FAC

WHITE PAPER

The First Global Decentralized Chain

For Influencers And Creators

Facepower Asset Chain Global Foundation

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Abstract

Facepower Asset Chain (FAC) is the world's first decentralized chain for influencers and creators, designed to create the economic ecosystem of future national internet creators and their digital assets through blockchain technology.

As we all know, the future commercial value and social impact of potential influencers are difficult to estimate. Before now, the early value of potential influencers cannot be effectively recognized, invested or circulated, and cannot generate capital-driven effects and ROI with their presence or social output. In order to more effectively and accurately explore potential influencers and forge a new path for them, FAC uses blockchain, smart contracts, DID, cross-chain and other technologies to connect global potential influencers, fans, agencies, pan-entertainment platforms. The chain allows the general public to participate in the process of creating influencers. This, in turn, will assist in generating the economic ecosystem of future: globalized influencers and their digital assets, such as followings, engagement and media.

In 2017, the global entertainment and media market was nearly $2 trillion. It is expected to reach 2.5 trillion USD in 2022. The entertainment market growth rate of 26 countries and regions including China and South Korea will be higher than the global GDP growth rate. However, the current entertainment industry has these shortcomings:

- Industry oligopoly resources.

- Boutique and mid-sized agencies lack resources and discourse power, characterized by highly dispersed, fragmented and long tail.

- Potential influencers have lengthy careers, high cost, low success rate, exploited IP value at various level.

- The lack of trustworthy value transfer and consensus incentive system.

Therefore, Facepower Asset Chain is committed to building a nationwide, open, transparent, autonomous, and efficient national influencer economic ecosystem through the application of blockchain technology.

FAC protects the rights and interests of the ecosystem's participants through smart contracts; utilizes information value transmission and protection through technologies such as DAI and DID, attracts multiple parties to participate in ecological construction; reduces storage and bandwidth costs through DFS, and ensures information security can be queried. The development of DAPP has helped the rapid development of the economy and ecosystem of the nation's online Star-making industry.

This white paper introduces a public-chain platform that meets the ecological needs of Facepower Asset Chain, which connects to TRON through a cross-chain protocol to deliver cross-chain asset value. In the FAC ecosystem, the application scenarios of potential influencers' crowdfunding, star asset economic ecosystem, FAC DAPP developer ecosystem, blockchain technology and IP asset copyright integration are utilized to build a comprehensive consensus incentive ecosystem. The consensus system truly allows potential influencers, fans, investors, agencies to jointly create and maintain the economic sustainability of the ecosystem.

Content

1.Background

1.1 Market Analysis

As an important subset of the entertainment industry, the influencer economy has played a unique and important role in cultural exchanges and mass entertainment.

When a country's per capita GDP reaches 10,000 US dollars, the entertainment industry will enter a period of rapid development. At this time, the influencer economy as a significant facet of the entertainment industry will usher in a budding period from 0 to 1, with the global consumer population gradually rejuvenating and consuming. The organization shifts from material and surface-level to self-betterment and core improvement, and the idol economy will drive a significant wave of development even in its infancy.

At present, there are nearly 70 countries in the world with a per capita GDP of more than 10,000 US dollars, and the global influencer economy is about to trigger the inauguration of a new industry standard.

1.1.1 The scale of the global entertainment industry continues to expand

As an emerging entertainment market, China not only meets the growing entertainment consumption needs of domestic residents, but also strengthens investment cooperation and cultural output with the global entertainment industry. More and more commercial films, brands, and endorsements have Chinese elements, such as Chinese culture, capital, directors, and actors. The global entertainment base of Hollywood is also injecting more Chinese

elements. After China's strong capital and broad market participation, global entertainment integration has gradually become a reality, further expanding the scale of the global entertainment industry.

1.1.2 Influencer-audience relationship evolution

As the per capita income of residents increases year by year, their willingness to purchase and the purchasing power have also increased significantly. Under the continuous improvement of residents' willingness to consume, it will catalyze the rapid development of the entire content industry, including the idol industry. Fans and influencers no longer share just a dualistic relationship between "favorite" and "dead loyalty". With the improvement of the national consumption level and overall national quality, the audience has expanded from the initial low age, low education, and low income to the masses. Star chasing is no longer a phrase for few people. In the past, the relationship between "fans chasing stars" has gradually formed into a relationship of "fans create stars and stars interact with their fans". It becomes mutually beneficial, especially with the importance and cultural relevance of networking. The social elite class and its influencers had become that of partnerships.

1.1.3 The national influencer will replace the creation of a single influencer

From the first traces of human civilization, through the development trajectory based on the re-creation of "individual value", this right to discover individual values was mainly concentrated in the centralized institutions. For the influencer industry, whether it is Japan or South Korea，who with a very mature training model, or mainland China, the agencies or

"MCNs" are the absolute leaders in the influencer industry. However, with the development of new technologies, such as the Internet, artificial intelligence, and cloud computing, more and more influencers have emerged from the support of fans, and online platforms such as Instagram, YouTube, and Weibo, and other networks to create a variety of self-made national influencers. The newest means of creating an influencer have disrupted the previously standard, centralized norms in scouting and building online stars.

The future influencer industry is expected to create a new industrial ecosystem based on blockchain application technology to achieve higher efficiency for internal operations such as production. We can expect a significant reduction in transaction costs, drastic improvement in synergy efficiency of the industry chain, and more effectively protect the interests of all participants. With this we can also form a more honest industrial ecosystem, build the influencer industry infrastructure in the Internet era, and even completely change the face of the influencer industry.

1.2 Pain Point Analysis

The traditional star-making industry has a long history. Dating back to the 1920's, it has a history of nearly 100 years. Although the industry has started accumulating problems, a single subtle improvement will drive substantial progress in the pan-entertainment industry. With the improvement of the public's intrinsic needs and the continuous development of science and technology, the creation of national influencers has gradually become a way for the general public to accept an influencer's presence. The hardships created by the traditional single star-making model have become increasingly prominent recently.

1.2.1 In centralized star-making procedures, the influencers that are publicized under secretive industry standards are not accepted by the public

At present, centralized star-making is still the industry standard. After being discovered by agencies, the budding influencer operate through a series of industry default rules. The newcomers, with the reloading of capital and industry resources, become the influencer of the entertainment industry's ＂acceptance＂, coupled with constant exposure opportunities create the super influencer that the industry oligarchies push to the public. Such an influencer, which is favored by monopoly resources, is easy to become famous, but lacks of arduous struggle, self-awareness, and is of high behavioral risk. These people can have an extremely bad influence on the values of fans, especially younger fans, and are extremely vulnerable to the public.

1.2.2 The influencer market value is hard to estimate

In today's entertainment industry, the value of each influencer is confined to the control of entertainment giants - especially the new creators - who do not have enough capital and industry resources to negotiate fairly with entertainment oligopolies on deals such as the "emerging influencer brokerage contract". The centralized and traditional companies have spawned hidden rules such as under-the-table operations, platform blackouts, "yin-yang contracts", and rights trading, making the entertainment industry chaotic when becoming a popular public figure.

The value of influencers is controlled and delegated by the entertainment giants, limiting and ultimately revoking their independent commercial rights.

Under the business logic of maximizing the interests of entertainment giants, all kinds of creators have become the production tools in a bundle and under the umbrella of these companies. The market value and influencer value that should be yielded by the market economy should be the selfrevenue.

1.2.3 There are many uncertainties in the influencer incubation process, and it is impossible to obtain perfect financial services

In today's entertainment industry, the industry's head resources are very concentrated.The high-quality potential creators have weak individual strengths in the development process, often lacking early start-up funds, and are unable to obtain the best-fit financial services.

Newcomers who are not selected by any of the entertainment giants, even if they have strong acting talents and excellent entertainment skills, because they have no initial capital, resources, weak industry power, no stage or platform to show their true strength, and can only spend for ten years and twenty years working to earn the public′s acceptance and attention. Costs are gradually becoming known to the general public. Their business value cannot be fully exploited and quantified, and it is a loss for both the influencer and the entertainment market.

1.2.4 Small and medium-sized agencies lack the operation capacity and right to speak

Throughout the lifespan of the entertainment industry, many small and medium-sized agencies have sophisticated operations and the ability to gather large amounts of traffic. More than half of the super idols have been devised by the early incubation of small and medium-sized brokerage firms.

However, the lack of freedom of speech in the industry makes the future of these boutique and mid-sized agencies relatively volatile and ultimately unstable. The late influencers in incubation often need to rely on the background of a larger company to gain a foothold in the entertainment industry in order for them to gain their own influence.

In the absence of industry resources, platform data and effective capital, small and medium-sized agencies have to accept established industry rules, causing a lack of innovative startups and new forces to promote industry growth and development.

1.2.5 Intellectual Property copyright is difficult to protect and confirm

For the content-centric entertainment industry, IP copyright protection issues such as plagiarism and piracy have always been inherent risks for the industry.

With the development of the global integration process, in addition to political and economic exchanges and cooperation between countries, culture has become the most important link between countries. But the copyright dilemma has become that of an unsolvable problem. Due to the industry′s easily infrigenable IP assets, the difficulty of obtaining evidence, and the high cost of rights protection may further inhibit the efficiency and quality of the entertainment industry.

2.FAC mode

2.1 FAC Overview

FAC is a decentralized Token in the Facepower Asset Chain ecosystem.

2.1.1 FAC Advantage

FAC is the only token in the Facepower Asset Chain that is universally accessible, open, transparent, autonomous, and efficient. As a decentralized digital asset, the FAC transaction security can be queried without the cost of third-party intermediation to protect the interests of participants.

2.1.2 FAC Mechanism

FAC token is an influencer equity trading certificate, introducing an brand new concept of "influencer investing-driven mining" mechanism. FAC Token holders have the rights to govern, vote and invest in the ecosystem.

Influencer Investing

FAC Token holder has the right to invest in influencers and access to non-platformization investment.

Investment Priority

According to the amount of FAC they hold, FAC Token holders have investment priority during each round of new influencer investment.

Decision Making

FAC community utilizes smart contract to vote and make decisions. Token

holders will have the chance to participate in the decision of major operation and investment event.

Vote to List

FAC token holders can be elected to be the delegate according to the amount of tokens they hold and their contributions to FAC community. Delegate will have the rights to recommend investing and listing global influencers, publicly trade global influencer equities and other major decision making rights.

2.2 Terms

FAC

FAC is the circulated token in the economic ecosystem of the Facepower Asset Chain.

Smart Contract

Smart contracts are event-driven, state-recognized, widely compatible, blockchain-run, and capable of automatically processing assets based on predefined conditions. The biggest advantage of smart contracts is the use of program algorithms instead of relying on people, arbitration and execution of the contract; it isl automated.

FAE

FAE stands for Facepower Asset Exchange. It is the first innovative exchange platform to truly invest, trade, collateralize and donate influencer equity.

SCC

SCC stands for Smart Contract Counter. It is a smart contract settlement center for digital equity, aiming to provide clearance services to FAE equity trading. SCC is designed with functionalities, such as smart contract and smart controller.

DSA

DSA stands for Decentralized Service Agency. Based on FAE, it is a decentralized service agency for influencers. Influencers, agents, producers, publishers and other professional teams all operate and interact under the rules of FAC ecosystem.

DFS

DFS is a permanent, decentralized method for saving and sharing files. It is a distributed protocol for content addressable, versioned, peer-to-peer hypermedia. Through the underlying protocol, files stored on the DFS system can be used and quickly retrieved anywhere in the world.

DID

Facepower Asset Chain uses DID to identify and manage the network identity of an entity on a chain. DID is to implement blockchain-based identity authentication, including ID generation, ID management, and user authentication. FAC uses data encryption algorithms, data signature algorithms, and data hash algorithms to ensure security across the chain.

2.3 FAC Values

In the future planning and design of Facepower Asset Chain, the following

core values will be implemented consistently:

1）Pursue the technological spirit of the blockchain and contribute to the conception of technology of true, fair, and purely decentralized technology.

2）The different forms of contribution of all participants of Facepower Asset Chain will have the same quantitative value fairly.

3）The core value and first priority of the Facepower Asset Chain is "people". We will always assist the public to publicize the universal influencers and creators with universal values and serve the public.

4）Based on the core value of "people", everyone in the Facepower Asset Chain ecosystem and all the actions it generates will be consistently fair, free and respectful.

3. FAC technology and product model

3.1 FAC Ecosystem Model

The FAC Ecology is divided into three sections considering idol's value.
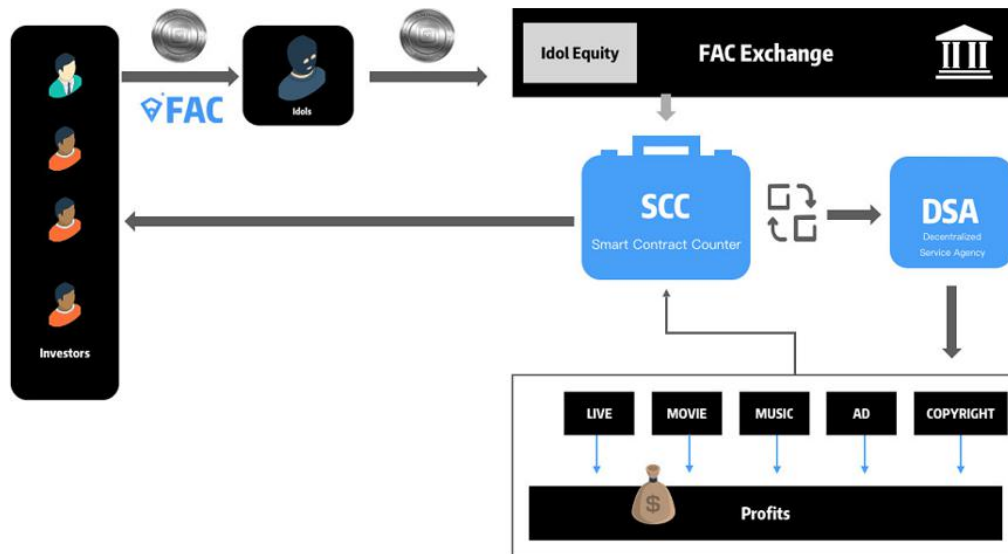
FAC Ecology

1）Based on the underlying technology, Facepower Asset Chain solves the problems of ambiguous transactions, debatable income, quantization of IP assets and difficulty in utilizing the process of centralization and star-making. It effectively integrates influencer industry resources, builds a consensus incentive system, and creates a public, transparent participation, autonomous, and efficient national influencer economic ecosystem；

2）Through various DAPPs, application scenarios such as influencer early investment, influencers' digital asset trading, influencers' community service, influencers' IP asset trading, influencers' digital asset giving, and advertising are utilized. At the same time, blockchain, smart contract, DID, DFS and other technologies to ensure the effective operation and development of the ecosystem. Blockchain technology ensures the security, non-tampering and traceability of transaction information; DID is used to identify and manage-users in the chain. On the identity side, DFS implements distributed storage of data. Smart contracts ensure that assets are automatically processed according to contracts, canceling people's arbitration and

execution while saving time and avoiding disputes.

3）Building the idol digital asset trading platform FAC Exchange, allows each investor to freely trade the idol's stock share through peer-to-peer trading, then realize non-platformization and decentralized asset, enable fans who contribute to idols to get more rewards.

The user community of Facepower Asset Chain covers potential influencers, fans, investors, agencies, pan-entertainment platforms, business partnerships and more. Ecoparticipants can deploy multiple DAPPs through technology service providers, including live broadcasts, movies, music, news, social, events, and more.

3.1.1 Potential Influencers

Potential influencers are one of the most important roles in the Facepower Asset Chain ecosystem. In the ecosystem the value rights of potential influencers can be digitally capitalized, and form their logo. Influencers realize the add of personal value through performing arts.

3.1.2 Fans

Facepower Asset Chain provides fans with the means to mine, invest, and create influencers, allowing fans to truly support their favorite national influencer and gain influencer's digital asset rights without any interference from their central forces.

3.1.3 Facepower Asset Exchange（FAE）

FAE is the first innovative exchange platform to truly invest, trade, collateralize and donate influencer equity.

As a token exchange, AML (Anti Money Laundering) is required for financial security. Therefore FAE had better contain KYC certification, otherwise the function of the account will be limited, such as the total amount of the account, the amount of each transaction and the number of transactions per day.

KYC certification includes personal account authentication and corporate account authentication.

1)Personal account authentication: need to provide:

Identity authentication materials: valid ID cards issued by the government such as ID card, driver's license, residence permit, passport, etc.;

Address certification materials: generally not more than 3 months of gas bills or credit card bills;

2)Enterprise account certification:

Scan of the company's business license;

Scanned passport of the company's main contact and beneficiary;

Company bill;

Personal expense bill;

Company bank statement;

3.1.4 Decentralized Service Agency（DSA）

Operating in the FAC ecosystem, DSA not only invests in influencers with great potential to obtain their digital equity, but also provides a series of

agency services to influencers.

3.1.5 Investors

Investors look at the potential influencers through digital asset investment to obtain their share of value in the chain. This not only solves the early start-up funds of influencers, but also be better to carry out constructive work on various aspects of capital differences.

3.1.6 Pan-Entertainment Platform

The pan-entertainment platform in the Facepower Asset Chain ecosystem is a distributed, pan-entertainment platform that ensures transparency and scalability across the entertainment platform, making all activities on the platform verifiable. At the same time, the decentralized model reduces the cost of capital transfer, increases the speed of transactions, and enables every part of the ecosystem.

3.2 FAC Technical Model

3.2.1 Technical Architecture

The Facepower Asset Chain technology architecture combines technologies such as blockchain technology, smart contracts, DFS, and DID.

Blockchain technology anchor Facepower Asset Chain and TRON, expanding the Facepower Asset Chain eco-user, and realizing the value transfer with TRON. DPOS consensus mechanism is adopted to ensure its security and reliability, which bears the core value of FAC.
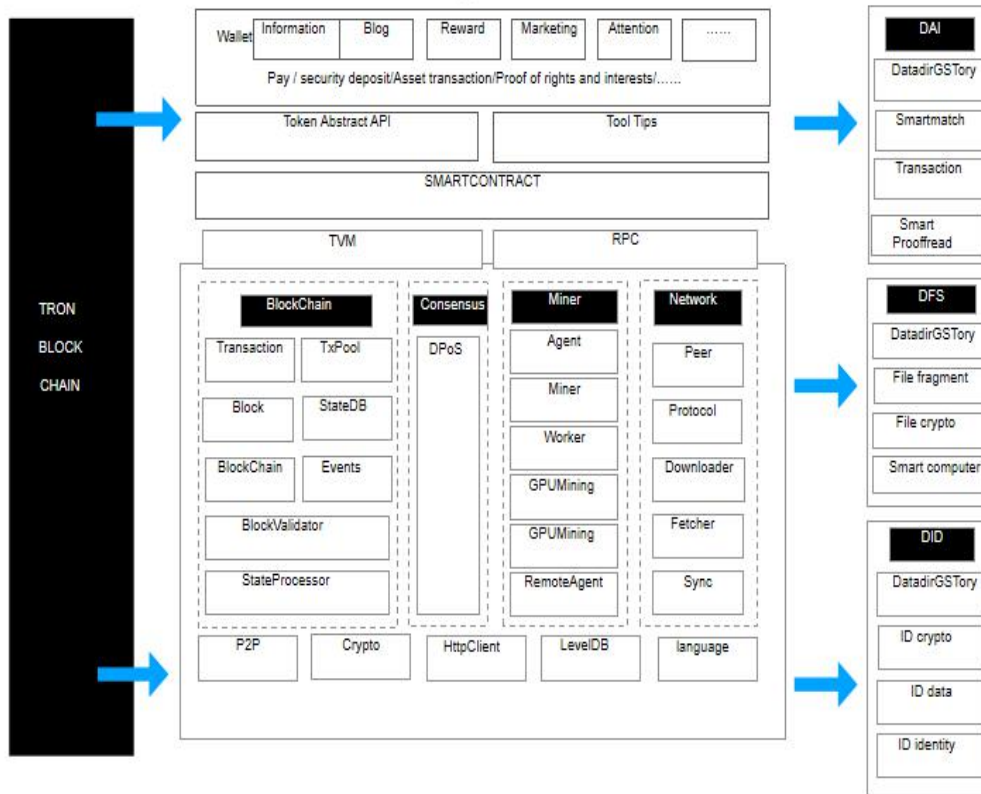
FAC Technical Architecture

DID is the unique identifier of the participant's identity. It utilizes the asset confirmation of the participants. Considering the limited storage capacity of the blockchain, Facepower Asset Chain uses DFS technology to securely store all data such as transaction content to achieve data protection and value transfer. Finally, intelligent matching and data analysis of various business scenarios are performed through DAI to protect the participants' private information. As an open public chain, Facepower Asset Chain helps participants quickly build their own DAPP flexible participation ecosystem through the application technology ecosystem.

3.2.2 Core Technology

### 1）Multiple trigger mechanism (MTM) smart contract

The Multi-Trigger Mechanism (MTM) smart contract integrates time and

event triggers into smart contracts in addition to the traditional smart contract transaction triggering mechanism. These three trigger modes are extracted from various scenarios to meet the requirements of smart contract.

The smart contract of Facepower Asset Chain is a collection of code and data with a specific address. Messages can be passed between contract accounts to implement Turing-passing architecture to complete operations. On the Facepower Asset Chain, a variety of smart contracts such as crowdfunding and investment are implemented. The data between the various participants in the ecosystem is stored in the data layer of the Facepower Asset Chain. The data is mapped from the data layer to the contract layer and is processed by smart contract automation protocols to perform a series of operations in the Facepower Asset Chain. Technical service providers can develop various contracts and DAPP services to benefit users. As an open public chain ecosystem, ecological participants can also establish DApps and distribute their own tokens through smart contracts, and participate in the ecology flexibly.

2)Double consensus parallel mechanism

The FAC chain supports the use of a dual consensus mechanism (PBFT and DPOS dual consensus) in the public and fragmentary chains.
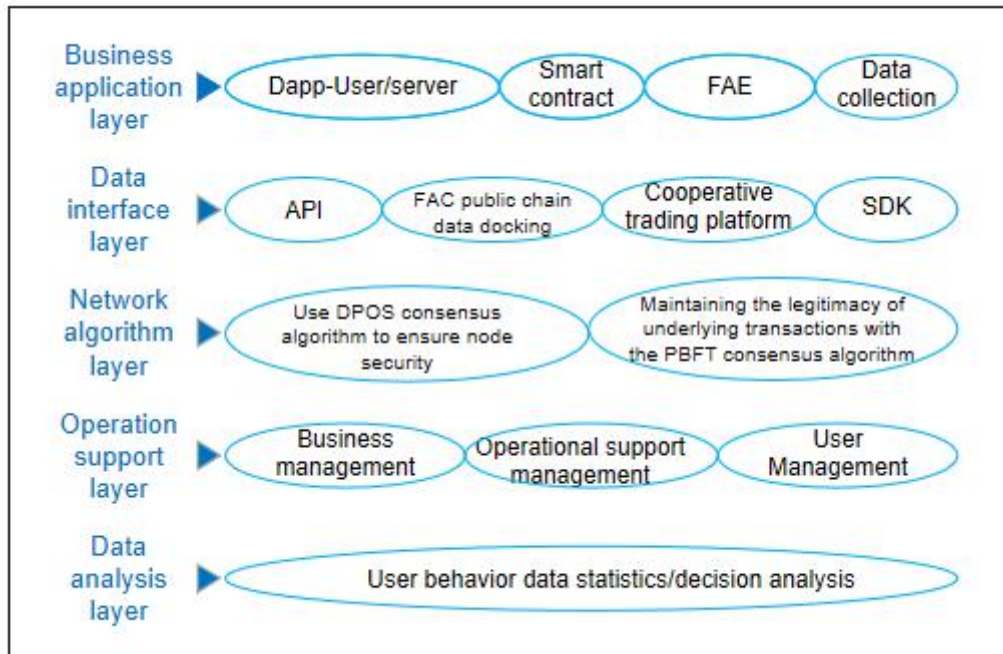
FAC chain double consensus technical architecture

Based on the POS, DPOS added qualification election. Similar to the board of directors, the number of board members is limited and elected by everyone. The selected board members can exercise their rights. The members who have voting rights are chosen through election and replacement, rather than by only the amount of coins.

When using POS, it must vote among thousands of nodes in the election. The more nodes participating in the cluster, the slower the efficiency, the greater the pressure on network traffic.

The advantages of the DPOS consensus mechanism :

a. In DPOS Consensus System, community members can have more power and rights in the network;

b. Community members will be able to self-manage the network;

c. The possibility of fraudulent activity will be further reduced, because members can monitor every transaction that occurs, which is the biggest

difference from the POS. The latter can only find problems after the threat occurs;

d. DPOS consensus system can also reduce the cost and efficiency of mining power consumption;

e.Since the Super Node representatives are elected according to decentralized democratic elections, the entire network is safer. And investors can decide who can become super representatives through democratic elections.

3) DAPP Ecology

At Facepower Asset Chain, eco-participants can quickly develop their own independent distributed application DAPP based on a number of mature components. Thereby creating a three-dimensional ecosystem, building a one-stop blockchain content and value transfer network.

Eco-participants use Facepower Asset Chain as their DAPP build to purchase the corresponding technology support products or components, and based on the FAC as a token for the circulation of DAPP. Third-party developers can also provide technical services to the Facepower Asset Chain ecosystem to receive token rewards. Facepower Asset Chain ensures fast implementation of star value asset delivery, potential influencer digital asset investment, financial services, and chain credit reporting.

4) DID

Facepower Asset Chain uses DID to identify and manage the identity of the entity on the chain. DID is the user's ID on Facepower Asset Chain, which implements Facepower Asset Chain-based identity authentication, including

ID generation, ID management, and user authentication. We use data encryption algorithms, data signature algorithms, and data hash algorithms to protect users and the safety of the entire chain.

An entity identity verification system that integrates diversity, distributed, real-time protection of data privacy security and scalability is one of the core protocols of the Facepower Asset Chain trust network. It can support various entities in the Facepower Asset Chain trust network, including distributed and diverse identification and certification of people, organizations and goods.

a.Identity and multidimensional authentication:

The Facepower Asset Chain identity uses a distributed digital identity scheme. The digital identity itself is not related to a specific service, and how it is used is defined by the actual application scenario. Each entity (person, object, organization) identity in the digital identity scheme can have a series of distributed trust sources to select different authentication methods in different scenarios.

b.Identity entities and identity:

An entity in the Facepower Asset Chain can correspond to a digital identity, but different specific identity based on the Facepower Asset Chain digital identity can be generated in different application scenarios. Prior to the authorization of the identity entity licensor, any third party could not infer the identity it uses in another system based on the identity that the entity uses in one network system. Separating the operations of entities in different systems through various identity identities can greatly protect privacy security and identity information rights.

5）DFS distributed file storage

At Facepower Asset Chain, we use the DFS file system, which is a permanent, decentralized method for saving and sharing files. Through the DFS file system, we can effectively store personal information in different user groups and scenarios mitigating the concern of mass data protection.

At Facepower Asset Chain, a distributed protocol for content addressable, versioned, peer-to-peer hypermedia allows files stored on DFS systems to be quickly accessed anywhere in the world. It distributes multiple files to different nodes in the chain through Hash calculation. When a user accesses a file, it can be accessed according to the Hash address. In addition, it is a peer-to-peer feature that stores files fragments on local computers or servers within proximity of the user. This reduces buffer times and makes for faster, easier access. Users can get data from multiple nodes at the same time, as long as a single node hosts a single piece of data. It can be accessed anywhere. This approach makes it possible to distribute data without having to host any type of server. Simultaneously, by motivating other nodes in the network to copy and store data and provide indexing services-hosting services are obsolete.

6）DAI distributed artificial intelligence

Facepower Asset Chain introduces Distributed Artificial Intelligence (DAI). Distributed artificial intelligence is not just about assigning tasks to different computers, but more importantly distributing models, data (including training data, and intermediate results). It also mobilizes computer resources in a distributed environment, and quickly performs operations such as intelligent matching of scene ecosystem. Additionally, it distributes models and data to protect model security and data privacy information while

implementing intelligent data analysis.

The Facepower Asset Chain star value asset delivery scenario involves multiple business scenarios, and DAI can intelligently match various services. Combined with blockchain and DAI technology, data value protection and delivery can be better utilized.

4.FAC ecology and Application Scenario

4.1 FAC Ecosystem Application Scenarios

The future commercial value and social impact of potential influencers are difficult to estimate, but the early value of potential influencers cannot be effectively understood, discovered, and circulated. They cannot generate capital-driven effects and ROI for potential creators. In order to more effectively and accurately explore potential influencers and lead the business model of creating the influencers of the future, Facepower Asset Chain will create an influencer-making ecosystem .

Constructing the potential of equity-sharing for influencer crowdfunding works as an investment towards the FAC ecosystem. With the decentralization introduced by the blockchain, any ordinary person can obtain the value share of the chain through the digital asset investment potential influencer.

While creating a stellar ecosystem that can be managed in the field of social entertainment and constructing a decentralized influencer digital asset trading platform, each investor can freely trade the value share of creators through digital assets to understand and evaluate asset changes.
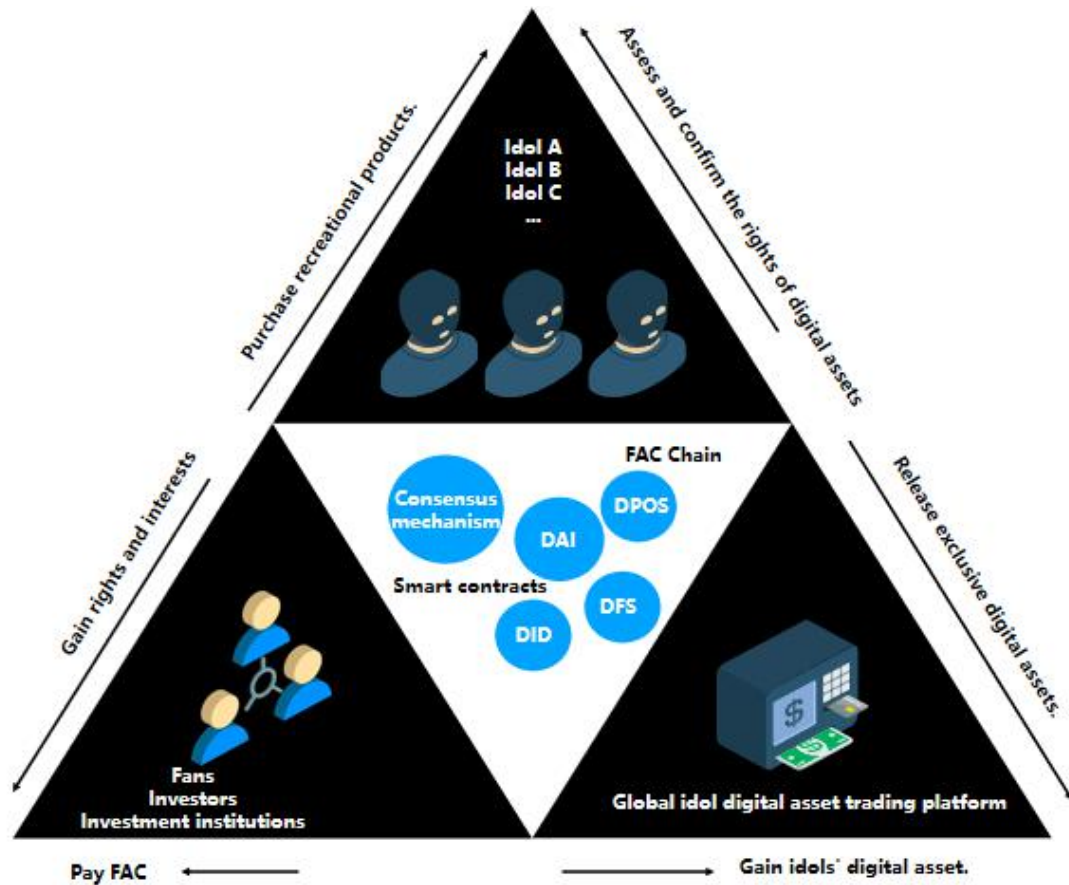
FAC Ecosystem

4.1.1 Potential influencer crowdfunding investment ecosystem

Facepower Asset Chain is based on blockchain, smart contracts, DID, DAI and other technologies to connect potential influencers, fans, investment institutions, investors, etc. to create an early investment ecosystem of potential creators.

In the early investment ecosystem of potential influencers, investors represented by popular fans will make early-stage crowdfunding investments on their own recognized potential influencers, either investing in the potential influencer's own value or crowdfunding the specific application scenarios of potential influencer's investment. In this ecosystem

sponsors can invest in crowdfunding, activities, communities, e-commerce and other activities of potential influencers in various niche DApps, including live prepaid, endorsement bidding, event crowdfunding, and ticket prepayment, sales, e-commerce prepayment, IP assets, equity assets, etc.

Transaction information between potential influencers and fans, investment institutions and investors is timely and securely recorded on Facepower Asset Chain to achieve symmetrical value transfer and point-to-point transparency, digitizing the investment process and making investors fair and effective. Knowing the details of the investment process and obtaining accurate and true ROI immediately. We can also analyze and monitor the abnormal state of trading behavior through blockchain technology to detect and eliminate fraud quickly and securely. This not only reduces the investment labor costs, but also improves the security and control of each transaction.

4.1.2 FAC DAPP Ecology

The FAC DAPP Developer Ecology brings together a large number of institutional and team developers in the entertainment, social, and performing arts fields. The ecosystem consists of the FAC Ecological Fund, the underlying blockchain smart contract, DAPP, enterprise service support, SDK, API, etc., and uses FAC digital assets as an internal ecosystem-value transfer tool.

In the FAC DAPP ecosystem, developer partners can introduce FAC's existing popular influencers and newcomers with market potential to DAPP in a short period of time to quickly attract fan traffic and complete product iterations.

The FAC incentive mechanism is a set of tools for economic incentives to

build stars, promoting the discovery and incubation of potential influencers. For example, in the FAC ecosystem, fans engage with influencers and said influencers promote positive behaviors. Fans can truly form an equal and mutually beneficial community of interests with influencers.

### 4.1.3 IP Assets Copyright Winding Scene

Blockchain technology can provide copyright holders with unique authentications including ownership of works, copyright transactions, etc. Whether it is pictures, text, audio, video, blockchain technology can be used to protect the copyright of IP assets. At the same time, the blockchain can also provide proof of existence with specified timestamp, whether it is in accordance with the time of creation, modification time, time of authorization, etc. can be accurately recorded. Therefore, the blockchain can provide a strong technical guarantee for digital copyright t protection.

FAC Ecology has built a blockchain-based metadata protocol that can use DFS file system to achieve copyright protection for digital works. The metadata protocol can provide copyright recognition for innovative works, and the copyright owner signs the metadata statement with a cryptographic signature. The blockchain timestamps declared in the distributed ledger are stored in the DFS. Based on the blockchain's secure, credible, non tamper able and traceable attributes using blockchain technology to mutually verify and store IP works on the chain, it can remove many false components and solve copyright disputes such as infringement and piracy.

For example, in the FAC ecosystem, a video or music piece can be converted into a series of numbers after being calculated by a hash function and stored as a piece of data in a blockchain technique and uploaded to the Facepower Asset Chain. When this data is stored in Facepower Asset, After

the Chain, it is verified, authentic, and the copyright is clearly defined. If someone uses this work, the copyright party can compare the data stored in the blockchain to determine whether there is plagiarism, infringement and other IP problems. In the FAC ecosystem, the problem of copyright protection of IP works is well solved.

4.2 FAC ecosystem landing application
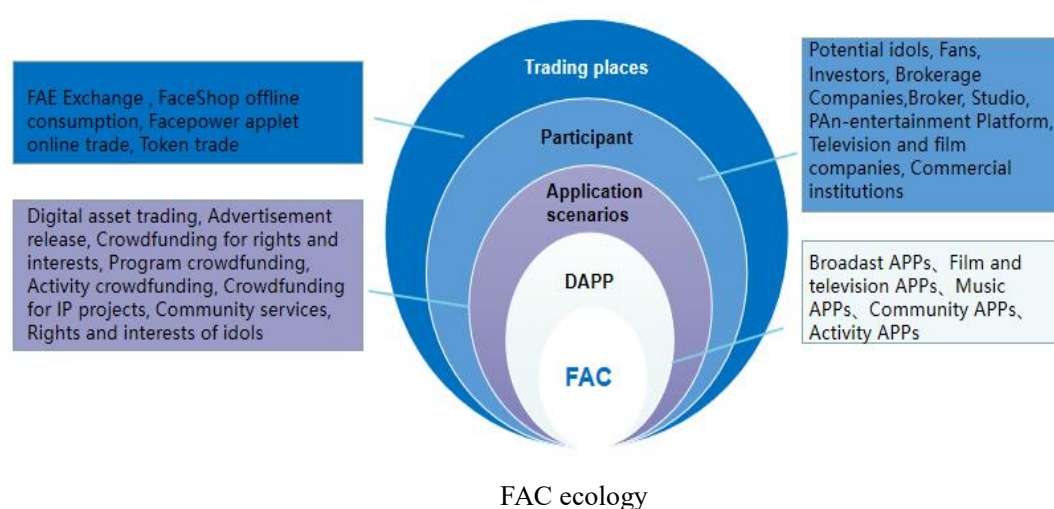
FAC ecology

4.2.1 Faceshop

Faceshop is a landing project of FAC Ecology. It is an offline interactive ecology, and its core is the interactive experience. Faceshop is based on the national high-quality shopping center, through the high-value influencers and customers to innovate the influencers interactive new ecology, will eventually become a landmark offline new retail under the offline efficient FAC transaction process.

Faceshop Ecology actually contains online ecology and offline ecology. Online Ecology is influencers generate traffic and create visibility for Faceshop through the channels of Weibo, Taobao, Bilibili, Kuaishou and

other channels. Offline ecology will involve more fields, such as Influencers Interactive, Faceshop Coffee, Faceshop Doll Machine , Faceshop E-sports, Faceshop models and Faceshop clothing.

The interaction between influencers and fans has attracted a large number of fan investors. Currently, it has settled in seven shopping centers in Beijing, Harbin and Hefei, with an average daily exposure of 15,000 people, daily average app downloads and 1000 daily interactions.

4.2.2 FAC Idol Mission Store, an Applet

Tapping the online FAC chain, FAC team developed a Applet for the FAC Idol Mission Store. In the Applet, the user can view the personal characteristics, basic information and other information of the potential idols. The potential idols that they are interseted in can also be interacted through purchasing their products, such as birthday meeting tickets, fan meeting tickets, recording blessing VCR, to gain the corresponding rights. The rights and interests can be transferred in the FAC ecology.

5.FAC Issuance and Distribution

5.1 Foundation Governance

5.1.1 The organization structure of the foundation

FAC Foundation is the main body of management that will be established overseas. The Foundation is committed to the design, construction and governance of the FAC. It promotes the establishment, development and governance of the FAC decentralized starbuilding eco-community. In order to avoid community splits and isolation caused by decision-making and

differences of opinion among members of the district, the Foundation has established a perfect organization: FAC is a decentralized Token in the Facepower Asset Chain ecosystem.

The decision-making committee is the highest decision-making body of the FAC Foundation. It undertakes the final decision-making function and holds responsible for major matters such as the strategic planning, timelined-business plans, budget, etc. They vote on behalf of the Foundation on major issues that may occur within the FAC Ecosystem.

The advisory committee is composed of well-known blockchain experts, world-renowned entertainment institutions, financial institutions, university scholars at home and abroad, and famous creators. It provides important decision-making suggestions for the strategic planning and project development of the FAC Foundation. Think tank is the core of the FAC Foundation.

The CEO is voted by the decision board and is held accountable by decision board. The CEO is responsible for organizing the implementation of resolutions and regulations adopted by the decision-making committee, responsible for the day-to-day operations of the FAC project, and the right to form the necessary functional departments of the project.

The R&D department is responsible for the research and development of general protocols, exchanges and other underlying technologies in the FAC Ecosystem, and is closely communicating with the product design department for rapid iteration.

The ecological operation department is responsible for developing FAC eco-partners, establishing cooperative relationships with global pan-entertainment social organizations, artists, and investors to create an

autonomous, efficient and open decentralized starbuilding ecosystem. Secondly, it is responsible for building a good long-term ecological environment. It uses operation and maintenance mechanisms to create an ecosystem in which information and digital assets are freely circulated.

The product design department is responsible for the product framework and technical requirements provided by the technical department, and establishes a rapid iterative mechanism of 〝small step run〞 to continuously improve the functional design of core products in the FAC ecosystem.

The marketing department is responsible for formulating the FAC core brand strategy, planning and implementing the FAC marketing plan, and cooperating with ecological partners and media outlets to conduct market promotion.

The financial audit department is responsible for managing the financial affairs of the FAC project team, cooperating with other departments to analyze and evaluate the project's operational and financial risks, formulate a reasonable financial plan, and cooperate with the external audit team to ensure that the project team's finances remain transparent.

The Foundation promotes transparent and efficient operation concepts and promotes the healthy development of the value network ecosystem. The governance structure is mainly focused on the effectiveness, sustainability and financial security of project management.

5.1.2 The organization function of the foundation

The Facepower Asset Chain Foundation is an independent, democratic governance organization in the Facepower Asset Chain ecosystem. Its functions include:

1）Maintain the smooth operation of the Facepower Asset Chain ecosystem, and allow the ecological participants to enjoy the economic and ecological benefits of the national idol freely, equally and credibly, and help the booming industry.

2）We are committed to building an equal, autonomous, credible, efficient national influencer economic ecosystem, and work with other ecosystem partners to openly manage their resources.

3）Provide an open and sustainable platform and ecosystem for more users and developers. The Foundation will invest resources in three specific goals of research, development and governance.

The Foundation will hire a development team to propel the project on a technical level, refine the technology of the entire ecosystem, and continue to maintain an open source code base that will benefit all members of the ecosystem.

Over time, foundations may be replaced by more innovative approaches to governance. Establishing formal governance institutions is an important step in the process.

5.1.3 Fundraising purposes of the Foundation

The mission of the Foundation is to promote the development of blockchain technology from the Internet to the value network. It is proposed to raise funds for the development through the issuance of FAC coins. The Foundation will invest the funds raised in the following directions:

1）We intend to develop the core technologies of Facepower Asset Chain and

DAI, DFS, DID, etc., as well as the development and expansion of various DApp applications based on the Facepower Asset Chain, in addition to the forward-thinking research on the basic technology and application of blockchain;

2）We intend to promote with various ecological participants around the world, including but not limited to: advertising, publicity and marketing activities;

Through the combination of advanced application technology and operational means, the Foundation strives to construct a national influencer economic ecosystem that is shared by everyone, and provides tools and platforms for networked and digital services for all parties involved in the process of creating stars.

Computational power, network, hardware procurement of security equipment, and rental fees for cloud services;

5）Expenditures for other incidental expenses.

5.2 FAC Allocation Plan

The total circulation quantity of FAC tokens is 1 billion, and that amount is constant. FAC will issue standard tokens based on the TRON blockchain. As an important economic tool, FAC will be applied to all economic activities in the FAC decentralized starbuilding ecosystem, and will also be applied to the user's economic incentives.

The public chain Facepower Asset Chain will be developed in the future and the current FAC, which is based on TRON, will be replaced by 1:1. The FAC distribution plan and fundraising purposes are as follows:

Public offering 30%，300 million FAC in total；

Community ecology 40%，400 million FAC in total；

Foundation 15%，150 million FAC in total；

Founding team 15%，150 million FAC in total，reward the contributors to the initial operation of the project, product design, technology research and development, ecological construction, and the giver who offer wisdom and labor. These FAC will be a team incentive and will be unlocked in one year.

Recipients	Proportion	Use of FAC	Description
Foundation	15%	Normal operation of the foundation	Used for network technology research and development, construction and development, as well as Faceshop operations and management team incentives
Founding team	15%	Early contribution	Reward to the start-up team that contributed to the early construction. These FAC will be unlocked for one year.
Public offering	30%	Business operation	Attract more fan investors and star-maker.
FAC ecology	40%	Ecosystem construction	Used for long-term ecological construction incentives, such as resource

			integration, business cooperation, and project development.

5.3 the Use of Token

5.3.1 marketing （45%）

The FAC adopts a market and operational strategy based on the mobile Internet model. Influencers are growing in the channels of Weibo, Xiaohongshu, Taobao, Bilibili, Kuaishou, etc., creating the interaction costs of fan investors and potential influencers, as well as brands, advertisements, cross-border cooperation and Related costs.

5.3.2 Research and development （20%）

The FAC is currently based on the TRON chain, and in the near future, we will develop the FAC public chain. Therefore, FAC attaches great importance to the exploration of blockchain technology, establishes a top-notch R&D team, and spares no effort to promote the integration of the blockchain with the new industry-building new industry.

5.3.3 Commercial development （15%）

Explore the influence incubation channel and launch a pan-ideal idol project to create a national icon.

5.3.4 Consultancy（10%）

Based on the public chain, the FAC needs to continuously build up infrastructure and third-party services to maximize the use of public-chain resources. At the same time, the FAC will continue to focus on the development of the entire blockchain industry and the decentralized idol-making industry, and therefore requires certain consultant and consulting expenses.

5.3.5 Legal compliance（10%）

The legal and compliance development of the field of blockchain decentralized star-making is still in its infancy and still requires the joint exploration of the entire industry and regulatory agencies. The FAC is willing to be a pioneer in this field. It will invite internationally renowned legal and compliance experts to join in the process of exploration and continue to provide factual evidence for the regulatory institution.

6. FAC Team

6.1 Core Team

William Sum (UK)

Global CEO, education from Warwick University with master's degree in electrical engineering. He was the chief manager for projects exceeding $1 billion in both entertainment and media industry. He was the CEO of 100C Entertainment Group in the UK. Mr. Sum is currently overseeing FAC's global business

Moon Ma (China)

Global COO, Chief Manager in Asia and Pacific region. Moon is Chinese original, who has founded MOKO, the largest influencer platform in Asia. It has elevated Asian super stars such as Angelababy and Xinyu Zhang .

Logan Lee (USA)

Chief Manager of the Americas region. He graduated from UC Berkeley with bachelor's degree in film analysis. He has been a member of the Rotterdam International Film Festival. He has working experiences in North America and Brazil for many years with strong connection in entertainment. He is fully responsible for the FAC business on American side.

Lila Kidson (USA)

Head of Global Marketing. Graduated from Peking University School of Arts with a double degree from Waseda University School of International Liberal Studies.

Yibo Zhao (China)

Head of Asian operations. Graduated from Purdue University with a bachelor's degree in marketing from Purdue University, he has been an entrepreneur for many years. He has been selected as one of Alibaba's 30 global dreamers and Forbes China elite. Mr. Zhao is fully responsible for FAC's Asian operations.

Daniel Tang (Canada)

Head of Operations in the Americas. Mr. Tang holds a bachelor's degree in economics from the University of Toronto, Canada, and served as CEO of

EMG. He is fully responsible for FAC Americas operations.

Ziyi Shi (China)

Post-2000s Opinion Leader . Excellent respondent in the community, Zhihu, and the entertainment field . Ms. Shi is fully responsible for FAC's Asian community operations.

Jay Wang (China)

Head of European operations. Wang graduated from University of Oxford with a master's degree in engineering. He has participated in the merger and acquisition of a number of listed companies and is fully responsible for FAC's European operations.

Xiaonan Ge (China)

The head of FAC's global ecological construction. Princeton University graduates a master's degree in finance. He worked for Goldman Sachs Asia as analyst. He is responsible for the economic and ecological construction of FAC.

6.2 Investors and Advisors

Moon Ma

Face Fund Partner, Founder of MOKO.

SKY

Co-Founder of 3AM Community, DACC Fund Partner, Master of MIT.

Yibo Zhao

WH Finance Partner

Yu Jin

Manzi Fund Partner

Jize Xu

Founder of Newton Blockchain, Co-founder of Elastos Blockchain

Junfei Ren

Redbank Capital Partner

Shuo Bai

ICST Fund Partner

Hongfei Tian.

The famous investor in Blockchain industry. Master of MIT

Yinglong Xu.

CEO of Collin star Capital，China

Junfei Ren.

Redbank Capital Partner.

Haoshen Zheng.

The famous investor in Blockchain industry.

Tianyuan Wei

The famous investor in Blockchain industry.

Jingyu

Secretary of the Board of 36Kr Group

Kyle

Analyst of Rothschild & Co. MBA of   Cambridge University.

Hidehiro Urata

CEO of C4Media Corporation.

Xiaobin

O Fund Partner.

Feng Jin

Developer of Bitmain. Master of Peking University

Suo Wang

CEO of SciDex. Master of MIT

7. FAC Road Map

Aug,2018
Private placement for
projects,Issue of
Tokens, Community
construction

Feb,2019
Access of strategic partners,
Commencement of business
promotion in dispersion
points around the world,
Recruitment of global
partners, Business promotion

May,2020
To be Facepower

Oct,2018
Development of ecosystem
partners,
Tokens get listed in the
exchange, Setup of
strategic partners

May,2019
Trial run of the public chain's
ecological network,Connection of
Tokens online in the public chain's
major network , Siwtch of partners'
application major network

8.Disclaimer

8.1 Legal Notice

Independent of the information expressly provided in this white paper, the Facepower Asset Chain Global Foundation hereby confirms that the Facepower Asset Chain Global Foundation makes no representations or warranties (especially for its marketability and specific functionality) to FAC. Anyone participating in FAC's public exchange program and redeeming the FAC is based on their own knowledge of the Facepower Asset Chain program and the FAC. Without prejudice to the generality of the foregoing, all participants will accept FAC as it is after the launch of the Facepower Asset Chain project, regardless of its technical specifications,

parameters, performance or functionality. Please refer to the official website for details of the disclaimer.

The FAC Foundation hereby expressly disclaims and refuses to accept the following responsibilities:

1 ） Anyone who violates any national anti-money laundering, counter-terrorism financing or other regulatory requirements when redeeming FAC;

2 ） Any person who violates any of the representations, warranties, obligations, undertakings or other requirements set forth in this White Paper when redeeming FAC and resulting in the inability to withdraw the FAC;

3） The FAC's public exchange program is abandoned for any reason;

4） Under the circumstances development of Facepower Asset Chain failed or was abandoned, and the resulting FAC could not be delivered;

5） Delays in the development of Facepower Asset Chain, and the resulting schedule of failure to achieve prior disclosure;

6) Errors, defects, defects or other problems with the Facepower Asset Chain source code;

7) Failure, crash, defect, rollback or hard fork of the main chain public chain on which the Facepower Asset Chain platform depends;

8) Facepower Asset Chain or FAC fails to achieve any specific function or is not suitable for any particular purpose;

9）The use of funds raised by the public exchange;

10） Failure to promptly and completely disclose information about the development of　FacepowerAsset Chain;

11） Any participant who has disclosed, lost or destroyed the wallet private key of the digital cryptocurrency or token (especially the private key of the FAC wallet it uses);

12） FAC's third-party crowdfunding platform or trading platform breach of contract, violation, infringement, collapse, defamatory, service termination or suspension, fraud, misuse, misconduct, mistake, negligence, bankruptcy, liquidation, dissolution or closure;

13）There is a difference, conflict or contradiction between the content of the agreement between anyone and the third-party crowdfunding platform and the content of this white paper;

14）Anyone′s speculation on the FAC;

15）The listing or delisting of　FAC on any exchange;

16）FAC is classified or treated as a currency, securities, commercial paper, negotiable instrument, investment or other thing by any government, quasi-government agency, competent authority or public agency, so that it is prohibited, regulated or legal limit;

17）Any risk factors disclosed in this white paper, as well as damages, losses, claims, liabilities, penalties, costs or other negative effects associated with

such risk factors.

This document is to be exclusively viewed and in the possession of authorized individuals. Any matters covered in this document are for use by relevant personnel only. This document is only for relevant personnel, and non-related persons should not take any action based on this document. The conditions for your receipt and retention of this document are that you are assured that you are a relevant person to the Facepower Asset Chain Global Foundation, its directors or officers.

We encourage users to interact, discuss, organize and participate in the Foundation's social media and email platforms for users or anyone interested in Foundation products. To ensure that the discussion is about the products offered, we will do our best to monitor the user's participation on the platform, but there may still be user statements, comments, and opinions that we are unable to monitor. We kindly ask that you respect other users in your comments and opinons. We reserve the right to remove any content that we believe to contain ill-treatment or personal assault, illegal, obscene, defamatory, threatening, harassing, abusive, defamatory, hateful or any other individual, third party advertising, chain letters or "spam" mail". Please note that any published content may be read by thousands of user and may be seen many years later. Users should be cautious when posting on any of our social media sites. At the same time, we also reserve the right to terminate the participation of users who post such content or any opinions posted on our social media sites do not necessarily represent the views and opinions of the Facepower Asset Chain Global Foundation. Therefore, we are not responsible for the accuracy or reliability of the information published by other parties. Any information posted on our social media platform should not be considered financial, legal, accounting or other professional advice.

For your safety, please do not disclose your phone number, email, address or other personal information in the post for everyone can see your opinion.

The FAC team will strictly abide by the laws and judicial systems of each country and the fundraising will not access to the gambling illegal countries. Any act of fundraising to an illegal country of gambling in any form without the permission of the FAC team is illegal. For the above-mentioned illegal acts, the FAC team will, in conjunction with the relevant national judicial departments, pursue legal liabilities.

Description of the forward-looking statement: Certain information provided on our website and other documents may contain "forward-looking information", including "future-led financial information" and "financial outlook" in accordance with any applicable laws and regulations. Excluding historical factual statements, the information contained herein constitutes forwardlooking statements, including but not limited to:

1）the expected performance of the FAC;

2）the use of the FAC for exchange;

3）the expected development of the business, the project and the joint venture; Implement the FAC's vision and growth strategy;

4）the funding source and use of the FAC Foundation;

5）complete the Facepower Asset Chain project plan currently under development, development or review;

6）disclose the current customers of Facepower Asset Chain, Cooperation

agreement between suppliers and other partners;

7）Estimation of future liquidity and working capital.

We provide forward-looking statements so that potential token holders have an opportunity to understand management's views on the future, but these statements are not a guarantee of the Facepower Asset Chain Global Foundation and should not be relied upon excessively. These forward-looking statements involve known and unknown risks and uncertainties that could cause future results to differ materially from future forward-looking statements, and the Facepower Asset Chain Global Foundation will not make any representations about these statements and hold no committing responsibilities.

For further explanation of the risks involved in the Facepower Asset Chain community, please refer to the documentation published by the Facepower Asset Chain Global Foundation. Because actual results and future events may differ materially from those anticipated in the forwardlooking statements, no forward-looking statements are guaranteed. Even if the forward-looking statements contained in this document are based on reasonable assumptions as determined by the management of the Facepower Asset Chain Global Foundation,. Will be accurate. Facepower Asset Chain is not obligated to update forward-looking statements as a result of changes in circumstances or management's estimates or opinions, unless required by applicable security laws. The reader should not be contingent upon excessively forward-looking statements.

8.2 Risk statement

The Facepower Asset Chain Global Foundation believes that there are

numerous risks in the development, maintenance and operation of other cryptocurrency and blockchain systems at FAC, many of which are beyond the control of the Facepower Asset Chain Global Foundation. In addition to the other content described in this white paper, each FAC token holder should also carefully read, understand and carefully consider the following risks before deciding whether to participate in this public exchange program.

Each FAC token holder should pay special attention to the fact that although the Facepower Asset Chain Global Foundation was established in the Republic of Singapore, Facepower Asset Chain and FAC exist only in the network virtual space, without any tangible existence, so it does not belong to, operate in or involve any particular country. Participation in this public exchange program is to be deeply considered at the risk of the participant, and the Facepower Asset Chain Global Foundation will acknowledge that the token holder is fully aware and agrees to accept the risk.