

# BTour Chain



## <Table of Contents>

1. Abstract
2. Project Background
  - 2.1. Market Overview
  - 2.2. Limitations on current consumer satisfaction survey systems
  - 2.3. Solution.
3. BTour Chain
  - 3.1. Vision
  - 3.2. BTour Chain Service
    - 3.2.1 The business model and characteristics of FingeRate
    - 3.2.2 SoeT
    - 3.2.3 SoeT online/offline integration
    - 3.2.4 Kiosk
    - 3.3.5 Expected SoeT utilization scenarios
  - 3.3 Token Economy
4. Technology
  - 4.1. Smart Contract
  - 4.2. Blockchain based SoeT system
5. Token distribution
6. Team & Advisors
7. Roadmap
8. Disclaimer

## 1. Abstract

In general, most consumers feel uncomfortable purchasing goods and services solely based on product descriptions provided by sellers. To resolve issues arising from imperfect and asymmetric information, many consumers refer to reviews and ratings of other consumers prior to making a purchase, and thus these reviews and ratings have a significant impact on influencing consumers making purchasing decisions.

BTour Chain provides an online and offline platform that enables consumer ratings and reviews on products and experiences. The application of BTour Chain allows its users to share opinions and experiences with vast number of other users and therefore, ensures better quality and improved experiences for both consumers and businesses.

BTour Chain has secured an offline consumer satisfaction and preference survey system with using intelligent image analysis technology, "Satisfaction of everyThing (SoeT)." In addition, BTour Chain has constructed a simple yet detailed online evaluation system on its application where users can leave a finger rating as well as a written review.

BTour Chain aims to provide organizations and businesses in various fields with solutions to the following needs.

1. Database for users
2. Information on user preferences or consumption patterns
3. Marketability for a wide variety of consumers

All data collected by BTour Chain's SoeT-based satisfaction and preference survey system and evaluation system are recorded on the blockchain and protected from forgery or alteration. With the dataset and information obtained from these systems, we provide five consumption information (when, where, who, what, how much) and offer opportunities to analyze the actual consumption patterns and preferences and to devise targeted marketing strategies.

BTour Chain provides a blockchain-based user experience and evaluation sharing platform that benefit consumers and businesses alike. We offer opportunities to share genuine and authentic experiences for consumers and to develop more effective advertising and marketing strategies for sellers.

## 2. Project Background

### 2.1. Market Overview

With rapid development of e-commerce, online shopping has become an established part of consumers' daily routines. According to the Statistics Korea, the size of the domestic online market has increased from 65 trillion won in 2016 to 134 trillion won in 2019, indicating a more than 100% increase in transaction amount over last three years. Moreover, as untact service has become an emerging trend, the size of online shopping transactions is expected to increase even further.

Online market is no longer limited to the online commerce industry, but also having a massive impact on offline market as well. Consumers now can purchase almost anything from online, leading more and more consumers to generate and rely on reviews and ratings. Ratings and reviews have become increasingly available and influential in consumers purchasing decisions. As businesses have recognized the power of consumer reviews to shape consumer purchasing behavior, they are more vigorously engaging in developing marketing practices based on consumer reviews. For instance, Amazon, the world's largest online retailer, introduced "Amazon 4-star"—an offline store including products that are rated 4 stars and above on its online platform, and many Korean companies are also actively utilizing consumer ratings and reviews to optimize their marketing strategies. Consumer reviews and ratings have positive impacts for businesses, allowing them to continuously develop and improve their products.

While both consumers and sellers are benefited from consumer reviews and ratings, a range of risks and challenges are also voiced. The prevalence of misleading and deceptive practices such as fake and incentivized reviews have significantly damaged the authenticity and impartiality of consumer rating system. With disparate systems and applications for data collection, the challenges arise in accessing and collecting a wide range of data on random individuals as well as creating a uniform consumer data set and conducting comprehensive data analyses. Furthermore, the development of platforms to share the offline experiences are way behind than those for online reviews.

Therefore, there are increasing needs for developing an integrated platform to conduct on and offline consumer satisfaction surveys, collect and share actual consumption information, construct reliable consumer dataset and carry out comprehensive data analyses.

## 2.2. Limitations on current consumer satisfaction survey systems

<Issues with existing on/offline evaluation system>

- Issues with offline evaluation systems
  - Very costly and time-consuming
  - Additional process for data entry
  - Impossible real-time data monitoring
  - Low accuracy due to sampling issues
  - Low participation rate due to poor compensation system
  
- Issue with online evaluation systems
  - Low data credibility due to easy data manipulation
  - Unsystemized platform due to incompatibility with other institutions
  - Too much advertising influence
  - Low participation rate due to poor compensation system

The offline evaluation systems take too much time and cost because they are mainly conducted in the form of questionnaires or telephone surveys and also require an additional process to enter the raw data into the online systems. Other limitations include low data reliability due to various sampling issues, low participation rates due to poor compensation systems and reward schemes, and inability of real-time monitoring during surveys.

To mitigate these risks related to offline evaluation systems, online evaluations are more widely used. However, online evaluation systems sometimes suffer from low data reliability because they are more susceptible to data manipulation and commercial advertising influence. The issue of low participation rate because of poor reward schemes are still in existence in the online evaluation system.

## 2.3. Solution

With SoeT and satisfaction survey solution application, BTour Chain aims to solve the issues in existing evaluation systems.

It minimizes the time and costs for data collection, because SoeT automatically collects evaluation data and the application simplifies the whole process of data collection into three simple stages for users to enter their evaluation information. Data reliability and integrity is also ensured as all of the users' evaluation data is safely recorded on the blockchain which allows anyone to access data while protecting it from forgery or alteration. SoeT and the satisfaction survey solution application enables real-time monitoring of data and all processes from data collection to utilization are systemized. In addition, BTour Chain constructed its own reward scheme providing every user who participate in evaluations with BTM(BTour Mileage) which can be used as a payment methods when they purchase goods or services from BTour Chain's affiliated or partnered stores..

### 3. BTour Chain

#### 3.1. Vision

With SoeT and satisfaction survey solution application, BTour Chain offers consumer satisfaction and preference survey system that can be applicable to a variety of fields. The blockchain-based user experience and evaluation sharing platform enables users to access and share the collected data and service providers to improve the quality of their products and devise targeted advertising strategies.

Consumers express the level of satisfaction by using hand signals for the cameras installed at the exits, and their signals are sent to the server. The transmitted data is safely stored on the blockchain and thus, the data integrity is also ensured.

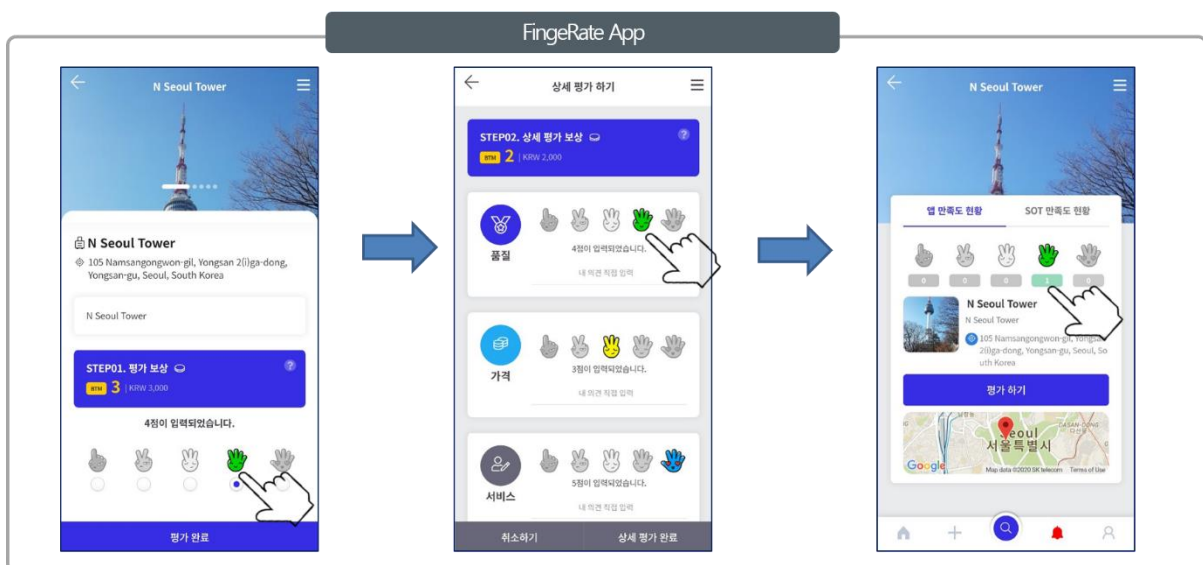
In the future, along with evaluation data, various individual characteristics including a consumer's age, gender can be collected via facial recognition technology and will create a meaningful database set linking the user characteristics with satisfaction evaluation patterns. These datasets will be applied to various fields such as cafes, convenience stores, civil petition service centers, movie theaters as well as tourist attractions and destinations.

## 3.2. BTour Chain Service

### 3.2.1. The business model and characteristics of FingerRate (mobile application for evaluation)

'FingerRate' is a simple mobile application where users can evaluate their service satisfaction on various locations such as tourist spots, restaurants, accommodations convenience stores and movie theaters. With the google's LBS technology which utilize geographic data and information, 'FingerRate' allows users to easily evaluate the services they have been offered based on their current location. Additionally, the LBS can effectively prevent potential cheating risks where users randomly and falsely evaluate the services they have never used.

When users are within the regions where evaluation services are enabled, the app push automatically notifies the users to evaluate the products and the whole process for users from the initial notification to evaluation requires only two touches.

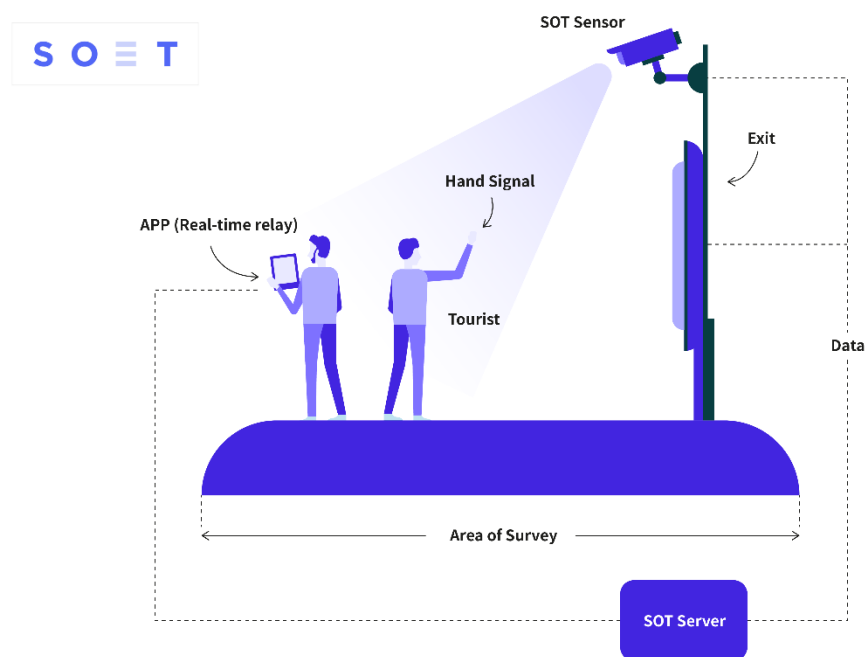


## 3.2.2. SoeT(Satisfaction of everyThing)

SoeT is a system which allows users to evaluate the services they have experienced with a simple hand signal toward the cameras installed at the exits. SoeT investigates and collects the consumer satisfaction data by recognizing the hand motions described in 3.2.1. via camera sensors. Furthermore, this real-time satisfaction survey platform can collect automatically not only the date and time and the number of visitors but gender, ages of customers through facial recognition technology.

The participation rate can be increased with the appropriate reward scheme providing BTM for users who evaluated the services they used. SoeT significantly increases the user participation rates through a simple, interesting and time-saving evaluation process and though the compensation system.

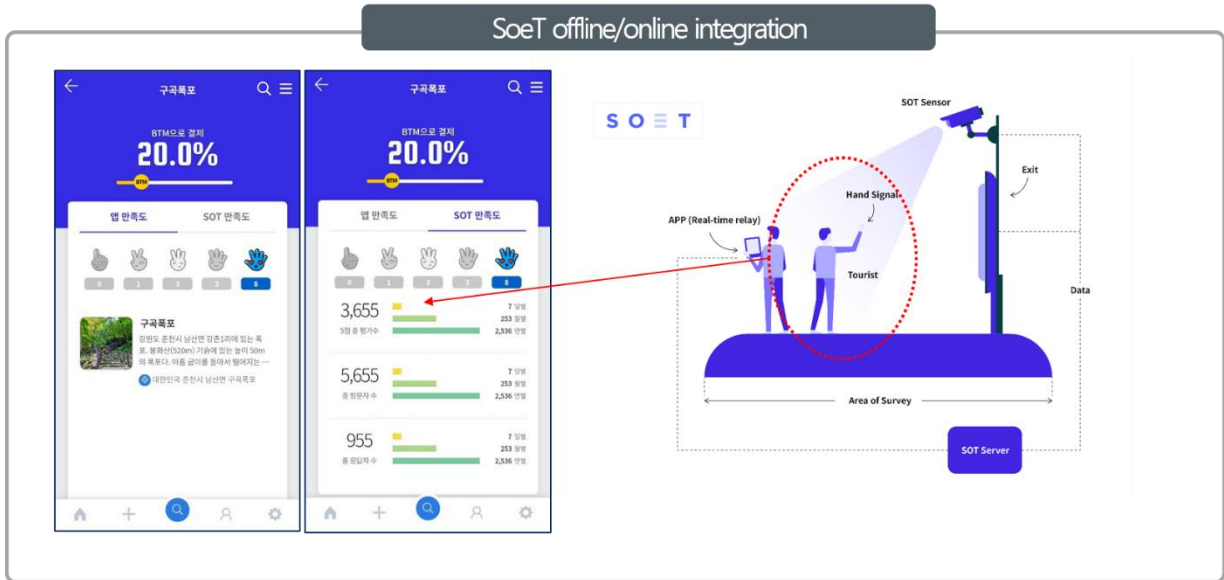
The data collected and extracted from SoeT provides various real-time data at low cost to local governments or service providers. The aggregated data sets obtained by SoeT support the clients to develop effective data-based decision-making process, marketing strategies and service improvement.





### 3.2.3. SoeT online/offline integration

Offline data obtained through SoeT is provided in real time to users and service providers through mobile apps or APIs.



### 3.2.4. Kiosk

BTour Chain accumulates 5 key information (who, when, where, what, how much) through the kiosk where BTM can be used for payment, and sends it to the big data server for analysis.

The kiosk can be installed as an unmanned ticketing (payment) system in the service provider business and it can be customized according to the company's request.

In the case of tourist attractions that require admission ticketing, you can get the effect of reducing labor costs due to the installation of a kiosk, and you can pay up to 100% with BTM.



23C Product Specification		
Customer Interaction Section	Screen size	23-inch touchscreen
	Touch method	IR touchscreen
	Resolution	1080 x 1920
Credit card terminal	Support card	Magnetic Card and IC Card Support Terminal
Receipt printer	Print method	Thermoelectric line printing
	Print speed	200mm/sec
	Others	Paper Remaining Detection Sensor
2D Scanner	Image pixel	640x480 pixels
	Scan type	1D, 2D
	Size	23mm(H)*70mm(L)*50 mm(D)
Kiosk	Size	W:435mm*D:515mm* H:1795mm

### 3.2.5. Expected SoeT utilization scenarios

- Research cases in tourist destinations

<Status>

-The Korea Tourism Organization and the Ministry of Culture, Sports and Tourism conduct annual surveys on tourism and travel.

-Annual travel surveys are conducted by specialized research companies such as Consumer Insight and specialized institutions such as Sejong University Tourism Industry Research Institute.

-Various surveys such as consumption rate, overall satisfaction, number of visits, number of travel, etc., and necessary data are shared or articleized.

-The surveys are conducted through an online questionnaire or contact a landline phone or smartphone

-The online surveys are cumbersome because you have to access the homepage or app, and phone calls are not possible because the participation rate is extremely low. Complete investigation is impossible because it is low

<Applying SoeT>

-Install SoeT at the exist of the tourist destination

-The satisfaction survey data is sent once the tourists display hand signals within the SoeT range

-Tourists can check their satisfaction in a short time without hassle or inconvenience, and real-time satisfaction data is secured for tourist attractions.

-Improvement of problems and constitution of tourist attractions through data statistics

- Research cases in the field of screening such as cinemas and theaters

<Status>

-The satisfaction level for theater service is calculated by professional organizations such as Real Meter and NCSI, and the satisfaction level for theater service is announced every year.

-The satisfaction with films, performances, and musicals is mostly evaluated and shared through portals or rating sites.

-In the case of work evaluation, most of them are evaluated after a certain period of time, and subjective evaluation is difficult due to the strong tendency to be swept away by the evaluation of the majority.

<Applying SoeT>

-Install SoeT at the exit of the theater or cinema to rate the satisfaction of the service provided and install SoeT at the exit door of every screening hall.

-The SoeT will not only be able to rate the visitors' evaluation towards the movie, but also about the service of the theater.

-The first thought visitors get is whether it was fun or if it wasn't fun'

-By installing the SoeT, subjective evaluation is possible without being swept away by the evaluation of many

-The SoeT provides big data to a number of industries such as theaters, distributors, and production companies through data acquisition

- Research cases in department stores and clothing stores

<Status>

-Satisfaction surveys for department stores and convenience stores are being conducted, but there is no case for satisfaction by product.

-The product is evaluated on the company's website or app

-Normally, only those products that have been tried for a certain time tend to be evaluated. However, a satisfaction rating system focused on items that can be immediately evaluated, such as clothes, shoes, and household goods is required,.

<Applying SoeT>

-In the case of outlets where brands such as department stores and clothing stores are gathered, SoeT is installed in a specific area for each brand store

-In the case of a clothing store, it is installed outside the fitting room so that one can immediately evaluate it as one changes clothes.

-At places that sell household goods such as Daiso and Olive Young, install the SoeT at the cash register and check the satisfaction level about the product.

-The evaluation items for each product are checked and the satisfaction level for each product is provided to the head office of the corresponding brand.

- Research cases in the public sector such as civil petitions

<Status>

-The survey about the satisfaction towards civil petition offices administration services are conducted weekly or monthly by written surveys in each city and province.

-The survey tries to gather relevant data through detailed questions regarding service environment, service process, service result, and service proposal based on personal information

-Because it is a written survey it requires a long time and it is difficult to obtain objective evaluation results because there are not many respondents.

-Collection and analysis of the data takes a long time

<Applying SoeT>

-SoeT small cameras are installed at each window, and after the service is finished, the customer displays the service satisfaction through hand signals.

Staff at the Civil Affairs Office can conduct an immediate satisfaction survey as an option to customers before they leave

-Satisfaction is checked in one service step, so customers can display satisfaction easily and naturally without any inconvenience.

-High participation and multiple data collection

-Automatically obtain weekly or monthly data analysis through back office data statistics

### 3.3. Token Economy

BTour Chain provides BTM as compensation for participating in the SoeT system's Consumer Satisfaction Survey. Users can pay all or part of the amount in BTour Chain's partners and merchants through BTM. Currently, BTM is available and can be used at tourist attractions, accommodations, and restaurants in Chuncheon, and we are expanding the ecosystem of BTour Chain by continuously recruiting partners.

BTour can be exchanged for BTM tokens according to the value of variation within SoeT-based applications, and the staging system enables mining participation and mining rewards.



※ BTM(BTour Mileage)

Mileage used in BTour Chain, used as a medium for rewards or exchanges.

※ BTOUR(BTour Token)

Cryptocurrency used for BTour Chain nodes, which can be mined through staking and exchangeable with BTM according to variable value.

## 4. Technology

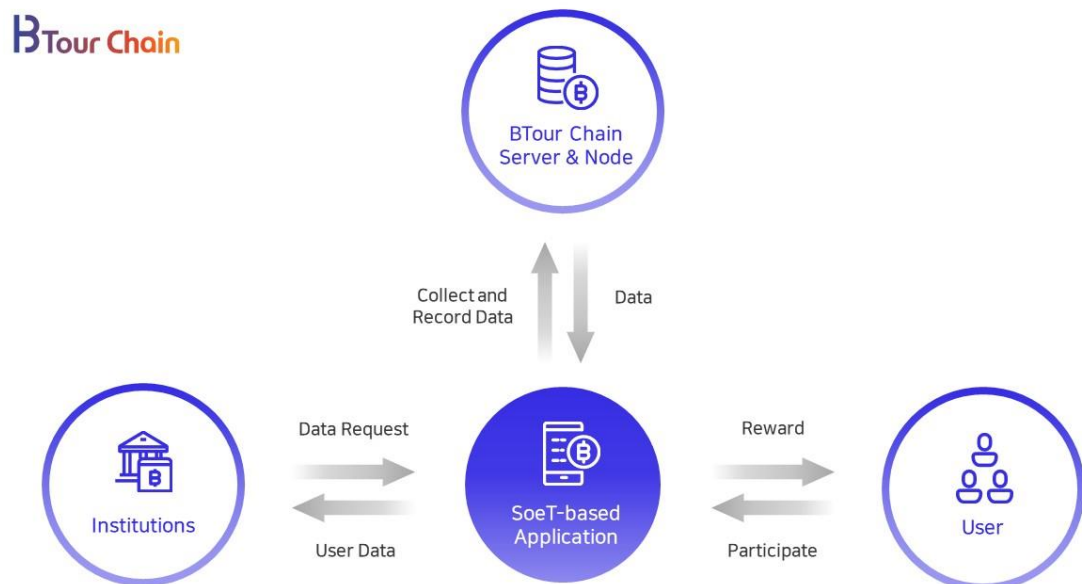
BTour is a crypto currency based on FLETA Chain. FLETA's gateway technology enables 1:1 exchange with Ethereum's ERC20 so that the public can use the more public-friendly form of ERC20 and FLETA, a high-freedom DApp platform, for both stable exchange listing and high performance.

## 4.1. Smart Contract

Smart Contracts recorded in the Blockchain are accessible to anyone and operate in a manner that is agreed in advance to ensure reliable contract performance. BTour builds smart contracts on FLETA, a highly free and high-performance DApp platform, and Ethereum, a popular and well-known block chain-based evaluation system that can accumulate reliable data and enable data utilization organizations to receive reliable data in a reasonable manner.

## 4.2. Blockchain-based SoeT System

The Blockchain registers the topic and records the evaluation scores only on the registered topic. Users can decide whether they want to disclose or not evaluate data about the assessment, and, if they do, set it up for the scope of the disclosure. One can record unsigned evaluation data from unspecified persons to the block chain, or one can record evaluation data to identify the author.



SoeT-based applications communicate with the BTour Chain server, record the collected evaluation data in the block chain, and process and deliver the data requested by the data utilization organization to a usable level.

Smart contracts required for block chain-based SoeT systems include:

#### 4.2.1. Enroll the Topic

With smart contracts that register topics that you want to be evaluated, subject registration requires information about who you are being evaluated, whether you want to disclose the survey information, how long you are evaluating, and how many evaluation scores you have. Subjects who wish to be evaluated include, but are not limited to, on- and off-line objects, shops, and experiences. Topic evaluation is available after you register the topic.

#### 4.2.2. Topic Evaluation

A smart contract that conducts a topic evaluation based on the assessment score information registered in the specified subject.

#### 4.2.3. Register Consumer Satisfaction Index Data

Smart contract that collects processing data (age, gender, etc.) that is added to the subject matter analysis analyzed at the time of the subject evaluation and registers the data available to the data utilization authority.

#### 4.2.4. Consumer Satisfaction Index Data Request

A smart contract that can be obtained by paying a defined currency for consumer satisfaction index data in a data utilization organization.

#### 4.2.5 Case Study

Gildong from Korea has just watched a movie in a cinema in Seoul. He liked the movie's story and enjoyed watching the protagonists performances. Once the movie was finished, he stood up and walked towards the exit door where BTour Chain's SoeT camera was installed. Gildong looked towards the camera and raised his hand for a second while walking showing five fingers, since the movie can be rated with one hand (one finger being very unsatisfied to five fingers being very satisfied), as he was very pleased with the movie and intends to watch it a second time.



Gildong's satisfaction data has been instantly collected by the SoeT system and uploaded to the admin page in real-time where it will be analyzed and turned into big data to send it to the companies interested in such valuable data such as cinemas and movie production companies.

Meanwhile, since Gildong wants to be more specific about what he enjoyed the most regarding the movie, he downloaded the FingeRate App, which is the online version of the SoeT system, to rate the movie more specifically and in return, get rewards as BTM which can be converted into BTour tokens.

## 5. Token distribution

Type	Token Volume	Lock-up Period
Token Sale	800,000,000	
Ecosystem	500,000,000	
International Advisors & Founders	200,000,000	12 months
Marketing	200,000,000	
Team & Advisors	140,000,000	12 months
Reserve	100,000,000	
Partners	60,000,000	
Total Supply	2,000,000,000	

## 6. Team & Advisors

### TEAM

Name	Position	Description
Han Seung-soo	Founder	Founder
Kim Young-kun	Co-Founder/CEO	Co-Founder/CEO
Choi Myung-ju	President- UAE & Middle East	Resposnsible for UAE/Middle East region
Shin Jae-won	President-China	Responsible for China region
Ko Jin-suk	President-Europe	Responsible for Europe region
Kim Seong-kee	CTO	Blockchainb
Ha Jae-yeol	CTO	SoeT
Lee Seung-koo	CMO	Chief Marketing Officer

### Advisors

Name	Category	Description
Yang Chang-young	Tourism	Responsible for the collaboration between Hansang Dream Island and BTour Chain
Yoo Seung-gack	Tourism	Advisory in tourism blockchain business
Ko Kwang-hee	Tourism	Advisory in business partnering
Kim Jin-ho	Technology	Advisory in planning design, security, and security planning
Lee Hee-jo	Technology	Advisory in technology and security

<b>Park Seung-gyun</b>	Business	Advisory in Business expansion
<b>Won Bong-hee</b>	Legal	Advisory in law and financial sector
<b>Huh Jong-goo</b>	Legal	Advisory in cryptocurrency regulations
<b>Lee Sang-chan</b>	Legal	Advisory in patenting and law
<b>Jung Tae-young</b>	Finance	Advisory in financial sector

### International Advisors

Name	Nation	Description
<b>Subin Pinkayan</b>	Thailand	Former Commerce Minister Former Foreign Minister Chairman of the BOD, Asian Institute of Technology (AIT) Chair, SEATEC (Southeast Asia Technology Co.)
<b>Suh Nam Pyo</b>	United States of America	Former Head of Mechanical Engineering, MIT Founding Director, MIT Laboratory of Manufacturing and Production Former President, KAIST Inventor, OLEV(On-line Electric Vehicle)
<b>Chairul Tanjung</b>	Indonesia	Former Coordinating Minister of Economics, Chairman, CT Corporation

<b>Zulfiqar Z. Ghadiyali</b>	UAE	Executive Director, Directions Investment Holding Co (DIHC) under Chairmanship of HH Sheikh Mohammed Bin Sultan Bin Hamdan Al Nahyan
<b>Shenglin Ben</b>	China	Dean, Zhejiang University Business School and Academy of Internet Finance  Former CEO, JP Morgan Chase Bank China
<b>Noeleen Heyzer</b>	Singapore	Former Under-Secretary-General of the United Nations  Executive Secretary of USESCAP
<b>Stanley O. Roth</b>	United States of America	Former US Assistant Secretary of State for Asia and the Pacific  Former Vice-president, Boeing for International Affairs
<b>Louis Cheung</b>	Hong Kong	Former President of PingAn Insurance and partner,  CEO, Boyu Capital Consultancy
<b>Om Prakash Bhatt</b>	India	Former Chairman of the State Bank of India  Board Member, Tata Steel
<b>Loic Fauchon</b>	France	President of the World Water Council  Chairman and CEO, SAFIM
<b>Kenzo Hiroki</b>	Japan	Former high ranking official at the Ministry of Land, Infrastructure, Transport and Tourism  Professor at Graduate National Institute of Policy Studies (GRIPS)  Coordinator, HELP

<p><b>Ong Boon Hwee</b></p>	<p>Singapore</p>	<p>CEO of Stewardship Asia Centre</p> <p>Former Managing Director (Strategic Relations), Temasek</p>
<p><b>Marsha Vande Berg</b></p>	<p>United States of America</p>	<p>Independent Director, Quantum Advisors</p> <p>Former CEO, Pacific Pension Institute 大</p>
<p><b>Sir David Wright</b></p>	<p>United Kingdom</p>	<p>Global Advisor Sumitomo Mitsui Banking Corporation</p> <p>Non-Executive Director of Rezolve</p> <p>Chairman of Skarbek Associates</p> <p>Former Vice-Chairman Barclays Capital</p> <p>Former British Ambassador to the Republic of Korea</p> <p>Former British Ambassador to Japan</p>
<p><b>Han Seungsoo</b></p>	<p>Republic of Korea</p>	<p>Former Prime Minister</p> <p>President of the 56th United Nations General Assembly</p> <p>Co-Chair, International Finance Forum</p>

## 7. Roadmap

### 2020 Q3

- Updated BTour Chain SoeT technology (multi-awareness and accuracy)
- Open BTour Chain Thailand branch

### 2020 Q4

- Expanded global & domestic BTour Chain SoeT user cases
- Satisfaction survey solution application franchise expansion and user attraction
- Test net operation

### 2021 Q1

- Launch Mainnet
- Interlink SoeT technology with satisfaction survey solution application
- SoeT face recognition technology test-operating

### 2021 Q2

- Full update of SoeT facial recognition technology
- Collaboration with global & domestic non-profit organizations

## 8. Disclaimer

BTour Chain Does Not, in Any Way, provide Individuals with Legal or Financial Advice.

The white paper of BTour Chain is a non-legal document. The reader must seek professional legal and financial advice personally if necessary.

BTour Chain's white paper is provided for information purposes only. This document may not cover every detail in relation to BTour Chain. In addition, no content of this document is legally binding by any of GG56 Ltd's contracts. The sole purpose of this document is to provide reasonable and relevant information to potential token owners and to assist them in thoroughly analyzing GG56 Ltd and BTour Chain in order to make decisions on BTour Token purchases. GG56 Ltd does not specify any provision on rights in this document and does not propose any particular rights including dividends(all forms of dividends), redemption, liquidation, patents(including all forms of intellectual property rights), and other rights not just limited to financial and legal rights. This paper also includes research reports, estimates, and financial information for the purpose of future outlooks. Some of the figures are estimated with both known and unknown future risks and uncertainties. These risks and uncertainties may result in significant differences in actual outcomes and estimates.

The contents of this white paper are not intended to induce readers to make investment decisions in any form, nor is it a proposal to encourage purchases on specific securities within a particular jurisdiction. This white paper only describes the necessary information to help readers understand the business.

This document is not written based on current laws or regulations of any specific jurisdictions or countries recognized by the United Nations and therefore is not regulated by consumer protection, or any related, law or regulation, of any specific country or jurisdiction.

BTour Token is not a registered financial product, nor classified as securities, commodities or any other type of financial products. It is not registered under Hong Kong Security and Futures Ordinance, China's Securities Law or any other national securities law, including the securities law of specific jurisdictions where potential token holders reside. It is not permitted to make transactions using BTour Token in jurisdictions where the sale and use of any digital currency is prohibited.

**If the user wishes to purchase BTour Token, please acknowledge that the Token cannot be defined, classified, nor treated as any of the means listed below:**

- **Any kind of currency other than cryptocurrency**
- **A unit of business trust in any country**
- **Securities or stock units in any country**
- **Financial instruments as guarantees or collaterals**
- **Debt certificates, stocks, shares issued by any individual or institution, rights, options or any derivative of such debt certificates, stocks or shares**
- **A unit of any joint Investment**

This white paper is subject to further changes or updates in content and therefore readers must refer to the latest version of the white paper. There will not be any announcement on version update; however, we are committed to ensuring the quality and accuracy of the information we provide in the white paper every time the updated version is released.

Due to ongoing changes in policies, laws, regulations, technology related to cryptocurrency or BTour Chain as well as other variable factors such as market and economic conditions, the information provided in this white paper may be inaccurate and unreliable and is subject to multiple changes. This white paper is solely intended for reader's reference and is not responsible for any lack of accuracy or legitimacy of the information provided. The fundamental nature of this white paper is a business proposal or a business promotional document and is not legally binding under any circumstances.



THANK YOU