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Singapore  
CrossAngle Pte. Ltd.

Disclosure Level **A**

**Xangle disclosure level policy**

**A+** 57 or more

**A** 50 ~ 56

**B** 42 ~ 49

**C** 41 or less

(Out of total 63 questionnaires)

EN ▼

**Due Diligence Report**



**monstercube**

**Korea, Republic of**

(Country or jurisdiction of incorporation)

**441-87-00779**

(Entity Registration Number)

**5F, Young Chang BD, 27, Samseong-ro 95-gil, Gangnam-gu, Seoul, Republic of Korea.**

(Address, including zip code, including area code, of principal executive offices)

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**WHERE YOU CAN FIND MORE INFORMATION**

Readers and others should note that the company announces material information to the public using the company website, press releases, public conference calls, and webcasts. They may also use the following social media channels as a means of disclosing information about the company, products, planned financial and other announcements and attendance at upcoming investor and industry conferences, and other matters.

<b>Channels</b>	<b>Address</b>
<b>Company Website</b>	<a href="https://www.monstercube.kr/eng/">https://www.monstercube.kr/eng/</a>
<b>Main communication channel</b>	telegram
<b>Twitter</b>	
<b>Company Blog</b>	<a href="https://monstercube.kr">https://monstercube.kr</a>
<b>Facebook</b>	
<b>Linkedin</b>	
<b>Github</b>	
<b>Reddit</b>	
<b>Telegram</b>	<a href="https://t.me/SodaCoin_Official">https://t.me/SodaCoin_Official</a>
<b>WeChat</b>	
<b>KaKaoTalk</b>	
<b>Custom Link</b>	

The information posted through these social media channels may be deemed valid. Accordingly, the public should monitor these accounts and the blog, in addition to following company press releases, conference calls, and webcasts. This list may be updated from time to time and these channels may be updated without notice.

**Company Representative (Report Data Submitter)**

<b>Name</b>	<b>Position</b>	<b>Office Phone Number</b>	<b>Telegram ID</b>
JaeBeom RYU	CEO		

# PART I. Corporate Profile

## ITEM 1. Basic Corporate Profile

<b>Official Company Name</b>	monstercube
<b>Establishment Date</b>	04 May 2017
<b>Jurisdiction of Incorporation</b>	Korea, Republic of
<b>Principal Office Location</b>	5F, Young Chang BD, 27, Samseong-ro 95-gil, Gangnam-gu, Seoul, Republic of Korea.
<b>Address of Official Company Registration</b>	5F, Young Chang BD, 27, Samseong-ro 95-gil, Gangnam-gu, Seoul, Republic of Korea.
<b>Company Name for Website Display</b>	monstercube
<b>Description of Company</b>	<p>The Monster Cube would like to share with you the new online ecosystem we have prepared.</p> <p>With SODA, you can use cryptocurrency in place of money in any real life situations requiring payments, from purchasing general merchandise to digital contents. It will always be with you, near you, and available for you to use</p>
<b>Company Website</b>	<a href="https://www.monstercube.kr/eng/">https://www.monstercube.kr/eng/</a>
<b>Whitepaper Link</b>	<a href="https://www.monstercube.kr/wp-content/uploads/2020/01/soda_whitepaper_ENG_01.pdf">https://www.monstercube.kr/wp-content/uploads/2020/01/soda_whitepaper_ENG_01.pdf</a>
<b>Mission and Vision</b>	<p>Soda block chain is a platform that allows various cryptocurrencies such as Bitcoin and Ethereum to be used in real life through the dApp called "Soda play". It is designed to facilitate pairing with various types of Coins. "Soda play" has secured about 100,000 locations for cryptocurrency transactions, and the Bitcoin or Ethereum can be simply exchanged to help them be used in real life.</p>

## ITEM 2. Team

### 2.1 Executives & Founders

The following sets forth certain information regarding the company's executive officers and founders, their details and positions as of 2020-01-29

#### Ryu jae beam

<b>Position Title</b>	CEO
<b>Short Bio</b>	<p>IT Planning &amp; Marketing Specialist Director of numerous successful web, mobile app, and mobile game services. Monster cube Co. Ltd. (Syrup table) CEO Freechalgames Co. Ltd. Osp Corporation CEO</p>
<b>Experience</b>	
<b>Education</b>	
<b>Company e-mail</b>	richard@monstercube.kr
<b>Social</b>	

### 2.2 Engineering Team Leaders

The following sets forth certain information regarding the company's development and engineering leaders, their details and positions as of 2020-01-29

#### Rechard

<b>Position Title</b>	CTO
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Short Bio IT Planning & Marketing Specialist  
Director of numerous successful web, mobile app, and mobile game services.  
Monster cube Co. Ltd. (Syrup table) CEO  
Freechalgames Co. Ltd.  
Osp Corporation CEO

Experience

Education

Social

## 2.3 Advisory

The following sets forth certain information regarding the company's advisories, their details and positions as of 2020-01-29

### Ryan, Youngho Cho

Company M.S New Energy Engineering, Seoul  
Role of Advisor Accounting and Investment Advisory

### Moon, Jong Sub

Company Professor, Department of Electronics and Information Engineering, Korea University  
Role of Advisor Security and Big Data Advisory

### Seo, Jong Ho

Company Samsung electronics Co. Ltd.  
Role of Advisor Advisory on AI and Big Data Technology Development

## 2.4 Organization Structure

The following sets forth certain information regarding the structure of the company as of 2020-01-29

Name of Department/Group/Office/etc.	Number of Full-Time Staff	Number of Part-Time Staff	Head of Department (Maybe left blank)
SODA Member	10	0	
SODA Develop	3	0	
SODA SERVEICE	5	0	
<b>Total</b>	<b>18</b>	<b>0</b>	

## PART II. Business Information

### ITEM 1. Industry Classification

	Not Applicable
<b>Sector</b>	Technology
<b>Industry</b>	Software and Services
<b>Sub-industry</b>	Infrastructure and Platform
<b>Categories</b>	1. Advertising 2. dApp 3. Platform 4. Payment Platforms 5. Mining

### ITEM 2. Industry Description

#### 2.1 Industry Overview

The domestic O2O market, represented by the bleeding competition between large platforms and the proliferation of the pay industry in recent years, has shown external growth, but platforms and merchants have been forced to follow the subordinate relationships of the past unfairly due to the nature of the service.

The irrationality of merchants, on the contrary, but has been replaced by benefits such as coupons, discounts, etc. to service users, but recently, it has not provided the best service for both merchants and consumers in the form of consumer transfer of delivery costs, minimum payment amount, etc.

Due to this current ecosystem, platform operators, merchants (advertisers), and service users who are components of the O2O ecosystem face the following challenges.

Platform operators spend excessive marketing costs to gain market advantage with competitors, and the cost is passed on to merchants and consumers to cloud the market order.

In the case of merchants, franchisees are burdened with a double triple cost, including fees and advertising costs within the platform due to contract with the main company, contract with the platform, etc.

In the case of service users, the increase in service and product costs caused by the above two cases and the increase in consumer burden of some service costs is causing the fall of service satisfaction.

In order to solve and improve these problems, the SODA platform plans to provide new services based on the following major prerequisites.

#### 2.2 Recent Trends

#### 2.3 Target Market Size

As of June 2019, the total market capitalization of cryptocurrencies is \$245 billion, with more than 2,000 cryptocurrencies trading in more than 18,000 markets, and the rapid expansion of the market is far ahead of the industry's growth rate.

Until now, using cryptocurrency in real life has not been easy. However, with the establishment of coin-enabled infrastructure for global companies such as Samsung, various token economy structures are being introduced into the market, and challenges to new areas are expected to become visible in the future

SODA Play is designed to lead the market by providing an effective direction for the today's situation. The SODA platform is designed to generate the interests of all participants, and the key function is to encourage voluntary participation.

#### 2.4 Target Customers

800 thousand franchise stores in the entire country, best restaurants recommended by 18 million connected users - DApp  
In order to provide the DApp platform service Monster Cube has developed in-house main net and electronic wallet. As of now cryptocurrency payment is already available in 380 thousand franchise stores in the country and it's constantly being expanded into online shopping malls, department stores, large marts, public transport, foreign transfers and so on.

## 2.5 Competitors

### 2.5.1 Existing Industry Competitors

The following sets forth certain information regarding the company's conventional competitors already established within the industry as of 2020-01-29:

#### **Toss**

Description	Mobile Finance Platform that is logical to use.
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#### **Zoom**

Description	Zoom offers communications software that combines video conferencing, online meetings, chat, and mobile collaboration.
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### 2.5.2 Token Project Competitors

The following sets forth certain information regarding the company's competitors that have implemented Token economics as of 2020-01-29:

#### **Terra**

Token Symbol	KRT
Network Type	Other
Description	A price-stable cryptocurrency that supports payment network of the blockchain economy.

#### **PayProtocol**

Token Symbol	PCI
Network Type	Other
Description	PayProtocol is a cryptocurrency payment platform for e-commerce and retail use.

## ITEM 3. Project's Business Model

### 3.1 Business Description

#### 3.1.1 Revenue Model

The SODA platform is an O2O platform that connects on-line and off-line consumers, users, and advertisers based on blockchain technology.

The SODA platform aims to build a balanced blockchain O2O ecosystem through the mutual role of the merchants, service users, and advertisers using the domestic O2O market structure, where the balance of power is currently biased toward platform operators.

#### 3.1.2 Platform or Application Overview

##### **General platform description**

First, it provides a platform where merchants, consumers, and advertisers alike can be all satisfied.

Second, each component can be rewarded with natural participation in the ecosystem, and it supports the improvement of service satisfaction through compensation and the virtuous cycle of the platform economy.

Third, it provides reliable, high-efficiency new marketing means.

Fourth, it provides a system that allows consumers of new areas with various coins and points to convert them into real-life usable goods.

##### **Functions of the solution**

The SODA platform aims to create a digital advertising ecosystem of horizontal two-way relationships by moving the center of gravity of the service that was tilted around the platform operator to the user side. We will also implement economy that allows users to easily expose the needs of the goods and services they want and receive the services, while at the same time

being compensated for the economic value of the digital advertising ecosystem that is formed by user engagement.

#### User pain points

No Input

### 3.1.3 Product/Service Line Description

#### · SODA PLAY

SODA platform refers to a system built on a blockchain that is developed, published, maintained, and managed by Monster Cube, and two kinds of apps will be released as SODA Play ads for advertisers and SODA Play. SODA platform is collectively referred to as the overall system required to operate them.

### 3.1.4 Competitive Advantage

The SODA platform aims to create a digital advertising ecosystem of horizontal two-way relationships by moving the center of gravity of the service that was tilted around the platform operator to the user side. We will also implement economy that allows users to easily expose the needs of the goods and services they want and receive the services, while at the same time being compensated for the economic value of the digital advertising ecosystem that is formed by user engagement.

### 3.1.5 Intellectual Property

No Input

## 3.2 Partnerships

#### ▸ bitberry

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<b>Counterparty Website</b>	https://bitberry.app/home/index
<b>Counterparty Description</b>	Bitbury Business Platform is an enterprise service. Bitbury provides services and consulting tailored to the technical, business, and marketing needs of customers/partners.
<b>Applicable Dates</b>	
<b>Does this partnership has an expiration date?</b>	No
<b>Revenue Generation</b>	Yes
<b>Expected Revenue (USD)</b>	10,000
<b>Partnership Description</b>	
<b>Expected Benefits to Project Team</b>	
<b>Expected Benefits to Counterparty</b>	

## 3.3 Project Progress

#### History

Realizing service diversification of the O2O platform based on blockchain technology and big data. We are also developing a comprehensive service increasing the cryptocurrency value chain with online portal and digital contents.

#### Project Status

Operational

#### Development of the platform and business operations have been or will be funded through the following sources

Revenue from providing support services for the network or platform (consulting, developer support services, and developer tools)

Other realized income from investing, managing digital/financial assets, and forking

#### Plan or Strategy to expand platform or token

SODA Play app, a medium that will actualize SODA economy, has been made by converting and developing the Syrup Table app, which has approximately 18 million cumulative downloads, into Dapp. This built a basic model of a platform connecting merchants and consumers based on blockchain.

In the first half of 2019, Syrup table had been selected as the representative Dapp service for Lifestyle Category of Samsung Galaxy smartphone's blockchain wallet. It was based on a service model that connects users with merchants, and interconnects mutual data using cryptocurrency rewards as a medium. Currently, it is in the process of making a complete transition into SODA Play through modernization, UX/UI improvement, mining system deployment, and service area expansion. (Syrup table will change the name to SODA Play and provide the service as a reward-based real-life Dapp platform, such as cryptocurrency mining and payment. Dapp renewal via update is expected by first half of 2020.)

### 3.4 Milestones

Title	Target Date	Status	Description
SKT X SODA point	2020-01-31	Completed	SKT BillingApp Billeter User Target Soda-point About 30 million SKT service subscribers can be used in SKT's billing app service billetter and Soda-point linked Soda-play, which has about 10 million MAU performances on the 10th of every month. Starting from February 2020, you can link the soda points and use the billet to Soda-player in the billetter app.
T-Page	2019-10-01	Completed	SKT's mobile portal, Starting the Welcome Page T-Page Soda-point is implemented for use in the portal service's place of use (webtoons).

### 3.5 Key progress

No Input

### 3.6 Legal Concerns

No data available

## PART III. Financial Information

### ITEM 1. Equity Shareholders

The following sets forth company cap table of equity shareholders of the organization with more than 5% stake as of 2020-01-29  
Number of Shares Outstanding:

Shareholder Name	Title or Relations with Company	Percentage of Total Outstanding Shares	Number of Shares
No data available			

### ITEM 2. Equity Funding History

#### 2.1 Equity Funding Rounds

Transaction Name	Announced Date	Number of Investors	Money Raised (In USD)	Lead Investors
No data available				

#### 2.2 Extraordinary Relations with Company

The following sets forth companies and organizations with extra-ordinary relations with company as of 2020-01-29

Company Name	Country of Incorporation	Start Date	End Date	Relationship Details
No data available				

### ITEM 3. Financial Disclosures

The following are simplified and condensed financial statements submitted by the company for disclosure last updated on 2020-01-29:

#### 3.1 Simplified Income Statement

Year  Quarter

(USD)

Revenue

Cost of Goods Sold (COGS)

Gross Profit

Operating Expenses (SG&A)

Other Revenue & Expenses

Operating Income

#### 3.2 Simplified Balance Sheet

Year  Quarter

(USD)

Fiat

Cash & Equivalent

Total Fiat & Cash

Digital Asset

(USD)

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Book Value of All Assets

### 3.3 Key ratios

No data available

## PART IV. Token Information

### ITEM 1. Token Profile

<b>Token Name</b>	Soda Coin
<b>Symbol</b>	SOC
<b>Token Economy</b>	<p>Soda block chain in Soda Coin is a platform that enables various cryptocurrencies such as Bitcoin and Ethereum to be used in real life through a dapp called Soda-play. It is designed to facilitate pairing with various types of co-workers. In Korea, we secured about 100,000 locations for cryptocurrency transactions, and we can simply exchange bitcoin or Ether reum for real-life use. In addition, various location-based mining models have been prepared to collect location-based big data and create a virtuous circle system so that users can gather on the platform continuously. It is also a big advantage to cooperate with large companies which will introduce Soda-play to the new holders.</p>
<b>Token Usage</b>	
<b>Short Token Description</b>	<p>SodaCoin is an ERC-20 based coin, which can be listed and traded on external exchanges, and Sodatoken issues token SOPs for O2O services to trade in the blockchain ecosystem.</p>
<b>Token Contract Address</b>	
<b>Base Platform</b>	<p>Every participant in O2O market (consumers, suppliers, app users) operates a real-life cryptocurrency payment platform called Soda-play and enables real-life payments through various coins other than Soda coins.</p>
<b>Mainnet Explorer Url</b>	
<b>Network</b>	<p>Type: Mainnet (Token) Network Type: ETH Network Sub-type: erc20</p>
<b>Project Type</b>	D-App
<b>Tokens were initially available and currently obtainable in the following method(s)</b>	<ol style="list-style-type: none"><li>1. Hardfork</li><li>2. Staking or delegated staking</li><li>3. Mining</li><li>4. Exchange offering</li><li>5. Payouts to compensate employees, reward users, fund projects, and other direct use from reserve funds</li></ol>
<b>Additional Token issuance or minting conditions, including implemented natural inflation.</b>	<p>Can be issued when more than 51% of the holders who voted agree.</p>
<b>Trading practices after the Token Sale by Company</b>	<ol style="list-style-type: none"><li>1. Company has purchased or sold Tokens after the Token Sale</li><li>2. Company founders and promoters have not purchased or sold Tokens after the Token Sale</li></ol>
<b>Method of allocating tokens during Token Sale</b>	<p>Initial private participants have been given tokens via ETH swap with KYC letter, followed by a distribution method using the Bitbury wallet.</p>

#### Token allocation percentage based on Total Supply immediately after Token Generation Event

#### Token Holder Rights

- a) Receive payments or other consideration under the following circumstances  
The holder of Soda Coin may receive a fee exemption and a reduction within Soda-play.
- b) Tokens give holders ownership or contractual interest or rights in the following circumstances  
No Input
- c) Token holders may vote on the following matters  
Token holders can claim their right to vote in case of additional issue of token.
- d) Other information that may be relevant to the Tokens or their sale  
No Input

## ITEM 2. Token Sales

### 2.1 Token Sales details

Projected Total Supply 2,000,000,000

Genesis Supply N/A

Initial Offering Status Yes

Initial Offering Price (USD)

Initial Offering Price (ETH)

Initial Offering Price (BTC)

Funding achieved in relation to the target hard cap (%)

Percentage of individual investors at initial offering

Terms and conditions for top backers

No Input

### 2.2 Initial Offering Rounds

No data available

\*: Proposed calculation, but not necessarily mandatory, is based on USD equivalent of cryptocurrency received between the start and end date of the Token sale duration calculated by  $((High+Low)/2)$  of market price

## ITEM 3. Token Supply History

The following is a manual record Token supply history as of 2020-01-29. Corresponding transactions hashes have not been provided within this report.

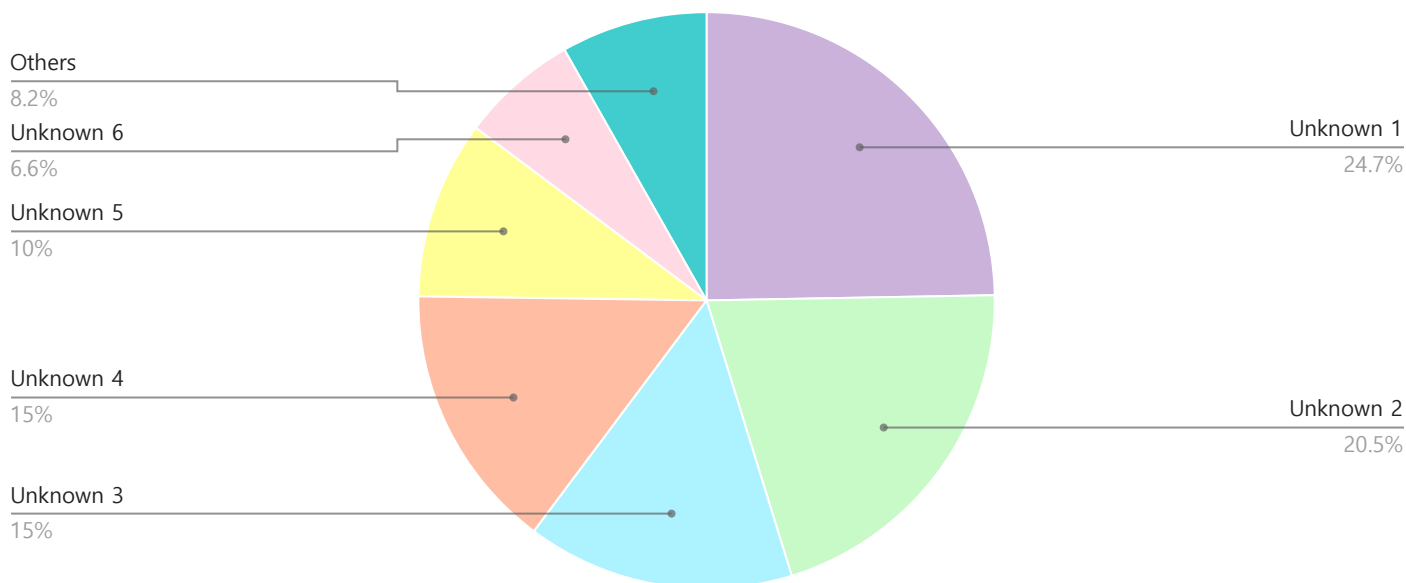
Purpose	Date	Amount	Value (USD)	Post Total Supply	Post Circulating Supply
No data available					

## ITEM 4. Listed Exchanges

Exchange	Pair	Price	Volume	Percentage
No data available				

## ITEM 5. Token Ownership

The following is an automatic query result of wallet addresses based on balance holdings with meta data application as of 2020-01-29.



Rank	Address	Balance	Percentage
1	0x6B59210aDE46B62B25e82e95ab390A7CcAdd4c3a (Unknown 1)	494,236,388	24.71%
2	0x71578De3121A6eeEa8024977A8bcF1BEb5ef8cCe (Unknown 2)	410,209,590	20.51%
3	0x45F6a7D7903D3A02bef15826eBCA44aB5eD11758 (Unknown 3)	300,000,000	15%
4	0x625f7Ae05DC8c22dA56F47CaDc8c647137a6B4D9 (Unknown 4)	300,000,000	15%
5	0xdCff92b95FCbEE2B4E7f4BBfF6825dEA97059bf8 (Unknown 5)	200,000,000	10%
6	0xC792E52A50F8Fd987d2fac952586855DcEEAf301 (Unknown 6)	131,350,878	6.57%
7	0xed48DC0628789c2956B1E41726d062a86ec45bFF (Unknown 7)	129,447,943	6.47%
8	0x5A3C4B414ae2F8ABBd533F6F4Eb8D1cB492164A2 (Unknown 8)	19,227,422	0.96%
9	0xf80F6d4a340F3265e0eEC52c07024BD3eD0eE18b (Unknown 9)	6,473,016	0.32%
10	0x72E5263FF33D2494692D7F94A758aA9F82062F73 (Unknown 10)	5,313,368	0.27%
11	0xB2Fb7d6999a23398971759b7DAb949a4c5D7f677 (Unknown 11)	1,673,703	0.08%
12	0xd36C2f1e6681e6A34769d61b4bEBaa8d9c03a3a9 (Unknown 12)	737,075	0.04%
13	0x2724A9fEd47d947B33660cE0Ee0D150C6Ee18c90 (Unknown 13)	401,260	0.02%
14	0x3e9AFaA4a062A49d64b8Ab057B3Cb51892e17Ecb (Unknown 14)	286,911	0.01%
15	0x0dE217acFE07Ed5D0F505588d8f067c319eb85F2 (Unknown 15)	200,000	0.01%
16	0x0bc9390CE3E6510ae6523e41bfbF290E317D56ec (Unknown 16)	37,403	0.00%
17	0xfc42298A5eDcd39d8Ff3aF4b937b4D1aA617ED60 (Unknown 17)	32,362	0.00%

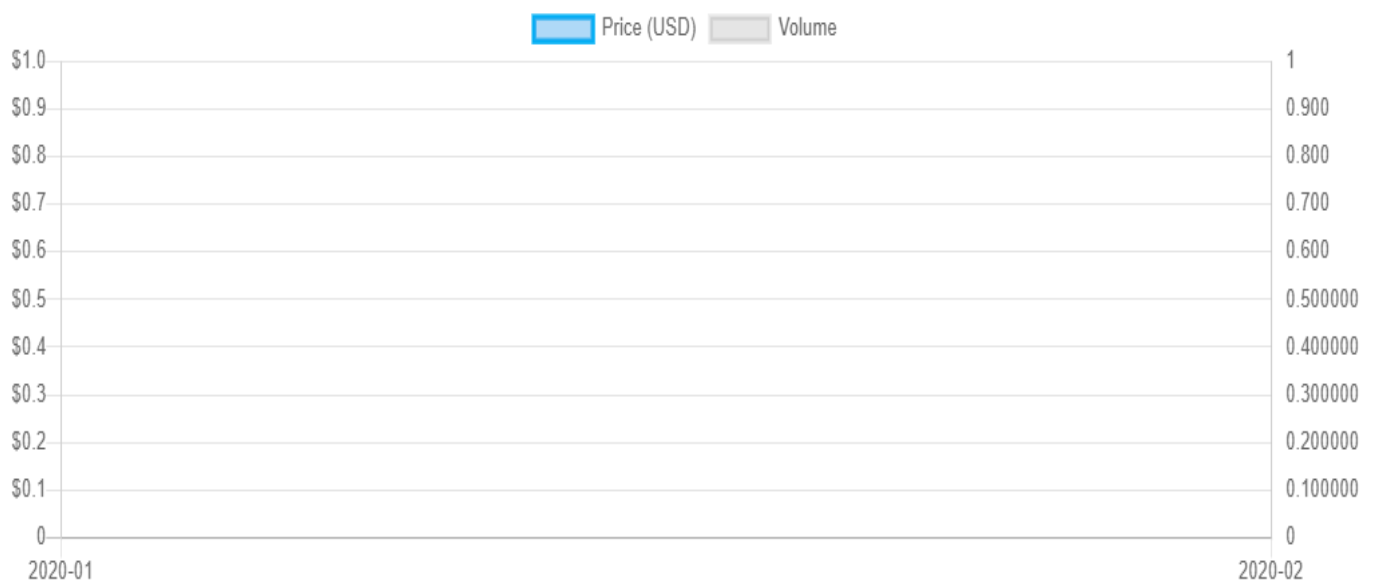
Rank	Address	Balance	Percentage
18	0x0E416b0fF3820fc1b4b8d6b634b98c33aFCF9610 (Unknown 18)	24,635	0.00%
19	0xE4f6c3A897C11938dDA0e6194EF87C72301bb619 (Unknown 19)	12,589	0.00%
20	0xb9B79C44d398C8De6252cEb02eDcf80a153AD9A7 (Unknown 20)	12,162	0.00%

## ITEM 6. Token Price and Market Cap

The following are market data present as of 2020-01-29.

Market Cap Rank

### Price Performance



#### ▸ USD

**Current Price :**

**Change (7d/24h/1h) :** % | % | %

**Market Cap :** -

**Initial Offering Price :** \$-

**Return since Initial Offering :**

#### ▸ ETH

**Current Price :**

**Change (7d/24h/1h) :** % | % | %

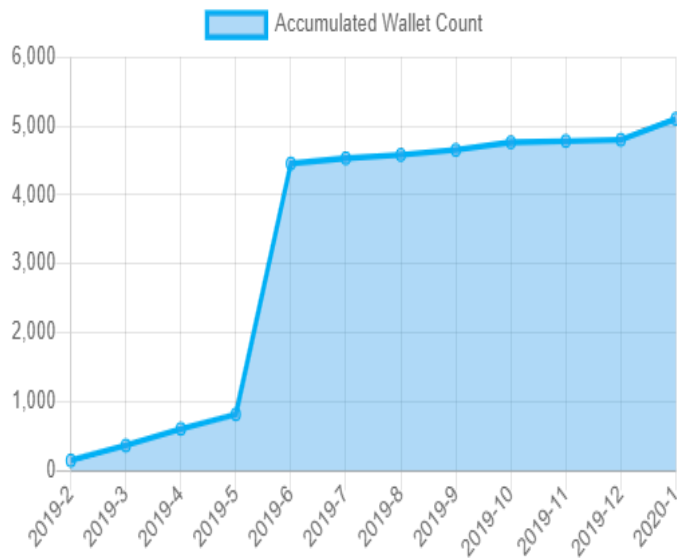
**Market Cap :** -

**Initial Offering Price :** - ETH

**Return since Initial Offering :**

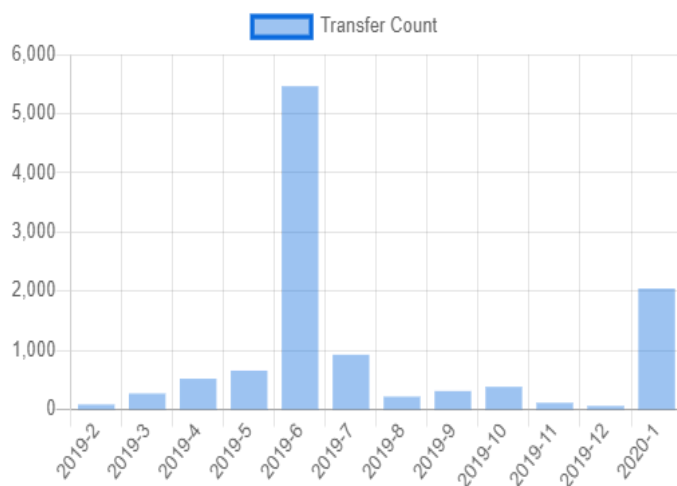
## ITEM 7. On-chain Performance

### Accumulated Wallet Count



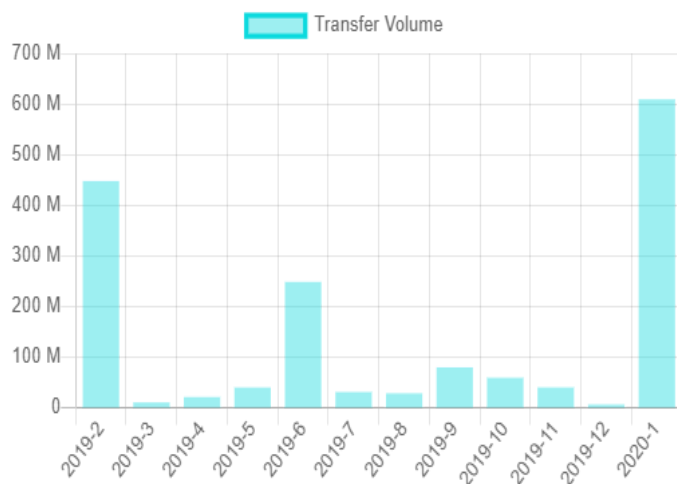
Date	Accumulated Wallet Count	New Wallet Count
2020-1	5,103	302
2019-12	4,801	19
2019-11	4,782	19
2019-10	4,763	111
2019-9	4,652	71
2019-8	4,581	49
2019-7	4,532	76
2019-6	4,456	3,638
2019-5	818	212
2019-4	606	241
2019-3	365	217
2019-2	148	53

### Transfer Count



Date	Token Transfer Count
2020-1	2,045
2019-12	58
2019-11	112
2019-10	382
2019-9	311
2019-8	216
2019-7	925
2019-6	5,467
2019-5	655
2019-4	519
2019-3	269
2019-2	83

### Transfer Volume



Date	Token Transfer Volume
2020-1	609,562,841.934
2019-12	6,162,095.878
2019-11	39,942,590.841
2019-10	59,070,219.733
2019-9	79,598,726.648
2019-8	28,220,685.073
2019-7	30,843,864.925
2019-6	248,627,871.097
2019-5	39,798,493.398
2019-4	20,937,764.622
2019-3	10,289,085.2
2019-2	447,940,620.321

## PART V. Compliance

### ITEM 1. Legal

#### Legal Memorandums and Opinions

Date	Target Jurisdiction	Sender / Written by	File
No data available			

#### Legal Compliance

**Q:** Can you ensure that your project is in compliance with all laws in the countries that you conduct business and the jurisdiction of where your company is incorporated? Please use the input field to describe your circumstances in case you cannot ensure compliance.

**A:** No

**Q:** Can you ensure that there are no elements or features that potentially involve damaging public interests in certain countries due to the activities promoted by the project? (Gambling/drugs, etc.) Please use the input field to describe your circumstances in case you cannot ensure compliance.

**A:** No

**Q:** Can you ensure that your token/coin project is not categorized as a security under any existing global capital market regulations? Please use the input field to describe your circumstances in case you cannot ensure compliance.

**A:** No

### ITEM 2. Technical

#### Technical audit results and other equivalents

File	Date	Document Title	Audited by / Reported by
No data available			

#### Technical Compliance

**Q:** Can you ensure that your company has the technical capability to cooperate with exchanges? (Daemon/Wallet/Mainnet support/etc.) If your answer is yes, please use the input field to describe what necessary steps are required for the exchanges to engage in listing your project.

**A:** No