



A Distributed Search and Investment
Platform for Blockchain Projects

AWARE OF GOOD TOKENS

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Introduction to AWARE

The meaning of the English word “AWARE” is to be cognitive. Today, our cognition of the major trend in the technology field is described as follows: The distributed network represented by blockchain is establishing a digital link for mankind’s assets. That is what we call “the Internet of Value”.

The Internet of Value is bringing an unprecedented and disruptive revolution to traditional financial industry. Companies are declining while tokenized investment communities are gaining popularity. The market value of token investment management is expected to reach tens of trillion dollars in the next decade and everyone would become the holder and the investor of tokens.

Connecting people with all digital assets and eradicating the gap of value as its mission and “AWARE of Good Tokens” as its slogan, AWARE is creating a world leading distributed search and investment platform for blockchain and is committed to becoming a super portal of future digital assets, to serve hundreds of millions of blockchain adopters.

As a distributed and self-organized search and investment platform for blockchain which is centered on projects, AWARE platform establishes close connections between investors and projects. AT as token incentives for communities to self-develop, self-manage and self-motivate, AWARE continuously provides three major in-depth services TIS (Token Investment Service), IES (Innovative Ecological Service) and TIP (Token Investment Product) to form a decentralized world map of digital assets and community platform, helping the large number of users and investors enter the era of token economy where everyone owns certain amount of token.

AWARE Foundation is a compliant organization registered on Isle of Man. AWARE team has rich experience in Internet entrepreneurship and investment. Mr. Jianbo Sun, founder of AWARE, is the first to put forward the theory of Community of Consensus and Value and has profound insights into the development of blockchain.

Problems Resolved by AWARE

The digitalization tendency of assets brought about by the Internet of Value has converted the traditional investment in financial industry into token investment, which is an epochal shift for the investment industry. However, some issues come along:

- For the most ordinary users and token investors, there exist dilemmas such as how beginners acquaint themselves with the blockchain industry, how they could participate in investment and mining activities, which to invest in the face of a great many digital assets, and whether to make investments or not with the ever-increasing blockchain projects and how and which to choose. Issues like these keep many ordinary investors from outperforming the market index of digital assets, which is the main feature of token investment in the early stage.
- For professional investors and investment managers, investing is inefficient and opaque due to the lack of a vertical investment platform where people are enabled to delve into the projects systematically and to know the real-time developments of projects and of efficient systems to manage their digital assets.
- For blockchain project teams, they are facing common problems including deficiency of precise vertical channels to promote their own projects, inability to interact with more quality users and investors and to reach target users through the operation of their tokens.

AWARE commits itself to resolving the above issues with blockchain technologies and ideas as well as distributed search product. We hope to grow to be a one-stop platform that addresses the problems above for hundreds of millions of users, investors and projects in the industry.

Architecture of AWARE Platform

AWARE distributed search and investment platform for blockchain projects is composed of three modules User/Investor Service (TIS), Project Service (IES), Capital Service (TIP) and an Economic System of Community:

- **User/ Investor Service:** AWARE employs a decentralized method of crowdsourcing, incentivizes the community to mine content with AT and combines technical algorithm with manual review, to contribute accurate and high quality data to projects on the platform and to provide key words search service and recommendation of content based on the data. This helps users to enter the blockchain industry faster and token investors to delve into projects vertically and deeply, access the real-time developments of projects and ultimately invest in and manage their digital assets. Indeed, the search services AWARE provides is more than this and theoretically, almost any data in the industry can be rapidly searched for via AWARE search bar.
- **Project service:** In order to better serve projects on the platform, AWARE provides projects with the SAAS service tool for their token operation, based on the huge traffic brought by targeted users on the search platform. It will also open API in the future and provide early-stage projects with a series of services i.e. incubation, PR, financial and legal services, overseas distribution and market value management etc., to help integrate projects into the innovative ecology for better and faster developments.
- **Capital service:** To attract more projects, AWARE will provide part of investment services to quality projects on the platform through AWARE Innovation (AWI) and its sister investment company, pooling valuable project resources for the platform by strategic investment.
- **Economic System of Community:** AWARE has issued the token AT (AWARE Token) and established the token economic system of community to make the above services fully functional. There are abundant use cases in all three modules of AWARE platform that will incentivize users, investors and projects to contribute rich ecological resources, prospering the platform.

AWARE User/ Investor Service

AWARE, committed to becoming the entry and map for common people to enter the era of digital assets, serves not only senior investors, but the much more ordinary users, which is the major difference of AWARE from most investment-related blockchain projects (market software and information products included)

In a narrow sense, AWARE is a professional token investment data platform; in a broad sense, AWARE is far more than this, being a distributed search community with several important properties of value:

- Professional data platform for token investment: AWARE first serves blockchain investors and help token investors to delve into projects vertically, keep abreast of new development of projects and make investment decisions based on in-depth data by means of motivating core users on the platform with AT incentives to enrich precise, multi-dimensional and highly-structural basic data of projects.
- To meet the common demand of accurate data of digital assets: Apart from providing investor services, AWARE commits itself to offering the large number of users with all the precise and structured data services they need in the era of digital assets, based on the concept of community of consensus and value proposed by the founder. We believe that people in the future will not only be token investors, but be users and participants of the token economy too. Thus, AWARE can be regarded as Baidu in the blockchain industry and its search bar can satisfy users' further requirements for data of digital assets in addition to the need of investment information.
- The portal for beginners to enter the blockchain world: In the early days of the industry, the number of users is still very small and it is an industry-wide challenge how to help more potential users enter this field. AWARE helps every potential user to learn about digital assets step by step through the thematic navigation and content organization in various forms based on massive structured data. AWARE hopes to be the first stop for users to enter the world of digital assets some day.
- One-stop management of digital assets: Based on the huge and accurate community traffic, AWARE will naturally become the provider of trading and

management services for digital assets to users, sparing them from the trouble of turning somewhere else by providing more comprehensive one-stop services. Indeed, it takes time and efforts. In the early stage, we will focus on achieving a single breakthrough in the field of data services.

AWARE Project Service

AWARE holds the belief that the essence of blockchain projects is the community of consensus and value and the platform is aimed to build connections between people

and all tokenized communities. AWARE takes a token more as a lively project of community of consensus and value which displays rich demands based on its token, including but not limited to demands of investing and financing, than just an investable object.

- **Community operation service:** With the growing number of target users, project homepages on AWARE platform will become the critical base where there are traffic and tools needed for different types of blockchain projects to operate their communities as they wish in an independent and automatic way. The long-term goal of AWARE is to be the second official website of projects in which they are enabled to establish deepened connections with users.
- **Traffic distribution and value-added service:** AWARE will grow to be a distribution platform for traffic of blockchain, helping projects acquire users and miners in addition to investors. The platform will open API in the future and share users with third-party service providers, to offer projects with abundant service resources including project promotion, media publicity, testing and rating, community operation, traffic import and market value management etc., gaining for them competitive edges for their development.
- **Early incubation service:** Every year, AWARE will select only a few early projects for strategic incubation in order to expand its ecological system. With the maturity of public blockchain development environment, the next wave of entrepreneurs do not need to master the core technologies about blockchain at all, but they will manage to transform the existing traditional business to value only by gaining a deep understanding of the essence of distributed thoughts and community-based and tokenized business, supplemented by the guidance of their business experience. AWARE may allot to its community co-investment quota of projects incubated by the platform in the future.

AWARE Capital Service

AWARE Innovation (AWI) is the strategic token investment product of AWARE community. The community will allot part of the funds or cooperate with other institutions in providing certain capital services for excellent projects on the platform and to aggregate more project resources thereof.

- **Focus on the start-up blockchain projects in China:** China is home to the innovative talents in science and technology with a mature entrepreneurship and investment environment immediately next to the USA. Digital assets such as NEO, ONT, QTUM and TRX etc. rank among global Top 50. Besides, with the Chinese market huge and independent, it is believed that the BAT in the Internet of Value era is bound to emerge in China.
- **Engaged in a project at its incubation stage:** AWI exploits the advantages in traffic and project services of AWARE platform to get engaged in top start-up blockchain projects at their incubation stage and to provide them with a full range of value-added services for higher level of strategic synergies and greater long-term returns.
- **Establish investment portfolios and hold them for a long term:** For the sake of security, AWI would follow the process of “Intention> Due Diligence> Agreement> Delivery> Post-investment services” strictly and professionally and select top projects to form fine investment portfolios. AWI will seek for the value presented by the long-term project growth instead of profits from short-term speculation.

AWARE Economic System of Community

The true significance of the Internet of value is to enable every individual to realize his value. In a safe, trusted and distributed network, people would have the opportunity to create value for the community in which they are truly involved and share the benefits presented by community growth, via the new value carrier, token. This is everyone's most intensive desire.

AWARE has built an essential economic system of community via the token AT , which has mixed properties of rights. Each AT holder is the person to use and benefit from AWARE who can not only gain short-term incentives but also share the long-term value presented by the growth in digital assets of the community.

- **Mining of AT:** There is enough space on the platform as incentives for members to participate in community construction (mining). The major way to participate is to enrich the content on it. For instance, people will be rewarded with AT whenever they forward or create their own content or participate in worthy discussion. Even ordinary users can receive incentives for their active use of the product in the community. This forms a complete incentive system in the ecology.
- **Consumption of AT:** Including but not limited to A. Senior investor service: such as trading service which enables people to trade directly in the primary or secondary market; or senior data service; Senior project service: such as advertising and promotion service, airdrop service and PR service etc., all at the cost of certain amount of AT.
- **Lock-up of AT:** Participants of the lock-up will enjoy various senior member services according to their lock-up amount, such as bonus of mining income, dividend of platform revenue and senior token operation service for projects etc. The appreciable incentives for lock-up members will attract more users to hold AT for the long run, thus stabilizing the token price.
- **Buy-back of AT:** Including A. Earnings-driven buy-back: if the total digital assets of AWARE community increases due to the considerable revenues from AWI investment or the platform, AWARE Foundation might buy back AT for burning with a proportion of the increased value. Specific execution plan is adjusted according to the market condition. B. Remedial buy-back: in the case that

AT price is far lower than its intrinsic value for a long time, the community might launch the temporary remedial repurchase and the AT reclaimed will all be used in community incentive plans.

Community Governance of AWARE

- **Foundation:** AWARE Foundation, a charitable organization registered on Isle of Man, devotes itself to the development and building of AWARE community and advocacy and promotion of transparent governance, and promotes professionalism of the product, effective management as well as the secure and compliant use of cash. The Judgment Committee of the Foundation is composed of five members with an office term of four years. The committee has several executive teams under its administration, including product operation team, technical research and development team, community promotion team and finance and human resources team.
- **Judgment Committee:** Responsible for making decisions on important affairs in community operation, including product positioning and planning, establishment of the core team, decisions on AWI and control of risks during the community development.
- **Information disclosure:** AWARE Foundation will timely disclose its product development progress, financial status, AT circulation and recycling, change in important management members and community activity planning etc.
- **Financial monitoring and audit:** AWARE Foundation provides highly transparent financial management and uses for intended purposes via joint password management, so as to make sure that its finance will be approved in the audit and assessment from third-party audit agencies.
- **Compliance:** AWARE Foundation is highly compliant with the local laws of Isle of Man and followed the strict KYC procedure in token exchange. It, with the help of experienced legal advisors, will keep operating of token community in a compliant way.

AWARE Core Team

- **Jacob Sun:** Head of Community Development Strategy and Investment. With over ten years' Internet entrepreneurship experience, he has started several Internet enterprises as the founder. Since 2014, he has managed three terms of Angel Series in succession and invested in over dozens of technology enterprises. He founded AWARE at the end of 2017, all in blockchain industry. He had his doctoral study in the School of Journalism and Communication, Tsinghua University and received his bachelor's degree in the Department of Information Management of Peking University.
- **Iking Jin:** Head of Community Technology R&D, former CTO of Art Play (Beijing) and REKOO, full stack developer with over then years' experience in developing community and gaming products. He has spent years on the study of blockchain technology and developed small gaming applications based on Ethereum.
- **Maggie Li:** Head of Community and Marketing. As a senior Internet practitioner, she was previously the director of marketing/PR in several famous Internet companies including dianping.com and helijia.com. She then worked as the vice president of an investment company, responsible for operation and investor relation management. She received her bachelor's degree in Arts from Peking University.
- **Patrick He:** Head of Community Investment and Financial Affairs, with many years' financial transaction experience in Wall Street, former senior actuary of American International Group (AIG), energy trading director of Ashmore Group and senior vice president and hedge director of Berry Petroleum Company. He graduated from Tsinghua University School of Economics and Management with a bachelor's degree from the University of Hong Kong and a master's degree from Columbia University.

AWARE Development Plan

- 11/2017 To build the team and complete the Angel round
- 12/2017 To initiate token exchange and aggregate strategic resources home and abroad
- 01/2018 The listing of AT on three exchanges including Bibox
- 03/2018 The design of AWARE APP completed, APP being developed
- 06/2018 The alpha test and small-scale beta test of AWARE APP
- Q3/2018 The promotion of AWARE APP version & PC web version
- 2019 To provide one-stop management services for digital assets based on AWARE community

Tips

I. As digital assets remain in the stage of early development, your investment may involve some risks. There is possibility that AWARE project would fail due to factors related to the market, techniques, regulation or others. The fact that AWARE core team will give its best in developing the project neither means the project will be a success nor guarantees any profits or income.

II. AT is simply a token of a digital asset circulating in AWARE community instead of a traditional financial asset and is not currently registered in any government entity. There is a possibility of fluctuations in the price of AT or losses due to regulation, industry cycles, network security and other reasons.

III. As a new value carrier, AT is not a security and does not represent any promise of dividends, increase in value, equity, securities and their derivatives. AWARE Foundation never provides any resale of AT and the AT holders has the right to use the token at his or her discretion.

IV. AWARE Foundation is responsible for the operation of the community product and the market, and does not have the ownership of the assets of AWARE community.

V. The AWARE whitepaper and business plan will be updated and published continually as the market develops and the community core team reserves the right of explanation about adjustments in the contents of the white paper and the business plan.

Website: www.at.top