Adappter

Reliable Contents Activity Reward Platform
with Blockchain

CRYP2NOVA

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Abstract

The Adappter Platform acts as an intermediary for eco-system contents partner through blockchain. The SDK (Software Development Kit) of the Adappter Platform lowers the barrier to enter the businesses due to partners' lack of technology understanding and legal regulations and reduces the development cost. Also, it establishes a user activity compensation system through the AP (Activity Point) generated in the Adappter Platform, contributes to the entry and growth of industry and contents, and realizes fair distribution of companies and users by using reliable user data.



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Fair distribution of all members

Over the past, the content industry had a structure that most of the benefits of the contents industry were taken by the platform operators who exercised the dominance over the distribution of contents in the centralized structure. For example, it was only the platform operators who benefited from advertising on users' contents.

Profits should also go to users as much as they have put efforts, and the company is obliged to share its value with the users. Adappter is a platform that provides various profits to users based on the principle of fair distribution for all members.

Problems, opaque rewards and advertising

The digital marketing industry is increasing rewards to users by expanding the introduction of customized advertisements and actively using personal data and records. However, advertising revenue has gone to the platform only while users were not benefited, and such opacity caused negative recognition for digital advertising. As the result, the industry's problems continued that only the business operators have enjoyed various benefits by getting personal information consent and using spam messages.

Reliable business

For users, reliability is secured by executing customized advertisements, controlling personal information, rewarding activities (efforts), and providing the ownership of their own information. Advertisers can continuously increase the brand value by using targeted marketing with all reliable data provided. In addition, based on these rewards and reliability, content providers can expect to increase user activity level and sales volume to lead to the growth of the industry.

Adappter is aimed to provide fair distribution and reliable data in order to address current problems and serve as a decentralized and participatory platform.

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Market & Our Innovations

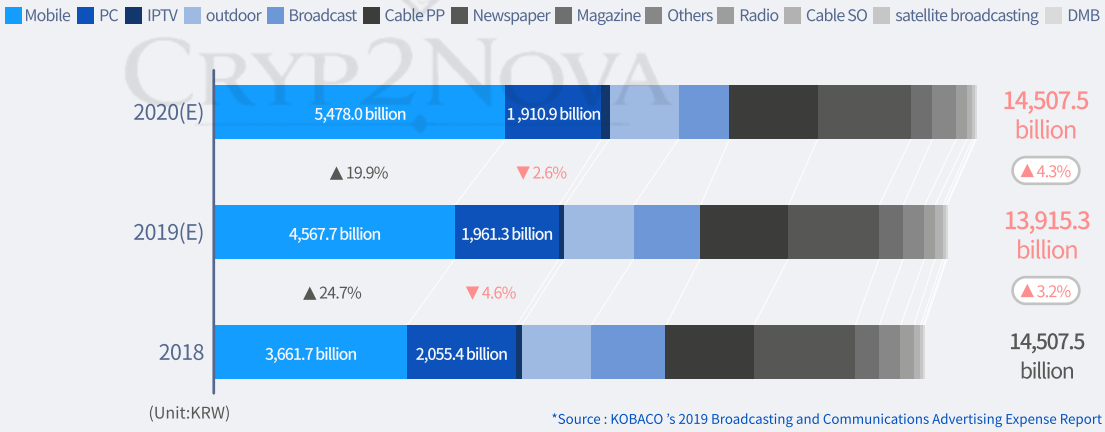
The main problems of current digital advertising industry are as follow.
First, due to centralization, users are not compensated for their contribution.
Second, even if the user's personal information is used without consent, it is unknown.
Third, it is difficult for small and medium-sized developers to succeed due to structure problems in global industry.

For these reasons, Adappter Platform wants to provide a way for individuals to be rewarded for their contributions, privacy to be protected with reliability, and small and medium-sized developers to be able to succeed.

1.1 Market & Problems

1.1.1. Digital AD Market

Digital advertising industry is a huge industry including Internet advertising, online advertising and marketing. In the era of Web 2.0, the digital advertising market began to grow rapidly as a large community was born.

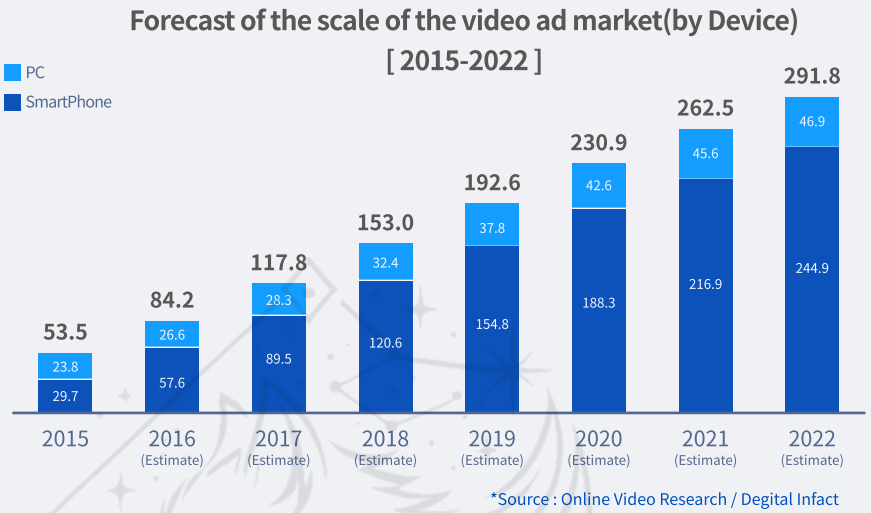


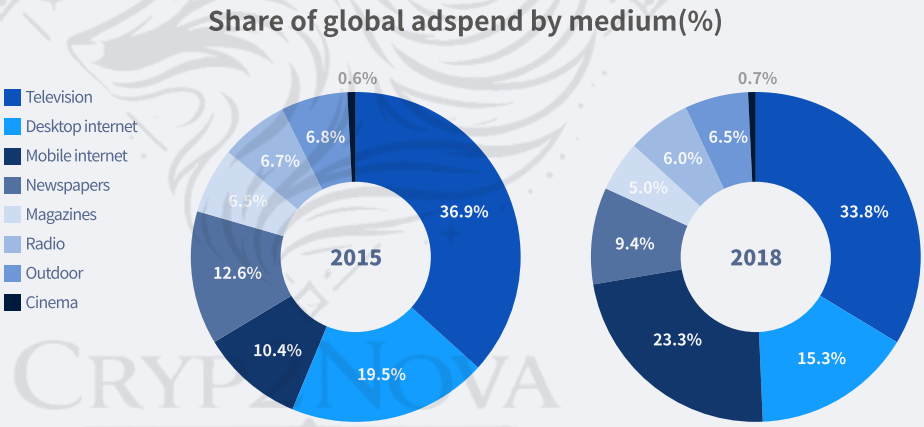
*Source : KOBACO 's 2019 Broadcasting and Communications Advertising Expense Report

Currently, the size of the domestic advertising market and the mobile advertising industry are steadily growing, and as the chart above shows, the domestic advertising market in 2020 is valued at 14.5 trillion won with a growth rate of 4.3%, in particular the PC and mobile advertising industries recorded 13.2 % of growth rate compared with the previous year of 2020. In addition, based on 95% of the smartphone penetration rate ranking no.1 in the world, mobile advertising is naturally leading the overall advertising market as content consumption increases.

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1.1.2. Mobile Contents Market

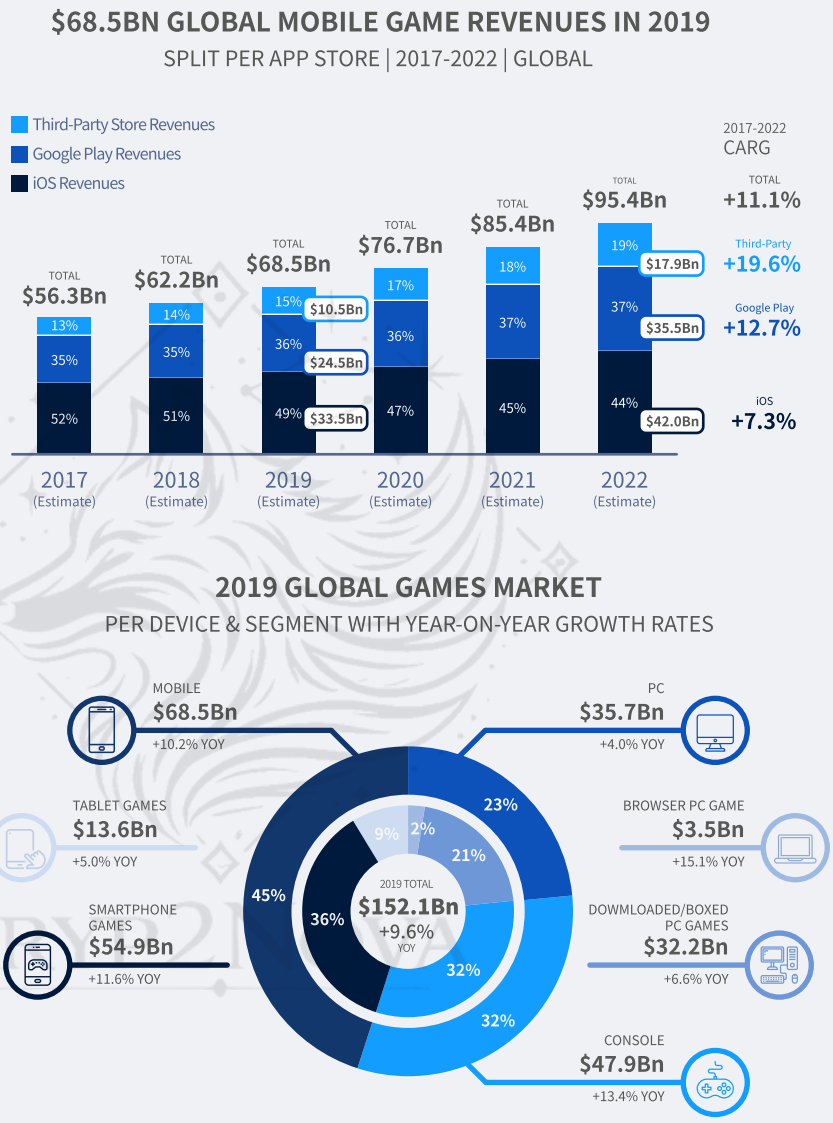




The global advertising is also growing fast, and particularly, the mobile advertising market is showing a noticeable advancement. However, until now, the giant advertising platform has collected data from a variety of users and has decided where to place specific advertisements while users often do not know how their information is collected and utilized. The value of platform and market operators has increased due to user activity, but the advertising revenue that is exposed to consumers has been taken by the operators of centralized platform and market, preventing consumers from being compensated for the value. According to the International Association of Advertisers (ANA), it is known that advertisers paid only 30 to 40% of actual advertising cost among the total advertising cost.

Eventually, due to the structural problems in the current advertising industry and opacity, advertisers have to pay high advertising costs, and **users are not rewarded for their contribution to activities and their information utilized.**

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According to the report of NEWZOO in 2019, the size of game market accounts for about 76% of the global mobile market and is steadily growing along with the content market. In addition, the number of users of smartphones in 2019 globally increased by 8.2% which is 3.2 billion people compared to the year before, and game sales increased by 26.7% which is 81 trillion.

Small and medium-sized enterprises are being pushed out in endless competition as large corporations are established and the global market expands. As the gap between the rich and the poor is extremely intensifying, it is more difficult to increase profits from payment and advertising, and the structure that requires relying on publishing is also imposing a major burden on SME.s

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1.1.3. Issues of Using Individual Data

Even though customized online advertisements targeting customers have become prominent online with the proliferation of marketing tools, customers still have negative perception towards it.

A survey by Korea Internet & Security Agency showed that only 22.1% of respondents have positive perception for online customized advertisements, while others answered that they usually feel nervous (52.8%), annoyed (50.5%), and 76% of respondents replied that the reason was the threat of privacy infringement. Also, majority of users said that they would not use personalized advertisements unless the privacy infringement was resolved. Meanwhile, one of the core contents of GDPR (General Data Protection Regulation) announced in EU in May 2018 is to give the control over the users' personal data to themselves, and it became a big social issue because it emphasized the importance of the user's personal information. The newly added and reinforced rights of information subject in the GDPR include the right to process, the right to move information, the right to delete, and the right to refuse profiling, and the details are shown in the table below.

Rights	Details
Right to restriction of processing (new)	The data subject has the right to block or limit the processing of personal information about himself / herself.
Right to use (new)	The data subject has the right to request that his personal information be transmitted to the data subject or another business operator.
Right to erasure (strengthened)	The data subject has the right to request to erasure of personal information about the data subject.
Right to refuse profiling (strengthened)	The data subject has the right to object to decisions made by automated processing, such as profiling, for matters that have a critial impact on the subject.

(Reference: The newly established and strengthened rights of data subjects in the GDPR)

As described above, the importance of the protection of personal information is increasing more and more, but in the reality, users may be unaware if their personal information is used for other purposes. As technology develops, the protection of personal information must be considered.

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1.2 Our Innovations

1.2.1. Our Solutions

The Adappter guarantees the rights to personal data by granting data ownership to users in order to protect their personal information and to do so, it provides transparent usage history and compensation for PII (Personal Identifiable Information) and NON PII data used. This allows the user to consent to the selective provision of the identification information and the non-identification information in detail, and for the identification of personal sensitive information, transaction mixing is used for information privacy.

However, if the partners holding collaborative contents are not secured enough, Adappter's development will also be limited. The software development kit (SDK) for Adappter Platform lowers the barrier to enter into the blockchain industry due to the partners' lack of technology understanding and legal regulations, reduces the development cost, and establishes the reward system for user's contribution through the AP (Activity Point) generated in the Adappter Platform. The simple installment of the Adappter SDK makes it possible to enter the eco-system of block chain platform Adappter from the existing content service, so the partners' rapid distribution of content within the Adappter will attract new users, and increase retention and user's activity, thus generating greater sales volume to expand and develop the business.

Through the decentralization of the blockchain, rewards for user's contributions can be fairly distributed,
smart contract privacy guarantees can be used as desired by users for information, and user sharing in Cross Platform can provide a solution for co-existence with SMEs.

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02

Adappter

Adappter will seek a solution that helps individuals, companies, sellers, and users coexist with each other for the objective of happiness and profits of all based on the spirit of fairness, sharing, and trust. Also, Adappter will make every effort to increase the value of all members.

2.1 Adappter Token & Activity Point



2.1.1. **ADP** (Adappter Token)

ADP is Token published by Adappter, operated on the basis of Ethereum platform (ERC20), and used as a key currency in the Adappter eco-system. AP, which was received as compensation for partner contents, can be converted to ADP after the season end and it will continue for 10 years. In the future, it will provide real-life payment functions for purchasing goods, items, and products.



2.1.2. **AP** (Activity Point)

As a reward point for all activities within the service, it can be obtained for a certain period of time (2 weeks). At the end of the Nth season, ADP will be provided fairly according to the contribution level. The AP payment policy is continuously updated according to the compensation engine and Eco-System's compensation policy in the Adappter Core, and announced on the official website.



APay (Adappter Pay)

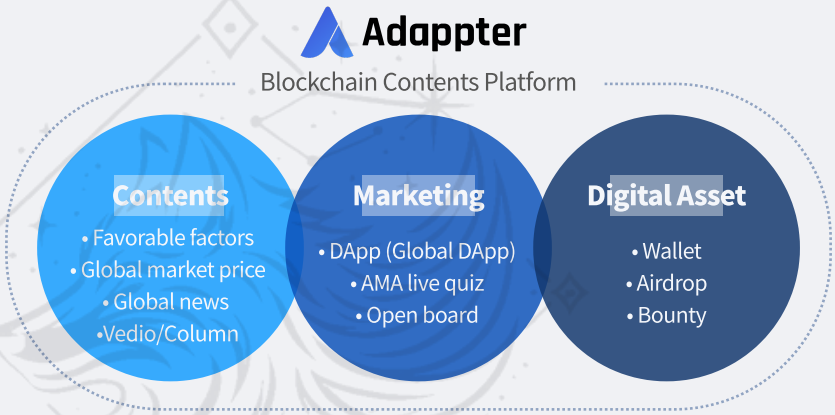
ADP provided according to the contribution of activity within Adappter is exchangeable with APay (Adappter Pay). Apay is a pay point that can be used within Adappter eco-system. The Charge fee policy for Apay converting and use is made by governance and continuously updated at regular intervals for the eco-system.

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2.2 Adappter Service

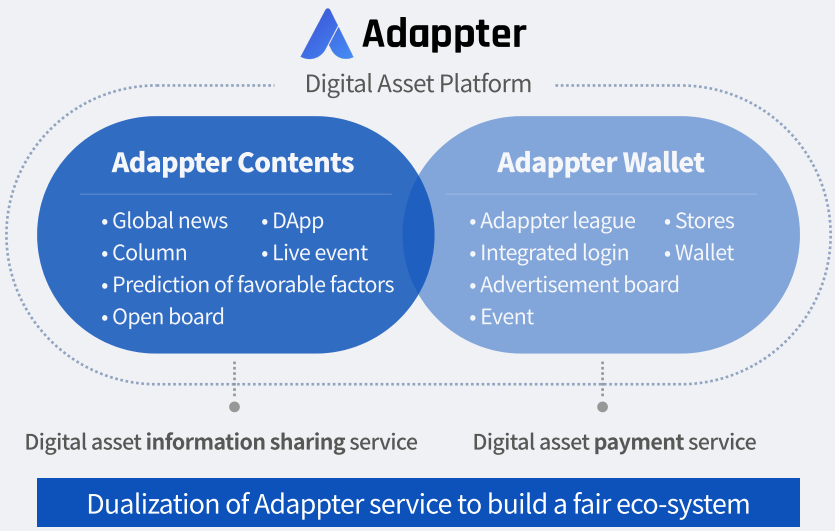
2.2.1. Adappter 1.0

In January 2018, it started the live content from. "Houjaeki" service, which provides data on favorable factors in real time and expanded its business to "Adappter" service, which provides various blockchain information and live contents, in 2019. Currently, about 100,000 users who have interests in blockchain (including Android and iOS) use the Adappter service.



2.2.2. Adappter 2.0

Adappter 2.0 acts as a hub for among users and services by separating the content service and wallet service of the existing Adappter 1.0, building an eco-system around the adapter platform (including wallet), and establishing partnerships with multinational content service companies.



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2.2.3. Adappter Service

The Adappter service consists of 'information provision-type contents service' that provides blockchain-related news, favorable factors, columns, videos, and DApp information, and 'event-type service' such as community, live event, and wallet.



Favorable Factors



News

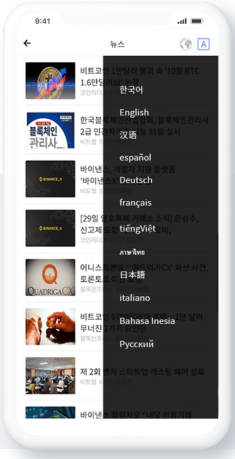


Column

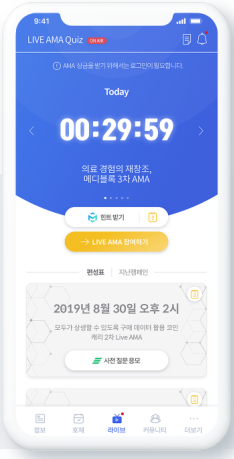


Video

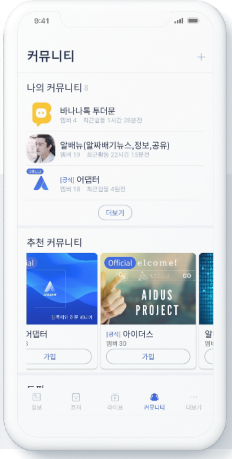
Currently, 'News' provides global/local-based blockchain news in real time, 'Favorable Factors' delivers schedule news after selecting appx. 200 projects around the world, and 'Column' periodically offers columns regarding blockchain written by investment experts. In addition, 'Video' provides domestic blockchain-related video contents selectively. DApp introduces the global blockchain DApp project and helps users to select DApp based on user's rating. As part of the project marketing promotion program, 'Live Quiz' hosts real-time events such as online mini meetups and quiz airdrop events. 'Community' function is provided in the form of an official community and a free-style community as a communication channel with users for the success of the project. 'Wallet' offers event airdrop prizes and the convenience of deposits and withdrawals.



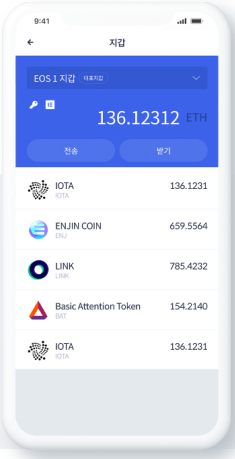
Global Language



Live Quiz



Community



Wallet Support

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2.2.4. Adappter Wallet

Adappter Wallet 1.0 is an Ethereum-based personalized digital asset wallet. Adappter Wallet adopts a decentralized method that does not store wallet information and transaction records on a separate server to provide its service to users free of charge. It can create and invoke wallets safely through the Mnemonic authentication method with strong security on digital assets. Also, users of Android S10 or higher version **can link Samsung blockchain wallet with the Adappter wallet.**

While Adappter Wallet 1.0 provided simple functions of deposit, withdrawal and storage, Adappter Wallet 2.0 is focused on the services to provide various experience value to users.



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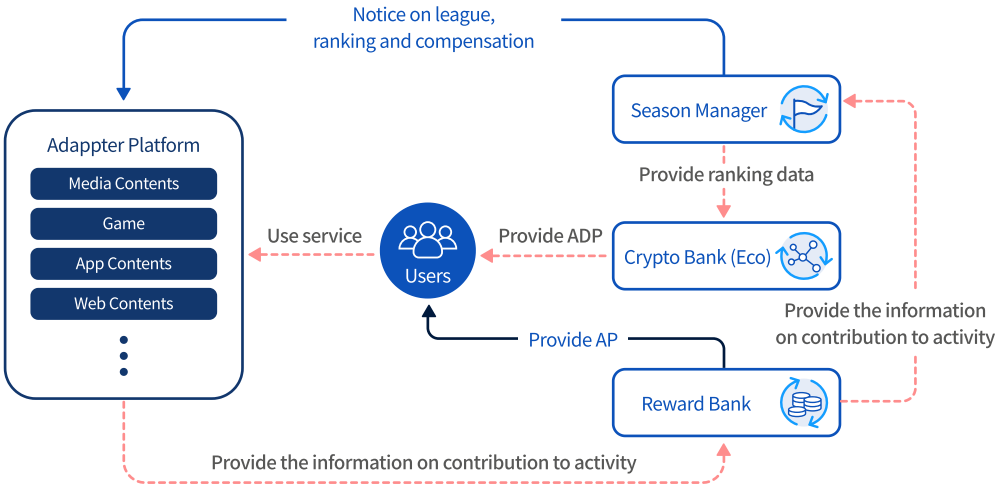
2.2.5. Adappter League

The Adappter League is held every season of two weeks for 10 years, and it is a system in which ADP is paid fairly and transparently according to the contribution level of activities after measuring APs acquired by participants. Partners can attract users by offering service to Adappter eco-system. At the same time, the Adappter eco-system also attracts new users constantly thanks to partners. The Adappter League is the driving force that makes the eco-system grow together with partners.



Adappter League (During season)

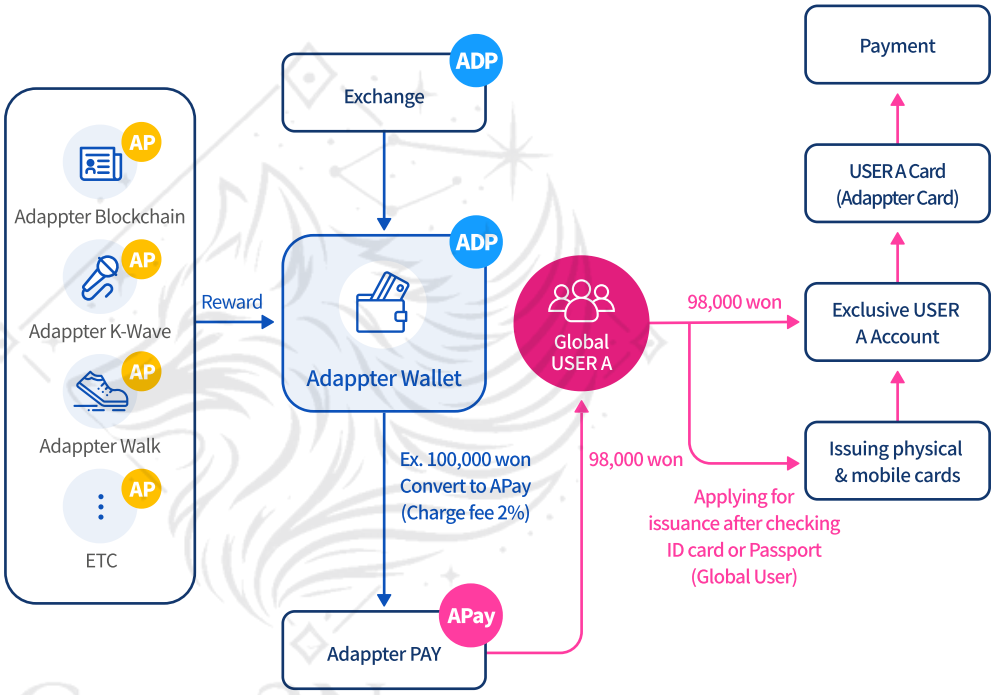
- Mark Season 1,2, and 3 every 2 weeks over 10 years
- Measure contribution level by AP (activity, invitation of friends)
- Provide ADP gradually according to contribution level
- Offer announcement to all members and operate through Season Manager



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2.2.6. Adappter Pay

Adappter Pay is a system that allows cryptocurrency to be used as a form of payment within Adappter eco-system. AP acquired through activities within Adappter is exchangeable with ADP according to the contribution level, and ADP is again converted to a pay point called Apay, and can be used within Adappter eco-system.



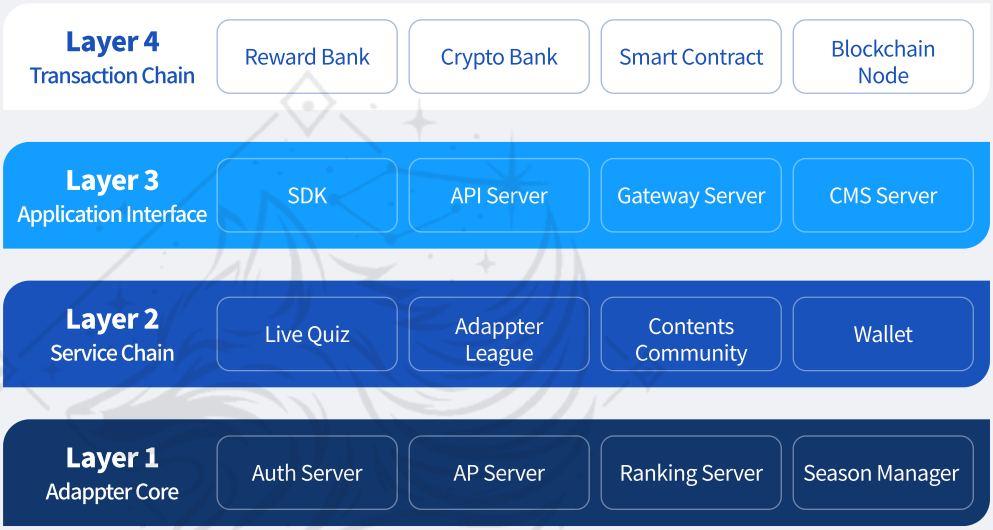
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2.3 Adappter Technology

2.3.1. System Architecture

Adappter Platform provides services by constructing a distribution system for efficient management of transaction.



Layer 4 - Transaction Chain

To handle blockchain transaction, processing, and policy related to AP reward and ADP exchange through AP league

Layer 3 - Application Interface

To have an excess to layer 2 service of Adappter and SDK for partner linkage in Adappter eco-system

Layer 2 - Service Chain

To support wallet service based on Ethereum and provide information contents and event services on Adappter

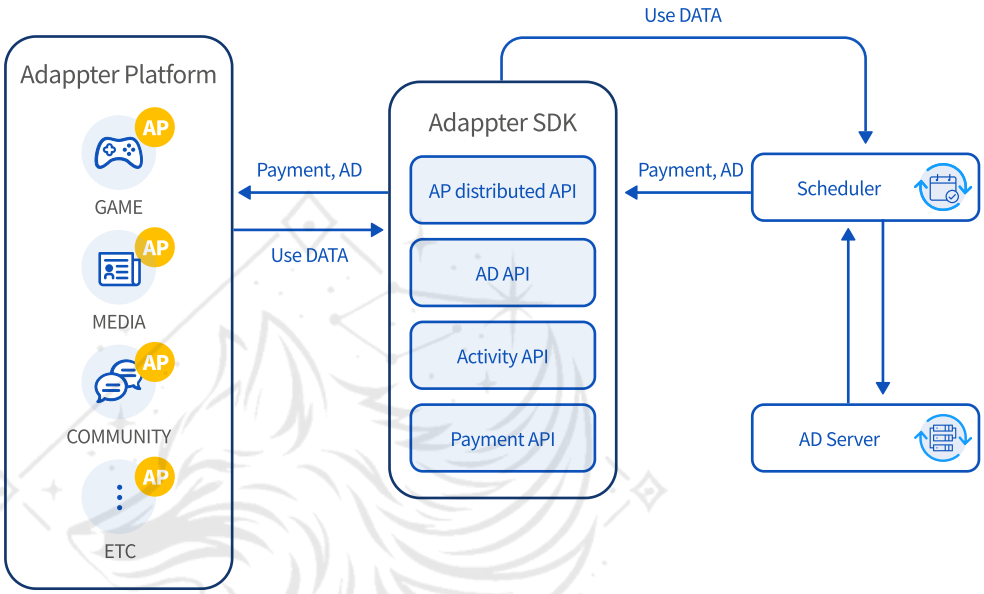
Layer 1 - Adappter Core

To link confirmation and security, token system, reward engine, ranking, season management, and blockchain node in Adappter

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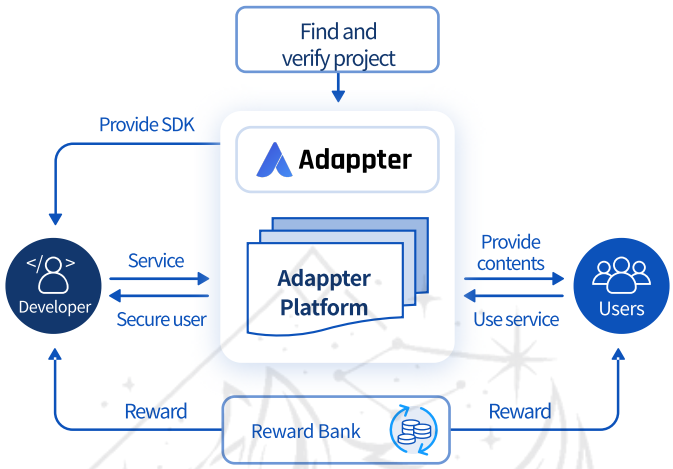
2.3.2. SDK 1.0 / AP Bonus API / Cross Marketing System



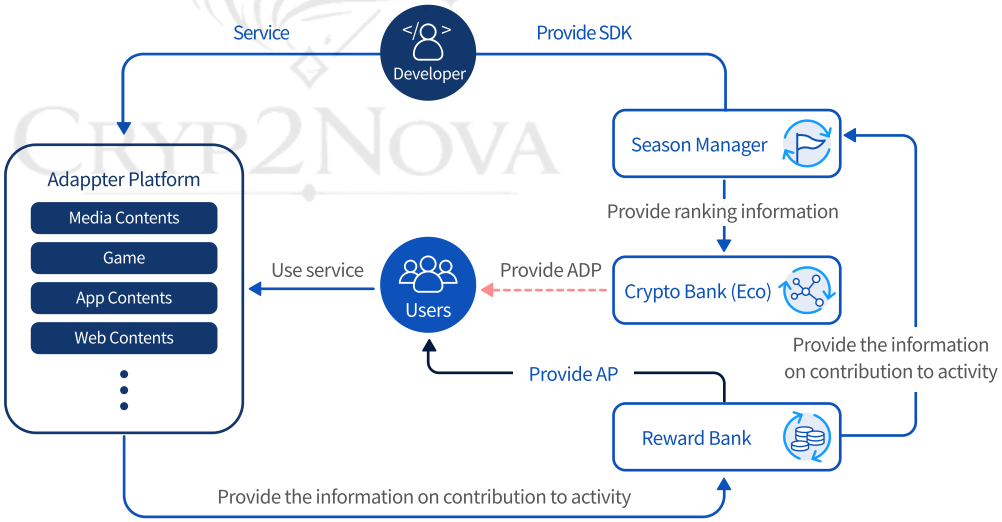
The AdappterAD system allows users to receive rewards while they are active, and sends advertisements selectively according to the user's intention.
It applied to all content services based on user activities such as games, media, communities, and social service. By simply applying Adappter SDK to all contents which aims to share AP, users can get not only the compensation but also AP rewards for their activities in addition to operators' rewards.

What AdappterSDK do:
First, it is simplified to enable the application and development of Adappter SDK within a short time.
Second, it is applied so that UX / Ul does not interfere with existing services.
Third, it increases the activity and return rate of existing service users.
Fourth, it is possible to purchase items through AP and swapped ADP.
Fifth, it is possible to share Adappter SDK additionally through AP payment and advertisement.
Sixth, users are allowed to share it through the Cross Marketing system.

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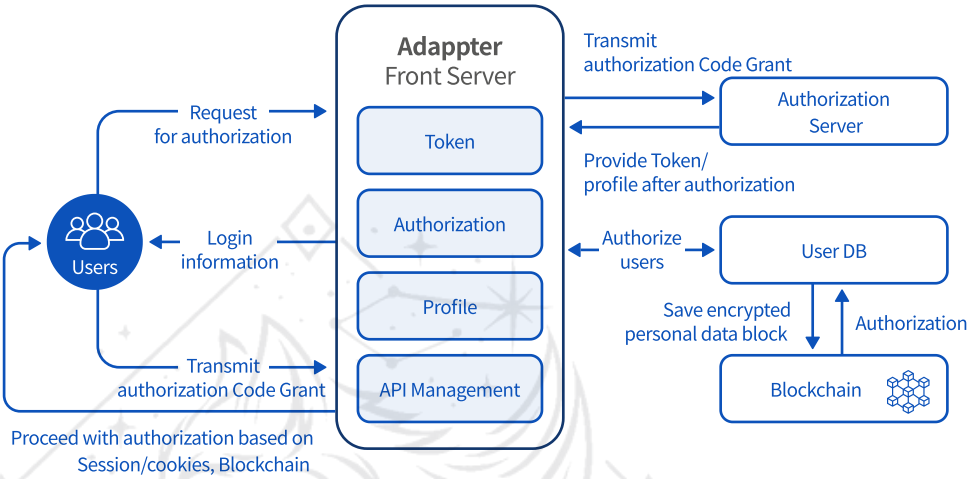
Currently, the increase of token value and the expansion of sales of Adappter is possible with its own content and manpower, but its development will accelerate if more contents (games, music, webtoons, eBooks, etc.) enter into the Adappter eco-system. It builds a platform that acts as a community within the AP's circular eco-system so that many users and various contents can both develop and enjoy economic effects.



The league tournament is called Season and is held every two weeks. The chart above is the basic structure of Adappter Season, indicating the flow of activity rewards.

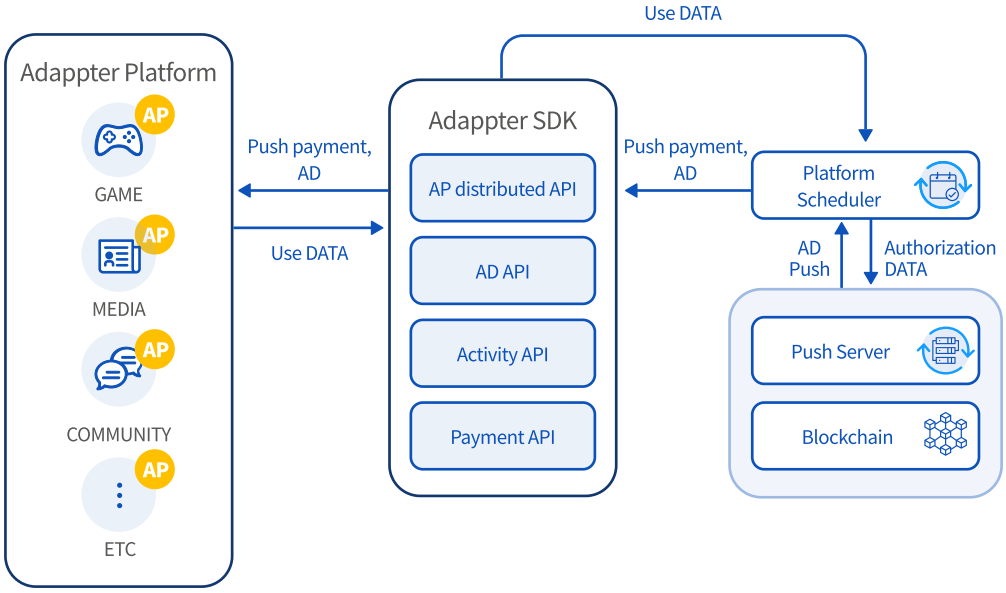
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2.3.3. SDK 2.0 / Log-in API, Push API / Holding



Adappter login looks like using the same method as other platform login (Google, Facebook, etc.), but it is an integrated login method using blockchain technology to protect personal information and the user can set functions of personal data exposure, disclosure, and usage.

AP reward can be acquired by giving consent to using personal information and receiving advertisements selectively. In other words, users can receive advertisements and information of categories they select, and if they participate in research, survey, etc., they can obtain more rewards by simply replacing the existing SMS text with the push message of Adappter app.

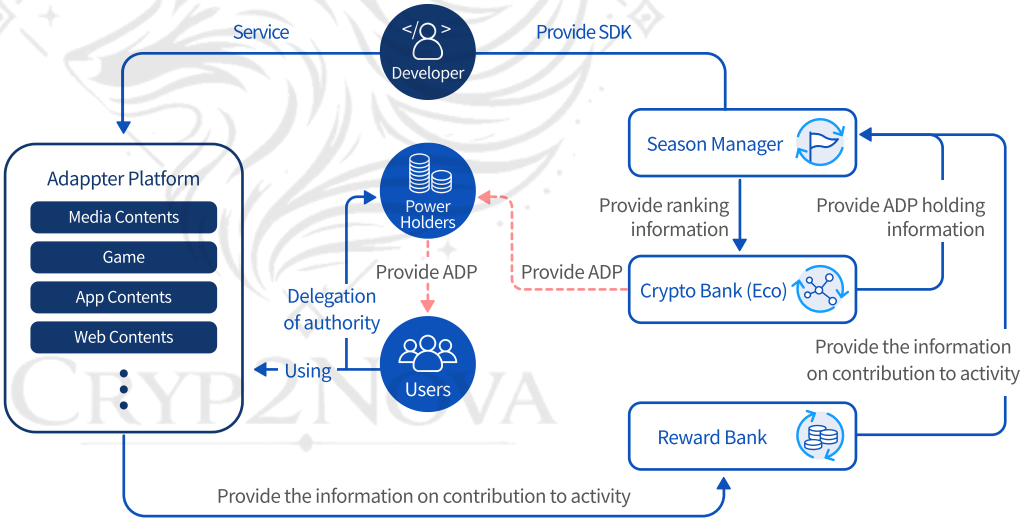


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By using selective consent functions of Adappter Platform which is different from the existing method of simple selection for user consent, the operators can obtain the data regarding the best advertisement exposure, and the users can avoid unnecessary advertisements.

Also, the existing advertisement text message is delivered by replacing it with the push message of the Adappter platform (AP SDK 2.0). At this time, the SMS transmission cost which was wasted before can be reduced, and the user receiving the push can also solve the unpleasant problems by receiving AP rewards upon clicking or getting advertisement.

As a part of Holder policy of the Adappter, the holder league is held so that additional benefits of the holder can be returned. The league's tournament is called Season and takes place every two weeks.

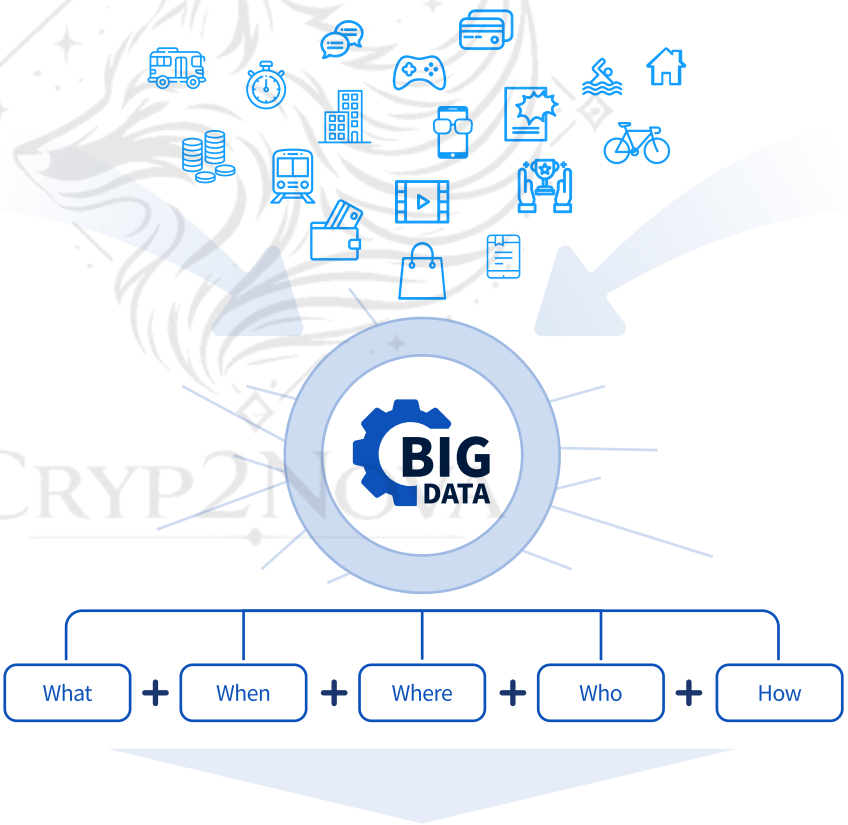


To proceed Holder Season, rewards are divided according to the holders' contribution level to activity and the degree of holding.

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2.3.4. Big Data & A.I.

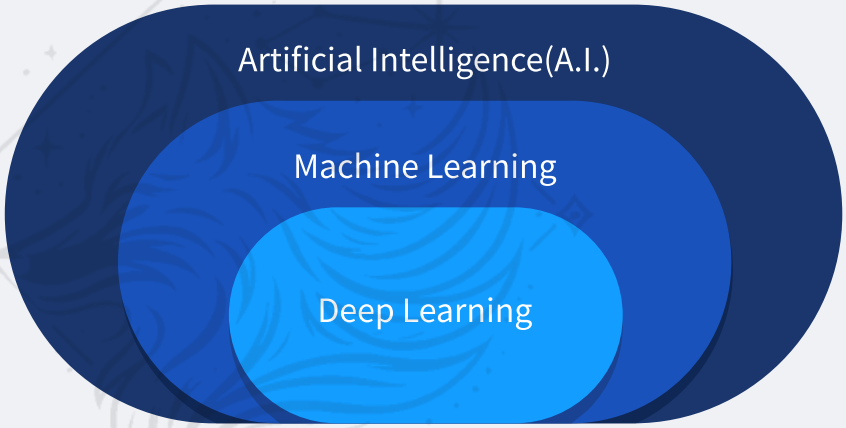
The function of push and automatic matching recommends advertisements or pushes with similar contents or characteristics within the categories of interest through the Contents Based algorithm. In addition, the collaborative filtering algorithm recommends those selected by people with similar preferences by using evaluation history feedback on recommendation of users. According to the user's behavior pattern such as lifestyle, contents they use, time of use, preference, age, and gender, it is possible to obtain data such as content and a time zone users can respond and prefer.



Elaborate target marketing with prediction of 5W1H by user, region, and time /Efficiency

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Adappter is competitive with various technologies compared to other marketing platforms. The Adappter provides a ranking algorithm to maximize the efficiency of target-customized marketing for advertisers and to obtain only the selected high-quality information for users. The Adappter protects both the user and the advertiser from exaggerated advertisements by analyzing the user's behavior pattern and automatically collecting and discriminating meaningful actions rather than simple click traffic.



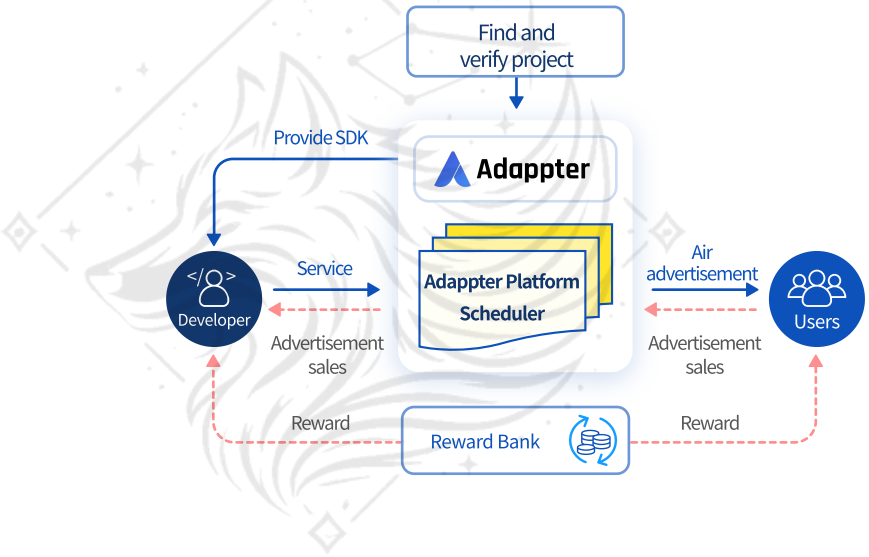
Adappter provide rewards to network participants (all general traffic users) through a transparent and reliable reward system. Safe and reliable information is provided where and when it is needed through A.I. so that companies and participants are benefited.

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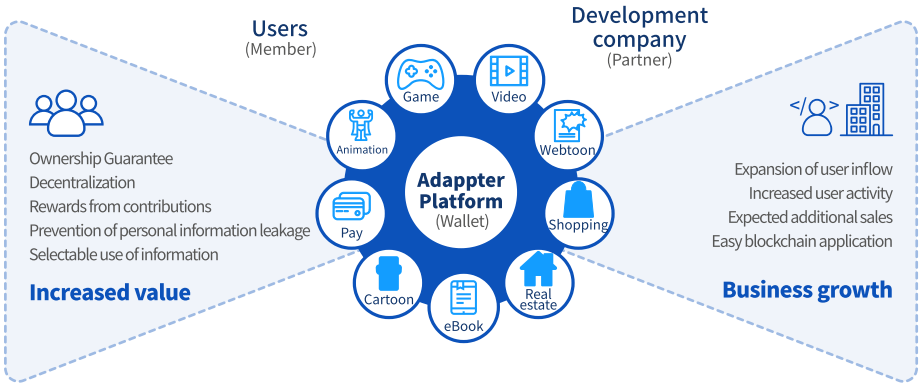
2.4 Business Model

2.4.1. Business Model

Adappter generates sales through media and content services, and collaborative content (partners) can also generate additional sales through advertising sales and reward systems.
Many of other existing projects were often designed with vague expectations for the economy without generating any sales. Adappter achieves a new virtuous cycle of value creation through periodic buy-back where basic sales are generated from the content service in the Adappter and members can receive benefits from the sales directly.



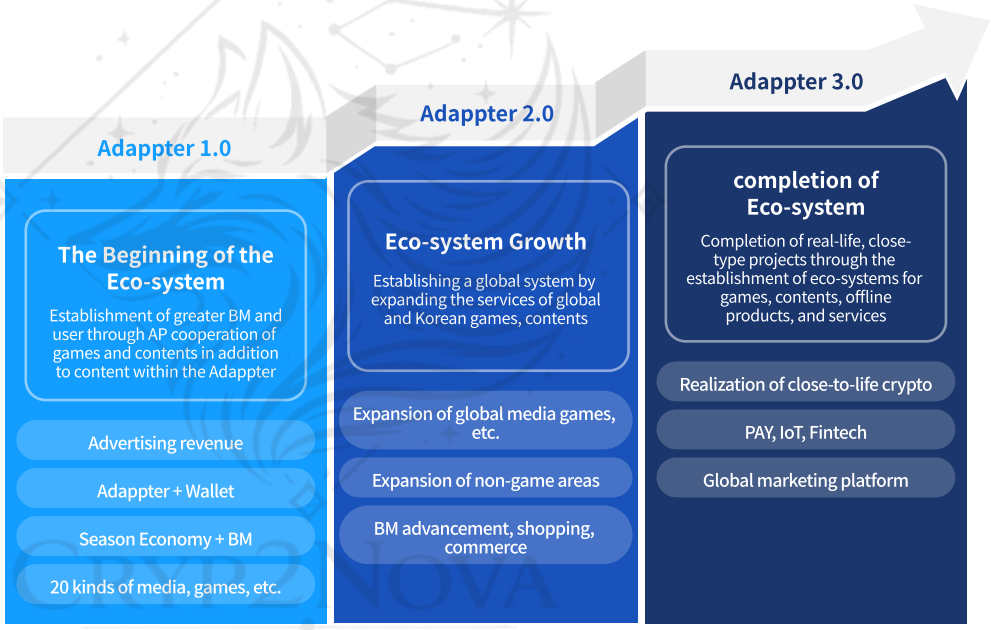
The "Adappter Platform" developed on the basis of the blockchain eco-system can collaborate not only with blockchain projects but also with general content. Existing content service developers can collaborate within the Adappter eco-system by installing simple SDK and can develop together through increased users and increased sales.



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APR founder and CEO Gillian Gibbs said, "We never go back to the days when we create and produce in our own castle. The value is at the point of contact, and by defining an eco-system that connects the whole, consisting of both in-house and external resources, those who get the right balance and maximize the results will be the winners"

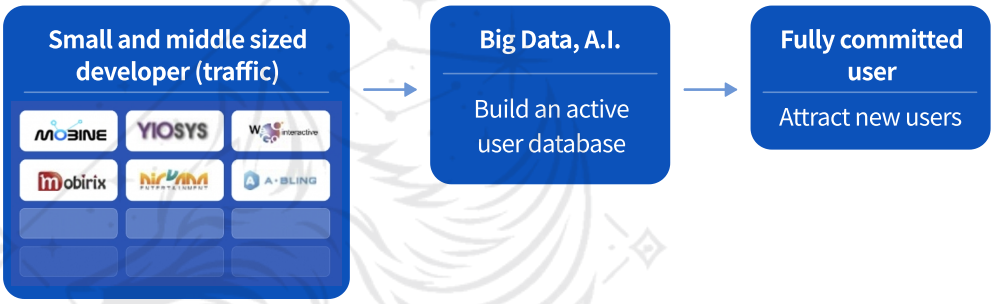
In particular, small and medium-sized enterprises (SMEs) have a limitation that it is difficult for them to grow in economic or social structural aspects. Therefore, they can use an eco-system that connects the whole as a stepping stone. Adappter intends to create a huge content eco-system by using AP as its medium, and hopes that it will be helpful to many content developers.



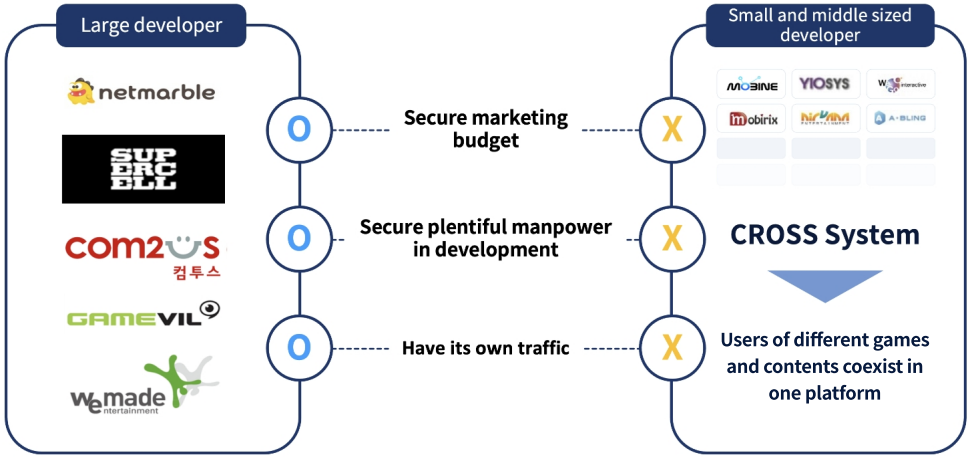
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2.4.2. Cross Marketing System

It is a system that promotes various games by bringing users of different games and contents into one platform. And this system has already been verified that it is possible to perform marketing without additional cost after being tested on practical use by the company. On this basis, it was applied to the Adappter platform and created an eco-system that can coexist through user sharing of many contents. Cross Marketing System is divided into categories of Block Chain - Big Data/A.I.-Platform - SDK - API - Game / Contents - Play.



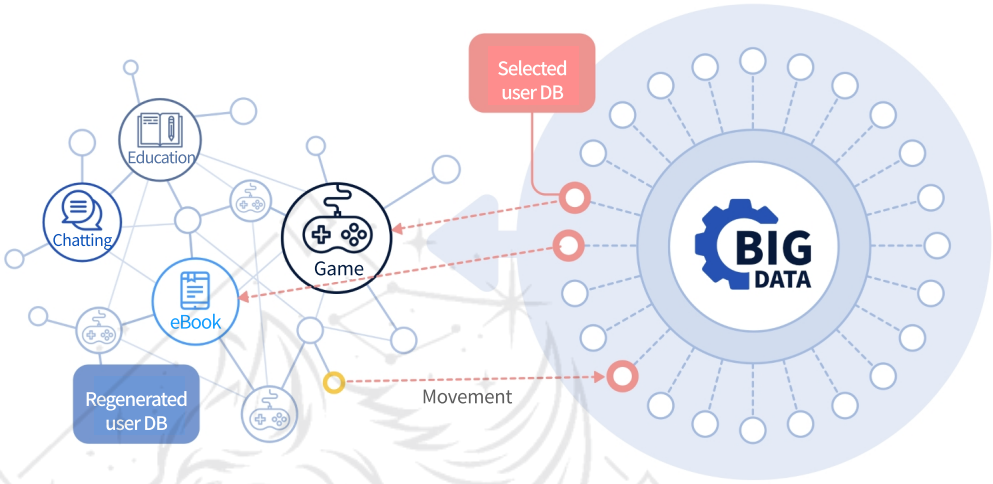
As a large company has enough marketing costs, abundant human resources, and huge traffic of its own, it is highly likely that the progress of global services, games, and content services will lead to success. However, no matter how the games, contents, etc. of small and medium-sized enterprises are well-made, it is difficult to guarantee their success in the market. The most difficult part of the marketing process is the stage of initial entry to market. Marketing costs can be calculated when the company is settled in the market safely and begin to generate sales. However, even if most games and content are launched simultaneously in 240 global countries, the number of downloads is often less than 10, and this leads to a situation in which willingness of SMEs for development is declined and content diversity is damaged. Accordingly, the Adappter is positioned to be a platform that can promote the co-prosperity between SMEs and large companies, taking a key part to create healthy industry eco-system.



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Cross system data analysis and application

Continuous data collection to maximize cross-advertising effectiveness



SDK application > User data collection > Gender, time, region, preference analysis > 'Big Data integrated construction > exposure of advertisement

2.5 Economy

2.5.1. 3 Steps for Eco-System

The three-step growth strategy that Adappter aims is as follows.

In the first step, users create an initial Adappter eco-system through Adappter, and provide an environment for utilization of ERC20 tokens through a side chain.

In the second step, the Adappter SDK is provided to induce more contents (partners) to participate in the token eco-system within Adappter.

In the third step, Adappter main net is provided to support ERC20 tokens and SWAPs and achieve the platform's value growth such as fast speed of Adappter Token (ADP), fee reduction, and eco-system expansion.



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2.5.2. Members

Member is composed of Adappter team, representative, partner, user, token holder, and advertiser.

Representative

The role of the representative contributes to the creation of the eco-system and participates in the selection of partners, leading to the healthy Adappter eco-system. In the initial business process, the role of representative is replaced by the Adappter team, and there may be multiple representatives due to policy changes in the future.

Partner

A partner refers to a person or company that serves contents within the Adappter eco-system. To serve DApp or APP, a person or company needs to be selected as a partner after the Adappter deliberation team deliberates various conditions and then a partner can apply SDK and has to pass Q/A. The existing APPs are also going through the same process. Marketing costs required for development or service can be paid by consultation. Partners can increase the activity of the user group by providing content and services in various fields to the user group and paying AP rewards to their users.

User

All members joined the Adappter can be users, and all members receive AdappterToken (ADP) fairly according to the contribution degree to the eco-system. All users are rewarded for 20 years of activity contribution through the Adappter league. Also, partners provide airdrops or events to users. The more tokens a user has, the more influence they have on the contribution and reward of the eco-system.

Token Holder

As a group that holds ADP, token holders can receive rewards according to the holding policy or can obtain ADP while using partner services. Token holders will have an influence on Adappter season rankings, and in the future, policies will continue to be established and applied, which can exercise various powers and influences.

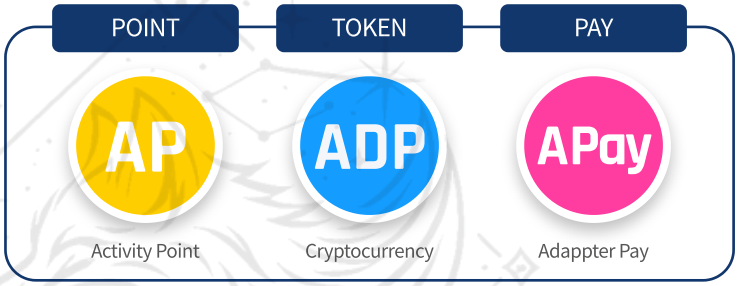
Advertiser

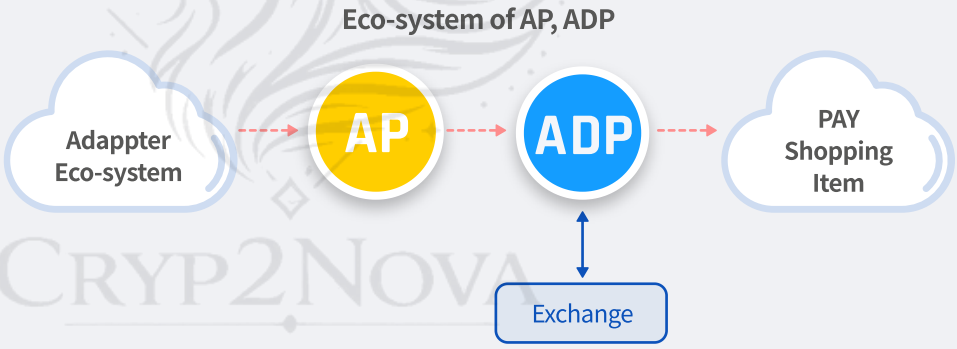
As groups that execute advertisements through the advertising platform of Adappter eco-system, advertisers can perform advertisements such as AD, research, and encouragement for subscription through push messages only to users who have consented to provide personal data.

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2.5.3. Economy System

Adappter has multiple Digital Currency System.
AP (Activity Reward Points) generated only within Adappter eco-system and ADP (ERC20 tokens) issued as the operating medium for smart contracts are operated separately. APs can be obtained through activity rewards, purchase bonuses, advertisements, invitation rewards, etc. within Adappter eco-system, and ADP can be obtained through distribution according to contribution level in each season (every two weeks).

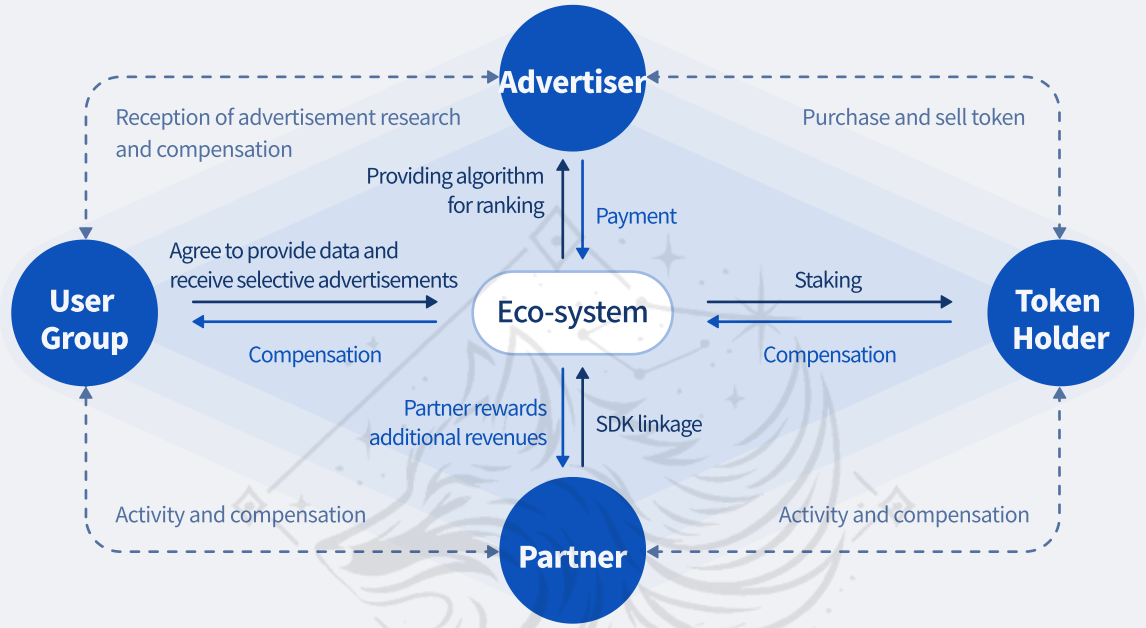




The initial Adappter focuses on user participation and service activation, and distributes ADP through season events every season (every two weeks) for 10 years.
ADP can be traded between individuals, and if each user holds ADP, the season will progress and additional ADP can be obtained. Using games and content within Adappter eco-system, users can purchase content items and products with ADP.
Also, advertisers must purchase ADP to execute advertisements. Advertisers can promote their brands and products through an advertising platform within Adappter. Advertisers also receive AP because they have contributed in the eco-system. All members, such as developers, users, representatives, advertisers, sellers, and holders receive AP continuously according to their contributions and participate in the season to receive ADP payments. 30% of the ECO volume is paid only for all member activities within Adappter and is not used for any other purpose.

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Advertisement and compensation



According to the payment policy of each season, if the ADP issued regularly remains, all will be discarded at the end of the season. When ADP is swapped from AP, everything that is not received within 3 months are also automatically discarded. In the bounty (server), only 2,000 ADP or more is transferred to the wallet, so the amount of ADP remaining in the bounty that is not transferred to the wallet has a temporary holding effect.

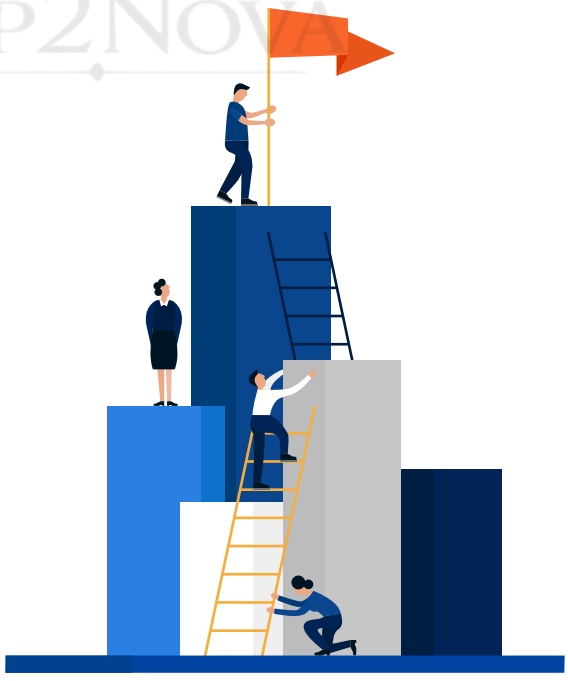
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2.5.4. Vision

General users who were neglected in terms of profit in the past, though they are the key element of all activities, can now expect fair, systematic, and reasonable rewards through Adappter Platform. At the same time, the companies in a difficult situation as faced with barrier to enter the initial market, even though they have good content, can also have a hope to expand in to a new market, securing the number of users, and increasing of sales within the eco-system of Adappter Platform. The simple installation of the Adappter SDK (Adappter Software Development Kit) allows users to enter into the Adappter eco-system, so content companies do not need to carry burdens such as development cost, lack of understanding in technology, and legal regulations.

Adappter is developed based on Ethereum and optimizes the governance, consensus, and economy of the platform, which is built on a collaboration of general service contents (App, Game, etc.), to create a model of growth for the industry and participant. Adappter creates a new blockchain eco-system within the Ethereum platform, while providing an easy development environment for existing content service developers, thus creating economic value and realizing a system for mutual development through fair distribution to members. In addition, with optimal data analyzed through Big Data and A.I., it will provide targeted marketing and promotion of partners, while building trust, and by continuously cooperating with competent partners, it will seek to be a hub of the blockchain eco-system. To quickly advance to the future where users, content service providers, and platform providers all trust each other, coexist, and develop, and where all members can dream of fair trade, Adappter wants to provide a starting point to establish that huge eco-system.

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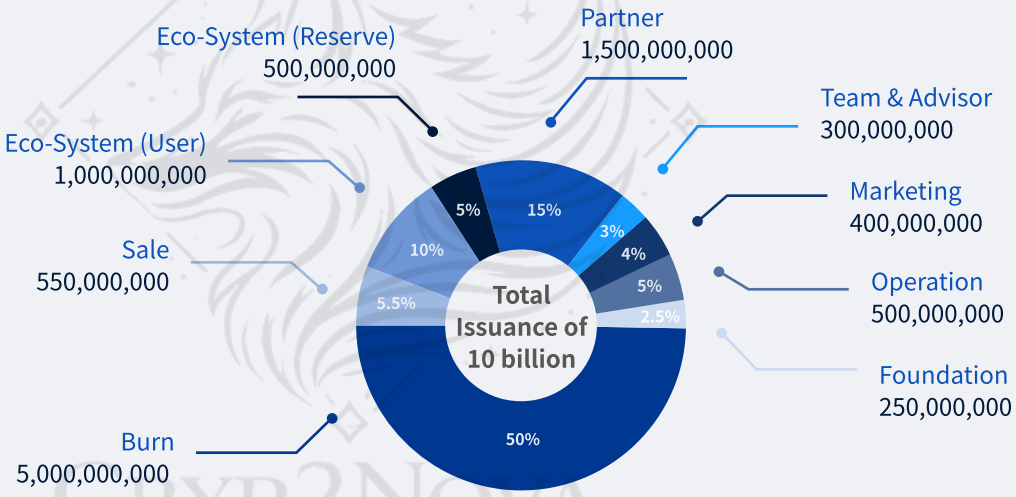
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03

Token

3.1 Token Distribution

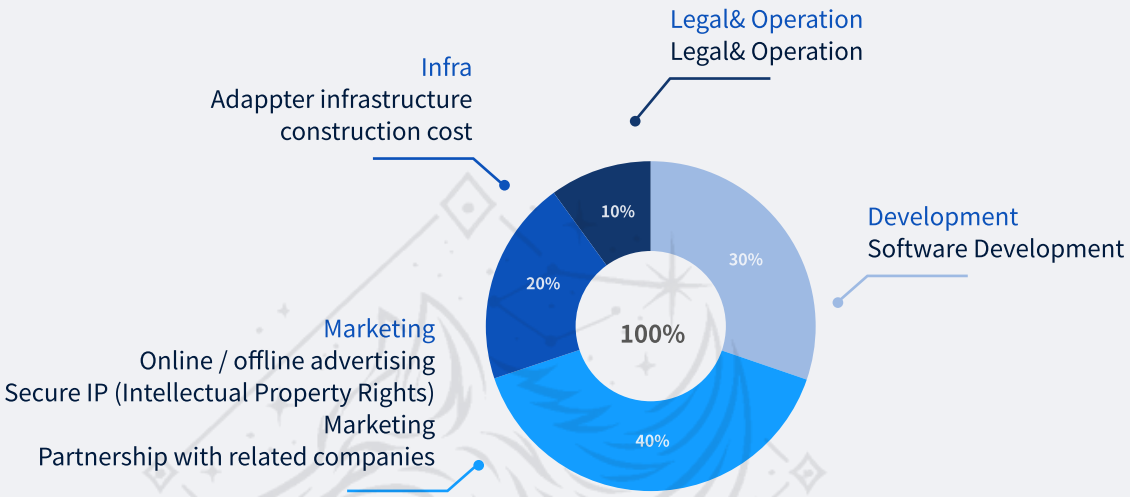
3.1.1. Adappter Token



TOKEN NAME	Adappter Token
Total Issuance	10,000,000,000
Sale	550,000,000
Eco-System (User)	1,000,000,000
Eco-System (Reserve)	500,000,000
Partner	1,500,000,000
Team & Advisor	300,000,000
Marketing	400,000,000
Operation	500,000,000
Foundation	250,000,000
Burn	5,000,000,000

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3.1.2. Fund Allocation



Development	30%	Software Development
Marketing	40%	Online and offline advertising
Infra	20%	Adappter infrastructure construction cost Secure IP (Intellectual Property Rights) Marketing Partnership with related companies
Legal & Operation	10%	Legal & Operation
Subtotal	100%	

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04

Team Members & Partners

4.1 Team



Kay Shin
CEO

CEO of SHINEST, Founder
Development mentor of SK startup
Master of Embedded System Engineering, Incheon University



Young chan Kim
CSO

CSO of SHINEST
CEO of EBRIDGE WORLD
Vice President of Riiid
Managing Director, Samsung Electronics
Director, Neowiz/NHN/NC Soft
Marketing Manger, Microsoft



Doosik Lee
CTO

CTO of SHINEST
CEO of I'm Cloud
Senior Project Manager, Naver
S/W Development engineer & technical consultant, Microsoft
System management team leader, eBay
Master of Media Engineering, Korea University



Jun Kim
Operations Director

Operations Director of SHINEST
Senior Project Manager, Allm
COO, Ltizen



Tony Cho
Executive

Development Director of SHINEST
Former Bluehole Server Team Leader
Former Krafton Server Team Leader
Master in Embedded System
Master of Embedded System Engineering, Incheon University



Jesse Lin
Blockchain Technical Director

Blockchain Technical Director of SHINEST
Management center director, Weimob (Tencent subsidiary)
CEO, Genius Town Technology
China Country Manager, Europe NNG Software Developing and Commercial Llc
Vice President, Taomei International network
Master of Computer Science, KAIST University



Steve Kim
SHINEST INDONESIA CEO

Ceo of SHINEST INDONESIA Branch
Former Representative of Royalindo Korea
Former Director of AFECA(Asia Pacific Exhibition and Convention Association)
Former Management Director of MCI Korea
Former Vice President of ICCA(International Congress and Convention Association)
Ph.D course. in Hotel & Tourism, Kyunghee University, S. Korea
Ph.D course. In Sport & Culture Convergence, Chungnam Nat'l University, S. Korea



Quasi Lee
SHINEST Thailand CEO

Ceo of SHINEST thailand branch
Coo of Fanbridge
Kpop music producer
Crypto currency listing department
Nft solution providing department Past
Ceo of AQ entertainment
Kpop Idol managing and investment
variety Kpop album producing and song composing
Agent of Kpop concert and fans meeting at oversea
SOPA teacher
Myung-ji university instructor

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4.2 Advisors



Brian Lu
Advisor

IVC(Infinity Ventures Crypto) Founding Partner
Headline Asia Partner
YGG SEA Founding Partner
SAVii Board Member
MyKuya Board Member
Former Advanced Optronic Devices (Asia) Co. Ltd. President/CEO
Former Quepasa Corporation Executive Director



Iqbal Alan Abdullah
Advisor

President Director, PT Royalindo Cipta Griya
Chairman & CEO, Royalindo GROUP
Vice President, Asian Federation Exhibition and Convention Association (AFECA)
Chairman, Indonesia Congress & Convention Association (ICCA)
Former Founder / Owner, Bank BPR



Jinwuk Kim
Law Advisor

Representative Lawyer of Law Firm (Yuhan)
Legal advisor of Korea Blockchain Contents Association Advisor of CBS / Norcut News
Advisor of Korean Music Copyright Association
Advisor of Korean Entertainment Producers Association



Sungsu Kim
Accounting Advisor

Managing Director of Hanyoung Accounting Corporation
Auditor of Korea Blockchain Contents Association
Ernest Young
PwC consulting
Samil Accounting Corporation



Myungyong Shin
Advisor / Ph.d

CEO of Ecor
Awarded the Presidential Commendation for the game industry export
Developer of RPG “Today Reborn”
Master and Ph.d, Seoul National University
KAIST Computer Science



Chandong Park
Advisor

CEO of Stairway
Development and service of beauty platform “Beauty Tab”
DC Advisor of Korea industrial Complex Corporation
Panel of judges of ISO 9001/14001
Secretary General of Korea IT Security Cooperative
Dongkuk Steel DKUiL Quality Planning
Motorola Korea Quality Planning



Ikhyun Ham
Advisor

CEO of AzAplay
CEO of APXSoft
Operator of Anger of Stick 5”
Operator of “Strikes 1945” series

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4.3 Partners



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05

Roadmap

2019

Q1
- Initiated project
- Applied for a patent

Q3
- Launched Adappter
- Signed a blockchain partnership agreement with Samsung
- Loaded Samsung Blockchain Wallet DApp
- Released Adappter wallet 1.0

Q4
- Opened Samsung Members 'Samsung Blockchain Community' official account

2020

Q2
- Updated League system
- Announced new partner

Q3
- Updated Adappter System
- Announced new partner

Q4
- Updated Adappter Wallet 2.0
- Listed Bithumb Exchange
- Announced new partner

2021
- Launched K-pop service App 'Podoal'
- Developed Adappter reward SDK
- Kicked-Off 'Adappter AD Platform'
- Announced new partner
- Established Indonesia branch

2022
- Signed an MOU with KB Kookmin Bank
- Listed Gate.io Exchange
- Listed MEXC Global Exchange
- Fundraised from FBG Capital
- Listed BTCEX Exchange
- Joined the Indonesian Blockchain Association
- Signed an MOU with INDODAX
- Launched Adappter Wallet

2023
- MOU/Acquisition with AI development company IMCloud
- AdappterWallet obtained ISMS certification
- Signed a partnership agreement with DWF Labs
- Signed a partnership agreement with Metaone
- Signed a partnership agreement with YGG SEA
- Adappter token obtained Safe Crypto Asset title from Indonesia's Bappebti
- Signed ged a partnership agreement with Blockchain Space
- Signed an MOU with Soongsil University's 'K-Culture Metaverse Platform'
- Developed AD Service 'Adappter AD'
- Developed Governance voting system 'Adappter Vote'

2024
- Signed a partnership agreement with BitValue, Spield Trading, PH Road
- Launching O2O service 'Our Neighborhood PUB'
- Launching AD service 'Adappter AD'
- Launching Governance voting system 'Adappter Vote'
- Expansion of the Adappter Token Ecosystem Announcement (Adappter 2.0)
- Renewal of the Adappter token White Paper / Website
- Development of Adappter AI Investment Prediction Service

2025
- Global Service Expansion and Joint Marketing Initiatives
- Announced new partner
- Launching Adappter AI Investment Prediction Service Beta
- Rewards System Overhaul
- Adappter Wallet renewal : Development of Integrated Wallet Service

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06

Legal Notice

Volatility of token value

The goal of Adappter Token is to facilitate transactions within the Adappter platform. Therefore, the value of ADP can be decided according to market demand, causing volatility in the transaction price, which can be a potential risk factor for token holders.

Potential risk

Adappter Token is not a product for investment, and the price of Adappter Token is not guaranteed. Adappter Team will do our best for Adappter's success, but problems can rise and hinder its success. The Adappter Project can be dismissed if there is insufficient liquidity to cover the operating costs. Even though it is a scenario with very low possibility, it can be hacked or stolen. There is no insurance policy to mitigate the risk of loss, and the Adappter service mentioned in this white paper can be modified according to the situation of the platform and the opinions of team members and users. This white paper should not be regarded as a letter of recommendation for the investment or the issuance of securities or similar financial products in any jurisdiction, and it does not contain information that would affect investment decisions or be considered as investment recommendations. This document is not intended to sell or solicit Adappter or any Adappter-related stocks, securities, or rights. Adappter Token is only a utility token and can only be used on the Adappter platform and should not be used for investment purposes. Any consultation on legal, tax, or finance is not provided by Adappter, and all information contained in the white paper is general information and Adappter does not provide any guarantee of accuracy or completeness of information. As virtual tokens are not certified in most countries, all Adappter Token buyers need to analyze legal and tax based on their nationality and residence for token purchase and ownership. And as Adappter is not a financial intermediary agency under Korean jurisdiction, there is no obligation to obtain any permission for Anti-Money Laundering Act. These requirements may change when the services to be provided by the Adappter platform in the future are deemed to have been qualified and engaged in financial intermediation. In this case, the AML/KYC identification process in the use of the Adappter platform and services will be required.

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