

FanSTime

Whitepaper

2018

“In the future, there will be various circles, and everyone lives in their own circle. This should have been obvious in entertainment industry. When we talk about the star-making, first, there shall be accurate fans clustering in social media, then they expose their affection to the Mass Media. In this ecosystem, stars and fans reached a direct communication.”

By Wu Xiaobo

“The definition of news has been changed from an institutional privilege to a component of such an ecosystem of information dissemination that accommodates all kinds of formal organizations, informal groups, and individuals.”

By Clay Shirky

Contents

PART I. DESIGN CONCEPT.....	9
1.1 VALUES	9
1.2 VISION.....	9
1.3 MISSION.....	9
PART II. CHALLENGES IN THE INDUSTRY AND SOLUTIONS	10
2.1 CHALLENGES IN THE INDUSTRY	10
2.2 PROBLEM STATEMENT.....	11
2.3 SOLUTION: FANSTIME – NEW ECOSYSTEMS OF THE FAN ECONOMY BASED ON BLOCKCHAIN.....	17
2.4 WHAT ARE SMART CONTRACTS?.....	17
2.5 HOW DOES FANSTIME AIM TO SOLVE THE PROBLEMS OF THE ENTERTAINMENT INDUSTRY USING THE BLOCKCHAIN TECHNOLOGY?	18
2.6 THE ECOSYSTEM.....	20
PART III. BUSINESS MODEL.....	24
3.1 BUSINESS MODEL.....	24
3.2 HOW FANSTIME WILL GET STARS TO USE FANSTIME PLATFORM?	25
3.2 MARKETING STRATEGIES.....	26
PART IV. FANSTIME IMPLEMENTATION LOGIC	28
4.1 INDIVIDUAL IP VALUE SYSTEM	28
4.2 FANSTIME CHAIN	28
4.3 FTI TOKEN.....	30
4.4 TECHNICAL ARCHITECTURE	33
4.5 GLOBAL CONTENT DISTRIBUTION SYSTEM & COPYRIGHT IDENTIFICATION SYSTEM.....	34
4.6 INTERNATIONAL CROWDFUNDING PLATFORM FOR INDIVIDUAL IP	36
4.7 GLOBAL MEMBERSHIP REWARDS SYSTEM OF INDIVIDUAL IP	37
4.8 DIVERSIFIED PARTICIPANTS IN THE FANSTIME ECOSYSTEM CONSTRUCTION	40
PART V. INTERPRETATION OF INDIVIDUAL IP VALUE SYSTEM APPLICATION	42

5.1 APPLICATION: TIME EXCHANGE.....	42
5.2 APPLICATION: FANS RIGHTS MALL.....	42
5.3 APPLICATION: EXCLUSIVE TOKEN EXCHANGE	43
PART VI. FANSTIME IMPLEMENTATION ROADMAP	44
6.1 ESTABLISHMENT OF INDIVIDUAL IP VALUE SYSTEM AND IMPROVEMENT OF FANSTIME INFRASTRUCTURE	44
6.2 GLOBAL ENTERTAINMENT CONTENT DISTRIBUTION AND COPYRIGHT VERIFICATION SYSTEM	46
6.3 ESTABLISHMENT OF THE GLOBAL INDIVIDUAL IP CROWD FUNDING PLATFORM.....	46
6.4 ESTABLISHMENT OF INDIVIDUAL IP GLOBAL MEMBERSHIP TOKEN SYSTEM	46
6.5 EVOLVEMENT OF THE AUTONOMOUS ECOSYSTEM	46
PART VII. FANSTIME GOVERNANCE STRUCTURE	48
7.1 FANSTIME FOUNDATION PROFILE.....	48
7.2 FANSTIME FOUNDATION GOVERNANCE STRUCTURE	48
PART VIII ESTABLISHMENT AND MAINTENANCE OF FANSTIME COMMUNITY	52
8.1 ESTABLISHMENT OF COMMUNITY	52
8.2 COMMUNITY CONSTRUCTION AND EXPANSION.....	52
8.3 COMMUNITY MAINTENANCE	53
PART IX. ISSUANCE AND ALLOCATION OF FTI	54
9.1 CIRCULATION AND EXCHANGE PLANNING	54
9.2 EXCHANGE MODES AVAILABLE.....	55
9.3 SPECIAL STATEMENT	55
PART X. MANAGEMENT TEAM	56
PART XI. CONSULTING TEAM	58
PART XII. STRATEGIC PARTNERS & INVESTORS.....	59
PART XIII. CONTACT.....	71
APPENDIX I: SUMMARY OF FANSTIME PRODUCT AND TECHNOLOGY UPDATING	72

Disclaimer

This document is created for information purposes solely, and should not be seen as a document of financial, economic, investment, taxation advice or any other kinds of advice.

The information here was thoroughly researched, but there may be an oversight. It is necessary to consult an independent financial advisor before participating.

The FTI token or any other token should not be seen as an investment or a stock or share. Having the token doesn't give you right to any income from FansTime foundation or our affiliates.

The document should not be seen as a call for an offering of stocks, shares or any securities at all. The FTI token is a utilitarian token or native token of the FansTime blockchain, and it may not be used outside the platform. We are not in charge of ensuring the worth of the tokens increase. We will leave that to the forces of demand and supply.

Once you purchase the tokens, FansTime or its affiliate is not under compulsion to return your funds to you, neither are we under compulsion to convert your tokens to fiat currencies or other cryptocurrencies.

Having the token doesn't give you the right of ownership of FansTime or its associates.

There are numerous risks that come with using FansTime.

- **Technological Risk**

Every day, new technologies keep coming out in the blockchain technology. Since it is still a new area, a IoT has been yet to be uncovered. FansTime shall not be held responsible for the outcomes of such.

- **Jurisdiction Risk**

Not every country is friendly to cryptocurrencies. Some have banned the virtual currency. It is necessary to research if your country falls into such countries. If yes, please do not buy FansTime Tokens. FansTime shall not be held responsible for the outcomes.

- **Legal Risks**

The legislation of different countries is different in many aspects. Some countries are welcoming to cryptocurrencies, while others are not.

FansTime will not share the profiles or transaction records with unauthorized persons, but if your country's regulation contradicts this, we will have no other option but to follow the rules



of your country. It is necessary to read up all the legal structures and rules concerning cryptocurrencies and blockchain technology.

Though FansTime is invested in ensuring that the platform works and our users benefit from our innumerable features, FansTime shall not be held responsible for any outcome or consequence of participating. When you purchase the tokens or participate on FansTime, you agree that FansTime will not be held responsible for any outcome or risks that may come.

Abstract

There is a global misfortune in the entertainment world about the vices and shortcomings perpetuated in the entertainment industry. This has turned the once glorious, most adored industry into an unfair and outdated arena, leaving many times the best interests of both the fanbase and the artists unattended. There is a clear downward slope in the way things are being run.

The introduction of the blockchain technology in the affairs of humanity has brought a sophisticated and updated system to redesign the way business models work based on a fair, secure and shareable system. The blockchain technology has brought about decentralization to a once centralized world, eliminating the once needed middleman and its highly costly role. The technology has been employed in various sectors like the finance sector, agricultural sector, aviation sector, and many other sectors and testimonies abound towards the revolution the technology brought to these sectors.

The entertainment industry is now also ready to update its business model into a more fair and user friendly one by employing blockchain technology. The application of blockchain technology aims to solve common issues like centralization, data piracy and privacy breach, inaccessibility, theft, and insecurity. It also seeks to give fans and artists a better platform in which they can actively participate and share, achieving greater freedom and integration in the entertainment industry.

This whitepaper maps out the challenges the industry faces, how these challenges are to be dealt with and the benefits it has for both the stars and their fans.

Introduction

Traditionally, before acquiring wealth and stardom, stars make great investment in assets first. Singers are qualified to sing in public after lyrics compilation, composition, image design & planning, record planning, concert production and other processes, and are realized through works and performances. Actors can have their masterpiece after the combination of filming, directing, screenwriting, lighting, choreography, props, costumes, make-up, marketing and broadcasting, and then are realized through copyright sales and commercial implantation. Stars help to shape the product brand of goods through the endorsement and commercial presence, then obtain corresponding commercial returns. Due to the dependence on capital and resource, the access to stars is controlled by the “company” and “platform”, and the intermediate links are exploited layer upon layer. Today, star studios establishment and personal branding have become a trend, trying to skip the intermediary links for direct realization through the fans. There is already a foundation available at both the awareness and the industry level, but there is no universal solution for implementation. The birth of blockchain technology manifests the hope of liberating individual values.

In the Internet era, e-commerce has subverted the traditional production and sales mode, and has spawned Alibaba and other commodity economy giants that take efficient and standardized transfer of products as their values. In the era of blockchain, we believe that its reorganization of product transfer mode will drive us to create a production and consumption cluster for the personalized products with individual IP labels.

Traditional media forms and the right of speech have been monopolized, the flow of information is subject to the demands of mainstream ideology which is which is decided by a small group of centralized companies who control the media and its content. Even the Internet has not changed this situation: Celebrities are chosen and created by a minority, brands are create and spread out by a minority, in the same way that trends are led by a minority. In the era of blockchain, **we reconstruct the interpersonal connection method into a more integrative one, and reorganize the connection between people and information; so that everyone can choose a unique lifestyle, and each person, celebrity or brand can be directly linked to their own fans.**

In the new blueprint, every individual is equal and free with transparent information and intelligent transfer. Every personality has its own fans; each kind of affection has room to be released. Additionally, **each person is an “IP” and can communicate freely within a smooth channel of value realization.**



Part I. Design Concept

1.1 Values

FansTime believes that the realization of “individual” values as human beings is an important driving force behind human civilization. We stand by the basic values of openness, freedom, and enterprising spirits. The world will get better only when individuals get their potentials fulfilled.

1.2 Vision

FansTime wants individual talents and potentials to be cherished and the personal development of the individual IPs to be fulfilled in different ways like constant evolvement, iteration and upgrading within an independent, autonomous and positive ecosystem. We want individual voices to be cherished and to have mutual respect among subcultures and mainstream cultures, popular and traditional cultures as well as grassroot and elite cultures. Ultimately, we want each and every individual to be cherished, free from man-made shackling intermediaries of technology, capital or authority.

1.3 Mission

FansTime is committed to build a new decentralized community where everyone could be a star and/or a fan, to discover, explore, foster, and respond to the values of the individual IPs.

Part II. Challenges in the Industry and Solutions

2.1 Challenges in the Industry

Data sharing or streaming platforms, as well as social networks make massive amount of profits yearly from streaming the works of others, while many social networks earn from selling big data to advertising firms, and other firms that utilize such data. Spotify for example, may have been created with the intention to combat data piracy, but its act of exploiting the sharing files on its platform has negated whatever intention that had made it start.

Spotify has over 160 million users, constantly streaming files. Last year, 2017, Spotify had its base on the SEC filing, annual revenue of \$4.99 billion. From the huge amount that Spotify earns, Spotify pays a meagre \$0.006 to artistes.

The first quarter of 2017, Facebook made a profit of \$1 billion dollars solely from advertising. This is ignoring the other means revenue flows into Facebook, yet users are not rewarded. Users still have their data stolen and used for their own financial benefit.

Yearly, a lot of data records are stolen. The Breach Level Index believed that about five million data records get stolen daily. Data is worth a lot and can be sold at black markets for millions of dollars. The data theft is seen in big brands, and individuals alike. Data can be stolen from anyone. Bug brands Luke Verizon, Equifax and Kmart lost an undisclosed amount of data. The average price for every data stolen is about \$141 in 2017. Cases of data theft will continue to increase because the underlying security infrastructure for many centralized firms are hackable. This are clear clues showing that a better system should be created in a decentralized blockchain.

A lot is lost to data piracy yearly, and this has negatively affected those who were involved in the creation of that data. The statistics are staggering. This shows that the effort and money spent into creating a creative work is lost to piracy. When Napster was created in 1999, the US sales of music dropped by close to 50%, to \$7.7 billion from \$14.6 billion.

This means that the reduced income came from data piracy. A lot of sites illegally carry the works of others, without paying the owners. For five years within 2004 to 2009 more than 30 billion songs were downloaded illegally through data sharing sites. In 2009, NPD stated that, in 2009, only about 40% of music procured by consumers living in the U.S was paid for legally. The Frontier Economics a year ago stated that about \$20 billion worth of music used by consumers are pirated in the U.S.

Blockchain technology adopted by FansTime can go a long way in cutting both data theft and data piracy. These findings imply that there is a gap to fill and that is where FansTime revolutionary system of secure data and content sharing comes in.

2.2 Problem Statement

In 2017, the global pan-entertainment industry contributed a gross output more than US \$300 billion, among others the movie box office market exceeded US \$40 billion (China and the United States together accounted for 50%); Top 100 performing events earned over US \$10 billion; The size of the TV series market exceeded US \$30 billion. In the global e-commerce market with a size of US \$25 trillion, the economic benefits driven by the internet celebrities exceeded US \$15 billion. The above-mentioned economic figures are inseparable from the driving force of various “fan” consumers.

In a broad sense, the new economic pattern driven by the “fan” consumption in the pan-entertainment industry is often termed as “fan economy”, involving all the individual IP-related segments within the 7 major industries, i.e. publishing, film, animation and comic, games, music, performance, and sports. This shows the indispensable role of the fanbase in the entertainment industry.

In a revolving world, it is expected that growth and development are suffice at every point in time, and will meet one need or the other. There has been a lot of issues plaguing the entertainment industry despite the revenue generated from it. The big players in the entertainment industry benefit from the problems that plague this same industry leaving the other players and the fans disadvantaged. Every individual idolizes or better still loves one star (celebrity) or the other either because of their charisma, their work or for some other reasons. Most times, it is quite inaccessible for these individuals (fans) to get in touch with their favorite celebrities to know what exactly is happening. The best they get are speculations, be it true or false, from the press. Also, these fans give a lot to ensure their favorite stars are afloat, but they get little or nothing in return. They rarely have access to important events like personal meeting of the star or backstage passes. This implies that there is the need for a blockchain technology that will remove the large valley separating celebrities from their fans. There should be a token created for stars, available for their fans

to buy, and procure items customized by the stars or get access to elite events thrown by the stars.

Many stars groan under the pressure of their management companies. It was not surprising when Michael Jackson, while alive had maligned Sony for destroying stars. Many management companies are created solely to exploit the stars signed under them. A lot of stars know this but can do nothing about it. The world is changing. A lot of aspects of our lives are becoming automated. Why can't there be an automated system, where stars can easily manage themselves with a smart contract technology? It definitely removes the need for third parties or intermediaries who eat deep into their income and exploit them. With the blockchain technology smart contract, an event planner, who needs a star to perform at his event can easily enter into a contract with the star. The star gets paid, and the event planner gets the star at his event. Simple and straightforward chain rather than the ambiguous process faced in the present day.

Data Privacy Violation

A brand that wants to endorse a star does not have to go through the long bureaucracy chain before the endorsement can be done. The brand brings up its conditions, create a contract and upload them into the contract. If the star agrees to the contract, he assents. The smart contract technology will ensure every condition of the contract are met before payment is made. Away from stars, data privacy violation is a major problem to almost every human who has a digital fingerprint. Many apps and firms are created to pilfer the data of their users and sell them off to the highest bidder. Data is more expensive than gold, as a lot of companies need data to ensure they sell more to their clients and make more profits. A case of data privacy violation was the one done by Facebook. Have you ever refused to give Facebook permission to go through your phone contacts, and suddenly, you start seeing suggestions of those in your contacts as 'People You May Know'?

The data privacy violation is glaring. Have you ever searched out an item in a browser not allegedly synchronized to a social network, and you log onto the social network to see brands supplying the product you searched on, showing on your social media account? That's how the world is now. Nothing you have on your phone is safe, not even your private items. Not only is your privacy violated, you earn nothing from your data being sold. Only those who own the big networks benefit from your data and information being stolen. This means that someone can easily steal your work and pass it off as yours, especially when you don't have a copyright on the work. This case always repeats itself and is usually

between a large brand and an individual. The large brand is always the one stealing the ideas of individuals and refusing to pay for them. A big example can be seen in the movie, 'The Transformers'. Earlier this year, an artist was at loggerheads with a management company because the management company stole her artwork, removed her watermark, and passed it off as theirs. When she confronted them, instead of apologizing and offering compensation, she was mistreated. This is what a lot of creative humans face daily. The blockchain technology can easily provide proof of who owns the technology. How can you verify the true owner of an idea or artwork, since many people may lay claim to it, especially if it is not copyrighted?

Payment systems are usually fraught with numerous problems. If their users do not squeeze their faces at the high charges they have to pay, they must be annoyed at the long delay that ensues when payments must be done across boundaries of countries. Going down the lane of finance, it has been noticed that a lot of entrepreneurs with smart ideas are incapable of fueling their dreams and turning them into fruits because of lack of funds.

Centralization Loophole

Facebook has come under fire a lot from different bodies for their violation of their users' privacy. Every phone that has the Facebook app on it has had the data and information collected, analysed and sold to third parties that pay millions for the analysed data. Facebook was earlier maligned for its involvement in the Cambridge Analytica Crisis. Facebook was also sued by three users because its app copied their call logs and saved on their server. All these are done in a bid to increase profit.

One of the greatest thing that has happened to the entertainment industry is the introduction of Spotify, an online application through which data piracy is dealt with, freeing musicians from the shackles of piracy. Although, Spotify may claim that they steam songs, and protect the rights of song owners worldwide, but, that is not true. Spotify may be a brand to reckon with, but they are known to cut corners to earn more profit. An example of its illegal activities of cutting corners could be seen when the Ministry of Sound sued them to court. The Ministry of Sound is a dance company that creates dancehall music, and other genres of music that their listeners can dance to. With the songs, they create videos, showing new dance styles. The Ministry of Sound is also an event company that throws parties in major cities of the world. They have diversified into the night club business. Many Spotify users were caught recreating the compilations of the Ministry of Sound, without permission. They did not only copy the playlist, they went ahead to use the MoS artwork, and name. MoS sued Spotify

when they refused to delete the playlists. Though, they may have settled their differences without long court cases, Spotify has still refused to delete the playlists. Spotify only agreed to remove them from their search engines and disable the follow button. Many data sharing platforms are like Spotify. That is why FansTime was created.

Problems Well-Explained

- **Centralization**

In the traditional market structures, the irreversible trend of the advantaged players constantly getting accumulated advantages, also known as the Matthew Effect, results in the monopoly of superior resources by major platforms and corporate players, who can therefore manipulate the public attention and seize value and earnings correspondingly. The bargaining negotiations among magnates will determine the overall layout of the industry while the popularity, network flow, sales turnover and public visibility of the individual IPs will be determined by the online marketers' insight, access to resources and their profit-sharing arrangement with the channel partners. Well-funded producers can assemble the best cast, best crew and best promotional channels in the industry and advantaged in negotiations with channel partners for securing higher visibility and easier access to more users, they are therefore more likely to earn more profits. The channel partners have accurate understandings of data performance at each spot, and based on the platform rating preferences and profit margins, they can easily customize their promotional content to each person according to its personal tastes to assure the highest profit margin possible . For now, in the game between the product suppliers and traffic providers, the flow channel got 50% to 90% of the profit which should belong to the real value creators and traffic providers. Because of the different player involved backstage, there seems to be a lot of exploitation of these stars with the fans bearing the grunt. The rise to stardom is high with most willing to be exploited just to climb the ladder. In effect, the fans get to pay the price out of their love for these artists. Under false pretense, it appears, the star is the one profiting whereas, most of the funds goes to the agencies and other big players involved. Centralization also leads to third party interference, non-compliance of agreement, etc.

- **Flood of Lies**

Under the context of the internet, the information is being transmitted at exponential levels in terms of both the speed and volume, the marketing approaches are getting increasingly impetuous and aggressive with common occurrence of abusing the portraits of stars or celebrities as marketing agents and swindlers misrepresenting the stars or celebrities for illegal gains. For instance, a P2P platform once falsely claimed having a well-known star as its brand spokesperson in a reckless marketing drive. Later, the platform fell into a funding crisis and its founder escaped, the platform users turned instead to the “spokesperson” for compensation. This star, however, replied he/she was a victim of the portrait rights infringement and had not ever been paid for it by any platform. Celebrities are frequently subject to infringement of reputation and portrait rights which are difficult to ascertain or track down. The internet world is suffused with lies like this, damaging the interests of both the stars and fans and extremely restricting the healthy development of the fan economy.

- **Exploitation by Agencies**

Nowadays, many resource brokers acting as the connection points among people have grabbed the benefits instead of creating the real value through information asymmetry. They often charge very high agent fees with back-to-back contracts and come out to be the biggest beneficiary. Big data and AI have become the standards of the mainstream platforms, but the centralized platforms mainly seek the maximum commercial interests for the platform owners and making profits through brokers. The traditional stars and celebrities, without media under their own control, have no choice but to cash in on personal values through the platforms and brokers. Locked in the brokers' exploitation, both the interests of the stars and those of the fans have been infringed.

Spotify pays an artist, an unsigned one, a paltry US \$0.69. This means that to make minimum wage, the music must be downloaded about 1,826 times every month. Why can't a platform like Netflix be created for music? In this case, the music cannot be streamed until the album have been sold.

- **Restricted Channels for Cash-In**

Both the traditional industries and traditional internet are centralized and most segments are dominated by a handful of magnates. As for stars, they need brokers or platforms to provide the funding, product planning and opportunities so they can get in touch with the fans, provide them with values and exchange values with them. As for fans, they must go back and forth over different APPs only to hear songs of idols, shuttle across multiple websites and adapt to diversified membership systems only to watch dramas starred by their idols and moreover they must register accounts in different platforms to compare prices and purchase products concerning their idols. Stars as individuals could be weak because of the expensive marketing and lack of kick-off funding. They must rely on the packaging team, corporate resources, and data traffic of the platforms. Stars have to follow the unspoken rules all the way through their career: Retaliatory harvesting on the overnight sensation, entertainment stars breaking off agreement after rising to fame, artists getting abandoned after offending tycoons..."Stars" as the core products in the entertainment industry are often placed at a disadvantage which would deprive "stars" of impetus to produce quality IPs and then fans of quality experience, finally resulting in a multi-lose situation.

- **Expensive Nature of Payment Solutions Available**

For a lot of humans, paying bills or receiving funds through the available payment system is frustrating because a lot of these traditional payment system take a lot of time to process payments, especially when it is transnational. Users of these systems are billed with expensive charges that cut deep into the profits or funds they are receiving or sending.

PayPal, for example, takes about 4% of the funds you are receiving, plus thirty cents for every transaction and a very high exchange rate if you are sending in a different currency.

- **Inaccessibility**

There is a huge gap between the fans and the stars. This is not a good one as in the actual sense, these stars became stars because of the wide popularity among the fans,

that is, the fans made them. The way it is being operated, the fans cannot access their role models without having to pay a huge sum for it.

2.3 Solution: FansTime – New Ecosystems of the Fan Economy Based on Blockchain

These problems are a whole lot of work no doubt and if not attended, there might be a further decline and higher centralization of the entertainment industry. This is the role FansTime has come to play. FansTime is built on the Ethereum Blockchain Technology and it plays a major role in solving the issues plaguing the industry. This technology has been employed by major industries across the globe and it has yielded positive results by bringing stability, restoring the glory of such industry. The goal of FansTime is to create a platform, a decentralized one whereby stars and fans can relate better without any form of interference, yet in a very affordable way. The major feature of the Ethereum blockchain is the smart contract and without doubt, this feature is going to be employed to solve the problems facing the entertainment world.

2.4 What Are Smart Contracts?

The smart contract is just like a contract, an agreement that lists out the distinct roles two parties are to play in achieving a defined task or objective. This time around, the smart contract is more than the normal contract as it extends towards being an automatic one. For example, user A wants to make an exchange with user B, user A creates a contract with the instruction that send 20 IFS to user B if user B comes online by 4pm. This instruction would be automatically carried out even if user A goes offline at that moment. The smart contract is designed to execute instruction itself without the interference or influence of a third party. The contracts can be very complicated as well. The smart contract is responsible for providing the FansTime platform with a transparent, verifiable, and secured means of executing, storing, and sending instructions. Some benefits of the smart contract include:

- **Decentralization**

The smart contract provides autonomy and independence, eliminating the presence of any middleman. The smart contract provides a peer-peer interaction between users.



- **Trust and Transparency**

The issue of mistrust is sorted out with the use of the smart contract has everything and every information is laid bare for every participant to see. If a user is not satisfied with a contract, he has the ability to reject such contract leaving the other participant(s) to modify the contract.

- **Speed and Security**

The smart contract provides security of information. Once a data or information has been uploaded, and the contract has been approved and running, there is no turning back. Such a contract cannot be deleted without both party consent. As long as the users have their private keys kept hidden, there is no possibility of fraud. In fact, the contract cannot be deleted from the blockchain because there is usually overduplication of data on the system. What would happen is that the contract would be discarded and a new one created.

2.5 How Does FansTime Aim to Solve the Problems of the Entertainment Industry Using the Blockchain Technology?

FansTime aims to solve the problem of the entertainment industry by eradicating the presence of the middlemen. Here, the middlemen are the agencies, the media and every other institution that tends to stand between the star and the fans. FansTime aims to take the position of these institution, bringing them all together in one. The following are the solutions the FansTime offers:

- **Decentralization**

With the Ethereum blockchain technology, monopolization by the big players can be eradicated. This is to be done by giving these stars a laid down platform such that there is no need for a record label for musicians, agency whatsoever, giving ever individual equal chance for survival. The FansTime platform would play the managerial role, linking stars with their fans. This way, there is no allowance for manipulation or exploitation. Pure talent would be the only basis through which public attention and value can get to

increase. The higher the fanbase, the more valuable the star would be. Decentralization allows each star manage themselves by forcing the real time manager out of business for their atrocities.

Also, the real players are those who are truly good. Without the hype, the money, the promotions, and all, how good is the star in question? The battle for the best would be purely based on talent, hard work and commitment. more so, profit sharing would not be based on selfishness any longer.

- **Managerial Platform**

FansTime aim to provide every star and star to be a platform where by every managerial duty would be done by themselves. The platform is designed as a virtual managerial office with every tool needed to skyrocket an artist already pre-designed. This way there is no room for managers using raw talent to enrich themselves. In traditional entertainment, what these managers do is to scout for exceptional talents, brand them, show them off to the world and make huge sum of money off them while giving them just peanuts. FansTime is going to put an end to that by giving every talented individual equal chance to fight for recognition and yet earn what they deserve. Through this platform, stars can interact with users, receive recommendation and suggestions. They can even decide to have a show if there is a clamor by the fans. Organization of concerts, shows become automated with only few physical hands participating in the set up. Payments are automated, tickets sales also with the necessary payment for logistics and all being done online.

- **Communication and Accessibility**

For whatsoever unknown reason, stars have not been able to meet their followers, I mean real followers. Through the smart contract, a star is able to account for true fans. The star would create an open contract, more like a portfolio in which their fans get to accept and as such, follow up on the star. If a fan is not pleased with a star, he has a direct link through which they can express their grievances. More so, through the platform, these stars can let their true fans have exclusive truths about events rather than rely on the media. This reduces the amount of lying that takes place in the industry

daily. It also reduces the high rate of impersonation and fraud rate that occurs. If anyone is going to be duped by an impersonated star, that person was not a true fan of the real star.

- **Protection of Data and Affordability**

The platform offers exclusive protection to the product of every star at an affordable cost. Fans would be able to download songs and other entertainment product through a secured channel for a certain amount of money. This money belongs exclusively to the musician in question with only little percentage going to FansTime. This way, exploitation is eradicated and true wealth is gained. Also, musician for instance can upload a track and it would be exclusively for his fanbase. Data is protected on the platform. Nobody can take your details without your permission on this platform.

2.6 The Ecosystem

Establishment of FansTime is by no means accidental. Most core members of its founding team, with years of experience in the fan economy have deep understandings of its troubles in the current market environment. The troubles are hurting both the stars and fans as well as the fan economy. As practitioners, the FansTime founding team has been committed to the overall upgrading of the industry by taking multiple initiatives. Meanwhile, thanks to the ever-developing Blockchain technology and ever-growing number of application scenarios, the FansTime team has found it the right solutions for some of the core industrial headaches and would like to devote more time and efforts to relevant development and maintenance. The FansTime ecosystem is more than just a platform where stars and fans meet it is also a cryptocurrency and a platform where you can sell your artwork. The FansTime ecosystem is a triple based platform where fans get to meet their stars and vice versa and where money can be made from selling artworks and trading cryptocurrency. The FansTime operate on the Ethereum blockchain technology. For now, the FansTime system is structured as follows:

- **Building Up the Global Decentralized Infrastructure**

FansTime is dedicated to building up the Blockchain-based infrastructure for the global



entertainment industry and fan economy, including: Public figure information registration system, copyright registration system, information distributed storage and communication system and establishing the decentralized data storage, information search, payment, and settlement as well as LBS service, community broadcast and other community infrastructure.

With the FansTime smart contract system, nodes within the ecosystem can reach consensus efficiently. Meanwhile, FansTime will extract the behaviour data, consumption data and positioning data from each node to outline an anonymous profile for each user and formulate the statistical results which will be offered to the community nodes via visual query interfaces and API technologies.

Payment data formed in the FansTime ecosystem will be settled automatically based on the smart contract; meanwhile, the signature and cryptography systems based on the public and private key technology, third-party security application, bio-information identification and other security technologies are used to guarantee the payment security.

The FansTime ecosystem will be actively engaged in exploring the relevant interfaces based on the geographic locations, bio-information input, and Internet of things (IoT) chip applications to facilitate the demand matching and security traceability among community nodes.

Within a decentralized ecosystem, the system itself will be an effective shield for personal value against capital and authority. The task of value assessment will be fully handed over to the market and end users. With the smart contract embedded with AI system, nodes across the ecosystem can evaluate the content through algorithm and reach objective and fair conclusions.

FansTime will be responsible for commercialization of resources and development of infrastructure and, by connecting the resources of other communities, offer better experience to FansTime community users with the Blockchain general infrastructure.

- **Cryptography-based Identification Mechanism to Reshape the Credit System**

Cryptography is the basic logic underlying the FansTime Blockchain system. Within the FansTime ecosystem, each individual IP (e.g. a star) will have an exclusive private ID key, which can be used to sign any information the individual IP has released. Meanwhile, FansTime will maintain and publish the public key pool of the star. Any organization or individual can verify the signature of the star with the public keys.

To simplify the information truthfulness verification procedures and curb the spread of false information on the platform, FansTime will develop a series of user-friendly information verification products, for example the online star signature verification platform, and offer the relevant API to facilitate the re-development of the developers.

- **Smart Contract to Redefine the Value Distribution**

Since there is natural physical distance among nodes and in time and spatial dimensions, the information asymmetry is a universal and inevitable natural phenomenon. However, in a conventional economic pattern, because of the absence of motivation mechanism for the nodes, the intermediate nodes along the information transmission channels will make profits by creating the information asymmetry.

With the smart contract on the FansTime Blockchain, it can open more possibilities for value distribution and thus effectively resolve the agency exploitation problem in the fan economy.

During the transmission process of individual IPs in the FansTime ecosystem, each node is empowered with three types of values of product supply, product consumption and product recommendation. Product supply and product recommendation nodes earn Tokens directly in the transaction while product consumption nodes make payment with Tokens for product experience. This is consistent with the value delivery in the traditional transactions. The difference is, the nodes recommending the products can broadcast to other nodes and gain promotion commission based on the agreement stipulated in the

smart contract once the rest of the nodes receive the information and complete the consumption. Under the mechanism, the intermediate nodes along the information transmission shall receive their due earnings as product recommenders. Therefore, their motivation for creating the information asymmetry is ultimately removed.

- **Individual IPs of Stars as Token**

Individual IPs at their start-up stage can accomplish the primitive accumulation of fans, initial work presentation and value realization within the community. For stars with several fans, private tokens can be issued based on the IP values and partially subscribed by early fans, who can either sell the Tokens to other fans to profit from the rising popularity and value of the star or exchange the Tokens for IP products of the star, like a concert ticket, an exclusive lunch, a limited-edition hoodie.

As public figures, activities and reputation of stars can have a direct influence on their values. Highly honored stars can deliver the IP values to specific commodities while stars with distinctive personal styles can extend the IP values to some lifestyles. The extension of these IP values can bring extended earnings to stars. The comprehensive earnings themselves will also feed back to the values of Tokens. Stars, like listed companies, can regulate the market through buyback, POS, or the increase in the tradable shares.

Part III. Business Model

3.1 Business Model

FansTime business model is a quite intricate yet straight forward one. The platform caters for different categories of people and as such, has a multi-purpose function. FansTime was created with benefits for different classes of humans.

The first set of people are the investors. These are the first tier of individuals that choose to believe in this dream. These individuals are given the token at an exchange range of 1 FTI=5 USD. This way, we are able to build the ecosystem and set things in motion. Every investor is a participant and a decision maker as they have the power to decide how much to sell the token. Once the system is up and running, fans and stars alike that want to participate on the platform would need the token. The idea is that without the token, there is no access to the platform. That is the token is the only way through which the benefits of the platform can be enjoyed. These investors are now in charge of the distribution of token and would sell based on their decision and based on the demand of the coin. If initially, they decide to sell 1 FTI for 10 USD that means they have made a profit of 5 USD. If the demand for the coin increases, the price increases also. This way, the investors can get the better part of the market.

The second tier of individuals include every other individual who have purchased the coin one way or the other. The truth is that the entertainment world is big too big. The way and manner through which more individuals with exceptional display of talent come on board to attract the love of fans across the world is overwhelming. This implies that the platform is here to stay. It gives room for some of these individuals to make more money. There is a prospective influx of user for our platform and there would be a need for these individuals to purchase a token before then can operate. This implies that the existing users can make a living by selling their token to these prospective users based on the exchange rate. If the existing user buys a coin for 10 USD and sells for 15 USD, that is good business. Also, having access to such platform gives the individual the opportunity to upload content, music, artwork whatsoever and offer it for sale. Every business proposition is done on the network

and with the help of the smart contract, there is the impossibility of fraud or piracy. Also, there is no chance of exploitation as it is common on other platforms. For those in need of a place to share their data, and earn from it, FansTime is the place for you. We do exactly what platforms like Spotify does, but we do it in a decentralized manner and remove all the elements of exploitation from it. Sharing one's song on Spotify may reach a lot of users, but Spotify takes a large percent of the funds, and leave a paltry amount for you. With the way, they take a large cut, you would have expected that they would get involved in marketing of the song. FansTime offers you the opportunity to share that image, song or video with the world and earn from it. You take home a lot of money for your stress and image. Uploading your work to the FansTime blockchain means that you can have proof to show that the work is yours, if a case of copyright infringement ever comes up in the future.

Just like Bitcoin started from little value and is worth a lot now. The same can be said for our customized star tokens. The tokens will be tied to the Star, and the greater the demand of the token, the higher the value. You can then easily sell the tokens for other tokens or fiat currencies in exchanges. FansTime will need an inflow of funds from time to time to manage the blockchain and pay its developers. FansTime intends to get cash from the tiny transaction cost we collect. FansTime takes less than 5% as the transaction costs. There would have been no transaction cost because the platform is created to ease your troubles, but it would cost a lot to maintain the blockchain, research on better ways the blockchain can function

3.2 How FansTime Will Get Stars to Use FansTime Platform?

FansTime knows that stars would love the features we offer, and the problems we intend to solve, yet we are crafting other means to ensure they join and they include:

- **Attention from Their Fans**

Many stars love the attention they get. Many stars would give a lot to have their names engraved on the Hollywood Walk of Fame. FansTime will be like the Hollywood Walk of Fame for cryptocurrencies. Stars will buy into the idea of having a token created for them. The tokens can then be bought by their fans. Imagine if you have a token in your

name, there is a high chance that your market value would improve. Using this medium, stars can give preferential treatment to the holders of their own tokens by giving them special information, features and preferential treatment at a concert.

- **Monetary gain**

The first few stars that use FansTime will be given financial benefits as incentive, but as time goes on, their tokens will become their source of financial benefit. The star's fame and status will back the token. When there is a high demand for the token because the star's popularity is high, the value of the token increases. The token can easily be exchanged in our private exchange for another celebrity's token or for other cryptocurrencies or fiat currencies.

- **Getting close to fans**

Some Stars would love to be close to their fans, but they can't be since they have millions of fans. With the FansTime, your fan will procure your tokens, and you can interact with them generally, by offering them features only your true fans should have access to.

- **Publicity**

Stars pay a lot for publicity. Many stars have a highly expensive publicity team to ensure they stay relevant in the various industries they are in. FansTime will be used all over the world, with a lot of other stars on board. The perfect place to build one's career better and to improve on your publicity is on FansTime. Stars get publicity free of charge. You want to promote any item to your fans, you can easily use FansTime platform.

3.2 Marketing Strategies

Though FansTime may have intriguing features that will take the world by storm, we still understand that we must lay a concrete and innovative marketing strategy for our project

Our marketing strategies includes different phases

- We intend to use word of mouth. Just like gossips spread fast, this intriguing feature can be spread round easily making use of the word of mouth. Every team member involved in FansTime will continuously be involved in speaking about it



- Social networks: billions of people use the various social network around the world. Many humans make their decision based on what they see on the social network. Many ICOs have succeeded by using social networks. We intend to make an exhaustive digital marketing campaign in all major social networks around the world. We will use platforms like Facebook, Twitter, Instagram, Pinterest, Reddit, Bitcointalk, Telegram and Weibo. We will also use big entertainment blogs as well as cryptocurrency blogs like Medium. We would have articles written about us and our features. Since it is an entertainment platform, we would use established startups to highlight FansTime. We are in talks with the managers of some stars all over the world. This will be a sort of brand endorsement.
- We know the efficacy of programs like Airdrop, bounty and affiliate programs. We intend to use these programs to spread FansTime.
- We are not ignoring the other mainstream media. We will hold radio shows, tv shows, in interesting formats that will speak of FansTime directly or indirectly.
- Billboards would be shown in major cities in the world.

Part IV. FansTime Implementation Logic

FansTime - A new ecosystem of the fan economy based on blockchain technology, including the following four important components:

4.1 Individual IP Value System

Personal IP Value System is the starting point for the development of the ecosystem. A pricing measure different from the legal tender will be set for the value of the individual IP, which will then develop a series of value performance.

If currency no longer represents the amount of work per unit of time, then what can measure the value of talent? FansTime believes that only fans can do.

Token shared by the community co-founders will become the only object to price an Individual IP to solve the pricing, financing, derivative development and “assetization”. Gradually, a decentralized multilateral market can be built then the value of Individual IP can be cherished fairly. The value system co-founders can be closely engaged in the value creation of individual IP and benefit from the process.

FansTime will introduce for the community the high-value individual IP and the demand side of segments to improve the market environment and continuously expand the circulation coverage of Token.

4.2 FansTime Chain

FansTime Chain is a new Blockchain system developed by FansTime Team based on the Blockchain2.0 supporting multiple smart contracts. FansTime Chain is the underlying logic of FansTime. When FansTime newly came online, the FansTime Chain took the form of Consortium Blockchain to reduce the maintenance costs and improve the upgrading efficiency. The FansTime Chain will open its bookkeeping to become a Public Blockchain when the FansTime community is getting larger and the Blockchain technology more mature.

Small-scale high frequency trading widely exists in celebrity IP trading and celebrity-fan interaction scenarios. The existing public-chain infrastructure features insufficient TPS and



excessive fees. On this account, FansTime will build its own underlying public chain system to ensure providing 1,000-level TPS and keeping trading fees within reasonable range under the premise of keeping high consistency.

Based on the characteristics of fan economy, feature modules in vertical domain will be built in the FansTime Chain, such as one-button issuance of token simplifying the issuing of personal token, one-button signature easy to protect the copyright of the works, piracy identification, etc.

At the same time, the security functions using for protecting fans' rights and interests will also be built in FansTime Chain, such as mandatory token lock position, mandatory staging release, etc. aiming at protecting the interests of the community from damage exerted by small number of unscrupulous token issuers.

FansTime is plan to supply users with better experiences based on its blockchain universal infrastructure by allotting more resources to fans' community and cooperating with other parallel communities.

Complying with the Blockchain 3.0 standard, FansTime Chain enables majority of community developers to write Turing-complete smart contracts based on business scenarios. By working together with Hong Kong University of Science and Technology, the FansTime R&D team has developed the DPOS + POW mixed consensus mechanism, which not only brings the superiority of DPOS in fast trading and saving resources into full play, but also enables most nodes of community to involve in accounting so as to create a fair and safe environment.

FansTime Chain has a total of 21 accounting nodes, most of which being selected by campaigns conducted in community, with the rest being generated by node mining competition. All nodes have their accounting in turn, generating one block every two seconds, therefore each round of accounting needs 42 seconds. At the end of each round, new combination of accounting nodes generated through voting and competition will begin with next round of block issuance.

In addition, by introducing Byzantine fault-tolerance mechanism into DPOS of FansTime Chain, confirmation time is further shorted.



With the WASM virtual machine built-in FansTime Chain, while enjoying the improvement of the efficiency of smart contracts, most of developers can use mature languages such as C + +, Java (TeaVM), etc. to compile smart contracts. For performance improvement effect, please refer to the following figure.

Fibonacci Sequence

n	javascript	asm.js	asm.js -> wasm	C -> wasm
15	0.12	0.145	0.01	0.005
20	3.585	2.085	0.06	0.03
25	1.19	3.5	0.665	0.425
30	13.755	18.37	7.56	4.605
31	21.33	27.86	11.755	7.355
32	35.18	38.945	18.93	11.39
33	55.83	56.69	30.88	18.225
34	91.915	87.6	49.26	29.895
35	145.91	138.765	78.7	49.11
36	252.1	226.315	126.15	77.88
37	379.64	366.58	203.005	125.525
38	655.16	588.965	330.035	207.675
39	1000.94	946.575	538.355	331.23
40	1611.975	1542.76	874.23	535.66

While establishing personal IP value system, the public chain of FansTime Chain will be synchronously released with the completion of infrastructure. The test on alpha version of public-chain will be completed in September 2018, the test network, released in October 2018 and the major network, launched at the end of 2018 or the beginning of 2019.

4.3 FTI Token

FTI

FTI is an official encrypted digital currency in the FansTime ecosystem based on the launch of FansTime Chain. FTI is the official token for any transaction conducted in the ecosystem and the backbone economic system of the ecosystem. In the future, the FansTime



community will launch the community motivation system and all the participants in the community will be given equal access to FTI. The FansTime Token depends solely on the secure and fast Ethereum network. The FTI token is created to adopt all the privacy and security principle and practice of the ERC20. The token is a virtual asset that bears value based on the underlying properties, assets, stars success and associated rights and privileges. Since FTI is an Ethereum based token, it enjoys numerous platform advantages like

- Predictability and security of an established platform
- Adoption by a robust client base
- High liquidity

With the FansTime Chain smart contract, Super Individual IP is entitled to issue the Exclusive Token to set the exclusive IP value, establish the exclusive value system and exchange for FTI in the FansTime system.

	Legal Tender	FTI	Exclusive Token
Obtaining Approaches	Issued by the Central Banks	Digital Currency Exchange	FansTime
Payment Method	Banknotes/Digital Payment	Network Node Broadcast	Network Node Broadcast
Ledger	None/Centralized Banks	Blockchain	Blockchain
Circulation Coverage	Within the Specific Country	Global Circulation	Global Circulation

Detailed Analysis of the Difference Among the Legal Tenders of Different Countries, FTI and Exclusive Token for Stars

To build up such a new value system, FansTime will develop a series of applications, including but not limited to, Time Exchange, Fans Rights Mall, Exclusive Token Exchange, etc. See Part IV for more details.



FTI is the native token of FansTime and will be used in the platform to enjoy all the benefits of the platform.

With FTI, you can do the following, though not limited to:

- Access to your favorite Stars, their events and VIP events.
- Usage of FansTime Smart Contract Technology
- Copyright your data on the blockchain
- Sell your data on the blockchain
- And use the other features that FansTime will roll out as time goes on.

Assumed Scenario-to use Token for celebrity development support: In 2018, Artist A made the debut in the industry and gained a small number of fans after starring in one idol show. He can then choose to launch his autographed photos online at the Fans Rights Mall, live broadcast programs, meet-up tickets, and other commodities, which can be purchased by FTI owners.

In 2020, Artist A has been gaining a rising fame, an increasing number of fans and the establishment of exclusive fans community of his/her own and the gradual formation of fans culture, which makes diversified commercialization channels possible. Then, Artist A decides to issue his time and commodity in FansTime, the FTI owners can exchange for Artist A's time from FansTime Time Exchange, interact with Artist A online and offline all the way and therefore get even more passionate about Artist A. As a result, the time of Artist A is becoming more valuable.

In 2022, Artist A grows into a star, whose fans community and fans culture are well-established and protected by cognitive barriers, i.e. fans have independent cognition and stable recognition of Artist A's value. At this time, Artist A issued exclusive Token which the FTI owners can subscribe. Because of Artist A's rising popularity, the rising demand for Token will bring handsome profits for Artist A and early holders (most probably fans).



FTI: Powering FansTime Blockchain

The FTI token is the center piece of the FansTime blockchain, users need the token to have access to the numerous benefits of FansTime. Transactions are completed quickly as the blockchain does not have scalability issues.

- The token is secure: As a payment method, it has an underlying security infrastructure that prevents it from being hacked.
- The token is reliable. The FTI token as well as the FansTime blockchain will experience little to zero down time.
- The token is intelligent. By utilizing blockchain technology and Artificial Intelligence, data stored on the platform is safe.

4.4 Technical Architecture

Proof of Stake

FansTime is aware of the high costs of mining PoW cryptocurrencies and the negative effects mining would have on the environment. Thus FansTime has opted for a PoS token, with a PoS token there would be no mining and fewer negative externalities. To earn more tokens, you would have to stake your tokens for a period without touching them. This is to ensure that there is a relative scarcity of the token, hence the price of the token will increase. The staking percentage will be released later. More so, operating with the proof of stake consensus, the issue of scalability is solved as well as speed, energy consumption and transaction.

Lamport Signatures

FansTime has looked across the world of blockchain technology and noticed that the threat of hacking through classical and quantum computers is increasing. In the nearest future, quantum computers with the Shor Algorithm will be able to hack into a lot of block chains and destroy them. Funds will easily be carted away, and many blockchain platforms will fail. To protect ourselves, we are making use of the primitives' cryptography like Lamport



signature scheme to protect our blockchain. With this signature scheme, quantum computers or classical computers cannot have access to our blockchain or token.

Governance System

FansTime was created solely for its users and to be run by the users, users will make all the key decisions regarding FansTime. Our role in the governance process is to act as guidance in all of the processes and also to implement execute on the decisions made. Decisions are made through a democratic voting process. The majority carries the vote in all cases. Since it is smart contract supported, a contract is to be opened with the necessary information and terms of agreement and that is where all voting would take place. Any violation against the terms of agreement would be counted null and void. Automatically, the decision made would be implemented as programmed in the contract.

4.5 Global Content Distribution System & Copyright Identification System

Global Entertainment Content Distribution System

The entertainment content produced by diversified IPs will be the major component of the fan economy. The distribution of content currently is highly inefficient due to existing network infrastructure and protocols. In the current network environment, a server carrying the content of a specific IP has the potential to suddenly crash or suffer malicious attacks, as a result the content would be unavailable. These problems are inevitable under centralized servers. Also, under a centralized server structure there exists the problem of high content transmission costs (server costs, bandwidth costs, etc.), the content distribution rights are also controlled by a few and resulting in quality content not available to all.

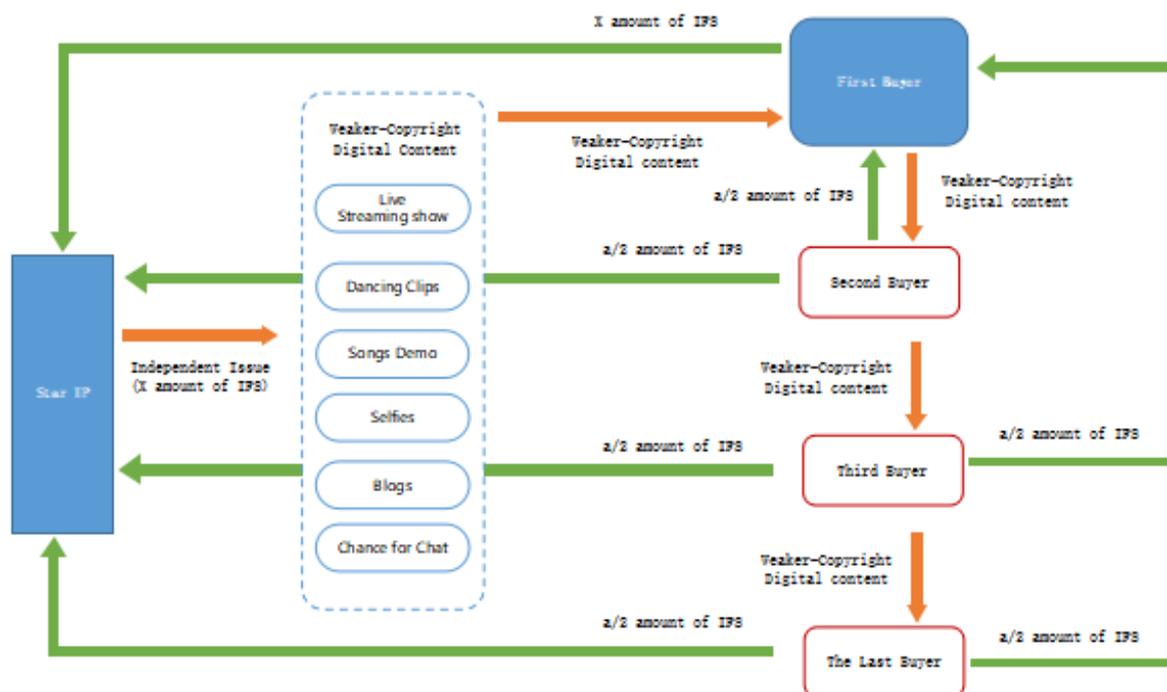
With the FansTime blockchain and distributed file system, we can effectively address the centralized content storage issue. Blockchain technology offers the solution to content security and availability. Meanwhile, the FansTime distributed technology will conduct Hash



Index to the file slices and record the Hash codes in the blockchain to ensure the consistency of the file slices with the source file. The records will be unalterable and forever saved in the network. Under the distributed infrastructure, the content transmission will support the entertainment information transmission without the restrictions of server or bandwidth. In the FansTime ecosystem, content transmission will be fair, secure and highly efficient, enhancing content distribution and transmission speed.

Based on this system, we will develop distribution applications geared toward the digital contents with weak copyright.

The digital contents of weak copyright refer to the contents inadequate for the copyright protection. For example, live shows, song demos, dance clips, greeting audios, portraiture, personal schedule, blog journals, etc. For subjects with comparatively low individual IP values (e.g. internet celebrities, bloggers, talent show players, new artists, etc.), their limited professional expertise and connections will limit and hinder them from producing works “sufficient for copyright trading”, which will lead to the restrictions in the appreciation speed of individual IP values and postponement in the cash-in of individual IP values. “Digital content distribution of weak copyright” has been developed to resolve this specific problem. Firstly, the production costs and professional expertise requirement of weak copyright digital content are lower. Secondly, the pricing rights and usufruct are in the hands of individual IP owners, free from the intervention of any agencies or adverse market factors. Finally, the application will meet the demands for the simultaneous enforcement of multi-sided relay transactions, multi-sided transaction traceability and multi-level reward feedback mechanism.



The Underlying Logic of Weak Digital Copyright Distribution System

Global Content Copyright Verification System

The FansTime blockchain technology and distributed system can provide important support to copyright protection. Under the current network environment, the centralized and revisable data in the traditional servers make it quite difficult to prove copyright infringement (for instance the infringer can tamper with the publishing time of the infringing content to falsely prove it is an earlier content than the original). While in the FansTime ecosystem, the publishing time and content will be recorded in the blockchain forever. The write-in time of the copycats of the original contents to the blockchain will be definitely later than that of the original writer. In case of infringement, the originator can offer proper evidence, the rights and interests of the content originator or the copyright owner are thus protected.

4.6 International Crowdfunding Platform for Individual IP

The traditional crowd funding platforms are often confronted with trust issues. These platforms require a lot of capital to be put in for artificial verification costs to ensure and

monitor the fundraisers to distribute the due profits to participants strictly based on the agreement reached before the crowd funding.

Compared with the traditional crowdfunding platforms, the new platform will operate independently without manufactured interferences, thanks to the Smart Contracts and Decentralized and Distributed Databases. Therefore, “code is equal to law” would be truly realized at least in the process of profits allocation between investors. And the concerns that the fundraisers or the platform will unlawfully profit from the projects can be ignored.

FansTime will also provide an international crowdfunding platform for FTI and Exclusive Token holders in addition to continuously connecting the terminal consumption scenarios to the Ecosystem based on the basic Blockchain technology. Individual IP can initiate the project crowd funding highly relevant to the IP on the platform. Other users in the community can participate in the crowd funding with their FTI or exclusive Token. The profit distribution shall be conducted automatically in accordance with the smart contract stipulation without the intervention of any agents. Investors can not only benefit from the appreciation of FTI and exclusive Token, but also from the investment project profits.

Assumed Scenario: B is a talented independent producer and he initiated a crowd funding for a film program in FansTime. Users got to know from webpages that B was a film practitioner who graduated from professional schools and B had created feature films for lots of famous companies and had good understandings of the market and camera language and worked with a young elite team. So, the users joined the crowd funding events and got the ultimate profits based on the smart contract.

4.7 Global Membership Rewards System of Individual IP

In the past, the individual IP could theoretically establish the global Fans Club (membership based). However, they are faced with the following headaches for a long time:

In a real sense, the membership system has not become globally unique. Membership data of different countries can be stored in different databases independent of each other. The resulting geographical and price discrimination have been existing for a long time. The sense of belonging and value identity the individual IP supporters are seeking have been

weakened seriously. In the long run, this approach will go against reducing the fans management costs because “equal treatment” will be a constant consideration.

High costs in verifying the membership identity information. Particularly in the offline scenarios, the IP operator or event sponsoring organizations need to verify the membership identity to ensure those admitted harmless. Traditionally, the resident ID or passports are used for verification. However, such an approach will encounter a series of difficulties when applied in the transnational operation.

Member consumption record can be easily fabricated.

The membership system is weak in its business development potential. The individual IP is unique in its diversified cash-in approaches for business cooperation and fans constitute the mainstream consumers. The traditional centralized membership database is weak in business development and unable to provide reliable membership consumption information. Therefore, the membership classification, maintenance and marketing cannot be implemented at a high level.

To address the problems, FansTime will develop a set of global membership token system based on the blockchain technology to focus on solving the membership identity verification, protection of consumption records and transnational transactions.

ID authentication

The identity verification shall be implemented mainly with asymmetric key encryption algorithm, which includes two encryption keys known as the public key and private key. The data encrypted with the public key shall be decrypted with corresponding private key and vice versa. Users can encrypt their identity information with their private keys and broadcast encrypted info and public keys, then other users can decrypt with their public keys. If the decryption is successful, then the identity verification will go through. In this way, the user’s account will be protected from being falsely claimed by someone else.

Hard to tamper with the consumption records

Distributed database for data storage, data block, digital signature (asymmetric key encryption algorithm) and time stamp will be used to realize the function of protecting the consumption records from being altered or tampered with the consumption records will be stored in a data block. A data block generally comprises a block header and a block body. The block header contains the former block's address, time stamp, random number and the current block's Target Hash Value while the block body contains the transaction details. The data blocks are then stored in a distributed database.

The time stamp is used to record the time the current block data has been entered, and the time stamp on all the following blocks will serve as evidence for the added workload for all the previous time stamps. This will formulate a chain which the time is in ascending order. The time stamp can be used as an important parameter to prove its existence, which can prove the specific information must have existed at a specific moment.

The digital signature can protect the consumption records from being forged. This can be accomplished with identity verification (See above for more details).

The distributed database is a decentralized system structure, i.e. the whole network is not subject to a single centralized hardware or administration and each participating node has equal rights and obligations. In addition, any participating node can have a full database copy. Unless more than half of the system algorithms are under control, any revision to the database from nodes will be invalid.

Transnational Transaction

Unified trading currency (FTI and Exclusive Token) offers transnational transaction solutions. Different individual IPs will build up their own value systems with Exclusive Token and fans across the world will use one unified digital currency to purchase the relevant commodities and services of this individual IP, unbounded by their nationalities or geographic locations.

FansTime: Incorporating the Tenets of General Data Protection Regulation (GDPR).

The GDPR was created to protect users' privacy by the European Union. It is applicable to those living in the EU or EEA- European Economic Area. Though FansTime will not solely operate in the EU, it has decided into integrate the tenets of GDPR into the blockchain. FansTime will give control of the data to the owners, and we will ensure data theft or violation of data privacy do not occur on the blockchain.

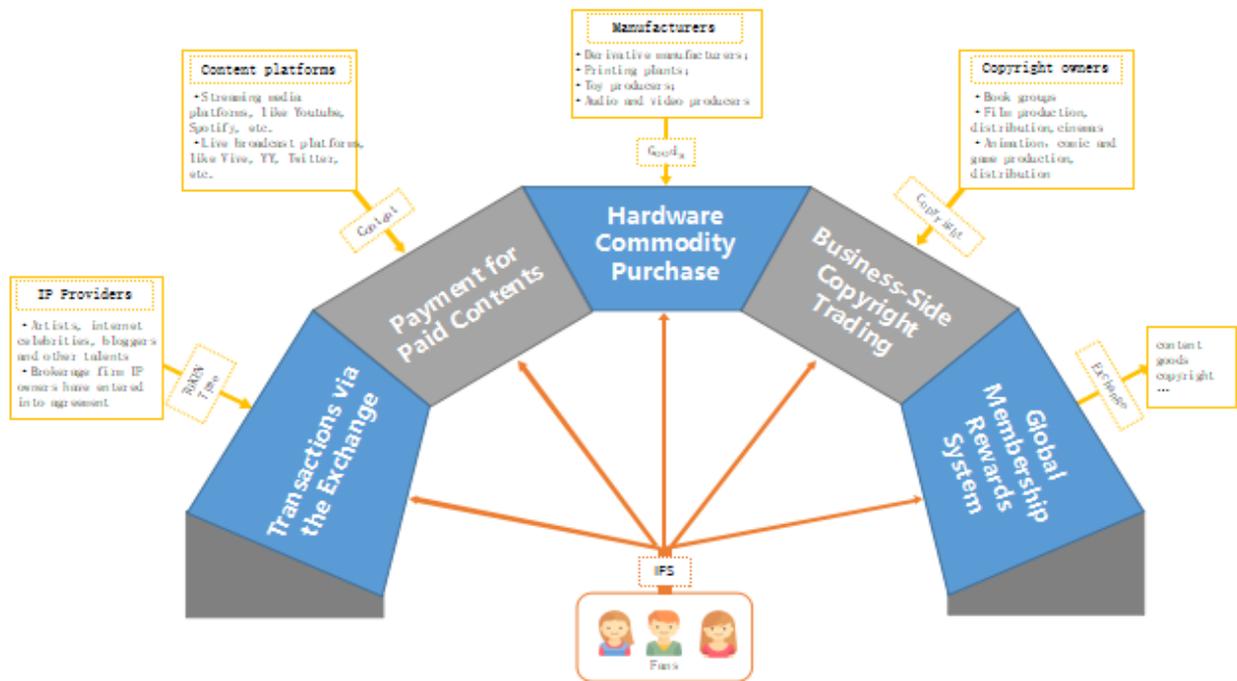
Individuals have the right to reveal or withhold their personal data. Individuals will also be paid for their data, while deciding how long his or her data will be displayed.

FansTime will not sell user data to third party firms for profit.

4.8 Diversified Participants in the FansTime Ecosystem

Construction

In the FansTime ecosystem, diversified participants in the fan economy will have free, convenient, and fair access to the construction and utilization of the ecosystem. These participants include: IP providers, content platforms, manufacturers, copyright owners and so on within the ecosystem, the FansTime participants can enjoy the premium fan resources dividends and convenient blockchain and FTI transaction system. Meanwhile, with diversified smart contracts, they can build up the highly efficient transaction mechanism to enhance the work efficiency.



Diversified Participants in the FansTime Ecosystem Construction

Part V. Interpretation of Individual IP Value System

Application

5.1 Application: Time Exchange

The increasing number of community users and rising user participation drive a surge on demand for more and diversified individual IPs. The community will inevitably launch a more widely applied standard equivalent to individual IP—Time. Compared with the higher verification and issuance costs of the Exclusive Token, Time provides more flexible capitalization approaches and can quickly attract the potential individual IP to participate.

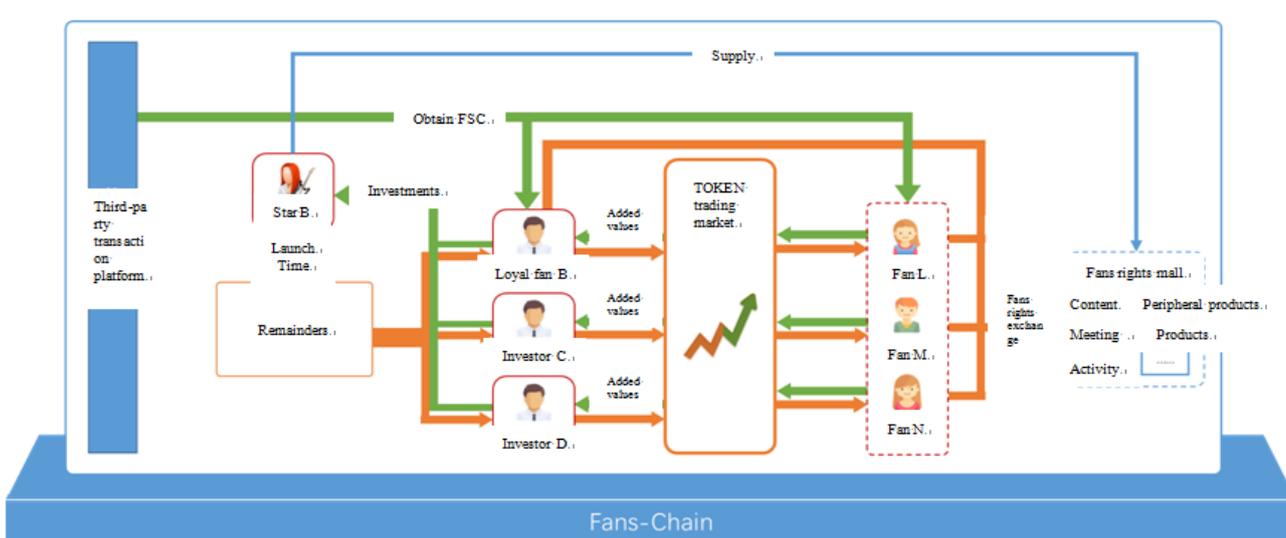


Diagram of FansTime Time Exchange

Time Exchange and Token Exchange will work together to enrich the value system of the overall ecosystem and meet the demands of individual IP provider, demand side and investors of different types and at different development stages.

5.2 Application: Fans Rights Mall

Fans Rights Mall is one of the terminal consumption applications in the FansTime ecosystem. With the development of communities, there will be an increasing number of FansTime terminal consumption scenarios. Fans Rights Mall is where all FansTime users exchange FTI, Exclusive Token or Time for commodities or services. Commodities include the traditional copyright commodities, offline events commodities, digital contents of weak

copyright and diversified IP commodities. They are priced with such pricing measures as FTI, Exclusive Token or Time depending on the specific individual IP's choices.

Traditional copyrighted goods like music, television production and films, portraiture, etc.; offline programs like concert tickets, access to meet-up events or lunch with idols, etc.; digital content of weak copyright like voice chat, live shows, blog, and journals, etc.; diversified IP-related products like star-related souvenirs, IP derivatives, IP & brand name crossovers, etc.

5.3 Application: Exclusive Token Exchange

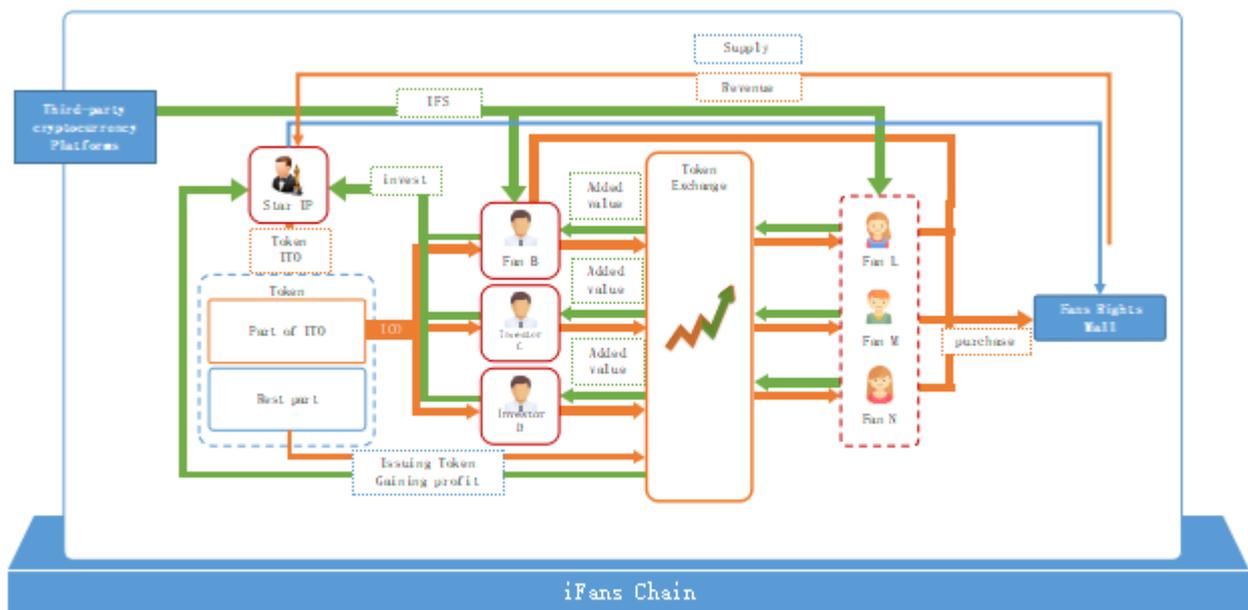


Diagram of FansTime Exclusive Token Exchange

Under the FansTime Exclusive Token Exchange system, famous stars can issue their own Exclusive Token for the subscription by their fans or other community users who recognize the value of the stars. Exclusive Token holders can conduct transactions through the FansTime Exclusive Token Exchange or exchange the Exclusive Token of the star for corresponding fan rights and interests.

Part VI. FansTime Implementation Roadmap

The long-term development of FansTime will move ahead along two main routes, one is infrastructure and the other is the application scenario. With the maturing blockchain technology and evolving lower layer protocol, we will continuously improve the basic services for the overall operations of the communities; Besides, we will consistently explore the industrial resources to apply the community contract spirit to more scenarios and update any implemented changes on the FansTime official website on a timely basis. Please follow <http://fanstime.org> for more details. Here we will only give descriptions of the key time arrangement of strategic importance:

6.1 Establishment of Individual IP Value System and Improvement of FansTime Infrastructure

Time Exchange

Time milestone: January 2018 - March 2018

FansTime founding team is quite experienced in the research and development of traditional Internet platforms, transaction system and blockchain. And Time Exchange will be launched firstly. Time Exchange will provide a more convenient transaction channel for a larger number of individual IP owners. Meanwhile, through further improving the infrastructure, the founding team provides more basic interfaces and functions (such as payment and settlement) to facilitate the interaction between stars and fans.

Fans Rights Mall

Time milestone: April 2018 - September 2018

With the continuous expansion of user scale and further upgrading of cooperation scope, increasingly individual IP owners will constantly make a request for IP valuation. The community will sort out the characteristics of these demands for more flexible value realization channels & product forms, and convenient ways of integration of industry chain. At this stage, Fans Rights Mall will be launched, and the fragmented IP right products can



be sold directly to fans. Regarding the infrastructure, the OTO docking efficiency of fans rights is further improved, which can provide more localization options.

Improvement of FansTime Infrastructure

Time milestone: April 2018 - September 2018

During the stage of establishment of Individual IP Value System, the principal chain of FansTime is released. FansTime users are mapped from the ERC20 to the principal chain of FansTime based on the upgraded Smart Contract and will be gradually launched to the community incentive system.

Exclusive Token Exchange

Time milestone: October 2018 - September 2019

Based on business practice demands, it will define the Token issuing and transaction process & system of super IP and allow the exchange of related rights regarding the cooperation demand of super IP and usage requirement of fans users in the community. During this stage, super IP can issue Exclusive Token to fans for subscription, and such fans can hold the added values of issued Token or exchange specific star IP products with foresaid Token. With the development of blockchain technology, it will integrate more industry chain resources and common technical interfaces, to lay the foundation for common facilities such as identity authentication and data investigation.

Multiple Terminal Consumption Application Access Based on Blockchain (Going on from April, 2018)

With the evolving ecosystem, FansTime will develop more blockchain-based applications for different scenarios. Meanwhile, FansTime will actively cooperate with third-party platforms or organizations and open SDK and relevant interfaces to plug in more excellent applications.



6.2 Global Entertainment Content Distribution and Copyright Verification System

Establishment of the Global Entertainment Content Distribution System Technology and Relevant Applications (Time Milestone: October 2018—September 2019)

The Global Entertainment Content Copyright Verification System (Time Milestone: October 2019—March 2020)

6.3 Establishment of the Global Individual IP Crowd Funding Platform

Establishment of the FansTime Individual IP Crowd Funding Platform Technology (Time Milestone: October 2019—March 2020)

Blockchain-based IP Crowd Funding Application Access and Operation (Time Milestone: April 2020—September 2020)

6.4 Establishment of Individual IP Global Membership Token System

Establishment of Individual IP Global Membership Token System Technology (Time Milestone: April 2020—September 2020)

Gradual Launch of Relevant Applications Based on Different Industries (Time Milestone: October 2020—March 2021)

6.5 Evolvement of the Autonomous Ecosystem

Time Milestone: Going on from April 2021 on

The Foundation will improve the long-term and autonomous motivational measures when the overall ecological infrastructure is basically established.

At this stage, individual IPs in the industrial chain have taken roots in FansTime, the community infrastructure has been making positive and stable progress and automation has been realized in the application access, self-circulation has taken shape among the circulation, recycling, and distribution of the Token mechanism in the system, value and information transfer are highly smooth and efficient. The team would gradually put down

development and operation roles and return to FansTime system as community participants to promote the autonomous evolution just the same like other participants.

In terms of technology, there are established routines in the improvement and upgrading of the basic smart contract, well-developed registration, authorization and tracking system of individual IP and accessible transaction, verification, and consumption channels of fans.

The whole ecosystem enters a stage of autonomous evolution.

Part VII. FansTime Governance Structure

7.1 FansTime Foundation Profile

The FansTime founding team takes “decentralization” as its goal and keeps marching ahead toward the common ideal by promoting the continuous upgrading and autonomy of the ecological communities. Since the establishment of FansTime program, it has been clarified the program shall become by no means a tool of seeking profits for a few organizations or individuals.

For the convenience of community users and social supervision, FansTime team will establish FansTime Foundation in Singapore. The non-profit foundation takes as its mission to run the FansTime integrated ecosystem in a fair, objective, and transparent manner and offers support to various tasks of the ecosystem

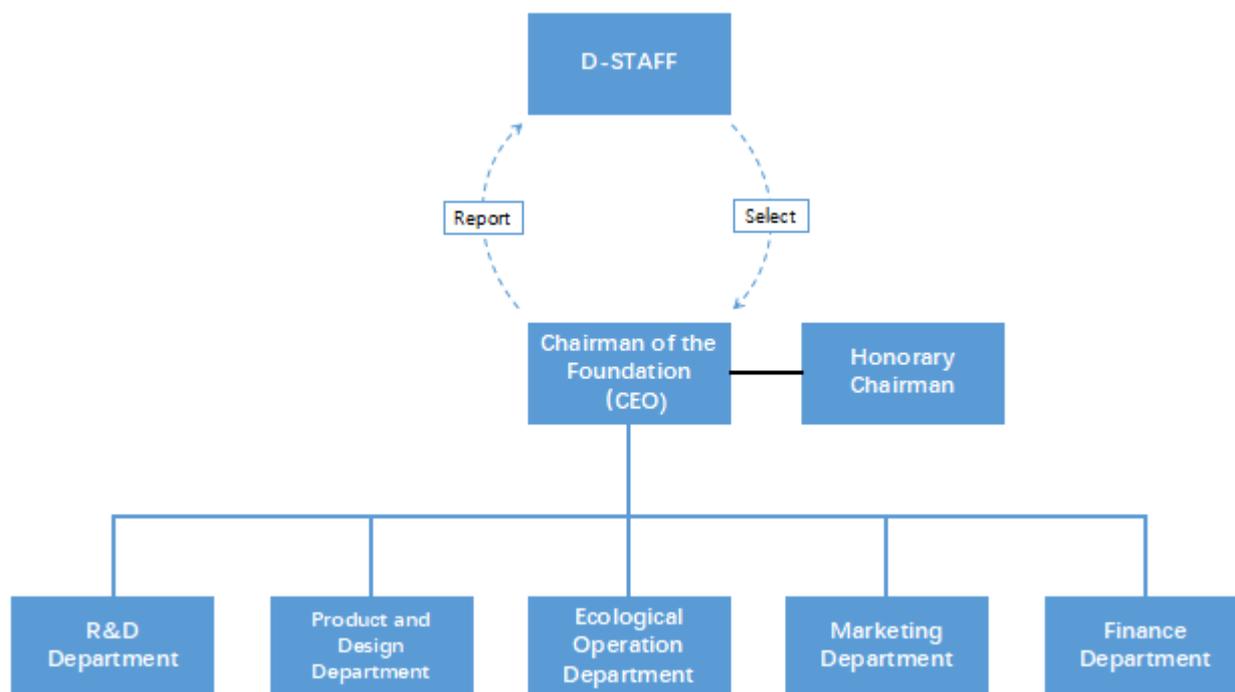
FansTime Foundation is based in Singapore and subject to stipulations of laws and regulations in Singapore. The Foundation will be independently managed and run by a trustee Board of Directors or Management Committee which consists of qualified trustees. Meanwhile, the operation of the Committee will be independent of the local government authorities in Singapore.

Singapore is known for its internationalization. It has a very strict and well-established legal system with one of the lowest crime rates in the world. Meanwhile, as the world’s busiest trade center, Singapore boasts world-leading financial environment and financial order. As a non-profit organization, FansTime Foundation is not entitled to participate in any events concerning commercial interests in accordance with laws in Singapore. The “profits” gained by the Foundation shall be retained as surpluses and used in organizing other events and will not be distributed to the Foundation members or other for-profit organizations.

7.2 FansTime Foundation Governance Structure

To make a reasonable use of resources and capital of the FansTime Foundation, continuously promote the rapid development of FansTime Ecosystem and expand the

application coverage and community dimensions of FansTime ecosystem in a fair, objective, and transparent manner, the organizational structure of the Foundation is shown as follows:



D-STAFF (Decision-making Staff)

D-STAFF is simply the decision-making committee as the supreme decision-making body of the FansTime Foundation and is responsible for the final decision-making regarding Foundation affairs. The decision-making committee is made up of an odd number of natural persons, with the same right to make decisions. The committee is mainly responsible for the formulation and review of major matters of the foundation, such as strategic planning and financial budget.

Chairman of the Foundation (CEO)

The CEO of the foundation is elected by D-STAFF and is responsible for it. The CEO's main responsibility is to gradually implement the resolutions and regulations designated by the decision-making committee within the specified time and to report to them on a regular basis. The CEO is also responsible for establishing the necessary functional departments and employing the core staff of relevant departments to coordinate the core business of each business line and to make the foundation work properly and efficiently.

Honorary Chairman

The FansTime Foundation regularly selects an honorary chairperson to reward its outstanding contributions to the FansTime community. Honorary chairperson will be responsible for further promoting the FansTime community and ecosystem, to enhance its overall popularity and influence. The honorary chairperson, decided by D-STAFF and CEO, will report directly to the CEO.

Research and Development Department

The R&D department is responsible for the research and development of the FansTime ecosystem, from the underlying technology to the upper layer application. In daily work, the R&D Department needs to maintain good communication with the Product and Design Department, Operation Department, and other departments to ensure the rapid response of requirements. At the same time, to ensure the technology advancement of the FansTime community, the members of R&D Department need to continuously absorb the latest innovative technologies.

Product and Design Department

The Product and Design Department is mainly responsible for the maintenance and promotion of the product content and presentation form in the FansTime ecosystem. At the same time, with the Technical Department, the Product and Design Department is to establish a sustainable development strategy for the ecosystem. The daily work of Product and Design Department includes conducting market research, coordinating product functions, and undertaking UI design, graphic design, and other work in FansTime ecosystem.

Ecosystem Operation Department

The Ecosystem Operation Department will be responsible for the planning, organization, implementation, and monitoring of all the ongoing issues in the FansTime ecosystem. The top priority of the Ecosystem Operation Department is to actively develop more outside partners and closely integrate the FansTime ecosystem, the ecosystem members with the outside partners to build a open, distributed and global ecological chain of quality experience; Besides, the Ecosystem Operation Department will be responsible for the construction of the ecosystem within the community and formulate an autonomous system of positive

interaction, free information circulation and full information symmetry within the FansTime Community. The Ecosystem Operation Department members shall at any time pay attention to the updates, hot topics, and feedback within the community, have active communication with encrypted digital virtual currency holders and organize irregular technological communication meetings and other events.

Marketing Department

The Marketing Department shall be responsible for continuously conveying the ideas and achievements of FansTime ecosystem to the public with multiple marketing approaches to improve the influence of FansTime ecosystem and expand the FansTime community scale. In specific practices, the promotional tasks the Marketing Department shall conduct include but not limited to: Maintain the public relations and media relations and promote the ideas through diversified public or media channels; Produce and launch advertising campaigns; Design interactive events. Meanwhile, the Marketing Department will work closely with the Ecosystem Operation Department and make the optimum promotional and marketing plans based on the requirements of partners and terminal users.

Finance Department

The Finance Department will be responsible for the management and monitoring of the financial affairs of the FansTime Foundation, including fund management, accounting, and cost accounting and auditing. The digital assets projects are highly risky, the Finance Department will be responsible for risk management and control and will work with other departments to conduct analysis and evaluation over project operation and financial risks.

In terms of auditing, the traditional system will be unable to have effective supervision over digital assets considering their special traits. FansTime Foundation will hire auditors with professional experience to ensure a stable FansTime accounting system as well as open and transparent FTI application.

Part VIII Establishment and Maintenance of FansTime Community

8.1 Establishment of Community

FansTime communities were established by FansTime founding team and the Foundation and targeted invitations had been sent at early stage to elites sharing the FansTime ideals. The participating members, together with FansTime Foundation, will work hard for the construction of FansTime ecosystem and communities.

FansTime Foundation, as the initiator of FansTime ecosystem, shall have no access, other than the Initial Public Offering, to acquiring the corresponding encrypted digital virtual currency or other interests. FansTime Foundation members will work with community users to contribute to the ecosystem construction, provide quality information and obtain fair rewards.

8.2 Community Construction and Expansion

The FansTime Foundation and its elite members will be responsible for the infrastructure construction and maintenance in the FansTime Community, including:

Technical System: The FansTime Foundation is committed to making public the FansTime source codes on its official website (<http://fanstime.org>) and GITHUB for community members to visit, learn, supervise, and improve after the establishment of the FansTime Community.

Scenarios: The FansTime Foundation and its elite members will continuously improve the ecological quality of FansTime and step up its application in more scenarios.

Operation System: The FansTime Foundation promises to the communities that an organization specialized in the ecological operation will be set up to take charge of FansTime ecosystem maintenance and improvement.

The gradually improving FansTime communities and their upgraded ecological influence will attract more members sharing values and ideals with FansTime. Those members can be

producers or consumers of quality experience or both. With an increasing number of community members and orderly autonomous rules of the FansTime ecological system, the communities will enjoy accelerated development and the community members are more likely to win the motivation rewards.

8.3 Community Maintenance

Community Voting Mechanism

The participation of community members is very important in the improvement and upgrading of the blockchain system. FansTime ecosystem takes the community voting mechanism, which will act as an efficient and fair channel to hear opinions of the community members and reach the agreement to drive the self-upgrading of ecological logic.

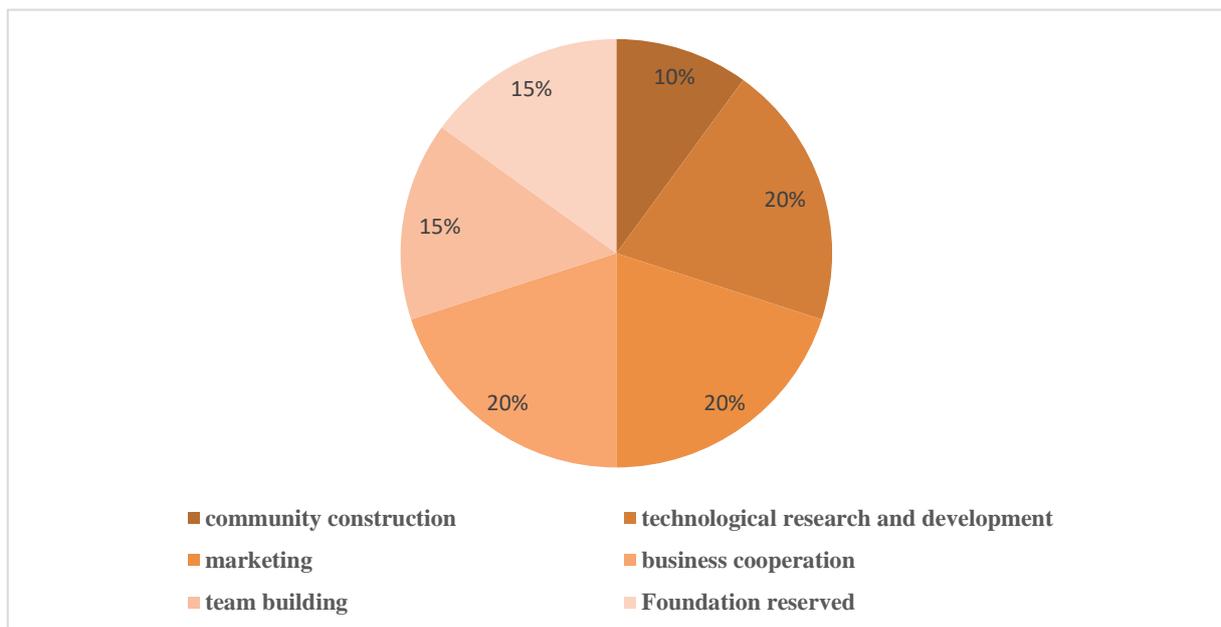
To improve the voting efficiency and engage more community members in voting in spite of their geographical locations, FansTime ecosystem has developed specialized scripting language algorithm based on the blockchain and smart contract and establish the dynamic voting procedures through smart contract broadcast; Dimensionality reduction has been placed in the algorithm over voting rights of accounts to improve the number of members across the community and impose restrictions on malicious moves to gain private interests by holding a large amount of resources. Meanwhile, the algorithm will also restrain the voting rights of FansTime Foundation to better implement democracy.

Part IX. Issuance and Allocation of FTI

9.1 Circulation and Exchange Planning

10 billion FTI will be issued for exchange, the details are shown as below:

- 10% for community construction, to be used on community infrastructure construction at the early stage of FansTime
- 20% for technological research and development, to be used on FansTime product design and R&D
- 20% for marketing, to be used on FansTime marketing and expansion
- 20% for business cooperation, to be used in construction of ecological business facilities and business cooperation in relevant projects
- 15% for team building, to be used on the payment of operating costs and contribution returns of the FansTime founding team and management team. It is locked for three years and releases 2.5% every six months.
- 15% for the Foundation, to be managed by the Foundation and used on FansTime Foundation establishment and relevant events such as community awards, liquidity support, compliance support.



Circulation in the early stage: 4 billion FTI, mainly used in the initial community construction, marketing, business cooperation, the first-stage R & D cost and the motivation of the founding team;

Long-term released: 6 billion FTI, mainly used for long-term technical development, team building, foundation management, marketing, community construction and business cooperation.

9.2 Exchange Modes Available

On Feb. 8th, 2018 Singapore time, initial recruiting will be launched and completed in 48 hours.

On Mar. 5th, 2018 Singapore time, initial private placement towards institutions and complete within a designated period of 48 hours. Exchange will be completed in April. And FTI will be issued in the mainstream exchanges in May.

Acceptable encrypted digital currency for FTI exchange: ETH/BTC/HT/EOS.

9.3 Special Statement

We will obey and resolutely advocate the laws and regulations in different countries and we are now seeking investments across the world. (Chinese and American citizens are now allowed to join. Any consequence or legal liability in case of violation shall be independently undertaken by the violator and FansTime shall not be held liable.)

Part X. Management Team

Her Highness Princess Apinya Pramoj, Honorary President of the Foundation

Thailand Princess, daughter of Prince Supab Pramoj, granddaughter of former Thailand Prime Minister Mom Rajawongse KukritvPramoj. In his tenure as Prime Minister, Kukrit Pramoj established the diplomatic ties between Thailand and China and had meetings with Mao Zedong, Zhou Enlai, Deng Xiaoping, and other Chinese leaders. Kukrit Pramoj advocated democracy and friendly coexistence with countries of different political institutions. The Pramojs, as goodwill envoys to neighboring countries, have been actively engaged in economic, cultural and entertainment communities in many countries.

Eric Jiang, first CEO of the Foundation

FansTime CEO, Eric Jiang is a Canadian citizen, MBA from Rotman School of Management, University of Toronto, blockchain expert with 12 years of experience in data mining and financial analysis. Eric used to work for well recognized companies in IT and financial sector like Angus System Group, China CITIC Bank and NeoEdge Networks.

Tetsuya Shin, in charge of R&D Department

Japanese citizen, MSc in Applied Physics from School of Engineering, Tohoku University, blockchain expert, used to work for Hitachi High-Technologies Corporation in Japan and US, responsible for BPM and software development, with several years of experience in product R&D and project management.

Ting SHE, in charge of Marketing Department

Belgian citizen, used to study in Shanghai Jiao Tong University and one of the first group of government-sponsored overseas undergraduates after the Reform and Opening-up Initiative, Ph.D. of Engineering from University of Leuven. 24 years of marketing experience

and years of work experience in Euronext-listed Barco and Melexis and once served as Asia Pacific Regional Marketing Director.

Terry Wu, in charge of Finance Department

Australian citizen, Master of Accounting and Finance from University of Adelaide, used to work for Travelex, a specialized foreign exchange institution and Westpac, a sophisticated professional and management experience in risk control and loan review.

Part XI. Consulting Team

JinHynk, Professional Consultant

Chief Director of SBS, a ROK citizen who put Lee Min Ho, Lee Jong Suk and other Korean lookers on map and used to serve as Director in *Legend Of The Blue Sea*, *The Master's Sun*, *City Hunter*, *Brilliant Legacy* and other hit series, his record in television audience rating at 47.1% has not been broken in ROK. He is popular in ROK, China, Japan, other Southeast Asian countries, US, and other countries and has won unanimous applause from audience and professional critics.

Huang Lianjin, Technology Consultant

Well-known blockchain expert, member of ACM Practitioner Board, Expert Member of Chinese Institute of Electronics, MBA.

Former Vice President of technology in Huawei, Chief Scientist in blockchain, Senior Expert of Huawei and Chief ID authentication management architect. Used to work for CGI Canada as head of CGI Blockchain Lab, CGI security technology director, CGI cloud security director and chief security architect and established the CGI Federal Management and Cybersecurity Capability Center. He used to offer consulting service in finance, blockchain and security for US Federal Government, financial institutions, and public service operations when he worked for CGI.

Part XII. Strategic Partners & Investors

信中利

ChinaEquity Group

China Equity Group

With a globalization strategy, China Equity Group (CEG) focuses on investment in High-tech and Culture Entertainment industries. CEG was co-founded by Wang Chaoyong, returned American investment banker and Chief Representative of Morgan Stanley Beijing Office, together with Swiss investors. Mr. Wang is hailed as Investment Godfather and he is one of the first overseas Chinese students working in the Wall Street investment and financing community.



Qianhai M&A Funds

Qianhai M&A Funds, with the powerful support of Qianhai Equity Exchange shareholders, specializes in 7 sectors of high-tech investments, including culture and education, internet, IT, industrial automation, healthcare, environmental protection, national defense conversion to civil use.



MINIPO Equity Investment (Previously Known As 36 Kr Equity Investment)

Leading domestic non-public online equity investment platform. 36 Kr is a mainstream, prestigious and influential new business media and its parent company is now the largest service platform for the 'Entrepreneurship and Innovation Initiatives' in China.



iFensi

iFensi is the most professional fans operation and service platform, ranking top on Alexa Chinese entertainment website. It secured RMB 150 million in B- Round Financing in 2017 and was valued at RMB 1 billion, a record high in fan economy financing.

Engaged in the entertainment industry for more than a decade, iFensi has established great relationship and strategic partnership with lots of well-known entertainment and finance companies, including S.M. and YS of ROK, EE-Media, Emperor Entertainment Group, BGTalent, Juli Entertainment Media, Star48 Cultural Media Group, Phil Chang's Workshop, Huayi Music Workshop, Steve Chou's Workshop, Dao Cao Production, etc.

As the strategic partner of FansTime, iFensi provided with numerous entertainment resources, and is dedicated to construct a new ecosystem of fans economy based on blockchain technology.



United Cultural Works Exchanges

United Cultural Works Exchanges is the largest and most influential film and television derivative exchange platform and the only government-approved cultural art works equity exchange platform in Liaoning Province, China. United CulturalWorks Exchanges has worked with Chunqiu Time, H&R Century Pictures, Alibaba Pictures, Huayi Brothers Media Group and other top IP creators to publish over 50 pieces of derivative works, business turnover exceeding RMB 50 billion in 2016.



NEXT

Chen Shu, the founding initiator of NEXT, is the initiator of Wenzhou Financial Management Association and co-founder of W Youth Capital. NEXT has now accomplished its initial operations in blockchain-related fields, concerning TMT, cloud computing, big data, AI, financial technology, etc.



Node Capital

A venture capital firm dedicated in blockchain and one of the earliest professional investment companies laying hands on blockchain. Node capital is to connect nodes existing in blockchain ecosystem and integrate sector resources through investment projects and cooperation, thus construct eco-system of the industry and carry forward steady and healthy development of blockchain.



Xiang Chain Fund of Funds (XCF)

Xiang Chain Fund of Funds (XCF), the first Fund of Funds (FOF) of blockchain industry in Hunan province, was jointly established by Cheng Guihua, a founding member of the China Young Angel Investor Leader Association and Wang Xiaoye, an executive director of the China Young Angel Investor Leader Association. XCF has invested many projects including the following: EGCC, Extrade, Rcash, etc. It maintains a highly cooperative relationship with well-known blockchain investment institutions, and has a high degree of integration of the head resources of the entire blockchain industry. At the same time, XCF provides high-quality blockchain industry projects with consulting services of one-stop investment and financing, helping accelerate the development of excellent projects in blockchain infrastructure and commercial applications.



YINXINCAPITAL
銀 杏 資 本

Yinxin Capital

A frontier investor in blockchain technology co-founded by the core team of Waltonchain and business circles and pevnews, committed to offering support to teams with industrial expertise and connections as well as understandings and visions on blockchain.



Huoxun Capital

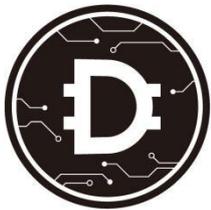
An investment arm under huoxun.com, was established by several top blockchain experts.





Tsing Capital

Tsing Capital, specializing in risk investment in block chain industry, is a professional investment institution, the earliest one established in the world for linking and hatching young leaders' new technology projects.



DFUND

DFUND was founded by Zhao Dong, a well-known person in digital currency field, in July 2017, specializing in the investment in the field, and supplying the invested project with end-to-end investment bank services. It sticks to the principle of value investment, which is judged and screened by professional team. It has impressive earnings in its early open-ended fund. Till January 2018, the net earnings of Bitcoin in the first phase project of DFUND is 620%, or 2543% in U.S. currency. The major investment projects are TNB、QASH、aelf、Cybermiles、LLT、MobileCoin、Beechat, etc.

GENESIS

创 世 资 本

Genesis

Genesis, a blockchain-oriented professional investment bank and venture capital institution, was found by Zhu Huaiyang and Sun Zeyu in 2017, engaging in finding the top quality blockchain projects and providing long-term comprehensive assistance. The major investment projects are Deep Brain Chain(DBC)、IOS、AELF、JEX、Game.com、ProChain、Acute Angle Cloud, etc.





L I N K V C

Link Capital

Link Capital, founded by Lin Jiapeng, a senior investment expert in blockchain field, is an investment institution specializing in the sectors of blockchain project, digital currency and network finance, used to invest in lots of quality blockchain projects home and abroad. It has established offices in Singapore, Canada, and China's Hong Kong and Shenzhen.



红燊资本
HS CAPITAL HK CO., LIMITED

HS Capital

HS Capital has sharp acumen in blockchain industry, unique insight and control over projects, and energizes invested project with community energy.



聚资本
Ju blockchina Capital

Ju Capital

Ju Capital under the Jubi Group, is a venture capital company concentrating on blockchain industry, as well as one of the professional investment institutions early involving in blockchain industry. Ju Capital is aimed at bringing most potential blockchain projects to frontier markets through project investment and cooperation. Over years, Ju Capital has been implementing influential blockchain projects worldwide by supplying end-to-end



FansTime

professional team services, sticking to the principles of dedicating and professional investments, and upholding the concepts of value investment and deep guidance.



Stars Capital

Stars Capital, founded by Mr. Liu Jingchao in 2017, is a venture capital company specializing in blockchain industry, and one of the professional investment institutions early involving in the blockchain industrial ecosystem in the global context. It sets its purpose on integrating industrial resources, building industrial ecological circle, and fueling the healthy and stable development of blockchain industry through the way of project investment and cooperation. Mr. Liu Jingchao is also the founder of Bijiu.com and Binvestment, as well as an accomplished expert in blockchain industry.



Trueway Capital

Trueway Capital is a professional investment institution focusing on the blockchain sector, engaging in building ecological layout in the fields of mineral pool, transaction platform, technical media, technology application, etc. It is now devoting itself to the technology innovation and development of blockchain by investing in and incubating excellent venture teams in blockchain sector. Investment cases: CyberMiles (CMT)、JEX、Coindom (CCC)、OneRoot (RNT)、GIFTO、Zipper OS、TopChain (TOPC)、Game.com (GTC)、RenRen、Nebulas (NAS)、BAIC、TrueChain、QUNQUN、WaykiChain、HotChain (HOTC)、TokenClub、All Sport (SOC)、ARMADA MINER (AMUT)





Lemi Capital

Lemi Capital is a venture capital company focusing on the investment in global blockchain sector in its early and growing stages, and is one of the earliest professional investment institutions making layout for creating blockchain industrial ecosystem worldwide. Lemi Capital's target lies in, by means of project investment and cooperation, fueling rapid rising of new technology and high-value projects, linking the nodes on blockchain industrial ecosystem, integrating industrial recourses, building industrial ecosystem so as to better release the potentials of blockchain technology in its coming development and application, and promoting the healthy and steady development of blockchain industry.



伽马资本
GAMA CAPITAL

Gama Capital

Gama Capital is a type of blockchain industrial fund established at the beginning 2018. Its capital investment portfolio covers all developing stages of blockchain industry, vertical industries, regions and commercial modes, including tracks such as basic chain, Internet of things, supply chain, cross-border remittance, traceability, enterprise level application, etc. Our concept is to realize linking in the global blockchain ecosphere by laying out the blockchain enterprises worldwide. Gama Capital has established a most professional globalized investment team in the industry, which is composed of lots of investment managers and industrial analysts equipped with long-term experiences working at large-scale international investment management institutions. The blockchain projects invested



by the partners of Gama Capital are PNT, Quantum, VeChain, ABT, EOS, FSN, etc., achieving dozens of times of return on investment on the whole.

Trichain Capital

Trichain Capital is a comprehensive and professional venture capital focus on blockchain



三链资本
TriChain Capital

industry and digital asset investment banking. Trichain Capital is driven by capital, industry and technology, and is committed to becoming the best partner of the global blockchain entrepreneur.

Shuanghua Capital

Shuanghua Capital is a new prominent fund focusing on blockchain industry, which registered in Cayman Islands. The scope of investment includes crypto currency, smart contract, oracle, decentralized storage, decentralized database, cross chain trading, consortium blockchain, etc.

THBU CAPITAL PTE.LTD

SMWM is a professional Venture Capital focusing on BlockChain and Fintech, which is committed to finding excellent project and accelerating their development。 Our team are from Tsinghua University, Peking University and overseas returnees, who have wide experience in Blockchain industry , professional research capacity and keen insight into the future development of Blockchain. SMWM has abundant resources about institution investor, talent and capital market, and has general investment layout in Blockchain industry. Hence, SMWM can provide all-round and systematic post-investment service, and has had some successful cases yet.



Tsinghua Alumni Fintech Capital

Tsinghua Alumni Fintech Capital is an investment firm that exclusively invests in companies related to blockchain technology and Fintech. Our fund has an innovative operating model—we connect campus with capital and combinator to help entrepreneurs get starting fund, connections, coaching and professional consulting. Tsinghua Alumni Fintech Capital collaborates closely with funds including Zhen Fund, Aplus Capital, Plum Ventures, Skysaga Capital, Legend Star, Future Capital, Tusstar, Flyfot Ventures, Collinstar Capital, Taiyou Fund and Innoangel Fund to accelerate the development of the industry through investing in the whole industrial chain and integrating resources. Our goal is to empower the whole industry, so we make investments with high quality standard. We endeavor to find companies with the potential to become the industry leaders and help them succeed with our resources. With the resources of Tsinghua University and its alumni, we keep excellent cooperative relations with Tsinghua related funds, Tsinghua Alumni TMT Association, Tsinghua Holdings and Tsinghua Tongfang. Also, we stay closely cooperative relations with our advisor—Digital Currency Lab of Central Bank. With an estimated \$100 Million AUM, we help our portfolio companies to achieve higher goals by offering funding support, deploying resources and providing professional advices. Our portfolio includes KyberNetwork, Tezos, NEO, Bluzelle, aelf, Icon, EOS, 0x, Trinity, Zilliqa, Gifto and Qash.



Crypto Vision Capital

Crypto Vision Capital Limited focuses in investing crypto currency, since founded in BVI, Crypto Vision Capital has invested in several famous and successful ICO, obtained supernormal returns. Main members graduated from top universities all over the world, possessing rich investment experience in both primary and secondary markets. AUM is around 1 billion yuan.



了得资本
LD CAPITAL

LD Capital

LD Capital is one of Asia's earliest organizations focusing on value investing in blockchain field. Owing to industrial resource advantages and professional investment research teams, LD Capital has successively discovered and invested in projects such as Qtum, VeChain and Eos which all achieved over 100 times return. Our teams spread over China, the United States, Europe, Singapore, Japan, and South Korea, and have accumulated rich experience in areas of traditional internet, Fintech, and advanced blockchain technology. We are committed to the globalization of blockchain and quality investment in the entire industry. LD Capital focuses on blockchain innovation projects within finance, games, content publishing, Internet of Things and other circuits, and we have been propelling broad layout of blockchain technology and infrastructure construction to facilitate the comprehensive development of the global blockchain ecosystem.



BN Capital

BN Capital is a new type of investment banking and investment institution focusing on the blockchain sector. We provide high quality investment services for blockchain projects with professional knowledge and continue to tap quality blockchain investment targets.





The Great Voyage Capital

The Great Voyage Capital, set up by NewBorn Town and Plum Ventures, is the first investing fund focusing on the overseas mobile market in China. NewBorn Town is a mobile company whose product portfolio has over 1 billion overseas users and Plum Ventures is a professional vertical internet Venture Capital. The purpose of the Great Voyage Capital is to discover the valuable early stage projects and teams in China who have a strong wish to expand overseas markets and have the capacity and potential to enlarge the Great Voyage Capital investment portfolio. By joining the Great Voyage Capital, one could get support from end to end like capital injection, resource sharing, mentor guidance and post-investment management (lawyer, job hunter, media coverage and so on).



FROM FUND
— 源起资本 —

FROM INVESTMENT MANAGEMENT CO.,LTD.

FROM INVESTMENT MANAGEMENT CO.,LTD is a capital management company registered in the Republic of the Marshall Islands. Our main business is providing investment advice and investment management in the blockchain and cryptocurrency industry.



Part XIII. Contact

Official Website: <http://fanstime.org>

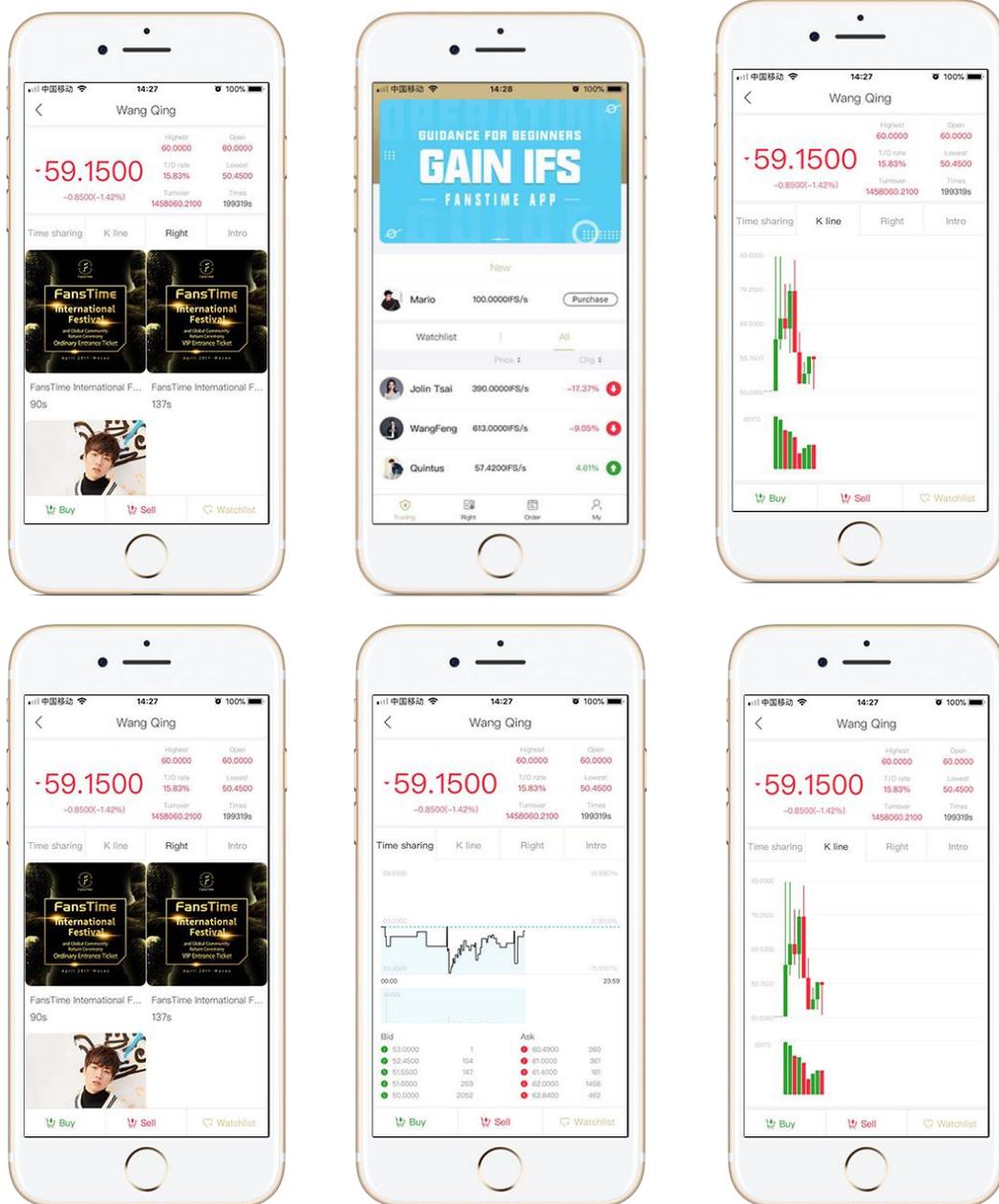
Official E-mail: pr@fanstime.org

Appendix I: Summary of FansTime Product and Technology Updating

1. Product Updating

Update Time: April 15th, 2018

See part of the Time Exchange blueprint as follows:





FansTime