

[Key Info](#)[Disclosure](#)[Profile](#)[On-chain](#)[Blog](#)

Report Date 2021-03-02

EN

Singapore
CrossAngle Pte. Ltd.**Profile Report (Public)****Milk Alliance Inc.**Virgin Islands (UK)
(Country or jurisdiction of incorporation)2022284
(Entity Registration Number)Intershore Chambers, Road Town, Tortola, British Virgin Islands
(Address, including zip code, including area code, of principal executive offices)**TABLE OF CONTENTS**

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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.

Channels	Address
Company Website	http://milkalliance.io/
Main communication channel	telegram
Twitter	https://twitter.com/milk_alliance
Company Blog	https://medium.com/milk-official-blog
Facebook	https://www.facebook.com/milkplatform
Linkedin	
Github	
Reddit	
Telegram	https://t.me/milkplay
WeChat	Milk Alliance Official
KaKaoTalk	https://pf.kakao.com/_cpCUT
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.

PART I. Corporate Profile

ITEM 1. Basic Corporate Profile

Official Company Name	Milk Alliance Inc.
Establishment Date	18 Sep 2019
Jurisdiction of Incorporation	Virgin Islands (UK)
Principal Office Location	Intershore Chambers, Road Town, Tortola, British Virgin Islands
Address of Official Company Registration	Intershore Chambers, Road Town, Tortola
Company Name for Website Display	Milk Alliance Inc. LoungeM is the membership token on the MiL.k platform.
	<ul style="list-style-type: none"> ■ What is the MiL.k?
Description of Company	<p>MiL.k is the blockchain platform that connects service companies in travel/leisure/and lifestyle sectors. It integrates those companies' mileage points into one currency, and the currency is Milk Coin.</p> <ul style="list-style-type: none"> ■ What is LoungeM (LZM)? <p>LZM is the membership token on the MiL.k platform. To users with high contribution to the platform, LZM will be provided. That is, LZM will work as a standard for deciding users' membership level.</p>
Company Website	http://milkalliance.io/
Whitepaper Link	https://milkalliance.io/dist/pdf/white%20paper_LZM%20token_v.0.9.pdf We create a platform that integrates various rewards points of many lifestyle services. Our expertise in the blockchain technology will help our users just benefit from the service without having to understand the technology.
Mission and Vision	By introducing LZM token, the membership token of the platform, we will give further benefits to our users with high contribution level.

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 2021-03-02

Cho Jayden

Position Title	CEO
Short Bio	Jayden Cho (CEO & Co-Founder of Milk) Jayden is a seasoned specialist with more than 10 years of experience in the digital payments. He has directed the strategic business initiatives at DANAL Co., Ltd, the world's first innovator of mobile payment systems, and was responsible for managing global payment system and its back-end operations at Samsung Electronics' MSC Billing Group. Afterwards, he joined Kakao Corp, a leader of the platform ecosystems in South Korea, managing FinTech business by carrying out credit card payment and money-transfer business initiatives. Jayden graduated from Hanyang University majoring in Electric and Electronic Engineering.
Experience	
Education	
Company e-mail	
Social	

Woo Shawn

Position Title	CBO & Lawyer
Short Bio	Being as a lawyer, Shawn has deep expertise in IT and Blockchain. He graduated from Seoul National University, College of Engineering and passed the judicial examination. After the completion of Judicial Research & Training Institute, he served as an in-house counsel of Hyundai-Motor Group Affiliate and ran technical/corporate consulting at S&L Partners which is one of Korea's premier law firms. Shawn has been advising and consulting start-ups prior to joining Milk Alliance, and his experience and expertise are the perfect fit for blockchain industry.
Experience	
Education	
Company e-mail	
Social	

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 2021-03-02

Rooney Jung

Position Title CTO

Short Bio With experiences ranging from start-ups to large corporations, Rooney Jung has led a variety of projects including video games, search engines, and web/application service projects. He was in charge of the entire development of Kakao Talk, Korea's most popular messenger throughout the whole stages of business proposal, planning, user experience (UX) and program development. Rooney graduated from Seoul National University majoring in Computer Engineering.

Experience

Education

Social

2.3 Advisory

The following sets forth certain information regarding the company's advisories, their details and positions as of 2021-03-02

No data available

2.4 Organization Structure

The following sets forth certain information regarding the structure of the company as of 2021-03-02

Name of Department/Group/Office/etc.	Number of Full-Time Staff	Number of Part-Time Staff	Head of Department (Maybe left blank)
Team MiL.k	17	0	
Total	17	0	

PART II. Business Information

ITEM 1. Industry Classification

	Not Applicable
Sector	Consumer Services
Industry	Travel and Leisure
Sub-industry	Recreational Services
Categories	

ITEM 2. Industry Description

2.1 Industry Overview

Leisure Market growth

- leisure spending in Korea has been increased 60% over the last 10 years.

Reward Point increasing

- The total amount of mileage points granted to customers as rewards has been increased each year

(in 2017, total sum of (such) points among Korean credit card companies was KRW 2.9 trillion. Source: Korea Financial Supervisory Service)

2.2 Recent Trends

(1) Hundreds of Loyalty Programs

Most companies including O2O services issue reward points for customer lock-in effects.

But it is difficult for customers to benefit from them because they encounter too many types of points in their life cycle, and those points are not exchangeable. This also means that the reward programs don't really satisfy their issuing companies' original intention for them.

2.3 Target Market Size

Globally, \$51 Billion reward point ↑ (2015 Coolquy Loyalty Consensus)

2.4 Target Customers

Millennials with high purchasing power

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 2021-03-02:

OKcashbag

Description	OKcashbag is one of the Korea's largest coalition loyalty programs. With more than 37 million subscribers, OKcashbag reaches nearly 70% of the entire population of Korea via mobile and web channels, as well as various partners.
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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 2021-03-02:

No data available

ITEM 3. Project's Business Model

3.1 Business Description

3.1.1 Revenue Model

Point exchange fee & Enterprise CRM Platform

3.1.2 Platform or Application Overview

General platform description

MiL.k platform integrates various services' rewards points. To give further benefits to its users, LZM, the platform's membership token has been issued.

Functions of the solution

Blockchain based lifestyle point integration platform

User pain points

3.1.3 Product/Service Line Description

- MiL.k App

MiL.k App is a blockchain-based platform that integrates mileage points of various travel-related services.

Being as its membership token, LZM has been added to the app's wallet.

3.1.4 Competitive Advantage

Being based on the blockchain technology, connecting various services' rewards program is much more plausible than conventional physical integrations. It is especially so, considering global partnerships in the near future.

3.1.5 Intellectual Property

1. Maximizing the value of mileage point by raising its utility (tradable with cash & exchangable to other points) on Blockchain

Description	- Establish a Mileage Point-Trading Market whose currency is a crypto. - Data Transparency and Reliability - Reduced Platform-Building Cost - Utilize global crypto exchanges' infrastructure
Jurisdiction	
Patent Applicant	

3.2 Partnerships

▶ Yanolja

Counterparty Website	http://yanolja.in/ko/
Counterparty Description	No.1 OTA in S.Korea who is actively expanding to the global market
Applicable Dates	
Does this partnership has an expiration date?	No
Revenue Generation	No
Expected Revenue (USD)	N/A
Partnership Description	
Expected Benefits to Project Team	
Expected Benefits to Counterparty	

▶ Lambda256

Counterparty Website	https://www.luniverse.io/
Counterparty Description	
Applicable Dates	
Does this partnership has an expiration date?	No
Revenue Generation	No
Expected Revenue (USD)	N/A
Partnership Description	
Expected Benefits to Project Team	
Expected Benefits to Counterparty	

▶ Shinsegae Duty Free

Counterparty Website	https://www.shinsegaedf.com/
Counterparty Description	
Applicable Dates	
Does this partnership has an expiration date?	No

Revenue Generation No
 Expected Revenue (USD) N/A
 Partnership Description
 Expected Benefits to Project Team
 Expected Benefits to Counterparty

▶ Paycoin

Counterparty Website
 Counterparty Description
 Applicable Dates
 Does this partnership has an expiration date? No
 Revenue Generation No
 Expected Revenue (USD) N/A
 Partnership Description
 Expected Benefits to Project Team
 Expected Benefits to Counterparty

▶ Travala.com

Counterparty Website <https://www.travala.com/>
 Counterparty Description
 Applicable Dates
 Does this partnership has an expiration date? No
 Revenue Generation No
 Expected Revenue (USD) N/A
 Partnership Description
 Expected Benefits to Project Team
 Expected Benefits to Counterparty

▶ Pay's 'Book & Life Gift Certificate'

Counterparty Website <https://www.booknlife.com/hp/main.do>
 Counterparty Description
 Applicable Dates
 Does this partnership has an expiration date? No
 Revenue Generation No
 Expected Revenue (USD) N/A
 Partnership Description
 Expected Benefits to Project Team
 Expected Benefits to Counterparty

▶ Korea Pay's Service

Counterparty Website <https://www.booknlife.com/hp/main.do>
 Counterparty Description
 Applicable Dates
 Does this partnership has an expiration date? No
 Revenue Generation No
 Expected Revenue (USD) N/A
 Partnership Description
 Expected Benefits to Project Team
 Expected Benefits to Counterparty

▶ SOMESING

Counterparty Website <http://somesing.io>
 Counterparty Description
 Applicable Dates
 Does this partnership has an expiration date? No
 Revenue Generation No
 Expected Revenue (USD) N/A
 Partnership Description
 Expected Benefits to Project Team

Expected Benefits to Counterparty**3.3 Project Progress****History**

To provide premium service to MiL.k users, its membership token LZM has been developed and issued. Further benefits for possessing LZM on MiL.k app will be soon announced.

Project Status

Operational

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

Donation, Grants and/or Self-funded

Direct revenue from operating proprietary network or platform (subscription fees, usage fees, and transaction fees)

Plan or Strategy to expand platform or token

Benefits of possessing LZM on the MiL.k platform will be further announced to MiL.k users.

3.4 Milestones

Title	Target Date	Status	Description
MiL.k wallet update with LZM	2020-12-04	Completed	MiL.k wallet added LZM wallet.

3.5 Use Case**(1) MiL.k wallet update with LZM**

Date	2021-03-02
Type	Technology: Implementation and integration
Name of main counter-party	
Involved companies or organizations	
Category	dapp
Main Participant	
List of others involved	
Description of blockchain application	Blockchain based wallet app has been added to the MiL.k app for LZM token.

3.6 Legal Concerns

No data available

PART III. Financial Information

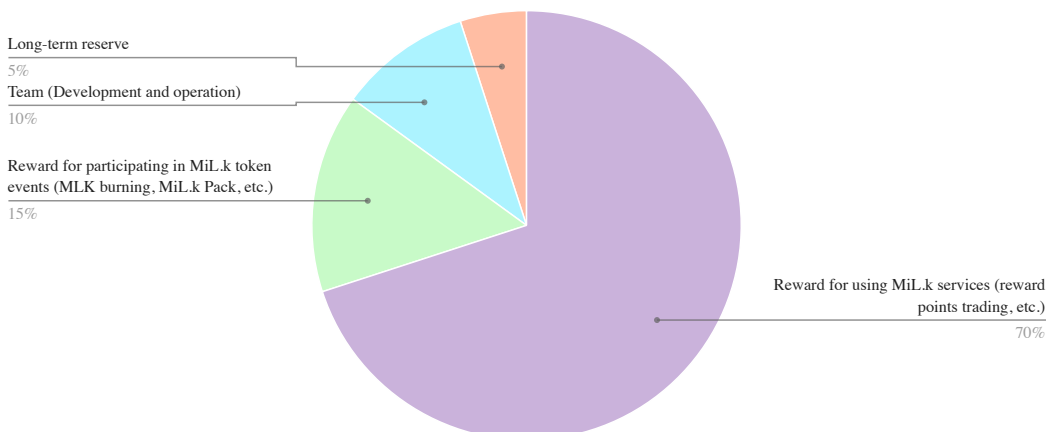
This section is only accessible by our Partners. Please contact us at direct@crossangle.io to inquire about access.

PART IV. Token Information

ITEM 1. Token Profile

Token Name	LoungeM
Symbol	LZM
Token Economy	
Token Usage	Being as the membership token on the MiL.k platform, possession of it would benefit users to access premium services like limited discount, more rewards, etc.
Short Token Description	To provide premium service and special benefits to MiL.k users, MiL.k is introducing MiL.k membership level system along with the membership token LoungeM (LZM), which has been newly issued to serve as a measurement of customer contribution.
Token Contract Address	
Base Platform	Luniverse
Mainnet Explorer Url	https://scan.luniverse.io/tokens/0xcF0004De464c0069313a266CEE75D84c2511CcDF
Network	No Input
Project Type	Utility Token
Tokens were initially available and currently obtainable in the following method(s)	<ol style="list-style-type: none"> 1. Airdrop via network snapshot 2. Staking or delegated staking 3. Payouts to compensate employees, reward users, fund projects, and other direct use from reserve funds
Additional Token issuance or minting conditions, including implemented natural inflation.	None
Trading practices after the Token Sale by Company	
Method of allocating tokens during Token Sale	None

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
No Input
- 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
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

No Input

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 2021-03-02. 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

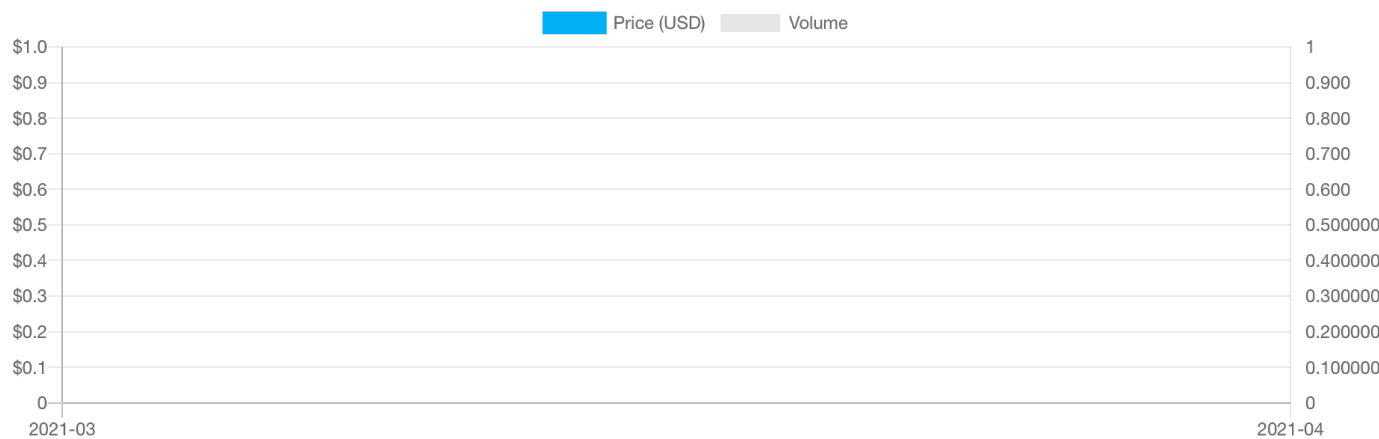
The following is an automatic query result of wallet addresses based on balance holdings with meta data application as of 2021-03-02.

Rank	Address	Balance	Percentage
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ITEM 6. Token Price

The following are market data present as of 2021-03-02.

Price Performance



▸ USD

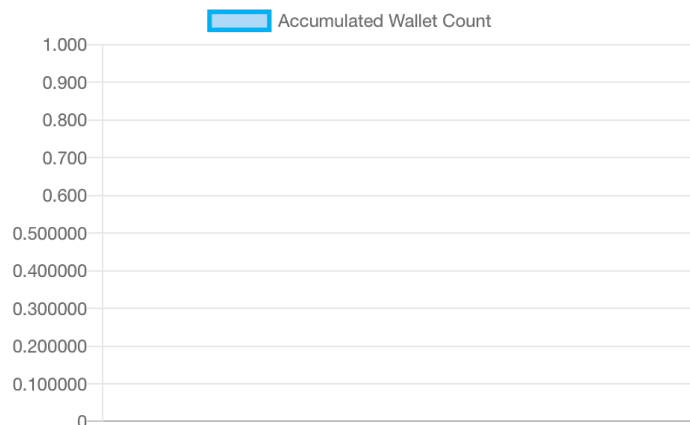
Current Price :
Change (7d/24h/1h) : % | % | %
Initial Offering Price : \$-
Return since Initial Offering :

▸ ETH

Current Price :
Change (7d/24h/1h) : % | % | %
Initial Offering Price : - ETH
Return since Initial Offering :

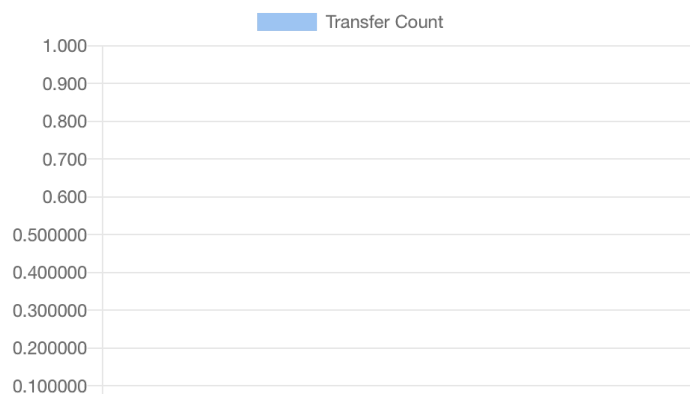
ITEM 7. On-chain Performance

Accumulated Wallet Count



Date	Accumulated Wallet Count	New Wallet Count
	No data available	

Transfer Count



Date	Token Transfer Count
	No data available

Transfer Volume



Date	Token Transfer Volume
	No data available

PART V. Compliance

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