

for **HOOXI** Campaign



WHITEPAPER

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W GLOBAL INVESTMENT YOUREE LEE April, 2019



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1. Introduction

W-Foundation strongly believes in using 'Blockchain for Social Good.'

W-Foundation adopts blockchain technology to expand **HOOXI Campaign** globally to promote environmental sustainability – a major component of the United Nations (UN)' Sustainable Development Goals (SDGs) set as the 2030 Agenda. In specific, W-Foundation supports **1**) promotion of voluntary climate actions including compensation of emissions through UNFCCC-recognized carbon credits, and the Climate Neutral Now initiative, and **2**) the pledge made by of the Korean government at Copenhagen Accord in 2009, to reduce GHG (Greenhouse Gas) emission by 37% by 2030.

HOOXI App is the key platform that is gamified and incentivized to motivate the general public to participate in GHG reduction missions.

W Green Pay, the blockchain token, is issued to reward the HOOXI App users' contribution to reducing GHG emissions.

Transparency, sustainability, and accountability of HOOXI Campaign is the key focus of W-Foundation, and use of blockchain technology adds further value to achieving these goals; all transactions of W Green Pay are traceable, immutable, and reliable.

W Green Pay shall contribute to not only making of a greener earth but also to mass adoption of cryptocurrency and blockchain technology by expanding its community and user base world-wide.



2. W-Foundation

W-Foundation (http://www.gcrfund.org/) is an international non-profit organization established in 2012, headquartered in Seoul Korea. W-Foundation is a designated donation organization entitled by the Ministry of Strategy and Finance of Korea.



W-Foundation is committed to leading and enabling a broad-based public awareness and support for individual and collective actions needed for nature conservation, climate change mitigation and relief for refugees impacted by climate change and natural disasters, and is a believer in the partnership model, where like-minded individuals, corporations and organizations contribute their diverse and unique resources to build and sustain a broad-based effort to make a difference for our shared future.

W-Foundation is one of the 25 global partners highlighted on the United Nations Framework Convention on Climate Change (UNFCCC)'s Climate Neutral Now Resources Centre.



3. HOOXI Campaign

W-Foundation's HOOXI Campaign is a Global Nature Conservation Campaign.

HOOXI Campaign aims to preserve and restore natural environments and ecosystems (forest preservation, coral reef restoration, endangered animal protection, among others).





'HOOXI + HUMAN = HOOXIMAN'

Once you participate in HOOXI campaign, you are appointed as 'HOOXIMAN.'

Be a 'HOOXIMAN' and always care about the nature, our earth.



Creating Forest



Restoring Coral Reef



W-Foundation's global nature conservation fundraising campaign songs for the HOOXI Campaign have become high profile global projects for increasing the public's awareness on climate change.

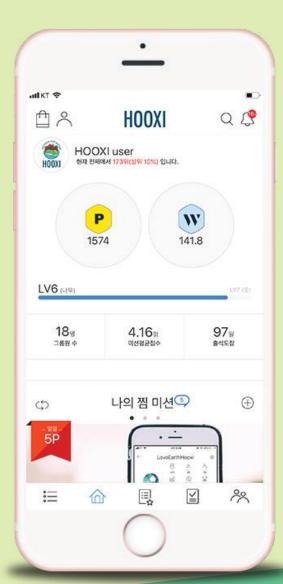
The campaign songs are launched every two years. Since its first song in 2012, W-Foundation has launched three songs with the fourth coming in 2019. Worldwide celebrities including K-pop stars, actors, and sports stars participate by donating their talent and time to the effort.

4. HOOXI App

HOOXI mobile application is a **gamified mobile social network service** that encourages the public to perform and share results of greenhouse gas emissions reduction missions.

HOOXI App **incentivizes the users**. Completion of the missions generate mission points, which are used to competitively rank the users on a monthly basis. As an incentive to encourage enthusiastic participation and voluntary generation of useful greenhouse gas emissions reduction data, the top 20% are rewarded each month with WGP (W Green Pay) blockchain tokens.

HOOXI App uses **artificial intelligence** (AI) to analyze the profile of each user and customize missions for their lifestyle, age, gender, occupation and more. Based on the analyzed information, tailored daily, weekly and monthly missions are suggested to the users, which they can choose to perform in order to reduce GHG, and in turn be rewarded mission points after completing the selected missions.





HOOXI missions are defined in a way as to make it easy for diverse members of the public to participate, with a smaller subset of the missions specifically designed to generate time series data that can over time contribute to a rigorous quantitative accounting of the public's contribution to greenhouse gas emissions reduction through the HOOXI App. Methodologies that leverage the data generated by component activities of an umbrella program approach are in development, in order that over time, an application model that validates the data-based emission reductions and benefits from the carbon credits, can be implemented within the framework of market-based mechanisms overseen by the UNFCCC and the various sovereign governments.

HOOXI App acts as a **green encyclopedia** with environmental knowledge that unobtrusively educates the participating public ('HOOXI App users') of creative activities ('HOOXI missions') that achieve GHG reductions, while highlighting the ramifications and impact of their achieved missions.

HOOXI App also acts as a **token wallet** displaying the user's W Green Pay balance, which allows users to send and receive W Green Pay. W Green Pay can also be stored in ERC20-compatible wallets and other compatible wallet applications.

GHG REDUCTION MISSION

Users can choose their own GHG reduction missions in the main page

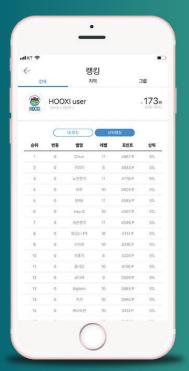




USERS' RANKING ON GHG REDUCTION EFFORT

Users can check their ranking (by region, age, group, company, etc.)







HOOXI APPLICATION MISSION POINTS

WGP is provided based on user's ranking based on their mission points





5. W Green Pay

As of now, W Green Pay is an **ERC20**-compliant token that operates on the Ethereum blockchain.

With the goal of getting to an optimum platform with scalability, minimized network fees and high speed required for a full global scope expansion, W Green Pay continues to monitor market and technology developments for ways to optimize the platform.

5.1. Token Sale Details

Token Name : W Green Pay

Token Symbol : WGP

Platform: ERC20

Token Supply: Fixed supply of 600 million (reduced from initial 1billion)

TGE: 2nd October, 2018

Lock-up Period: Varies from 1 month ~ 12 months from TGE

Exchanges listed : Huobi Korea, GDAC Exchange





Green Pay

5.2. 1H2019: Token Supply Reduction

At the initial issuance of W Green Pay, the total number of W Green Pay was fixed to remain constant at 1 billion tokens.

In April 2019, W Green Pay decided to reduce its total token supply by 40%.

The 40% supply reduction will come from the reserves for future sale as well as issuer reserves. After reduction, the reserves for future sale will be 17% of the total token supply, while the reserves for issuer will also be 17% of the total token supply.

Concurrent to the reduction of the total supply of W Green Pay, a token swap will be implemented to apply smart contract upgrade with an added security function to further secure wallets.

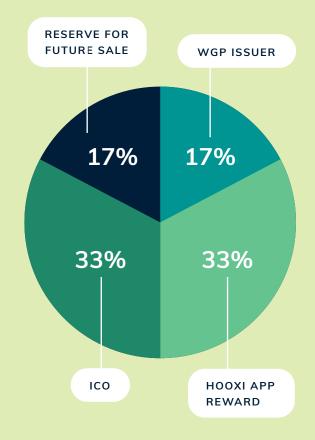
After the token swap, total supply of W Green Pay will remain constant at 600 million.

5.3. Token Allocation

For W Green Pay, there are no free tokens allocated for team, advisers, or partners.

Token allocation breakdown are as following:

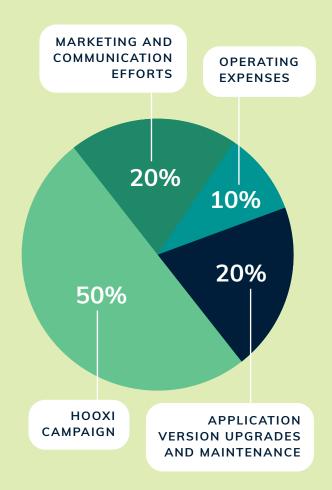
- 33% for ICO
 for initial coin offering via private and public sale
- 33% for HOOXI App Reward to provide as reward at HOOXI App
- 17% for Reserve for Future Sale
 reserved for potential block sale to strategic
 partner interested in co- promotion of HOOXI
 Campaign
- 17% for Issuer
 to be reserved for force majeure, i.e. the case where HOOXI App needs WGP for rewards but supply for buyback in the market is limited.



5.4. Funding Allocation

Fundamentally, the funds raised from the sale of W Green Pay are strictly used for and segregated to HOOXI Campaign efforts.

In breakdown, the 50% will be allocated to the **HOOXI Campaign** to fund nature conservation projects, greenhouse gas reduction projects, sustainable environmental technology R&D initiatives and public environmental campaigns in support of the HOOXI App. From the remaining, 20% will be allocated for marketing and communication efforts, 20% will be allocated for application version upgrades and maintenance, and 10% will be allocated to cover operating expenses.



5.5. Tokenomics and Usability of W Green Pay

W Green Pay users will be able to spend tokens as a payment method anywhere in the world as the platform is progressively rolled out globally with the continued expansion of supporters and contributors to the HOOXI Campaign.

W Green Pay is already used as the exclusive payment method on HOOXI Shopping Mall integrated in the HOOXI App.

Hodlers of W Green Pay will have exclusive access to W-Foundation's HOOXI Campaign events, which are highly valued events orchestrated by W- Foundation's existing global community of sponsors, partners, and K-POP followers.

Demand for W Green Pay is also expected to remain stable and consistent.

Issuer will continue to buy back the tokens to expand the reward pool to the HOOXI App users to further motivate the public to participate in environmental actions.

W Green Pay Issuer will continue to buy-back W Green Pay from the Market based on revenues from:

1

HOOXI SHOPPING MALL INTEGRATED IN HOOXI APP

HOOXI Mall is integrated on HOOXI App for the users to spend W Green Pay to purchase goods and services. By selling goods and services, the HOOXI Mall generates revenue via collecting sales fees. Provided goods and services are as the following:

- HOOXI Mall sells various goods provided by the W-Foundation and donated goods or discounted goods provided by its partner companies and sponsors.
- HOOXI Mall is also an open market platform where other retail sellers (under a screening process limited to green products) can sell their goods.
- HOOXI Mall provides access to various HOOXI Campaign events organized by the W-Foundation such a K-POP concerts, charity bazaars, sports events, camping festivals, etc.

2

PR AND MARKETING ON HOOXI APP

HOOXI App is a social networking service where users complete missions to reduce GHG emission.

HOOXI App may also include missions using specific products or services that are environmentally friendly.

HOOXI App may generate profit by providing such 'mission ads' to corporations as platforms for PR/marketing of their products and services.

[LONG-TERM GOAL] CARBON CREDITS

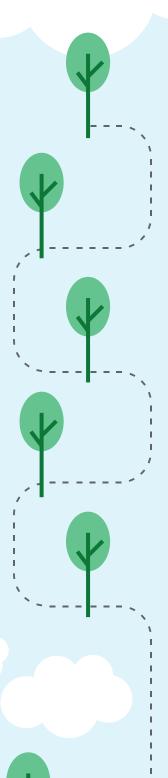
It is the goal of the W-Foundation to work with the UNFCCC and the national governments to build methodologies for receiving carbon credits or similar national units (KOC in the case of Korea), based on the missions specifically designed to generate time series data that can over time contribute to a rigorous quantitative accounting of the public's contribution to greenhouse gas emissions reduction through the HOOXI App.

When accepted methodologies are in place that validate emission reductions from programs of individual greenhouse gas reduction activities achieved on the umbrella platform, and equivalent carbon credits are received based on those reductions, HOOXI App may generate revenues based on carbon credits.

Regulatory environment in carbon credits and markets is fluid, which may impact the rollout of W Green Pay's strategy to achieve this goal. Whether we maintain our current focus on incentivizing the users' emission reduction contributions via W Green Pay tokenized rewards or find ways to incorporate carbon credits into the benefits distribution are subject to on-going regulatory developments, some of which may change the status of individuals in the established carbon markets. The goal of HOOXI campaign is clear; to incentivize users to reduce greenhouse gases with continuity and vigor. W Green Pay will adopt the optimum path to incentivize users with maximum and meaningful value, in order to motivate the public to contribute to their utmost capacity, for the environment and for our shared future and wellbeing.



6. Roadmap



DEC 2017

Announced HOOXI GHG Reduction Campaign at the National Assembly of Republic of Korea

APR 2018

Established HOOXI GHG Reduction Campaign Committee, ceremony held at the National Assembly of Republic of Korea

MAY 2018

W Global Investment Pte. Ltd. (Issuing corp. of W Green Pay in Singapore) started **Private Sale** of W Green Pay

JUL 2018

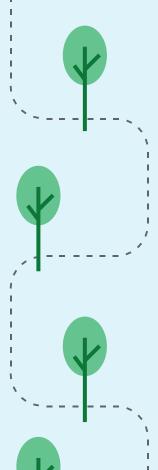
Held "HOOXI Camping Festival" at Hansol Oak Valley to promote HOOXI Campaign (200,000 attendees)

OCT 2018

- Completed Public Sale of W Green Pay
- Launched HOOXI App Closed Beta (in Korean)
- Organized "Korea Carbon Forum" for 3,000 attendees (Host: Gangwon Province, Ministry of Science and ICT & Organizer: W-Foundation, Korea Research Institute on Climate Change, Korea Institute of Geoscience and Mineral Resources, IETA (International Electrical Testing Association))

DEC 2018

- Launched HOOXI App Open Beta (in Korean)
- First Listing in Crypto-Exchanges in Korea: Huobi Korea & GDAC



MAR 2019

- Launched HOOXI App Official Version (in Korean)
- Launched HOOXI Shopping Mall

MAY 2019

- Multi-Language HOOXI App to be launched (English, Chinese, Japanese)
- **Token Swap** (for 40% total supply reduction & smart contract upgrade) to be completed

1STH 2019

Expect Global Crypto-Exchange Listing

2NDH 2019

- To continue HOOXI Campaign & HOOXI App Global Expansion in various countries as part of the national governments' initiatives to support environmental sustainability
- To implement planned enhancements to W Green Pay tokenomics, including staggered staking membership benefits for HOOXI App users, settlement process optimization for HOOXI Mall partners, philanthropic donation functionalities, and more
- Introduction of HOOXI Point system on HOOXI Shopping Mall to further enhance the UX/UI for HOOXI App users and WGP holders

8. Team & Advisers



DR. YOUREE LEE

Co-Founder/CEO, W-Foundation (Adjunct Professor, Business School of Hanyang University)

A philanthropist and an entrepreneur, she is the CEO of W-Foundation, W-HY R&D, Hooxi Research Institute, and COO of Hooxi Foundation (USA).

Dr. Lee is a pioneer in bringing blockchain to social finance. She led the launch of the blockchain W Green Pay (WGP) for 'HOOXI', a global nature conservation campaign organized by W-Foundation and the Korean government.

Dr. Lee has extensive investment and corporate banking experience at Macquarie and Sumitomo Mitsui Banking Corporation, covering infrastructure and renewable energy project financing and relationship management. Received Ph.D., M.A., and B.A. in International Business from Ewha Womans University. Teaches business, strategy and finance at Ewha Womans University and Hanyang University.



WOOK LEE

Chairman, W-Foundation

Founder and Chairman of W-Foundation, philanthropist and entrepreneur. Built global network to enable public-private partnerships with governments, corporations, and institutions. Established Global Climate Refugee Fund with global donors and grew W- Foundation into influential Global Nature Conservation Organization. Bachelor of Law from Hanyang University



KEON HO SHIM

CFO, W-Foundation

Before taking the role of CFO at W-Foundation, he was the Head of Corporate Sales at Bank of America Merrill Lynch's Transaction Banking division in Korea. Mr. Shim has over 23 years of experience in banking, consulting, and new business development. Mr. Shim has also worked at Citi, Oliver Wyman, and Samsung Corporation.

Mr. Shim holds an M.B.A. from Stern School of Business, New York University, and a B.A. in Economics and Political Science from The George Washington University



STAS OSKIN

Technology, R&D Adviser (Co-Founder of Wings)

With over 15 years of experience in IT engineering, development and management of enterprise products Stas co-founded WINGS, a successful community-engagement and smart-contract facilitation platform as well as one of the few working DAPPS on the Ethereum blockchain. Stas is also CTO of eyecam, NeoCam, and NeoVSP. Stas brings extensive expertise in web-based platforms, streaming media, distributed storage, clustered solutions and networks.

Prior to current positions, Stas acted as the CTO of BeeCom Israel, where he led the company's strategic shift to open-source/Linux based platforms. He also participated in multiple high-profile software projects, consulting such organizations such as BeeContact, Dead Sea Labs, and Ministry of Defense, and was a co-founder of Comoona, the first Israeli online social network.



SEBASTIEN STUPURAC

Blockchain Product Adviser (Co-Founder of Wings)

Sebastian co-founded WINGS, a successful community-engagement and smart-contract facilitation platform as well as one of the few working DAPPS on the Ethereum blockchain. Sebastian has gained vast experience in decentralised solutions and blockchain technology since 2013.

Sebastian was also CEO of ChainLab, CIO and Product & Project Manager at eyecam. Sebastian received BA in Information Systems Management from The Academic College of Tel-Aviv, Yaffo.



CHRIS LOW

Mr. Low has been succesful technology entrepreneur for near 20 years. His first startup called Pendulab is a Software-as-a-Service offering web based collaboration solution, Pendulab was acquired by a leading US-based private equity firm.

Mr. Low founded Southeast Asia largest casual game platform, Viwawa, in 2008, SofrPay Mobile, and also SoftPay, the largest Mobile Point of Sale company in Vietnam with partnership with Indonesia's largest bank, Bank Mandiri. Mr. Low graduated with a Merit in Computing from the National University of Singapore. Mr. Low has been passionate about blockchain technologies since 2012. He loves to read up on the latest blockchain technologies and does some coding in his spare time.



SABER ARIA
Partnership Adviser (Founder of Beyond Blocks)

Saber Aria is a strategist with over 10 years of experience in marketing strategies and building businesses. He is an early blockchain enthusiast, with a passion for blockchain technology and decentralization after investing in bitcoin in 2012. He is the founder of a prominent digital marketing agency and an advertising software company, each with a diverse portfolio of clients including several fortune 500 companies. He is the founder of ARIA256 blockchain accelerator and the co-founder of Beyond Blocks, a global conference for blockchain enthusiasts, investors and developers. Saber has a passion for seeking out and assisting emerging start-ups both as an advisor and investor through his accelerator program. He focuses his council not only on brilliant business ideas, but just as importantly, the teams behind each project.



JEREMY KHOO
Technology and Investments Adviser

Jeremy Khoo is an international business operator, founder and blockchain entrepreneur who has successfully exited 3 venture funded companies. He is currently VP of MC Payment and Group CEO of iFashion - a leading regional retail enabler and conglomerate, Mr. Khoo successfuly raised Series B from VC funds. Later iFashion was acquired by MC Payment for \$23 million and Jeremy is co-leading the combined push for a public listing on the SGX,

Jeremy is a Partner and Principal Consultant in Novum Capital and Enblockr, the blockchain accelerator corps. Jeremy is also Managing Partner in CRC Capital, crypto fund investing in early stage blockchain innovation. Jeremy co-founded retail blockchain MegaX as well as Crypto-E-Commerce store Megaxstore which is spearheading cryptocurrency mass adoption.

Jeremy obtained his Bachelor's Degree in Mechanical Engineering from the Nanyang Technological University of Singapore.



IRWIN CHEE
Crypto Adviser

Starting his career in product development and marketing, Irwin was at i-Sprint Innovations, a security tech firm. He was Co-founder at Rimu Group, a venture capital fund which invests across SEA, led rounds and co-invested along side other VCs such as Wavemaker Partners, Ardent Capital, SMDV, SPH, Fenox and DeNA. With a portfolio of 4 acquisitions and 2 exits.

Irwin was an early investor in ICOs notable ones include NXT, AntShares (now NEO), Stratis and Status. Irwin is now the Managing Consultant of Novum Capital, blockchain consultancy.

Irwin is also the Writer at www.cryptofinn.net that covers opinion pieces on cryptocurrency and reviews ICOS whenever he can.



CHEN SHUN TENG

Business Adviser (Group Strategy & Corporate Affairs Manager at WWRC Holding Pte. Ltd. "WWRC Group")

In charge of charting future growth through overseas expansion, JV/partnerships and M&A at WWRC Group, a Pan-Asian Chemical Distributor with the presence in 16 Asian Cities. Prior to joining WWRC Group, worked in banking with Citi and OCBC. Bachelor of Engineering (Materials Engineering).

Mr. Teng received First Class Honors Degree from Nanyang Technological University



COCO ONG

Marketing & Communications Adviser

With experience in handling and facilitating events since her undergraduate days, Coco started her career at GaiGai Pte Ltd, the fastest growing dating agency in Singapore, leading an events team and has since organised, marketed and executed over 100 events to date. The Love @ S.E.A.A. event was also featured in a variety show on Mediacorp, a Singaporean broadcasting station in 2017. Moving into content marketing at Paktor Pte Ltd, Coco managed digital content and traditional marketing for the company, as well as influencer marketing which managed to achieve a low CPL comparable to programmatic advertising. Prior to this, Coco graduated from NTU with a Bachelor of Fine Arts in Photography and Digital Imaging.



JONAS LARSSON

Crypto Adviser

Jonas has over 3 years experience in client facing roles as well as in blockchain and cryptocurrency since Bitcoin's early days.

Previously an Account Director at Black Marketing, he specialised in maximising international C-level clients personal branding, presence, and company brand on Linkedln. Prior to this, he held a role of an Associate Engineer at TÜV SÜD PSB working in the Electrical & Electronics engineering field. Jonas graduated from RMIT University with Bachelor of Business in Marketing.



SONIC ZHANG

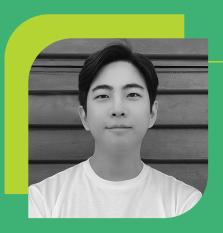
Crypto Investment, Tokenomics Specialist / Technology Adviser (Founder & Managing Director of LedgerZ Capital)

Sonic Zhang is an entrepreneur and investor. Founder of LedgerZ Capital (ledgerz.capital) and ValueNet Capital (valuenet.capital), focusing on investing in blockchain startup, security token offerings (STO) and cryptos, portfolio include OmiseGo, Binance, PowerLedger, WAX, CoinPoker, Lympo, Bankorus, RobotCache, Celsius Network, tZERO, Tenzorum, etc. He is the an international NGO focused on bridging blockchain and crypto communities worldwide. And the co-founder of ValueBank Group, a global network of fiat-crypto/crypto-crypto (Cointobe.com) exchanges, with a crypto wallet (Coinwall.io / Coinwallpro.com), and ICO services. Co-founder of Murint Capital, a VC Fund for tech and entertainment industries. Founder of SoRelax, a global platform for cross border marketing and services. Sonic has a MPM and a BE in Mechatronics from University of Sydney.



SATOSHI D.

Blockchain Industry Expert, Adviser (Co-Founder of Dfund, Founder of Dcapital)



MICHAEL LEE

Disclaimer

IMPORTANT NOTICE

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The tokenized nature of WGP tokens means that they are a blockchain-based asset. The security, transferability, storage, and accessibility of blockchain assets depends on factors outside of W GLOBAL INVESTMENT PTE. LTD.'s control, such as the security, stability, and suitability of the underlying blockchain (in this case, the ERC20 blockchain), mining attacks, and who has access to the smart contract where the WGP tokens are stored. W GLOBAL INVESTMENT PTE. LTD. is unable to assure that it can prevent such external factors from having any direct or indirect adverse impact on any of the WGP tokens. Persons intending to receive the WGP tokens should note that adverse events caused by such external factors may results in the loss of some or all of the WGP tokens. Such loss may be irreversible. W GLOBAL INVESTMENT PTE. LTD. is not responsible for taking steps to retrieve WGP tokens lost in this manner.

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THANK YOU



For more information, Contact:

YOUREE LEE

hello@wpay.sg

