for high efficient distribution of the whole ecosystem resources and also form a component trading market within the ecosystem.

9.3 Technical learning and iteration principle

CDC will scientifically evaluate and learn from other public chains various advanced technology concept, and on the premise of achieving sufficient enterprise objectives in knowledge asset right, performance, function, security and reliability etc. iterate as much as possible to mature technology effect, reduce R&D engineering quantity and expedite R&D progressing speed.

9.4 Stability, extensibility, security and accessibility

Stability is the basis of the system continuous operation, is also the essential prerequisite of all top notch application capable of continuous development, but smart contract brings about the great potential uncertainty to the whole blockchain system stability. CDC system makes a sandbox operating test first for every smart contract issued to the system, to test for normal completion and conclusion. The smart contract that passes the test will operate independently on the main chain virtual machine (CDCVM), independently execute among contracts, non disturbing to each other, contract code logic error will only impact in themselves and will not cause the main chain to break down or affect other contract to execute.

Blockchain system is essentially a distributed accounting book, as a book tool, the security of which is the focus of people's concern. The Bitcoin system depends on PoW consensus mechanism to assure accounting security and thereby brings about enormous algorithm expenses and waste, at the same time the possibility of the 51%

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attack is still theoretically a security concern. Compared with this, the introduction of PoS consensus mechanism enhances performance, reduces cost and similarly requires miner quantity to reach a definite scale to realize secure accounting and at the time brings about massive internet communication. CDC adopts DPoS consensus mechanism, through reasonable voting election, forms a limited amount distributed accounting points and continuously replaces out potential malicious node. In comparison, it further enhances performance and through in/output, at the same time lowers energy consumption and even resists the challenge that large scale mine pool brings to the consensus mechanism to assure accounting security.

In order to satisfy CDC system performance challenge, at the same time also consider the compatibility of the multiple business forms, CDC adopts side chain collaboration technology, to support multiple side chains, multiple currencies, and multiple mining mechanism combination technology framework, to provide the system with full extensibility.

Lastly, CDC by means of simple and easy to use wallet, browser, plug-in and DApp with abundant and colorful functions, provides users with beautiful and viewable interface and convenient friendly use experience, substantially lowers or eradicates the operating technical threshold for commerce data upload, smart contract announcement, auto build chain, advertising put in and effect tracking etc.

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10. R&D risk notice

For the CDC project application scenario and R&D planning, in the process of research and development, several risk factors need to be emphasized and focused so as to reach the construction objectives faster and better. CDC team lists a few of the most important relative risks as follows, to point out to various community parties for attention and in the actual execution process for prevention.

10.1 Policy risks

At present some countries do not have clear supervisory policy with regard to blockchain project, with the possibility of suffering from R&D loss caused for certain policy reasons.

10.2 Team risks

At present block chain innovation realm is developing at flying pace, projects are numerous, R&D talents are rare and deficient and every project is competing vigorously for talents. Whether CDC project could break through among the many excellent projects will be certified with the R&D talents, relative to both the founding team capability and the vision planning, as well as subjective to the numerous competitors and even oligopoly influence, there the possibility of facing vicious competition exists. CDC founding team with years of business accumulated people network, has converged a talent troop that is full of both vitality and strength, having attracted senior professionals in the blockchain realm and experienced technical developers. The internal stability and cohesion in the team are essential to the

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CDC overall development. In the development further onward, the possibility may not be ruled out that some core personnel to leave and the internal conflict in the team leading to CDC overall subject to negative influence. Besides, current R&D team scale is not sufficient to support CDC project to complete overall construction objective, requiring continuously attracting talents in the future in DAO form to expand the team.

10.3 Overall risks

CDC founding team will devote all effort to realizing the development objectives presented in the white paper, extend the project's expandable space. At present CDC team has already accumulated more mature business, and yet learning from the overall business development trends, there remain some unforeseeable factors and this white paper may possibly revise and adjust with the project details, if the project renovated details are not obtained and accepted in time by the participant researcher and developer, then the project follow up development will be subjected to influence.

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10.4 Technical risks

This project is structured on the basis of cryptic algorithm, the rapid development of cryptography should bring the risk of potentially being cracked; then, based on the current blockchain decentralized, non tamper-able at random technique to support core business development, remain the possibility that CDC team cannot completely assure technique fully utilize; further more, in the process of project renewal and adjustment, some loopholes may be found, requiring to make up for by way of patching up, but not assuring the degree of influence caused by the loophole.

10.5 Safety risks

In respect of safety, CDC ecosystem body mass is enormous, economic benefit is multiple, involving a wide range, thus the safety assurance presents a high requirement. Electronic token is provided with anonymous and hard to track characteristics, easy to be utilized by criminals, or attacked by hackers. R&D team needs to face the risk of being attacked by various unknown hackers.

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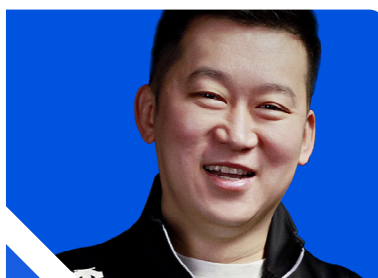
11. Team introduction



Director General

Yang Ning

Founding partner of LeBox Capital
Stanford University Master of
Electronics
Engineering Network Professional;
Founder of China Young Angel
Investor Leader Association;
participating in establishing ChinaRen.
com as First Chief Technical Officer;
establish KongZhong, as President and
Chief Technical Officer, successfully
listed NASDAQ; Devoted to investing
in hardware, big data and artificial
intelligence, video and cultural
innovation industry; Former Sohu
(NASDAQ:SOHU) Chief Technical
Officer



Deputy Director General

He Chang

Founder of Huan Taiji and Dou Dian
Worked in Baidu, Qunar.com,
Google Product Development, end
user experience management;
Former 4A Digital Marketing Co.,
M&C SAATCHI-i Head of China
Region; Founded the well- known
Internet meal company Huan Taiji;
Founded Design Service Platform Dou
Dian APP; equipped with profound
decades of experience in internet
operation, brand marketing, invest
and finance management as well as
operation of major projects.

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**Deputy Director General****Zhang Yan**

GuanZhou Securities Wutong Fund
 Founder, General Manager, Founder
 of Taiyue Wutong game industry
 and education industry fund; highly
 experienced in major international
 investment management and
 operation.

**Operation Director****Iñaki Olano Eraso**

Founder of Desingune Consultancy
 Has been leading many countries in
 the technical development of internet
 related projects as well as product
 marketing projects, equipped with
 highly profound experiences in
 international operations, familiar in
 global block chain technique realm
 community work.

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**Sales Director****Mikako Hara**

TEAMZ Co. Executive Deputy Chairman
 Developing global cooperation,
 providing brand promotion planning
 to the Asian and American market,
 Saiyo Commerce and Trade Co.
 responsible for supply chain
 commercial work.

**Development Director****Zhu Jin**

Graduated from Michigan University
 Electronic Engineering Professional;
 Over 15 years in Oracal Corp. Data
 Bank, Cloud Computing, Mobile
 Security etc. framework and technical
 development leading jobs; first
 worked in the US federal government,
 responsible for leading major
 institutions in data information system
 framework development; He is a
 technical expert with profound data
 platform R&D experience.

**Economic Director****Olumidé Gbenro**

Appics US ambassador, currently located in the United States, responsible for the recruitment of influential people and community construction for the social media application based on this blockchain; had been the first executive officer of TEAMZ international business incubator; long term operation international project, in the cooperation between global block chain business and government with broad and high value resources; many years of international commercial and promotional experience, blockchain and social application expert.

**First platform framework architect****Zhang Benyu**

Worked at Google, Facebook and Microsoft, responsible for the core development of advertising system Adsense at Google; 18 years of R&D experience, in which 6 years in Microsoft Asian Graduate Academy, engaged in various R&D work including the search engine etc. Equipped with profound international stat of the art technological capability, development and management experience.

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**Data payment and
Japanese market General
Secretary**

Dong Lu

Japanese gourmet Japan Foodie founder Stanford University MBA; worked at Goldsach GGV, Monitor Capital in internet technological investment and management; successfully founded La miu and Beyondtailors brand; founded Japanese gourmet and commerce payment platform, with 20 years profound international internet investment and operation management experience.



Chief Consultant

Li Minyuan

Former Baidu senior deputy chairman,
Puppy Robot Associate Founder.

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**Standing Consultant****Li Zhu**

Inno Angel Fund, founder and partner
 Head of China Young Angel Investor
 Leader Association, Tsinghua
 Alumni TMT association honorary
 President; the pioneer in engaging
 in the multimedia data bank software
 development.

**Industry Technical Consultant****Wang Feng**

Mars Finance Founder “Wang Feng
 10 Questions” organizer, Linkong
 Interactive Group chairman and CEO;
 with over 20 years of internet business
 experience.

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**Application industry consultant****Zeng Liang**

Investor, chairman of IDC international
 digital assets Charity Foundation Master
 of engineering, Tsinghua University
 and MBA, Georgia Tech University. In
 the field of digital marketing, mobile
 Internet, AI and block chain, we have
 in-depth research and investment. He
 was a senior vice president of Kingdee
 group, vice president of Microsoft
 Greater China, vice president of Baidu
 and Baidu Nuomi CEO. At present, it is
 the director and Strategic Advisor of
 several Internet companies.

**Application industry consultant****Shu Yi**

The leader of China's leading mobile
 marketing solutions, the founder of
 the company, the largest community
 media group in China - the co
 founder of the new tide media, has
 been involved in more than 10 years
 of marketing experience in the
 country and has been involved in the
 creation of a number of well-known
 marketing companies.



Application business consultant

Feng Wenjie

Chen Xin Technology (Stock code: 002447) Chairman
Founded Beijing Qianchi Wuxian Software Technology Co., Ltd. and then founded Haoxin Network Technology Co., Ltd



Application business consultant

Feng Hao

Kuaidao group, Founder, Chairman
Kuaidao group is a franchising chain business in China, a most influential operational service platform, through agent recruitment, original IP format establishing thousands of offline chain stores and at the same time supply management, smart pay system etc. total solution case.

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**Industry Technical
Consultant**

Chen Taolei

Leiyong Technology Founder& CEO



**Application business
consultant**

Wang Ning

Founder of POPMART

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**Industry Technical
Consultant**

Cui Xiaobo

TalkingData CEO



**Application business
consultant**

Zhang Jinyuan

Chairman of Tongdao Dashu

12. Investors



Investor

Zhang Min

Empower Investment Founder and partner Deputy president of China Young Angel Investor Leader Association, one of the hundred active angel investors. Dedicated to Angel investment to VC stage TMT innovative enterprise. Morning Side Capital initial founding team member, founding one of the earliest VC in China.



Investor

Li Zhu

Inno Angel Fund, founder and partner Head of China Young Angel Investor Leader Association, Tsinghua Alumni TMT association honorary President, the pioneer in engaging in multimedia data software development.

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Investor

Xu Le

Game.com and GTC Token founder
With highly experience in blockchain
technical development and business
operation.



Investor

Feng Hao

Kuaidao group, Founder, Chairman
Kuaidao group is a franchising chain
business in China, a most influential
operational service platform, through
agent recruitment, original IP format
establishing thousands of offline
chain stores and at the same time
supply management, smart pay system
etc. total solution case.

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13. Investment firms



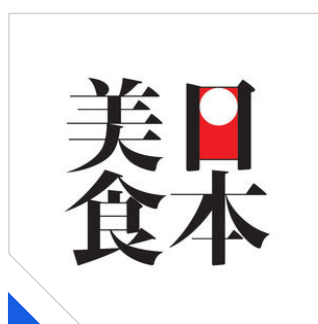
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14. Strategic partners



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15. Foundation share amount distribution

CDC Token issue planning

CDC Token total quantity is 10 billions pieces.

According to project in product development, technical route, talent recruitment, community construction etc. actual progress requirements, for better construction, CDC community ecosystem basic objectives will redistribute the newest CDC Token deployment plan published in this white paper.

1. Share amount distribution

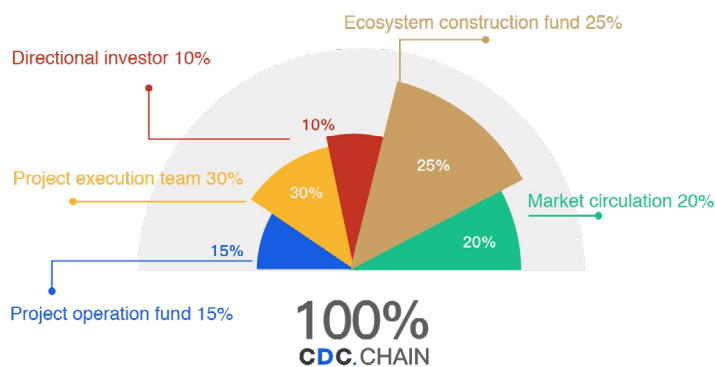
- (1) Project execution team 30%, total 3 billion Tokens.
Lock position commitment: CDC foundation and team commit the partial amount to lock position to January 31, 2020.
- (2) Global ecosystem coordination construction fund 25%, total 2.5 billion Tokens.
Lock position commitment: CDC foundation and team commit the partial amount to lock position to January 31, 2020 or CDC public chain main website on line completion.
- (3) Directional investor 10%, total 1 billion Tokens.
Lock position commitment: 30% to be unlocked on February 5, 2018, 20% to be unlock on May 5, 2018, 20% to be unlock on June 5, 2018 and 30% to be unlock on July 5, 2018.
- (4) Market circulation 20%, total 2 billion Tokens.
Circulation explanation: Project initial currency through exchanges, strategical partners motivation, market operational activities and the amount that has been in circulation produced for reward in voting currency competition activities.

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- (5) Market circulation 20%, total 2 billion Tokens.
Circulation explanation: Project initial currency through exchanges, strategical partners motivation, market operational activities and the amount that has been in circulation produced for reward in voting currency competition activities.



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2. Exchange status:

CDC Token up to April 18, 2018 has already operated exchanges shown as follows:



ZBExchange
www.zb.com



HADAX Exchange
www.hadax.com



LBANK Exchange
www.lbank.io



bitgogo Exchange
www.bitgogo.io



Huobi Korea Exchange
www.huobi.co.kr

3.Special statement:

1. The project that is publicized in the white paper is the latest new distribution and lock position plan.
2. According to the white paper plan the relative share amount adjustment will complete the adjustment deployment 15 days after the white paper publication.
3. When the distribution adjustment is completed according to the white paper relative share amount, the relative share amount will be publicly shown through community with lock position share amount address and link for the public to refer to.

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4.Contact link:

CDC Token: <https://etherscan.io/token/0x87026f792d09960232ca406e80c89bd35baf566>

16. Related resources

16.1 CDC Official foundation website

<http://www.cdc.tech>

16.2 CDC Code repository website

<https://github.com/cdcchain>

16.3 CDC Community site



CDC community -BeeChat



CDC community -
Token usage

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■ 17. Disclaimer

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