

SHOW ONE  
WHITEPAPER



**SHOW**

# White Paper of Show Coin Project

SHOW

# Decentralized Interactive Living Broadcasting Platform

Version 1.0.1

ShowCoin Foundation

[1showfoundation@gmail.com](mailto:1showfoundation@gmail.com)

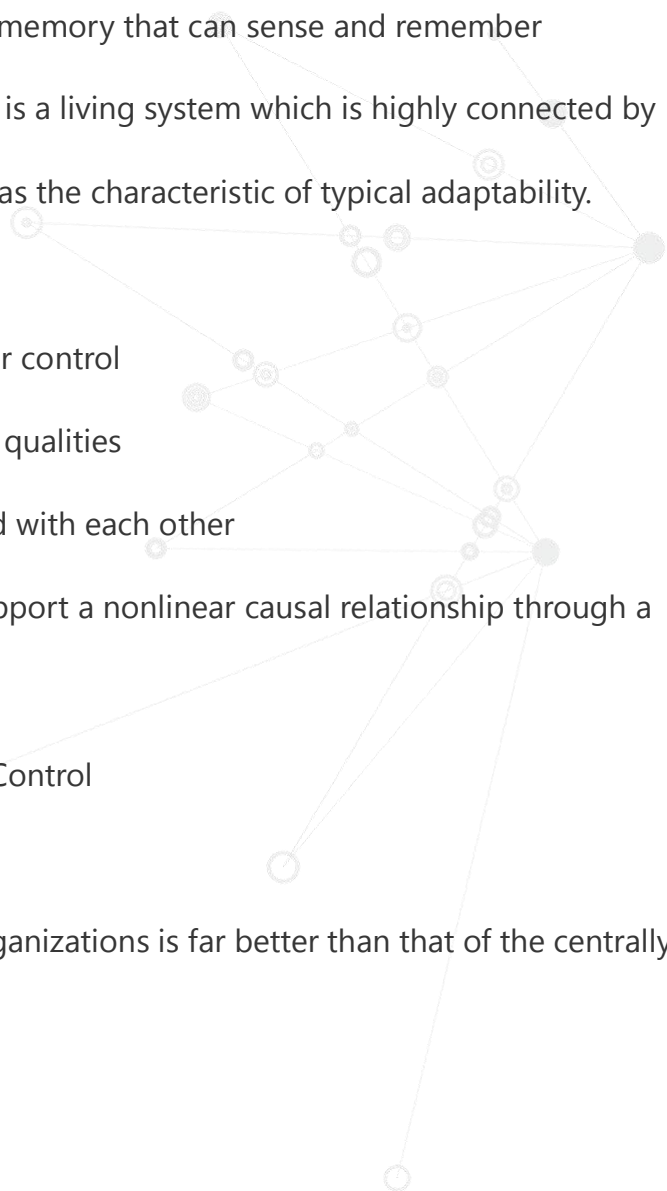
<http://www.show.one>

The Hive Mind is a distributed memory that can sense and remember something at the same time. It is a living system which is highly connected by many independent units and has the characteristic of typical adaptability.

- ◇ There is no mandatory center control
- ◇ Sub-units have autonomous qualities
- ◇ Sub-units are highly involved with each other
- ◇ Point-to-point influences support a nonlinear causal relationship through a network

-----KK, the author of Out of Control

The vitality of decentralized organizations is far better than that of the centrally controlled organizations



----Hu Zhensheng, the creator of Show Coin

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## Outline

A true point-to-point living interactive system should allow consumers to pay directly and to tip content producers without going through a "hub". Although most of the platforms now serving as "hubs" are performing well, they are all based on up to 70% commission. The hub usually carries definitions and distribution services related to content quality, such as living video ratings and ranking calculations. Due to lacking of open and transparent transaction records, commission-based hubs often receive extra revenues through "issuing excess" virtual currencies. At the same time, it is impossible for the fairness and impartiality of the content review and distribution mechanism based on such contents, losing the maximum benefit, namely "convenient, efficient and low-cost", brought by digital Internet to human beings.

To resolve this issue, we redesigned an encryption-based digital currency (Show Coin) based on blockchains and smart contracts. The Show Coin and its distributed hubless living interactive entertainment offerings based Show Coin as its economics foundation shall reduce the issuance costs of digital entertainment assets to a theoretical minimum value. Sub-units have autonomous qualities that keep balance of the entire ecosystem on the basis of Nash Equilibrium. In this open, fair and democratic hubless ecosystem where anyone can participate in, the return on the digital assets of each content producer will be maximized.

This set of economic system meets the four characteristics of the Hive Mind mentioned by KK in "Out of Control".

Four characteristics of the Hive Mind are as follows:

- 
- ◇ There is no mandatory center control
  - ◇ Sub-units have autonomous qualities
  - ◇ Sub-units are highly involved with each other
  - ◇ Point-to-point influences support a nonlinear causal relationship

through a network

In this network, the content producer shall specify the payment standards for content viewing and dissemination. The non-cooperative game equilibrium can be established by the weighted average algorithm among of tokens consumed in unit time, tokens gained by disseminating and sharing video contents and tokens consumed by high-value players so as to dynamically define the real-time content quality of the living broadcasting services, and to achieve the best match between high-quality contents and consumers based on content collaborative filtering and other recommended algorithms. Each sub-unit is highly autonomous and has non-linear causal relationship with each other.

## 1. What is ShowCoin?

ShowCoin is the first digital cryptographic virtual currency deisgned for live digital entertainment content delivery services and products based on blockchains and smart contracts. ShowCoin and the economic systems and base services around it are designed primarily for the global digital interactive entertainment distribution. On this basis, it can serve various organizations under different cultures, different countries and different linguistic backgrounds in an open ecological environment.

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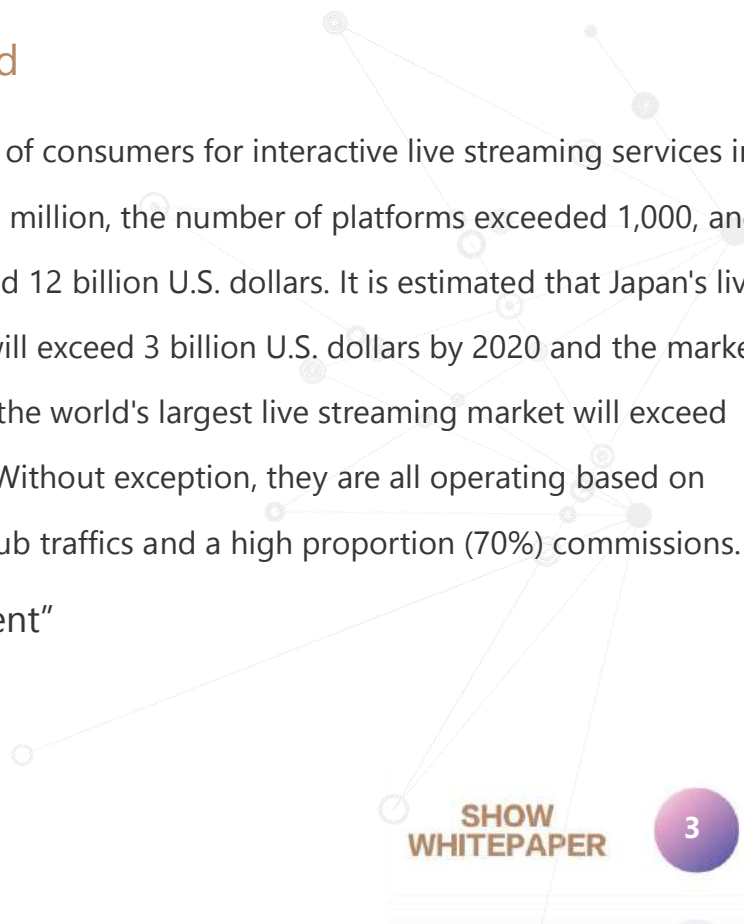
"Show" is one of the organizations operating around the eco-system of ShowCoin. Unlike the existing blockchain-oriented DAPP projects, we are directly targeting the content producers themselves, as well as the professional brokerage firms and operational organizations behind them. We call such organizations that work around content producers "clubs" like traditional circus and performance companies serving singers. We are going to set up our first foundation club based on Show Coin, namely 1show (1show.club), for the participants of the ecological future as a demonstration. The 1show club has the same rights and responsibilities as other organizations in the entire ecosystem.

1show will work with some of the world's leading model agencies, such as "The Victoria's Secret," to bring together the world's best and most influential supermodels and internet celebrities, providing them with point-to-point live streaming service based on Show Coin and focusing on entertainment, cosmetology, makeup and e-commerce contents to produce a demonstration effect so that more good content producers can participate in the entire ecosystem as organizations and individuals.

## 1.1 Background

In 2017, the number of consumers for interactive live streaming services in the world exceeded 600 million, the number of platforms exceeded 1,000, and the market size exceeded 12 billion U.S. dollars. It is estimated that Japan's live streaming market size will exceed 3 billion U.S. dollars by 2020 and the market size in China which has the world's largest live streaming market will exceed 100 billion U.S. dollars. Without exception, they are all operating based on central distribution of hub traffics and a high proportion (70%) commissions.

### (1) "Double Payment"





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The platform realizes the "double payment" for purchase services in its virtual currency by modifying the playing records, the number of online users and the grades of users' paid purchase so that the platform could make a profit by depreciating the virtual currency purchased by users. The virtual currency is similar to the depreciating scarce prop in games.

Case 1: A platform operations supervisor used his rights, colluding with background engineers, privately modified his own and a partner's account levels to the top levels for personal self-interest, which could be achieved by obtaining virtual gifts worth of about 5 million US dollars. This is equivalent to use other users' virtual currency (double payment). Although the supervisor was finally dismissed after being reported, the platform manager had to pay cumbersome and expensive management review costs for such internal "corruption", which still can not be avoided fundamentally.

Case 2: For increasing his influence, a famous opinion leader instigated the platform to manually modify the number of viewers and the times of play and to empty the key page location for him. In order to publicize the opinion leader and expose the number of "astronomical" figures afterwards, the platform caused a "double payment" of credit. In fact, due to the professional nature of its content, there were only very few people who were actually online. Except short-term promotion of exposure, these "satellites" that created numbers of viewers had, in fact, been hurting the justice and fairness of the platform for a long time, resulting in the loss of users. If not modified in the background, the astronomical online number and play number is impossible for all live and television works. While for the huge publicity costs, all the practitioners in the industry have to do this facing similar problems, which is an open secret, and the news is endless.

## (2) "Planned Economy"

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Because the hub uses a high commission rate as a profit model, it basically tends to grasp the core pricing power, such as commodities, commissions and prices, resulting in the entire system being based on a model of a planned economy while high-quality pay for the live streamings of non-revenue, while no measures can be available for this.

Case 1: The hub arbitrarily modifies the percentage of commission according to the control on the anchors, and bans the disobedient "anchors" and brokerage firms, all of which usually start with the anchors who earn the most, in order to obtain huge profits.

Case 2: The hub uses commissions from high-quality live-streaming to generate revenue for its brands. The truth behind the fact is that high-income anchors are "tax-billed" to pay for similar activities. Because of the closure of the platform and the pricing power of the hub, the anchors can not do anything about it. The lost and communication costs of switching to other platforms are as high as "immigrating" among different countries, wasting time and energy. It's just moving to another high - commission platform.

### (3) "Live Streaming for Begging"

Because the hub tends to get profits from commissions, the contents recommended to the viewers are to improve the incomes from commissions rather than high-quality contents the viewers most want. In order to adapt to the platform's ecology, the anchor also had to make a living by "begging" for the rich's gifts, regardless of the ordinary consumers' feelings. This results in a self-consistent closed-loop of "Routine" live content production and commission revenues. The more gifts there are, the more Routines will be, and in return the more Routines, the more gifts. The real high-quality live streaming is eliminated by this self-consistent closed-loop.



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Case 1: Because the survival and profit of a company is built around the high commission rate (70%) from the virtual gifts, so it is impossible to generate fair content recommendations and ratings. Over the years, the question frequently asked by the anchors to us is how to route the "Rich" gifts, the ideas to improve the content quality become dead letters. The "ordinary users" for free viewing become "negative cost" of platform operation and audience of the rich show-off, and no one cares about their true feelings. This model has led to the ceiling and a low standard of content quality across the live streaming industry.

Case 2: Large-scale brokerage firms purchased large amounts of virtual gifts to for a high percentage of discounts on the platform to reduce their friction costs and returned them to the anchors through gift giving, causing a false prosperity of the gift figures. These can help them to share the virtual gifts without friction costs with anchors. The fake consumption constitutes the "Routine" of the broadcast industry, so that ordinary consumers are deeply hurt, and finally lost confidence in the platform.

#### (4) "Coordination Costs"

High-quality live streaming is inseparable from operating companies and broker mechanisms, but almost every project inevitably generates economic disputes. Platforms and intermediaries often deduct anchors' income for various reasons, which increases a lot of intermediary and mediating costs.

Case: An anchor brokerage firm promised a commission ratio of 3:7 with anchors, but set many constraints in the contract. When cash is credited, the brokerage firm will deduct anchors' income for various reasons. Anchors complained to the operating department of the platform, and the platform had to recruit a large number of operators for such operations in order to maintain the stability of the platform, inevitably generating many "black box operations". In recent years, we heard from the news that some anchors of

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high prices switched to other platforms mostly for similar reasons. However, the anchors often say nothing about what they call the unspoken rules of the industry or they file lawsuits directly but get nothing definite.

The above cumbersome and inefficient man-made operations lead platforms to maintain and manage by increasing a large number of manpower. The increasing operating costs require a higher percentage of commission. Many large-size platforms have more than a thousand operatives whose costs account for 70% of fans' rewards for anchors, and even more hidden costs increase due to spamming and overissuing of virtual currencies.

## 1.2 Resolution

Show Coin is committed to "voting" and consuming on contents by themselves with decentralized design, allowing eco-users to hold tokens based on blockchains and smart contracts so as to create an open, fair and democratic ecosystem of digital entertainment.

### 1.2.1 Economic systems

The "rich" users with spending power consume their content by giving producers "virtual gifts", the amount of which, at the same time as the producer are rewarded, equates to a "vote" on the live broadcast quality. Through the "gravitational acceleration algorithm" of the time factor, the impression made on its votes decreases over time, and the "rich" users are prevented from "adding votes" as much as possible without reducing the anchor's revenue.



Figure 1: Show Coin Voting Algorithm with Introduction of Time Factor

Common users consume certain tokens (eg. 1 token) within a certain unit of time (eg. 10 minutes) for viewing qualifications based on the amount of basic sum of consumption defined by the producer. Each consumer consumes equivalent tokens which is similar to the times of play with the "rich", which is a kind of dynamic "vote" on the content quality. Of course, producers can also define rewards for the consumption of tokens that their content can be offered, without conflict with the above.



Figure 2: The Audience Dynamic Vote on the Live Content

Users with content dissemination ability attract more consumers to consume tokens based on "virtual gifts" and buying watching time through forwarding and sharing live broadcasts and producer-related addresses, and the effective consumption, votes on the content through the "Share Index" at rewarding communicators and producers. With the increase in the number of active consumers clicking on their content, users who disseminate the content



get rewarded with tokens of over 10 levels of coverage. Of course, producers can also define a reward for disseminating their content for the tokens they provide, which has no conflict with the above.

The proceeds obtained by professional traffic distribution agencies and single spreader are set by the anchors themselves, which causes a certain of competition between anchors in order to achieve decentralization and high autonomy of the sub-units.

As the first project of the founding team, 1show also was involved in the sharing of incentive market competition without pricing power.

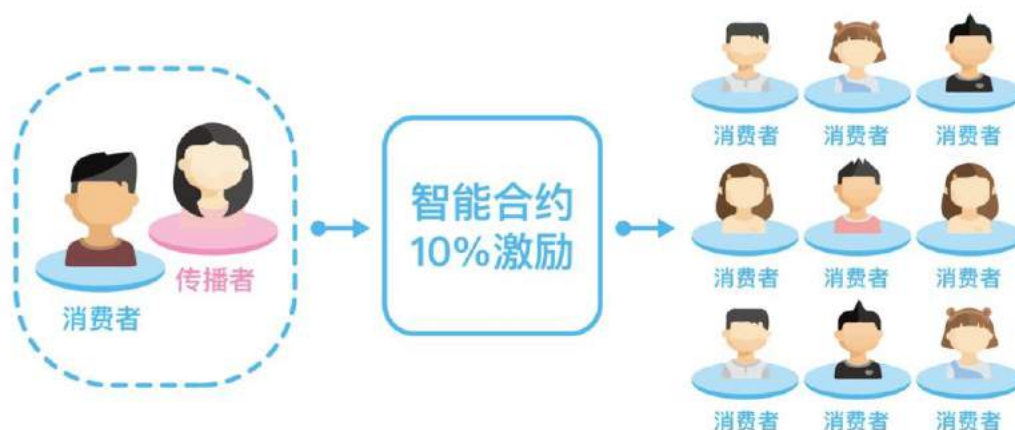


Figure 3: live broadcast content dissemination process

High-quality reviews and admiring and other actions that also need to consume tokens can also form part of the weight of a quality evaluation system.

The system takes commission fees equal to one-thousandth of the consumed tokens in a unified manner to increase the same "friction cost", which eliminates junk voting. In order to completely eliminate the possibility of a black box operation (the operator will return the fee to the participants for zero friction), the token corresponding to the commission fee will be automatically locked in an inoperable account for "destruction." (For example, transferred to the the wallet address 0x000000000000).

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Just as in the real world, producers and consumers define their level of users within a social network from the amount of tokens that they hold in public, while the recorded amounts of tokens consumed is likewise presented to others as a hierarchy system. The above records are stored in a distributed ledger and can be viewed by anyone.

All of the above transactions records are distributed through the blockchain ledger and posted to all participants to ensure openness and fairness. The system will provide a user-friendly interface designed to facilitate public inquiries.

### 1.2.2 Smart contracts

Everything that can be traded goes into the built-in store for free bids, such as smart contracts. Show Coin will provide users with rich enough smart contract template to facilitate the automatic execution of allocation and incentives of tokens, but also open the ports, so that everyone in the ecosystem can participate in the design and distribution of smart contract template, define the price or motivational conditions and, like the founding team, get the corresponding token incentives based on the user's usage rate, that is, the smart contract templates not used by people will not generate benefits, even for the founding team and the union itself.

**Case 1: The anchor opened a new live broadcast, rented a free smart contract template through the store, the template specifies that a show coin is consumed every ten minutes and rewards the sharer 10% of the token that the new user spends as incentive, 30% of the token donated by "Regal" is automatically rewarded to one's own broker account and 50% of the account is kept as pledged tokens. If the number of viewers does not exceed 100 after a week, the contract with the broker will be automatically cancelled and repossessed as a 50% pledged token. If the**

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number of viewers exceeds 100, but the total viewing time is too short, and the revenue did not reach 100 show coins, the 50% of the income will be rewarded to the broker, at the same time by the broker to terminate. The 30-second commercial advertisement for a live broadcast will be sent by the advertiser to the anchor with 100 tokens while 100 tokens are randomly presented to the consumer.

**Case 2: A certification designer, through the gift shop and as required by the anchor, designs independent virtual gifts and related effects, and sets the sales gift price and incentive system as one ten thousandth.**

**In the anchor's live studio, the virtual gift effects and prices that consumers buy are tailor-made for the designer, and the amount spent on them is automatically assigned to the designer based on the smart contract without intermediate coordination.**

**Case 3: a broker creates his own home page for live streaming to attract all consumers like food together, and selects their own templates in the smart contract store, collect "incentive" fees from the live streaming produces to help them attracting more fans to focus on the live streaming content producers.**

### 1.2.3 Incentive Systems

(1) Incentive to the founding team

**The founding team serving Show Coin will, like other ecologically-based teams, serve the entire ecosystem through an open and fair voting mechanism and receive corresponding token rewards under equal incentives. Ten thousandths of the pouncing fee will be used as a basic friction to prevent the trash generated, which should be completely destroyed, rather than used as a team incentive.**



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**At the same time, the ultimate goal of the team is one day, just like Bitcoin, delivering 100% of the entire Show Coin system to the public in order to reduce the influence of the founding team to zero and eventually eliminate any hub that may be dominated by influence.**

**The team early obtained the appropriate voting rights and influence by possession of a certain percentage of Show Coins. After the system is mature, the number of possession of Show Coin is the only criteria for voting decision. To prevent unpredictable risks, the team designs a concert of concerted action through legal process and the necessary safeguards before the system is strong enough.**

**(2) Decision-making committee**

**The decision-making committee is the highest decision making organ of the Show Coin and its ecology. It was temporarily represented by the core members of the founding team in the early stage and gradually turned over to the true owner of the lock-up deadline as the system improved and tokens were distributed. The founding team will also gradually deliver the earlier held tokens according to the plan and promised to re-bid through institutions, such as the Exchange and others, to obtain the necessary voting ratio so that the public can get the same chance.**

**(3) Incentives based on eco-service providers**

**Technical committees, cultural committees, ethics committees, product committees and the like voted by the policy-making committees jointly set up a transparent and transparent cash prize incentive mechanism to provide corresponding organization of services and enough tokens for the coin currency ecology and Show Coins will be proportionally held by members of the committee.**

**Examples: annual revenue of the members of the development team who update the core code; annual revenue of the members who serve as**

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**content reviewers; and service fees for tripartite suppliers that provide transcoding bandwidth services for Show Coin.**

**(4) Incentives for content producers, consumers and communicators**  
The producer of the content sets the amount of tokens (live or video) to be paid for every ten minutes, based on the dynamic technology costs (transcoding, bandwidth and servers, etc.) provided by the system plus the revenue that one expects to receive, and the system also provide the default price as a reference, but the final price decision is still in the hands of users. Producers can also provide a certain amount of tokens for the forwarding and sharing of content for incentives.

Consumers watching the live broadcast or exchanging, are to consume the Show Coins they held, and the content producers are beneficial from Show Coin. At the same time, you can get the token sent by the advertiser or watch for free as an incentive for the player by watching advertisements, drawing red envelopes, participating in online activities and the like.

The system will provide a sophisticated tracking mechanism for sharing links to provide sufficient sharing incentives for relaying and sharing contents. According to the technology achievement costs and local laws and regulations, maximize the tracking the sharing to help speed up the atomic expansion of ecological fission. For example, professional communicators can build their own websites or apps by themselves, with no programming required in a single click. 10% of the tokens consumed by users consuming live broadcasts through this website and APP are automatically rewarded to professionals of the communicators, and their second share, also part of the Show Coins will be automatically awarded to the first communicator.

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## 2 Who are we?

### 2.1 Missions

**Let the spread of Global Digital Entertainment contents easier.**

**We aim to empower the sales and operations of digital entertainment contents. We provide content producers and consumers with an open, fair and democratic Internet infrastructure and ecosystem. Let it be able to use the power of the Internet and user interaction. Based on blockchain and smart contract technologies, a democratic and intelligent distribution of benefits is established to motivate the positive rotation of content producers.**

### 2.2 Visions

**We aim to build a future-oriented digital entertainment ecosystem that is totally out of focus. Let content producers and consumers know each other and grow freely in the Internet world for 100 years.**

**Through decentralized design, we will eventually exchange rights with the general public, allowing the entire system to grow and reproduce in a sustainable way to achieve an ultimate virtual social formation without a self-centered growth.**

### 2.3 Values

Our values are all based on the value of the users, the users value will always be put to the first position and all the power will be granted to the users. We hope that the platform will provide unlimited possibilities for users to use, rather than let the platform dominate the user's choice.

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### 2.3.1 Equality

**Producers and consumers of creative contents should be free and equal for contents exchange in an equal environment, not limited to a certain interest for the purpose of the company or organization. We firmly believe that the decentralized organizational vitality is far greater than the centrally controlled organization. The concept of equality will be fully reflected in the design of products and organizational structure.**

### 2.3.2 Democracy

**Stakeholders within the ecosystem have real voting rights and decision-making power. All decisions are passed on to all participants, with the minority obeying the majority and making true democratic decisions.**

### 2.3.3 Freedom

**In the design of the entire ecosystem, there is only the equal value exchange and no malicious punishment and binding, the users can decide to join and leave the entire ecosystem at any time, and we believe that people are born "free".**

### 2.3.4 Open

**The Show Coin system will open up all the data and interfaces as much as possible for the public to benefit the society. We believe that the power of the masses outweighs the power of the hub, unlike the existing Internet groups that monopolize all the data in their own hands.**

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### 2.3.5 Team

With its focus on creating a cohesive team culture for Show Coin, each of us is a follower and believer in blockchain technology and convinced that decentralized services will be the future of mankind and never give up.

## 3 Infrastructure

The Show Coin system design is based on the block chain technology of distributed distribution network of the digital interactive entertainment. All infrastructure design concepts are also in line with the four characteristics of bee colony thinking:

- ◇ There is no mandatory center control
- ◇ Sub-units have autonomous qualities
- ◇ Sub-units are highly involved with each other
- ◇ Peer-to-peer influences support a nonlinear relationship through a network

The following two sections are the digital entertainment solution of "Show"

- 一、Infrastructure based on blockchain technology
- 二、Distributed peer-to-peer economic system based on the infrastructure

### 3.1 Fundamental services

Show Coin is a token issued on the basis of smart contracts, which can guarantee the transactions are open and transparent and can not be tampered with or altered on the distributed ledger of the blockchain. Show Coins and other smart contract-based partners automatically turn on and off the corresponding resources and services and automatically settle the resources consumed by providing services to producers. The service here is end-to-end, that is, the live broadcast producer only needs resources when the live broadcast is started. When the broadcast is not started, the resources are automatically released and the cost is automatically settled.

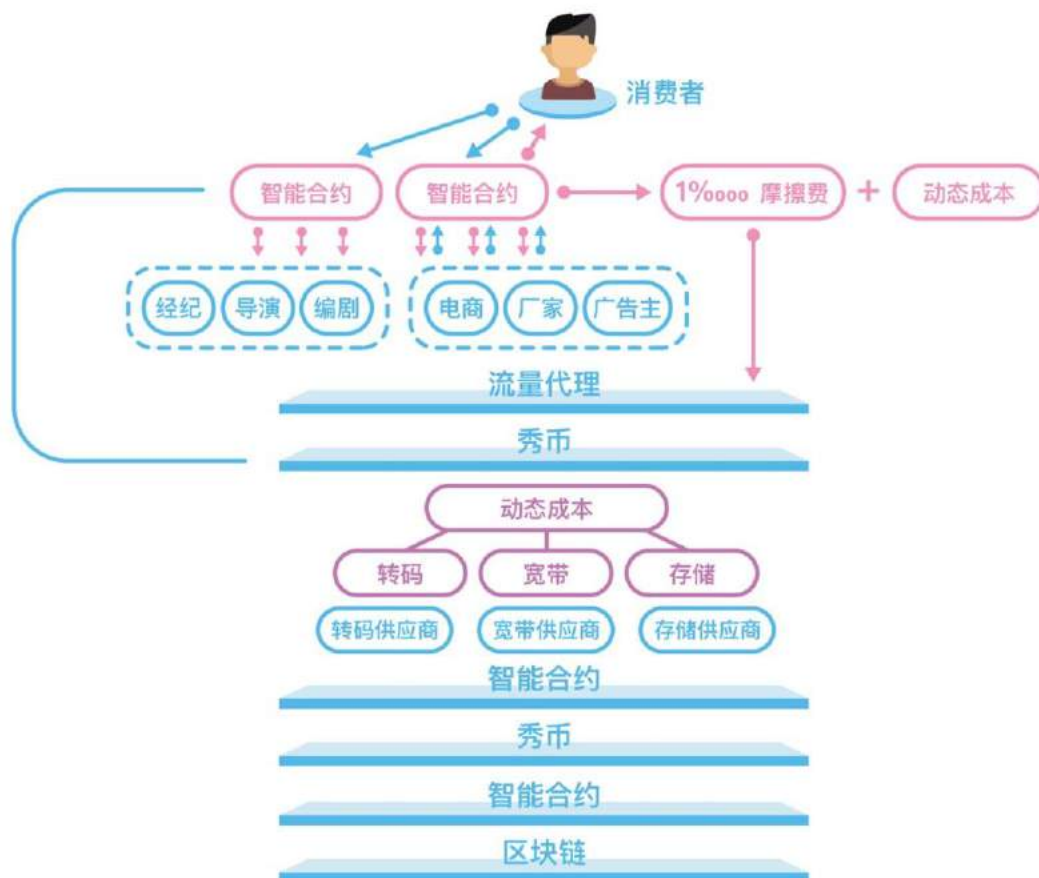


Figure 4: Distributed live broadcast platform architecture

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The purpose of this design is to make every way live broadcast autonomous, do not need to be shared with other live broadcast costs so as to achieve independent accounting, live broadcast content consumers shall automatically make settlements through intelligent contracts with the content producers, while the consumed resources have been settled, the remaining parts shall be automatically assigned to other partners according to the smart contracts. For example: brokers, directors and screenwriters, etc. and also can be automatically derived from advertisers based on the show currency incentives.

### 3.2 Economic system

The sponsor of the live broadcast defines the "price" of the live broadcast and the percentage of the sharing incentive, which form a competition relationship with each other.

Live broadcast sponsors post live ads and pay for them. The traffic hub is shown to consumers to enhance the number of viewers.

Through its live ads, the Hub for Mass Media is matching to enough consumers who are willing to spend on their live content monetizes through incentives defined by the anchor. Communication centers compete with each other.

The system sets the national root traffic center and its corresponding content review center to ensure compliance with local regulations.

Depending on their own culture and preferences, professional organizations can define different traffic centers based on their respective strengths to attract different cultural groups. For example: hip-hop live, gaming, live broadcast and English education. The system provides corresponding interface, tripartite App Store and culture

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**definition committee functions to help the traffic hub to define its own style.**

**Consumers consume live content on a time basis based on the price the live sponsor has defined.**

**Newcomers benefit from content quality and sharing incentives from the live sponsors, redistributing to bring in more consumers and making benefits for themselves. The same is true for traffic hubs.**

**"Regal" users buy virtual gifts with Show Coins to reward anchors and thus expect to be list in consumer leaderboard for community glory. At the same time, the system will also generate the rankings according to the number of Show Coins held by users. The system does not have a core list design while competes with one another.**

**The system draws one ten thousandth for all and any transactions as a "friction" fee and then destroys them, such fees no longer enter the circulation, prevents trash transactions and ensures the system operates well.**

**The system will collect the most basic system maintenance fees by the minimum unit, end-to-end on a single broadcast and a single user, make the accounts open and do not obtain profits from it.**



## 秀币在直播业务中的经济系统

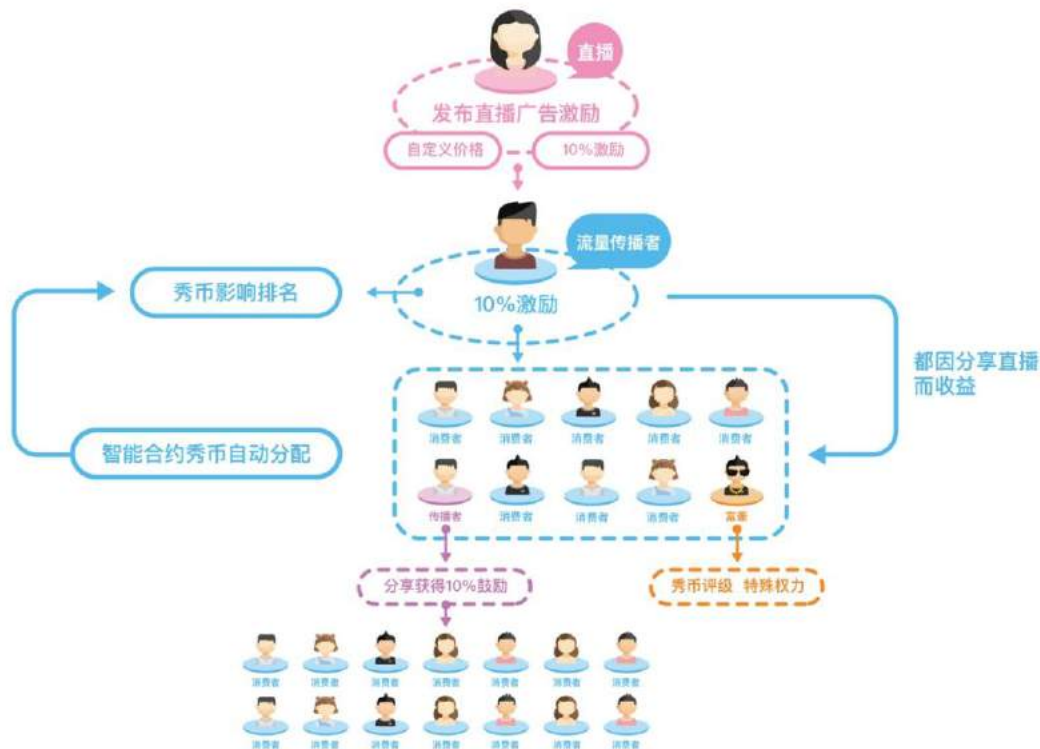


Figure 5: Economic System of "Show Coin"

The virtual gifts and e-commerce interface required for live broadcast are completely open, providing a user-friendly interface and a unified application store. The anchor can define the effect and price of the gift on his own, and encourage the designer with show coins according to the designer's incentive contract. The advertiser can provide advertising contents and incentives and the anchor can break the live broadcast for ads.

The system will also open the sound, soundtrack, effects and other possible interfaces and the corresponding store for ecological services. Many of these live streams form part of a live business group, which shall form their own community and culture with coordination of the tripartite body (traffic hub).

### 3.3 Infrastructure

The digital currency that is exchanged through the exchange (pre-sale of tokens) is mainly used to build the basic service system and the initial organizational system necessary for ecology.

The infrastructure logic that we needed to build early on is as follows, which is not covered in detail in this white paper.



Figure 6: Infrastructure of the contract

Many of these technologies need to work with tripartite company technology providers to accelerate business and reduce R & D costs.

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## 3.4 Interface presentation



The founder and core team of Show Coin founded two star products of Micro-shoot Live Broadcast and Pepper Live Broadcast and have mature user-level product development and design and operation experiences. The show's products exhibition, based on the previous experience and basis, is redesigned and transformed into a blockchain-based distributed live broadcast system, which was released for the world.

## 4 Characteristics

**As a set of independent encrypted digital currency system, the owner can use it to purchase related services within the virtual entertainment community built around it while being openly exchangeable through a three-way platform. The Show Coin is based on the blockchain and smart contracts of Ethereum. All accounts and transaction records are made public to ensure the fairness and fairness of the ecosystem.**

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## 5 Incentive

**Show Coin is the only circulating virtual crypto-currency around its built infrastructure that has its own irreplaceability. Users need to use Show Coin as the only value exchange tool for production, consumption or distribution, while maintaining system infrastructure and related technology research and development all around the coin for exchange and incentive.**

**The total number of Show Coins is 10 billion pieces. The system collects a one-thousandth for each transaction as the commission to prevent the trash from happening and then destroy it. No team will benefit from it. The presentation of Show Coin is based on the blockchain and smart contracts built by Ethereum and will never increase in number and make it publicly available.**

**As a founding team of the system, there is no unique method or channel for Show Coins incentive other than the initial public offering, and it can only work with all participants in the ecosystem to obtain the same incentive.**

**In organizations involved in ecological management and decision-making, the number of celebrities locked in for long periods is the basis for voting for the right to speak. Decision-making committees will be motivated to hold celebrities for a long time to maximize the long-term value of Show Coins.**

## 6 Route Map

**For the entire development of Show Coin, it is a development process of short-term construction and long-term improvement. With the maturity**

and popularization of blockchain and smart contract technology, the following strategic steps will be gradually perfected. The strategic plan here describes only the key nodes without involving a detailed development plan. A more detailed plan will be available on the official website (<http://show.one>) as appropriate.

发展路线图



## 6.1 Construction

### Footstone

#### ◇ January of 2018 – June of 2018

As the domestic blockchain and smart contract infrastructure are not complete, for example, transcoding, storage, computing and traffic providers based on blockchain and smart contracts have not yet emerged as mature companies. The Show Coin MVP (Minimized Feasible Product) model was initially tested and run on an updated brand based on the existed mature live broadcast version of the team. The existing teams already have proven live product experiences and products for transformation and redesign of the product models and gradually transfer the centerized infrastructure to the non-central structure.

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Because Amazon's smart cloud computing service lambda has been officially released and the technology is mature and reliable, the beta version may be released first in the U.S. Internet environment with a positive and optimistic attitude towards the domestic infrastructure. The progress of the code during this period will be posted on Github and the official website (<http://show.one>) to facilitate public supervision.

In the same period, it also hatches the first Show Coin-based traffic operation company in China, the team is belonging to 1show, who focuses on fans operation and traffic maintenance for high-quality content producers such as professional models and internet celebrity. Based on the existing live broadcast market, the team operates and maintains the relationship between content and consumers. After the time is ripe, the team gradually migrates users to the ecosystem of the Show Coin.

After the model test in Japan is completed, it will be gradually relocated according to the market conditions and gradually improve the corresponding infrastructure in the world. If the market is not perfect, some necessary centralized nodes need to be established and then gradually removed.

## 6.2 Traffics take off

### ◇ July of 2018 – December of 2018

On a well-established infrastructure, the Show Coin Foundation will shift its focus to traffic operations to increase the currency and scenario of Show Coin and to improve the product experience. 1show is the first professional traffic operator of the founding team of Show Coin, who is responsible for the cold-starting of early users to give the market an exemplary role. In response to the current situation in the domestic

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market and the team's understanding of the multi-year hard work in the live broadcast market, the content operation will start with the selection of blank areas (beauty models), blank age groups (post-00s) and blank culture (overseas) to cause rich-creation effects for attracting high-quality content producers of the existing platforms.

### 6.3 Stars & sea

◇ January of 2019 – June of 2019

On basis of the obtained traffics, the infrastructure will scale-out to other verticals such as mobile games, e-commerce, werewolf and others, and work with professional operations teams in related fields to achieve rapid growth.

In the meantime, the Show Coin Foundation, through community cooperation, paved the way for global infrastructure and incubation of traffic partners to accelerate the circulation of the Show Coin to the global market. After the first success stories such as 1show and others, the Show Coin Foundation will accelerate incubator training and cooperation in more traffic hubs in an effort to cover all cultures and countries and become the standard currency for global digital entertainment services.

### 6.4 Hive Plan

◇ July of 2019 – December of 2019

With the improvement of the Show Coin circulation, the show's founding team gradually fade out its influence on the entire ecology, and thoroughly exchange decision-making power with the participants in the ecosystem. The show coins held by it will gradually enter the market by bidding to diversify ownership and truly deliver the power to the general

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public. At the same time, foundation's structure and the corresponding organization shall be improved.

## 6.5 Rebirth

2020-2021

Upon completion of the thorough market and decentralization of the Show Coin, the founding team re-entered the ecosystem of the entire Show Coin by bidding to regain a certain proportion of the coin, as part of the ecology, to serve the entire ecosystem.

## 7 Laws and Regulations

### 7.1 Main body of operation

The Show Coin team firmly believes that "decentralized organizational vitality is far greater than centrally controlled organization, which is the ultimate form of human society," so the Show Coin, from the first day of its birth, belonged to the entire society instead of the profit tools of some centralized organizations.

As a result, Show Coin has established the Show Coin Foundation in Singapore. Its main mission is to run open, fair and transparent not-for-profit Show Coin network and to support the development team of the Show Coin. The Show Coin Foundation will be approved by the Singapore Accounting and Business Management District (ACRA) and will be governed by the Singapore Companies Act, which is run independently of and independent of the Trusteeship Board or Management Committee and owned by a suitably qualified trustee of the Foundation Outside the



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government. Singapore is known for its stable and sound legal and financial environment. The Show Coin Foundation is a non-profit entity established in Singapore. Under Singapore law, the Foundation is an activity that supports or participates in the public or private interests, but not the legal establishment of any commercial interests of the organization. The "profits" earned by the foundation are called surpluses and will be retained as funds for other activities without distributing profits among their members.

The Show Coin Foundation creates a root service for each country and a content review board related to its laws to ensure that the content in the country is in accordance with local laws, regulations and culture. On the basis of lawfulness and compliance, the cultural style is defined by the traffic hub according to its own cultural definition and by its belonging to its ethical and cultural censorship board.

## 7.2 Governance

### Structure and Voting

In order to enable the Show Coin Foundation to make rational use of the funds and resources of the Foundation on the premise of being open, fair and transparent, and continuously promote the rapid development of Show Coin, expand the application of Show Coin and attract more institutions, companies and organizations to enter the Show Coin Ecology, the foundation set up three layers of the organization as follows:

#### Decision-making committee

The decision-making committee is the highest decision-making organ of the Show Coin, undertakes the final decision-making function, and the decision-making committee members are equal to each other. They are

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responsible for reviewing and approving major issues such as the strategic planning, annual plan and budget of the foundation, The major issue of ecology to vote.

The owner of a certain token designates a qualified technical director to join the technical review board serving the Show Coin and rewards members of the committee with 10 tokens each year (there is no rules yet, the numbers are only for reference) to rewards its efforts in reviewing services for the currency technology services related. Members of the Technical Review Board regularly evaluate and rate the technical services provided by third-party technology vendors in the open technology market to help the Product Council decide whether to adopt technical services from one of the parties.

## **CEO**

The CEO is elected by the decision-making committee and is accountable to the decision-making committee. The CEO will fully organize the implementation of the relevant resolutions and rules of the decision-making committee, shall be responsible for the daily operations of the show currency, fully complete the various indicators it issues, and report the implementation status to them on a regular basis. The CEO has the right to set up the necessary functional departments and appoint managers to take charge of the co-ordination of business development in five departments such as technology research and development, product design and production, ecological operation, marketing and financial audit to form an organization centered on it and managing system.

## **Technology Department**

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**As a fundamental unit of the Foundation, Technical R & D department is responsible for the development and review of the underlying technology. In order to ensure the communication and coordination between teams, the R & D Department should exchange information with other departments and adjust the details of communication projects in time to determine the research and development direction for the next phase.**

### **Product Department**

**The Product Design & Production Department is responsible for improving and perfecting the product framework provided by the technical department and establishing sustainable specific development strategies, including conducting market research, coordinating product functions and undertaking UI design and image design for Show Coin. The members need to keep abreast of community dynamics, hot spots and feedback, communicate actively with token holders, and hold occasional technical seminars and other events.**

### **Operation Department**

**Based on the technical and product divisions, the Operation Department is responsible for the entire ecosystem of traffic - firstly, to extend work to the depths, proactively exploring partners, connecting showcoins, end users and partners closely to create open, distributed and privacy-preserving global entertainment ecosystem; secondly, to build a community of internal ecosystem, forming a benign interaction, the free flow of information and full symmetry of the user community.**

### **Marketing Department**

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**The Marketing Department is responsible for promoting the core or derivative products and services of the Show Coin, including but not limited to working with the media, advertising, designing user interaction, and so on. The Department will work closely with the ecosystem operations department to develop the most appropriate outreach programs based on the requirements of partners and end-users.**

### **Financial Department**

**The Financial Department is responsible for managing the financial affairs of the whole company, including the work contents such as fund management, accounting and cost control. At the same time, due to the high risk of digital asset projects, the department is also responsible for the risk control business and will cooperate with other departments to conduct analysis and evaluation on the operation and financial risks of the project. In the audit field, given the particularity of digital assets and tokens themselves, the existing system is difficult to regulate effectively. The decision-making committee will hire professional audit practitioners with relevant experiences to ensure that the use of Show Coin is open and transparent.**

## **8 Exchange Rules**

### **(1) Detailed Rules of Show Coins Exchange**

**The number of coins totally is 10 billion.**

**The total amount of 5 billion (50%) is expected to be swapped for 40,000 ETHs.**

**Where,**

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**Footingstone Investment (12%). Partially locked. For details, please refer to the Rules.**

**Private Equity (38%) . Partially locked. For details, please refer to the Rules.**

**The exchanged Show Coins are used for the research and development and infrastructure construction of the Show Coins system.**

**The remaining 5 billion (50%) will be used for incentive distribution, project maintenance and investment incubation.**

**Five billion coins are distributed in the following proportions:**

**Two billion coins (20%) are used for the ecological construction of the Show Coins.**

**Billions of coins (20%) are used for user growth, promotion and market acquisition of Show Coins.**

**Two billion Show Coins (10%) are used for rewards to the founding team, locked for two years and then unlocked 25% every six months totally for four years. Award details are set by the project initiation team.**

**Total 10,000,000,000 Show Coins**

**Footingstone Investment 12%**

**Private Investment 38%**

**Ecological Construction 20%**

**Growth of users 20%**

**Team incentives 10%**

**( 2 ) Special remarks**

**The system will collect "Friction" fee of 1/10000 for every transaction in the Show Coin system to prevent the trash from being traded and destroyed in a fixed account, and no trading is allowed. If the transaction**

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frequency is higher than expected, the "friction" ratio will be properly adjusted to ensure the system works well but it will be destroyed forever to prevent secondary circulation and black box operation.

**( 3 ) Release time**

It will be released at x o'clock, x month x day, 2017

**( 4 ) Release methods**

The Show Coin exchange will accept the following three kinds of tokens, namely: BTC / ETH / Qtum.

**( 5 ) Distribution and Transfer**

It takes up to a month for the Show Coin to finish distribution, and the fastest one can be released after the exchange is over.

Prior to the official distribution of the show coins, Show Coin will provide an opportunity to withdraw from the project funds. For the specific time and date, see the rules.

## 9 Risk Disclosure

### 9.1 Introduction of teams

The core team of the show are all team members of Microblogging and Pepper Live broadcast, all of whom have years of experience and accumulation in the field of mobile live broadcasting. The core members have a history of more than five years of joint venture.

Hu Zhensheng, the founder of Show Coin, once founded the world's first short-video social product (Microblogging) and won the investment from

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**Kai-fu Lee's Innovation Workshop, Wang Chao Chung's letter Zhongli Fund and Xu Xiaoping's VC agencies. Number of users broken millions, App broke millions and ranked first in Apple store. Within 2 months after the team members participated in the establishment of Pepper Live Broadcast, Pepper live broadcast broke through 200,000 from zero, making it a representative product of 2016 with a user amount of 10 million. As the former IBM cloud computing telecommunications industry leader, responsible for IBM cloud computing technology and telecommunications industry promotion, he translated the first Chinese IBM cloud computing operating system guide.**

**In 2016, Hu Zhensheng devoted himself to researching bitcoin architecture and related technologies, translating China's best bitcoin white paper and publishing it on major social media such as [http: t.cn/RNPkPw2](http://t.cn/RNPkPw2). Afterwards, he led the whole team to focus on the block chain and related technologies.**

### **Core team**



**Hu Zhensheng**  
**CEO**  
**Micro-PAI founde**  
**Bitcoin expert**



**Huang Yaguan**

**Chief Architect**

**Joint founder of Microblogging and  
successive entrepreneur**

**Tsinghua University, PhD in computer  
software**



**Chenchen**

**Chief Operation Office, Joint Founder  
and successive entrepreneur**

**Market chief of Inke**



**Modo**

Chief Design Director co-founder  
Micro-PAT Design Director  
Pepper Design Director

### **Footingstone investment institutions**



**Coin Capital**

<http://inblockchain.com>

**SHOW  
WHITEPAPER**

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### Dfund

The digital Money Fund, which is set up by a well-known investor in the currency circle to focus on high quality block chain release project



### LinkVC

Link Capital



### SCC Star Chain Capital

<http://www.starchaincapital.com>



### NODE Capital

<http://www.nodecap.com/>



## 9.2 Risk Disclosure

### ●Policy risks

At present, the regulatory policies for the blockchain projects and the financing of swap are still unclear. There is a certain possibility of participants losing due to policy reasons. For the market risk, if the overall value of the digital asset market is overestimated, then the investment risks will increase and participants may expect the growth of

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swap projects to be excessive, but these high expectations may not be realized.

- **Supervision risks**

☞ Digital asset transactions including the Show Coin, are highly uncertain. As there is currently no strong regulation in the field of digital asset transactions, there is a risk that electronic token will skyrocket and be subject to market manipulation. After individual participants enter the market, In the absence of experience, it may be difficult to withstand the asset shock and psychological stress caused by market instability.

Although academics, the government media and so forth have given cautious suggestions from time to time, there are still no written supervisory methods and provisions promulgated. Therefore, such risks are hard to be effectively circumvented.

It is undeniable that there will be the introduction of regulatory regulations to constrain the regulation of blockchain and electronic token areas in the foreseeable future. If regulated entities regulate the sector, the tokens purchased during the swap may be affected, including but not limited to fluctuations or limits in price and marketability.

- **Team risks**

Currently, there are numerous blockchain technology teams and projects, there is a strong market competition and project operating pressure under fierce competition. Whether the show coin project can break through many outstanding projects and is widely recognized is not only linked to its own team capabilities and vision planning, but also influenced by many competitors and oligarchs in the market. In the meantime, there is the possibility of vicious competition. Based on the contacts accumulated by the founder for many years in the industry, the show coin brings together a contingent of talents with both vitality and

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strength, attracting senior practitioners in the area of blockchain and experienced technical developers. The stability and cohesion within the team are crucial to the overall development of the show coin. In the future development, some core personnel may leave from the team and the internal conflict within the team, which may cause the show coin project adversely affected.

- **Coordination risks**

The Show Coin founding team will spare no effort to achieve the development goals set out in the White Paper and extend the space for project growth. However, given the unforeseen factors in the overall development trend of the industry, the current business model and the overall planning approach can not be in good agreement with the market demand, resulting in unmanageable earnings. In the meantime, since this white paper may be adjusted as the details of the project are updated, if the updated details of the project are not readily available to the exchange participants or the public is not aware of the latest progress of the project, the participants or the general public may become unsymmetric or lack of awareness of the project, which may affect the follow-up project development.

- **Technical risks**

First of all, the project is based on the cryptography algorithm, and the rapid development of cryptography is bound to bring potential risk of being cracked. Secondly, technologies such as blockchain, distributed ledger, decentralization and disagreement support core business development , The show coin team can not fully guarantee the technical landing; Thirdly, during the process of project update and adjustment, there may be some loopholes that can be remedied by issuing patches, but the degree of impact caused by the loopholes can not be guaranteed.

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- **Safety risks**

In terms of safety, the amount of individual supporters is small, but the total number is large, which also places high demands on the safety and security of the project. Electronic token is anonymous, difficult to be traced and other characteristics, which shall be easily used by criminals, or by hackers, or may involve illegal assets such as criminal activities. Other risks unknown at present: With the continuous development of the district fast-chain technology and the overall industry situation, Show Coin may face some unforeseen risks. Invite participants to participate in the decision-making before the full understanding of the team background, the overall framework of the project and train of thought, a reasonable adjustment of their own vision, the rational participation in the exchange of tokens.

### 9.3 Disclaimer

This document is for informational purposes only and the contents of this document are for information purposes only and do not constitute any investment advice, solicitation or solicitation of the sale of stocks or securities in Show Coin and its related companies. Such invitations must be made in the form of a confidential memorandum, subject to the relevant securities laws and other laws. The contents of this document may not be construed as compelled to participate in the exchange. Nothing in this White Paper may be considered as participation in the exchange, including the requirement to obtain a copy of this White Paper or to share this White Paper with others. Participating in the exchange means that the participants have reached the age criteria and possess complete civil capacities. The contract with Show Coin is true and valid.

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**All participants signed the contract voluntarily and had a clear and necessary understanding of the Show Coin before signing a contract. The Show Coin team will continue to make reasonable attempts to ensure that the information in this White Paper is true and accurate. During the development process, the platform may be updated, including but not limited to platform mechanisms, tokens and their mechanisms, token distribution. Portions of the document may be adjusted in the new White Paper as the project progresses, and the team will release the update by posting a notice or a new White Paper on the site. Please be sure to get the latest White Papers, and make timely adjustments to your decisions based on the updates. It is expressly disclaimed that the participants will not be liable for any loss resulting from (i) reliance on the contents of this document, (ii) inaccuracies of the information in this document, and (iii) any action resulting from this document. The team will spare no efforts to achieve the goals mentioned in the document, but due to the existence of force majeure, the team can not make a full promise.**

**Show Coin is an important tool for generating performance on the platform and is not an investment product. Owning a Show Coin does not mean giving its owner ownership, control, or decision-making rights to the Show Coin platforms. Show Coin as a digitally encrypted currency does not fall into the following categories: (a) currencies of any kind; (b) securities; (c) shares of legal entities; (d) stocks, bonds, notes, warrants, certificates or other Instruments that grant any rights.**

**Depending on the market rules and the application of post-arrival demand, the value of the Show Coin may not have any value. The team will not make any commitment to its value-added and will not be responsible for the consequences caused by the increase or decrease in value. TO THE FULLEST EXTENT PERMITTED BY APPLICABLE LAW, FOR**

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THE DAMAGES AND RISKS INCLUDING, BUT NOT LIMITED TO, DIRECT OR INDIRECT DAMAGES, LOSS OF BUSINESS PROFIT, LOSS OF BUSINESS INFORMATION, OR ANY OTHER ECONOMIC DAMAGES ARISING OUT OF THE INTEREST IN CONNECTION WITH THE PARTICULAR PURPOSE. Show Coin platform should comply with any regulations for healthy development conducive to the exchange of industries and the development of self-regulation industry self-declaration. Participant and its Delegates will fully accept and abide by such inspections. At the same time, all information disclosed by participants to accomplish such inspections must be complete and accurate. The Show Coin platform clearly communicated possible risks to the participants. Once the participants participate in the exchange, they acknowledge and accept the terms and conditions in the Rules, accept the potential risks of this platform and bear the consequences.

## 9.4 History of versions

,The basic content of V0.1 the first edition is completed on August 25<sup>th</sup>,2017.

,Content of V 0.2 is completed on August 26<sup>th</sup>,2017

V 0.3, exchange and Show Coin issue rules are improved on August 27<sup>th</sup>,2017.

The first draft of version 0.4 is completed on August 28<sup>th</sup>,2017.

Version0.9 is completed on December 21<sup>st</sup>,2017.

,Version1.0 is completed on December 28,2017.

## 9.5 Contacts

Official website: <http://show.one>

E-mail: [foundation@show.one](mailto:foundation@show.one)