

MINERAL VANADIUM
MINERAL WATER
RICH OF VANADIUM



WHITE PAPER
Version 1.0





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User-oriented, safe and convenient VNS ECONOMICS

»» The world faces many common problems. Among them, the biggest concern is the "health" of modern people. Modern people are unable to escape from a variety of diseases due to dietary habits and living conditions, as well as the rapidly progressing aging society. For this reason, the global health food market shows a steady growth of 5-7% annually, forming a market of about 121.2 billion dollars as of 2016, and is expected to exceed 150 billion dollars by 2020.

Among them, diabetes is becoming a worldwide problem. In Korea, the number of diabetic patients over the age of 30 in 2016 was about 501 million. it is one in seven (14.4%) in total.

MASTA PTE.LTD, based in Singapore, paid attention to vanadium, a patented substance that has excellent effects on diabetes curing, which is emerging as such a global issue, and based on this, We have made a strategic business agreement with HealingStory corp, which is participating in the development of various health functional foods such as VANABEANS (coffee). VANA Platform (vana wallet) is built with VANA Mall and payment system, and we want to create and distribute profits by allowing users to participate in the development and distribution process of our various products.



In addition, the VANA Platform (vana wallet) issues VSP (Vana Su Payments) which is a stable coin. Also, VNS (Va Na Su)) coins for investment returns, so that all users in the VANA Platform (vana wallet) can conveniently and securely trade coins. We have built an ecosystem.

Vana Wallet allows anyone in the ecosystem to make profits by investing in various product developments based on vanadium, a patented substance for treating diabetes, through VNS Coin. In order to provide users with a safe investment environment and convenience for currency exchange, real-time consignment sales and coin transfer are possible at any time with VSP which is the key currency within the platform.



User-oriented, safe and convenient VNS ECONOMICS



Users can purchase products with credit cards or various payment methods at VSP-only shopping mall(VANA mall). At the same time the payment balance is safely stored in the user's wallet with a transparent purchase history by automatically switching to VSP. The remaining balance can be converted from stable coin (VSP) to profitable VNS coin at any time, and you can generate profit by investing it in product development.

The VANA Platform (VANA wallet) creates an ideal economic ecosystem by combining well-being and convenient payment. With this user-centered blockchain-based Crypto economy, we not only use transparent commerce to anyone, but also create profits by investing in the development of a value chain leading to product manufacturing and distribution services, and provide a stable coin trading environment.



Ideal virtuous cycle structure of purchase, profit creation, and coin stability

VNS ECONOMICS



The vision of the VANA Platform (VANA wallet) is not a shopping mall. It is to build an ideal blockchain-based coin ecosystem that shares profits and grows with all users in the ecosystem.

Through this, users can not only purchase reasonable prices and safe products through the VANA Mall, but also generate profits by investing in research and development of our products based on vanadium, a patented substance for treating diabetes, through VNS Coin. In addition, in order to secure the user's convenience and investment stability, we designed the safe coin transaction through VANA platform.

All these opportunities are open to anyone fairly. Anyone who becomes a user of the VANA Platform (VANA wallet) can enjoy all the services and benefits within the ecosystem. In addition, these benefits and services can be provided equally in Vietnam, Korea, Japan and member countries through MASTA PTE.LTD.



ON/OFFLINE

You can meet VANA's products online and offline through partnerships with not only our own shopping mall but also large distribution chains (department stores/food companies/global shopping malls).



R&D

With the recognized technology, quality and proven efficacy, not only diabetic patients, but anyone who pursues well-being becomes consumers and users of VNS Coin.



HYBRID BLOCKCHAIN

We support hybrid blockchain technology that supports easy purchase and exchange so that payments can be made anywhere in the world in various ways.



Ideal virtuous cycle structure of purchase, profit creation,
and coin stability

VNS ECONOMICS



the VANA Platform (VANA wallet) not only distributes through its own shopping mall, VANA Mall, but also with domestic and overseas large distribution channels (department stores, food companies, global shopping malls, hypermarkets, etc.) to share more profits with users in the ecosystem. Through online and offline alliances, we will make it possible to conveniently purchase our products anywhere in the world. In addition, we plan to distribute more benefits and profits to investors by using VNS coins invested by users in the ecosystem to research and develop more differentiated products.

Lastly, we provide a VSP payment system to users of the VANA Platform (VANA wallet) so that they can freely purchase various products of VANA mall anywhere in the world, regardless of any payment. This system will support hybrid blockchain technology with 100% user satisfaction by allowing payment and exchange of cash, coins, and coupons as well as credit cards.



“360 million people in 2022
The size of the patient and the president of 161.7
billion dollars”

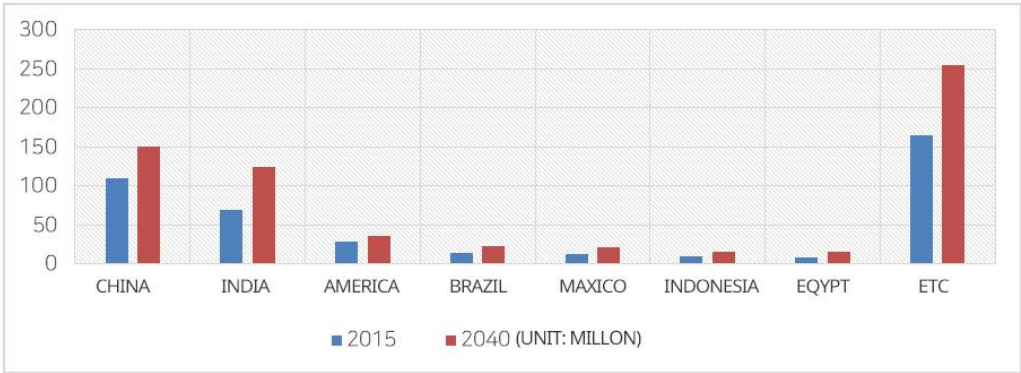


What is Diabetes mellitus? Glucose is the most basic energy source our body. The concentration of glucose in the blood is called “blood sugar;”. Blood sugar is maintained at a constant level by two substances produced by the pancreas (interest): insulin and glucagon. Diabetes mellitus is a metabolic disease characterized by high blood sugar caused by impaired functioning and secretion of insulin necessary for blood sugar control in the body.

The World Health Organization (WHO) ranked 5th for ischemic heart disease (1st), stroke (2nd), chronic obstructive pulmonary disease (3rd), lower respiratory tract infections (4th) as the cause of death for the world population in 2030. We are looking. Diabetes, which was the 8th cause of death in 2015, is expected to rise by 3 stages in 2030 to be the 5th, and 3.5% of the total death toll is expected to die from diabetes.

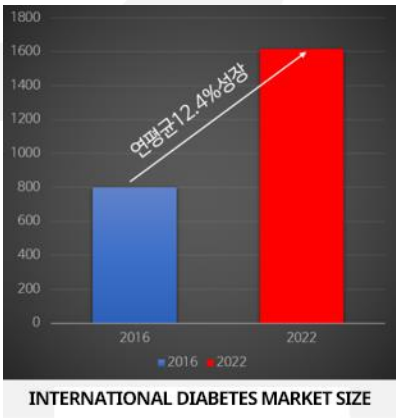
The number of diabetic patients worldwide is expected to reach 360 million by 2023. In 2040, it is expected to show a sharp increase to 642 million. In particular, diabetes is a situation where at least 10% and up to 50% of the obese population is diabetic, and the proportion is increasing.

Diabetes patients, mainly in the US and Europe, are recording rapid growth in Asian regions such as India and China due to changes in diet and environment.





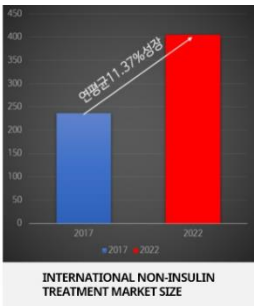
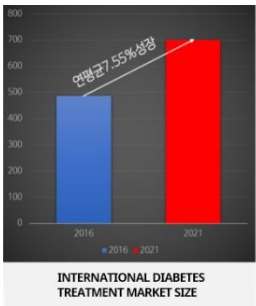
Recently, diabetes treatments with their effective blood sugar enhancing effects simply cannot meet the needs of the market. As diabetic patients have a high rate of complications (cardiovascular, fatty liver, eye disease, etc.) occurring in other organs, they are expected to meet their role as diabetes treatments and minimize the incidence of complications that can occur in other organs.



Diabetes is not a disease that can only be managed with treatment. Due to this, the size of the diabetes management market continues to grow rapidly with a larger market compared to other diseases. The diabetes management field is classified into the wellness field, the diagnosis field, the monitoring field, and the treatment field. In 2016, the treatment field has the highest share, accounting for 72.2% of the total.

The global diabetes management market is expected to grow rapidly with an annual average growth rate of 12.4% from \$80.15 billion in 2016 to reach \$161.6 billion by 2022.

In addition, the global diabetes treatment market is projected to increase from \$48.83 billion in 2016 to an average annual growth rate of 7.55%, reaching \$69.99 billion by 2021, and the non-insulin diabetes treatment market from \$2.36 billion in 2017. It is projected to increase to 11.37% annual growth rate, reaching \$40.5 billion by 2022.



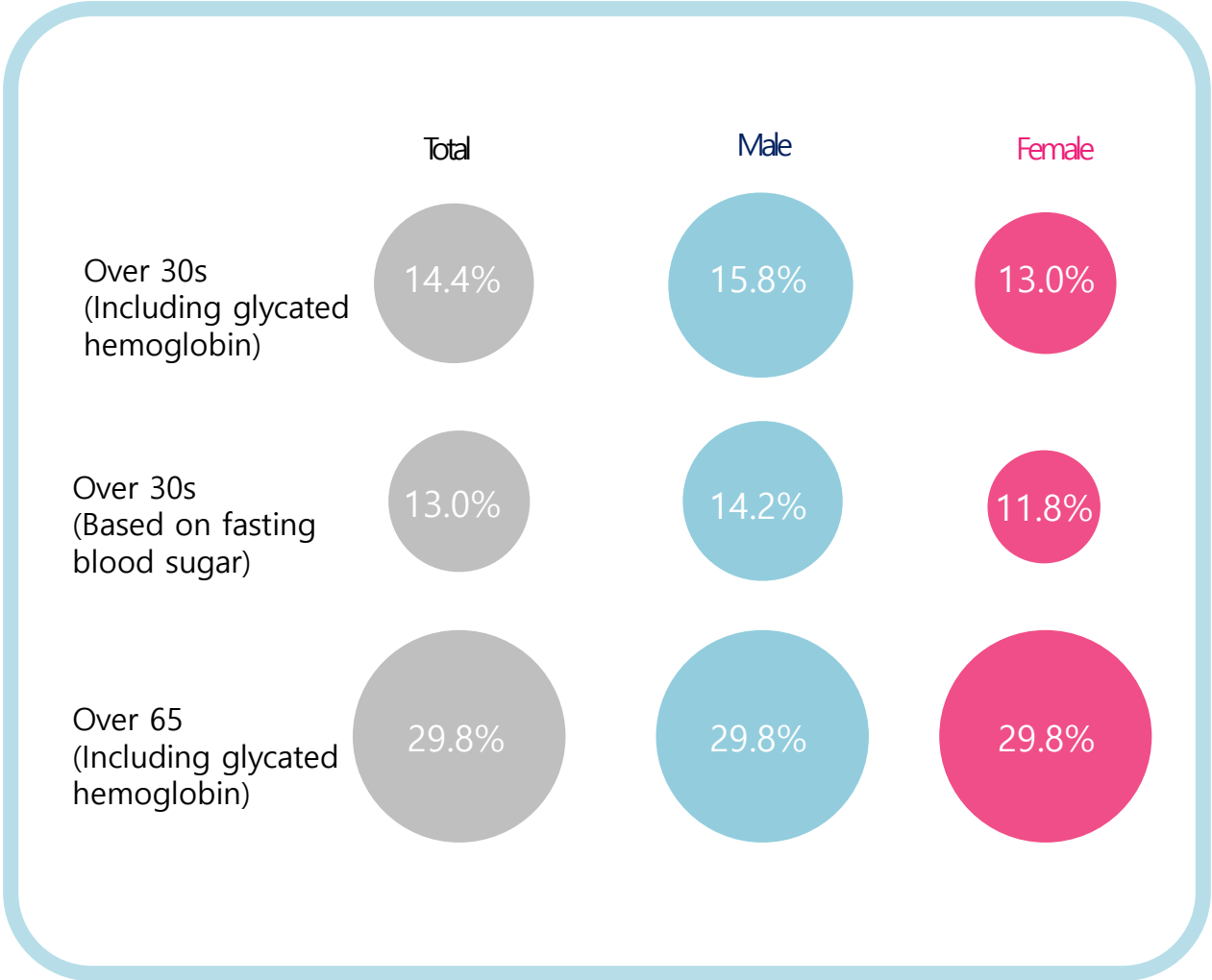
Even in Korea, the prevalence of diabetes is rapidly increasing. In 2016, the number of diabetic patients among adults over the age of 30 is about 5,100,000, with one in seven (14.4%) having diabetes, and three out of ten adults over the age of 65 reported having diabetes.





recently, young people under 30 also are getting diabetes symptoms, and it has been reported that there are 230,000 diabetic patients even in their 30s. Moreover, if only fasting blood sugar is used for diagnosis, the prevalence of diabetes reaches 13.0%.

In 2016, the amount of prescription for diabetes treatment in Korea was 807.9 billion Won. In 2018, the total market size for diabetes treatment is approaching 1 trillion Won. This is an increase of about 8.0% compared to 2017.





The global health functional food market continues to grow at a steady rate of 5-7% every year, forming a market of about 1212 billion dollars in 2016. This is due to the global population aging trend and increasing interest in improving healthy quality of life. the importance of functional foods is emerging.

The growth of the global health functional food industry is expected to continue due to increased interest in health management with changes in dietary habits, a continuing population aging trend, and an increase in the prevalence of various adult diseases.

According to the forecast, the global health functional food market is expected to exceed \$150 billion in annual sales in 2020, and is expected to grow at an annual average of 6.1% over the five years from 2015 to 2020.

The domestic health functional food market also grew by an annual average of 9.7% along with the rapid growth of online distribution channels, growing to 4.3 trillion won in 2018. This is about 20% growth compared to 3.5 trillion won in 2016.

In particular, the purchase of health functional foods through online accounts for about 35.9% of the total market, and significantly outpaced large discount stores (15.5%) and non-store sales (12.5%), which were the existing fuel oil distribution channels for health functional foods. As a result the market for purchasing health functional foods through online and mobile is expected to continue to grow.



The online and mobile health functional food market is expected to continue to grow.

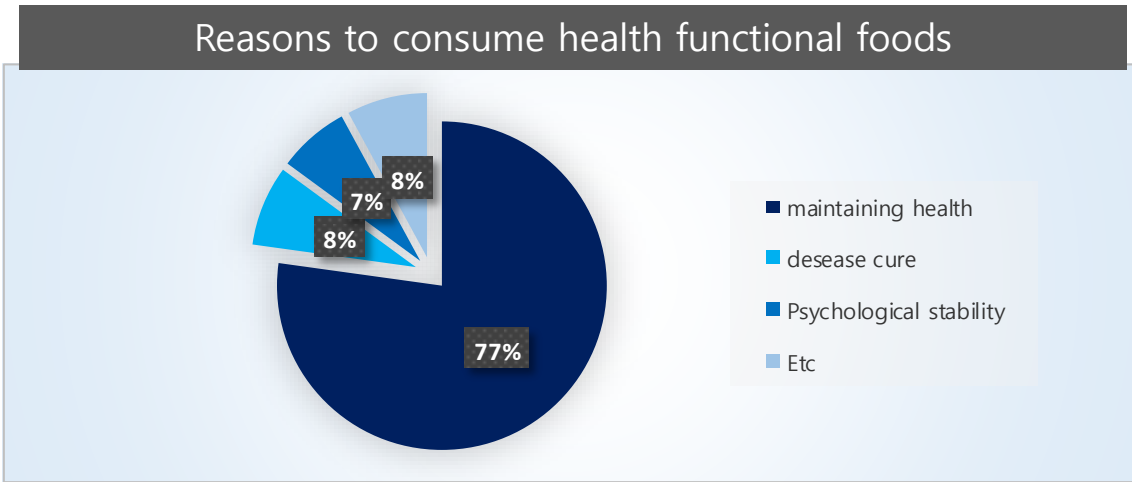




Unlike general foods, health functional foods are made by using raw materials that have been certified for their functionality by the Ministry of Food and Drug Safety. However, the KFDA's certification is never responsible for the safety of health food distribution.

A few years ago, the "fake baeksu-oh" incident emerged as a big social problem, and consumers' trust in health functional foods had been lost a lot through this incident. In addition, since most of the health functional foods are sold through multi-level or door-to-door sales, there are many cases in which the actual function of the food is false or exaggerated

in terms of the purpose of purchasing health functional foods, 77% of all respondents answered that it was the purpose of maintaining health, followed by the purpose of improvement and treatment of current diseases with 8%. In other words, the purpose of purchasing health functional foods by consumers is for improving quality of life.



as the online transaction of health functional foods is widespread, problems are constantly appearing. The biggest problem is false advertising





With blockchain technology, the perception of the commerce market has been changed.

However, blockchain technology is still in its infancy.

In particular, in the E-Commerce market, blockchain technology is not recognized or used only in terms of cyber security. VANA mall in the VANA Platform (VANA wallet) provides an innovative level of security and various additional benefits that have not existed in the past by fusion of blockchain technology, user persona, and shopping data.

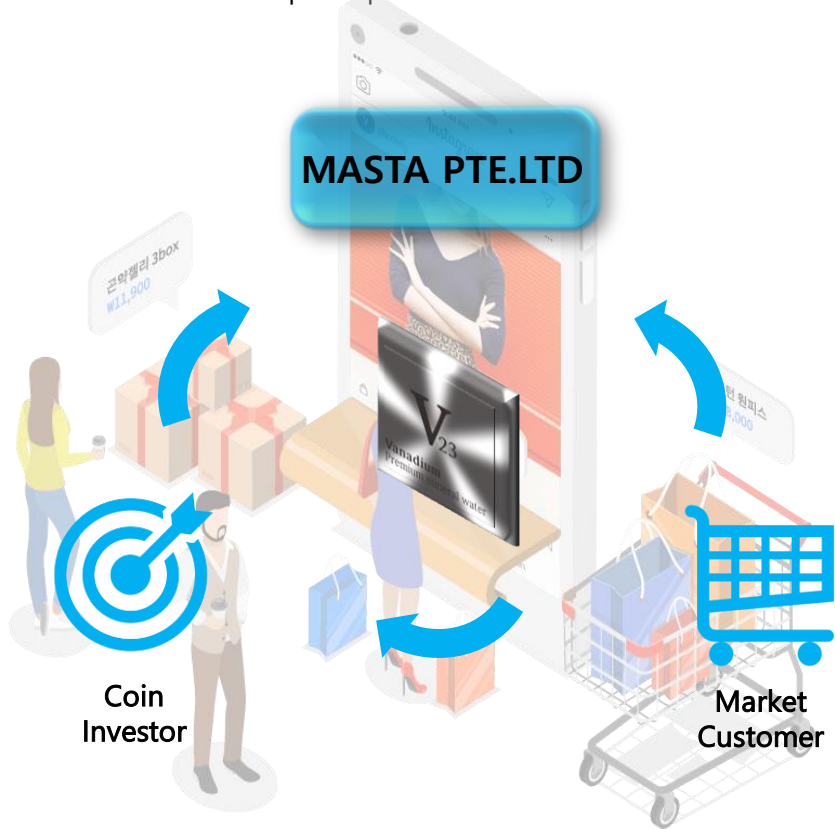
Through blockchain technology, data in a decentralized way that cannot be manipulated is stored in the VANA Wallet that provides users in the ecosystem, and all transactions in the ecosystem are safely provided to give value that can be trusted and used.





Vana Mall's sales volume and profits are transparently disclosed, reinvested in Vana product improvement and service expansion, while circulating for customer quality and investor profitability.

We will do our best for achieving the expectations of those who believe in the possibility of MASTA PTE.LTD and participate.

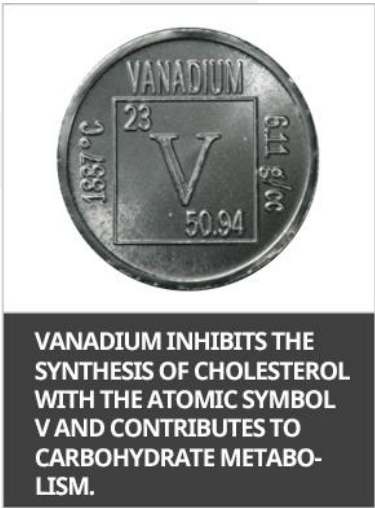


VNS COIN ECONOMICS





Vanadium was first discovered in 1801 by Spanish-born Mexican mineralogist Andres M.del, and then in 1830, while Swedish chemist Nils G. Sefstrom was studying the fracture properties of steel. Rediscovered in Swedish iron ore.



Vanadium is mainly contained in milk, buckwheat, tofu, sardines, mackerel, seaweed, and eggs, and has an effect of inhibiting the synthesis of cholesterol, as well as being involved in carbohydrate metabolism and stabilizing insulin secretion to prevent arteriosclerosis and It is an essential component of the formation of cartilage and teeth. In particular, it is known to have an excellent effect on diabetes caused by insulin problems.

In recent years, vanadium is used in high-strength alloys and catalysts in the chemical industry, and is attracting attention as a raw material for energy storage devices to replace lithium ion batteries.

Diabetes patients had the inconvenience of having to periodically inject insulin through drugs or injection therapy, but vanadium is a health functional food combined with various foods so that anyone can conveniently receive treating diabetes in their lives.

Blood sugar lowering rice: (VANA RICE)



MASTA PTE.LTD provides a variety of ways to easily consume vanadium in real life.

『The invention relates to a method for cultivating a crop containing a high concentration of vanadium, specifically processing a mineral containing vanadium to separate and purify vanadium from the crop. and the cultivation method of vanadium-containing crops including fertilizing the crops. it relates to the cultivation method of crops containing high concentration of vanadium』



Investment for future health care

VNS Business Model

Blood sugar lowering rice (Vana rice) inhibits the synthesis of cholesterol, lowers lipid metabolism and blood sugar, and facilitates cardiovascular function and metabolism. In addition, it is an essential component of cell metabolism, which is directly involved in the formation of bones, cartilage, and teeth, improving diabetes and hematopoietic function with insulin replacement function.

Recently, as these effects have begun to be known, large department stores and online and offline stores have recorded sales more than twice as expected, and sales have exceeded expectations.

Blood sugar lowering rice (Vana rice) has the following proven efficacy.

- ✓ 1. Inhibits the synthesis of cholesterol and lowers lipid metabolism and blood sugar.
- ✓ 2. Makes skin and hair smooth and shiny.
- ✓ 3. It facilitates cardiovascular function and metabolism.
- ✓ 4. it improves diabetes and hematopoietic function as insulin substitute.
- ✓ 5. it has anti-aging function and strengthens the function of the intestines with rich in taurine.
- ✓ 6. It is directly involved in the formation of bones, cartilage and teeth and is an essential component of cell metabolism.
- ✓ 7. It is an essential ingredient for growth and is particularly essential for male reproduction.



6-1 MASTA PTE.LTD Vanadium product introduction

[product1]
Blended drink with the addition of vanadium: vanasu(Vana water)



Vanasu(Vana water) helps to treat diabetes which must have been injected regularly through drug or injection therapy in the past.

[product 2]
Coffee with vanadium: Vanabeen



Vana Bean, which is expected to lead the domestic coffee market with functional coffee containing vanadium and ingredients.

6-2 MASTA PTE.LTD business model

The VANA Platform (VANA wallet) is a platform for distributing a variety of products developed with vanadium. It is also for distributing the return on investment to users through P2P transactions within the platform. Through VANA Mall, any user purchases a product through the VSP payment system at a reasonable price.





VNS	VSP
Coin holders by investing in product development Coin for the purpose of rewarding (investors)	The currency in the platform, Stable, fast payment for currency exchange and remittance
Volatility Coins with pursuing Investors' profit creation	stable coins Coins pursuing transaction stability
Manufacture Vanasu. MASTA PTE.LTD burn the a portion of VNC coins through the profit to increase the value of coins	A certain amount of daily trading volume deposit to bank and providing collateral which guarantees the value of the coins



As such, the VANA Platform (VANA wallet) has been built as an ecosystem that is thoroughly user-centered and decentralized.

in order to provide a more secure coin trading platform than other blockchain ecosystems, VNS coins provide investment value transaction stability, so that all users in the ecosystem generate revenue. It is possible to achieve stability and gaining profit.

In addition, the VANA Platform (VANA wallet) builds a blockchain-based decentralized VANA shopping mall, allowing you to freely purchase products and trade coins from anywhere in the world without banks transaction.

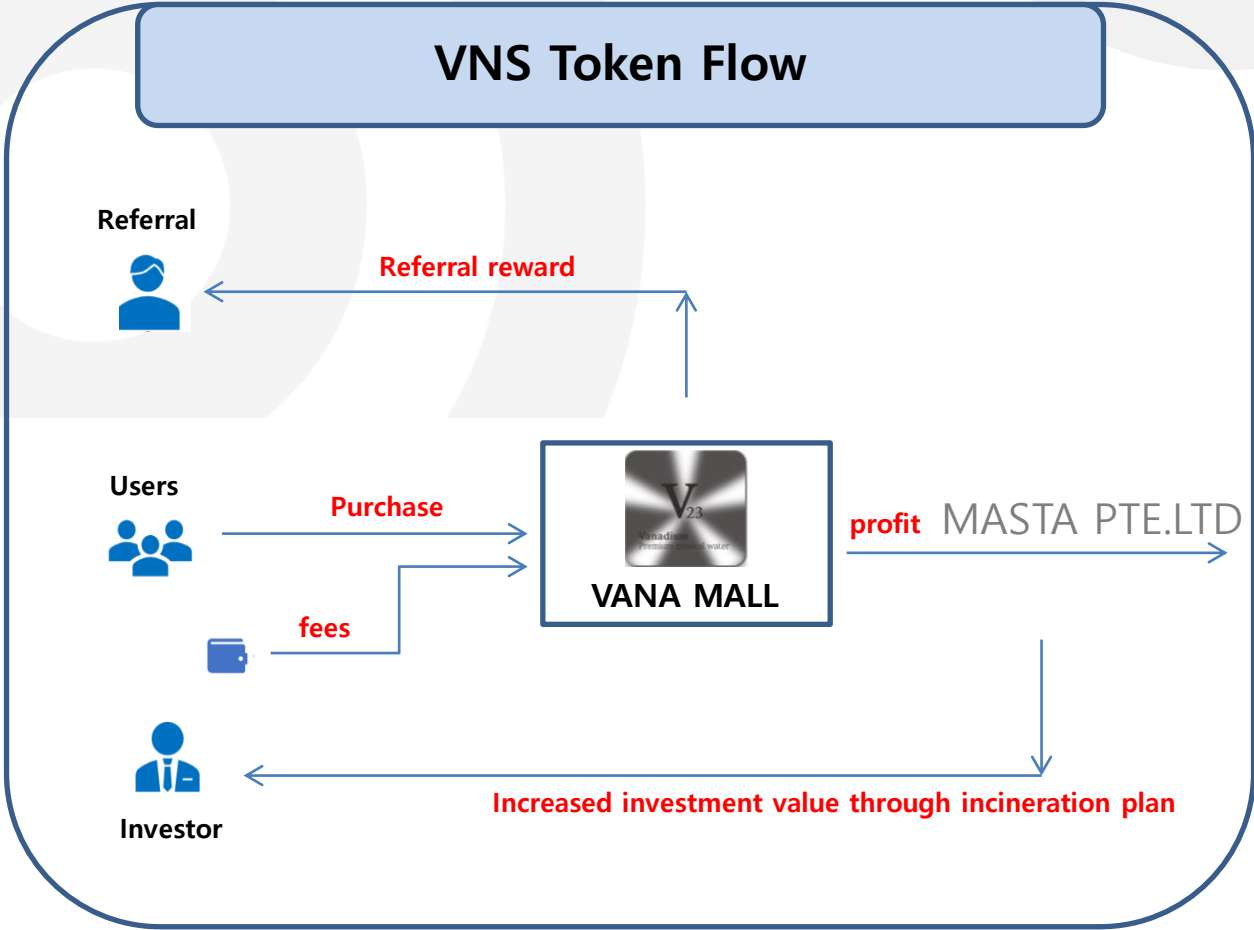


»»» The VANA Platform (VANA wallet) presents 7 core values

- ✓ 1. Anyone can freely participate as a member (user) in the VANA Platform (VANA wallet)
- ✓ 2. User benefits available anywhere in the world
- ✓ 3. Providing a product transaction system (environment) with security, transparency & reliability
- ✓ 4. Profit creation and stability
- ✓ 5. Supply products at reasonable prices to users anywhere in the world
- ✓ 6. Ensuring transparency of all transaction data using blockchain technology
- ✓ 7. Maximizing the interests of participants and contributors in the ecosystem

Users (investors) who invest in product research and development through VNS coins can expect return on investment by increasing coin value through the exchange. Users can directly trade (sell) coins through P2P (over-the-counter) transactions using VANA wallet, and they can exchange their coins in real time with card or cash





This user-oriented service can be used in South Korea through MASTA PTE.LTD, and the same service can be provided through overseas branches of MASTA PTE.LTD in Vietnam, Singapore, and Japan. In addition, we plan to return a portion (around 20%) of commissions and purchase profits and reinvest approximately 20% of profits each year intensively in technology development and expansion of production facilities.



Investment for future health care

VNS Business Model

»»» Detailed information of Vanasu (VNS) is as follows:

title	Contents
Name	Vanasu
Ticker	VNS
Protocol	ERC 20
Amount	1,000,000,000

The ticker (abbreviation) of Vanasu Coin is VNS.

In terms of the policy, information may be able to change and this will be announced through the website.

VNS Coin is reinvested for the development and marketing. In addition to the previously released Vanasu, Vanami(bears), Vana Coffee, it will be applied to various superfoods and foods such as strawberries, tomatoes, barley, broccoli, and cabbage.

VNS official website

<http://www.vns.com>

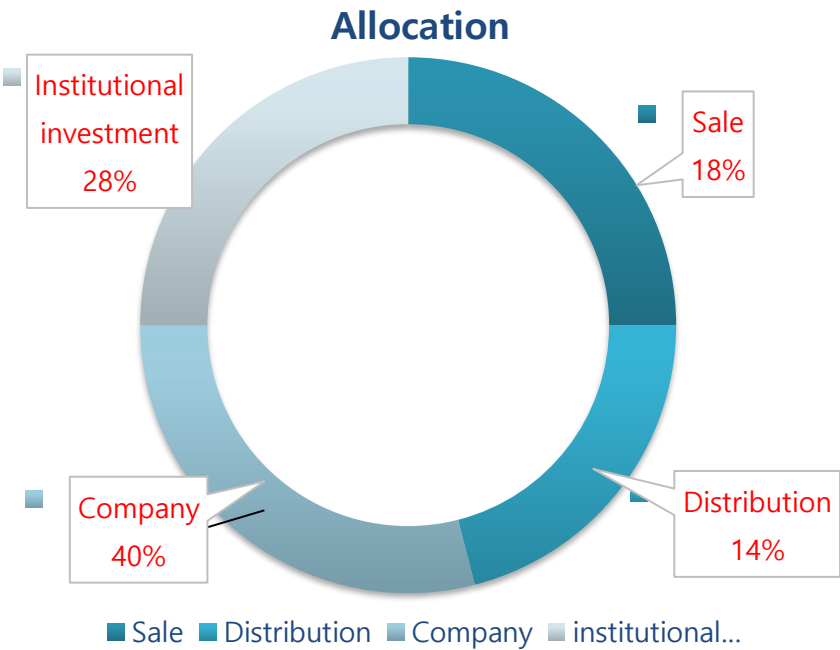
Kakao channel and telegram

Will be shown in website in future



VNS Coin will grow with the growth of VANA Brand. VNS coins are exchanged through VSP and VANA wallet used for purchases at VANA shopping malls and affiliates. Payment, remittance, and currency exchange are also supported within the VANA wallet.

	Sale	Team Distribution	Company	Institutional investment	SUM
Ratio	18%	14%	40%	28%	100%
Amount	1.8Billion	1.4Billion	4Billion	2.8Billion	10Billion



VNS Coin reflects the implementation of the BANA brand's profit model. MASTA PTE.LTD, which operates VANA Story and manages VNS Coin, will establish and plan factories in Korea, Vietnam, and Japan, and has opened an online shopping mall for distribution. In addition, the distribution network will be expanded to offline shops, department stores, other online shopping malls, and marts through the distribution network of affiliates.





The increased sales through the profit model are key feature of VNS Coin. The profits of MASTA PTE.LTD purchase VNS coins at market prices and burn them for increase the value of the VNS coin.

For this, if additional coin burn transaction proceeds, it will be notified on the website within 6 hours after coin burning transaction.

VNS Coin can be used and sold anywhere in the world by interlocking with VSP, a stable coin in KRW, in real time. Vana payment solution will quickly exchange Vana coins to 4C (card/coupon/cash/coin) without any obstacles.



바나뭇을 첨가해 다시 태어난 물
바나수



Ideal virtuous cycle structure of purchase, profit creation,
and coin safety VNS ECONOMICS

VNS ECONOMICS

For users of the VANA wallet, the restrictions on payment methods disappear. That is the 4C payment service that Vana Service pursues. Cards and cash as well as various coins can be exchanged and used as a payment method.

In particular, VANA wallet (Vana wallet) supports free use of VNS coins and stable coins (VSP) without any restrictions.



Cryptocurrency popularization



Finance/
distribution
Living platform
transplant

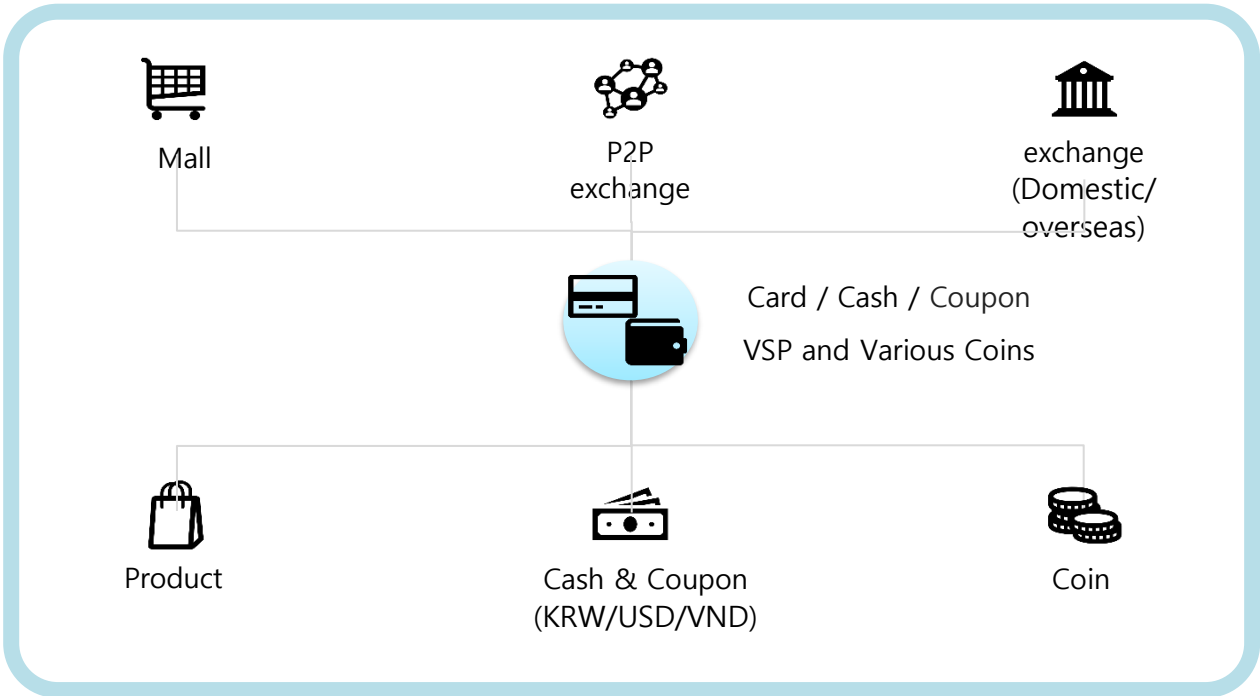


innovative
trading system
Contributing to
the real economy



new Leap
to convergence
service

Vana (VSP) payment system



VNS Road Map

2019

- VANA brand development 1Q
- Build a project team 2Q

2020

- 1Q Business planning
Selection of distribution and production partners
- 2Q VNS Blockchain Protocol Selection
VANA prototype development completed
- 3Q VNS white paper / website release
- 4Q global coin market (ICO)





바나듐을 첨가해 다시 태어난 물
바나수

This white paper is the business of VNS and VSP payment systems and the Token Economy. This is written to explain the overall contents and progress, and is not intended to recommend investment. It is written for the purpose of providing correct information only. Therefore, please be aware that we are not responsible for any compensation or compensation for damages, debts, and other financial damages arising from investments.

The content written in this white paper is only information at the present time (the date of writing), and the VANA team has no legal obligation to revise or amend this white paper.

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VNS PROJECT TEAM•

