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# VIPSTARCOIN

**Mid-term Action Plan  
- Aiming for the Stars -**

May 31, 2018



The majority of people in Japan still lack the knowledge in cryptocurrencies. Most of the users are between the ages of 21 and 39, only make small investments. We assume weaker altcoins seen as speculative.

### Cryptocurrency Ownership by Age (Japan) (excl. Leveraged trade)

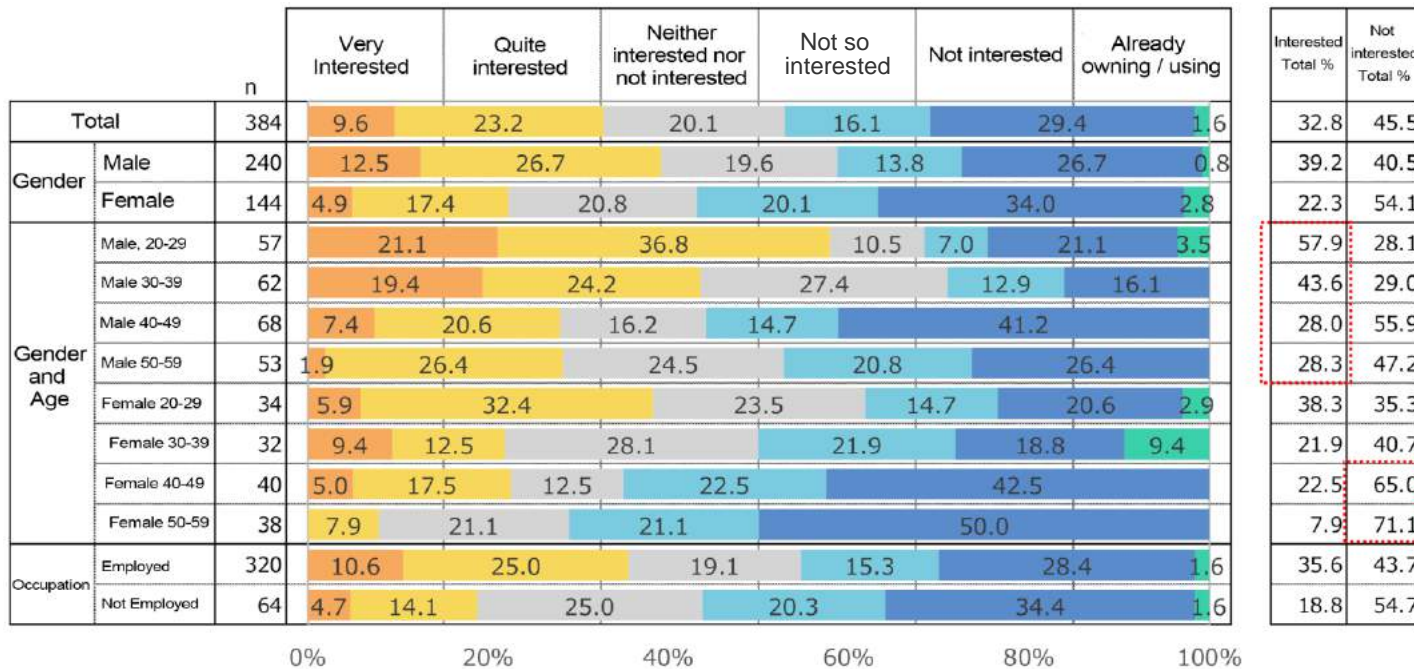
Age	# of users	% of total
10-19	15,000	0.53%
20-29	807,000	28.87%
30-39	960,000	34.24%
40-49	630,000	22.47%
50-59	280,000	9.99%
60-69	89,000	3.17%
70-79	21,000	0.75%
80-	2,000	0.07%
<b>Total</b>	<b>3,500,000</b>	

### Distribution of deposits in exchanges

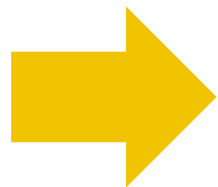
asset value in JPY	# of accounts	% of total
0 - 100,000	1,251,830	77.16%
100,000 - 499,999	230,374	14.20%
500,000 - 999,999	61,373	3.78%
1,000,000 - 4,999,999	64,867	4.00%
5,000,000 - 9,999,999	8,071	0.50%
10,000,000 - 99,999,999	5,560	0.34%
100,000,000 -	268	0.02%

100,000 JPY = 920.9 \$ (May 31. 2018)

Men statistically appear to be more interested in cryptocurrency than women. Especially, men between 20-39 and women between 20-29 have the highest interest and are more willing to invest.



Very interested, a little interested = 32.8%, already owning/using = 1.6% (This survey was based on 384 respondents who have knowledge of cryptocurrencies. Participants were asked if they were interested in owning/using cryptocurrencies.). 9.6% were "very interested" and 23.2 % were "quite interested", so 32.8% of respondents were interested. On the contrary, 16.1% were "hardly interested" and 29.4% were "not interested". The uninterested respondents were 45.5%, which is a little more than the interested respondents. Only 1.6% of respondents are already owing/using cryptocurrencies.



The "interested" group above will be the main target of our future marketing strategies.

## Problems facing cryptocurrency: Reputation and Bitcoin dominating the market.

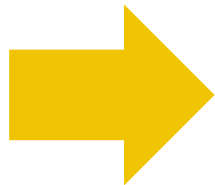
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### Q9: Please write down one word you associate with “cryptocurrency”.

(Any word is allowed. For example, an object, image, impression, feeling etc.)

#### “Bitcoin” was the most associated word (from 800 respondents)

Participants were asked to write a word they associated with “cryptocurrency.” At 40%, Bitcoin was the most popular word. 30% mentioned negative words like “dangerous,” “unstable,” “ominous,” “scary,” and “fraud.” Relatively positive words like “convenient,” “futuristic,” or “revolutionary,” didn't even reach 3% altogether. Other less popular answers were “false money,” “e-cash,” “speculation,” “internet,” “game,” “invisible value,” and “price fluctuations.”



We are aiming on a marketing strategy based on this current situation with hopes to reach the mentioned potential users.

## We focus on the “want-based” consumers, however most are biased and lacking in knowledge of cryptocurrencies. VIPSTAR Co., Ltd. emphasizes “fun” and supports communities.

Customer	<ul style="list-style-type: none"> <li>■ Macro: Nowadays, people between the ages of 20-39 are “want-based” consumers instead of “need-based”. Their hobbies are diversified.</li> <li>■ Micro: They don’t see cryptocurrencies as an investment asset class. They see altcoins with their frequent price fluctuations as a new speculative investment asset class.</li> <li>■ Customer analysis: Japanese users [supporters of VIPS-community/investors/speculative investors] Outbound users [not really a supporter of the Japanese only community/investors/speculative investors]</li> <li>■ <b>Most users invest also in other currencies, so it’s like a zero-sum competition with others.</b></li> </ul>
Company	<ul style="list-style-type: none"> <li>■ Our foundation and system is based on a term called “Worldwide Nukumority,” which is a Japanese new term for “warmth for all” to support people by donating system, to give warmth to the world.</li> <li>■ We are a company for the community, by the community, of the community.</li> <li>■ Culture valuing “fun” and community together.</li> <li>■ Our target is to co-prosper with the users and companies with incremental value increase of VIPS.</li> <li>■ To attain the proper support for our “Worldwide Nukumority” system, we need a sustainable business, aiming for profit and to help the community in doing so. <ul style="list-style-type: none"> <li>— We do not prey on or misuse the community.</li> <li>— We are more of a “social entrepreneur”</li> </ul> </li> <li>■ Incorporated developer team is supporting and working on our community actively. <ul style="list-style-type: none"> <li>— Successful crowdfunding for promotional merchandise goods of mascot characters chosen by the community. Reached 2,000% of the target (Target 150,000 JPY, reached 3,000,000 JPY)</li> </ul> </li> </ul>
Competitor	<ul style="list-style-type: none"> <li>■ Other low valued altcoins</li> <li>■ Japanese coins &amp; tokens like NANJ, MONA</li> <li>■ BTC, ETH and major altcoins like Ripple</li> </ul>

## Only 3% of Japanese are investing in cryptocurrencies, and even less in altcoins. Stop the fight for a market share and reach new users by our appealing concept of “Buy Fun.”

Segmentation

- Users could be divided into investors or speculative investors group
- One part is seeking for “coins with promising future” and the other part is seeking for “practical use coins”, to use as a new currency.



Targeting

- According to the cryptocurrency penetration rate, our biggest target is “people interested in cryptocurrencies who have never bought some”.
  - 3.5M users (Page 2) / 126.49M (Japanese population\*) = about 2.7%.  
= Still high potential of spreading cryptocurrencies.
- Due to the negative image of cryptocurrencies (price fluctuations, gambling, fake money, etc.), new users will likely invest in coins developed by a trustworthy company with transparent goals.

Positioning

- **A Cryptocurrency with a value increment which is fun to use, fun to receive, and fun to hold.**
- Value increment is based on practical demand.
  - Not speculative, which is unique for an altcoin.
- Active community support by VIPSTAR Co., Ltd.

Increasing the number of opportunities to use VIPS and doing offline and online marketing.  
Fighting for the current cryptocurrency user is not our main goal. We will attract new users.



With our motto “Buy Fun”, we will become the gateway of cryptocurrency

## Holding and taking part in offline events to improve the awareness of VIPS for people new to cryptocurrencies.



### Holding/Co-organizing/Sponsoring events

- Increase VIPS user rate through the events by VIPSTAR Co., Ltd.
- Expand the use of VIPS by marketing to events where QR-code payment and mobile/online wallet can be installed and used.



### Spreading the tipping platform

- Show VIPS icon and QR code for artists, creators, service personnel, etc so they can be tipped on their work
  - Possibility of sponsorship by VIPSTAR Co., Ltd. or improving the awareness of these creators/artists etc. as VIPS supporters.



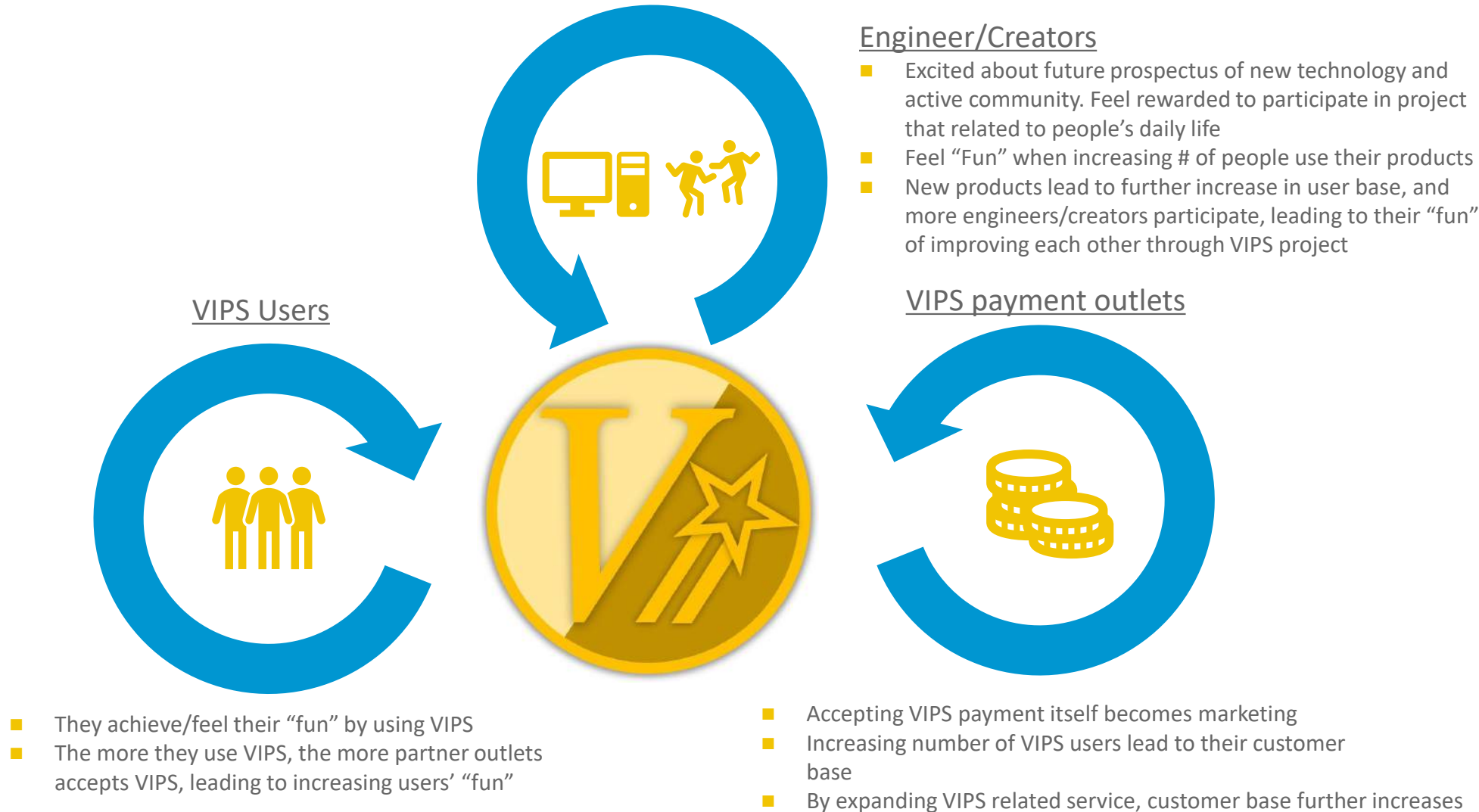
### Supporting the indie events

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| <ul style="list-style-type: none"> <li>■ Known exhibitor problems           <ul style="list-style-type: none"> <li>— Trading speed</li> <li>— Cash handling</li> <li>— Reservation check</li> </ul> </li> </ul> | <ul style="list-style-type: none"> <li>■ Advantages of VIPS payment system           <ul style="list-style-type: none"> <li>— One-touch payment</li> <li>— Fast lane for VIPS user (more comfort for VIPS holder)               <ul style="list-style-type: none"> <li>— Less work for queue control</li> <li>— Faster trading</li> </ul> </li> </ul> </li> </ul> |
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The picture above shows just an example of an event.



VIPS's value driver is an mechanism that each stakeholders' "fun" enhances others' "fun."  
 We unite under common vision, "Let's buy "fun"." Our plan will leverage this unique strength.



## Our action plans focus on empowering our community to increase value of VIPS and establish strong position in cryptocurrency market, which could be a mean to exchange “fun.”



### Expansion of VIPS user base

- Appoint marketing/PR professional
- Approach to media
- Offline Events
- Establish funnels to involve light users
  - Aim for listing on domestic exchange



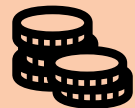
### Support engineers/creators

- Support to various projects
- Expansion of tipping functions
- Enhance marketing of their outputs



### Expansion of VIPS payment stores/services

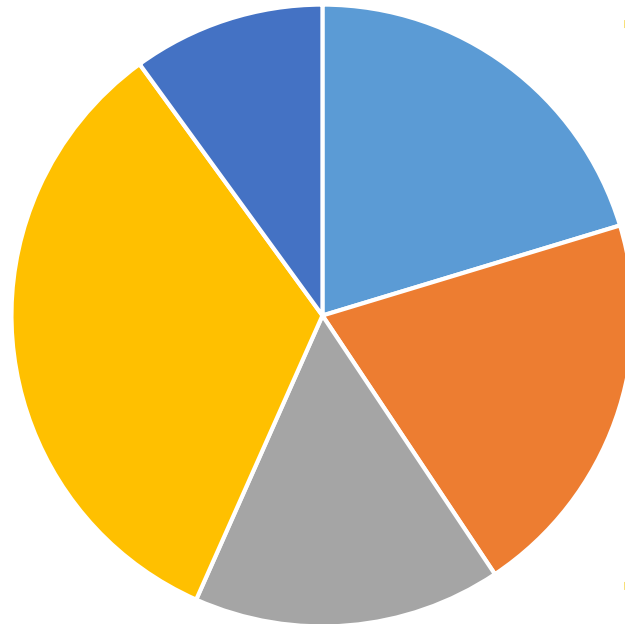
- Approach to stores/restaurants etc.
- Development of service provided by VIPSTAR.co
- Expand business partnerships and increase partnered events



### Investors

- Clarify development wallet policy
- Create liquid VIPS market
  - Increase VIPS investors by actions above
  - Listing on trusted exchanges

VIPS currently held by development team will be locked-up based on annual budget. It will be used to support engineers/creators and for marketing activities to increase vale of VIPS.



■ R&D Budget	: 20.3%
■ Marketing Budget	: 20.3%
■ Reserve of distribution	: 16.0%
■ Sold upon listing	: 33.3%
■ Dev team	: 10.0%

### Engineer



- Support development projects to enhance utility of VIPS
- Support creators who provide “fun” to others
- Support to other engineers/creators working on innovative and practical projects



### Creators

- Announcement of their products
- Support to their works and encourage tipping
- Growth support of creators as a community



### PR • Marketing

- Host/partner with various events
- Collaboration with various events/ media



Keep community active by supporting good idea/products and cultivating culture of “let’s buy “fun”.”  
Development team will lead support to the community involving wide range of supporters