



MULTI CHANNEL INFLUENCER

MCI platform provides solutions for new creators that may be struggling in its new entries that can produce quality content

2020.07.28 18:00 KST

Version 1.2

CONTENTS

1. Introduction
2. Market Status – Problems
3. Target user group
4. Business contents and platform
5. Token Economy
6. Token Information
7. Partners and team members
8. Roadmap
9. Reference
10. MCI Coin Risk & Contingency plan



**MULTI CHANNEL
INFLUENCER**

1. Introduction

Various streaming platforms are rapidly growing with YouTube, a platform that has strengthened the freedom and diversity of contents, breaking away from the previously unilateral transmitted broad-casting system to viewers, as well as an increase in the number of popular creators producing professional content and increased entry barriers for new creators. There is now a form of Creator Management Business, called MCN (Multi Channel Network), which specializes in managing popular creators, continuing the golden age of personal broadcasting and streaming platforms.

The appearance of a professional management system, however, is by no means good news for new participants seeking to enter the market. The emergence of these professional management systems and the over-saturation of the market are popular, and this means that it is changing into a structure that does not deviate much from the existing structure where the top rankers have already monopolized. This phenomenon of a high concentration of revenue and opportunity distribution due to this specialization/adaptation can be seen natural as new markets are created with its growing size, and not only in contents, creators, and streaming.

MCI platform is looking at providing solutions for new creators that may be struggling in its new entries that can produce quality content. It aims at the initial cost of producing professional contents, investment and support in personnel, and a platform to support the production of crowd contents that can be carried out in link with the consumers of contents such as viewers and fans, and seeks to adopt a structure that returns subsequent revenue generated by content creators that grow with these investments and support to investors.

For creators with a fandom, this is intended to implement a plan that can attract new investments in addition to the existing early investors, or influence fans who want to intervene in the direction of their activities, as a charge-type service.

This way of operating the MCI platform allows promising new entrants to solve the problem of the current streaming market entry barrier, which is significantly higher than before, with investment and support from the public, and an increasing interest in new emerging contents that can produce new, high-quality content for consumers who are fed up with the market with unilateral and monopolistic overflowing contents. It will soon discover and support talented new creators by the public, and build an ecosystem to contribute to the alleviation of the rich and poor and monopolistic phenomenon of content creators.



Creator × Fan

2. Market Status – Problems

The personal media market in Korea is expected to grow from about 3.87 trillion won in 2018 to about 8 trillion won by 2023. There are currently more than 100 MCN operators in the market. About 76% of MCN Companies also distribute their own planning and production contents, and serve to accelerate the creators' entry into the global market and localization.

Year	2018	2019	2020	2021	2022	2023
Market size (Trillion KRW)	3.87	4.47	5.17	5.98	6.91	7.9

<Growth Prospect of Personal Media Market in Korea>

As the single-person media market is growing and expanding in size, copyright infringement and various considerations are arising where there have been no major constraints before.

This poses a need to manage them professionally, and a need for people and equipment to maintain high-quality contents, resulting in additional costs different than before. In line with these needs, a specialized business providing incidental management and support for the activities of the creators emerges, such as MCN, and will continue to develop a business model that can be a winning situation together with the creators.

With this environment, it has become much more efficient to join hands with MCN Companies, and MCN has become indispensable for creators with smaller channels who want to enter new markets or grow efficiently.

The basic business structure of MCN is as follows.

1. Advertising profit model : Advertiser -> Platform (YouTube, etc.) -> MCN -> Creator
2. Brand advertising and event profits by creator
3. Business profits using the IP of creator

UUUM, a major Japanese MCN company, was listed on the Tokyo Stock Exchange in August 2017 for the first time among Japanese MCN companies since its establishment in June 2013, demonstrating its huge success in the MCN market. This can be seen as a result of having nine creators as its own creators in the Top 10 in Japan.

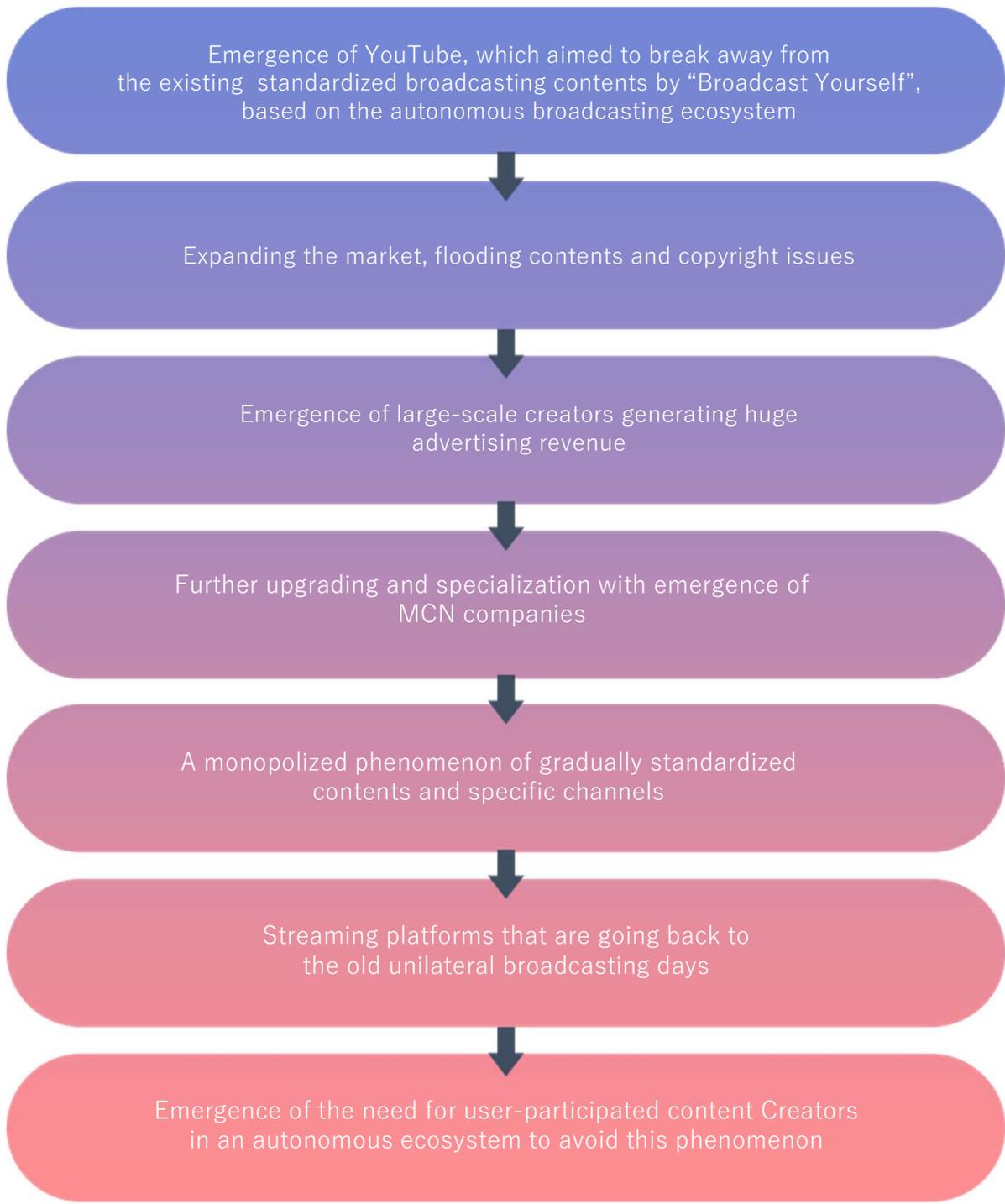
Before MCN, creators who had been self-sustaining without external support needed stable management amid competition from over-saturated streaming platforms, and the naturally created MCN market is now evolving into a much more advanced and professional form of industry than before, creating fierce competition within. Different contract relationships are created based on the popularity of creators, which may lead to a win-win relationship between MCN Companies and the creators.

But on the other hand, it may also lead to worse returns than when the creators were operating independently.

Meanwhile, while the personal media and MCN industries were developing rapidly, the entry barriers to create quality contents faced by talented creators who wish to enter new markets or those with a small-sized fandom have increased all the more, and the platforms that could support them were virtually absent.

Most streaming platforms expose channels with the large number of views and subscribers on the main page, with linked images that mainly expose top-tier channels. In the end, this has created another issue of the increasing gap between top creators and poor creators, resulting in a flood of unilateral and provocative contents, and a vicious cycle of disappearing spaces for new creators.

Ultimately, viewers who crave new and fresh contents are having a difficulty finding it, and the streaming and MCN industries seem to be returning to the lopsided transmission structures of contents, such as old TV broadcasts, amid a growing trend in the industry.



3. Target user group

This is a phenomenon that has generally been witnessed in most industrial development processes in which a particular industry is created and grows through the development process, resulting in one-sidedness between suppliers and demanders. Ultimately, however, there is a proportion of companies that actively reflect the opinions of their users in making greater progress in the same industry group. The MCI(Multi Channel Influencer) platform conceived this point to help the growth of content creators that have both talent and potential, and to prepare a business model of the structure to be combined with demand, such as viewers and fans.

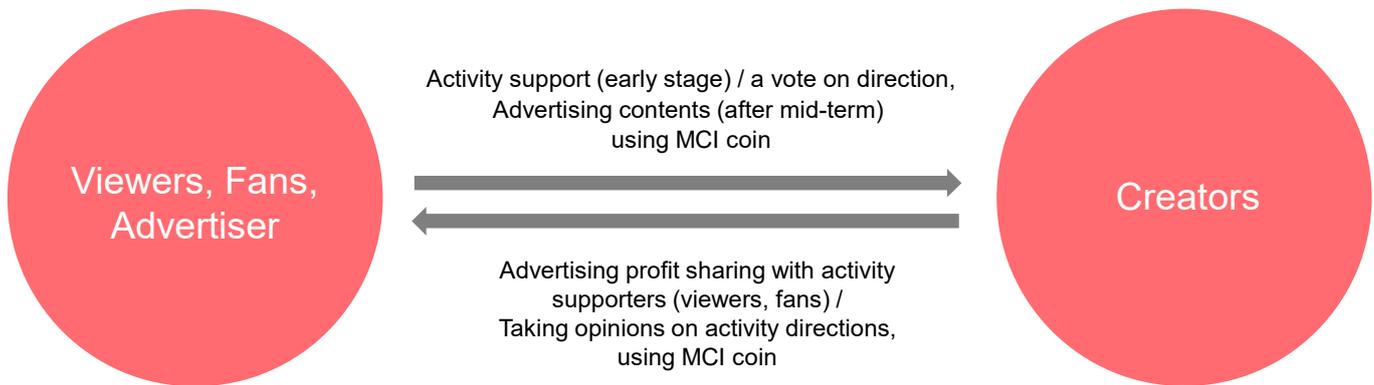
Talented creators on the MCI (Multi Channel Influencer) platform present their own contents plan. Viewers and users who want new content will evaluate it. and will select a certain number of creators each month to receive promotion support through voting. These creators will receive a debut content production support provided by the MCI (Multi Channel Influencer) platform, and this will sort out creators to join the long-term support program through the content competition.

The creators selected for the support through the Phase 2 will continue to upload content to build fandom from within the platform, and viewers and fans will be able to use MCI coins to support their favorite creators. Users participating in the activity support will be guaranteed a certain portion of the revenue generated by the creators in the future by an unalterable smart contract, and this will create a virtuous circle where these supported creators produce better content and engage in activities to get even more support.

When the supported creators reach a stage where the revenue model through content has been established to some extent and no additional support is needed on the MCI (Multi Channel Influencer) platform, they proceed to collecting opinions from the fandom on the direction of activity and the solicitation of advertising content by Advertiser. This can also maintain a continuous communication structure between users who gave the initial support and those who received the support.

Although MCI(Multi Channel Influencer) platform is having difficulty entering the existing overpopulated market, it wants to present a model to aspiring talented creators and the demand of the fandom that wish to support their favorite creators.

4. Business contents and platform



As mentioned earlier, the flooding of unilateral contents has been a factor that has caused viewers to feel worn out, and has caused viewers to start searching for refreshing contents. However, due to the nature of large and advanced streaming platforms, search and access has become more difficult than in the early days, except for creators, who are already providing content with numerous subscribers and viewers.

This aims to create new flows and ecosystems in the current market through the MCI (Multi Channel Influencer) platform, a new concept that can be a direct link between demand for refreshing content in this highly advanced market and the creators ready to produce it.

With the slogan "Broadcast Yourself," YouTube has grown into a mega-platform for 13 years since its establishment in 2006, and as the growing number of MCN companies has stiffened this as a form that is not that different from existing entertainment agencies, it is turning into a personal media and streaming market moving farther from the slogan by YouTube.

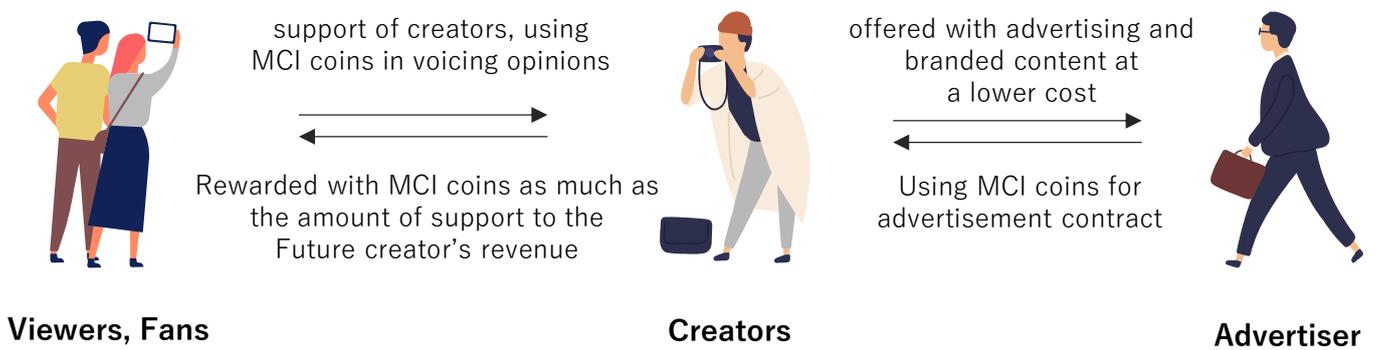
This is in line with the basic concept of early streaming platforms that promoted broadcasting and differentiation, while the service of the structure that allows viewers to generate content in the desired direction is likely to be one of the most needed services in the personal media content market at this time.

Continued communication and consolidation between suppliers and consumers will be essential for creating customized content to suit the tastes of consumers. and will be a way to accelerate the completion of quality content. Securing custom-made and high-quality content can target the demand group into creating new markets as they have become tired of existing contents.

The structure that enables demanders to participate more actively in creating their own contents will form a virtuous circle that can be further developed.

MCI Coin is the basic currency system for ecosystem participation among viewers, fans, advertiser, and creators on the platform.

5. Token Economy



The implementation of its own agreements and contracts, which are important in the ecosystem of an enhanced autonomy such as the MCI (Multi Channel Influencer) platform, is the most suitable environment for blockchain technology to display its strengths.

By introducing it into the blockchain-based MCI coin and smart contract, the risk of breach of contract between users can be eliminated, making transparent mutual trade transaction details available between users.

6. Token Information

Name of token / Type	MCI (Multi Channel Influencer) / ERC20
Issue quantity	3,300,000,000 MCI
Distribution quantity	660,000,000 MCI (20%)
Initial price	\$0.01

Category	Distribution rate	Remarks
Founder	5%	1-year lockup
Advisor	5%	6-month lockup
ICO Investor	50%	To be released in 90 days after the end of ICO
Development	20%	Development costs for 36 months
Marketing	10%	Marketing costs for 36 months
Eco System	5%	Ecosystem support costs
Legal	5%	Legal and tax affairs consulting costs

7. Partner and member



Frank Hyunsok : co-CEO

- CEO of JNFSoft, IT service consulting company in Australia
- Blockchain Development Team Tech Lead
- Web infrastructure developer at Griffith University, Brisbane
- Polyglot Developer: Java, Kotlin, Scala, Python, and more
- Translated more than 20 IT books to Korean
- Graduated Korea Advanced Institute of Science & Technology (KAIST)



Victor Choi : co-CEO

- COO of Weplay
- Director of ARI.Dev
- Committee of GWDC
- Outside Director/Advisor of Foodyworm
- Co-founder of GeckoPark
- Korea Univ. E-engineering / pre-VET



Donam Kim : CTO

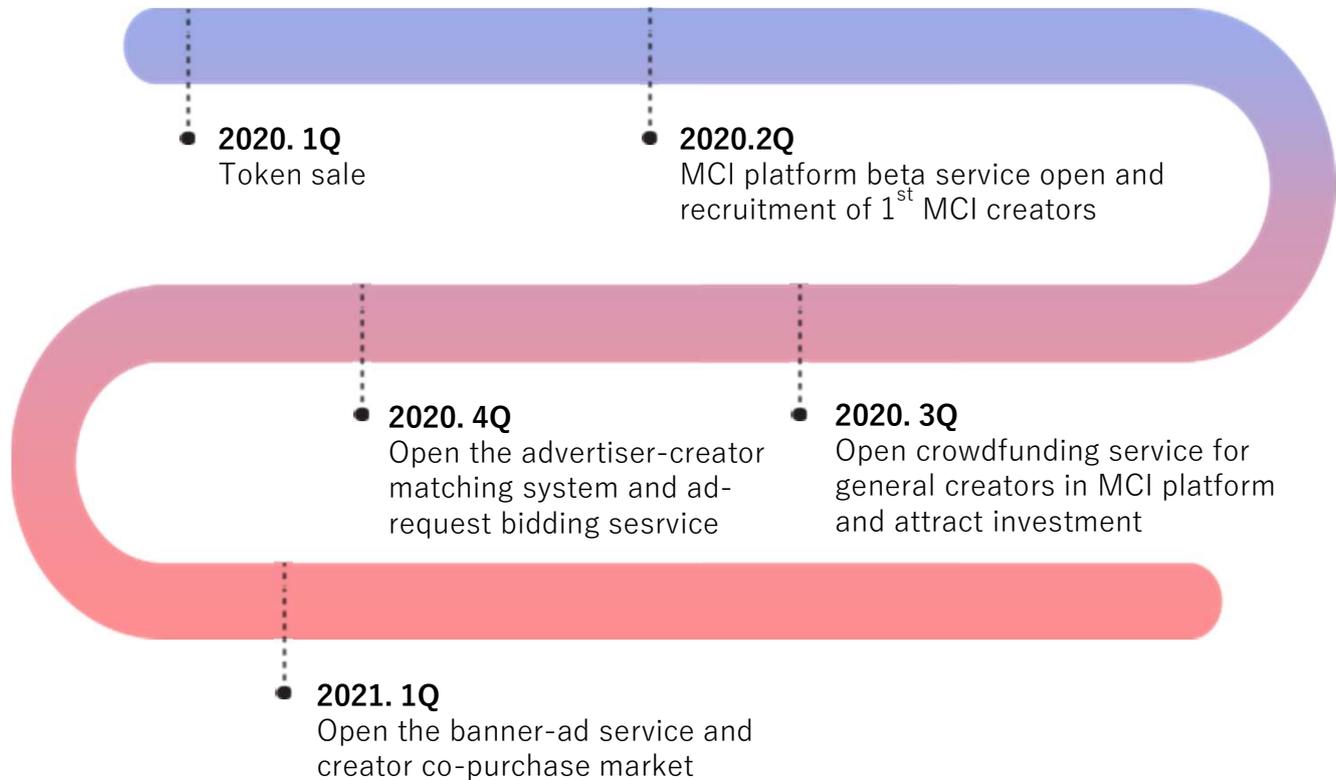
- Senior Blockchain Engineer
- Diamond Technology Group Senior Software Engineer
- Ben Furney Flour Mills, CareWest, Pacific Smiles Group, etc Software Consulting
- Aspire Support Ticketing System, Team Lead
- BIT, University of Newcastle



Ato : CCO(Chief of Creative Officer)

- WTFM Creative agency curator and Brand collaboration planning
- Creative Advisor of Kolon Future Business Division and Common Ground
- Founding CEO of DJ Soda
- CEO and Designer of Marjon Narant(own Brand)
- Cheongdam Club Answer planning and recruiting overseas artists
- Individual exhibitions by artists such as Panking, Minjung Kim, Doha Ham, and Sangjun Noh
- Show me the Money + WTFC event General planning
- DMZ Camp Grives, Hyundai Card Storage Itaewon, TOOLBOY exhibition planning

8. Road map



9. Reference

Analysis on small and medium-sized growth corporations on Personal Media industry

– SK Securities (2019.04)

Business Report on panel users and businessmen held by mobile market trend analysts

– Media Future Research Center (2019.05)

10. MCI Coin Risk & Contingency plan

This document contains MCI Coin Risk and disclaimers, and an emergency operation plan.

Exemption Notice

MCI Coin is not guaranteed to be licensed, permitted, and approved in all nations and regions used.

MCI Coin operates in full compliance with relevant laws and regulations and is striving to obtain the necessary approvals and permits for operation.

MCI Coin-related services are affected by regulations and policies in each country and are not fully warranted for regulatory authorization and approval. Therefore, if proper authorization is not obtained in the service jurisdiction, MCI Coin services may be limited or rejected in the App Store.

1) Value Fluctuation Risk

The value of a virtual currency changes every day. Virtual currency transactions or balances can rise or fall sharply. Please keep in mind that the price of a virtual currency such as MCI Coin may be 0(zero).

2) Exchange

The policy of the virtual currency exchange may determine the suspension and delisting of MCI Coin. MCI Coin has no responsibility for this situation.

3) Liquidity Risk

There is a possibility for MCI Coin to lose the heat of trading between individuals, and may cause the transaction to fail or become difficult. Depending on market conditions or size, the transaction price can be quoted at a significantly hostile price. There is a risk of trade liquidity as a result.

4) Virtual currency network risk

MCI Coin sales require a similar price to be formed by the trading partner. This can only be done at a certain time when the transaction is at an appropriate level.

5) Risk of losing the key or password of an account

If you lose your account key or password, you may not be able to access your MCI Coin account. MCI Coin has no responsibility for this situation.

6) System Risk

MCI Coin runs Blockchain Node in the cloud. We are committed to conducting security audits, security patches, and service checks in accordance with each country's security regulations. However, security vulnerabilities, zero-day attacks, and DDoS can cause service access or failure. In this case, MCI Coin will not be held liable.

7) Risk of bankruptcy

Factors such as changes in the external Ecosystem can make it difficult to sustain the business. In this case, the business faces difficulty to operate. All procedures, including customer assets, are interpreted

in accordance with Singapore law, and will follow the Bankruptcy Act, Corporate Act, Corporate Rehabilitation Act, Personal Rehabilitation Act and other relevant laws.

Risks due to law revisions and changes in tax regulations

Virtual currency laws and tax regulations are not yet established in Singapore and around the world. To verify any information, consult your country's law firm, tax accountant, or a qualified professional. Acquisition and loss of capital from MCI Coin sales can be attributed to the Capital Acquisition Act and the Tax Act. MCI Coin is not responsible for any of the customer's taxes. For additional information regarding tax payment, please consult your country's tax accountant or qualified professional. MCI Coin is not responsible for any personal tax payment. Depending on the virtual currency regulations of each country, MCI Coin may withdraw its business from the country or close MCI Coin.

8) Exclusion of securities token

The MCI Coin White Paper and additional documents are not investor manuals or financial service proposals. Securities investment products and regulated goods cannot be treated in any country. This White Paper and Addendum are not available for the MCI Coin and the proposed purchase/buy of service products. MCI Coin owners are not entitled to claim any rights to MCI Coin operators and their associated companies, including income from royalties, profits, and returns on equity, shares, bonds, and equity, in relation to the company or intellectual property associated with MCI Coin.

9) MCI Coin Management and Operations

Operation and management of MCI Coin (hereinafter 'MCI Coin Operations Committee') manages the main wallets and the wallets for each business purpose through the multi signature wallet. The principals of multi signature wallets key management are Sky meadow partners, The Game Ground,

10) JNFSoft.

The multi signature private key of the MCI Coin Operations Committee is stored, managed, and operated by the entity; and cannot be sold, transferred, or secured/held down to others. The ' MCI Coin Operations Committee' will have legal effect immediately after posting this document on the website.

11) SAFT

MCI Coin may be sold to SIMPLE AGREEMENT FOR FUTURE TOKENS (“SAFT”). Detailed SAFT contracts are signed through the MCI Coin Operations Committee and legal advice. This Agreement may not be disclosed in accordance with the Agreement.

12) Block deal and IEO

MCI Coin's Block Deal and IEO may sell unissued coins at the decision of the MCI Coin Operations Committee. Related detailed agreements and legal advice are signed through the MCI Coin Operations Committee. This Agreement may not be disclosed in accordance with the Agreement.

13) Translation

This White Paper and additional resources are published in English. All translations are for reference only and are not legally liable. There is no guarantee of the accuracy and completeness of the translation. In the event that there is a difference between the translation and the English version of this White Paper and its accompanying documents, the English version shall have the right to legal basis.

14) Transmission Limit

This White Paper and additional documents shall not be brought or transmitted to countries or regions where this White Paper and its additional documents are restricted or prohibited. MCI Coin will have full immunity if the White Paper and this document are viewed online.

15) Third-Party Information

This White Paper and its additional documents contain data and reference information obtained from third-party sources. Management believes this data is accurate and reliable; but no independent audits, confirmations, or analyses have been conducted by professional legal, accounting, engineering, or financial advisors. Therefore, there is no guarantee of accuracy, reliability, or completeness of that data.

16) View by MCI Coin

The views and opinions expressed in this White Paper and its accompanying documents are those of MCI Coin and do not reflect the official policies or positions of governments, quasi-governments, authorities, public institutions, and regulators in all jurisdictions. This White Paper has not been reviewed by any regulatory authority.

17) Risk Description

This White Paper and its accompanying documents inform that MCI Coin purchases are subject to significant risk and can lead to significant losses. Before purchasing a MCI Coin, you should carefully evaluate and consider the associated risks, including the risks listed in any other document.

Therefore, the buyer must not purchase MCI Coin for speculative or investment purposes. MCI Coin should be purchased or traded only if you have fully understood the risks and characteristics of MCI Coin and MCI Coin businesses and accept the inherent risks of MCI Coin.

18) ERC20

MCI Coin uses Blockchain technology based on ERC20.

19) Professional Advisory

To determine purchase of MCI Coin, consult with lawyers, accountants, tax experts, and other professional advisors as necessary.

20) Precautions regarding future-predicting statements

This White Paper and its accompanying documents contain assumptions and available information about MCI Coin's business, as well as forward-looking statements made in MCI Coin's belief.

These forward-looking statements and forecasts are inherently accompanied by great risks and uncertainties.

MCI Coin and its executives are not responsible for this and can result in significantly different outcomes from those expressed in future-looking statements. All future-looking statements are based on the day they were made. MCI Coin and its management have no obligation to update or modify future-looking statements to reflect events/situations beyond the date of making such statements or to reflect unexpected occurrences.

21) Security Vulnerabilities

Open source-based Ethereum Mainnet is exposed to a variety of security vulnerabilities. One of the most popular Blockchain Mainnets, which is the ERC20, is reliable, but may be exposed to vulnerabilities unknown to developers and MCI Coin development teams.

22) Market Creation

MCI Coin is not involved in transactions between MCI Coin owners in the exchange.

However, if the market lacks liquidity or there is insufficient liquidity in the exchange, the market can be stabilized by supplying liquidity. However, if market creation is prohibited by law in accordance with the policy of the country in which the exchange is located, MCI Coin shall abide by the laws of each country.

MCI Coin shall not be responsible for any of the risks, services, and derived financial risks listed above.

23) Contingency Plan

When the MCI Coin account becomes frozen and investigated due to major management deaths, absence, hacking, cyber-attacks, corrupt remittances and laws, and other issues, MCI Coin will apply a Contingency Plan according to each scenario.

MCI Coin has funds for the operation of Contingency Plan in each country, including bank accounts in Singapore. When applying MCI Coin's Contingency Plan, this account will be used as funds for emergency operation. Please note the following points regarding the Contingency Plan.

[Corrupt remittance, Money laundering problem]

- MCI Coin Operations Committee and legal services respond to corrupt remittances and money laundering issues in accordance with the Contingency Plan.
- If there is a limit to accounting audits and regulatory agencies, the entry and exit of key accounts of MCI Coin may be limited.
- Maintaining service reliability: Estimated 100 days of cloud operations and PaaS subscription services costs for MCI Coin service operations will be executed under the Contingency Plan.
- MCI Coin is managed by the Operations Committee and designated auditors with policies for corrupt remittance and funding issues.
- Legal Response Plan: For accidental and legal responses related to MCI Coin, MCI Coin will use the Contingency Plan cost for legal services.

[Service failures and cyber-attacks, lack of management]

- There are 3 people who have access to MCI Coin Cold Backup, and the MCI Coin legal representative shall contact you when applying the Contingency Plan and start accessing information for recovery.

- If MCI Coin customer information and server access are not available, the information on owner can be restored to Cold Backup information.
- Cold Backup information may not be complete information, and may be transaction information up to 72 hours ago.
- If MCI Coin holdings have been verified, relevant settlement and reimbursement may be made in your own MCI Coin and insurance.
- Processes and business consignment for disaster recovery are automatically performed in accordance with the prior contract manual for 72 hours when Contingency Plan is applied, and cannot be stopped in the middle.

[Lawsuit and Foreclosure]

MCI Coin associates and MCI Coin management cannot include MCI Coin as a subject of legal lawsuit and foreclosure. MCI Coin does not have the nature to be secured, but is part of the service provided by MCI Coin, thus cannot be subject to foreclosures and lawsuits. The MCI Coin development company and the Operations Committee are separate and have mutually exclusive rights. In the event of lawsuit and foreclosure, the parties may temporarily suspend the rights and operational rights of the MCI Coin Management Committee. The detailed Contingency Plan is maintained by the MCI Coin Board of Directors and its legal representatives in hard copy and electronic versions. and is updated annually.

This may cause inconvenience to customers when applying Contingency Plan, but please understand the customers the situation.

This White Paper and its additional documents have legal rights to the Final Document and will replace any existing document once it has been posted on the Home Page. However, within 14 days, a MCI holder can present opinions, and may be reflected by MCI.