



WeToken

Project white paper

[Short video entertainment platform based on
block chain incentives]

www.we.show

Version:1.1.1

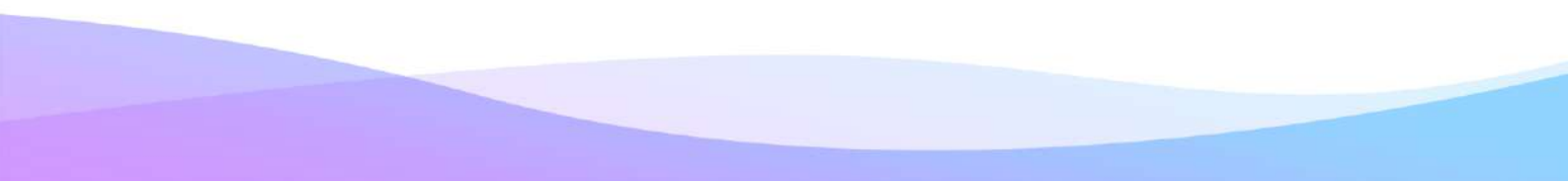
WE Team

Directory

1. Background introduction-----	4
1.1. Value transfer of the Internet -----	4
1.2. Value escalation of block chain ecology -----	5
1.3. Applications based on block chain social morphology are moving towards pluralistic entertainment -----	6
1.4. Traditional centralized short video & Defects in the live community-----	7
2. Introduction of items-----	9
2.1 What is we-----	9
2.2 Definition of motivating community -----	9
3. Introductionof the product programme -----	10
3.1. Start and activate your own we account -----	10
3.2. Create your own short video space -----	10
3.3. Content publishing and interaction -----	12
3.4. Short video functions&Live functional economy system -----	13
3.5. Finding more with community recommendations -----	13
3.6. Ecologically oriented application centers and open functions-----	16
4. Introduction of incentive programmes-----	16
4.1. Incentive funds in the community ecology -----	16
4.2. Incentive pool (Reward Pool) -----	16
4.3. Proof of Activity (POA) Reward Distribution Method -----	17
4.4. Proof of Contribution (POC) Reward Distribution Method-----	19
5. Community ecological composition -----	23
5.1 WEteam R&D management team-----	23

WeToken

5.2. Community content providers	23
5.3. Community users	24
5.4. Community developers	24
5.5. Community advertisers	25
6. Business prospects	25
6.1. Virtual gifts and reward for live broadcast	25
6.2. Transactions in the content of fees	26
6.3. Revenue from games and applications	26
6.4. Income from advertising and distribution	26
7. Technical realization	27
7.1. Architectural design	27
7.2. Client (DAPP)	27
7.3. Video community service platform	30
7.4. Infrastructure	32
8. WEToken allocation program	35
8.1. Value and description	35
8.2. WEToken application scenario	35
8.3. WEToken allocation program	35
9. Development plans	39
10. WETeam core team	42
11. Advisors	43
12. Investment Institutions	44
13. Contact us	45



1. Background introduction

1.1. Value transfer of the Internet

In 2017, the continued warming of the encrypted money market ushered in a burst of growth, in the history of block chain, this year is destined to be recorded in the annals of the year. 2017 is not only the "First year of compliance" of the block chain, but also the "First year of application" of the block chain. We have also witnessed a lot of block chain technologies applied to finance technology, logistics e-commerce, artificial intelligence, cultural entertainment and other fields. Though many people see encrypted money as a financial instrument and its underlying block chain technology as a payment system, this perception is narrower.

Since the birth of block-chain technology, it is thought to be the fifth

disruptive innovation after mainframes, personal computers, the Internet, and mobile / Social networks. It is the fourth milestone in the history of human credit evolution, after blood relatives credit, precious metal credit, national paper currency credit, is transferred from the information Internet era to the value Internet era.

After recent years of commercial practice, the industry has a more thorough understanding of the block chain. At the same time, the commercial value and positioning of the block chain have become clearer. With the further maturity of the blockchain technology and the popularization of a wider range and more industries, it will enable more enterprises to use block-chain technology to reduce costs and improve collaboration efficiency.

1.2. Value escalation of block chain ecology

After several years of rapid development of the mobile internet and the popularity of smart phones, almost everyone knows what APP(Application) is. In the twinkling of time, a new noun, DAPP, has entered a new era of block chain.(Decentralized Application).Ecology is the collection of the application. With the development of intelligent contract, DAPP has the advantages as followings: it can run on distributed network, the information of participants can be stored safely, privacy is better guaranteed, consensus mechanism cannot be tampered with and so on. The traditional C / S model will be completely subverted. The popularity of CryptoKitties, Etheria and other games verifies the urgent needs of users for application scenarios or consumer scenarios. In the near future, DAPP will surpass the traditional app and play an increasingly important role in people's social life.

1.3. Applications based on block chain social patterns are moving towards multiple entertainment

The essence of the Internet is the interconnection between computers.

Early E-mail has solved the transmission of remote mail, and it is also the starting point of social network. BBS pushes the social network back to the opposite point, makes the cost of the communication cheaper. Later instant messaging (IM) and blogs (Blog) are more like an upgrade of the two previous

WeToken

social tools. With the rapid development of mobile Internet, social applications such as Facebook, Twitter, Wechat, Instagram have risen rapidly, and the active and realized value of Internet users have become a geometric jump growth. The Internet has been pushed to a new peak by social networks, which are an evolution from ecology to demand to hobbies. Traditional social applications have skyrocketed into bloated bodies and ecological stagnation. The spiritual needs of a large number of young users are growing, and social relationships are gradually changing from strong social to pan-social.

With the popularity of mobile terminals and the increasing speed of the network, the development of short video industry has become an important driving force of social entertainment. Short video has simple production process, low production threshold, strong participation, more dissemination value, short and fast content by young people.

At the same time, the community with live broadcast and other playing methods, strengthen the communication with fans, but also better realization, promote the development of the entire ecology. The rise of block chain based on community platform 1.0 is also evidence of user acceptance of a more egalitarian and private social ecosystem. With the increasing demand of the user spirit, the short video entertainment social platform based on the block chain will be more suitable for the young people's social forms.

1.4. Traditional centralized short Video & Shortcomings of Live Community

The best way of short video community's realization is by live broad-casting. It should allow users to pay and reward content producers transparently and openly, and should have clearer and more open ratings and incentive calculations for content producers. There is no need for a "Centralised" dictatorship. Most of the platforms that are now "Centralised" work well, but all of them are based on exploiting the high reward fees of more users and the opaque ratings of premium UGC and PGC content producers.

"Centralization" Platform operators can use their rights, private modification of the partner account weight level for personal gain. This behavior pays the high management review cost, which still cannot avoid this kind of situation from the root.

The "Centralization" Platform is free to modify the number of viewers and the number of broadcasts, and can give special recommendations. In addition to the short-term exposure can be enhanced, long-term has been in damage to the fairness of the platform, resulting in a large loss of users.

The "Centralization" Platform becomes the profit model with high

We Taken

draw, and the content recommendation is centered around high profit, and the content is recommended to the user and is really in line with the user's desire. And more content providers in order to adapt to the platform, in order to enhance the realization of not to win the sympathy of fans, with more routine to harvest fans crazily, so as not to be abandoned by the platform.

The "Centralization" Platform has the core pricing power and control power, and can modify the proportion of content providers and commodity prices at will. Content providers or teams that do not accept the slave command use such means as the number, because of the platform's closeness and central pricing power, the content provider is powerless. The communication and time costs of migration are high and will not move towards a brighter platform, resulting in high-quality content paying for low-quality content.

"Centralization" Platform in order to effectively manage the interests of the goal, let more professional brokerage companies, brokerage companies in order to achieve their own interests, with a variety of reasons to curb the revenue of content providers. Causes the content person to swallow up and even changes the job, affects the better program and the content appears.

Therefore, the short video community based on "Centralization" Loses its fairness, fairness and openness, and increases the cost of content providers and users. It is not good for the development of the whole market to obtain the extra income through the "Overshoot" of the virtual currency.



WeToken

2. Project presentations

2.1 What is we

WEtoken is a New short Video Entertainment Social platform based on Block chain and Intelligent contract excitation(WE). The digital cur- rency ensures that the entire community ecology is completely fair, open, democratic and transparent. Anyone can participate in the "De- centralized" Ecosystem. WeTeam is concerned that not everyone has he ability to develop a block- chain-based Internet short video commu- nity, so WeTeam offers a one-stop solution in which anyone who cre- ates a zero- threshold account that can get through all the links and en- joy the benefits of the block chain. At the same time, through the We- token incentive mode to effectively reduce the cost of users, achieve rapid start and prosperity, and ultimately through the flow of cash and ecological consumption to achieve business returns.

Definition of motivating community

Through Wetoken to motivate users to participate in the community, any form of participants in the We, including every short video, every comment and every live broadcast rules, will be awarded to the system token Wetoken. At the level of block chain application experience, we use block chain decentralization account book to record the ownership information of community products, solve the transaction problems in products with intelligent contract, and ensure the openness and trans- parency of community ecological

economy. In the application layer, an efficient central development framework is adopted to ensure the high performance of all kinds of read and write operations, thus effectively avoiding the problems of long confirmation time, high cost, easy congestion and so on. To maximize the guarantee of community products smooth interactive experience.

WeTeam R & D support team members are made up of the core members of the video community, Wecasting community, Tik Tok, Ka-xiu, Meipai and so on. The team is good at Internet product operation and R & D, many times to create more than 100 million users of the entertainment community, entertainment short video community has unique insights and rich operational experience.

3. Introduction to the product program

3.1. Start and activate your own we account

We entertainment short video community provides a complete user account system, users only need to choose according to their own devices to download the IOS/Android corresponding to the DAPP, through the mobile phone number registration, can quickly join the We community platform. The we system automatically assigns a unique digital ID card to the Weto-ken digital wallet, and the data is written into the block chain network node of We. The user can use the unique digital ID card to pass through the ecology freely in the We community, and quickly use the block chain community function and service provided by We.

3.2. Create your own short video space

We is a short video entertainment interactive community platform based on block chain motivation. In We, users can easily create their own communi- ty space without any technical coding and deployment. Users can con- tribute content through their own space, the ownership of space and other content information will be recorded through the block chain account book to ensure fair and open can not be tampered with. Secondly, according to the video likes, the number of views, the number of comments and other conditions to obtain a certain weight distribution, to help participants quickly distribute content to the community, we can do everything from the we reward pool of Wetoken awards.

3.3. Content publishing and interaction functionality

We Community Channel supports video media-type content, uses WeCut to process video, automatically compresses and transcodes high-quality video through the system, and stores it on cloud services. Users can choose dif- ferent community channels to contribute content according to their prefer- ences.

More interactive features of the community, including live broadcast, likes, comments, rewards, sharing, etc.

3.3.1 Live broadcast function:

Users in the We community can turn on live broadcast at anytime, any- where and share the live, share happiness to more fans.

3.3.2 Click the like function:

Users in the We community consumption of content, according to their preferences to support the content and publishers, to meet the desire of users to express their feelings.

3.3.3 Comment function:

Users can make subjective or objective self-impressions according to different content, and can interact with creators or other users through comments.

3.3.4 Reward function:

For quality content, users can use their own Wetoken to reward creators, which need to deduct a small amount of transaction costs from the block chain network. In order to enhance the reward function of the excellent experience of transfer, the built-in Wetoken wallet function to achieve a quick account.

3.3.5 Sharing functionality:

We community supports a variety of mainstream third-party social platform sharing function , which can quickly distribute the content to Facebook, Twitter, Line, Wechat, QQ, Instagram, for more friends to consume.

3.4. Short video function & live broadcast functional economy system

By participating in the community and contributing to the content, users can get the incentive of Wetoken every day, and the

WeToken

value of the community will continue to grow as the scale of the users involved in the community increases. Consumers who have the ability to consume their content by giving "Virtual gifts" to content producers. The amount of these gifts is equivalent to "Voting" on the quality of live broadcast while giving content producers. By means of balance weighting methods such as rotation balance, random balance, hash HASH balance, minimum missing, and fastest response, the impression of how to vote decreases with the passage of time, which does not reduce the income of anchorman at the same time. Try to prevent users from "Brushing tickets".

Users or fans who have the ability to communicate attract more consumers to consume by forwarding and sharing the relevant addresses of producers, and these effective consumption, while rewarding disseminators and content producers, It is also equivalent to a "Vote" on content. Professional flow distribution team and a single tributary disseminator get the percentage of the revenue by the content producers themselves set to form a certain competitive relationship in order to achieve decentralization.

As a decentralized product, We have also been following the way of work-load proof. We provide a decentralized platform, determine not to squeeze content providers and users with various fees and share fees, in order to ensure long-term ecological stability. The video community needs to procure a large amount of bandwidth resources. Before users turn on the live broadcast function, they must firstly purchase live streaming packets to reach their own accounts before they can broadcast live normally. Second, after the users turn on live broadcast, they need to invite more people to join in to enhance their popularity. To get a clearer and more transparent

weight ranking. The above records are stored in a distributed account book and can be viewed by anyone. All transaction records are published to all participants through a distributed account of the block chain to ensure openness and fairness. The system will provide humanized query function to facilitate user inquiry and analysis.

3.5. Use community recommendations to find more content

With the improvement of the community, a large number of users will participate in it. The WeTeam artificial intelligence team deeply develops AI and big data technology, optimizes the recommendation algorithm, and does a lot of autonomous learning transformation work on the recommendation intelligence matching between people. Users find their favorite content at the same time. With the help of behavior automatic learning and giving more preferences, the system pushes more fun and interesting community content for users, which greatly improves the user experience and efficiency.

3.6. Ecologically oriented application centers and open functions

Under the ecosystem, the application center can be divided into official function application and third party developer function application. Users can open their own application functions to enrich play and reduce operating costs, and enhance user activity.

3.6.1 We official Application Center

The official feature app will focus on the user's data and operating tools, helping users to increase the number and retention of fans, and so on. There will also be more fun and interesting auxiliary products.

3.6.2 Third-party developer Application Center

We insist on the idea of "Decentralization", while perfecting the ecological basic technology, the third-party developers can also use the Application Programming Interface (API) to increase the functionality and resources of the We ecosystem, any developer with the ability to create a variety of third-party applications, including games, entertainment, tools and so on.

4. Introduction to incentive programs

4.1. Incentive Fund in Community Ecology

Weteam sets up an ecological incentive fund for communities to reward participants who contribute to community building. The ecology adopts the community native Wetoken as the only incentive way, the platform passes through the POA(Proof of Activity) + POC (Proof of Contribution)The algorithm establishes a two-tier reward mechanism that continuously stimulates the productive capacity of the community. According to the system, the reward pool sets the automatic implementation scheme, the calculation of incentive allocation every 24 hours, and according to the calculation results, the Wetoken is automatically distributed to the participant's personal wallet.

4.2. Incentive pool (Reward Pool)

The reward pool is a Wetoken pool dedicated to rewarding contributors to ecological construction. The ecological incentive fund automatically replenishes the reward pool every day according to the incentive elasticity coefficient.

4.3. Proof of Activity (POA) Reward Distribution Method

For all active users to use We to do anything will be rewarded, the reward pool using the effective active degree of POA award allocation algorithm for the first level of award allocation, that is, the Wetoken in the reward pool according to the degree of activity assigned to each user. Every 24 hours, the incentive pool will analyze, among other things, community indicators.

Specific subdivision indicators include valid DAU(Daily active number of users)And the number of effective releases, the number of effective releases, the effective amount of playback, the effective number of play lists, the number of valid likes, the number of valid likes, the number of valid comments, the number of valid comments, the average number of playback, the average length of time online, The maximum number of people online at the same time was calculated.

The reward pool uses a team performance incentive model for the first level of award allocation, assigning the Wetoken in the award pool to each active user in accordance with its contribution rate. The calculations are as follows: The total number of Wetoken in the reward pool is V , assuming that there are N users, with each user contributing

$$V = \sum_{i=1}^N \sqrt{e_i}$$

Each user gets the reward equal and the utility function:

$$\sum_{i=1}^N W_i = V \quad U_i = W_i - e_i$$

Assume that each user can observe the contribution of other users, and that each user can collaborate to maximize utility levels, optimal contributions and optimal reward allocation

WeToken

$$\max(W-e) = \frac{V}{N} - e = \frac{N\sqrt{e}}{N} - e$$

$$E^* = 1/4$$

The optimal contribution of each user is $e^* = 1/4$

The optimal award allocation per user is In fact,

It is difficult to collude between users, and if each user receives an award allocation that remains, each user selects its contribu

$$\max_{e_i} V_i = \frac{\sum_{j=1}^n j \neq i \sqrt{e_j} + \sqrt{e_i}}{N} - e_i \Rightarrow e^n = e^i = \frac{1}{4N^2}$$

tion:

Replace the contribution of Nash equilibrium: $=N=1/2$

Therefore, the difference between the optimal output state of Nash equilibrium state and the optimal output state is as follows:

$$V^* - V^n = N \cdot \sqrt{\frac{1}{4}} - \frac{1}{2} = \frac{N-1}{2}$$

$$V_i = \frac{V^n}{N} - e^n = \frac{1}{2N} - \frac{1}{4N^2}$$

$$\frac{\partial V_i}{\partial N} = -\frac{1}{2N^2} + \frac{1}{2N^3}$$

WeToken

When $N=1$ is used, the optimal degree of contribution is achieved. When the number of users exceeds 1, the contribution of each user will be lower than the optimal degree of contribution. The more users are, the more serious the free rider is, so as to overcome the free riding phenomenon, we design a mechanism:

$$w_i = \begin{cases} V^* / N & \sum_{i=1}^N \sqrt{e_i} = V^* \\ 0 & \sum_{i=1}^N \sqrt{e_i} \neq V^* \end{cases}$$

After the user receives the POA allocation of the reward pool every day, the resulting Wetoken distributes the content provider and the contributor in proportion to the content provider, and the content provider has the right to adjust and divide the contributor to the participant according to the effective activity POA.

4.4. Proof of Contribution (POC) Reward Distribution Method

Content providers for active users (Short video & live content contributor) Effective contributions are used to motivate, active user content providers at the second level of the reward pool (Short video & live content contributor) Obtained Wetoken. The award section will follow the POC (Proof of Contribution, effective contribution certificate) Algorithm, assigned to the community content contributor by contribution - (Short video & live content contributor).

WeToken

Content contributor (Short video & live content contributor) The reward section will be distributed in a differentiated incentive way, assuming that the community has only two users, after the content has been created and published by the calculated user, According to the creation dimension, vertical dimension, play dimension, interactive dimension, fan dimension and so on, the system obtains the basic coefficients, followed by browsing, likes, comments, rewards, retweets, etc.

A higher level of contribution to the community will result in a basic promotion:

$$q_i = \left\{ \begin{array}{ll} 0 & e_i = 0 \\ H & p = \frac{1}{2} \\ 0 & p = \frac{1}{2} \end{array} \right\} e_i = e$$

Set the award assigned to the promotion user to be, the award assigned by the user is and and When two users contribute the same amount, each person has a chance of promotion of 1/2

Probability distribution of user promotions:



$$p = \begin{cases} \frac{1}{2} & e_1 = e_2 = e \\ \frac{1}{2} & e_1 = e_2 = 0 \\ \frac{3}{4} & e_1 = e, e_2 = 0 \\ \frac{1}{4} & e_1 = 0, e_2 = e \end{cases} e_i$$

Give other user contributions, worker I ($I=1, 2$) It will determine the extent of his contribution, thereby maximizing his expected utility, that is: Manual selection to make $EV_i(e_1, e_2) = E_{w_i} - e_i$ maximize
In summary, it is concluded that:

1. If the community is active users and content providers (Short video & live content contributor) Given the same rewards
2. If the content provider (Short video & live content contributor) gets reward exceeds the portion of the active user enough, both users will make the most contribution to the community, when

Certifying that:

$$EV_1(0, e) = 0.5w^M + 0.5w^w - e > 0.25w^M + 0.75w^w = EV_1(0, e) \\ (e, 0) \geq EV_1(0, 0)$$

$$EV_1(0, 0) = 0.5w^M + 0.5w^w < 0.75w^M + 0.25w^w - e = EV_1(e, 0)$$

When, whatever behavior they take, they choose to make the greatest contribution, so is the only Nash equilibrium.

5. Community ecosystem composition

5.1. Weteam R & D Management team

A good team is often an important guarantee of geometric growth in the value of block-chain projects. As a project sponsor, Weteam has a clear responsibility and obligation to be the firm guardian of Wetoken and the team has the most professional ability to complete the design, development, application landing and interface with the exchange from the block chain project.

The Weteam team has experienced technical staff in block chain development, as well as the participation of well-known people in the currency circle. By contrast, the teams of many developers with short titles and the slightest lack of approach ability are dwarfed.

5.2. Community content providers

The community content provider is also the operator of the We community. Content providers have full authority over their own space and shall not violate the relevant laws and regulations of the countries concerned. Any individual or organization can be registered as a member of We through the mobile number.

As a provider of community content, you should be responsible for the content and popularity of your own space, but also assume the responsibility of gaining fans. Weteam, as the backup of all users in the ecosystem, will give users corresponding Wetoken incentives according to the POA(Proof of activity) Mechanism.

5.3. Community users

The value of the user is insurmountable, and is also an important ecological link of We. The user can participate in the construction of various content in We and can also communicate

and interact with the fans. The community is full of the breath of young people, ghost animals, brain holes, nervous annoyance and teasing ratio. Community users are also the main force of ecological consumption, including playing reward, paying for content, purchasing applications and services, participating in games and so on. In addition, the user gets a Wetoken incentive reward for everything they do in We.

5.4. Community developers

The most important thing in the present era is innovation and real-time. Developers, as the key position of the ecological diversity of We, are also the key factors of the "Inverse growth" of this era. We always join hands with more developers to build the whole ecological integrity. Any individual or organization with R & D capability can participate in ecological construction.

5.5. Community advertisers

As an important part of the commercialization of We, with the increase of the number of users, the advertisers will gradually connect to the eco-friendly advertisers to provide better delivery services for advertisers.

Some of the advertising revenue is realized as We business and the other part is used to purchase the Wetoken expansion incentive pool.

6. Business prospects



Nowadays, the boom of short video is still rising, the global MCN 3.0 era begins, short video creation threshold is low, social, interactive and other attributes, deeply sought after by young users, has become a way to express themselves. Short video can be widely spread and the core advantage is short, in the shortest time to show users the most eye-catching content.

Become a fast-food pastime, and can take place at anytime, anywhere to consume content.

Our vision is to become the largest short-video entertainment community in the block chain digital world, with the following main ways of realizing:

6.1.Virtual gifts and reward for live broadcast

For the short video entertainment community the best way to realize is live broadcast and virtual gift reward users can establish channel live broadcast and fan interaction short video also has gift reward function. We will charge a certain transaction fee to help more fans to quickly realize the participants.

The greatest characteristic and requirement of virtual gift is to have personality. Weteam will continue to develop and design virtual gifts and props, such as "Kisses," "Flowers," "Sports cars," "Planes," and so on. Users can also pay Web token according to their needs, using images, text and so on to make their own needs of virtual gifts.

6.2.Transactions in the content of fees

Paying for content is becoming fashionable, and with the development of the community, many celebrities and experts in

various fields are joining in, and creating high-quality content to pay for viewing.

6.3.Revenue from games and applications

Third-party developers can develop their own games and charge a fee for the platform in revenue.

6.4.Income from advertising and distribution

We provide a more powerful advertising management platform for advertisers and combine advertising with community incentives to maximize the benefits of advertisers and participants.

7. Technical realization

7.1.Architectural design

According to the characteristics of the whole system, the Weteam designs how the components of the system are divided and how the components interact. It is divided into three business modules around scalability, reliability, flexibility and overall performance.

Client tier, platform layer, underlying architecture.

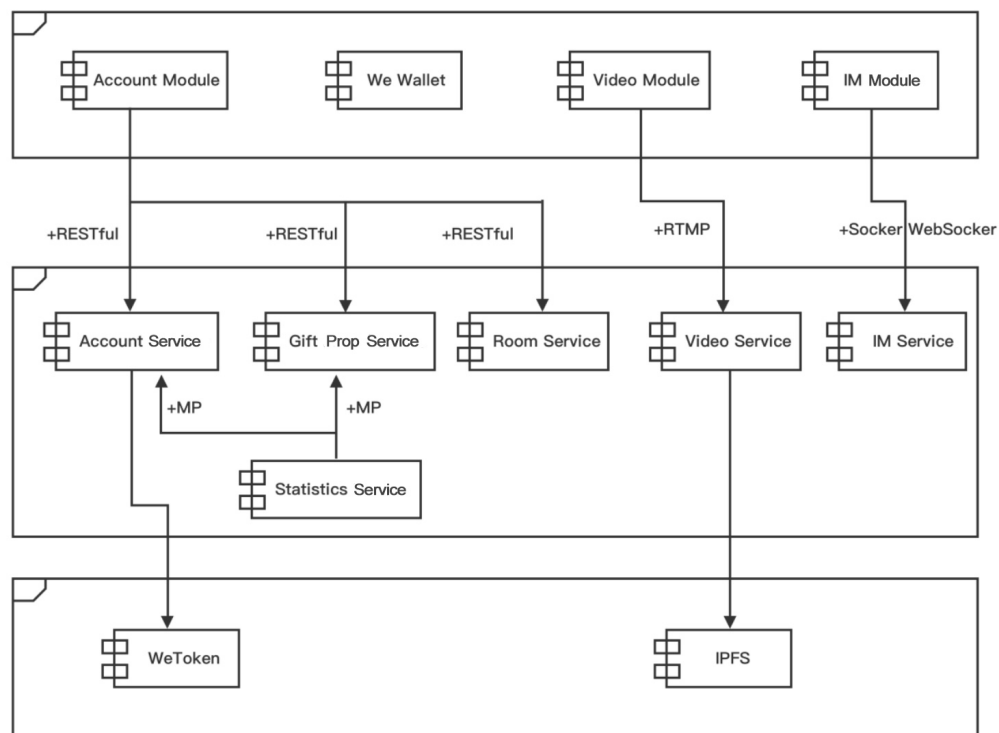
7.2.Client (DAPP)

Client is the user presentation layer. In order to satisfy the vast majority of users' different usage habits on different terminals and regions, we provide WE clients with iOS, Android and H5. Client services are independently decoupled according to business logic

WeToken

and are designed as 4 modules: account module, We wallet, video module and instant messaging IM module. We wallet is a light wallet, the user manages own WeiToken, implements the transfer of account and checks the cash flow of account.

Video module includes:



7.2.2 Video's automatic beautification (including face recognition, whitening, buffing, face thinning, special effect of video, filtering functions)

7.2.3 Video coding and decoding: H264 A is adopted as video coding and decoding, and AAC is served as audio coding

7.2.4 Video transmission: real-time video transmission by utilizing RTMP Protocol.

7.2.5 This video integrates player function and can play the live broadcast and on-demand service as well as supports RTMP, HLS and FLV Protocol. According to the video multi-point distribution principle, the module optimizes and adopts the nearby load algorithm and pulls the nearest edge node away from user to reduce the delay and ensure the real-time performance that user views the of the video.

IM module is a real-time interaction module provided user, which comprises the real-time message communication between the user and the server as well as real-time message interaction between users and users.

7.3. Platform layer

The platform layer is core service on video service platform. Video service is a set of distributed, high-concurrency, big-customer, high-availability and real-time complex system, adhering to the design principle of high availability, expandable and low coupling for system, use micro-service architecture is adopted to decouple complex system. WEteam decomposes the video services into the modules as follows: account services, gift prop services, room services, video services, IM communication, etc. The service between each system is a separate service, and the inter-system call is implemented internally by the RPC Protocol.

7.3.1 Account Services:

Account will be combined with EtherNet account in an optimal way, and all services of WE can be used rapidly under the conditions of ensuring absolute safety of user's funds. Thanking to the unified WE account, the users not only can browse the uploaded videos but also can initiate the real-time interaction with users in their communities, such as text voice video, etc. Through unable falsification performance of block chain, the users' basic information is managed, the login authentication is unified, and the service is provided to Client through the RESTful API.

7.3.2 Gift prop services:

The gift item service provides the information of some basic items, and the user uses the item props to reward the anchor increase the mutual interaction and also embody the user's favor for service is provided to Client via the RESTful API.

7.3.3 Room services:

Room is the place for user interaction. Each anchor may possess a room for live and interaction with other users. The live contents and rewarding generated in the room are also owned by the anchor. Room service is a place where video live contents are controlled.

7.3.4 Video services:

Video service is a basic implementation, this basic service

includes such functions as realization of RTMP, Flv, HLS Transmission Protocol, audio and video transcoding as well as video compression and recording and storage.

7.3.5IM Service:

The IM service is a set of communication interface to provide Socket and WebSocket so as to allow users to implement the communication services in time between users as well as users and services.

7.3.6Statistical Analysis Service:

Through MapReduce technology, a real-time statistical analysis for system is carried out so as to record and save each core operation inside WE System so as to carry out various data analysis. Data analysis includes the user preference analysis and recommendation, video favor analysis, vitality computation in user community, user's contribution degree computation as well as developer's gain sharing computation.

7.3.7 Microservice architecture:

The interior of each micro-service system is designed on the basis of high concurrency, distributed, and expandable design. Through load balancing technique and multi-level caching technology, distributed message queue service and distributed file system, the high concurrent access and expansibility are improved.

7.3.8 Open expansion of WE:

WE will build a third party's developer platform, and any developer can fabricate a third party application that conforms to WE ecosystem based on SDK provided by WE. When the developer platform is online, WE will provide perfect technical documents and sample programs to facilitate the developer's quick operation.

7.4. Underlying architecture

Business model based on we video community will take block chain + IPFS(InterPlanetary File System is a point to point distributed hypermedia distribution protocol, providing a globally

7.4.1 Block chain

Some of the core services of we are based on block chain technology. WE block chain part is currently based on the etheric square common chain integration development. And plans to introduce in the future, more suitable for the social scene of the exclusive block chain.

Account:

User only digital identity (Digital identity) Marking;

2. Token

We Token (WEtoken) Based on ERC20 standard. Users can view their WEtoken directly through our DAPP or any application that supports the ERC20 standard. Before the WEtoken exclusive block chain is online,

WEtoken will be based on the original token, and will be migrated after the chain is completed. The migration operation will not affect the use of households and digital assets.



7.4.2 IPFS technology

InterPlanetary File System (Interplanetary File System, abbreviated as IPFS) is a network transport protocol designed to create persistent and distributed storage and shared files. It is a content addressable peer-to-peer hypermedia distribution protocol. The nodes in the IPFS network will form a distributed file system. Have a look at the principle of IPFS:

Each file and all of its blocks are assigned a unique fingerprint called as encrypted hash.

IPFS deletes the files with the same hash value through the network, and calculates which files can be judged to be redundant and tracks the version history of each file.

Each network node stores only the content of its interest, as well as some index information, which helps to figure out who is storing. While searching for create a file, you can find the desired file by searching the network for the node where the file is saved by the hash value of the file. Use the called IPNS (de-centralization naming system), each file can be named as the name of the caller. By searching, you can easily find the file you want to view.

As can be seen from the introduction of IPFS, IPFS envisages that all network terminal nodes not only act as the role of the Browser or Client but everyone can be the operator of this network and everyone can be the server. Compared to HTTP, IPFS has such features Addressing based on contents rather than addressing based on domain name. The file (content) has the uniqueness that exists, a file is added to the network of IPFS, and a unique encrypted hash value is assigned to the content based on the calculation. This will change the habit of using domain names to access the network.

Provide a historical version of the file, such as git, and allows multiple nodes to use files that hold different versions.

A block chain is running on IPFS network, that is, it is used to store the hash value table of Internet files. When the network accesses every time, that is, the address of the contents (files) shall be queried on the chain.

By using the incentives of tokens, the nodes are powered to store data.

Filecin is a storage network driven by an encrypted currency. The miner obtains Filecin by providing open hard disk space for the network, while the user uses Filecin to pay for the storage of the encrypted text in the de- centralization network.

By using the IPFS technology, the video contents generated by WE community is distributed on the user's computer, while the copyright is reserved by Wetken's producer, and the users can be authorized to viewing related information each other so as to let the video storage, distribution and copyright protection become simple.

8.WEtoken allocation scheme

8.1. Value and description

The long term ecological development of WE achieves greater prosperity and effectively encourages community builders and participants to release native Token-WEtoken on the we platform.

8.2.Web application scenario



Motivating community participants: motivate contributing participants and managers.

Reward: users can reward high quality content contributors. Purchase paid content: buy paid content to watch.

Purchase of third-party applications: pay part of the developer to pay for the app service.

Purchase of virtual props and value-added services: buy virtual items or participate in community games or props.

Advertising: advertisers are smart.

8.3.WEtoken allocation scheme

The total circulation of WEtoken is 1250000000, and the distribution scheme is as follows:

WEtoken allocation scheme		
Proportion	Quantity	Distribution mode
50%	625000000	Issue
30%	375000000	Foundation reservation
10%	125000000	Ecological incentive fund
5%	62500000	Founding team
5%	62500000	Community

WeToken

Issue:

WE as a high-speed short video entertainment social platform, the issue of WEtoken is mainly used for community platform technology research and development, bandwidth and hardware investment, product operations and marketing and so on.

The Foundation reserves:

To maintain rapid prototyping and sustainable development of the community and the ecology as a whole, the reserve funds will be used as the operating fund of the WEtoken Foundation to attract talented people and attract more excellent partners. And continue to motivate high-contribution team members and important business partners, together with peers.

Founding team / early contributors:

The birth and development of WEtoken cannot be separated from the early team and other resource contributors, who gave strong resources and funds to provide indispensable help for

WEtoken. Reward the core staff of the founding team, the relevant team that made the contribution in the development process, the investor and the consultant team in the way of reasonable distribution.

Ecological incentive Fund:

As the community ecological incentive fund, the WEtoken part is mainly used in the community system reward pool, the system will determine the elastic coefficient according to the POA activity index, and automatically distribute the corresponding WEtoken of the reward pool every day.

WeToken

Community communities:

As an entertainment community product, early users are the driving force of community development. Community communities are mainly used to air drop and reward people who organize, promote, promote and contribute to WEtoken activities.

9. Development plans

- In November 2017 Project concept assumption and budding stage
- In December 2017 We completed the research on the demand of the short video community of the block chain and the internet
- Early January 2018 Team gathering completed
- In middle of January 2018 The system framework of technical investigation and determination was completed
- In late January 2018 The project was formally named "We", and the product form was basically completed.
- In February 2018 Wetoken launched pre-sale raising
- In March 2018 The development of the underlying architecture was completed
- In April 2018 WE completed the base product function of our community
- In May 2018 WE completed we incentive system and related system, etc.
- In 2018 Q3 Started internal testing to complete IOS and Android
- In 2018 Q4 Beta is available online for all users

10. WEteam Core team



Founder : SUN ZHENG

Worked in ku6, Guagua, Wecasting and other video community. Created a number of millions of users of short video community products and live platform.



Co-founder : FAN ZUWEI

He is founder of WeCasting. He worked at China's biggest entertainment IP Center. He was a vice president of Datang Telecom. Acquired EMBA at Central Europe. LSE MA in London School of Political Science and Economics. Worked at Tencent Wenchuang base and Tencent MCN as distributor.



CTO : BAO WENKE

Ten million user-level veteran server system architect. He has many years experience in JAVA & GO language practice and designing multiple frames. He has worked in the video community such as ALLI, GUAGUA, and WE-CASTING.

WeToken



CMO: CHE HONGYAN

Worked in International 4A company have years of experience in marketing; has responsible for brand, business cooperation, social community and marketing activities and planning. Embracing abundant industry resources and marketing channel also have good sense of market insight.



CPO : ZHAO XIN

Worked in Tencent Interactive Entertainment Group; has responsible for planning and designing of Tencent's Huayang live platform. Focused on short video entertainment live platform products for several years and have deep understanding of the users, strong data-sensitive and remarkable project management capabilities.



UED : JI JUNWEN

Worked for large Internet companies in developing management; has established a complete project developing management system, accomplishing lots of risk control management cases with JD risk control team, which is responsible for landing cross-departmental strategy.



PM : WANG ZHICAI

Worked in many NetEase companies, which is responsible for the design and interaction of product design. Years of experience focus on products have a deep understanding of the user's psychology. Also has strong ability of project management of products.

WeToken



COO : WANG FEIYUE

Designed for the internet short video and major community products. He has been the General Manager of China Mobile Communications Pay-IM Project. He has worked as a product consultant for some projects, including Tencent (QQ), TaoBao, and Youku. He has been working on launching a billion user products in the field of Internet short video.



CHO : ZHANG XIAN

HR management experience of 12 years. Participated in human resource planning of huge companies, conducted and managed the work. Has worked at Mercer Human Resource Consulting.



CFO : TAO TING

8 years of financial management experience. Many years of IPO listed financial management experience. She has a background in financial advisory firms such as BearingPoint and Atkearney.

10. ADVISOR



FOUNDER OF MANZI FUND : XUE MANZI

The first person to invest in Chinese angels.

REPRESENTATIVE CASE: PCPOP, CAR HOUSE, 8848, SNOWBALL FINANCE, HUAYI BAICHUANG, CHINA EDU AND SO ON.

TRON : [HTTPS://TRON.NETWORK/](https://tron.network/)

INK CHAIN: [HTTPS://INKCHAIN.IO](https://inkchain.io)

QTUM: [HTTPS://WWW.QTUM.ORG](https://www.qtum.org)

AUTOHOME: [HTTPS://WWW.AUTOHOME.COM.CN](https://www.autohome.com.cn)

POP: [HTTP://WWW.PCPOP.COM/](http://www.pcpop.com/)

XUEQIU: [HTTPS://XUEQIU.COM/](https://xueqiu.com/)

CHINAEDU : [HTTPS://WWW.CHINAEDU.COM/](https://www.chinaedu.com/)



FOUNDER OF MEIHUA ANGEL VENTURES : WU SHICHUN

Focus on early investment in the Internet

Representative Cases: Big Head, Fun Shop, Sing Bar, Key Network, Honey Bud, Car and Home, Mavericks Electric etc

玩蟹科技:[HTTP://WWW.PLAYCRAB.COM/](http://www.playcrab.com/)

趣店(NYSE:QD):[HTTP://WWW.QUFENQI.COM/](http://www.qufenqi.com/)

唱吧:[HTTP://CHANGBA.COM/](http://changba.com/)

基调网网络:[HTTP://WWW.TINGYUN.COM/](http://www.tingyun.com/)

车车和家:[HTTPS://WWW.CHEHEJIA.COM/](https://www.chehejia.com/)

福佑卡车车:[HTTPS://WWW.FUYOUKACHE.COM/](https://www.fuyoukache.com/)

悦动圈:[HTTP://WWW.51YUND.COM](http://www.51yund.com)

小牛电动:[HTTP://WWW.NIU.COM/](http://www.niu.com/)

蜜芽:[HTTPS://WWW.MIA.COM/](https://www.mia.com/)

MMC:[HTTP://WWW.MMCUAV.COM/](http://www.mmcuav.com/)

FIIL:[HTTPS://FIIL.COM/](https://fiil.com/)□



Founder of FAO Fund : WU MINGHUA

Have successfully funded over 300 companies in China.

Portfolio: Wifi-Master Key, Qazing Tong, Great Wisdom, 51 Credit Card, Miao Pie, Hello Bike, Weiwei, Goufu, etc.

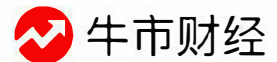


CEO of NPER : Daniel Nam

He is the CEO of the NPER project, which is in charge of IP blockchain business. He is an early investor in cryptocurrency and has been conducting the NPER project based on his many years of block-chain market experience.

WeToken

12. PARTNER



13. CONTACT US

Website: <https://www.we.show>

E-mail: Contact@we.show

Telegram: <https://t.me/wetoken>

Twitter: [Twitter :https://twitter.com/WeShowGroup](https://twitter.com/WeShowGroup)