Potato Coin White Paper

Built on the 1st Social Media Software in Southeast Asia
Public Chain for Entertainment Industry

2019

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Potato Coin Overview

1. Potato Coin Overview

Potato Coin (hereinafter referred to as POC), developed by Southeast Asias largest encrypted chat social application called Potato Chat, is a decentralized storage chain based on IPFS and smart contract technology. It provides decentralized system development, content distribution, and value exchange platform for various video media, game applications and other entertainment industries. It also leverages the blockchains P2P transaction capabilities to provide a decentralized distribution and monetization platform for entertainment content owners.

POC works based on the DPOS mechanism, and the TPS theoretical peak speed reaches 3000/sec to meet the needs of entertainment applications on the current market; it enables consumers and users linked to the public chain to quickly and easily operate the chain by providing applications with specific features (DApp Store). The DApp Store has three functions:

- Wallet Function-Provides consumers with digital currency asset management function based on POC chain
- Trading API Capabilities - Provides access to fiat money and currency transactions for other Apps;
- Application Distribution and Running Containers-Consumers can search and download all entertainment apps supported by Potato Coins

The POC operating system implements a cost-decentralized storage and smart contract system entertainment distributed applications can be easily developed, operated and managed based on this environment, providing a decentralized and anti-interfering distribution channel to all blockchain-base entertainment DApp. Moreover, through the DApps which face many consumers of entertainment contents, it will extend the blockchain technology to the practical application scenarios, so the vast number of consumers can enjoy the bonus brought by the blockchain innovation. It is a culture and civilization progress brought by technology.

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Project Background Introduction

2. Project Background Introduction

Blockchain is one of the most revolutionary emerging technologies in the information technology field. By means of mutual accounting of multiple nodes in the network, it serially linked data (blocks) in a chronological order to form transaction records that are traceable in time sequence and cannot be tampered with.

The core value of the blockchain is to achieve a secured distributed accounting system that is not tamperable. Based on technical guarantees such as cryptography, distributed consensus protocols, peer-to-peer network communications, and smart contracts, the multiple participants who use blockchain system can form a basic trust for multiparty transactions without the need for additional third-party guarantee institutions. As a result, blockchain can achieve a low-cost and low-latency information exchange and transaction processing and an efficient circulation of digital values.

When the application interfaces with the blockchain, the blockchain becomes an economic incentive system for the applications. Various applications can be benefited from the token system brought by blockchain, and further empower the applications. From the current situation of blockchain, the application scenarios of blockchain technology still mainly focus on financial field. The prospect of using the applications in other industries is endless after the completion of blockchain technology transformation.

One of the biggest obstacles to launch blockchain applications is the interaction with the real world in application scenarios. Ethereum achieved partial connection through smart contract, which links users with blockchain. But the current Ethereum TPS stays at 15/sec, while the POC program will raise the standard and scale from the current value of 3000/sec up to million-level TPS. This not only makes it the most scalable application in the industry, but also able satisfy the most popular entertainment applications for decentralized system development, content distribution, and an ideal platform for trading.

The POC public chain has the following technical features:

- Scalability: Potato Chain is developed by Web Assembly technology, and its DApp is relatively easy and efficient.
- High frequent trade: Potato Chain relies on graphene technology and can reach millions of TPS in the late stage.
- Ease of use
  - Account Recovery: POC users' personal key is retrievable
  - Address Readability: Provides an account name with 26 digit length and 50 available characters:-a-z 0-9 .-_:<>[]{}()`~.
- Low energy consumption: Compared to the platforms based on the POW consensus algorithm, Potato Chain uses the BFT-DPoS consensus algorithm to greatly reduce the computational energy consumption.

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Industry Status Quo

3. Industry Status Quo

3.1 Adult Entertainment Status and Pain Point

If we take adult entertainment industry as an example adult entertainment has always been a spotlight industry globally. People are driven by instinctive desires, which make adult entertainment industry became an important promoter for technology development in terms of content classification, internent bandwidth increase, and popularization of streaming media technologies. The US technology blog Business Insider published a survey claiming that nowadays porn sites still account for 12% of the total number of global websites; 28,258 people per second are watching porn sites; 12% of websites in the world are adult-realted sites; 35% of downloads and 25% of search are adult-related contents. The worlds largest porn site still has 4.4 billion visits per month, whose views is three times higher than CNN official website or the ESPN TV network which dedicates to play sport programs, and twice times higher than the social news site Reddit.

In the early stage of Internet development, adult entertainment related business distributors firstly found out the huge dividends that Internet brought to the industry and earned huge profits. Driven by high profits, and due to the proliferation of piracy and the control of centralized media channels over content distribution, the global adult industry is growing every year. However, the number of content producers decreased, and the hourly wage is only one third of their peak wage. However, the blockchain technology revolution changed the balance between users and centralized networks. The scattered distribution in the adult market allows each organization and individual to get paid by publishing their contents, which became no longer just a vision. Each user can truly participate in content creation and distribution process, which will make adult content and industry development more sustainable, interactive, flexible and democratic.

Since the development from the beginning of 21st century, the adult entertainment industry has suffered different policies and attitudes in various countries, which has caused the industry lack an open, healthy and peaceful development condiction in current globalized environment. Some pain points of the industry still exist.

1) High Transaction Cost

The existing adult websites are affected by the exchange rate between countries, the difference between the inter-bank payment channels and the handling fee, resulting in the cost per payment close to 1%, which means the entire industry has an expensive transaction fee of more than 2 billion US dollars per year. On the other hand, adult websites are the hazard of infecting various viruses such as Trojans. Users worry about the leakage of personal account passwords or device infections, which inevitably increases the cost of paid

content. However, the existing Internet payment software cannot solve the above problems. So this is not only the users' troubles, but also the troubles of content providers and even advertisers. In order to solve this problem,we need a means of token payment, a transaction medium that can isolate realistic currency assets and be able to pay for contents across currencies, countries, and websites.

2) Low Privacy

Because of the ambiguity between compliance of adult entrainment in different countries and regions, and the general unwillingness of users to reveal of their consuming adult entertainment content, user information privacy is not well protected in this industry. Even after a user carefully registered for a new email or account, the exposure of personal information and contact is still inevitable due to the user's bank account is usually associated with real-life personal identity information which cause serious nuisance to life. The encryption characteristics of the blockchain technology and the encrypted digital currency can effectively control, reduce or even fundamentally solve the risk of user's privacy being hacked by Trojan or information being intentionally sold. It can also increase trust in the community, thereby promoting user activity and industrial development.

3) Dissemination and Distribution Problem

Due to regulatory policies in some countries,some regulated large search engines have to hide reasonable keywords for adult entertainment or related industry content search, so users cannot find the correct website addresses on search engines. The situation of paid listing, or monopolizing search resources by registering a large number of IP addresses regardless of business ethics has always existed. Users on search engines generally can only access to informal platforms with disorderly contents. It leads to that visitors cannot access some regular website resources and a spiral increase of risking transaction costs and privacy exposure.

On the other hand, there are many incompliant adult content distribution teams in the industry which are unable to eliminate. They distributed adult contents through social media tools, such as WeChat and some cloud storage tools. It brought the following problems:

1. The basic rules of the industry are destroyed, and may violate laws and regulations of some countries, which further resulted in the deterioration of the market ecology and growth environment of the entire industry;

2. Copyright issues. In the process of random distribution, a piracy is rampant. Even users are willing to pay in real time, but there is no way to pay for real content producers or copyright holders. Moreover, the bad money drives out good one, further preventing users

from enjoying genuine and regulated content resources. The content creators firstly cannot get copyright, and secondly cannot make money from the copyright.

It can be seen from this point that, blockchain technology provides intelligent distributions and payment methods that comply with local laws and regulations. This will effectively reverse the current dissemination chaos.

4) The Flow of Industry Resource

The development of the adult entertainment industry in some countries will be partially restricted. With a globalization of capital and resources nowadays, this situation will cause a problem: during development process, the entire industry lacks funds and resources through the full social investment and financing relationship. On the other hand, as said sunlight is the best disinfectant the adult entertainment industry is strongly driven by human instinctive desires. Just like the prohibition of alcohol in the US last century, it cannot be violated and annihilated from an objective perspective. But the ideological and conservative culture and politics in some countries and regions led to the distortion development of this industry. Therefore, the capital and resources getting into the industry will be cautious, thus further limiting the healthy development of this industry.

POC's open source, high TPS performance and the release of Potato Coin or other token solutions can break the barriers of capital and resources to the industry and have a positive impact on the industry development.

3.2 The Status Quo and Pain Point of other Entertainment Industry

The pain point and the status of the adult entertainment industry are most comprehensively representative. From the perspectives of regulatory forms, industrial development cycles, and development driving force, the digital copyright industries, such as gamble industry, livestream industry, game industry, and television and music industry, are all facing the same or partially restrictions and pain points as the adult entertainment industry faced.

1) Gamble industry

Both the user coincidence and mutual conversion rates of the gamble industry and the adult industry are very high. The global gamble industry has a market size of more than 100 billion USD. However, the first pain point is the compliance of this industry and transaction costs caused by the compliance. Some global countries and regional authorities including mainland China have banned online and offline gamble industry operations and strictly controlled deposits and withdrawals, which cause players limited access to fund and low payment success rates.

2) Livestream Industry

The livestream industry is a relatively new form in pan-entertainment industry, and the market scale of tens of billions has been formed in a short development time. The main bottleneck faced by livestream industry is the issue of dissemination and copyright (content) payment, as well as the derivative compliance issue from some pornographic content. This is completely consistent with the problems faced by the adult entertainment industry and will not be repeated any more. The monopoly or oligarch of the livestream platform makes professional anchors or other livestream forms are centrally controlled by several platforms, and it is impossible to get the rewards in line with their own contributions. However, through the decentralized platform established on the POC, and using the potato coins to break the payment barriers, subvert the existing livestream industry operating model with a fair value recognition and distribution mechanism to establish a positive economic incentive system and form a good and stable chain industry ecosystem.

3) Game Industry

At present, a large number of games in the market have released their own game coins for props trading in the games. But the token systems between various games are not universal, or only can be used in the same game platform or game development company (such as Netease in China). In the context of traditional games, various companies in the game industry have never tried or also found it too difficult to unify the game tokens. In this case, if some users want to trade between different games, for example, props trading, they can only go through a game token vendor or other more complicated methods: use a legal currency as an intermediate currency. However, this method is forbidden in many countries for monetary and financial security reasons.

But in fact, this demand is very high. Taking Steam as an example, since 2016, users have completed 27 million game item transactions in the Steam Mall, and averagely 1.5 million items are traded every month. According to statistics, in 2016, the game industry revenue reached $100 billion , and is still booming. Currently, 6% of players (about 150 million) get more than $4 billion in profits from game item transactions. In another word, 94% (about 2.15 billion) of the world's players cannot participate in global game deals.

4) Film, Music and other Digital Copyright Industries

The biggest dilemma faced by the digital copyright industry is copyright and payment. Through the blockchain technology, it is possible to record the copyright of every content and the time stamp of the link in a realistic and effective manner to confirm the rights, ensure the uniqueness of copyright, and encourage content production.

3.3 Global Pan-entertainment Status and Development

According to the *2018 White Book of Chinas Pan-Entertainment Industry*, the output value of Chinas pan-entertainment core industry in 2017 was about RMB 548.4 billion which was 32% up year-on-year, accounting for more than 1/5 of the digital economy. Since 2018, the pan-entertainment industry segment presented a diversified trend of game play... The industry will receive an unprecedented period of rapid development. In the white paper, it is specifically mentioned that "the case of deep integration of blockchain technology and industry, aka the industry blockchain case, will have a large room for development". In fact, this development trend is also in line with the trend of global pan-entertainment industry market operation.

The concept of "pan-entertainment" is internationally classified as a cultural industry, and pan-entertainment is a trend closely related to social ecology. As the future extension of the social economy, the huge social effects, and commercial economic value generated by pan-entertainment have make pan-entertainment a main battlefield for all industries that seek transformation and compete for the future. Pan-entertainment industry continues to expand in the depth and breadth of the economy, with stronger strength, larger structure, and higher realm.

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Business Model Application Scenario

4. Business Model and Application Scenario

POC issues Potato Coin on the main chain for a use of bookkeeping fees some DApp and entertainment applications scenario. Users can receive a small amount of Potato Coins through any application or creating an account at a cryptocurrency Exchange. Any transaction made by a user on POC requires to use Potato Coins to pay the transaction fee, including using Potato Coins to pay the billing fee, while transferring other tokens issued on the POC. After the initial gifted Potato coins are used up, if a user makes a new transaction, the user needs to purchase Potato coins from the exchange.

An App vendor can issue a new cryptocurrency on POC, or issue a cryptocurrency on POC which is issued on other chains through a mapping contract.

The POC wallet has a cryptocurrency exchange function, and users need to use different tokens issued on the POC to pay in multiple game DApps. However, the user does not need to reserve the token of each cryptocurrency in the wallet, and can only hold the BTC/ETH or the stable cryptocurrency supported by POC wallet. When a user makes a transaction, the system will automatically initialize the exchange function for retrieving cryptocurrency exchange price at the exchange, so the user can get a one-click payment user experience.

At the same time, Potato Chat, as the issuer of POC and the first landing scenario for blockchain and potato coin applications, fully supports the POC circulation, application and exchange within the APP ecosystem. Potato provides coin wallet and digital wallet functions for more than 3 million registered users. In addition to POC, digital wallet supports BTC/ETH/BCH/LTC/USDT and expanding mainstream currencies. Coin wallet supports legal currency transactions and conducts OTC and support for extended function of the transaction page at the exchange. Through the Potato Chat vs. legal currency, and digital currency cloud wallet management function, users can not only exchange between multiple digital currencies and between the digital currency and the legal currency, but also be able to use any cryptocurrency to directly pay for social payments or contents on social platforms, C2C transfers, payments, and red packets.

Potato Chat is also a powerful addition for Potato Coin application scenarios except the chain App store. Back to 6 years ago, since the birth of Dapp, whether the 1,000 Dapps relying on Ethereum or a new generation of public chains represented by EOS, these Dapps generally have many problems, such as fewer daily active users, weak foundations, limited types, rough application performance and poor user experience, which are still difficult to be solved today.

The Potato team provides the development of extended feature supports for small games and applet pages in the APP team. Meanwhile, they also support the development and access of centralized applets and decentralized applets based on the POC main chain, which plays a complementary role for POC chain ecology. 14

- **For DApp Development Team**

1) **Low development threshold**

The cost of developing decentralized applets, the hardware, and technical requirements for developers are lower than the mainline DApp development, which gives more room for DApp to improve user experience.

2）**Large User Traffic**

Potato Chat has more than 5 million registered users and over 1 million active users. With a large number of users, POCs DApp development works will have better market expectation results, more tolerant living environment, more accurate and richer user feedback and improvement space, and ultimately have a larger profitable revenue space;

- **For POC user**

1) **Good user experience**

First, the user can go directly to the decentralized applet from the Discovery page on Potato Chat, by directly clicking on the link from their friends, or by using the @application keyword in the chat dialog box, without using the block browser which restricts the use of DApp to the PC only. It is convenient to use and is not limited by time and space. Secondly, due to the high performance support of the POC chain, the users enter the applet extension page from Potato and there is no difference for them between experience of centralization or decentralization. Also, users will not give up all the applications on the chain due to their poor experiences on a decentralized application. The users choice is more various and the cost of choice is lower.

2）**Convenient feedback channel**

When a public chain DApp was launched in the past, the user feedback was operated within the application. The user's complaints, opinions and suggestions are only one-way communication, and there is a certain expression cost. The facts may cause the developers or the operators of the public chain unable to adjust and optimize application development, upload, launching and decision-making until users vote. This does not benefit for the ecological environment improvement based on the decentralized application on the chain. However, on Potato Chat software, the user's feedback is very convenient and various. Users can communicate directly with the customer service of the applet, or communicate and feedback in users group on Potato Chat through the highly autonomous POC user community, or even directly

communicate with the developer team and fund operation team of the POC public chain.

3） **Direct User Rights**

When users express opinions and vote by the weight factor on whether to launch the extending accessed decentralized application on Potato, the price standard of in-game props and other expenses and the game rules, it can be distinguished from the votes based on the main chain address. Potato can give users hierarchical segmentation according to the Potato Coin number and frequency that a user uses and circulates and other user's behaviors. The higher level the members own, the more membership privileges they have. Within the scope of the Potato platform and extended to the governance of the POC main chain platform according to certain calculation rules, they have greater decision-making powers and enjoy more user benefits during the POC public chain development process, and truly achieve community autonomy in the public chain.

4.1 Corporation Submits DAPP

After the blockchain developer finishes developing some DApp based on the smart contract provided by the POC, submits the application to the IPFS network, and then submits the DApp information and its visiting address on the IPFS network to the Dapp Store's blockchain contract address, and then directly submit DApp. After that, consumers can download the app from the DApp Store.

The developers of decentralized applets can simply access via the applet extension interface.

4.2 Users download and install DAPP

In DApp Store, there is a category for users to view their interested DApps. Users can view the details such as the introduction, pictures and reviews of the DApps. After the user click and download it, DApp Store will automatically download the corresponding DApp software from IPFS.

The decentralized applet can be accessed by users through the discovery page navigation or by searching @keyword in the chat page. It can be shared on IM tools via the a link.

4.3 Transaction within the APP

When a user needs to pay for content or exchange value between games in an App, he or she can click payment. If there is no corresponding currency in the user's wallet, the system will automatically start the exchange function to utilize mainstream currency as payment

A user can issue a universal token on POC for his or her visiting and paying for the decentralized storage content, and use the Potato Coin to pay the bookkeeping fee, thereby avoiding the regulatory issue of legal currency payment path.

The unchangeable nature of the blockchain data and the open visibility of the account make the transaction security of the entertainment industry's service value guaranteed within the an existing legal framework in the world. Relying on the encryption and decentralization of blockchain technology, the transactions between nodes and nodes on the blockchain are decentralized. Each participating node is anonymous, and the privacy information such as user's wallet address and purchase content are protected. It not only can secure transactions, but also protect the privacy of users, avoiding the tragic consequences of internet operators misusing user information or even purposely disclosing for trade.

At the same time, POC's decentralized P2P transaction capability based on blockchain will make the sales and distribution model of the paid content copyright more public, and the fees paid by the content audiences will be directly send to the copyright owners by omitting the intermediate phases. All this will increase efficiency and revenue to form a new business model.

4.4 Core Community Review System

POC's own social system will periodically distribute ballots for professional authenticated users and active users, providing them with DApp trials, tests, etc. Run blockchain-based public ratings for the DApps at review stage to maximally avoid low-quality applications for the purpose of issuing an "air coin" and "pyramid coin" in the DApp Store.

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POC Official Digital Currency-Potato Coin

5. POC Official Digital Currency—Potato Coin

5.1 Introduction to Potato Coin

The digital currency named *Potato Coin* is an official encrypted digital currency issued by POC public chain. It is a currency for all types of transactions on the POC public chain. All users can obtain a small certain amount of digital token POC to initialize transaction when registering accounts and are able to purchase more POC from a cryptocurrency exchange when they use up the POC gifted at the registration, so as to continue the exchange activities at the platform on POC. At the same time, POC is also a revenue certificate for sharing POC public chain projects.

Potato Coin is a systemic incentive and base of circulation for the POC system. In the POC system: all traders use Potato Coins as trade fees; some contents can be purchased with Potato Coins; Potato coins will be rewarded when providing bookkeeping or computing power block.

5.2 Potato Coin Profit Model

The POC public chain is a blockchain application platform for entertainment industry with reliable profitability. The profit source comes from multiple channels as below:

- The revenue of POC public chain from all content consumption turnovers
- The platform fee of POC public chain for the resident applications
- The revenue of the own content developed and operated by the POC public chain
- The transaction fees for exchange services provided by the POC public chain

5.3 Application Scenario of Potato Coin

POC has a variety of on-chain application resources. The content resources generated within the main chain application and based on the Potato Chat social platform can be resource-convert-token through Potato Coin.

(1) **Gamble scenario**

In the public chain represented by EOS, the number of gamble games accounts for more than 60% of the DApps in first tier applications in basis of the daily activity, and it also accounts for 70% of the total transaction volume.

Gamble apps are similar in gameplay. In addition to betting with token and getting reward at different odds, it is also available to mine and get a certain percentage of tokens at each time of bet. At the same time, players can also get invitation rewards through link distribution.

These tokens can be pledged in the game to exchange for platform dividends, or trade at the exchange to convert into a common cryptocurrency for liquidation.

Under this mechanism, gamble DApp releases its own team token. This is easy to be replicated by a large number of Internet bots in a short period, and then invites newcomers to enter the market, which will allow DApp developers and private investors to earn a certain amount of short-term gains. But due to the opaque distribution of the team's income, it becomes a paradise for speculators and greedy people, and the DApp ecology will form a vicious circle.

Gamble DApp uses POC public chain tokens Potato Coin as a distribution method. Team income distribution is completely transparent for public. However, because the POC public chain relies on the traffic of the Potato Chat, even the private investors and teams only profit from charging operation fees, they are still able to maintain a longer operating cycle and revenue scale.

(2) Livestream Application

Livestream applications have a high interaction frequency with users, and content producers (anchors) get revenues via rewards from users and platform payroll. Using Potato Coins as a payment method, content producers can receive copyrights and work payments, while enjoying the benefits of the POC platform and POC project dividends. Moreover, they can share the benefits of POC value enhancement and attract more excellent anchors to join and increase the connection with potato chain and Potato Chat app to further increase the platform's traffic. It also can connect the platform with other pan-Entertainment DApp's shared traffic and growth gains and can form a benign circle of Potato ecology.

(3) Games and Game Extensions Application

Users can access POC's decentralized games and centralized games through DApp Store and Potato Game/ applet extensions page, and can all use potato coins as tokens for game props, contest rewards, and mining incentives. Users can exchange value between different games, including but not limited to prop trading

First of all, Potato Chat created an open Applet/mini game platform and robot platform for users and developers. Any third-party developers use the platform to build their own products and services. Users can choose to experience the centralized games/applets which are accessed via Potato Chat to get POC candies, purchase props, and game rewards in the game. All payments are done in the App; users can also choose to experience decentralized games. In addition, potato coins can be gained through game mining as well.

Secondly, users can trade props in any game from the game mall created by Potato. POC can be used as the trading medium to meet the needs of players to trade props between different games.

Finally, the POC obtained by the users in the game on the POC chain can be added to the Potato digital wallet by cash out, and exchanged for payment with Potato's extended mini-game/applet. When the users have cash withdrawal or redemption requirements, they can active the OTC platform, the exchange or the off-site trading groups via Potato to exchange the legal currency or other digital currencies with potato coins.

In the above process, the 1 million active users of Potato Chat will provide trading activity for game props and other transactions, as well as the base of trading depth of POC off-site transactions.

(4) Video and other Copyright Content

Access to the video, music and other copyrighted content on POC main chain can make users to use potato coins to purchase memberships, subscribe, and get paid contents. On the other hand, users can also obtain additional tokens through online market mining.

(5) Payment for UGC content

The Potato chat app provides large scale groups supports for business users and small teams. The Potato group can add up to 200,000 members and provide channel subscription function. Users create channels or join groups to send unlimited amounts of big files, including videos. Hundreds of thousands of users on the Potato chat platform are generating contents every day. Valuable UGC (user-generated content) can be paid by other users through channel content reward and get other users' payments, by an encrypted file which password can be acquired after payment. It can be implemented in Potato groups and channels.

Users can also use the Potato coin balance in Potato digital wallet or binding to a POC wallet account to subscribe interested content with potato coins, comment on the content, like, or talk to the content producer directly.

(6) Social Platform Virtual Goods Purchase

Potato Chat is an encrypted chat App with millions of active users. The potato platform provides Emojis, privileged tools and other virtual goods to enrich the communication form within the potato chat App. POC as Potato prop and the designated service of official sales will meet the social needs of users.

(7) Social Payment

Potato Chat currently supports users to use POC in the Potato ecosystem for social payments, such as sending red packets and money transfers. In the future, C2Cs payment function can be extended to the POC ecosystem to integrate the off-site trade of potato coins.

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Marketing Plan

6. Marketing Plan

6.1 Marketing Position

POC is a public chain facing entertainment industry application providers and users. It aims to integrate the entertainment industrys decentralized applications and users to achieve the connection of blockchain with real world through enabling users to obtain high performance and simplified user experience difficulty on DApp to get a transform of users from traditional entertainment industry applications to the DApp users on the POC public chain, and then to the public chain community citizen users.

6.2 App Access

The various game and video content platforms developed and operated by the POC Foundation will appeal more than 100K active users per day for POCs early accessed video App providers. The access of these applications will bring a large number of users to POC who will become loyal members of the POC community.

It is estimated to 5-10 application providers will access to Photo Coin ecosystem and the user community will reach 3 million members within 2019. In 2020, 100 application providers will be completed, forming a billion-level global community.

6.3 Community Operation Plan

The POC public chain community will be established by mainly screening through a large number of application access providers with their own traffic, and a relatively accurate basic community will be formed in the process of using the DApps. Early coin-holders were generated by early-stage application access vendors through brand promotion. On the one hand, it screens and eliminates some application access providers through social circle content output. Active and professional users grow and form a core user group with consensus on POC, and will become a high-impact activity community in the blockchain entertainment industry; on the other hand, it will expands the community coverage and influence by the extension of application providers, online and offline activities, and the expansion effects of wealth on the chain.

POC's core user community will be formed in Potato Chat. Due to the combination of potato ecology and POC ecosystem, the core community operations will have more room to launch, and the core community will be able to access the public chain and potato applet extension and applet to vote to determine the contents of the DApps and take responsibility for the POCs products and investment environment specifications; the expanded community

will cooperate with public relation and advertising campaigns to experience products and complete the promotion by word of mouth.
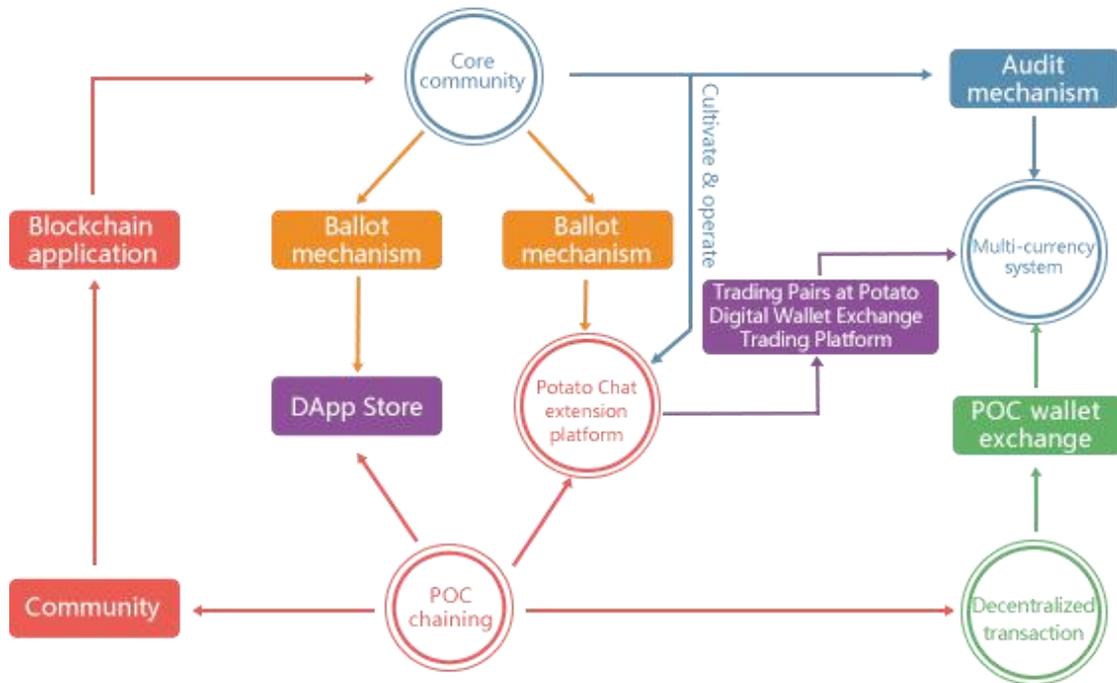
The project party will motivate prominent contributors to the POC community by potato coin, encouraging users to make suggestions on the development of the potato ecology and POC ecology to make greater contributions.

6.4 Marketing Plan

In the early stage of the project launch, public relation announcements of POC potato cions will be released on the financial media, blockchain media, self media and entertainment industry platforms; after connecting with the application providers, promote and guide users on the application platforms and user communities of the early app providers. For the traffic imported by the application providers, conduct users' feedback and public relations process focusing on DApps; for extended users, prepare the content for about the focus points of users at different levels within and outside the circle, and guide the users through news media and self media content output.

After the initial establishment of the community consensus, cross-community and cross-circle linkages interactions will be conducted in other communities through word of mouth and other means.

6.5 POC Ecology

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Introduction to Issuer

7. Issuer Introduction

POC (Potato Coin) is an eco-token for eco-users issued by Southeast Asias largest anonymous chat tool called *Potato Chat* using blockchain technology. Users with POC can benefit from the platform to use the products and services provided in the Potato ecosystem. Users can currently use POC to send red packets in Potato ecosystem. In the future, POC can be used to purchase virtual products or services. It is reported that in the future, for the specific entertainment industry groups of Potato, the official will launch a large number of entertainment applications, including games, movies, livestream and quizzes.

The members of the Potato distribution team are from internet finance, early digital currency investors, BAT(Baidu, Alibaba and Tencent) and the first tier internet enterprise technology teams with advanced blockchain technology development capabilities.

Potato is a global instant messaging application that focuses on speed and security, which is fast, secure and free. Unlimited messages, photos, videos and any type of files can be sent through this software.A Potato group can add up to 200,000 members to create a channel to broadcast messages to an unlimited number of subscribers.

Potato can be used by everyone. For both business users and small teams, Potato offers large groups, desktop applications, and powerful file sharing options; the Potato group can add up to 200,000 members with supports for replies, mentions and tags to help maintain the order and effective communication within a large community.

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Development History and Planning

8. Development History and Planning

October 2018
Project launched

September 2019
POC Potato Coins officially released
and first landing on Exchange

May 2019
POC main network completed

June 2020
100+ DApps access and
100,000+ ecological users

July 2019
Started to build
POC ecological community

December 2018
Foundation stone
financing completed

October 2019
Complete 5-10 DApp access

July 2019
Potato and POC main
network docking complete