TouchCon Platform Project Version 2.0

WhitePaper

TouchCon Version 2.0

TouchCon is Smart QR Code Ad Scan Platform for Random Mining, Airdrop, And Big Data.

2018. 12. 17

"Think different"

TouchCon Version 2.0 is an extension of existing TouchCon Version 1.0. In essence, TouchCon Platform is an advertising marketing platform that supports Random mining & Airdrop of all cryptocurrencies with Smart QR Code(SQC). In addition, Big Data analysis by matching the User data and Ad Scan data can further stabilize the cryptocurrency ecosystem.

All life forms evolve, but the rate of evolution is different. Life is slower than other life forms, 99% of them are extinct according to the law of survival of the fittest.

[In 1973 Leigh Van Valen. A New Evolutionary Law]

Abstract

TouchCon:

Smart QR Code Ad Scan Platform for Random Mining, Airdrop, and Bit Data

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2018. 12. 17 TouchCon Platform Version 2.0

Abstract. If the Smart QR code including the random value of cryptocurrency is merged with O2O advertisement, various Airdrops including non-electric mining can be realized through Ad Scan. At the same time, if the User Data (DB) and Transaction Data of Ad Scan are matched and stored in the Blockchain, these can be used for cryptocurrency advertising marketing through the analysis of Big Data.

Despite the usefulness of the method, the PoW computer mining has lost the main advantage of the cryptocurrency by causing a huge electric energy waste and global warming problem, and the Airdrop which is distributed freely to the unspecified people is losing the fundamental purpose of activating the ecosystem. In addition, most of the cryptocurrency is inadequate or unsuccessful in building marketing platform that is friendly to the reality due to the intolerance of intricate technology.

We propose TouchCon Platform Project that can combine Smart QR code (SQC) and O2O market to solve problems of PoW mining and Airdrop, and utilize TOC Big Data for advertising marketing.

This platform can support mining and Airdrop of all cryptocurrencies by integrating Smart QR Code and O2O market advertisement. It is a system that builds a database by matching user data and transaction data of Ad Scan and stores it in the Blockchain. By storing the value of the cryptocurrency in the Smart QR code at random, unspecified users can participate in the mining and Airdrop through the scan. At this time, the transaction information extracted by the scan proof is stored in the Blockchain with the user information, and is analyzed as big data and utilized in various advertisement marketing.

1. Introduction

The PoW (Proof of Work) algorithm has a merit that is essential for repetition of simple tasks to solve hash puzzles. The system works with most cryptocurrency mining methods, but fails to overcome the inherent weaknesses associated with excessive electrical energy use. This method, which works on "the winner takes all" principle, such as wasting enormous electrical energy and threatening global warming, is revealing a number of flaws in achieving the goal of protecting the earth's environment. As a result, it has become the main culprit of global warming over time, and its fate of living a deadly life has never been avoided.

The Airdrop attempted to revitalize the ecosystem was sufficient to give vitality and excitement to the early ecosystem, but gradually it became exclusively blurred due to the excessive distribution. There is no way to restore fairness and credibility of Airdrop due to the freedom, which is attributed to the dysfunction of decentralization, which leads to a more robust lack of trust.

Cryptocurrency has made technological advances, starting with Bitcoin, which is called Genesis, to Ethereum, a source of smart contracts, but it is becoming increasingly misused as a scam because it is embellished with technical terms that are difficult for the general public to understand. As a result, cryptocurrency and the real world are increasingly separated, and the sense of solidarity with the public is becoming more distant.

What is needed now is to realize a variety of random mining and Airdrop to stabilize the ecosystem, realizing the TouchCon platform that fuses Smart QR Code which can match user data with Ad Scan data, analyze it as big data, and use it in the real advertising marketing.

Using SQC, which stores the random value of cryptocurrency in the advertising objects in the O2O market, the general public can participate in exciting and interesting mining and Airdrops, and by using SQC as a catalyst to connect with the real world, it can be possible to faithfully carry out the fundamental purpose of ecosystem activation.

● Glossary of terms

1) **SQC (Smart QR Code):** it means the QR Code which stores random value of cryptocurrency.

2) **PoS (Proof of Scan):** Mining or Airdrop is possible by scanning the SQC with the scan proof method.

3) **Random:** Random value of cryptocurrency is stored in SQC. Currently, 1 ~ 10,000 TOC is randomly stored in each SQC. The value (quantity) can be stored by applying various distribution methods instead of storing uniform values. The random approach increases user's expectation.

4) **Ad Marketing:** It refers to all marketing activities that can use SQC as a marketing method optimized for advertising objects such as games, goods, and services (printing, bundling, embedded scan, donation, event, etc.).

5) **User:** In the TouchCon, user is both a node and a consumer.

6) **Big Data:** By matching user information to scan information, it allows you to know when, where, who purchased what products, and what services were used. The collection of data is analyzed as big data.

7) **O2O:** Abbreviation of Online to Offline. It is also used to mean online and offline.

8) **User Data:** The user will download the mobile TOC DApp to scan. At that time, the user information is recorded, and this information is later matched to the transaction information of Ad san.

9) **Scan Data:** When SQC is scanned, the transaction is performed and the information is stored in the Blockchain. At this time, data such as the type of a product, a service, a scan date, a place, and an advertisement object is also stored.

10) **Airdrop:** An event that the coin issuer distributes free coins to the coin holders to activate the cryptocurrency ecosystem. At present, its unique function is being degraded due to the repetitive and meaningless distribution.

11) **Electric Computer Mining:** Computer mining using electric power represented by PoW. However, TouchCon have developed an eco-friendly way of mining which is mobile ad scan.

12) **Matching:** White paper refers it to data analysis materials that can be extracted as a big data by matching User data with transaction data of Ad scan.

13) **Scan Blockchain:** It is TouchCon's unique Blockchain that stores the transaction data which is generated by scanning SQC, and it also records and studies Big Data of Smart Advertising information which is made by user san like a Smart Contract of Ethereum.

14) **Advertiser Alliance:** It is an alliance of companies or organizations that purchase the QR code for use in products and services. Most of them can be discounted by each cryptocurrency.
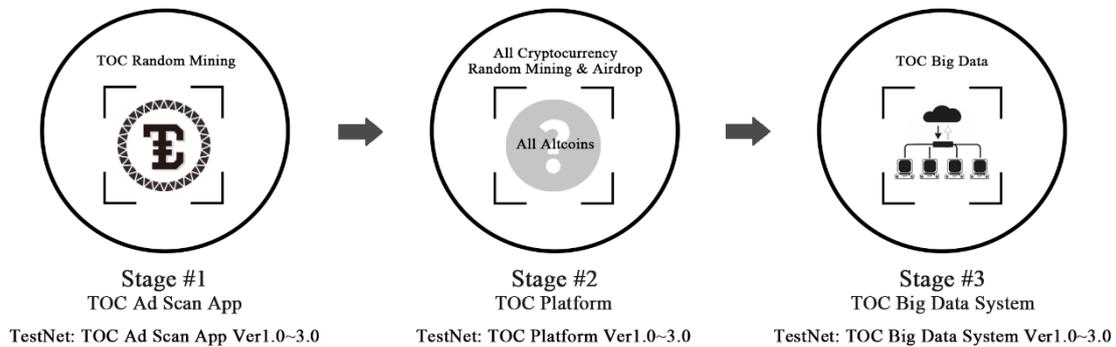
2. TouchCon Platform Project

The TouchCon supports random mining and various Airdrops through SQC scan, and matches the user information and scan information to build a platform that can be used for cryptocurrency advertising marketing with big data based on the Blockchain.

To accomplish this, we will go through three stages of development as follows.

①TOC Ad Scan App: Re-mining of TouchCon through SQC scan.
②TOC Platform: Establish TOC platform for mining all cryptocurrencies.
③TOC Big Data System: Building Big Data Platform of TouchCon.

TouchCon Platform 3 Phase Development Program

Stage #1
TOC Ad Scan App
TestNet: TOC Ad Scan App Ver1.0~3.0

Stage #2
TOC Platform
TestNet: TOC Platform Ver1.0~3.0

Stage #3
TOC Big Data System
TestNet: TOC Big Data System Ver1.0~3.0

※TouchCon Platform Project

Stage	Name	Progress Period	Demo (Idea IR)	Prototype (Experimental)	MVP (Minimum)	Alpha (Developer)	Beta (Action)
1	TOC Ad Scan App	2018. 03 ~ 2019. 12	2018. 03	2018. 06	2019. 02	2019. 05	2019. 08
2	TOC Platform	2019. 09~ 2020. 12	2019. 09	2019. 12	2020. 06	2020. 09	2020. 12
3	TOC Big Data System	2020. 12~ 2022.06	2020. 12	2021. 03	2021. 09	2021. 12	2022. 06

-Demo: SQC Proof of Scan Random mining Process presentation

-Prototype: 'TouchCon QR' Application Prototype announcement

-MVP: The launch of a minimal feasible platform will see the response of the market.

-Alpha:TouchCon Platform Development Test Version, for TouchCoin Re-mining & Airdrop

-Beta:TouchCon Platform Service Version

1) Stage #1: TOC Ad Scan App

It is a step of mining TouchCon through SQC scan. 70% of the total amount will be allocated, and 60 million TOC is mined every year over 10 years from 2019 to 2028 as a scan certification method. In Phase 1, we will acquire the original technology for TouchCon transaction data and user data matching, and we will announce three test nets during this period. The initial version of 'TouchCon QR' Application TestNet was announced in April 2018, and initial data extraction and encoding were converted to Point, proving that mining and Airdrop through SQC scan is possible.

2) Stage #2: TOC Platform

It is a step to support mining and Airdrop of all cryptocurrencies except Bitcoin. It is a platform where mining and Airdrop of all cryptocurrencies are possible when it scans SQCs having random value of cryptocurrency, and the test net will be released in June 2020. The test net will run for about six months on trial and will provide a variety of O2O environments for the mining and Airdrop of existing cryptocurrencies, including new cryptocurrencies.

3) Stage #3: TOC Big Data System

It is the final MainNet step of the TouchCon to use the encoded hash function as data. The new hash value is extracted by matching the user information with the SQC transaction data, and the new hash value is stored in the Blockchain and analyzed as big data. In the December 2020 testNet presentation, details of data collection, storage, extraction and analysis are disclosed as open source.

3. Smart QR Code(SQC)

1) Concept

The most important factor in our proposed solution is the SQC. SQC is an abbreviation of Smart QR Code and it is a technology to input all information that can be used as big data as well as the value of cryptocurrency in 2-dimensional OR Code. SQC can be used for mining and Airdrop of all cryptocurrencies based on the Blockchain.

Normally, when storing value of cryptocurrency in SQC, the value is not uniform but variable. This means that the value of cryptocurrency is stored randomly. When an unspecified user scans the SQC, the corresponding cryptocurrency is acquired, and data storage and compensation are recognized as transaction data and recorded in the Blockchain. The transactions are sequentially recorded in the blocks through successive scans, and the user information including the transaction is matched to this record, and this data is used as big data in the future. Once scanned SQC cannot be used again due to the disappearance of the encoded data, thereby preventing double scan mining.
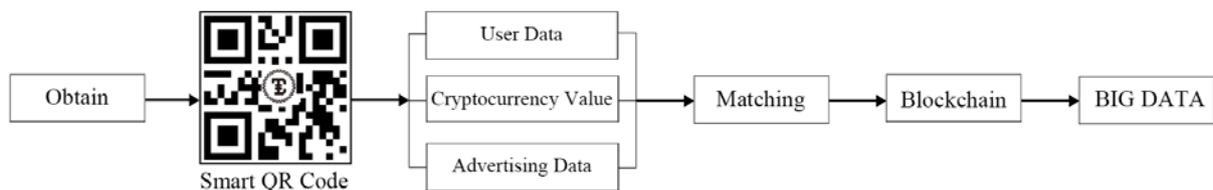
2) SQC Process

SQC stores 7,089 numbers and 4,296 pieces of information. The more internal points are displayed, the more data can be recorded. In particular, the international standard PDF417, DataMatrix, and MaxiCode are used as a data transmission method which has excellent recognition speed, recognition rate, and restoration rate. It can be used as various data transmission and advertisement marketing methods, and can be used for peer to peer (P2P), payment application and remittance system.

SQC encodes the data for the transaction, and it is capable of high-speed reading without being influenced by the scanning angle, and has excellent error correction and data recovery capability. There are 6 types such as QR Code, Micro QR Code, iQR Code, SQRC and Frame QR, but QR Code which is a universal type is used in TouchCon SQC.

TouchCon "Smart QR Code"

Features: Model 1 is the original QR Code. The largest version of this code is 14(73x73 modules), which is capable of storing up to 1,167 digits. Model 2 is an improvement on Model 1. The largest version is 40 (177x177 modules), which is capable of storing up to 7,089 digits. Today, the term QR Code usually refers to this type.

SQC implement the encoding of the data generation, remittance, and extinction in one cycle. Like the "winner takes all" principle of PoW algorithm, the Smart QR Code is preemptively acquired and operates as a universal algorithm that takes the rewards by scanning first, which is called Proof of Scan (PoS) method.

※Smart QR Code Process

1) Types of Cryptocurrency

2) Type of Reward: Mining and Airdrop

3) Quantity

4) Random Criteria

5) Data entry

5) Scan type: Built-in scan, external scan

6) Disclosure of information

7) Big data analysis and evaluation

8) Feedback

3) SQC generation

The creation of TOC SQC requires two processes: "software & printer" to create SQC and "scanner & application" to recognize SQC. In order to encode the value of a cryptocurrency represented by a hash as data, the task of setting a cell is the starting point. The actual dimensions of the SQC are determined based on the version 3, and the cell is determined according to how many millimeters the cell, which is one of the rectangular areas constituting the code, is to be printed. If the cell is large, it becomes easy to recognize it in the scanner. Since the SQC is the encrypted data for transmitting the coded value of cryptocurrency, the size of the cell is printed as large as possible for more accurate recognition.

SQC Code Version1.0
(12x12cell)

1cell = 0.5mm

1cell = 1mm

Since the cell size is determined by the number of dots of the printer head in a general direct thermal printer, the head density of 2300dpi is set to 0.42 mm/cell at 5dot/cell. It is possible to increase the number of prints, thereby improving the quality of prints such as the thickness and thinness of the prints, the print speed variation, the shaft distortion, and the blank. SQC will print more than 4dot/cell on advertising objects for stable operation.

Scanners have limitations on recognizable cell size. When printing with 4 points of 600 dpi printer, the code of cell size becomes 0.17 mm. In order to recognize this, the resolution of scanner should be smaller than 0.17 mm. Therefore, it is necessary to set the cell size when introducing the scanner, because it may not be recognized when printing in small size. The point for confirming the SQC region is that the size of the SQC itself is determined when the version and the cell size are determined, and the SQC region needs to secure margins around the code for real operation. Margins and areas surrounding the four sides of the symbol should not be displayed. 4cells should be secured on each side.

4) TOC SQC Code area calculation

-Final code area with margin: English + numeric 50 characters of QR Code based on cryptocurrency wallet.

-TOC Wallet: 0xbfa00a23517f2da289003af4b8d5592fb7a85b7f

☐ Error recovery level standard "M"

☐ Version + Maximum number of inputs (alphanumeric + level M intersection): 50 or more characters (version 3), version 2 (38 characters)

☐ 400 dpi printer resolution: 4 dot configuration printing 0.245 mm

  * 25.4 mm / inch / 400 dpi x 4 dots / cell = 0.254 mm / cell

☐ Version 3 = 29cell, QR Size 29cell x 0.254mm / cell = 7.366mm

☐ Guarantee margin of 4cells, 7.366mm + 0.254mm / cell x 8cell = 9.398mm

☐ Equation Conclusion: SQC area requiring a space of 9.398mm in one side

- If it does not fit in the printing area, cope with version down, cell size reduction, SQC code division.

5) Double-scan problems

If an unspecified number of users have acquired the SQC, they can be compensated by scanning the SQC storing random value of cryptocurrency. In this case, once the scanned SQC data no longer exists, the double scan problem can be solved. The double scan protection is solved in such a way that the data of the SQC is scanned through the touch scan and the data is destroyed.

SQC can be used as a variety of reward programs in O2O advertising marketing, and can be used as aggressive marketing for various games, play culture, and shopping mall promotion on online. Offline is broader than online and is used as a comprehensive advertising reward program for various goods and services.

Touch reader that can recognize SQC can be supported by downloading TOC application. If the other recognizer is used, data scanning ability is not given.

6) Problems preventing hacking

If the SQC is exposed to the outside such as a product or a voucher, unauthorized hacking may be caused by the unspecified numbers of people. At this time, various types of anti-hacking techniques are applied to the surface of SQC, and the most effective prevention technique is used by analyzing the state or physical structure of the package.
The material of the SQC voucher is 250g snowy paper, and its size can be 86 * 52 and 100 * 50. In this case, it is most common to prevent scratching without a separate coating.

4. PoS(Proof of Scan)

1) Summary

PoW (Proof of Work) is a mining method designed with a consensus algorithm called proof of work based on compensation to nodes. However, its inherent value was harmed due to the waste of electric energy and global warming. In order to solve these problems, the PoS(Proof of Stake) was devised, but the road to fairness and decentralization of mining is still far away. The mining should be provided in an environment where everyone can easily and freely participate, which is also the essence of decentralization. If another inequality is given, depending on the existence of status or capital, it is not qualified to be a common currency of mankind.

Users who participate in TouchCon mining will receive the cryptocurrency when they download TouchCon DApp, acquire SQC code and scan it. This very simple method only scans the SQC code where the value of cryptocurrency is stored. Of course, the efforts to acquire SQC must be continuous in online and offline. Using online and offline products and services, you get various forms of SQC. Sometimes you pay for something, you buy a product, or you get a voucher at an event or a discount event. In any case, acquiring SQC is closely related to the meaning of mining the TouchCon.
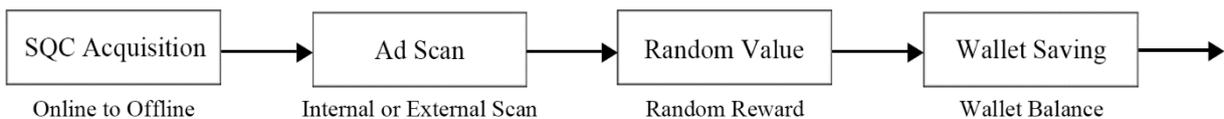
2) Proof of Scan Process

Ad Scan is the process of extracting data stored in SQC by operating the scanner in the TouchCon App. Through this process, the value of the cryptocurrency transfers to its own wallet and is stored in the Blockchain. This means that up to the process, it is certified as a scan proof. This can be called PoS in the concept of a proof method made by Ad Scan.

In addition, if we consider that it is not the first cryptocurrency generated in the block, but the pre-mined cryptocurrency that has already been mined as Ad Scan, it can be considered as a kind of Airdrop. But when you look at the fact that the Airdrop is meaninglessly distributed coins, there is a clear difference with the TouchCon mining. In the future, Ad Scan method of TouchCon will attract attention as a new trend of future mining market.

On the one hand, the scan certificate can be implemented by a real scanner with all the preparations for scanning, and then the encoded data can be stored in the block and continue the successive scan chain. Ad Scan requires a scanner optimized for mining and Airdrop, but does not require special scanning techniques. Only TOC scanner and SQC recognition distance and resolution performance should be examined, and the TOC App should give the environment to be scanned. The accuracy of scanning the SQC code in a Smart Phone is often dependent on the performance of the camera.

On the other hand, even if a user purchases SQC, acquires SQC as a present, or acquires it by other means, it cannot be proved to be possessed without the proof of Ad Scan. This is because the Ad Scan can only be authenticated and compensated if the SQC is scanned by the TouchCon scanner. This process goes through three steps: 1) acquisition of SQC, 2) TOC scan, 3) cryptocurrency compensation, and this is defined as PoS mining called Proof of Scan.

TouchCon Ad Scan Process

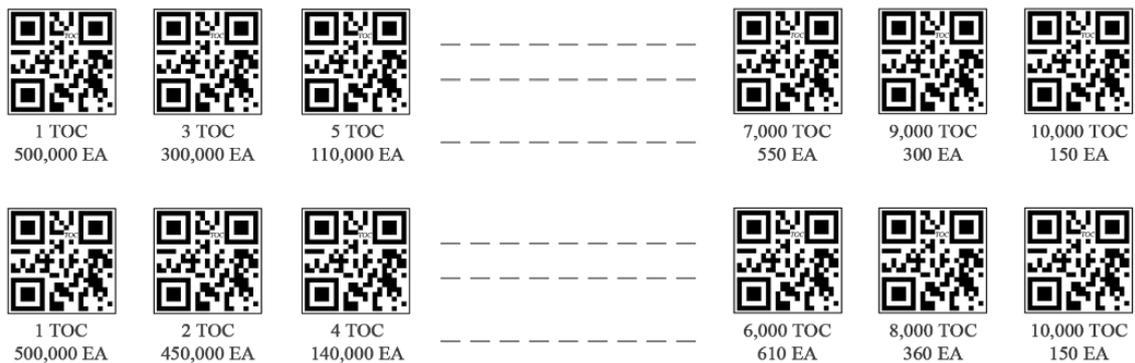| SQC Acquisition	Ad Scan	Random Value	Wallet Saving
Online to Offline	Internal or External Scan	Random Reward	Wallet Balance

5. Random - Easy And Fun

Dynamically, the TouchCon platform takes a strategy to randomly encode the value of cryptocurrency into the SQC. Like a lottery, it gives fun and interest and encourages the active participation of the public. This will have a great impact on ecosystem activation by matching the expectations of the unspecified public and the motivation for participation. The value of all cryptocurrencies encoded randomly in the SQC is not the prescribed variance method. The adoption of a decentralized approach that matches the marketing strategy of the advertising object that will use SQC should be adopted, which can be defined in the TAA (Touch Cone Advertisers Federation) and TJS (TouchCon Jury).

TouchCon's random mining is a system that encourages the active participation of the public who can see the fun and expectation of being able to receive good luck through easy and simple mining. This approach, which is the first to be implemented, will gradually heighten expectations for SQC and expectations for the TouchCon platform.

SQC Total Mining & Airdrop Supply: 10,000,000 TOC

1 TOC	3 TOC	5 TOC		7,000 TOC	9,000 TOC	10,000 TOC
500,000 EA	300,000 EA	110,000 EA		550 EA	300 EA	150 EA

| 1 TOC	2 TOC	4 TOC		6,000 TOC	8,000 TOC	10,000 TOC
500,000 EA	450,000 EA	140,000 EA		610 EA	360 EA	150 EA

The total number of odd multipliers in the random dispersion scheme is 21 numbers randomly distributed in the number of 1, 3, 5, 7, 9, 10, 30, 50, 70, 90, 100, 300, 500, 700, 900, 1000, 3000, 5000, 7000, 9000, 10000. The total number of even-numbered products is 21, which is composed of 1, 2, 4, 6, 8, 10, 20, 40, 60, 80, 100, 200, 400, 600, 800, 1000, 2000, 4000, 6000, 8000. Hybrid method is limited to a total number of 40 duplicate between1 to 10,000, and it can be used according to the nature of the advertisement. However, it is important to note that, depending on the nature of the advertising object and the marketing strategy, the criteria may be different like a chameleon.

6. TOC Big Data System

1) Concept

TOC Big Data is a DB management tool that extracts data from a large amount of regular and unstructured data sets that can collect, store, manage, and analyze engraved data and analyze the results. It can be predicted by collecting, dividing and analyzing data floating in pieces. It can be used as big data by storing a large amount of data generated by fusion of cryptocurrency and Airdrop with Ad Scan in the Blockchain. When an unspecified user downloads the TouchCon DApp, a primary DB is generated. Mainly, the sex, age, occupation, telephone number, e-mail, etc. of the user are stored by hashing. The secondary data is generated while executing the Ad Scan, and the transaction data stored in the SQC and the data of the advertisement object are simultaneously collected. Data such as the type, place, and time of the product or service in which the SQC is used is hashed and stored.

TouchCon Big Data Processing Process
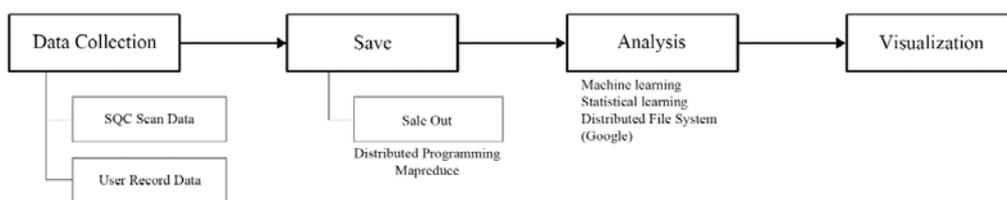
The user information will be collected by repeated hashing, which is transformed into a cryptographic hash function. When the SQC is secondarily scanned, combined hashing is performed. This means that a single hash value is obtained by applying hashing once to one or more data, and merging data becomes possible only when the calculation resource, time, memory space and individual data are not large.
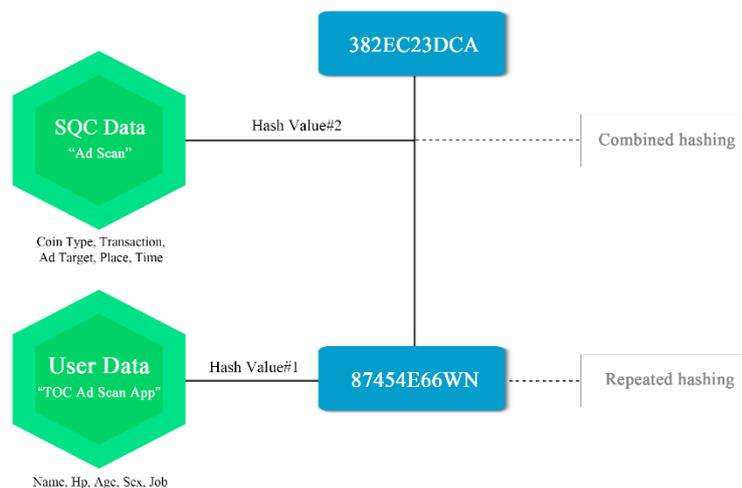
2) Big Data Purpose and Utilization

TOC Big Data is used to analyze the purchase and consumption tendency of users participating in mining and Airdrops to develop the most optimal products and services. Big data analysis suggests mining methods and various Airdrop methods that match the trend of the cryptocurrency, which activates the ecosystem.

When a new transaction scan occurs in the condition that the user information maintains a single hash value, the matching information that converts the existing hash value is stored in the cloud-based data warehouse and processed as a Hadoop cluster. If the informal data is processed, future analysis can be predicted.

IBM's "Watson" as well as Google's "Automatic Translation System" and AMAZON's "Book Recommendation System" are the results of analyzing customer data extracted using search and electronic commerce. In the Touchcon, since the user is a miner and a consumer at the same time, the user can collect the history of the product and service purchase while scanning the SQC attached to the goods and services. Blockchain stores them without errors and analyze them as big data to provide efficiency. As a result, TOC Big Data will be available for various advertising and promotion in the O2O market.

The results of the TOC Big Data analysis can be used for various marketing strategies in the O2O market.

Most notably, it provides real-time information on products and services that users have been mining for a certain period of time, along with forecasting the most effective products and services to be used in future advertising marketing. In addition, by providing the location information of the user, real-time mining and Airdrop information can be informed to the user's smartphone in real time.
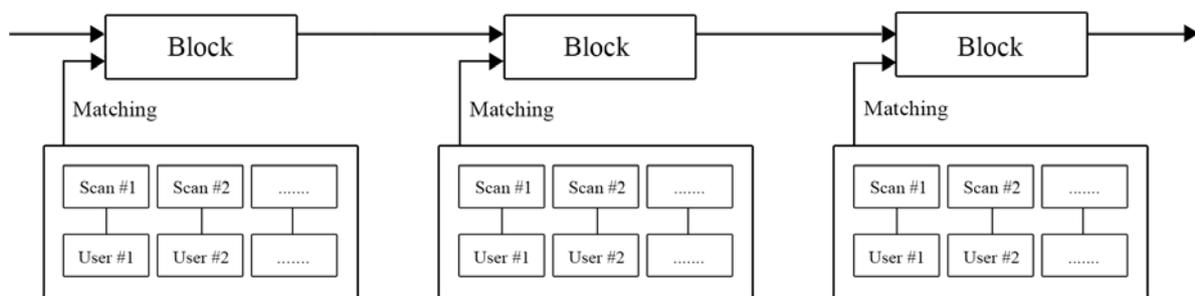
3) TOC Big Data Analysis

Big data analysis uses Mining or Airdrop statistics, data mining, text mining, and user analysis techniques in parallel. Mainly, user information and SQC scan information are matched and analyzed by a formal method. Data generation creates big data based on user information and hash information (advertisement object) stored in Smart QR Code.

TOC Big Data Analysis Technology

Statistics	Data Mining	Text Mining	User Analysis

Optional application
(Mining & Airdrop + User Data)
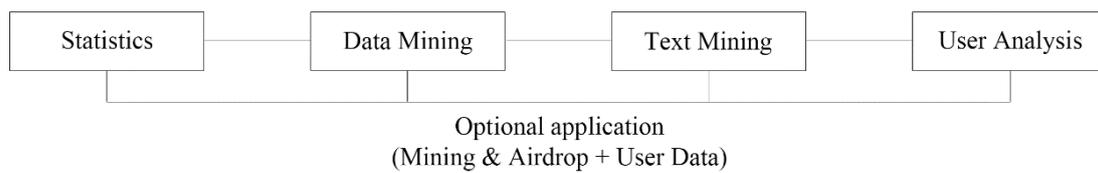
The TouchCon's data analysis, which is a new innovation that can analyze the advertising big data through mining and Airdrop of cryptocurrency, can be classified as RCT (Randomized Controlled Trial), RD Design (Regression Discontinuity Design), Bunching Analysis and Panel Data Method, and they are selectively used.

TOC SQC Big Data How it Works
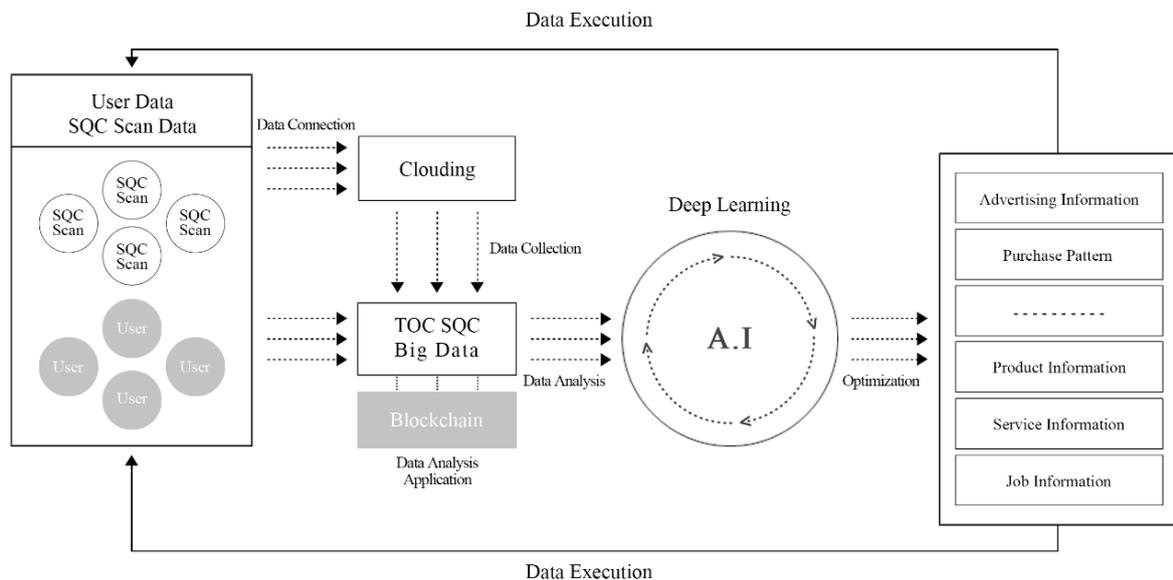
4) TOC Big Data Value

We named the TOC Big Data as an innovation that is used for advertising marketing by analyzing large amount of transaction data as big data. It also collects and stores a large amount of transaction data and uses it as big data. In order to do this, user record information to collect the initial DB is required, and this record can be used by matching with Ad Scan data for mining and Airdrop.

According to the information site Coinmarketcap in November 2018, the current number of cryptocurrency is over 3,000, and the transaction data traded in key and new cryptocurrency is beyond imagination. By entering the matching condition including the DB in the transaction like the smart contract of Ethereum, it can be analyzed as big data which can be used for the cryptocurrency marketing.

The problem is that you have to study what data to bring in and how to implement the hash matching technique. Normally, the user data that is the basis of the DB is generated by downloading the TOC DApp. At this time, the location information offering agreement can be received together with the basic information. Only basic information will be gathered such as user's sex, age, occupation, smartphone numbers.

TOC Big Data Analysis System Process
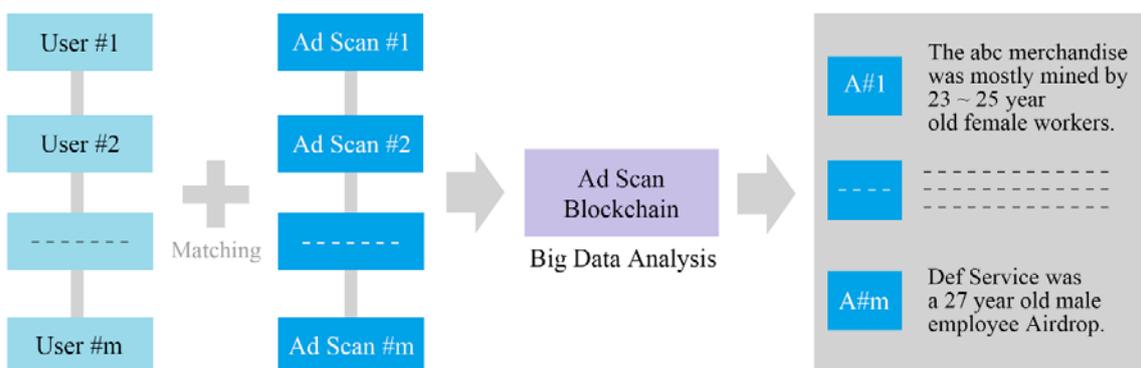
TOC Big Data is a large scale that includes all transactions including mining and Airdrop data generated in a digital environment called smartphone. However, the generation cycle is very short because the amount and quality of the data varies from time to time depending on the market environment. We are focusing on what Walmart used to do with marketing through customer buying information. The initial version will be a departure from the way the offline company did in the past.

If a user is close to the location, product, service, or online space where SQC is present, he can be provided with real-time information about that SQC. As a result, users can participate in more active mining and Airdrops.

As a result of the algorithm, TOC SQC selectively uses between Collaborative Filtering algorithm that predicts future preference based on the similarity pattern from past data and Hybrid method which is combined with a Content-Based Recommendations Algorithm.
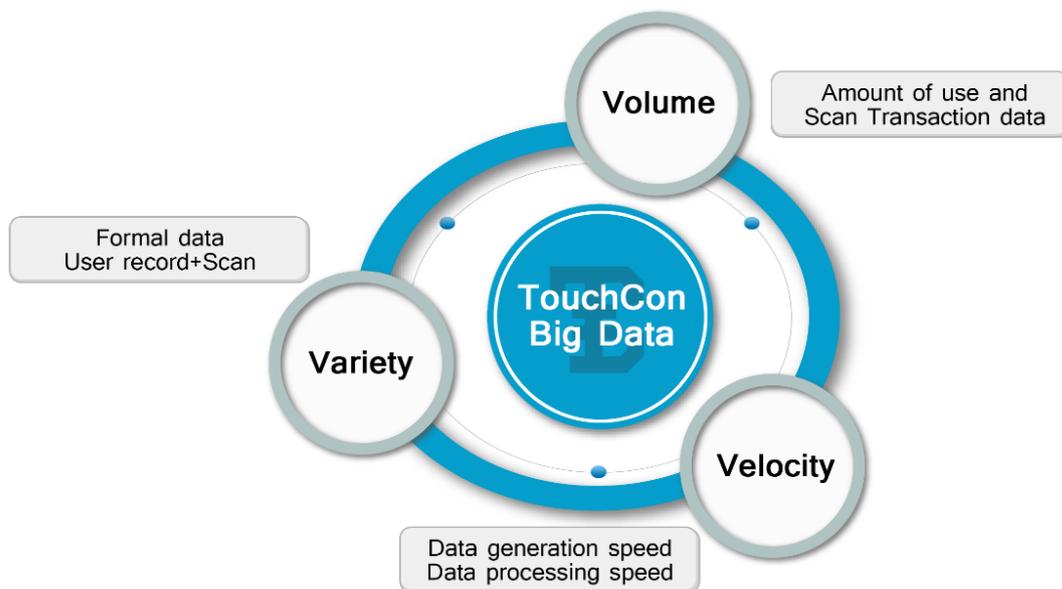
7. O2O Market(Online to Offline Market)

If the nod directly purchases the SQC printed item or uses the related service, you can receive the SQC printed on the voucher. When the SQC is scanned with a TouchCon scanner, the value of the corresponding cryptocurrency is transferred to its own wallet, and the method of obtaining the SQC varies in the O2O market.

If you successfully play various games online, you receive SQC as compensation. The game can be acquired through various plays and social networking sites. In particular, online shopping malls can acquire SQC through purchasing products or using services.

In offline, SQC can be used as a promotional marketing tool for various goods and services. In the case of merchandise, it is mainly used for printing outside the package or inserting it inside. If exposed to the outside of the wrapping paper, there is a risk of hacking from an unspecified number of persons. Therefore, prevention techniques such as 'monopoly' and 'scratch' are applied to the SQC.

The franchise industry, including restaurants, may have difficulty printing or inserting SQC, so it may be possible to create a voucher printed with SQC and promote it.
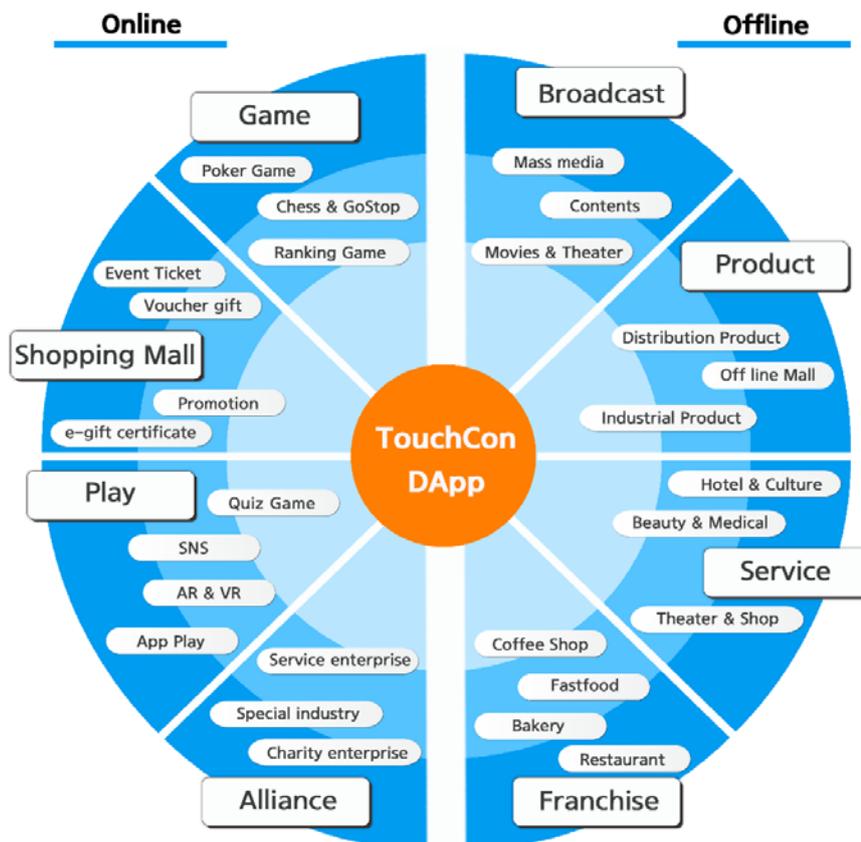
<u>※ SQC example by Sales promotion</u>

Promoting activities that motivate demand to stimulate and increase sales in a variety of ways is called promotion. Currently, the best candidates for promoting SQC are those in the top 3rd ~ 6th place of the most competitive sectors. SQC can be used as a means of promotion in industries that are in intense competition to reclaim first place, which can be a very aggressive approach. It is not meaningful for the company that has already dominated the market, but it can be very urgent for the companies that are currently in the 3rd ~ 6th place. Of course, the first-tier companies could also be used in terms of customer service and water quality. The following is a brief description of how SQC can be applied to the O2O (Online to Offline) market.

(1) Online Part: Game, Play, Quiz, Shopping mall etc

SQC can be applied as a means of advertising in the field of games, goods and services. In online, you can pay SQC as a reward for users who increase their target score or level in various games including poker. At this time, the user can instantly scan the cryptocurrency with the built-in scanner.

(2) Offline Part: Product, Service, Event, Promotion

SQC can be printed on the outside of the wrapping paper or enclosed inside the wrapping paper to various industrial products frequently used in everyday life. The buyer scans the TouchCon DApp for SQC and acquires the corresponding cryptocurrency.

On the other hand, family restaurants and other franchise companies can give SQC directly to customers as promotional events. When a customer using the service is given the SQC voucher, the customer scans the SQC on the spot and obtains the cryptocurrency. In addition, it can replace existing points, miles, and gift vouchers in a very broad range of areas and will likely be used as a new innovation marketing.

8. AMRP(Ad Marketing Reward Program)

AMRP is an advertising marketing reward program that collects various compensation programs for activating the TouchCon ecosystem. As a utility coin, the TouchCon sells SQC (Smart QR Code) to the TAA (TOC Advertiser Federation), which generates profits. The TAA purchases the applicable SQC for each company according to the preliminary agreement and pays the fee to the foundation. Those proceeds will be used by the AMRP and will be distributed to a total of four reward parts. The TOC to be mined at the first stage of development will be 60 million annually and will be mined over 10 years.

※Ad Scan Re-mining Supply

Annual Ad Scan quantity = Total Ad Scan Supply(TAS) * 10 years
TAS in 2019= 588 million TOC * 10 year = 58,8 million TOC
Final determined annual flight volume,
2019'~2028' = per year 60 million. 2028' Last year 48 million TOC
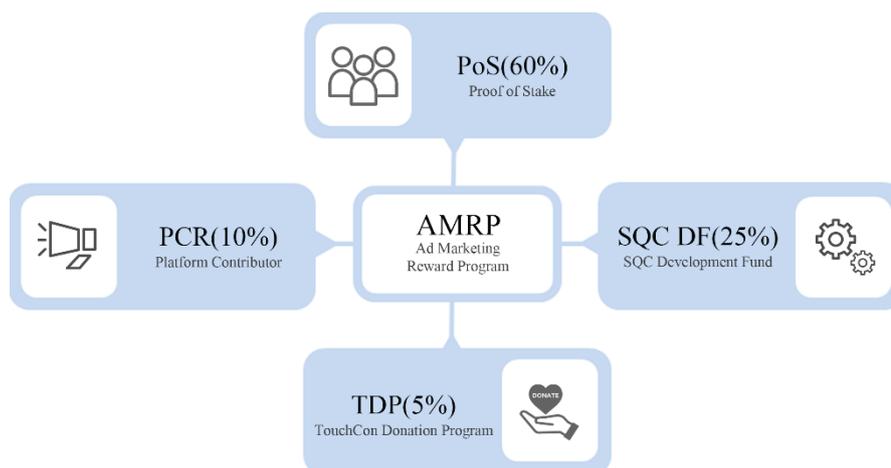
※AMRP distribution method

1) PoS(Proof of Stake) Type Reward 60%

It is a compensation program that is a type of proof of stake, paying out to TouchCon owners for their contribution to the formation and stabilisation of the ecosystem. A 60% of all AMRP resources will be assigned and fairly distributed.

> ※PoS Payment Rate(%) = Circulating Supply * Smart QR Code sales volume
>
> ※Payment Rate for 2019' = SQC Mining 60,000,000 TOC * 36,000,000 TOC(60%)

2) PCR(Platform Contributor Reward) 10%

It is a credit program to be paid out when the owner of TouchCon selects and arranges the advertisement agency. A 10 % of all AMRP resources will be assigned and fairly distributed.

※PCR Payment Rate(%) = Total order amount * 5~10%(Compensation Rate)

※Compensation Rate Base

-Under a million dollars(5%), 1 million(7%), 10 million(9%), 100 million(10%)

3) SQC DF(SQC Development Fund) 25%

It is used for the costs that will be used for the AMRP every year, the issuing costs of the Smart QR Code, and the cost of developing the 3D Image Smart QR Code. A 25 % of all AMRP resources will be assigned and used.

※SQC DF Payment Rate(%) = Total Ad Revenue * Allocation Ratio(25%)

4) TDP(TouchCon Donation Program) 5%

A 5% of all resources will be used for international community service and dedication. The TDP, which will be assigned at the end of 2019, will be distributed fairly to the U.N. and relief foundation in each country according to the rules of the foundation. The size, method and timing of implementation are determined by Community Voting.

※TDP Rate(%) = Total Ad Revenue * Allocation Ratio(5%)
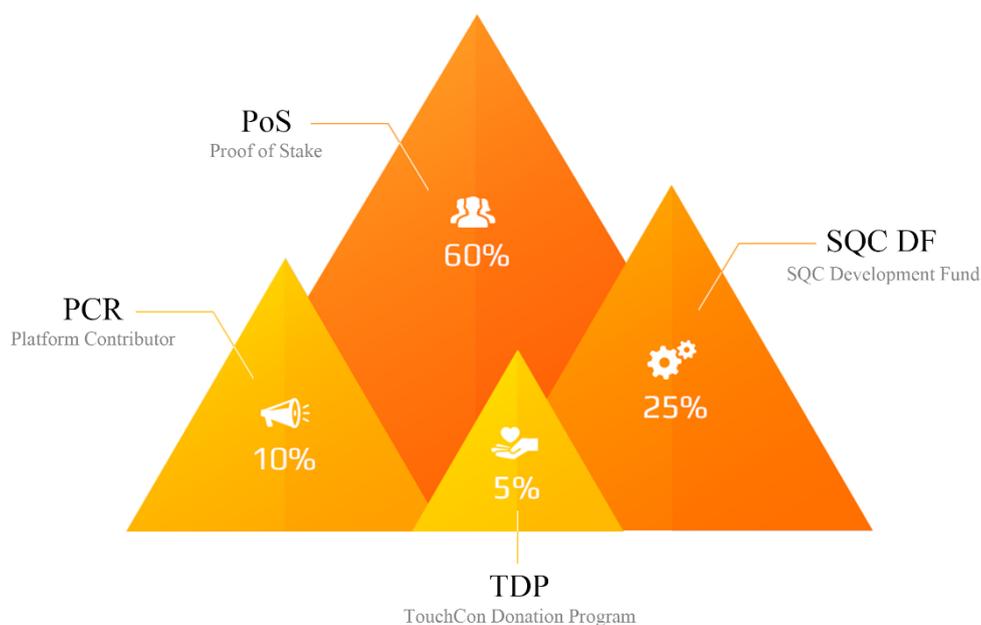
9. TAA(TOC Advertiser Alliance)

TAA(TOC Advertiser Alliance) is a group of alliance formed to use the Smart QR Code for its advertising marketing in O2O market. If you are selected as an SQC advertiser in a community vote, you automatically join the TAA Alliance. TAA is the most important federation that uses SQC for advertisement, and without their sponsorship and advertising, the TouchCon ecosystem can be threatened. The TAA is entitled to purchase SQCs at prices lower than the market price each year, and is guaranteed its own exclusive rights unless it is withdrawn from the Federation or is disqualified. TAA subscription is selected by the majority of the voters through a community vote if they apply on the platform.

- Selection Period: We accept and vote when it is needed.
- Selection method: Decided by the majority of the community voters.
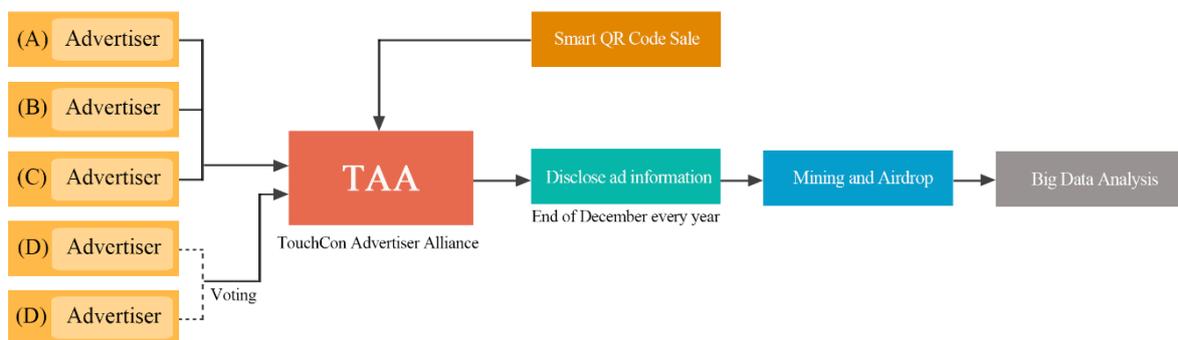- Right: Purchasing SQC at a price lower than the current price of the cryptocurrency.
- Contract period: Initially 1 year and after some evaluations, it can be extended twice

The advertiser must show how O2O will advertise SQC on his products and services. Regardless of the market price, advertisers buy SQC in block deal form, but there is little chance that advertisers and stakeholders will commit mass self-mining without using SQC for advertising because in the SQC, user information and scan information are matched and stored in the Blockchain and repeated sequential scans can be caught by cheating and receive sanctions.

TAA Advertiser Selection Process
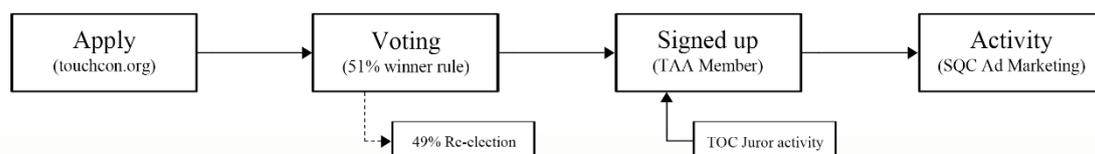
10. TJS(TOC Juror System)

The first jury system of the cryptocurrency to supervise the TouchCon project is implemented. The jury consists of a total of 23 people. It is also a means to check the monopolization of the supervision function. The jury supervises and coordinates the TouchCon platform, and collects community opinions and suggests improvements. The jury will be selected fairly in order of multiple votes by community only for candidates having more than 100,000 TOCs.

Of the 23 TOC jurors, 20 will be publicly elected by the community vote, and the ex-officio jury will nominate three members of the foundation to support their supervision and maintenance functions. The jury holds regular TJS MeetUp once a year and presents evaluation and development directions of the TouchCon. The jury system with the fair enforcement and supervision of the project will have a great impact on the activation of all cryptocurrency ecosystems as well as the TouchCon.

TOC jury selection process

Apply (Candidate registration)	→	Voting (Majority selection)	→	Signed up (TOC Juror Member)	→	Start activity
100,000 TOC		touchcon.org Voting		3% Fund allocation		Once per year
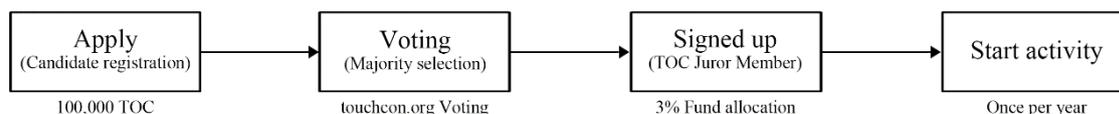
Each year, 3% of the SQC volumes are distributed to the jury as a fund, which is used for the jury's fair activities. Assuming that the TOC SQC Re-mining volume in 2019 is 60 million TOC, the jury's fund (TJSF) is SQC 60,000,00 and TOC * 3% = 1,800,000 TOC per year.

The jury will perform the following tasks.

- Fair Lock-Up and transparent TOC management for Pre-mined TOC (70%)
- Fair supervision of the execution of SQC proceeds to TAA every year
- Evaluation and supervision of AMRP distribution
- Utilization plan and audit of ecosystem for jury fund (3%)

11. Token Economic Information

Coin Name: TouchCon

Symbol: TOC

TouchCon Goal Target: 10,000 ETH = USD $ 3 million

Token Price(2018.02~2018.05): 1 ETH(2,600 TOC / 30% Bonus Include), USD $0.12

● Token Distribution Information (Total issue volume: 840 million TOC)

Ⓐ Pre-Investment Token 13%: Angel + Private + Pre
  -TOC 1 Round Success (8.63%): 72,513,225 TOC ☞ Angel(35%), Private(50%), Pre(15%)
  -TOC Token Burn (4.37%): 36,686,775 TOC ☞ Reason: Goal Completion

Ⓑ Foundation & Capital 7%: Foundation(5%), Capital Reserve(2%)
  - Foundation 1% (10 months Lock Up): 2018. 06. 01 ~ 2019. 03. 31)
  - Foundation 4% (2 year Lock Up): 2018. 06. 01 ~ 2020. 05.31
  - Capital 2% (1 year 6 months locked): 2018. 06. 01 ~ 2019. 10. 31 Lock Up

Ⓒ SQC Ad Scan Re-mining 70%: A total of 588 million TOC were pre-mined and locked.
  - 60 million TOC are unlocked annually and Re-mined. It lasts for 10 years.

Ⓓ PoW(CPU) Mining 10%: TOC can be earned through equitable 'PoW' mining.
  -Anyone can mining TOC for 30 years with a CPU computer.
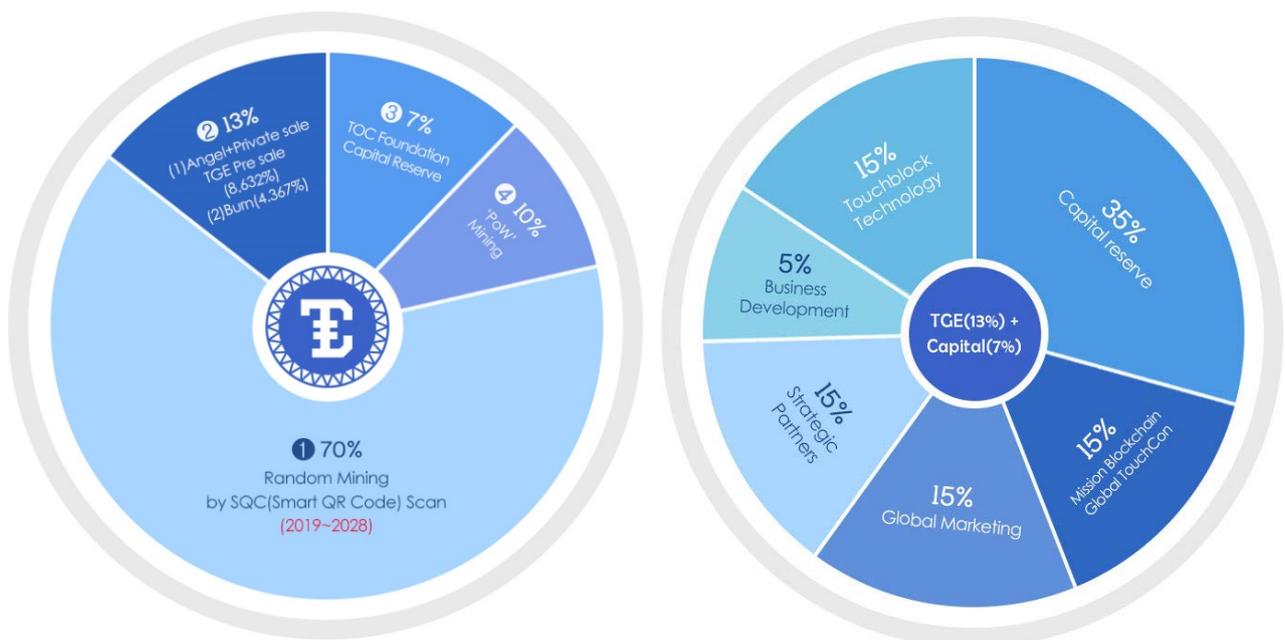
12. Road Map

※TouchCon Platform Project

Stage	Platform Target Name	Progress Period	Demo (Idea IR)	Prototype (Experimental)	MVP (Minimum)	Alpha (Developer)	Beta (Action)
1	TOC Ad Scan App	2018. 03 ~ 2019. 12	2018. 03	2018. 06	2019. 02	2019. 05	2019. 08
2	TOC Platform	2019. 09~ 2020. 12	2019. 09	2019. 12	2020. 06	2020. 09	2020. 12
3	TOC Big Data System	2020. 12~ 2022.06	2020. 12	2021. 03	2021. 09	2021. 12	2022. 06

-Demo: SQC Proof of Scan Random mining Process presentation
-Prototype: 'TouchCon QR' Application Prototype announcement
-MVP: The launch of a minimal feasible platform will see the response of the market.
-Alpha:TouchCon Platform Development Test Version, for TouchCoin Re-mining & Airdrop
-Beta:TouchCon Platform Service Version

2017. Q1~Q4
QR Data code & Marketing Platform Launch(01~03)
Platform construction and technology research(03~06)
White Paper Draft release(07)
TOC Platform Launch(08)
Multi-national Team & Advisors Configuration(10)

2018. Q1~Q2
TouchCon platform whitePaper Announcement(01)
TOC Private Sale(02~04)
QR Data code Digital mining Tech Patent Application(04)
TOC Platform Version 1.0 Development(05)
TouchCon TGE Period(05~06)
ERC20 Token Launch(05)
TOC PoW Mining Program Release(06)

2018. Q3~Q4
Touchcoin Explorer Wallet Release(07)
TOC platform Version 1.0 Technology announcement(08)
TOC Whitepaper Version 2.0 Announcement(10)
TOC QR code Demo Version 1.0 Release(11)
TOC World MeetUp indonesia 2018's(12)
QR Data mining Application Release(12)

2019. Q1~Q2
TOC Platform Version 1.0 Mainnet Release(03)
Advertiser Federation Formed(03)
TOC Ad Marketing Start(06)
Touchcoin QR code mining 'Patent registration'(06)
TOC MeetUp Indonesia 2019'(06)

2019. Q3~Q4
TOC Platform Touchcoin mining period(07~12)
TOC MeetUp South Korea(08)
TOC MeetUp Japan(09)
TOC Platform Version 2.0 Annoucement(10)
AMRP Execution(12)

2020. Q1~Q4
TOC Platform Version 2.0 Announcement(01)
TOC Advertiser Federation Announcement(02)
TOC Platform Airdrop Test Mining(03)
TOC MeetUp Indonesia (05)
TOC Platform 2.0 Mainnet Release(09)
TOC Plarform 2.0 Start(10)
TOC MeetUp Bali(12)

13. TOC Information

First issue	2018. 03
Market capitalization	$ 5 million (2018. 11.30)
Total issue limit	840 million
White Paper	www.touchcon.org
Web Site	www.touchcon.org
Block lookup	www.explorer.touchcon.io
Agreement protocol	PoW(CPU) + PoS(Proof of Scan)
Block creation cycle	15sec

Foundation	Sistem Informatika Golbal Indonesia
Co-Founder	Robby, Junbeom Lee
Operations Officer	Junbeom Lee
Operations Manager	Reda Hardianti
Employees	11 People
Location	Indonesia Jakarta, Wisata Tendean Lt.3, Kaptern Tendean 7
Foundation e-mail	Touchconinfo@gmail.com
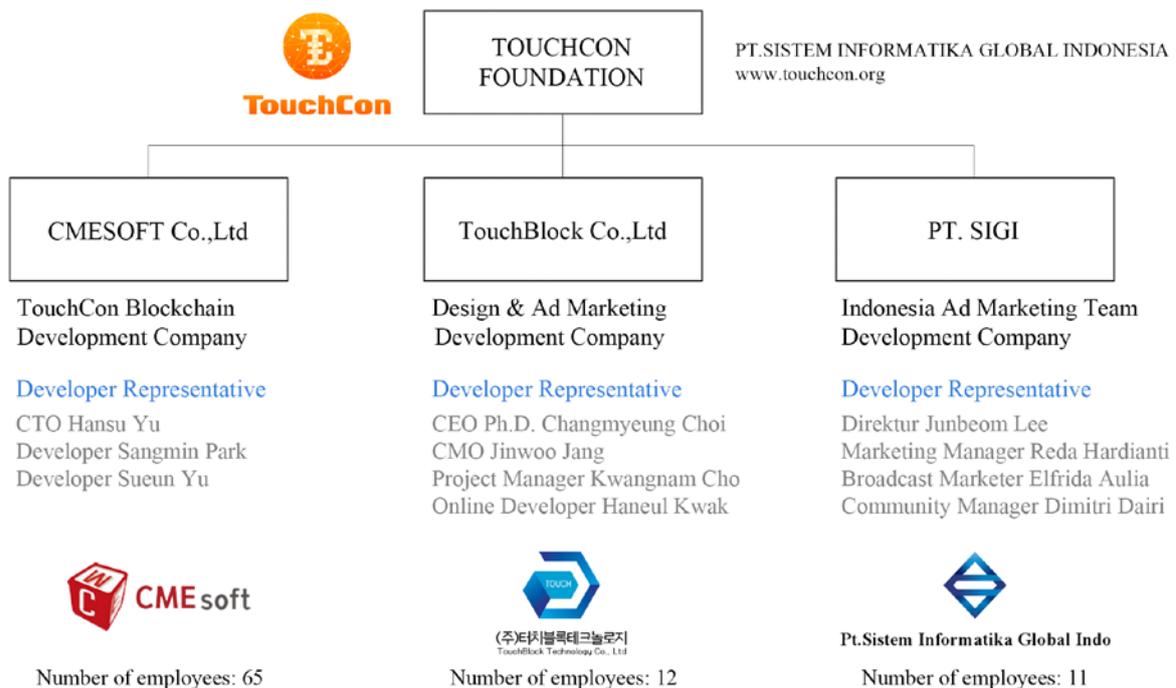
14. TouchCon Project Social Media Community

https://twitter.com/TouchconInfo

https://www.facebook.com/touchcoin

https://www.instagram.com/touchconplatform

https://www.linkedin.com/in/touchcon

http://blog.naver.com/touchcoin

https://t.me/touchconplatform

https://github.com/touchconDev/touchcon

https://bitcointalk.org/index.php?topic=5079889.0
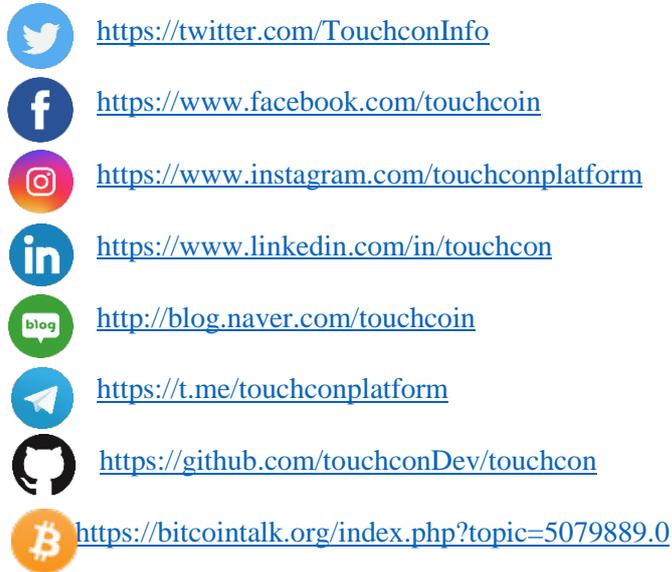
15. Project patent application information

The patent application of Smart QR Code for mining and Airdrop of cryptocurrency is underway in the world including Korea. Currently, patents are being applied to major countries in Southeast Asia including Indonesia.

※5 patents filed in May, 2018

System and Method
for Mining Cryptocurrency Using QR Code

Patent pending

Patent Number 40-2018-0053630 Worldwide | Patent Number 40-2018-0053645 Worldwide | Patent Number 10-2018-0044972 Worldwide | Patent Number 40-2018-0053661 Worldwide | Patent Number 40-2018-0053668 Worldwide

16. Confirmation of project ethics and compliance with international law

[Confirmation of Compliance with ethics and International Law]

ⒶConfirmation on the legal ethics and morality of investment on the ICO of TouchCon platform

ⒷConfirmation on the compliance with the International law on the ICO of TouchCon platform

ⒸConfirmation on the valuation and technological prospects of Touchcon platform and Blockchain base application

Whitepaper	It contains rational and systematic technological development.
Business feasibility	It will depend on the individual's propensity who participates in the TAA.
ICO legality	Early termination after achieving soft cap with legal procedures and legitimate ethics..
Foundation Existence	The foundation is established and judged legitimate by lawful procedure.
Technology development ability	It is very high because the TouchCon Foundation retains 5 Ph.D and company which specialized in Blockchain development.
ICO Investor Protection Policy	It will promote a high ethical protection policy according to official procedures.
Project value	It is very likely to grow into a utility coin
Other Considerations	It has a high value as a project that realizes cryptocurrency in the real world.

We confirm that the ICO process for conducting TouchCon platform projects was conducted with ethical morality in Korea and Indonesia.

2018. 05

Korea Blockchain Lawyer

Jonggun Lee

17. References & Resources

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18. Project Development Team & Advisor

<div style="background-color: #99cc66;">

Development Team

</div>

Based on the blockchain technology, the TOC Platform can solve various problems of traditional computer mining and airdrop by mining various cryptocurrencies easily and quickly by scanning QR codes anytime and anywhere, and this project has been started to build advertising Big Data based on the consumption information accumulated through QR code scan. Scanning of SQC (Smart QR Code) storing random value of cryptocurrency enables various kinds of cryptocurrency mining and airdrop, and as the number of users participating in TOC Platform increases, more sophisticated and systematic Big Data is formed. Therefore, the connection between the real world and the cryptocurrency platform is strengthened. This will ultimately further activate the cryptocurrency ecosystem.

M. Sooba Khan
CCO. Global Business Development
Former Honorary Investment counselor
Board of Investment Government of Pakistan
Former Pakistani consul

"Cryptocurrency is like the two sides of a coin that cannot be separated from the real world. The future of TouchCon filled with excellent ideas and innovation that goes beyond the existing cryptocurrency platform will give financial liberty to the mankind."

Jinwoo Jang
CMO. Global Marketing Development
American Marketing Association, Professional Certified Marketer
Department of International Studies, Korea University

"TouchCon's ultimate goal is to build a popular ecosystem of cryptocurrency. It is very exciting to build up the advertising Big Data through the popularized QR code scan. We are currently working on that. "

Hansu Yu
CTO. Blockchain Development
Development of Next-Generation System of Bank of Korea
Development of Cryptocurrency Exchange Solution
Blockchain Core Development Professional

Ph.D. Changmyeung Choi
CEO. Offline SQC Development
Doctor of Business Administration, Kyunghee University, Korea
Professor, Graduate School of Business Administration, Gachon University
International Management Consultant

Junbeom Lee
Co-Founder At TouchCon
Economic Forecast Columnist
Director of KCC Cryptocurrency Research
NH Securities and Mirae Daewoo Securities Investment Advisors
Dynamic Korea Operation Manager

Sangmin Park
Blockchain Developer
Blockchain Core Development
P2P Network Development Professional
Software Programmer

Sueun Yu
Blockchain Developer
Ethereum Smart Contract Dapp Development
ERC20 & ERC721 Development
Software Programmer

Ph.D. Muho Song
Online SQC Development
Doctor of Business Administration, Soongsil University, Korea
University Professor & Manager
Franchise Management Consultant

Dr. Razaq M. Chaudhry
System Engineer
Electrochemical Engineering, Doctorate
cMAX-2000 Inc, Chief Executive Officer
Analytical Industries Inc, Chief Executive Officer
Pomona, Analytical Industries, Principal Investigator

Dr. Muhammad Arslan Shehzad
System Engineer
Doctor of Electrical Engineering, Sejong University
Worked at Intel in United State of American
COMsats Technology Researcher

Haneul Kwak
Online Game Developer
Progamer
Blizzard Starcraft2 League GSL Invitational Win
Starcraft2 17173 World Cup 3rd
Blizzcon Starcraft2 Korea representative

James Li
Software Developer
George Washington University PM Programmer
SCJP, SOLARIS, CCNA, ECL Technology
Bank Online Program Development
Indonesia IT Education Plan Operator

Reda Hardianti
Marketing Manager
Universitas Lampung Jurusan Ekonomi
PT. Karya Sumber Nusantara
Management support & communication expert
Worked at PT. Indodox

Kwangnam Cho
Project Manager
Online Project Management Specialist
E-commerce management support and operator
SMS High Tech Co., Ltd. Leading Online Marketing
Web construction and operation technician

Annisa Eka Jayanti
Operation Manager
Bina Sarana Informatika, Computerize Accounting
Worked at PT. Tri Sukses Wanatama
PT. Rahayu Putra Mandiri Project Mandiri Group

Dimitri Dairi
Community Manager
Gajah Mada University, Atmajaya University
Communication in 8 languages
SQC Marketing Manager

Elfrida Aulia
Broadcast Marketer
Institut Bisnis Nusantara, Communication
Worked at PT. Duta Anugerah Indah(DAAI TV)
Worked at PT. Jalur Nugraha Ekakurir
Broadcast development Program

Yuli Ekadewi Rusdy Putri
Social Marketer
Bunda mulia University, Communication Jurusan
Worked at PT. Duta Anugerah Indah(DAAI TV)
News information Journalist and Writer

Ichsyah Atmana Pingky
Online Marketer
Pimpinan Pervsahaan Academy
Marketing Management
Diploma Degree Marketing Management
Pahpoh Management & Endorsement Manager

Jardy Niel SP. Cuezad
Software Programmer
Central Luzon State University Science information Technology.
Luzon University Professor.
System Administration, Network Security and Firewalls.
Cisco Networking Project

China Development Team Profile(#1st)

Bi Jian Lian

Jilin University computer applications majored.
Computer Applications machine learning expert.
Computer animation technology,
Minicomputer operating system and application,
Computer foundation and FOETRAN77 program design
Japan Mau information service research
Jiangsu University professor

Yuxin of China

Robot control technology, cloud computing and image control.
active in the Association for Computing Machinery.
IT field of the Governmental Commission.
Jangsu University computer science Professor & Image control expert.

Jonggun Lee
Legal Advisor
Iris & Block Chain Professional Attorney
Attorney at the law firm, Daeyang

"Cryptocurrency that is not recognized by the public is like a desert mirage. Touchcon, on the other hand, are closely related to the reality and have sufficient conditions to become popular. This is the point that differentiates TouchCon with many existing cryptocurrencies."

Sungsik Lee
Blockchain Advisor
Korea Technology Trader
Director of Korea BI Technology Business Association
Worked at Korea Industrial Technology Development Institute and Information and Communication Research Institute

"The Smart QR code that TouchCon shows is very creative. The idea of matching cryptocurrency and QR codes to ads and the way of using Big Data are amazing."

Gitae Jung
Marketing Advisor
Japan Weekly Mansion Picolohakata CEO
Japan Drug Company CEO
Japan Fukuoka Retail Trade Expert

"Historically, human progress and innovation have started with small, creative ideas. The combination of Smart QR Code and advertising marketing that TouchCon pursues is very innovative. We appreciate the fact that we have tested the value of the TouchCon in every product."

Insang Lee
Blockchain Advisor

Professor, Department of Automotive Engineering, Andong National University, Korea

Ministry of National Defense and Government Institution

Expert of Autonomous Vehicle

"The pace at which the Fourth Industrial Revolution develops is remarkable nowadays. A new era will inevitably require a new currency. The paradigm shift has always been driven by hardship and resistance, but I do not doubt that the TouchCon will play a pivotal role in this period of transition."

Sohyang Choi
Global Communications Advisor
Vice President, Taesan Trading Co., Ltd.
Samsung Mpeon Marketing Specialist in China

"The idea that TouchCon is pursuing is outstanding. The TouchCon, which acts as a utility coin by linking the QR code and ad, will create a new ecosystem that has never been seen before. "

HANS
Policy Advisor
U-SAVE International CEO
SNP International Officer in Indonesia

"TouchCon will act as a catalyst for raising cryptocurrency from shadows to sunshine. It is expected to bring great innovation and new vitality to the cryptocurrency ecosystem, which has been filled with negative perceptions until now."

David Kang
Canada Communications Advisor
Canada HomeLife Best Choice Realty Inc Broker
Canada Video Marketer
Canadian retail marketing specialist

"The idea of connecting cryptocurrency to advertising is great. In particular, using QR code Scan for consumer trend analysis and tools for accumulating Big Data is a stroke of genius."

Robert Kim
International Trade Advisor
Taesan Trading Co., Ltd., Founder & CEO
Worked at Daewoo Corporation

"The conversion of computer mining to non-electric QR code scan mining is most prominent. Especially, the feature of random value storage of cryptocurrency in QR code will attract attention of the public and be widely loved by the public."