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## I.

TenBillion Coin is a new blockchain designed to empower Chinese industries looking to leverage the power of distributed ledger technology to implement a fair platform where all transactions are recorded and open. This will allow existing companies to take advantage of this technology to provide transparent financial reports, supply chain management, authentic product verification, customer usage and satisfaction reports, and more.

TenBillion Coin is not trying to reinvent the wheel in Blockchain, but rather help existing companies apply the advantages of the technology to their currently established business models to build stronger communities around their products or services via greater transparency. Ten Billion Coin's goal is to help companies integrate Blockchain technology as a tool for their business the same way that internet integration began in the 90's.

The competitive advantage of using existing companies is that you are not staking your future into unproven teams and processes. There is safety in the fact these groups have existing product lines, distribution channels, management teams, and customer bases. Many of the experimental aspects of new entrants into the Blockchain industry place risk squarely on the shoulders of the supporters and participants. TenBillion Coin is different in that much of that risk is eliminated due to cooperation with companies that have proven themselves for years and consequently have a stability and reliability that can't be matched by new entrants.



With so many financial shenanigans being played in today's marketplace where much data is subject to financial engineering and accounting tricks, companies that move their financial data to a more open environment will be understood to be more trustworthy than those that don't. This will benefit these companies by building greater trust with the public that can translate into a stronger social credit rating (while informal, it is similar to a credit rating given by more traditional credit rating agencies such as Moody's, Fitch Group, and Standard and Poor's). It will even lead to the rise of Blockchain-based analysts that will track and follow verifiable data provided by these companies in the future. Eventually, there will come a time when the public will come to question any company that is *not* 'on the chain'.

Supply chain management also becomes more simplified, and the veracity of the companies or groups up and down the chain will be strengthened by such publicly available data. This kind of radical transparency will lead to an increase in the market value of these companies individually and the supply chain group as a whole. With verified data leading the way, confidence commensurately increases. This kind of advertising can not be bought, yet it will be readily available to all participants on the TenBillion Coin blockchain.

Unauthentic and counterfeit products have become a serious concern for consumers and a burden for producers. The estimated value of this market is at around \$1.6 trillion as of 2019. This represents a lucrative potential for criminals and counterfeiters, but it also equates to lose of revenue and brand trust to the companies themselves. With TenBillion Coin and Blockchain technology, there



is an opportunity to ameliorate this mistrust and these losses. Open and traceable products allow the consumer to ensure that what they are receiving is genuine, and the producer to provide clean data to the marketplace. Of course, this isn't all about sales. When we are talking about food and medicine, the difference between authentic and counterfeit can literally be the difference between sickness and health, and life and death. These are serious issues that we hope to address with our vision and our technology.

We will also take a look at customer usage and satisfaction. This is valuable data to the public, as they learn through peer review which businesses offer products and services they may want to use themselves. But it also touches on the burgeoning industry and concept of digital identity. In our current marketplace, how do you know which reviews are real and which are fake? Companies flood the market with reviews praising themselves, whether true or not, and competitors trash each other in the hopes of destroying the others in order to get a leg up. Both of these scenarios are problematic for many reasons. With digital identity and TenBillion Coin technology, we are working to build a more open society where the best truly rise to the top and can have the proof of public to help put them there.



## II.

The Blockchain has been nothing short of a fantastic revolution in finance, manufacturing, records, and data tracking. Many other technologies have been touted for years as being the next big wave in industry but with little of the success and breadth of use that the Blockchain has delivered. A seemingly simple innovation in data structures has brought new life into almost every industry on the planet.

Simply stated, the Blockchain is exactly what it sounds like: a chain of blocks. Each block contains a link to all of the information in the previous blocks which creates a tamper-proof record of information that can be shared, accessed, and relied upon by the users in a group. The new ways that people continue to come up with to leverage such an idea grows over time with the changes and improvements in the code. The Blockchain, in many ways, parallels our experience with our current internet. Specifically, as ideas and the code surrounding these ideas develop, new opportunities and abilities arise that were previously unthinkable and impossible. We have moved beyond the initial iterations of the Blockchain related to finance and are now using it to transform the traditional forms of doing business and creating what can be described as socio-business innovations.



### **III.**

Most Blockchain innovations known to the public and receiving the most attention is in the form of coins or tokens that are created to fund or facilitate a new business idea. What has been relatively quiet is the usage of platforms to conduct or facilitate business or trade. And while there are some such platforms in existence, they are generally focused on the same general idea; that is, using the Blockchain to house new start-ups and/or unproven ideas.

What we are embarking upon is the facilitation of pre-existing and proven companies and businesses. This will be used to create a new type of ecosystem and system of economics. The parallel to the internet still holds. The current internet, 'The Internet of Information', gave a framework upon which new communities could form. Individuals and groups of a similar mind state, orientation, or goal could use this new tool to organize themselves and exchange ideas. We are beginning to watch a similar phenomenon take place on the Blockchain. Communities will form themselves on different platforms to make better use of the ability to collaborate and exchange information. It will also allow external users, those outside of these communities, to access the generated efficiencies and information to make better business and investment decisions.

Let's take an example of a shipping company. Within the Blockchain, it can be leveraged to better track their goods along the supply chain or from source to destination. Companies such as AliBaba, Maersk, and FedEx are all exploring the use of the technology to improve logistics. This will save money on their operations and provide informational efficiencies and insights that were previously unavailable. We can begin with the specific issue of food safety and product authenticity. Food safety

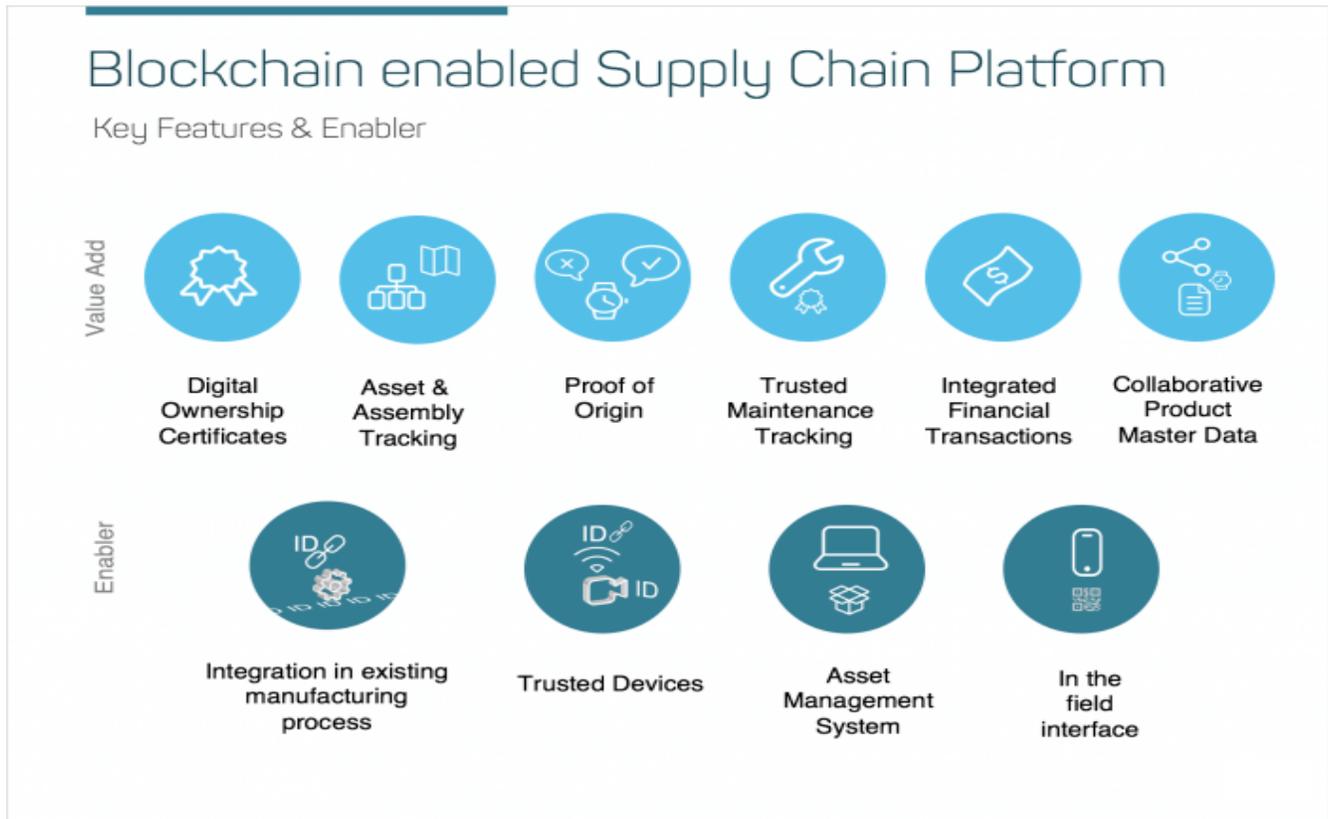


is an issue that not only attacks the foundation of a company's mission statement, but also the public trust, brand, and ultimately bottom line of a company. The multi-billion dollar counterfeit goods industry is so attractive that it is unreasonable to think that fraudsters and opportunists will simply ignore the profit potential out of goodwill or conscience. Therefore, the consumer will have to suffer to pay higher prices for more 'verified' choices or distribution channels or simply take their risk with the larger market. The company would obviously like to offer what they produce to the consumer without their added worry or inability to discern real from fake in the marketplace. Blockchain technology offers a simple solution to the consumer base by bringing them into the world of some of the world's largest logistics companies with a simple and easy-to-use tool to verify which products are, in fact, original to the production line of the company and which are introduced along the way. Through the use of QR codes and a unified and coordinated system, an end-user/consumer can scan the QR code and receive a detailed trace of the product along all of the stops and/or ports that a particular product has traveled upon from its' creation in the factory to the store front or from the farm to table. In this way, the consumer, whether restaurant or retail client, can assure product quality and safety. There is often the consideration of public health or that of personal family members at stake, so this kind of information is far from trivial.

This kind of information adds directly to the bottom line of a company. Similarly, it allows for a kind of transparency throughout their entire supply chain. If the product in question is a bottle of wine, not only can the consumers and producers trace the delivery path of the bottle itself, the vineyard and their grapes, the delivery company and their quantities shipped, the stores and their products stocked, and the consumer and their wine consumed can all be authenticated and add value across the entire chain. Such transparency leads to direct economic benefits to the companies involved. It also



increases the social capital and brand awareness to their consumers, which also has feedback and spillover benefits to the profitability of the companies.



If these companies can band together to create an image and brand-product value that is the synthesis of all of their efforts, they create a '1+1=3' scenario that behooves them all to support each other as the success of one engenders the success of them all. These types of 'mini-ecosystems' will form around the idea of self-propagation and collective strengthening. It isn't that these relationships don't already exist; there isn't anything experimental or untested about any of these ideas. The only thing that is novel is how they bond together in a more formal and also public way as to present a more vetted and verified image of their mutual interactions as to secure the public's trust and patronage in a verifiable way that was previously not possible. Everyone on both sides of the producer-consumer equation benefit and are better off due to such a mechanism, and Blockchain is to thank for that.

On top of that, this radical transparency benefits yet another collective; that of the investors.

The best friend an investor can have, perhaps even more so than available capital to deploy, is that of information. In fact, without accurate and available information, even the largest of war chests will be rapidly depleted. In the world to come, platforms consisting of multiple types of mutually beneficial communities will exist in such a way that it makes the allocation of capital resources even more efficient and consequently increase the return on investment by those with such capital under management. Blockchain, with its' efficiencies in financial management and organization, makes it incredibly easy for the monetization and even tokenization of units of value that can be identified, quantified, and distributed to parties with the motivation to participate and contribute to such a community. Funding of specific ventures and value chains, whether in part or as a whole, will only make the ability of those in the chain to increase their business either through expansion, research and development, or continuous improvement even easier and the resultant efforts even stronger. It also reduces frictions from territorial borders and avails these value chains to global capital like never before.



Whether in Asia, Europe, Africa, or otherwise, pools of capital will be able to respond to opportunities based on available information and benefit not only themselves, but the operations that are investing in. This is the promise that such a Blockchain-based platform brings, and it is in sight for those with the eyes to see what is just ahead.



Information and data will be collected and collated in news ways that will bring price discovery to many marketplaces. The type of data-price perception is often relegated to specialized funds or investment houses. But with this data being not only publicly available but more importantly localized, many more who would normally abstain or even be unaware of many investment opportunities in the market will now be able to participate on the level of some of the more exclusive financial players. And due to that, the mechanics of supply and demand will reveal more readily and more accurately the value and price of many more markets and the constituents companies of those markets.

These platforms will do far more to accentuate the dynamics of economic systems than perhaps anything in a great many years save for the internet itself. So as we move into the expansion of this new internet, 'The Internet of Value', we will not only see an improvement and growth in these types of economic opportunities and observations, we will see companies begin to understand the importance of what is taking place and the smartest of them will get ahead of what is coming to take advantage of a greater share of the associated economic benefit.



## IV.

Companies will understand this new financial architecture as The Internet of Value. This is how they will group themselves together to create new synergies and leverage their own value chain in ways that are new to the world. The business case in the past has been for a company to do the best that it can to add value to itself, increase its' business, and entice investors to participate in the process. At the same time, no company lives in a vacuum. Their own supply chain is analyzed and taken into account by hedge funds and Wall Street-types the world over. The investment community doesn't look at Apple and its' sales in a vacuum. Foxconn is always a part of the conversation as they are in integral part of the iPhone as the marquee store in New York City.

There is a lot of power to be unlocked by companies not acting or being seen as separate entities, but by intentionally collecting themselves into digitized value chains. There is billions of dollars of wealth that can be organized and traded across this new digital medium that wasn't possible before. Intelligent cooperation will take the place of convenient and necessary associations. We will be discussing the future behemoths and conglomerates not as entities owned under a single umbrella, but as a network of linked operations that know both their individual and collective work. The world marveled when Amazon and Apple reached \$1 trillion in market capitalization. This will be a common occurrence when these future value chains band together and present a connected face and image.

This coming platform will be used to monitor goods, track sales, encourage investment, and help strengthen companies by proximity in their supply chain unlike never before. Imagine a scenario where a manufacturing company could produce a public audit trail for all of their units produced. With



a system that is similar to the tracking capabilities of FedEx or UPS that details the units shipped. This is a metric that can be used, like iPhone sales, that can be used as signal to the market to indicate investment worthiness.

Regulatory compliance is another area that can be improved with the introduction of Blockchain technology to manufacturing and pre-existing businesses. Not only does the radical transparency deliver additional benefits to investors and end-consumers, these companies will have an easier time presenting their data to the agencies tasked with observing them due to much of their information now being accessible via the Blockchain. This is also a boon to the companies' bottom line as they will have reduced expenditures in keeping with such regulatory compliance. The entire ecosystem benefits by having greater access to authentic and verifiable data.

Corruption and fraud will also be greatly reduced by the introduction of Blockchain-based systems to these companies. The cost of fraud globally in the manufacturing sector is estimated at around \$3.7 trillion per year. Corruption, particularly in the food sector, can even be the cause of serious health problems or death. Many countries have been known to experience these problems despite regulation and oversight. This is where the opportunity arises to not defer to the authorities for such safety and security regulation, but to the companies themselves. There will be a point that comes where we will ask ourselves why a company does not self-report in just such a way. The trend will be towards more and more companies desiring to divulge such information to the market in a natural way such as this. Again, this will put pressure on the companies that continue to do business in the 'old way' and add greater public and consumer trust to those that do.

Parts-certification processes is another area that can benefit from this form of doing business.



This is continuous with our supply chain analogy in that the components themselves of a product can be just as important as the finished goods themselves. When the entire supply chain can be verified publicly, the trust and total value of the finished products will rise, and the subsequent appraisals of the companies will rise in tandem. Customer loyalty, translated over time, will benefit greatly from such openness. It will also lend to greater collaboration from partners overseas, where the veracity of information about a particular link in the chain cannot be confirmed so easily. Considering the above, product recalls is another area where efficiencies in transparency and veracity can reduce costs, maintain public image and trust, and support the overall business and value proposition of many companies, their supply chains, and their associated ecosystems. With a reduction in failure rates, the literal and overall perception of success and reliability will rise. This also adds monetary value to those involved that would be difficult to add given standard tools, techniques, and approaches (often legislative) to accomplish the same.

Cost savings, enhanced transparency and enhanced traceability are three top drivers behind manufacturer's investments. Additionally, creating new business opportunities, being more customer-centric, reducing risks, and increasing revenues also rank in the list of top goals for management. With a Blockchain platform-based approach, all of these things are aided and much more. Legacy systems will have to compete with all of the advantages afforded by a Blockchain platform-based solution, and it won't be easy. In fact, it may not be possible at all. All of this sounds great, but where does such a system come from? We are proud to present such a solution, YiBaiYi (TenBillion Coin): a ready-to-use Blockchain here to help leverage the technology to improve transparency in the market.



## V.

YiBaiYi is just such a platform. We are working to revolutionize the way businesses connect with each other and represent themselves online and offline. We are creating a platform that allows all types of existing businesses to use transparency to not only state but more importantly prove their value to many different types of people in the economic ecosystem. Suppliers, financial analysts, distributors, government agencies, consumers, investors, and more. This is nothing short of a monumental system for the burgeoning socio-economic activities of cooperation, collaboration, and mutual assistance that the Blockchain technology allows and that the YiBaiYi system brings.

Traditionally, there have been many intermediaries between the groups listed above and the companies that they would eventually interact with, for whatever their individual purposes or motivations might be. But with YiBaiYi, we take advantage of the Blockchain principle of 'disintermediation'. We are working to bring companies closer together and the communities they serve. What we are witnessing is second iteration of the first internet. The Internet of Information gave us our first digital and online communities created by and for specialized and specific interest groups. Sites such as GeoCities, message boards, and later blogs and vlogs of various types gave users access to the data and content that they required and desired. On the Internet of Value, we will see a similar phenomenon with regard to money and financial data. These shared profiles are exactly what will open up this kind of group cooperation and community forming. The traditional financial intermediaries will have less of a role as connecting links for information and interaction. As we've seen with the Internet of Information, collaboration and productive information can occur much faster



and in novel and unpredictable ways when the power to decide is given to those that it benefits directly and the most. When the power of communication was given to the people and was not solely in the hands of large media conglomerates, newspapers, and book publishers, we got some of the best, consistent, and continuous content ever. The major considerations in this regard were the reduction of costs and the access to creative/productive tools. YiBaiYi delivers the same low-barrier to entry solution and accessible tools that will allow for greater content/data delivery to various channels up and down the supply chain and inside and outside of the self-forming communities. Our goal is to empower the world with greater access to tools and information so that increases in efficiency can translate into greater value for everyone involved, regardless of your role in the chain.

There are many markets and geographic locations in the world that can benefit from such a system. It is no stretch to say that China is probably one of the greatest available such markets. For this reason, while we will expand this concept globally, we will begin our efforts in China. China has the most manufacturing facilities on Earth and already has pre-existing and long-standing profitable businesses that can add an additional layer of transparency and structure that will make them more attractive to the inside, outside, up, and down of the chain. We have seen the success of AliBaba which performed a similar function on the Internet of Information. They provided a platform for companies to connect with each other, exchange information, collaborate, and provide a service to the outside world, each other, and up and down the value chain. YiBaiYi is positioning itself to perform the same functions on the Internet of Value.





The Chinese government has also been very supportive of Blockchain research and development. Perhaps more than any other government in the world, they are dedicating human and financial resources to generate a new future that will advance their economic operations well into the future and in anticipation for what is coming. There is a Blockchain Research Institute in JiangSu and a technology and development park in HangZhou that are dedicated to such activities. Local and national support is apparent, and for any large-scale project to take off government support is necessary. This is just such the case with YiBaiYi and its' efforts to build a base for growth in this new era of community and collaboration amongst companies.

Giving companies and entrepreneurs the ability to showcase themselves to the public and cooperate with each other will bring about some very interesting results. We are confident that with our existing relationships that we will be able to come out strong and provide a wonderful example of what is to come. Furthermore, we have the ability to continue our strong growth across China and internationally. This is in part due to our partners within China, but also due to our technology that provides the platform for such efforts to take place.



## VI.

Our efforts are based on our YiBaiYi Blockchain and Smart Contract technology. Smart Contracts are basically auto-executing code; 'if-then' statements that can be used to trigger or respond to actions within a system. It also allows for the creation of tokens or contracts that are used to display and represent the various types of information that we discussed above: sales and delivered units, product usage and/or geographic distribution, amount of manufactured goods and their steadfastness/reliability, public and private engagement with the business, and much more. We are only limited by human creative and the scope of prospective businesses; this means that we are essentially limitless. Human ingenuity knows no bounds, and business scopes continue to grow and change over time as conditions in the social, technological, and business environment continues to change.



We have a great team that is constantly improving on our technology which will provide more security and greater stability as the company moves forward. We have access to the best resources in terms of developers. They are able to draw on their own experience and also the collective experience of the Blockchain community as a whole to ensure that we stay on top of new tech potential and consequently the products and services we can offer to the market. We use a simple, yet powerful, Turing-Complete 256-bit virtual machine. This means that given the resources and memory, any

program executed in the virtual machine can solve any problem. We are working within a 'stack-and-memory' model with a 32-byte instruction word size. This gives us access to the program 'stack', which is like a register space where we can also stick memory addresses to make the Program Counter 'loop' or 'jump' for sequential program control. There is an expandable temporary memory and a more permanent storage which is actually written into the permanent blockchain and is contained as a function of our YiBaiYi blockchain.



## VII.

YiBaiYi is in position to become a blockchain for real companies engaged in real business. Our aim is to bring greater transparency and investment potential to those companies that house themselves on our chain. Consumers can expect greater trust, investors will get greater information symmetry, companies will prove themselves on greater scale and more verifiable way, communities of entities on the supply chain will band together to increase their individual and collective value, and all of this will be done with simplicity and ease.

We are looking forward to a future that looks radically different than the past, and we are providing the tools in the present to do so. The journey will be a long and continuous road, but we look forward to both the challenges and the opportunities. As we march towards the building and expansion of our next great internet, YiBaiYi is proud to be advancing our progress in an exciting and novel way. Social Economics will be a fine discipline and be the subject of much inquiry, interest, and research as these value chain relationships become digitized and documented. Self-organizing systems are exciting and surprising. We look forward to playing our part in facilitating such developments that are literally the building blocks of a new and more inter-connected an open future. YiBaiYi is set to become the leader in bringing this new field to the forefront and this budding future to the present.



## VIII.

Name: Ye RuLiang

Born: 1954

Education: GuiZhou University

Position: CEO

Background: With rich leadership and a tenured history of experience, as well as personal charm and a knack for market development and marketing, Ye RuLiang is well-seasoned and prepared to lead such a company, team, and project. He advances with the times, is experienced in the field of capital markets, and is ready to actively embrace the innovative internet era of Blockchain and enterprise Blockchaining. He has previously worked as the core leading group of 203 engineering teams for Shanghai No. 2 Construction Engineering Company. He has also worked at the Ministry of Space where he served as the commissioner of the Branch Logistics Department. He then joined their financial management team and was responsible for material settlement and salary settlement. He then worked for the Finance Department for the National Cotton Third Factory of the NanTong Textile Bureau. Here, he was responsible for the settlement of over 9000 people and accounting of company expenses. Later he organized and established the DaSheng Hospital of China Resources where he worked as the Chief Financial Officer. He conducted network management of the pharmaceutical equipment for the entire hospital, managed the advanced medical insurance policies, and stabilized the system. For this effort, he was praised and honored by city leaders. In 2015, he established the ShangHai YingYing Investment Management Company and served as the chairman. In 2019, he organized and established the China NanTong TenBillion Coin Technology Company where he currently serves as the CEO. He holds qualification certificates in Electronic Computation, Accounting, and Securities.

Name: Hu Xin

Born: 1971

Education: NanJing University and JiangSu Medical University

Position: CFO

Background: Hu Xin is an active innovator and master of the Internet and Blockchain era. He has not only practical but also technical knowledge and expertise in both Internet and Blockchain. He has specific education in Finance, Economics, Accounting. He was previously the general manager of Shanghai YingYing Investment Company and in 2019 he organized and established China NanTong TenBillion Coin Technology Company where he currently serves as the CFO. He has obtained national professional and technical qualifications as an intermediate accountant and also national futures qualifications. His specialties include long-term investment of capital and long-term investing in general.



## Advisors

Name: Hu Tong

Born: 1972

Education: YangZhou University

Background: In addition to being qualified as a lawyer, he is also certified as a CPA, has obtained a certificates as a qualified economist, a national corporate legal counsel, a second-level constructor, and a securities business qualification certificate. Since he started practicing in December 2000, he has been doing his utmost to provide quality services. In recent years, he has also hired three full-time lawyers to form a team of lawyers to provide legal services that ensure the quality of legal services to all of his clients.

Name: Zhang YuLin

Born: 1972

Education: YangZhou University

Background: He has more than ten years of financial and accounting working experience. He is familiar with the tax policies related to the production and management of enterprises, with excellent financial management, financial analysis and cost-control analysis ability. He also has rich practical experience in financial auditing for listing on the new third board, IPO, and corporate bond issuance. His strong professional ethics cultivation, strong organizational coordination ability, and good communication skills give him strong characteristics and abilities to lead a variety of different teams and achieve results.

Name: Ming ZeFei

Born: 1964

Education: JiangSu University and NanJing Southeast University

Background: He has 38 years of experience in economic and financial work in businesses of different natures, is familiar with national financial and tax regulations and systems, and has comprehensive economic and financial management capabilities. He has 14 years of working experience at Shanghai PuDong Development Bank, is familiar with the bank's credit process and risk appetite, and has strong financing ability. He is also skilled at financial risk assessment and auditing capabilities for significant investment projects with corporate operations. Additionally, he can provide financial analysis basis and recommendations for the company's senior management decision-making. He also has private equity investment and recruitment experience. In 2012, he passed the chief accountant (CFO) qualification



assessment and exam. Through learning and practice, I have improved my knowledge in financial management and control, corporate strategic thinking, tax planning, investment and financing management, capital operation, and more. He is more than qualified to act as a CFO for modern enterprises.

### **Q3-2019**

Launch YiBaiYi token

Launch YiBaiYi platform

Launch first companies on the YiBaiYi platform

Begin trading on first exchanges

### **Q4-2019**

Reach 10 companies listed on the YiBaiYi platform

Arrange for relationships with local/city governments in China to support the YiBaiYi platform

Court first international companies to launch on the YiBaiYi platform

Develop capital-raising functionality for the YiBaiYi platform

### **Q1-2020**

Reach 20 companies listed on the YiBaiYi platform

Court international local/city governments on the African continent to support the YiBaiYi platform

Begin development on proprietary supply system technology

Confirm partnerships with banks, hedge funds, and shipping companies





**TEN BILLION COIN**™