



Green Pay

for **HOOXI** Campaign



W H I T E P A P E R

V 3 . 0

W GLOBAL INVESTMENT

YOUREE LEE

Aug 29, 2018



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Abbreviations & Terms

App : Mobile Application

BAU : Business As Usual

CER : Carbon Emission Right

EU : The European Union

GHG : Greenhouse Gas

GHG reduction campaign : Nation-wide Public Movement to Reduce GHG Emission (part of HOOXI Campaign)

HOOXI Campaign : Global Nature Conservation Campaign (includes GHG reduction campaign)

KETS : Korea's Emissions Trading Scheme

Korea : South Korea

KRX : Korea Exchange

KOC : 'Korean Offset Credit' - carbon credit approved by non-liable entities with caps on the total amount of carbon dioxide they are allowed to emit

SDGs : Sustainable Development Goals

UN : The United Nations

UNFCCC : United Nations Framework Convention on Climate Change

WGP : W Green Pay

1. Introduction

W Green Pay is issued to reward the general public's contribution to reducing GHG (Greenhouse Gas) emissions under South Korea's KETS (Korea's Emissions Trading Scheme) market. KETS is the second largest in scale after the European Union Emission Trading Scheme. Following the Korean government's pledge made at Copenhagen Accord in 2009, the country aims to reduce GHG emission by 37% by 2030.

W Green Pay will be the compensation method of HOOXI App to reward its users' efforts in GHG reduction. W Exchange is expected to be the major trading platform for W Green Pay.

Advisers of W-Foundation support HOOXI Campaign for its shared goal with the Korean government and W-Foundation to promote environmental sustainability – a major component of the United Nations (UN)' Sustainable Development Goals (SDGs) set as the 2030 Agenda.



W green pay

1

W-Foundation

W-Foundation supports the Korean government's GHG reduction goals with the vision to promote environmental sustainability. Through its promotion of the global-wide HOOXI Campaign, W-Foundation works to increase the public's awareness of environmental issues and participation in GHG reduction.

2

Adviser Group

The adviser group supports W-Foundation's HOOXI Campaign, to preserve and restore natural environment and ecosystems, which also includes its work to support the Korean government's goal of reducing GHG emissions.

3

W-HY R&D

W-HY R&D is a research institute, established in cooperation between Hanyang University and W-Foundation, to aid in its research studies for W-Foundation and its HOOXI campaign.

4

WGI Korea

WGI Korea is a partner entity of W-Foundation that donates its profit to W-Foundation. WGI Korea supports W-Foundation's HOOXI Campaign.

5

W Global Investment

W Global Investment launches W Green Pay in Singapore.

6

HOOXI Research Institute

HOOXI Research Institute is in charge of operating the HOOXI App that monitors and rewards the public's participation in HOOXI Campaign.

2. Executive Summary

W Green Pay ("WGP") is an ERC20-compliant token that operates on the Ethereum blockchain. The aim of W Green Pay is to increase the public's participation in GHG (Greenhouse Gas) reduction. W Green Pay will provide the means of incentivizing the public for their GHG reduction efforts.

The HOOXI App will serve as the platform for users to be rewarded by completing GHG reduction tasks.

USERS WILL BE ABLE TO:



Receive WGP based on their mission points gained from completed environmental tasks



Spend W Green Pay at HOOXI Mall and partnered on/offline shops (ie. through Zeex, shop at more than 450 brands including Amazon, Starbucks, etc)



Issue "W Green Pay Crypto Card" to use WGP as payment anywhere worldwide

The introduction of W Green Pay allows the objective of this project to be implemented in a scalable and sustainable way. The public and the global community, on an individual level, will be given the opportunity to play an active role and be rewarded for the reduction of GHG emissions. The resulting platform will give everyone the opportunity to unite in the cause of building a better future.

3. W-Foundation

3.1. Identity

W-Foundation (<http://www.gcrfund.org/>) is an international non-profit organization established in 2012. W-Foundation is a designated donation organization entitled by the Ministry of Strategy and Finance of Korea.



Forbes
2014

W-Foundation's Innovative Approach Addressing Climate Change

≡ **Forbes**

Leadership

MAY 9, 2014 @ 08:30 AM 6,627

Korean Entrepreneurs Getting Attention With Innovative Startups

Social entrepreneurs are establishing their own foundations and nonprofit organizations, coming up with creative alternatives to address humanitarian, social and environmental issues. W-Foundation is a platform that provides "connectivity" to a network of like-minded individuals, academics, non-profits, for-profit organizations and governments to address the issue of global warming. W-Foundation has provided \$3 million in aid to climate-change refugees.

3.2. Global Presence

W-Foundation is headquartered in Seoul Korea and has a global presence in Fiji, Ukraine, the United States, Cambodia, and Hong Kong.



3.3. Government Cooperation

26
APR
2018

GHG Reduction Campaign (HOOXI Campaign) Committee Inauguration Ceremony at the National Assembly

W-Foundation hosted the committee inauguration ceremony of the “Nation-wide Public Movement to Reduce GHG Emission (HOOXI Campaign)” at the National Assembly on April 26, 2018.



Jeong, Segyun (Chairman, National Assembly), Choo, Miae (Representative Member, Democratic Party of Korea), Wu, Wonsik (Representative Member, Democratic Party of Korea), Hong, Youngpyo (Chairman, National Assembly Environmental Labor Committee), Cho, Jungsik (Chairman, National Assembly Transportation Committee) Han, Jungae (Assistant Administrator, National Assembly Environmental Labor Committee), Kim, Hyunmee (Minister, Ministry of Land, Infrastructure, and Transport), Kim, Eunkyung (Minister, Ministry of Environment), Im, Jongseong (Member of the National Assembly), Park, Byungsuk (Member of the National Assembly), Kim, Byung-chul (Executive Director of Philip Morris Korea), Wook Lee (Chairman of W-Foundation), Youree Lee (CEO of W-Foundation) and Infinite (Ambassadors of HOOXI Campaign, idol group singer) celebrated the event with W-Foundation. (Dong-A Ilbo, 2018).

12
DEC
2017

GHG Reduction Campaign (HOOXI Campaign) Declaration Ceremony at the National Assembly

W-Foundation hosted the declaration ceremony of the “Nation-wide Public Movement to Reduce GHG Emission (HOOXI Campaign)” at the National Assembly on December 12, 2017.



Im, Jongseong (Member of the National Assembly), Woo, Wonshik (Floor leader of Democratic Party, The Minjoo), Cho, Jungsik (Chairman of the Land Infrastructure & Transport Committee of the National Assembly), Han, Jungae (Member of the National Assembly), Wook Lee (Chairman of W-Foundation), Infinite, and Baek, Sunghyun (Ambassadors of HOOXI Campaign, idol group singer) attended the event. (Yonhap News, 2017).

3.4. HOOXI Campaign

W-Foundation's HOOXI Campaign is a Global Nature Conservation Campaign.

HOOXI Campaign aims to preserve and restore natural environments and ecosystems (forest preservation, coral reef restoration, endangered animals protection, among others).



'HOOXI + HUMAN = HOOXIMAN'

Once you participate in HOOXI campaign, you are appointed as 'HOOXIMAN.'
Be a 'HOOXIMAN' and always care about the nature, our earth.



Creating Forest



Restoring Coral Reef



Supporting
Endangered Animals

W-Foundation's global nature conservation fundraising songs for HOOXI Campaign have become high profile global projects for increasing the public's awareness on climate change.

The campaign songs are launched every two years. Since its first song in 2012, W-Foundation has launched three songs with the fourth launching in 2018. Worldwide celebrities including K-pop stars, actors, and sports stars participate by donating their talent.



Campaign Song #1: Beautiful World (2012)



Campaign Song #2: Talk About Love (2014)



Campaign Song #3: Together As One (2016)

3.5. W-HY R&D (Hanyang University & W-Foundation's Research Institute)

3.5.1. Introduction

W-HY R&D is a research institute established in cooperation between Hanyang University and W-Foundation.



3.5.2. Hanyang University

Hanyang University is one of the top private research university in Korea. The university established the nation's first engineering institute in 1939. It also established the first school of architecture and civil engineering in Korea. Hanyang was ranked 1st for the number of CEO alumni of venture companies. In 2017, QS ranked Hanyang University 155th in '2017 QS World University Rankings'.

3.5.3. Role of W-HY R&D

W-HY R&D supports W-Foundation's HOOXI Campaign in its pursuit of environmental sustainability.



Environmental Research

W-HY R&D undertakes environmental engineering and technology research.



Content Support for HOOXI App

W-HY R&D compiles information regarding environmental conservation and develops user-friendly content on best practices, actionable user tasks, and challenge levels, for use on the HOOXI App.



Big Data Analysis

W-HY R&D also utilizes big data collected on HOOXI App through the HOOXI Campaign to identify opportunities to enhance environmental sustainability.



Blockchain Research

W-HY R&D conducts research on the use of blockchain technology in W-Foundation's HOOXI Campaign and related environmental conservation projects.



Government Policy Study

W-HY R&D carries out policy studies to incorporate environmental sustainability goals into government policies and initiatives regarding the 4th industrial revolution.



4. Background

4.1. KETS (Korea's Emissions Trading Scheme)

In 2009, Korea made a pledge at the Copenhagen Accord to participate in the global movement to reduce GHG. By 2030, the Korean government aims to reduce GHG emissions by 37% from its business-as-usual scenario. In 2015, Korea launched its Emission Trading Scheme (KETS), which is the second largest in scale after the European Union Emission Trading Scheme at the point of writing.

Korea's Cap-and-Trade system mitigates GHG emissions through market mechanisms. It applies to approximately 600 companies that account for over 68% of Korea's GHG output (Korea Carbon, 2018). A cap that determines the maximum emission level that companies are permitted was set by the government. When a company exceeds the cap, the company has to purchase additional carbon emission rights from the market at market price or has to pay a penalty to the government.

The penalty for non-compliance with the KETS is three times the average market price per unit of tCO₂e. The maximum penalty is capped at KRW 100,000 per tCO₂e (approximately US \$93/tCO₂e equivalent).

Source: The International Emissions Trading Association (IETA), 2015

https://ieta.wildapricot.org/resources/Resources/Case_Studies_Worlds_Carbon_Markets/publicofkorea_case%20study_june_2015.pdf



4.2. Carbon Market in Korea

4.2.1. Carbon Credit Validation

The Ministry of Environment validates Korea's carbon credits, and the carbon credits are exchanged at the prevailing market price. Despite the increasing demand for carbon credits in the market, the allocation of carbon credits by the Ministry of Environment is limited. The price of carbon credit per ton is high at approximately KRW 22,000 (US \$20) as of April 14, 2018. This is higher than EU's CER that is priced at approximately Euro 13.84 (approximately KRW 17,700) as of April 16, 2018.



4.2.2. Carbon Market Size

The World Bank predicts that by 2020, the global carbon market will exceed 4,000 trillion won (\$ 3.5 trillion) and exceed the oil market. In Korea, approximately 600 companies participate in carbon emission trading in Korea. The market size of carbon credits rapidly increased from a baseline of KRW 57.3 billion in 2015, when KETS was launched, to KRW 194.6 billion in 2016 and KRW 438.5 billion in 2017 (validated data from January to October, 2017) (The Ministry of Strategy and Finance of Korea, 2017). The Korean government expects the carbon market to continue to grow in the coming years.

5. W Green Pay

W Green Pay will operate on the Ethereum blockchain. Ethereum is the most popular and widely supported smart contract blockchain, with a huge development community and robust language support.

Ethereum was specifically chosen as it offers an efficient balance of speed and token liquidity. W Green Pay will also benefit from future Ethereum development and proposed scaling via Casper POS implementation.

W Green Pay is an ERC20-compliant token. ERC stands for 'Ethereum Request for Comments'. This is an official protocol for proposing improvements to the Ethereum network. '20' is the unique proposal ID number.

Currently, the currency for processing on Ethereum is known as Ether (ETH). Ether can be bought or sold on token exchanges to major fiat currencies.

5.1. Token Sale Details



Token Name	:	W Green Pay
Token Symbol	:	WGP
Platform	:	ERC20
Token Supply	:	Fixed supply of 1 billion, 200 million for sale
Currency Accepted	:	ETH / BTC / XLM / USD
Token Price	:	US\$2 per token
Private Sale Date	:	May to September, 2018
Public Sale Date	:	1st to 14th of October, 2018
Soft Cap	:	US\$25 million
Hard Cap	:	200 million WGP
Lock-up Period	:	W Green Pay held by the Team shall be subjected to a lock-up period of six (6) months from the end of public sale (14th of October, 2018)

5.2. Allocation

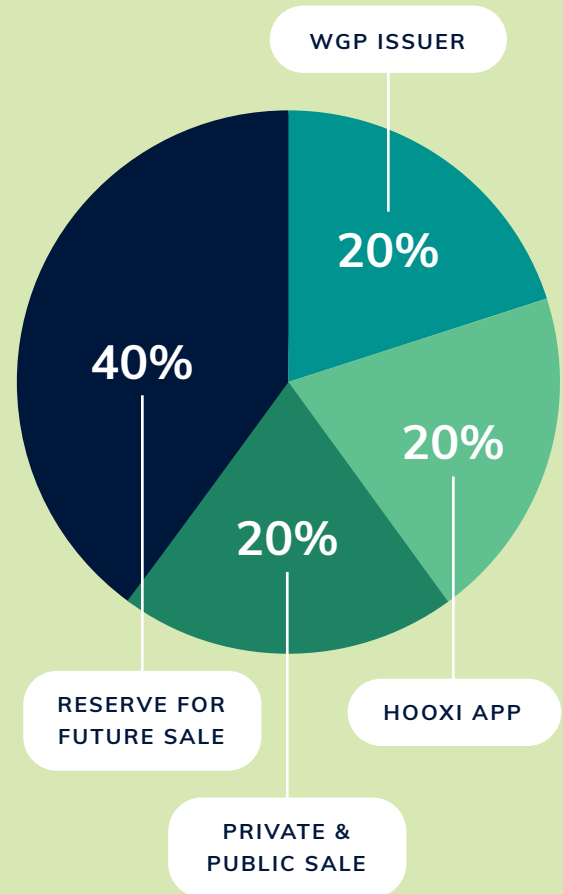
5.2.1. W Green Pay Distribution

The total number of W Green Pay issued will remain constant at 1 billion tokens.

Of the total 1 billion WGP, only 200 million WGP (20%) will be open for private and public sale, and 800 million (80%) WGP will remain without sale at this ICO event.

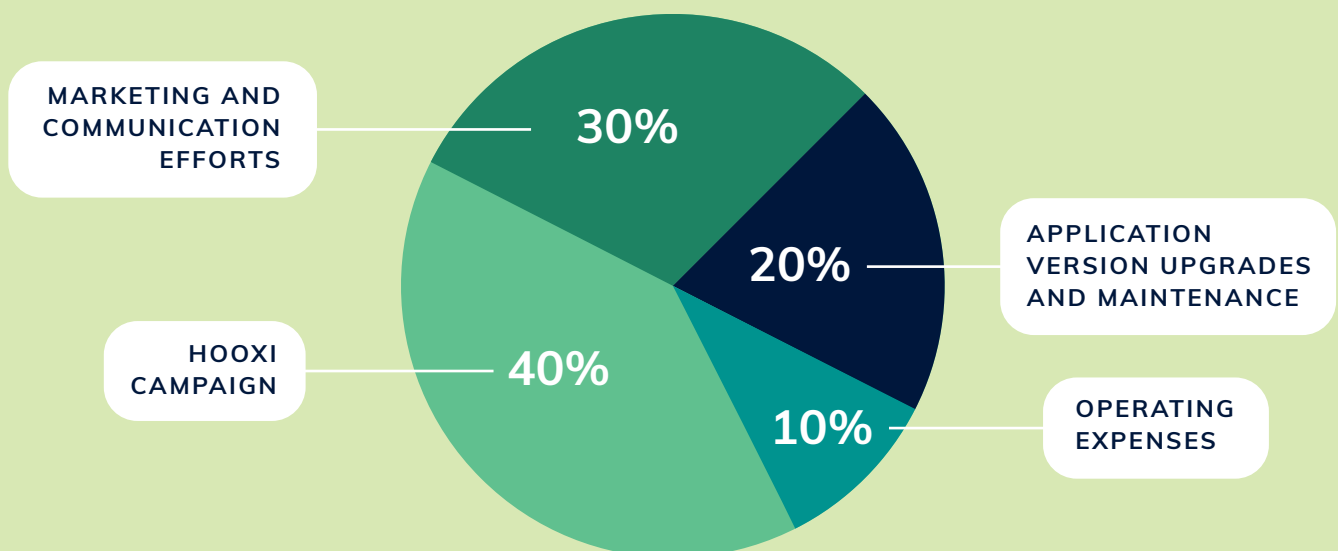
The use of the 800million unsold WGP is as following:

- 200 million (20%): held by the WGP issuer (lock-up for period of six (6) months from the end of public sale)
- 200 million (20%): allocated to HOOXI App to provide as reward to HOOXI Campaign participants
- 400 million (40%): reserved for future sale (lock-up for period of six (6) months from the end of public sale)



5.2.2. Funding Allocation

Of the funds raised, 30% will be allocated for marketing and communication efforts, 20% will be allocated for application version upgrades and maintenance and 10% will be allocated to cover operating expenses. The remaining 40% will be allocated to the HOOXI Campaign to fund nature conservation projects, sustainable environmental technology R&D initiatives and public environmental campaigns in support of the HOOXI App.



5.3. HOOXI App

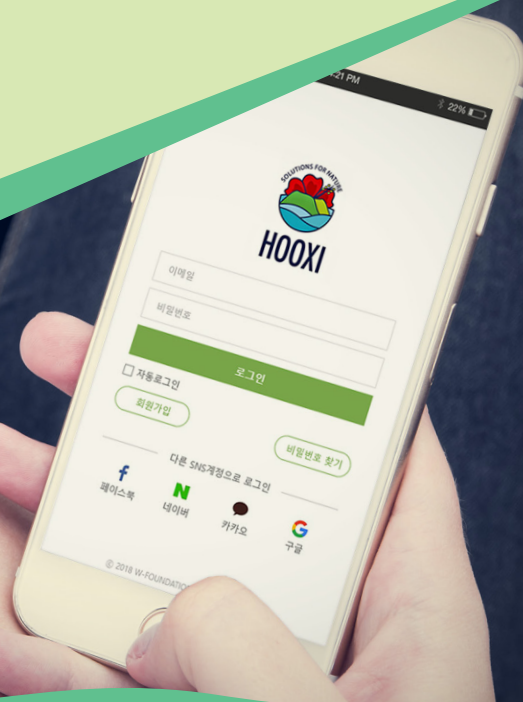
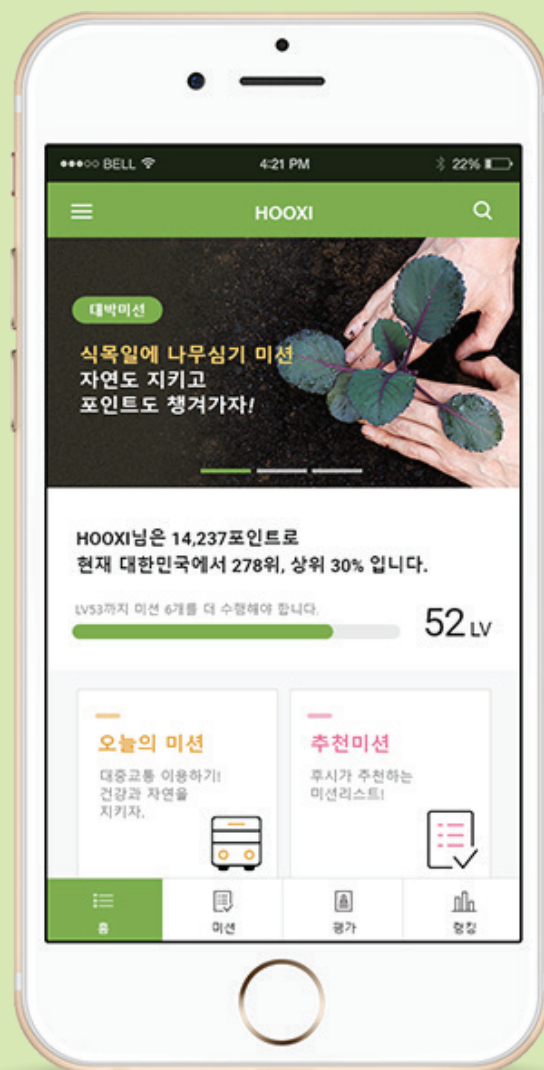
On Oct 4, 2018, W-Foundation expects to launch a mobile application called HOOXI that monitors and rewards individual efforts in GHG reduction.

HOOXI App will act as a token wallet displaying the user's W Green Pay balance, which allows users to spend and receive W Green Pay. W Green Pay can also be stored in ERC20-compatible wallets and other compatible wallet applications.

HOOXI App uses artificial intelligence (AI) to analyse the profile of each user and customise missions for their lifestyle, age, gender, occupation and more. Based on these analysed information, tailored daily, weekly and monthly missions will be sent to users which they can choose to take up to reduce GHG, and will, in turn, be rewarded mission points after completing selected missions.

HOOXI App will reward its users for their efforts in GHG reduction based on their missions accomplished. W Green Pay users will be able to spend and receive tokens anywhere in the world as the platform is progressively rolled out globally. Demand for W Green Pay is therefore expected to remain stable and consistent.

tt



GHG REDUCTION MISSION

Users can choose their own GHG reduction missions in the main page



USERS' RANKING ON GHG REDUCTION EFFORT

Users can check their ranking (by region, age, group, company, etc.)



HOOXI APPLICATION MISSION POINTS

WGP will be provided based on user's ranking based on their mission points



5.3.1. GHG Emission (Co2)





Koreans emitted an average of 11.26 tons per capita per annum of Co2 in 2014. The estimated emission per capita in Korea is 9.4 tons per annum by the year 2030 (global average of carbon emission per capita is 3 tons per annum).

With 9.4 tons carbon emission per capita per annum, the Republic of Korea is expected to rank 3rd in its per capita carbon emission in the world (Source: World Energy Outlook 2015, International Energy Agency).



5.3.2. Examples of Carbon Emission Reduction

Unit proposed by Korea Climate Environment Network
(http://www.kcen.kr/USR_main2016.jsp??=MAIN/index)

CATEGORY	METHODS & EXPLANATION	CARBON DIOXIDE REDUCTION (per annum)
 Transportation	Taking public transportation instead of a private car (once a week) - assumption based on gasoline 1,510.4 won/L, Fuel efficiency 8.9km/L	469.4 kgCo2
 Electricity	Reducing television watch time (one hour)	7.4 kgCo2
	Unplugging unused electrical home appliances	12.8 kgCo2
	Reducing heating time of electric cooker (3 hours)	24.0 kgCo2
	Using computer power-saving program (Green-touch)	22.5 kgCo2
 Cooling Heating	Reducing the time of heating (one hour)	135.5 kgCo2
	Lowering the heating temperature by 2 degrees	52.9 kgCo2
	Reducing usage of the air conditioner (one hour)	13.1 kgCo2
 Resources	Recycling of recyclable waste (Can, glass, etc)	88 kgCo2
	Increase the use of water-saving equipment	18.9 kgCo2
	Using a personal handkerchief instead of paper towels	10.5 kgCo2
	Reducing food wastage by 20%	36.2 kgCo2
TOTAL		891.2 kgCo2

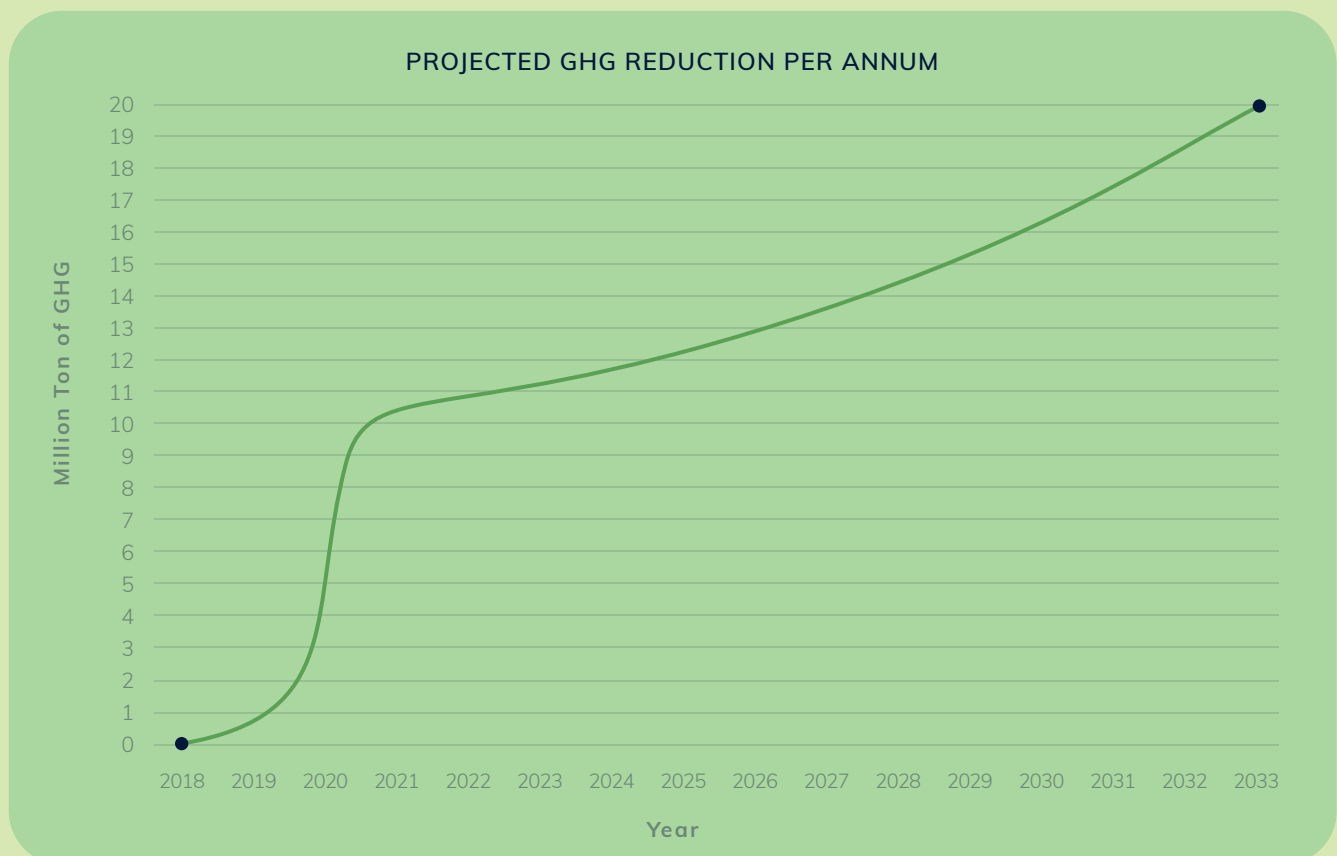
5.3.3. Estimated GHG Reduction: 1 ton per capita per annum

For example, by substituting driving with taking of public transportation by up to twice a week, this substitution alone amounts to 0.9 tons of Co2 reduction per annum.

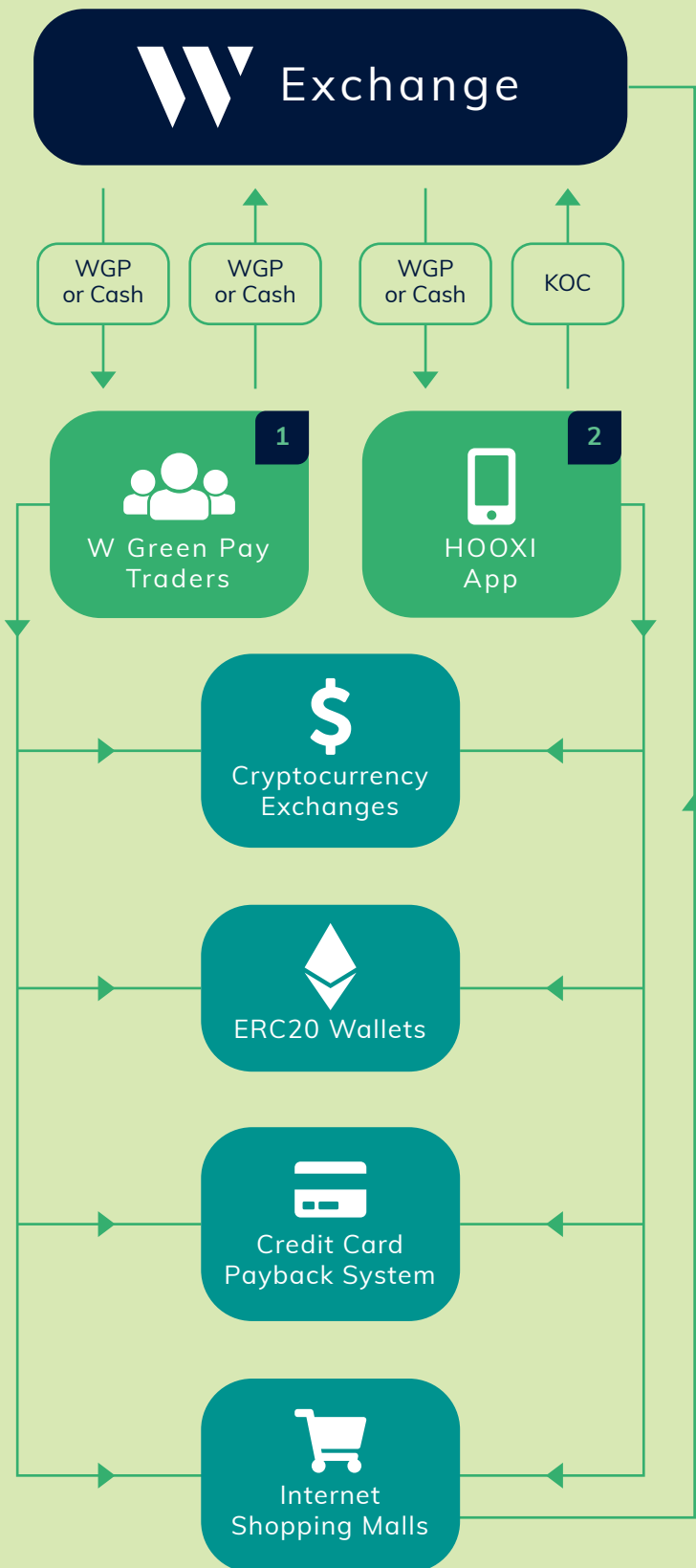
It is estimated that it is possible to save 1,000 kg (1 ton) of greenhouse gas per capita per annum - based on the participation of environmental activities (methods) as of the above examples (Source: The Ministry of Environment, Republic of Korea).

5.3.4. Revenue Projection for HOOXI App (based on allocated KOC)

With the HOOXI App, the projection is 10 million tons of GHG reduction per annum. This is based on the project's minimum target that 20% of Korean nationals (population of Republic of Korea is approx. 51.25mil as of 2016) will participate in the HOOXI Campaign.



5.4. W Green Pay Token Ecosystem



1 W Green Pay Traders

W Green Pay Traders are the WGP investors or WGP transaction parties that wish to exchange (buy or sell) the tokens.

WGP Traders (Individuals or entities with W Green Pay):

- **INDIVIDUALS:**

HOOXI App users will receive a different amount of WGP based on GHG savings earned through their completed missions. However, as the general public may not be familiar with crypto exchanges, HOOXI App plans to provide a user-friendly platform to assist in the exchange of WGP to cash.

- **CORPORATIONS/ENTITIES:**

The partnering companies (i.e. shopping malls) will receive WGP as the means of payment; they will be using the W Exchange platform to cash out the received WGP in their malls.

The HOOXI App will trade its KOCs on KRX through W Exchange.

20% of WGP tokens are allocated for the HOOXI App to reward participants' GHG savings. The HOOXI App will, at its discretion, also purchase WGP from the market to compensate the HOOXI App users.

From the launch of the App, it will take a maximum of one year to collect data from the participating public's GHG reduction efforts and to acquire government approval and certification for ongoing exchange of data to KOC.

5.4.1. Cryptocurrency Exchanges

The W Green Pay ERC20-compliant tokens aim to be tradable on independent public exchanges.

Public exchanges would further decentralize and add transparency to W Green Pay by providing users the choice and access to enter or exit the HOOXI App ecosystem.

5.4.2. Internet Shopping Malls

W Green Pay will be accepted as means of payment at internet shopping malls (partners of W-Foundation).

Example: Lotte Homeshopping.

Website:

<https://www.lotte.co.kr/global/en/business/compDetail.do?compCd=L206>



5.4.3. Credit Cards

Per their use of credit card, W Green Pay will be used as a payback system for these users.

Users will be able to use the accumulated WGP at partnered businesses or exchange WGP to cash at W Exchange.

Examples of how to collect WGP as a payback for credit card usage:



Buying from W Green Pay
partnered businesses



Purchasing identified
eco-products



Taking public
transportation

5.4.4. KRX

The Korea Exchange (KRX), the nation's main bourse operator, is the sole cap-and-trade system hosting market in Korea.

KRX: The Korea Exchange, is the designated regulatory authority with oversight on KETS.

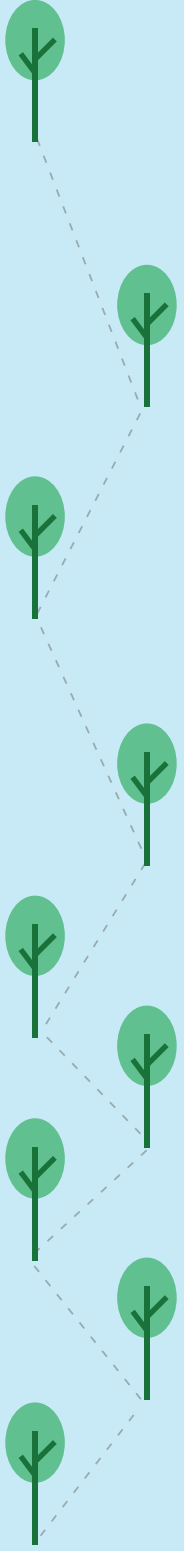
PARTIES THAT CAN TRADE IN KRX:

KETS eligible business entities in addition to four public financial institutions: the Korea Development Bank, the Industrial Bank of Korea, the Export Import Bank of Korea and the Korea Finance Corporation.



Source: Korea Legislation Research Institute, 2015 → page 17 (auction market)
https://www.thepmr.org/system/files/documents/KETS_HyunOh_0312p.pdf

6. Roadmap



On **December 12, 2017**, with the declaration of the “Nation-wide Public Movement to Reduce GHG Emission (HOOXI Campaign)” held at the National Assembly. W-Foundation, in cooperation between the Korean Government, aims to enable individuals to participate in the national goal to accomplish 37% GHG emission reduction on BAU basis by 2030 (UNFCCC, 2015).

On **April 26, 2018**, W-Foundation and the Korean government established the ‘GHG Campaign Committee’ to support the goal of GHG reduction.

In **May 2018**, W Global Investment issued W Green Pay in Singapore to raise funds to support GHG Campaign and promote environmental sustainability.

Private Sale of W Green Pay is scheduled **from May to September, 2018**.

W-Foundation held HOOXI Camping Festival (attendees: approx.. 20,000) in Oakvalley during **July 27-29, 2018**.

Public Sale is scheduled during **Oct 1-14, 2018**.

HOOXI App plans to launch on **Dec 5, 2018**.

Korea Carbon Forum (PyeongChang Forum, attendees: approx.. 3,000) will be held during **Oct 10-12, 2018** (Host: Gangwon Province, Ministry of Science and ICT & Organizer: W-Foundation, Korea Research Institute on Climate Change, Korea Institute of Geoscience and Mineral Resources, IETA (International Electrical Testing Association))

In **Dec 2018**, as part of HOOXI Campaign’s Nature Conservation project, W-Foundation will proceed North Pole cleanup project of man-made waste (plastic, metal, and etc.) to protect the habitat of polar bears

W Exchange, the major trading platform for W Green Pay, expects to launch in **2019**.

ROADMAP

DEC 2017

🌿 HOOXI Campaign
Declaration

APR 2018

🌿 HOOXI Campaign
Committee Inauguration

MAY-SEP 2018

🌿 W Green Pay
Private Sale

DEC 5 2018

🌿 HOOXI App
Launch

OCT 1-14 2018

🌿 W Green Pay
Public Sale

JULY 27-29 2018

🌿 HOOXI Camping
Festival

OCT 10-12 2018

🌿 Korea Carbon Forum
(PyeongChang Forum)

DEC 2018

🌿 HOOXI Campaign Nature
Conservation Project
North Pole cleanup of man-made
waste (plastic, metal, etc.) to protect
the habitat of polar bears

2019

🌿 W Exchange
Launch

7. Strategic Partners



8. Team



WOOK LEE

Chairman, W-Foundation

Founder and Chairman of W-Foundation, philanthropist and entrepreneur. Built global network to enable public-private partnerships with governments, corporations, and institutions. Established Global Climate Refugee Fund with global donors and grew W-Foundation into influential Global Nature Conservation Organization. Bachelor of Law from Hanyang University



DR. YOUREE LEE

Co-Founder/CEO, W-Foundation

(Adjunct Professor, Business School of Hanyang University)

A philanthropist and an entrepreneur, she is the CEO of W-Foundation, W-HY R&D, Hooxi Research Institute, and COO of Hooxi Foundation (USA).

Dr. Lee is a pioneer in bringing blockchain to social finance. She led the launch of the blockchain W Green Pay (WGP) for 'HOOXI', a global nature conservation campaign organized by W-Foundation and the Korean government.

Dr. Lee has extensive investment and corporate banking experience at Macquarie and Sumitomo Mitsui Banking Corporation, covering infrastructure and renewable energy project financing and relationship management. Received Ph.D., M.A., and B.A. in International Business from Ewha Womans University. Teaches business, strategy and finance at Ewha Womans University and Hanyang University.



KEON HO SHIM

CFO, W-Foundation

Before taking the role of CFO at W-Foundation, he was the Head of Corporate Sales at Bank of America Merrill Lynch's Transaction Banking division in Korea. Mr. Shim has over 23 years of experience in banking, consulting, and new business development. Mr. Shim has also worked at Citi, Oliver Wyman, and Samsung Corporation.

Mr. Shim holds an M.B.A. from Stern School of Business, New York University, and a B.A. in Economics and Political Science from The George Washington University



BRUNO WU

Strategic Management Adviser, W-Foundation

High-profile media mogul from China. The Founder, Co-Chairman and CEO of Sun Seven Stars Entertainment & Media Group Limited, one of the biggest private media and investment companies in China.

Mr. Wu is also the major shareholder of DBOT, The Delaware Board of Trade Holdings Inc., the first and only blockchain based Alternative Trading System fully licensed by the SEC.

Bruno is also the former Chairman of Sun Media Group and former Director of Shanda Group. Bruno and his wife (Yang Lan, one of the most popular celebrities in China) made the 2016 Forbes China Rich List with an estimated fortune worth \$1 billion.



STAS OSKIN

Technology, R&D Adviser (Co-Founder of Wings)

With over 15 years of experience in IT engineering, development and management of enterprise products Stas co-founded WINGS, a successful community-engagement and smart-contract facilitation platform as well as one of the few working DAPPS on the Ethereum blockchain. Stas is also CTO of eyecam, NeoCam, and NeoVSP. Stas brings extensive expertise in web-based platforms, streaming media, distributed storage, clustered solutions and networks.

Prior to current positions, Stas acted as the CTO of BeeCom Israel, where he led the company's strategic shift to open-source/Linux based platforms. He also participated in multiple high-profile software projects, consulting such organizations such as BeeContact, Dead Sea Labs, and Ministry of Defense, and was a co-founder of Comoona, the first Israeli online social network.



SABER ARIA

Partnership Adviser (Founder of Beyond Blocks)

Saber Aria is a strategist with over 10 years of experience in marketing strategies and building businesses. He is an early blockchain enthusiast, with a passion for blockchain technology and decentralization after investing in bitcoin in 2012. He is the founder of a prominent digital marketing agency and an advertising software company, each with a diverse portfolio of clients including several fortune 500 companies. He is the founder of ARIA256 blockchain accelerator and the co-founder of Beyond Blocks, a global conference for blockchain enthusiasts, investors and developers. Saber has a passion for seeking out and assisting emerging start-ups both as an advisor and investor through his accelerator program. He focuses his council not only on brilliant business ideas, but just as importantly, the teams behind each project.



GUY MELAMED

Strategic Business Adviser (Co-Founder, CEO of Zeex)

Guy is a product strategist and relentless entrepreneur. He has already contributed to the success of GreenRoad, a major player in commercial fleets and connected cars, as its CPO and Head of Strategic Partnerships. He also founded Toontok, an engaging animated-messaging startup, which he led as CEO. As VP of Product and Solutions Design at Ginger Software and Time to Know, a provider of learning materials for the digital classroom, Guy further deepened his expertise in these dynamic fields. Guy holds an MA in Communications from the University of Amsterdam.



SEBASTIEN STUPURAC

Blockchain Product Adviser (Co-Founder of Wings)

Sebastian co-founded WINGS, a successful community-engagement and smart-contract facilitation platform as well as one of the few working DAPPS on the Ethereum blockchain. Sebastian has gained vast experience in decentralised solutions and blockchain technology since 2013.

Sebastian was also CEO of ChainLab, CIO and Product & Project Manager at eyecam. Sebastian received BA in Information Systems Management from The Academic College of Tel-Aviv, Yaffo.



CHRIS LOW

CTO

Mr. Low has been successful technology entrepreneur for near 20 years. His first startup called Pendulab is a Software-as-a-Service offering web based collaboration solution, Pendulab was acquired by a leading US-based private equity firm.

Mr. Low founded Southeast Asia largest casual game platform, Viwawa, in 2008, SofrPay Mobile, and also SoftPay, the largest Mobile Point of Sale company in Vietnam with partnership with Indonesia's largest bank, Bank Mandiri. Mr. Low graduated with a Merit in Computing from the National University of Singapore. Mr. Low has been passionate about blockchain technologies since 2012. He loves to read up on the latest blockchain technologies and does some coding in his spare time.



JEREMY KHOO

Technology and Investments Adviser

Jeremy Khoo is an international business operator, founder and blockchain entrepreneur who has successfully exited 3 venture funded companies. He is currently VP of MC Payment and Group CEO of iFashion - a leading regional retail enabler and conglomerate, Mr. Khoo successfully raised Series B from VC funds. Later iFashion was acquired by MC Payment for \$23 million and Jeremy is co-leading the combined push for a public listing on the SGX,

Jeremy is a Partner and Principal Consultant in Novum Capital and Enblockr, the blockchain accelerator corps. Jeremy is also Managing Partner in CRC Capital, crypto fund investing in early stage blockchain innovation. Jeremy co-founded retail blockchain MegaX as well as Crypto-E-Commerce store Megaxstore which is spearheading cryptocurrency mass adoption.

Jeremy obtained his Bachelor's Degree in Mechanical Engineering from the Nanyang Technological University of Singapore.



CHEN SHUN TENG

Business Adviser (Group Strategy & Corporate Affairs Manager at WWRC Holding Pte. Ltd. "WWRC Group")

In charge of charting future growth through overseas expansion, JV/partnerships and M&A at WWRC Group, a Pan-Asian Chemical Distributor with the presence in 16 Asian Cities. Prior to joining WWRC Group, worked in banking with Citi and OCBC. Bachelor of Engineering (Materials Engineering).

Mr. Teng received First Class Honors Degree from Nanyang Technological University



IRWIN CHEE

Crypto Adviser

Starting his career in product development and marketing, Irwin was at i-Sprint Innovations, a security tech firm. He was Co-founder at Rimu Group, a venture capital fund which invests across SEA, led rounds and co-invested along side other VCs such as Wavemaker Partners, Ardent Capital, SMDV, SPH, Fenox and DeNA. With a portfolio of 4 acquisitions and 2 exits.

Irwin was an early investor in ICOs notable ones include NXT, AntShares (now NEO), Stratis and Status. Irwin is now the Managing Consultant of Novum Capital, blockchain consultancy. Irwin is also the Writer at www.cryptofinn.net that covers opinion pieces on cryptocurrency and reviews ICOS whenever he can.



SONIC ZHANG

Crypto Investment, Tokenomics Specialist / Technology Adviser
(Founder & Managing Director of LedgerZ Capital)

Sonic Zhang is an entrepreneur and investor. Founder of LedgerZ Capital (ledgerz.capital) and ValueNet Capital (valuenet.capital), focusing on investing in blockchain startup, security token offerings (STO) and cryptos, portfolio include OmiseGo, Binance, PowerLedger, WAX, CoinPoker, Lympo, Bankorus, RobotCache, Celsius Network, tZERO, Tenzorum, etc. He is the Co-founder and Global Director of 20 Nations League of Blockchain (B20), an international NGO focused on bridging blockchain and crypto communities worldwide. And the co-founder of ValueBank Group, a global network of fiat-crypto/crypto-crypto (Cointobe.com) exchanges, with a crypto wallet (Coinwall.io / Coinwallpro.com), and ICO services. Co-founder of Murint Capital, a VC Fund for tech and entertainment industries. Founder of SoRelax, a global platform for cross border marketing and services. Sonic has a MPM and a BE in Mechatronics from University of Sydney.



SATOSHI D.

Blockchain Industry Expert, Adviser
(Co-Founder of Dfund, Founder of Dcapital)

Disclaimer

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