



SHINE CHAIN

Blockchain-Based Global Mutual Assistance Protection

Content

I .Market Demand and Solution	3
1. Background of ShineChain Global Mutual Assistance Protection	3
2. The importance of BlockChainTechnology for Insurance Industry	3
3. Mission of ShineChain.....	4
4. Executive Plan for ShineChain	4
II . Operation Mechanism of Token(SHE)	6
1. The Aim and Application of Token (SHE).....	6
2. Risk Management of SHE	7
III. Model of ShineChain	7
1. Product Description	7
2. Procedure of Mutual Assistance Practice.....	8
3. Technology Divisions	9
IV. ShineChain Foundation.....	10
1. Major Functions of Foundation	10
2. Development Goals of Foundation	11
3. Government Goals of Foundation.....	11
V . Technology Risk and Feasibility Assessment	11
1. Advantage of Transaction Frequency	11
2. Identity Management and Claims Verification	11
VI. Development Roadmap.....	11
1. Cooperation Partners.....	12
2. Competition Analysis.....	12
3. Roadmap	12
VII. Policy of Token Issuance	12
1. Total Amount and Allocation	12
2. Implementation Plan of Raised Funds	13
VIII. Team Members.....	14
IX. Claims of Project Risks.....	14
1. Operation and Compliance Risk	14
2. Market Risk.....	14
3. Technology Risk	14
4. Financial Risk	14
X. Disclaimer	16

I .Market Demand and Solutions

1.Background of ShineChain Global Mutual Assistance Protection

Protection of health and wellbeing is a fundamental need of human beings. In life insurance, accidental death, serious disabilities, as well as major diseases especially cancer, are among the top priorities in protection. Problems and concerns specific to this industry are listed below.

1.1 Though the risk of personal accident is ubiquitous, many people recognize the low rate of occurrence and unreasonable pricing of relevant insurance products and chose an opportunistic approach, living without insurance. For example, global aviation flight numbers reached 4 billion people in 2016. However, the aviation accident insurance premium was only USD 1.2 billion and the average per capita was only USD 0.30. This means that less than 10% of the passengers were insured.

1.2 The rate of major diseases, especially cancer, has soared due to environmental pollution, food safety issues, climate change, and unhealthy lifestyles.

Based on the Official Health Statistics Yearbook, the rate of “having at least one major disease” before the age of 70 is around 45%, which continues to increase for people between the ages of 70 to 80. Chronic diseases and malignant tumors are becoming life-threatening factors in the field of health and wellbeing.

In 2015, the total number of newly diagnosed cases of cancer in China is expected to be 4.292 million and the expected number of deaths is 2.81 million, which is in line with the actual rate of 12,000 diagnosed cases of cancer per day and 7,500 cancer related deaths per day. According to 2015 data, eight people are diagnosed with cancer every minute and five will have died of cancer.

1.3 Commercial insurance is expensive and has operational risks, including payment of a large number of sales commissions and operational discrepancies in the management and use of capital at insurance companies.

1.4 Operations of traditional centralized mutual assistance protection communities are not transparent, and current technology does not permit verification of a fair, just, and open process, contributing to difficulty in developing a trust-based relationship between community members.

1.5 Insurance fraud is a major problem faced by all centralized institutions (including insurance companies and mutual assistance communities).

1.6 The protection of client privacy is a common concern for all centralized institutions (including insurance companies and mutual assistance communities).

1.7 Due to inflation, delay of claims payment decreases the actual purchasing power of the claimant.

With the development of blockchain technology, these problems may be mitigated. After long-term extensive research and exploration of global decentralized mutual assistance protection communities, ShineChain has emerged. The core members of the team have extensive experience in insurance and blockchain development. With the exchange and trust mechanisms built into blockchain and smart contracts, ShineChain revolutionizes all preexisting commercial models.

2. The Importance of Blockchain for Insurance Technology

Compared with traditional insurance, mutual assistance communities go one step further. However, the core commercial model still includes the risks inherent to centralized trust and inflation. Order generation,

dissemination, matching, and transaction conclusion require a long period for turnaround and manual intervention, reducing the efficiency of value transferal and release. This leads to a bad user experience and a waste of resources. Therefore, the whole industry needs to apply blockchain technology to revolutionize the underlying commercial model.

The application of blockchain technology can solve several core problems and concerns of the traditional commercial insurance model.

2.1 Inflation

In the traditional insurance industry, premiums paid by insurance customers are protected against inflation through investment by the insurance companies. Blockchain digital assets can effectively reduce inflation, and are in circulation around the globe, serving to hedge assets.

2.2 Centralized trust

Centralized trust is a common problem faced by the insurance industry. Firstly, traditional centralized insurance agencies are vulnerable to fraud during operations. Secondly, operational risks of the insurance company, such as serious losses, will ultimately impact customer interests.

2.3 Protection of client privacy

Insurers or centralized mutual assistance communities have collected a great amount of sensitive client information, including identities and medical records, during underwriting and claims. Data is stored exclusively on the provider's central server, which means there is a risk of being leaked or compromised. The distributive system of blockchain can completely resolve this problem.

2.4 High operational cost

In the traditional centralized insurance business model, operations, channels, and capital flow result in enormous expenses, resulting in high premiums. With the smart contract of blockchain, unnecessary operational costs can be reduced. With automatically operated procedures, premiums can be reduced to a more reasonable level, thereby increasing the potential number of insured individuals.

2.5 Competition without clear regulation

At present, competition between insurance companies are not well regulated and are hard to supervise. As a result, client interests are not guaranteed clearly. Additionally, the expected revenue and stability of the centralized assistance community model are largely dependent on the size of the community. A decentralized network will provide a uniform standard for the entire industry, promoting shared services and mutual benefit. All interested parties, including customers, investors, the founding team of the platform, and third-party services teams should contribute and work together to maintain the stable development of the entire community.

3.Mission of ShineChain

In an era of blockchain transformation, ShineChain's mission is to change the business model of the global insurance industry through technological innovation, to create a global blockchain mutual assistance ecological model, and to enable more people to enjoy their rights to a safe and healthy life. Our vision is for the 7.3 billion people worldwide to be insured through SHE, regardless of income disparity.

4. Executive Plan for ShineChain

4.1 Create a decentralized blockchain assistance community

In the current mutual assistance network, the user must join designated user groups through a specific business entity. When users join, they do not know the risks they undertake and the company's operational situation. If the company is not operating well or intentionally deceives users, the user's rights and interests

will not be protected. In a blockchain network, users do not need to assume the risk of trusting the business entity. Customers can directly realize mutual assistance agreements through intra group smart contracts. As long as the assigned public blockchain is operating normally, users can automatically receive their mutual aid payments. At the same time, the open, transparent and traceable nature of blockchain enables users to keep track of users they have helped, the funds they have used, and the follow-up status of the recipients. ShineChain serves merely as a protocol for connecting users and no organization has the authority to utilize user funds.



4.2 Develop anti-inflation mutual assistance financial products

The history of the insurance industry can also be viewed as the history of inflation of the legal tender. The challenges faced by the current mutual assistance industry is particularly severe. Due to inflation, the actual purchasing power of users decreases with the delay of claims payments. After the introduction of electronic tokens, the mutual qualifications and payment standard between users will exist in the form of blockchain assets. From an economics perspective, the entry of a large amount of secondary market funds will enable mutual assistance claims to hedge against inflation and support the cyclical operation of mutual aid networks.

4.3 Enable global circulation and global risk hedging capability of mutual assistance products

Tokens can be circulated globally. Global users or mutual assistance organizations can easily join the network through the ShineChain mutual assistance agreement and receive global claim payments. The clearing efficiency and safety based on blockchain exceed the reach of the traditional financial system. This feature will enable ShineChain to rapidly integrate global mutual assistance resources to form a large-scale mutual assistance network.

4.4 Compatibility with global mutual aid organizations and Internet organizations to create an industry ecosystem

Mutual users and mutual behavior are dynamically distributed. This greatly increases the administrative costs for forcing agencies. On the other hand, the number of mutual assistance groups directly affects the ecological stability of the entire network. Therefore, it is difficult for a centralized mutual assistance platform to form a long-term and stable economic model and avoid vicious competition. The liquidation of a few executive agencies is likely to result in a downturn in the industry as a whole. As a result, ShineChain has a responsibility to become a basic technology platform for the entire industry, so that all mutual assistance organizations, mutual insurers or other Internet organizations can utilize it and achieve a win-win situation. This marks a shift from a competitive relationship towards a cooperative one.

4.5 Extreme user privacy protection and identity management

Current identity management systems keep personal information and proof of identity on a central server and share it with trusted third parties. They may give identity information to a mutual assistance organization and share it with reimbursement agencies. There are many hidden dangers for this method of identity management. On one hand, user data often leaked due to the risk control or operational issues of these organizations. On the other hand, users want to keep their own health data within their control.

This problem will be solved fundamentally through the blockchain system. Storage permissions on the distributed blockchain will only allow third-party systems to access through block transactions. When the user joins the mutual assistance organization, he/she needs to upload the identification card to the block, and unauthorized third party organization cannot obtain this information. When the user needs to pay, he/she authorizes the elected notary organization to check the consistency of the current proof of identity against the proof of identity at registration. The traceability of blockchain ensures that users have total ownership of the proof of identity throughout the process and cannot cheat on the payout.

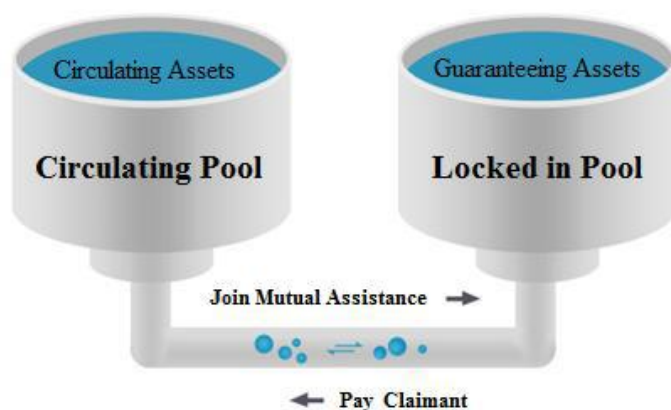
II . The Operational Mechanism of the Token (SHE)

1.The Aim and Application of the Token (SHE)

ShineChain plans to issue the digital asset SHE (Shine Coin), as the basic currency for the entire block chain mutual assistance ecosystem. The existence of SHE enables all transactions, value transferal, and information delivery be carried out at the same time and be controlled by smart contract. Different parties (including users, investors, and managers) need to possess different numbers of SHEs, and this demand will stimulate the healthy flow and circulation of SHEs.

SHEs are interchangeable, can be circulated, and will be locked in when used for mutual assistance. The user holding SHE in the circulating pool can trade or pay on the secondary market. The user holding SHE in the locked in pool can enjoy expected security interest in the system but cannot circulate SHE on the secondary market.

1.1 Credentials for joining the mutual assistance network



First, the users need to meet the requisite health condition or safety status. Then, they can join the mutual assistance community and put the requisite amount of SHE into the locked in pool.

When death or severe disability occurs in the network due to serious illness or accident, the claim payment is divided equally between all the users and deducted from the locked SHE.

When the user withdraws from mutual assistance community under the conditions agreed in advance (such as accidental injuries), the remaining SHE will be unlocked and returned.

1.2 Payment revenue

Users joining mutual assistance need to pass an observation period of 180 days. After the observation period, if the user suffers from a serious illness included in the agreement, he/she will receive the prescribed multiple of the SHE paid by him/her to join the community(the maximum will be 500,000 USDT). The amount of compensation depends on the disease coefficient and risk factor. The disease coefficients and risk factors for different diseases are determined by the Foundation. The Foundation will regularly calculate and publish this information on the smart contracts. Claims payment are based on the ratio determined when the user joins the mutual assistance community.

There is no observation period when joining wellbeing insurance.

1.3 Deposit or renewal for oneself and relatives

If the SHE balance is less than the minimum single mutual aid amount, the users who have joined the mutual assistance system will temporarily lose their membership and need to re-pay SHE to regain their authorization. Therefore, users need to renew their account to maintain eligibility for protection. The renewed SHE immediately enters the locked in pool. SHE can be paid by others.

1.4 Participating mutual assistance organizations

Blockchain systems have the greatest degree of inclusiveness and allow global mutual aid organizations, mutual insurance companies and other internet organizations to join. These organizations can pay for SHE on behalf of their clients, provide identity information to the blockchain, and gain mutual assistance credentials for their clients. Organizations may choose to transfer their users' agreements to ShineChain, or receive claims from Shinechain and process to clients afterwards. In order to encourage mutual aid organizations to join as early as possible to maintain the robust growth of the entire network, the network has a reward mechanism. The participation of mutual aid organizations and the development of the platform is a win-win process.

1.5 Integrity guarantee at payment

When the user applies for claims, he needs to put SHE into the locked in pool as a guarantee of integrity, that is, to make a promise on the authenticity of the claim. At the same time, they need to pay notary fees. If the audit fails, the user will forfeit ownership of the SHE in the locked in pool as a penalty. This SHE will be put towards operation funding of the Foundation. The Foundation also has the responsibility of managing the entire network and guaranteeing the interests of all stakeholders.

2. Risk control of SHE

When the market value of SHE is below the guaranteed value for 30 consecutive days, the user who passes payment review shall have the right to choose SHE or receive other digital assets in the fund equivalent to the guaranteed value at his/her on discretion.

III. ShineChain Model

1. Description of products

The first series of products promoted by ShineChain has following features:

- Low possibility of occurrence
- Huge loss if occurred
- Easy to identify

1.1 Personal accident protection for commercial aircraft, train, and ship

Traditional insurance for commercial aircraft, train and ship is based on the personal risk of travelling passengers. When the trip ends, the insurance company agrees to pay if an accident occurs during the trip.

If there is no accident, the insurance is automatically terminated. The passenger needs to pay for another insurance plan next time. The rules for ShineChain mutual assistance are: the user needs to purchase insurance with the token (SHE) for potential accident on commercial aircraft, trains, or ships. If there is someone in the community suffering from such an accident, a certain predetermined amount will be deducted from each user's account in order to pay the beneficiary. If there is no accident, the SHE in the user account will continue to exist and the guarantee of mutual assistance will remain in effect until the balance of the SHE in the user account is inadequate following deduction for certain accidents. Additional SHE needs to be added to the user's account to continue use. The user may also choose not to top up and exit mutual assistance community.

1.2 Third-party auto insurance supplementary injury protection

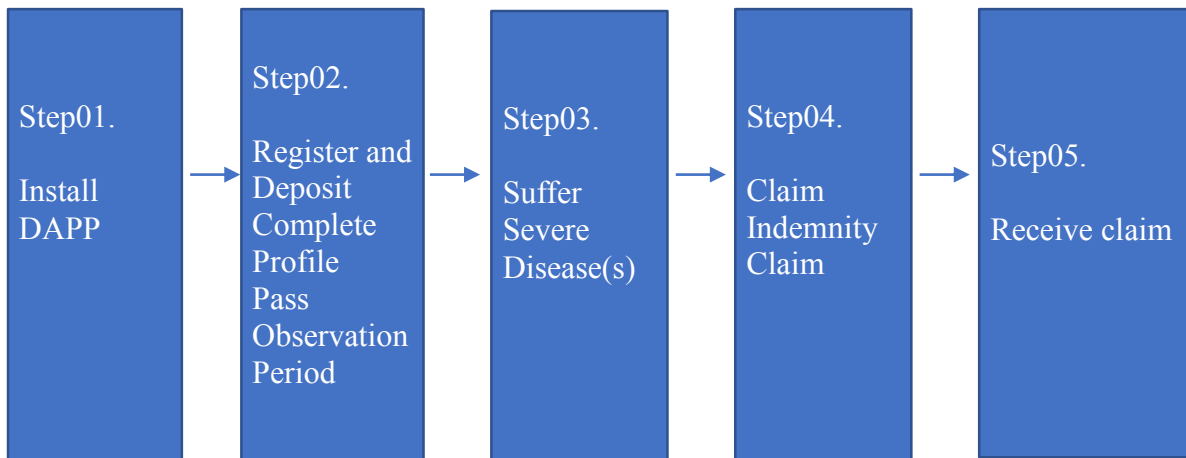
This product is aimed at the owner of a vehicle involved in an auto accident that results in third-party injuries (death or severe disability). This product will help with the amount that is not covered by third-party liability insurance.

1.3 Mutual assistance and protection for 30 major diseases including cancer

Health is fundamental to the happiness of tens of millions of families. With industrialization and environmental pollution, the incidence of major diseases such as cancer is surging. At the same time, the cost of medical treatment is huge. In addition, major diseases affect the normal work and life of patients and their families for a long period of time. ShineChain can provide relevant health protection for users suffering from serious illness.

2. Procedure of Mutual Assistance Practice

2.1 Procedure for individual users

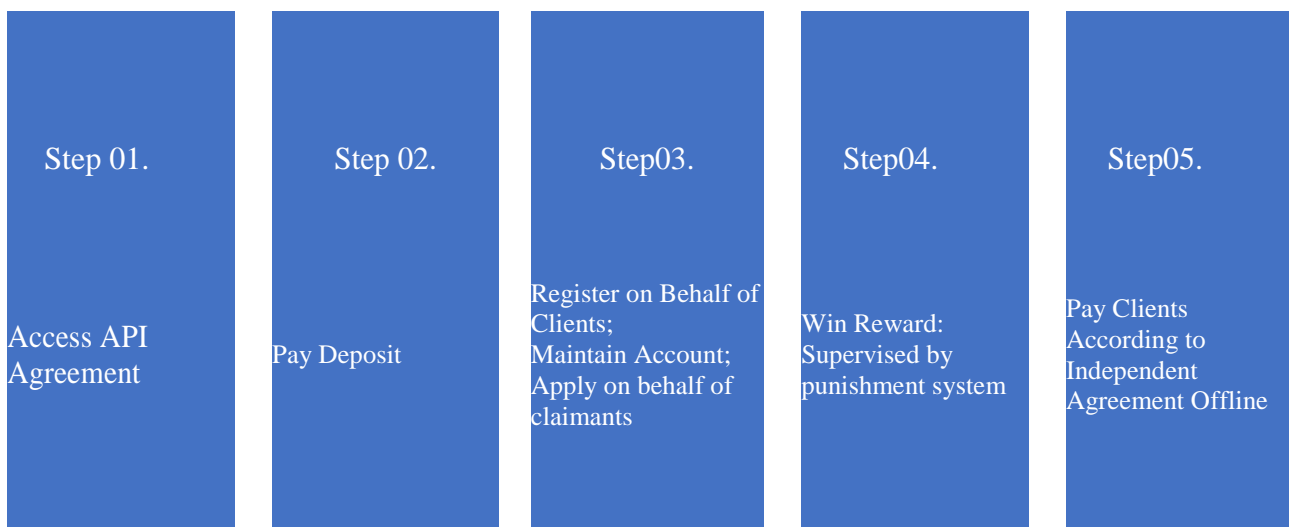


Individual users use DAPP to access services and realize visible interaction. They can read relevant information and adjust smart contracts.

2.2 Participating procedure for mutual aid organizations or other Internet organizations.

Mutual aid organizations participate through the open API agreement. Through block transactions, these organizations can complete account transfer and entry of information into the identity database. As an individual user in your organization, you can enjoy the same services provided by ShineChain. If unfortunate illness or accidental death or high disability occurs, the SHE payment will be given to the mutual aid organization. This liquidation system is simultaneous and extremely cost effective. Upon receipt of the payment, the mutual aid organization may pay its own claim under an independent offline agreement with the individual user.

When the mutual aid organizations join the community, they can earn rewards. They need to pay a certain amount as a deposit. This amount will be deducted if there is any fraud on the part of the mutual aid organization.



3. Technology layers

The first layer: mutual assistance community

Mutual assistance community is developed based on the ETH framework. In addition to the automatic execution of mutual assistance services by smart contracts, it is of utmost importance to build up their own chain communities for various digital assets and provide interactive communication for users with different digital assets platform.

Users access various types of services provided by the community by establishing different working groups within the SHE community, including but not limited to joining mutual assistance, identity management, and payment file upload. The community enables the creation of a global coverage system, a marketing operation system, and a global underwriting and claims system for all our members.

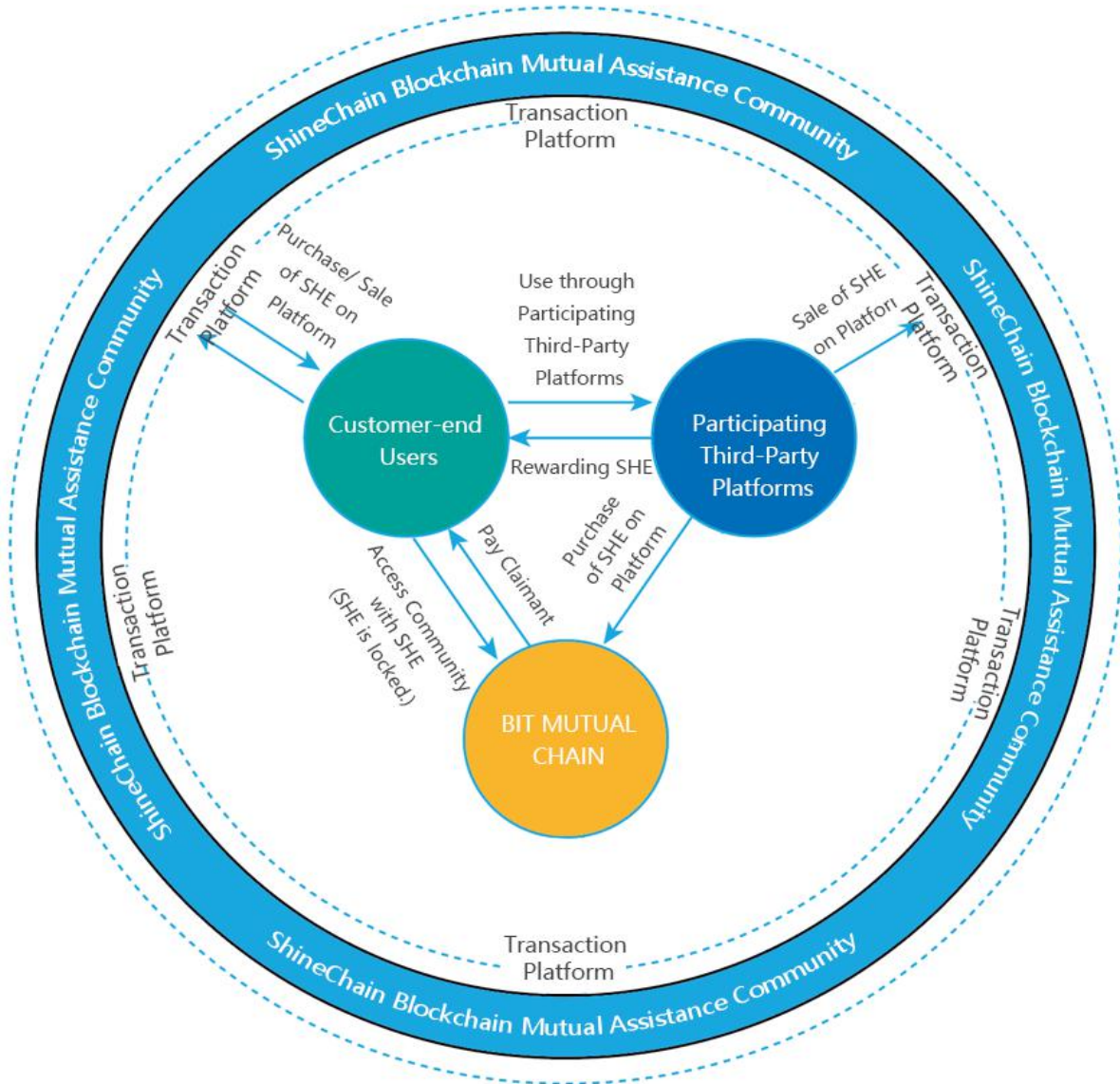
The second layer: Contract enforcement and payment

All SHE community-related business activities relies on community governance. These activities include: the signing and enforcement of mutual assistance contract, the audit of the incident, and the confirmation of accidents. The orderly operation of the community is ensured by the corresponding incentive mechanism. Early maintenance is accomplished by the Foundation. When the various mechanisms in the community are operating smoothly, all the rights are completely released to the community and publicized in the community. Over time, the community will gradually shift to a completely decentralized mechanism.

The third layer: service support

Comprehensive service support (including marketing, operation, promoting, and cooperation) determines whether the business model can be quickly verified. ShineChain will establish market order and catalyze the market through the services supported by the Foundation.

The ShineChain Model



IV. ShineChain Foundation

The ShineChain Foundation aims to provide an independent, non-profit, and democratic governance system for all ShineChain users.

1. Major Functions of the Foundation

The Foundation will include members from mutual aid organizations, notary agencies, charity organizations, and other Internet organizations (membership is based on holding a specific amount of SHE). The Foundation will provide open management of platform resources (including marketing and establishment of the underlying service system) and strongly support platform-related technological

development. It will maintain ShineChain founding mechanisms and upgrade the risk control system of the entire ecosystem.

ShineChain's efficient operation will attract more users to join the platform. ShineChain will maximize service value for users and maintain user development and retention as the top priority. Over time, the Foundation will be more likely to centralize autonomous organizations and establish formal codes of practice and standards of operation.

2. Development Goals of Foundation

We are focusing on the development of low-level technologies and application tools so that a friendly machine language and interactive interface for all users will be established in the future. We will enable a wide range of developers and maintainers to enter the entire ecosystem and maintain an open source code to enhance the operational efficiency and stability of the platform.

We aim to develop an autonomous community culture. The mutual assistance ecology will ensure a close relationship between users. During this process, users in the same community can the spirit of mutual aid through communication, so as to use group wisdom and further optimize the ecosystem so that all participants can benefit.

3. Governance Goal of Foundation

We aim to study fair and transparent governance norms and standards. We will give due consideration to the common interests of all participants and users, and achieve the dual goal of liberating and managing all parties. In the end, we aim to achieve a multi-party win-win cooperation.

We will also study a stable and efficient market system, including promoting and categorization of mutual aid groups, calculation of risk factors, creation and circulation of SHEs, and authority and agreement of notarized organizations.

We will study the risk-control model and economic models to ensure that ultra-large-scale economic networks can operate for a long time without being affected by financial crises such as economic crisis, inflation, and malicious attacks.

V. Technology Risk and Feasibility Assessment

1. Advantage of transaction frequency

Based on ETH's unique technology based solution, it can withstand sufficient transaction pressure with continuous optimization.

2. Identity management and claims verification

The identities of all mutual aid users are authentic. When the audit committee composed of professionals confirms the authenticity of the incident reported by the user, it submits the private key to the intermediate address and initiates the multi-signature payment credit. Any user can lock a certain amount of SHE to question the notarization. If there is doubt, it must enter the review stage. If there is no doubt, the notarization fee will be unlocked after 15 days and transferred to the address of the notary office. If there is any fraud on the part of the claimant, users, or the notary agency, the locked SHE will be confiscated and transferred to the Foundation's account.

VI. Development Roadmap

1. Cooperation Partners

ShineChain has welcomed and attracted global mutual aid agencies, mutual insurance companies and other internet organizations. ShineChain hopes the partners can share the same vision. Partners use mutual

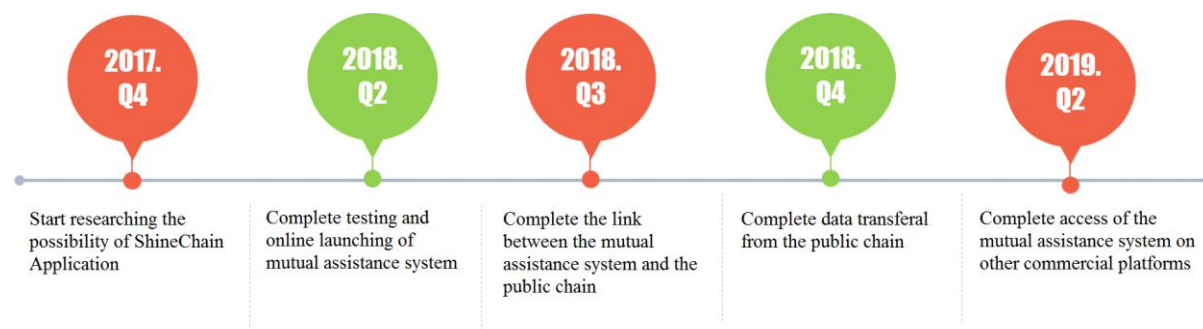
assistance as major way of realization and aim to solve medical protection and provide security insurance. Due to different marketing and operation priorities, each partner can play a different role in the community and achieve a win-win situation. Indeed, ShineChain and its partners share resources in the broadest sense of the word.

For example, Micro Cloud Network Technology Co., Ltd., one of the partners, is a an internet service platform that combines end-user and insurance agents and has millions of users. The company took the lead in combining insurance products with WeChat red packets in 2016 and developed the Micro Cloud Insurance Red Packet to maximize the socialization and entertainment value of insurance products. In addition, Micro cloud Baobei also developed a Go Baby mobile platform, which provides convenient vehicle refueling and discounts. The platform now has more than 200,000 users born after 1980 and 1990. The GoBaby rewards SHE while providing users with convenient service and refueling discounts, providing protection for the safety and health of the drivers.

2. Competition Analysis

Compared to its partners, ShineChain's competitors should be defined as high-profit commercial institutions that provide travel and health care insurance. Blockchain will revolutionize the industry by minimizing the intermediate costs during decentralization.

3. Project Schedule



VII. Policy of Token Issuance

1. Total amount and allocation

The total amount of SHE is 5 billion and it will never be additionally issued. The distribution plan is as follows:

Initial investors 10%, a total of 500 million SHE;
 private equity investors 40%, a total of 2 billion SHEs;
 Foundation fund for operation and maintenance 20%, a total of 1 billion SHE; Marketing fees 10%, a total of 500 million SHE;

The founding team and early contributors contribute 20%, totaling 1 billion SHEs. This will be used to reward contributors who devote their wisdom and labor to initial project operations, product design, technology research and development, and ecological construction. This part of the SHE will serve as a team motivator, initially unlocking 4% of the total SHE and unlocking 2% every 3 months for the remaining amount. All SHEs will be unlocked within two years.

Among them, cornerstone investors and private investors belong to the circulation part, accounting for 50% of total 2.5 billion. The foundation's operation and maintenance funds, marketing costs, the founding team and initial contributors belong to the non-circulation part, which has 50% share of total 2.5 billion.



2. Implementation Plan of Raised Funds

2.1 Human resources costs (40%)

ShineChain will set up development teams and financial analysis teams in multiple countries. ShineChain will promote both blockchain technology development and economic model construction and do our best to promote the integration of blockchain and financial insurance. To achieve this, ShineChain welcomes the world's top development and finance talents and will establish an international development and management model. This part of the fund is expected to cover human resources costs for 3 years.

2.2 Business Development (25%)

ShineChain's business operations requires business cooperation with notary agencies and medical institutions in target countries. The operations require support from current local insurance data and disease incidence. ShineChain will assume this part of the responsibility in the early stage.

2.3 Marketing (15%)

ShineChain will abandon the offline-oriented marketing model used in the traditional health insurance industry and adopt a marketing and operation strategy specific to a mobile internet model. This part of the budget will cover the costs of branding, advertising, cross-industry co-operation, and the self-promotion platform for the 2 years after the launch of the ShineChain APP.

2.4 Consulting (10%)

Based on public blockchain, ShineChain requires the continual inclusion of infrastructure and third-party services and increased use of the resources of public blockchain. At the same time, ShineChain will continue to focus on the development of the blockchain industry and the financial industry. Therefore, consulting expenditure is necessary.

2.5 Legal Compliance(10%)

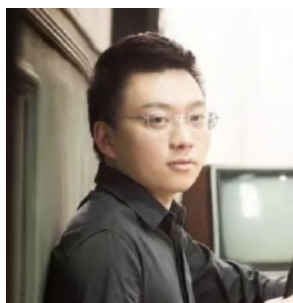
The development of the laws and regulations of financial blockchain technology is still in its infancy, which requires joint exploration by the industry and regulatory agencies. ShineChain aims to become a pioneer in this direction. We will invite excellent legal compliance experts to join in and constantly provide regulatory agencies with factual basis in the process of exploration.

VIII. Team Members



CEO JIN HUI

Jin Hui is a senior economist and graduated from the Department of Economics, Sichuan University, and the EMBA program of Guanghua School of Management, Peking University. He has been a firm believer and practitioner of bitcoin since its emergence. He served as an executive at China Life, PICC Life Insurance Company Limited, Sunshine Insurance Group, as well as the founder of Chexiaobao.com-an online insurance agent vehicle insurance platform. He now serves as the Chairman and CEO of Sunshine Insurance Agency Co., Ltd. and the Director of the Internet Finance Club 1000 Insurance Special Committee. With more than 20 years of experience in insurance sales and management, he is an expert at team building and innovation of insurance products. He has extensive experience in the field of life insurance, property insurance and internet insurance, and is committed to the exploration and application of blockchain insurance.



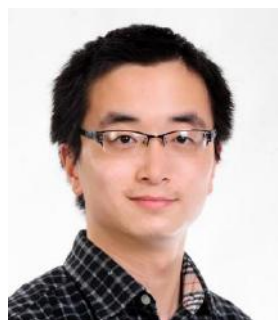
CIO PENG SONG

Peng earned his Master's Degree from Tsinghua University and was a former Red Hat Senior R&D engineer, Chinese aerospace architect, Chinese search architect, and senior internet entrepreneur. He participated in the field of artificial intelligence and search field as well as blockchain projects and strategic design. He is among the first group of participants in the coin circle at Garage Coffee.



CSO SUN ZHIYONG

Sun obtained his Bachelor in Physics and Master of Finance from Peking University. Sun Zhiyong served as the former adjunct at China University of Political Science and Law and former arbitrator at the Beijing Arbitration Commission. Now, he serves as the deputy director general of China State-owned Industry Innovation Alliance, senior partner of TianTai Law Firm, Chairman of Jin Feng Capital, CEO and co-founder of WoYi Obstetrics Group, Managing Partner of Future Ventures International U.S., Inc., Chairman of the JinFeng Capital, CEO and co-founder of the WoYi obstetrics Group, and Vice-president of Beijing ShenKong Science Co. Ltd.



COO WANG JINLONG

He served as Senior Business Manager at the Alibaba mobile business group. During that period of time, he was in charge of business realization and market cooperation of Alibaba Games, Alibaba Literature, and the UC browser. After that, he served as a marketing director at Qing Song Chou and an operation manager at Qing Song Hu Zhu and was responsible for developing the business of insurance and health. With more than 10 years working experience in the internet, he has in-depth research and practical experience in the fields of internet mutual assistance, mutual insurance, and internet commercial realization.



CPO QIN YUSHUAI

With 4 years of experience as the internet products manager, he served as Senior Product Manager at Mei Tuan, Yuan Ti Ku, and toutiao.com. He was responsible for e-commerce, and education products. He subsequently engaged in blockchain investment, and blockchain media. He also participated in ITC, deep brain, nebula, AAC, and other projects.



CAO XU YUNFEI

Xu Yunfei is a senior investor and has the partnership with Rongxin Internet Financial Group, YiChen International Limited, and QingYing Dream Factory. He used to be the Director and Deputy General Manager of ZhiLian China Technology (430122). Xu Yunfei has extensive research and unique views on blockchain, and mainly engages in the business of blockchain investment, venture capital, equity investment, and NGO work.



CTO HUGO

Hugo earned his Ph.D. degree in financial mathematics at the University College London. He is a searcher at the Centre of Blockchain Technologies in University College London and the founder of the China-UK Blockchain Association. His has rich experience in designing digital monetary and ICO supervision.

IX. Claims of Project Risks

Please note that this project has the following risks if you would like to invest:

1. Compliance and operational risks

It refers to the risk of the project violating local laws and regulations in the process of raising funds and engaging in business, resulting in the risk that business may be terminated.

The method taken by the operation team to avoid compliance and operational risks is that both the operation team and the Board of Directors will adopt a distributed operational model and seek to eliminate individual points of risk.

We will hire lawyers in our target markets and design the issue of digital assets, digital assets transaction, blockchain finance, and blockchain application under the applicable legal framework.

2. Market risks

Market risks refer to the risk that project might not be accepted by the market or is not used by enough users. Business development may become stagnant when there are insufficient participants in the SHE market.

The methods taken by the operation team to avoid the market risks are as follows:

We require confirmation of existing challenge of the market based on many years of experience in the actual operation of the market; ShineChain will share ideas with the whole industry and learn from the operational experience of similar products and optimize ours.

3. Technical risks

Technical risks refer to major problems emerging in the underlying technology, where the expected function cannot be achieved or key data might be tampered or lost.

The method taken by the operation team to avoid such risks is: use an architecture development system verified by many users for an extensive period of time and based on mature, open source, and secure blockchain technology.

4. Capital risks

Capital risks refer to the significant loss of the project capital, such as the theft of capital, loss of funds, and substantial depreciation of digital assets.

The method taken by the operation team to avoid capital risks is to hold digital assets with multiple signature purses and cold storage.

X. Disclaimer

This document is only used for information purposes, and does not constitute an opinion on the sale of SHE. The above information or analysis does not constitute an investment decision. This document does not constitute an investment proposal, investment intention, or invitation to invest.

This document does not constitute nor be understood to constitute buying or selling or an invitation to buy or sell any form of security, nor does it constitute any form of contract or commitment.

Interested users must have a clear understanding of the risks of ShineChain. Participation in the investment constitutes implicit acceptance of the risks of the project.