

Culture & Creation Chain

CCChain White Paper

The First Blockchain-based Ecosystem for Culture and
Creation Industry





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1. Abstract

As the Internet, especially mobile Internet becomes more and more popular, the number of Internet users is rapidly increasing and there appears countless ways of distributing channels and platforms on the Internet, as a result, the culture and creation industry is facing a phase of exponential growth. Prosperity can be seen in the innovation, entrepreneurship, investment and financing of this industry.

Hundreds of billion RMB is invested in the cultural industry every year in China, which has greatly stimulated the development of Chinese cultural enterprises. However, the investment and financing of cultural enterprise shows the trend that only the leading project or organization can get benefits. Let's take cultural industry foundations as an example. As only a minority of cultural industry foundations are the fund providers for the market, the funds managed by a particular organization is increasing on a daily basis. However, the start-ups and SMEs in the industry find it very difficult to get funds. In the meantime, the development and issuance of IP tends to serve those large platforms and enterprises.

Culture & Creation Chain is devoted to build an ecosystem based on blockchain technology and specializing in serving cultural and creation entrepreneurship, investment and business operation. The excellent enterprises and IP projects included by the chain will get certification for digital



assets. In this way, CCChain will help cultural and creation enterprises and IP projects to access more resources to decentralize the investment and financing condition in this industry. In the meantime, through community operation and consensus, joint industrial development, transaction system and other operation methods, CCChain aims at continuously creating value for all participating parties. Its technical system and operation model can be applied to the investment and financing for other industries in the future.



2. Background

2.1 Technical Background

The blockchain technology has been rapid growth in recent years. Blockchain-based products and business models are springing up as the public is getting awareness of the blockchain technology.

Blockchain is a new concept of computer technology in internet era that consists of distributed data storage, a peer-to-peer transmission, consensus mechanism and encryption algorithm.

As a disruptive innovation for computing paradigm following mainframes, PCs and the internet, the blockchain has been a popular research topic of many international organizations including United Nations (UN) and International Monetary Fund (IMF). A number of governments are investing heavily in blockchain research. So does the industrial community.

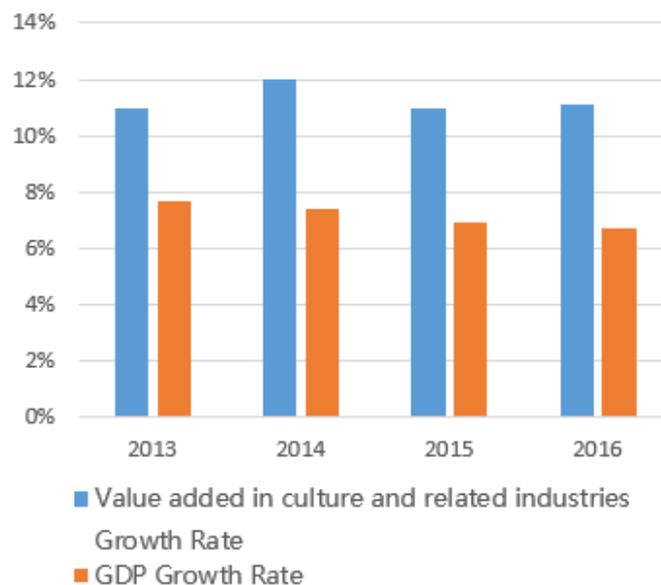
Currently, the blockchain is applying into various sectors, such as the internet of things, intellectual manufacturing, supply chain management and digital asset transactions, where significant changes are happening.



2.2 Industrial Background

2.2.1 The cultural and creation industry grows rapidly

In 2016, culture-related enterprises with large scale in China have reached an aggregate revenue of 8.0314 trillion yuan, an increase of 7.5% over the last year, including 575.2 billion yuan of revenue coming from cultural information transmission service based on “internet +” with an increase of 30.3%, 31.2 billion yuan from cultural and arts industry with an increase of 22.8% and 124.2 billion yuan from cultural recreation industry with an increase of 19.3% according to the data from National Bureau of Statistics (NBS).

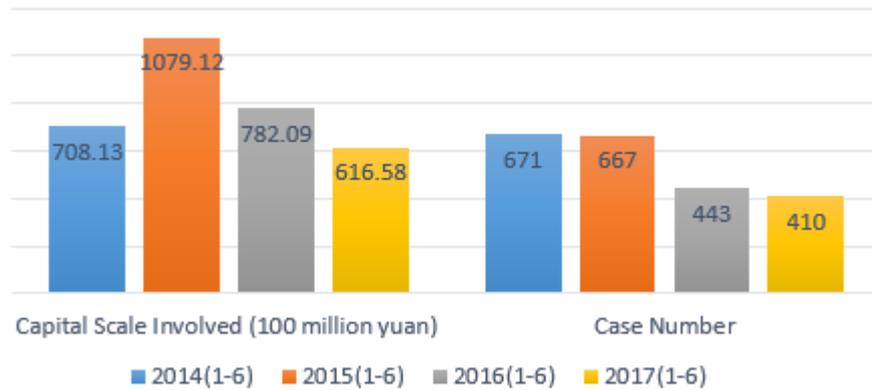


2.2.2 Active Investment and financing in Culture & Creation Industry

Facing great opportunities and guided by national policies, China’s culture and creation industry has witnessed active investment and start-up financing.



In the first half of 2017, there are 410 cases of investment and financing with the total volume reaching 61.658 billion yuan.



However, at the same time, the financing and investment service system for culture and creation start-ups and enterprises is still not mature. There are many aspects to be improved: funds, investment and financing, actual help for culture and creation enterprises, credit building for enterprises and individuals.

2.2.3 Technology is becoming the main driving force of the cultural and creation industry

With the rapid development of Internet technology, the increasing popularity of mobile phones and the gradual formation of user online purchasing habits, the culture and creation industry becomes more and more digital. In the future, the investment, development, operation, and consumption of culture and creation industry will completely be based on the Internet technology and platform.

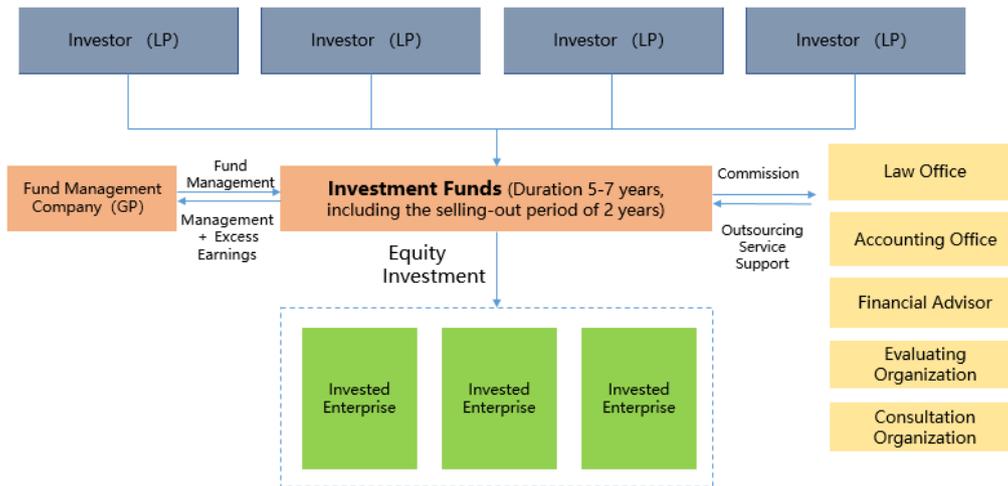


- 1) Due to that the digital payment methods are more and more popular, users can pay for the IP works they like or even invest in the IP to be developed;
- 2) The Internet platform is developing and the number of users is expanding. IP contents and users are connected very closely to form a community. The internal commercial model will change correspondingly.
- 3) It is known to more and more people that blockchain technology will make online behaviors safer and traceable. It brings more possibilities for IP authentication and digital asset transfer in culture and creation industries.



3. Industrial Problems and Solutions

The participating parties of investment and financing for culture and creation industry include: banks, securities, accounting offices, law offices, investment and funds, listed companies, enterprises, individuals, and so on. Among them, banks invest through creditor's right and will not participate in risky investment without any mortgage or guarantee; securities, accounting offices and law offices are agencies, but not fund providers. So the main driving force for the investment and financing for culture and creation industry comes from investment organizations or individuals who would like to take risks. One typical example is the investment foundation, which is also the most popular method now. The operation model is as follows:



Limited by original technology and traditional operation models, the culture and creation industry actually is faced with some deeper problems in terms of investment financing model. The blockchain technology has the following features: decentralized, traceable, tamper-resistant, and natural transaction



platform. Therefore, it has great potential in solving the current investment and financing issues in culture and creation industry and promoting the further industrial development.

3.1 The Intermediary Role of Fund Manager

The fund managers act as the intermediary between investor and culture and creation enterprises. Fund managers set up limited partnership and attract funds from the investors. In order to look for the projects worth investing and manage the projects, in the duration period of the funds, the investor will get to know the investment earnings (and loss). For the limited partnership, the fund managers will regularly report to the investor about the operation status of the funds, including investment, the business status of the invested enterprise, fund use, and so on. This model is very effective under traditional technological conditions, because it can match the investment demands with needs very well and bring both parties satisfactory returns. The fund managers, as the intermediary between two parties, can get a decent payment through this.

- ♦ Solution:

CCChain is an innovation, entrepreneurship and investment service platform based on blockchain technology. The investors can directly invest on culture and creation enterprises through CCChain tokens. Fund managers and agencies will filter, carry out due diligence investigation, audit the enterprises for the investors from the perspective of law and management to exchange for



culture and creation tokens and show their value by providing professional service.

3.2 Lack of Flexibility After Investment

Another pain point concerning the fund management model of investors comes from the lack of flexibility after making the investment. As many people know, the duration of funds usually lasted for 5-10 years. During this period, if one investor wants to stop the investment or cancel the funds, unless he gets the permission from all other investors, he can only transfer the share. So investors need to wait at least 5 to 10 years to turn the investments to cash. The culture and creation industry has the same problems, too. Before the culture and creation enterprises get listed, it is difficult for one investor to quit the investment to realize equity transfer. But on the platform based on blockchain technology, digital assets are meant to be traded, so this problem will be solved easily.

- ◆ Solution:

CCChain provides a digital asset transaction platform where the digital assets issued or owned by the culture and creation enterprises can be freely traded. The investors can choose to invest or to quit very easily and enjoy the convenience brought by such flexibility.



3.3 Insufficient Investment for Small and Medium Culture and Creation Enterprises

CCChain will establish a service mechanism of self-submission+ expert decision-making + community autonomy. Culture and creation enterprises, IP projects, and individual workshops, after passing the authentication, can initiate fund raising in the platform. CCChain will assist with the project launch, token transaction and so on. Investment can be made through CCChain tokens. At the same time, a set of IP grading system for the participants and users will be established to specify rewards and punishments. Outstanding IP works will get good resources and ecological services from the early stage until the development is finished. The IP industry will then be more fair so excellent IP works will be able to stand out.

- ◆ Solution:

The CCChain will create a collaborative developing system and reward mechanism to reduce the cost for cooperation between IPs, enable various ways for cooperation and accelerate the process. Meanwhile, by enlarging the community and the users' network, the CCChain will proactively dig for and introduce good IP projects and attract more trade targets and partners, making these projects have more cooperative and trading opportunities under the security of the CCChain's ecosystem.



3.4 Decisive Impact of Decentralized Channel on Culture and Creation Enterprises

In IP ecosystem, it is obvious that the one who holds channels wins. Enterprises, such as top cinemas, large video sites, leading video apps, sites of online literature, leading comic apps and music platforms, that plays an important role in this industrial chain as IP distributors usually have a decisive influence on IP products' revenue and may even sentence their death by investing promotional resources, website ranking and purchasing, and squeeze upon IP producers by limiting channel resources. With little measures to counteract the influence of centralized channels, the IP producers, especially those small and medium, and individual producers are vulnerable when cooperating with centralized channels which further moves all resources toward centralized channels and suppress the dynamic of IP ecosystem.

The production and consumption of IP products have an extreme two-eight principle, but also demonstrate other features like diversity, vertical trend and appealing to niche audience. Though the centralized channel itself can carry various IP products, it can never provide a fair platform and supports to all IP ideas due to its position and profit-oriented nature.

- ◆ Solution:

Through open community and user autonomy, including open user registration system, user voting system, funding mechanism, expert recommendation and many other approaches, a third party support platform



centering on fund raising can be established based on various kinds of IPs. In the meantime, the public IP mechanism will be built to guarantee IP of public benefits the access of effective resources.

3.5 Piracy and IP Dispute

Most IPs are digital which are easy to be pirated and make the owners' lawful rights hard to be protected. Driven by interests, plagiarism and piracy have been the most threaten to IP industry that restrict the establishment and development of IP ecosystem.

As we all know, in the time of digital economy, plagiarism and piracy is mainly because the contents can be easily spread on the Internet once the IP content is copied and the source of the infringement is hard to locate, so the responsibility will be taken by no one. In one word, it is very difficult to find out who was the first to copy and spread the contents without permission.

It is reported that the Internet court is judicially put into practice, especially on hearing cases of copyright disputes, intellectual property disputes and works disputes. The application of blockchain to the process of certifying IP ownerships, collecting evidence and hearing will bring revolutionary impact on the copyright protection in IP industry.

- ◆ Solution:

The ownership and other relevant elements of any IP that enters the CCChain's ecosystem will be certified by blockchain to make them traceable,



auditable and tamper-resistant. These features will play a determinant role in future transmission, evidence collecting, litigation and other issues.

3.6 Weak Credit System in the Industry

Limited by the overall national credit infrastructure and management level, currently, the credit evaluation system for various industries in China hasn't been completed. As the costs for breaking promises is low, some individuals and enterprises are making up false information and faking the copyright to cheat investing organizations. What's worse, they may even do illegal things, which not only damages the industrial ecosystem, but also increases the cooperation costs between enterprises, preventing the smooth exchange of funds, IP and creative ideas as well as the creation of value.

- ◆ Solution:

CCChain will establish the credit system centered on the enterprises and the core staff of the enterprises. Through marking the key business information, IP work information, investment and financing information, financial information and behavioral information of the enterprises into the CCChain, we will provide a low-cost credit community, greatly benefiting the industrial credit evaluation and resulting in business cooperation of various kinds and parties. Also, the individuals and enterprises with good credit will be able to acquire funds and resources for business with a low cost, so as to filter the excellent and outstanding enterprises and individuals to better contribute to the industry.



4. Management and Operation Plan

4.1 General Objective

Culture & Creation Chain, shorted as CCChain, is a holistic solution based on blockchain that serves the culture and creation industry.

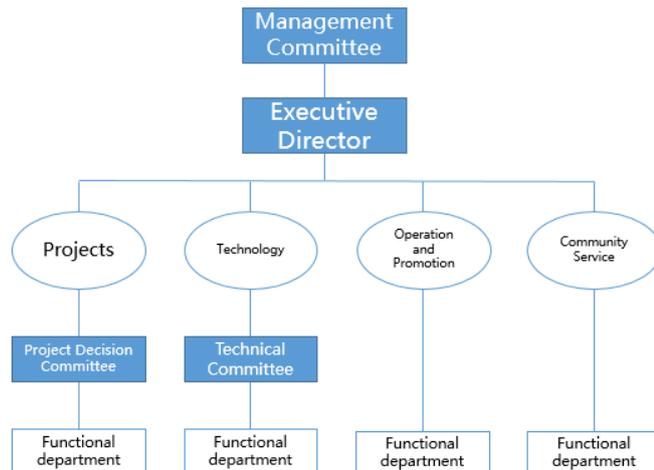
The CCChain aims to introduce blockchain into culture and creation industry to create a crowdfunding platform for supporting the investment and financing, IP trading and cooperation, and improving the innovation and value increment of the culture and creation industry.

4.2 Management Committee

To ensure the normal operation and transparency of the system, the CCChain will set up a Management Committee to oversee the launch, management and compliance and take corresponding responsibility based on the community self-governance. During the preparatory phase, the Management Committee is formed by management team and originating institution, primarily responsible for designing the demand of the CCChain, developing the system and constructing the operating process.



One executive director will be designated by the Management Committee for supervising the CCChain's daily operation and management, collaborating the affiliate committees' duties,



presiding over meetings and shall submit progress reports to the Governing Council on a regular basis. A formal Management Committee shall be organized by voting after the official launch of the system.

4.3 Scheme for System Development

- ♦ In June 2017, launch the project.
- ♦ In February 2018, CCChain is open for registration
- ♦ In July 2018, confirm the structure design and main demand, develop the version 1.0
- ♦ In October 2018, launch main functions like user system, community, crowdfunding, trading, issuing and voting, invite community members to start a beta test to optimize the system
- ♦ In December 2018, confirm functional needs, develop version 2.0
- ♦ In February 2019 , launch the official system with comprehensive main functions, mobile client, security system, content storage and API are all



available and open to all culture and creation enterprises, IP workers and investment organizations, etc.

- ♦ In May 2019, start promotion campaigns with partners and build the ecosystem of culture & creation chain

4.4 Operation and Promotion

The Management Committee will introduce a promotion team formed by professionals with rich experience in investment and business development of culture and creation industry to actively explore enterprises, institutions and individuals that have strong potential in IP production and development. By offering resources exchanging, technical supports, free services and rewards, bring these enterprises, institutions and individuals into the ecosystem of the CCChain to be a user that Leveraging the CCChain to carry out IP development, investment and financing.

Each enterprise as a user of the CCChain shall comply with the rules and regulations issued by the CCChain. Meanwhile, the CCChain ecosystem also encourage every player in the CCChain to use the system for each phase of IP production and promotion, including applying for being a node of the CCChain and bring upstream and downstream partners in to the system so as to jointly promote the application and popularization of the CCChain. Additionally, an automatic incentive mechanism will be established for this purpose.



The Management Committee will establish and enhance the partnership with large blockchain platforms to comprehensively promote the awareness and activity of the CCChain.

The Management Committee has numerous first-tier promotion channels at home and abroad, and will design plans and disseminate the CCChain properly in accordance with the national laws and regulations.

4.5 Project Decision

The management committee will set up Project Decision-making Committee, which will be composed of experts and professionals with abundant operation and management and investment experiences in the culture and creation industry. Matters, including the investment, IP project grading, management and so on, will be determined as per the decision-making system and procedures, so as to promote the application of blockchain technology in culture and creation industries and bring more value to participating parties.

The CCChain will help culture and creation enterprises, especially small and medium companies, in issuing tokens for IP production. However, the issuer shall satisfy the following requirements:

- a. The company shall be founded and operated legally. In case of individual, he/she shall have full civil capacity with no illegal behavior;
- b. The plan for IP production is feasible and profitable;
- c. The plan has been approved by the Governing Council;



- d. The issuer shall regularly disclose information to taken holders;
- e. The token is in compliance with the issuance and circulation rules of virtual currency;
- f. 5% of the tokens issued shall be donated to the CCChain as a charge of management and service.

4.6 Risk Control

4.6.1 Risk Control for Projects

The Management Committee will, according to the management model of fund investment, establish the decision-making mechanism for the CCChain's projects, apply due diligence investigation based on each culture and creation enterprise's situation, determine the entry policies and participate in the risk control measures such as the decision-making of major events and submitting periodic financial reports.

The enterprises and individuals that plan to issue tokens shall build their products and service based on the blockchain and be supervised by the Management Committee of the CCChain, token holders and community members. The supervision mechanism will be introduced in the official version.

4.6.2 Risk Control for Compliance

a) Users shall provide identify information correctly and sign the Acknowledgement of Risk before subscribing tokens within the CCChain. The



Management Committee shall have the right to refuse the subscription application from users who might be unable to identify risks or bear risks.

b) The Management Committee will disclose this project information to the regulatory sandbox or local government to which it belongs in accordance with the applicable rules, including this White Paper, information of team members, business model and development scheme;

c) The Management Committee shall proactively learn the relevant global polices and regulations to promote the compliance progress of the related operations. For the purpose of ensuring that the participants of the CCChain ecosystem understand the operations of the CCChain enough to supervise, the Management Committee will also employ top lawyers and accounting firms in China to compose semi-annual and annual statements to disclose the audited financial reports and management reports related to the CCChain ecosystem.

d) The Management Committee will invite Ernst & Young to conduct a special audit over the issue matters and to issue the official audit opinions after the successful issue.

4.6.3 Smart Contract

The smart contract will run automatically in the computer with designed rules which can dramatically increase the system's ability to resist risks as the system is free of human intervention. The CCChain will set up appropriate and



effective risk control rules and create smart contrast to ensure the security of the ecosystem.

4.7 Community Operation

The Management Committee will set up a dedicated team to build and develop community functions to serve the community users, establish process mechanism for certification, ownership verifying, archiving, early warning transaction etc. and prepare information, Q&A and customer service so as to provide enterprises and individuals with services like trainings and offline salons. meanwhile, the community service will adopt multiple measures to enhance its vitality, including awards for active users, rewards and penalties for community order, membership rewards etc. to maintain the mobility of TOKEN and ensure the sustainable and effective operation of the ecosystem.

CCChain comes from and serves the culture and creation industry. As the users for CCChain continues to accumulate and the token transactions and business cooperation for culture and creation industry becomes more and more active, there is solid industrial basis for the internal value:

- a. As the related elements for CCChain and culture and creation enterprises continue to increase, CCChain gradually becomes the platform for collecting resources, business cooperation and value-added services. More and more enterprises in the industry will join CCChain so the internal value of CCChain ecosystem will be further enhanced;



b. As the quantity of cultural and creation enterprises and relevant elements within the CCChain keeps rising, the CCChain will become the main platform to carry out crowdfunding campaigns, business cooperation and value-added services and then attract a lot more companies to enter the CCChain for IP production and transaction as well as continue to increase the ecosystem's intrinsic value.



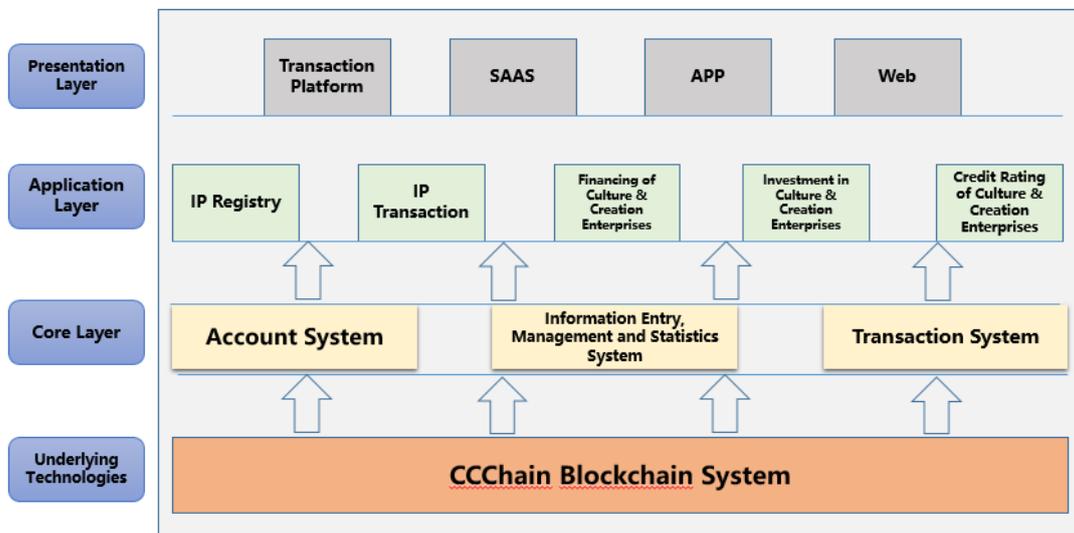
5. Technical Plan

CCChain is a decentralized ecosystem for IP production and transaction. It uses the encrypted signature technology and time dimensions of blockchain to achieve the authentication of copyright and ownership. Through the system established by the new generation of encrypted currency and taking advantage of the side-chain technology to realize third-party developer seamless integration, various decentralized applications (Dapps) have been developed. In this way, a three-dimensional ecosystem has been created and a one-stop IP platform for production, distribution and transaction has been formed.

CCChain has features of safe, convenient and open. It will establish a distributed autonomous organization (DAO)[1] providing all kinds of service including IP production, transaction, etc. to individuals and enterprises. In the meantime, it can provide users with services including copyright and ownership transaction, project crowdfunding, and so on. The interaction and profit-sharing between multiple parties such as copyright owners, investors, distribution platforms, users, and application developers.



5.1 Business Model



5.2 Target Users

5.2.1. Culture & Creation Enterprises

Culture & Creation Enterprises is a type of software system similar to SAAS. It can be integrated into current service or management systems of culture & creation enterprises. Also, it can be operated independently to provide CC enterprises with services concerning website, customer end, etc. The operation is featured by convenience, strong interaction between each part, and abundance of resources.

5.2.2 IP Developer Individuals

It provides similar services and has similar functions as those for CC enterprises. However, according to the characteristics in actual use, the



powerful functions including user certification, IP project copyright and ownership registration and management, IP copyright transaction, etc.

5.2.3. Investing Organizations

CCChainian will provide investing organizations a set of SAAS software system with friendly user interface and strong resources management coordination system. Transactions are possible in the system.

5.2.4 Personal Users

User verification and transactions are available. Ordinary users can participate in the investment and transactions of cultural and creation enterprises through CCChain and share the IP development gains.

5.2.5 Third-party Developer

CCChain makes the platform of technology and resources available to third parties. By using the side chain, smart contract, cloud storage and calculation nodes, a characteristic decentralized software is established and distributed to encourage the connection between CCChain and other platforms or systems, so as to facilitate the circulation of IP copyright and ownership and their transactions.



5.3 Selection of Technical Type

The research and development of CCChain is completely based on Node.js [2] platform. The background uses Express.js [3] framework and the front end uses Ember.js [4] framework. The customer end uses Electron [5] framework and the database uses SQLite [6]. Javascript language applies for both front and back end. The interface is HTML5 and CSS3.

Nodejs is a type of server development and processing platform. It's borne with asynchronous processing mechanism and strong network development capacity, therefore it is an event-based encrypted currency application with real-time interaction, providing CCChain with solid technical guarantee for high-class real-time communication.

The uniform technical structure for both front and back end greatly lowers the difficulty in developing the CCChain and its side chains. Any developers familiar with JavaScript and Node.js can be a part of it quickly to make CCChain a benign ecosystem. In the future, there will be many third-party developer joining the team of developing CCChain ecosystem. Based on the following three aspects: core team, team of contributors, and supporting community, CCChain will build a powerful and efficient technical team with standard operational procedures.

CCChain considers contribution as the only element for evaluation, thus establishing the unique incentive mechanism. It is written into the blockchain and covers every single procedure of team management, product advertising



and transaction calculation. Team management and product advertising will be designed based on two aspects: time and contribution. The following principles will be followed: the first to contribute will get rewards earliest and more; the one making more contribution will get more; the one making no contribution will get none; tokens will be given as rewards to gradually expand the scale of teams and community. In terms of network storage, calculations and transactions, fixed tokens will be given as rewards to promote users and entrustees to keep the CCChain node network in a good condition and keep the network safe.

5.4 CCChain Components

- The highly innovative new generation of encrypted currency;
- The new generation of powerful and high-performance peer-to-peer network;
- Forward-looking decentralized storage and calculation facing the future;
- Forward-looking programmable side chain function, which are easy to be accessed and extended;
- Visualized editor which is simple and easy to use;
- Clear and stable API connector;
- Official plug-in for mainstream open-source products;
- Software Development Kit for third-party developers.



5.5 Core

5.5.1 Consensus Mechanism

CCChain is based on the consensus algorithm of DPOS [7]. With DPOS, the blocks are established by the entrustee. The entrustee should be reliable account selected by the community. The total votes of the account should be among the top 101. Accounts of other ranks will be considered as candidates. In order to become the official trustee, the users need to ask for vote support in the community to win the trust of enough users. The users can vote according to the proportion of CCChain held against the total. When the generation period of 101 blocks end, the top 101 entrustees will be readjusted. The ones with lowered ranks will be considered candidate. In each period, the 101 blocks will be randomly generated by 101 representatives and 10 seconds for each block. The newly-established block will be broadcasted on network and added to blockchain. After getting 6 to 10 confirmations, the transaction will be confirmed. A complete 101-block period takes about 16 minutes.

5.5.2 Mechanism Innovation

DPOS algorithm is created by BTS team. For a long time, it is regarded as a mechanism commonly seen as safer, more reasonable and cost-saving. However, in actual circumstances, due to the information asymmetry, lack of credits of entrustees in the community, the voting is not as active as expected. What's worse, some users won't vote so as to protect his own interests. Besides,



in terms of handling poor nodes, there are many difficulties. The community cannot prevent poor nodes from happening, which will cause safety hazards for the network.

In terms of these questions, CCChain has put forward four points to be improved: through “circuit breaker”, the damage by the poor nodes can be prevented quickly; the feedbacks and comments by the users on the nodes will be regarded as a part of the credit for the node to help the users in the community to select good nodes; the algorithm should be optimized to encourage third-party users to establish their own nodes through the methods of leasing or selling, in which way the scale of the nodes will be dynamically adjusted; the trustees of the nodes are encouraged to provide their real names, to take the initiative to make related information public, to get supervision from the mass so as to be recognized by the community.

5.5.3 Enturstee

In order to be the trustee, users should register the trustee account, which can be registered through any version of client-side equipment. But only the full client-side has such function, which means a user can register the trustee account through light client-side but will need a full client-side to start the function of building the block. All CCChain account holders can register to be an trustee. New trustees all start from candidates. Candidates have an initial vote of 0 and have to ask for votes in the community to be the top 101.



To register as entrustee, a certain amount of network procedure fees will be charged.

5.5.4 Network Fees

All effect affairs in the network should be handled. The entrustee should deal with the transaction and store the transaction in the newly-established blocks. For this, the entrustee need to charge for all the transactions in this block. All transactions require procedure fee so as to prevent flood-like meaningless transaction attacks.

5.5.5 Point-to-point Network

CCChain uses P2P network based on HTTP protocol. It uses JSON for data communication. P2P module includes the following node data:

- Version
- System
- IP
- IP Port number

5.5.6 Customer-end

5.5.6.1 Full Customer-end

Full customer-end is the best solution for entrustees and developers, enjoying all functions of CCChain and API, which can be used on Windows,



Mac OS and Linux. In order to operate the nodes of the entrustees, Linux should be used. With full customer-end, through point-to-point network, users can download the complete blockchain from other full customer-end nodes.

5.5.6.2 Light Customer-end

Light customer-end is applicable to ordinary users. Other nodes can only be connected through HTTP. It's like individual personalized browsers. The accounts can be easily managed. The IP copyright documents can be written and publicized very easily. It is a decentralized application where the purchase, sell and management of third-party developments are all very convenient. Windows, Mac OS and Linux are supported. Compared with full customer-end, light customer-end cannot download block data and keeps a relatively small volume. It will not broadcast keys to the network. All data will be stored in the light customer-end only. All kinds of transactions can be made but the currencies cannot be made on it.

5.5.6.3 Mobile Customer-end

The core functions of mobile customer-end are the same as that of desktop version. The users are allowed to operate their accounts through mobile customer-end. CCChain has two versions: Apple and Android. It can be downloaded from both App Stores. Responsive design is used to adapt to all kinds of screens of mobile terminals.





6. Management and consulting team

6.1 Management and consulting team

Zhang Yuanlin: 19 years of investment experience in culture + TMT industry; once acted as the managing vice president of China Culture Industrial Investment Foud, focusing mainly on new media, digital contents, cultural consumption, etc. He was once the Strategic and Investment Manager of Founder Information Industry Group, Investment Manager for Yongyou Software, etc. He has much experience in industry planning, enterprise strategy, investment and financing, business reorganization, asset management and so on. He graduated from Wuhan University and Beijing Information Science & Technology University, earning the bachelor's degree in economics and master's degree in management engineering respectively.

Du Gang: He had undergraduate study at Tsinghua University. He is the deputy secretary general of EUCNC (mainly in charge of science and technology business), the executive president of China Robot and Artificial Intelligence Committee, the legal representative of Beijing Jiaocha Dianji Science & Technology Co., Ltd., Microsoft HOLOLENS strategic partner (one of two), the early pioneers and long-term entrepreneur for China's Internet Industry, deputy general manager of 8eoe.com, CCTV Xinke Cartoon, expert in the industry of music, cartoon and the Internet.



Xia Yangjun: President of Founder H Fund (China Top 10 Securities Business Direct Investment Company), chairman of investment committee. Former vice president of Founder Group, responsible for major investment and acquisition business, such as the acquisition and restructure of China Gaoke (600730.SH), Beijing University Medicine (000788.SZ), Suzhou Steel Group, Beijing University Resource Group, etc., the major asset reorganization of EC-Founder (0618.HK), as well as Jiuri Xincui, Lianhe Lige, Haoxiangjia, Huangbaoche, Youkeshu, Net VR, and Xinmeida. Mr. Xia has the EMBA degree of Beijing University, bachelor degree in engineering of Shanghai University of Finance and Economics. He also has the CPA certificate.

Guan Xianghong: Graduated from department of radiology at Beijing University. Once entrusted by Founder Group and established Founder International and acted as CEO; in 2014, created Founder Puhua and acted as the president. The company has been devoting to contributing to the modern IT upgrade and transformation. In the meantime, he acted as the head of Suzhou Industrial Park Service Outsourcing Association, the council member of General Companies Legal Representative CCChainJ, Founder Company CEO, president for Okulo and aiSports. The business covers big data technology and application, sports data collection and sharing, domestic and foreign high-end customized tourism, and other areas.

Li Chang: Deputy Secretary General, researcher and doctor of Cultural & Innovation Development Research Institute at Tsinghua University. The



research concentration includes: cultural policies, featured towns, culture & creation park planning, operation and culture resource integration, culture PPP model, digital culture industry, public culture service system, etc. Expert for the culture projects by the Ministry of Culture, the Ministry of Industry and Information Technology, and the Ministry of Science and Technology. Expert for the government cultural and innovation industry for Beijing municipal government and local governments; member of Modern Public Service System Establishment Committee of Experts; experts in evaluating performance based on financial costs of Beijing municipal level; expert in financial and cultural cooperation for Tianjin Free Trade Zone.

Deng Xinhai: Graduated from Hunan University. Vice-president of Datang Network. Pre-vice general manager of investment department of Datang Telecom Technology, pre-vice general manager of Datang Telecom Investment, pre-vice general manager of Datang Innovation Port Investment etc. He also worked at China Potevio and Founder Group for leading the investment activities. He has rich experience in fund raising, startup investment, IPO and refinancing, and business acquisition and restructuring.

Wang Chenguang: CPA, MBA and now director of NEEQ business at Pacific Securities responsible for listing recommendation, market maker, continuous supervision, financing and acquisition.



He started his career in investment industry since 1993 and has worked at Century Securities, Founder Securities, China Grand Enterprise, CITIC Guoan Group and PICC Group.

Li Shaojie: Graduated from the Faculty of Law of Peking University. He has served as partner and director of investment at Wuge Venture, vice-president of strategic investment at Yadi Media and general manager at Super Sports Media that arms him with rich resources and experience in investment in culture and creation industry, especially the IP products. Film projects he once invested include “All I Said Is True” (directed by Liu Yiwei, starred by Xiao Shenyang) and “Rehearse” (directed by Liu Fendou, starred by Hao Lei).

Chen Guisheng: Vice-president and chief scientist at Cothinker Robotics. Graduated from Huazhong University of Science and Technology for his bachelor’s degree, National Defense University for master’s degree and Tsinghua University for doctoral degree. He has rich research experience and accumulation in the fields of artificial intelligence, robot, Internet of Things, self-driving cars, key technology for vehicle and road coordination system.

Su Zhi: Graduated from Wuhan University of Science and Technology. He has many years of experience in internet research and management of research teams and has served as senior technical expertise in Alibaba Cloud, leading the core R&D team since 2013 which empowers him with rich experience in cloud computing. He also worked as director of IT system and R&D as well as director of Information Security at Yonyou from 2000 to 2011



and founded Spark Network Technology during 2011 to 2013 which mainly focuses on offline communication and online community for IT/internet professionals.

6.2 Initiating Organizations

6.2.1 Singapore Culture and Creative Blockchain Foundation

As a scientific and technological enterprise registered in Singapore, it is co-founded by senior blockchain geeks from the world and experts who know well about financial operation of cultural and creation enterprises. Its mission is to bring revolution to traditional industries through blockchain technology and to create a more equal world.

6.2.2 Qidi Cloud Investment

Qidi Cloud Investment has the full name of Tianjin Qidi Science & Technology Development Co., Ltd., which is under Tsinghua Qidi Holdings. With the headquarter in Tianjin International Shipping Center, the company has powerful background of shareholders. The company mainly provides service for science and technology innovational enterprises in network crowdfunding and other network financial services.

Team members include:

- 1) Du Peng: Associate President/Deputy President of Qidi Holdings, Deputy Director of TusPark, Director of Tsinghua Entrepreneurship Park;



Secretary General of International Consultant Committee of TusPark; General Manager of Zhongguancun Dajie Operation and management Co., Ltd.; Executive director of Qidi International (872.HK); General Manager of Qidi Jinkong Group; Vice President of Zhongguancun Listed Company Association, Zhongguancun Industrial Technology Alliance Promotion Association, etc.

2) Sun Kui: CEO of Qidi Cloud Investment; President of North Minsheng Industrial Group; Asia-Pacific Finance Services Council; Director of Internet Finance Professional Committee; Deputy Secretary General of China Internet Finance Promotion and Development Committee; Expert for Internet and Financial Management recognized by the Ministry of Industry and Information Technology.

6.3 Technical Platform

Tai Cloud Corp, the technical platform for CCChain, is the first listed enterprise on NEEQ in blockchain area.

Tai Cloud Corp, together with China Blockchain Application Research Center, Asian Blockchain Funds, Zhongguancun Blockchain Industrial Alliance, National Copyright Transaction Center, International Culture & Financial Exchange Alliances, Qianhai International Blockchain Ecosystem Alliance, Asian DACA, and many other organizations and associations to facilitate the social governance, application safety, technical standards, technical



implementation of blockchain. In the meantime, it cooperates with IBM China Lab, Asia Blockchain Foundation and many other blockchain units to initiate the Creditledger of reliable blocks to promote the healthy development of reliable blockchain ecosystem in China.

The information of other technical and development teams will be made public in the future.



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This document shall not be regarded as suggestion advice, investment intent or instigation. This document will not be understood as a file for any behaviors of purchase and selling, or asking to purchase, or any form of securities, nor is it any kind of agreement or commitment.

The management committee will specify that interested users should know about the risks of CCChain platform. Users are considered aware of and accepts the project risks once they participated in the subscription, thus it is assumed that they are willing to face any possible results or consequences.

The management committee clearly states that it will not bear any direct or indirect costs caused by CCChain project, including: 1) Reliability of the information provided in this document; 2) Any mistakes, negligence or inaccurate information caused by this; 3) or any behaviors caused by this.

CCChain is a kind of digital token derived to make sure the CCChain platform can operate effectively, and it is not an investment. We cannot



guarantee that CCChain will increase its value. It is possible that in some case, the price may decrease.

Considering the unknown future, even though the team will try its best to realize all purposes and plans written in this white paper, there might be changes. All individuals and teams voluntarily participating the subscription of digital token should bear the risks by themselves.

CCChain is not ownership or control right. Controlling CCChain doesn't mean the ownership of CCChain or its applications. Apart from the supervision right and other rights and interests based on the voting rules and smart contract, CCChain doesn't grant anyone or any organization the right in participating, controlling CCChain or making any decisions on CCChain and its application.



Risk Tips

- ◆ Supervision Risks

Due to the fact that the blockchain is still in its early stage, in China and even the whole world, laws and regulations concerning blockchain supervision haven't been officially issued. Moreover, how the supervision policies will be positioned remains unknown. These factors will all lead to uncertainties for project investment and flexibility. However, blockchain technology has already become the targets of supervision by main countries in the world. If the supervision departments interfere with the implementation or take some measures, the CCChain might be affected. For example, they may limit the use of the platform, restrict the sales of tokens, which will eventually hinder or even terminate the CCChain application.

- ◆ Competition Risk

With the development of information technology and mobile network, there gradually emerges digital assets represented by "Bitcoins". Technical platforms based on IP continue to show up. The competition in this industry has become fiercer and fiercer. The community will face continuous pressure in operation and a certain competition risk from the market.

- ◆ Staff Loss Risk



CCChain gathers a bunch of experienced technical teams, consultants and experts in the area. Among them, there are professional and experienced key teams for investment, management and operation of CC industry. The stableness of the key team and the resources of consultants is vital for the competency of CCChain. The loss of key members of consultants may affect the stable operation of the system and may asset adverse impact on its future development.

- ♦ Technical Risk

- 1) Risk of hackers or theft.

- 2) Risk related to core protocols. The basis of developing CCChain is now Ebookchain [8]. Therefore, if there is anything wrong with Ebookchain, or any unpredictable problems happen, or there is any kind of attack, CCChain will be stopped or some functions will be missing in an unpredictable way.

- 3) Systematic risks.

- 4) Vulnerability risk or risk of accelerating development of cryptology.

- ♦ Market Risk

- 1) Risk of lack of attention to the application. CCChain may not be used by enough individuals or organizations.

- 2) Risk of not being recognized or lack of use. CCChain, the token and its derived products may not be used on a large scale.



3) The system may have troubles.

4) The system may not live up to the expectations of itself or the users.

♦ Other unpredictable risks

Apart from the risks mentioned in this white paper, there are also some other risks that the management committee haven't mentioned or predicted. Besides, other risks may appear all of a sudden or in the form of a combination of aforementioned risks.



Reference

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