

Report Date 2020-12-16

EN ▼

Singapore
CrossAngle Pte. Ltd.**Profile Report (Public)****Goodchoice inc.**Korea, Republic of
(Country or jurisdiction of incorporation)110111-7395133
(Entity Registration Number)341, Gangnam-daero, Seocho-gu, Seoul, Republic of Korea
(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	Not developed yet
Main communication channel	telegram
Twitter	https://twitter.com/TechnologyInn12
Company Blog	
Facebook	
Linkedin	
Github	
Reddit	
Telegram	https://t.me/tiptoken

WeChat**KaKaoTalk**<https://open.kakao.com/o/grmhhdVb>**Custom Link**Instargram - https://www.instagram.com/tip__token/

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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	Goodchoice inc.
Establishment Date	19 Feb 2020
Jurisdiction of Incorporation	Korea, Republic of
Principal Office Location	341, Gangnam-daero, Seocho-gu, Seoul, Republic of Korea
Address of Official Company Registration	341, Gangnam-daero, Seocho-gu, Seoul, Republic of Korea
Company Name for Website Display	Goodchoice inc.
Description of Company	We aimed to achieve standardization and integration targeting 'Artificial Intelligence', 'POS' and Blockchain, and finally started with the goal of establishing the Korean Industrial Standard Classification.
Company Website	Not developed yet
Whitepaper Link	https://www.notion.so/Technology-Innovation-Project_EN-c3bb6829c51d454eb2fb4ac0ad7178df
Mission and Vision	TIP aims to build an infrastructure that can be directly experienced through technological innovation, and adopts blockchain as a network for connecting AI and big data. TIP creates a technical and economic ecosystem in services, and plays an intermediary role so that each function and service can be flexibly interlocked.

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 2020-12-16

Kim Ju Young

Position Title	CEO
Short Bio	
Experience	PRINT-F / co-founder KYSIS / Tech Advisor LOA Funding / Strategic Planning Team Leader NAMEE / Strategic Planning Headquarters
Education	
Company e-mail	admin@ohneulen.com
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 2020-12-16

Bae Sung Ryeol

Position Title	CTO
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Short Bio	Amazon Korea Online Shopping Mall Integration 11th Street Malaysia Solution Construction
Experience	Goodchoice inc. / CTO 9ple inc. / Head Developer IDEA interactive / Development manager Umo apparel / Head Developer
Education	
Social	

2.3 Advisory

The following sets forth certain information regarding the company's advisories, their details and positions as of 2020-12-16

No data available

2.4 Organization Structure

The following sets forth certain information regarding the structure of the company as of 2020-12-16

Name of Department/Group/Office/etc.	Number of Full-Time Staff	Number of Part-Time Staff	Head of Department (Maybe left blank)
Development team	3	0	Bae
UIUX team	1	0	Ryu
Total	4	0	

PART II. Business Information

ITEM 1. Industry Classification

	Not Applicable
Sector	Technology
Industry	Software and Services
Sub-industry	IT and Blockchain Services
Categories	1. AI 2. Big Data, Data collection, Data Marketplace 3. Application Development 4. dApp 5. Platform 6. Transportation

ITEM 2. Industry Description

2.1 Industry Overview

Develop applications that utilize big data so that anyone can quickly and easily access content in their daily lives

2.2 Recent Trends

(1) People's lifestyle

With all industries saturated, people want to enjoy lifestyle faster and easier. We will make something that can help with this.

2.3 Target Market Size

The two competitors alone have more than 50 million users.
We aim to secure 100 million users.

2.4 Target Customers

Areas planned so far include finance, restaurants, cafes and games.

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 2020-12-16:

배달의민족

Description

야놀자

Description

2.5.2 Token Project Competitors

The following sets forth certain information regarding the company's competitors that have implemented Token economics as of 2020-12-16:

캐리프로토콜

Token Symbol	CRE
Network Type	ETH

Description

캐리 프로토콜은 스스로를 '블록체인을 기반으로 상점과 소비자를 연결해주는 플랫폼'이라고 표현한다. 상점과 소비자는 캐리프로토콜의 가장 중요한 참여자이고 이들은 캐리프로토콜을 통해 다양한 방식으로 소통하며 다면적인 관계를 형성한다. 또 광고주 역시 캐리프로토콜의 참여자 중 하나이며 많은 경우 상점이 곧 광고주가 될 것으로 예상된다. 프로토콜을 구성하는 핵심요소 4가지가 있다. 1) 캐리 결제 데이터 저장소, 2) 캐리 스마트 컨트랙트, 3) 캐리 지갑용 API, 4) 캐리 단말기용 API이다. 캐리 결제 데이터 저장소는 소비자들이 생성하고 업로드한 결제 데이터가 저장되는 블록체인 내 가상의 데이터베이스를 의미하고, 캐리 스마트 컨트랙트는 캐리프로토콜 상의 토큰인 CRE와 BT의 발급과 활용을 돕는다. 이들과 외부를 연결시키는 캐리 지갑용 API는 각종 지갑 앱이 캐리프로토콜을 지원할 수 있게 하는 API로서 소비자의 가상화폐 관리 및 결제기능과 결제 데이터 컨트롤 기능을 지원한다. 마지막으로 캐리 단말기용 API는 상점 내 단말기가 캐리프로토콜을 지원할 수 있게 하는 API로서 암호화폐 결제 기능과 소비자 지갑으로 결제 데이터를 전달하는 기능을 지원한다.

ITEM 3. Project's Business Model**3.1 Business Description****3.1.1 Revenue Model**

The ultimate goal of TIP is to connect the above four businesses into one ecosystem to create an organic ecosystem. In other words, it realizes cryptocurrency payment by establishing a system with artificial intelligence client service and standardization platform. This is what TIP seeks.

Maintain the demand and supply of TIP according to consumer needs. As the platform business area expands, the value of use of TIP grows together. The areas planned so far include finance, restaurants, cafes and games. Even if only the above four areas are firmly established, the area expansion naturally occurs. As it is an intermediary platform that directly and indirectly connects consumers and businesses, it is necessary to consider both the interests of consumers and businesses. TIP is the medium that directly participates in the profit and can best express the nature of the profit and deliver it clearly.

It seems that these standardized intermediary platforms are attempting little by little in Korea. As it is the largest business area, it requires a vast amount of data, and it is a market that can be advanced only by systematically classifying the data. Therefore, in this project, big data is more important than artificial intelligence, and it is the business that continues to do business, but the data is accumulated and how well it is managed and processed into other valid big data. TIP decided to focus on the essence of technology and adopted big data, artificial intelligence, and block chain as technologies for innovation. As the industry and technology advance, the value of the TIP will also grow together to build the targeted economic system by building talents from various partners and teams.

3.1.2 Platform or Application Overview**General platform description**

Various artificial intelligences or chatbots are activated and serviced, but if you check it, it produces results that are closer to statistics than recommendations. The 'restaurants most visited by men in their 20s' are merely statistics, not analysis and recommendation. It can be provided according to the counting through the parameter value.

Recently, with the promotion of Mydata and open banking, the restrictions on the use of APIs have also been eased, and with the user's consent, information about me can be gathered at a glance. In accordance with this industry flow, Good Choice wants to secure various factor values for AI analysis and provide 'super-personalized AI recommendations' which are thoroughly analyzed

with their own data such as consumption type, frequency of visit, time zone, and price range.

Also, the core of 'standardization' is that the server has the same data regardless of the connection from any client, and it must be provided identically. Therefore, the client (consumer) receives the sales information provided in real time from the server (POS), and at least it can prevent the damage caused by misinformation.

Functions of the solution

01. Personalized AI analysis and recommendation service
02. Self-employment standardization platform
03. Blockchain POS-ERP system
04. POS Business Care Service

User pain points

When I visited, the phone is closed or the definition of a holiday differs from person to person. However, these days, people who are used to smartphones are getting tired of pressing the call button, and the phenomenon of call phobia is getting stronger.

This is due to the absence of 'standardization' and 'integration', so if someone does not update the misinformation distributed on their respective platforms every day, 24 hours, someone is obviously damaged by wrong information.

3.1.3 Product/Service Line Description

- Personalized AI analysis and recommendation service
- Self-employment standardization platform
- POS Business Care Service
- Blockchain POS-ERP system

3.1.4 Competitive Advantage

Maintain the demand and supply of TIP according to consumer needs. As the platform business area expands, the value of use of TIP grows together. The areas planned so far include finance, restaurants, cafes and games. Even if only the above four areas are firmly established, the area expansion naturally occurs. As it is an intermediary platform that directly and indirectly connects consumers and businesses, it is necessary to consider both the interests of consumers and businesses. TIP is the medium that directly participates in the profit and can best express the nature of the profit and deliver it clearly.

Not many businesses have succeeded with these items yet.

3.1.5 Intellectual Property

1. 벤처기업

Description	기술평가보증기업(기술보증기금) 벤처기업육성에관한특별조치법 제 25조의 규정에 의하여 벤처기업임을 확인합니다.
Jurisdiction	Korea, Republic of
Patent Applicant	20200107635호

3.2 Partnerships

▶ LOA PROPTECH inc.

Counterparty Website	http://www.loaproptech.com/
Counterparty Description	Korea Blockchain Finance P2P Company
Applicable Dates	
Does this partnership has an expiration date?	No
Revenue Generation	Yes
Expected Revenue (USD)	N/A
Partnership Description	

Expected Benefits to Project Team**Expected Benefits to Counterparty**

3.3 Project Progress

History

Artificial intelligence technology and big data are regarded as the most potent technologies of all industries. The market size also increases year by year, and new technologies derived from it appear and continue to create the market. TIP aims to build an infrastructure that can be directly experienced through technological innovation, and adopts blockchain as a network for connecting AI and big data. TIP creates a technical and economic ecosystem in services, and plays an intermediary role so that each function and service can be flexibly interlocked.

TIP Coin (hereinafter referred to as TIP) is an ERC-20 based token issued to implement the 'TIP: Technology Information Project' technology innovation project. Create an environment where consumers and producers can autonomously circulate within TIP's services, and allow demand and supply to be regulated through payment and compensation of various functions and services. After establishing the foundation of the service, we expand the business through the infrastructure and partnerships we have and run the localnet and mainnet to advance into a larger market to further increase the value of TIP and services.

Project Status

Development Stage

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

Initial token sale(Public and Private)

Equity funding

Plan or Strategy to expand platform or token

Data, which has been re-evaluated and emerged as a key element after many future technologies called the 4th Industrial Revolution Technology, have received attention in the world, its value varies greatly depending on how it is processed and utilized. Simply because there is a lot of data, it cannot be called big data, and no matter how important the data is, if it is used in the wrong direction, its value cannot be properly demonstrated. Data can be the most important asset and treasure of our time.

TIP intends to use blockchain networks as a way to maximize the importance and value of data. When data other than personal information, sensitive information, etc. are managed by blockchain, business is prepared to expand to various areas while maintaining security. The transparency of the blockchain is also used as an advantage. If the product's origin, the company's authentication, and the number of visitors are managed in blocks so that there is no risk of manipulation or hacking, the reliability of the service and the reputation of the company increase together.

First, let's look at the consumer block data on the left to manage 'all data except personal information' as blocks. Personal information includes any information that can identify an individual in a combination of two or more. Blocks of the blockchain have the characteristic of immutability, so they are limited to "falsifiable facts that cannot be forged" that can be disclosed on the network. With this data, we can build various infrastructures, and the first expansion area is finance. We just don't know who the users have just joined the network, what consumption patterns they have, what tastes they have. In order to know this, the user may enter it directly, but it is very cumbersome and inconvenient. Therefore, we collect user consumption patterns and payment records through an open banking infrastructure (after obtaining user consent).

Based on the first collected data, it provides consumers' taste through artificial neural network analysis. The data provided guarantees a certain degree of accuracy because the payment fact, place, time zone, and type were parameters. This is due to the characteristics of the artificial neural network, the more accurate the data, the more accurate results are drawn. Through this procedure, each data is managed as a block. The purpose is to interwork with various blockchain businesses and DApps. If the consumer's taste is secured, it is not limited to the industry, and various contents and items can be recommended.

The second block data on the right manages 'all product and company information in the service' as a blockchain. This is the basic data of POS-ERP (T-POS) and PCB and is intended to be more efficient and easier to manage when managing distribution and distribution networks in the future. By adding the ERP function that was lacking in the existing POS, it is possible to freely control the supplied quantity and distribution, and it is possible to connect directly to the distribution network through a block network. Therefore, the intermediate step of distribution can be omitted, and the same product can be supplied at a lower cost. T-POS' final goal is to streamline efficient management by linking company management and distribution networks together.

3.4 Milestones

Title	Target Date	Status	Description
Venture company certification	2020-06-09	Completed	As a small and medium-sized venture company in Korea, the project corporation is recognized for its technology and business potential
Company affiliated research institute	2020-04-09	Completed	Certified by Korea Industrial Technology Association (KOITA)

3.5 Use Case

(1) Personalized AI analysis and recommendation service

Date	2020-03-05
Type	Business: Adoption and commercialization
Name of main counter-party	
Involved companies or organizations	
Category	application_development
Main Participant	
List of others involved	

AI technology is rapidly developing and fulfilling missions throughout our society. Among them, the AI analysis field, which analyzes vast data and shows the best results, is the TIP team's first innovation model. Typical examples include Alphago, Robo-Advisor, and Image Recognition.

Data is the key to AI enhancement. Even with a perfect artificial neural network model, data cleansing cannot be achieved clearly, or it can only produce meaningless results unless it is an effective data group. Even if we look at the results of our recommendation through artificial intelligence and big data analysis, products that are not related to my preference are often recommended. In other words, no matter how much analysis is performed, only the insignificant value appears because the underlying data that is the material are meaningless.

The reason for this phenomenon is that there are many movements that define and approach simple statistics as analysis. Statistics and analysis are completely different areas. If the statistics are past type, extracting repetitive areas for data populations or classifying them according to a specific subject and hypothesis, analysis establishes what the material data (Parameter) means, and applies this data to the algorithm to present, future It is an operation to produce results based on past data so that can be predicted. In other words, statistics connect the past and the present based on the past, and analysis predicts the present and the future with various factors including statistics.

For example, suppose the food that 100 men in their 30s love is pizza. This is a common occurrence in a specific area among accumulated results based on past data. This is less reliable than the population in males in their 30s. However, if you can find out your favorite foods by examining only one man in his 30s, you can recommend a restaurant as well as related foods based on your current favorite food. This is a meaningful analysis and recommendation, and the artificial intelligence recommendation method defined by TIP.

TIP refers to this recommendation as 'Super personalized AI recommendation'. Obtaining material data for AI recommendation is the first step in recommendation. This material data collects preference information that clearly identifies individual preferences. It consists of age, gender, consumption information, visit history, and

Description of blockchain application

preference products. After securing such preference data, minimal data for recommendation is constructed.

Collect this data and apply it to the algorithm. The data transmitted in this process is also called a parameter or parameter. The algorithm that receives the argument value is related to the information collected through various functions and passes reliable recommendation information. Since the factor value of recommendation information is preference data collected from only one individual, it can be more reliable than simple analysis values such as simple gender and age. Among them, the reason for collecting gender and age is that teenagers cannot drink, and the older they are, the more data they accumulate, such as finding more healthy foods. Recommendations become possible.

When the service proceeds with the above structure, the financial industry, wholesale/retail business, and distribution rights are secured, and the basic business base of TIP is created. First, ① Secure a payment ecosystem using TIP. Online payment is supported by TIP payment with credit card, cash, and other online payment methods. In addition, since TIP is a token, a fee lower than that of normal payment is set, and various benefits can be provided. The service supports real-time exchange of tokens and legal currency to increase convenience and lower the accessibility of cryptocurrency.

In addition, ② premium subscription service will be launched along with companies in the service. With the same concept as the annual fee of a credit card, a consumer pays a monthly subscription fee and issues corresponding benefits, higher coupons, and gift certificates. Affiliate companies do not need to issue coupons, stamps, gift certificates, etc. in real life, so they are compensated differentially for consumers who do not incur production costs. This is a virtuous cycle structure that promotes consumer consumption and provides more benefits to consumers. Subscription services are also offered in both Korean Won and Token Payment forms. In the same way as above, when supplying tokens, they can be used at a lower price to regulate supply and demand.

Cryptocurrency payment in the service is TIP and is used as a concept of deduction discount. This is to keep TIP's economic ecosystem safe. In the case of full payment, there is a risk of concentration and monopoly on a specific company. Therefore, a part of the payment amount can be paid with TIP's advanced discount, and TIP can be earned and reused by writing reviews, purchasing, and promotions. Since companies are more likely to immediately exchange cryptocurrency with high volatility, TIPs delivered from consumers are automatically exchanged and received. This is optional, so if you don't want automatic currency exchange, you can receive it fully in cryptocurrency. The value of the token is based on a specific exchange and is priced at the moment the transaction occurs. It is the same system as point payment that is common in online payment.

Initially, the low-access restaurant business, coffee shop, and grocery business are the main targets, and as future preference data accumulates, various services can be recommended.

3.6 Legal Concerns

No data available

PART III. Financial Information

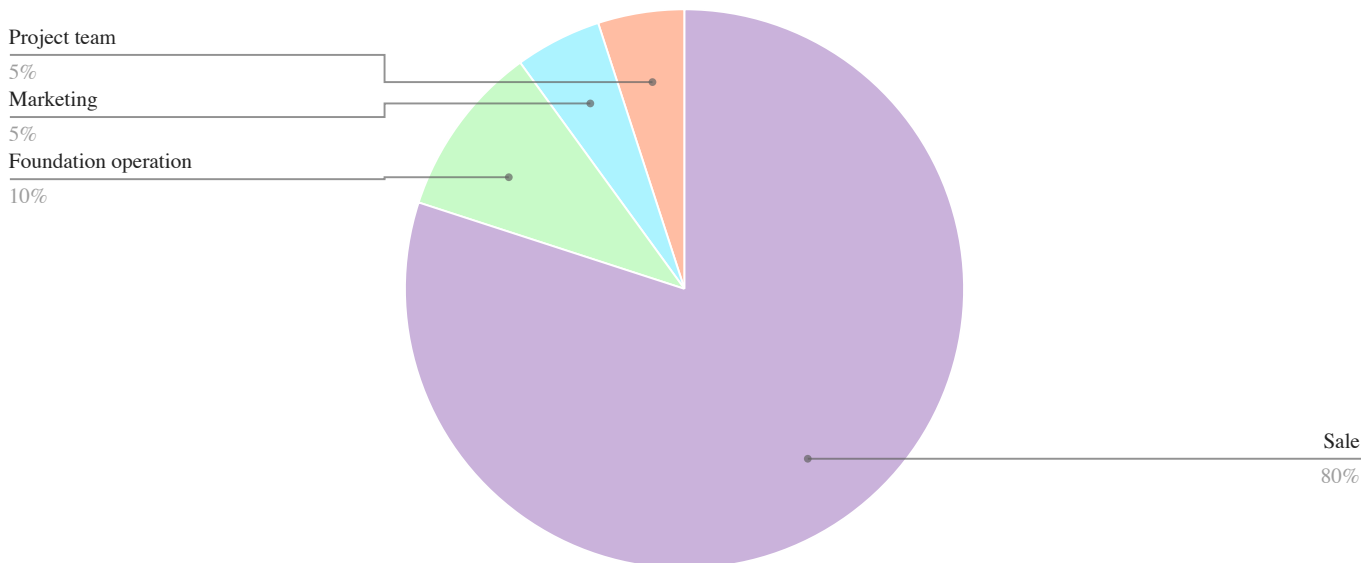
This section is only accessible by our Partners. Please contact us at direct@crossangle.io to inquire about access.

PART IV. Token Information

ITEM 1. Token Profile

Token Name	Technology Innovation Project
Symbol	TIP
Token Economy	Technology Innovation Project
Token Usage	ETH Wallet
Short Token Description	TIP Coin (hereinafter referred to as TIP): TIP: Technical Information Project ERC-20 based token issued to implement technology innovation projects. Within the service of TIP, consumers and producers can cycle autonomously.
Token Contract Address	0x2c55f6284caee41d3bcc33305cc54d5e0bfb0bad
Base Platform	Web / DApp
Mainnet Explorer Url	
Network	Type: Mainnet (Token) Network Type: ETH Network Sub-type: erc20
Project Type	Platform
Tokens were initially available and currently obtainable in the following method(s)	1. Public offering 2. Exchange offering
Additional Token issuance or minting conditions, including implemented natural inflation.	No plan for additional issuance.
Trading practices after the Token Sale by Company	1. Company founders and promoters have not purchased or sold Tokens after the Token Sale
Method of allocating tokens during Token Sale	거래소에서 IEO를 진행 후 거래소 지갑으로 분배

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

ITEM 3. Token Supply History

The following is a manual record Token supply history as of 2020-12-16. Corresponding transactions hashes have not been provided within this report.

Purpose	Date	Amount	Value (USD)	Post Total Supply	Post Circulating Supply
Token Issue	2020-03-04	3,300,000	136,262	3,300,000	2,900,000

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 2020-12-16.

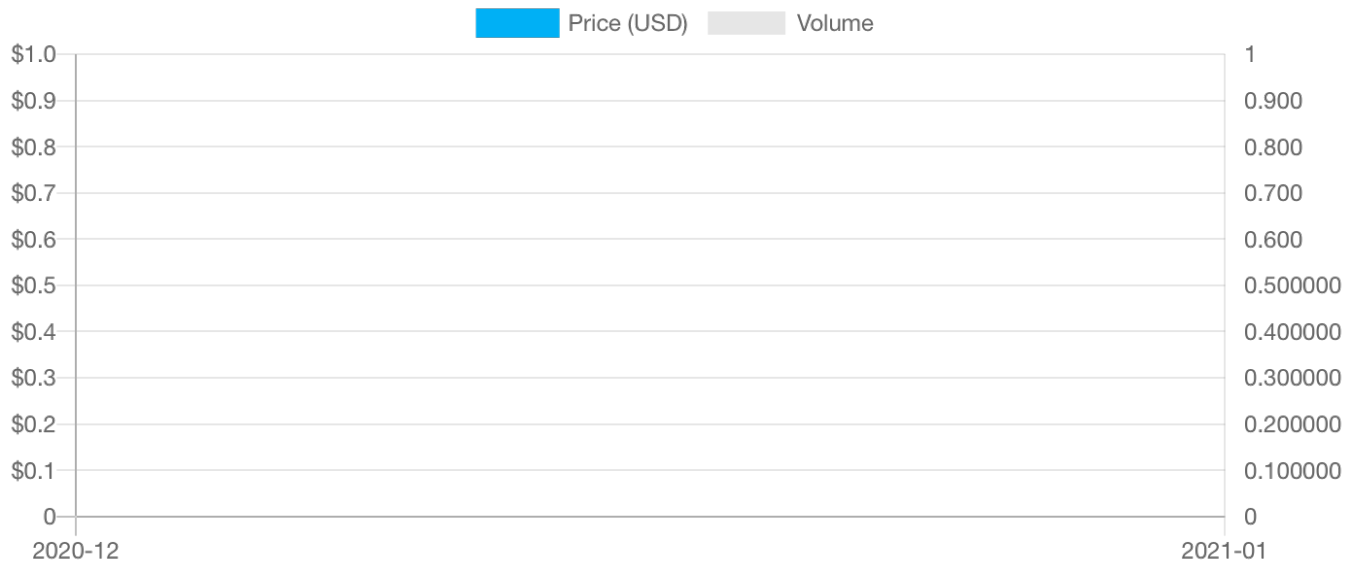
Rank	Address	Balance	Percentage
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ITEM 6. Token Price and Market Cap

The following are market data present as of 2020-12-16.

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) : % | % | %

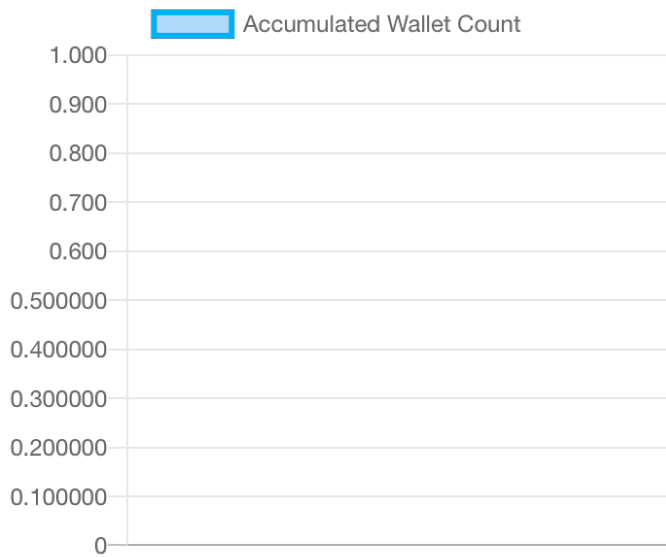
Market Cap : -

Initial Offering Price : - ETH

Return since Initial Offering :

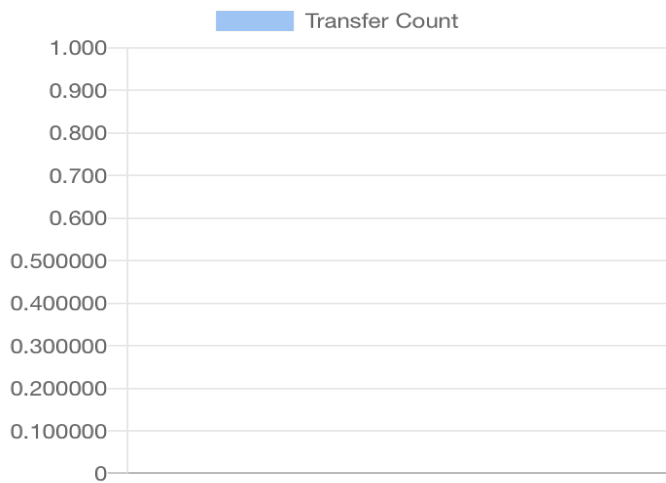
ITEM 7. On-chain Performance

Accumulated Wallet Count



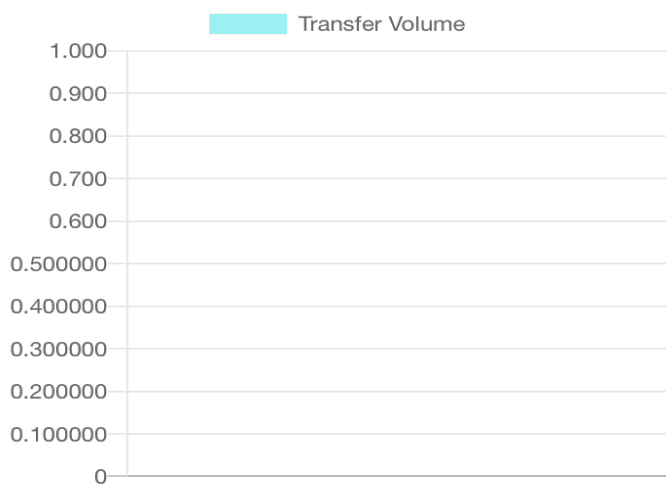
Date	Accumulated Wallet Count	New Wallet Count
No data available		

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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