MOZOX

The Token of Discovery

REVISION 10.2

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Abstract

Foot traffic is important to many types of businesses, particularly retail stores, as greater foot traffic should correlate to higher sales. Driving foot traffic to retail spaces has always been a challenge; however, loyalty programs seem to be an effective way to bring return customers back to the stores. A recent Nielsen consumer study [1] showed that loyalty programs help drive more frequent visits and a greater number of purchases. More than seven in ten global respondents (72%) agreed that, all other factors being equal, they would buy from a retailer with a loyalty program over one without.

While loyalty programs appear to be a promising tool for increasing sales, existing point-based loyalty programs do not work as well as they should. According to Bond Loyalty’s Report 2017 [2], more than half of point-based loyalty program participants (57%) don’t know their points balance and more than one in three of them (38%) are unaware of the value of their points, let alone how to use them. Single merchant membership reward systems are less effective and less valued by consumers and so not an effective tool for the intended purpose of increasing foot traffic. Hence, the search for a more effective earn-and-redeem loyalty program has been a challenge and the subject of extensive studies in the retail industry for years.

Now, the search is over.

Using breakthroughs in Blockchain, Cryptography, IoT and AI technology, Team MozoX is offering new ways to attract consumers and bring them to offline stores. Simply put, the consumer’s proof of work is to walk into a retail outlet, mall or venue; and they will be rewarded MozoX tokens for such work by the merchant, who buy MozoX tokens from us or an exchange.

Specifically, we have developed, tested and launched (1) MozoX, a liquid, tradeable, and exchangeable cryptocurrency, at the heart of this new universal loyalty program network; (2) consumer and business apps each of which has a in-built digital wallet that can earn, hold, and redeem rewards globally and across merchants, wherever the internet connects you; and (3) signed contracts, and MoUs with partners to roll out 90,000 merchant locations globally, in support of 13 million of consumers in 8 countries over the next 3 years. With MozoX, consumers are turned into customers driven to retailers that offer and accept MozoX. Armed with MozoX, merchants will have the most effective and efficient loyalty program available, all under a business model that can be best described as the “Token of Discovery”.

This paper shows the powerful way in which MozoX, the Token of Discovery, triggers the comeback of the physical retail industry.
Blueprint

Getting people to go online is easy, thanks to online e-commerce, which has been quite successful over the last two decades. Now, given the popularity of the online e-commerce industry, getting people to go offline has become more difficult. There is insufficient motivation to go to offline stores. Many offline stores and brands are closing due to less foot traffic. Attempts to invest heavily in large and posh shopping malls, spending monies on advertising and working on traditional loyalty point programs have shown little improvement in this downward trend.

That is why at Team MozoX, we want MozoX to bring foot traffic, save money, time, and effort. Initially, MozoX will be useful to replace existing coupons, vouchers and point-based loyalty programs, as well as pre-paid advertising costs (as shown on the left and in the lower middle areas of the above chart). Over time, MozoX will serve as an indispensable tool, which is essential to merchants and demanded by consumers, to support offline commerce activities.

MozoX disrupts foot traffic across retail outlets, malls, venues, etc., globally. As a digital token, MozoX could begin its journey from a venue such as a mall, wedding hall, or football stadium, as depicted by the token circulation diagram below.
A mall could distribute MozoX tokens to any consumer who comes to shop, dine, or be entertained. In turn, the consumer can then redeem MozoX at any participating stores, or transfer to a friend as a gift. Participating stores can accumulate MozoX tokens and airdrop them to other consumers as they flock to their stores, or use them to redeem against in-mall advertising or operating costs. All participants in this MozoX token circulation can sell or buy more tokens from an exchange in any deregulated country, or buy MozoX tokens from our mozocoin.io website in a regulated environment. This token circulation velocity increases as more malls, merchants, venue operators, and consumers participate in our ecosystem. Same concepts can be extended to cover hotels, sports stadiums, wedding halls, etc., literally to any business that relies on foot traffic to generate revenue.

Malls and merchants typically do not sign up for new programs unless there are incentives to do so. Project MozoX solves this by giving every merchant a “MozoX-in-a-Box” package. We initially provide a certain number of MozoX tokens free of charge to registered merchants, as well as our custom-made Beacons. MozoX-in-a-Box will enable merchants to test revenue generating opportunities offered by Project MozoX before they commit any budget on a regular use basis. The amount of free MozoX tokens may be proportional to the merchant gross floor area.

Retailers and mall operators mount the Beacons on their ceiling or adhere them on their walls, in order to reward consumers for entering their stores or malls. Retailers can also upload products and services they want consumers to discover and offer discounts to lure consumers back to their stores. Our business app allows the merchant to upload product marketing collateral, thereby allowing consumers to discover these products just by opening our consumer app on their smartphone. Backed by our robust big data engine, the data collected from the consumer app allows the merchant to gain valuable insights into its customers.
The journey of participants in the MozoX ecosystem is best summarized below. From left to right, one can see the increasing level of confidence and stickiness; while moving from top to bottom, we will gain increasing loyalty and locked in.

<table>
<thead>
<tr>
<th>AIRDROP</th>
<th>REDEEM</th>
<th>TOP-UP</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CONSUMERS</strong></td>
<td>Receive MozoX tokens from businesses when visiting the outlets or venues, or purchasing products and services at these locations</td>
<td>Accumulate MozoX tokens and use them to redeem for products and services at participating outlets or venues</td>
</tr>
<tr>
<td><strong>BUSINESSES (OFFLINE)</strong></td>
<td>Set-up airdrop event to reward MozoX tokens to consumers who visit their outlets or venues to increase visibility and awareness</td>
<td>Collect MozoX tokens back from consumers by giving product or service discount</td>
</tr>
<tr>
<td><strong>MOZOX COMPANY</strong></td>
<td>Give initial MozoX tokens free of charge to new merchants, or kick-start a city with numerous airdrop locations to attract consumers downloads</td>
<td>Subsidize some redemption deals to stimulate market activities</td>
</tr>
</tbody>
</table>

From pilot sites, we know merchants love MozoX over Facebook Ads as the latter does not guarantee foot traffic. The question: where is MozoX customer base? The answer: we start with an “anchor tenant” (such as a mall, wedding venue, sport stadium) and hundreds of GPS locations (universities, major tourist sites) to airdrop MozoX tokens and catch the 21st century families and early young adopters to create the initial MozoX customer base. After this, MozoX will proceed to building a sustainable Shoppers Paradise.

The MozoX Shoppers Paradise is comprised of four (4) building blocks: MozoX Everyday, Power, Online, and Wiki.

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1. MozoX Everyday is directly related to the activity of increasing and controlling foot traffic. As mentioned before, we work with an anchor tenant and create hundreds of locations to airdrop MozoX tokens for the purpose of building our customer base. Then, we motivate this base to go offline to registered merchants in the MozoX ecosystem. The name “Everyday” means that each and every day that consumers go visit our members’ locations, they can receive a certain amount of MozoX tokens, and even more if they purchase goods and/or services from the participating locations.

2. MozoX Power is the next building block of MozoX Shoppers Paradise. Here, we are trying to gather the enterprises and institutions that have already gone online and have some sort of loyalty scheme, such as airlines, hotels, restaurant chains, or even retail chains. We convert their loyalty points into MozoX, thereby taking liabilities off their balance sheet, giving them a strong incentive to work with MozoX. We negotiate conversion rates and allow these enterprises and institutions to be integrated into our Shoppers Paradise, where redemption of products and services can be transported universally across all enterprises and institutions, forming a large and powerful redemption engine, second to none in the geographic area covered by MozoX.

3. The next of the building blocks is MozoX Online. Immediately you may ask, “why online?” The answer is that most of the offline stores, outlets, and venues in our coverage area do have an online presence, however, they are not doing a good job of motivating consumers to go in an online-offline manner. With MozoX Online, we can aggregate these members stores using our bluetooth beacon network and combine their online together with offline on the same app, so as to make it easier for consumers to shop online or walk to offline stores to get more MozoX, the result being that the online stores of our members become more useful together in our MozoX Shoppers Paradise.

4. Now, as shown with the three building blocks above, we already have an attractive place for our consumers. But to complete the Shoppers Paradise, we will offer a final building block - MozoX Wiki. This is where the joy of the best shopping, dining, travel, and entertainment information can be decentralized into the hands of our MozoX holders, i.e., consumers who have downloaded our App. Here, using local knowledge and AI, we are able to recommend the most authentic dining places, unique travel destinations, etc., that are not necessarily the popular tourist attractions but of real interest to the 21” families and early adopters in our eco-system: value-for-money shops and restaurants, unique cultural experiences, and localized entertainment venues. Our MozoX Wiki differs from conventional food apps, travel apps, and entertainment apps that rely on user inputs. Here our local “know how” and local experts, together with our recommendation engine can pre-select deals, places for each of our MozoX users to better enjoy the fruits of their hard earned MozoX tokens, completing the final building block for MozoX Shoppers Paradise.

Adding the new MozoX Shoppers Paradise requirements to our existing Mozo 3.0 system architecture and Apps, will require us to upgrade our technical blueprint, and will use the proceeds from our current IEO exercise to construct from this new blueprint an environment that benefits all consumers, merchants, and MozoX token holders in the MozoX ecosystem.
Opportunities

As exciting as the Shoppers Paradise described above is, the opportunities and size of the addressable markets by Project MozoX are even more so:

- The worldwide loyalty market, estimated to be US$ 300 Billion, makes the opportunity presented by this technology even more interesting. To address such a large market, the goal for MozoX is to unlock this mammoth loyalty market, support the larger retail industry, reduce their customer acquisition costs, and shift the retail industry away from more traditional advertising and discounting to Project MozoX.

- The addressable market related to annual foot traffic encompasses 2.6 trillion walk-in customers visiting 91 million physical stores globally, resulting in an average annual foot traffic of 28,000 per store, or daily foot traffic of 77. Already, 90,000 physical stores have committed to use MozoX technology, i.e.; we have achieved just a fraction of this huge addressable market. More to come.

- The majority of foot traffic is concentrated around shopping malls in Asia-Pacific region. According to our own estimates, there are a total of 6,600 shopping malls in Asia-Pacific region excluding Japan [7-12], giving a total real estate value for shopping malls of approximately US$660 Billion, assuming shopping mall real estate values of approximately US$100 million each. A 20% increase in foot traffic to these shopping malls (generated by MozoX or its equivalent), translates into US$132 Billion increase in value for regional malls, which is also a market opportunity for Project MozoX. MozoX offers this addressable market an irresistible value proposition.

- In 2017, Total Retail Sales were estimated to be $23.4 Trillion [13], giving the Brick-and-Mortar Market (90% of retail market) a value $21.1 Trillion. For the approximately 91 million stores worldwide, average annual sales would then be $231,000 per store. Our target is to sign up around 300,000 retail stores in the next five years meaning that MozoX will have an opportunity to influence and be part of $69.4 Billion in total sales value. A 20% increase in foot traffic to these stores would potentially translate into over $14 Billion of extra revenue for these merchants.

Currently, we have partners who have signed up and are committed to deploying to 90,000 stores over the next three years. A 20% increase in foot traffic capability would result in US$16 Billion increase in mall valuations, US$14 Billion of extra revenue for stores or US$12 Billion of loyalty market value occupied by MozoX.
MozoX products are here and ready

To meet and address the exciting opportunity described in the above section, Team MozoX is hard at work. In March 2019, we released MozoX 3.0 comprised of our private blockchain and big data platform, smart contracts, and supporting services on MainNet, all hosted on Amazon Web Services (AWS). This followed a successful test of MozoX 3.0 on TestNet at the end of 2018 and February 2019’s announcement that MozoX Apps were available on GooglePlay and AppStore, making MozoX the first team to have a complete and commercially available offering in foot traffic category globally.

Merchants that register with MozoX, can now buy MozoX tokens and airdrop them to reward consumers who visit or walk into their stores, thus proving that Project MozoX is ready for prime time. Features available in MozoX 3.0 on MainNet include:

- Merchant onboarding (on mozocoin.io) and provision of MozoX-in-a-Box for Zero Customer Acquisition Cost (zCAC), i.e., providing free beacons and MozoX tokens for new sites
- Airdrop MozoX tokens to consumers, when they walk into the merchant’s physical store, allowing transfer of MozoX tokens amongst friends, and exchange of MozoX tokens for product or service discounts at participating offline stores
- Minimal Customer Acquisition Cost (mCAC), allowing merchants to purchase MozoX (on mozocoin.io or selected exchanges) for attracting more foot traffic to their physical stores

The MozoX 3.0 release includes a complete suite: App and Retailer App for both iOS and Android, SDK for iOS and Android, Smart Contracts, Core Services, Micro Services, and Web Services for operation, token management, beacon management, system administration, token scan, and merchant onboarding services, as depicted below.

MozoX Products
In May 2019, Team MozoX released MozoX 3.1, an upgrade of both business and consumer Apps. This upgrade not only fixed certain deficiencies in the previous version, but also included new features, such as Reset PIN, Group Notification, Notification List, Maintenance Mode, Message announcement contents and layout, suggestion search, and profile updates. Included in MozoX 3.1 are also fixes of certain deficiencies related to web services, as well as new features, such as Buy MozoX (https://mozocoin.io/), support ticket for issues related to buying MozoX tokens, and improvements for https://operation.mozocoin.io/ to https://marketing.mozocoin.io/, https://support.mozocoin.io/ for support ticket handling.

In September 2019, Team MozoX released MozoX 3.2, another upgrade to our general commercial launch, which included new micro services such as: support for consumer redemption on App, GPS airdrop locations, motorbike parking e-ticket, etc. We have launched MozoX 3.2 commercially from October 2\textsuperscript{nd}, 2019 onwards.

Below are historical events and milestones leading up to the Mozo 3.0, 3.1 and 3.2 product releases described above.

We started Project Mozo three years ago, backed by a US$1.0 million private investment, and a solid big data analytics and predictive engine we had built for one of the largest mobile operators in Korea. During our first year of operations, we signed an MoU with Wanda e-Commerce Co., Ltd., a subsidiary of China’s largest shopping mall operator, for the deployment of Mozo as an indoor positioning system and shopping assistant app. The following year, we signed an MoU for piloting Mozo as an O2O system and consumer app for 361 Degrees International Co., Ltd., a leading Chinese sportswear brand. These MOUs were driven by the shopping malls’ and retailers’ need to combat the rapid encroachment on their market share by online marketplaces.

Pilot tests of Mozo software version 1.0 (Mozo 1.0) were conducted at a Wanda Mall in Nanchang City, China, covering 50 retail brands, as well as food and beverage stores over a three-month period. Team Mozo beat magnetic field and computer vision alternatives to achieve 1m1s (1-meter accuracy and 1-second response time).

Following that, we released Mozo 2.0 and installed this version at the 361 Degrees data center in Xiamen City, China and tested the consumer and retailer apps at two existing 361 Degrees store locations over a three-month period. The results showed that Mozo contributed approximately 20% of these store’s total monthly revenue. We combined the Mozo App and IoT sensor Bluetooth Low Energy “Beacons” that were mounted on the ceilings of the physical stores and smaller sensors called “iStickers” that were attached to in-store products. Mozo 2.0 allowed consumers to discover product information, compare product prices online and offline, and buy on the App at these stores. Mozo 2.0 also allowed consumers to discover product inventories and prices of not just sports goods, but also the product categories we often see displayed at shopping malls, such as electronics, and luxury goods, to name a few.

We upgraded the software to Mozo software version 2.1 (Mozo 2.1) which we used for demonstration purposes at our Token Generation Event’s presale and crowd sale events in 2018. Mozo 2.1 included additional capabilities to handle the new Mozo tokens presented in an earlier version of this Whitepaper, v5.1, dated May 2, 2018.
How does it work?

MozoX works by using a “smart contract” which is tied to foot traffic activities. This smart contract is established between the retailer’s smartphone or IoT device (such as a Beacon, GPS, or QR code right now with Mozo 3.2 release; and wifi and digital camera at a later date with Mozo 5.0 release) and the consumer’s smartphone as they detect each other’s device. The consumer's smartphone and retailer’s smartphone can accept and process a transaction initiated by consumer’s command. In other words, the MozoX contract is a user-generated transaction that transfers control commands between user-device, user-user, or user-system. Hence, we create a smart contract where the object of the smart contract is to process the transaction on the blockchain network.

Before using MozoX, users and devices must first be registered with the MozoX System and the blockchain network through authentication procedures. In case the device (such as a Beacon) is difficult to register by itself, the administrator must then first identify the unique ID (UUID) of the device and register that device manually. After that, the retailer’s salesperson must associate the device with the product that the retailer wishes to sell. The method to identify the device in case of a Beacon is to use a Bluetooth scanner, which will return the unique ID of the device. However, if this is not the case, the tool would hash the unique response information so that the device can be automatically disconnected from the blockchain network and reported to the administrator whenever it has been tampered with. This is designed to protect both the retailer’s and consumer’s interests.

If the user is the consumer, he or she will download the consumer App from Google Play or App Store or scan a QR code prominently displayed at the participating stores. The MozoX App includes a digital wallet that supports Ethereum ERC-20 type tokens. Only the authorized user, through a two-factor authentication, will be able to access the blockchain network. The unique ID can be a phone number, email address, or a
password (biometric authentication can be added). Verification is performed through either SMS or email. The UUID and MAC address on the phone are also unique, but they will not be available if the user loses his or her phone or purchases a new phone. So, UUID and MAC address can be used only temporarily. In the MozoX system, we prefer using an email address or a phone number.

Before using MozoX, the retailer must register as a business user through the https://www.mozocoin.io website. Registration includes: the provision of the retailer owner’s unique ID which could be a unique phone number or email address; the addresses of all the store locations the retailer wishes to have participate; and the authorized salesperson’s unique ID for each of these store locations. MozoX provides a web service for the retailer to operate their virtual stores on the MozoX marketplace, as well as the mobile app. The salespeople and retailer must download the App from locations as directed by the MozoX administrator. When logging in as a retailer, the App includes a digital wallet that supports Ethereum tokens type ERC-20, with potentially other cryptocurrencies supported at a later date. Digital wallets are not available to sales staff. This is to ensure that only the retailer can operate and control the wallet, including decisions regarding the quantity of MozoX tokens offered for VISIT, REDEMPTION and BUY. Note that the digital wallet holds the equivalent of money. Retailers and salespeople will need to go through the same authentication procedure as consumers.

Upon onboarding, the retailer will receive: (a) a number of IoT devices (Beacons) sent to each of the registered store locations and (b) an amount of MozoX tokens into their wallet (the number of tokens depends on the promotion set by MozoX at that time). The website has instructions on how to use the devices and wallets. To help improve retailer acquisition, new retailers will be, as mentioned before, credited with an initial amount of MozoX tokens as an incentive to join and to facilitate onboarding. This will be enough to pay for basic Token of Discovery services and to give the retailer the ability to test some of the additional services and options on the MozoX network for free. These MozoX tokens will be allocated from our “Merchant Treasury Pool”. When the retailers are satisfied with MozoX services, they can purchase more MozoX tokens from any public exchanges where MozoX tokens are traded or, if such exchanges are not available in the country where the retailer is located, then from mozocoin.io directly.

The retailer’s web service, and App have an easy-to-use tool to load product information such as video clips, images, and texts into the MozoX System and the selected products to be displayed on the MozoX Redemption Marketplace. The local fiat currency will be set by the retailer and automatically converted to MozoX tokens, using prevailing exchange rates. MozoX does provide a service to help retailers upload their product information (as a paid option) and to help integrate MozoX with their inventory and ordering systems.

Since a transaction must be performed in real time and there will be many users and devices, the network must ensure adequate processing performance and hence we have chosen AWS hosting services to provide guaranteed performance level globally. In addition, the transaction must be done securely. A single hack into our system could damage reputation of MozoX service and hence we have designed and built our own private blockchain network, called Solo, in support of this crucial quality expectation.
Our progress

Since March 2019, we have begun field trials of MozoX 3.0, 3.1 and 3.2 in various locations in the Asia-Pacific region. We wanted to ensure that our system worked well in different countries, be available 24/7, and offer the best user experience. So far, we have experienced one half day system downtime in April 2019, when AWS servers were migrated to a new operating system version and our software was caught up in the transition. We have fixed the problem, and have experienced no downtime since then.

To date, our Apps are available in three (3) languages, namely English, Korean and Vietnamese. We will add Chinese language by year end to meet our new partner’s requirement as the Chinese government has begun to remove restrictions on blockchain applications and utility tokens. Currently, we feel the English language is adequate to address early adopters in Malaysia, where we have signed an MoU with a local team there, but we may add Bahasa Malay should the market require it.

We have installed a total of 54 beacons in real stores across five (5) countries, as shown in Item 1 of the table below. We have tested with different mobile operators in these countries, particularly with SMS and email; and we find that our system has no interconnectivity issues in these countries and hence we are confident that we can make MozoX generally available in all 8 countries we have targeted for rollout over the next 3 years.

<table>
<thead>
<tr>
<th></th>
<th>Deployed certain pilot sites in Korea (20 retail locations, plus 500 GPS airdrop points), Vietnam (25 locations, plus 300 GPS airdrop points), Singapore (1 location), Hong Kong (1 location), and Australia (8 locations). Number of consumer downloads has surpassed 3,500, mostly in Vietnam and Korea.</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Signed Agreements and MoU’s to roll out 90,000 stores in Asia-Pacific region, the UK in the next 3 years.</td>
</tr>
<tr>
<td>3</td>
<td>Rolling out foot traffic solution at Dongdaemun Market in Seoul, Korea. This is Korea’s largest fashion cluster with 400,000 visitors daily, supplying approximately 30% of all fashion products in the country.</td>
</tr>
<tr>
<td>4</td>
<td>Rolling out our motorcycle parking solution, to address 1.1 million motorcycle parking issue at 6 wedding &amp; event venues in Vietnam. Vietnam has 45 million registered motorcycles.</td>
</tr>
<tr>
<td>5</td>
<td>In discussions, to convert the loyalty programs of a professional football club, and an airline subsidiary into MozoX</td>
</tr>
</tbody>
</table>

a) Merchants love MozoX over Facebook ads

From our pilot sites, we know merchants love MozoX over Facebook ads, as they do not guarantee foot traffic. The question merchants ask: “Where is MozoX customer base?”. The answer: we start with an “anchor tenant” (such as mall, wedding venue, sport stadium) and hundreds of GPS locations (universities, major tourist sites) to airdrop MozoX tokens and catch the 21st century families and early young adopters to quickly build the MozoX customer base.

In some instances, merchants have told us that they would split their advertising budget into 50% for Facebook and 50% for MozoX, citing the same reasons stated above. This is wonderful news, as it is a significant departure from the original allocation of 100% for Facebook advertising. According to
Facebook ads have an average cost-per-click (CPC) of US$1.86 and cost-per-thousand-views (CPM) of US$11.20, which varies based on factors ranging from ad quality to competition. While the average small business advertising on Facebook spends around US$1,500 per month, there is no minimum monthly ad spend, making Facebook affordable for most businesses. However, the retail, apparel, and hospitality sectors have a lower CPC of US$0.7, US$0.63, and US$0.45, respectively. These sector CPC costs are 1/3 of the industry average, or US$500 monthly. Hence, the budget relevant to MozoX per merchant is projected to be US$250 monthly.

In our discussions with merchants in Vietnam, which is a fast-growing emerging market, we noticed that merchants have monthly budget ranging between US$100 for a small outlet, such as a coffee shop, to US$300 for a larger venue such as a restaurant, giving an average of US$200 per month. In case of a wedding hall, the budget runs into thousands of Dollars. To be conservative with our projections, we assume that each merchant connected to MozoX can spend around US$100 per month purchasing MozoX to attract foot traffic.

b) Food & Beverage Merchants love MozoX over Grab Food

Also, from our pilot sites, we know merchants love MozoX over Grab Food (or Uber Eat), as Grab Food has begun to charge these merchants a hefty fee, ranging between 20% - 30% of the bill, to bring foot traffic to their premises.

Grab Food has an advantage in that they bring foot traffic in a form of Grab Bike, i.e., a person riding a bike, to reach merchants door step and place a take-away order. However, merchants must forfeit their profits to Grab Food, or reduce the amount of food they serve via Grab Food. Either way is not a good solution. And that is why they love MozoX as we do bring foot traffic to merchants, and yet the MozoX airdrop amount is a fraction of Grab Food’s fee.

Taking into account the Facebook presentation above for the Food & Beverage sector, they now have MozoX as the their new and promising candidate to not only bring foot traffic, but also do so in such a way as to make merchants more profitable.

c) Dongdaemun market roll-out

We have signed an agreement with our partner, Mozo Korea, to launch MozoX services in the country over the next 3 years, with particular focus on the Dongdaemun market in Seoul. Our partner has operated an online e-commerce service in the area and has previously spent a large amount of marketing dollars to sign-up 38,000 stores.

Project MozoX wishes to convert these merchants to using MozoX tokens as a foot traffic stimulus, as they have lost many visitors from China, due to political issues between the two countries. As such, we have helped our partner install MozoX at twenty (20) pilot sites at a particular shopping mall in Dongdaemun, since February 2019. We have received a significant amount of feedback related to the usability of the MozoX 3.0 release and have improved MozoX with each new release (MozoX 3.1 and 3.2) over the past several months.

We are ready to roll out in the Korea market, but our decision to bear the installation costs of the beacon sensors in order to facilitate the registration and onboarding of these merchants, has in turn influenced our decision to run this IEO so as to raise the necessary funds to support this rollout exercise to reach these
38,000 stores within the next three years.

d) Motorcycle parking in Vietnam

We are particularly keen to make Vietnam a success, after Korea, because this is where we have our research and development facility and it is one of the fastest-growing economies in the region. A prominent wedding and corporate event venue operator with multiple locations throughout the country has approached us with a problem and an opportunity. The challenge facing them is to improve the speed of parking for thousands of motorcycles during their events, in order to avoid congestion and provide better quality of service and customer satisfaction.

Motorcycles remain by far the most popular means of transportation in Vietnam, which has a population of around 92 million people. According to the Ministry of Transport, Vietnam currently has 45 million registered motorbikes. Other relevant statistics include 35 million registered smartphones, 45 million Facebook users, and about 20 million Grab (Uber JV) users.

Team MozoX has developed a mini-app for motorcycle parking called e-Ticket, which offers the following benefits:

- “Know your customer” better, personalization services: Once a customer enters a parking lot, MozoX System detects and recognizes the customer identity through their mobile phone number and can then classify the customer as an event guest, visitor, event booking, setup staff, partner…and then provide personalized services to each customer.

- Flexible parking fee policy: Includes pre-paid e-Ticket, seasonal parking e-Ticket, free parking etc. The app can change the parking fees, rates, and discounts in accordance to time-of-day or day-of-week by using MozoX tokens as the payment mechanism.

- Speedy Check-in and Check-out: Using QR code scan and MozoX tokens, we solve congestion problems often occurring with the current process which involves paper currency payments and receipts between guests and parking security guards.

- Smart data analytics: In addition to the above personalized services, MozoX can receive, analyze and report useful data such as how many motorcycles are parked at a given lot or garage, how long a particular guest visits at the venue, and other customer analytics using pictures and location data.

- Save plastic cards: By using a smartphone App, the Venue saves printing card costs, parking card management issues (such as lost cards). With e-Ticket if the guest loses his or her mobile phone, they can still get out of parking lot by using the guest’s mobile phone number and a picture as verification. Collecting parking fees and transmitting to the accounting department is infinitely easier than using paper currency.

Other Attempts

In the pilot sites, we see Facebook and Grab as two (2) prominent comparables. So, we are focusing
on how to beat these two offerings in the foot traffic category. However, as we move into the global market, we may see some peers or competitors in the loyalty market segment, hence we choose the nearest that we know and describe here for your information.

a) GatCoin

GATCOIN is a platform which allows the exchange of Merchant tokens. This adds liquidity to currently unused coupons and loyalty points. As they are digital tokens for a multitude of stores, brands and merchants, they can be carried on a smartphone, without the need to carry around paper coupons or plastic loyalty cards. Having them on a smartphone means a geolocation can be used to offer specific airdrops (Gatcoin uses GPS).

On top of the individual Merchant tokens, GATCOIN creates its own GAT, which is a new cryptocurrency that is to be launched on the Ethereum network. Each merchant will be able to deploy their own Merchant token, which can be exchanged for other Merchant tokens through the GAT Exchange, utilizing GAT token which is based on Ethereum ERC-20.

As described, there will be many Merchant tokens and one GAT as the “middleman”. While GAT is traded in the open market; the Merchant tokens are not and hence it will be very difficult for Merchants to set their own token prices (as set prices are not determined by market forces) and for Consumers to accept and to exchange them through GAT. The exchange rates between GAT and Merchant tokens cannot be fairly determined. Even when there are bilateral deals between merchants for the purpose of price setting and exchange merchant tokens amongst them, as the coalition grows, bilateral deals will become unmanageable.

We also understand that GATCOIN depends on outsiders for key technologies with SK Planet for the e-commerce marketplace and its app (where retailers and consumers are participating), and a Professor Tsai for the block chain technology. This is not the same as MozoX. We have developed our own proprietary software. Dependent on outside technology will lead to increased costs, integration complexity and execution uncertainty for GATCOIN.

b) Loyyal

Loyyal claims to remove existing barriers from loyalty relationships to enable a more sophisticated custom incentive process. In other words, each business can setup their own loyalty program customized to their own unique needs while still using a loyalty program framework that already exists. Instead of having a rewards system that is individually branded, rewards can now be multi-branded. There can be an airline/bank co-branded rewards program, for example, or an airline/retailer/consumer rewards program.

Loyalty incentivization can now flow up the relationship network from customer to merchant as easily as it moves down, sideways, or other directions. So far, Loyyal has already partnered with PWC, Machine Colony, Deloitte, and other major names. Meanwhile, for blockchain technology, Loyyal is using IBM’s Hyperledger project (or at least, they have plans to migrate to the Hyperledger Fabric in the future). IBM’s Hyperledger may be one of the more promising enterprise-grade blockchain technologies available today.

We find Loyyal technical implementation to be complex, because it has to integrate different merchant’s loyalty programs and other systems such as SAP, Oracle, Microsoft, and others. Its blockchain is based on IBM Hyperledger which is also not an open platform such as Bitcoin or Ethereum.

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c) **Nucleus Vision**

Nucleus Vision provides an identification system using smartphone’s 3G/4G data over blockchain, and a universal loyalty program using its own cryptocurrency called nCash. So, basically it is based on GPS, but it obtain 3G/4G data by hacking the air-interface of the smartphone.

The platform uses blockchain, sensors, data, and intelligent analytics to create automated solutions that generate customer loyalty. For retailers, Nucleus Vision's IOT solution provides insights into customer behavior that were not previously possible, such as the ability to track customer visits, aisles browsed and paths taken in store, favorite products and brands, and prediction of future customer behavior in store.

Nucleus Vision claims that its system does not rely on Bluetooth, WIFI, an app, or even facial recognition technology. But, as we understand its approach, the sensors they use will be very intrusive, because they will catch and track the data signal of the customers’ mobile phones (i.e., intervene into 3G/4G data), an ongoing invasion of privacy even with an initial “opt in” by the customer. Their relationship with the mobile operators is not clear as to how they can obtain data related to mobile users over 3G/4G services.

Also, the 3G/4G uses a GPS-based system which does not provide position accuracy needed in an indoor environment. That is why Team MozoX was asked by the mall operator to provide indoor positioning systems with accuracy and response time of 1m 1s.

CONCLUSION: While other attempts do have some merits in their approaches, they are overly complex in their implementation. At the end of the day, if simplicity is the winner, then you can count on Project MozoX.
IEO Token Sale

a) Token Information

<table>
<thead>
<tr>
<th>Token name</th>
<th>MOZOX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type</td>
<td>Utility</td>
</tr>
<tr>
<td>Format</td>
<td>ERC-20</td>
</tr>
<tr>
<td>Supply</td>
<td>500,000,000,000 fixed, no more</td>
</tr>
<tr>
<td>Smart Contract</td>
<td><a href="https://etherscan.io/address/0xea4931bfcf3260da6dbf0550e27f5c214e3c268b">etherscan.io/address/0xea4931bfcf3260da6dbf0550e27f5c214e3c268b</a></td>
</tr>
</tbody>
</table>

b) Token Allocation

As indicated in the Token Information above, we have generated a fixed amount of 500 billion MozoX tokens on October 27, 2018. No further MozoX tokens will be generated. The allocation of MozoX tokens is as follows:

i. 25% (or 125,000,000,000 tokens) are allocated to the private and public sales, such as ICO and IEO. Monies raised from contributors for this allocation shall be used to support R&D, Marketing and Operation costs. Of this allocation:
   
   • 70,000,000,000 tokens have been allocated for private and public sales in an ICO between May - July 2018 (denoted as “Tranche 1” in a previous white paper dated May 2018). Of the “Tranche 1”, 53,000,000,000 were unsold, returned to us and are now reallocated for future sales.
   • 55,000,000,000 tokens have been allocated for private and public sales to support our roll-out (denoted as “Tranche 2” in a previous white paper dated May 2018). Of the “Tranche 2”, 10,000,000,000 tokens are allocated for this IEO. The proceeds raised in this IEO are expected to be US$3.8 million (hard cap), and used to support the roll-out to the first 10,000 stores.
   • No restriction: In the interest of IEO contributors, MozoX tokens sold to contributors can be used for both trading on the Exchanges, as well as utility on MozoX ecosystem.

ii. 50% (or 250,000,000,000 tokens) are allocated to the MozoX Treasury to (1) allow for merchants to top up their wallets. So far, we have not sold any MozoX tokens as top-ups, but when this happens, the monies collected from sales to merchants shall be used to support R&D, Marketing and Operations. In
addition, MozoX Treasury is also used to (2) reward free of charge to merchants who are onboarding and consumers who download the App. We have allocated 11,000,000,000 free of charges for the initial retailer registration in early commercial launch since March 2019.

- Restriction: In the interest of IEO contributors, MozoX tokens sold to merchants, or free airdrop to consumers from MozoX Treasury can only be used for utility on MozoX ecosystem until the end of 2021.

iii. 25% (or 125,000,000,000 tokens) are allocated to the MozoX Foundation (vested over two years, starting October, 2018), Advisors, and Partners. The Foundation includes our founders, existing and future technical staff who have joined and will join us to build Mozo products. Advisors are financial and technology experts who have and will assist us throughout Project MozoX. Partners are those having strategic relationships with malls and merchants, and who are responsible for securing the registration of these malls and merchants for Project MozoX.

- Restriction: In the interest of IEO contributors, MozoX tokens allocated from MozoX Foundation can only be traded in the Exchanges after October 2020 (according to first White Paper published in May, 2020).

c) Token Economics

The largest value for MozoX token holders would be the opportunity to own digital assets that disrupt foot traffic across retail outlets, malls, and other venues globally; and to replace 50% of the Facebook ads worldwide as discussed earlier.

In particular:

- Demand for MozoX tokens is high as businesses buy MozoX tokens in order to airdrop to consumers, who will then flock to their doors to receive more MozoX tokens. MozoX tokens purchased by businesses are used for utility purposes only
- Businesses use their marketing budgets to buy MozoX tokens from our operating company. In turn, our operating company buys MozoX from the Exchanges, on a quarterly basis, using profits from operations
- MozoX tokens circulation velocity is high, trading frequency is high and hence its value should trend upwards, as more merchants and consumers participate in our ecosystem

d) Use of proceeds

We are conducting this IEO to raise fund solely for the purpose to roll-out 90,000 merchant locations in support of expected 13 million user download, in eight (8) countries, to support in the next three years, as follows:

<table>
<thead>
<tr>
<th>Location</th>
<th>No. of stores committed over three years</th>
</tr>
</thead>
<tbody>
<tr>
<td>Korea</td>
<td>38,000</td>
</tr>
<tr>
<td>Vietnam</td>
<td>15,000</td>
</tr>
</tbody>
</table>
It is estimated that the cost to roll-out 90,000 stores will be approximately between US$9m to US$27m, or US$100 - 300 per store one-time, versus MozoX token sale revenue expected to be US$100 – 250 per store per month. So the revenue benefits outweigh the cost of roll-out over time.

In addition, we shall spend monies to attract new consumer downloads and to convert consumers from existing enterprise loyalty programs over to MozoX. Based on our experience running pilots, the marketing cost to acquire a new customer download ranges from US$0.5 to US$1.0 per user. This seemingly low cost number is because consumers get the additional incentive of MozoX tokens upon successful download. Hence, this translates into a US$6.5m to US$13m marketing budget as we are targeting 13m consumer downloads over the next three (3) years. In total, the above marketing costs will range approximately from US$15.5m to US$40m to acquire 90,000 stores and 13m consumer downloads. This is a large amount, so we shall meet this amount in phases.

As the first phase, we have decided to conduct an IEO to raise approximately US$3.8 million to support the first 10,000 stores roll-out. Assuming the fundraising target is reached, we plan to use the proceeds of the IEO as follows:

<table>
<thead>
<tr>
<th></th>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research &amp; Development</td>
<td>25%</td>
<td>R&amp;D costs include retaining the current core team, hiring additional blockchain developers, App/Web developers, AI/ML data scientists, and UX/UI specialists</td>
</tr>
<tr>
<td>Marketing</td>
<td>50%</td>
<td>Support roll-out cost of 90,000 stores, and acquire 13 million consumer downloads, marketing promotion costs, market outreach, strong social media presence, global marketing set-up</td>
</tr>
<tr>
<td>Operations</td>
<td>25%</td>
<td>Finance &amp; accounting support, providing operations &amp; customer support, purchase and maintain beacons, training and administration</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td></td>
</tr>
</tbody>
</table>
Roadmap

We have two concurrent tracks to run in the next three years to achieve our business objective: (1) Roll-out 90,000 stores, and (2) deliver MozoX 5.0.

We have signed a contract with a Korean partner to roll out 38,000 stores in their country by 2021, and seven (7) additional contracts and MoUs to deliver the remainder of the roll-out target of 90,000 stores by 2022, as described in the section “Use of Proceeds” above.

Not shown on the roadmap, but worth mentioning here are the key milestones for consumer downloads. Our target is to reach 13 million MozoX consumers over the next three years, as we intensify our marketing activities after this, hopefully, successful IEO.

In parallel to the market roll-out objective, Team MozoX shall develop and release Mozo 4.0 and 5.0 to meet our technical and business requirements as stated in the Blueprint section. Below are a summary of features to be included in Mozo 4.0 and 5.0 product release.

**Mozo 4.0 (June 2020): MozoX Everyday and MozoX Power**

While the general launch of MozoX 3.2 is happening for MozoX Everyday implementation, Team MozoX is working on the delivery of the MozoX 4.0 system, which will not only improve MozoX Everyday services but also to include MozoX Power, as the first two blocks of our Shoppers Paradise blueprint described earlier. As parts of the IEO proceeds are used for R&D as described above, we will begin to hire more developers for blockchain, App, and Web development, as well as UX/UI specialists.

In addition to this key objective, which is necessary for the 4.0 launch, Team MozoX will also enhance the system to (1) scale up its capabilities (2) include cyber security measures to prevent hacking attempts; and (3) provide integration with existing merchant and institution loyalty systems.

Specifically, we expect MozoX 4.0 to deliver the following capabilities:

1. Improve UX/UI of mozocoin.io website and Apps, to make it easier for consumers and businesses to download and register, navigate, take actions, and monitor results.
2. Improve services provided by our website, to allow for easier tracking of merchant beacon packages, airdrop & redemption activities, and provide seamless customer support.
3. Provide viral marketing and roll-out support tools to help achieve the target of 90,000 stores and 13 million consumer downloads.
4. Allow merchants to purchase MozoX on mozocoin.io website and on App to top up their wallets. We will accept BTC, ETH, and Visa/Master cards.
5. New smart contracts and web services to integrate with various existing enterprise loyalty systems, conversion rates and cross usage. Examples of enterprise integration are shopping malls, food & beverage chain stores, exhibition & wedding halls, hotels and airline companies.
6. Improve cyber security capabilities, including network level security to deter DDOS attack, 2-Factor Password access, private blockchain in-built asymmetric cryptographic security, private key distribution, and other techniques to eliminate hacking attempts.

MozoX 5.0 (December 2020): MozoX Online and MozoX Wiki

Team MozoX will deliver MozoX Online and MozoX Wiki capabilities to complete the four blocks of our Shoppers Paradise blueprint in the MozoX 5.0 release. In particular, we plan to include but not limited to the following:

1. Apply AI-powered search engine to recommend products and services to consumers from the pool of pre-qualified deals, promotional video clips, and online sites of our members. This is a leap frog from our existing index search engine, but based on our in-depth knowledge of big data analysis and machine learning recommendation that we have used in Wanda’s mall and 361 Degrees chain store applications.
2. Improve notification capability as a way to provide selective, personalized and smart services to consumers who are frequent users of MozoX, turning MozoX into “My Shoppers Paradise”. This is tied-in with the AI-powered search engine described above.
3. Link business’ online websites and offline locations to provide seamless O2O services to consumers. Particular attention will be paid to allowing businesses to build virtual redemption stores on our App, that link to physical locations for collection or consumption. Again, this will tie in with the AI-powered search engine described above.
4. We have been using Beacon, GPS and QR code on phone as sensors. To provide frictionless services to consumers, we shall adopt two new sensors: (1) Wifi, which is already popular service by merchants in existing locations globally; and (2) Digital Camera which is high resolution, networked camera for facial recognition, as this has become popular in countries such as China.
5. Provide (a) business data visualization and analytics to merchants, (b) “My Shoppers Paradise” analytics to consumers along with (c) operational data and analytics for our own use to improve our products, business model and operations.

MozoX 6.0 (June 2021): MozoX loan and repayment services

MozoX Shopper Paradise as stipulated earlier won’t be completed without payment gateway and lending services. This combined capability will provide “virtual bank” services on MozoX platform to Merchants and Shoppers.

1. Consumers can lend MozoX tokens from our operating company and repay to the same, using MozoX app. Members of Team MozoX have prior experienced in developing and rolling-out B2C lending services over the Internet, so we shall apply our know-how to deliver these services on MozoX app.
2. These services are available in locations where merchants want to receive MozoX tokens as payments for their products and services.
3. These service are available in locations where consumers are legally allowed to lend MozoX tokens as a form of digital currency.

Team MozoX expects regulation on blockchain based digital currency will be relaxed over time, allowing these loan and repayment services to be available to millions of consumers in Asia/Pac region who are parts of MozoX Shopper Paradise, placing MozoX platform as a pioneer “virtual bank” for offline retail industry.
Team MozoX

MozoX was first formulated in 2015 by Team MozoX in response to business requirements of Wanda’s mall and 361 Degrees chain-store operator in China. While Team MozoX worked on the pilot projects, we observed surprisingly low walk-in customers in malls and brick-and-mortar stores on weekdays, and even on the weekends. We also learned a lot about the inefficiency of loyalty programs in the retail industry. Hence, we saw that this sector was ready for a change. With the breakthrough in Blockchain and IOT technology in combination with our existing software development Mozo 2.0, Team MozoX saw an opportunity to disrupt the traditional rewards programs and to help bring walk-in customers through the use of MozoX digital currency as the Token of Discovery.

Currently, we have hired fourteen (14) full time staff to improve MozoX 3.2 and upgrade into MozoX 4.0. Their LinkedIn links are provided on our mozocoin.io website, so we shall not include their biographies here. However, below are biographies of management and advisory team.

a) Management Team

CEO: Giang Phung

Giang has 28 years of experience in the technology industry. He is founder of Project MozoX, and currently he is also co-founder and Vice Chairman of Future Data Group Limited, whose shares are listed on Hong Kong stock exchange (HKEx: 08229), a data network and cyber security service company with 200 staff in 4 countries in Asia. Prior to that, Giang was co-founder and CEO of DMX Technologies Group Limited, a premier cable TV digitization company whose shares were SGX-listed company with a market cap of US$300 Million (SGX: 5CH) with 600 staff in 8 countries in Asia. Before then, he served as CTO of Datacraft Asia Ltd., a digital data network company whose shares were listed on SGX with a market capitalization of approximately US$3.0 Billion (SGX: DCFA) with 3,500 staff in 22 countries in the Asia-Pacific region. Giang started his career as Product Manager at QPSX Communications Ltd., a technology start-up whose shares were listed on the Australian Stock Exchange, an inventor of DQDB protocol which forms the basis for the IEEE 802.6 standards and packet segmentation and reassembly technique for Asynchronous Transfer Mode (both of which were OEM by AT&T Bell Laboratories, Alcatel, Siemens and Ericsson for deployment of high-speed data services across metropolitan areas). He was a member of ITU-T Study Group XVIII, IEEE 802.6 committee, ATM and Frame Relay Forum. Giang graduated with a Bachelor of Engineering degree with 1st class honors from University of Western Australia, Australia and received an MBA from University of Louisville, USA.
CFO: Daniel Carroll

Daniel is founding member of Project MozoX. With over 30 years working in the technology and service industries, Daniel has served as CFO for several companies including Luminair Multimedia a production company in films, television, and online video production, Paragon Solutions a pioneer software outsourcing firm in Vietnam; TAK AG an enterprise software solution provider based in Switzerland; Flying Food Group an food service company in the US, Pcubed, a project management consultancy with offices the US, Europe and Asia; and Blue Plate Catering, a food services company based in Chicago, USA. Daniel has worked as a management consultant in Asia for the past 8 years. He holds a BA from Dartmouth College, a JD from Boston University and an MBA from INSEAD.

CTO: Thang Ton

Thang is the chief technical officer of Project MozoX. He has a passion for mathematics, and won some of Vietnam’s national mathematics contests during high school. Thang was senior technologist at Petronas Vietnam and successfully built the Distributed Reporting System project. He has worked in the semiconductor industry where he built a semi-automatic wafer processor to control the robot transferring a wafer among processing modules. Thang led several factory automation projects, including as the system architecture consultant for SCADA transportation system with Mitsubishi Heavy Industry. Most recently, Thang was CTO of a technology start-up company that offered Uber-liked logistic services based on motorbikes in Vietnam. Thang graduated with a bachelor degree in Computer Science from the University of Natural Sciences, Ho Chi Minh City, Vietnam.

CMO: Lee Nguyen
Lee is the chief marketing officer of Project MozoX. Lee has over 20 years of marketing experience in the Southeast Asia, where he helped develop new markets, channels, and brands. Notably, Lee has a demonstrated track record of growing revenues for multinational companies such as Pearson Education and Eastman Kodak. He managed a diversity of brands such as Coca-Cola, ICI Paints, Nokia, Dutch Lady and product portfolios in various sectors including FMCG (fast-moving consumer goods), education, and digital imaging. Lee has won many awards over the years, successfully launched Coca-Cola campaigns “Enjoy, Celebration, Life taste good”, Award of Excellence for bringing the World Cup Trophy to Vietnam, MTV to Vietnam, along with several Best Sales Awards in Asia, Channel Growth for three consecutive years at Kodak and Pearson. Lee has also successfully launched a number of start-ups including, Global Kids Education, Learning House International, and Power Steam International.

**CEO - Korea: Jake Byongsok Yu**

Jake is responsible for MozoX the in Korea. Previously, Jake was CEO of GK Asset Management Korea, a company specializing in investment & asset management, principally in the retailers and franchise business. More recently, he was CEO of DCG Korea, a company specializing in O2O fashion business principally in the Dongdaemun and Namdaemun markets. Jake will be instrumental in executing our roll-out plan to register the 38,000 stores in these markets.

**b) Advisory Team**

**Financial: Chong Kuan Yew (Singapore)**

Kuan Yew has over 20 years investment experience in Asia. He was previously the head of a Vietnam-focused fund based in Singapore whereby he was responsible for numerous private-equity investments in Vietnam since 2007, having invested over US$123 million, across 11 companies in Vietnam involving agriculture, technology, healthcare, consumer goods, and building materials.
Financial: James Phung (Singapore)

James is currently executive director of Bank Julius Baer. He is a seasoned banker with over 23 years of experience in the financial services industry, including the last 20 years in Singapore as a qualified investment adviser to Ultra-High-Net-Worth-Individuals (UHNWI) and private corporations, where he has helped them to invest multiple billions of Singapore dollars into financial products over the past years. He has been providing private banking services and representing Westpac Banking Corporation of Australia, American Express of the USA, UBS Wealth Management of Switzerland, and HSBC Banking Corporation of Hong Kong. James holds a BA degree with a double major in Finance and Accounting from Curtin University of Technologies in Australia.

Blockchain Specialist: Chi Ngo (Vietnam)

Chi is our blockchain technology advisor, who has experiment blockchain proof of concepts in Healthcare, Supply Chain, and Agriculture using Ethereum blockchain network and Microsoft’s Bletchley architecture. Chi has over 40 years of experience in software research, development, and delivery. Currently, he is the CEO of Global Cybersoft Inc., a subsidiary of Hitachi Consulting USA, and a leading software outsourcing firm located in Vietnam, where he oversees more than 1,000 software developers serving 120 customers in 18 countries world-wide. Prior to this tenure, Chi was the General Director of Saigon Software Development Company, a JV between Spacebel BA, IOIT and Saigon Postel. Chi had previously served as the R&D Manager for Spacebel in Belgium and also founded ACT, an IT company based in Belgium.

Big Data Expert: Daein Jeong (Korea)

Jeong has over 15 years of research and development experience in reservoir engineering, resulting in problem solving experience in various oil fields. He has specialist skills in reservoir modeling and simulation,
history matching and uncertainty quantification, application of academic knowledge to develop practical software in petroleum engineering, and leading multiple research projects from Government & Research institutes of Korea. Jeong has developed 3 predictive analytic applications for reservoir engineering and registered them as intellectual Property in Korea, published 6 papers on international journal (SCI) and 15 presentations in international and domestic conferences in energy and petroleum area. Jeong holds a Doctor of Philosophy in Petroleum Engineering Korea and Bachelor of Science both of which from Seoul National University, Korea.

**Internet Startup Guru: Steven Moustakas (USA)**

Steven is based in Silicon Valley and has more than 30 years of executive management experience across a broad range of information technology companies. He is a skilled individual familiar with building and growing technology start-ups into successful businesses. Steven’s experience includes technology commercialization activities at the Australian Defense Science and Technology Organization (DSTO) through venture capital firm Starfish Ventures and Managing Momentum, a technology-consulting firm that he founded. Steven was acting Chief Operating Officer for Starfish Ventures-funded start-up iCiX. Before Managing Momentum, Steven served as CEO and Director of the Board of Sigtec, an Australian mobile communications company. Prior to Sigtec, Steven held a number of executive level positions in Silicon Valley at Internet equipment manufacturers including Extreme Networks, Sun Microsystems, FlowWise Networks, Bay Networks and SynOptics Communications. Steven started his career at Siemens Corporate Research Labs in Munich, Germany. Steven holds both a bachelor’s degree and PhD in electrical engineering with an emphasis on data transmission over optical fiber from the University of Western Australia.

**App Marketing Advisor: Danny Do (AUS)**

Danny has over 20 years of experience of which three times as founder of Internet companies providing digital music (bennhac.com), video distribution (ugotfile.com), and online forum (mmo4me.com). Prior to joining Team MozoX as App Marketing Advisor, Danny lead a joint venture with the Internet company VTC Online (go.vn), to develop and launch educational mobile apps for the Vietnam market. Before entering into VTC joint venture, Danny founded and ran KISS Concept, a successful software outsourcing company based in Saigon. Danny served as the as the National IT Director (deals.com.au), one the largest e-commerce websites in Australia with annual revenue of over AU$160 million.
Disclaimer

This technical whitepaper has been prepared by Team MozoX for the sole purpose of introducing the technical engineering aspects of the MozoX System, its associated platform components, and its underlying blockchain protocol Ethereum. This document does not constitute any offer, solicitation, recommendation or invitation for, or in relation to, the securities of any company described herein.

This Whitepaper is not an offering document or prospectus and is not intended to provide the basis of any investment decision or contract. The information presented in this Whitepaper is of a technical engineering nature only, and has not been subject to independent audit, verification or analysis by any professional legal, accounting, engineering or financial advisers. This Whitepaper does not purport to include information that a purchaser of MozoX tokens might require to form any purchasing decision, and, in particular, does not comprehensively address risks of MozoX, which are numerous and significant.

Team MozoX (along with its directors, officers and employees), do not assume any liability or responsibility whatsoever for the accuracy or completeness of information contained in this Whitepaper, or for correcting any errors herein. Furthermore, should a reader of this Whitepaper choose to participate in the sale of MozoX tokens, Team MozoX (along with its directors, officers and employees) does not assume any liability or responsibility whatsoever for any loss of market value of Project MozoX or MozoX tokens.

The contents of this Whitepaper are technically challenging and require a high degree of familiarity with distributed ledger technology in order to comprehend MozoX and its associated engineering risks.

Recipients of this document are encouraged to seek external advice, and are solely responsible for making their own assessment of the matters herein, including assessment of risks, and consulting their own technical and professional advisers.

Disclaimer "forward looking statements"

This Whitepaper and material uploaded to smozocoin.io contain statements related to our future business and financial performance and future events or developments involving MozoX token that may constitute forward-looking statements. These statements may be identified by words such as "expect," "look forward to," "anticipate" "intend," "plan," "believe," "seek," "estimate," "will," "project" or words of similar meaning. We may also make forward-looking statements in other reports, in presentations, in material delivered to shareholders and in press releases. In addition, our representatives may from time to time make oral forward-looking statements. Such statements are based on the current expectations and certain assumptions of Team MozoX, of which many are beyond MozoX's control. These are subject to a number of risks, uncertainties and factors, including, but not limited to those described in this Whitepaper. Should one or more of these risks or uncertainties materialize, or should underlying expectations not occur or assumptions prove incorrect, the actual results, performance or achievements of MozoX token may (negatively or positively) vary materially from those described explicitly or implicitly in the relevant forward-looking statement. Team MozoX (along with its directors, officers and employees) neither intends, nor assumes any obligation, to update or revise these forward-looking statements in light of developments which differ from those anticipated.
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5. MarketingChart.com, using source Direct Marketing Association, April 2015
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## Glossaries

<table>
<thead>
<tr>
<th><strong>Mozo</strong></th>
<th>An assistant (in Spanish language)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Beacon</strong></td>
<td>A Bluetooth Low Energy class of device conforming to Apple’s iBeacon and Google’s Eddystone specifications</td>
</tr>
<tr>
<td><strong>Sticker</strong></td>
<td>A lower cost Beacon</td>
</tr>
<tr>
<td><strong>MozoX Token</strong></td>
<td>Our cryptocurrency which is based on Ethereum Request for Comment No. 20 (ERC-20 token)</td>
</tr>
<tr>
<td><strong>Consumer App</strong></td>
<td>Our App designed for individual user, consumer</td>
</tr>
<tr>
<td><strong>SOLO</strong></td>
<td>Our proprietary blockchain network</td>
</tr>
<tr>
<td><strong>VISIT</strong></td>
<td>An action to walk-in a retail outlet, mall or venue</td>
</tr>
<tr>
<td><strong>ZAP</strong></td>
<td>An action to discover a product to get some MozoX tokens, by lowering the smartphone to a proximity of a Beacon or Sticker</td>
</tr>
<tr>
<td><strong>BUY</strong></td>
<td>An action to purchase a product (and get some MozoX tokens, if any)</td>
</tr>
<tr>
<td><strong>Redemption Marketplace</strong></td>
<td>Our marketplace for the purpose to support redemption by consumers on App</td>
</tr>
<tr>
<td><strong>Retailer App</strong></td>
<td>Our App designed for retailers, malls, and other venues operator</td>
</tr>
<tr>
<td><strong>Business App</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Merchant App</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Foot Traffic, Walk-in</strong></td>
<td>An action to go into a brick-and-mortar store, mall, or venue</td>
</tr>
<tr>
<td><strong>Loyalty Program</strong></td>
<td>A reward program designed to encourage consumers who keep coming back to a store</td>
</tr>
</tbody>
</table>