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## **The World's First HTML5 Blockchain Engine and Platform**

Bring 200,000 developers and  
1 billion HTML5 terminals  
to the blockchain world

## **White Paper**

This White Paper is intended for  
internal and community discussion only.

It is not a legally binding document.  
Developers are relieved of all liability.  
Detailed information will be released in later versions.

## Brief

### **Our vision:**

“Bring 200,000 Developers and 1 Billion HTML5 Devices to The Blockchain World.”

As a cross-platform solution, HTML5 technology has been globally recognized. It covers the Internet, mobile games, video, advertising and other industries, with the global market size of hundreds of billions dollars.

After blockchain game CryptoKitties became popular, Ethereum's smart contract applications added a new member - HTML5 games.

This project cooperating with Egret Technology, a globally well-known HTML5 technology service provider, set up Egretia Blockchain Lab, combining blockchain with HTML5 technology to create the world's first HTML5 blockchain engine and platform, aiming for applying blockchain to vertical industries. Bringing Egret Technology's existing 200,000 developers and 1 billion mobile terminal devices into the blockchain world, this project has practical and far-reaching significance.

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## Roadmap and Milestone

# Chapter 1



## **Background**

- 1.1 Introduction to HTML5
- 1.2 Blockchain Industry Background

# Background

## 1.1 Introduction to HTML5

In recent years, after many hardware upgrades and rapid development of Internet technology, some bottlenecks (such as performance, traffic and compatibility) that previously limited the operation of HTML5 games have now been eliminated. Due to the cross-platform nature of HTML5, this technology is widely used in games, marketing, video, media, etc. Using the power of mobile social networking, HTML5 content has been widely disseminated in mobile apps and created entirely new business models.



From their perspective, and due to the rapid pace of their lives and work, users would like to make use of "fragmented time" at each leisure opportunity and enjoy relaxation and entertainment. In terms of app operators, a new model is expected to enhance user stickiness, gaining more traffic.

Click-and-play, viral transmission, user stickiness, these characteristics of an HTML5 game make it a perfect fit for the current market demands.

Currently, users of HTML5 games already account for 47% of all mobile game users. In terms of the business model, in-game payment, instead of advertising, has become the main source of revenue accounting for 68%. Combined, HTML5 games already have an independent commercial profitability. In 2017, the market size of HTML5 games in China exceeded 10 billion Yuan and showed a growing trend. After more than four years of evolution and development, HTML5 games

have witnessed huge improvements related to business models, user numbers, and market size.

The domestic revenue of high-quality HTML5 games, has reached 200 million Yuan.

HTML5 technology has been globally recognized as a cross-platform and cross-terminal solution. It covers the Internet, mobile game, video, advertising and other industries, with a global market opportunity of 100 billion dollars.

## **Trend**

Due to the advantages of HTML5 technology, an increasing number of well-known enterprises have adopted this technology:

- Google launched PWA, advocating Android Instant Apps based on HTML5 technology.
- Baidu promoted "light-weight apps" based on HTML5 technology.
- Facebook released Instant Games based on HTML5 technology in Messenger with more than 1 billion daily active users, and opened its advertising and payment service for Instant Games at the end of 2017.
- In January 2018, Tencent WeChat released a series of mini-games, some of those games gaining over 100 million daily active users.

Overall, HTML5 has become one of the global Internet technology trends.

## **Pain Points**

Despite the rapid development of HTML5 industry, there still remain many pain points:

- Lack of a global, unified and secure payment platform;
- Lack of solutions to securely store virtual assets of users;
- Lack of mechanisms to ensure "fairness" in games;

- Lack of solutions to rapidly respond to distributed back-end communications;
- Lack of mechanisms to effectively protect the intellectual property of HTML5 products;
- Need for effective mechanisms to motivate good teams to develop high-quality games and apps;
- Need for diversified approaches to monetize internet traffic.

## **1.2 Blockchain Industry Background**

In recent years, blockchain technology has gradually been understood and applied to related projects; advantages and disadvantages of the blockchain itself have become increasingly obvious.

Advantages:

- Distributed ledger mechanism: safe, transparent and tamper-resistant;
- Turing-complete smart contracts: fair-and-square;
- Decentralized data storage combined with smart contracts: responsive and reliable;
- Token system, unified payment and settlement.

Disadvantages:

- Poor development, testing, and upgrade process;
- Poor development tools and a small development community;
- User inconveniences, costs of learning are high;
- Security issues of accounts and wallets.

We joined hands with Egret Technology to create Egretia Blockchain Lab. By combining blockchain technology with proven HTML5 workflows, developers will be able to rapidly develop blockchain applications and truly apply blockchain to the vertical industries.

# Chapter 2



## **Our Mission**

- 2.1 World's First HTML5 Engine and Platform
- 2.2 Building a Decentralized HTML5 User Ecosystem
- 2.3 Creating an Ecosystem With True Token Circulation



## **Our Vision**

“Bring 200,000 Developers and 1 Billion HTML5 Devices to The Blockchain World.”

### **2.1 World's First HTML5 Blockchain Engine and Platform**

In partnership with Egret Technology, the global leader in the HTML5 industry, we are committed to building the world's first HTML5 blockchain engine and platform, combining blockchain technology with proven tools, communities and content of our partners, aiming to bring 200,000 developers and 1 billion mobile devices into the blockchain world.

#### **User Ecosystem:**

- The content powered by Egret Engine has reached hundreds of millions of users. For every user, we will create a unique passport with digital encryption.
- We will provide users with a low-threshold, high-security digital wallet, serving as a safe payment platform for all HTML5 blockchain applications.
- We will create a digital token that circulates in HTML5 projects all over the world: Egreten.
- We will build an effective, sustainable ecosystem for users.

#### **Technical Aspects:**

- Modularizing blockchain functions, integrating them into the Egret Engine and its front-end development tools, will contribute to directly reach more than 200,000 developers. Integrating the Egreten token into hundreds of thousands of games and applications, will help to directly reach more than 1 billion users worldwide.
- Integrating blockchain technology into the backend service logic, using node servers around the world will provide HTML5 products with fast communication solutions and trusted smart contract server logic.
- We will create a complete development suite, documentation and development community, to provide a most complete and convenient developer ecosystem.

## **Operational Aspects :**

- Through the existing Egret game platform with 40 million monthly active users, we already have a professional global team of game and app distributors. They are operating the content and have integrated our token payment system. They are, thus, ensuring a global circulation of Egreten.
- Together with strategic partners such as Facebook and Google, we have a well-established advertising platform to promote Egreten-based games and products.

## **2.2 Building a Decentralized HTML5 User Ecosystem**

Powered by the Egret Engine, HTML5 content has over 75% marketing penetration in the HTML5 industry, covering more than 1 billion mobile devices and users.

We will combine the Egretia blockchain with Egret HTML5 workflows. Using a token mechanism, every player will have a unique ID in games powered by the Egret Engine. This will build a solid foundation for a stable user ecosystem.

- Every user worldwide has a unique token passport in any game or application which is developed based on the Egretia blockchain.
- The token's anonymity and encryption mechanism effectively guarantees a user's privacy.
- Using unique, anonymous, secure tags, a user's identity is not limited to one application or one game. By using a unique, virtual identity, every user can enjoy a life in the virtual, Egretia-based world.
- Due to the blockchain's transparency and irreversibility, as well as each user's unique passport, available throughout the content system built by Egretia, we can accurately portray users and construct a credit system. Users can also safely communicate with other users around the world in Egretia, making friends, exchanging virtual assets, etc.

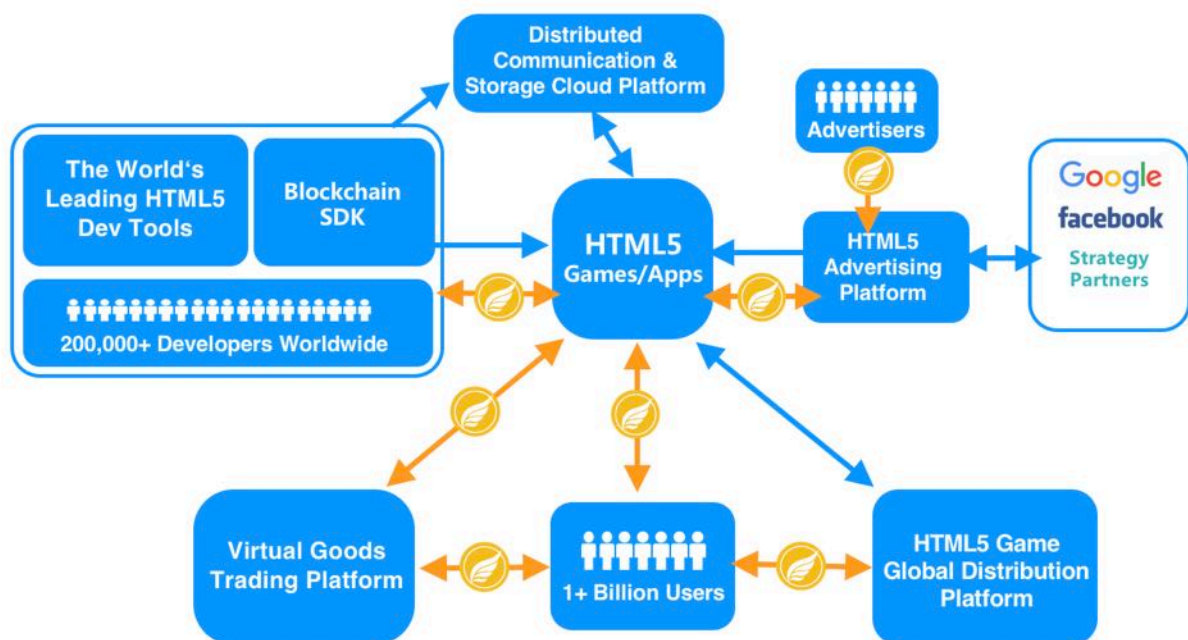
## 2.3 Creating an Ecosystem With True Token Circulation

Based on the user ecosystem of Egretia, we are devoted to forging a new digital token that can be used in all content powered by the Egret Engine: Egreten.

- Developers will use well-established tools + SDKs to quickly develop products that will use the Egreten token as payment.
- Users can use Egreten to buy in-game items, pay for content, etc.
- Users can use Egreten to take part in lotteries, discounts, and other promotions on Egretia across the world.
- Users can get Egreten as reward through participating in crowdfunding of games on Egretia.
- Developers and content publishers can use Egreten to advertise on the Egretia advertising platform.
- Distributors can get Egreten through content distribution, advertising, etc.
- An Egreten digital wallet is created based on user's unique token passport, in order to guarantee safe storage of user's virtual assets, goods, crowdfunding rewards, platform rewards, etc.

Throughout the ecosystem, more than 200,000 developers worldwide can use the Egretia Blockchain SDK to rapidly develop HTML5 blockchain games and applications. This will increase the reach of the digital Egreten token to over a billion users, the token will be circulating in all areas of HTML5 content, virtual goods platforms, advertising platforms, and communities.

(  represents the flow of tokens )



# Chapter 3



## **HTML5 Blockchain Engine & Platform**

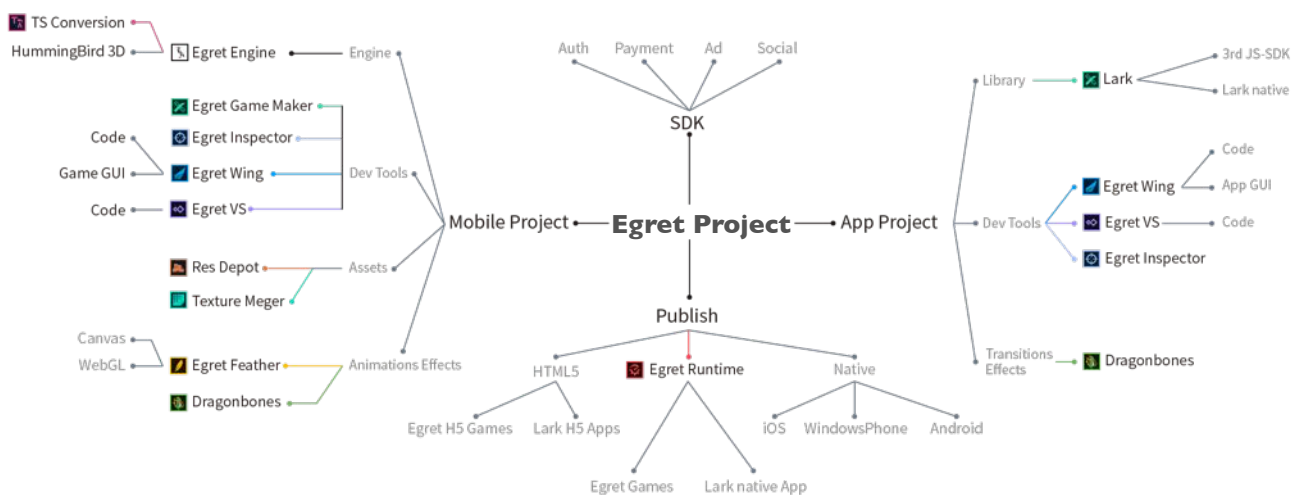
- 3.1 Key Products and Services
- 3.2 Egretia Features
- 3.3 Egretia Core Product Architecture
- 3.4 Egretia DApp Case

# HTML5 Blockchain Engine and Platform

## 3.1 Key Products and Services

### The World's First HTML5 Blockchain Game Development Workflow

Egret Technology, our strategic partner, spent four years focusing on HTML5 workflow development. The workflow includes 14 products such as the engine itself, an IDE visual editor, animation tools, cross-platform packaging tools, etc. All tools are cross-platform and support both Windows and Mac.



For more information, please visit our partner's website : <https://www.egret.com/products/>

Existing development workflows allow developers and designers to:

- Efficiently edit and debug code,
- Visually adjust UI interface,
- Easily create cross-platform animations and interactive media content,
- Publish HTML5 content as iOS or Android apps via the packaging tool.

We will use the existing development suite to tightly integrate the blockchain interface layer, such that all HTML5 games can easily support the blockchain.

Through the proven development workflows, developers can quickly create HTML5 games and applications that provide blockchain features such as unified digital wallet passports, smart contracts, and transactions.

### The World's Largest HTML5 Blockchain Platform: Egretia

The platform includes a development workflow based on blockchain technology, four core products and an incubator, providing comprehensive blockchain solutions and services for players, content providers, channels and advertisers, and building a perfect ecosystem.

Not only can developers create blockchain applications quickly with Egretia development suite, but they will also get complete service through the platform, such as game distribution, advertising, trading, storage, and communication service.



Egretia Blockchain Platform Architecture

**Blockchain Game Dev Workflow:** The world's first complete HTML5 blockchain engine and development kit, will give developers the power to quickly and efficiently develop blockchain games and applications.

**Distributed Communications and Storage Platform :** The platform will leverage the blockchain's node mode, providing decentralized data communications and storage solutions.

**Game Distribution Platform** : This platform is our official Egretia DApp: Players can get Egreten through the app, play HTML5 games on this platform, make payments via Egreten. Using the Proof-of-Game (POG) mechanism, players can get Egreten rewards by playing or sharing games with friends.

**Virtual Goods Trading Platform** : Using Egreten, all players in Egretia games can trade their virtual goods on this platform.

**Egretia Ad Platforms** : A precision advertising system, based on blockchain KYC principles, smart contracts, and platform digital tokens.

**Egretia Incubator** : Our incubator supports game development teams and individuals, creating a bridge between players and developers.

## 3.2 Egretia Features

### Self-developed Public Chain

We will provide Egretia, a self-developed, efficient public chain based on the DPoS (Delegated Proof of Stake) consensus mechanism, aiming at optimizing HTML5 game performance. Through the blockchain interface layer, in combination with the Egret engine tools, developers can quickly create blockchain-based DApps.

### Consensus Mechanisms

The Egretia public chain will be using a DPoS (Delegated Proof of Stake) as consensus mechanism.

The DPoS mechanism is similar to a board vote, where holders of coins cast a certain number of nodes, using the mechanism for verification and bookkeeping. DPoS can significantly reduce the number of participating nodes for verification and bookkeeping, it will be able to achieve consensus verification in a second.

The stability of DPoS mechanism has been verified in BTS, EOS and other projects.



## High-performance

Egretia is a public chain with high concurrent processing power, where performance is optimized for the needs of the game industry. It has a fast TPS (Transaction Per Second) rate. Nonetheless, in blockchain technology, an "impossible triangle" exists, meaning that scalability, decentralization, and security cannot be achieved at the same time.

Using a DPoS mechanism to greatly increase scalability, more than 2000 transactions per second could be supported in the initial test chain. In the future, we will increase the TPS according to business needs.

## Real-time Parameter Adjustment

Egretia can modify system parameters without bifurcation: Instead, Egretia will be able to change blocktime, blocksize, transaction fee etc. via voting.

Egretia can modify the system parameters without bifurcation: Instead, Egretia will be able to realize a dynamic adjustment of parameters such as blocksize, output speed, and handling fee through voting method based on consensus.

For example: A current blocktime of 3 seconds, can be dynamically adjusted to 1 second; or a current blocksize of 2M, can be dynamically adjusted to create larger blocks, such as 8M.

## Convenient and Efficient Development Suite

The proven tools of Egret lays a solid foundation for the Egretia blockchain project, making blockchain application development simple, convenient and efficient.

## Support Mainstream Languages and Frameworks

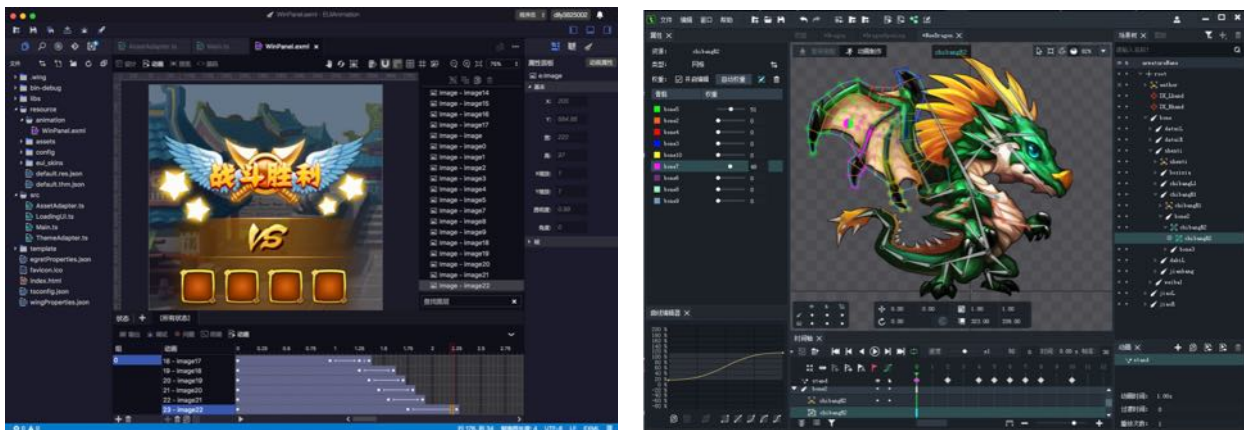
The development suite integrates the support for JavaScript, TypeScript, HTML, CSS, Node.js, through the extensions, it can easily support more languages and frameworks, such as C #, Go, C++, AngularJS, React and so on.

## Smart Coding Assistance

Smart Coding Assistance will provide major languages with intelligent code completion, real-time error feedback, reference search, jump to definitions, and other functions, to help developers more quickly program.

## Built-in Complete Game Development Workflow

Integration of visual game development environment; covering the entire development process (developing, debugging, publishing, packaging); in addition, resource management, particle editing, animation editing, cloud publishing and other extensions are available, thus making the experience of developing games friendlier and smoother.



The interfaces of Egret Wing IDE and DragonBones animation tool

## Egretia SDK

We will offer the Egretia blockchain SDK with engine and tools, which will allow all HTML5 games to easily access the blockchain. Developers can quickly create HTML5 games and applications that provide blockchain capabilities such as digital wallet, smart contracts, etc.

- Accessing the blockchain through a few lines of code,
- Storing user's key information on the blockchain with KYC (Know Your Customer) certification,
- Providing data storage, data communication and authentication services,
- Easy access to digital wallet and create smart contract,
- Using digital token SDK for game's virtual goods trading.

## Digital Token: Egreten

The global gaming market size in 2017 is over 100 billion dollars, but there isn't a way to connect different games, each game is connected to its own independent economy.

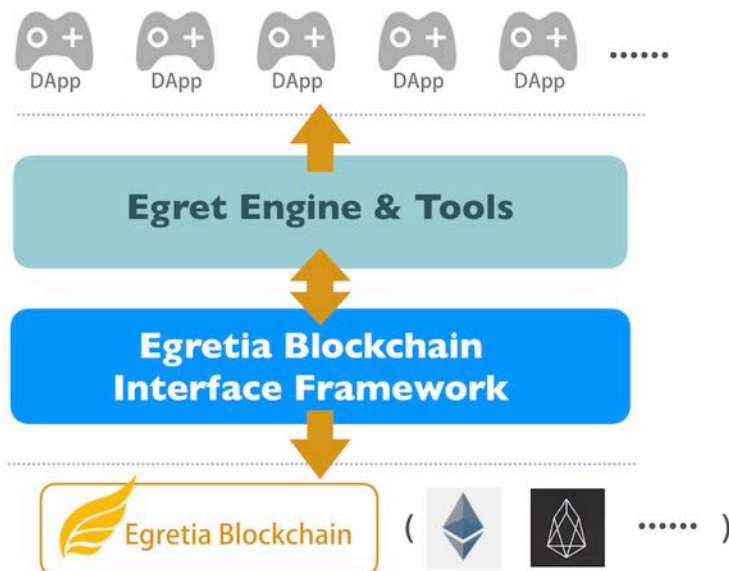
Egretia will provide a digital token: Egreten. Developers can easily combine Egreten with their own games, and players can safely and efficiently conduct virtual goods trading.

## Wallet

Both game developers and gamers will be able to manage Egreten digital tokens through their wallets. We provide users with a low-threshold, high-security digital wallet, making Egretia a safe payment platform for all HTML5 blockchain applications. Currently, PC, mobile, and browser versions of the wallet are being developed.

## Scalability, Supporting Mainstream Public Chains

From a long-term view, the framework of blockchain we will be providing, will not only supports our own Egretia chain, but will also be extended to support Ethereum, EOS and other public chains, so that all HTML5 developers can efficiently create blockchain-based games and applications.



## Open Source

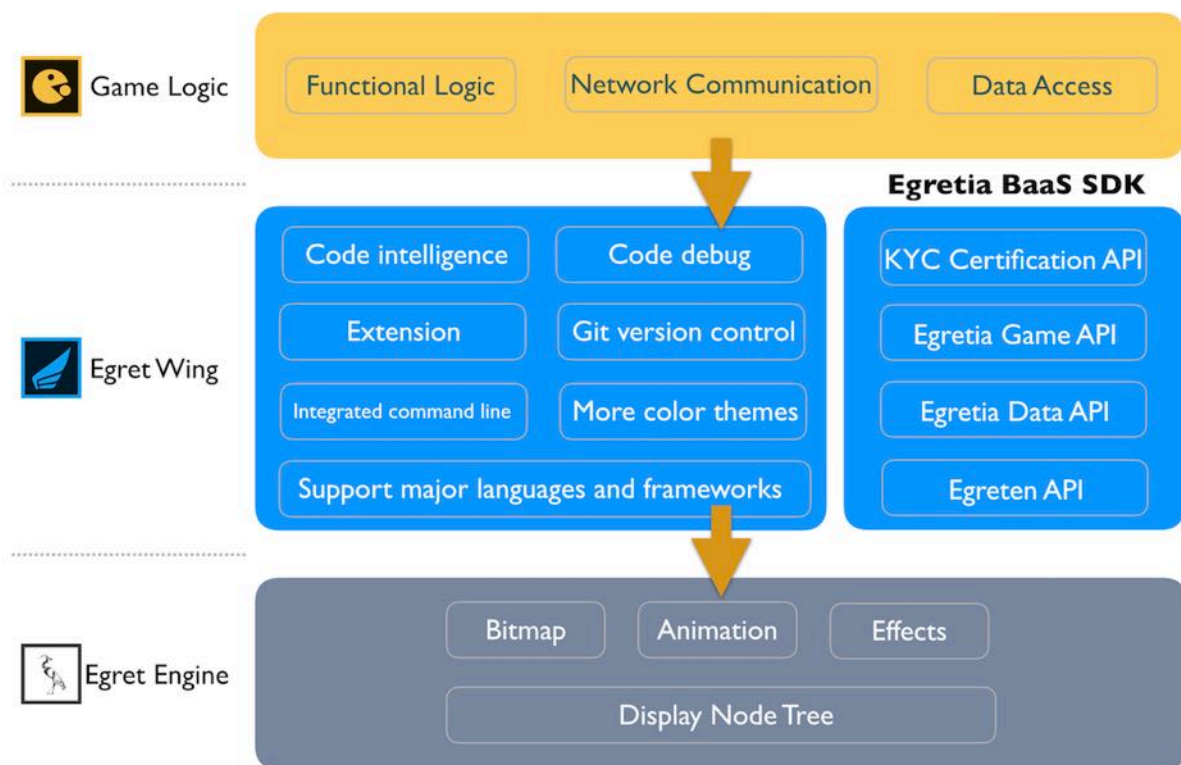
All Egretia-related code will be completely open source on Github.

### 3.3 Egretia Core Product Architecture

#### HTML5 Blockchain Engine

The content powered by Egret Engine accounts for 75% of the HTML5 market in China, with more than 200,000 developers worldwide.

The Egret Engine will provide the Egretia BaaS SDK, which will allow easy access to blockchain for all Egret games. Through the Egretia BaaS SDK, developers can create blockchain games or migrate existing Egret games to blockchain games in an easy way.



HTML5 Blockchain Engine Architecture

As shown above in the diagram, the bottom part represents the Egret Engine. Using the Egret IDE tool “Wing”, developers can quickly develop HTML5 games. As long as developers add the Egretia BaaS SDK while creating a new project, blockchain-related APIs will be easily accessible.

The Egretia BaaS SDK and the included APIs are as follows:

### **Egretia Game API**

With blockchain popularity rapidly increasing, many developers are eager to “blockchain-ize” their games. However, as a matter of fact, blockchain technology is fairly complicated. At the same time, not all developers have sufficient time to fully leverage the underlying technology. The Egretia Game API is a solution through which developers can get easy access to blockchain.

Through the Egretia Game API, HTML5 games can be “blockchain-ized” with just a few lines of code. As you can see from the image above, by adding the Egretia BaaS SDK into games, and then calling the API interface in accordance with official documentation tutorials, developers will be able to combine HTML5 games with blockchain technology.

### **KYC Certification**

With the help of KYC (Know Your Customer) information, user information is encrypted and stored on the blockchain. Due to the blockchain’s anonymity and traceability, it is safe and reliable to store user information to Egretia. Using the KYC blockchain ID, users will only have to sign up once for all games built by HTML5 Blockchain Engine.

### **Egretia Data API**

The game industry has been criticized because of opaque data, some developers control the falling probability of virtual goods in order to increase their revenue. Although the entire industry has put a lot of effort into solving the problem, for example, a group of developers has made public the falling probability of virtual goods, game players still feel skeptical about game developers.

Through the Egretia Data API, developers can store the core data logic of games and applications in Egretia, thus realizing data storage account disclosure and process verification: this is making the data open, fair, and transparent.

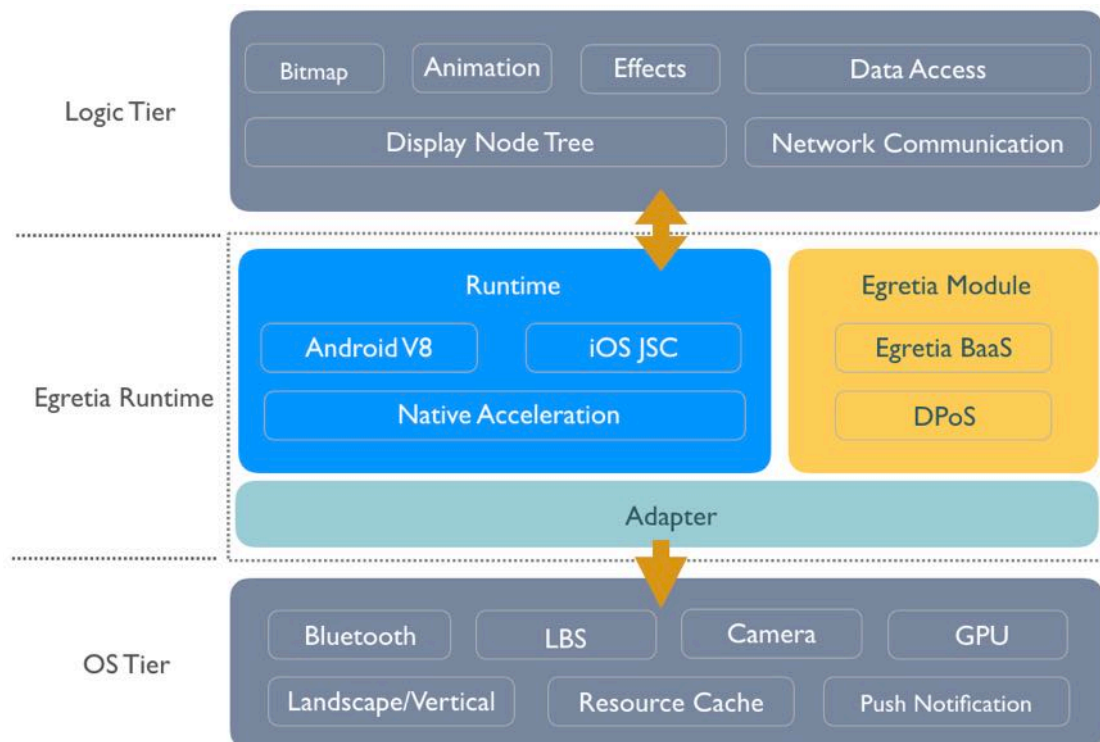
For example, game developers write the core data logic, game transaction information, and game equipment values onto the blockchain, so that players can view the game numerical information at any time. This helps solving the mutual trust problem between game developers and players.

## Egreten API

As the API for the Egretia digital token ecosystem, virtual in-game items can be placed on the trading platform.

## Egretia Runtime

Egret Runtime is an accelerator component developed by Egret team to enhance the HTML5 game performance and can be embedded as a seamless extension into a browser or other applications on mobile devices. By using Egret Runtime, game developers can ignore the differences between diverse operating systems, browsers, and terminals so that HTML5 games can run more efficiently with amazing performance. In addition, runtime also has access to mobile device hardware, improving the gaming experience. By the end of 2017, Egret Runtime has been installed 1 billion times.

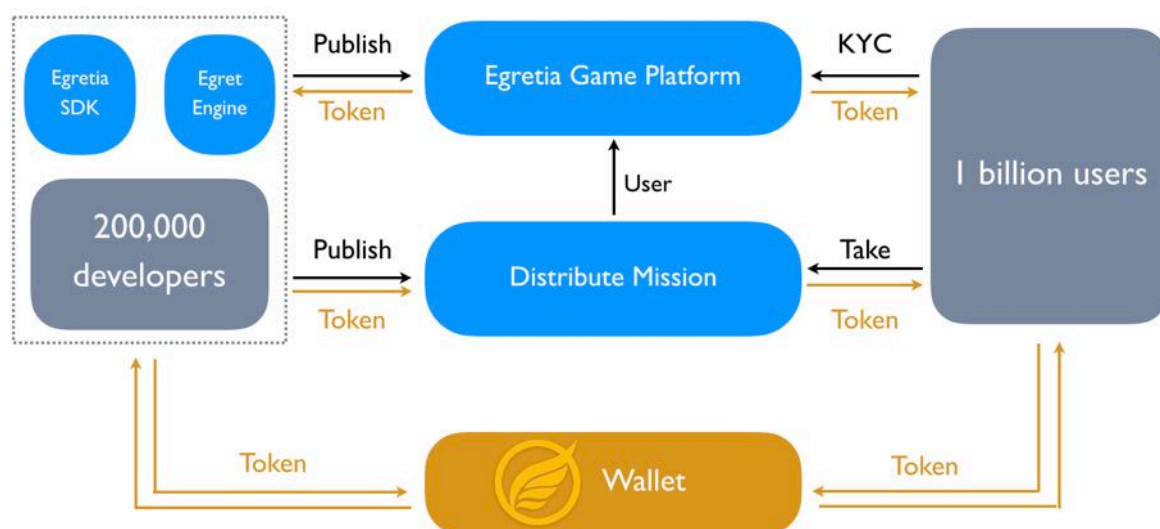


Egretia Runtime Architecture

The Egretia Runtime is a completely upgraded version of the Egret Runtime. Not only does it fully support the functions of the original runtime, it also integrates the Egretia blockchain modules to make for more secure core functions at the lower layer of the application. The Egretia BaaS Module, which allows developers to easily call the Egretia blockchain interface, also fully supports the DPoS mechanism, realizing ledger and data exchange on the basis layer of the Runtime.

## Egretia Game Global Distribution Platform

The Open Platform of our strategic partner, Egret Technology, is the largest HTML5 gaming platform in the world. It has more than 2,000 distribution channels and more than 65,000 HTML5 games, with 40 million monthly active users. Leveraging the new business mode revolution brought by blockchain technology, the Egret Open Platform will be fully upgraded to a decentralized HTML5 gaming distribution platform, supporting HTML5 developers and reaching HTML5 players worldwide.



Egretia Game Platform Architecture

## Egretia Game Platform

As shown above, with the Egret Engine and the Egretia BaaS SDK, game developers have easy access to blockchain. Players can get the unique ID by KYC, playing all the games on the platform.



Since Egretia adopts DPoS and PoG to implement distributed ledger and data exchange mechanisms, the longer the players will stay in games, the greater the PoG values will be. Depending on the duration of the game and the level of experience, players can get various amounts of Egreten digital tokens, which will enable them to buy virtual goods in the game.

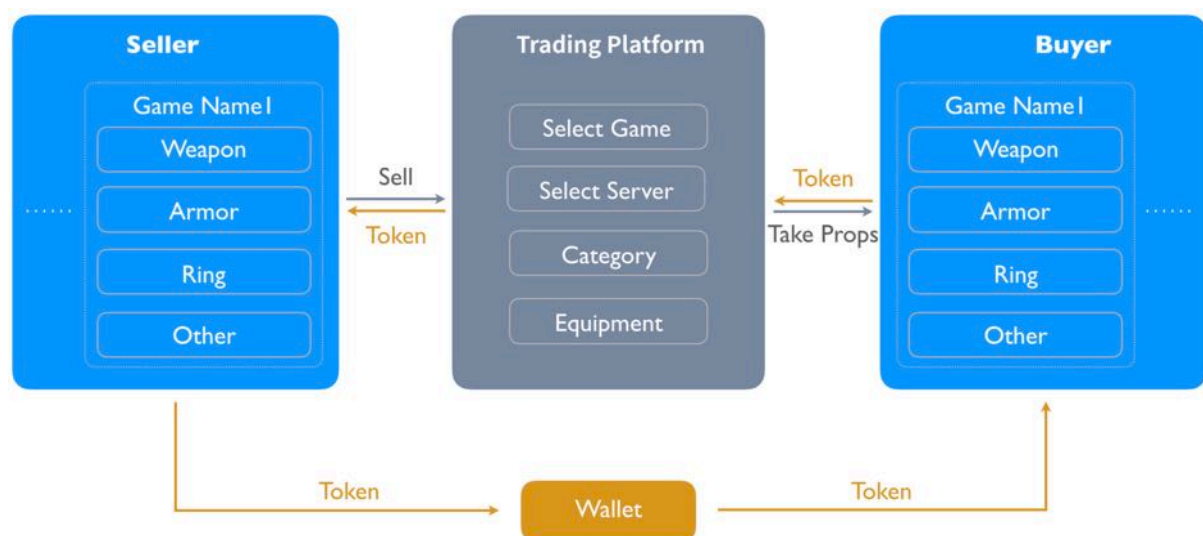
Game developers get Egreten digital tokens by operating games.

### Egretia Game Distribution Mechanism

The Egretia game platform is a decentralized HTML5 game distribution platform. Developers can independently launch HTML5 games and release tasks encouraging players to spread games. After completing the promotion tasks, players will get some digital tokens as reward. This way, developers will be able to attract many players, those players are able to gain digital tokens, thus forming a healthy ecosystem.

### Egretia Virtual Goods Trading Platform

Players have always faced the problem how to ensure the value of virtual goods and the security of personal information in virtual goods transactions. The Egretia virtual goods trading platform can help to solve this problem.



Trading Platform Architecture



As pictured above, players can sell virtual goods of a certain game on the trading platform. After selecting the game, a game server, the virtual goods category, and specific items, virtual goods can be sold in exchange for Egreten digital tokens.

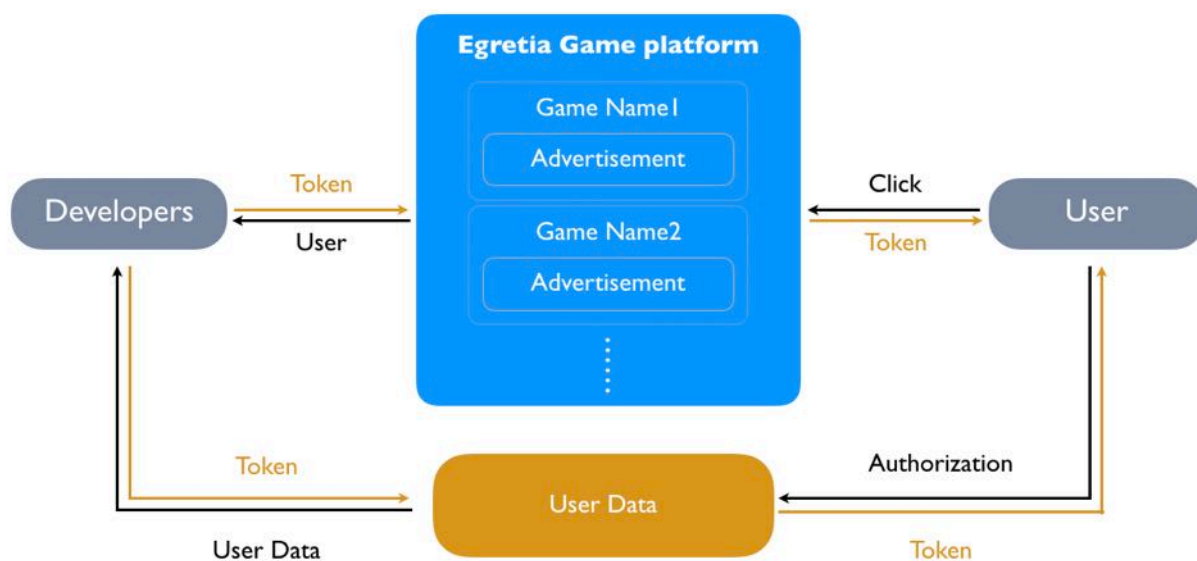
On the other hand, players can spend digital tokens buying virtual goods on the trading platform.

HTML5 games connect the in-game virtual goods to the trading platform via the Egretia BaaS SDK. Traditional virtual goods and account trading model are lacking mutual trust at its foundation. Based on blockchain's smart contract mechanism, both buyers and sellers can conduct transactions without concerns and will not need any guarantee from a third party.

Based on blockchain's traceability, traders can view historical transaction records of virtual goods at any time. Besides, the anonymity of blockchain can well protect the privacy of buyers and sellers.

## Decentralized Advertising Platform

We will create an advertising platform based on Egretia. Based on KYC principles, we are capable of capturing user portraits accurately so that we can deliver ads that users are interested in. On the other hand, the token-based advertising platform will be helpful to Egreten circulation.



Blockchain Advertising Platform

As shown above, decentralized blockchain-based advertising is a good solution for the shortcomings of traditional advertising.

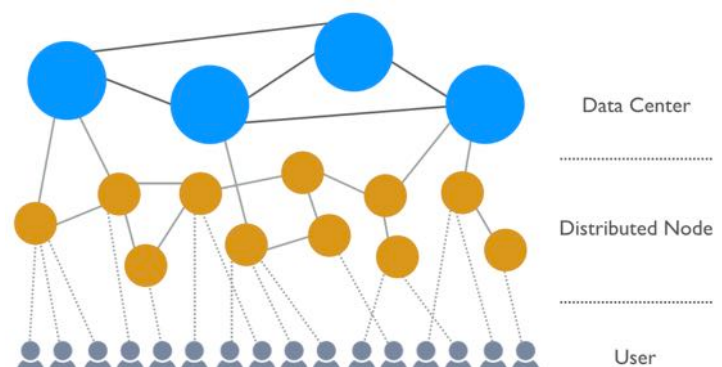
- Advertisers can serve ads using the platform's Egreten digital token.
- Developers integrate ads with content through Egretia tools and SDK, which will allow them to gain Egreten.
- Developers can also spend Egreten tokens paid by users on delivering ads in order to get more users.
- Based on KYC principles, the advertising platform can protect the privacy of users while getting user portraits, effectively pushing content that users are really interested in, greatly reducing the costs for advertisers.
- Players can earn Egreten tokens by forwarding ads.

As the first HTML5 blockchain platform, we are also actively communicating with overseas partners such as Facebook, jointly embracing the future of blockchain together.

## Distributed Communication & Storage Cloud Platform

The HTML5 Distributed Communication and Storage Service is powered by blockchain technology to provide the decentralized server-side, distributed communication and storage.

Egretia will cooperate with more third-party public chains as well as technology service providers, offering developers more comprehensive distributed communications & storage services.



The more developers and content, the more widely distributed server nodes. The faster storage of data and files being read, the quicker the client and server-side communications.

By calling the SDK we provide, developers can simply access Egretia communication services, realizing online multiplayer, data & file storage, back-end game logic customization. Usability, low latency, high availability, expansibility, customizability, are its characteristics.

In addition to helping developers create a game from its concept, it is easy to migrate a single-player game into a cross-regional, cross-server, low-latency online game based on Egretia technology, thus greatly reducing the cost of game development.

### **Multi-nodes, low latency**

Decentralized, worldwide server nodes and the original "server frame synchronization" technology, will make for a quicker and more stable transmission of game data. In the meantime, to meet the needs of large multi-player online games, we will take full advantage of our rich experience constructing platforms and adopting a "deep coupling" approach. Information that does not affect fairness will be constructed in a traditional way and core data is processed through smart blockchain-based contracts. Seamless coordination ensures fairness and smooth gaming experience.

### **Quick Match**

Based on distributed back-end communications, a flexible matching mechanism will be meeting the majority of the matching requirements under different rules. This will help enriching the gameplay, helping more players building connections, and truly achieving "global players using the same server".

### **Quick Access**

Modularizing the game lobby, room and interactive process, we take the needs of developers into consideration, combining front-end engine and tools for developers to quickly access and develop games.

### **The Server-Side Logic of "Smart Contract" Management**

Aside from basic networking capabilities, we also provide game developers with a server-side framework based on smart contracts, the Egretia Backend Logic Framework. Developers will be able to extend server networking capabilities to implement the customized server-side game logic. Because the server-side logic is based on Egretia blockchain and managed through smart contracts, the game logic is open and fair, which can effectively prevent plug-ins.

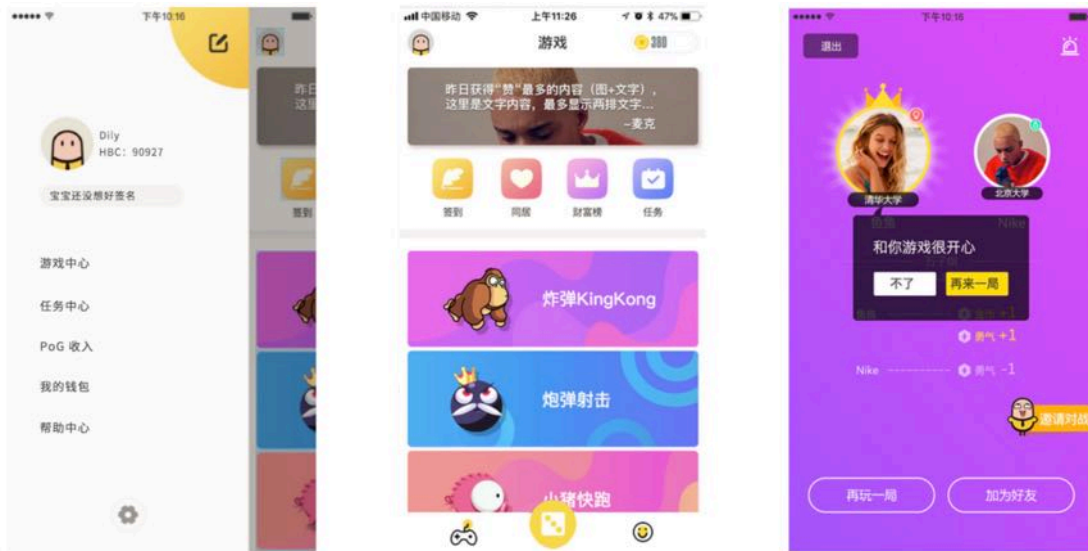
## **3.4 Egretia DApp Case**

### **Decentralized HTML5 Game Distribution Platform**

The decentralized game distribution platform is currently under development, all the games are developed based on the Egretia blockchain, accessing the Egretia KYC authentication system, the Egretia digital tokens, the Egretia data storage module and other functions.

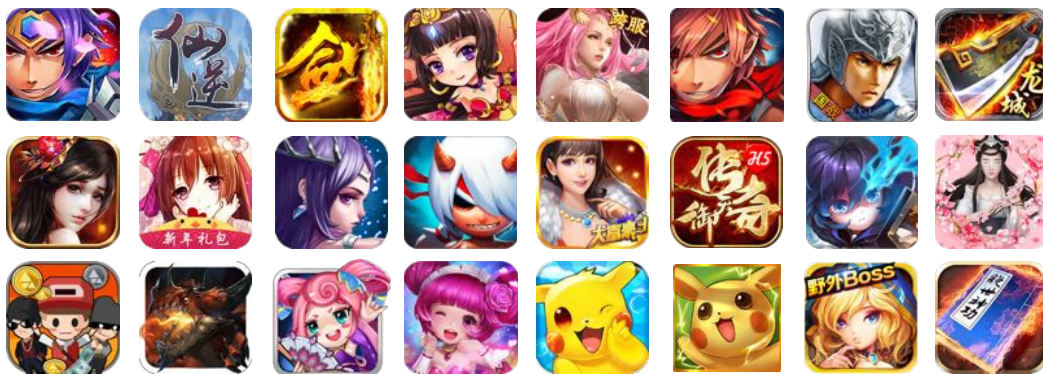
On this game platform, players can not only play all HTML5 games, but also get digital tokens through playing games, while at the same time gaining more rewards by completing the tasks in games. The assets of all players are securely stored in an Egretia wallet.

Because each user on the game platform has a unique passport, accurate user portraits can be obtained based on historical data, thus matching players according to their interests. It is not only a game platform, but also a social platform.



## Professional Operation Team and Incubator

Our professional gaming operation team, with its outstanding global promotion capabilities in mobile games and applications, will focus on global promotion of premium games and applications based on the Egretia blockchain. We have cooperated with a number of content providers worldwide to develop quality games and apps based on Egretia. At the same time, our incubator will support outstanding content or technical teams, jointly growing with them together.



# Chapter 4



## **Team and Partners**

- 4.1 About Egretia BlockChain Lab
- 4.2 About Egret Technology
- 4.3 Lab Core Members
- 4.4 Advisors

## Team and Partners

### 4.1 About Egret Blockchain Lab

Our strategy partner in China, Egret Technology, is the world's leading provider of HTML5 industry solutions. As a technology-driven company, Egret Technology has always embraced cutting-edge technology with an open mind and is committed to improving the industry.



Egretia Blockchain Lab, with core members from Qualcomm, Adobe, NVIDIA, is devoted to combining blockchain technology with Egret's leading HTML5 engine and tool technologies, aiming for applying blockchain to the vertical industry. Through the existing global developer ecosystem, promoting the popularization of blockchain applications, covering over 1 billion users, it has practical and far-reaching significance to pushing forward the development of the industry.

### 4.2 About Egret Technology

- Founded in 2014, has R&D centers in Beijing and Shanghai.
- W3C member, contribute to Web Standard Development.
- Core tech team comes from Adobe Asia R&D center, having over 15 years professional technologies experience.
- The largest HTML5 development platform and over 75% marketing penetration rate in China.
- More than 200,000 developers worldwide, with HTML5 content powered by its workflow covering 1 billion mobile devices.
- Investors: GuoJin Capital, Shunwei, XiaoMi and SIG for round A financing; Matrix, Shenzhen Capital for round B financing.





- Expanding to the global market, exploring the monetization and business model of cloud service and big data.
- In partnership with world-renowned companies



Egret Technology independently developed 14 products such as the Egret Engine, Egret Runtime, DragonBones and Egret Wing, creating the first complete HTML5 development workflow in the world.



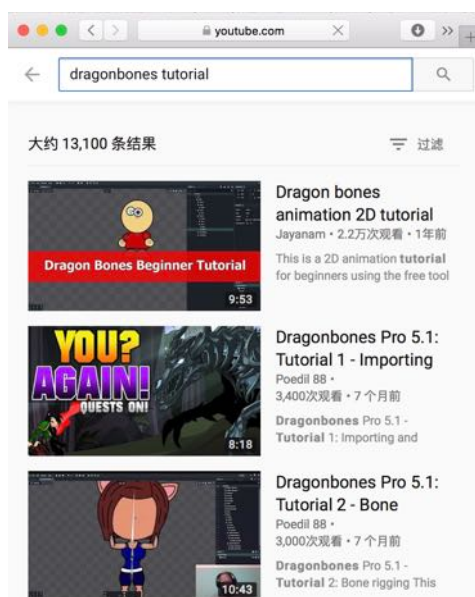
For more information, please visit the website of our partner: <http://www.egret.com>



CCTV reported DragonBones, the skeletal animation software of Egret Technology, has become the international animation standard.

Related report:

<http://www.techweb.com.cn/onlinegamerim/2017-03-22/2503768.shtml>



There are more than 10,000 tutorials of Dragon Bones on Youtube, all of which are self-submitted and shared by the global developers, proving Dragon Bones immense popularity.



Using the Egret engine and Egret tools, developers have created products that are representing milestones in the history of HTML5:



- Catch the Crazy Cat , the first popular HTML5 game on Wechat, gaining more than 100 million users within 3 days.



- Yugong Yishan, the first HTML5 paid game, with total users of more than 50 million.



- Legendary world, the first game with 10 million Yuan monthly revenue in HTML5 history



- Juezhhan Shacheng, the first game with over 30 million Yuan monthly revenue in HTML5 history.

- Legend is coming, the first game with over 100 million Yuan monthly revenue in HTML5 history.

Another reason why we chose Egret Technology is its good developer ecosystem. Every year Egret Technology holds a HTML5 developer conference, with thousands of people attending, proving developer loyalty and enthusiasm. We believe that based on Egret's huge developer community, our HTML5 blockchain technology will be quickly deployed in a variety of games and applications and gain popularity.



2017.12.28

微信推出“小游戏”第一周

截至 2018.1.4 白鹭引擎数据变化如下:

“微信小游戏”创建

2921

After Tencent Wechat launched its mini-game, Egret Technology announced that its tools would start supporting the development of mini-games. In just a week, 2921 mini-game projects were created through Egret tools.

## 4.3 Lab Core Members



### **Peter Huang**

Serial entrepreneur, used to be technical manager of Adobe Flash Platform, has 18 years of development and management experience in internet application and game project.



### **Dirk Meyer**

Sr. Program Manager, Digital Media BU PMO at Adobe, with more than 20 years of experience in global project management. Made impactful contributions to Adobe's strategic business plan and innovative programs. He is a blockchain technology advocate and investor.



### **Yin Ma**

Compiler and toolchain expert, entrepreneur. Qualcomm senior staff engineer, his own business focused on software and solutions consulting. He has accumulated nearly two decades of experience in a variety of operating system platform compiler development. Worked in Microsoft, Absoft, etc. Created fastest Fortran compilers for Intel/AMD while working in Absoft as director of compiler development.



### **Ross Przybylski**

A passionate game industry veteran. With more than 15 years of experience in software development and 10 years of experience in game development, focusing on developing great games.

In addition to the above members, the Egretia Blockchain Lab also has experts from other industries around the world. We would also like to welcome more like-minded friends to join the blockchain laboratory, promoting the development of the industry.

## 4.4 Advisors



### Lucas Lu

Lucas received his PhD degree in Particle Physics from SMU in 2005. He worked at CERN when he participated in theoretical and experimental research of Higgs Partical. Dr. Lucas Lu, was previously a co-founder and CTO of Light In the Box, a company which went public on the NYSE, and prior to that, Lucas was the first GM of Alibaba's Taobao Mobile platform, and was the GM of another Alibaba business unit. Lucas founded 5miles in 2014.



### Frank Lee

Founder of several start-up companies and Angel Investor. Successfully developed the first Litecoin ASIC miner in the world. Two companies are included in MI eco system. Invested and co-founded companies in various areas, including Game, VR, AR, IOT, etc. Graduated from Tsinghua University with degree in Electrical Engineering.



### Yao Yong

The pioneer of Chinese game engine, the founder of Wing Hang Technology, leading the company to develop H3D engine itself. The products such as "QQ Dancer" and "Dancing Time" made by the company using the H3D engine are widely known. These games have a large number of players, one of them reached 6 million concurrent online users.



### Hongfei Tian

Hongfei received his Master's degree from MIT. Now a founding partner of iVision, responsible for Internet finance and enterprise software investment. Previously worked at SIG, Oracle as a software security engineer, World Bank IFC, etc. Has autonomously developed Bitcoin payment gateways, Bitcoin mobile wallet-Yard wallet, and copyrights authentication systems.

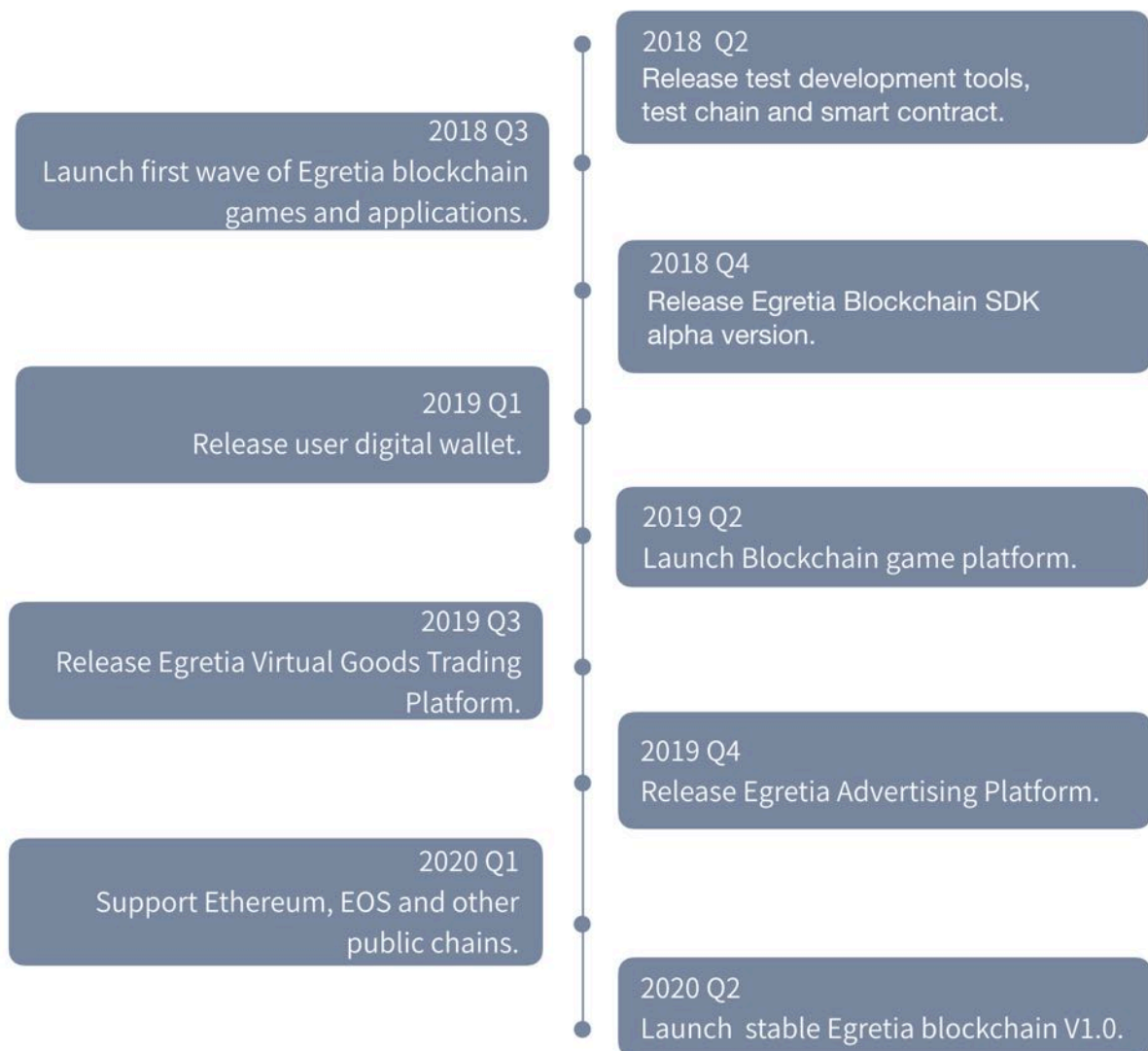
# Chapter 5



## Roadmap and Milestone

## Roadmap and Milestone

Our professional engine tools and blockchain technology team will ensure milestones will be delivered on time.



## Disclaimer

This White Paper is intended for general informational purposes only and does not constitute a prospectus, an offer document, an offer of securities, a solicitation for investment, or any offer to sell any product, item or asset (whether digital or otherwise). There is no assurance as to the accuracy or completeness of such information and no representation, warranty or undertaking is or purported to be provided as to the accuracy or completeness of such information. Where this White Paper includes information that has been obtained from third party sources, the Foundation team has not independently verified the accuracy or completion of such information.

The Egretia Platform makes it clear that you have a clear understanding of the risks of Egreten. By getting involved in an investment as an investor, you are indicating that you are aware of and accept the risks of the project and are willing to undertake all the corresponding results for this purpose.

The Egretia Platform expressly states it will not bear any direct or indirect loss caused by participating in the Egretia blockchain project.

## Risk Warning

As a new investment model, there are a variety of risks in digital asset investment, we strongly recommend that potential investors carefully evaluate the investment risk and their risk tolerance.

- **Policy Risks:** Blockchain technology has become the main target of regulation in a lot of countries worldwide. If the judiciary imposes influence on the application of Egretia blockchain or Egreten tokens, it may affect, limit, hinder or even stop the development of Egretia.
- **Technical Risks:** Egreten is built on the basis of cryptography algorithms. The development of cryptography may come with potential technical risks. Vulnerabilities may also be found in the project development process. It may be attacked by hackers or used by criminals.
- **Other Risks:** In addition to the risks mentioned above, there are also risks that have not been mentioned or have not been predicted.