



Wowoo

Project Paper



Overview

How do we define “Value” ?

Our capitalistic economy was developed to enrich people's lives for generations, supporting its talents and creating/spreading its values. However, in spite of many high quality sprouts, services and entertainments born from free competition, it is also clear that pursuing too much economic rationality is causing problems (i.e. SDGs, advocated by UN).

While the development of Internet technology and Social Networking Services (SNS) have made the distance of our world closer, conflicts remain due to difference of beliefs in countries or peoples. Many people, due in part by the outbreak of natural disasters, are questioning the values that really matter in our lives.

One example that questions our traditional definition of value can be seen in the rise of "Cryptocurrencies". Since "Bitcoin Whitepaper" written by Satoshi Nakamoto was published in 2008, the market cap of cryptocurrencies (including BTC) is now worth 260 Billion USD. The market size of Cryptocurrencies are smaller compared to other financial instruments, but it definitely is an astonishing result considering those who question "Can we trust the value created by centralized governments?" is growing each year.

Overview

Rise of new Value

There are various ways to think of values, for example: tangible assets such as gold or real estate, or intangible assets like credit, culture or ideas.

The most emphasized form of value in our society until today was any assets with “monetary” value. That doesn't mean it will be the same standard in our future. We may well be living in an era, where a whole new standard of value will be noteworthy;

Here at Wowoo, we are challenged to create and propose a new value to our society; a value measured by spotlighting actions based on "conscience" and carried out by people in their daily social activities.

By applying the principle of the “Token Economy” driven by Blockchain technology to the ecosystem of traditional online advertising models, we provide cheaper and more efficient solutions to advertisers/producers. Instead of reaching out to potential customers, our marketing method will create a special connection with the online community to motivate self-scaling.

Mission

“Wowoo bridges Online Communities and Producers, to build interactive relationships.”

Our mission is to standardize a passion-based marketing approach. In our society, we focus on the bond between Producers and the Community. Traditional advertising platforms gives this the least attention.

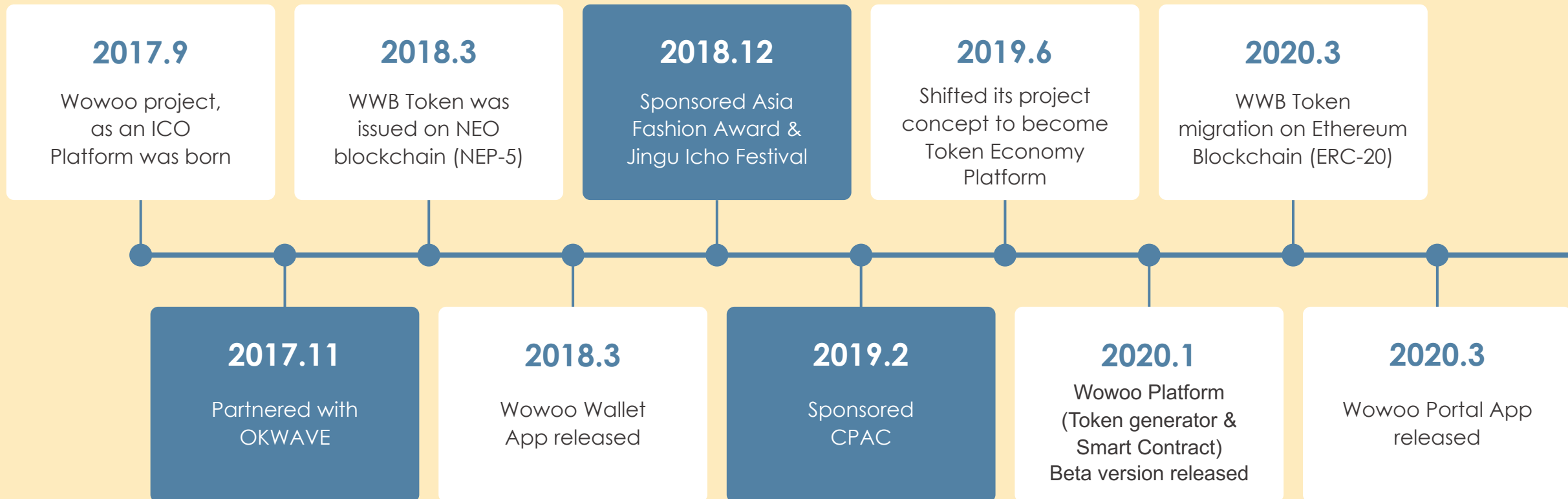
Wowoo connects the online community and what they love, through everlasting Blockchain network and build interactive relationships.

Producers are unleashed from their common notions of online successful advertising, and users are aware that their voices are heard. Their voices may even be appreciated with tokens. Our approach stimulates both Producers and Users to create/spread the things people love the most.

We believe that our passion driven and healthier marketing ecosystem will widely spread as “Token Economy” relationships between the producers and community.



History



Problems we solve



The internet is now actively used by more than half of the global population,* and has become the large part of our society. We have seen many IT giants rise in its market cap over the last decade, and online advertisement is one of the largest profit sectors of all internet businesses.

Forecast of the change in advertising spending worldwide between 2019 and 2022 by medium, calculates that mobile internet spending would grow by 90.6 billion USD, while the numbers of other traditional advertising drops or shrinks severely.*

However, there are problems pointed out by both advertisers and consumers. The variety of advertising platforms and methods seems to be making the space complicated and often inefficient for both parties.

We, Wowoo, seek to tackle some of the major problems which the advertisers face, in which we believe will improve the total relationship between the producers and consumers (users/fans). Here are some problems we see, and challenge to make a difference:

*Digital 2020: April Global Statshot Report, by DataReportal
(<https://datareportal.com/reports/digital-2020-april-global-statshot>)

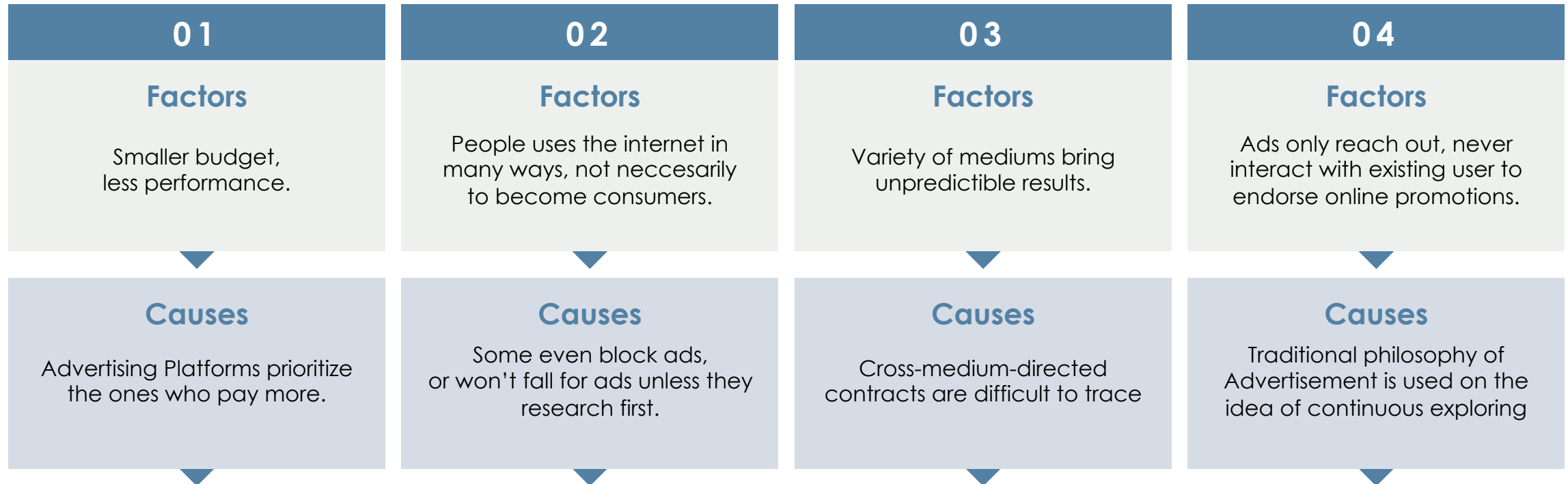
**Advertising Expenditure Forecasts December 2019, by Zenith
(<https://www.zenithmedia.com/product/advertising-expenditure-forecasts-december-2019/>)

Advertisers / Producers often faces :

1. Their budget size affecting the result of their marketing
2. The complexity of targeting the right audience
3. Difficulties to track the actual Ad performance
4. The importance of connection between existing customers



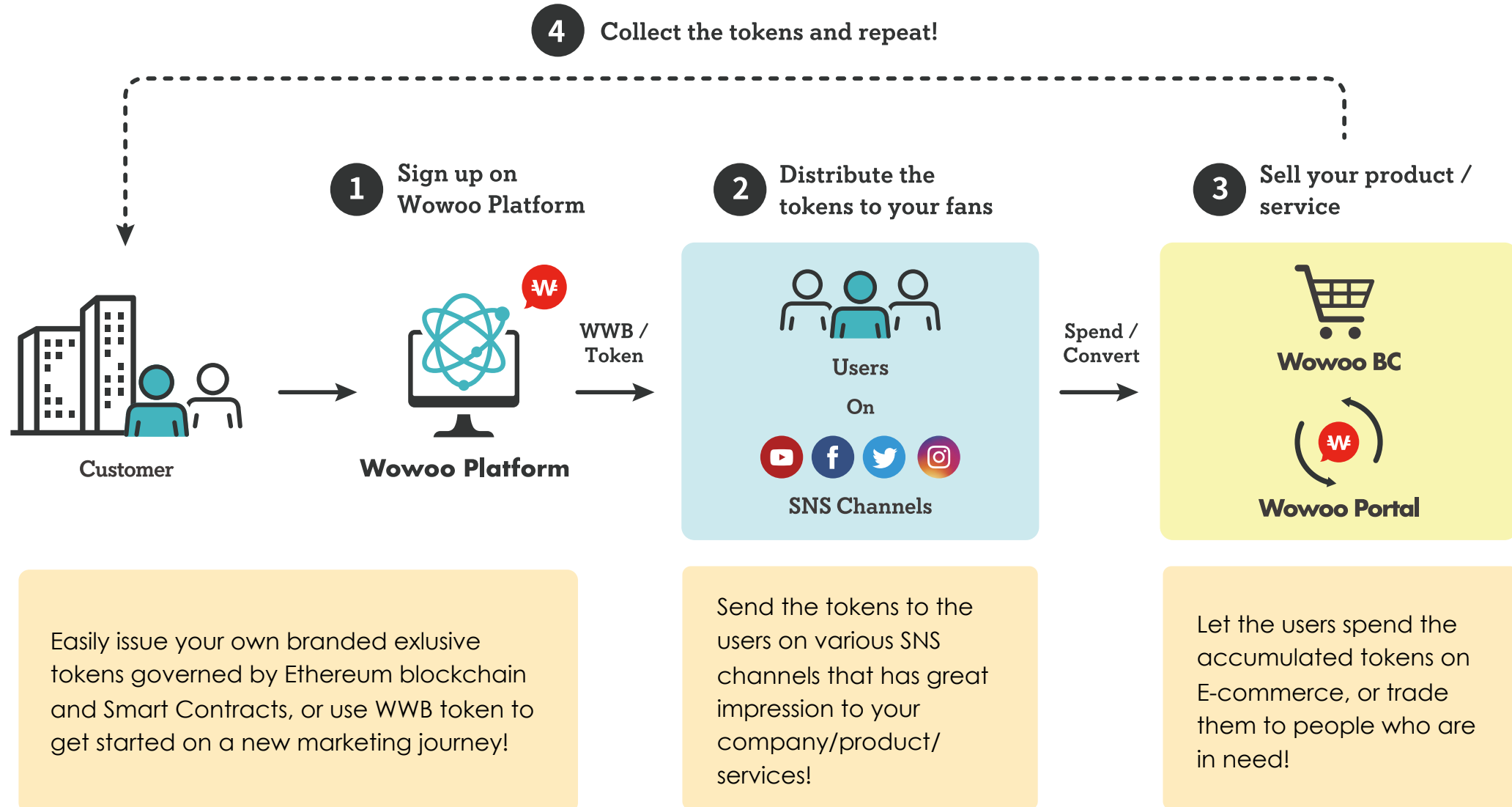
Reality is : Online Advertisement can be inefficient



Wowoo Marketing



How Wowoo Marketing works :



Business Model & Token

Subscription fee

Spot/Monthly fees paid by projects for the use of Wowoo Platform (Token Generator, SAC, Web Wallet, Token Distributor)

WWB Token sales

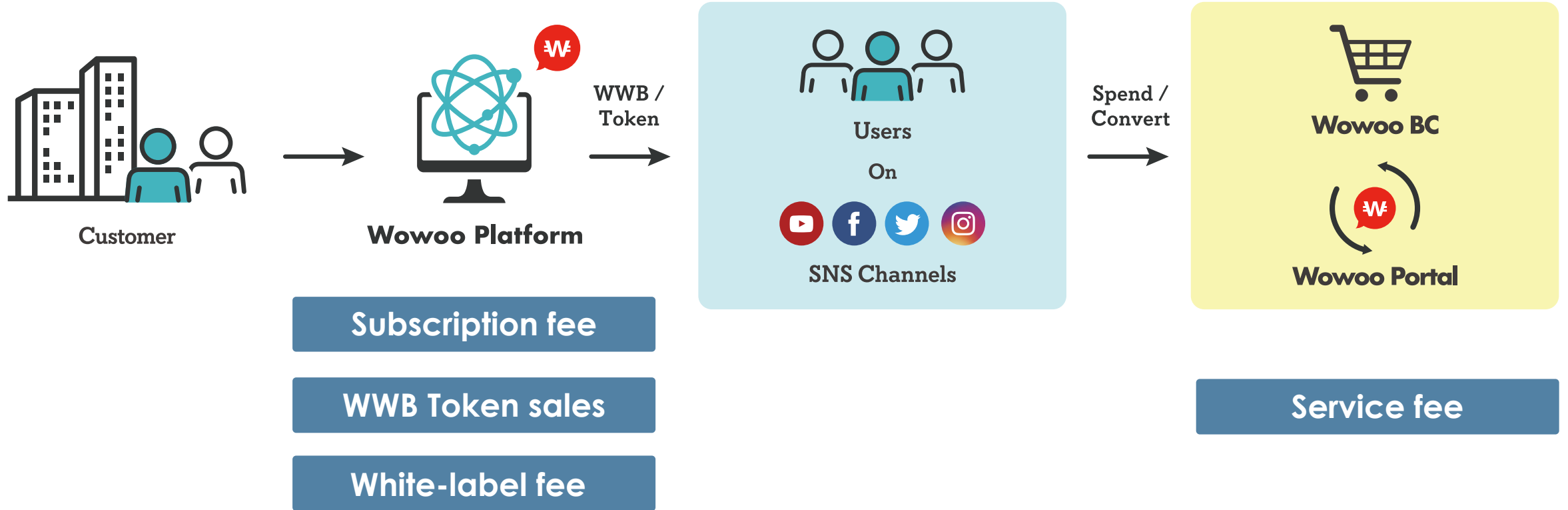
Purchase fees paid by project for the use of WWB token as their marketing token.

White-label fee

Fees paid by customers for the use of KYC, Token Generation Platform, Wallet services, E-commerce, etc.

Service fee

Fees charged on every transactions taken on Wowoo BC and Wowoo Portal.



Wowbit Token (WWB)

WWB serves as the native token inside Wowoo ecosystem, that is governed by Ethereum blockchain (ERC20-standard token).

WWB tokens can be used as the marketing token by our customers, as well as being scheduled to benefit its holders with discounts on related services and Airdrops of partner tokens & Tokens issued from our customers on Wowoo Platform.

Token Metrics

Token Name : Wowbit

Token Ticker : WWB

Token Type : ERC20 standard Token (Ethereum)

Token Classification : Utility Token

Contract Address :

0x98c5aa4319Df4C6a88679A32420121F1b184A068

Token Decimals : 6

Total amount : 1,111,111,111WWB

Token Distribution

Token Swap & Campaign (40%)

Marketing (30%)

Reserve (25%)

Founder (5%)

*To increase the token liquidity, we intend to Burn partial portion of our Reserved tokens. We will observe the market condition and announce further when the details are decided.

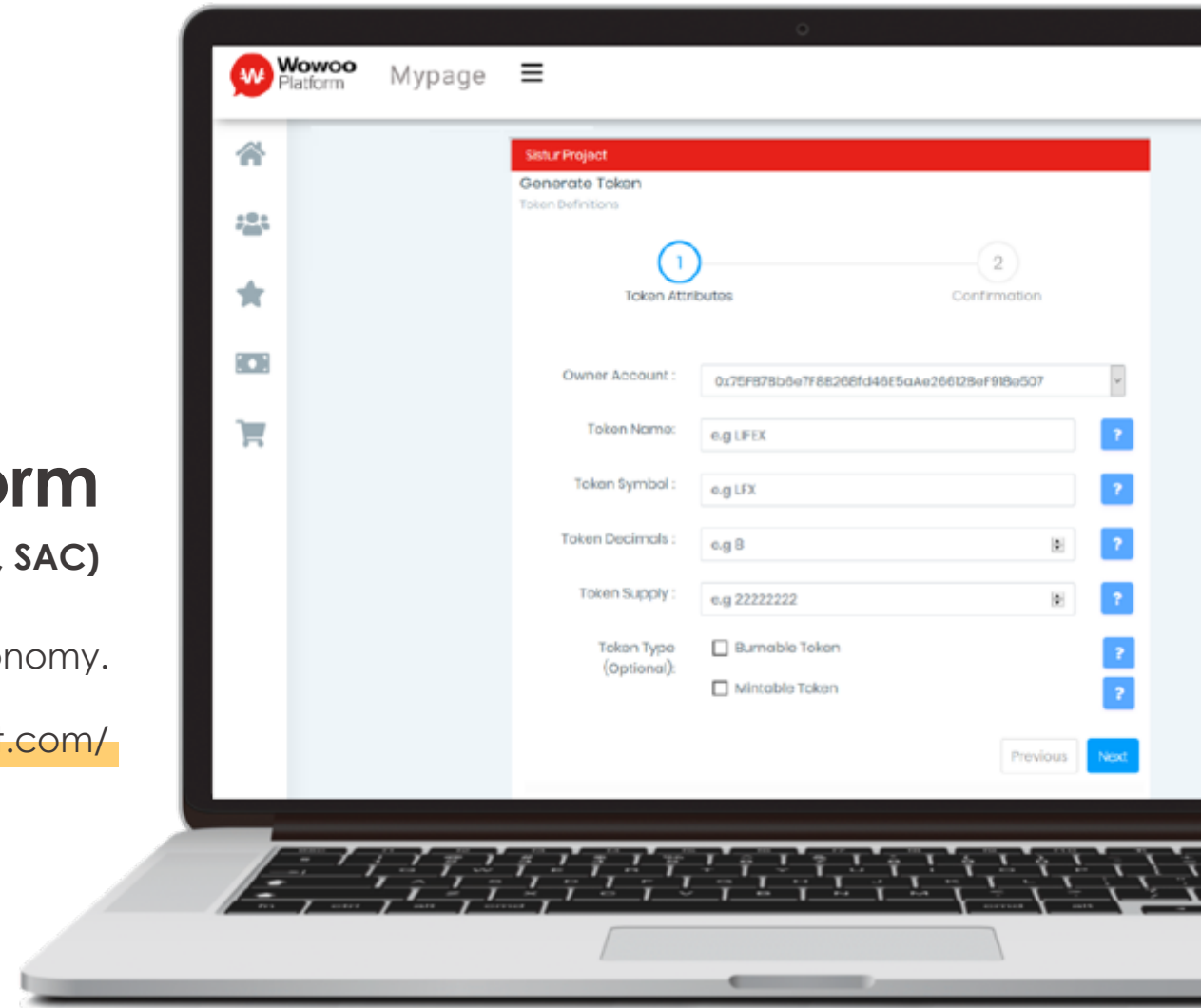
*Due to increasing the Security component of the token and resulting in delays/difficulties of the project, we have abandoned to introduce some features we initially planed to adopt to WWB such as; Monetary reserve, Lottery, TAC, and Special Resolution.

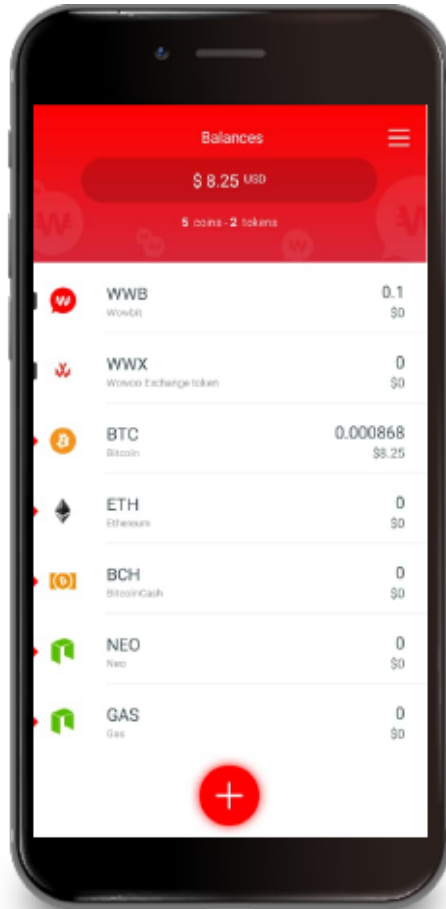
Products & Technology

Wowoo Platform (Wallet, Token Generator, SAC)

One-stop platform to get started with Token economy.

Try our beta version on <https://wowoonet.com/>





Wowoo Wallet (Mobile)

Smart phone HD wallet application which supports wide-range of cryptocurrencies.

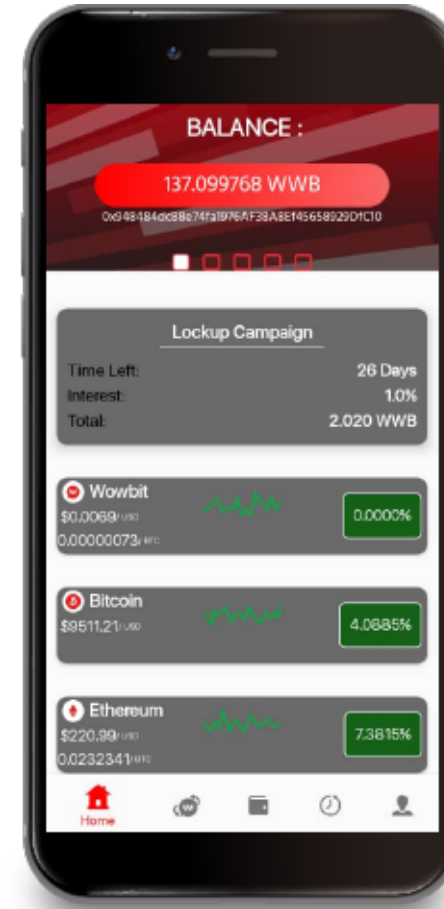
Download for free



iOS



Android



Wowoo Portal

Smart phone application that supports campaigns and trading features of tokens related to our project.

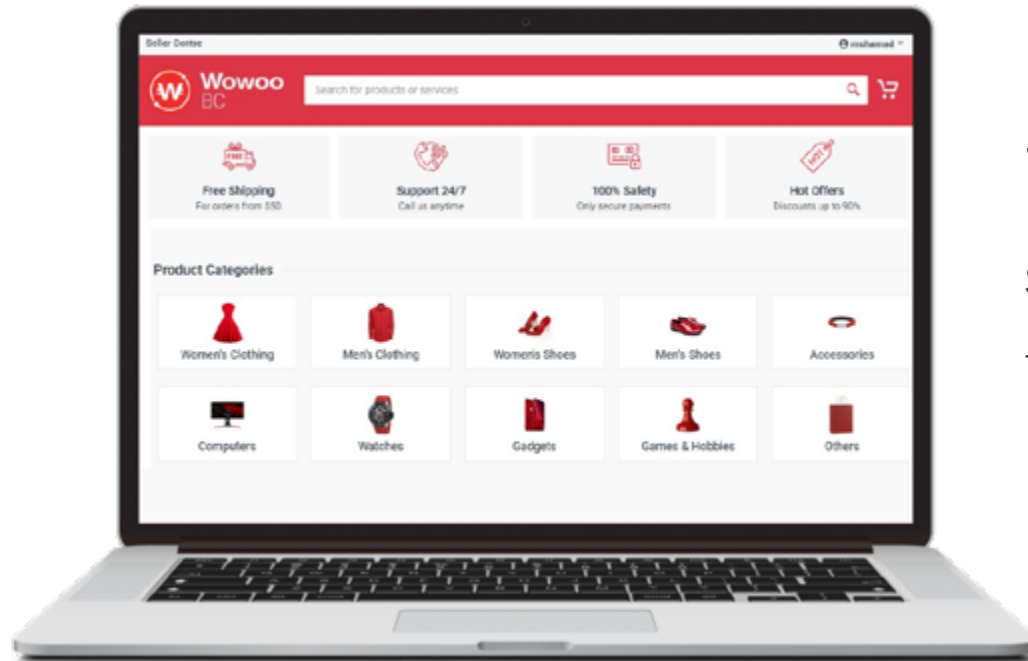
Download for free



iOS



Android



Wowoo BC

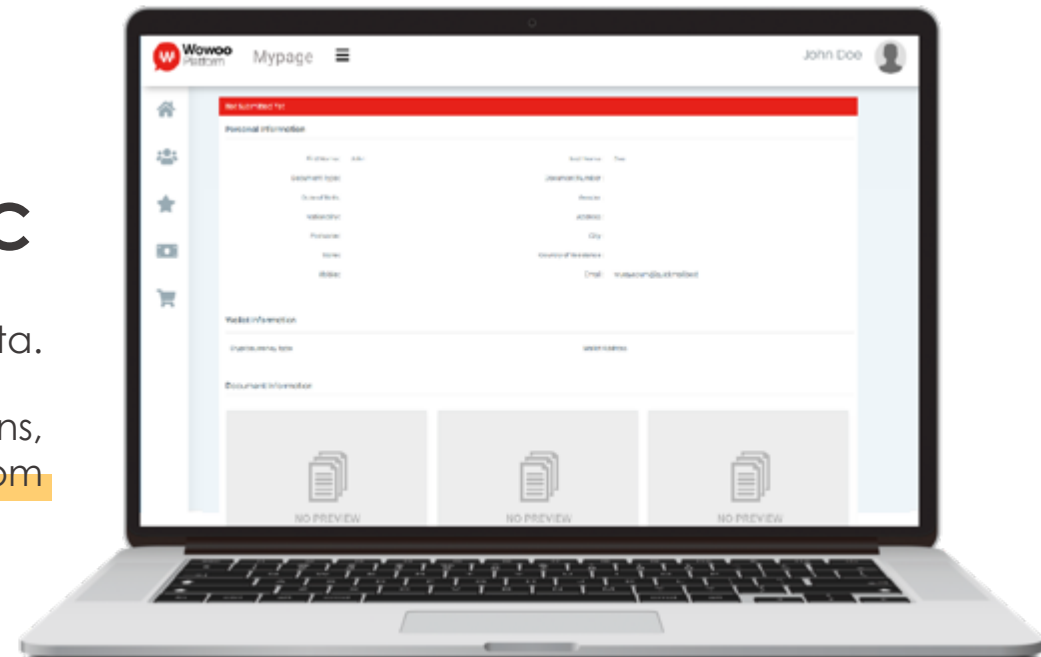
Simple E-commerce platform with Token payment availability.

Try our beta version on <https://wowoonet.com/>

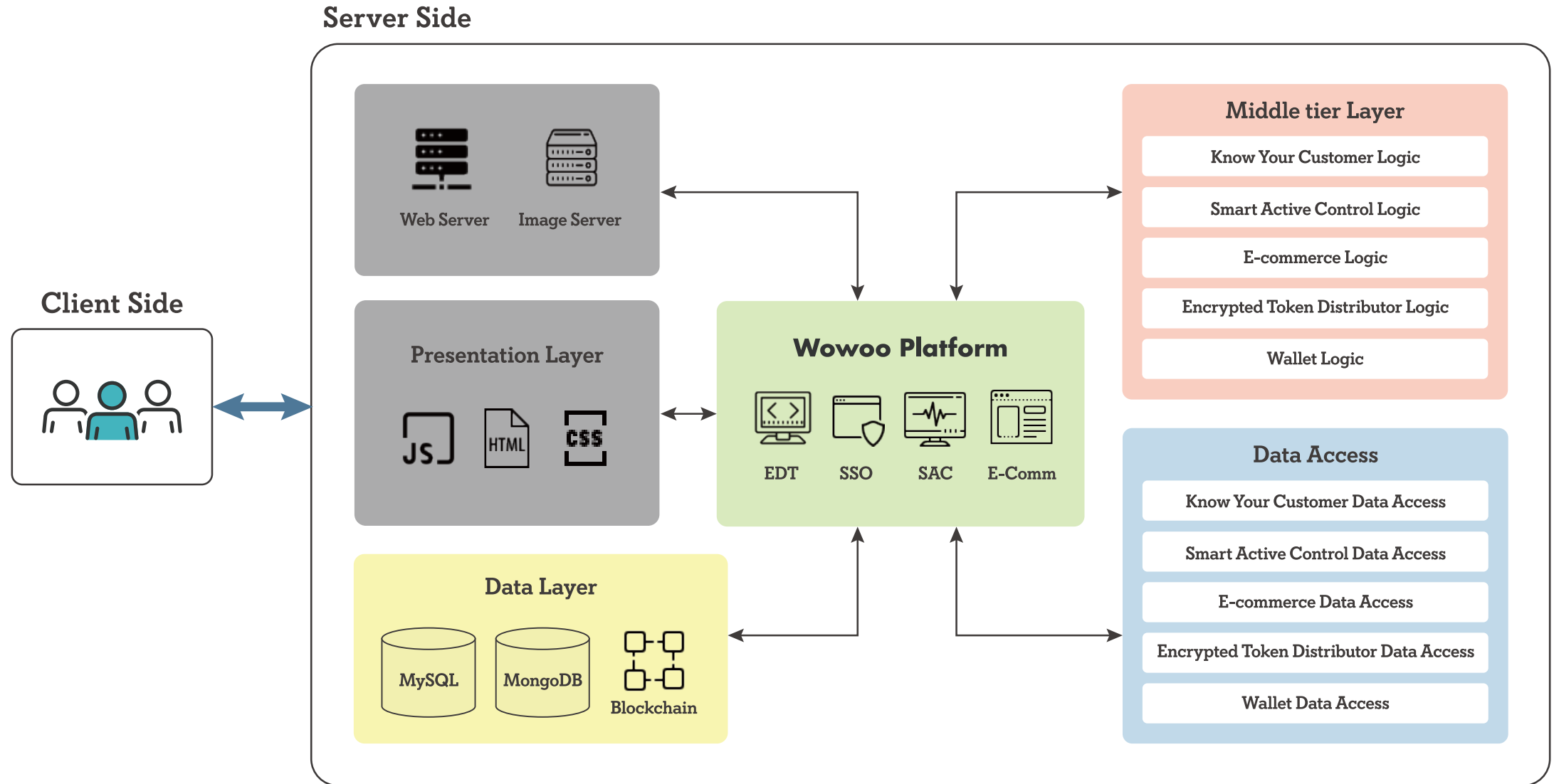
KYC

User-friendly KYC platform that securely manages user data.

For more details and inquiry of White-label options, please contact us at: contact_us@wowoonet.com



System Architecture



Go to Market

Services

- Our target customers are **Producers** (corporations, individuals, brands, projects) that are not fully satisfied by their existing online advertising approaches.
- We will not limit our target sectors as wider age range is using SNS. However, we will pay the most attention to the **Entertainment sectors** (Restaurants, fashions, online salon, etc.) to reach the broadest audience.
- As services using Cryptocurrencies have different treatments or regulations depending on the jurisdiction, we will carefully monitor the changes/regulations/guidelines.
- Our prospected target area as of now are;
Republic of Korea, ASEAN countries, Hong Kong, Taiwan & Europe.

Go to Market

Tokens

- WWB (native token of Wowoo ecosystem) is currently categorized as a **Utility Token** without Security components, therefore it can be traded without restrictions in most regions.*

- WWB can currently be traded on the **Wowoo Portal** app, which is a P2P decentralized trading environment. We will seek listing opportunities on Third-party exchanges around the time of our service launch as marketing activity increases the liquidity of the token.

*All the original tokens issued by our business customers on the Wowoo Platform also are considered to be Utility tokens with no Security components.

About Us



Fujimaru Nichols

CEO (Wowoo Pte. Ltd.)



Official Development Partner

OK Blockchain Centre



Corporate Structure

**Wowoo
Foundation**

(Isle of Man)

Wowoo Pte. Ltd.

(Singapore)

Business headquarter

Wowoo Global Korea Co., Ltd.

(Republic of Korea)

Marketing arm

Partners



Roadmap

