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.
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.
“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 give 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.
Wowoo project, as an ICO Platform was born in 2017.9.

In 2018.3, WWB Token was issued on NEO blockchain (NEP-5).

In 2018.12, Wowoo sponsored Asia Fashion Award & Jingu Icho Festival.

In 2019.6, Wowoo shifted its project concept to become a Token Economy Platform.

In 2020.3, WWB Token was migrated on Ethereum Blockchain (ERC-20).

- **2017.11**: Partnered with OKWAVE.
- **2018.3**: Wowoo Wallet App released.
- **2019.2**: Sponsored CPAC.
- **2020.1**: Wowoo Platform (Token generator & Smart Contract) Beta version released.
- **2020.3**: Wowoo Portal App released.
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:

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

<table>
<thead>
<tr>
<th>Factors</th>
<th>Causes</th>
<th>Solutions</th>
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<tbody>
<tr>
<td>01</td>
<td>Smaller budget, less performance.</td>
<td>Tokens can last permanently and be reused, so it will not oppress Producer’s budget!</td>
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<tr>
<td>02</td>
<td>People uses the internet in many ways, not necessarily to become consumers.</td>
<td>Contact online users, not through ads, but through exclusive tokens that make them special!</td>
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<tr>
<td>03</td>
<td>Variety of mediums bring unpredictable results.</td>
<td>Easily monitor the performance through blockchain record, and the amount of tokens returned from E-commerce.</td>
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<tr>
<td>04</td>
<td>Ads only reach out, never interact with existing user to endorse online promotions.</td>
<td>Blockchain empowers the bond of communities, and endorse fan (influencer)’s marketing for further scalability.</td>
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</table>
Easily issue your own branded exclusive tokens governed by Ethereum blockchain and Smart Contracts, or use WWB token to get started on a new marketing journey!

Send the tokens to the users on various SNS channels that has great impression to your company/product/services!

Let the users spend the accumulated tokens on E-commerce, or trade them to people who are in need!
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.
Customer → Wowoo Platform → Users On SNS Channels → Spend / Convert

- Subscription fee
- WWB Token sales
- White-label fee

Wowoo BC → Wowoo Portal

Service fee
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 planned 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

Wowoo Portal

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

Download for free
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
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 Pte. Ltd.
(Singapore)
Business headquarter

Wowoo Foundation
(Isle of Man)

Wowoo Global Korea Co., Ltd.
(Republic of Korea)
Marketing arm
- WWB Token Swap (NEO/ETH)
- Launch Wowoo Portal v.1
- WWB Lockup campaign

2020 1Q

- Wowoo Portal Development phase 2 (Trading chart)
- Encrypted Token distributor Development phase 1

2020 2Q

- Soft launch of Wowoo marketing services in Asia
- Encrypted Token distributor v.1 release

2020 3Q - 4Q

2021 1Q - 2Q

- Pre launch Wowoo Marketing Services in Korea
- Analytics development

2021 3Q

- Pre launch Wowoo Marketing in ASEAN
- Analytics v.1 release

2021 4Q

- Target business customers: 800