



## **Mobile data communication sharing protocol**

For everyone around the world to access the internet at a low price,  
comfortably, and truly freely.

Nov. 2017  
Version 1.01

## Contents

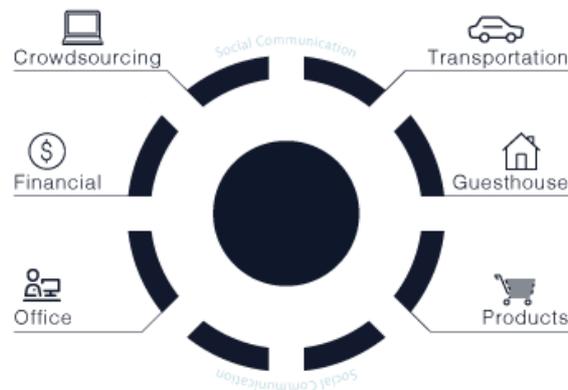
<b>What is MOOVER? .....</b>	<b>3</b>
<b>Sharing economy .....</b>	<b>3</b>
<b>What is mobile data communication? .....</b>	<b>4</b>
<b>Sharing of mobile data communication .....</b>	<b>7</b>
<b>Global market scale (supply).....</b>	<b>9</b>
<b>Global market scale (demand) .....</b>	<b>11</b>
<b>Digital divide problem .....</b>	<b>12</b>
<b>Architecture (system structure).....</b>	<b>15</b>
<b>Token Economy.....</b>	<b>21</b>
<b>Contribution (Creating MOVE token).....</b>	<b>23</b>
<b>Roadmap.....</b>	<b>28</b>
<b>Team members .....</b>	<b>29</b>
<b>Alliance with telecommunication carriers.....</b>	<b>29</b>
<b>Expected future .....</b>	<b>31</b>
<b>Conclusion.....</b>	<b>32</b>

## What is MOOVER?

MOOVER is a protocol that allows all mobile users to share (sell or buy) excess mobile data, going beyond the boundaries of contracted communication carriers, and is a new sharing economy that gives value to excess resources that have been opaque up to this day. This is a project that is intended not only to share communication data, but also to help address the global problem of the digital divide, so that everyone around the world can access the internet equally and truly freely.

## Sharing economy

A sharing economy is a service that “brokers the lease or supply of excess resources individuals possess.” These resources include those visible, such as vacant rooms, cars, clothes, and electric appliances, and those invisible, such as labor and digital assets.



A world where capitalism properly utilizes a sharing-economy - where resource reuse is valued and wastage avoided - will have many advantages over today's modern society: socially, environmentally, and technologically.

- Excess resources can be monetized.
- Resources can be used at a lower cost than when they are purchased.
- Resource wastage can be reduced.
- The goodwill of individuals can be spread.

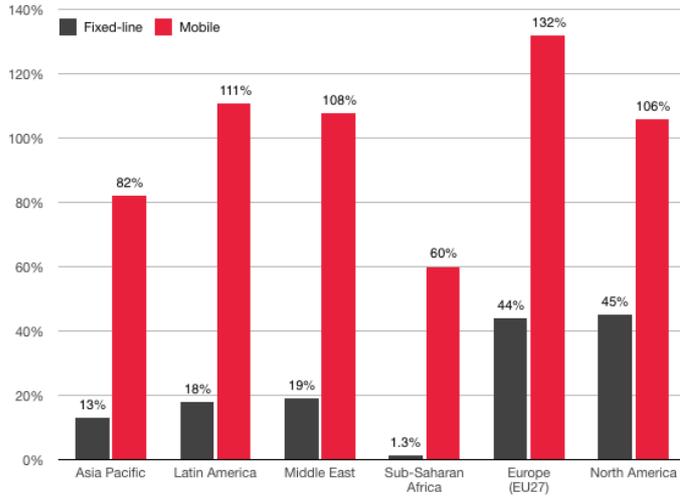
Famous representative examples of sharing services include Uber and Lyft, ride sharing services (which make it possible to allocate taxis and general vehicles) used throughout the world, and Airbnb, which offers vacant rooms as accommodation.

Uber says it has achieved a total of 5 billion rides as of June 2017, since its foundation in 2009, and its enterprise value is said to be 70 billion dollars. Airbnb, established in 2008, has accommodated a total of 160 million guests as of June 2017 and its enterprise value is estimated at 30 billion dollars. The sharing economy market is so energetic as to push up businesses that were founded a mere 10 years or so ago to the positions of major companies around the world.

## What is mobile data communication?

Mobile data communication, the existence of which is indispensable for using smartphones, is a wireless circuit that is used to transmit or receive messages through chat (such as What's app, WeChat, and SMS) and to access the internet. Landlines in homes or companies and public wired LAN installed in facilities and shops can be used only at limited places, while the strength of mobile data communication is that it allows communication at any place within the coverage area of the mobile phone.

Regarding landlines, another means of communication, infrastructure is often not fully prepared in some countries and regions, and areas where internet connections can be used through landlines are very limited when the whole world is viewed. Physically laying cables requires a huge amount of money in countries with vast areas. In regions where landlines are not in place, therefore, installing base stations and antennas for mobile data communication tends to be recommended. The following graph illustrates the correlation in penetration rate between fixed and mobile lines. Landlines fall below 50% in penetration even in regions where the penetration of mobile lines exceeds 100%. Landlines are hardly used in the African region, where the penetration of landlines is the lowest at 1.3%. This indicates a strong dependency on mobile lines.

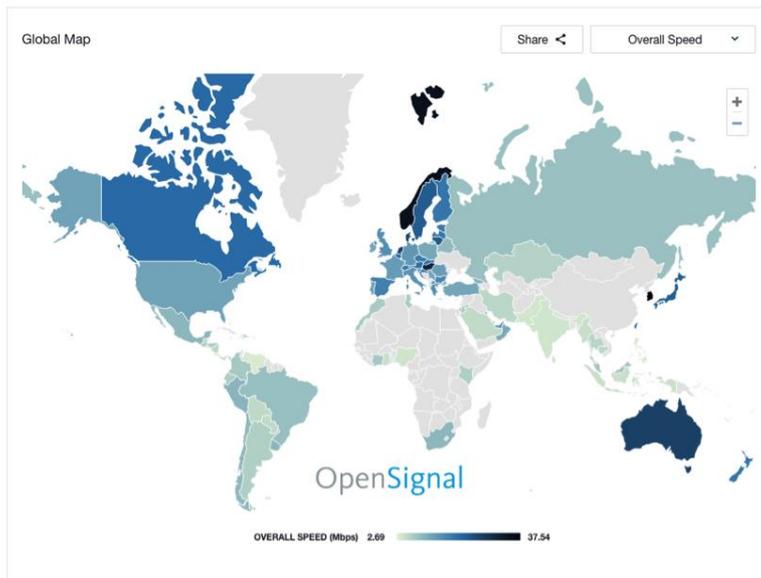


Referring source: GSMA “Gauging the relationship between fixed and mobile penetration” (Feb. 2014)

GSMA

\*Graph showing the correlation in penetration rate between landlines and mobile lines. The penetration of landlines falls below 50% even in regions where the penetration of mobile lines exceeds 100% and landlines are hardly used, with its penetration standing at 1.3%, in the African region where landlines are least used.

The line quality also differs depending on the country or region.



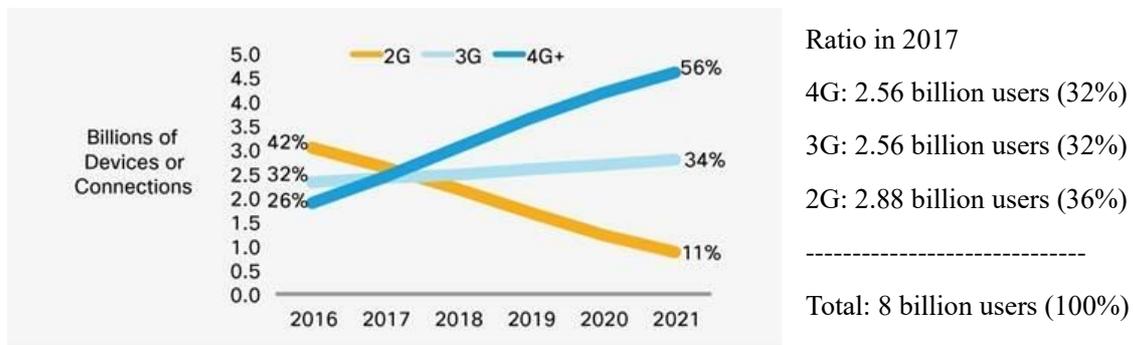
Referring source: Open Signal “Global State of Mobile Networks” (Feb. 2017)

OpenSignal

This map shows the communication rate in each country. The darker the blue, the faster the communication rate, and the lighter, the slower. As can be seen, the communication rate is fast in economically-developed countries such as European nations, the U.S., Japan, and South Korea. In contrast, it is slow in developing nations such as in Africa, the Middle East, and Asia.

Supplement: Of the countries shown in light blue indicating a slow communication rate, "Open Signal" cannot be used due to legal restrictions or restrictions on use in some locations, for which the communication rate is unknown. The fact that there are regions closed to original internet society should be noted.

Why does the communication rate differ from one region to another? This is because communication standards that can be used in each region substantially differ from those in other regions. Communication standards that are used around the world today can broadly be classified into three types: 2G, 3G, and 4G. "G" stands for "generation." The higher the generation, the faster and more advanced is the possible communication.



Referring source: Cisco "Global Mobile Data Traffic Forecast" (Mar. 2017)

[Cisco](#)

Comparing these figures with the above map, it can be learned that most users of 4G lines (about 2.56 billion users or 32%) are in developed nations and that 3G and 2G lines (about 5.44 billion users or 68%) are mainly used in developing nations.

## Sharing of mobile data communication

What does sharing mobile communication mean? Let us explain, taking as examples actual scenes where smartphones are used.

---

---

### Case of Mike:

Mike is using a smartphone. He has a contract for a SIM with carrier A and chosen a 3 GB plan every month. However, he has a surplus of 1 GB near the end of a month. Carrier A does not refund the communication volume that has not been used. Mike has no choice but to pay the charge even though he has not fully used the data communication traffic volume.

---

### Case of Jean;

Frugal Jean is using the 1 GB plan of carrier B. However, she used up her volume half way through the month and her use was restricted. She talked with carrier B, but the carrier recommended the addition of a data communication traffic volume at an expensive price. Because Jean is strict with her money, she reluctantly decided to refrain from using her smartphone.

---

---

Both these cases are “unprofitable and inconvenient” for Mike and Jean, and the communication carriers are forcing “what is convenient for them” on them.

MOOVER can be used to solve these situations.

Through the MOOVER network, Mike can have his surplus mobile data communication traffic volume of 1 GB bought by Jean so he can monetize mobile data communication traffic volume that he wasted before. Jean, who was restricted from using her smartphone, can comfortably start using her

smartphone immediately by buying a traffic volume from Mike. This is the major function of the MOOVER network.

Some communication carriers in each country allow data to be shared (transferred) only between family members, friends, or users with a contract with the same communication carrier. The biggest feature of the MOOVER network is its function as an escrow service that allows users to share (sell and buy) their mobile data communication traffic volume globally without being affected by the relationship between users or the communication carrier used while maintaining their anonymity.

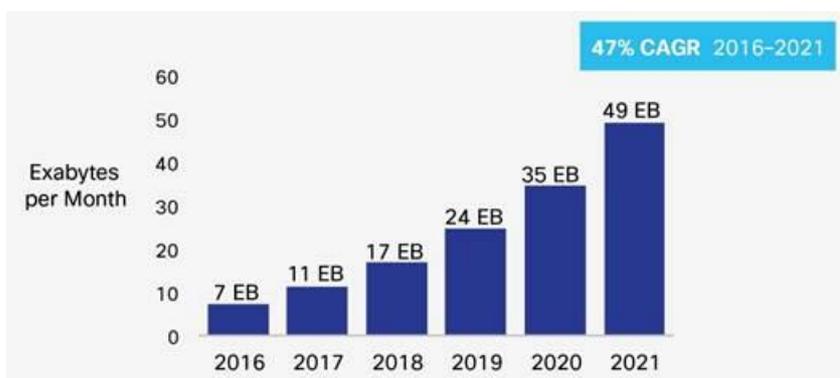
Many people may think “It can’t be helped” or “That’s how smartphones work” when they confront a case like those of Mike and Jean. They may think it as a matter of course and may not feel any inconvenience. In the case of Mike, even when some money is actually refunded, only about 2 to 3 USD per month can be saved and some people may think that it is not worth the effort. They may not pay attention to “mobile data communication” in the first place because it is invisible.

But we think saving and selling surplus data volume is worth trying.

To measure its “value,” it is necessary to understand, from a global perspective, where and how many people are – like Mike – throwing away surplus data volume and who – like Jean – want to buy it, and the reason why people like Jean need it.

## Global market scale (supply)

Let's see how much mobile data communication volume is in surplus throughout the world. The results of a survey conducted by Cisco, the world's biggest network equipment manufacturer, indicate that there was 11 EB (11 billion GB) of data communication traffic per month around the world in 2017.



Referring source: Cisco "Global Mobile Data Traffic Forecast" (Mar. 2017)

[Cisco](#)

The survey also indicates that 4G line users consume about 80% of the upper limit of the contracted plan on average. This means that the world's monthly traffic of 11 EB (11 billion GB) is 80% of consumption. Based on this, the actual surplus data volume is calculated as follows:

$$(11 \text{ EB} / 0.8) * 0.2 = 2.75 \text{ EB (2.75 billion GB)/month}$$

This is the actual surplus communication traffic volume. Because asset values cannot be measured from this figure, let's calculate the unit price of 1 GB. The following are data comparing the charges of three major U.S. communication carriers:

### ○ **Comparison of data plans of three major U.S. carriers**

AT&T: 40 USD/3 GB = 13.3 USD/1 GB

Verizon: 35 USD/5 GB = 7 USD/1 GB

Sprint: 23 USD/3 GB = 7.6 USD/1 GB

*\*: From our survey in 2017*

It can be said that 1 GB has a value of about 10 USD. However, the U.S. carriers' charges are relatively high. So, let's calculate the charge in Japan, a technologically advanced country where new MVNOs actively participate in the market and communication is relatively inexpensive.

### ○ **Comparison of three major Japanese MVNOs highly evaluated for their communication quality**

UQ: About 30 USD/6 GB = 5 USD/1 GB

Rakuten: About 9 USD/3 GB = 3 USD/1 GB

IIJ: About 9 USD/3 GB = 3 USD/1 GB

Using the lowest value, 3 USD/1 GB, of the above, the surplus asset value can be calculated by this expression:

$$2.75 \text{ EB (2.75 billion GB)} \times 3 \text{ USD} = 8.25 \text{ billion USD/month}$$

This means that a mobile data communication volume of 8.25 billion USD per month is surplus assets, which is practically thrown away like garbage. Viewed from another angle, the market in which MOOVER will participate is equivalent to 8.25 billion USD a month in scale.

*\*The communication fee of a carrier is difficult to be compared with that of other carriers because there are differences in the quality of additional services included in the plan (such as communication fee and free-of-charge data communication during a specific period). In addition, the fee is calculated in USD and should be regarded as an approximate value.*

## Global market scale (demand)

It is presumed that you now understand the vast amount of surplus assets of mobile data communication. Next, let's look at where there are people seeking these surplus assets. They are people living in developing countries. As an example, let's focus on Ethiopia in Africa.

### **Income and communication fee in Ethiopia**

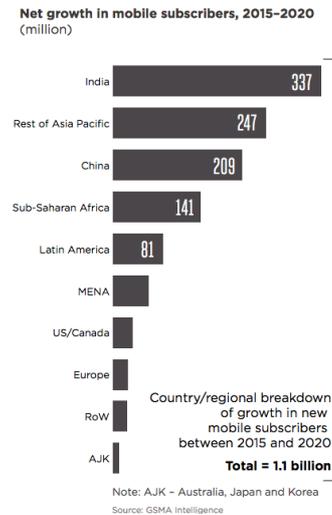
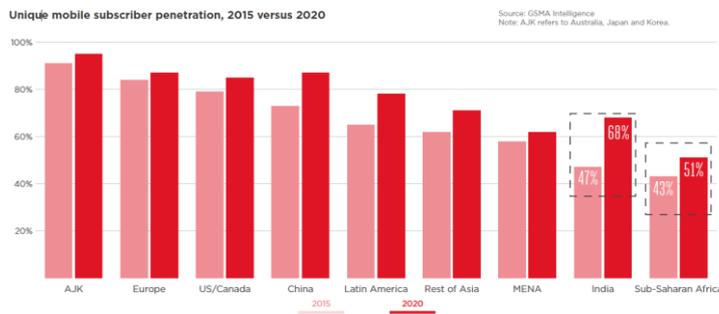
Average monthly income: About 250 USD

Data communication fee: About 7 USD/1 GB

The above data indicates that 2.8% of the monthly income of 250 USD is paid per GB. If the data volume increases to 5 GB, the proportion rises to 14%, which would be like paying 60 USD per GB if translated into the living standard in the U.S.

This makes it impossible to use data communication every day. So, most Ethiopians charge a prepaid SIM in units of 10 cents instead of going on a monthly contract. In addition, because the level of confidence in solvency is low, no credit cards or bank accounts are used for payment, resulting in long lines on paydays.

This situation is much more unprofitable and inconvenient than people living in developed nations may experience. This situation is not limited to Ethiopia alone, but holds true in many developing countries. Nevertheless, the number of subscribers is on the rapid rise in developing countries, as shown below, as smartphones have increasingly been recognized as convenient and attractive devices in these countries.



Referring source: GSMA “Global mobile trends” (Oct. 2016)

GSMA

\*Comparison of new subscribers expected between 2015 and 2020 and the total number

Device manufacturers are therefore putting an emphasis on the production of and sale of low-price devices intended for developing countries where the income is low. However, these devices would be useless if the communication fee is too high for people having such a device to use it to their satisfaction. The communication fee therefore should be at a level people in a country can pay without much burden at the living standard of the country.

**Digital divide problem**

Making mobile data communication possible for everyone to easily use is not only for enjoyable use like “Let’s enjoy SNS and video streaming more,” but also for addressing a compelling problem – solving the digital divide (information gap), i.e., liberating information.

This significance is within the vision of sharing values our CEO aims at and can be materialized after information is liberated, that is, the creation of a society where various values spawned by differences in country, language, culture, family background, and the way people have lived to this day can be mutually recognized.

To this end, we would like to provide people all over the world with the right to the impartial use of existing technologies through the MOOVER network.

Then why does getting rid of the digital divide lead to recognizing the different values of each other? We would like to consider the value of “information” which is a keyword. Information was mostly delivered by media such as newspapers, radio and TV in the past. With the advent of the internet, the world has greatly changed, and now anyone can send out information. Especially today when we can communicate fast, not having a means of communication is a major handicap. This may significantly influence the future of the have-nots.

In African countries, for example, radio is widespread, and people get information, including weather forecasts, news, and music, through radio. However, radio tends to convey information only in one direction, which can make information biased or easy to manipulate. It is therefore very difficult in African countries to check whether information is correct. It is a fact that various tragedies have taken place as a result.

Take the problem of infection with HIV/AIDS, which is rampant throughout the world. It is said that about 35 million people around the world are infected with HIV and that 70% of the victims are African. The biggest cause of the pandemic of this infectious disease is the misunderstanding of information on HIV. The infected people are alienated from and discriminated against by surrounding people out of fear of infection, and isolated from society. The infected therefore may try to hide their infection, exacerbate their symptoms due to false information, and spread the disease. Similar problems may be left untouched even in developed nations, but the problem is aggravated in African countries because means to receive information are scarce. Of course, people may be swayed by having too much information. If information were available from many directions, to say the least, however, it is clear that 70% of the victims in the world would not have been concentrated in African nations. In addressing such a

problem, the communication means that is most expected to enable people to get information from many directions and send out information is mobile data communication.

As mentioned above, internet fixed lines are not available in most of the regions of African countries. For this reason, people living in Africa crave mobile data communication. Mobile data communication also makes it possible for people in developed nations to obtain correct information from people in Africa and make the right decisions. Of course, these problems could not be rooted out just because information is available. This is because the outcome varies as information is interpreted differently depending on the values of the people who have received it.

Still, it is important to have the impartial right to access information and let a person having the right to make decisions including on whether to get information. This is considered mutual understanding of values and versatility and equality in a true sense. The MOOVER network is necessary for realizing such an “equal” world.

## Architecture (system structure)

The MOOVER network implements a mobile data communication sharing function on a P2P network encrypted based on blockchain technology. This allows the system to autonomously run without being controlled centrally; creating a low-cost platform where third parties not acquainted (all participating users) can safely deal with each other while maintaining their anonymity. The system also has a proprietary AI engine, making possible various proposals suitable for the use conditions of the mobile data communication of each user. The addition of other functions that expand the use of mobile data communication is also planned.

### <Blockchain>

It is expected that the MOOVER network will be realized as a distributed application by creating a smart contract on Ethereum. Because of its core function of buying and selling (sharing) surplus GB, the MOOVER network is required to process a vast number of requests for very small amounts as individual transactions. Facing this situation, the current Ethereum specifications are confronted with the problems of transaction commission and scalability.

Specifically, the purchasing price of data communication traffic volume will be high because the current transaction commission is expensive and Ethereum's present processing capability cannot keep up with the huge number of transactions, facing the problem of scalability and generating significant lag time until execution. These problems are expected to be solved using off-tune technology with the "Raiden network" of Ethereum. Although the technical details are omitted here, the Raiden network is under development as an expansion function of Ethereum. Introducing this function will contribute to the improvement of the current transaction processing capability from 20 cases per second to 1 million cases per second and to the reduction of the transaction commission by seven digits. In addition, the intrinsic execution of micro transactions, such as real-time transactions, can be executed because

transmission can be completed within 1 second.

Basically, the off-tune technology of this Raiden network is planned to be employed but “Plasma” is attracting attention as a new framework rolled out recently. Plasma can dramatically improve the scalability problem by realizing processing of 1 billion transactions per second, elevating expectations for Ethereum. At the present stage, the feasibility of service formation and usability of this framework are regarded as solutions to the problems. As Ethereum adds and updates functions in stages to work out the problems of blockchain, which is facing various problems of service feasibility, improving practicability and versatility, it is expected to be employed as a platform for developing a distributed application we will release, to benefit from it.

In the meantime, it is planned to select technologies from a wide range of choices, without sticking to Ethereum, as the current blockchain technology itself is making rapid progress. For example, the emergence of new blockchain platforms, such as æternity with a high-speed and lightening off-tune network and distributed Oracle, is recognized. Distributed Oracle, as well as the off-tune network, is an element necessary for MOOVER. However, new candidate platforms should be studied through very careful verification when selecting a network technology, as a matter of course.

### **<UI (user interface)>**

A user will access the MOOVER network through an official wallet (iOS or Android app). The necessity of the mobile data communication sharing function, the core function, is visualized by making it possible to obtain the following data:



- Checking remaining GB that can be used  
History of consumption can be checked by various segments (date, time, place, category, etc.).
- Viewing predicted consumption of mobile data traffic volume  
Original AI calculates predicted consumption with high accuracy through behavior analysis.

In addition, functions that enhance the convenience of smartphones will be added (details to be explained later).

### <Applications (smart contract)>

#### ○ Mobile data communication sharing (trade of surplus GB)

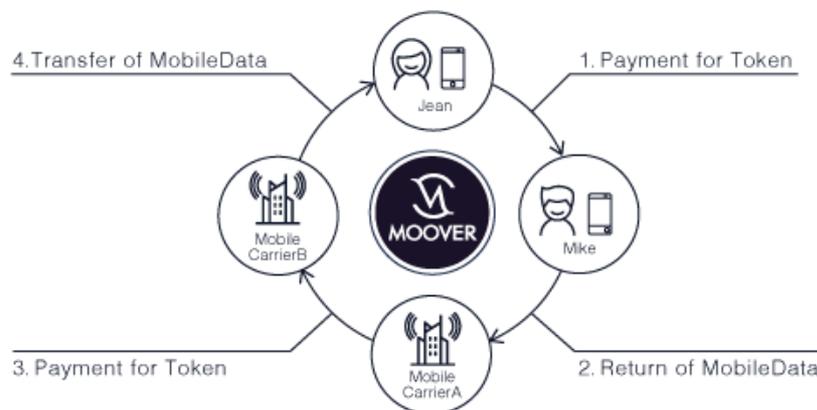
This function will operate as the core function of the MOOVER network. It will operate in the following framework of requirements:

- Trading “MOVE tokens” = “GB (right to use data communication)”
- The minimum unit of trading is “0.001 GB (1 MB).”
- Three top choices of plans best-suited for the user will be selected for transactions to be sold.
- Decisions will be made based on the results of behavior analysis by the proprietary AI and the accuracy will be increased through a deep learning

effect as transactions increase.

- A design that is complicated and requires techniques, such as for trading stocks and currencies, will be excluded to reproduce a very simple UX until the trade is agreed on so that everyone can use the MOOVER network.

When the trade is agreed to, it will be automatically executed and processed by smart contract. The series of operations is as follows:



- (1) Jean, who purchased surplus GB, sends a MOVE token to Mike, who sells the surplus GB.
- (2) Mike, who sold the surplus GB, returns the rights to use to carrier A, with which he has a contract, instead of receiving the MOVE token.
- (3) Carrier A, to which the rights have been returned, sends a MOVE token for the rights to use to carrier B, with which Jean, who purchased the surplus GBs, has a contract.
- (4) Carrier B, with which Jean who bought the surplus GB has a contract, issues the rights to use the sent surplus GB to Jean.

#### ○ **Review/evaluation system**

An evaluation system that helps users select a communication carrier suitable for their use will be introduced. A community in which both users and communication carriers can participate and to which ideas for new services and improvements to existing services can be posted will also be

created. Users who make great contributions by posting meaningful reviews or ideas will be given a reward token.

### ○ **Market place**

The development of a market place as an ancillary function that expands the use of not only mobile data communication lines, but also smartphones, is under study. For example, services and products supplied by businesses collaborating with the MOVER network, such as payment for subscription models, including charged contents of music and video streaming, and learning services, can be traded by using tokens.

### ○ **Remote control of/collaboration with IoT products**

Collaboration with IoT products, which are expected to be increasingly used in the future, will be realized. An IoT control panel will be set up in the application. Devices to collaborate with can be remotely controlled when they are registered to this panel. As familiar examples of collaboration with IoT products, everything, including getting information from wearable devices and implanted health-care products and transmission to connected medical institutions, is expected. In addition, the significant potential will be clarified when the IoT-related market grows much more in the future.

### **<AI – External system>**

Artificial intelligence is a field that not only major IT operators, such as Google, Microsoft, and Amazon, but also many startup IT players in Silicon Valley, are focusing on and making development. For example, “TensorFlow” offered by Google is an open source that many companies use to tackle the development of AI using deep learning. We must admit that we are a late comer in this field. We think it is difficult to construct an AI system that runs ideally on MOOVER even when we participate in this field by using our resources and OSS and with low development cost.

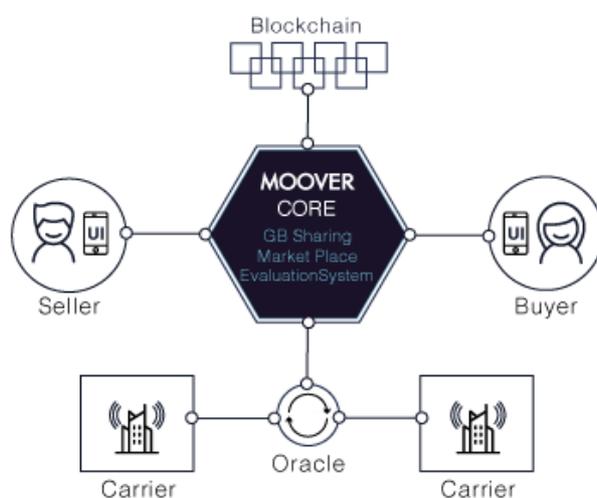
We are therefore considering collaboration with an excellent expert on the AI field. One of the candidates for collaboration is “Leap.ai.” Leap.ai provides a

service to solve matching technology focusing on the employment problems of companies by using AI technology and is used by the personnel operation departments of Dropbox and Uber. The founders, Messrs. Richard Liu and Yankai Zhou, were working for Google. Mr. Liu also has experience of taking engineering responsibility for “Project Fi (budget SIM project of Google), has deep understanding of the mobile data communication field, and has expressed his willingness to cooperate with this project, and we strongly hope so.

**<Oracle – External collaboration>**

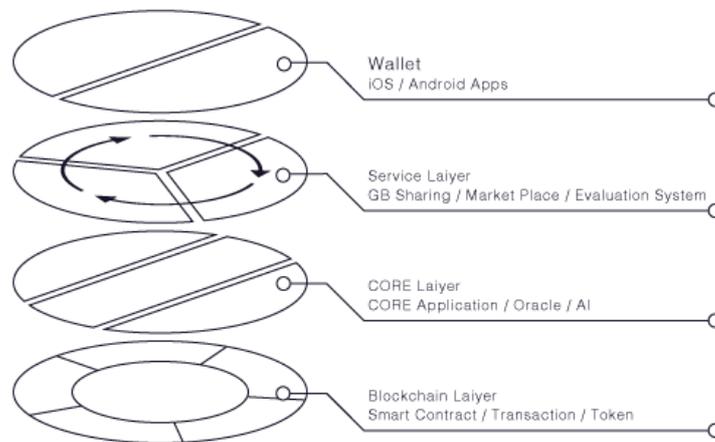
To collaborate with the systems of communication carriers, a proprietary API will be used for connection. Processes to get personal and contract information and the use status of each user will be carried out through Oracle.

Oracle supplies a reliable connection between web APIs and is implemented by encryption certification without the need for opening extra trust lines. Oraclize, which exists as a third party of Ethereum, is a candidate for the selection of technology, but we are also interested in the existence of new blockchains such as æternity having distributed Oracle, as mentioned above. Concrete specifications must be considered in the course of alliances with communication carriers, so the best selection will be made after thorough verification.



At this point, only the preliminary system structure can be made public, but we want to get the understanding of the MOOVER network as a framework to

convey the feasibility of the network. A rough design putting together the above structural parts in each layer is as follows:



## Token Economy

The MOOVER network will be operated and maintained with the supply of "mobile data communication" from users. To unify and communalize the values in the "mobile data communication," we will issue tokens, and use this MOVE token (symbol: MOVE) as the only currency used in transactions on the network. Once the MOOVER network establishes its position as the mainstream in trading mobile data communication, it will be the place where they determine the price of mobile data communication around the world.

You can get and use MOVE tokens in the anticipated services by:

### <GetToken (Getting MOVE token)>

- Deposit;
- Selling surplus GB;
- Incentives granted for:
  - New actions (account registration, first-time transaction, etc.);
  - Contributing to the rating system (rating the usefulness of the posts);
  - Answering surveys (available from telecommunication carriers);
  - Continued use (at each achievement of certain conditions such as transactions in three months in a row), and;

- Participation in promotional campaigns (contract promotion measures at telecommunication carriers).

### **<UseToken (Using MOVE token)>**

- Purchasing surplus GB;
- Paying fees to telecommunication carriers;
- Using market place for:
  - Paid contents and services (data streaming, learning services, etc.), and;
  - Purchasing devices (terminals and accessories).

The token economy requires efforts from all participants for maintaining a fair world. It leads to the establishment of cooperative communities where they discard unnecessary approval costs and bring in new ideas to create new services, encouraging each other with necessity and continuity. The benefit we will enjoy is the formation of a culture in the mobile market where users are placed at the top.

## Contribution (Creating MOVE token)

In many other projects, they usually refer to their fundraising activities by terms like "Crowdsale" and "ICO." However, we recognize the activity as a "contribution," and express it that way. This is because we think the contribution to the development of the MOOVER network is not limited to simply providing rich ideas and excellent system designs. We believe bringing in initial value into MOVE tokens, which is the basis of the network, will play a huge role as well. It is definitely the greatest "contribution."

By exchanging the provided contributions for MOVE tokens, for the first time we can obtain the funds for our development activities. The funds will be a great support to us in starting the project and will place favorable pressure on MOOVER team members. In this contribution, we will raise the funds in a step-by-step manner in three separate phases to make our activities (road map) understood and recognition expanded.

### <Funding amount>

Our target is to procure a total of 50 million U.S. dollars from the contribution participants purchasing MOVE tokens. The total number of tokens created will not be fixed until all contributions are fully completed.

Funding amount: 50 million U.S. dollars

SoftCap: 5 million U.S. dollars

Number of MOVE tokens created: no upper limit

The number of MOVE tokens to be created changes with the amount contributed by the participants between the start and end of each phase of the contribution. The total number of MOVE tokens to be created will be announced officially after the end of each phase.

### <Token price>

Contributions will be traded on a U.S. dollar basis at a fixed price.

1 USD: 100 MOVE

1 BTC: 700,000 MOVE

\* Assuming 1 MOVE = 0.01 USD \* Calculating at 1 BTC = 7,000 USD

The BTC calculation fluctuates as they fix the rate at the market price immediately before the contribution starts.

### <Purchase restriction>

In order to achieve more participants, we will set a purchase limit per account.

Minimum purchase amount: 100 USD

Maximum purchase amount: 50,000 USD

### <Schedule>

In this contribution, we will raise the funds in a step-by-step manner in three separate phases. We will provide airdrops in each phase, instead of early bird bonuses adopted in many other models.

#### [Phase 1]

Start date: December 1, 2017.

End date: 24 hours after reaching 25 million U.S. dollars (Maximum of 14days).

Airdrop: We will airdrop the 10% of the MOVE tokens created in Phase 1 within one month after the end of the phase.

#### [Phase 2]

Start date: February 1, 2018.

End date: 12 hours after reaching 15 million U.S. dollars (Maximum of 14days).

Airdrop: We will airdrop the 7% of the MOVE tokens created in Phase 2 within one month after the end of the phase.

#### [Phase 3]

Start date: April 1, 2018.

End date: Immediately after reaching 10 million U.S. dollars (Maximum of 14days).

Airdrop: We will airdrop the 5% of the MOVE tokens created in Phase 3 within one week after the end of the phase.

If it does not reach the SoftCap, it will automatically end after 14 days from the start date. This contribution shall be judged as failed, and the funds will be returned to each wallet.

\* All phases in which a SoftCap is not set (phase 2&3) will be judged a success regardless of the amount.

### <Distribution of MOVE tokens>

We will calculate the total number of tokens to be created based on the rule that the number of contributions, which are the MOVE tokens created by the participant's amount, shall make up 40% of all tokens. We will distribute the created MOVE tokens as follows:

	<b>Phase 1</b>	<b>Phase 2</b>	<b>Phase 3</b>
Contribute	40%	40%	40%
Airdrop	10%	7%	5%
Alliance	20%	36%	52%
Stock option	10%	7%	3%
Reserved	20%	10%	0%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

\* Details on each item will be described later.

The following table shows the total number of MOVE tokens to be created, calculated by applying provisional numbers of contributions in each phase. These numbers are not the determined number of total MOVE tokens to be created, but are the numbers for checking the ratio.

	<b>Phase 1</b>	<b>Phase 2</b>	<b>Phase 3</b>	<b>Total</b>	<b>Ratio</b>
Contribute	3,000	2,000	1,000	<b>6,000</b>	<b>46.2%</b>
Airdrop	750	350	125	<b>1,225</b>	<b>9.4%</b>
Alliance	1,500	1,800	1,300	<b>4,600</b>	<b>35.4%</b>
Stock option	750	350	75	<b>1,175</b>	<b>9.0%</b>
Reserved	1,500	500	0	<b>2,000</b>	-
<b>Total</b>	<b>7,500</b>	<b>5,000</b>	<b>2,500</b>	<b>15,000</b>	<b>100.0%</b>

\* "Ratio" shown in the right-most column is calculated with "Reserved" (the detail of which will be described later) being "burned."

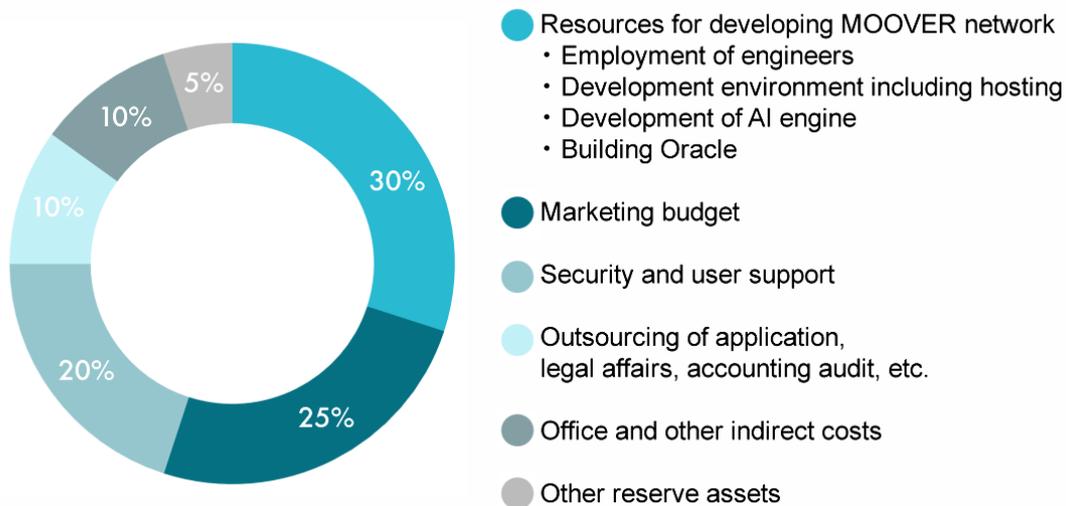
We will announce the total number of MOVE tokens to be created after the end of each phase.

### <Project budget>

Funds procured through the contributions will be used to develop and expand the MOOVER network.

#### ○ **Contribute**

These funds will be used for the development and expansion of the MOOVER network.



#### ○ **Airdrop**

We have adopted airdrops instead of early bird bonuses, which is the more generally adopted model. This is to maintain interactions with the participants even after the contribution is over. We will conduct them to express appreciation for their participation in the contribution.

#### ○ **Alliance**

These funds will be allocated to alliances with telecommunication carriers. In order to enable exchanging mobile data communication values on the MOOVER network, the telecommunication carriers should possess a certain amount of MOVE tokens at the beginning. It is possible to facilitate the decisions for

alliances by creating the necessity to improve the value of the MOVE token together with the telecommunication carriers. These MOVE tokens will be locked for 2 years from the date they were transferred to the telecommunication carrier.

### ○ **Stock option**

These funds will be allocated to the stock options for the founders and team members, and others who contributed to the development. These MOVE tokens will be locked for 3 years from the end of all contributions.

### ○ **Reserved**

We are planning to conduct some tests in an actual environment with limited members. We will use these funds for actually circulating the MOVE tokens to verify the system. All of these MOVE tokens will be burned after verification in the actual environment is completed.

### **<Notes>**

- If the contribution is successful, MOVE tokens will be officially granted to each wallet. If it is unsuccessful, the transmitted funds will be returned.
- Due to unforeseen circumstances, the targets stated in this white paper may change.
- A MOVE token is a utility token. As mentioned earlier, its entire value consists of the services offered on the MOOVER network in exchange for the consumption or holding of tokens.
- A MOVE token does not represent an official or legally binding investment.
- A MOVE token is not for speculation, and does not assert rights to intellectual property or other property or cash flow.
- A MOVE token does not grant the right to participate in the MOOVER team, and it does not affect the decisions on the corporate assets and strategies.
- We do not promise the value or claim of revenue with MOVE tokens other than those related to the use of the MOOVER network. They are not securities.

## Roadmap

### [Phase 1]

Mar. 22, 2017	Project Started
Oct. 1, 2017	Start R&D for GB Sharing System with Oracle
Nov. 1, 2017	Release white paper
Dec. 1, 2017	Start Contribution, Phase 1
Jan. 10, 2018	Execute Airdrop, Phase 1

### [Phase 2]

Feb. 1, 2018	Start Contribution, Phase 2
Feb. 20, 2018	Assign AI team members and start R&D
Mar. 10, 2018	Execute Airdrop, Phase 2
Mar. 15, 2018	Start 1st validation for GB Sharing System with Oracle, Prototype
Mar. 31, 2018	Start negotiation with particular Telecommunication carriers

### [Phase 3]

Apr. 1, 2018	Start Contribution, Phase 3
Apr. 20, 2018	Execute Airdrop, Phase 3
May. 1, 2018	Start 1st validation for GB Sharing System with Oracle, alpha version
Jun. 1, 2018	Join external partner for AI technology
Aug. 31, 2019	Update GB Sharing System with Oracle, alpha version
Q4. 2018	Integrate AI engine Start final validation for MOOVER network, alpha version
Q1. 2019	Start Alliances with particular telecommunication carriers
Q2. 2019	Start 1st validation for MOOVER Network beta version
Q3. 2019	Expand Alliances with Telecommunication carriers
2020	Launch MOOVER network to World Wide

## Team members

- **John Peterson / CEO**
- **Alexandre Grenier / CTO**
- **Logan Edwards / CFO&CMO**
- **Michel Leith / Product Designer**
- **Yassine Lopez / Blockchain Developer**
- **Mathieu Padonou / Full stack Developer**

## Alliance with telecommunication carriers

We would not be able to bring the MOOVER network into reality without collaborative work with the telecommunication carriers with whom you currently have a contract. For this purpose, we must be able to present benefits to the telecommunication carriers, and to the entire telecom industry.

So, what would be the benefit of our network to the telecom industry? The largest of all is that we can expand the market more than now. The MOOVER network is aiming for incorporating the population suffering from the digital divide; those people who have not been able to use smartphones satisfactorily or have not been able to use them at all. We believe that our aim would be welcomed by many telecommunication carriers and device manufacturers.

Even in an environment with optimum communication infrastructure, there are a certain number of people who do not use smartphones. We believe this is due to complicated contracts and rate plans. In the United States, for example, those with low mobile literacy feel difficulty in deciding which plan benefits them and

which one fits them, with all details such as terminal price discounted by 2-year contracts and single month deferred-payment fees or shared data fees. In order to solve this problem, we are considering a function in the MOOVER network to present telecommunication carriers and their plans optimized for that particular user. This will deepen their understanding of the plans and eventually lead them to a contract via a simple process. An example would be a system in which the proprietary AI presents plans to the customers, based on data provided by them answering some simple questions. We can expect these user experiences to bring in new users. We can even expect to achieve more contracts by users rating the carrier highly from their experiences, bringing in more customers in series through their recommendations to others. Existing users will only be required to pay for the amount they used, and also at a lower cost than they are currently paying. This will make a strong incentive for them to use the MOOVER network.

In short, if we can prove it to be a platform achieving support from users, it will become a necessity in the telecom industry as well. In the way the first small ripples in water grow into a tidal wave in a snowball effect, we are confident that our network will be accepted around the world as something they cannot do without.

We will allocate and distribute MOVE tokens to telecommunication carriers to enable the exchange of value in mobile data communication on the MOOVER network. This enables us to facilitate the decisions for alliances by creating the necessity to improve the value of the MOVE token together with telecommunication carriers. In other words, we can strongly encourage their participation also through the framework in which the prosperity of the MOOVER network directly provides monetary benefit to the telecommunication carriers participating in the alliance. Making use of this advantage, we will work on engaging in contracts with the telecommunication carriers.

## Expected future

Development activities are underway around the world for the next generation telecommunication standard "5G," aiming for commercialization in 2020. When this 5G standard is put into practical use, we will be able to enjoy faster transmission, more device connections, wider coverage areas, and more responsive information transmission than with the current 4G standard. In 2022, 5G will enter its growth period and the volume of data consumption will increase rapidly. This means that everything, smartphone or not, will be able to communicate. The advent of the Internet of Things (IoT) will facilitate remote operation, leading to a world where things are linked automatically (M2M: Machine to Machine). This is attracting attention as the technology would be able to solve not only problems in developed countries, but also social problems in developing countries. Here are some specific examples.

### ○ **Medical problem**

Even in areas where a lack of hospital facilities and medical personnel has prohibited people from receiving high-quality medical services, it enables medical specialists from distant locations to remotely conduct medical diagnosis and surgery.

### ○ **Logistics problem**

Even in areas where many unpaved roads have presented difficulty in transportation to inland areas, new transportation routes utilizing drones can be materialized at a much lower cost than under current systems.

### ○ **Education and employment problems**

Not only does it enable school education for children with learning contents, combination with VR technology enables employment support programs for professions requiring significant costs for training, such as pilots and doctors (surgery).

As we can see in these examples, data communication traffic will increase rapidly during the years from 2020 to 2021, because various devices other than mobile terminals will be connected and used for data communication. The MOOVER network is scheduled to be available for supply along with this traffic increase.

## Conclusion

When the MOOVER network is realized, we can expect the creation of benefits to users and the telecom industry, and a synergistic effect created by the whole system. Participating users will benefit from the transparency of mobile data communication. They will be released from complicated contracts and will only pay for the amount they need and for the amount they used. Users who have refrained from making frequent communication because of higher costs will also be able to use the network more freely without worrying about their budget.

The telecom industry will be able to acquire new users without paying for useless advertisements and campaigns. To acquire more users, we hope the industry could govern itself to create services providing true value to users. Through this mutual relationship, we will provide the right to use now-available technologies in a fair manner, to contribute to the creation of a society that recognizes diversity and the sharing of values, which is located beyond the releasing of information. We strongly believe that it can be realized only with our MOOVER network.