



EvenToken

活动项目群众赞助平台

A decentralized Events Sponsorship Marketplace

" EvenToken, Make Amazing Events Happen "





谢耀辉 John Sie

Founder of EvenToken

Why do we want to start this project ...

9 years ago, I founded Accupass. And right now, it becomes the largest online ticketing platform in Asia.

During the time I run the business, I found that event planners have faced challenges such as localization, ticket scalping, fraud, and inefficient secondary ticket markets. These problems remain unsolved since the beginning of the industry and event planners today are still struggling with the very same challenges.

I truly believe that this project is an excellent solution to the existing problems and has significant market potentials. If you want to be a problem solver, join us and support the "EvenToken project".

『EvenToken活动赞助平台』创始人谢耀辉，与自己也创办的活动行和Accupass活动通三方联盟合作，以超过3,800万会员与服务过58万个活动主办方的服务经验，推出亮眼又踏实落地应用的区块链顶级项目。透过区块链技术发展的共识机制、交易透明化、与世界资讯流通即时特性，有助于富有潜力却资金困窘的活动主办方能找到出口，进而培育出更多活动IP成为国际独角兽的机会。





Executive Summary



Project Description

EvenToken (" the platform ") is a decentralized sponsorship platform for event planners. Using blockchain technology, the EvenToken is dedicated to assisting off-line event planners to overcome the greatest challenge they face worldwide – sponsorship. EvenToken enables event planners to initiate sponsorship as early as possible through public sponsorship that will incubate even more interesting and meaningful events. In the meantime, sponsors will acquire either tangible or intangible return so that they are entitled to actively participate in the event planners' community.

How EvenToken Works

The core components enable the platform are :

01. Event management module
02. Content management system
03. Secondary market

01. Event management module

This is a multipurpose module includes functions such as event's token generation and fundraising management portal.

02. Content Management System (CMS)

Once the application form is reviewed and passed by the platform operator, the event planner can start to create a standalone event page with the content management system on the platform.

03. Secondary Market

The secondary market module allows backers to exchange ticket redeem rights in a peer-to-peer fashion.





Challenges for Event Planners

01. Tight Hosting Budget

According to the [Pulse Event Industry Report 2018](#) published by Eventbrite, 69% of all report respondents don't expect the (event) hosting budget to increase in 2018. At the same time, 31% say the ever-increasing competition will have the biggest impact on their events..

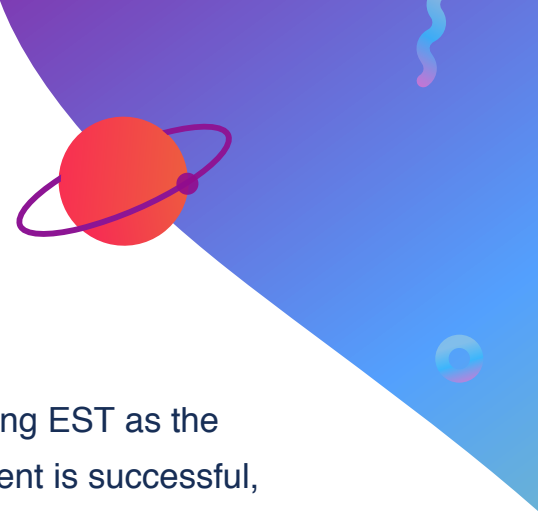
02. Scalped Tickets

“Scalped ticket” is the term used to describe a ticket purchased by people or organizations on the primary market with the intent to resell it on secondary market and profit from doing it. Sometimes the ticket price on the secondary market becomes unaffordable for price-sensitive consumers.

03. Fraud

As reported by [Action Fraud](#), British national fraud and cybercrime reporting center, from 2017 April 1st to 2018 March 31, there are 6,486 incoming reports of ticket fraud. During the same period, “the total reported losses to victims were £3,344,835; an average of £568 per victim.”, the article states.





Utilities of the EST Token

01. (Event Planner) Launch a fundraising campaign by paying a listing fee in EST

An event planner can launch a sponsorship campaign by paying EST as the listing fee on the Event Management Module. Once the payment is successful, then the event planner needs to fill an application form for his sponsorship campaign.

After the application is reviewed and passed by the platform operator, who will then generate the Event Redeem Token(ERT) according to the info on the application form.

02. (User) Become a premium user by stacking EST

A user, whoever is a backer or an event planner, could become a premium user by stacking EST on the platform. A premium user can :

- a. Sell Event Redeem Token (ERT) on the secondary market
- b. Secure a portion of the ERTs for the desired event before the public sales by stacking EST on that item
- c. Reduce the service fee incurred by the wire transfer
- d. Receive complimentary tickets given on an irregular basis

03. (Premium User) Secure a portion of Event Redeem Token (ERT) before the public sales by stacking EST

In the first period of the Private Sales, known as “Stacking”, premium users can stack ESTs on the items they want to purchase.

After the first period, the premium user whoever secure any portion of the ERT, which is determined by the amount of the EST the user stacks and how long the user stacks the token, can then proceed to pay in fiat /ETH / BTC / ET to actually get the ERT.



04. (User) Backer gets refunded via smart contract should the campaign fail to meet its sponsorship goal (softcap)



When a campaign fails to meet its sponsorship goal (softcap), all of the backers of this campaign will get refunded via smart contract on Ethereum (there is no fee incurring for this process). And the premium users who stack EST tokens on the items for this campaign during the Private Sales will get their stacked EST tokens back.

05. (User 1 & User 2) Exchange redeem right on the secondary market

Whenever there is a successful transaction, the seller will be charged 4% of the selling price as the transaction fee in ET, and 50% of which will be credited to the event planner. The rest of the transaction fee will be used on multiple purposes by the platform operator, which may include, but aren't limited to, buying back EST token on the market, donating to the charity, and sponsoring niche events with positive social impact.



The Team Behind EvenToken Prjject

01. Team members and partners of EvenToken are from Taiwan, Hong Kong, Malaysia, Mainland China, Russia and so on. The core of team has been working in the international MICE industry for many years. Some of them had also worked for the world top 500 companies.
02. The founder, John Sie, is an experienced entrepreneur, right now running the largest offline ticketing and event planning platform in Asia – Accupass and Huodongxing– which received investment from world-class investors such as SAIF, Qualcomm, DCM, Recruit Inc., Tencent, and Ucomune. The users of Accupass have been breaking 30 millions, serving millions of events. Currently the team runs bases in 12 cities in Asia.
03. Cooperation and media partners of Accupass are mainly located in Hong Kong, Taiwan, and Mainland China. The users and media partners of Accupass range from mainstream mass media, new media, famous KOL to blockchain community and hundreds of independent media. In the future, many of them will further work with EvenToken.

Partnership



04月25日 17:15



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EvenToken首发与IDAX国际交易所合作进行发行

IDAX研究中心 2019/05/09 15:53 ④ 325

EST (Event Sponsorship Token) 将于5月18日下午15:00首发于IDAX (www.idax.pro) 进行第一波IEO预售发行。这绝对是2019年不容错过的绝佳投资机会。

EST总共发行2亿颗。其中50%的1亿颗EST作为对外募集资金，用途在建立社群行销，引入更有影响力知名的活动主办项目专案，提高平台项目群成功机率，借此反馈更早期支持投资人。功能除了作为活动主办方展位上座费的文化代币外，还可以质押抢票，获取空投投票公钥关票券特权，及未来二手权证买卖平台使用的唯一通证EvenToken。VIP创始人也是活动行共同创始人，将透过平台间的联盟，让累计超过3,800万活跃用户和58万的活动主办方，可以一起打造一共赢的活动生态圈的EST流通闭环。

由EventToken Ltd.所发行的EST将是2019年值得关注投资的顶级项目之一。除了在iDAX以外还会陆续于2个国际主要交易所进行预售发布，并在完成后续接上市至国际交易所长期运营，并以奖励补贴更多优质活动主办方的活动项目，例如国际演唱会、电竞派对、主题路跑、论坛高峰论坛、游戏电竞赛事、国际电影活动、上架、创造EST流通价值。

乐视快报·快讯

刘建伟 陆皓 王嘉 李海

【乐视头条】 日期：2019年08月02日

EventToken活动赞助中台获比特币中国点赞

近日，EventToken联合创始人刘中台(OTC China)受邀，为EventToken联合创始人刘中台发表演讲。并将会持续关注和参与区块链技术。

EventToken是一个基于区块链技术和专注于生活圈用户打标的数字资产平台。社区运营策略能够为用户提供优质的社群服务，高效精准的营销助力品牌发展，其核心竞争力为EST(EventToken Sponsorship Token)。

连接数**2888万**个社群账号
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扫描下方二维码关注乐视头条——乐视直播

未来财经

区块链·数字货币·ICO

二期一版 2019年05月02日 周二

**顶级区块链应用代币EverToken
将在深圳开展启动路演**

总部位于美国加州的区块链项目EverToken，在区块链圈内有着“数字货币界的比特币”之称。其创始人兼联合创始人、联合创始人兼首席运营官、首席执行官和首席营销官等核心团队，均来自硅谷知名互联网公司。EverToken也是目前全球范围内为数不多的区块链项目之一。

此次深圳路演活动是EverToken在中国大陆地区的首场线下推广活动，除了主会场之外，还安排了多场分论坛，包括：区块链+金融、区块链+教育、区块链+医疗、区块链+供应链金融、区块链+物联网、区块链+娱乐等行业应用案例分享。

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近日，EvenToken (<http://www.Eventoken.io/>) 获得比特币中国(BTC China) 投资，EvenToken联合创始人李克中表示特别感谢杨林科对于项目的支持与青睐，并且会持续做区块链有价值落地应用。

作为一枚以太坊DAPP的EventToken已经EST (EventToken Sponsorship Token), 为了让用户参与及提高参与度除了兼容ERC-20的“活动赞助代币- EST Wallet”目前已经开始Beta测试, 多用户可更加便捷的使用于各种线下活动进行资助, 获取ERC-721的EST (Event Redeem Token) 作为凭证, 同时传统赞助合同将被智能合同逐步取代, 高效确保赞助的回馈与优惠, EventToken目前已经在内部做了Alpha测试并确保三重证 (Tri-Token) 机制运作顺畅, 即将月份内会推出公开测试, 将来目标是能够将全球各类活动通证化 (Tokenized), 目标市场是全球每月超过万亿美元市值的线下活动市场。

据悉，EvenToken将与 ZG.com 全球区块链数字资产交易所展开深度战略合作，敬请期待。

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 闪马快讯

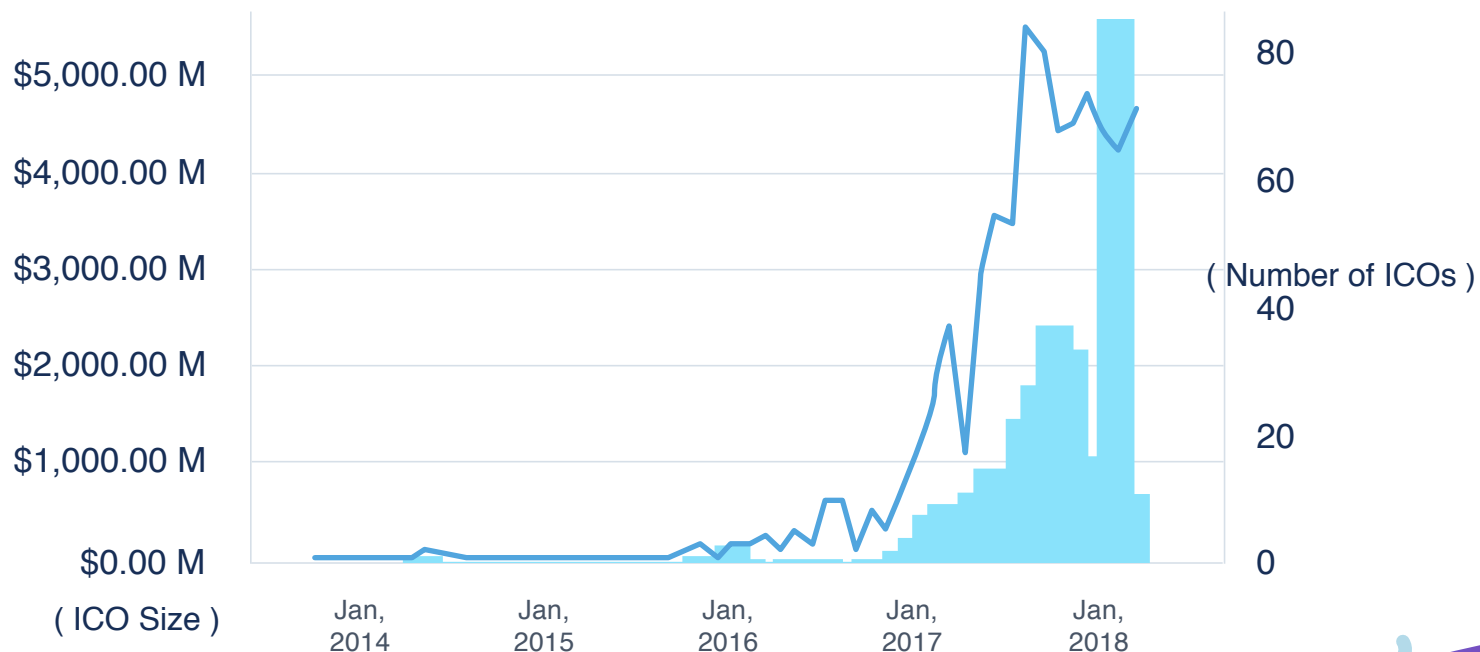
Market Overview

Event Token positions itself as the hybrid that operates the business between ICO market, tradition crowdfunding market and event ticketing market. In the following, we'll look into the trend of each market with statistics provided by credible sources in each domain.

ICO Market

ICO, the acronym for initial coin offering, is a term used to describe a behavior that someone uses fiat currency or cryptocurrency in exchange for another token/coin issued by a team or company, usually on an immutable ledger, which is commonly known as the blockchain.

Based on the data from [ICO Tracker](#) by Coindesk, the monthly new ICO funding reaches 5.5 billion USD in this June, which is the all-time high since 2014, and it starts to decline since then due to the overall bear market in the crypto space. In July, new ICO projects still raised nearly 680 million USD in a single month despite the overall market decline as the graph below illustrated.





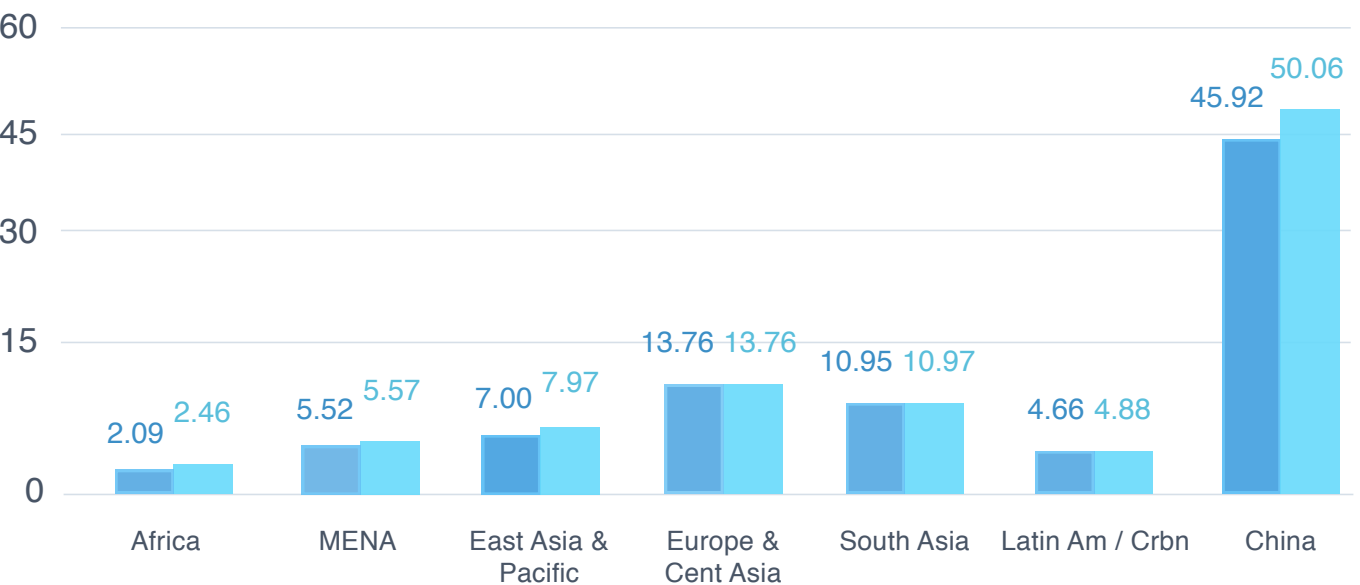
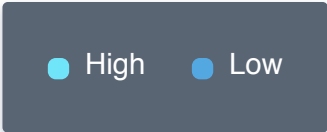
Crowdfunding Market

As stated in the report of [Crowdfunding’s Potential for the Developing World](#) published by World Bank, the market potential for the crowdfunding, both equity-based and reward-based included, is expected to reach around 90~96 billion USD by the year of 2025.

Among all the countries covered in the report, the greatest opportunities lie in China - the potential market is estimated to reach 47.6 billion USD by 2025, which accounts for nearly 50% of the total market in the world.

A Global Market Oppprtunity up to \$96B

Low / High Regional Estimate for CFI In US\$B





Event Ticketing Market

According to [eServices Report 2018 - Event Tickets](#) by Statista, the leading provider of market and consumer data, the worldwide revenue from the event tickets, which includes the sales of the ticket from cinema, music, and sport, will reach 36 billion USD in 2018, exhibiting a growth rate of 16.3% year-over-year. By the year 2022, the worldwide revenue from the event tickets is estimated to skyrocket to 53.2 billion USD.

The major caveat of this report is that it excludes the revenue from offline purchases, e.g. purchasing at the event venue or point-of-sale; hence the actual worldwide revenue for event tickets could be much higher than the report suggests.





Challenges for Event Planners

Based on our 9-year experience in the event ticketing industry, we can clearly pinpoint 3 challenges for event planners - they are “ Tight hosting budget ”, “ Scalped Tickets ”, and “ Fraud ”.

In the following section, we'll go over each one of the challenges that event planners face and examine why some of them are so difficult to overcome.

01. Tight Hosting Budget

According to the [Pulse Event Industry Report 2018](#) published by Eventbrite, 69% of all report respondents don't expect the (event) hosting budget to increase in 2018. At the same time, 31% say the ever-increasing competition will have the biggest impact on their events.

With the insights mentioned above, we can conclude that, as an event planner this year, you need to either get creative with how to utilize the hosting budget or somehow increase the hosting budget to face the increasing competition.

02. Scalped Tickets

“Scalped ticket” is the term used to describe a ticket purchased by people or organizations on the primary market with the intent to resell it on secondary market and profit from doing it. Sometimes, the people who sell the scalped tickets (as known as the scalpers) will use the ticketing bots to purchase the tickets automatically.





Facing this kind of situation, sometimes the ticket price becomes unaffordable for price-sensitive consumers. As for the event planner, scalping activities could damage his reputation or decrease the quality of the event.

But can the scalpers be stopped? Short answer - it can't.

The differences in price between the moment when a ticket goes on sale and the time that the event begins creates a lucrative arbitrage opportunity for any resellers. This arbitrage opportunity also financially benefit both ticketing platform and secondary ticket market operators. That's the reason why this phenomenon can't be stopped.

03. Fraud

What makes the matter worse is that sometimes the tickets from the secondary market either don't arrive or turn out to be fake and you, as a buyer, are not able to get refunded.

Fraudulent resellers buy tickets on the ticketing platform, and then list them for sale on multiple secondary market platforms, like StubHub, Craigslist, and Facebook simultaneously. When a ticket is sold on one of the platforms, the fraudulent reseller intentionally fails to remove that same ticket from other platforms, and the same ticket ends up being sold to multiple parties in the end.

As reported by [Action Fraud](#), British national fraud and cybercrime reporting center, from 2017 April 1st to 2018 March 31, there are 6,486 incoming reports of ticket fraud. During the same period, "the total reported losses to victims were £3,344,835; an average of £568 per victim.", the article states.

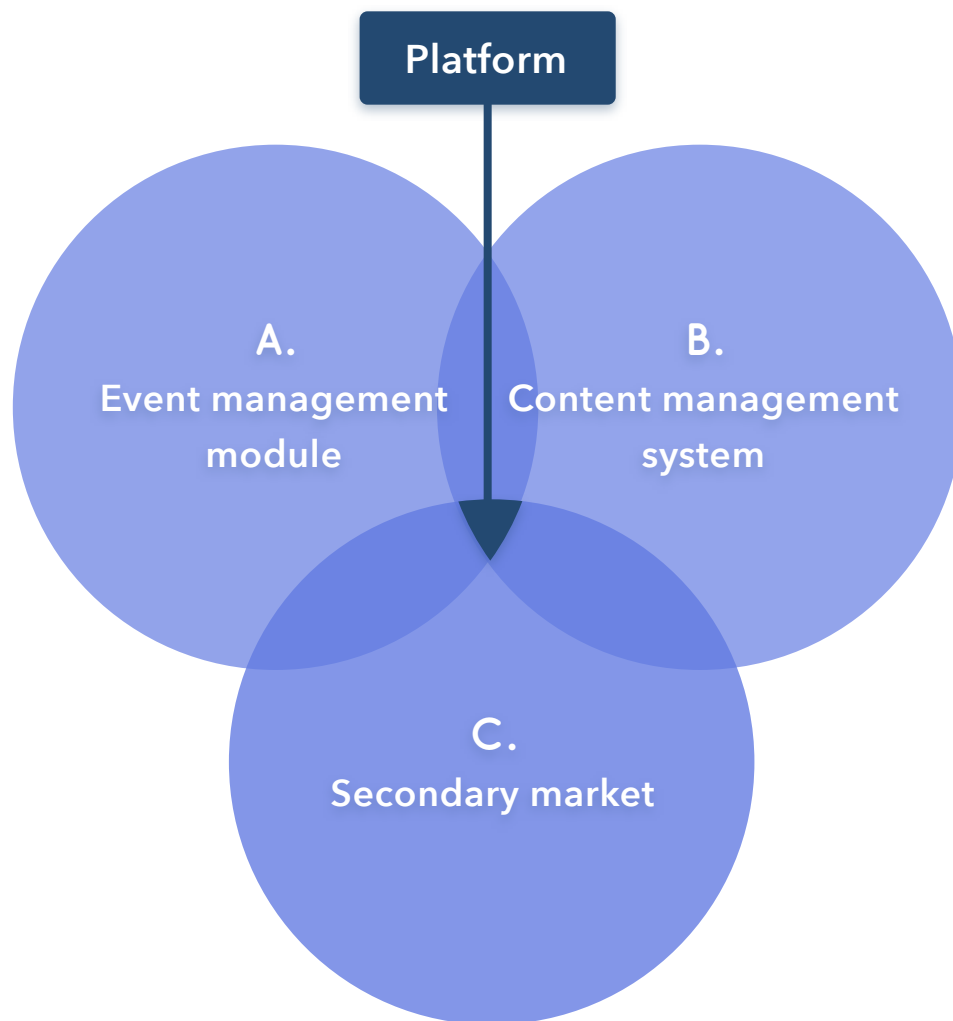


How EST Works

EST ("the platform"), on a high level, is a decentralized sponsorship platform for event planners. On top of that, there is a secondary market built-in on the platform for users to resell their ticket redeem rights in case they can't make it to the events.

The core components enable the platform are :

- A. Event management module
- B. Content management system
- C. Secondary market





A. Event management module

This is a multipurpose module includes functions such as event's token generation and fundraising management portal.

a. Event's Token Generation

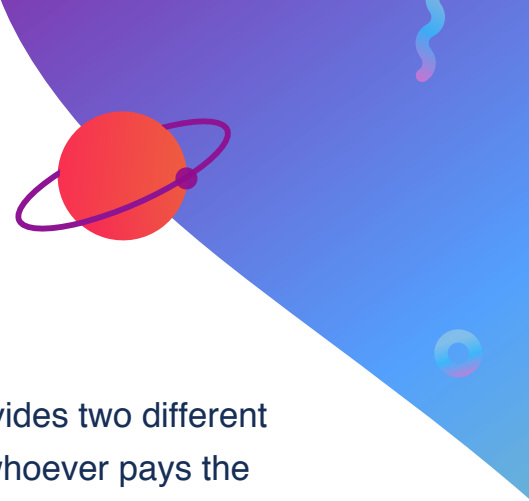
To start a fundraising campaign, event planner needs to pay a upfront 330 USD listing fee in the platform token, known as EST.

In the case that event planner doesn't know how to purchase EST on any cryptocurrency exchanges or simply can't do it due to legal constraints, in certain markets, he / she can still pay in fiat currency to the platform operator, and the platform will then use that amount of fiat currency to purchase the EST on behalf of the event planner.

Once the payment is successful, event planner then can fill the application form with questions, including, but not limited to, the ones listed as follows :

01. Event title
02. Event description
03. Sponsorship goal (Soft cap / Hard cap)
04. Sponsorship package (Basic / Advanced)
05. Ticket redeem right (s)
06. Ticker for each kind of ticket redeem right (all starts with ERT)
07. Sponsoring period
08. Expected event launch date





Regarding the 'Sponsorship package option' - Eventoken provides two different sponsorship packages - Basic and Advanced. Event planner whoever pays the listing fee is entitled to use the basic sponsorship package.

The features that each package provides are shown below and each one of them will be explained in the following Content Management System section.

	BASIC	ADVANCED
Drag-and-drop Site Builder	✓	✓
Pledge without Reward	✓	✓
Multiple Ticket Redeem Rights	✗	✓
Ticket Auction	✗	✓
Implement 3rd-party JavaScript	✗	✓
★ Ticket Airdrop	✗	✓





b. Sponsorship Management Portal

Once the listing fee is paid, an event planner can go to Sponsorship Management Portal to check the campaign status. Generally speaking, a sponsorship campaign on EvenToken will go through the following phases :

01. Draft

When an event planner already has paid the listing fee but has yet to finish the application form

02. Submitted

When the application form is submitted and underwent review by the platform operator

- If the application's rejected

The campaign phase is sent back to 'Draft,' and the event planner can see the reject reason and re-submit a new version

- If the application's passed

Proceed to next phase

03. Preparation

When the application is passed, and the event site is still under construction.

04. Private Sales

Once the event planner finishes the event site and he is ready to accept sponsorship, he can manually change the phase to Private Sales, in which only the premium user can participate.

This phase is divided into two periods :





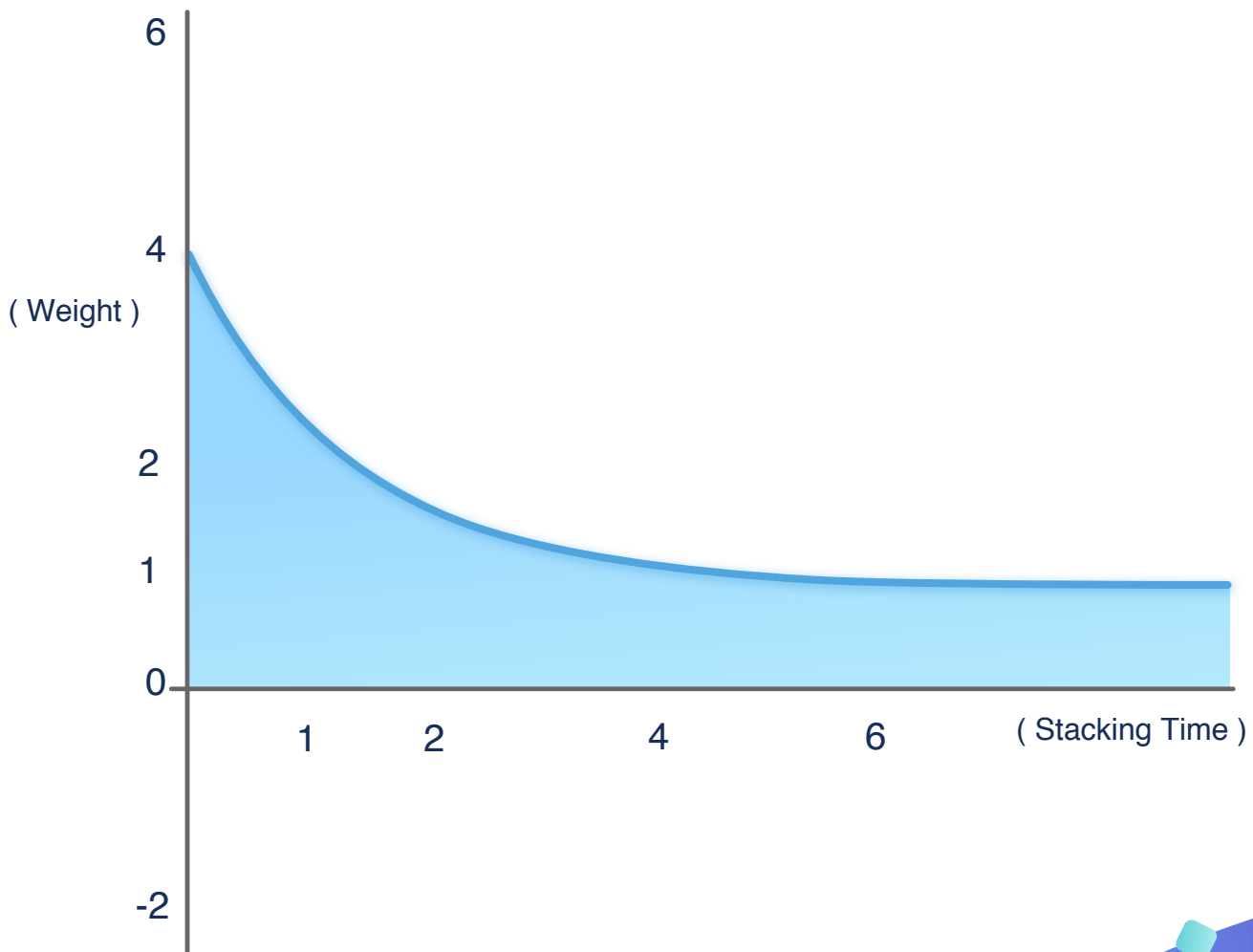
■ Stacking

In this period, premium users can stack their tokens to secure a portion of the ticket redeem rights way before the public sales. The only exception will be the redeem right for the auction ticket - which will only be biddable in the Public Sales phase to maximize the bidding price.

This period should last 3 days.

To provide a fair competitive environment to all the premium users, there will be an exponential decay weight put in place, which is illustrated below, when calculating how many redeem rights each stacker can purchase.

In essence, we strongly favor whoever stacks early rather than who stacks the most.





■ Payment

After the stacking period is over, the premium user who successfully secures any portion of a ticket redeem right needs to purchase at least 1 redeem right which he stacks in this period (he can purchase all of the secured portions) or he'll lose 50% of the token stacked on the item.

This procedure is put in place to deter fraudulent resellers with lots of token from using ticketing bots to get every events' redeem rights automatically.

This period should last 2 days.

The stacked tokens will be returned to the original owner once the event is in the last phase, i.e. End / Canceled / Fail.

05. Public Sales

After the stacking and payment periods are passed, then the phase will automatically go to Public Sales if there is any redeeming right left.

In this phase, every user can purchase the remaining redeem rights directly without any stacking procedures.

06. End / Canceled / Fail

The final phase for each campaign is either End, Canceled or Fail.

The End phase can be achieved by either :

- a. Reaching the fundraising hard cap
- b. Running out of the fundraising time but with fundraising soft cap reached

When the campaign enters the End phase, the event planner will be charged 10% service fees on the amount he/she raised.





B. Content Management System (CMS)

Once the application form is reviewed and passed by the platform operator, the event planner can start to create a standalone event page with the content management system on the platform.

Depending on which package the event planner chooses, there comes with different features :

- **Drag-and-drop Site Builder (Basic / Advanced)**

The drag-and-drop event site builder for both basic and advanced fundraising package include popular plugins, such as public sales countdown, embed video content, jumbotron, carousel and text editor.

Event Token will add more features in response to the requests from event planner.

- **Pledge without Reward (Basic / Advanced)**

Sometimes, backers just want to see the event being held in real life rather than actually participate in it. In the situation like this, the backer can pledge whatever amount he likes to the event without getting any reward.

The total amount of this kind of pledge will not be included when calculating the soft cap and hard cap - this procedure is set up to prevent event planner from pledging to his own event to boost its ranking on the platform.





- Multiple Ticket Redeem Rights (Advanced)

With the basic sponsorship package, an event planner can only have one ticket redeem right. In other words, by default, there will be one option for users to pledge.

If you're a sophisticated event planner who might want to have more than one options for users to purchase, the multiple ticket redeem rights feature is here to help - as its name suggests, you can create multiple ticket redeem rights with different descriptions, tickers, prices, and quantities.

- Ticket Auction (Advanced)

Ticket auction enables the event planner to create ticket redeem right which can only be bought by the highest bidder.

The highest bidder needs to pay the price of the second highest bid after the fundraising campaign enters the End phase if there are more than two bidders for this item. If the highest bidder fails to pay in a day after the campaign ends, the platform operator will notify the next highest bidder via email to pay the price which the third highest bidder bided for the item... and so on.

- Implement 3rd-party JavaScript (Advanced)

With the advanced sponsorship package, an event planner can add 3rd-party JavaScript to his event page, which will come in handy when he/she wants to track user behavior or promote the campaign with advertisements on social media.





C. Secondary Market

The secondary market module allows backers to exchange ticket redeem rights in a peer-to-peer fashion - but in order to reduce the number of fraudulent resellers and return some of the profit from the secondary market back to event planners, the exchange rules set on the smart contract as follows:

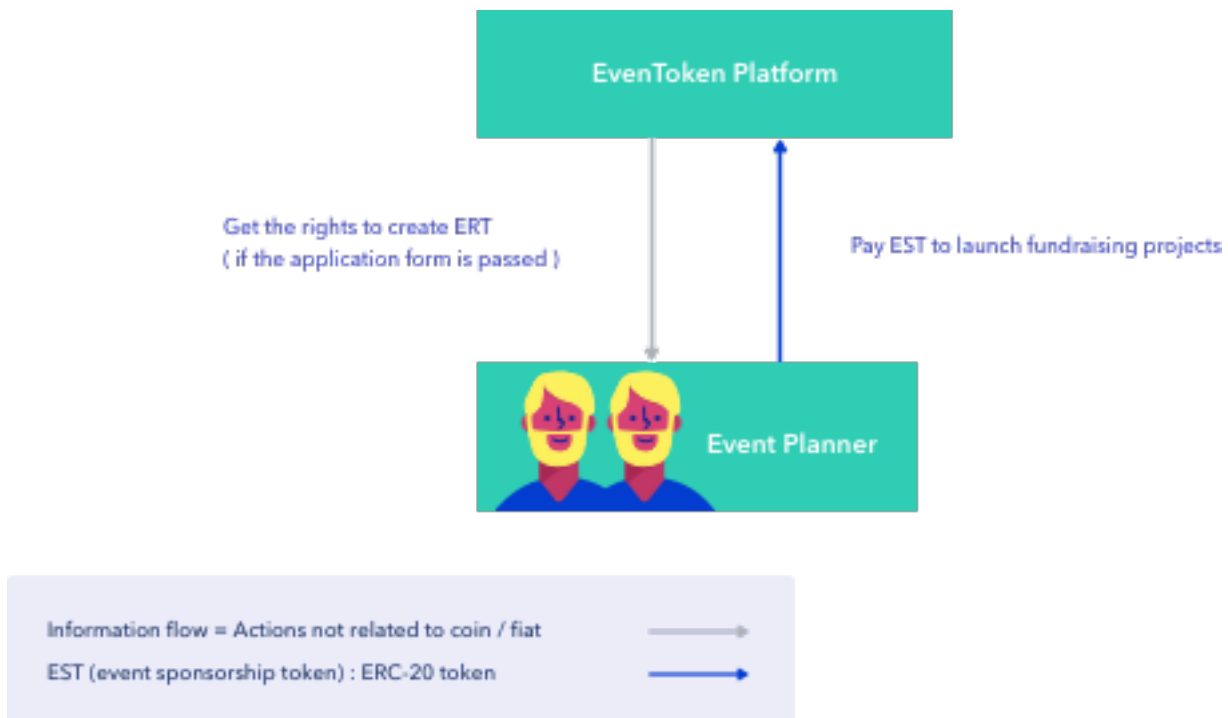
01. Users must become a premium user by stacking tokens on the platform to act as a seller on the market
(You don't need to be a premium user to be a buyer)
02. Any behaviors violate terms of services will result in the token stacked being forfeited
03. Buyer must convert his fiat currency or cryptocurrency into a proprietary ERC-20 stable coin, known as ET, on the platform to proceed with all the transactions, which is required for a technical reason
04. Whenever a successful trade happens, 4% of that price will be charged by the platform operator as a transaction fee
05. 50% of the transaction fee from each transaction will be credited to event planner whose ticket redeem right is traded in this transaction
06. The rest of the transaction fee will be used by the platform operator on multiple purposes, which may include, but aren't limited to, buying back EST token on the market, donating to the charity, and sponsoring niche events with positive social impact.



Token Economy

Token Main Use Cases

1. (Event Planner) Launch a sponsorship campaign by paying a listing fee in EST

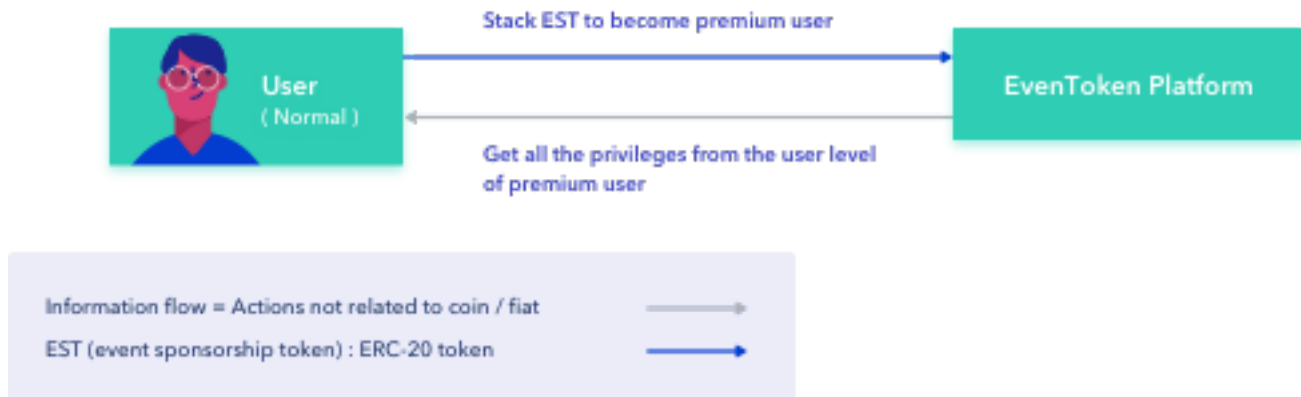


An event planner can launch a fundraising campaign by paying EST as the listing fee on the Event Management Module. Once the payment is successful, then the event planner needs to fill an application form for his sponsorship campaign, which is put in place to ensure the quality of the events listed on the platform.

After the application is reviewed and passed by the platform operator, who will then generate the Event Redeem Token (ERT) according to the info on the application form.

If the event planner purchases the advanced package for fundraising, he / she can create extra ERTs before the campaign enters the phase of Private Sales.

2. (User) Become a premium user by stacking EST

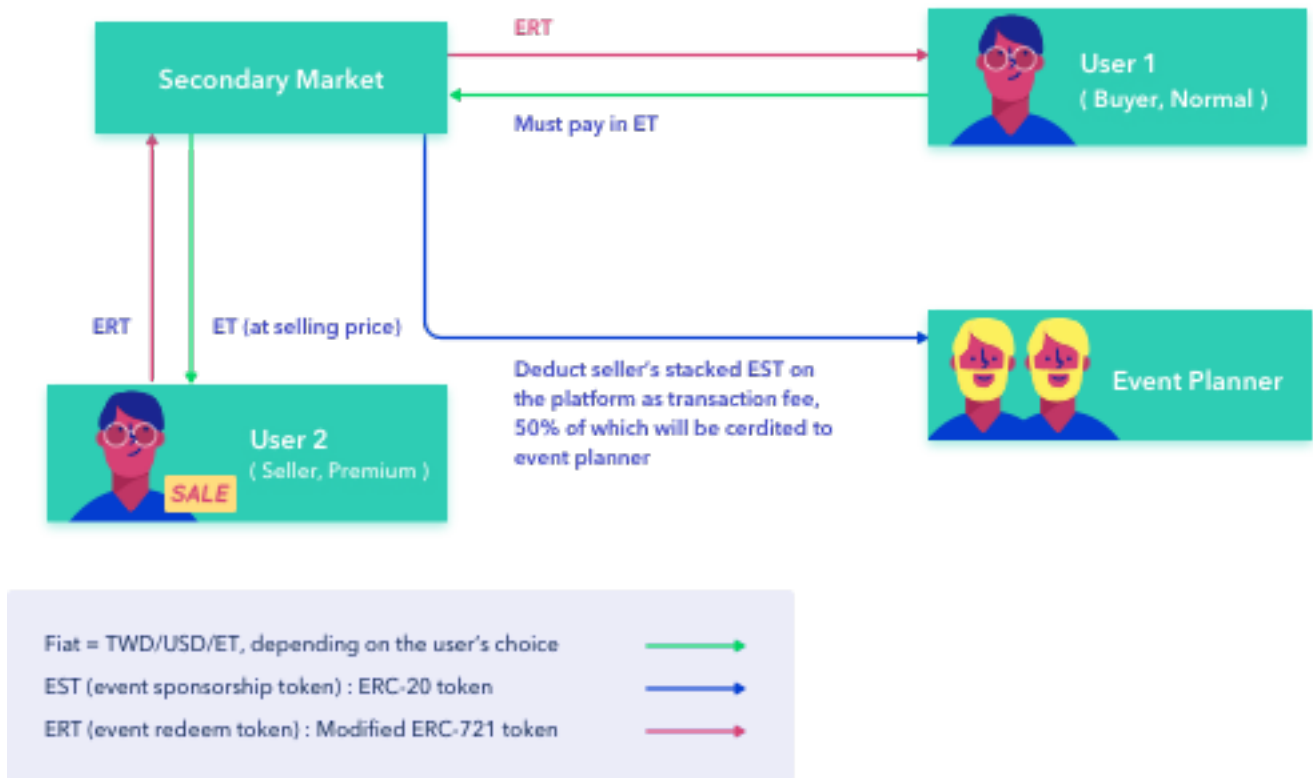


A user, whoever is a backer or an event planner, could become a premium user by stacking EST on the platform. A premium user can :

- e. sell Event Redeem Token (ERT) on the secondary market
- f. secure a portion of the ERTs for the desired event before the public sales by stacking EST on that item
- g. reduce the service fee incurred by the wire transfer
- h. receive complimentary tickets given on an irregular basis

5. 二手通证买卖集市

(User 1 & User 2) Exchange redeem right on the secondary market



As stated in the Secondary Market section - only the premium user can be the seller on the secondary market, where the buyer can purchase the ERT with ET. Whenever there is a successful transaction, the seller will be charged 4% of the selling price as a transaction fee in ET, and 50% of which will be credited to the event planner who launches the sponsorship campaign.

The rest of the transaction fee will be used by the platform operator on different purposes, which may include, but aren't limited to, buying back EST token on the market, donating to the charity, and sponsoring niche events with positive social impact.



Stakeholders in the Event Token Ecosystem

Event Planner

An event planner is a user who launches a sponsorship campaign on the platform. Initially, to protect our backers, only the corporate user who passes the verification processes can start sponsorship campaigns once the platform is online.

Backer

By default, every user registers on the platform will be recognized as a backer - a user who can purchase ticket redeem rights on the platform.

If a backer wants to deposit cryptocurrency on the platform, he must pass the KYC/AML procedures to comply with all the local regulations.

Ticketing Platform

Ticketing Platform is a kind of a company which provides full ticketing services for event planners to sell their tickets to the public once the overall event preparation is done.

EvenToken is a platform agnostic service - starting from partnering with Accupass, EvenToken aims to integrate with more ticketing platforms in the future.



Currency Conversion Partner

As a decentralized fundraising platform, EvenToken needs to convert the incoming crypto payment into fiat currency; hence we partner with Byteway, a Singaporean company specializes in crypto-to-fiat conversion, as our first currency conversion partners.

Ultimately, EvenToken will be integrated with multiple currency conversion partners to provide the best exchange rate for users who pay in cryptocurrency.



A Tri-Token System



Event Sponsorship Token

Event Sponsorship Token, or EST for short, is the cornerstone of this project. It works as the payment token for the event planner and the member token for all users. EST will be the ONLY token in this project has token sales.

- Ticker : EST
- Format : ERC-20
- Token Type : Member / Payment Token
- Supply : 200M
- Description :

01. Event planners must pay EST equivalent to 330 USD, which is subject to change in accordance with the price of the EST and its volatility, to start a sponsorship campaign



02. Event planners can access to advanced features mentioned in the Content Management System section by paying the amount of EST equals to 330 USD
03. Event planners can start an advertisement campaign on both EvenToken Platform or its ticketing partners by paying the promotion fees with EST
04. A User can stack EST on the platform to increase his user level to premium user, who has the rights to :
- Sell Event Redeem Token (ERT) on the secondary market
 - Secure a portion of ERTs for the desired event before the public sales by stacking EST on that item
 - Reduce the service fee incurred by the wire transfer
 - Receive complimentary tickets given on an irregular basis
05. A user whoever sees the advertisements from event planner on the platform is rewarded with EST, which is paid by the advertiser (not newly minted)
06. The premium user who successfully sells ERTs on the secondary market will be charged 4% of the ERT's price sold as a transaction fee
07. 50% of the transaction fee of each trade on the secondary market will be credited to event planner of that ERT in the trade





Event Token

Event Token (ET) is the payment token anchored to the US dollar on the platform. ET will only be minted and given to the users whenever they deposit cryptocurrency / fiat currency to the platform

- Ticker : ET
- Standard : Ethereum ERC-20
- Token Type : Payment token - a stable coin always pegged with 1.00 US dollar
- Supply : Unlimited
- Price : 1.00 US dollar
- Description :
 01. As a proprietary payment currency on the platform - every users need to deposit cryptocurrency/fiat currency first and then the platform will automatically convert all the incoming payments into the equivalent amount of ET, after which the users could use all the payment-related functions on EvenToken and secondary market with the ET they have.
 02. Users could initiate fiat wire transfers by burning the token on the platform, after passing all the KYC / AML procedures
 03. When the sponsorship campaign is in the End phase, 10% service fees on the amount the event planner raises in ET will be charged by the platform.



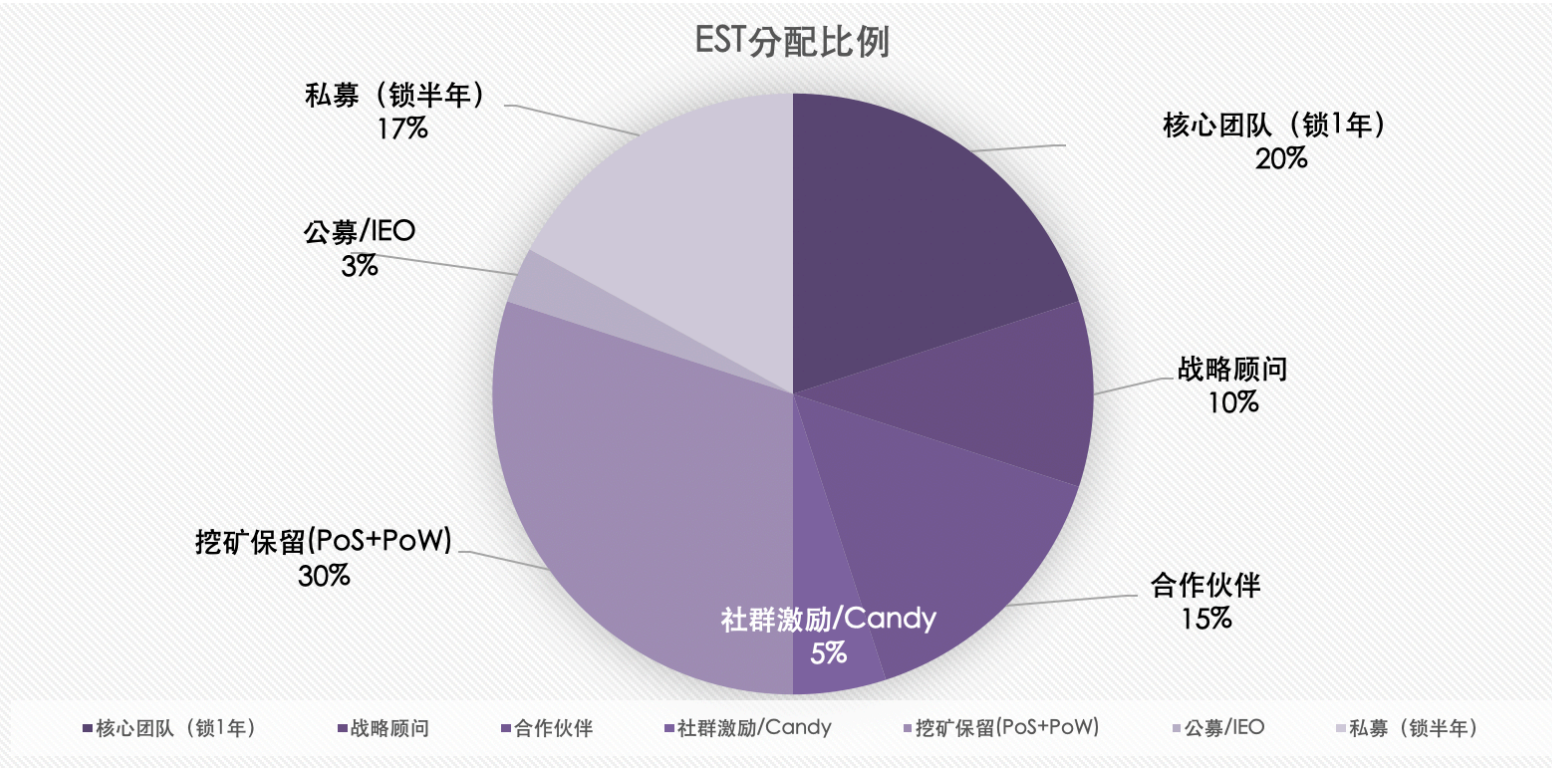
Event Redeem Token

Event Redeem Token, or ERT in abbreviation, is a modified ERC-721 token where each one of them represents the future redemption right to a ticket for an event.

- Ticker : ERT
- Standard : Modified ERC-721
- Token Type : Non-fungible token
- Supply : Limited, determined by each event planner
- Price : Set by each event planner
- Description :
 01. Each event has its unique ERT but the ticker always starts with ERT, e.g. ERT-CMPX, which event planner can decide by himself
 02. The ERT for each event represents the redemption right to a ticket of that particular event, and event planner can determine the total token supply when generating the ERT on the platform

Token Allocation

Among all the three tokens on the platform, the EST will be the cornerstone of this project and its allocation as follows:



Percentage	Volume (EST)	Allocated to	Use of the Allocation
3%	6,000,000	公募 Public Sales	<div>• Attract early adopters for the platform</div> <div>• Community building</div>
17%	34,000,000	私募 Private Sales	<div>• Increase project visibility by bringing in high-profile investors</div> <div>• Fundraising for the initial developement of the platform</div>

Percentage	Volume (EST)	Allocated to	Use of the Allocation
10%	20,000,000	战略顾问 Advisors 6 months lock-up	<ul style="list-style-type: none"> • Incentives for advisors to expand EST's ecosystem
20%	40,000,000	核心团队 Team, 1 year lock-up	<ul style="list-style-type: none"> • Align long-term interests between the team members and the development of the platform
5%	10,000,000	社群激励 Promotion & Reward Candy	<ul style="list-style-type: none"> • User acquisition • Incentives for users to participate in the events' sponsorship
15%	30,000,000	合作伙伴 Partnership	<ul style="list-style-type: none"> • Incentives for partners to expand EST's ecosystem
30%	60,000,000	挖矿保留 (PoS+PoW)	<ul style="list-style-type: none"> • Mining retention • Smart Contract Development Grant



Roadmap

Timeline	Product Milestones	Token Sales Milestones
2019 Q1	<ul style="list-style-type: none">• Launch Dapp (beta)• Launch the first prototype for sponsorship campaign• Integrate with Accupass	<ul style="list-style-type: none">• Private Sales• International Roadshow• Event planners recruit• Build up community• Running for angel round investment (equity & token)
2019 Q2	<ul style="list-style-type: none">• Release Dapp• Support 3rd-party stable coins to deposit• Integrate with another currency conversion company• Hold events to recruit event planners on the platform• Launch the first international sponsorship campaign	<ul style="list-style-type: none">• Public sales (Depending on market conditions)• Roadshow for the event planners• Increase community

Timeline	Product Milestones	Token Sales Milestones
2019 Q3	<ul style="list-style-type: none"> • Launch secondary market platform (EvenToken Wallet) • Open for all the international event planners to submit applications for the sponsorship campaign 	<ul style="list-style-type: none"> • Closed the Public sales • Roadshow at different international cities • Speed up community • Prepare cooperate with exchanges / otc platform
2019 Q4	<ul style="list-style-type: none"> • Release secondary market platform (EvenToken Wallet) • Integrate with other ticketing platforms 	<ul style="list-style-type: none"> • Maintain community • Trading EST to BTC, ETH, and USDT on the exchange.



Team



John Sie 

Founder of EvenToken

John Sie, is currently the co-founder and CEO of Accuvally. In 2009, he co-founded Accuvally Inc. with Luó-Zǐ-Wén, took up the post of the company's CTO and then launched Accupass, an electronic ticket system. By 2011, Accupass has won a series of awards from IDEAS Shows, Meet Neo Star, DEMO China, the largest entrepreneurship competition in China and many others at home and abroad. Moreover, at the end of 2011, Manager Today even selected John Sie as one of the 100 MVP Managers for his innovation and creativity.



In 2012, Accuvally gained the investment from Qualcomm and DCM and this was the first time that a Taiwanese company acquired funding from international venture capitals. As the COO of the new business in Beijing, he successfully created a whole new brand, Huo Dong Xing, and was later awarded “Zhongguancun High-tech Enterprises” In 2014, Accuvally even officially received a multimillion-dollar fund from Softbank Asia Infrastructure Fund (SAIF).

- Founder and CEO of Accupass
- Founder and CEO of Huo Dong Xing 活动行
- Member of Asia America Multi-Technology Association cross-strait
- Member of Microsoft Venture Accelerator
- 腾讯长江青腾班2期
- Taiwan 《Managers》 Top 100 MVP CEO
- Foxconn Technology Group PM & Software RD Engineer
- HiNet National Mobile Value-added Programming Competition fourth
- Graduated from National Taiwan University of Science and Technology (NTUST) major in computer science
- Graduated from National Taipei University of Science and Technology (NTST) major in electronics engineering
- 15 years experiences in product manager and programming such as .NET C#, J2EE/SE/ME, T-SQL, JavaScript languages, etc.





Nick LEE 

Co-Founder of EvenToken

- Business Developer of Accupass
- Co-Founder of AsiaBit Blockchain Community
- Digital Business Director of GCA Entertainment
- Funder of WebThinking (MatchCal App, I'mHere App, Expo Scanner)
- Marketing Director of Yantouch (Reddot design award winner 2010)
- Master graduated from San Diego State University and major in International Business Management
- Under graduated from Hawaii Pacific University and major in Advertising
- Over the years, he has traveled throughout Europe, Asia, and the United States to organize B2B & B2C deals at large international exhibitions including CES, China Import and Export Fair, 100% Design London, Maison & Objet Paris, SXSW, MIDEM Canas, and few Blockchain events, etc.



Xiaodi Fan

Develop Leader of EvenToken

- Co-Founder and CTO of Huo Dong Xing 活动行
- Co-Founder of Accupass
- Software RD leader of Foxconn Technology Group
- Graduated from Tianjin University major in Energy and Power Engineering
- 18 years experiences in software development , familiar with java, .net , node , SQL . Focus on web system architecture and big data analysis.



Xiaoping Zhang

Develop Director of EvenToken

- Co-Founder and R&D Director of Huo Dong Xing 活动行
- Co-Founder and R&D Director of Accupass
- System analysis architect of Ping An Insurance (Group), design and implementation of property insurance related systems in 2008.
- Senior R&D Engineer of Foxconn Technology Group, Design and implementation of the back-end architecture for the business processes and intellectual property right in 2004.



Weiting Chen

Product Architect of EvenToken

- Operation Associate at Omise Co. Ltd
- Co-founder at BlockRocket Capital
- Technical director at Wo-tian Coffee ICO
- Product Manager at WageCan Inc.



Keay Wang

Front-end Developer of EvenToken

- Front-end development of Huo Dong Xing 活动行
- 活動行 Front-end development
- Graduated from Guilin university of technology- major in computer science
- 5 years experiences in Front-end development, familiar with JavaScript, jQuery, CSS3, vue, applets, python, SQL committed to Front-end engineer of product thinking.



Ping Chen

Blockchain Architect of EvenToken

- Founder and CEO of Pelith
- Founder of CryptoCow
- Member of Taipei Ethereum Meetup
- National Taiwan University Information Management
- Ethereum Dapp programmer since 2016



Jun-You Liu

Blockchain Developer of EvenToken

- Co-founder & Blockchain Researcher in Pelith
- Ethereum developer & researcher
- Writer of Taipei Ethereum Meetup
- Undergraduate researcher in Speech at National Taiwan University





Advisors



Jason Hsu



Taiwan's "Crypto Congressman"
Legislator /
Congressman At-Large at Taiwan



Tahan, Lin



Backer - Founder



Ricky Chen



Founder and CEO of Asobu AI



Tom Soong



CEO of JOYSO (Hybrid
Decentralized Exchange)



Jet Yang



Founder and Editor-in-Chief
Bitnance & KNOWING Media



Joseph Tang



Founder and CEO of VOCAL
MIDDLE Communications
Consultants



Mentors



JC KO (Ju-Chun Ko) 

SelfToken Movie Blockchain - Co-Founder / Chief Technologist



Olivia Cai

Head of regional market in AWS Ningxia , NWCD



Scofield Yeh

Founder of Block+ with products of Bytepay, 0xAcademy, CustodyBank



Alex Lau (AvengerMoJo) 

Software Technologist



Ethan Yu

Founder and CEO of CoinVoice



Lucy Chen 

Co-Founder & CMO of BitRabbit



Disclaimer and Risk

The financial projections are estimations. There is no guarantee that they will be met. This whitepaper is not an offer, but is informational in nature. This document is not for China and U.S. residents or citizens.

Purchase of EST :

The purchase of EST, as described herein, entails a high degree of risk and is only suitable for those who can afford a total loss of their purchase.

No warranty :

Purchasers need to understand that there is no warranty whatsoever on EST, express or implied to the extent permitted by law, and understand that Accuvally Inc., EvenToken platform or related project members will not provide any refund of the purchase of EST under any circumstances. Dissolution of EvenToken team due to a diminishment in the value of tokens: It is possible that the token value may drop significantly in the future, which may deprive the EST of sufficient resources to continue to operate.

Non-refundable :

All purchase of EST are final and non-refundable. By participating in the EST Token (Symbol: EST) Sale, you acknowledge that the EvenToken system is not required to provide a refund for any reason and that you will not receive money or other compensation in lieu of a refund.



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(一) 任何人参与数字商品销售违反任何管辖区域的任何反洗钱、反恐融资或违反其它政府监管要求的规范。

(二) 任何人违反本计划下的任何陈述、保证、义务、契约或其它规定参与活动，以及由此导致的失败，和无法检索其付款或索取相关购买**EST**。

(三) 有特殊理由经甲方同意后可提前终止**EST** 销售：包括平台开发失败或退出，导致未能向购买者交付销售认购的**EST**；推迟或重新安排平台开发，导致未能达到任何预期的里程碑；平台源代码发生的任何错误、缺陷或其它错误；启动后的平台的任何故障、崩溃；平台或**EST** 未能达到任何特定目的或不适合任何特定用途；**EST** 销售收入的使用；未能及时全面披露有关开发平台的任何信息；任何**EST** 销售参与方泄露、丢失或破坏他/她的**EST** 钱包的私钥。

(四) **EST** 被任何政府、准政府、权力机构或公共机构分类或视为某种货币、证券、商业票据、可转让票据、投资或其它可能被禁止、管制或受某些法律限制的条款；在任何加密货币兑换中列出或退出**EST**；任何人交易或推测 **EST**；平台上的任何应用程序、智能合同或其它程式；本计划中披露的任何风险因素，以及与该风险因素有关的任何损害，损失、索赔、责任、惩罚、成本或其它不利之影响。

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