

## **PREMIUM DELIVERY SERVICE MEMBERSHIP**

The world where your personal  
information is rewarded



# **IDLV**

## Contents

EXECUTIVE SUMMARY .....	1
1. MISSION OF IDLV.....	2
2. CURRENT CHALLENGES.....	3
3. SOLUTION.....	5
4. ROADMAP .....	8
5. TOKEN DISTRIBUTION AND IEO SCHEDULE.....	9
6. OUR TEAM.....	10

## Executive Summary

In the Delivery I ecosystem, **IDLV token is a membership of a variety of internet applications and platforms.** Membership benefits are cash-backs and the ability to receive IDLV tokens. There are two ways you can get paid IDLV tokens. 1) Members can acquire IDLV through internet applications and platform consumption activities, and 2) acquire IDLV by watching the Banner advertisement. **With the cumulative IDLVs, members can get a distinctive cash-back.**

IDLV token can be used for a variety of internet applications and platforms. However, **we first focused on the premium delivery and car services.** The first of all, we will concentrate on premium schools pick-up services, airport pick-up, and high-end car tour service in Indonesia. Also, we will provide a fresh food morning delivery service (especially baby and children food), which are one of the potential growing market in Indonesia. **We will have a strategic alliance with ANTERIN (<https://anterin.id/>) to carry on IDLV business.** ANTERIN is a start-up company that provides premium car and motor-bike delivery service throughout Indonesia. ANTERIN customers are rewarded with IDLV for consuming ANTERIN's services.

**Moreover, there is an important second function of IDLV token.** With the rapid spread of smartphones, the sharing of personal information and everyday life naturally led to our lives. The information that is concentrated in some companies is processed into sales strategy through Big Data analysis and AI (Artificial Intelligence), which creates added value by exposing specific products and specific ads to the Internet.

However, in the Delivery I ecosystem, the users (advertisers) who want to use our input information can purchase the IDLV Token and execute the advertisement. **For consumers subscribed to the advertisement, the IDLV Token purchased by the user (advertiser) is rewarded.**

In the future, we are going to create business alliances with Life Utility Solution internet companies (Internet shopping mall, travel, hospitals, finance, electricity trading, etc.) in various fields.

## 1. Mission of IDLV

The ultimate goal of IDLV is to create an economy ecosystem in which the rights of consumers are rewarded.

In the Internet applications or platforms that uses IDLV as a membership; each consumer can be rewarded with IDLV token for compensation and personal information such as age, gender, educational background, and even activities on the Internet. In addition, consumers can selectively subscribe to the ads they want and are rewarded.

Individuals' information and Internet activities are being used by Internet companies based on large-scale capital powers at no cost to generate profits. Big Data analysis and AI (Artificial Intelligence) are used to establish a marketing strategy by targeting specific consumers and create advertisements.

Marketing strategies and advertisements, which were exclusive to the big scale Internet companies, are also available at small scale merchants. In the IDLV ecosystem, small merchants will also be able to purchase IDLV Tokens and send customized ads to consumers.

In the Delivery I ecosystem, centralized information for large corporations is decentralized, furthermore, a shared ecosystem will be created where all individual activities on the Internet can be rewarded.

## 2. Current Challenges

The world is now on the battle for personal data. The European powers of the nineteenth century are fiercely more than those of Africa and Asia. At the time, they waged colonial wars to secure resources, but now they are fighting a gunless battle to secure consumer privacy data.

The United States, which took the initiative and the European counterpart, are fierce. China and India have also made laws protecting their own data. Consumer information data war is widespread worldwide as the 4th industrial revolution is in full swing, but consumers are not aware of the importance of personal information until now.

It is 50 years since the Internet was developed, 30 years after the World Wide Web was established, and 10 years after the smartphone was used in real life. All day-to-day personal information such as Internet website subscription and registration, consumption activities on the Internet, newspaper, advertisement subscription, and social networking (SNS) activities are reworked by Internet companies at no cost to create added value. In recent years, with the development of Big Data Processing and Artificial Intelligence (AI) technology, profit generation using personal information has become easier than in the past.

US data-based companies, such as Google, Facebook, and Apple, already monopolize the data market before the law is born, before the world recognizes its importance. The European Union began applying the Privacy Act (GDPR) in May last year. The key content of the GDPR is to ensure that all companies or organizations dealing with the privacy of EU residents comply with the provisions relating to privacy protection,

If there were global data-based operators in Europe, these regulations might not have happened. This regulation can be seen to be targeted by US companies such as Google and Facebook. In fact, in January, France imposed a penalty of 50 million Euros on Google for violating GDPR and Germany was fined for 41 violating cases.

China, which has a huge market in itself, has made the law of network security so that foreign, especially US companies cannot enter. As a result, native companies Alibaba and Tencent could grow into big data platform companies. India is also pushing for legislation in order not to lose data.

Data from the era of the Fourth Industrial Revolution are more valuable resources than oil. Once oil is refined, it cannot be used again, but new values are created depending on

what kind of information the consumer's information is combined with. The information that creates new value has a virtuous cycle structure that creates another added value.

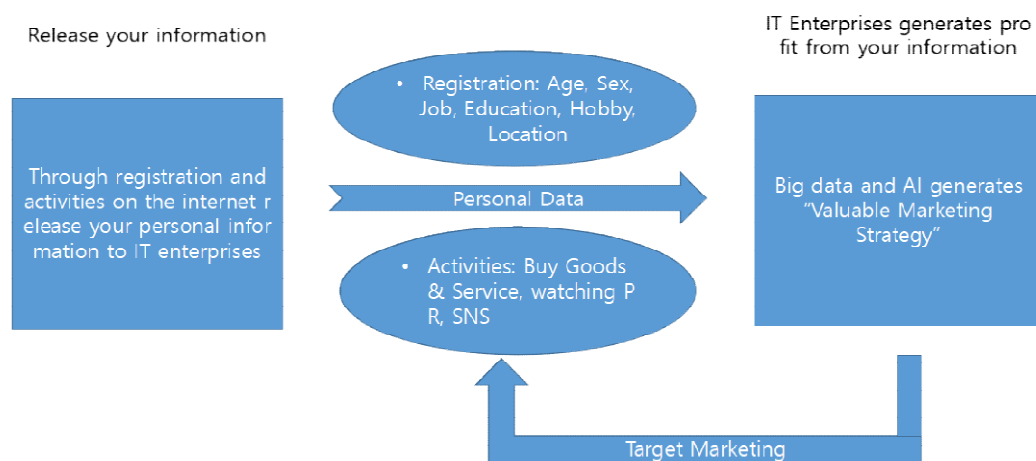
The problem is that 75% of big data is personal information. The value of a company using personal information data as a platform is highly appreciated in the stock market. Seven of the top 10 global market cap companies in the first half of last year were Apple, Google, Amazon, Facebook, Microsoft, Alibaba and Tencent. Except for Apple and Microsoft, these companies were not on this list ten years ago.

In the fourth quarter of last year, sales of Alibaba in China were only USD17 billion, which is only one third of that of Samsung Electronics. However, the European brand research institute ranked the brand value of Alibaba (14th) higher than Samsung Electronics (19th). The reason is that Alibaba can hold and utilize the membership data of 500 million people.

Among the facebook's sales of USD43.8 billion, 43 billion was in ads sales last year. Facebook ads are not as powerful as the terrestrial TV we see. However, how did this advertisement make USD43 billion sales?

When we are on Facebook, the pop-up window pops up suddenly. If you do not see it, it will pass, but consumers will not see much resistance. That's because the ad was created by analyzing data from consumer comments, friendships, past interest of ads and all the personal activities.

### Centralization of Personal information



In the Delivery I ecosystem, centralized information for large corporations is decentralized, furthermore, a shared ecosystem will be created where all individual activities on the Internet can be rewarded.

### 3. Solution

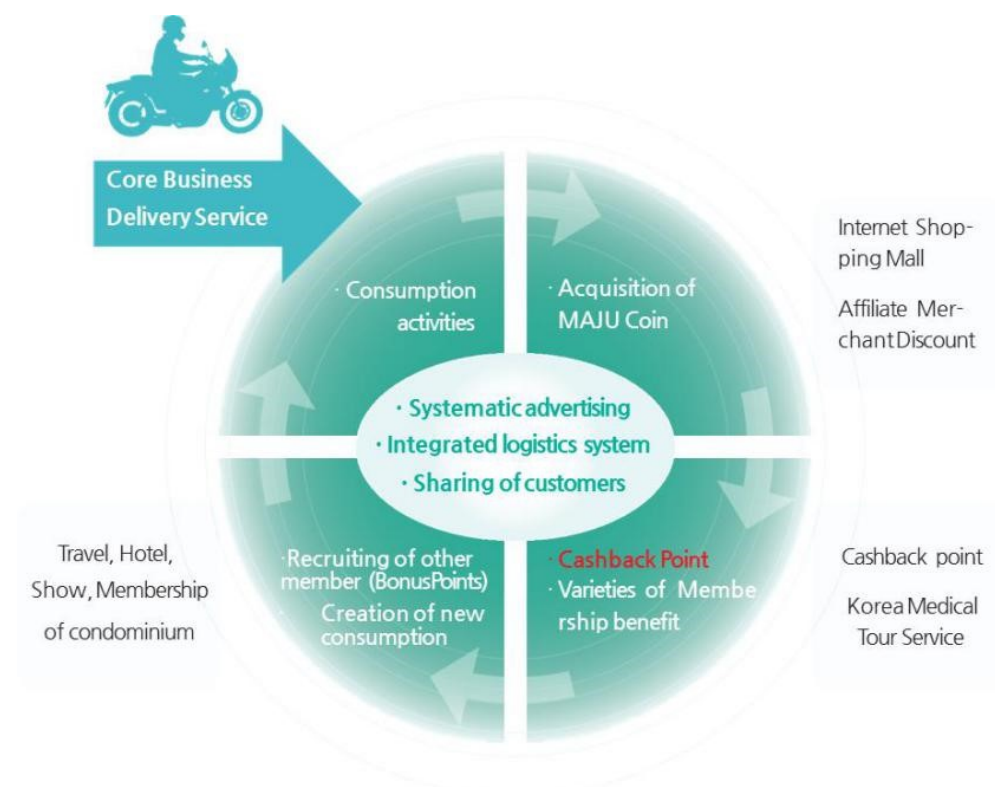
In the past, marketing information which analyzed through Big Data Processing and AI (Artificial Intelligence) was exclusive to some large corporations. However, we will build an Internet information ecosystem so that fair compensation value can be achieved through peer-to-peer (P2P) transactions in which personal information is decentralized through block-chain technology.

For example, let us think you become a member of ANTERIN. We will first commercialize IDLV in partnership with ANTERIN (<https://anterin.id/>), a delivery market and online commodity payment solution company, which is the core of the Indonesian O2O (Offline to online) market. ANTERIN is a start-up company that provides premium car and motor-bike delivery service throughout Indonesia.

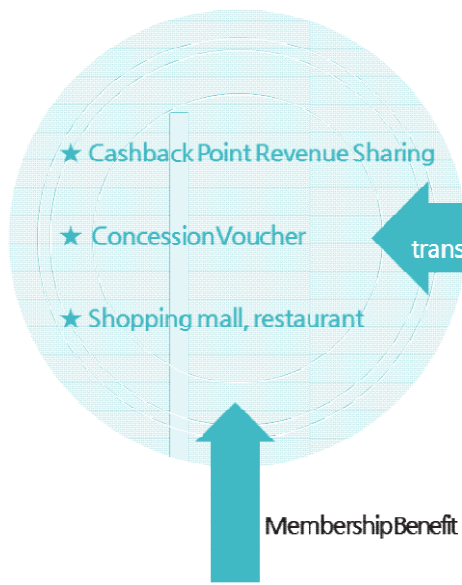
You are rewarded with IDLV for registration to become a member.

You are rewarded with IDLV for purchasing ANTERIN's services or products

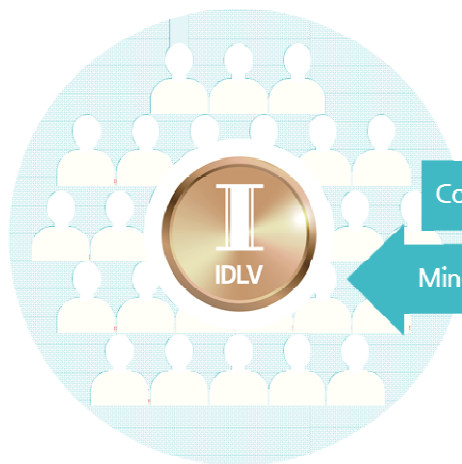
You are rewarded with IDLV for watching banner advertisements (A variety of products as restaurants, pharmacies, and daily necessities in their residence.)



## Membership Benefits When Holding IDLV Coins



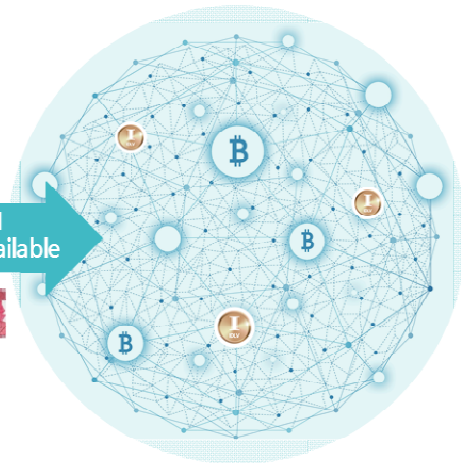
## General Consumers



Consumption Activities

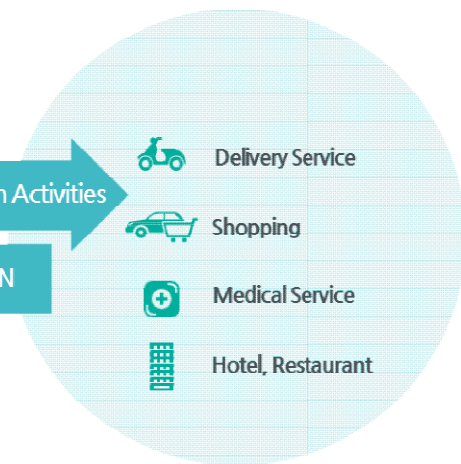
Mine IDLV COIN

## UIO Global Exchange



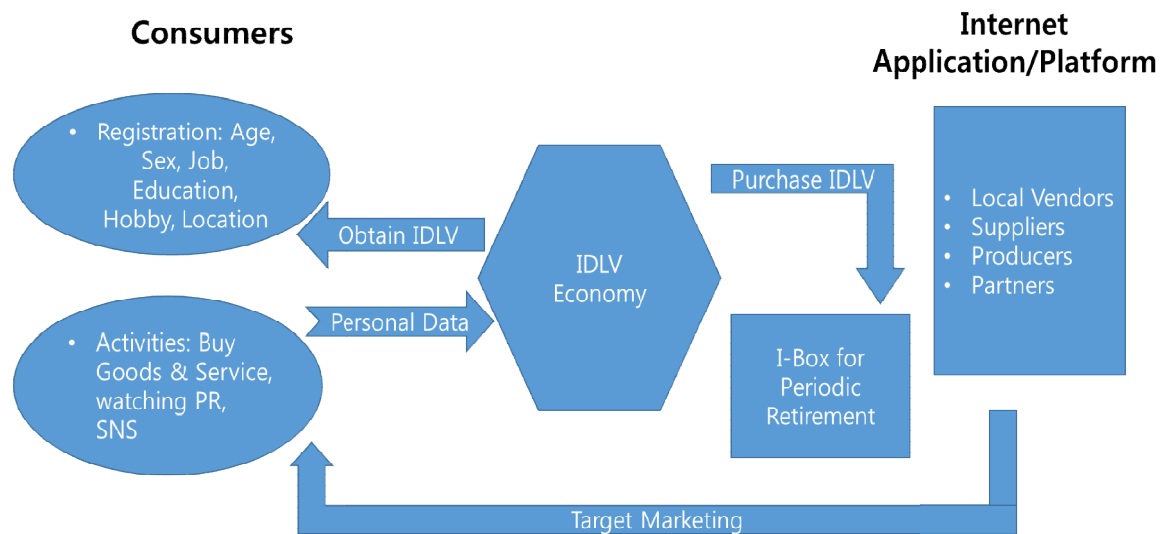
IDLV COIN transactions available

## MEMBERSHIP SERVICE





## IDLV Token Economy



In the Delivery I ecosystem, furthermore, small stores that are difficult to advertise due to limitations in information, technology, and capital power will be able to purchase IDLV and run customized Internet advertising for local consumers. At any time, small-scale Internet platform companies (local operators and producers, etc.) can purchase IDVL Tokens to enable systematic Target Marketing.

IDLVs purchased by Internet platform companies are stored in an I-Box and periodically incinerate certain quantities to increase IDLV value in the long run.

IDLV tokens can be used for a variety of applications and platforms. Starting with ANTERIN, we are going to create business alliance with Life Utility Solution companies (internet shopping mall, travel, hospitals, finance, electricity trading, etc.) in various fields.

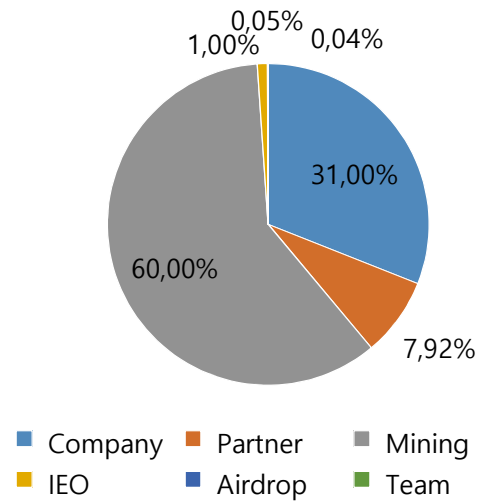
## 4. Roadmap



## 5. Token Distribution and IEO Schedule

### Token Distribution

<b>Company</b>	6.200.000.000	<b>31,0%</b>
<b>Partner</b>	1.583.000.000	<b>7,9%</b>
<b>Mining</b>	12.000.000.000	<b>60,0%</b>
<b>IEO</b>	200.000.000	<b>1,0%</b>
<b>Airdrop</b>	10.000.000	<b>0,05%</b>
<b>Team</b>	7.000.000	<b>0,04%</b>
<b>Total</b>	<b>20.000.000.000</b>	<b>100,0%</b>



### IDLV IEO Schedule

- 200.000.000 IDLV @ Rp 70
- Date: 19:00 - 24:00 17<sup>th</sup> May, 2019
- There was pre-sale of 300 million IDLV but the company will buy-back 100 million
- 2 years lock-up for company holdings
- The partnership will be locked-up at least 6 month
- The team holdings will be locked-up at least 1 month

## 6. Our Team



John Yu



Logan Noh



Timotius Noto Susilo



Ade Soni Susanto



Thomas Bae



Ju Won Lee



Suparjo Zheng



Rina