



# ***CatchLive***

Whitepaper

## Table of Contents

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<b>CatchLive PROJECT OVERVIEW</b> .....	01
<b>Social Networks Introduction</b> .....	02
<b>Problems with Social Network Services</b> .....	06
1. Problems with social network services	
2. Insufficient compensation for user	
<b>CatchLive Overview</b> .....	10
<b>CatchLive's Core Features</b> .....	11
1. Selectable UI/UX with intuitive design	
2. Filter and automatic deletion function	
3. Target Marketing and Advertisement	
4. Making user relationship	
5. Child protections	
<b>CatchLive Token Economy</b> .....	16
<b>CatchLive Roadmap</b> .....	18
<b>Disclaimer</b> .....	19

## CatchLive PROJECT OVERVIEW

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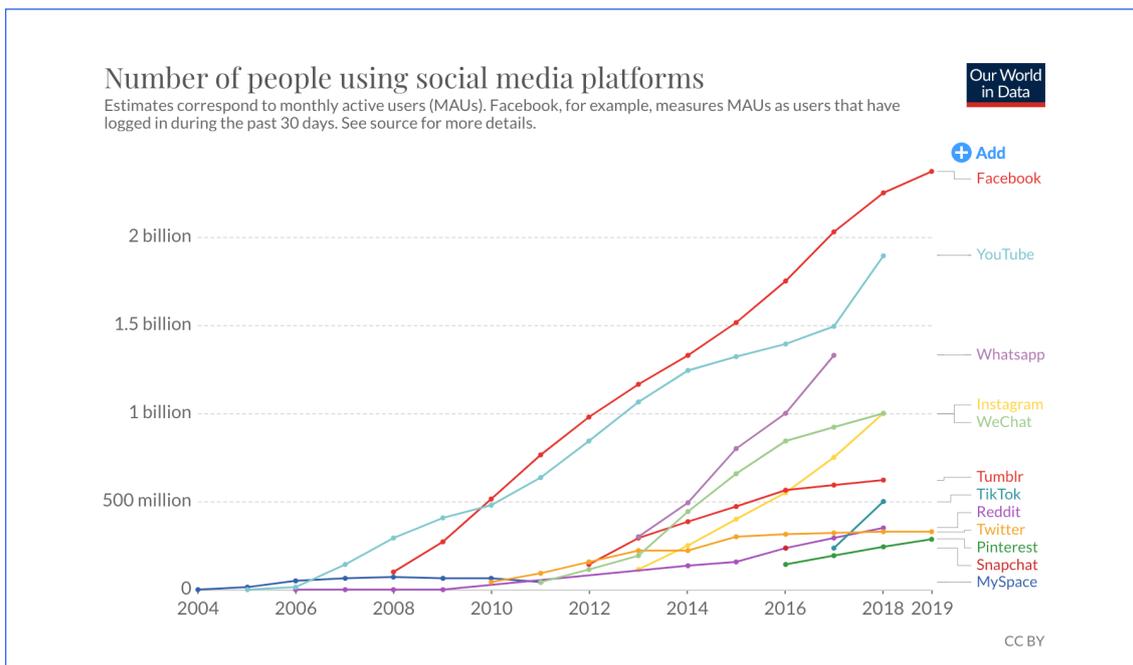
The history of social networking service (SNS) is very short. However, the growth rate is accelerating due to the record-breaking pandemic (COVID-19) along with the steady growth of more than 10 years. Also, the explosive growth of the digital environment led by the MZ generations is main factor to take less than a year for the digital market they participate in to become the mainstream of culture. The reason for this phenomenon can be attributed to the 'flexibility to change' and 'trend following' of the MZ generation. In conjunction with this, a phenomenon in which the speed of cultural expansion is accelerated by the unique quick tempo and impact of SNS has appeared.

Although all users who use SNS, including the MZ generation, have had a great influence on the expansion of the market, there are very few services that have established a reward system for users' contributions. Rather, there are various irrational factors in the platform that cause inconvenience to users, such as exposure of unwanted commercial advertisements to SNS users, serious infringement of personal information, spread of inaccurate information, and abusing.

In consideration of this, we intend to remaster the concept of SNS in order to reconsider the meaning of social network service and at the same time increase the scalability of the CatchLive platform. In particular, CatchLive aims for the next-generation web environment, tries to focus on the fundamentals to prioritize the above-mentioned challenges. In terms of functionality, CatchLive is designed to maximize user rewards, so it will be possible to provide real rewards for users' passion and contribution. In terms of technology, it utilizes big data and blockchain technology in accordance with the upcoming hyper-personalization era. Through this, we intend to introduce a service that creates a user-centered environment, such as protecting various personal information of users, exposure of advertisements based on usage patterns that can lead to actual purchases, and blocking of illegal users.

## CatchLive PROJECT OVERVIEW

Due to a high-speed communication network that has spread all over the world, an environment has been prepared in which everyone can connect with anyone in the world without any restriction on physical distance. After 2000, when the spread of communication networks became active, the number of Internet users began to increase geometrically. In particular, with the popularization of smartphones, the online-based market has grown rapidly, and industries in various fields such as social networks, media, music, audio, news, streaming, and games have achieved remarkable development. As a result, online services have been improved and developed by leaps and bounds compared to the initial version. Among them, the social network market (Facebook, Instagram, Twitter, etc.) used by the most people will reach 3.6 billion people worldwide in 2020 (Statista, 2021), and about 4.41 billion people will predict to use it by 2025.

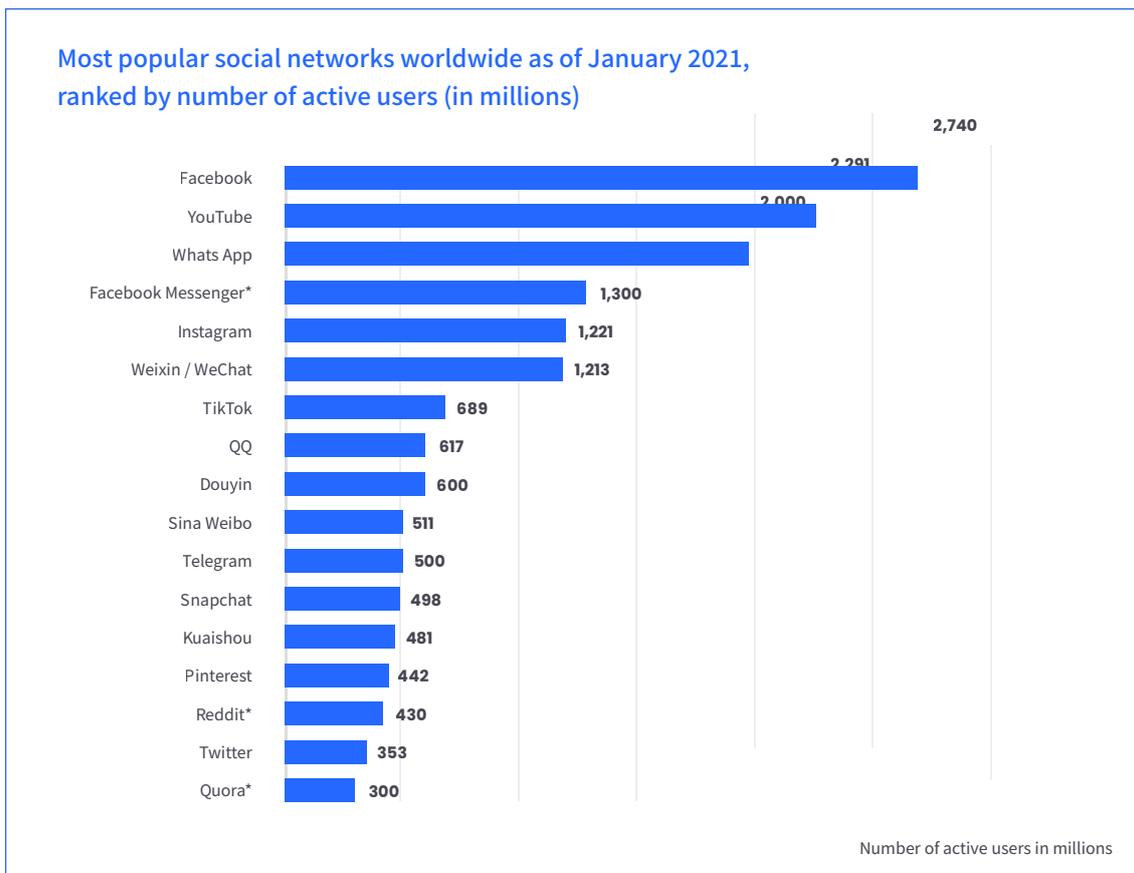


Data : Statista and TNW(2019)

1. Social networks are called various words such as SNS and social media, but when viewed in a large category, social networks are considered a sub-concept of social media. One of the reasons why Facebook and Instagram, including Twitter, are called social media rather than SNS is because there is a desire to upgrade SNS into a single media. If we look in detail, social networks are literally focused on 'relationships' that expand their online personal connections. On the other hand, in the case of social media, an individual is both a consumer and a producer of information, and thus has a strong character of information delivery

## CatchLive PROJECT OVERVIEW

In February 2004, Mark Zuckerberg launched Facebook along with co-founders Dustin Moskovitz, Chris Hughes and Eduardo Saverin. Facebook based on the mission of ‘to give people the power to build community and bring the world closer together’, has secured 2.74 billion monthly active users as of 2021 and is the most influential social network service platform. The initial model of the platform provided only a simple guestbook function, but since its launch, it has left achievements that are the basis of most functions currently provided by the SNS platform, such as news feed, photo upload, ‘like’ function, and real-time location sharing. Afterwards, Facebook took Instagram over and established itself as the two prominent companies ranges of SNS, contributing greatly to the launch of derivative forms of SNS platforms such as Twitter and TikTok.



출처 : Statista(2021)

2 Facebook’s News Feed is a function that shows not only posts by me, but also your friends’ activities on my page

## CatchLive PROJECT OVERVIEW

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The success factor of SNS is user acquisition. Interaction between users is a basic function of a social network, and this platform can only be expanded by securing a large number of users. The recent market trend is developing in the form of maximizing the convenience and interest of users by adding additional functions such as shopping, messenger, and video upload in addition to the original network service. The profit structure of the entire social media industry, including SNS, is under a bias toward advertisement. Advertisements that can be exposed to many users are being carried out in various ways such as CPC, CPV, CPM, and CPA. However, since advertisement is ultimately a revenue structure that is directly related to users, securing many users is essential for a successful SNS platform.

The most successful platforms in terms of additional function are Instagram and TikTok. Instagram, which started with the slogan of ‘capture and share the world’s moments’, has established a culture of hashtag. The reason they recorded explosive growth is that they focused on sharing photos and provided users with the simplest and easiest way to satisfy their personal desire of ‘showing off’. In the case of TikTok, it was chosen by consumers because TikTok adhered to a differentiated way of sharing short-form videos, that is, short videos of less than one minute. In particular, TikTok created of a new culture of “A form of sharing and enjoying lightly with a focus on consumption,” taking a different form from the existing SNS, which emphasized connectivity. In other words, TikTok dramatically reduced the user’s consumption time by providing content that can satisfy the fast tempo characteristic of the MZ generation. In addition, it provided a production environment that can fully satisfy consumers’ preferences and needs by significantly shortening the time required to create content.

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3. TikTok automatically selects and provides ‘For You’ content recommended by AI, and provides better recommended content by analyzing users’ video viewing behavior, taste and preference.

## CatchLive PROJECT OVERVIEW

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Like this, a number of SNS platforms are trying to secure users by providing their own characteristics to users. Despite these differentiation, most platforms have three core characteristics. The first is speed. Unlike the existing media, SNS enables horizontal delivery of information and diffusion through networks. Information delivery in a wide range of fields, from individual interests to major international issues, is delivered quickly with having far-reaching power. The second is individuality. SNS is a form of diffusion that focuses on sharing personal experiences, thoughts, ect on with others. In particular, the MZ generation, who has a strong desire to express themselves, actively utilizes SNS, which is the most suitable means of self-exposure, to share various contents such as emotions, information, texts, and videos that they want to share. Finally, an openness of information and an ease of delivery. SNS aims to provide a user-friendly interface and experience. In other words, the inspection of the content posted by the users is minimized (limited only to the legally problematic part), and they can be freely posted without restriction. In the same way, open information can be stored and shared freely, so it is differentiated from a closed form of traditional media. In particular, because the network's connectivity characteristics are utilized, information delivery is possible within a few seconds, maximizing the speed and ripple effect.

## Social Networks Introduction

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### 1. Exaggerative and False advertisement

One of the chronic problems of SNS platforms is indiscriminately exposed advertisements. The reason is that the platform's revenue source is structured based on advertisement exposure. Such advertisements are analyzed through a platform algorithm on the user's personal information (location, age, gender, etc.), personal interests and interests of personal connection, and my activities (likes, sharing, etc.). And they are designed as a system in which the most optimized advertisement is exposed. In particular, compared to the existing offline advertising, the initial cost is low and there are no physical restrictions. As a result, repeated transmission is possible and high efficiency can be achieved at low cost, and marketing and advertisement exposure on SNS platform are continuously increasing.

On the other hand, the damage and problems resulting from it are also surfacing. According to the announcement of Health and Welfare Committee in 2018, a total of 1,909 cases were detected as false and exaggerated advertisements on SNS from 2016 to September 2018. In January 2020, the Ministry of Food and Drug Safety inspected false and exaggerated advertisements on SNS, including influencers with more than 100,000 followers. As a result, 15 influencers and 8 retailers who posted false review saying it was effective for diet and detoxification were caught. In particular, the ripple effect of influencers and experts active on social media is very large. They post false or exaggerated reviews on sponsored products without a sponsor notice or scientific verification, stimulating the consumption psychology of followers and leading to direct consumption. The main reason for such cases is that advertisers (business operators) often request posts by providing money or products to influencers for free and also manipulate or exaggerate the experience results using the edited photos.

## Social Networks Introduction

	2016	2017	2018. 9	Total
FOOD SANITATION ACT (Article 13)	552	356	181	1,089
HEALTH FUNCTIONAL FOODS ACT (Article 18)	219	225	249	693
COSMETICS ACT (Article 13)	35	14	29	78
PHARMACEUTICAL AFFAIRS ACT (Article 68)	-	29	14	43
MEDICAL DEVICES ACT (Article 23)	3	3	-	6
<b>Total</b>	<b>809</b>	<b>627</b>	<b>473</b>	<b>1,909</b>

Data: Ministry of Food and Drug Safety

CatchLive will equip with a reporting function for such false and exaggerated advertisements. Through this, we intend to minimize the damage to platform users by developing a response algorithm and establishing a monitoring team that can handle false and exaggerated advertisements that are reported frequently. In addition, we will try to minimize cases of damage related to advertising by introducing the concept of a blacklist for reported companies and advertisers. To achieve this, CatchLive collects use behavior information such as typing on a keyboard and search history, excluding user personal information, and combines big data analysis with blockchain technology to expose only accurate and timely targeted advertisements.

## Social Networks Introduction

### 2. Insufficient compensation for users

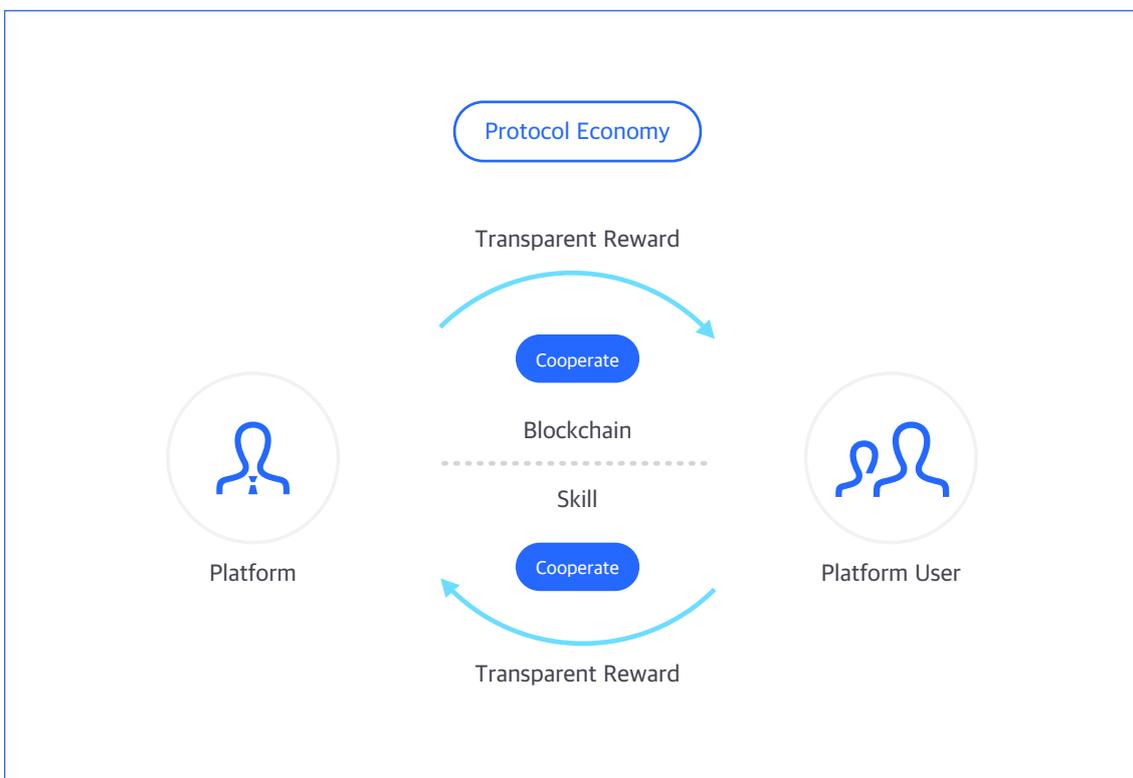
In general, it can be said that SNS platforms have no reward mechanism for users. On the contrary, it takes the form of exposing advertisements to platform users and earning profits which follow. In other words, if the user group does not exist, the platform profit does not exist either, but the reality is that the platform profit is not shared at all.

From a macro point of view, the platform exists in a position to take only profit, and consumers who have grown the platform together are excluded from getting revenue. Such a profit structure is often referred to as a platform economy, and a general type of platform in which profit monopoly is mainly observed is being operated. In general, in the platform economy, the intermediary that connects the transactions between producers and consumers takes profits by receiving commissions. (In the case of SNS, producer can be regarded as advertising company, consumer as service user, and intermediary as platform).



## Social Networks Introduction

In order to break the asymmetric structure of the platform economy, a new term ‘protocol economy’ was created. This is to introduce a democratic process in business operation, and to pursue openness, transparency, and fair distribution of profit. The concept is to supplement and improve the problem of the ‘platform economy’, in which some large platform companies operate exclusively. The new technology that is counted as a way to transition to a protocol economy is only blockchain technology. Since the introduction of blockchain technology is designed so that anyone can see the ledger, companies can secure transparency in business operation through blockchain. This is because, based on this, it is possible to design for a fair profit distribution according to a set rule (protocol).

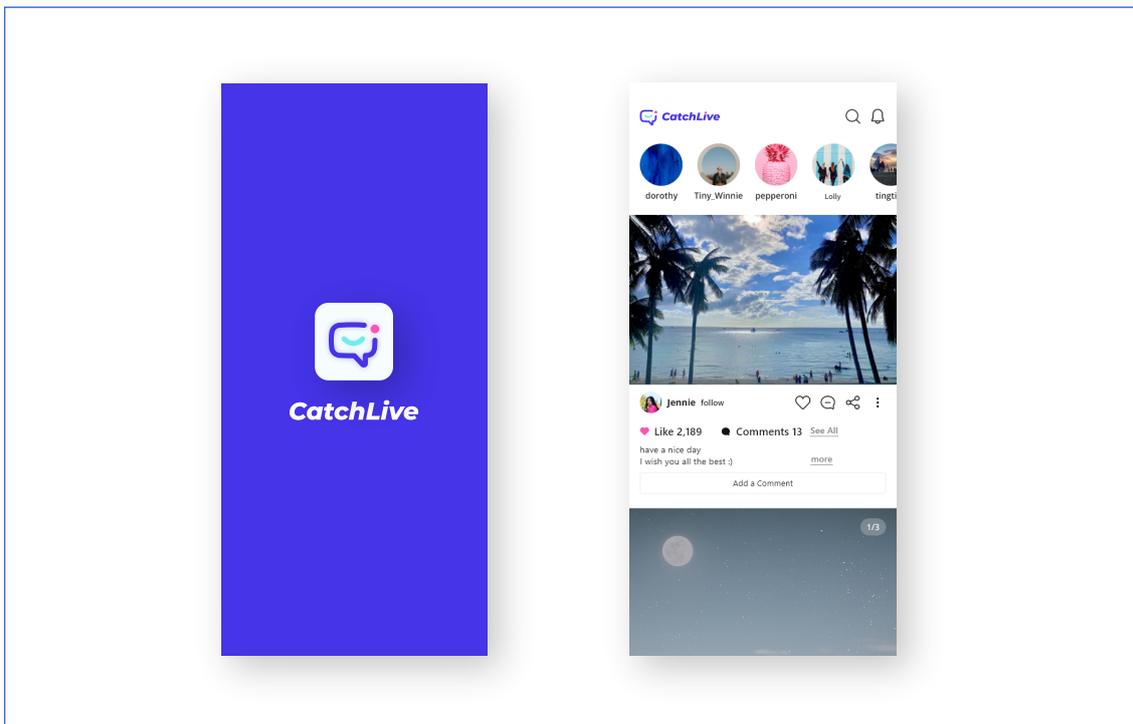


The protocol economy-based platform is built in a form that everyone who contributed to the expansion of the platform is rewarded with the value created together. In other words, it means that sufficient profit is shared with all ecosystem participants, which can be interpreted as a socially significant measure.

## CatchLive Overview

CatchLive is a user-rewarded SNS platform that integrates blockchain technology. CatchLive's users can receive additional rewards based on their activities in addition to the basic functions used in social networks that are able to be experienced on various SNS such as Facebook, Instagram, and TikTok. In particular, as part of the introduction of the protocol economy, CatchLive will be designed so that rewards can be distributed for all means that users contribute to the platform. In addition, various functions such as 1) selectable UI/UX with intuitive design, 2) filter and automatic deletion function, 3) target advertisement based on big data, 4) user relationship building, and 5) child protection device will be provided to users.

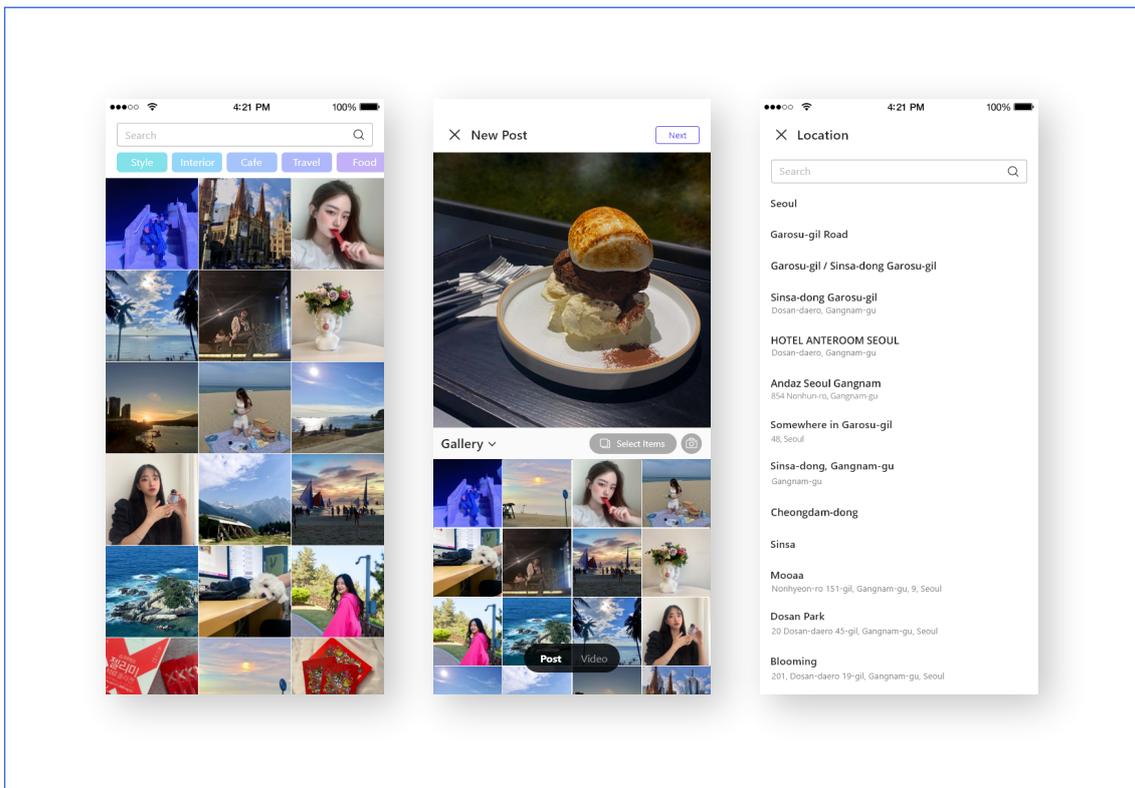
In the later stage of development, milestones were set so that in-app payments could be made by adding a live shopping function. At this stage, in addition to PG payment, as part of the expansion of the CatchLive ecosystem, we are preparing to connect the ecosystem so that payments can be made in the marketplace. In addition, we are developing a DB interlocking mechanism for all applications and products participating in the ecosystem to provide improved compatibility and utility.



## CatchLive’s Core Features

### 1. Selectable UI/UX with intuitive design

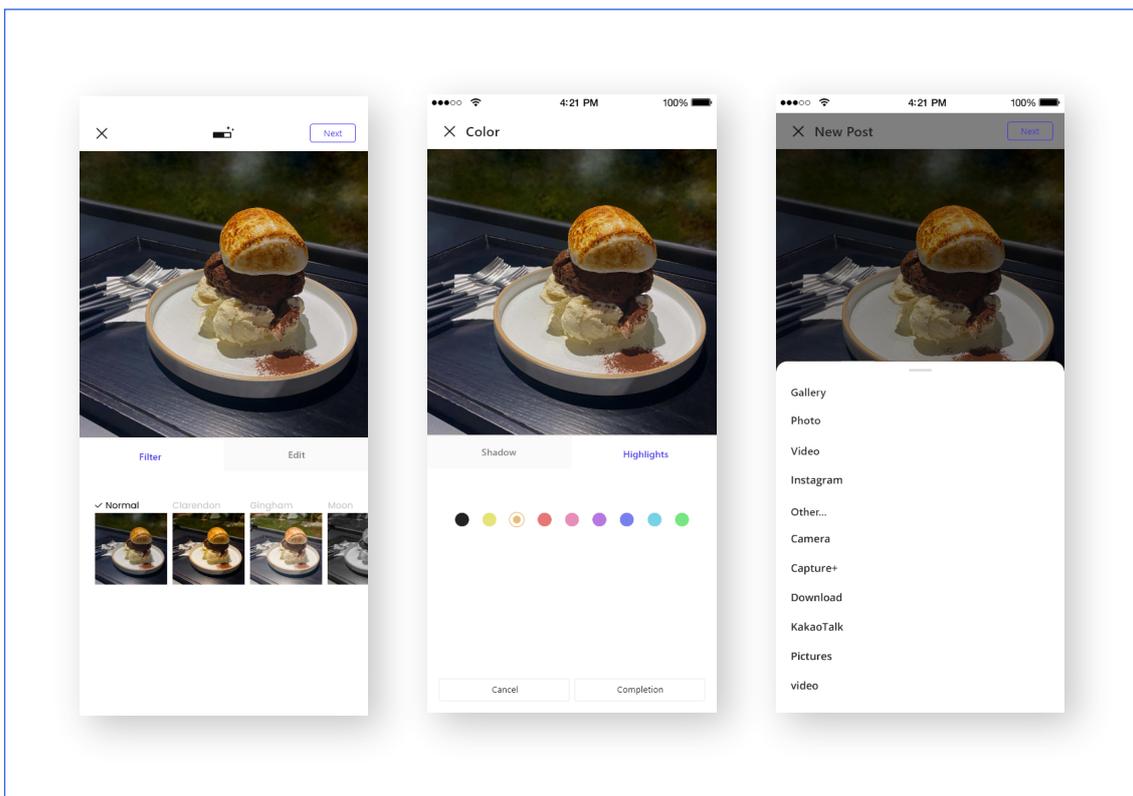
CatchLive offers several optional options for the UI. CatchLive combines the strengths of the existing SNS UI to create a user-friendly environment, and furthermore, provides optional functions with a photo-oriented UI and a video-oriented UI through improvement in the UI. We plan to build a more intuitive, convenient, and easily changeable UI design through analysis of users and use behavior. To improve the user experience, we plan to add color codes and layout options, as well as various layout systems depending on the type of content you participate in. For example, layouts for careless scrolling or shopping are placed with minimal text.



## CatchLive's Core Features

### 2. Filter and automatic deletion function

CatchLive provides a built-in filter function that allows users to make various self-edits without using third-party apps for photo and video editing. In addition, we will be equipped with a function that allows you to upload photo and video content from other SNS accounts to CatchLive with just a few clicks without going through a separate process. This function is a way to maximize user convenience by reducing the hassle of editing and uploading the same content multiple times on multiple SNS platforms.



Another key function is the automatic deletion. Users can set each uploaded content to automatically expire according to a set value such as a specific time and number of views. Expired content is permanently deleted and can't be retrieved again. This function can be applied to general feeds, private messages and stories, etc.

## CatchLive's Core Features

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### 3. Target Marketing and Advertising

CatchLive collects activity data from the user and provides content and ads that are relevant to users. Big data and blockchain technology are applied in the area, and user activity data is safely stored in the blockchain, thereby eliminating concerns about information theft. In addition, we will perform big data analysis based on accumulated data to deliver more effective advertisements by quickly, safely, and accurately displaying advertisements suitable for the user's area of interest. In the detail, target advertisements are based on an algorithm that can read users' interests more precisely, including user search, location, age, and gender, as well as preference index values based on the relative time spent on content by users. In particular, in this process, false and exaggerated advertisements screening will be prioritized by analyzing the feedback and statistical values of advertisements. In addition, by creating a better advertising circumstance with the highest precision, we will provide advertisers with a process that leads to consumers' actual purchase and expose only advertisements that can increase their purchase intention to consumers. In this way, we will create a mutually beneficial environment where we can expect high user participation in marketing campaigns.

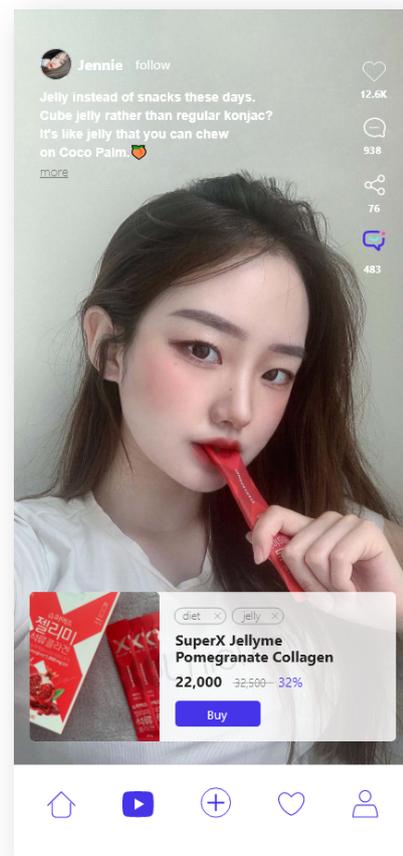
## CatchLive's Core Features

### 4. Making user relationship

In order to realize the protocol economy mentioned earlier, CatchLive intends to preemptively form a close relationship between the CatchLive platform and users. CatchLive users can receive rewards based on various activities performed within the platform, and include meaningful activities directly related to participation such as platform running time, writing and sharing posts, and writing comments. If the live shopping function in the platform is activated in the future, activities such as writing product reviews, purchasing products, and sharing products will also be added to the reward items. CatchLive recognized that these actions will act as a factor contributing to the expansion of the platform and introduced this policy to share revenue for all actions of users.

In addition, CatchLive is equipped with a cryptocurrency wallet on the platform that can safely store the CatchLive received by users, so users can withdraw the received tokens at any time. Furthermore, we are preparing a way to use tokens to purchase products in live shopping and marketplaces.

This is expected to be a great opportunity to secure compatibility with various projects and expand the ecosystem. So, we set this as a milestone to be achieved as the top priority after the official service launch.



## CatchLive's Core Features

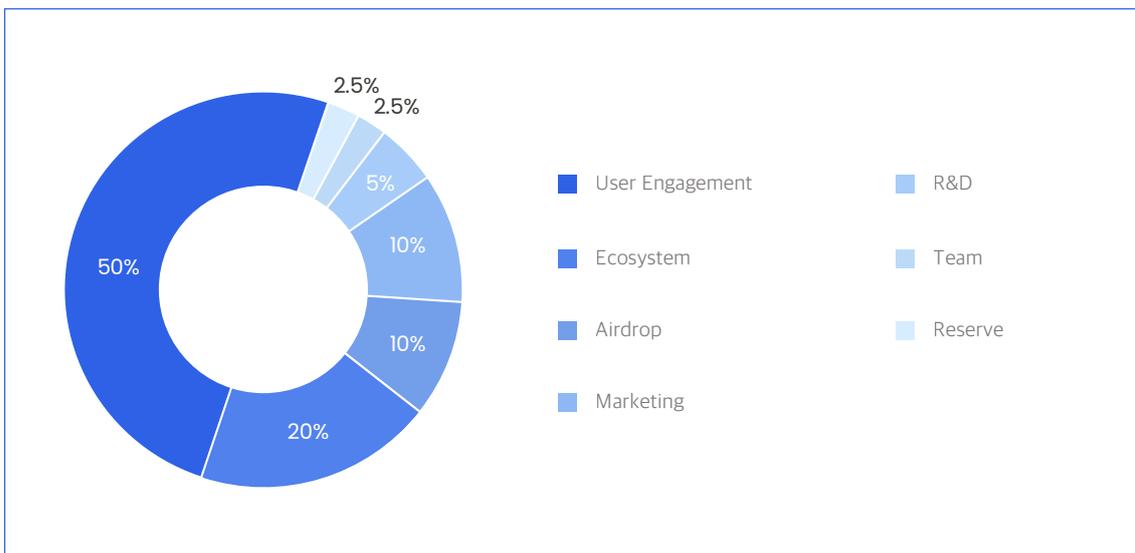
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### 5. Child protections

The policies related to child protection are just as important as providing functional convenience and user-friendly function of the platform. CatchLive takes this very seriously and has devised several measures to protect children from unsuitable sexual themes, violence, obscenities and other inappropriate subjects, and grafted them onto the platform. Users must enter their date of birth to create an account for participating in CatchLive, and users under the age of 13 must obtain parental or legal guardian account approval to sign up. The created account will be managed by a parent or legal guardian, and we will take all measures to ensure the safety of children.

## CatchLive Token Economy

CatchLive was issued based on ERC-20 (symbol: CLI) to maintain compatibility and interconnectivity of EVM. CatchLive is based on the Proof of Engagement, and details of token metrics are as follow:



Subject	%	CLI
User Engagement	50%	1,000,000,000
Ecosystem	20%	400,000,000
Airdrop	10%	200,000,000
Marketing	10%	200,000,000
R&D	5%	100,000,000
Team	2.5%	50,000,000
Reserve	2.5%	50,000,000
<b>Total</b>	<b>100%</b>	<b>2,000,000,000</b>

## CatchLive Token Economy

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### HOW TO EARN USER CONTRIBUTIONS:

- Platform use(40%) : Platform running time, writing and sharing posts, writing comments, clicking 'like', registering users by referrals, etc.
- Advertisement View(30%) : Viewing, clicking, and sharing advertisements, etc.
- Live Commerce(20%) : Participate in live shopping, purchase, share, etc.
- Ecosystem Participants(5%) : Participate in the ecosystem of CatchLive
- Others(5%) : Participation in events provided by CatchLive, etc.

Tokens allocated to the airdrop will also be distributed to users as well as user contribution part, and marketing and R&D will be used only for platform promotion and development advancement. In the case of the team, it will be distributed to the people who contributed to the platform according to their contribution, and there is a separate lock-up period (24 months). In the case of reserve funds, they are used only in special cases in the business progress of CatchLive, and are not used unless there is a separate case.

## CatchLive Roadmap



일정은 별도의 고지 없이 연기되거나 변경될 수 있습니다. (2021.05.15)

## Disclaimer

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  - ii. bond and stock issued by any institution
  - iii. right, option, and derivative for these bond and stock
  - iv. Right under contract for difference and other contract for the purpose of guaranteeing investment returns or avoiding losses or impersonating for this.
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- A. Certain expressions specified in this white paper contain forward-looking statements regarding the future of the project, future events, prospects, etc. These statements are not statements based on historical facts and are identified by word-like expressions such as ‘prediction’, ‘estimation’, ‘belief’, ‘expectation’, ‘prospect’, and ‘anticipation’. In addition to this white paper, other publicly available materials such as presentations, interviews, and videos may contain such forward-looking statements. Forward-looking statements contained in white paper include, but are not limited to, future results, performance and achievements of CatchLive and its affiliates.
  
- B. Forward-looking statements involve various risks and uncertainties. These statements are not guarantees of future performance and therefore should not be relied on unduly. If risks and uncertainties materialize, the actual performance and development of CatchLive and its affiliates may differ from expectations set by forward-looking statements. Even if these circumstances change in the future, CatchLive and its affiliates undertake no obligation to provide updates on forward-looking statements. If you act on the basis of forward-looking statements contained in this white paper, CatchLive, website of affiliated companies, and other materials, you are solely responsible for the non-realization of the forward-looking statements.
  
- C. As of the date this white paper was written, the CatchLive platform is not complete or fully operational. Although the description has been made on the premise that the CatchLive Platform will be completed and fully operational in the future, this should not be construed as a guarantee or promise as to the completion and complete operation of the Platform.

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### 5. Potential Risks

- A. We recommend that you read the following carefully and thoroughly analyze and understand the relevant factors and risks before deciding to purchase and participate in CLI Tokens.
- i. Risk of buyer fault related to storage, such as restricting access to CLI tokens due to loss of identification information, and loss of essential private keys related to digital wallets storing CLI tokens.
  - ii. Risk of change in value after issuance of CLI tokens due to global market and economic conditions. Due to these uncertainties in the value of the CLI token, CatchLive may not be able to provide the necessary funds for the development of the CatchLive ecosystem or maintain the CatchLive ecosystem in the intended direction.
  - iii. Risks associated with changes in the political, social and economic environment, changes in the stock or cryptocurrency market environment, changes in the regulatory in the countries in which CatchLive and its affiliates operate, and changes in the ability of CatchLive and its affiliates to survive or compete in such environments. Certain jurisdictions may apply existing/new regulations related to blockchain technology that are unfavorable to CLI tokens, and as a result, significant changes may occur to the CatchLive ecosystem and projects, such as abolition/loss of CLI tokens.
  - iv. Risks associated with changes in the future capital needs of the company and its affiliates and changes in the availability of capital and financing to meet them. Lack of funds may affect the development of the CatchLive platform and the use and potential value of CLI tokens.
  - v. CatchLive activities may be suspended, disbanded, or launch plans may be suspended due to various reasons, such as adverse fluctuations in the value of CLI tokens, business relationship failure, competitor's intellectual property rights claim during development/operation. This may adversely affect the potential use of the tokens.

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- vi. Risks related to the lack of interest by companies, individuals, and other organizations in the CatchLive Platform and Services, and to the limited public interest in the creation and development of distributed applications. This lack of interest may limit funding or affect the development of the CatchLive platform and the use and potential value of CLI tokens.
- vii. Risks of applying major changes to the main functions and specifications of the CLI Token or the CatchLive Platform prior to launching or implementing the CatchLive Project and CatchLive Ecosystem. CatchLive intends that CLI tokens and CatchLive's functions will be consistent with the content in the White Paper, nevertheless these changes may be applied.
- viii. Competition risks with other platforms that may potentially adversely affect the CLI Token and CatchLive Platform. (e.g., when a competition project has not achieved commercial success or the prospects are bleak)
- ix. Risks that a third party or other individual intentionally or unintentionally pushes harmful or malicious code onto the CatchLive, interfering with the CatchLive Platform infrastructure and utilization of the CLITokens. Since the blockchain used in the platform is also vulnerable to such attacks, it acts as a risk to the operation of the platform and related services.
- x. The occurrence of catastrophic events such as force majeure, natural disasters, etc. may affect the business operations of CatchLive and its affiliates and other factors beyond our control. Mining attacks, attacks by hackers or other individuals may result in theft or loss of the proceeds from the CLI token sale, theft or loss of CLI tokens, and impediment of CatchLive ecosystem development capabilities.

## Disclaimer

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- xii. CLI tokens and other cryptocurrencies are new and untested technologies and are constantly developing. The full functionality of the CLI Token is not yet complete and there is no guarantee of its completion. As technology advances, developments in encryption technology and methods, changes in consensus and algorithms, etc. may pose a risk to the CLI token, the sale of the CLI token, the CatchLive project, the CatchLive ecosystem, and the use of the CLI token.
  - xiii. CLI Token does not grant any decision-making authority to other entities in relation to the CatchLive Project, CatchLive Ecosystem, etc. All decisions, including the cessation of CatchLive products, services, and CatchLive ecosystem, additional creation and sale of CLI tokens used in ecosystem, and sale and liquidation of CatchLive, are made at CatchLive's discretion.
  - xiii. The tax and accounting methods of CLI Tokens are uncertain and may vary by jurisdiction. Purchasing CLI tokens may have a negative impact on your tax treatment, and we recommend that you seek independent tax advice in this regard. In addition to the risks specified above, there are other risks that cannot be foreseen by the company and its affiliates. There may also be risks of unexpected combinations and variations.
- B. If the above risks and uncertainties develop into actual situations, the business, financial condition, operational results, and prospect of CatchLive and its affiliates may be materially and negatively affected. In this case, you may lose some or all of the CLI Token value.

## Disclaimer

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### 6. No additional information and updates

For CLI tokens, CatchLive and its affiliates, and related businesses and operations, no one has the right to provide information/explanation other than those contained in this white paper, and even if such information/explanation is provided, the authority of CatchLive or its affiliates should not be taken as received or as a representation of them.

### 7. No advice

No information in this white paper should be construed as business, legal, financial or tax advice for CLI Token, CatchLive, or any of its affiliates. We recommend that you seek advice from other experts such as legal, financial, tax, etc. for CLI Token, CatchLive and its affiliates, and related businesses and operations. The financial risk of purchasing CLI tokens may apply indefinitely.