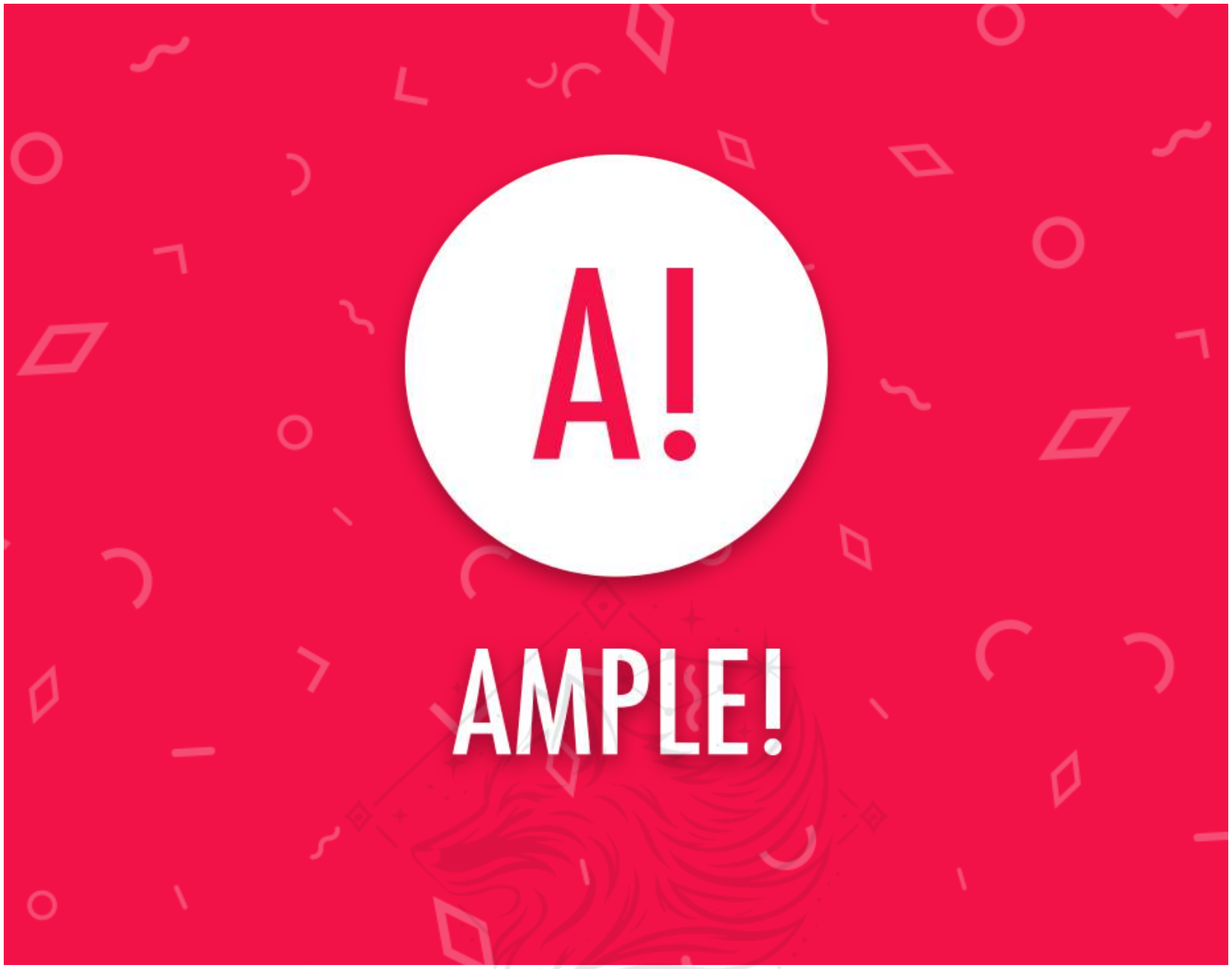


CRYP2NOVA

ICO Process White Paper by AMPLE! Group

Promoting Cosplayer Professionalism

Whitepaper version 1.4

Last Updated: 2017/12/3

Archived copy · cryp2nova.com

Background

The animation market in Japan exceeded 1.8 trillion yen in 2015 amidst a record-breaking pace of sales over three consecutive years. The expanding market trend continues, putting annual value within reach of 2 trillion yen.
Through the rapid penetration of VOD and other services future-forward, the distribution of Japanese animation content abroad is expected to increase; in turn, this growth will fuel the population growth of cosplayers around the globe. The cosplay and associated markets (enthusiasts' groups, cosplay apparel, maid and cosplay services) have actually grown year on year to comprise a market today of 130 billion yen.

The portrait lighting function implemented on the iPhone8 (announced on September 13, 2017) and other advances to mobile cameras as of late suggest that the creative activities of cosplayers will occur more and more within an immediate arm' s reach.

Alongside these recent trends described above, the cosplay platform AMPLE! launched in 2012 under the mantle of bringing people all around the world together through cosplay and has grown to host 70,000 photos posted by subscribers in 70 countries.
With the goal of evolving AMPLE! beyond a global cosplayer community through the introduction of AMPLE! Coin (ACO), a proprietary cryptocurrency, funding will be instituted through an initial coin offering (ICO).

About this ICO

CRYP2NOVA

ICO (Initial Coin Offering) is a method for procuring funds via the issuing and selling of original digital tokens. It is a different form of transferring equity than that of stocks, and is more similar to crowd funding in that you are simply purchasing tokens. At the time of sale for this token, it will not be recognized as Cryptcurrency. In order for it to be recognized as Cryptcurrency, you must first circulate the token through a Cryptcurrency exchange for it to become recognized as a Cryptcurrency. In other words, strictly speaking, ICO is not a method of raising funds, but is a sales method for cryptocurrency. As for the buyers, instead of an investor investing in a project, they are a buyer of the token.

Archived copy · cryp2nova.com

Table of Contents

AMPLE! Ecosystem Structure 4

Overview of AMPLE!

Vision of AMPLE!

Stage Progression of Taking Vision to Fruition

Usage of Cryptocurrency

Markets 11

Animation Market

Cosplay Market

Current Profile of AMPLE! 13

Number of Subscribers

Breakdown by Country

Number of Posted Photos

SNS Account Impact

“AMPLE! Coin (ACO)” 14

Description

Issuance of ACO

AMPLE! Market Engine

Bonus Distribution to Contributors in ACO Economy

ICO Process 16

Presale Overview

Token Sale Overview

Benefits to Early Buyers

Benefits to Volume Buyers

Security Considerations 18

Consent to Covenants 18

Team 19

AMPLE! Group 21

Revision History 22

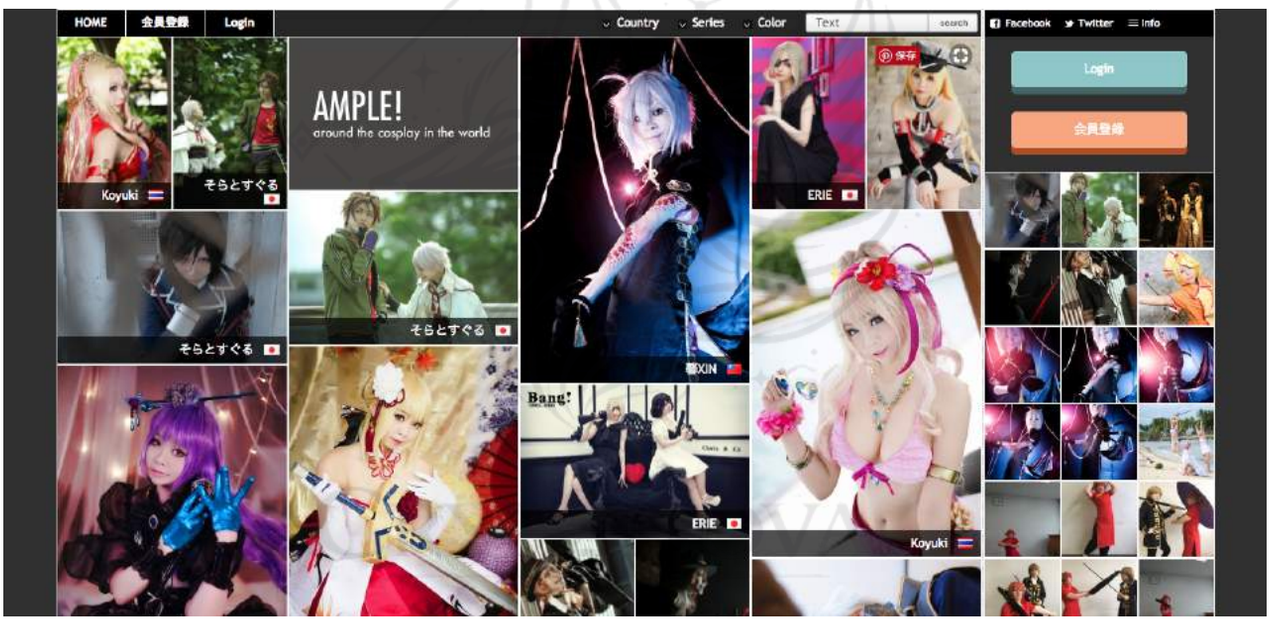
Archived copy · cryp2nova.com

I. AMPLE! Ecosystem Structur

— Overview of AMPLE!

The platform service AMPLE! is for cosplayers worldwide, and currently such cosplayers using the services are in Japan, North America, Europe, Asia, Oceania, etc. The specialty site for cosplay posts emerged in October 2012 to enable free expression of worlds held among cosplayers from around the world, and has operated with its purpose focused on compiling relatively high-quality cosplayer images.
Currenty, the citizenship of users are from 70 countries, and number of posts of photos has reached 70,000, and the site continues to provide world-class cosplay images at high quality.

[AMPLE! Official site] http://ample-cosplay.com/



Archived copy · cryp2nova.com



— Vision of AMPLE!

Turning“ Cosplayer” into a profession.

To date, AMPLE! has operated its mission under the mantle of bringing people all around the world together through cosplay. The effort for the next few years will be to develop professional cosplayers.

Some cosplayers, in fact, have successfully turned their activities into a professional occupation; however, we believe there is considerable room for growth across the entire industry in this regard. As Youtubers have gained professional status, the entire cosplay market domain can be amplified to create a system to pay sufficient recompense that will lead to as many occupational cosplayers as possible.

Archived copy · cryp2nova.com

AMPLE!

— Stage Progression of Taking Vision to Fruition



STAGE 1 *Provisioning a platform to create an economy around cosplayers globally*

STAGE 2 *Cosplayers transform into content and go global*

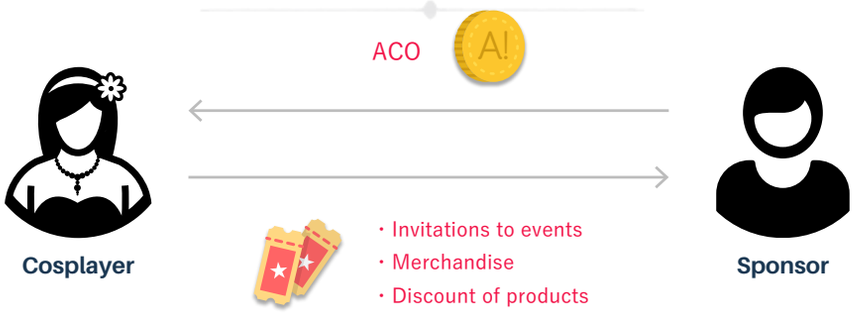
STAGE 3 *Mainstreaming professional cosplayers*

STAGE 1 Provisioning a platform to create an economy around cosplayers globally

The first course of action will be to provide tools that enable the 7,000 cosplayers currently registered to respectively procure funds. Fans will discover their favorite cosplayers located throughout the world and lend support with ACO, an easy wayto become a patron (supporter) of a particular cosplayer.

Cosplayers and fans connect virtually online as cosplayers express themselves freely on their own individual stage. Patrons can spend ACO to support their favorite cosplayers in real time. Plans call for active patrons to obtain exclusive offers from such cosplayers.

CRYP2NOVA



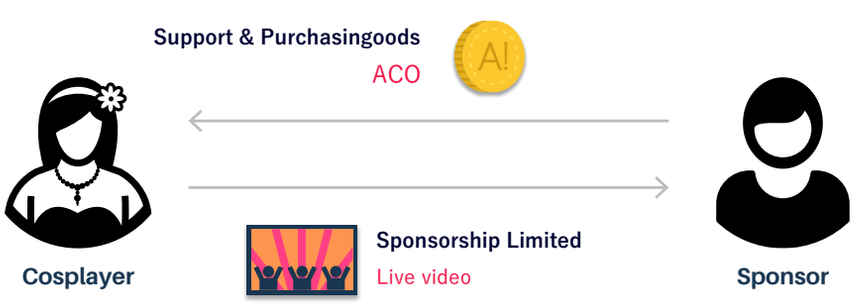
Archived copy · cryp2nova.com

AMPLE! has previously instituted a loyalty program called AMPLE! Point System, whereby fans can send gifts to their favorite cosplayers. The points in circulation through this loyalty program, however, have been limited in usage for securing preferred publication space on AMPLE! The limitation has proven to be a bottleneck and a challenge that has thwarted circulation growth.
What happened? In the past, monetary and legal hurdles impeded our desires to achieve a world that could uphold our ideals. This ICO process will enable funding to clear these hurdles. As we learn from past mistakes, the circulation of cryptocurrency ACO will support global, supportive transactions that will generate diverse expression.
Moreover, as we strive to provide a world to enable free expression among cosplayers, those with particularly individualistic expression will be provided with a system to facilitate funding that will generate even more diverse expression.
When our ideal world is created, AMPLE! will have become the platform representing cosplayers in such a way as to create an economy around cosplayers.

STAGE 2 Cosplayers transform into content and go global

Registered cosplayers will provide live commerce services that enable a straight-forward global development of their own content. Fans from around the world will gain convenient access to information about their favorite cosplayers, and AMPLE! will spawn numerous small economies around such cosplayers with this service.
The platform exploiting the latest technology will allow cosplayers to be their own curator and introduce various content and product as live video and VR video to their fans. Cosplayers to date have primarily performed in physical space, but with the latest technology the breadth of expression and means of delivering the art have enlarged. Consequently, cosplayers who couldn’ t gain exposure previously have an opportunity to portray their distinctive world and gain support from many more fans. The real-time connection afforded between adoring fans and their favorite cosplayers will enable fans to purchase such content with ACO.

Provisioning a system to deliver content expediently and globally for all cosplayers wherever they reside in the world will seed small economies centered on those cosplayers around the globe. We foresee communities emerging with distinctive character tuned to each cosplayer in these economies, a world where cosplayers and fans mutually support each other. This is the world we currently are contemplating.



Archived copy · cryp2nova.com

This process will solidify the status of AMPLE! as a platform that can generate cosplayer economies.



STAGE 3 Mainstreaming professional cosplayers

AMPLE! intends to provide comprehensive support to cosplayers active on the platform. Funds procured for operations with take the form all efforts required in enhancing promotional activities and values for the entire cosplay industry.

In the process of cosplayers engaging in activities on the platform described above, support functions will become necessary. Consequently, AMPLE! intends to offer the following support to cosplayers worldwide.

CRYP2NOVA

- **Production and sales support of merchandise**

  DVDs, photobooks, and figures of cosplayers attaining a certain rating level within AMPLE! are produced for sale on a global marketplace.

- **Phototaking event support**

  Joint phototaking parties with popular cosplayers will be held periodically around the world.

- **Live event support**

  A system will be provided for live events to be held online through live streaming and VR technologies, so that distinctive cosplayer worlds can be shared globally.

- **Live-action anime**

  After entering into collaborative relationships with rights holders, popular animation content will be produced as live action movies on a popular layer and streamed on VOD services.

Archived copy · cryp2nova.com

- **Stage performances**

  We will enter into collaborative relationships with rights holders and produce popular animation titles for the stage. Effective utilization of AR and sensor technologies will produce a stage integrated with the audience—more than merely a platform.

- **Assembling of idol groups**

  Selected members will form idol groups as part of establishing the “cosplay idol” genre and engage in activities beyond the confines of particular countries

The support described provides a lineup approximating the function of a production company engaged across various domains.

The function as production company, as well as the following business development will enable AMPLE! to contribute to further awareness and enhancement for the cosplay industry.

- **Large-scale events**

  Several renowned cosplay events exist around the world; plans here call for large-scale events with slightly changes in orientation to be held.

- **Alliance with events in other domains**

  Events like e-Sports not necessarily events familiar to the fan segments and fashion events supported by teen subscribers will be targetted for on-site assignment of cosplayers.

- **School established to support cosplayers.**

  In order to raise the bar across the entire industry, we will open a special school to support cosplayers. Currently, predecessors in the industry have achieved high standards in cosplay through individual trial and error. Structuring this expertise will lead to learning content available online and offline to people around the world.
  Instruction curricula at this school include makeup, clothing and accessories, photography, space design, song, dance, voice talent, performance, programming, video production, music composition, and writing—a diverse range. The purpose is to enable acquisition of professional skills associated with cosplay, anime, and manga. ACO can be used for receiving the education.
  The opportunity to learn is provided not only to cosplayers, but others with interests in peripheral disciplines. The bar will rise for the cosplay industry, and the ACO economy will expand to peripheral domains.

- **Supplier of video anime and manga content with free copyrights**

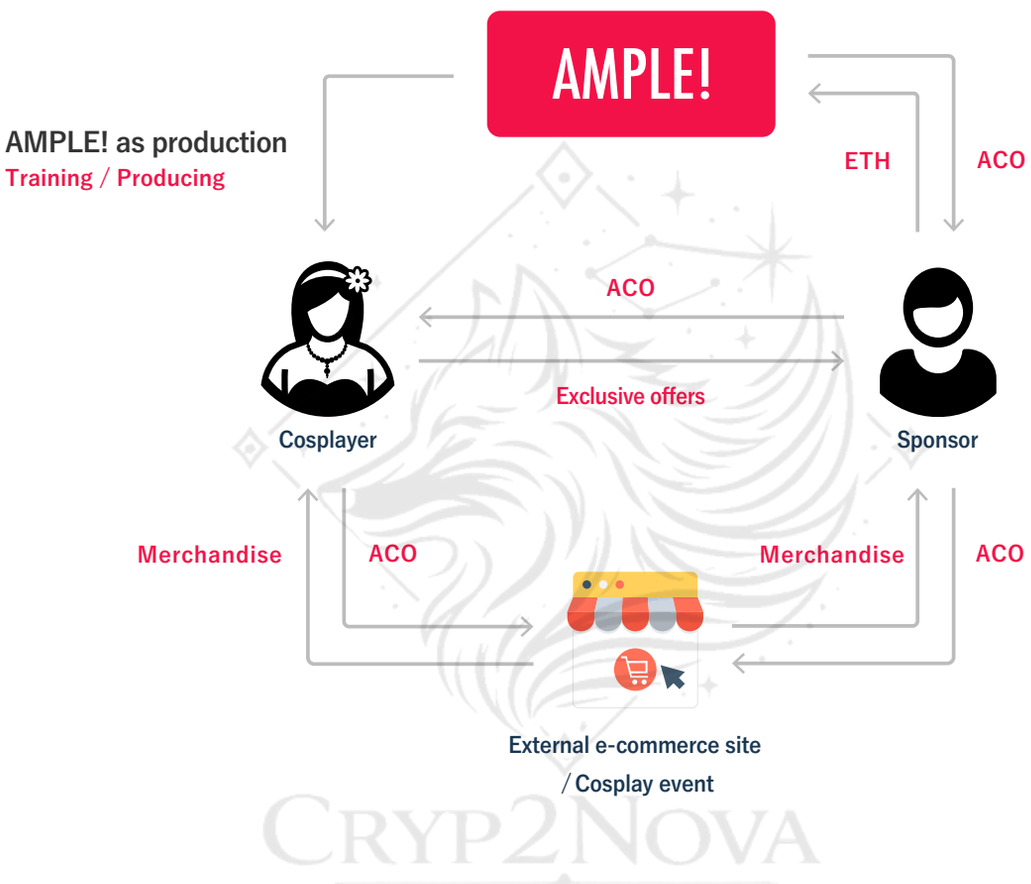
  Cosplay typically involves a subject, a primary creative work, from which the individual work is created. Depending on circumstances of the rights owner, however, some works do not allow the desired cosplay activity.
  AMPLE! is considering production in the future of content like videos, anime, and manga that cosplayers can use freely.
  By generating primary creative works with free copyrights, AMPLE! can further support cosplayer activitites, and portray the world being promoted.

All of the processes above enable AMPLE! to mainstream occupational cosplayers

Archived copy · cryp2nova.com

— Usage of Cryptocurrency

The cryptocurrency AMPLE! coin (ACO) to be issued at this time will undergo circulation along the entire stream provided in the Stage Progression of Taking Vision to Fruition set forth above. ACO will be tendered across all layers worldwide for direct support, product sales, and admissions to exclusive events, and applied to diverse payment means in this space.



CRYP2NOVA

As shown in the figure, ACO is used chiefly among cosplayers and their supporting fans. We wish to enable ubiquitous usage of ACO in the space as currency.
For this to happen, technical integration with other companies' services without limitation to the AMPLE! platform will take place, while an enormous application array will be provided to cosplayers and fans on the AMPLE! platform.
As cosplayers circulate ACO across the platform that enables unfettered expressions of their own worlds, they will enhance the quality of their creative activity, while strong ties between fans and their favorite cosplayers become possible. By connecting cosplayers and fans spread out globally through cryptocurrency unconstrained by national borders, the issuance of this cryptocurrency should contribute to enhancing the entire market, in our assessment.

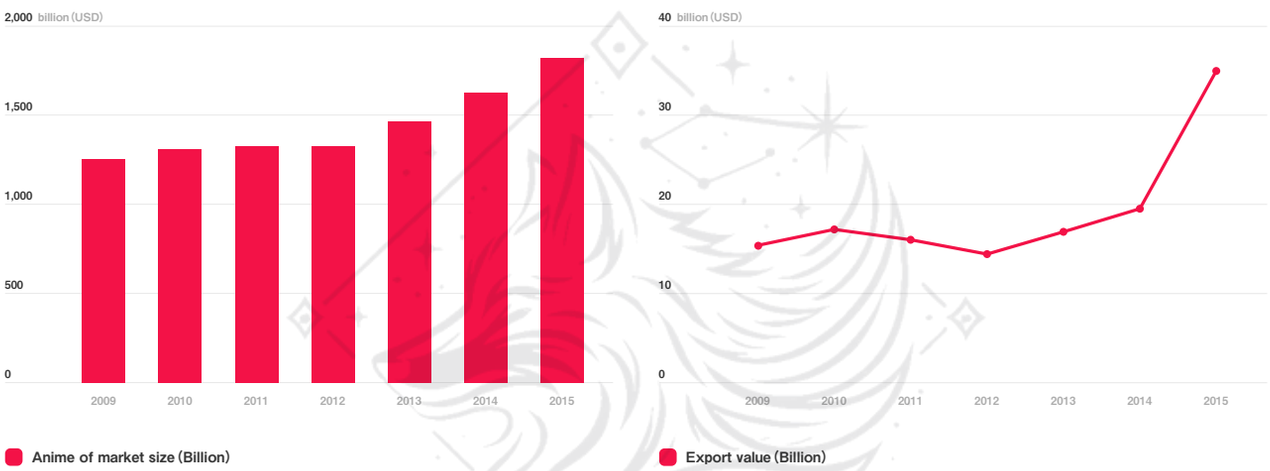
Archived copy · cryp2nova.com

II. Markets

— Animation Market

As stated in the Background, the animation market in Japan has grown to more than 1.8 trillion yen (TV, movies, videos, Internet delivery, and merchandising), and animation content sales overseas has grown to 35 billion yen.

Anime Market Growth and Japan Anime Content Export Value
(2016 Anime Industry Report, Association of Japanese Animations)



Japanese animation, manga, and game content is believed to be slated for rapid worldwide penetration through expanded VOD services enabled via increasingly faster Internet connections. The production of high-budget live-action versions of Japanese animated series abroad such as the U.S. production of ONE PIECE, a project that boasts unprecedented production budget offers another indicator in this respect.
ACO will ride on this wave of market expansion, and eventually aim to become a common currency for the purchase and sale of animation content throughout the world.

Archived copy · cryp2nova.com

— Cosplay Market

The cosplay and associated markets (enthusiasts' association, cosplay apparel, maid and cosplay services) have actually grown year on year to comprise a market today of 130 billion yen.Famous cosplayers in Japan such as Enako and Otogi Nekomu have earned large profits on photobooks at spot sales targeting fan associations and signing official cosplayer contracts associated with advertising animations and games; the number of individuals engaged as occupational cosplayers has been increasing.
With subscribers in 70 countries around the world, AMPLE! will introduce ACO to virtual gifts and product sales to create a professional cosplayer environment.

CRYP2NOVA

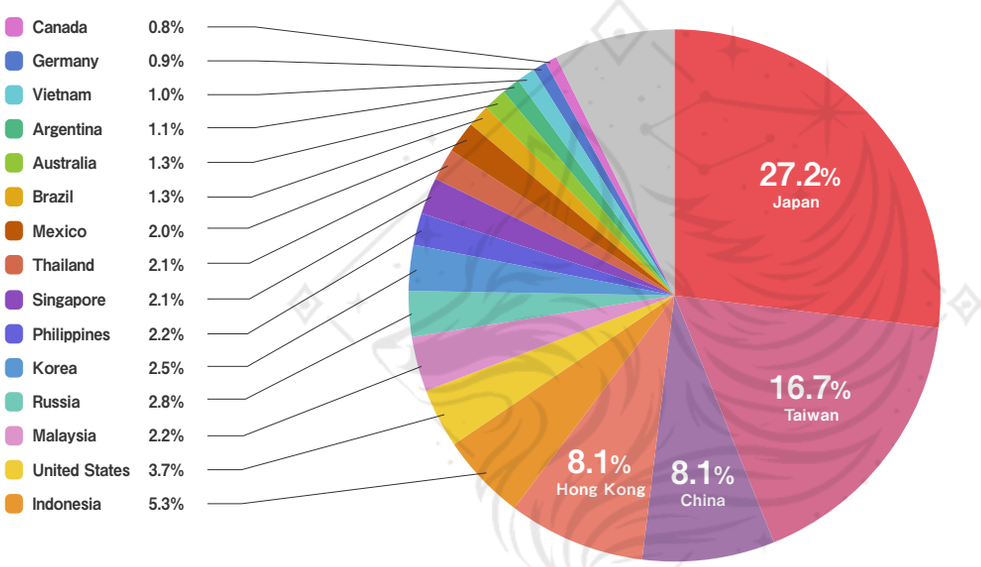
Archived copy · cryp2nova.com

Ⅲ. Current Profile of AMPLE!

— Number of Subscribers

More than 7,200 registered cosplayers from 70 countries.

— Breakdown by Country



— Number of Posted Photos (as of Oct 2, 2017)

69,455 枚

— SNS Account Impact (as of October 2, 2017)

- **Facebook: 197,245**
- **Twitter: 7,852**
- **instagram: 5,816**

Archived copy · cryp2nova.com

IV. “AMPLE! Coin (ACO)”

— Description

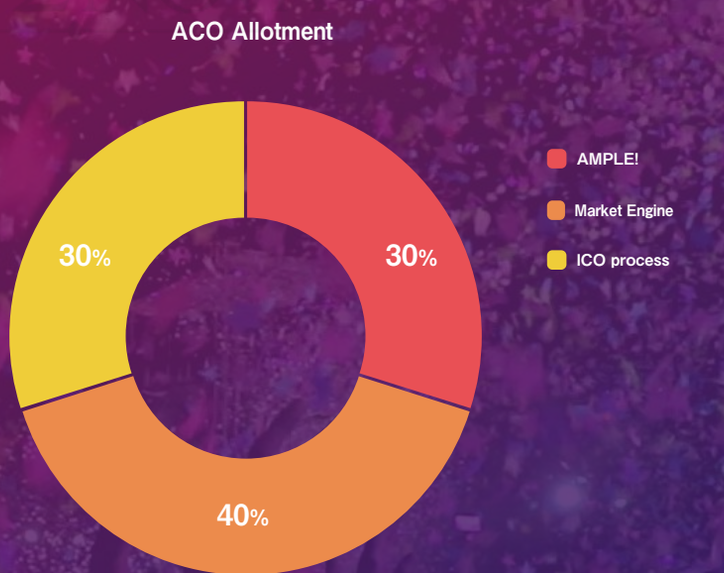


AMPLE! will issue the open source cryptocurrency called AMPLE! Coin (ACO). ACO will become the counted monetary unit for services to be settled within the AMPLE! economy, and the standard for interoperation with other digital services.
ACO is anticipated to gain introduction into the public Ethereum block chain as an ERC20 token, and transactions to be made at the cryptocurrency exchange where ACO will be exchangeable and transferable like other cryptocurrencies.

— Issuance of ACO

Of a total supply of 1 billion ACO, AMPLE! will distribute 300 million ACO in the ICO process. The proceeds of this process will be used for the operations, marketing, development, legal affairs, and structuring of a monitoring organization for AMPLE! and ACO. Another allotment of 300 million ACO will be initially placed with AMPLE (allocated to board members, angel investors, and advisors), and the remaining 400 million ACO will be strategically used to develop the AMPLE! economy over the long term.

ACO allotted to AMPLE! upfront will be released in 10% parcels every three months. For terminological convenience, the system to manage this allotment of 400 million ACO is called AMPLE! Market Engine. At the initial phase, the AMPLE! Market Engine schema locks the 400 million ACO, which are unlocked under the prescribed timeline.



Archived copy - cryn2nova.com

— AMPLE! Market Engine

Purpose

ACO distributed within AMPLE! Market Engine are circulated according to the engine mechanism for continual development of the AMPLE! economy.

Supply Timeline

ACO distributed within AMPLE! Market Engine are released according to the initially defined timeline. From the moment the engine and new AMPLE! platform’ s main features are released, 12% of the remaining ACO balance is unlocked perennially, of which 1% is released each month over the course of that year. Released ACO are allocated to development, maintenance and operation of the engine at the minimum required percentage rate, and the bulk remaining is awarded as bonuses to contributors to the AMPLE! economy.

Bonus Distribution to Contributors in ACO

The new AMPLE! will rate influencers according to a proprietary index to assign monthly rankings (defined as **AMPLE! Score** for convenience here as the unit for rating measurements). AMPLE! scores will be awarded by a function that can comprehensively rate the following items.

- **Image quality**
- **Image posts**
- **Support spend**
- **AMPLE! active ratio**
- **Merchandise purchase**

Influencers will be ranked according to the standard of earned AMPLE! scores, and ranked influencers and their supporters will earn ACO bonus distributions. Several options exist for the specific rating method, which will be finalized after repeated hypothesis and validation after the renewed service goes live.
The distribution ratio of influencer to supporters will be 1 : 1. For supporters, the proportion of support extended by any supporter to a respective influencer out of the total amount of support for any given month will be the proportion of bonus received out of the total bonus allocated to supporters of any influencer.

Archived copy · cryp2nova.com

V. ICO Process

The AMPLE! ICO process is as follows: pre-sale, token sale, and listing on virtual currency exchange. The minimum target for proceeds obtained through the current process is set at [3030.303 ETH]. If the proceeds do not reach this figure, all ETH will be refunded. Even if the procurement amount is less than 100 million yen by rate at the end of token sale, we will refund it.(For rate calculation of ETH / JPY, refer to the value of CoinGecko (https://www.coingecko.com/).

— Pre-sale Overview

- **Presale period (Japan Time):**
  November 15 (Wed.), 2017 12:00 – November 30 (Thu.), 2017, 11:59
- **Transaction currency:**
  Ethereum(ETH)
- **Distribution price:**
  1 ETH = 1,650ACO

— Token Sale Overview

- **Token sale period (Japan Time):**
  December 5 (Tue.), 2017 12:00 – January 15 (Mon.), 2018, 11:59
- **Transaction currency:**
  Ethereum(ETH)
- **Distribution price:**
  1ETH = 1,100ACO

CRYP2NOVA

Archived copy · cryp2nova.com

— Benefits to Early Buyers

The Pre-sale subscribers may purchase ACO at 2/3 (1ETH = 1650 ACO) of the price to be offered at the token sale.Also from 28th October, we will conduct Premium Sale for limited investors who have passed the examination prior to pre-sales for the general public.（The Premium Sale has been finished.）

Pre-sale rate ETH/ACO	**1,650 ACO**
Token sale rate ETH/ACO	**1,100 ACO**

— Benefits to Volume Buyers

Buyers of 150ETH or more are provided with a 10% bonus, and buyers of 300ETH or more are provided with a 20% bonus.

	Pre-sale rate **ETH/ACO**	Token sale rate **ETH/ACO**
less than 150 ETH	**1,650 ACO**	**1,100 ACO**
150 ETH ～	**1,815 ACO**	**1,210 ACO**
300 ETH ～	**1,980 ACO**	**1,320 ACO**

CRYP2NOVA

Archived copy · cryp2nova.com

VI. Security Considerations

Our technical team has previously been engaged in development requiring high-level security, including a joint project with a company listed on the first section of the Tokyo Stock Exchange, and an e-Learning system and an Internet filing system respectively used by several hundred thousand people.
Although we hear daily about serious hacking damages related to ICO funding, we continue learning and applying lessons from the past to provide fully assured security measures using the combined knowledge of the group.

VII. Consent to Covenants

Detailed covenants that all sale subscribers must consent to will be disclosed on the official website before the start of the pre-sale.

CRYP2NOVA

Archived copy · cryp2nova.com

Ⅷ. チーム



Genki Shimoda
CEO & CTO

While studying at Aoyama Gakuin University, Genki actively to part in a venture company. After only two months with the company, he set the company record for highest sales. Genki then went on to be a part of several startups before becoming an engineer, and being put in charge of development. He is currently involved in the 0→1 technology management of 5 services. In September 2017, he was appointed representative for AMPLE! Ltd.



Jun Ohyama
COO

After serving as director for a web production company, Jun was put in charge of new project planning and service management for Enigmo Inc. After joining Hitomedia Inc., he became involved in the launching of new services, joint projects with other companies, and has participated in joint research with Keio University on industry-academia. Jun also provides to investee companies. In September 2016, he was appointed director of AMPLE! Ltd.



Michael Sodaro
Engineering

Born in California, Michael has been involved with blockchain technology for over 7 years, and has even been involved in smart contract development projects. He is part of the first graduating class of Code Chrysalis, Japan’ s first Silicon Valley style coding boot camp. At AMPLE!, Michael is in charge of digital token development.



Piyon Yumiyon
Marketing

After working as a server side engineer for KAYAC Inc., Piyon founded IREMONO Inc. Later, after selling web media FEELY, worked as a web server and media advisor for numerous businesses. His concept in life is, “Do the things you like, in the places you like, with the people you like.” At AMPLE!, Piyon is in charge of marketing.



Keita Ishibashi
Design

While still in University, Keita participated in the establishment of an educational business. At the time, nearly 800 members gained experience in building platforms for learning and site creation . In 2015, he joined a design office where he designed the website for a major educational company and also worked on front end development. Afterwards, he changed jobs joining Hitomedia Inc. who is actively involved in investing in startups. He has had a hand in the design of corporate sites, service sites, landing pages, the UI/UX design of apps, as well as logo designs. At AMPLE!, Keita is in charge of design.



Tomohiro Sawai
Engineering

Tomohiro joined Accenture after graduating from University. He engaged in project management, business planning strategy, and the support of new business launches. For his efforts, he obtained the highest internal performance rating (SA). In 2016, he became fascinated with the climate and natural features of Miyazaki Prefecture, and moved there from Tokyo. After his move, he established BAKEON Corp. where he mainly worked as a free consultant in charge of projects for national clients. Tomohiro is in charge of project management and engineering.

Archived copy · cryp2nova.com



Kohei Kobayashi

Service Disign & Community Management

Kohei joined IREMONO Inc. as a director. While playing with nature he worked to grow web services. Afterwards, he joined DeSC Healthcare, Inc. were he was involved in editing work for the healthcare field. Currently he read manga and watches anime in Tokyo. At AMPLE!, Kohei is in charge of service design and community management.



Akihito Hama

PR

Akihito joined Works Applications Co., Ltd. as an engineer. Afterwards, he engaged in IT education in Papua New Guinea as a JICA volunteer. After traveling around southeast and central Asia, he provided web services to the locals of Myanmar. While in Myanmar, he launched the Myanmar branch of the WCS (World Cosplay Summit) with the help of the local cosplay community. Akihito currently resides in Tokyo where he works for a company engaged in IT development. There, he is engaged in business in Myanmar, as well as throughout the rest of Asia. He is also actively engaged in creating an environment in which cosplayers around the world can freely enjoy their activities to their hearts content.

CRYP2NOVA

Archived copy · cryp2nova.com

IX. AMPLE! Group

— About us

- **Name**

  AMPLE Group.

- **address**

  B2F, 3-1-35, Moto-azabu, Minato-ku, Tokyo,

- **representative**

  Genki Shimoda

- **Description of business**

  The platform service for cosplayers

— History

Oct 2012	Website launched under the concept for a simple, stylish cosplay site
June 2013	Launch of global development
April 2014	Over 40,000 image posts hosted
March 2015	Provisioning of AMPLE! Points starts
Oct 2015	Joint photo contest with Halloween event GLAY LiB CAFE 2015 HAPPY HALLOWEEN sponsored by GLAY
May 2017	Joint sponsorship of WCS Myanmar to develop cosplayers in new countries Over 60,000 image posts hosted
Sep 2017	Announcement of funding through ICO process

Archived copy · cryp2nova.com

X. Revision History

2017/11/06 p16 Changed the date of Pre-Sale and TokenSale (version 1.2)

2017/11/13 p16 Deleted the maximum supply of ACO at Pre-sale (version 1.3)

2017/11/13 p16 Deleted the minimum purchase quantity of ACO at Pre-Sale and TokenSale (version 1.3)

2017/11/13 p17 ACO/JPY → ETH/ACO (version 1.3)

2017/12/30 p16 fix typo (version 1.4)

Archived copy · cryp2nova.com