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EN ▼

Full Disclosure Report**ISTARDUST****Switzerland**

(Country or jurisdiction of incorporation)

CHE-355.034.777

(Entity Registration Number)

Via Guglielmo Marconi 2 6900 Lugano

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

TABLE OF CONTENTS[I. Corporate Profile](#)[II. Business Information](#)[III. Financial Information](#)[IV. Tokens](#)[V. Compliance](#)**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.

Channels	Address
Company Website	https://istardust.io/
Main communication channel	telegram
Twitter	https://twitter.com/istardustglobal
Company Blog	https://medium.com/@istardust
Facebook	
Linkedin	https://www.linkedin.com/company/istardust/
Github	https://github.com/ISTardust-io
Reddit	
Telegram	https://t.me/istardust_global
WeChat	
KaKaoTalk	
Custom Link	

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)

Name	Position	Office Phone Number	Telegram ID
Jinho Choi	Project Manager	+8201089779227	jinhochoi_istardust

PART I. Corporate Profile

ITEM 1. Basic Corporate Profile

Official Company Name	ISTARDUST
Establishment Date	10 Nov 2019
Jurisdiction of Incorporation	Switzerland
Principal Office Location	Via Guglielmo Marconi 2 6900 Lugano
Address of Official Company Registration	Via Guglielmo Marconi 2 6900 Lugano
Company Name for Website Display	LOUDLY.SAGL
Description of Company	ISTARDUST is a global influencer platform that was planned with South Korea's leading MCN company, TreasureHunter
Company Website	https://istardust.io/
Whitepaper Link	https://istardust.io/whitepaper/ISTARDUST_wp_ENG.pdf
Mission and Vision	ISTARDUST's mission is to become a Beyond MCN that connects creators around the world to online and offline businesses through a block chain.

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 2020-08-04

Nathan Ryu

Position Title	CEO
Short Bio	• Current Founder of Loudly Sagl • Former CEO of THEMIDASTOUCHGOLD. • Former Chief Content Officer of Global Influencer Platform Team of NEXTMAKERS • Served as Exhibition Reorganization Team PM of Presidential Residence of Korea • Produced documentaries for a Korean public TV channel
Experience	
Education	
Company e-mail	nathanryu@istardust.io
Social	

Jaeyong Song

Position Title	CO-CEO
Short Bio	• Current Founder of Loudly Sagl • Current CEO of TREASUREHUNTER, Asia No.1 MCN company
Experience	
Education	
Company e-mail	sjy@treasurehunter.co.kr
Social	

Dongil Eom

Position Title	CTO
Short Bio	• Currently oversees the technology development team at ISTARDUST • Worked as a part of HR Development Team of Samsung SDS • Developed MP3 Player Romi & Juli • Developed Wibro information security and secure IP Phones • Managed a number of projects related to national defenses
Experience	
Education	
Company e-mail	thomas@istardust.io
Social	in @https://www.linkedin.com/in/thomas-eom-4564a01b3/

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 2020-08-04

Seowoo Lee

Position Title	Director
Short Bio	• Oversees ISTARDUST payment business, acquisition of partnerships, and rights to use existing payment network • CEO of ExtremeTechnology Co., Ltd.
Experience	
Education	
Social	

Kyoungmin Kim

Position Title	Director
Short Bio	• Oversees strategic planning for internal network of ISTARDUST payment system • Experienced developer of ERP, POS, middleware, payment system, etc
Experience	
Education	
Social	in @https://www.linkedin.com/in/kyoungmin-kim-4a349b1b3/

Kunsik Song

Position Title	Manager
Short Bio	• Took in charge of developing JAVA Web Program for the project of optimum guarantee model at HANWHA GENERAL INSURANCE • Took in charge of developing JAVA Web Program for the project of financial designing at CREDIT UNION • Currently plays a role in developing at ISTARDUST
Experience	
Education	
Social	

Sangil Han

Position Title	Developer
Short Bio	• Took in charge of the project of developing tools such as Unity/ Android/ Spring and a security technology of spring security web • Currently plays a role as a block chain developer at ISTARDUST • June 2019 Klaytn Hackathon 3rd Prize Winner • June 2019 STO Exchange Development • July 2018 Portal Network Hackathon Korea 2nd Prize Winner
Experience	

Education

Social

 @https://www.linkedin.com/in/berk-han-046150168/

2.3 Advisory

The following sets forth certain information regarding the company's advisories, their details and positions as of 2020-08-04

Lars Schlichting

Company

Role of Advisor

Legal Advisor

Filippo Bianchi

Company

Role of Advisor

Tokenomics Advisor

Fabiano Mazzoleni

Company

Role of Advisor

Accounting Advisor

Amelia Tomasicchio

Company

Role of Advisor

PR Advisor

2.4 Organization Structure

The following sets forth certain information regarding the structure of the company as of 2020-08-04

Name of Department/Group/Office/etc.	Number of Full-Time Staff	Number of Part-Time Staff	Head of Department (Maybe left blank)
No data available			
Total	0	0	

PART II. Business Information

ITEM 1. Industry Classification

	Not Applicable
Sector	Communication Services
Industry	Media
Sub-industry	Advertising
Categories	1. Crowd funding 2. Advertising 3. Business Service and Consulting 4. Content Creation and Distribution 5. Cryptocurrency 6. Enterprise 7. Game 8. Music 9. Interoperability 10. Platform 11. Payment 12. Smart Contract 13. Social Media

ITEM 2. Industry Description

2.1 Industry Overview

MCN industry has been spotlighted as a promising next-generation industry, both at home and abroad, as YouTube has emerged as an important media channel due to rapid changes in the media environment since 2017. In particular, the optimistic outlook on the market of major global rating agencies and the movement of advertising platforms closely linked to the industry have led to the rapid revitalization of MCN industry. This is also seen as a boon to the investment market, which has generated hundreds of billions of dollars in investment demand.

Along with the steep rise in the one-man media industry, the rapid growth of MCN (Multi-Channel Network) companies is continuing. In particular, as MCM companies have diversified their businesses into IP business and media commerce, breaking away from advertising sales, which used to be the main source of income, corporate value is also rising as their profit structure improves.

2.2 Recent Trends

2.3 Target Market Size

As the e-Commerce market expands, the demand for marketing in the industry is also rising. influencer Marketing has the strength that investment capital return (ROI) can be 11 times higher than traditional brand marketing, and the industry expects that companies with strengths in influencer marketing will grow faster. Moreover, the global influencer marketing market is expected to grow to \$10 billion this year, raising expectations for more revenue.

2.4 Target Customers

Fans who want to communicate with stars (creators), Creators who need participation and support for new attempts, Advertisers who want creators who can best promote brand advertising, Viewers who require a variety of content and attractions, Clients requiring creators to identify the brand's image and needs and produce content with one storytelling

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 2020-08-04:

StreamLabs

Description	Top streaming platform for Twitch, YouTube, & Facebook. Grow with cloud-based Streamlabs Open Broadcast Software
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Kickstarter

Description	Kickstarter exists to help bring creative projects to life. A home for film, music, art, theater, games, comics, design, photography, and more.
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Maker Studios

Description	It is one of the leading MCN companies in the United States, and its famous creator is PewDiePie. It was acquired by Disney in March 2014.
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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 2020-08-04:

Precium Token

Token Symbol	PCM
Network Type	ETH
Description	Hybrid Blockchain for Influencer Commerce and Marketing

Spin Protocol

Token Symbol	SPIN
Network Type	ETH
Description	SPIN Protocol is a decentralized, influencer-driven e-commerce ecosystem.

ITEM 3. Project's Business Model

3.1 Business Description

3.1.1 Revenue Model

Typically, there are service fees (donation, funding, exchange, payment, deposit and withdrawal, store use) in the platform.

3.1.2 Platform or Application Overview

General platform description

No Input

Functions of the solution

1. Certification System of Influencer
2. IStardust Messenger - Seamless communication & Payment system
3. IStardust Messenger - Donation & Live Chat
4. IStardust Media Commerce Platform
5. IStardust Music Platform
6. IStardust Game

User pain points

No Input

3.1.3 Product/Service Line Description**- istardust.io**

istardust.io is an ISTARDUST platform that offers a variety of services.

3.1.4 Competitive Advantage

Low fees, quick settlement payment, Partner MCN's Infrastructure,

3.1.5 Intellectual Property

No Input

3.2 Partnerships**▶ Treasure Hunter**

Counterparty Website	http://www.treasurehunter.co.kr/
Counterparty Description	Treasure Hunter is Asia's leading new media business centered on creators. Treasure Hunter is a leading company of the content market.
Applicable Dates	2019-08-06 ~
Does this partnership has an expiration date?	No
Revenue Generation	No
Expected Revenue (USD)	N/A
Partnership Description	Planning and Marketing Partner for ISTARDUST Project
Expected Benefits to Project Team	Leverage ISTARDUST's entry into the global business with partner's solutions.
Expected Benefits to Counterparty	Easy to carry out global projects, communicate with creators, and manage profits through ISTARDUST platform

▶ Cremarket

Counterparty Website	http://cremarket.co.kr/
Counterparty Description	It is a family company of Treasure Hunter, and is an e-Commerce industry centered on creators.
Applicable Dates	2019-08-06 ~
Does this partnership has an expiration date?	No
Revenue Generation	No
Expected Revenue (USD)	N/A
Partnership Description	Planning and Marketing Partner for ISTARDUST Project
Expected Benefits to Project Team	Leverage ISTARDUST's entry into the e-Commerce industry with partner solutions.

Expected Benefits to Counterparty Easy to carry out global projects, communicate with creators, and manage profits through ISTARDUST pl

▶ Leferi

Counterparty Website	http://www.leferi.com/
Counterparty Description	It is a family company of Treasure Hunter, and is an Beauty-Commerce industry centered on creators.
Applicable Dates	2019-08-06 ~
Does this partnership has an expiration date?	No
Revenue Generation	No
Expected Revenue (USD)	N/A
Partnership Description	Planning and Marketing Partner for ISTARDUST Project
Expected Benefits to Project Team	Leverage ISTARDUST's entry into the e-Commerce industry with partner solutions.
Expected Benefits to Counterparty	Easy to carry out global projects, communicate with creators, and manage profits through ISTARDUST platform

▶ Lattuo

Counterparty Website	http://www.lattuo.com/
Counterparty Description	It is a family company of Treasure Hunter, and is an e-Commerce industry centered on creators.
Applicable Dates	2019-08-06 ~
Does this partnership has an expiration date?	No
Revenue Generation	No
Expected Revenue (USD)	N/A
Partnership Description	Planning and Marketing Partner for ISTARDUST Project
Expected Benefits to Project Team	Leverage ISTARDUST's entry into the e-Commerce industry with partner solutions.
Expected Benefits to Counterparty	Easy to carry out global projects, communicate with creators, and manage profits through ISTARDUST platform

▶ Starenm

Counterparty Website	https://www.starenm.kr/
Counterparty Description	It is a family company of Treasure Hunter, and is an entertainment industry centered on creators.
Applicable Dates	2019-08-06 ~
Does this partnership has an expiration date?	No
Revenue Generation	No
Expected Revenue (USD)	N/A
Partnership Description	Planning and Marketing Partner for ISTARDUST Project
Expected Benefits to Project Team	Leverage ISTARDUST's entry into the entertainment industry with partner solutions.
Expected Benefits to Counterparty	Easy to carry out global projects, communicate with creators, and manage profits through ISTARDUST platform

▶ FHL GAMES

Counterparty Website	https://www.kaybo1.com/
Counterparty Description	It operates KAYBO, the largest digital content platform in Latin America.
Applicable Dates	2019-08-06 ~
Does this partnership has an expiration date?	No
Revenue Generation	No
Expected Revenue (USD)	N/A
Partnership Description	Planning and Marketing Partner for ISTARDUST Project
Expected Benefits to Project Team	Leverage ISTARDUST's entry into the gaming industry with partner solutions.
Expected Benefits to Counterparty	Easy to carry out global projects, communicate with creators, and manage profits through ISTARDUST platform

▶ Treasure Island

Counterparty Website	
Counterparty Description	Treasure Island, an entertainment content subsidiary of Treasure Hunter
Applicable Dates	2019-08-06 ~
Does this partnership has an expiration date?	No
Revenue Generation	No
Expected Revenue (USD)	N/A
Partnership Description	Planning and Marketing Partner for ISTARDUST Project
Expected Benefits to Project Team	Leverage ISTARDUST's entry into the global business with partner's solutions.
Expected Benefits to Counterparty	Easy to carry out global projects, communicate with creators, and manage profits through ISTARDUST platform

3.3 Project Progress

History

No Input

Project Status

Pilot Stage

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

Initial token sale(Public and Private)

Sale of tokens from team's pre-mined or pre-allocated reserves post initial sale

Plan or Strategy to expand platform or token

We plan to strategically expand the platform through market analysis.

The first platform is 'Donation', the second is 'Mobile App', the third is the 'influencer', the fourth is 'Project Funding', the fifth is 'E-Commerce', and the sixth is 'Enterprise'.

3.4 Milestones

Title	Target Date	Status	Description
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Open Alpha Version of

'Donation Platform
Service'

2020-06-
01

Completed

It has opened the Alpha version of the donation platform service, the first platform of ISTARDUST,
And we will open beta version service as soon as possible through continuous testing.

3.5 Use Case

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 2020-08-04
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 2020-08-04

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 2020-08-04:

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

Book Value of All Assets

3.3 Key Ratios

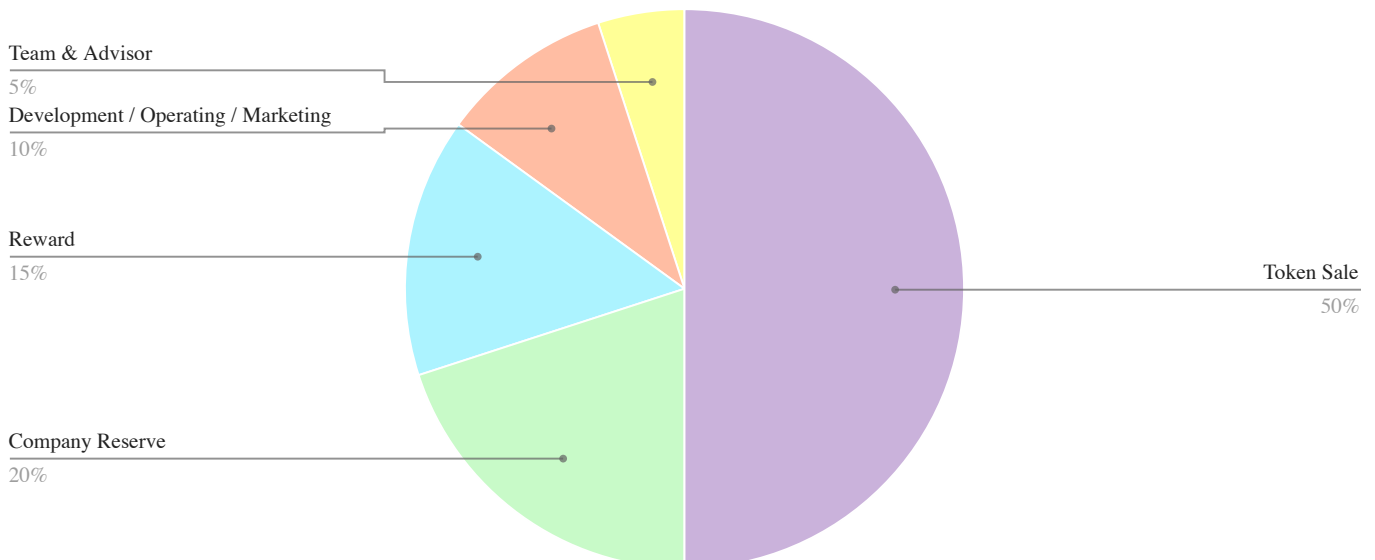
No data available

PART IV. Token Information

ITEM 1. Token Profile

Token Name	ISTARDUST
Symbol	ISDT
Token Economy	
Token Usage	The ISTARDUST token used for various transactions and rewards within ISTARDUST Platform, and tradable on 3rd party fiat-crypto exchanges.
Short Token Description	ISTARDUST Token (ISDT) is used for various services on the platform.
Token Contract Address	0xf2354F740f31704820f6FcfBA70B9dA065459b62
Base Platform	Ethereum
Mainnet Explorer Url	
Network	Type: Mainnet (Token) Network Type: ETH Network Sub-type: erc20
Project Type	Utility Token
Tokens were initially available and currently obtainable in the following method(s)	1. Payouts to compensate employees, reward users, fund projects, and other direct use from reserve funds 2. Private offering
Additional Token issuance or minting conditions, including implemented natural inflation.	This item does not apply to the project token.
Trading practices after the Token Sale by Company	1. Company has not purchased or sold Tokens after the Token Sale
Method of allocating tokens during Token Sale	

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



Token Holder Rights

- Receive payments or other consideration under the following circumstances
No Input
- Tokens give holders ownership or contractual interest or rights in the following circumstances

No Input

c) Token holders may vote on the following matters

No Input

d) Other information that may be relevant to the Tokens or their sale

No Input

ITEM 2. Token Sales

2.1 Token Sales details

Initial Offering Status Yes

Initial Offering Price (USD) 0

Initial Offering Price (ETH) 0

Initial Offering Price (BTC) 0

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

Percentage of individual investors at initial offering

0

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 $((\text{High} + \text{Low}) / 2)$ of market price

ITEM 3. Token Supply History

The following is a manual record Token supply history as of 2020-08-04. Corresponding transactions hashes have not been provided within this report.

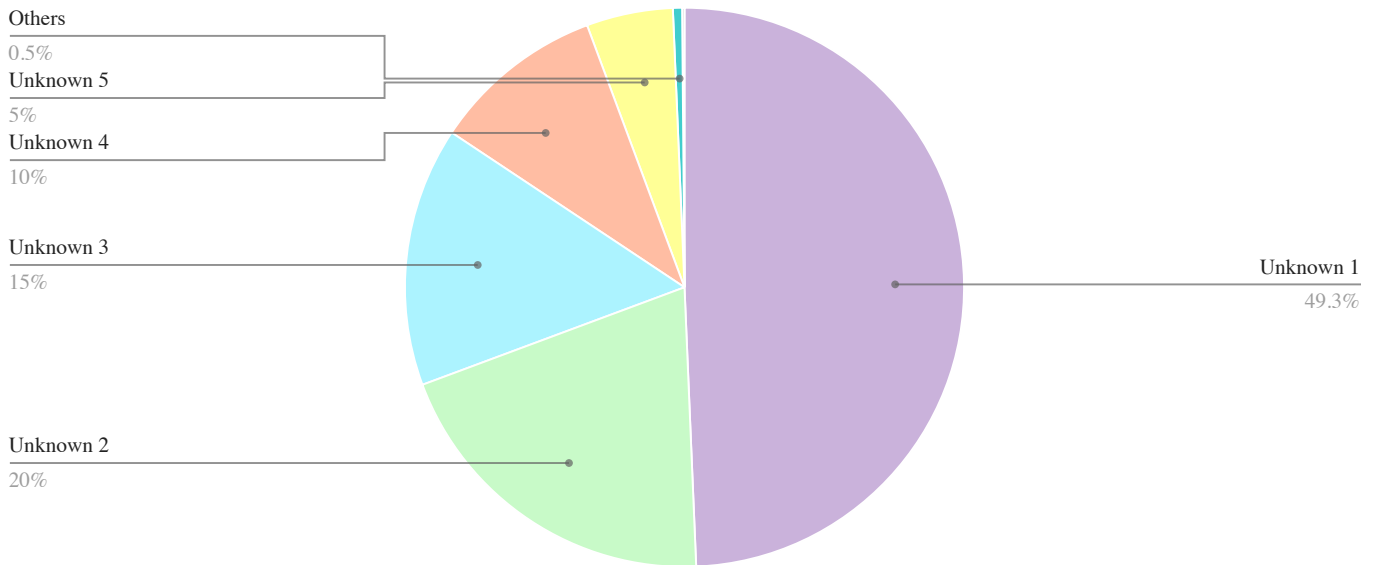
Purpose	Date	Amount	Value (USD)	Post Total Supply	Post Circulating Supply
Token First Issued	2020-01-20	10,000,000,000	N/A	10,000,000,000	N/A

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 2020-08-04.



Rank	Address	Balance	Percentage
1	0xe2633EDD93E19C946b75d933FaEdEeD72880BA11 (Unknown 1)	4,933,333,334	49.33%
2	0xf5D05B816400C21A78Eb2a262F6768D1B8D468e7 (Unknown 2)	2,000,000,000	20%
3	0x48b39edEDC0D7D383FdF2d9d4a1e5F7A3B5AED84 (Unknown 3)	1,500,000,000	15%
4	0x7462820794f052F6b8b944127Cfdd03caC899AE2 (Unknown 4)	1,000,000,000	10%
5	0xf497c1005BEAAc5FF083Ec9CBA2149337d54675a (Unknown 5)	500,000,000	5%
6	0xd0CF3a78DA4eC0b2b3B352580C69CD4eD60730d3 (Unknown 6)	13,650,000	0.14%
7	0xAb7A55389E6112EE6A7372D2bff5e5aa4d95DE66 (Unknown 7)	8,828,458	0.09%
8	0x37272c28ae9BF6cdf511f7A162B868d191920F5c (Unknown 8)	7,836,800	0.08%
9	0x291205C90C68d5Bd2933C7D92c15e55bEF710A0f (Unknown 9)	6,593,000	0.07%
10	0xf5cec773E8C48D855Cfc33D2693c4c4A39F87b3D (Unknown 10)	4,458,900	0.04%
11	0x60c0f81303d5B2c864D84f7e57a8c2dcBdBb0A12 (Unknown 11)	4,239,900	0.04%
12	0x9e72276a269D6103BcAA5EA8AE33E7C85bfD6D8b (Unknown 12)	1,390,115	0.01%
13	0x08b00D126650C794db2a026f7928bddf9C3B4B10 (Unknown 13)	1,380,988	0.01%
14	0x0cf95b55f018C2E40402DCB45c0163c919d1C186 (Unknown 14)	1,280,333	0.01%
15	0xdEC9B09daD3Ae731897F142FaB7509D835851ffF (Unknown 15)	1,230,879	0.01%
16	0x56266b099ebC4619012E8De209DE342bC6aa1e49 (Unknown 16)	1,200,830	0.01%
17	0x126aDaDcC0d879f21a288Eb3Dd9B796E2F84BC11	1,042,300	0.01%

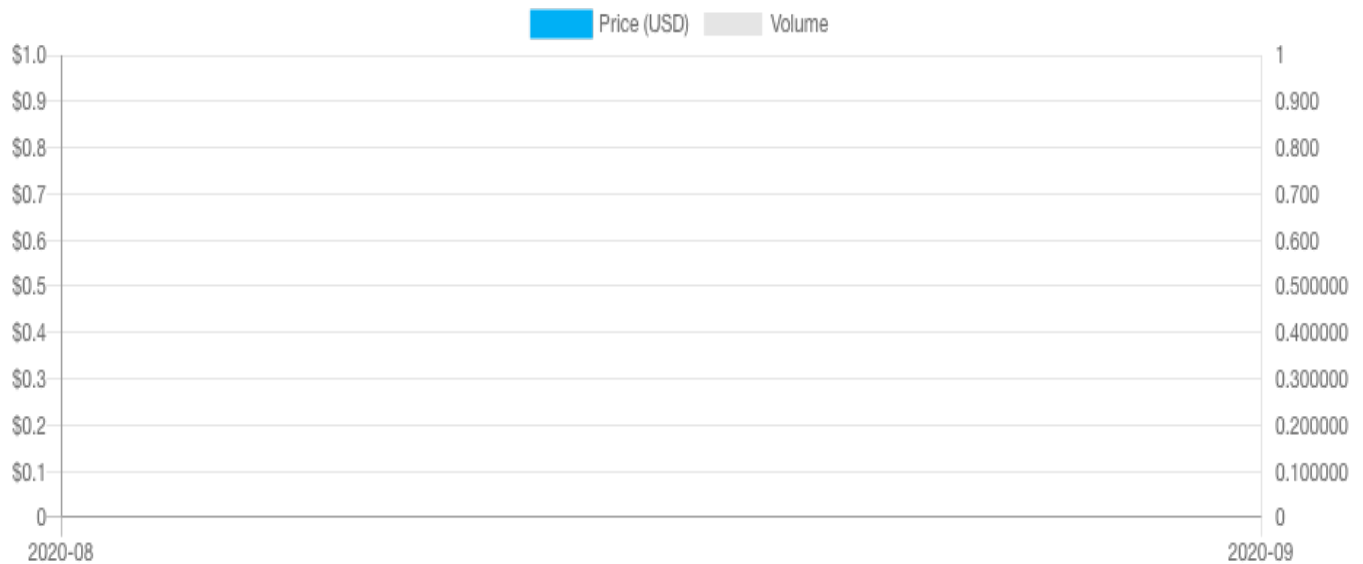
	(Unknown 17)		
18	0xeacDa111CF1CcFff0a8400C7bca0eA45Efd7289A (Unknown 18)	998,902	0.01%
19	0x0dB898a48cBA86acA147fd18655b3Fab4f4408E5 (Unknown 19)	998,900	0.01%
20	0x7D8226424B29B70Fb7dDf0CE1A38A8Ce41338946 (Unknown 20)	998,690	0.01%

ITEM 6. Token Price and Market Cap

The following are market data present as of 2020-08-04.

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) : % | % | %

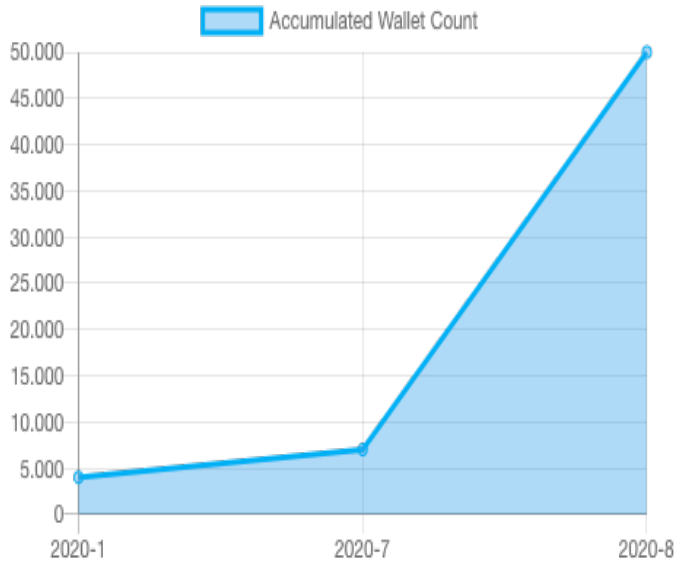
Market Cap : -

Initial Offering Price : - ETH

Return since Initial Offering :

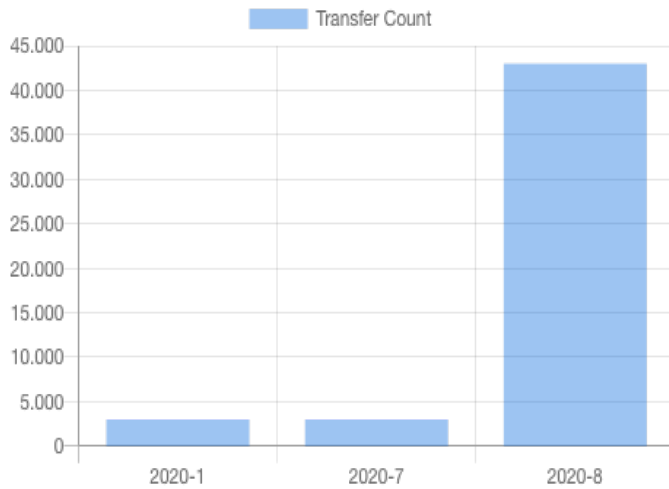
ITEM 7. On-chain Performance

Accumulated Wallet Count



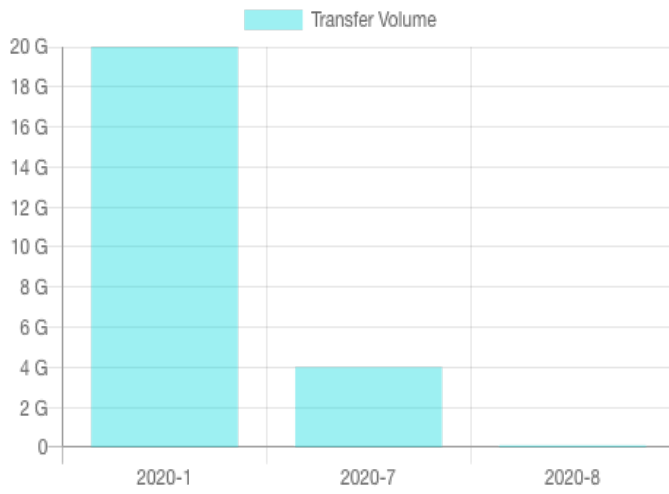
Date	Accumulated Wallet Count	New Wallet Count
2020-1	4	4
2020-7	7	3
2020-8	50	43

Transfer Count



Date	Token Transfer Count
2020-1	3
2020-7	3
2020-8	43

Transfer Volume



Date	Token Transfer Volume
2020-1	20,000,000,000
2020-7	4,000,000,000
2020-8	87,726,274

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: Yes

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: Yes

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: Yes

ITEM 2. Technical

Technical audit results and other equivalents

File	Date	Document Title	Audited by / Reported by
ISDT Audit Report (BEOSIN).pdf			

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