



# QBEE Platform

A Secure, Regulated Digital Asset Platform

The contents of this document may be incomplete, and does not imply contractual relationship of any kind. Every effort has been made to ensure that the information contained within this document is accurate and up to date. This document does not imply professional investment advice. QBEENBEE Company disclaims any warranty or liability arising from the accuracy and reliability of this document. All trademarks, copyrights and other intellectual rights contained within this document are subject to QUEENBEE Company, and are protected under international copyright law.





# Table of Contents

## 00. Abstract

## 01. Overview

1.1 QUEENBEE Company	04
1.2 QBEE Platform Highlights	05
1.3 QBEE's Solution	06
1.4 Business Model	07

## 02. Market & Our Innovations

2.1 Problems in the Current Crypto Market	08
2.2 Blockchain Regulation and STO Market	10
2.3 QBEE Platform's Innovation	11

## 03. QBEE's Technical Architecture

3.1 QBEE Platform's Layers	13
3.2 Smart Contract Virtual Machine	15
3.3 Polkadot & Cross-chain transactions	16

## 04. Token Economics

4.1 QBEE Token and its Functions	17
4.2 QBEE Distribution and Lock up Plan	19

## 05. Team Members & Partners

5.1 Team Members	20
5.2 Advisors	21
5.3 Shareholders	22
5.4 Partners	22

## 06. Roadmap

F&Q	24
-----	----



# Abstract

QUEENBEE Company is a Korean-based blockchain finance service company and the developer of QBEE Platform - a digital asset platform. We aim to utilize blockchain technology to build a hub of digital asset ecosystem in Korea and Far-East Asia digital asset market.

At this stage, small and medium-sized enterprises generally face financing difficulties with high cost, long cycle and low liquidity in traditional IPOs. In recent years, the ICO financing methods commonly adopted in the cryptocurrency market have faced various problems, such as opaque information and high risks.

In order to solve these problems, the QBEE platform cooperates with Singapore's major digital asset platform, focusing its business in the globally regulated digital asset. In the early development stage, we provide professional third-party consulting services for the platform and support private companies by offering digital asset pre-listing compliance review, security review, asset valuation, feasibility analysis, professional guidance and other services regarding assets tokenization procedures.

With the continuous development of the platform business and improvement of QBEE ecosystem, the platform token QBEE will play a vital role. QBEE will gradually develop into an independent and regulated digital asset trading platform based on existing resources, technologies and success cases.

The team consists of well-known Korean entrepreneurs, financial and technical experts. The company's shareholders are elites from various Korean industries with a strong background and industry advantages. Platform's major partner 1 Exchange is a Singapore digital asset platform with stable and extensive market opportunities.

This whitepaper is composed based on our understanding of the digital asset market and our business. It details the current problems of corporate financing, market opportunities and solutions proposed by the QBEE platform to market pain points. The whitepaper also introduces the basic architecture, business model, stages, etc., and introduces QBEE's functions, token economy, and distribution; the team and partner information in the QBEE ecosystem, the future development roadmap is disclosed in detail as well.

# Overview

## 1-1 QUEENBEE Company

QUEENBEE Company, a Korean-based blockchain finance company, consists of a team with financial experts, blockchain engineers and highly reputable shareholders. With our global leading partnership and disruptive business model, we seek to enter the global financial markets and utilize blockchain technology to lead the next generation of financial services, in order to innovate the value paradigm in the existing market economy through discovering and supporting promising companies around the world.



### Lead Creation of Blockchain Ecosystem

Through consulting with knowledge of existing financial markets and strategic partners, lead the creation of a blockchain economy and ecosystem

### Establish New Global Financial Markets

Establish a new global financial market through digital assets based on block chain, a core technology in the new era of financial services

### Collaboration with Various Real Assets

Create value through discovering and supporting innovative companies in retail, entertainment, and help other industries to be a part of the blockchain ecosystem



## 1-2 QBEE Platform Highlights

---



QBEE cooperates with the global regulated digital asset platform to provide professional third-party consulting services for the platform in the early development stages, and to support private companies with digital asset issuance and pre-listing compliance review, security review, asset valuation, feasibility analysis, professional guidance on asset tokenization and other services. With the continuous development of platform business and improvement of its ecosystem, the platform token QBEE will play a more important role in the ecosystem, and QBEE will gradually develop into an independent regulated digital asset platform based on existing resources, technologies and success cases.



The QBEE platform has a unique global perspective and understands the industry pain points, as well as development opportunities. It has made sufficient attempts to solve issues in corporate financial management and financing channels. Aiming at the shortcomings of traditional IPOs (high financing costs, long cycles, etc.) and the information asymmetry, high financing risks of ICO in crypto-market, the platform focuses its business on the global regulated digital asset field. The platform has a clear positioning with high development potential.



Based in South Korea, QBEE platform cooperates with Singapore's major digital asset platforms, and is open to the global digital asset market. The team consists of well-known Korean entrepreneurs, financial and technical experts, and the company's shareholders are coming from diverse industries, coupled with a strong background and industry advantages. QBEE's current major partner 1 Exchange is a regulated digital asset platform owned by Capbridge, a Singapore-based asset management company. Singapore is functioning as a financial hub, and its capital market occupies an important position globally, with abundant market opportunities and resources



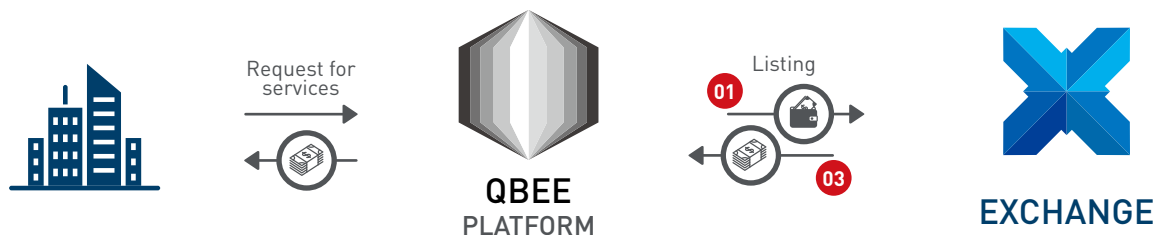
# Overview

## 1-3 QUEENBEE's Solution

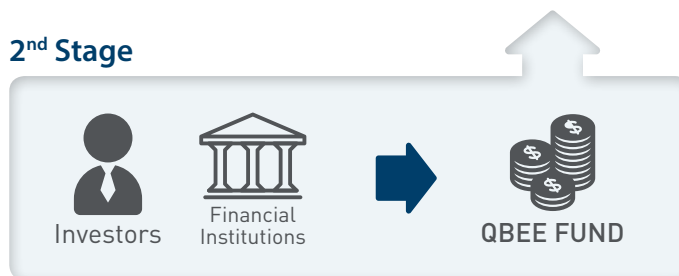
### SOUTH KOREA

### SINGAPORE & GLOBAL

#### 1<sup>st</sup> Stage



#### 2<sup>nd</sup> Stage



#### 3<sup>rd</sup> Stage (After Regulation issues are solved)



- 01** Listing private Korean company to '1 Exchange' platform through QBEE Platform services
- 02** Following listing on digital asset platforms, stocks are issued as digital assets in which global financial institutions, companies, and investors can freely buy and sell
- 03** After investment is completed through global campaign by digital asset platforms, funds collected in an escrow account is transferred to the private company through QBEE platform



## QUEENBEE's solution is mainly divided into the following stages :

**First stage** - Through participating in cooperation with major digital asset platforms in Singapore and around the world, we aim to maximize transaction credibility, secure wide pool of investors, and to activate company sourcing.

**Second stage** - Making QBEE FUND (either QBEENBEE Company or Partners) to strengthen companies and QBEE holders through QBEE Platform. By establishment of QBEE Platform, we provide foundational technology to create ecosystem, and overcome regulatory uncertainties.

**Third stage** - Through continuous function optimization and business scope expansion of QBEE platform, we provide comprehensive digital asset exchange services and enable investors to conduct digital asset transactions directly through the QBEE platform.

## 1-4 Business Model

At the early stage of business development, QBEENBEE Company provides comprehensive consultation service to private companies within Korea and adjacent region to prepare the digital asset listing to digital asset platforms (1X, iSTOX, and more others in the future) where they seek new and ease of method to raise required capital globally. The procedures include digital asset pre-listing compliance review, security review, asset valuation, feasibility analysis, professional guidance and other services regarding assets tokenization procedures.

The QBEE Token will be utilized to record the private company information (such as valuation, financial as well as governance) to be delivered to digital asset platforms. Upon the successful listing of clients to digital asset platform, the profit shall be shared via ranking and rewarded to the public holder of QBEE(QBZ) to deliver the value and maintain.

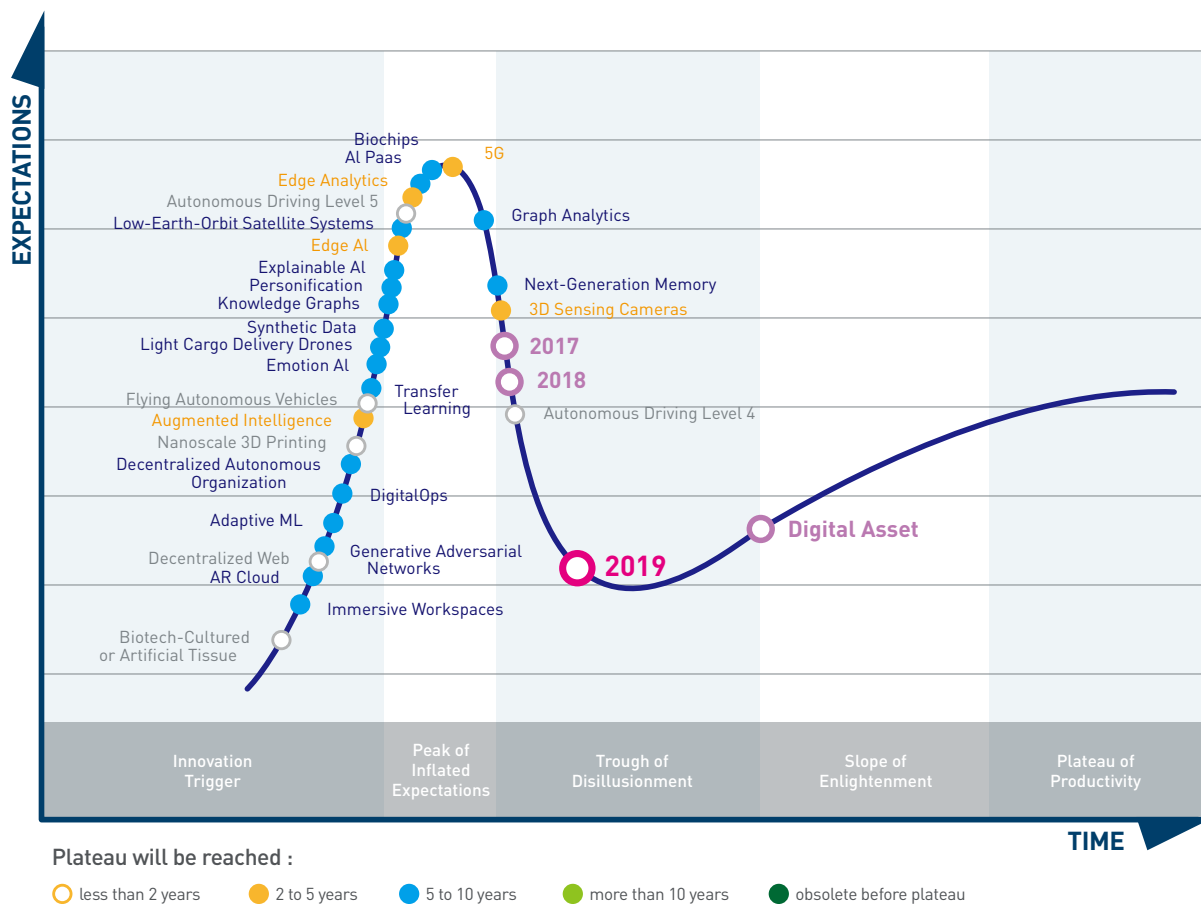
With the continuous development of the platform business and improvement of QBEE ecosystem, the platform token QBEE will be utilized more within the platform to help realize platform's various functions. and company reserves. QBEE will gradually develop into a comprehensive digital asset platform and ecosystem with high liquidity. Investors can directly conduct regulated digital asset transactions through the QBEE platform, and the transaction process will be more easy and efficient.

# Market & Our Innovations

## 2-1 Problem in the Current Crypto Market

Blockchain technology, which has been touted as “technology of trust” during 2016–18, is being increasingly seen as to have passed its bubble phase, particularly with respect to cryptocurrency trading or ICO funding transactions.

### Gartner’s Hype Cycle for Emerging Technologies, 2019



### The risks of ICOs

The concept of ICO (Initial Coin Offering) is derived from the IPO (Initial Public Offering) of the stock market. The companies attract investors and raise funds by issuing their utility tokens. The tokens then will be listed on the secondary market and the investors can trade the tokens in the liquid market and exit the investments.



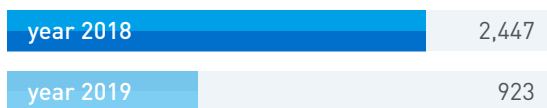
## Market & Our Innovations

Since the beginning of January 2017, ICOs have gained market traction from the venture capitals as well as from the general public. ICO is featured with its short cycle, fast financing period, non- or little regulatory restrictions. With its low threshold, companies (start-up and medium-sized, particularly) can quickly raise funds from global investors.

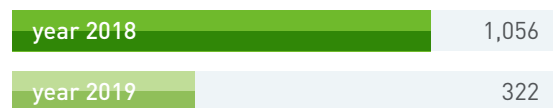
ICO has exploded in recent years and becomes the most common way of financing in crypto market. While, due to its unregulated status, the anonymous nature of the transactions involved, issues such as information asymmetry, unclear rights and responsibilities in the ICO market has resulted in various scams, risks and industry bubble.

According to the incomplete statistics, the number of ICO projects was at a relatively high level in early 2018, with an average of 100-200 new ICO projects emerging and completing the offering each month. As governments take corresponding measures to limit scams and hype related to ICOs, stricter regulatory policies are being introduced worldwide, since then the number of ICO projects has begun to plunge. By the end of 2019, the number of new ICOs are very limited in the market.

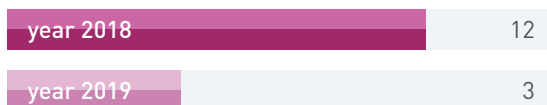
No. of Completed ICO



No. of Raised ICO



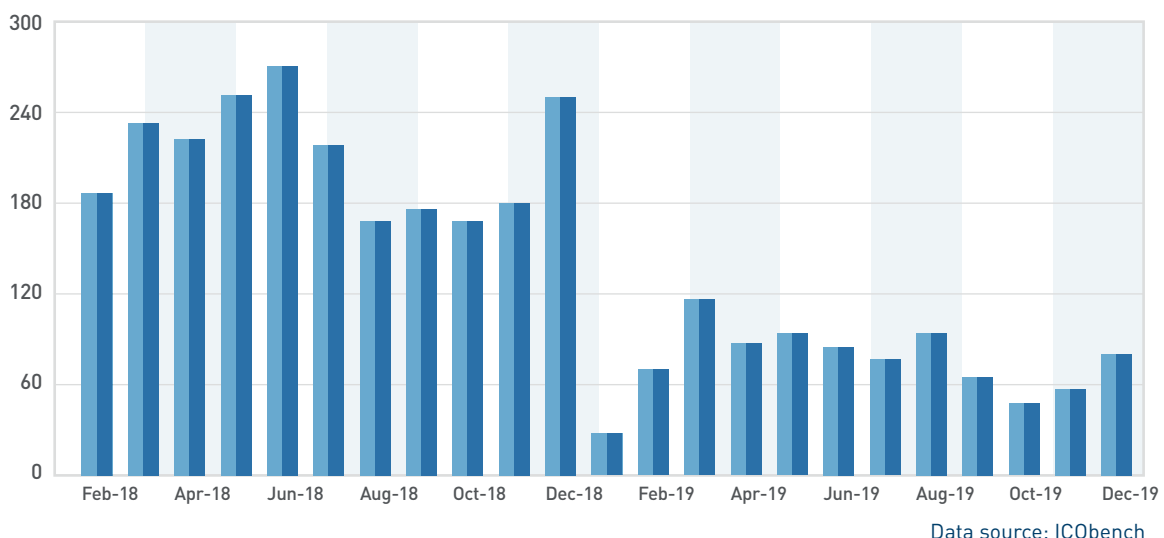
Total raised fund (Billion USD)



Avg. raised fund (Billion USD)



### 2018-2019 Completed ICO projects



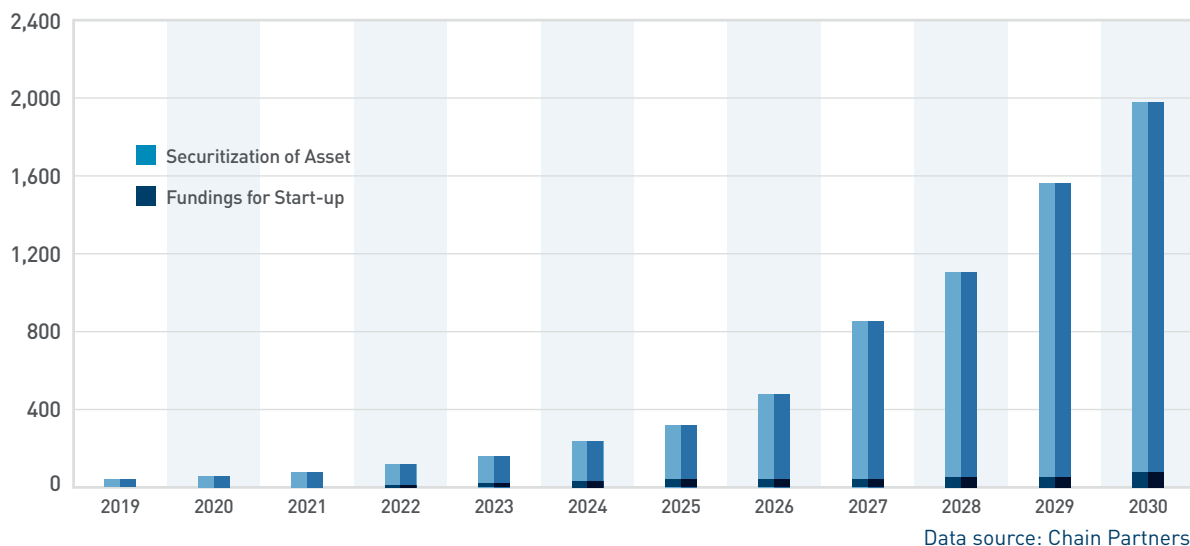
## Market & Our Innovations

### 2-2 Blockchain Regulation and STO Market

In light of this situation, STO (Security Token Offering), a new method of funding meeting legal regulations has emerged.

STO can be considered as the continuation of the ICO concept under the requirements of SEC regulation. The major differences between STO and ICO are: STO is regulated by the government and is based on real asset and market. Under the dual protection of rights and regulations, STO makes blockchain project investment more standardized and more sustainable. Compared with traditional IPO and asset securitization, STO creates a more efficient capital market.

#### Security Token Market Size Trend (by Accumulated Value of Tokens Issued)



It is forecasted that the total amount of STO is expected to exceed USD 2 trillion by 2030, which is approximately 300 times that of the total amount of ICO in 2018 (Transform Group Korea). STO collateralizes stocks and real assets, and is considered a relatively stable asset. As such, it is expected that institutional investors will enter the market around STOs.

#### New Trend of Corporate Finance



## Market & Our Innovations

### 2-3 QBEE Platform Innovation

#### Collaboration with digital asset platforms of Singapore

QUEENBEE started collaboration with 1 Exchange ("1X") in 2019. 1X is a 'Digital Asset Platform' owned by Capbridge, a Singaporean asset management company. 1X issues digitalized securities based on unlisted stocks of pre-IPO and mid-growth level companies. QUEENBEE will acquire stakes in and strategically collaborate with Capbridge and proactively create the future Digital Asset market.

Additional investment and collaboration with iSTOX, established by the Singapore Monetary Authority, will strengthen QUEENBEE's position in the Singapore Digital Asset Platform market.



**1X Exchange**



**iSTOX**

#### Overview

- Subsidiary of Capbridge
- Regulated unlisted stock trading platform (Company stocks only)  
Transparency of shareholder register
- Liquidity for start-up financing
- Unrestricted exit possible (transaction on exchange)

- Initiative by Monetary Authority of Singapore
- Platform for funding through issuance and transaction of asset-based security tokens
- Liquidity for various assets (companies, real estate, IP, art, etc.)
- Unrestricted exit possible (transaction on exchange)

#### Launching

- July 2019

- Early 2020 planned

#### Major Share holders

- SGX, CONSENSYS, Hanwha
- Securities, QUEENBEE Company

- Heliconia(Temasek), SGX

#### Traded Assets

- Pre-IPO Level and Mid-Growth Level unlisted stocks
- Issue tradable securities (Security Coin) through blockchain
- Ensure same rights as stocks (ownership and voting rights)

- Various types of asset
- Issue STO; Security Tokens issued by collateralizing real assets
- For security token investors, partial ownership and voting rights

#### Investors

- Accredited investors
- Institutional investors

- Accredited investors
- Institutional investors

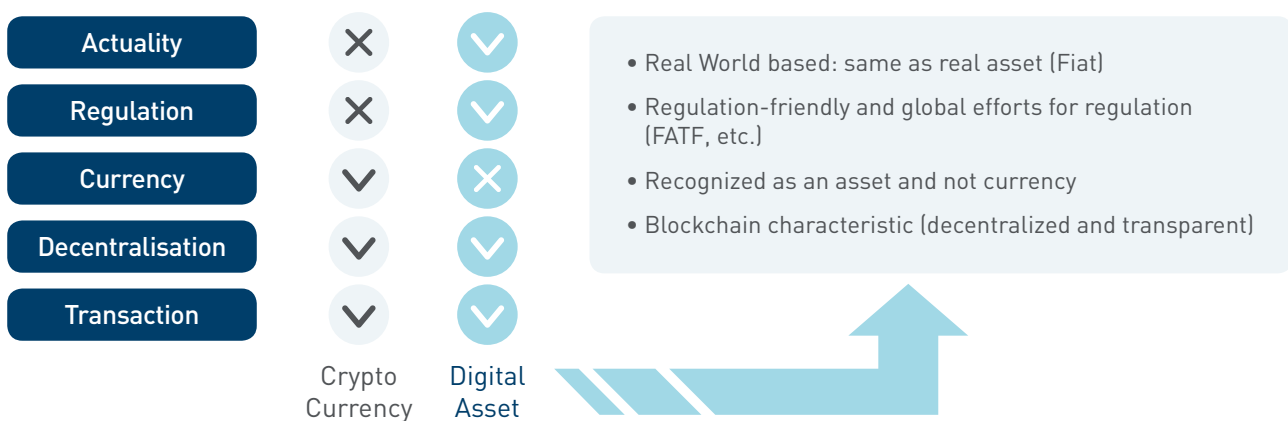
## Market & Our Innovations

### QBEE X 1X exchange: 'Digital Asset' + 'Partial Listing'

QBEE helps private companies by providing advisory services on listing requirements, valuation, and other parts of the listing process, allowing Korean companies to access 1X Platform, thereby creating a new corporate-investor network based on high credibility.

Digital assets encompass cryptocurrency, but also includes any tokenized asset that is not considered a true currency, such as tokenized real estate, security tokens, etc. Digital assets share characteristics and operate in similar ways with cryptocurrencies, while, they are considered to have more intrinsic value backed by real assets.

### Cryptocurrency vs. Digital Asset



The Partial Listing system, which is the method of funding on 1X, has multiple advantages to private financing or IPO on the public market with regard to valuation, cost/time, the scope of investors, disclosure requirements, and management control by existing shareholders

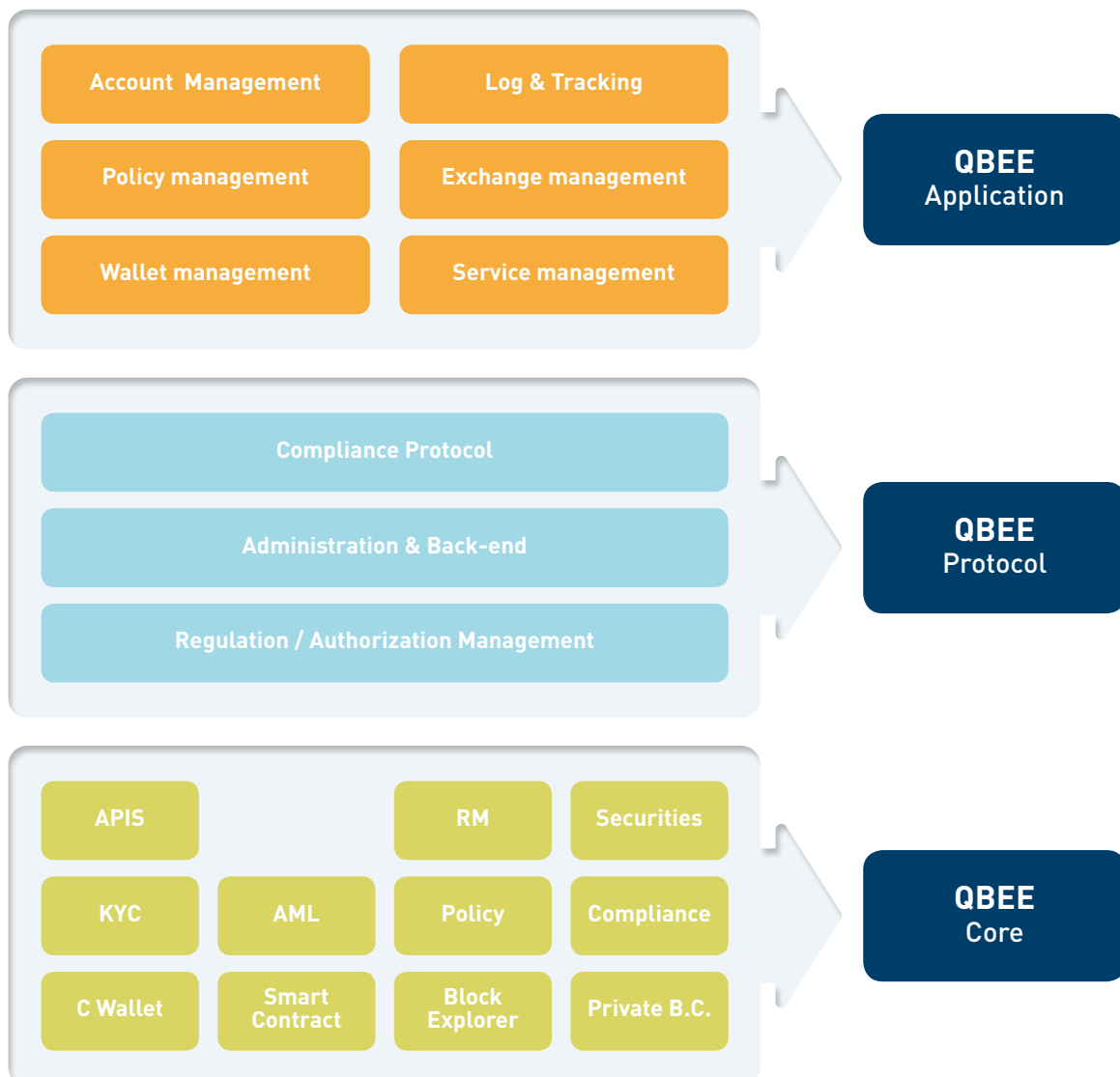
Partial listing has many advantages such as corporate control, time and cost effectiveness, valuation and liquidity, investment cost, and public disclosure. It also allows listing companies to reap the benefits of both a private investment by an institutional investor as well as a public listing on the publicly traded market.



# QBEE's Technical Architecture

## 3-1 QBEE Platform's Layers

To build a unique market value proposition, QBEE constructs its fundamental layer into three components, mainly 1: QBEE Application, 2: QBEE Services, and 3: QBEE Core to connect different services and facilitate an efficient exchange of information.





# QBEE's Technical Architecture

## Layer 1: QBEE Core

The core layer (foundation layer) of QBEE platform provides the technical solutions leveraging smart contract capabilities based on the blockchain technology to build a robust backend operates on the Ethereum blockchain.

The core layer consists of various sub-components targeting different aspects to meet the fundamental compliance requirements. The small sub-components jointly form a robust compliance backend to help the QBEE layers meet the complicated compliance requirements.

## Layer 2: QBEE Protocol

The service layer built on top of the core layer acts as a “middle office” in the QBEE platform to create value-added processes and procedures leveraging the technical backend to achieve regulatory compliances. We have designed a comprehensive compliance protocol leveraging the unique technical capabilities and our professional knowledge to fully meet the requirements from various jurisdictions. Our administration portal & backend enables qualified team members to modified the structures, procedures or defines new rules flexibility while maintaining strict compliances.

The regulation/authorization management interface provides a single interface for the regulatory body to review, inspect and update the required rules and processes. The three sub-components formed a middle office/operation layer on top of the core technical capability to serve our clients efficiently, professionally and be in compliant, protecting and empowering marker participants.

## Layer 3: QBEE Application

The application layer provides value-added service to our clients. It is also the service layer in the QBEE platform to serve our clients in a single touch. Built on top of our robust and well structured technical layers. The application layer supports various applications to provide our clients with a one-stop shop solution to manage their needs.

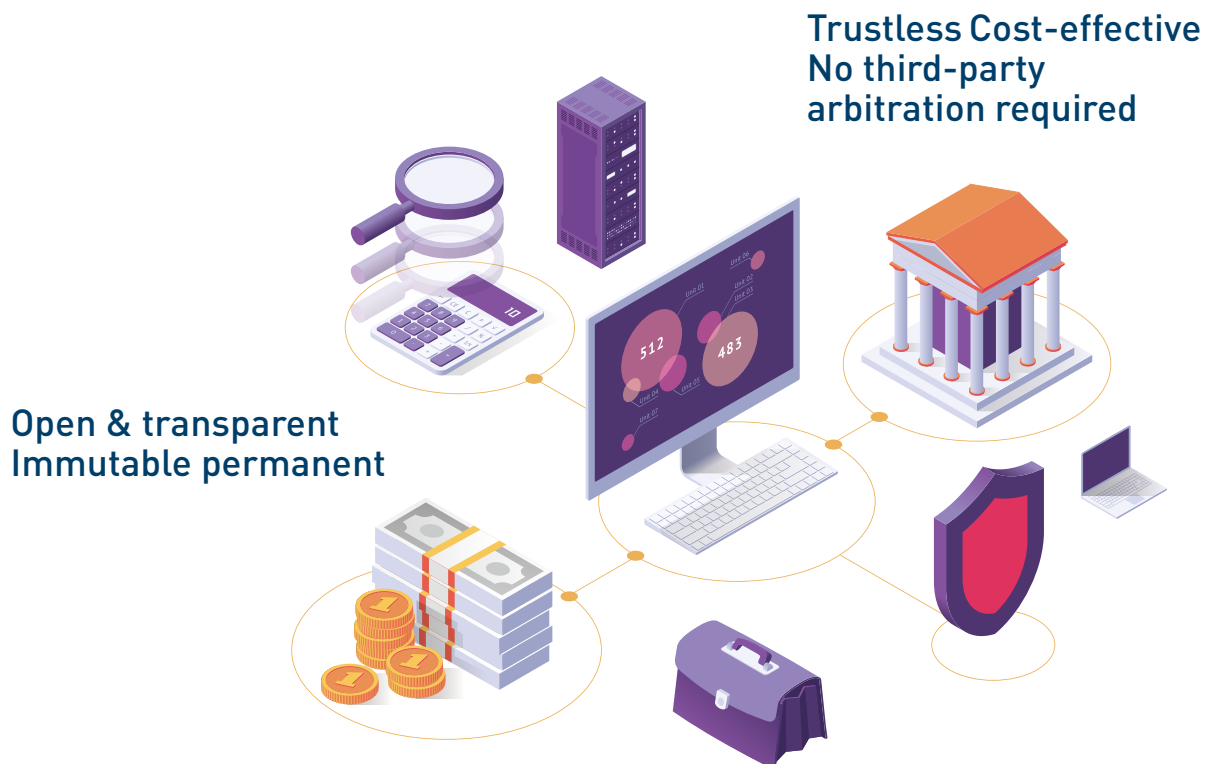
## QBEE's Technical Architecture

### 3-2 Smart Contract Virtual Machine

QBEE platform adopts Ethereum-based smart contract to improve transaction transparency, with account models and smart contracts that implement various original Ethereum functions. Smart contract is a transaction contract realized via codes. Once the condition is satisfied, the contract will be executed automatically, and this to some extent eliminates the artificial uncertainties in traditional transactions.

QBEE Smart contracts are formulated by multiple users in the blockchain and can be used for any transaction between users. The rights and obligations of both parties are defined in the protocol. Developers program these rights and obligations electronically, and the code contains conditions that trigger the automatic execution of the contract. Once the encoding is completed, the smart contract is uploaded to the blockchain network.

Smart contracts periodically check whether there are related events and triggering conditions; events that meet the conditions will be pushed to the queue to be verified. The smart contract will be successfully executed after having been authenticated by the majority of nodes and a consensus is reached. After execution, the contract will be removed from the block, and the unexecuted contract will wait for the next round of processing until it is successfully executed.

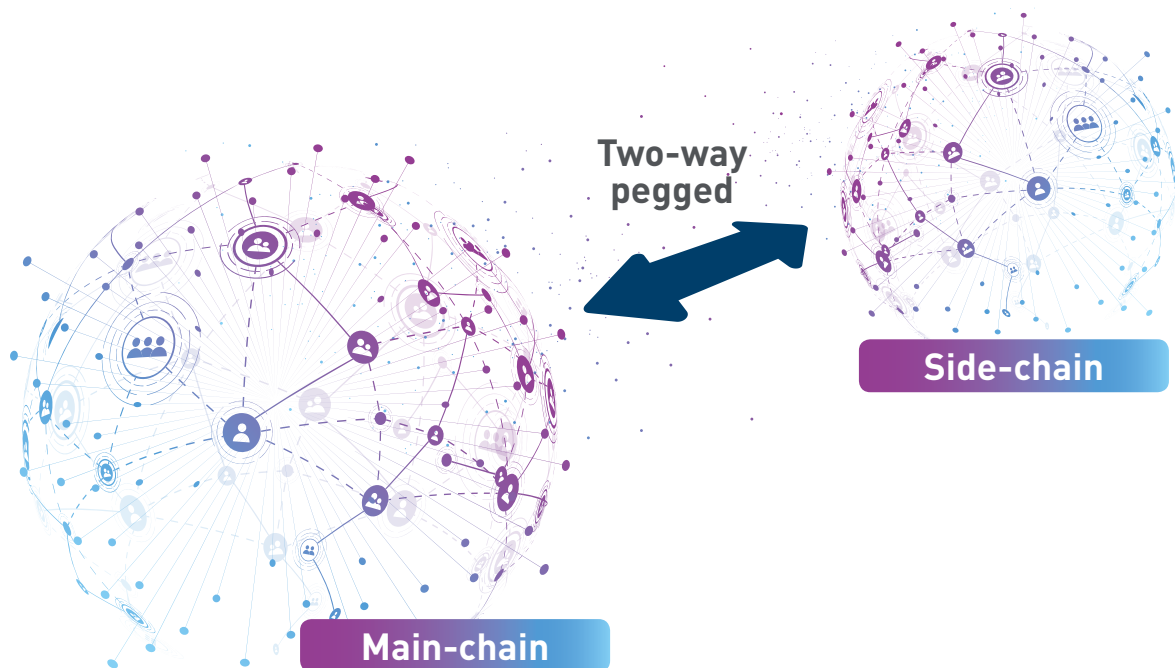


## QBEE's Technical Architecture

### 3-3 Polkadot & Cross-chain transactions

QBEE platform is in development of the underlying technology based on Polkadot, which aims to achieve cross-chain transactions after the platform's business expansion and maturation, and to solve the problems of scalability and isolation.

Polkadot is currently based on Ethereum, and mainly realizes the interconnection between Ethereum and private chains. It includes multiple side chains, and each side chain can have its own business goals and mechanisms. Meanwhile, side chains can interact, exchange data or assets with each other on the basis of security. This feature is quite important for digital assets trading.



QBEE proposed to adopt a Proof of Stake (POS) consensus mechanism for ordinary transactions and implements consensus and incentive mechanisms for cross-chain transactions. QBEE will be a complete platform that can be applied to broad financial applications with privacy protection for digital assets transactions of public and private chains.

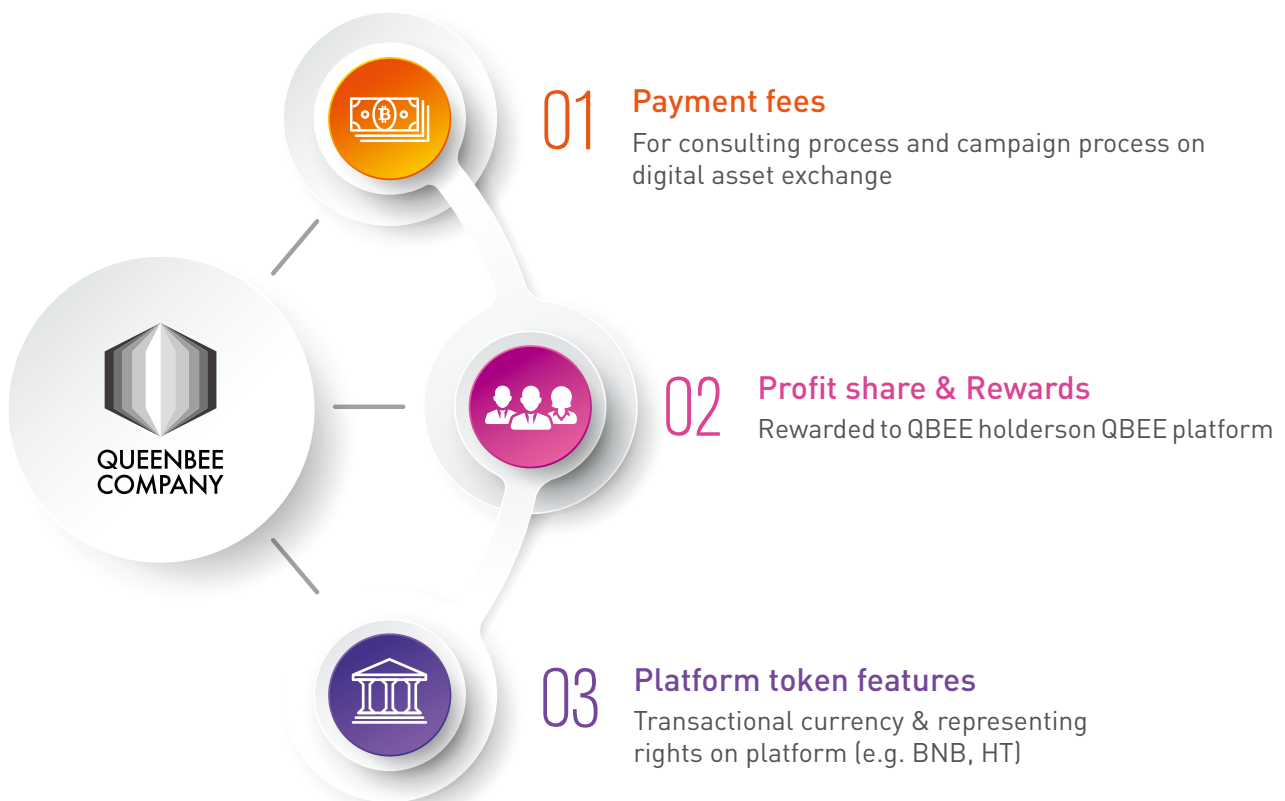


# Token Economics

## 4-1 QBEE(QBZ) Token and its Functions

QBEE(QBZ) Token is the token that will be issued by QBEE and operates on the Ethereum platform. This token will be used as a currency within the QUEENBEE ecosystem and can collect project data created within that ecosystem. As the platform becomes active, Total of 8,000,000,000 QBEE will be issued. users will receive the tokens as a reward.

The major functions of QBEE are as follow :



Overall, QBEE token will be utilized in the entire QBEE ecosystem and will reach out to the global digital asset market and will expand its functions as participating in available projects.



## Token Economics

### 1<sup>st</sup> Stage - Payment fees

The QBEE platform provides consulting services for Korean private companies in Korea and surrounding areas. QBEE will be adopted as the payment fee for the entire consulting process (including compliance review, asset valuation, solution preparation, etc.).

The payment method using QBEE token will be efficient, safe and transparent, which greatly reduced the cost and process complexity of traditional payment methods.

### 2<sup>nd</sup> Stage - Profit share and rewards

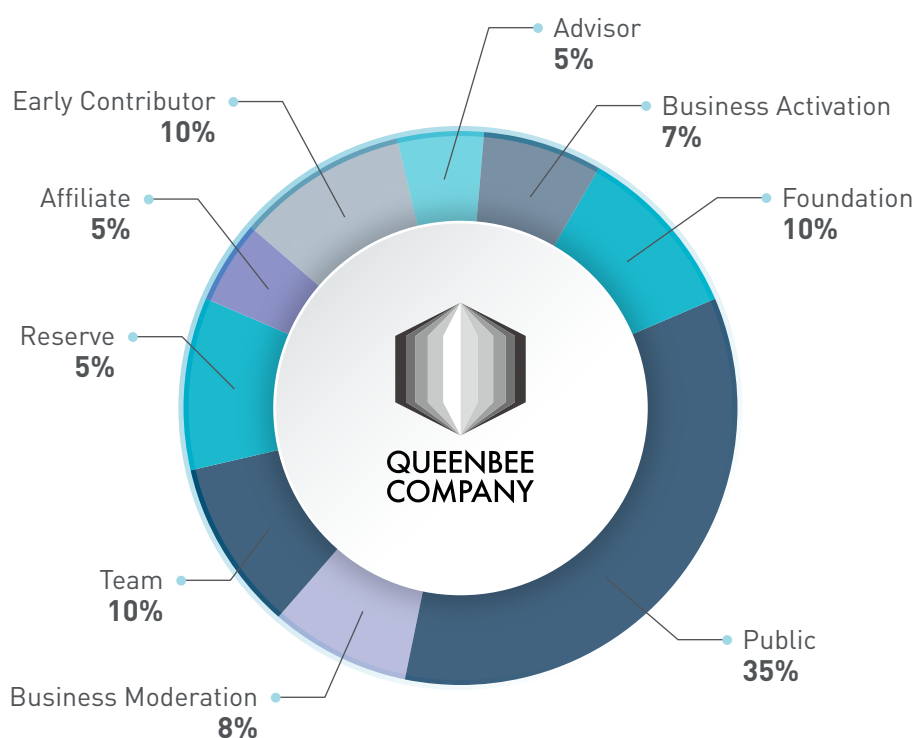
When the actual assets of the private company pass the compliance review, complete all the preparatory processes, and are successfully listed on the digital asset platform, the token holders will receive profit sharing and rewards based on token holding proportion.

### 3<sup>rd</sup> Stage - Platform token features

With the gradual improvement of the QBEE platform ecosystem, QBEE tokens will be utilised more within the platform to help realise platform's various functions (similar to the features of exchange tokens such as BNB, HT, OKB). Holders of QBEE are allowed to carry out transactions on the QBEE platform, and are available to have transaction fee reduction, voting rights, decision-making rights, etc,. Meanwhile, QBEE will gradually have multiple functions such as platform trading incentives, platform ecosystem funds, and company reserves.

## Token Economics

### 4-2 Token Distribution & Lockup Plan



### QBEE Lockup Plan

HOLDERS	%	LOCKUP PLAN
Public	35%	3 months lock-up, unlock 5% every month
Foundation	10%	12 months lock-up, unlock 10% every month
Early Contributor	10%	Unlocked
Team	10%	12 months lock-up, unlock 10% every month
Advisor	5%	12 months lock-up, unlock 10% every month
Business Activation	7%	3 months lock-up, unlock 5% every month
Business Moderation	8%	12 months lock-up, unlock 10% every month
Affiliate	5%	12 months lock-up, unlock 5% every month
Reserve	10%	Unlocked

## Team Members & Partners

### 5-1 Team Members

QUEENBEE is initiated by a team of renowned entrepreneurs, financial and technical experts. Kanghyeuk Lee (CEO of QUEENBEE) and Donghan Shin(CFO) previously practiced in financial sectors and work closely with SGX to provide a consulting service to Korean companies to list on SGX.

The team also consists of engineers with a deep understanding and abundant experience and capability in blockchain technology, ensuring the most reasonable and applicable technical architecture design and development as well as technical support for QBEE platform



**Kanghyeuk Lee**  
CEO

Ernst & Young, Manager  
Deloitte, Manager  
HSBC Asset Management



**Donghan Shin**  
CFO

KB Securities  
Wealth Magmt. Div. Head  
Shinhan  
Investment & Secuties, CSO  
Deloitte Consulting  
Strategy & Operation



**Duckyoung Kim**  
CSO

Ernst & Young, Consultant  
PwC, Consultant



**Danny Jeong**  
CTO

ENBREDS, CEO



## Team Members & Partners

### 5-2 Advisors

The team is also honored to be advised by leading experts in entrepreneurship, law, marketing and technology, building a good foundation for the future development of the platform.



**Mohamed Ismail**

SGX, Executive Vice President



**Chanwoo Lee**

ex-Korea NPS, CIO



**Jongyoung Yoon**

KASA, Chairman



**Hyunsung Jo**

Law gangnam, Lawyer



**Dongsoo Lee**

YEKYOJISUNG, Partner

## Team Members & Partners

### 5-3 Shareholders

The QBEENBEE COMPANY consists of a group of highly reputable shareholders :

---

#### Kiyoung Kim

Mr. Kim is a Professor at Sookmyung Women's Univ.'s visual design department.

He is also involved in multiple Korean companies such as E-mart, Nonghyup Bank, Jeju Air and bbq Chicken Premium (a Korean chicken franchise).

---

#### Yongjoon Bae

CSO (Chief Strategy Officer) of one of Korea's largest and listed entertainment companies, SM Entertainment. Mr. Bae was previously a popular actor, and had starred most notably in "Winter Sonata" which may firstly reveal the greatness to create massive fandom in Japan to be called himself as "SAMA" meaning of god in Japanese.

---

#### Juhoo Um

Former CEO of Korea-listed Enerzent, which had previously partnered with e-mart group for its EV Saving project.

---

#### Inkyu Hwang

CEO and Chairman of CNCity Energy, a major Korean gas and energy supplier.

### 5-4 Partners

The company has built collaboration with major digital asset platforms of Singapore like 1 Exchange (owned by Capbridge) and iSTOX. Meanwhile, we also established a long-run partnership with global capital firms, media and regulatory agency.



NBREDS

Ulysses Capital



KASA



INIPS

# Roadmap

- 
- 2019 Q3**
    - Establish Singapore entity
    - Establish Business Model
    - Whitepaper 1.0
  - 2019 Q4**
    - Capbridge(1X) investment
    - Whitepaper 2.0
    - QBEE Air-Drop
  - 2020 Q1**
    - QBEE official listing
    - Connect process with 1X
    - Sourcing of Korean private companies and begin listing process
    - iSTOX partnership
  - 2020 Q2**
    - Additional sourcing of private companies for listing
    - QBEE listing on additional exchanges
  - 2020 Q3**
    - Testing the QBEE Platform
    - QBEE Platform launching
  - 2020 Q4**
    - Whitepaper 3.0
    - Extend QUEEBEE business in Asia

A CONSULTING  
SERVICE PROVIDER



A GLOBAL DIGITAL  
ASSET PLATFORM



## How is 1X different from the sale of shares on secondary markets?

Unlisted stocks still have rights and responsibilities; the process becomes complex and potential buyers are limited. Furthermore, participating investors (buyers) have little or no liquidity of their investment and cannot transact or trade their holdings.

Securities transacted on 1X are based on common shares of your company and subsequently becomes listed on our exchange, allowing investors to freely trade their holdings. This allows for continuous liquidity and for your company to reach its true valuation.

## What is the difference between Partial Listing in 1X and IPO?

IPOs are right only for companies at a certain stage in their growth. Also, IPO requires significant preparation, time, and cost. Transaction volume may also be too low for investors wishing for return on their investment to justify the IPO.

Conversely, 1X offers an alternative for partial investment recoupment at a much lower cost.

## Who are the investors on the platform?

Investors on the platform are restricted to accredited investors, including, but not limited to angel investors, business owners, experts, and closely related companies.

## How much time is needed and what is the cost?

Prior to listing, we require a campaign process in order to correctly price the tradable securities. The campaign process will be undertaken by Capbridge Pte Ltd., our affiliated company. The process typically takes 2 weeks.

Once listed, the company pays an annual listing fee of SGD 5,000 and pass through SPV fees.

## Do we need an external advisor to help sales?

As a part of the campaign process, we require all traded stocks to undergo valuation by a third party. This valuation can be done by an expert third party.

In order to be registered with 1X, we do not require an advisor, but can assist in the hiring of an advisor to aid your preparation.



# QUEENBEE

<https://www.queenbeecompany.io>

