



**CNNS**

**Dedicated to be the Most Inclusive Crypto  
Neo-value Neural System**

2019.03

## Abstract

Blockchain technology, with its advantage of immutability, security, and transparency, has the potential to revolutionize a wide range of industries. However, at the current stage, low-quality information, absence of an accurate way to measure value, and underdeveloped trading strategies, are causing confusion and high financial risks to blockchain participants and investors. Lack of understanding and uncertainty in legal regulations has caused hesitation for expansion of the blockchain technology into wider industries. Both institutional and individual investors have a strong need for authentic information and investment tools in the cryptocurrency “Wild West” to mitigate potential hazards. Meanwhile, traditional industries looking to leverage the blockchain technology and tokenize previously low liquidity assets desperately need a legally compliant method with expert assistance to handle the whole process.

In this whitepaper, we present the Crypto Neo-value Neural System (CNNS) Ecosphere, a vibrant global ecosystem for information and value exchange to gain maximum benefit for all the key participants in the blockchain industry. We present four key platforms to facilitate high-quality interactions between user- to-user and user-to-blockchain related assets, which are shown below:

The first platform is the CNNS Information Terminal (CIT), a news and analysis outlet which delivers users time-sensitive and accurate information feeds along with comprehensive analysis of the blockchain industry and the cryptocurrency market, allowing the users to have a better grasp of the blockchain industry as a whole and make better investment decision accordingly.

The second platform is the CNNS Asset Management Platform (CAMP), a regulatory compliant asset management platform that connects professional investment teams to legal sources of stable funding. It also provides potential investment channels for individual investors. A wide range of investment strategies are available, along with assistance in portfolio management, for investors to gain a high return on investment.

The third platform is the CNNS Value Exchange Platform (CVEP), where both on-chain and off-chain exchange of value can be achieved with minimal friction. CVEP also facilitate asset tokenization of traditional industries to achieve wider blockchain adoption. A set of procedures and one-stop services will be in place for both enterprises and individuals.

The fourth platform is the CNNS Global Community (CGC), a place where all the blockchain participants can connect and interact with peers to share and collaborate. For blockchain enthusiasts, CNNS Academy provides the education of blockchain technologies. For blockchain experts, this is the place for you to convert intangible assets of knowledge to palpable value. For blockchain entrepreneurs, you'll find the talents and the broadest audience to share your revolutionary ideas.

The CNNS Ecosphere will be built on the underlying CNNS blockchain to achieve immutability and security of the transactions on top, with the CNNS token as the medium. Well-designed DApps and wallets allows all users to manage blockchain-related info and cryptocurrencies at one location.

CNNS will incentivize network participation and incentivize our key values: user-centricity, authenticity, and high quality. CNNS endeavors to become an industry-leading contributor to propel legally-compliant growth of the blockchain industry as a whole, to act as the catalyst for widespread blockchain adoption and innovation, and to provide opportunities for realization of maximum benefits and value of all blockchain participants.

# Contents

<b>1. Introduction</b> .....	1
Blockchain Technology	
Opportunities and challenges	
Our core value and vision	
<b>2. CNNS Ecosphere</b> .....	5
<b>3. CNNS Information Terminal (CIT)</b> .....	10
Dimension of News-Driven Analysis	
Dimension of Technical Analysis	
Dimension of Fundamental Analysis	
<b>4. CNNS Asset Management Platform (CAMP)</b> .....	14
Quantitative Trading	
Quantitative Trading Strategies Platform	
Fund of Funds (FOF)	
Robo-Advisor	
Customized Advanced Trading Tools and Big Data Platform	
<b>5. CNNS Value Exchange Platform (CVEP)</b> .....	21
On-Chain and Off-Chain Exchange of Value in CVEP	
CVEP Facilitates Assets Tokenization	
<b>6. CNNS Global Community</b> .....	25
CNNS Society	
CNNS Chinese Club	
Connections and Collaborations	
CNNS Academy	
Global Autonomous Groups	
CNNS Governance	
<b>7. CNNS Blockchain System</b> .....	29
Architecture of CNNS Blockchain	
Consensus and Blockchain Nodes	
<b>8. Token Issuance and Token Economy</b> .....	34
Token Issuance	
Business Model	
CNNS Usage Examples	
Spending Cases Examples	
<b>9. Team Introduction</b> .....	42
<b>10. Disclaimer</b> .....	44

# 1. Introduction

## Blockchain Technology

Blockchain is a type of open, distributed ledger that can record transactions between two parties efficiently and in a verifiable and permanent way. It is built upon a connecting list of digital records, called “blocks”, which are linked using cryptography. Each block contains a cryptographic hash of the previous block, a timestamp, and transaction data. Once recorded, the data in any given block cannot be tampered with or changed retrospectively without alteration of all subsequent blocks, which requires consensus of the network majority. Bitcoin, the pioneer of the blockchain technology, was announced in the 2008 white paper called “Bitcoin: A Peer-to-Peer Electronic Cash System.” In January 2009, its author, Satoshi Nakamoto released the first Bitcoin software that launched the network and the first units of the Bitcoin cryptocurrency. A cryptocurrency refers to a digital coin that runs on a blockchain. Ethereum, in 2013, further extended the capability of blockchain, by replacing Bitcoin’s more restrictive language with a universal blockchain framework to run a series of code with Turing-complete virtual machine capability. Ethereum allows developers to program their own “smart contracts”. A smart contract is a computer protocol intended to digitally facilitate, verify, or enforce the negotiation or performance of a contract. Smart contracts allow the performance of credible, trackable and irreversible transactions without third parties.

Blockchain is the core technology behind cryptocurrencies like Bitcoin and Ethereum that can reduce cost, improve efficiency and data storage security by introducing decentralized and peer-to-peer communications in a trustless and distributed system using cryptography, timestamp, distributed consensus, economic incentives, and more. Blockchain in itself is not a brand new technological innovation but a creative model that incorporates such a series of technologies.

## Opportunities and Challenges

Blockchain technology, with its advantages of reduced cost, improve efficiency, immutability, security, and transparency, has the potential to revolutionize a wide range of industries, including but not limited to the financial industry, supply chain, gaming, healthcare, IOT (internet of things) and energy. Due to such broad opportunities, blockchain technology, a form of a decentralized and self-governing system, are drawing significant attention from governments worldwide. While cryptocurrencies remain a challenge to regulators, various nations claim to have been studying possibilities of central bank-backed digital currencies (CBDCs). This has been a great victory of Satoshi Nakamoto's idea. Countries are also continually considering the proper legal and regulatory actions to facilitate blockchain technology development while protecting investors' interest. For competitive financial superpowers such as China, U.S. and Europe, blockchain and cryptocurrencies are too good an opportunity to miss due to its vast potentials.

With blockchain and cryptocurrencies being acceptable to a broader international community, the future wealth management market involving cryptocurrencies will scale up drastically, which is well-proven by a growing number of traditional financial institutions' holding and managing digital assets since 2018. The cryptocurrency market is experiencing and will continue to experience unprecedented exponential growth.

Back in 2013, there were merely 66 cryptocurrencies, which grew to 644 in 2016 and 1,335 in 2017. As of December 2018, the global cryptocurrency market capital exceeded \$100 billion with over 2,000 cryptocurrencies and 15,000 exchange markets around the world. It is fair enough to say that cryptocurrency users will reach 200 million next year and potentially 1 billion in around six years given a significant degree of cryptocurrency compliance development. Security Token Offerings (STOs), for example, are becoming more popular due to its compliance advantages.

While the digital asset market is evolving, experience from traditional finance suggests an extensive demand for trade services and asset management services. In a broad sense, digital wealth management platforms are what serve users best. Those who offer trade information, market statistics, investment consultancy, and access to exchanges stand a great chance of



taking the lead in the early stages of the industry; of course, those who offer such services will be subject to regulatory policies.

**Figure 1-1 Daily Volatility of Different Assets (2017 & 2018)**

Type of Assets	Volatility	
	2017	2018
S&P 500 Index	6.66%	19.23%
Gold (LME)	10.19%	11.01%
Crude Oil (Brent)	23.85%	30.61%
Bitcoin	97.18%	80.07%
Ethereum	136.68%	103.05%

Note: The above figure is sourced from Wind & Bitfinex, and the yield of different assets is calculated using the US Dollar.

In the meantime, despite the fact that the blockchain and cryptocurrency industries have grown at a rapid pace over the past few years, they are still at an early stage and are far from achieving mass adoption. The quality and the technology of the blockchain projects and exchanges vary due to lack of industrial standards; investors’ legitimate rights are under threat from a variety of unmoderated crypto financial products; centralized institutions, like exchanges, are becoming more powerful; traders pay high commission fees; lack of regulatory protection, and much more are severely hampering the faith and healthy development of the blockchain industry and the cryptocurrency market. Investors take on significant risks under the current market because it is dominated by speculation (or “hype”) which lacks transparency and sufficient supervision. Fake news, lack of high-quality information cause a lot of confusions to ordinary blockchain participants. Misleading projects and overblown promises lead to investor loss. Lack of understanding and elusive legal regulations have caused hesitation for more expansion of the blockchain technology to wider industries. Our calculation shows the volatility of cryptocurrencies is much higher than that of the traditional financial markets (see Figure 1-1), and so is the return on investment (ROI). Therefore, both institutional and individual investors have a strong need for authentic information, and investment tools in the cryptocurrency “Wild West” to mitigate

potential hazards. Meanwhile, traditional industries looking to leverage the blockchain technology and tokenize previously low liquidity assets desperately need a legally compliant path with expert assistance to handle the whole process. Given this, excellent investment advice and platforms compliant with different rules and regulations are highly coveted.

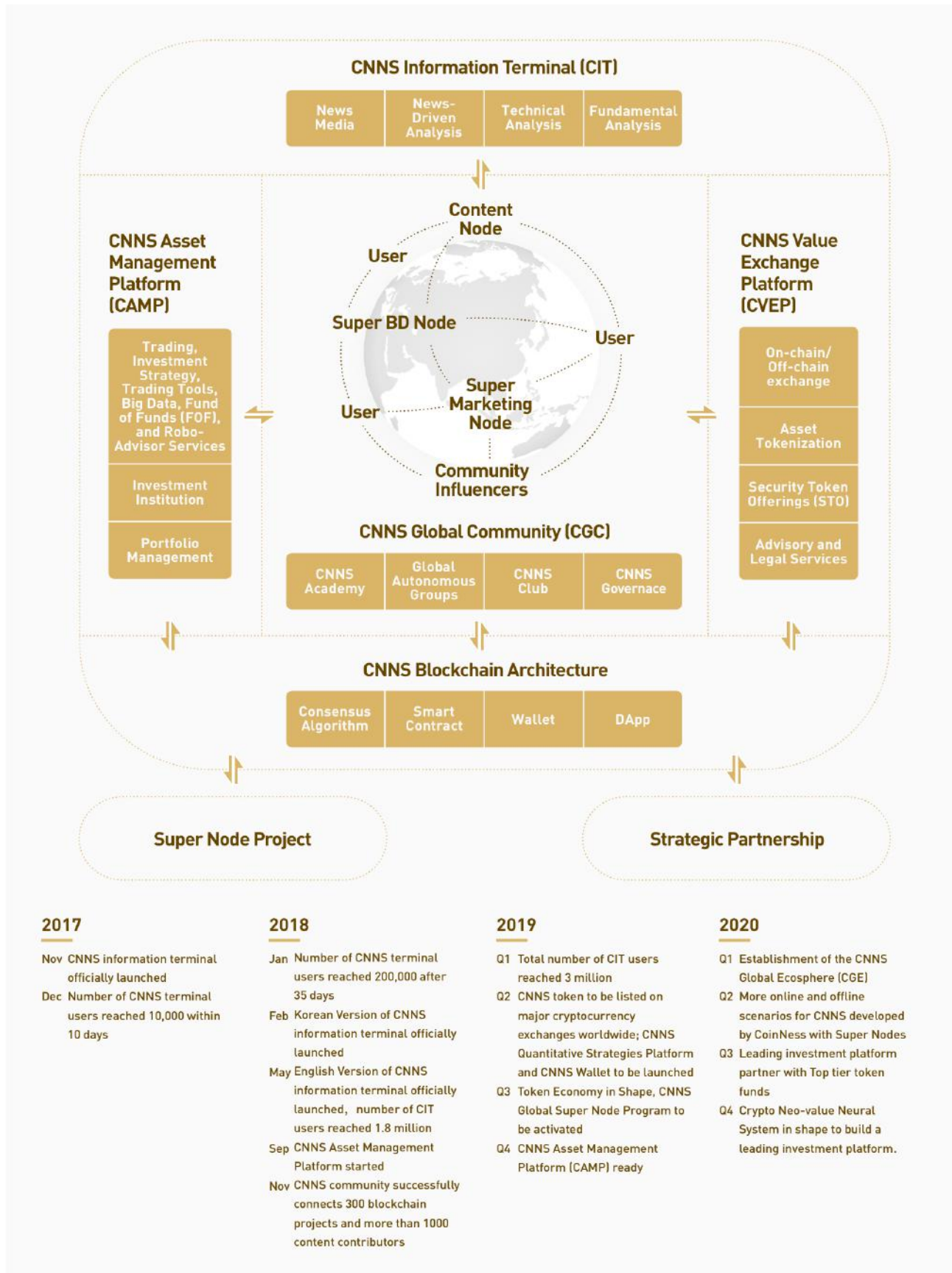
## **Our Core Value and Vision**

Given the opportunities and challenges presented to us at the current stage of blockchain and cryptocurrency development, CNNS devotes our effort to building a vibrant blockchain ecosphere to facilitate users to discover, invest in, and exchange information and values of crypto assets. User-centricity, authenticity and high quality is highly valued in the CNNS ecosystem, and will be incentivized or punished based on the participants' actions.

CNNS envisions that blockchain technology will transform how we work, how we live, and how the society evolves by revolutionizing the liquidity and trade models of existing financial assets. Blockchain technology will bring disruption and enable rapid growth of the traditional industries, enable new business models with an interaction of all people. We firmly believe that although there is a long way to go, the tokenization of assets is both inevitable and irreversible. With the ecosphere we are building today, CNNS endeavors to become an industry-leading contributor to facilitate a legally-compliant growth of the blockchain industry as a whole, act as the catalyst for widespread blockchain adoption and innovation, and provide opportunities for realization of maximum benefits and value for all blockchain participants.



## 2. CNNS Ecosphere



In order to expedite legally compliant growth of the blockchain industry as a whole, we present the CNNS Ecosphere, a vibrant and dynamic global ecosystem for information and value exchange to gain maximum benefits for all participants in the blockchain industry. We provide key features and incentives to target users ranging from news media, blockchain enthusiasts, personal and institutional investors, blockchain experts, information or strategy providers, entrepreneurs or ongoing blockchain project leaders, to traditional business leaders looking to tokenize their current products to enable a new phase of growth. It ensures that users enjoy the convenience blockchain brings to their life and work, that active members and influencers realize their individual values, and that project developers are inspired to build better DApps. To assist the blockchain participants within our ecosphere, we present four key platforms to facilitate high-quality interactions between user to user and user to blockchain related assets, which are shown below:

**The first platform is the CNNS Information Terminal (CIT),** CNNS Information Terminal (CIT), a news and analysis outlet where you can find the news of the day within the blockchain community, and data analysis of the current cryptocurrencies, to assist with investment decision-making process. CIT delivers users with real-time and customized information feeds which are professionally curated and include fundamental analysis, technical analysis, and news-driven analysis. Through CIT, the user will have access to extensive data flows from cryptocurrency exchanges, blockchain projects, users, social media, and more, which are further processed via a large quantity of analysis tools including Natural Language Processing (NLP), big data, and quantitative analysis to help users make investment decisions. For blockchain enthusiasts and investors, CIT would be the fastest and highest quality news and knowledge source.

**The second platform is the CNNS Asset Management Platform (CAMP),** which sets up a compliant and open asset management platform that connects professional investment teams to legal sources of stable funding. It simultaneously provides potential investment channels for individual investors. CNNS is assembling an in-house research and investment team with our long-standing resources within the industry to provide a wide range of investor strategies. Using CAMP and other tools, personal or institutional investors can

expect a high return on investment.

**The third platform is the CNNS Value Exchange Platform (CVEP)**, which makes the exchange of value easier through tokenization. With more regulations coming to the cryptocurrency market, the future of the market will be operating within a more normative legal framework characterized by transparency. For investors and traditional business leaders, CVEP provides a gateway for any content of value and assets from industries across the board to be compliantly tokenized on the blockchain. Individual users engaged in trading on-chain or off-chain assets will also benefit from the convenience and security providing provided by CVEP. CNNS foresees that many real-world assets will be tokenized in the future for the purpose of streamlining on-chain circulation, trading, auditing, regulation, and other activities in a more convenient and transparent fashion.

**The fourth platform is the CNNS Global Community (CGC)**, a place where all the blockchain participants can connect and interact with peers to share and collaborate. For blockchain experts and investment strategists, CGC is a platform to demonstrate and get rewarded for their expertise and connect with a broad audience; or blockchain start-ups, a platform for new entrepreneurs or ongoing blockchain project leaders to advertise their project ideas and new developments, and to attract talents and investments.

The CNNS Ecosphere will be built on the underlying CNNS blockchain system, serving all the CNNS component platforms and the interactions within the CNNS community, with the CNNS token as the medium. On the CNNS blockchain, user profile data is securely stored and only allows for client data such as personal information, preferences, net worth, asset account information to be shared as needed with permission for access by the individual. Collaboration among participants within the CNNS ecosystem is also encouraged as projects, portfolios, or strategy developments are well-tracked with access on a need-to-know basis. Through blockchain technology, CNNS provides a reliable, immutable, time-stamped secured transaction record. CNNS provides customized smart contract generator with pre-secured templates to facilitate all the transactions completed within the CNNS Ecosphere. All transactions, regardless of on-chain or off-chain are

encouraged to use the CNNS blockchain platform as the transaction method for security, trustless and immutable record reasons. CNNS also provides well-designed DAPP and wallet to manage blockchain related info and cryptocurrencies.

CNNS will incentivize network participation and incentivize our key values: user-centricity, authenticity and high quality. A well-balanced design of the business model allows rapid development within the CNNS Ecosphere through staking, rewarding and spending of the CNNS token.

As CNNS devotes our resources to facilitate the growth of a more prosperous blockchain industry, we also fully acknowledge that such task needs to involve all the blockchain participants and we cannot do it by ourselves alone. We constantly welcome, seek and encourage partnerships with outside organizations and outside contributors and talents to be incorporated into our ecosystem. Collaborations with the CNNS ecosphere can be achieved through our Super-Node Program or Strategic Partnerships.

## **Super-Node Program**

As the CNNS Ecosphere matures and stabilizes, our user-driven Global Super-Node Program is set to take off. Global Super-Node Program is an in-depth collaboration plan open to all and to benefit all CNNS users. CNNS encourages and incentivizes key content or service providers and contributors that connect with businesses and customers, for CNNS promotions and community growth, to join in our ecosystem. All of the Super Nodes are united to build the ecosystem, to govern the community, and to share interests. We will place nodes on different layers based on their resources and influence. Although CNNS will facilitate the early invites of Super Nodes, their fate is ultimately decided by every CNNS user, who is endowed with the voting right to decide on the power and interfaces of each node, select or deselect Super Nodes with their votes to acknowledge contributors within the ecosystem, making it a truly decentralized ecosphere. In cases where Super Nodes fail to perform their duty, they will be removed from the list and replaced by new Super Nodes.

## **Strategic Partnership**

CNNS is constantly looking for strategic partnership with industry-leading companies to jump-start and achieve rapid development of the CNNS ecosystem to better serve all users. We welcome and will incentivize organizations and companies to join our path toward the growth of the whole blockchain industry. As of now, we have formed a strategic partnership with CoinNess to leverage their industry-leading news-feed and analysis, global users, and insight into asset management. In return, CoinNess users will have early and incentivized access to the CNNS token.

### **3. CNNS Information Terminal (CIT)**

Among all components of the CNNS ecosphere, CIT interacts with users to the greatest extent. We look to become the world leader in news, analysis and information on blockchain technology and cryptocurrencies. Our platform and resources, especially the strategic partnership with CoinNess, allow us the opportunity to deliver up-to-date and accurate coverage of cryptocurrency and blockchain adoption, to provide comprehensive industry-leading research and in-depth analysis about the pressing issues that surround one of the most exciting emerging technologies of our time. It serves the purpose of creating the premier investment decision-making platform and community for global cryptocurrency investors by means of blockchain and internet technologies, an essential step to simplify and optimize investment and trading decisions.

In addition to personal investors, CIT also caters to the needs of all blockchain professional investors, empowering their businesses with concrete statistics, information, and data tools. The intelligent services delivered by CIT will smoothly help investors streamline decision making and save money, which further helps usher in more future participants to the blockchain world. More specifically, CIT curates and represents users with customized information flows based on three dimensions of the strategic investment decision-making process, namely news-driven analysis, technical analysis, and fundamental analysis.

#### **Dimension of News-Driven Analysis**

Reliable information on the current and future value of assets has always been sought after by professional and personal investors; there are no exceptions in the cryptocurrency market. At the time of publication, our strategic partner, CoinNess, has summoned more than 1,000 influencers and over 300 blockchain projects to generate content in China alone. With this success formula replicated at a broader level, CIT plans to assemble more than 1,000 blockchain project operators to serve a user base of more than 10 million by 2020.



CIT features ‘timely’ and ‘in-depth’ analysis:

**Timely:** CIT provides 24/7 real-time news flashes of the blockchain and cryptocurrency market. It outputs 120 news flashes daily by in-house journalists and editors; it is aggregated from more than 500 sources of news. Furthermore, each news flash is followed by user comments and shares. Data shows that 85% of the time, our strategic partner, CoinNess gets the word out first to more than 3 million users around the world, an impeccable lead over all competitors in the industry.

**In-depth:** CIT supplements real-time short news clips with market insight reports on the blockchain industry, interviews with industrial influencers, and exclusive research reports. Our other partners of the blockchain/cryptocurrency trade press habitually reproduce our strategic partner, CoinNess’s articles to feed their info-craving subscribers.

To better fulfill the need of users, CIT is open for subscription. Owing to Natural Language Processing (NLP) technology, subscribers will receive more customized and target-oriented notifications from CIT, which helps them seize every trading opportunity.

## Dimension of Technical Analysis

### Market Quotations

CIT imports real-time data flows from all major cryptocurrency exchanges across the world, and categorizes the immense amount of data into reader-friendly indicators for users to instantly identify changes in the market. Customized services are featured to honor CIT’s user-centric promises. Users can build their own portfolio on the homepage, enabling the Intelligent Market Monitor to keep an eye on the market around-the-clock, especially when users are away. In addition, CIT will recommend cryptocurrencies that match users’ interests based on their browsing history.

### Processed Data

On top of fundamental technical analysis, CIT takes a leap forward to process the data flows into a variety of conceptual tools to facilitate better-informed



trading decisions after a solid grasp of the battle between the bulls and bears. The tools go beyond commonplace rankings based on multiple parameters, and encompass capital inflows and outflows of both cryptocurrencies and trading platforms, exclusive market indices by category, and more. CIT constructs the Bull and Bear Indicator, analyzing manifold sources of data and parameters, to make elusive technical analysis-based trading signals more attainable to more traders.

## **Dimension of Fundamental Analysis**

Information distortion is a plague to the crypto asset evaluation at the current stage. CIT deploys an internal SWAT team, subsidiary to the CNNS's product research team, to collect information required by fundamental analyses. With a strategic collaboration with exchanges, blockchain project leaders, and other interested parties, the SWAT team cross-examines information submitted via multiple channels to set up cogent portfolios for more than 3,000 cryptocurrencies and exchanges. The portfolio of each coin contains a basic introduction, white paper, circulation supply, and the exclusive collection of its activities both on the blockchain and within social media.

To make sure that all CNNS participants can stay ahead of legal and regulatory policies, which are the key to today's blockchain technology development, CIT will also provide a regulatory section dedicated to updating regulatory policies around the world regarding blockchain. Our regulation research team will provide an in-depth analysis of potential regulatory directions and make aware of current rumors to allow our users to stay ahead of future policy developments. Once CNNS ecosphere grows into the industry-leading contributor in the industry, we would also collaborate with policy makers on how to make the best policies to balance growth and risks, and provide valuable information to our users.

News and technology posts will be the door to the blockchain industry and its unlimited access is complimentary to all CNNS token owners. We also welcome independent contributors. Content contributor will have their choice to present their information or analysis for free or for a fee. This will be a platform for you to share your lines of knowledge and insights into the blockchain

industry, and to connect with blockchain participants, and potential investors.

CIT will continue to channel users into the CNNS ecosystem as the main gateway. Furthermore, CIT takes on responsibility as a pillar of the long-lasting development of other components within the ecosystem: CAMP, CVEP and CGC.

**Figure 3-1 CIT Current Market Overview, Along With CoinNess**



## 4. CNNS Asset Management Platform (CAMP)

The cryptocurrency market has seen rapid growth in recent years and there are indications that the growth will continue as the number of participants and businesses increases along with the rapid progression of the underlying blockchain technology. The ability to trade long and short allows profit opportunities regardless of market direction. Compared to traditional financial markets, it is difficult for investors to yield profit in the cryptocurrency market due to the following aspects:

- Asymmetric information flow, as trading activities are largely influenced by media and retail sentiments (and hypes);
- Lack of regulations expose personal investors to more risks and potential losses;
- 24/7 trading across a growing number of global exchanges, with users from different time zones unable to seize investment opportunities around the clock;
- High volatility, accompanied by an epidemic of weak risk assessment;
- Underdeveloped trading mechanisms.

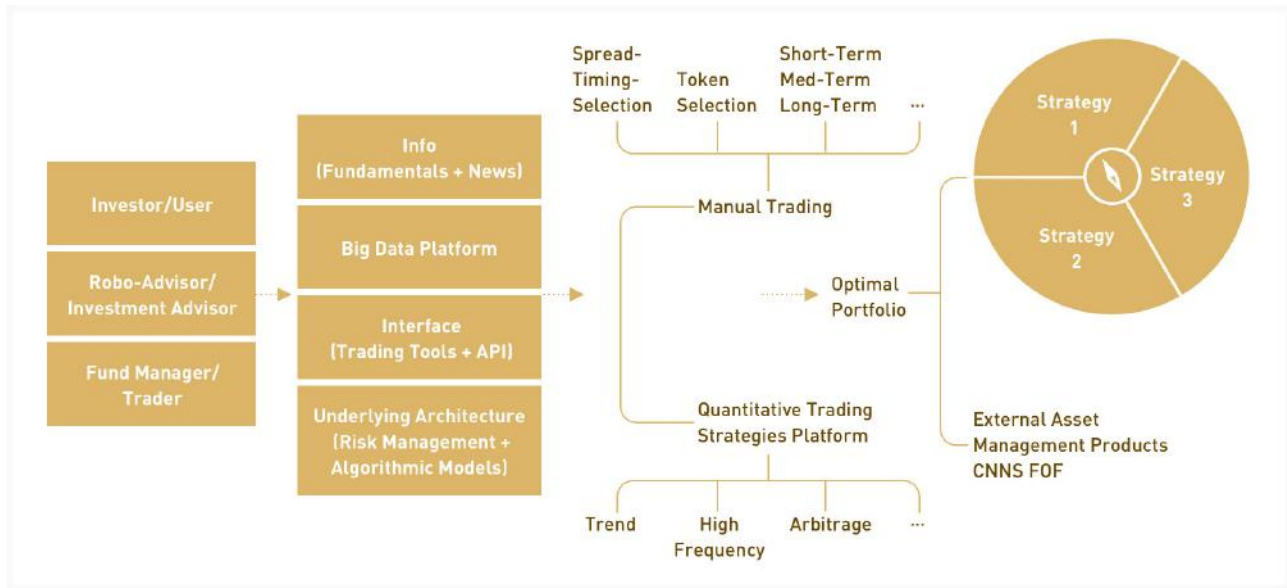
With the tightening regulation and the bursting bubbles, individual and institutional investors, looking to profit from the upcoming blockchain revolution across all sectors, need proper guidelines and assistance into cryptocurrency investments. Based on our ongoing analysis of user behavior, we have reached the conclusion that it is vital for users to have access to instant information and investment assistance tools to earn a higher ROI. With our industry-leading CIT platform, our investors already have the most comprehensive and up-to-date understanding of the cryptocurrency world and can make the best decisions accordingly; The CNNS Asset Management Platform (CAMP), being one major component of the CNNS ecosystem, is dedicated to setting up a compliant and open asset management platform to provide potential investment channels to connect professional and personal users.

Under the guidance of the CNNS Foundation, CAMP has assembled an in-

house task force, equipped with veteran experts from financial and Internet sectors. Aside from our own team, CAMP is undergoing an industry-wide search for leading research and investment teams and plans to continue to build relationships well into the future for potential collaborations. With our ecosystem size and connections within the blockchain industry, we are also forming strategic partnerships with top exchanges to negotiate lower transaction fees for our own CNNS customers to honor our user-centricity value in the CNNS ecosystem. Having strong relationships with some of the most promising entrepreneurs and other top investors in the space, CNNS is building a diversified portfolio and persistently bringing in industry-specific and value-add resources to its portfolios. CAMP helps forward-thinking investors access this rapidly emerging asset class in products they can trust, and potential associated benefits of exposure to the cryptocurrency sector. CAMP delivers best-in-class security, tax preparation, investor relations, portfolio diversification and decent returns – but with reduced volatility for which the market is known.

CAMP offers full mobile and web support for crypto asset tracking, management and bookkeeping for personal, professionals, businesses, and enterprises. It allows the user to manage and track their cryptocurrency assets with pro tools and advanced management features; auto sync multiple exchange accounts and custodianship services to effortlessly organize all your asset data. For institutional investors, you can create unlimited portfolios to match your trading strategy with real-time analytics, balances and performances of your cryptocurrency assets. Portfolios can also be shared with external associates or designated team members in the organization for collaboration.

CAMP is equipped with tools to build and trade cryptocurrency strategies both on simulation and a real-time basis. Trading and holdings data are analyzed by a quantitative model to ensure investors access to the most effective strategies. At the time of publication, CAMP has started to take shape (see Figure 4-1). In the next two years, CAMP will take effect in the five following aspects: quantitative trading, quantitative trading strategies platform, customized advanced trading tools, fund of funds, and robo-advisor. These aspects will be detailed below.

**Figure 4-1 Architecture of CAMP**


## Quantitative Trading

Compared with the traditional financial market, crypto assets exhibit a characteristic of high volatility, which allows traders great opportunities to profit. Quantitative trading teams with expertise in crypto assets have seen exponential growth in line with the market performances, however, they may also experiences significant losses due to market volatility. Individual investors may feel confused when it comes to differentiating the profitable investments from the masses. Owing to CNNS’s internal need for asset management, CNNS crafts a quantitative analysis-based investment portfolio featuring a multi-asset, multi-cycle, and multi-strategy approach (see Figure 4-2). Individual investors will have access in the near future whenever the in-house team deems appropriate to go public on CAMP.

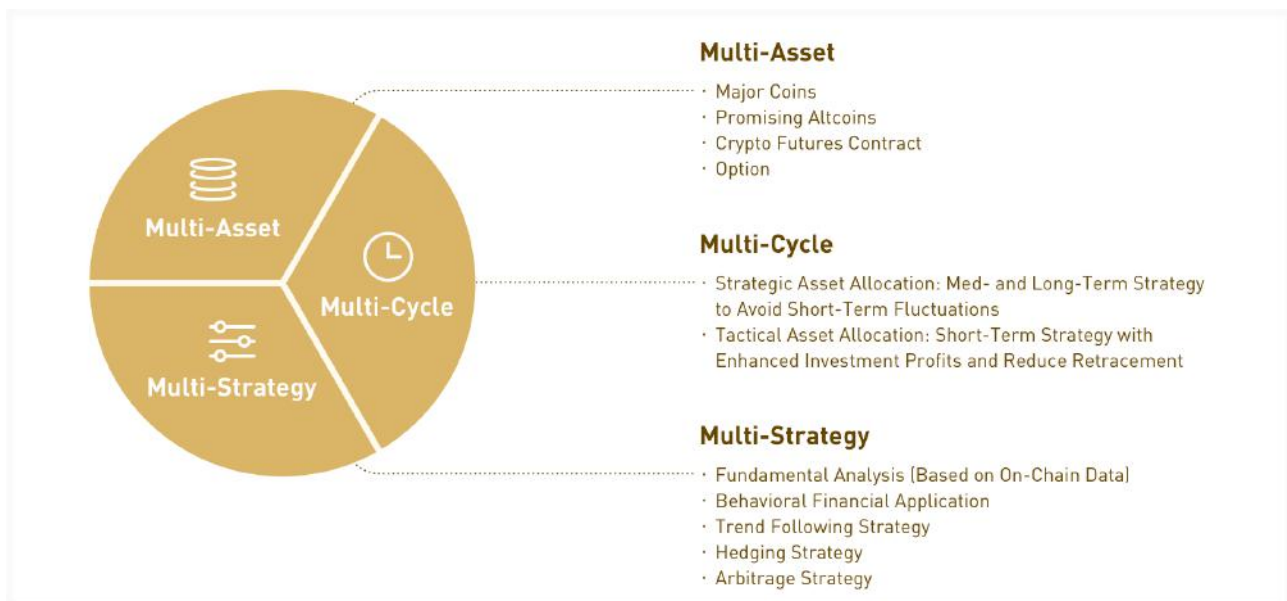
## Quantitative Trading Strategies Platform

Taking advantage of resources assembled by CIT, we are able to develop certain investment strategies that have been proven effective and broadcast them to all CNNS users. On the other hand, we gather in-depth knowledge from all quantitative trading teams within the CNNS ecosystem to enrich the strategies platform; in return, we divvy up the returns among all participants



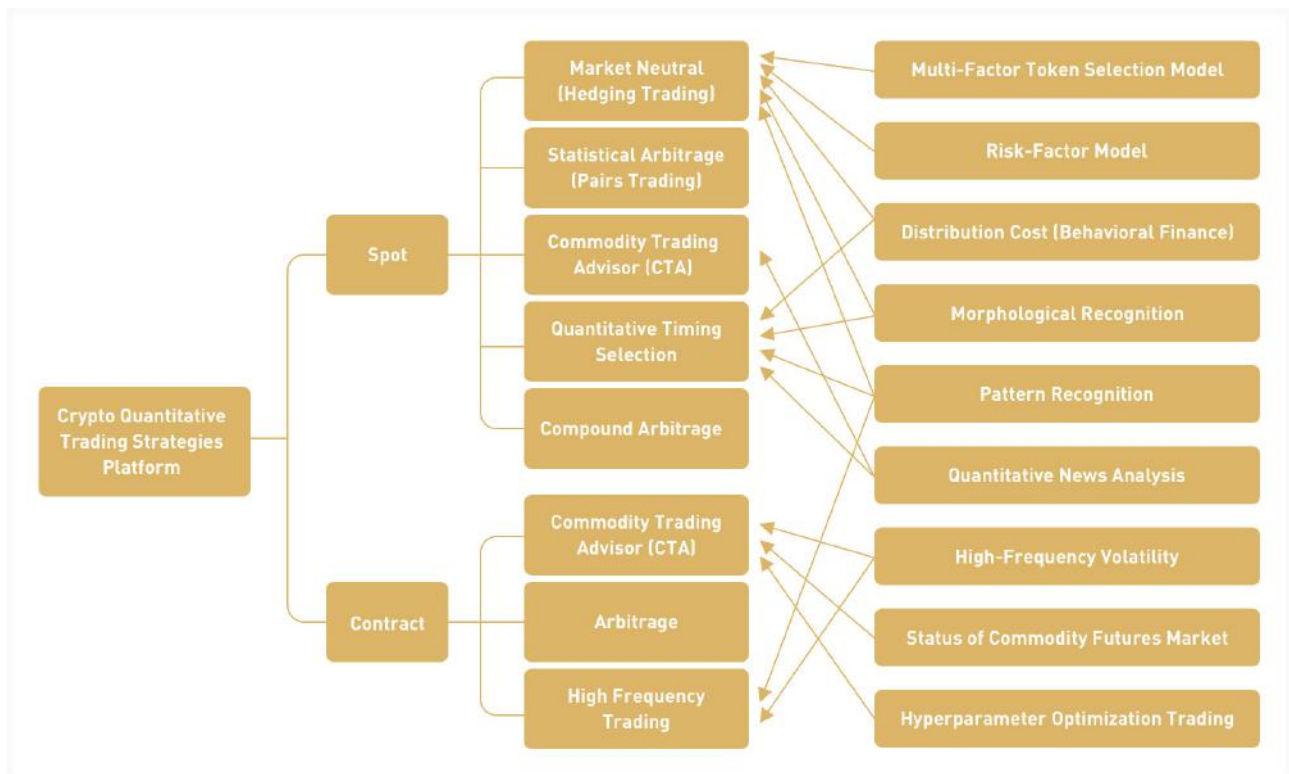
who make a contribution. Furthermore, these teams have special access to a portion of CIT’s astronomical amount of data. As the strategies platform rapidly grows, we will maintain close contact with traditional financial institutions to reinforce the strength of research and development of strategies. CAMP is constantly undergoing an industry-wide search for leading research and investment teams and plans to continue to build relationships well into the future. We professionally organize a wide range of scenarios to establish a trading strategy platform (see Figure 4-3), where strategy developers and investors can be directly associated with, at their own free will, to make the most satisfactory combination.

**Figure 4-2 Architecture of Quantitative Analysis-Based Investment Portfolio**



The quantitative trading strategies models produces scores that are published according to the strategy category on the CAMP Leaderboards. Once strategists are comfortable with their strategy, they can start raising funds on the platform for their strategy, setting the applicable management fee and carried interests. Users can choose to invest in partnership with these strategists on the platform. If the user chooses to invest using the native CNNS token, the management fee and carried interests will be waived. Strategists can also earn CNNS tokens via producing strategies. As a platform that permits different strategists to build and contribute trading ideas, top “Strategists” can receive CNNS tokens as rewards based on top strategies.

**Figure 4-3 Architecture of Quantitative Trading Strategies Platform**



### 4.3 Fund of Funds (FOF)

Fund of Funds is an investment strategy which invests in a portfolio that contains different crypto funds. CIT’s content team, data team, and user growth team, along with CAMP’s business development team and investment teams give CNNS an unparalleled lead on information collection and essential resources for successful investments. Moreover, this all translates into our ability to launch crypto asset-based fund products that are fully compliant with local laws. The USA, Japan, Singapore, and Hong Kong SAR are all pioneers in setting up the cryptocurrency regulatory framework, and we believe that many countries and districts will follow suit. The regulatory progress unequivocally springs the crypto asset management to the next level. More and more traditional financial institutions pivot to crypto assets, and that will be the main focus of our Fund of Funds (FOF).

### 4.4 Robo-Advisor



Investment returns for cryptocurrency investors can be disheartening sometimes due to insufficient awareness of high risks and lack of reliable analysis tools.

Robo-advisor is a big data technology. With the help of robo-advisor, CNNS is able to uncover hidden patterns under wraps of each user after a thorough analysis on their behavior and risk appetite. Supplemented by algorithmic models, CNNS delivers a customized solution for asset allocation. Meanwhile, we conduct real-time monitoring on the potential yields of users' asset allocation and suggest proper adjustments to maximize profits within the preferred risk range. In the crypto asset market where mathematics reigns, robo-advisor services are expected to locate a best investment solution for each and every investor.

#### **4.5 Customized Advanced Trading Tools and Big Data Platform**

Other investment teams within the CNNS ecosystem, either institutional investors or high net worth individual investors, may request access to customized advanced trading tools and our big data platform. Small-sized or medium-sized investment teams often tumble on a great many obstacles resource-wise, to develop their own trading tools. Given the challenges hidden in cryptocurrency exchanges and blockchain projects, we serve a spectrum of effective trading tools based on our technical reserves for users' convenience.

On top of that, the big data platform developed by our full-stack tech team can be used to provide the analysis for all CNNS users. We believe that the cryptocurrency market will be a valuable domain for big data and quantitative trading. Estimated to roll out next year, the big data platform will incorporate the following modules:

On the whole, CAMP takes on the role equivalent to the traditional financial industry within the CNNS ecosystem; it optimizes the efficiency of asset allocation with multiple effective measures at its disposal, associates premier blockchain products with abundant resources, and brings about high expected returns to CNNS users.

**Figure 4-4 CAMP Customized Modules**

Module	Domain	Types of Data
On-Chain Data	Addresses	Total Addresses, New Addresses, Active Addresses, etc.
	Transactions	Transaction Count, Volume, Whale Transaction Count, Average Transaction Volume, etc.
	Exchanges	Inflow, Outflow, Net Inflow, etc.
Public Awareness	Trending Searches	Search Volumes of Google, Twitter, Facebook, Reddit, Baidu, WeChat, Weibo, etc.
Related-Market	Index Correlation	S&P 500 Index, Dow Jones Industrial Average, Nasdaq Index, SSE Composite Index, Gold Index, Crude Oil Index, Currency Index, etc.
Trading Indicators	Technical Indicators	Turnover Rate, Amplitude, Market Cap, BTC Dominance, etc.
Market Quotations	Charts	Binance, BitMEX, Bitfinex, OKEx, etc.

## 5. CNNS Value Exchange Platform (CVEP)

CNNS Value Exchange Platform (CVEP) makes the exchange of value easier through tokenization. With more regulations coming to the cryptocurrency market, the future of the market will be operating within a more legally compliant framework characterized by transparency. CVEP provides a gateway for any content of value and assets from industries across the board to be compliantly tokenized on the blockchain. Individual users engaged in trading on-chain or off-chain assets will also benefit from the convenience and security providing provided by CVEP. CNNS foresees many real-world assets will migrate to blockchains and be tokenized in the future for the purposes of streamlining on-chain circulation, trading, auditing, regulation, and other activities in a more convenient and transparent fashion. The CNNS team commits our resources to making the global exchange of values frictionless and more efficient.

Owing to CIT and CAMP, CNNS is able to accumulate a collection of nodes, users, and on-chain and off-chain resources, which the CNNS eco-system sustainably interacts to refine products and to create more user features for future participants. A completely decentralized exchange platform of value is necessary to boost the efficiency of exchanges for all participants within the CNNS ecosystem. CVEP, once deployed, will facilitate all value exchanges and stoke the blooming momentum of the ecosystem in full swing.

From a broader perspective of the blockchain industry in its entirety, CVEP helps smooth the disassociation between blockchain technology and the cryptocurrency market, and further interacts with various projects featuring diverse use cases and technologies, in pursuit of improving society with the benefits of blockchain technology. For traditional business leaders, this is the place to tokenize their current or potential assets to embark on a new phase of growth, with industry-leading support to overcome technological and regulatory hurdles along the way. CVEP will also resort to external forces to make a reality of its ideals and also strive to achieve a better collective future by investing in other projects in the blockchain community.

## **On-Chain and Off-Chain Exchange of Value in CVEP**

CNNS has entered strategic partnerships with multiple leading cryptocurrency exchanges around the globe in order to be able to access real-time trading data, which means a registered CNNS user can log in to all these exchanges with his/her CNNS account. CNNS also functions as a tally book for users' holding portfolios across their exchanges of choice, tracking the collective gains and losses on their balance sheet in one screen. Ridding users of hassles with numerous accounts on multiple exchanges significantly lowers the barriers to entry and makes cryptocurrency trading easier.

All transactions happening within CVEP will be processed by a self-developed settlement engine, with CNNS being the medium. In this one-stop exchange hub of value, users are privileged with great convenience unseen on any other platform. For example, exchanges cannot stretch beyond their listing assets to provide extra liquidity, while CVEP is far more inclusive; furthermore, exchanges uphold relatively high transaction and deposit/withdrawal fees, which takes a bite off users' gains, while CVEP fairly lowers the outlay.

In the future, all partners in the CNNS ecosystem with access will be capable of converting on-chain assets to empower off-chain and real-world activities.

## **CVEP Facilitates Assets Tokenization**

We now live in a world departmentalized by a wide range of asset types, such as equity, real estate, gold, art, music copyright, etc. Many will face challenges when attempting to improve liquidity of some assets and move them into circulation. Owing to such fundamental inconvenience, buyers and sellers have no choice but to turn to contracts or legal documents to guarantee a deal. Furthermore, backlogs of paperwork and redundant legal processes are not only inefficient but also remain difficult to keep track of. One solution for this troubling issue is to tokenize real-world assets and migrate them to the blockchain where they can easily transfer across the world in a compliant fashion.

For traditional industries, tokenization of current or future product has the potential to enable the next wave of rapid growth. It offers liquidity, efficiency

and transparency not seen before in traditional assets. For investors, such advantages along with diversity and 24/7/365 market make such tokens an enticing asset type to invest in or to diversify their current portfolio.

The desire for greater leverage in trading and to shun away from regulation always propels financial innovation. Initial Coin Offerings (ICOs), which sparked off the last bull run, benefited profoundly from a vacuum of regulation; unfortunately, useless and fraudulent projects (better known in the industry as “shitcoins”) have delegitimized decent projects and practitioners which eventually triggered the market to crash. This has taught the industry a hard-learned lesson: compliant tokenization is the only path leading to the future. The popularity of security token rises into recent prominence in light of such regulatory developments. Security tokens are cryptographic tokens whose value are backed by external assets, which can then be traded or generate profit for token holders. Unlike utility tokens for ICOs, security tokens are subject to the laws and regulations that govern securities within that country.

In the current landscape, security tokens are divided into two types: equity tokens and asset tokens. An equity token represents a share in the underlying company and is sold to raise capital for blockchain startups, an equivalent to traditional stocks. As with any stock purchase, holders are entitled to a portion of the company’s profits and a right to vote on its future. An asset token is anchored to a certain type of real-world asset. The investors only yield profits from the amount they purchase, rather than from the asset in its entirety.

CVEP will make use of its technical expertise and industrial resources to facilitate migration of off-chain assets to security tokens in an expeditious and compliant way. Influential third-party legal firms, auditing firms, and evaluation agencies will join the quest, initiated by CVEP, to formulate standardized agreements of the asset conversion, through which seamless cross-border transactions between different assets and fiat currencies are made possible.

Asset-backed security tokens are a sharp break from utility tokens. A compliant Security Token Offering (STO) is also far less costly than a traditional Initial Public Offering (IPO). Security tokens can serve as a bridge between the real economy, financial sectors, and blockchain technology.

CVEP will provide a detailed guide on the whole STO process. Our technology team will advise you throughout the tokenization process of the product you are targeting, and experts from our legal-compliance team will come at your aid to overcome potential legal and regulatory hurdles along the way. We also provide assistance in the KYC/AML process and whitelist investors for your offering and marketing strategies if deemed necessary. CNNS's vast amount of connecting and collaboration networks will you in making this process smooth and efficient, and assist you in getting the maximum benefits through the tokenization process.

The set of procedures and one-stop services will be in place for both enterprises and individuals who seek to raise funds via STOs. CVEP strives to incorporate every single industry into the new financial world redefined by blockchain technology, fast and cost-effectively.

## 6. CNNS Global Community

CNNS recognizes that for any blockchain ecosystem to be successful, the user within the ecosystem is of the highest importance. User-centricity is our key value and since the start, we have given top priority to the establishment of communities and poured considerable resources and time in community management for a vibrant ecosystem. CNNS Global Community (CGC), is the platform connecting all user within the ecosystem, both online and offline. CGC is a vibrant community with rapid growth and exchanges news, technology, information, and value within the CNNS ecosystem. It's a place to learn state-of-the-art blockchain technologies, interact with fellow peers through organize events, technology trainings, and social media groups.. It allows new blockchain projects to attract talent, for experts to find a good project to work on, and early investors to find good blockchain projects to fund early. Everyone within CGC will be encouraged and incentivized to participate and contribute. CNNS platform will be the place to meet and connect with all the blockchain participants. For experts and CNNS businesses, you will have the broadest audience here at CBC. All user are encourage to join to unlock the power blockchain technology, leverage valuable new relationships and channels, business and strategic guidance, technical mentorship and resources, marketing support and a range of go-to-market opportunities.

### **CNNS Society**

CNNS provides an incomparable user experience. It has gathered masses of people interested in blockchain technology to form vibrant communities that adhere to a user-centric philosophy, share useful knowledge with members, and help them make wise investment decisions. It has proven to be an expeditious method to boost customer awareness and has fostered growth in the community. As of now, the CNNS community consortium alone, has a coverage of millions of members.

### **CNNS Chinese Club**



Established in March 2018, the CNNS Chinese club seeks to label itself as decentralized and distributed, unite blockchain fans around the globe, and facilitate investment with useful information and vast social network connections through online and offline communications. We sincerely hope that every Chinese club member can get involved and find a sense of belonging in networking with the community. So far, the CNNS Chinese club covers 300 local cities with 1,000 CNNS fans turned club leaders, over 1 million club members, and over 1,000 communities. 2020 is likely to see the CNNS Chinese club extend coverage to three million members and 13 million users.

## **Connections and Collaborations**

Connections and collaborations with the CNNS has become a win-win for every party involved in the blockchain world. As a dynamic platform for public discussion, CIT connects users, projects, exchanges, and institutions from over 150 countries, 2,700 regions and areas. More than 300 projects and 1,000 contributors generate valuable content on a regular basis. We also provide a range of opportunities to access valuable new channels, exclusive strategic partnerships and innovative technology and resources to accelerate growth.

## **CNNS Academy**

In the coming two years, CNNS Academy is positioned to be a regulatory and professional blockchain education platform based on existing public courses, in-depth articles, and numerous active users and experts.

- **CNNS Public Courses**

CNNS has established a blockchain knowledge sharing and communicating platform for members. We invite blockchain professionals to live stream industry-specific knowledge on our platform regularly. As of now, CNNS public courses have helped at least 100,000 users.

- **X-Coin Lab Symposium**

The offline X-Coin Lab Symposium, which partners with industry leaders, top-tier professionals, founders of successful projects, etc.,

focuses on hot topics and general issues in the blockchain industry for knowledge sharing, project introduction, and brand promotion with a series of worldwide tours. It has a series of expert keynotes, interactive panel discussions and solution-based case studies, all exploring the key industries that are set to be disrupted the most by this new technology. The platform expects to cover a total of 10 million users within two years.

## **Global Autonomous Groups**

CNNS's global autonomous groups are self-governing from the bottom to the top. Everyone is a participant and contributor who stands a chance to become a value-creating Super Node and devote themselves to the CNNS ecosystem. We categorize communities by either location or function. Administrators, selected according to the open voting mechanism, are only given general guidelines and have the freedom to determine the path to bolster the activity of communities based on their specific needs.

## **CNNS Governance**

CNNS recognizes that at the early stages of the CNNS Ecosystem, a governance cannot be avoided for on-chain setups, data and token management, representation of CNNS to collaborate through the Super Node Project, strategic partnership and interactions with policy makers. At the early stages, the CNNS Governance, led by the CNNS Foundation, will leverage our strong relationships with some of the most promising entrepreneurs, current exchanges and other top investors in the space to enable more rapid development, react to issues faster, and update the transaction types within the ecosystem reflecting to the new legal and regulatory policies. CNNS provides gateways to scores of cryptocurrency exchanges, blockchain projects, and crypto funds, which can be leveraged to build up a cogent assessment on each one of them from a broader perspective. That level of knowledge helps us beat other investment institutions to discover premier projects in both primary and secondary markets. Following their participation in the CNNS ecosystem, we, in return, associate the projects with more industrial resources beneficial to a promising future. This is of vital importance to all the users,

regardless of personal or professional. As the CNNS Ecosphere develops, along with more mature regulatory policies, the Governance will gradually reduce its influence within the ecosystem, and maintain an organized, efficient, decentralized running of the whole blockchain ecosystem.

## 7. CNNS Blockchain System

CNNS blockchain system is the underlying system for all the CNNS component platforms and the interactions and transactions within the CNNS community which uses the CNNS token as the medium. On the CNNS blockchain, user profile data allows for data points — profile data, preferences, net worth, account information — to be shared as needed, with each individual block of data being stored securely, but permitted for access by the individual (read, write, edit) as needed. Collaboration among participants within the CNNS ecosystem is encouraged as projects, portfolios, or strategies development are well-tracked with access on a need-to-know basis. Through blockchain technology, CNNS also provides a reliable, immutable, time-stamped secured transaction record. CNNS provides a customized smart contract generator with pre-secured templates to facilitate all the transactions completed within the CNNS Ecosphere. All transactions, regardless of on-chain or off-chain are encouraged to use the CNNS blockchain platform as the transaction method for security, trustless and immutable record.

### Architecture of CNNS Blockchain

CNNS blockchain has a total of 4 layers:

#### A ) Underlying Blockchain Layer

A smart contract engine, distributed ledger, consensus algorithm, and digital assets all make the four pillars of the bottom layer. Structured data on different dimensions of the cryptocurrency businesses will be secured by on-chain smart contracts; hence, they are traceable and immutable. On top of data consistency, malicious nodes are weeded out.

#### B ) Node Services Layer

The node services layer is comprised of an account management system, private key management, smart contracts, and information security. In order to tackle issues, this layer supports the nodes to verify and authorize accounts and leverages immutability and traceability which is innate of

blockchain technology.

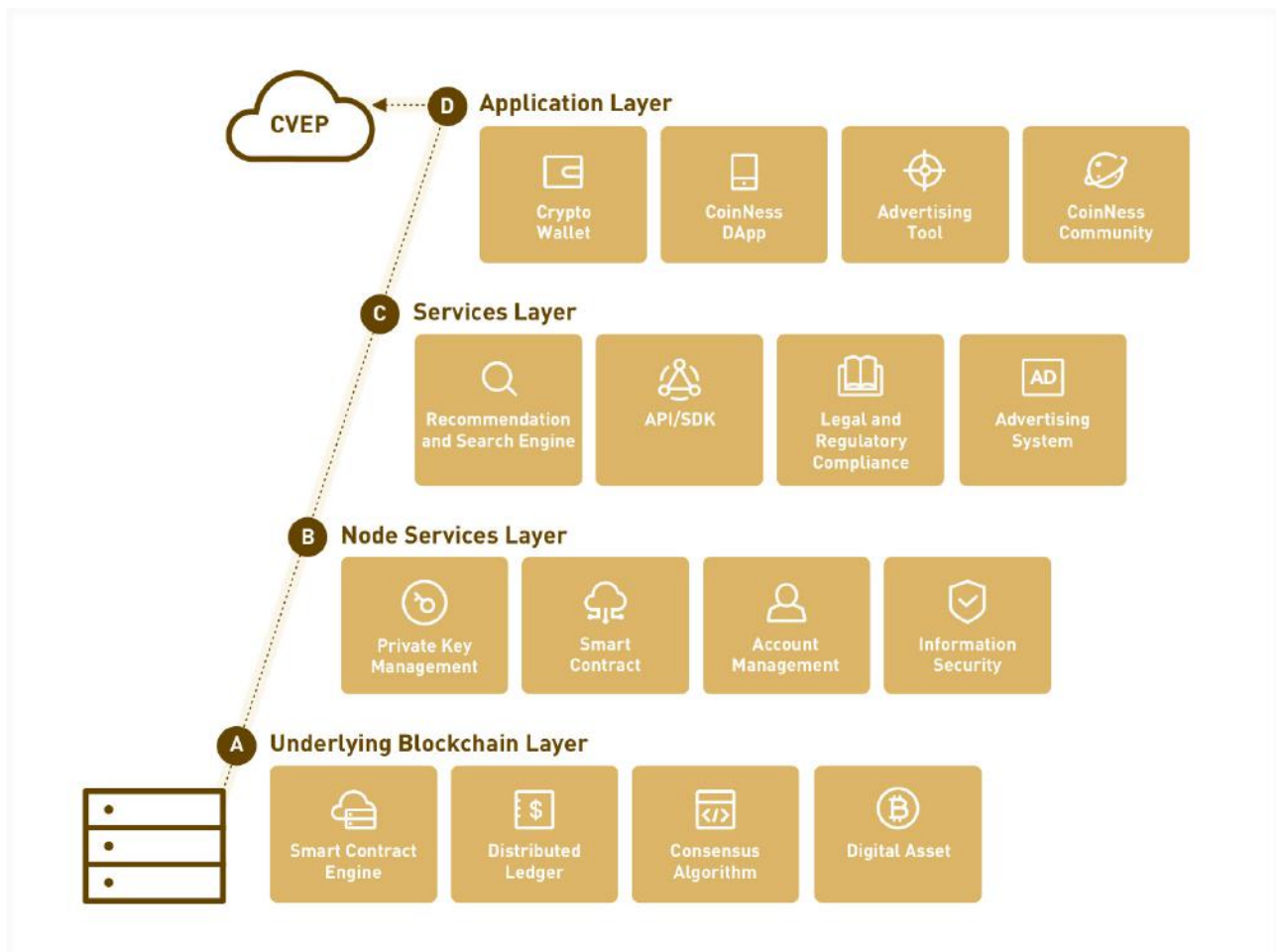
### C) Services Layer

A recommendation and search engine, API/SDK, legal and regulatory compliance, and advertising system are the main components of services layer. APIs latch CNNS components to other players within the blockchain/cryptocurrency industry to expedite the network effect for the CNNS ecosystem, which axiomatically benefits DApp developers. Decentralized storage of data makes it more likely to see blockchain-powered advertising and search services to become common use for all users.

### D) Application Layer

It consists of a crypto wallet, CNNS DApp, advertising tool, and the CNNS Community. Wallet and DApps are under development and will be launched very soon.

**Figure 7-1: CNNS Blockchain Architecture**

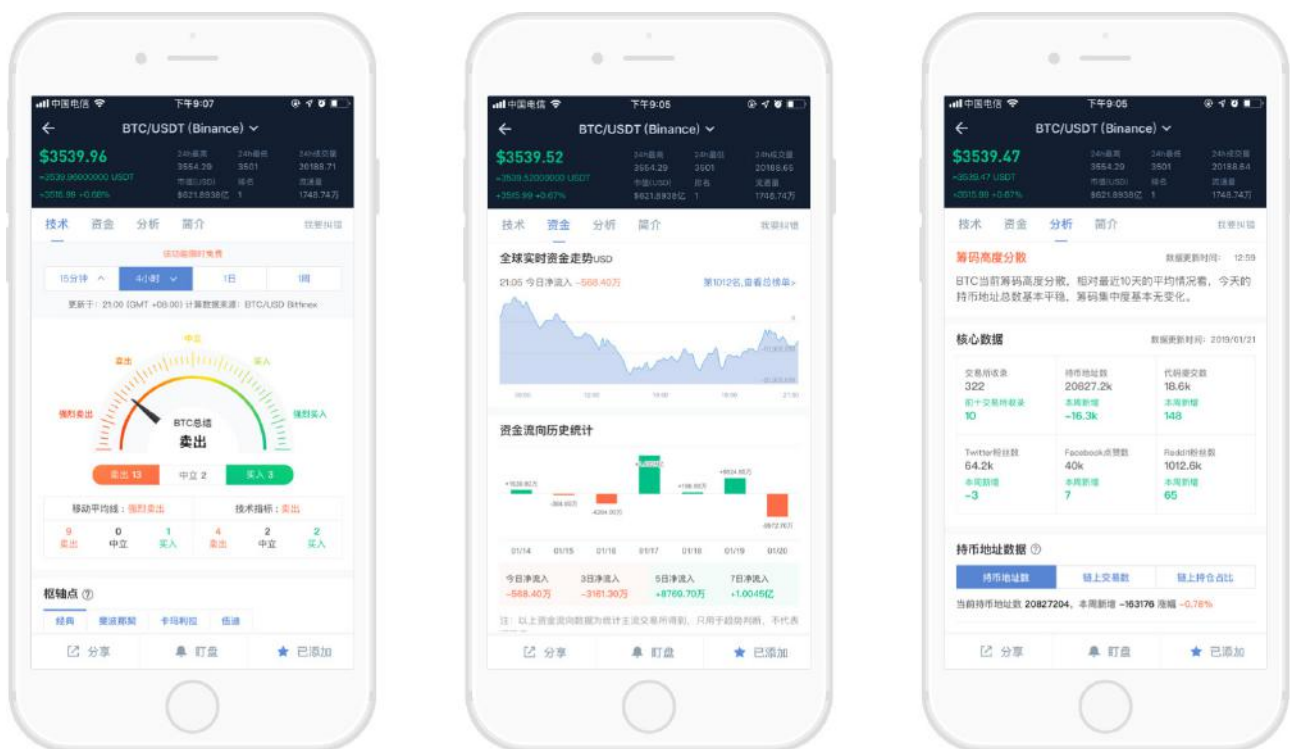


## Wallet

The CNNS wallet is an easy-to-use and intuitive platform to allow the user to combine and manage all cryptocurrencies at one location. It reduces the complexity of all the different exchanges for cryptocurrencies, while providing comparative pricing for best trade value considering the trading fee. We offer customer support and a comprehensive Help Center to reduce any friction you might have when managing your crypto assets. CNNS wallets incorporate the highest level of security with dedicated security team members protecting the valuable user assets. Algorithms developed by machine learning and fraud experts flag potential malicious transactions from the wallets, especially for users that have registered through the KYC/AML process.

## DApp and Other Applications

**Figure 7-1 Interface of CIT Mobile APP**



CNNS has developed a website and an App together with our strategic partner CoinNess. We are leveraging CoinNess's industry leading experience with 26 iterations over a period of 18 months. As of now, more than a dozen languages are supported in line with CNNS's diversified user base. Statistics consolidate the fact that the stability of our products and the number of active users dwarf



competitors by a large margin.

## **Consensus and Blockchain Nodes**

CNNS blockchain incorporates the Delegated Proof of Stake (DPoS) consensus mechanism. Every node in the blockchain network is a computer or server terminal that produces new blocks, verifies, records and broadcasts transactions, and stores all of the block data. We divide the global nodes into Super Nodes and General Nodes.

### Super Nodes

At the early stages, CNNS will propose Super Nodes through our Super Node Projects for rapid development of the CNNS ecosphere to encourage high-quality content providers and contributors to join CNNS and provide high-quality service to all CNNS users. CNNS users will have the ultimate rights to select and deselect Super Nodes with their votes. This is based on a decentralized voting mechanism and is more democratic than other consensus algorithms because CNNS will have little influence to control the final Super Node election. In cases where Super Nodes fail to perform their duty, they will be removed from the list and replaced by new Super Nodes.

Super Nodes include but are not limited to the following four types:

- Super BD Nodes — responsible for connections with businesses and customers.
- Super Marketing Nodes — responsible for CNNS promotion and community growth.
- Super Content Provider Nodes — responsible for high-quality contents within the platforms.
- Super Contribution Nodes — responsible for CNNS rapid growth.

### General Nodes

Every user is a node capable of not only communicating with the whole blockchain network but also participating in the Super Node selection according to our DPoS consensus mechanism.

Among General Nodes, CNNS will reward the superior ones including but not limited to the following two types, even if they don't reach the higher level of Super Node:

- Content Nodes — able to generate high-quality and useful blockchain-related content.
- Community Influencers — able to help govern the community or be a key opinion leader (KOL)

Details about the election and competition mechanisms of Super Nodes will be revealed before the official launch of CNNS Global Super Node Project.

## 8. Token Issuance and Token Economy

### Token Issuance

The CNNS Token is an ERC20 standard token based on the Ethereum network. We will distribute a total supply of 10 billion CNNS tokens; there will be no additional issuance of CNNS in future.

Token distribution and the lock-up plan:

Token Distribution	Ratio	Use	Lock-up Plan
Public Placement	2%	Overseas marketing and community management.	No lockup
Private Placement	18%	Product development and maintenance, research, business development, and marketing of CNNS.	0.3% of these tokens will be unlocked each day three months after the exchange listing. It takes 333 days to unlock all of them.
Foundation	20%	Legal, security, accounting and other associated operational costs.	2% of total distributed tokens will be used for running the foundation at an early stage, and 6% of total distributed tokens will be unlocked every half year after exchange listing. It takes 18 months to unlock all of them.
Team	10%	Reward for team member's contribution.	2% of total distributed tokens will be unlocked every half year after exchange listing. It takes 30 months to unlock all of them.
Community Reserved	50%	Community construction, motivating the worldwide community and partnerships.	5% will be used for building the ecosystem at an early stage, and 5% of total distributed tokens will be unlocked every half year after exchange listing. It takes 54 months to unlock all of them.

### Business Model

Tools, communities, and tokens are the nature of blockchain. We will build an integrated and healthy business model using CNNS token to activate the entire value network. However, it's worth noting that our business model is designed on a not-for-profit basis and is intended to unite and encourage communities to devote themselves to a better value ecosystem.

First and foremost, holding CNNS token gives you access to the various features and functionalities that the CNNS ecosphere offers. Payment is

only made when added-value items are selected, which may be high-quality content, analysis, strategy, transactions, services, advertisements, etc. CNNS believes in non-for-profit for rapid development of the blockchain industry, and all in-house content and services provided will have a relatively low fee imposed. For independent content and service providers, whether it will be free or how much fee to be charged depends on the provider, and the users can determine whether it's worth the fee depending on the added value. For these transactions, CNNS will also impose a small platform fee as a form of tax toward the independent content and service provider.

All the token income will be collected and used as incentives back to all the CNNS participants within the CNNS ecosphere to encourage network participation, interactions and catalyze technology developments. User-centricity, authenticity and high quality is decidedly valued in the CNNS ecosystem, and participants will be incentivized or punished based on their actions.

In CNNS, our non-for-profit nature doesn't look for a business model with a high cost involved. "Staking", on the other hand is encouraged for users to express their values and preferences, joining in a collective effort in building a better blockchain community. "Staking" is simply committing a positive balance of CNNS token for an agreed-upon period. All the rankings and the influence of contributors are based on the users that are committed to support, which is also how the level of rewards are determined for content and service providers. It also acts as a discount token for individuals and businesses staking the token. The level of discount and data access of the project depend on the amount of CNNS token and the duration of the commitment.

Through staking of CNNS tokens, economical commitment is redesigned and improved to extract greater monetary value for users and reduce the main fears for customers. By staking the CNNS token, a customer expresses an economic commitment to the service while still being able to sell the assets on the open market, when he chooses, or discontinues the service without incurring any additional financial cost.

By effectively stating the economic value of CNNS tokens in our set of products and services, we reduce the incentive to trade CNNS tokens on the

open market based on speculation. In addition to the access, CNNS gives our users additional features and services within our ecosystem. Staking CNNS token adds an additional, unrealized value to each circulating token. CNNS provides platforms for which customers will use for their entire duration in the blockchain industry. Token holders that stake their CNNS to receive a discount on their service will realize the added value.

There exists a sweet spot among stake, reward and cost that would be appealing to all participants and make CNNS function as a healthy network. We recognize that in the early stages, such equilibrium may be difficult to achieve on its own. CNNS Governance will be in charge of setting a proper architecture to encourage rapid development and participation within the ecosystem, so early involvement in the CNNS ecosphere is definitely beneficial. As CNNS reaches a fully growth ecosystem, its stability will be greatly increased, and the stake/reward/cost will be entirely dependent on the users and the market.

## **CNNS Usage Examples**

### **Stake case examples**

- Access to CNNS platform contents and services

CNNS users, retail or institutional, need to stake CNNS token to access the contents and services CNNS platforms CIT, CAMP or CVEP provide. Payments are not necessary until added-value services are purchased. By staking a crypto asset, a customer expresses an economic commitment to service while still being able to sell the assets on the open market, when he chooses, or discontinues the access without incurring any additional financial cost.

- Ranking of content, service, strategy providers

Through staking of tokens, CNNS users express their values and preferences. This is very important to the providers, as the influence of contributors are based on the users that are committed to supporting you, which is also how the level of rewards is determined for content and

service providers. CNNS users can withdraw their staked tokens and support to the provider whenever they deem fit. Authenticity and quality are key values we promote in CNNS. For contributors that have been flagged of posting fake news or misleading information, those contents will be reviewed and penalized if found to be malicious by users.

- Access to CNNS Ecosphere for outside content and service providers

We understand that certain providers have their reservation in joining the CNNS Ecosphere but still would like to provide valuable information or service to CNNS users. Such providers will need to stake CNNS token to interact with the CNNS users, as a form of insurance in case of malicious activities.

### **Reward case examples**

- Generate valuable blockchain-related content

We welcome each individual/institutional user, journalist, editor, reviewer, and those big names in the blockchain sphere to publish news feeds and in-depth articles, which can be either original or selected and reposted, and receive rewards from both our platform and users/investors. On the one hand, content generators can have a broader readership and receive many rewards through our referral and voting systems if the content is deemed valuable. The more valuable the content is, the more rewards your account will receive. On the other hand, we will have a punishment system to prohibit contributors and investors' from cheating and guarantee all of the contributors can be recognized and share bonuses in a fair manner especially when there are increasingly more investors and market watchers joining in the CNNS ecosystem.

- Input valuable strategies and trading tools or be a qualified advisor on CAMP

User must use CNNS, the only official token on CAMP, to access strategies or experience advanced trading instruments. These CNNS tokens will, in turn, be partially rewarded to contributors, who always have a choice to make their input either a paid service or free to the public.



Smart contracts will record user data and time stamps permanently. This guarantees the authenticity of all operations and strategic analyses. To solve problems of trust and ensure openness and fairness on CAMP, we rely on a performance-based incentive mechanism that distributes CNNS incentives according to the actual returns on investment.

- Contribute to the development of CGC and CNNS

The forms of contributions can vary from developing DApps and governing communities to connecting to more blockchain projects, all of which will be recorded and placed on-chain. Community members have the right to vote for contributors during different periods, and preeminent contributors will be rewarded with CNNS accordingly. As communities grow larger, the CNNS Foundation also prepares a private prize pool for preeminent contributors. The more active users CNNS have, the more needed and valuable CNNS will be. This is to bring early believers and contributors enormous returns.

## Spending cases examples

Spending cases are the most straightforward representation of the value of tokens. With multiple uses cases, we endeavor to utilize all available resources to tap CNNS's potential, including but not limited to:

- Access fee for CNNS terminals and DApps

CNNS can assure users convenience when they use CNNS tokens to pay for a range of services provided by CCNS terminals and DApps, such as personalized news notifications, investment instruments, live or recorded blockchain courses, offline conferences, etc.

- Purchase fee for digital asset funds, trading instruments, and big data platforms

Users can also use CNNS to purchase digital asset funds on CAMP, the trading instruments, the big data platform, and other tools.

- Service fee for STO listings, transactions, and withdrawals

CNNS will be the only official token for off-chain asset STO listings, transactions, and withdrawals of tokens in the CNNS ecosystem.

- Advertising fee for marketing and promotional services

We provide special offerings to all participants in the blockchain industry, including, among others, projects, exchanges, venture capitalists, or individual investors when they pay in CNNS for marketing and promotions.

- Payment method for off-chain and DApps purchases

In the future, CNNS will be commonly used as both an on-chain and off-chain payment method for blockchain applications and DApps.

In summary, we will use all of the funds raised by the establishment and development of the CNNS Ecosphere and projects involved to enhance product research, team recruiting, marketing, and globalization. Meanwhile, with a faster iterative algorithm and a user-centered philosophy, we strive to widen the gap and become the market leader, cherish the harmonious atmosphere created by each CNNS token, and let everyone in the ecosystem prosper off the benefits of blockchain.

## 9. Team Introduction

At present, CNNS has nearly 200 qualified talents, more than 150 of which are in China and more than 30 of which are located overseas. The team members contain experienced blockchain experts, as well as talents from large financial institutions and Internet companies such as Alibaba and Tencent. Also, outstanding recent graduates from prestigious universities around the world are joining CNNS continuously.

- **Foundation** Headquartered in Singapore, the Foundation is in charge of the CNNS Governance, and is committed to the development of CNNS, advocacy, and promotion of governance transparency, prompting safe and harmonious development of the open-source ecology. The foundation will help manage general issues and privileged issues of open-source community projects by developing favorable governance structure. The purpose of the Foundation's governance structure design mainly takes into account sustainability of open-source community projects, effectiveness of management, and security of fundraising.
- **Technology Team** The technology team has a total of 33 members and has extensive product development capabilities in App development, wallet applications, security, data exchange, and the underlying technology of smart contracts. It is a blockchain technology team with robust comprehensive capabilities.
- **Data Team** The data team has a total of 11 members who have rich experience in big data processing and are strong at data mining and strategy algorithms. By collecting, processing, and analyzing of big data, the team is able to better understand the industry, serve users, and build core competitive advantages.
- **Product Team** The product team has a total of 11 members. It aims to greatly assist the user experience. They believe creating commercial value is based on creating user value.
- **Content Team** The content team has a total of 40 members. The key

executives of the team are from well-known economic and financial media organizations. They have a deep understanding of the traditional financial industry and have access to extensive resources. The team is committed to expanding into regulatory and other areas, serving cryptocurrency investment users and blockchain industry readers. The content team is familiar with Internet product logic and attaches importance to the connection between user produced content and users. The content team has a global vision. Many of the editors have overseas study experiences and have long-term work deployments in Seoul, Korea and Plymouth, United Kingdom.

- **Operation Team** The operation team has a total of 10 members including Internet operation leader with focus on user operations. They are pivotal in the blockchain industry because they are able to build community and achieve rapid user growth up into the millions with zero promotional fees.
- **Quantitative Team** The quantitative team has a total of eight members who are all from well-known traditional financial institutions and have rich practical experience and strong research capabilities. The quantitative trading team has the privilege over using relevant resources of the company and has the capability of obtaining relevant information. The team focuses on data, operations, and technology, and gathers the power of the company to create revenue for the company and its clients.
- **Business Team** The business team has a total of seven members who are experts at integrating resources, marketing, and monetizing. At present, the team integrates resources from the blockchain industry for the purpose of building a useful and benign resource ecology. They provide the most suitable promotional and business solutions which help individuals and businesses cooperate within the industry and to help monetization. Combining their successful experience in media, the Internet, and overseas study and entrepreneurship, they explore more business values, resources, and opportunities under the changing market demand.
- **Korean Business Department** It has a total of 20 members, all from South Korea. The team has the distinguished ability to expand the

blockchain and cryptocurrency market in its country.

- **US Business Department** It has a total of 24 members. Most of the members have overseas work and study experience and have extensive experience in product globalization. The team is committed to expanding CNNS around the world and promoting CNNS from the number one investor resource in China to the number one investor resource in the world.

## 10. Disclaimer

This document is for informational purposes only; its content serves only as reference and does not constitute the provision of opinion on the trading of CNNS token, nor any advice, solicitation or an offer by CNNS or any relevant companies for the purchase and sale of any shares or securities. This document is not part of and should not be understood as any trading behaviors, and is not an agreement or commitment in any form.

Any targets mentioned herein are subject to change considering all the unforeseeable circumstances. Notwithstanding all efforts made by the team to achieve all the goals contained herein, individuals and groups purchasing CNNS token shall assume the risks related thereto by themselves. Some content contained herein may be updated correspondingly into a new white paper as the project progresses, and updated contents will be disclosed by public announcement on the official website or in a new white paper.

CNNS expressly disclaims any liability for any direct or indirect loss arising from:

- reliance on any content contained herein;
- any incorrect, missing or inaccurate information contained herein and any behaviors resulted therefrom.
- any behavior caused by this article;
- Notwithstanding all efforts made by the team to achieve all the goals contained herein, we cannot guarantee successful fulfillment of such targets considering all force majeure events.

CNNS token is an instrument issued by the CNNS platform, rather than an investment option or a kind of ownership or control right. Control over CNNS token does not assume the ownership of the CNNS platform or any applications thereon. CNNS token does not grant any person any right to participate in or control over any decisions made for CNNS platform or any applications thereon.

CNNS token is a kind of digital token with the CNNS platform as one of its



many applications. We cannot guarantee its appreciation in the future, and it may devalue in certain circumstances.

To the maximum extent allowed by law, in no event will we be liable for any damages or risks arising from the participation, including but not limited to any direct or indirect personal damage, loss of business interests, loss of business information, or any other economic losses.

The CNNS platform has expressly disclosed the possible risks to all participants. Once participants participate in CNNS token's public offering, it is deemed that participants have understood and agreed with all the clauses contained in the detailed terms, and have accepted the potential risks of the platform, with all consequences resulted therefrom by themselves.