



CUBE
CHAIN

Cube Chain

W H I T E P A P E R



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Cube Chain White Paper

Version 2.0

1. Abstract

This white paper is described in three stages: the blockchain and e-commerce industry, the Cube Chain service, and crowdfunding. The main objective is to describe the technology that ensures fast transaction speed while maintaining security levels by using the Cube Chain, that is to say, a pattern block algorithm. It also specifies the direction Cube Chain has as a platform for e-commerce. The core (engine) development of Cube Chain is now in its final stages. The team is planning to develop additional APIs and protocols for e-commerce services and will also open up the source code to development groups that have acquired the Cube Working Group (CWG) license to participate in development and testing. The five services of the white paper will be open to APIs and protocols and are for service providers who want to use Cube Chain in their e-commerce.

2. Blockchain Technology Introduction

A blockchain is an encryption system that creates blocks of data at regular intervals and validates that data through hash values that are coded into the blocks. A hash is a method of converting a string of data into a shorter value or key that represents it, verifying the integrity of the information. By using a hash with symmetric and asymmetric encryption techniques, we can actualise it as a function for various e-commerce.

These blockchains can prevent hacking, which can occur when trading cryptocurrency, through the disclosed transaction history. In particular, data is distributed across a Peer to Peer network without a central organisation, so that participants can jointly record and manage data. Each block validates the transaction ledgers, preventing forgery or falsification.

A traditional blockchain, such as Bitcoin, has a linear connection of blocks. It has a disadvantage in that data processing is slow since it only communicates between adjacent blocks. Cube Chain has been structured to extend the functional elements of the database through the concept of cubes instead of blocks. This provides a method of three-dimensional implementation and multiplexing of blocks, which can enhance speed through parallel data processing.

Typical technical features of the Cube Chain are as follows. For more information, see the Cube Chain Technical Paper.

Cubing technology, which is a technique for cubing data

Special blocks containing a data index, data statistics processing, and an escrow function

Multiple pattern block technology

Hybrid (POH) Agreement Algorithm to prevent waste of resources from mining

A double hashed, dual- approval method

Cube Chain aims to launch a platform based on the blockchain in the current e-commerce industry by utilising technical features. It provides 5 services with a theme of 'All in One Blockchain for E-commerce'.

1. One ID, a Login system for personal information protection and customer convenience
2. Cube Chain Product, a system to establish on/offline franchises
3. CubeON, a Social Network Service to become blockchain (Cube Chain Open Network)
4. CubeChat, a Marketplace Messenger that enables secure P2P transactions
5. ASM, an AI agent that replaces the company's existing call centre

Cube Chain technology will provide solutions in all directions for the e-commerce industry. It is planning to provide services for other decentralised SNS, transactions between individuals, enterprise management maximisation, login system change, and the establishment of the chain. In other words, it provides comprehensive solutions for public relations, transactions, operations, personal information, and business expansion.

3. Cube Chain and E-commerce

E-commerce is the purchase and sale of goods and services through the Internet or through a network. It can be understood that it is not just the transaction itself but the entire process that connects producers and consumers. Therefore, it includes all activities such as advertising, promotion, strategy, customer support, delivery, payment, and etc.

Cube Chain will internally improve customer service as a blockchain for e-commerce and cut the cost through reduced fees. It will also expand the market externally throughout the world.

To this end, the Cube Chain team has been working continuously to make Cube Chain (QUB) safer and more competitive. In addition, a new policy has been established for transaction authentication and security, payment, and protection of the consumers and intellectual property rights.

Information and communication technologies and information systems have brought changes in the individuals' conscious and social structures. Indeed, we expect another revolution through blockchains. There is a new era in which the reciprocal transaction will be widely used without a central organisation or a third-party broker.

"History is a constant conversation between the past and the present and is a ceaseless interaction between historians and past facts." E.H.Carr.

Before opening the era of e-commerce through the blockchain, we intend to pursue a corporate strategy based on history. The Web 1.0 era was all about given one-sided information through the Internet. Web 2.0 has evolved into a way for users to produce contents and interact with each other. Efforts to develop this ecosystem through the platform have continued, and there were keywords, such as participation, sharing, and openness. They appeared in various features including encyclopaedic knowledge, blogs, comments, and video production. Let's learn about the platform that started with Web 2.0.

❖ Apple iTunes Store

It is a sales service for online media provided by Apple through iTunes. Various creations are shared, including music and audio books, music videos, movies, and TV programs. Starting in earnest in 2003, we can see brisk sales and purchases of online contents.

❖ Amazon Prime

It established premium service through an annual membership system and applied early personalised product recommendation services. They have successfully operated through the \$99 advance payment as a strategy to attract customers.

❖ Google AdWords and AdSense

AdWords can be viewed as advertisers-recruitment and advertisement-publishing and AdSense as a profit distribution program. Through enhancement of the algorithm, it is planning to increase overall profit from advertisements.

Starting with Web 2.0, e-commerce has brought a revolutionary change. With the era of Web 3.0, the strategies for sales and advertisements are becoming more sophisticated. We recommend products and services by analysing preferences with consumer clicks. Intelligent web technology

has further developed personalised information. Web 4.0 refers to the evolution of artificial intelligence (AI), which is more powerful than web 3.0's semantic web technology. It will play an important role in large networks and top tier search engines.

Brokers such as Apple, Amazon, and Google have become more influential, and whether they enter a market or not has a huge impact on the sales of individual businesses. The reality is that you have to pay too much for advertising or give a large percentage of your content sales to brokers.

The Cube Chain team aims to have innovative changes in all aspects of this omnidirectional e-commerce industry. It will break the existing framework of recognition for membership, product sales, advertising, promotion, and business expansion and will change the current form that is dominated by the influence of the middleman. It will fulfil a shared economy using Cube Chain (QUB) to distribute profits reasonably.

4. Cube Chain Service

Cube Chain is aimed at a platform coin. We will not only provide the platform but also provide and implement it directly in connection with the ecosystem. Therefore, we propose five service applications for e-commerce industry.

4.1 OneID

4.1.1 Service Introduction and Vision

Because of the input and authentication required for personal information, there is inconvenience whenever you join a new website. To solve this inconvenience, social login services are becoming popular. 93% of users prefer social login services as it is a hassle to sign up for new sites.

If a social login ID and password are hacked, there would be serious security problems in which the privacy of other connected applications can be compromised.

OneID is a service that allows users to authenticate and log in to other services once the user's process registration using Cube Chain is complete. This will help ease the hassle of repeatedly completing membership procedures and the inconvenience of managing identity and passwords. In addition, Cube Chain technology ensures a safe solution to the risk and reliability of hacking.

4.1.2 Service Architecture

OneID is a platform for login authentication built on Cube Chain. A single ID generated by OneID supports all of the services of the Cube Chain service group (Cube Chain Product, CubeON, CubeChat, ASM). It can also support OneID login authentication for a wide range of services based on Cube Chain in the future.

Cubing refers to a technology that combines 27 blocks into a single cube. As the block is connected, the first hash value is generated and then the cube is connected to another cube to proceed to secondary validation. This provides a dual-validation encryption technology more powerful than the existing blockchain. In addition, the parallel operation processing function provides fast transactional speed and reliable data processing.

OneID can process data quickly and securely through Cube Chain. It also provides stability and reliability through establishment of the real-time authentication system, validation testing of data, and the interworking of biometric information, such as fingerprints, iris, face recognition, and veins.

1. Create, authenticate, change, deactivate, and retrieve information from a OneID account
2. Smooth integration with Cube Chain service group servers
3. Interlocks with other services for authentication services by providing Open API
4. Provide authentication services using the value of the Personal Information to allow local storage and hash ID
5. Process user authentication hash value information and establish a stable authentication system through the Indexing Block
6. Conduct data validation test and secure reliability through Format Block
7. Establish a real-time authentication system and enhance security through bio information



4.2 Cube Chain Product

4.2.1 Service Introduction and Vision

Mobile trading through the online community is exploding. The second-hand market has grown to over 10 trillion won and the online community has a membership of about 16 million. As the number of members increased, the range of used goods expanded to the entire range of consumer products.

Despite the size and convenience of large markets, there are problems that must be solved. In terms of a direct transaction, as it proceeds on the basis of mutual trust without brokers, there has been a steady stream of fake transactions. Although there is the big advantage of 0% commission, it contains risk because there is no standardised trading and security system to protect users.

Examples of problems with direct transactions between users are as follows:

1. Seller has received payment for the goods but has not sent the goods
2. Seller sends the wrong item
3. Seller sells a counterfeit product represented as a genuine product

To address this problem, Cube Chain Product provides a way to sell by storing the product information and transaction history on Cube Chain when it is first sold. By including the product information, such as the place of purchase and the sales information of the seller, in Cube Chain, it provides the certified product information in the Cube Chain for future resale. The Cube Chain-based marketplace, where users can resale, is provided for trading through Cube Chain (QUB). Safe transactions can be made through genuine product certification and payment guarantee by the franchise.

4.2.2 Service Architecture

1. Secured direct transactions with no fees through Escrow Block's proprietary escrow function
2. You can view the certificate for a genuine product, transaction statement, and information about the place of purchase.
3. Easy to make payment through Cube Chain (QUB) and an electronic wallet
4. Both commodity and coupon transactions are possible.
5. Register product information and purchase details on Cube Chain through the POS server of each franchise and the affiliate card
6. Division of wired and wireless network communications
7. Provide reliability and security for trading products

Cube Chain Product: making CUCUDAS Cube Chain

CUCUDAS is a coupon building system that can be used for P2P transactions. If the transaction amount grows above a certain level, merchants can issue coupons voluntarily. Additional sales are generated by local merchants and no shows can be prevented through the advance payment system. They can also get CRM DB. Consumers have the advantage of being able to get a discount.

Cube Chain Product establishes a P2P transaction and a platform for genuine product certification based on Cube Chain. We are also planning to enhance the service into a transparent and safe resale market. We will enhance payment stability through the CUCUDAS coupon system and Cube Chain's own escrow function. By making goods register on the blockchain and using the encryption method of Cube Chain's coupons, it can reduce the risk of copying and forgery.

Product information, franchise information, and transaction history of products sold at Cube Chain Product franchises are registered in the Cube Chain. This allows the buyer to trust in the product authenticity, and if it is resold through the Cube Chain, the new buyer can safely purchase the product as well. In addition, transaction information for resold products is also registered in the Cube Chain, and it can be used as a product authentication platform for real commodity trading since all the transaction histories of the original product and the resale can be retrieved through the Cube Chain.

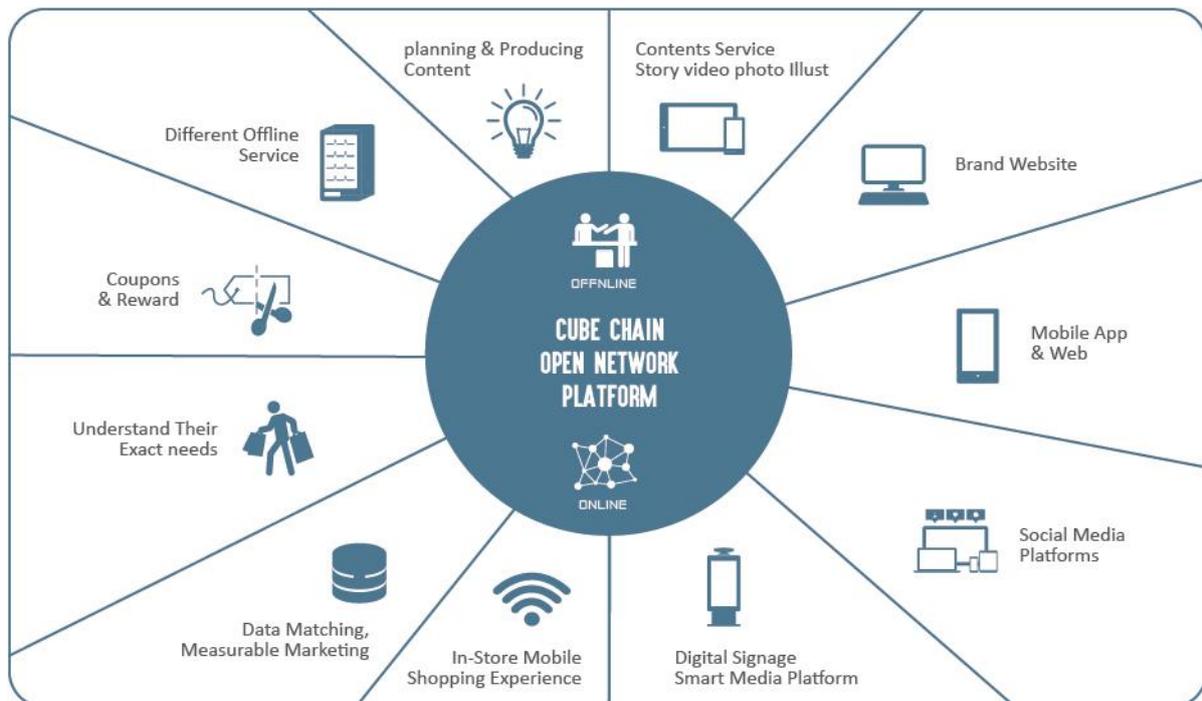


4.3 Cube Open Network

4.3.1 Service Introduction and Vision

SNS refers to a Social Network Service that allows users to communicate freely and share information. This means an online platform that creates and enhances social relationships. The most important part of SNS is the creation and expansion of social networks through the service. This relationship network becomes more meaningful when information is shared and distributed. However, privacy issues on social networking sites such as Facebook continue to come to the fore as social issues. The Cube Chain team is planning a Social Blockchain Service, which is a social networking site by utilising Cube Chain based on decentralisation.

Just like the current SNS, there are advantages that can be used in various forms depending on the customer's needs. CubeON will be used for purposes such as online content, products, and offline business promotion. Segmentation of category and tags by themes enable active sharing of knowledge among experts. There is no inequality according to "Stake Power", so that having Stake Power through preoccupation like an existing blog does not always draw much attention. It is important to understand how often users in the category communicate and sympathize with each other through writing.

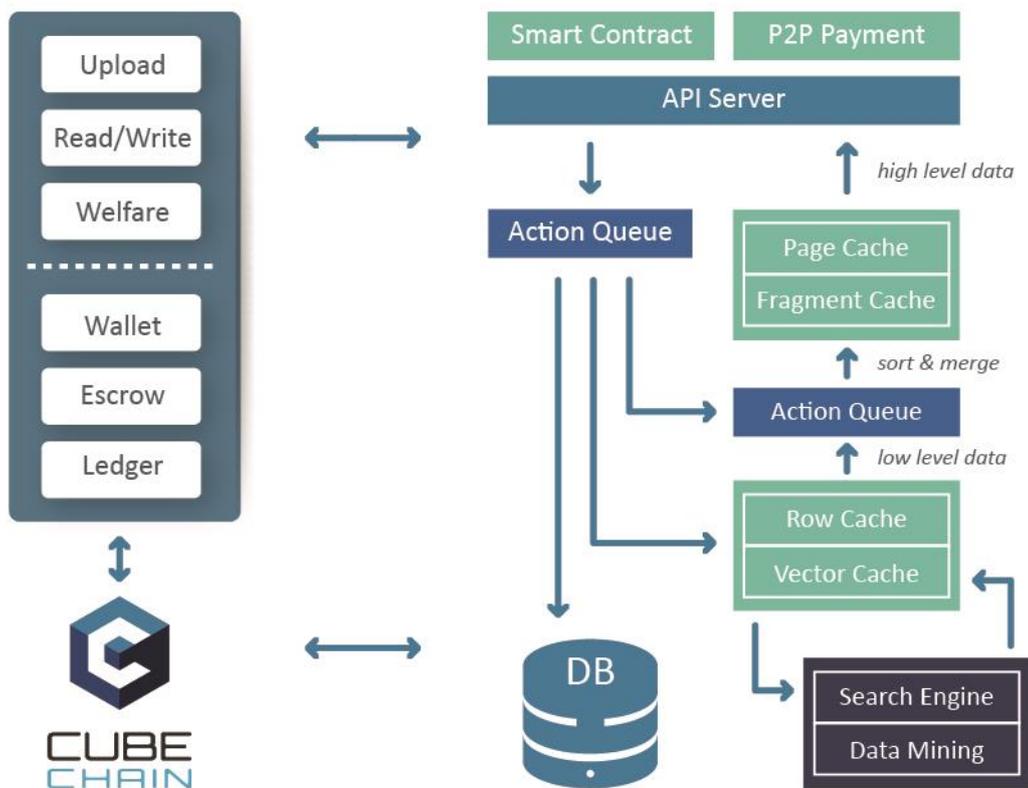


4.3.2 Service Architecture

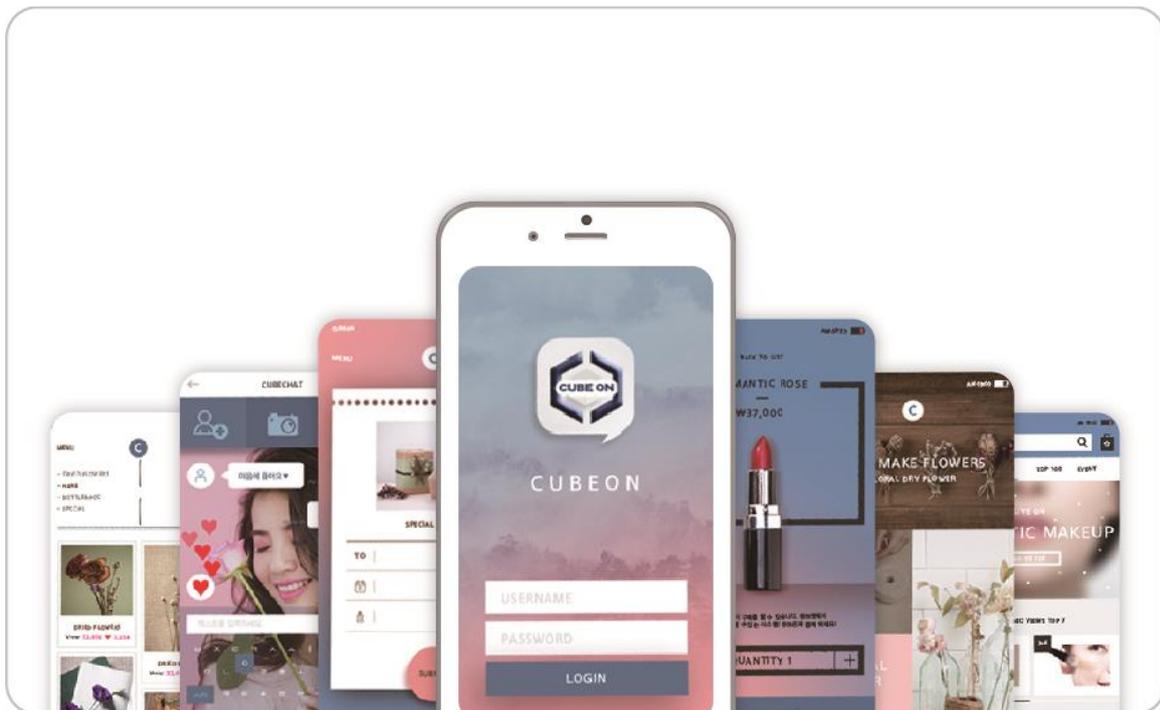
What is Token Economy?

A Token Economy is a concept that starts with behavioural psychology and is an economic principle based on the theory of operant conditioning by B.F Skinner. The reward is a “token” to draw out an action by the target. It is also a way to reinforce behaviour by having the token be exchangeable for tangible/intangible value. The basic concept of a token economy is to reinforce the desired behaviour with the token as compensation.

Because of the technical features of the blockchain, the details of all transactions are disclosed in writing in the ledger. As it is the system that is fair and decentralised, it is an optimized means for a token economy. For this token economy to be more stable, abnormal behaviours such as repeatedly writing meaningless postings, swearing, and defamation should be identified and controlled. If repeatedly reported by multiple users, the corresponding contents will be identified and their probability of exposure will be reduced.



1. Blockchaining of content uploads (Social Blockchain Service)
2. Aim to enable equalization of content sharing without central curation
3. Freely search for knowledge, sharing opinions
4. Mutual token economy with "Stake" and "Work"
5. Actual rewards for content creation
6. Provide equal opportunities through solving the shortcomings and preoccupancy effects of existing blockchain blogs
7. Create a community centered on experts for each subject



Types of CubeON Welfare

The types of Welfare are divided into Stake, Work, and Drop. Stake is active support, and Work is effort. Drop is the reporting function of abnormal contents such as insalutary contents, profanity, slander, and personal attacks. When Welfare points are calculated for creative content, the number of Stakes acquired is multiplied by the additional points and the number of Works acquired is multiplied by the additional points. For curation distribution, no additional points are added, and it is calculated according to the number obtained.

Types of CubeON Token Reward

If the content is recognized as a regular block by Welfare to the user who contributed to CubeON, the service token is rewarded. There are two types of reward.

Content creation reward

80% of the value of the acquired Welfare is rewarded with the service token for the content posted by the creator who created the quality content.

Curation reward

Among the values equivalent to 20% of total Welfare earned by the supported content, it is rewarded according to the participation rate of all of the Welfare participants. Content Welfare 100% = Creator 80%: Curation 20%

Cube ON Service Content Creation Reward

If the created content is recognized as a regular block, 80% of the total Welfare points earned are rewarded.

$$\text{Welfare reward for content creation} = ((\text{Stake} \times 3 \times n) + (\text{Work} \times 1 \times m)) \times 80\%$$

(n = Number of stake acquired, m= Number of Work acquired, 3 = Stake additional point, 1= Work additional point)

Cube ON Service Curation Reward

If the created content is recognized as a regular block, the reward equivalent to 20% of the Welfare points acquired by the content will be distributed to the supporters.

$$\text{Welfare reward for curation by content} = ((\text{Stake} \times 3 \times n) + (\text{Work} \times 1 \times m)) \times 20\%$$

(n = Number of stake acquired, m= Number of Work acquired, 3 = Stake additional point, 1= Work additional point)

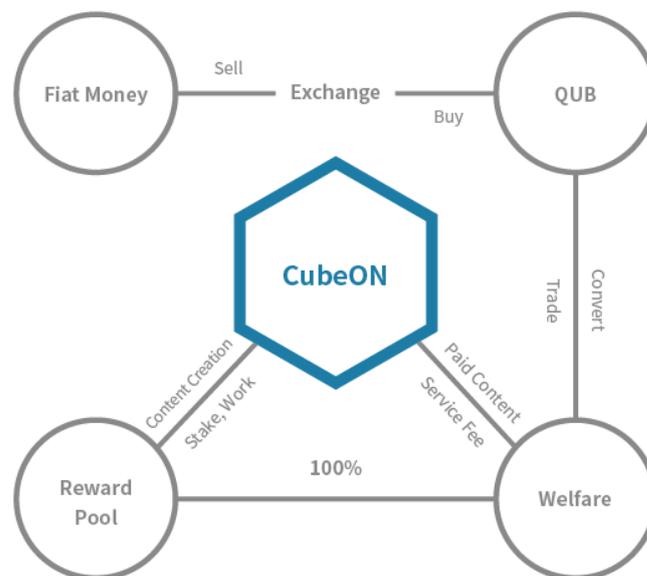
The curation reward is distributed according to the ratio of the number of Stake and Work of the participant in the total number of Stake and Work of the content.

$$\text{Curation reward distribution} = Q \times (M / N)$$

(Q = Curation reward for the content, N = Total Stake, Work, M= participants' Stake, Work)

The curation reward distribution is calculated according to participant's Stake and Work regardless of additional points of Stake and Work.

Token Economy for CubeON



4.4 CubeChat

4.4.1 Service Introduction and Vision

CubeChat is a P2P transaction messenger created by combining a marketplace, electronic wallet, distributed ledger system, coin, escrow function, and messenger. A P2P transaction is a one-to-one transaction and electronic transfer that can be made through a P2P payment application. It can be done through mobile devices and computers that can connect to the Internet. The Cube Chain team supports a safe P2P transaction function through its own escrow feature. They aim for active P2P trading within the application.

❖ Marketplace

This is where sellers post and sell goods directly on the Internet. By eliminating middle distribution margins in online shopping malls and connecting sellers and buyers directly, they can sell at a lower price than ever before.

❖ Coin

This is the certified currency that has maintained the security of transactions through the encryption of digital assets. It refers to QUB based on ERC 20, QUB based on Cube Chain, and the service token.

❖ Ledger

This is a ledger that records data. In the blockchain, it is the distributed ledger system that operates through the agreed algorithm. Cube Chain is operated by POH (Power of Hybrid), which is POW+POS.

❖ Wallet

This is a software program that protects digital assets and can exchange coins through the blockchain. It can contain all QUB based on ERC 20, QUB based on Cube Chain, and the service token.

❖ Escrow

This is a device for ensuring transaction stability between sellers and buyers. Cube Chain contains the escrow function within the blockchain technology itself.

4.2.2 Service Architecture

Weegle

This is a new-concept messenger application that allows users to watch online contents in a messenger window while communicating at the same time. It supports live streaming to enable real-time communication and has a secret chat function. Taking advantage of this, the Cube Chain team will develop it into a blockchain messenger that can go beyond sharing messages and content to P2P transactions, payments, and delivery.

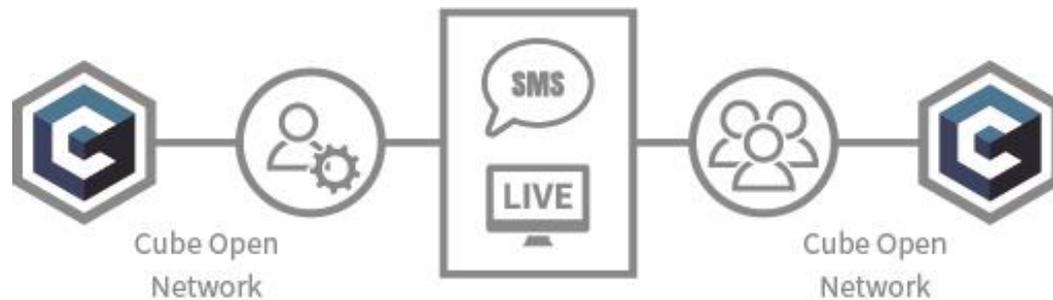
CubeChat: making Weegle Cube Chain (Weegle by Cube Chain)

1. Message function
2. Easy and fast content sharing
3. Various P2P transactions
4. A new concept marketplace
5. Secure payment through Cube Chain (QUB)
6. A delivery system through partnership with shipping companies
7. 24/7 real-time response through its own ASM

When joining OneID, real-time payments can be made within CubeChat without a third party by using Cube Chain's electronic wallet, coin, and escrow functions. Many P2P transactions are made regardless of the category of item and the type of service. This will create a new marketplace. Secure payments are made through Cube Chain (QUB) and the safe Cube Chain wallet and can be exchanged for legal tender through currency exchange. Delivery will be made available later through a partnership with shipping companies. ASM is also planned, which is the third service of Cube Chain, to carry out real-time response as well.

The primary goal is to increase the total worth of the Gross Merchandise Value (GMV) or the finished goods. We are making great efforts to grow into a platform that can make as many transactions as possible. Seller revenue, buyer satisfaction, platform speed and reliability will all be met.

In addition, knowing how to set Net Revenue of the marketplace operator is important. Currently, most companies set the figure at between 10% and 30%. The Cube Chain service model has its own identity as a decentralised platform. It is important to ensure that the minimum cost of operating the platform is in line with the vision. Therefore, it will be set from 1 to 3%.



4.5 ASM

4.5.1 Service Introduction and Vision

ASM stands for AI Service Manager and is created by combining an AI-Chatbot, Big Data, and Cube Chain.

The AI Chatbot is a robot that can chat and is designed to respond to user questions according to the specified rules for response. This can be seen as software that automatically communicates with people based on artificial intelligence. This is a service where users can obtain information as if they were talking with someone without needing to use a separate website or application.

Big Data is not just a simple compound word for 'Big + Data'. It has features of Volume, Variety, Velocity, Value, and Complexity. That is to say, it is a next-generation technology designed to draw the value needed from the data. It can be described as a technology that can effectively process and analyse a large amount of data. Thus, in order to provide a customised ASM, a model needs to be built that can identify corporate business requirements then build and analyse the data required. The key, then, is to validate the modelling and create a model suitable for real-life.

4.5.2 Service Architecture

ChatCall by Cube Chain

As a call centre application for businesses, it provides all SI types that are installed on the ChatCall website or installed on the company's own webpage. SI stands for system integration, providing all

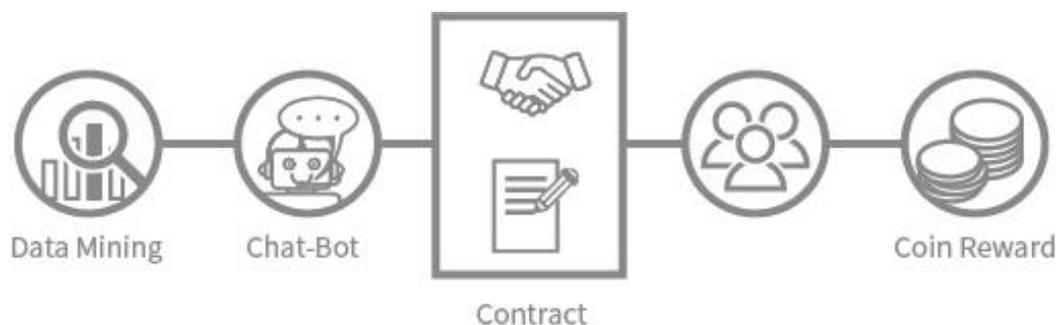
services, from planning to development and establishment in the operation, in terms of the information system required by the company.

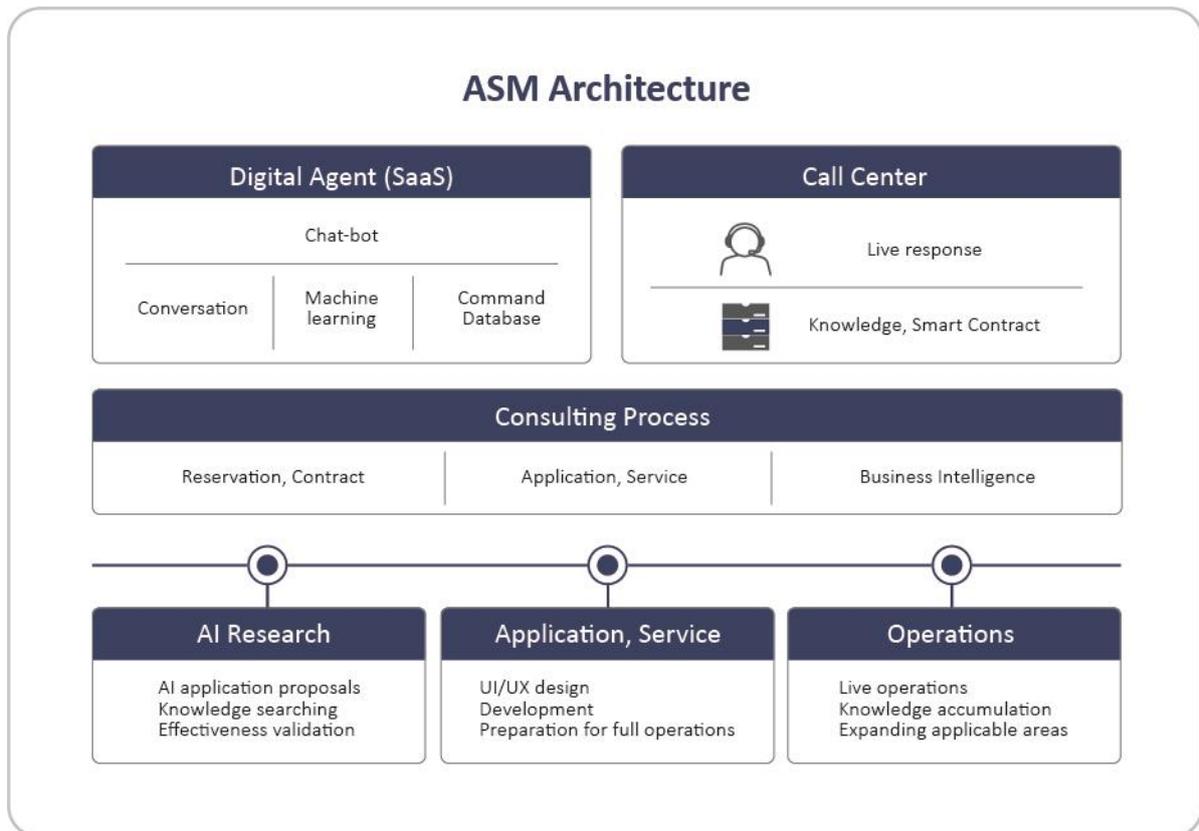
ASM: making ChatCall Cube Chain

1. Q&A Automated Response Service
2. Process reservations and changes in real-time
3. 24/7 response
4. Build Big Data for customised corporation
5. Enhancement of responses by using machine learning
6. Reduce call centre costs and make business more efficient
7. Give Cube Chain service tokens to users

It aims to overcome the role of chat centres in solving existing call centre problems. In many cases face to face response, not through the online customer service centre, is necessary. The turnover rate of call centre employees exceeds about 130%. Assuming that 100 people are needed for call centres, this means that 130 employees must be hired each year to operate normally. Therefore, AI Service Manager (ASM), which combines ChatCall and Cube Chain, has great advantages for both corporations and customers when considering the consistent operation, expenses for recruitment, and mental stress of call centre employees.

The Q&A automation and real-time response services also enable efficient work. As the answer progresses through customised big data and machine learning, the cost will decrease and the efficiency for dealing with the task will increase. It can also provide incentives for customers to use chat centres. You can get Cube Chain (QUB) as an incentive rather than just using a service. As the value is determined by market price, the more you participate in the Cube Chain platform the more value you gain.





5. Conclusion

The five main services of Cube Chain have a new technology paradigm that can generate innovation and productivity for various industries, starting with the e-commerce industry. Of course, the Cube Chain technology itself can't implement all these services. It will be combined with a variety of protocols, such as Big Data, AI-Chatbot, and machine learning, carrying out innovation in the process.

Cube Chain will create an environment where you can support, analyse, and learn in a transparent and secure data sharing environment, which will result in a dramatic improvement in customised services. The vision of Cube Chain is to provide a cryptocurrency ecosystem through blockchain technology for more people to use. We will strive for an effective, systematic, and cooperative model by establishing partnerships with other industries, institutions, and related e-commerce companies, as it has great scalability in various industries.

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7. Roadmap

Cube Chain One ID

December 2018 - Open Beta Service

The First Half of 2019 - Open Commercial Services

Interworking 4 services of Cube Chain and other operational services

Cube Chain Product

December 2018 - Open Beta Service

The First Half of 2019 - Open Commercial Services

Interworking 4 services of Cube Chain and Africa TV, Livemate, mobile gift voucher agencies

CubeON

December 2018 - Open Beta Service

The First Half of 2019 - Open Commercial Services

Interworking Local Government Services and public services for the local economy

CubeChat

June 2019 - Open Beta Service

The Second Half of 2019 - Open Commercial Services

Release several versions including Iranian and Korean

ASM

June 2019 - Open Beta Service

The Second Half of 2019 - Open Commercial Services

Appendix 1 Crowdfunding

[Token information and Crowdfunding]

- Name: Cube Chain
- Symbol: QUB
- Total quantity: issue 12,000,000,000 QUB during a period of 50 years
- Price: 1st: 1 ETH=8,000 QUB 2nd: 1 ETH = 7,200 QUB
- Crowdfunding quantity: 300,000,000 QUB (2.5% of the total)

[Plan for funding]

Out of the total 12 billion Cube Chain, 2.5% of the initial 10 % development were for the ICO and 7.5 % were for pre-sale. 2%, will be used for marketing, 3%, for developing Cube Chain, and 5% for developing business model and service.

[Info of Cube Chain (QUB) ERC20 token]

- Symbol: QUB
- Decimal Places: 8
- Contract address: 0xC7f7295d1bb957db59f4105EeB1320fca7EdE75D

Cube Chain, firstly, plans to issue and distribute ERC 20 tokens based on Ethereum. After the Genesis Block is created, a one-to-one exchange will be made for Cube Chain coin (QUB) based on the Cube Chain. The listing will be done in October and is currently under discussion with the domestic and international exchange.

[QUB wallet]

Plan to develop for PC, Web, Android, and OS

Starting in September, release in order starting with PC

Plan to open a website for QUB transaction history

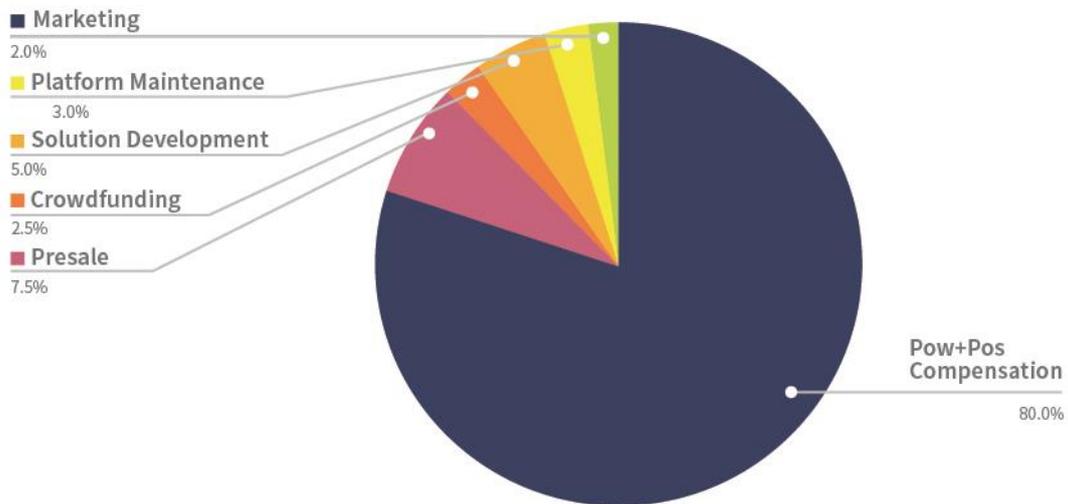
Conditions of participating in POS

If having more than 5,000 Cube Chain (QUB), one can participate in a node after announcing participation intention in POS.

[The distribution rate of the coin]

The total number of Cube Chain to be issued is 12 billion and distribution method of coins is as follows. As shown in the graph above, 80% (9,600,000,000 QUB) of Cube Chain (QUB) is open mining. The remaining 20% will be generated with Genesis block. When the network is released, it will be assigned to an account that will be in charge of the coin distribution. This 20% is divided into 5 parts. 10% (1,200,000,000,000 QUB) of Cube Chain (QUB) shall be assigned to participants in Pre-sale and Crowdfunding. 5% (600,000,000 QUB) is allocated as the initial establishment of the business model. 3% (360,000,000 QUB) will be allocated as expenses for platform maintenance and Cube Chain team members. 2% (240,000,000 QUB) will be allocated for domestic and international marketing.

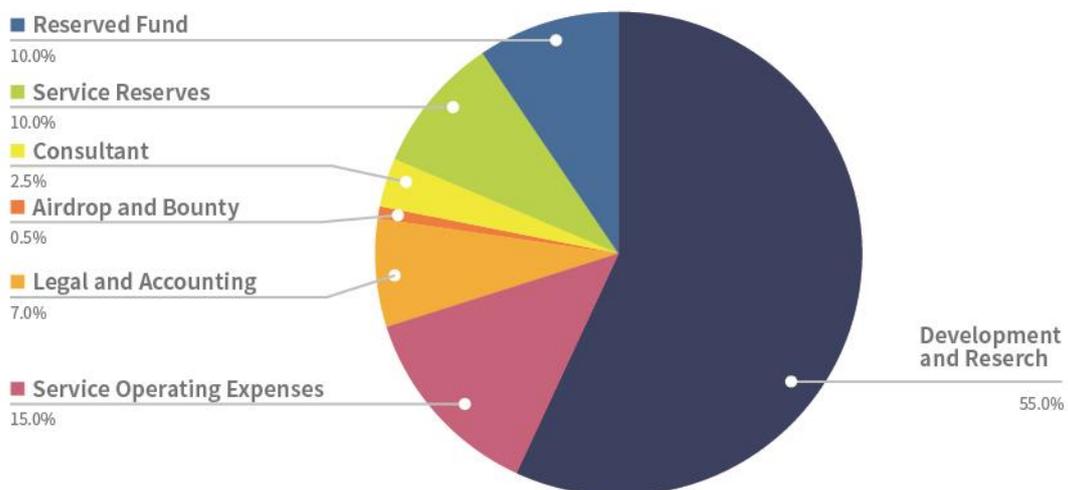
Coin Distribution



Allocation for budget

The top priority for budget allocation of Cube Chain is to build a capable team and to set a future prospect for service projects. Therefore, 55 % of fund-raising will be used for development and research of the 5 services (OneID, Cube Chain Product, CubeON, CubeChat, ASM) based on Cube Chain.

Fund



Appendix 2 Disclaimer

This Cube Chain whitepaper is provided for informational purposes only and shall not guarantee the accuracy of the conclusions reached. This is implied and does not guarantee anything. Therefore, decisions made based on this whitepaper are the responsibility of the parties directly concerned. The whitepaper is subject to change without notice, and Cube System, Cube Asia Pacific Sdn. Bhd, and its subsidiaries and the parties are not legally bound to anything therein. Cube System, Cube Asia Pacific Sdn. Bhd shall not be liable for any financial damage, such as harms and losses arising from the loss of property and the loss of profit or loss of tokens, by referring to this whitepaper. In addition, participating in the issuance of tokens does not guarantee future profits or losses.