



**== Transforming global agricultural and fishery logistics ==**

**Fusion of social media and e-commerce**

**Next Generation Decentralized Social Commerce**

**Worthy information and reliable evaluation will greatly change the future of SNS!**

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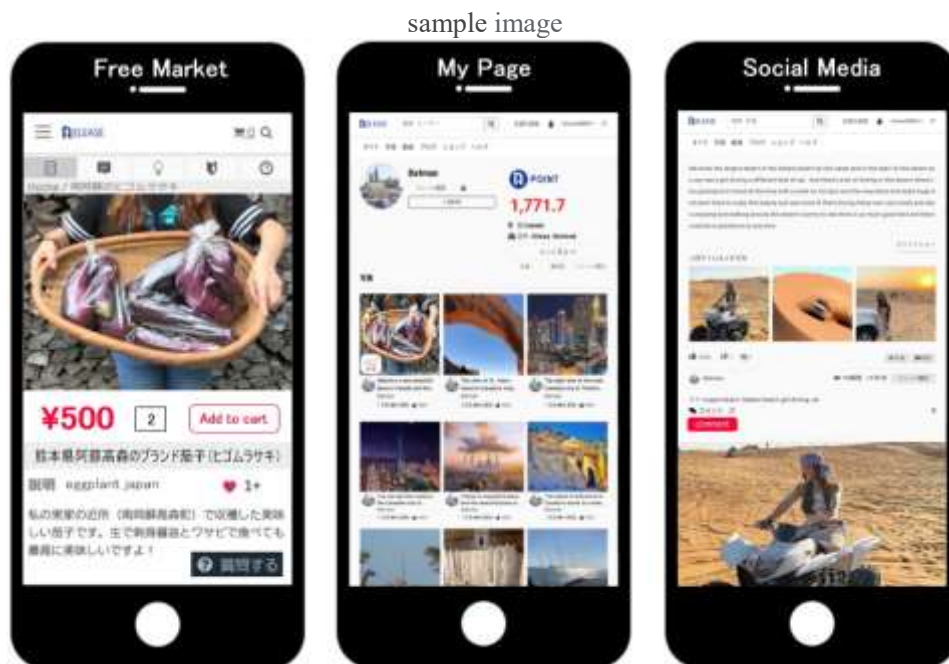


## 1 . About Release Project

We improved the social media “RELEASE, a news site created by everyone”, which has already started to provide its services, and combined “social media (SNS) and electronic commerce (online flea market)” to “create something from nothing.” The concept of “Food social commerce” aims to transforming global agricultural and fishery logistics.

RELEASE. Users who register and publish on social media can earn points (advertising revenue) depending on the number of views by site visitors, and the accumulated points can be shopping through the original crypto assets (REL) issued by the Release Project. At online flea market you can buy vegetables, fruits, seafood, etc., you can also exchange them for crypto assets such as Bitcoin and Ethereum, and exchange with various points of other companies.

In addition, RELEASE e-commerce (online flea market) sellers can register, list and collect products simply by photographing freshly picked ingredients and installing a special application on their smartphone. All unpleasant things, such as product price collection, are fully automated, and the seller pay 8% of the sales commission when the products are sold.



**REL** -----

## **2. The fusion of social media and e-commerce**

Unlike social media publishing methods (SNS), which exist in many parts of the world, RELEASE social media clearly provides the goal of viewing website visitors by categorizing “videos”, “photos” and “blogs” etc. We made it possible to create a platform. Moreover, participants can earn points (advertising revenue) for the number of views “1pv \$ 0,00094”, and with 2000 points, they will be able to get Release Coin (REL). You can exchange them for points and purchase them on the RELEASE online market. RELEASE is "SNS that creates existence from nothing."

The e-commerce Food Online Flea Market RELEASE focuses on agriculture and fisheries and allows sellers to photograph fresh vegetables, fruits, fish, and shellfish to find out where they are. The origin, size, and weight of the foodstuffs are indicated, as well as the market selling price and characteristics of the foodstuffs are automatically entered in the list form. If the product is for sale, notifications are sent to smartphones, a nearby taxi, a postman who was previously registered, such as newspaper delivery service employees, people who can quickly collect goods, receive ingredients from the seller, deliver them to the nearest transport company, manage from printouts to collecting and managing prices for goods using a blockchain and a smart contract. It strives to “turn into a global agricultural and fish logistics” with a fully automatic system.

## **Release Projects will major transforming the world's agricultural and fishery logistics!**

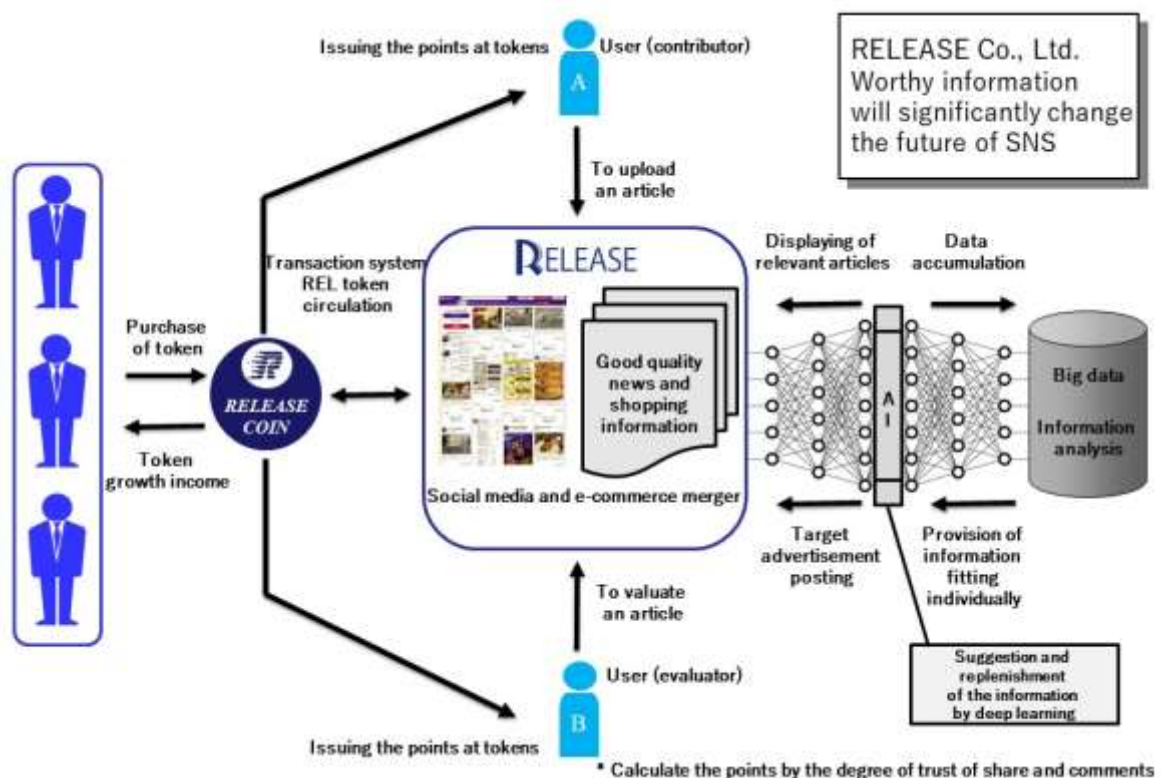
By completing “social commerce,” which combines social media and e-commerce, people who post on social commerce will earn points, and people who sell agricultural or fishing ingredients can take pictures. You can create a high-quality and valuable platform that is "automatically exposed", "without creating anything out of nothing."

Please try to imagine. Take a picture of the vegetables and fruits that you grew, and the fish and shellfish you caught using the exclusive RELEASE application installed on your smartphone, if the products are sold automatically on the Internet market and they are actually sold, someone will quickly pick up the ones sold products. Come and bring it to the transport company ... With the platform of our Project Release distribution system, the global agricultural and Fishery logistics will change significantly.

### 3. Introduction and platform features

“RELEASE Social Commerce” is a combination of social media (SNS) and electronic commerce (online flea market), when users publish high-quality and valuable information, and viewers evaluate reliable information. This allows you to use the mechanism for issuing REL tokens issued independently by the Release Project to both the contributor and the evaluator as points.

**Worthy information and reliable evaluation will greatly change the future of SNS!**

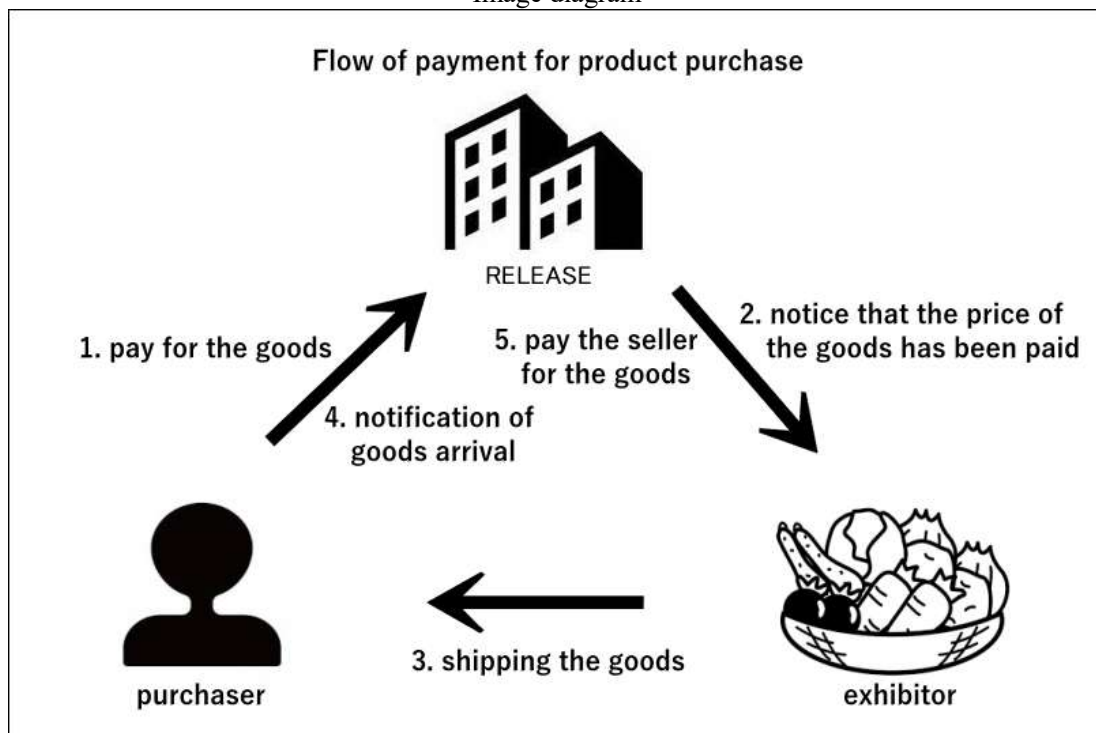


RELEASE Social Commerce has a system built into the server AWS (Amazon Web Services) and uses the most modern technologies such as AI (artificial intelligence), deep learning (machine learning) and big data (big data analysis). Platform is developed.

#### 4 . Introduction and features of electronic commerce (online flea market)

The RELEASE Social Commerce "Food Online Flea Market" uses a smart contract system (contract automation) to process and implement everything on the blockchain, from Exhibition to pickup and delivery to collection operations, all in a decentralized transaction that is secured by trust.

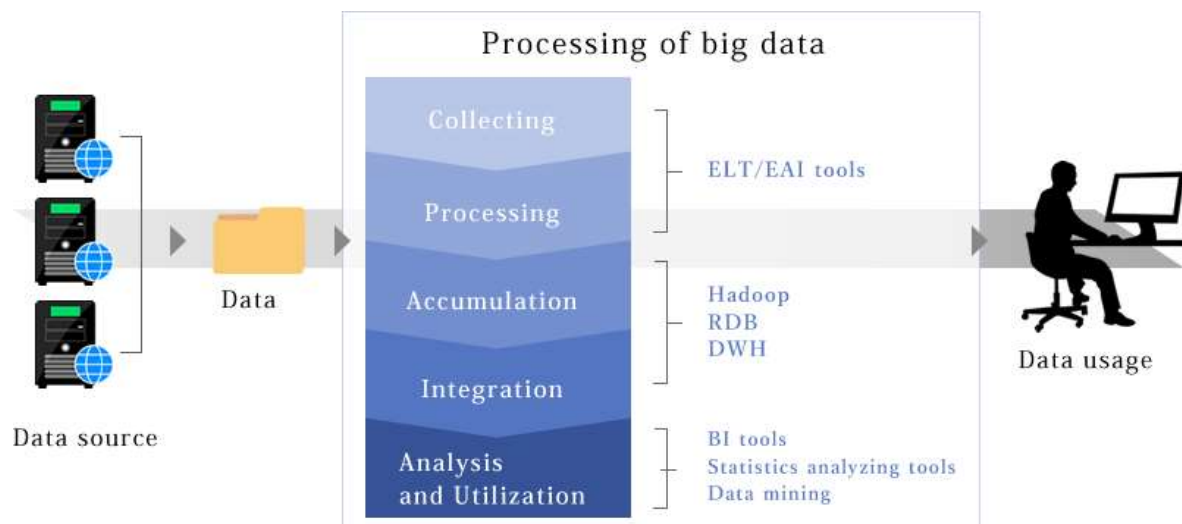
Image diagram



RELEASE Social Commerce uses blockchain technology optimized for logistics and financial systems. The smart contract (distributed) that solves the various problems that the existing blockchain faces and creates the next generation social trading trading system, as well as scalability, which can adequately correspond to the industrial level and various trading services. It is the type of contract automation system used. \* See more details → <https://release.sc/blog/56108/>

## 5. Information processing technology using big data

Commercial information, such as social media and e-commerce, is important and diverse information. We will use a huge amount of past data to improve and develop our business, forecast trends in customer purchases and marketing, equipment failures and the development of new enterprises.



When collecting and processing using this data, the data used is extracted from the data source, processed, for example, when processing the missing value and identifying the name, and add in the storage. In addition, when storing or integrating data, the data is stored until the data is used, and, if necessary, several data are combined into a form in accordance with the purpose of use.

Moreover, when analyzing and using data, you can output the results to the accumulated data using BI data analysis and statistical analysis tools and use the data in accordance with the purpose of use.



## 6. AI search algorithm (artificial intelligence)

A huge amount of information is now available on the Internet. In addition, on each platform, an “algorithm (procedure for solving the problem)” search technology must be installed that allows you to quickly find the information you need from the whole list of information.

Therefore, we used the technology of AI (artificial intelligence) deep learning, which allows users to search "automatically predict what they are looking for and for what purpose, and find the optimal information that they are looking for." RELEASE Implemented a unique search algorithm.

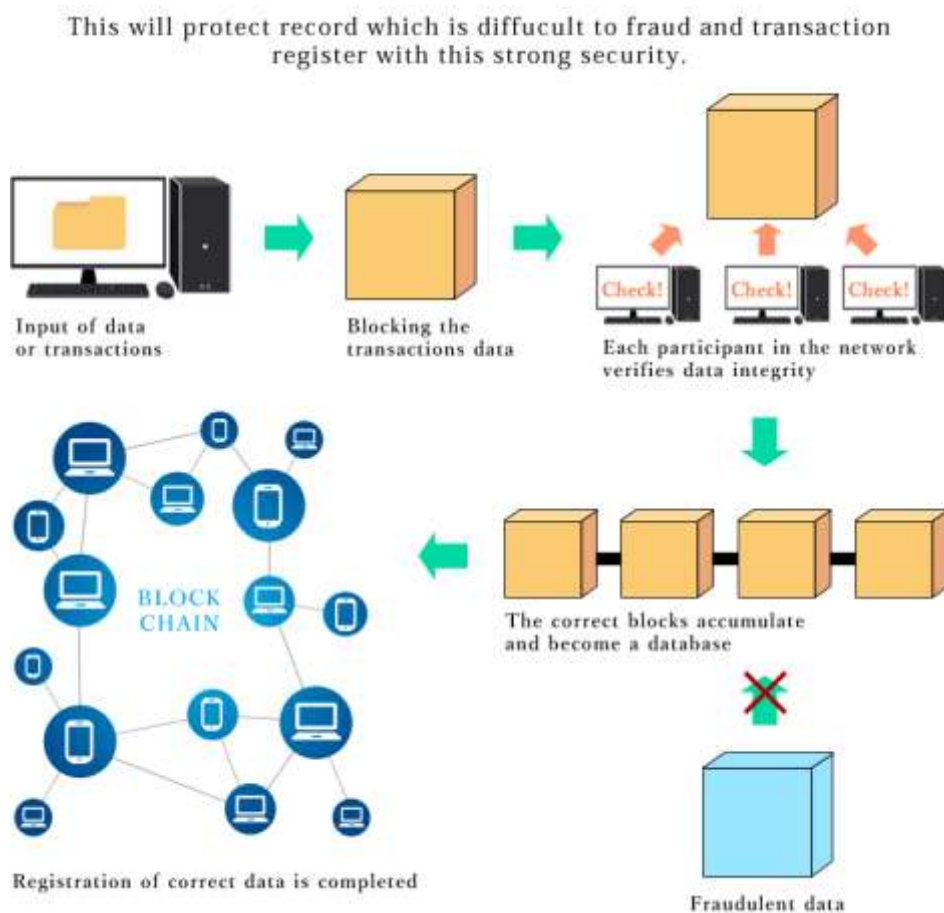


For example, if A and B search for the same word “health”, artificial intelligence (deep learning) automatically remembers and predicts past searches and viewing conditions. And, by implementing the unique RELEASE search algorithm, which can quickly obtain the information required by A and B, it becomes possible to quickly provide valuable information.



## 7. Features and security of the blockchain

Information about transactions, which is a function of the blockchain, is transmitted to all network participants = Uses the RELEASE social commerce service using distributed network technology (distributed ledger) allows to control each other. It is characterized by checking whether the information is fraudulent and ensuring the integrity of transaction information. That is why the transactions performed using the blockchain are designed to be seen by parties different from the parties involved in the transaction.



The blockchain is suitable for technologies that create a network, which is difficult to hack and crack, allowing you to reach reliable agreements without decentralization by distributing data to computers scattered around the world. This security measure is a “distributed book technology”.

## 8. Market size and market strategy

### Market size

More than 3.4 billion people use SNS. around the world, which means that about half of the world's population uses SNS. By gender and age group, the number of young people is also the highest, and, surprisingly, men have a higher level of use than women, and the country that spends most of the day using SNS is the Philippines for more than 4 hours. The world average is 2 hours 16 minutes.

Meanwhile, the e-commerce market is expanding in countries around the world, and it is estimated that it will continue to grow with an average annual growth rate of 14.9%, reaching about \$ 9.7 trillion by 2026.



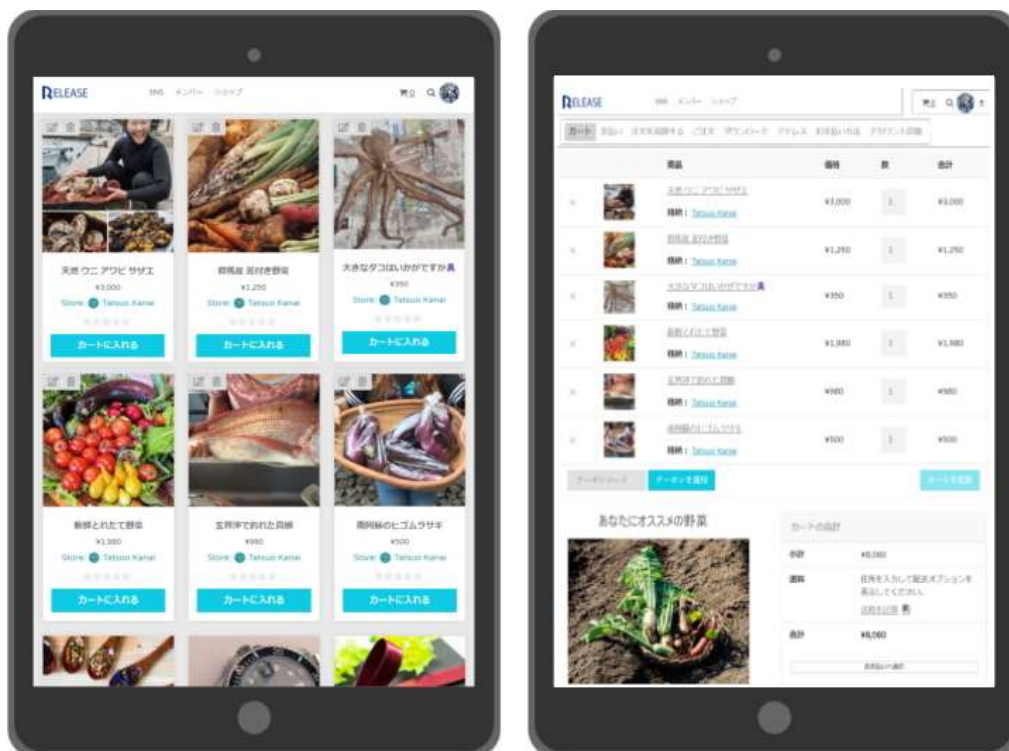
With these markets, the RELEASE Project combines social media and e-commerce to develop a “social commerce business” focusing on the global market.

## Market strategy

Target marketing, on which the RELEASE Project (social commerce RELEASE) oriented is developing countries. Currently Release Co., Ltd. headquartered in Taiwan and expanding its services in South Asia and Southeast Asia, and in June 2020, it opened a branch in Bangladesh.

Currently, we are deploying only RELEASE social media, but our development team has a website and a social commerce application that combine social media and e-commerce. We are starting to grow.

sample image



With RELEASE Social Commerce, you can sell freshly picked fruits, vegetables, and seafood in the online marketplace by simply taking a photo. The entire process of selling, picking up and paying for the items is fully automated. We are going to start this service on a trial basis in Bangladesh.

## 9. Release Coin (REL) issuance and features

The REL tokens issued by the Release Project were issued using "ERC20" technology built on the Ethereum-based blockchain.

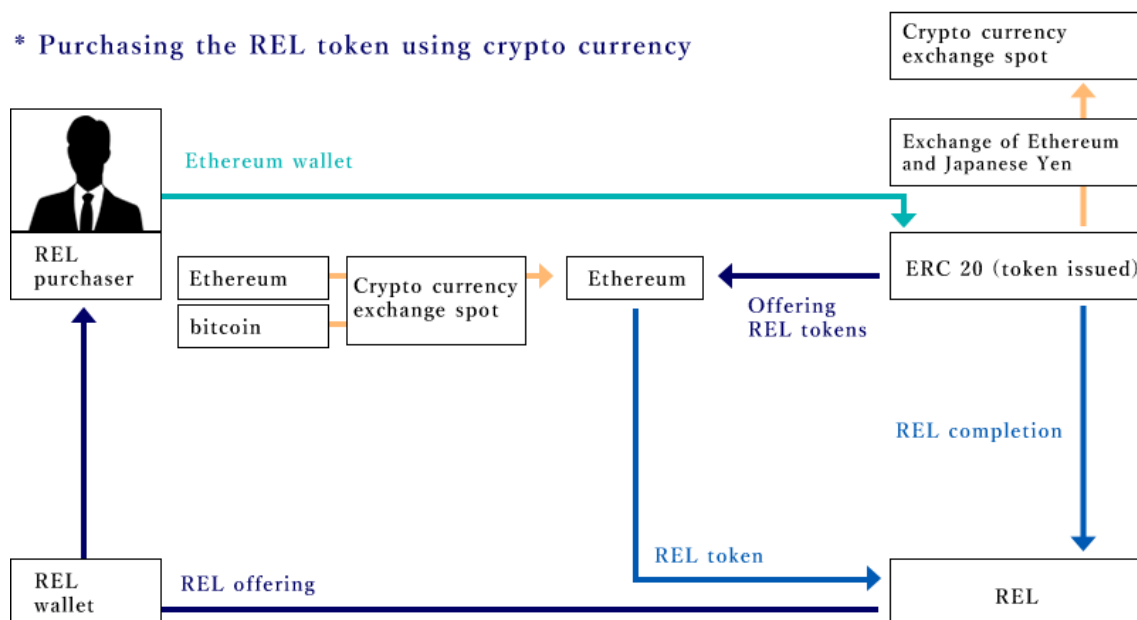
REL tokens can be used to purchase services, shopping, skills and more within the RELEASE platform, and can also be exchanged for ETH, BTC and USD on cryptocurrency exchanges.

Release Coin (REL) is the UK's HotBit and Switzerland's p2pb2b We have been listed on cryptocurrency exchanges. We are considering listing on a higher exchange in the future.

sample image

ICO終了後に売れ残ったトークンがある場合は、会社はそれらを1トークンにつき1 USDにて、販売します。ただし、販売価格はRELEASE Co., Ltd.の判断で変更する可能性があります。

### \* Purchasing the REL token using crypto currency



\* In case you don't possess the Ethereum wallet, we will create the new one

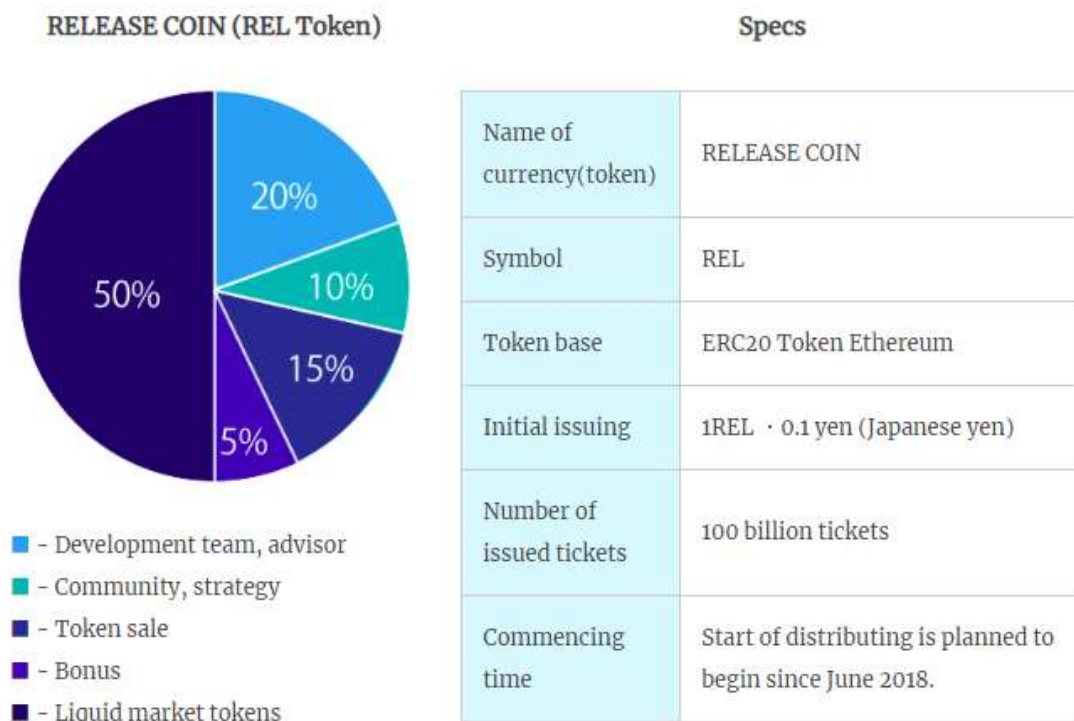
\* Prepare the necessary Ethereum for REL token purchasing

\* If you need to use bitcoin or light coin, you can exchange them into Ethereum at exchange point.

## 10. Understanding Release Coin (REL) Token Allocation

We, the Release Project, are the ERC20-based "Release Coin (REL) tokens" as the total amount of 100 billion issued.

- Development team and advisors (20%) 20 billion tokens
- Communities and Strategies (10%) 10 billion tokens
- Token sale (15%) 15 billion tokens
- Bonus (5%) 5 billion tokens
- Liquid market tokens (50%) 50 billion tokens



\* Until the market liquidity token reaches 50%, the team sells at \$ 0.00095 for 1REL.

Etherscan 「Release Coin (REL)」

<https://etherscan.io/token/0x61bfc979ea8160ede9b862798b7833a97bafa02a>

## **11. Legal Disclaimer**

This document and related documents may be translated into languages other than English. In the event of contradiction or discrepancy between the English version and the foreign language version, the English version of the document shall prevail.

It is the responsibility of purchaser RELEASE COIN (REL Token) to determine whether legal purchase of REL token is permitted within the jurisdiction of the purchaser and whether REL token can be resold to another purchaser in any jurisdiction.

The RELEASE system and the REL token may be adversely affected in various ways from regulatory measures. To this end, if it is necessary to provide an example for explanatory purposes, we can state the judgment whether purchase, sale, distribution of a REL token is illegal or a REL token is registered, whether it is regulated securities that require licensing for departments or all or one of the parties involved in trading or distribution. Where it is illegal to conduct business in the jurisdiction due to legal restrictions or changes in laws and regulations or if it is not commercially desirable to obtain regulatory approval necessary to do business within such jurisdiction. The RELEASE system may suspend operations within the jurisdiction.

At the initial stage (before completion of RELEASE Blockchain), REL token is issued on the basis of Ethereum protocol (ERC 20), so the REL token may be seriously affected by malfunction, failure or abandonment of Ethereum protocol.

In addition, similar to other distributed cryptographic tokens based on the Ethereum protocol, REL tokens are used for double payment attacks, majority mining power attacks, selfish mining attacks, or in the process of verifying transactions on the Ethereum block chain. It may be subject to minor attacks.

The citizens of a country or state where a token sale may not be deemed to comply with applicable laws or may be prohibited from purchasing a RELEASE COIN (REL token) or similar digital token, It has no authority to purchase REL tokens through token sale and cannot be purchased.

This document, or parts or copies thereof, cannot be published or sent to countries where distribution or dissemination of this document is prohibited or restricted.

The information contained in this white paper has not been reviewed or approved by regulatory authorities. Under any jurisdictional laws and regulations, regulatory requirements, or regulations, such measures have not been taken so far and will not be taken in the future. Publishing, distributing, and disseminating this whitepaper shall not mean that compliance laws, regulatory requirements, or regulations are being observed.

This white paper does not imply guarantee or merit of token sale.

In addition, please be forewarned that this white paper may "correct, modify, change" the notation of sentences and figures without notice depending on changes in social situation and development situation of this system.



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## 12. Company profile (team members)

### RELEASE Taiwanese Corporation

Company name	RELEASE Co.,Ltd.
Company tax ID number	50846165
Registered site	14, 11F., No.299, Sec. 2, Zhongshan Rd., Zhonghe Dist., New Taipei City 235, Taiwan (R.O.C.)
Establishment of company	Aug 2018
Director	CEO Tatsuo Kanai
Phone call	02-2243-5551
H P	<a href="http://release.co.jp/tw/">http://release.co.jp/tw/</a>

### RELEASE Japan agency

Company name	Smile Holdings Co.,Ltd.
Place	Fukuoka city Chuo-ku Yakuin 1 - chome 11 - 14 - 6 F
Company formation	2010 (Heisei 22) April 2
Capital	¥ 10,000,000
Representative	Representative Director and Chairman and President Tatsuo Kanai
Phone call	092-761-8739
H P	<a href="http://smile-hd.jp/">http://smile-hd.jp/</a>

## Team members

**Tatsuo Kanai Chief Executive Officer**

Internet media business · PR advertisement business · Management of search site · Shopping site management · System development · Website production · Operation of entrepreneur support site · Web consulting etc. Management and management of group companies, mainly each business.

· Chairman and President of Representative Director and Smile Holdings Co., Ltd.

**Gyousai Kadota General Manager**

FX related system development: Block chain: Mainly plan proposal and system development on virtual currency, from Wallet and other applications to building your own block chain, FX automatic trading system · arbitrage system (MQL, others) FX trading tool (Front end system) FX social trading system, remittance system for brokers (international interchange storage agency system)

· President of CREA Corporation



· Japan Safety and Security Association ICT Association Representative Director

**Rika Ishibashi Futagoishi Director**

Worldwide representative of internet promotion service company. Women supporting community · engaged in the management of women entrepreneur support portal site and produce such as shopping mall and sightseeing portal site. Regardless of Web / Real, it specializes in direction / consulting based on customer's perspective.

**Takeshi Matsubayashi Developer**

As graphic designer after covering the cover design of regional magazines, I transformed myself into a web designer. I am involved in the Millennium memorial project "Internet Expo" of the Government of Japan. After working as a lecturer on a designer training course, I turned to a programmer. In addition to system development of local portal site and group portal site and RELEASE, I specialize in server maintenance and management, and currently engaged in AI artificial intelligence · big data · block chain development.

	<p><b>Keisuke Tsumura   Developer</b></p> <p>I was in charge of a wide range of tasks, from designing print media and website production to coding, to directing the entire project. Worked on front-end and back-end programming and user interface design as a development activity.</p>
	<p><b>Tadashi Horie   Treasurer</b></p> <p>In addition to web-related direction, collect and analyze data of each business from internal infrastructure development of internal and external systems and business efficiency plan, engage in a wide range of tasks such as budget formulation for system development, financial management, management planning, publicity etc. In this project, he is in charge of accounting and secretariat operations.</p>

## 13. Roadmap (schedule)

《Roadmap》	
2018	
05	<b>RELEASE PROJECT startup</b> <ul style="list-style-type: none"> <li>REL token 1 stage (private sale) started</li> <li>"Improvement of the RELEASE platform"</li> <li>Started refining the platform focusing on user convenience</li> <li>News site made by everyone RELEASE <a href="http://release.co.jp/">http://release.co.jp/</a></li> <li>Taiwan overseas subsidiary RELEASE Co., Ltd.</li> <li>Preparation for company establishment</li> </ul>
06	<ul style="list-style-type: none"> <li>RELEASE COIN (REL Token) is issued at ERC 20."Implementing a block chain"</li> <li>We began implementing a block chain using Smart Contract that enables transaction services of various social commerce that can respond appropriately to the industry level "Improvement of the RELEASE platform"</li> <li>Started building a system that maintains multi-language compatibility and site compatibility</li> </ul>
07	<ul style="list-style-type: none"> <li>RELEASE COIN (REL token) distribution start (MyEtherWallet)</li> <li>REL token 2 stage (pre-sale) started</li> </ul>
08	<ul style="list-style-type: none"> <li>REL token 3 stage (crowd sale) started</li> <li>"Improvement of the RELEASE platform"</li> <li>Started development of back end of RELEASE platform such as posting multiple photos, posting videos, shopping cart function, etc.</li> <li>Established Taiwanese subsidiary RELEASE Co., Ltd.</li> </ul>
09	REL token 4 stage (crowd sale) started
10	<ul style="list-style-type: none"> <li>REL token 5 stages (crowd sale) started</li> <li>Building a dedicated server for big data</li> <li>RELEASE platform, starting improvement of point calculation algorithm</li> </ul>
11	<ul style="list-style-type: none"> <li>November 15 ICO end</li> <li>November 20 listed on the cryptographic currency exchange LATOKEN</li> <li>Started developing search algorithm using AI artificial intelligence (deep learning)</li> </ul>
2019	
01	Started development of point calculation component in platform
02	February 27 Listed on HotBit, a cryptocurrency exchange <a href="https://www.hotbit.io/">https://www.hotbit.io/</a>
03	<ul style="list-style-type: none"> <li>March 7 Listed on p2pb2b, a cryptocurrency exchange <a href="https://www.p2pb2b.io/">https://www.p2pb2b.io/</a></li> <li>Begins to be published in Coin Gekko : <a href="https://www.coingecko.com/en/coins/release">https://www.coingecko.com/en/coins/release</a></li> </ul>
04	<b>New RELEASE Social Commerce Implementation Test Start</b> <ul style="list-style-type: none"> <li>Cart function</li> <li>Product registration</li> <li>Image registration (AI) function</li> </ul>
05	Start implementation test of new RELEASE social commerce settlement system
06	New RELEASE social media beta version service launched <a href="https://release.sc/">https://release.sc/</a>
08	New RELEASE social commerce (online flea market for food) test started
10	Started using the automatic posting system of RELEASE posts to various SNS (Facebook, Twitter, Pinterest, Tumblr)
12	RELEASE Social commerce product search function update

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2020	
02	Started large-scale update development for social media RELEASE (SNS)
04	<ul style="list-style-type: none"> <li>• Social commerce RELEASE (SNS) renewal, social commerce (online flea market) RELEASE test finished</li> <li>• Social media RELEASE (SNS) renewal version service started</li> </ul>
05	Implemented a beta version of the AI (Artificial Intelligence) function to delete identical posts and violations.
06	RELEASE Bangladesh Team established *Started planning social commerce in Bangladesh
07	Start listing on Coin Market Cap : <a href="https://coinmarketcap.com/currencies/release-project/">https://coinmarketcap.com/currencies/release-project/</a>
08	Social Commerce (online flea market for food) RELEASE $\beta$ version test start in Japan
09	Scheduled to be listed on cryptocurrency exchanges (around top 10)
10	Social Commerce (online flea market for food) RELEASE Dedicated Application Started development of
12	Start of demonstration testing of services (from exhibiting, to collection and delivery, to cash collection) using blockchain technology.
2021	
02	Social commerce (online flea market for food) RELEASE complete version service started

\*The above schedule may change without notice depending on the platform (system development) status. Please note that there is.  
Latest update 2020.07.17