

# It's MY PLEASURE!

**MPCOIN**, the World's First Life Coin  
For your Life's Multi-Pleasure

## White Paper

**MPCOIN**

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(final revision on 2019. 03. 06)

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## 1. Outline of MPCOIN

We have developed MPCOIN, the world's first cryptocurrency based on proof-of-learning education technology. MPCOIN is highly expected to improve the limited use of existing cryptocurrency, which cannot be easily assessed for intrinsic value. MPCOIN stands for 'Multi-Pleasure, My Pleasure,' which means that it supports an individual's life with motivation for education. Currently, investment is being made solely under the expectation that new technology of cryptocurrency would bring vales in the near future without the specific business model. Also, scam coins are continually being created and causing financial problems for investors. MPCOIN is a different cryptocurrency which is collateralized for real-life education services. It provides a synergetic business model to users, investors, and business operators. Most of the cryptocurrencies seek technical differentiation, such as a new blockchain consensus mechanism and creation of its main network. However, these new technologies are still unable to demonstrate usefulness because the specific business model is still missing. Therefore, MPCOIN aims to enhance the usability of cryptocurrency by differentiating business models. It will establish the unique business ecosystem in which unspecified participants share values with each other.

## 2. Drawbacks of Existing Cryptocurrency

Existing cryptocurrency has created the unclear value in the future, so its price is not stable. For example, Bitcoin had risen from \$0.003 in early 2010 to \$19,200 in December 2017 depending on investors' expectation since its birth in 2009. It has been

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(final revision on 2019. 03. 06)

fluctuating from \$6,000 to 7,000 as of now in June 2018. The fundamental reason for such fluctuation is the rapid change in demand along with the lack of enough supply to the exchange market. It is well known that only 1% of the total accounts hold about 89% of Bitcoins, and the top five mining pools in China are monopolizing the mining processes. Although Bitcoin is a breakthrough blockchain technology which has decentralized financial system, it is hard to say that Bitcoin has solved the fundamental problem of the centralized financial system as initially intended. Moreover, transaction speed is very slow for real-life use, and transaction processing fee is too high for a daily use. Currently, Bitcoin serves as a key reserve currency for other altcoins. Also, it is considered as a new type of investment asset for investors.

Ethereum, the second generation of cryptocurrency, has the function of a smart contract which makes it versatile. Ethereum provides the automatic execution of smart contract when it meets the pre-defined conditions. It allows developers to create a decentralized application program, called dApp. However, it is still much slower than existing centralized apps because all the nodes in the Ethereum network should be updated simultaneously. Besides, gas, representing a transaction fee, is used to run the smart contract on Ethereum Virtual Machine. Therefore, users have to purchase Ether separately from cryptocurrency exchanges. There are many dApps in the market, but those are not actively used due to this reason.

### 3. Problems that MPCOIN Intends to Solve

All currencies, not only cryptocurrency, must be value-assured when being issued.

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Otherwise, the issued currency cannot be trusted by anyone and is not used in the real world. Also, if the specific value is not guaranteed, the issuer may fall into a moral hazard by generating more currencies that would cause inflation of currency. In 1944, the United States made dollars as the world reserve currency by collateralizing it with gold. After the Bretton Woods Conference, each country issued own currency based on US dollars. Since then, the United States had to issue enormous amount of dollars to recover the deficits from Vietnam War. In 1971, US gave up the dollars-gold exchange system because it has failed to hold the corresponding value of gold. In order to take advantage of world reserve currency, US made the dollar only payment currency for the trade of oil from the Middle East region based on alliance with Saudi Arabia.

Cryptocurrencies was intended to solve the problems of existing fiat currency. However, the intrinsic value of cryptocurrency is still not guaranteed yet. We have been observing severe fluctuation of price depending on market expectation. Cryptocurrency is also a type of currency, so there must be a tangible product or meaningful service that can guarantee its value. Some cryptocurrencies have attempted to match those with gold or US dollars, but those would fail as the number of issued cryptocurrencies increases. The issuer must obtain gold or US dollars that can be exchanged for the total number of cryptocurrency.

MPCOIN is developed for online education service as collateral. Therefore, online education service can be guaranteed for people who own MPCOIN. Since the value of online education service is collateralized, stable coin price can be achieved. Even if the number of coin holders increase rapidly, corresponding education service can be provided flexibly.

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Then, what is the compelling reason to use MPCOIN instead of cash or credit card? Fiat currency is inevitable for inflation as economy grows, which means that its value will decrease over time. On the other hand, the value of MPCOIN can be expected to increase, especially if one possesses it in the early stage, he or she would get the privilege of enjoying online education services at a lower cost than cash. Also, MPCOIN, including cash-paying customers, provides users with special benefits in terms of motivation for learning. Although it is not technically blockchain mining process, it can be called 'proof-of-learning' mining process for convenience. A learner purchases one month, three months, six months or one-year vouchers, and proceeds on-line learning. As on-line learning is proceeded, he or she can receive MPCOIN back every month as a reward. It is a process of acquiring coins in proportion to time and effort from learning process. The learner must spend time in watching video contents and solve the problems to complete the learning process. Although it is technically different from blockchain mining process, it is conceptually very similar to Bitcoin's 'Proof of Work' process. This proof-of-learning process does not require high CPU power like Bitcoin mining machine or does not need the possession of a certain amount of coin share for staking. Anyone who has an interest in learning can simply participate in 'proof-of-learning' process by using a personal computer or a smartphone. This process will distribute MPCOINs over the world as many as people participates in learning process.

From this proof-of-learning process, two types of values can be created. Learners can improve their foreign language skills with reasonable cost. Also, the value of the education service provider is increased by growing sales profits. Furthermore, education service provider can increase the market price of MPCOIN by allocating a certain percentage of the profits for holding MPCOINs. In the long run, the learners and the

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education service provider can share the created values equally based on MPCOIN economy. Then, how does other education service providers distribute the values without cryptocurrency? Most of them spend large portion of revenues in advertising, marketing, and public relationship. As celebrities appear on TV commercials more and more, advertising costs rise sharply. Besides, existing lecture-based learning method is not very effective for improving language skills. In the end, learners would get nothing. The education service provider, the media, and marketing companies take all the benefits from learners. This type of business structure cannot sustain the education market properly. If educational service provider shares benefits with learners based on coin economy, on-line education market can grow exponentially. MPCOIN is based on this philosophy. It aims to eliminate unnecessary overheads such as advertising and marketing cost.

ICO (Initial Coin Offering) has to create something out of nothing. After acquiring investment funds through ICO, it takes long time to create substantial business model because it requires development of new technology, customers' participation, and market development. ICO is very risky investment for investors. First, it is possible that the coin issuer may not manage the project properly as initially promised (e.g. moral hazard). Second, the coin issuer may not be able to create real value in the business (e.g. absence of business model and value). Third, although ICO entity develops the new business model, the coin might not be used in the business flow (e.g. absence of coin value and use). Fourth, ICO entity does not own any liability for financial damages to investors (e.g. absence of liability).

MPCOIN has already proved its business model as a reverse IEO project. eKYSS, the

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smart learning education company, provides online education services, and participates in MPCOIN business network as a main business operator. eKYSS has already developed online smart learning solutions along with specialized contents based on capital of about \$10M. '2018 Korea Innovation Award in English Education Service', '2017 #1 Smart Learning Award in Consumer Evaluation', and 'the Grand Prize in the Professional Enterprise Brand in Korea' have been awarded to eKYSS for recognition.

#### 4. Differentiation of MPCOIN

MPCOIN is an ERC20 token issued based on Ethereum. Thus, the transaction of MPCOIN actually operates on the Ethernet network. Ethereum was developed in 2015 and is the cryptocurrency platform with the largest network with approximately 19,000 nodes. The wallet for MPCOIN transactions is a wallet compatible with Ethereum, and there are available 3rd party wallet such as Enjin Wallet and My Ether Wallet. The source code for MPCOIN was created using open source and can be reviewed by anyone using the contract address of MPCOIN. The fundamental stability of Ethereum is well proven, and its scalability is expected to be greatly improved by Raiden, Plasma, and Casper.

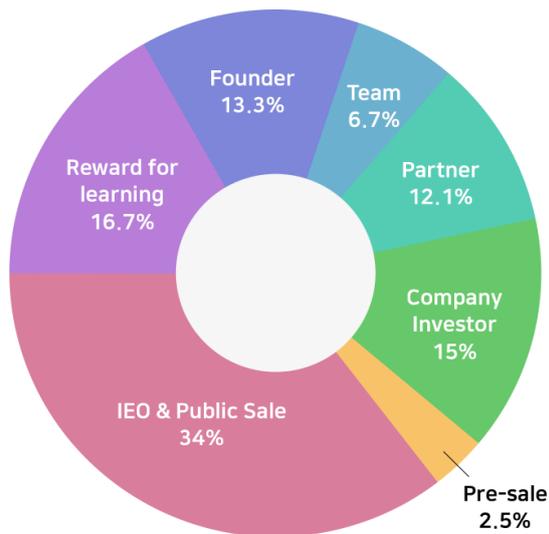
MPCOINs are provided in the form of mileage rewards to general users who pay the service fee by cash or credit card. This is important motivation for customers to re-visit stores for services. As the business expands, the pre-issued MPCOINs are gradually distributed to the general public. People who are not familiar with cryptocurrency will have a chance to install Ethereum wallet in the form of mileage rewards and use MPCOINs in daily life. A customer who receives MPCOINs as rewards may hold it for

investment purposes, or may freely present it to friends as gifts. Furthermore, not just for educational services, customers can enjoy franchise restaurants, travel and leisure services with MPCOIN. The existing mileage program has very limited benefits and often fails to obtain loyal customers. However, the usage of MPCOIN will be diversified as the network of business operators expands. We have already prepared ready-to-use services for various purposes in real life.

We have investigated thoroughly whether the total market capitalization of MPCOIN (e.g. initial prices, total volume) is reasonable or not. It was almost impossible to assess the total market capitalization for existing cryptocurrencies, because there was no concrete business model in real world. However, we were able to evaluate the market capitalization of MPCOIN objectively because it has been collateralized for on-line education service.

## 5. Analysis of MPCOIN Market Cap

The total quantity of MPCOIN is 600 million. We have allocated the share of MPCOIN as follows.



### Issued Quantity of Coin 600 million

- Reward for learning 16.7% (100 million)
- Founder 13.3% (80 million)
- Team 6.7% (40 million)
- Partner 12.1% (72.5 million)
- Company Investor 15% (90 million)
- Pre-sale 2.5% (14.53 million)
- IEO & Public Sale 34% (202.97 million)

The initial price of MPCOIN is 250 KRW (about 0.22 USD). MPCOIN is abbreviated as MPC. In order to verify the total quantity of 600 million MPC and approximately 200 million MPC actually in circulation as IEO & Public Sale in the market, it is necessary to check the size of relevant education market. If the total capitalization exceeds total addressable market of education, it would be considered as a scam coin. MPCOIN's total market capitalization is 150 billion KRW based on 600 million MPC and 50 billion KRW based on roughly 200 million MPC actually circulating in the market. S company, which is doing basic English education business through TV commercials, achieved annual sales revenue of 128.7 billion KRW in 2016. The second-ranked company N also achieved annual sales revenue of 32.1 billion KRW in 2016. As of 2016, Korea's online education

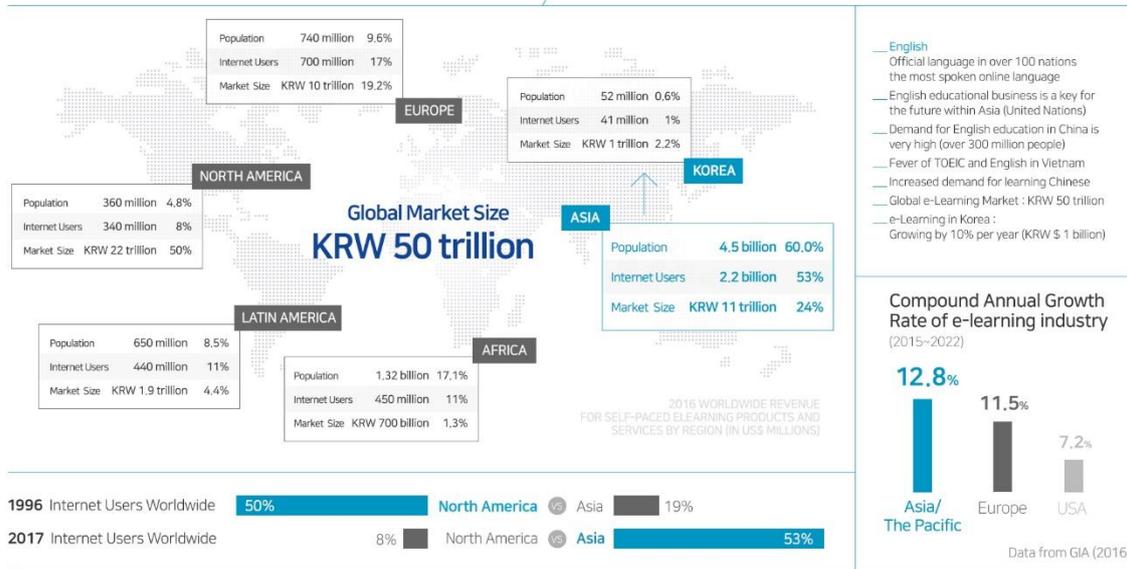
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market alone is about 1 trillion KRW accounting for 2.2% of the global market of 48 trillion KRW. MPCOIN can be used not only for foreign language education but also for franchise restaurants, restaurants, hotels, car rentals and travel. It will expand the network of business operators such as health, beauty, leisure, and pets service. It does not plan to stay in the foreign language education market in Korea but also plans to expand in Asia region. Based on the approximately 200 million MPC for market circulation, we can secure stable money supply lines and keep MPCOIN gradually distributed in the market.

In conclusion, 50 billion won in circulation and 150 billion won in market capitalization are considered reasonable numbers. Currently, English is the official language of more than 100 countries and is ranked No. 1 in the world by the number of people who use it. The United Nations Future Report predicts that English education projects will be successful in Asia in the future. Also, considering that 53.9% of the world's Internet population is located in Asia by 2017, online-based English and Chinese education will continue to grow.

## Market Environment Analysis Market size & prospect



Those who conquer Asia in the future will win the world.

So far, Americans have moved the world, but in the future Asia will move the world, and China and India will be the center of it.  
JungUi Son, President of SoftBank

## Importance of Learning English & Chinese

\*Source: The statistics portal (2018), Worldometers (2018)

### <Sales Scale of Self-Directed Learning Products and Services by Each Region in 2016>

## 6. Benefits for MPCOIN Business Network Participants

The benefits and newly-created values of those who participate in the MPCOIN network can be summarized as follows.

### Business Operators (Service Providers)

Business operators (e.g. service providers) provide real-time online and offline services in the MPCOIN business network. The MPCOIN business network can help reduce unnecessary marketing and advertising costs while expanding the numbers of new

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customers. For example, customers who use online foreign language learning will be compensated with an MPCOIN, will visit franchise restaurants, car rental and hotel. Therefore, each business operator can expect to reduce marketing costs, secure potential customers, and increase sales and net profit. In addition, business operators can diversify the use of MPCOINs and distribute the risk of net profit reduction in MPCOIN business network even if customers use MPCOINs awarded as a bonus. In addition, based on the MPCOIN share in the future, the company will have the right to make important decisions for business network operations. Thus, it will act as a motivation for each provider to obtain an MPCOIN, which in turn will raise the market price of the MPCOIN.

## Users

Users will receive the accumulated money with MPCOIN in the process of using the service of the carriers in the MPCOIN business network through cash or credit card. The basis for the reward is based on reduced advertising and marketing costs, and as the business expands, the reward ratio can rise. MPCOIN reward will be higher than the benefits of using credit cards. As the participation of business operators increases, the use of MPCOINs will get diversified. Users may hold MPCOINs for investment purposes or give them to a friend or acquaintance like gift certificates. Especially, MPCOIN is used as effective learning motivation for smart learning, so that users can continually learn foreign languages. Users can improve their job skills and value through learning. Also, they can use MPCOIN as a convenient means of payment for restaurants, sightseeing, and traveling.

## Investors

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Investors purchase MPCOINs during private sale or IEO process. The investors obtain the rights for services such as basic foreign language education, restaurants, and travel. In addition, as MPCOIN business network expands, the number of users increases, and as the demand for MPCOINs increases, the value of MPCOINs can be expected to increase. In addition, the investor can check the sales and profits of each business and evaluate MPCOINs for future. Investors can cash directly through the cryptographic currency exchange, which currently has MPCOIN registered, and the greater the listing of the exchanges of MPCOIN, the higher the cashability will be in the future.

## 7. MPCOIN Business Network

### Education & Culture : MAPOOL Smart Learning and Its Global Expandability

Man lives on lifelong education. Education is not only necessary in school, but also very important in one's life even with the development of artificial intelligence. We developed MPCOIN with eKYSS, the online smart learning education company at the head of edutech, and enabled MPCOIN's use for all of MAPOOL Smart Learning services, operated by eKYSS. In addition, eKYSS, affiliated with various companies, extended the use of MPCOINs for not only its services but also the education services of affiliated companies to provide education in language, humanities, self-development, and companion animals.

eKYSS co. ltd., which developed Mapool, is the company that caused the new revolution in the field of online education. The brand 'Mapool' meaning 'solved magically' and 'solved as you make up your mind' made a major difference in the existing online

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programs that were only dedicated to lectures. It is the first smart learning system in Korea that allows students to listen to a lecture, do various exercises that verify what they just learned, and practice the contents by practicing speaking through a mobile phone application.



## Language Solved Magically

MAPOOL, the online language smart learning education, is a platform that combines the strengths of Korean online education by researching global smart companies, providing MAPOOL English, MAPOOL Chinese, and MAPOOL TOEIC.



This unique system has helped Mapool solidify its position as the number 1 smart learning brand of Korea. Moreover, Mapool is known for the Hollywood top star Daniel Henny being the early shareholder and the brand model as well as participating in the program development. Mapool is also famous for Seungyeon Cho, a language genius, humanities scholar, the best-selling author, and broadcaster, participating as a shareholder. Mapool is servicing English, Chinese, and TOEIC programs. English

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education is expected to be one of the most important industries not only in Korea, but in Asia. Additionally, with the rise of China, Chinese language education is becoming a pillar of the global industry, which is growing widely around the world. As a smart learning platform, Mapool is preparing to take off to provide English and Chinese language education in Asia beyond Korea. In order to grow into the smart learning company in Asia, Mapool participated in developing MPCOIN, and will become the platform that services its programs to global market with MPCOIN's transaction. MPCOIN will also grow beyond Korea to contribute to language education in Asia.

## Dining

One of the most important parts of life is about food. Enjoying eating out is an indispensable pleasure. We have succeeded in working with the restaurant chain headquarters linked to us to enable MPCOIN's use in real restaurants. Until now, numerous virtual currencies have tried to implement their actual use in restaurants, but none of them succeeded. However, MPCOIN has succeeded in establishing the network enabling its use in restaurants at any moment. The main reason that made this possible is in the organization of MPCOIN's shareholders. MPCOINs were made available to be used at all 'Il Mare Food' branches, Italian restaurants. MPCOIN is also expecting to steadily increase number of uses based on existing network.



<b>Yeouido Branch, Seoul</b>	Hotel The Designers Yeouido, 24, Gukhoe-daero 68-gil, Yeongdeungpo-gu, Seoul, Republic of Korea	0507-1441-5511
<b>Apgujeong Branch, Seoul</b>	Sunshine Hotel 1F, 205, Dosan-daero, Gangnam-gu, Seoul, Republic of Korea	02-548-8222
<b>Guui Branch, Seoul</b>	10, Gwangnaru-ro 50-gil, Gwangjin-gu, Seoul, Republic of Korea	02-447-0880
<b>Bangbae Branch, Seoul</b>	3, Bangbaejungang-ro 29-gil, Seocho-gu, Seoul, Republic of Korea	02-533-1552
<b>IL MARE Daehakro Branch, Seoul</b>	26, Daehak-ro 8ga-gil, Jongno-gu, Seoul, Republic of Korea	02-3444-8697
<b>IL MARE Pub</b>	B1F, 26, Daehak-ro 8ga-gil, Jongno-gu, Seoul, Republic of Korea	1577-9588
<b>IL MARE La Bottega</b>	2F, 26, Daehak-ro 8ga-gil, Jongno-gu, Seoul, Republic of Korea	1577-9588
<b>Suwon Branch, Gyeonggi-do</b>	7F Lotte Mall, 134, Sehwa-ro, Gwonseon-gu, Suwon-si, Gyeonggi-do, Republic of Korea	02-822-8982
<b>Uijeongbu Branch, Gyeonggi-do</b>	7F Lotte Outlet, 44, Cheonbo-ro, Uijeongbu-si, Gyeonggi-do, Republic of Korea	010-2234-2324

## Travel & Leisure

Through 'Jeju Angel Rent-a-Car,' which is Jeju Island's representative car rental company, one is able to book not only a rental car, which is the starting point of Jeju Island trip, but also make reservations for real-time airlines and accommodation, as well as purchase 'Cartel' package that bundles a rental car and accommodation, and a discount coupon for major sightseeing spots in Jeju Island. It is also possible to reserve golf trips, chartered buses and taxis. Jeong Tae-young, the CEO of Jeju Angel Rent-a-Car, gave his thoughts on partnership that he is "looking forward to partnering with MPCOIN, which can be used not only in travel and leisure activities but also in various life and culture fields... [He] will not only make synergy with MPCOIN and future value that will grow into a life coin." Jeju Island is a famous landmark not only for domestic tourists but also for international tourists. With MPCOIN, one can use everything he or she needs to travel around Jeju in the same way as the monetary value, which is the value of a life coin.

Furthermore, MPCOIN has signed a business agreement with See U Rent Car, and is

persistently expanding partnerships for travel and leisure in Jeju Island.

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[www.seurentcar.com](http://www.seurentcar.com) →



## 8. MPCOIN Team Members

### Joseph Hyunjun Lee (founder/ CEO of eKYSS co. Ltd.)

As a former employee of Samsung C&T, he founded an educational company in 2001 and has been working in education business for 18 years until now. In 2011, he established a smart learning company, eKYSS and launched a brand named ‘MAPOOL’ meaning ‘solved magically’, which provides language learning service of English, Chinese, and ToEIC. MAPOOL Smart Learning has established a unique position in the Korean smart learning market. His book, My Heart is an Unstoppable Engine, published in 2009, was selected as the book recommended for CEOs by Korea National Library. He is also the co-author of Today is the First Day of My Life and Era of Practice, co-written by David Hwang. As a cofounder of MPCOIN based on edu tech, based on MPCOIN, he has a vision of developing ‘MAPOOL Smart Learning’ to be ‘AI-based global education platform’ that would provide language education and self-improvement education in Asian countries, such as China, Japan, Vietnam and Indonesia.

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### **David Hwang (cofounder)**

As a former technology researcher at Samsung SDI, he was assigned as a resident employee of the United States and worked for six years in response to local technologies for global companies such as Apple, HP, Motorola, and Dell. Since then, he had been recruited as a development engineer at Apple headquarters and had been at the center of the development when Apple grew into a global company with the releases of the iPhones and iPads. Since 2013, he has been working as a senior engineer at Google headquarters. He is the co-author of Today is the First Day of My Life and Era of Practice, which deals with the fourth industrial revolution. In 2018, he established Empiko Limited in Hong Kong and developed MPCOIN, the world's first real-life interlinked encrypted currency based on edu tech.

### **Jieun Han (CMO / CEO of RealAge co. Ltd.)**

For more than 10 years, she worked as a magazine editor in fashion, beauty, and living fields, then served as an editor of KBS Journal. Based on her experience with domestic and international luxury brands, she established RealAge co. Ltd. to develop and distribute health functional foods, cosmetics and natural air fresheners and also launched brands like ReAge LAB and 8Hz. She is one of the founding members of eKYSS and currently the director of marketing strategy division(CMO) of MAPOOL Smart Learning. She is preparing to apply blockchain to the culture industry through RealAge, and also currently drawing the life-coin roadmap as the CMO of MPCOIN.

### **Yunny Jeon (CCO / Head of Smart Learning Division of eKYSS co. Ltd.)**

With a B.A. degree in business administration from BCIT, Canada, and a M.A. degree in TESOL from Oklahoma University, she is responsible for planning, designing and

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producing smart learning education platform as the head of MAPOOL Smart Learning's content division. Currently, she is focusing on developing a platform for MAPOOL'S overseas expansion.

#### **C.H. Kim (Sales Business/ Head of Sales Business Department of eKYSS co. Ltd.)**

As an education-related sales specialist, he has generated performance in many areas including B2C sales and B2B sales at YBM Sisa and Kyobo Book. Based on his experiences in sales planning, performance management, inter-division partnerships and cooperation, he is in charge of Sales Business at MAPOOL. As the Sales Director of MPCOIN, he is looking to create customer value.

#### **Wonkyeong Son (Art Director / Head of Design Department of eKYSS co. Ltd.)**

As a former senior designer of Korea's top agency 'Pentabreed', he is the first generation designer in the Korean web market who started the web-style design paradigm. Based on his experiences as an art director in various areas including UI, UX, SI, and Digital Marketing, he is currently in charge of MAPOOL's Marketing, UX, and UI design. As the Art Director of MPCOIN, he is drawing the future vision of Blockchain.

#### **Hyeongjoo Kim (Consultant / Chairman, Korea Blockchain Industry Promotion Association, Inc.)**

With Ph.D., International Relations Research at Graduate School of Hankuk University of Foreign Studies, he served as the 17th Member of the National Assembly, Deputy Mayor for Political Affairs of Seoul City, and currently, as a Blockchain expert, he is a Chairman, Korea Blockchain Industry Promotion Association, Inc.

### **Jinyoung Choi (Consultant / President of Blockchain Today)**

Head of Organizing Committee for Dconference, Joint Head of WBA (World Blockchain Alliance), President of Blockchain Today, President of IEO BANK, has served as the 2nd and 3rd popular-elect mayor of Namwon, and contributed to the industrial development of Korean blockchain industry through diverse experience in politics and business, as well as establishing a strong community around the world including the United States and China.

### **Tae-eon Koo (Consultant / Lawyer, Lin Law Firm)**

Graduating from the Department of Law at Korea University, he was commissioned as a prosecutor in 1998 and worked as a cyber specialized prosecutor in the Hi-tech Crime Investigation Department of Supreme Prosecutors' Office until 2005. Since then, he had carried out his legal duty related to IT, IP and digital forensics in Kim & Chang Law Firm. In 2012, he established a law firm, 'TEK & LAW' and provided legal advice for corporations in high-tech fields such as FinTech, digital healthcare, e-commerce, and e-sports. Currently, he is helping tech companies grow in Lin Law Firm and is engaged in various activities as a policy advisor of Korea Blockchain Industry Promotion Association, a vice president of Korea Blockchain Startup Association, and a director of the Korea 4th Industrial Revolution Convergence Law Association.

### **H.J. Park (Consultant / JTBC Content Business Director)**

Since 1993, he has been a producer of broadcasting and video production, producing numerous documentaries and entertainment programs and winning various awards such as Korea Communications Commission award and Minister of Culture, Sports and Tourism award. Moreover, his recent documentary movie directed by talent donation, named *Le Tour: My Last 49 Days*, was screened in theaters. He is currently responsible for content business with domestic and foreign companies at JTBC Content Hub. Based on his experience in producing contents and business, he is currently working as a consultant to create an ecological structure for Multi-Pleasure contents, which is essential in the 4th Industrial Revolution.

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### Allen Kim (Consultant / Microsoft Senior Engineer)

Currently, he is a senior engineer at Samsung SDI USA and has been in charge of advising on the block chain technology and direction in MPCOIN. He is working with MPCOIN with the philosophy that it is important to clothe technology in value with experiencing rapid technological change in giant global corporation of the United States.

## 9. MPCOIN Roadmap

MPCOIN is in its preparation stage to build a base for domestic operators network, as well as an entry of foreign language education in China, Vietnam, and Southeast Asia on the basis of a smart learning education platform. This will allow for a continuous expansion of the MPCOIN operation network.



## 10. Safe Deposit of Coin

A certain portion of coins is put in safe deposit for at least one year to have a stable flow of price increment for initial investors. Founders of MPCOIN may not sell any coin for at least one year to contribute to the growth of coin.

- Subject: FOUNDER, PARTNER, TEAM token
- Release date: 1 to 2 years after the token distribution

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## 11. Exemption Provisions

As there is much interest in cryptocurrency, there is much concern about excessive investment. MPCOIN does not prefer such excessive investment, and MPCOIN does not want any damage from this. MPCOIN will clearly state matters to be attended, and MPCOIN clarifies that each individual investor is responsible for not following such.

- (1) MPCOIN is not lawful currency, and there is no particular party that assures its value.
- (2) MPCOIN is trading over the world 24/7 all-throughout-the-year, and MPCOIN may be exposed to rapid price fluctuation under speculative demands or domestic or foreign regulatory changes.
- (3) The end-buyer shall know the price differences from the process of re-selling MPCOIN by initial investors to secondary buyers, and the company may not control the selling prices of this MPCOIN.
- (4) An individual is fully responsible for judgment of investment to MPCOIN, and a possible loss from investment is bonded to an investor.
- (5) A capital of investment to MPCOIN is not guaranteed, and there may be a loss from investment.

## Epilogue

There is an idiom called Namsang (濫觴). The word Nam (濫) means overflow, and the word Sang (觴) means a cup, meaning a cup overflows. This idiom was originated from Zhangjiang (長江) River, the longest river in China. This river is 6,211km long that penetrates the continent of China from east to west to the South China Sea. The headwaters of Zhangjiang River begins from a small flow that barely overflows a cup. In other words, a tiny and trivial beginning becomes infinitely greater. How does this small stream make a huge river? It is because countless branch streams merge in to make a stream larger. This applies not only to a river but to all matters of the world. Many people laughed at Bitcoin created by Nakamoto Satoshi in the beginning. People who tried to get funding and investment with Bitcoin were called as impostors. No one expected that these meaningless numbers will become the seeds of blockchain revolution to change the world. In the world of wave from a tiny stream covering the entire world, we are having another dream.

Some of us spent 18 years only as a venture entrepreneur in the field of education, and some of us lived almost 20 years as an entrepreneur of investment and public offering. Some people live as engineers in Samsung, Apple, or other large corporations. There are people like IT developer, marketing expert, or contents expert in this place. All of us have different experiences, expertise, philosophy, and creed. Yet, we are developing MPCOIN altogether to have the same dream. We have experienced and looked at various global ICT corporations over the past decade. Our time is probably the transitional period from Internet-based ICT technology to the fourth industrial revolution like AI, robotics, and big data. Even under such rapid growth, we feel that there is a shadow. New innovative

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technologies require new funds and investment, and successful and popularized innovative technologies bring further extended capitals. In other words, conventional capitals make new capitals in this structure. Ironically, this technological development accelerates inequality of wealth. Therefore, as time goes on, the gap between employees working within the fence of global ICT corporations and employees working outside increases.

Actually, it is true that the fourth industrial revolution brings half anticipation and half uneasiness. There are perspectives saying that the world will be more prosperous and better with hyper-connectivity and hyper-intelligence, but there are also worries about how we shall live in this world where most jobs disappear and work and income are separated. Above all, the fact that technological development will bring a greater gap in incomes and opportunities makes us gloomy.

We originally had very negative views against “cryptocurrency” because of this thought that even a great technology may make an unfortunate result if users of technology have malicious intentions. As we looked at greed and wave of speculation to cryptocurrency, we worried that this severe bubble will collapse. Then, there was one trigger that changed this idea, the “blockchain” technology, or the foundation of cryptocurrency. After understanding blockchain technology and philosophy, we changed our minds. Once the Internet technology brought the innovation called “democratization” of information, and the blockchain technology will provide “reliability” and “transparency” of information. Reliability and transparency of information will distribute power from the data.

Gigantic ICT corporations like FAANG (Facebook, Amazon, Apple, Netflix, and Google) are possessing unimaginable big data. If they decide to, they may find out personal life

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of individuals and even predict future behaviors. With big data, the strong power emerged. We think that “blockchain” is the only hope to prevent a new technology not to be subordinate to a certain capital, or to prevent centralization of power from big data. Moreover, blockchain is the last link to make the “finishing stroke” of the fourth industrial revolution. If AI were human, AI grows by eating food called big data. Blockchain acts like a fridge that makes food not to go bad, and blockchain may distribute food evenly so that some particular party does not dominate food. The triangular troop of ‘AI-Big Data-Blockchain’ will lead the fourth industrial revolution to the right direction.

Moreover, we concentrated on ‘education’ to hold on to the meaning of life of individuals in the era of separation between income and job. From now on, the education shall not aim for income and jobs but shall aim for contribution to communities and society. Education shall be used for people to be better regardless of money, and education to make people to contribute to make the better world is required. Inequality of wealth shall not come from educational gaps, and education shall not be manipulated to become a measure of inheriting wealth. When basic incomes are provided for everyone in two or three decades, most people will work as freelancers for maybe 3~4 hours a day. With this, the infrastructure to enhance the quality of life and happiness of individuals is required soon because there is a precious value that is not obtainable with money in ‘happiness.’ MPCOIN that we propose is based on this philosophy. For those who work hard to live day by day and prepare for the future in the typhoon called the fourth industrial revolution, we would like to make an ecosystem of new opportunities. We would like to make an ecosystem to bring an impartial new opportunity for everyone who agrees with such philosophy and to reduce educational

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gaps and inequality of wealth and to make a platform for everyone to join and enjoy. In our tiny cryptocurrency system that we made, countless branch streams will join like Namsang of Zhangjiang River. We dream that this will provide education and cultural service not only in Korea but for the entire Asians and will contribute to the universal value of humankind.

We are waiting to listen to your opinion.

With pleasure and excitement, as well as sincerity, we have tried to include everything we have experienced in this white paper. However, when we look back on our work, it is still not enough. We would like to hear your valuable opinion. If you have any comments or advice you would want us to hear, please feel free to do so.

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(final revision on 2019. 03. 06)