

# PROJECT PAPER

Update Date: 2018/4/18



## MERCULET

# CHIEF GROWTH OFFICER OF GLOBAL ENTREPRENEUR

---

Copyright © 2018  
Magic Foundation Ltd.  
All rights reserved

PLEASE READ THIS DOCUMENT CAREFULLY.

THIS DOCUMENT DOES NOT CONSTITUTE A PROSPECTUS OR OFFERING DOCUMENT, AND IS NOT AN OFFER TO SELL, NOR THE SOLICITATION OF AN OFFER TO BUY ANY INVESTMENT OR FINANCIAL INSTRUMENT IN ANY JURISDICTION.

IF YOU ARE IN ANY DOUBT AS TO ANYTHING CONTAINED HEREIN,  
YOU SHOULD SEEK APPROPRIATE PROFESSIONAL ADVICE AND REFRAIN FROM TAKING ANY ACTION UNTIL YOU FULLY UNDERSTAND  
THE CONTENT OF THIS DOCUMENT.

---

# 01

## Project Introduction

Here is the time we live: global oligopoly, attention becomes scarce resource and the user still are undervalued. The revolution of production relations become possible along with the creation of blockchain technology. But for most of entrepreneurs, it is still in the distant future.

What Merculet want to do is to provide the ultimate solution of expediting user's attention into enterprise growth. In the future, Merculet would like to launch a new era of the Internet while the civilization of commercial world will be distributed with more dynamic growth.

Merculet has built an Attention Value Network (token: MVP) to connects both the supply and demand sides of attention. It consists of three core components: The UAV (User Attention Value) evaluation system, User Attention Token(UAT) as the foundation of attention incentive system and Open Content Platform to solve the problem of attention source.

Technologically, Merculet uses a multi-tier architecture with multi-chain and multi-asset to bridge the massive internet user and enterprises with the underlying public chain. It also balances the performance of mass Internet users, a large number of intermediate states and the performance of the underlyingpublic chain.

---

# 02

## Highlight

- A holistic solution to solve the three rigid needs: enabling users to achieve value, meeting the growth needs of entrepreneurs, enriching the real user scenarios of the public chain and other infrastructure.
- Project will be launched to billions of netizens without changing their habits. The scalable effect will promote the achieving of new value circulation system.
- With the solution from Merculet, enterprise could achieve the token driven user operation and focus on the enhancement of ultimate personalized user experience. It's committing to truly landing the distributed commercial civilization and accelerating the coming of the Internet of Value.
- The project received in-depth recognition from Prof. Shoucheng Zhang, Shen Bo and Roger Lim etc., and they personally acted as advisors. In addition, the project is fully supported by DHVC China Fund, FENBUSHI Capital, Krypital Group and other influential institutions in the industry.
- For more than three years, Merculet team has helped top mobile internet entrepreneurs by providing growth solutions in the areas of user attention and content. Built on these experiences with a solid

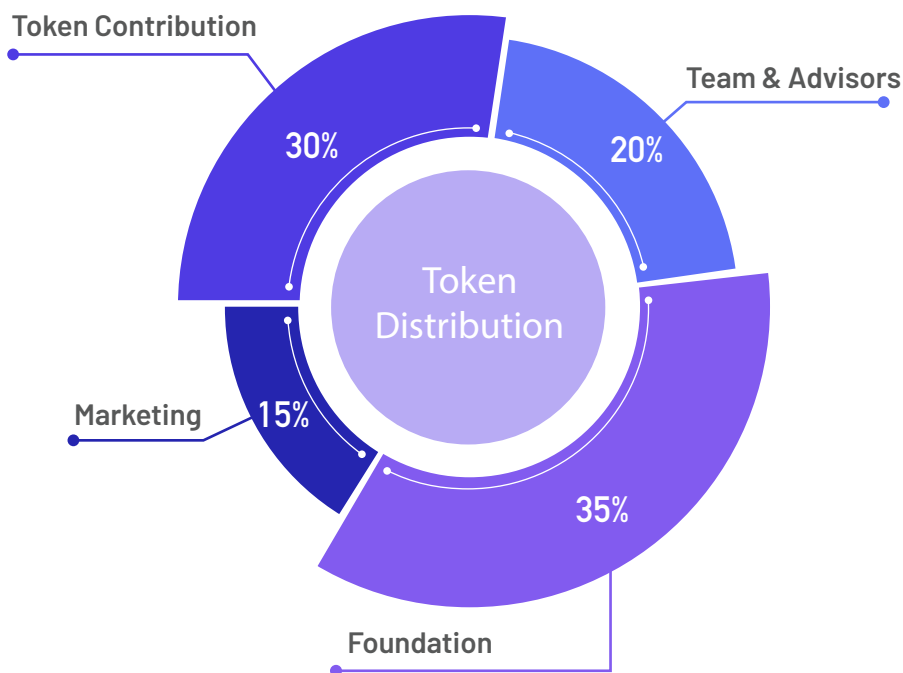
starting point, the team aims to upgrade the business model of blockchain through their global operations.

- Merculet has defined partnership with diversified global partners, such as game distributing platform Elex, traffic operation and commercialization company Solo Ads. Merculet already has a promising path to achieve business practice.

## 03 Token Distribution

Volume: 10,000,000,000 MVP

Finite supply. All MVP tokens pre-minted.



It will have over a 24-month vesting period. It will be vested by 1/8 per quarter in the following 8 quarters. This means the units of the team will not be immediately tradable.

The specific allocation will be decided by the foundation according to the actual situation

- **For Open Content Platform:**
  - Starting from Q3 in 2018 for 4 years
  - Incentives for excellent content creators
  - Incentives for outstanding content communities and platform infrastructure contributors
  - Support for excellent traffic parties
- **For Attention Ecology:**
  - Starting from Q2 in 2018 for 4 years
  - Incentives for the early adopters of Attention Value Networks
  - Incentives for valuable enterprises for the whole ecology
- **For Developer Community & Global Volunteer Program:**
  - Starting from Q4 in 2018 for 2 years
  - Encourage everyone to contribute to the ecology of Merculet with token incentive
- **Ecological incubation**
- **Foundation daily operation**

# 04

## Details of Token Sale

Softcap: 10,000 ETH  
Hardcap: 37,000 ETH

Private Sale [KYC/AML Required](#)

Period: Registration starting from April 5, 2018, 8am CST

Cap: 21,000 ETH

1 ETH= 87,500 MVP

Min Contributions: 150 ETH

Max Contributions: 1,000 ETH

Vesting Period: 5 months (20% token released per month, starting from token release)

Public Sale [KYC/AML Required](#)

Period: May 4, 2018, 8am CST - May 9, 2018, 8am CST

Cap: 16,000 ETH

1 ETH = 70,000 MVP

Min Contributions: 0.1 ETH

Max Contributions: 5 ETH

No vesting period

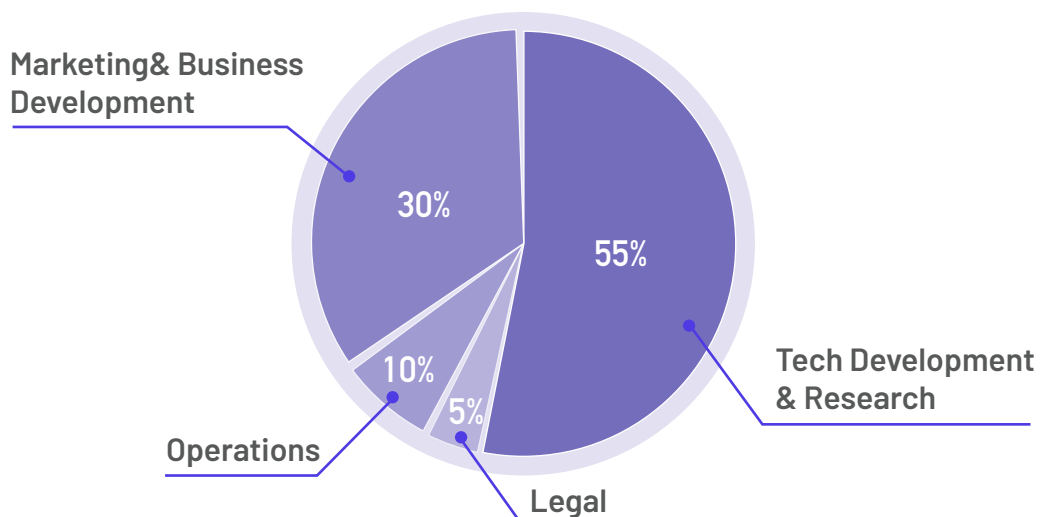
Token Release:

6 weeks after token contribution completes.

*We are not accepting participants from United States, China, New Zealand and will also exclude those countries and/or individuals sanctioned by OFAC and other internationally recognized agencies.*

# 05

## Funds Allocation



# 06

## Roadmap

### ● 2018.Q1

- Perfect User Attention based Growth Methodology;
- Design of Attention Value Network (AVN) System and Verification of POC;

### ● 2018.Q2

- MVP token onboard;
- AVN system  $\beta$ 1 release, including UAV system 1.0 and UAT system 1.0 which support evaluation and tokenization of user's attention, support issue of UAT for awarding;
- The Application Market  $\beta$ 1 release, user incentive activities onboard;
- At least one of the partners is onboard (ELEX), and finish access, transform and testing for no less than 15 partners;

### ● 2018.Q3

- AVN system  $\beta$ 2 release;
- Attention Purse  $\beta$ 1 release, support users to view the UAV obtained from each APP and the corresponding UAT and MVP awards;
- The UAT Application Market Version 1.1 release, enriching activity types and supporting joint activities among enterprises;
- Open Content Platform  $\beta$ 1 release, limited content creators are invited to settled-in;

### ● 2018.Q4

- Attention Purse  $\beta$ 2 release, support virtual goods exchange based on UAT and MVP;
- Open Content Platform  $\beta$ 2 release, support the connection with other content public chains or traditional content providers;
- Support the exchange of between UATs;

### ● Plan of 2019

- To enrich MVP's commercial applications and distribution scenarios (including offline);
- Modules of Open Content Platform onboard, including Consensus mechanism of application layer (R+POS) and Reputation system etc.;
- Native Token Early Support: UAT one-step issuing and exchange in the ecology;
- Smart Contract Early Support: the development and deployment for enterprises based on smart contracts;

- "De-Merculet-lization" of all aspects of the ecosystem and advancement of health development for the community without Merculet participation;

## 07

### Team Introduction

#### *Ivan Jiang, Founder*

- Praised as "China's Reid Hoffman" by Professor Gong Yan, Head of CEIBS Startup Central, China Venture Camp
- Core Leader of Hewlett-Packard HP China, HP Silicon Valley data management platform and next-generation data center
- Chief engineer of SAP, First China representative of SAP Cloud acceleration
- The Initiator of China APP growth alliance, talked to over 1000 entrepreneurs in 2 years
- 5th CEIBS startup Camp alumnus;

#### *ShenJun Zhang, CTO*

- 12 years + experience in IT industry
- Serving globally renowned technology companies such as HP, SAP, EMC, etc.,
- Engaging in research and development of large-scale enterprise data management and SaaS platforms, architecture and performance tuning for high QPS
- Focus on governance of distributed system, performance, distributed ledger, blockchain economy

#### *Jerry Gao, CPO*

- Over 10 years of UI/UE and mobile products experience
- Responsible for the E-commerce system and DMP of P&G, Shanghai gm, etc.
- Advisor of Big Data Product and Head of Ad Exchange System, Vivaki Data Solution

#### *Happy Li, Data Scientist*

More than 5 years of recommended algorithm experience and 10+ years of development experience

#### *Kevin Wu, Chief Architect*

14+ years extensive experience in large scale enterprise application

*Yi Ting Qiang, Architect*

10+ years full-stack development experience from front-end to back-end, from mobile applications to servers

*Tony Shen, Head of Mobile Development*

8+ years experience in mobile development, responsible for JingDong home's mobile team and Back-end team of travel

*Jeremy He, Operation Director*

Former Operation leader of StoneLedger blockchain(Bihu.com)

*Keyness Cheng, Global Business Development*

Former General Manager of Cheetah Mobile and first Chinese local employee in Taboola

*Stanly Hu, Global Business Development*

Former Core leader of Sizmek China, the largest third party monitoring and data analysis company

---

## 08

### Advisors

*Shou Cheng Zhang*

- Professor at Stanford University
- Founding chairman of DanHua Capital
- American Academy of Sciences, Chinese Academy of Sciences

*Shen Bo*

- Founder of BitShares and Fenbushi Capital
- Veteran of traditional financial industry with 12 years' experience in securities brokerage, hedge fund and investment bank

*Roger Lim*

- Founding Partner of NEO Global Capital
- Co-founder of Webvisions, a pan-asia cloud hosting company
- Experienced angel and blockchain investor, advisor for Bluzelle, Qlink, CoinFi, Selfkey, TheKey, Tomocoin

*Bin Sen Tang*

- Founder of Elex
- Successfully promoted the game of Happy Farm to more than 20 countries, influencing more than 500 million people in the overseas market
- One of the forty national business elites under 40 by Global Entrepreneur

### *Yue Feng Qiu*

- Partner of Roots Capital
- Focus on early stage investment of AI and block chain. A hi-tech industry veteran with 20 years' experience working with Fortune 500 companies predominantly on IT and R&D area

### *Iris Yin*

- Founding Partner of Super Hash Capital
- Focus on the early and middle stage investment of whole range arrangement in block chain industry
- Strategy consultant of several internet companies and block chain programs