BIANCO 2024

Whitepaper v 1.0

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1. Abstract

The Rewards Platform for Shopping Cosmetic Brands aims to innovatively improve the interaction between consumers and cosmetic brands. The platform is based on blockchain technology and provides users with the opportunity to earn rewards for purchasing cosmetic products and performing related activities. The rewards platform will provide consumers with rewards for activities such as purchasing products and watching ads, which will allow them to enjoy additional benefits and increase their interaction with brands. At the same time, they help brands connect with consumers, increase marketing effectiveness, and open up new revenue opportunities.

Blockchain technology can help these reward systems operate efficiently and transparently. By utilizing blockchain, the issuance and management of reward tokens is more transparent and secure, and users can receive rewards in a trusted transaction environment.

The BIANCO platform is a new social metaverse shopping ecosystem built with buyers and commerce. The BIANCO platform started by providing tokens that can be used in various social sectors and providing a platform to use them online. This is the exact way to make its use transparent and directly applicable to real life. However, the token is only for the purpose of transparency, and the actual service goal of the BIANCO platform is to create a more scalable metaverse shopping ecosystem together. The BIANCO service we want to create is a scalable platform where customers live and work together on top of the blockchain. It has various technical characteristics of blockchain, such as consumer networking through SNS sharing and rewards for contributions, beyond the scope of simply using cryptocurrency. Through this plat‐ form, we aim to build the BIANCO platform with the goal of building a protocol and economic community where consumers are the owners.

METAVERSE Market 2019 – 2030

Market is expected to REGISTER a **CAGR** of
43.2%

45.4%
of global market revenue was accounted for by North America in 2021

Based on component, the hardware segment is expected to register a **CAGR** of
43.3%

The market was valued at **USE 63.00 Billion** in 2021

2019 2020 2021

The market is **FAIRY CONSOLIDATED** with a few players accounting for majority market revenue share

One of the KEY drivers for market growth is rising focus on coverging digital and physical worlds

3.2 Global Metaverse Market Status

Global Metaverse Market (2021 – 2030)

MARKET REVENUE IN USE BILLION

2021 2023 2025 2027 2030

Representing a CAGR of

CAGR : 39.44%

The global metaverse size in 2022 was valued at USD 47.48 billion and USD 946.23 billion by 2030.

01	USD 47.48 Billion	In 2021
02	USD 946.23 Billion	In 2030
03	Metaverse in Virtual Platforms	Based on Offering
🌐	NORTH AMERICA	68.93

7.2 METAVERSE IN AVATARS
24.98 METAVERSE FINANCIAL SERVICE
28.39 METAVERSE IN ASSET MARKETPLACES
39.43 METAVERSE IN VIRTUAL PLATFORMS

The global metaverse market size was valued at $47.48 billion in 2022 and is expected to reach $678.8 billion by 2030, growing at a CAGR of 39.44%. North America held the largest share, accounting for more than 45% of the total market. 2021. Metaverse is a VR space where users can interact with each other in a computer-generated environment. Metaverses have a variety of applications such as healthcare, education, real estate, gaming, military, and more. Metaverses are widely used for personal, business, art, or investment purposes. According to a study published in PC Magazine, 52% of internet users worldwide join metaverses for work possibilities, 48% for art and live entertainment, 44% for investing money, 40% for education, and 32% for online dating and socializing. The number for gaming is 29%.

Brick-and-mortar stores have been closed for some time. However, the COVID-19 pandemic caused the number of store closures to increase rapidly. More than 8,000 retail stores closed in 2020, confirming that 'business as usual' is no longer an option. Today, chatbots and mobile apps facilitate online customer support. Machine learning technology provides the personalized recommendations we've all come to expect. And overnight delivery is the norm. E-commerce has already transformed our daily lives, and even as lockdowns ease, physical malls will continue to crumble. But some aspects of the in-store experience are missing when shopping in the digital world. Shopping has traditionally been about sight, touch, sound, smell, and taste, all of which are useful when evaluating items to buy. This is why Costco offers free samples, and car lots allow buyers to test drive prospective vehicles. As online has become the primary place for consumers to research goods and services, retailers are struggling to replicate this material aspect of shopping. Everyone now knows and enjoys the convenience that buying online offers. But what about from an engagement perspective – is visiting Amazon.com as much fun as traveling? The evolution of live commerce is all too clear. By fusing online retail with live streaming, today's companies are trying to bring consumers one step closer to a face-to-face experience.

4. Rewards Market Analysis

4.1 Customer Rewards System Market Status

Global Cash Back and Rewards App Maret Size, 2031 (USD Million)
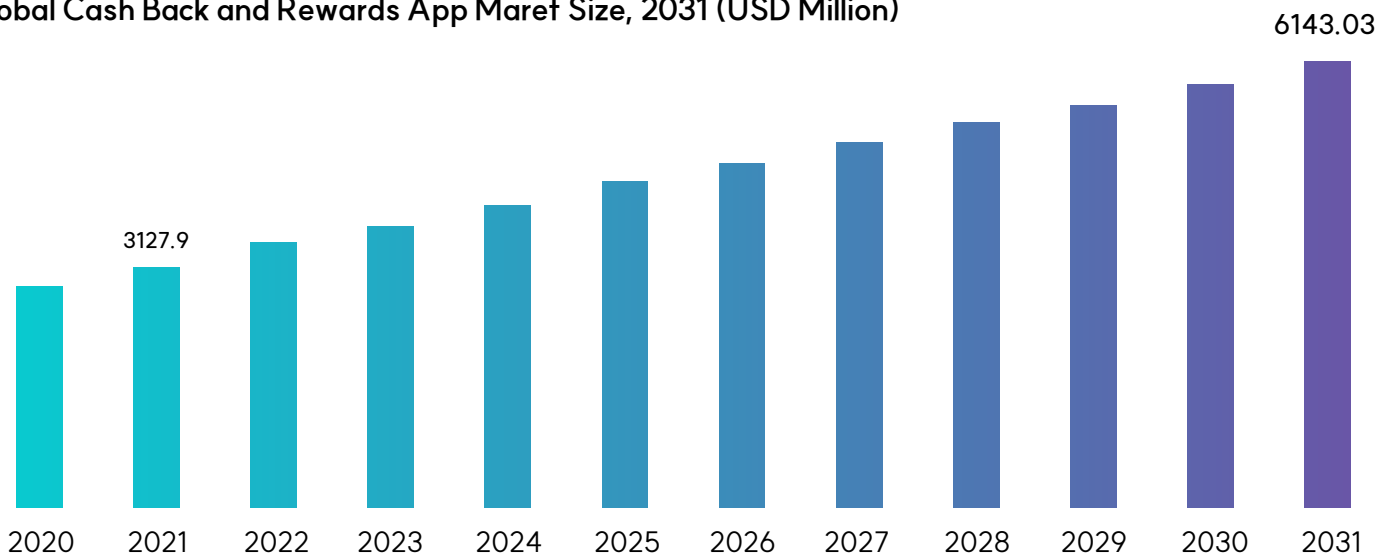
Global Rewards and Incentive Services Market The global rewards and incentive services market size is expected to reach USD 6522.9 million by 2027. million by 2027, from USD 359.2 million in 2020, at a Compound Annual Growth Rate (CAGR) of 8.9% from 2024 to 2027. With industry- standard accuracy of analysis and high data integrity, the report makes an excellent attempt to reveal the key opportunities available in the global reward and incentive services market to help players achieve a strong market position. Buyers of the report will have access to validated and reliable market forecasts, including projections for the overall size of the global rewards and incentive services market in terms of revenue. Overall, the report has proven to be an effective tool that players can use to gain a competitive advantage over their rivals and ensure contin – ued success in the global rewards and incentive services market.

The global COVID-19 pandemic has created an unprecedented situation for the cashback and rewards apps market, with all regions experiencing higher than expected demand compared to pre-pandemic levels, and the sudden increase in CAGR can be attributed to the market's growth and demand returning to pre-pandemic levels once the pandemic is over.

Cashback and rewards apps are widely used by brands to attract and retain new customers because they offer additional benefits with every purchase. Some apps utilize a point-back strategy that keeps increasing points with each purchase. Customers can redeem these points for cash back or discounts, depending on availability. The point-back segment is expected to expand significantly as companies increase their efforts to increase customer loyalty. These points can be redeemed at various points of purchase such as movie tickets, airline tickets, restaurants, gyms, and other shopping points.

The market is further segmented into Android-based and IOS-based. The Android-based segment is expected to expand at a significant rate during the forecast period. Android system has the highest global user base. In terms of application, the global cashback apps market is categorized into retail, restaurants, gas stations, hotels, e-commerce, and others. The e-commerce segment is expected to grow at a significant rate during the forecast period. Consumers who receive cashback are not only more likely to purchase from the same company again, but also increase the size of their future purchases once they have made a purchase. The emergence of numerous e –commerce platforms and increasing use of online mobile payments is expected to fuel the market during the forecast period. Wallet and cashback companies are developing innovative strategies to motivate customers to purchase from brands that offer the best cashback and discount offers through partnerships, thereby fueling the market growth.

4.2 Limitations of the current customer rewards system
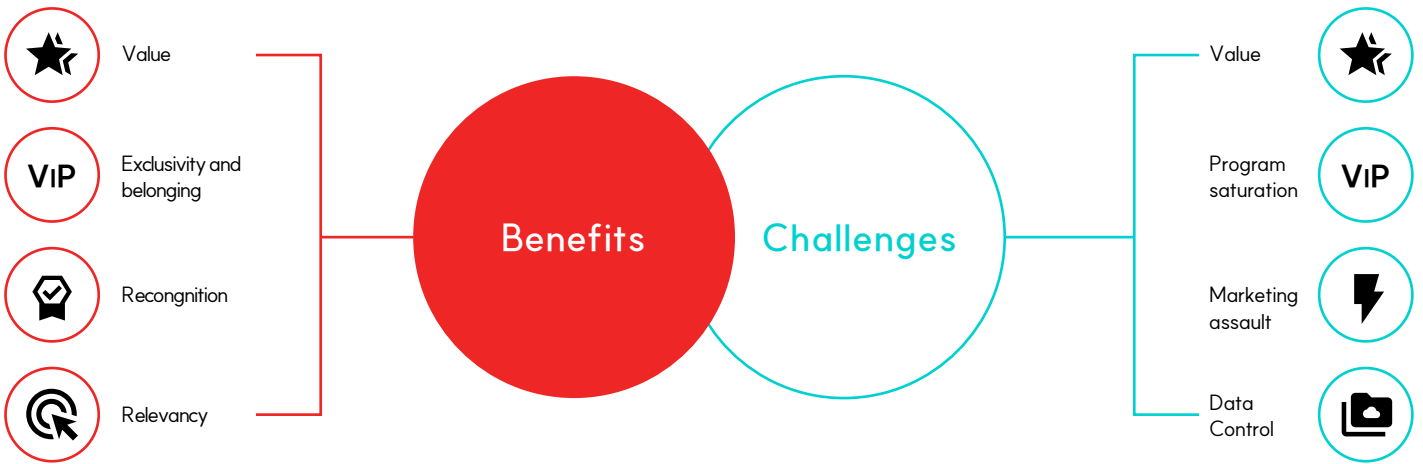
The functions of money can be summarized as a means of payment, a unit of account that can express a measure of value, and a store of value. There are instruments that are widely used by actors in the economy that participate in the current marketplace and have sufficient monetary functions, but are not generally recognized as money. Anyone who has ever purchased goods or services has experienced customer rewards. Customer rewards are paid and accumulated as a percentage of the purchase price when a consumer purchases a service or product, and can be redeemed at the issuer's business or affiliated entity for future purchases of goods or services.

Customer Rewards are a form of currency. This is because they can fulfill all three functions of money: as a medium of exchange for goods, as a unit of account, and as a store of value. Currently, loyalty rewards can be understood as private electronic money because they are issued by private organizations and are mostly issued in electronic form. Private e-money is a medium of exchange that is freely issued by private entities and is an online medium of exchange.
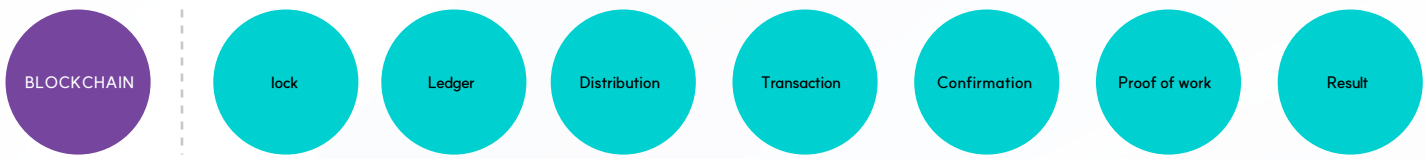
BENEFIT OF REWARD PROGRAMS
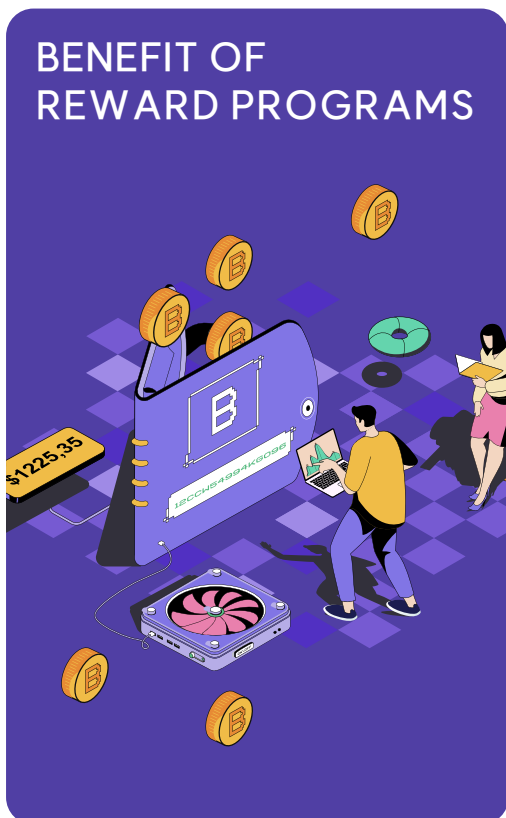
Currently, customer rewards are efficient in terms of cost and convenience. Since the transaction doesn't have to go through an intermediary like a bank or card company, the fees are very low or nonexistent. Another advantage is that, unlike other payment methods, there's a low risk of loss. However, customer rewards as they are currently used are limited in a number of ways. As a form

of contingent liability, there is an inherent risk that customer rewards will not be settled, and there is no way to verify payment arrangements to ensure settlement. In addition, there is currently an information gap between loyalty rewards issuers and service or product providers, and customer and usage data is not shared equally. In addition to the benefits of marketing and customer acquisition, customer rewards schemes create value in the form of quality data for predicting customer spending patterns. These data can be used to predict the scale, direction, and timing of business, making customer reward programs an effective tool for marketing and customer attraction, and a big data platform for collecting quality data to build effective strate – gies for business growth. In addition, the trend of customers purchasing customer rewards and using them to purchase goods or services to increase purchase satisfaction is spreading, making it another revenue model for
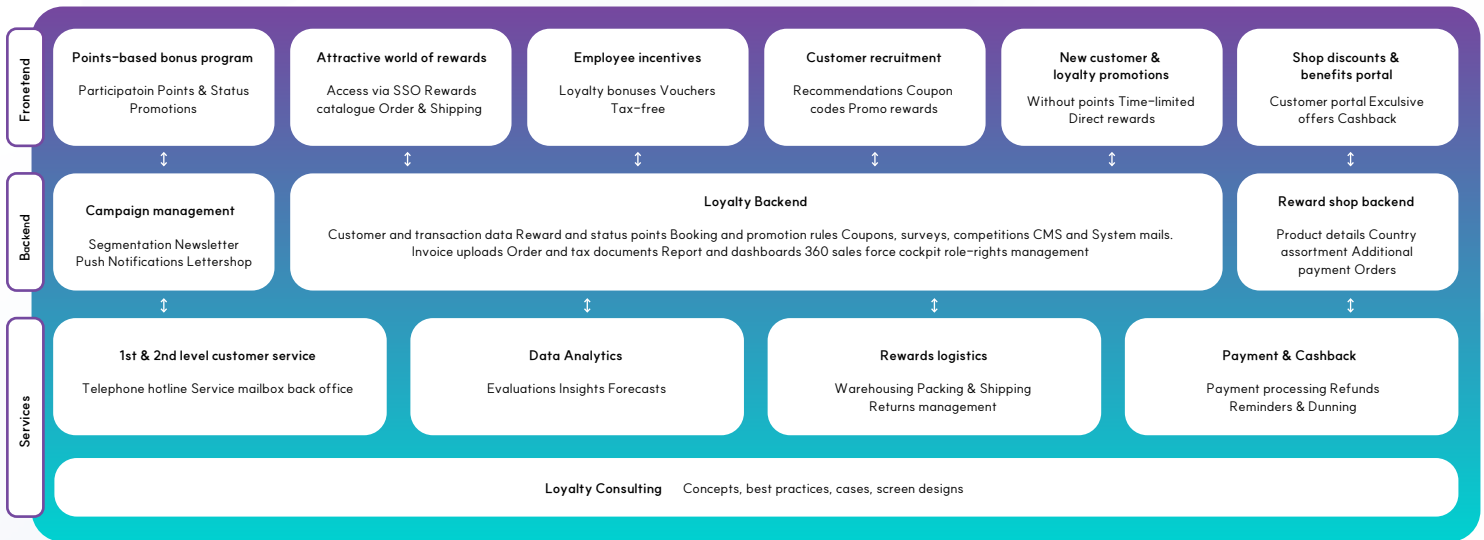
5. BIANCO Platform

The BIANCO platform aims to build a protocol economic community in a three-dimensional virtual world Metaverse environment where social, economic, and cultural activities are carried out like in the real world, and aims to build a human resource-based platform business rather than a technology-based platform business, to support members in building a sustainable growth profit base, and to build a virtual nation where participants are the owners.

5.1 Function of Blockchain Technology Solution

BLOCKCHAIN   lock   Ledger   Distribution   Transaction   Confirmation   Proof of work   Result

A report published by Deloitte in 2016 systematically lays out the benefits of implementing blockchain solutions in customer rewards programs. They noted that when implementing a blockchain solution in a customer rewards program, the key elements of the technology solution are the loyalty network/platform, loyalty application, and loyalty token. The BIANCO Project aims to provide a suitable loyalty program that can be used continuously, while leveraging the advantages of the key elements mentioned in this report.

5.1.1 Real-time Rewards Management and Platform Interoperability

Fronetend	Points-based bonus program Participatoin Points & Status Promotions	Attractive world of rewards Access via SSO Rewards catalogue Order & Shipping	Employee incentives Loyalty bonuses Vouchers Tax-free	Customer recruitment Recommendations Coupon codes Promo rewards	New customer & loyalty promotions Without points Time-limited Direct rewards	Shop discounts & benefits portal Customer portal Exculsive offers Cashback

Backend	Campaign management Segmentation Newsletter Push Notifications Lettershop	Loyalty Backend Customer and transaction data Reward and status points Booking and promotion rules Coupons, surveys, competitions CMS and System mails. Invoice uploads Order and tax documents Report and dashboards 360 sales force cockpit role-rights management				Reward shop backend Product details Country assortment Additional payment Orders

Services	1st & 2nd level customer service Telephone hotline Service mailbox back office	Data Analytics Evaluations Insights Forecasts	Rewards logistics Warehousing Packing & Shipping Returns management	Payment & Cashback Payment processing Refunds Reminders & Dunning

Loyalty Consulting   Concepts, best practices, cases, screen designs

Under current law, there is an inherent risk that customer rewards in the form of contingent liabilities will not be settled, and there is no way to verify payment arrangements to ensure settlement. In addition, there is currently an information gap between loyalty rewards issuers and service or product providers, and customer and usage data is not shared equally. The introduction of blockchain technology to the platform will enable transparent information sharing at near real- time speeds, enabling instant issuance, redemption, and verification of customer rewards.

By issuing rewards through the blockchain protocol, the platform will also increase interoperability between platform participants issuing rewards. The platform's high interoperability is expected to facilitate collaboration with more partners to deliver more rewards to customers.

5.1.2 Enhancing security and operational reliability

In the existing customer rewards system, the issuer is the only party involved in the operation of customer rewards, making it difficult for customers to recognize problems such as computer errors or missing information on the issuer's side. As customer rewards are valuable assets granted to customers in the form of bonds, their safety must be protected through strong security. A platform with blockchain technology will have high security because all customer rewards are tokenized and have a unique value that is difficult to counterfeit, and the characteristics of blockchain technology, which is difficult to hack and difficult to forge or change information, make it highly secure.

5.1.3 Transparent Rewards Program Terms and Conditions Management

Companies issuing customer rewards are obligated to notify customers of the terms and conditions when signing the subscription contract and cannot unilaterally change the terms and conditions. However, since the inception of loyalty programs, most consumers have been unaware of unfavorable changes to the terms and conditions, such as unilateral changes to the payout rate of loyalty rewards or adjustments to the percentage of discounts available through loyalty rewards. The BIANCO Project will transparently manage terms and benefits such as customer reward payment rates and discount rates on the blockchain to secure means and devices to protect the rights of customers or merchants. Any chang es or adjustments to the terms and conditions will be recorded on the blockchain. The contract between the consumer and the customer reward management entity is guaranteed through a smart contract, and neither party can unilaterally change or violate the terms.

5.2 Digital asset payment solution based on blockchain system

BIANCO will include a QR code-based mobile payment function in the IPPEUM app service to support fast and convenient commerce between offline stores and customers. The mobile payment solution will support QR code-based online and offline simple payment functions utilizing BIANCO's digital assets, BIANCO tokens, e-gift cards, etc. By leveraging the benefits of these blockchain-enabled digital assets, BIANCO will continue to increase the utilization of digital assets and expand their application to related businesses.

5.3 BIANCO System structure of the platform
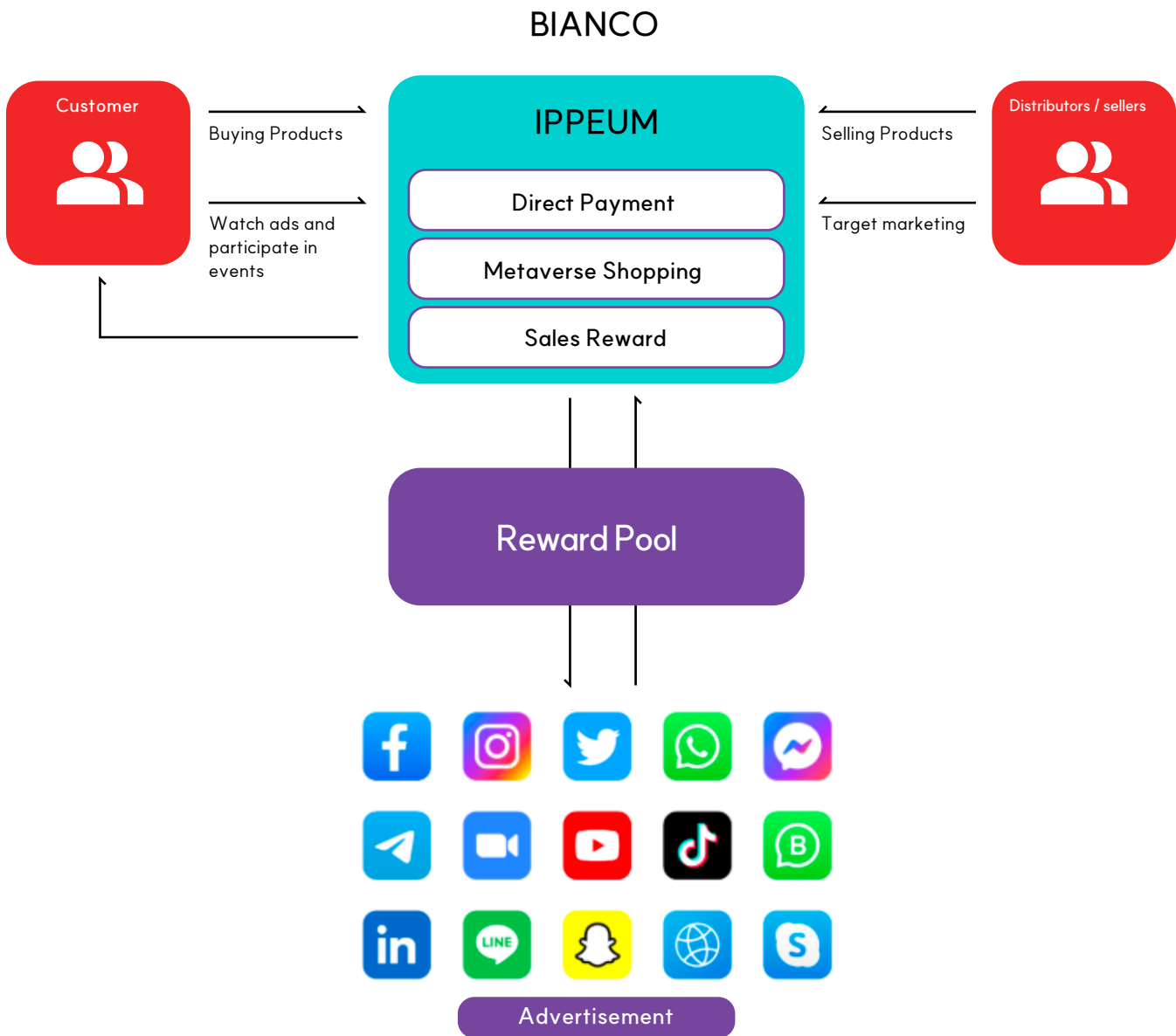
BIANCO

BIANCO platform aims to create a shared ecosystem for people who want to use toe laces to access commerce safely and effectively. It aims to build a next-level blockchain ecosystem where production and distribution partners and influencers can jointly prepare services and manage them for customers' enjoyment and convenience, all at a low cost. As the world is experiencing increased expectations of home live commerce due to the COVID pandemic, various service companies such as production distributors and marketing companies are striving to provide more diverse, safe and personalized services.

In particular, they are looking for better ways to collect customer data and use it for optimized personalized services. Existing large retail companies are forced to utilize low-quality data that is limited to data systems collected from their own platforms and partner platforms. The BIANCO platform will provide information systems to all participating partners to develop fair and accurate customer-oriented products. This will improve the quality of products served to customers and allow for proper supply management, essentially improving the quality of the entire product offering. Customers will also benefit from the fact that the products and information provided here are genuine, and even the experiences are double-verified and factual.

The BIANCO platform is a platform with a secure and high-quality blockchain ecosystem thatconnects customers and retailers. We issue BIANCO, a blockchain asset, individuals purchase BIANCO and utilize it for commerce, and affiliated companies receive BIANCO, which is then taxed and converted into cash. Compared to other cryptocurrencies, BIANCO is highly liquid and maintains its value based on the demand for the products and services offered by its partners. BIANCO can be used by customers and partners to pay for services with partners, and BIANCO can also be rewarded when customers share information such as how often they use the token or share their experiences and secrets of using the service through the platform, which is separately systematized and rewards BIANCO. This reward process is designed to be reliable and reduce the complexity of the process by utilizing smart contracts on the blockchain.

General users should be able to access the BIANCO platform to easily obtain information, easily and safely book or pay for services with their own coins, and provide a reliable, safe, and affordable user experience, and we have been researching and preparing new platform services to develop blockchain technology and improve business methods.

5.4 Metaverse Layer

The Seven Layers of the Metaverse

Layer	Components
EXPERIENCE	Social, Shopping
DISCOVERY	Ad Networks, Social Curation, Rating, Stores, Agents
CREATOR ECONOMY	Design Tools, Asset Markets, Workflow, Commerce
SPATIAL COMPUTING	3D Engines, VR/AR/XR, Multitasking UI, Geospatial Mapping
DECENTRALIZATION	Edge Computing, AI Agents, Microservices, Blockchain
HUMAN INTERFACE	Mobile, Smartglasses, Wearables, Haptic, Gestures, Voice, Neural
INFRASTRUCTURE	5G, WiFi 6, 6G, Cloud, 7nm to 1.4nm, GPUs, Materials

5.4.1 User Experience

The metaverse includes 2D and 3D graphical representations, but more than that, it dematerializes physical reality. Immersive video games like Fortnite, virtual reality (VR) and augmented reality (AR) experiences, AI voice assistant Alexa, Zoom video conferencing, and virtual fitness classes like Peloton are already breaking down the boundaries of the physical world. This set of trends has a number of implications, but what's clear is that user experiences are becoming increasingly rich. For example, there are only a limited number of front row seats at a concert, so it's physically impossible to attend a sold-out show at the venue. However, in the Metaverse, each person can enjoy a personalized experience of the concert regardless of their seat.

5.4.2 Service Discovery

In recent years, companies have utilized social platforms, SEO, product curation services (including influencer seeding), and word-of-mouth marketing for targeted advertising, many of which are costly and have had varying degrees of success. In a digital world where consumers have endless options for products and services, the effectiveness of marketing strategies is critical.

A prime example of community-specific content marketing is "real time presence". For example, when a user logs into their PlayStation console, they can instantly download the latest multiplayer game their friends are currently playing and play it with them. The focus of content marketing is shifting from what people "like" to what they're doing right now. As a result, real-time presence or similar features are enabling organic experiences that build stronger communities.

5.4.3 The Creator Economy

Metaverse companies are driven to create content that their users or communities want. And with tools like intuitive APIs, simplified software development kits (SDKs), and ultra-portable WASM bytecode format, it's becoming increasingly easy for non-technical people to create content.
Centralized platforms like Roblox are helping to encourage the creator economy with integrated tools, search, social networking, and monetization capabilities. As the metaverse space continues to evolve, this set of tools is likely to move toward decentralized platforms, empowering creators even more, which will accelerate the movement toward open source software.

5.4.4 Spatial computing

Spatial computing, especially interfaces that utilize VR and AR, has become quite popular in recent years. Simon Green wold, author of Spatial Computing, says of spatial computing, "As much as possible, the machine in space and the space in the machine should melt into each other. Sometimes this means bringing space to the computer, sometimes it means injecting computation into a specific object. Often, it means designing systems that go beyond the traditional boundaries of screen and keyboard and are not bound by interfaces or simulations."
In particular, he argues that spatial computing can be implemented in a variety of ways, using different combinations of hardware and software. The most popular example of spatial computing software in use today is voice and gesture recog nition, such as Apple's Siri or Amazon's Alexa. This category of software includes 3D engines such as Unreal and Unity that encompass geometry and animation, geospatial mapping, and data integration from devices such as the Internet of Things (IoT), as well as user biometrics measured through wearable devices or smartphones. By integrating all of this software into a hardware device, it becomes possible to create a personalized experience.

5.4.5 Decentralization

What all Metaverse protocols have in common is that they aim to be decentralized. When users and content creators can move seamlessly across interoperable systems, user options are maximized and innovation can result.
The best examples of decentralization are purpose-built blockchain-based digital asset ecosystems that enable money trading, lending, and investing in a fast and low-cost trading environment. Blockchain has the potential to unlock a near-in finite number of customized use cases, and if connected to the blockchain network via a personal device, transactions can be made without the need for third-party authentication. This creates the perfect environment for microtransactions, which are essential to P2E games and other metaverse experiences. Because blockchain is essentially an immutable ledger, content creators can monetize their creations while maintaining data ownership and digital sovereignty.

5.4.6 Human Interface

High-performance computing devices are increasingly resembling the human brain. With the advent of breakthrough sensors, embedded AI technology, miniaturization, and powerful edge computing systems, it is increasingly likely that mobile devices will become the primary means of interacting with the Metaverse. Other hardware interfaces on the market include VR AR headsets, which may be replaced in the future by smart glasses with similar or enhanced capabilities to smartphones. Innovators in the field are currently working on even more advanced forms of connected devices, from 3D printed wearables to miniaturized biosensors that attach directly to the skin, and even implantable solutions like Neurallink that connect the brain directly to a technology interface. Which hardware interfaces will grow in the future will depend on demand, but it's good to have as many options as possible, especially in a metaverse ecosystem.

5.4.7 Infrastructure

Infrastructure is about connecting devices to the network and receiving content. 5G networks are dramatically improving bandwidth, reducing network congestion and latency, and the subsequent transition to 6G networks will exponentially increase internet speeds.

To keep pace with increasingly sophisticated and miniaturized mobile and wearable devices, innovative hardware solutions must be developed. In particular, micro-electromechanical systems (MEMS), enabling wearable sensors, miniaturized and long-lasting battery solutions, and semiconductors (3nm process and below) will play a key role in proliferating the Metaverse experience in our daily lives.

To participate in the Metaverse project, you can invest in one of the seven layers of hardware solutions mentioned above, or you can invest in blockchain-based in-game tokens or other digital assets. The top three blockchain-based P2E Metaverse games by market capitalization are Axie Infinity, Decentraland, and Sandbox, which may be a good place to start.

6. BIANCO BUSINESS

BIANCO has been doing various businesses in the beauty industry for years. This gives the platform a good foundation for growth. They have experience in various segments of the beauty industry, ranging from cosmetics and skincare products to salons and wellness services.

6.1 IPPEUM

IPPEUM is a specialized metaverse platform for Baek Ok-saeng, a Korean herbal cosmetics brand, that enables promotion and marketing utilization through ad viewing, reward payment for ad viewing, purchase enhancement, and revenue generation for branches, sales, agents, and consumers through reward business.
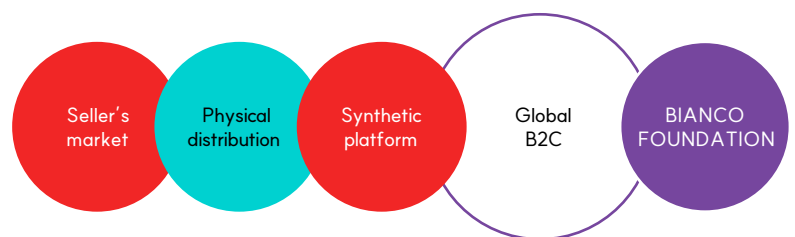
The platform's e-commerce system is designed to support the system in various forms, including services for sellers, information services for buyers, and social services.

Customer Reward Service with Metaverse Shopping Service A platform where anyone can easily participate in activities and communication with customers is guaranteed. And it is a platform that breathes with customers and creates the value ecosystem of Metaverse Shopping together.

Many social shopping services are one-sided services that distribute some points to buyers. IPPEUM has a new reward system that uses big data on products and customers sold in the reward mall to tailor the size and timing of rewards. This is a new system that integrates product marketing and sales and customer rewards through SNS sharing platforms.

IPPEUM aims to build a customer-oriented service by combining various reward benefits provided to buyers with the cryptocurrency ecosystem and expanding user convenience to WEB3.

Video Ads

It is possible to produce short but memorable ads within 15-25 seconds at a low price. It is more effective than traditional random offline ads because it can be targeted to customers who are more likely to purchase.

Ads can be separated by category (company, product, academy, hair, skin, nail, semi-permanent, makeup, waxing, scalp care, inner care system, data center, pain management...) for systematic viewing.

Social Service

Our video socialization features allow anyone to post a wide variety of creations, and provide a way to monetize them. We support various video fields and categorize them to make it easier to get the information you want.

Multi Reward System

Users can receive a certain percentage of rewards by purchasing products sold in the Metaverse, or all rewards that can be obtained through advertisements and various events will be built to be shared by users, and all reward structures will be transparently managed by Blockchain.

6.2 BOS K-Beauty Academy

As the headquarters of Baek Oksaeng, a 45-year-old herbal cosmetics brand, Jungsan Biotech is leading the development and globalization of the domestic beauty industry and fulfilling its social responsibility.

We are the first cosmetics company in Korea to actively support job creation and the cultivation of beauty professionals through scholarships with a total prize of 10 million won.

In particular, we are the most authoritative and fair event in the international beauty contest, which is held in Korea, China, Vietnam, Cambodia, and four other countries. These beauty contests help to discover the best professionals in Asia, promote the excellence of K-beauty overseas, and contribute to national development and national interests. Recently, we established BOS Academies in the Philippines and Vietnam, and signed a business agreement with I-STAC International Technical School in Divao, Philippines.

6.3 BOS IPFS IDC CENTER

Baek Oksaeng has world-class technology and technical staff, and we are building the best data center in Korea.
Our vision is to go further and create a federated pool to build a global mining pool.
The 4th industrial revolution is moving fast, and new technologies and business models are constantly emerging.
Baek OkSaeng was founded at this point to open a new age through innovative technologies and business models through IPFS, the 3.0 version of the app.
Through this, we aim to introduce WEB3.0 to the privacy market, which is becoming increasingly important, and expand our business in various fields based on data through BIANCO.

7. Reward system

The BIANCO platform provides users with a variety of verified branded products at reasonable prices and incorporates a shopping to earn model, so that when purchasing products through the IPPEUM app, customers can receive a certain percentage of BIANCO tokens as a reward for the purchase amount, and can earn additional BIANCO tokens by partici – pating in various missions or events. The amount of rewards will be determined according to the operating policy, and will be calculated based on a moving average over a period of time in order to preserve the market value and prevent fluctua – tions in the rewards paid. At this time, the rewards paid to users may vary depending on their activity history.

$$A_t = \frac{\sum_{now-t}^{now} S_i}{t}$$

A_t : System reward average for that transaction amount
S_i : Trading system reward quantity at that point in time
t : Calculate an average of that user's activity

At each reward settlement point, a percentage of the Reward Pool moving average becomes the total reward at that point.

$$T_t = r \times A_t$$

T_t : Total rewards at that point
r : Reward payout percentage (proportional increase to the user)

The Reward Pool is replenished through all revenues generated by the platform (information fees, advertising revenues, corporate outreach, marketing, promotions, etc. The Reward Pool will be topped up with the initially allocated marketing tokens until the ecosystem services are stabilized and the Reward Pool can be topped up without external assistance. The activity index is an indicator of how actively a user utilizes the BIANCO ecosystem. The activity index aims to encour‐ age ecosystem activity and is comprehensively judged by weighting each of the following factors: medical data sharing, number of posts written by the ecosystem community, and token holdings within the period, and is reset at the end of each period's settlement.

$$G_t = \sum W_f \times f_t$$

G_t : Activity index for the period
W_f : Weights per element
f_t : Index by activity factor for the period

Reward Score

The reward score is a composite score based on each user's activity index. The reward score determines the user's reward amount. The overall distribution of the activity index is assumed to be normally distributed and converted to a standard score to calculate the reward score. The reason for using a standardized score is to prevent new users' influence from becoming too low and to prevent a small number of users from abusing their influence.

$$M_X = g\,\frac{G_x \times m}{\sigma} + 100$$

M_x : Reward score of user x for the period (minimum value of M is 10)
g : Calibrate standardised scores
G_x : User X's activity index for the period
σ : Standard deviation of G
m : Average of G

Reward distribution

Users will be rewarded based on a reward score that comprehensively reflects their recent activity. The percentage of rewards paid to incentivize user activity is calculated by the formula below.

$$P_X = \frac{M_X^p}{\sum_i^m M_i^p}$$

P_X : Percentage that User X will be rewarded
M_X : User X's reward score
P : Weighting (changes based on ecosystem activity)

The user will receive a reward equal to a percentage P of the total amount T of rewards issued as rewards on that day.

$$R_X = P_X \times T_d$$

R_X : User X's reward
P_X : User X's reward percentage

8. BIANCO Token model

8.1 BIANCO Token Overview

BIANCO has a total supply of 5,000,000,000 tokens. There is no inflation after the initial issuance. It is a medium for interaction between ecosystem participants, and is provided as a reward token for voluntary ecosystem activation by participants, who can earn additional BIANCO tokens as rewards by purchasing goods or participating in various missions or events.

BIANCO tokens will be issued as tokens based on the binance smart chain network, and later, depending on the needs to fulfill the roadmap, conversion to other protocols may be considered. In this case, the already issued BIANCO tokens will be convert – ed to the new protocol.

8.2 Token Allocation

- Sale
- Marketing
- Ecosystem
- Reward Pool
- Team
- Advisor
- Reserve
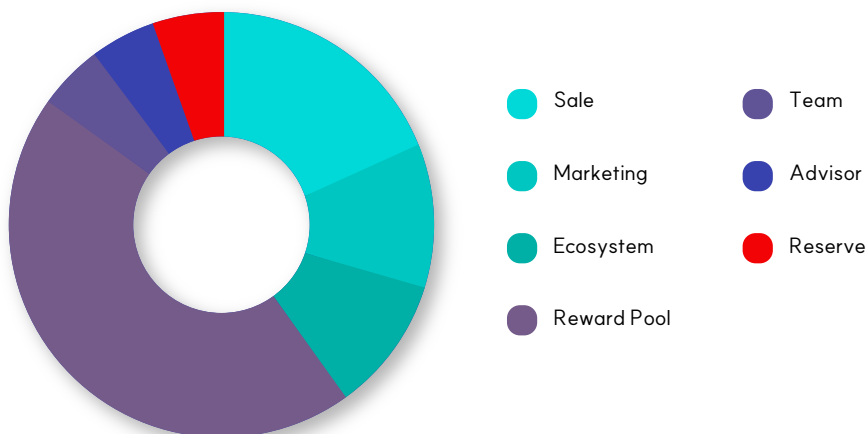
Sale 20% – This is the amount sold for the initial growth and development of BIANCO, recruitment of experts, etc.

Marketing 10% – Various marketing activities to increase the usability of BIANCO are carried out to secure BIANCO (BIANCO) token participants and stabilize the ecosystem, and it is used as a cost for continuous promotion of the project.

Ecosystem 10% – 10% of the total issuance will be allocated to build a virtuous ecosystem for the BIANCO Project. The platform with the smoothest token distribution will be prioritized for the first allocation, and the amount will be set separately for each platform.

Reward pool 45% – Allocated as a reward for users who use the BIANCO platform. To increase the value of the token, it is important to make it available for various services. The BIANCO team plans to offer BIANCO tokens as a reward through various affiliate partners, including the BIANCO platform, to provide participants with various forms of rewards to encourage them to use the service, ultimately expanding its usability.

Team & Advisor 10% – This is the amount allocated to the team and advisors who lead the initial project planning and design and ongoing development of BIANCO. It will be used for the growth of the BIANCO project, to regulate outside circulation for a certain period of time, to continue to expand the ecosystem, and to operate systems utilizing BIANCO.

Reserve 5% – Allocated as a backup plan to ensure smooth supply to the Reward pool or Ecosystem, and will not be used for any other purpose.

9. Roadmap

2023 4Q

– BIANCO Project Planning and Platform
  App Development Content & Service Planning
– IPPEUM Metaverse Planning

2024 2Q

– Building Global Marketing and Partners
– Designing a dealer sales headquarters
– Developing a dealer sales headquarters
– Build a reward system
– Setting up servers and operating environments

2024 1Q

– Build an Infrastructure for Earning
  Customer Rewards and Collecting
  Market Data Building the database
– BIANCO token issuance
– Listing on global exchanges
– Designed IPPEUM user app

2024 3Q

– Verifying system stability
  and security
– Development of BIANCO
  in−app exchange system
– Introduce customer reward
  service operation system
– Activation of utilized customer
  reward accumulation/redemption
  partial service
– Start promotional marketing

10. Team

MiYoung Lee

BIANCO FOUNDER
Cosmetology Technology Board 18th Technical Instructor
Hair and Makeup Manager, MISCORIA
International Beauty Skills Competition Judge
OMC Korea Mugunghwa Cup Competition Judge
Vice Chairman of Beauty Small Businessman Skills
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BIANCO Director
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BIANCO Head of Marketing
Snura Director
EntityInternational Director

11. Legal discalimer

Please read the following notice carefully before participating in token trading.

Please note that this notice applies to anyone reading this whitepaper and that it may be changed or updated. If you are in any doubt about your future decisions regarding this project, we recommend that you seek legal, financial, tax, or other professional advice. The information provided in the Whitepaper and on the website is for informational purposes only and does not constitute advice regarding the purchase of BIANCO Token ("BIANCO"). Furthermore, any transaction, including the purchase or sale of BIANCO, and any decisions made in connection therewith, shall be made at the risk of each party.

Legal Statement

A.   This whitepaper is intended to provide information on the overall status of the platform operated or to be operated by the BIANCO Project (the "Platform"). Project information is subject to change after the date of creation

B.   The tokens issued by the Platform are applicable to payment tokens and utility tokens, but not to asset tokens or financial invest— ment products under the Capital Market Act. Therefore, it is believed that the tokens issued by the Platform are not classified as securities under Korean law

C.   The virtual assets or tokens issued by the Platform are not issued as securities, bonds, or collective investment products as defined by domestic and foreign securities laws. Therefore, this White Paper is not consistent with the prospectus for financial investment products such as securities as defined by each country. In addition, the virtual assets or tokens issued by the Platform do not guarantee participation in the profits generated in connection with the Platform

D.   This white paper has not been reviewed and approved by any domestic or foreign supervisory authorities.

Cautionary notes about the content of the white paper

A.   The content of this whitepaper contains forward—looking information about the future of the project, which is subject to various potential risks and uncertainties

B.   including fluctuations in global market and economic conditions, the emergence of competing platforms, fluctuations in token prices, system failures and hacks, loss of encryption keys, and other factors that cannot be predicted

C.   The contents of this white paper do not include an audit opinion on the entire contents of the Platform, the virtual assets or tokens issued by the Platform, or legal, accounting and taxation for practitioners.

Disclaimer

The scope of the disclaimers for this whitepaper and the Platform include, but are not limited to, the following

A.   This white paper is for informational purposes only and does not constitute an offer or solicitation to sell any shares or securities on the Platform; any such offer or solicitation shall be made only by means of a confidential offer memorandum and in accordance with applicable securities and other laws. The information or analysis presented is not intended to form the basis of an investment decision and is not a specific recommendation. Accordingly, this whitepaper does not constitute investment advice or counsel or a solicitation of an investment in any security. This whitepaper does not constitute or form part of an offer to sell or subscribe for, or an invitation to offer to buy or subscribe for, any security and should not be construed as such. It is not based on or relied upon in connection with any contract or undertaking. All information contained in this document, including the platform, may not be reproduced, modified, or distributed without the prior consent of BIANCO Project (the "Company")

B.   Please consult your financial, investment, and tax advisors before investing in BIANCO. This whitepaper does not provide investment or financial advice and does not constitute any relationship between buyer and seller

C.   BIANCO tokens are not a formal or legally binding investment of any kind; unforeseen circumstances may cause the goals described in this whitepaper to change. Despite the fact that the company intends to implement everything described in this whitepaper, all persons and parties involved in the purchase of tokens do so at their own risk.

D.   This whitepaper contains certain estimates about the future performance of the platform. These estimates reflect various assumptions about our future performance. These assumptions may or may not prove to be accurate. No representation is made as to the accuracy of such assumptions or the estimates based thereon.

E.   this white paper does not legally bind the Company; and the Directors, the Company's officers, employees and advisors do not warrant or accept responsibility for the accuracy and reliability of this white paper.

F.   BIANCO tokens do not provide any right to receive any profit, income or other payment or return from their acquisition, holding, management, disposition or repurchase. Any right, interest, title or privilege in or to the Platform or any other assets of the Company may expire in whole or in part

G. The risk of loss when trading or holding Virtual Assets or Tokens may be substantial; you should carefully consider whether it is appropriate for you to trade or hold Virtual Assets in light of your financial position; forks and changes to the relevant networks may result in significant and sudden changes to the value and/or usability of Virtual Assets or Tokens; the Company is not responsible for any loss of value of Virtual Assets or Tokens while using the Platform or otherwise connected to the Platform. The Company is not responsible for any loss of value of the Virtual Assets or Tokens and will not be liable for any losses incurred by you while using the Platform or as a result of any direct or indirect connection with the Platform.

H. BIANCO tokens are issued on the blockchain network. In this regard, errors or incorrect operation of the Ethereum protocol may disrupt the transaction network in unexpected ways.

I. Technologies related to blockchain networks are subject to supervision and control by various regulatory bodies around the world. The BIANCO Tokens may be subject to regulatory policies, including restrictions on the use or ownership of the BIANCO Tokens, slowing or limiting their functionality, or limiting the future redeemability of the BIANCO Tokens.

J. Virtual assets, including BIANCO Tokens and other related and associated technologies, are new and untested and may be beyond your or the Company's control; therefore, the Company will not be liable for any failure of the Company, including temporary suspension or permanent termination of access to the Platform Services due to adverse changes in the market or related technologies.

K. Hackers or other groups or organizations may attempt to interfere with your account or the performance of the Platform in a variety of ways, including, but not limited to, denial of service attacks, Sybil attacks, spoofing, smurfing, malware attacks, or consensus-based attacks.

L. There is a risk that the Platform may introduce weaknesses or bugs in the source code, including those not intended by the Platform, that could prevent the use of the Tokens or cause losses.

N. No one is obligated to enter into any contract or binding legal commitment in connection with the sale and purchase of BIANCO tokens, or to accept any other form of payment based on this whitepaper;

M. any agreement between the Seller and the Buyer in connection with the sale and purchase of BIANCO Tokens will be governed solely by a separate document setting forth the terms of such agreement (the "Terms"). In the event of any inconsistency between the Terms and this Whitepaper, the Terms shall prevail.

O. If you are a citizen or resident (tax or otherwise) of a country or state that has purchased BIANCO tokens or similar virtual assets and tokens, you are not eligible and may not purchase BIANCO tokens through the Token Sale, as it may be prohibited or the Token Sale may be deemed not to comply with applicable laws and regulations in your country. Citizens or residents of countries where the sale of the coins is restricted may be penalized for purchasing the coins.

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Q. The Company may modify, add or delete portions of this Whitepaper at any time for any reason and will disclose any modifications, if any, on its website, blog, etc. Additions or deletions will be made.

R. The Company may reject a request to purchase Tokens at any time if a participant seeking to engage in a Token transaction in connection with this Whitepaper provides insufficient, inaccurate, or misleading identifying information, or if the Company suspects that the restricted participant is

S. Trading in virtual assets or tokens that have been obtained for criminal gain, such as drug dealing, or for the purpose of money laundering or terrorist financing is not permitted. If a Restricted Participant purchases tokens, or does so with illegal and unauthorized funds and purposes, such trading may be prohibited or restricted at any time and the purchase of such tokens may be canceled or voided.

T. This whitepaper and related documents may be translated into other languages, and in the event of any conflict of interpretation, the English whitepaper shall prevail.

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