



It provides a blockchain-based platform which can securely integrate and select customized information such as research, survey, and analysis.

ITTONION Paper v2.1

ITTONION



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Introduction

Since the 4th industrial revolution, modern society is equipped with a system that enables individuals to communicate their opinions easily and quickly with the advancement of computers, the Internet and smart phones. Along with “the Smart Era” evolution, the market for public opinion poll has been steadily increasing since 2012 and grown up to 9 billion US dollar market in 2017(ESOMAR,BDO”Global Market Research Report,2018”). Individual opinions are gradually becoming important, but these are not treated as such. Can an ordinary person's opinion, rather than an expert’s opinion, be valuable (whether it be monetary or non-monetary)? We say absolutely yes in answer to this question. In today's society, there is a market where individual opinions are gathered to create tremendous value such as political polls aimed at quantitative research and not professional opinions, acceptance degree of new products by companies, and preference surveys. Individual opinions can become valuable information or knowledge with ITTONION.

Due to the development of the Internet and SNS, information is transmitted almost in real time in modern society. When conducting poll research, by the time you set a sample, set up a questionnaire, and run a real poll, people might be enthusiastic about another set of delivered information in real-time. The issue will be disappearing from people’s mind already. Even the surveys, frequently used by companies, also have many problems. It is usually easy to collect samples because compensation is given for company surveys. The problem is that there already exists a group of corporate survey respondents in the market. There is a problem with representativeness because these people always form a certain group in seeking of small rewards. If there is a survey with compensation, regardless of what kind of products or companies, a similar customer population will come and respond to the survey; hence, the credibility of the results is deteriorated. In the end, it is becoming increasingly difficult for companies to understand the exact needs of consumers.

Opinions, which occurred the day before, occurring on that day, and after, may all differ. Unlike the past, the time it takes to receive information is significantly shortened, so it is impossible to determine the accuracy of the data.

Data aggregation takes a long time, which leads to poor survey results. In addition, if there are not appropriate compensation for respondents, then the survey results can't be trusted due to insincere answers.

Given these problems, it seems that it is difficult to correct the mistakes in the poll by using the existing polling method to calibrate the sample group, or to improve only a part by using mobile phones. Therefore, we are going to present a new way to essentially solve these problems.

We often pay a large sum of economic and social costs for the question marks attached to a group's opinions in many cases because of the following problems.

The first is the issue of representativeness of the sample group.

Since we cannot survey opinions of all individuals belonging to a particular group, we select some individuals who are considered to represent the group (called sampling) and determine the sum of their opinions as a whole group's opinion. (which is known as generalization)

The question is whether the chosen individuals can represent the entire group. Although efforts have been continuously made to provide approximate representativeness through a variety of scientific and empirical sampling methods, it is still not enough to gain the implicit approval from all members of society. Here, not only the sampling methods, but also the change in the survey method itself is problematic in deriving correct results.

This is evidenced by the surprising results of recent political surveys.

The second is the case of an individual presenting the opinion which is different from one's own opinion.

It refers to a case, whether arbitrarily or unconsciously, where respondent tells a lie. For instance, when conducting survey in Utube, people tend to respond without reading questionnaire or select answers at random fashion in order to quickly watch video clips.

And, this may be an issue related to the personality of the person selected, may be caused by concerns about privacy breaches, or by errors derived from the method seeking those opinions.

Notably, the more politically relevant the survey is, the greater chance for this tendency to increase.

Third are the errors which questioners(or researchers) make.

It refers to a case where the person seeking the opinions obtains desired results or completely different results through providing the information in advance or the pollution of the questions themselves. This means that credibility can be compromised to a great extent due to biased questions, inductive type, or in a variety of execution environments.

What is ITTONION?

ITTONION is a block chain-based new open data platform which enables to securely integrate and manage survey and research information. ITTONION is primarily aiming to become a new opinion research platform, by accumulating the compensated, screened opinions, and the DB consisting of faithful and representative opinion providers. We ultimately aspire to grow into a DB marketing business based on big data where DB itself becomes a powerful asset.

ITTONION's new approach combines the block chain technology with opinion mining technology to motivate respondents with rewards for their opinions and it can be described as a new type of survey and research platform that enables accuracy and authenticity of survey results through enhanced privacy. We believe that the ITTONION team will be able to redistribute information through the ITTONION service platform and based on this, to create innovative changes throughout the survey and poll industry ecosystem.

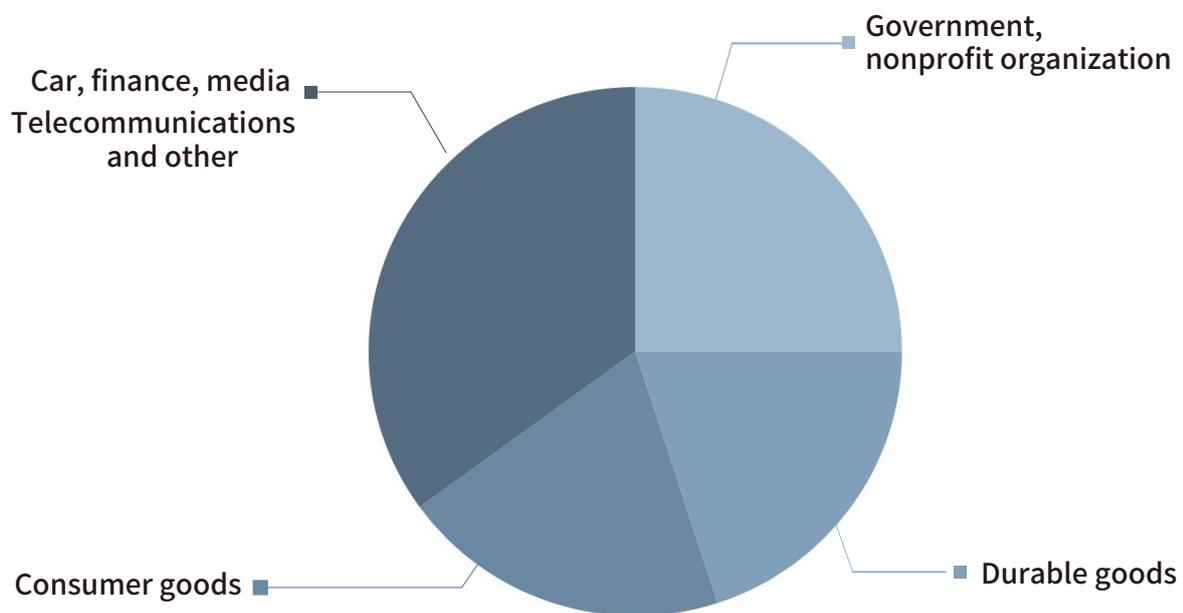
ITTONION, the new research platform, is able to provide solutions to the existing problems as follows.

- (1) To provide motivation to the opinion providers through the compensation for the opinion itself
- (2) To provide perfect privacy of the opinion providers
- (3) To minimize the intervention error of the opinion seeking entity.

For this, ITTONION, again, adopts and integrates the block chain technology, opinion mining technology and Token Economy ecosystem.

Problems of the current industry

According to 'Global Market Research 2018' published ESOMAR, the research ratio of gov't/non-profit organization in Korean market is 25%, which is 3 times higher than 60 countries average 8%, while being US 8%, UK 12%, Japan 6%, and China 2%. Only Iraq(70%), New Zealand(32%) and Guiana(30%) are countries higher than South Korea interms of the gov't/ non-profit organization ratio. This 25% public sector ratio of research market is ranked No.2 out of top 50 countries polled.



And also, in the 2016 US presidential election, CNN predicted a 91 percent chance of Hillary Rodham Clinton winning the election on the day before the election. But as you all know, the president-elect was Donald Trump. The ITTONION team's project started with a question why it ended with such poll results.

First of all, this is the problem with the samples being surveyed. Since everyone cannot be surveyed, it is necessary to conduct a sample survey, but the inaccuracy of this sample could have been one of the reasons. Another element is the honesty of the person answering the questionnaire. In the above example, the often quoted "Shy Trump" is the cause. Surveys cannot force honesty from the answering participants. Why should people provide their time and sincerity for polls?

Our team decided to look at this issue from a different perspective. In a variety of surveys, respondents sincerely expressing their thoughts are very valuable. This information is of course worthy and is a subject to be compensated for. This is because inaccurate information does not hold any informational value but rather creates a negative value. The greatest strength of the modern society facing the fourth industrial age is precise and reliable information.

As such, inaccuracies of recent political polls and various surveys have become a societal issue.

The reason for this phenomenon is because of the fact that the method of survey conducted for a long time cannot keep up with the rapidly changing social and cultural behaviors. In the past, quota sampling using the telephone directory was the main method of surveys, but it has been changed to RDD (random digit dialing) method through random extraction due to the increase in the number of households having not registered in the telephone book. Moreover, the respondents must be at home at the time of the survey due to the nature of the landline phone, and this could not reflect the individuals who only have mobile phones without landline phones.

As a result, there are continuous attempts to supplement the disadvantages of existing landline surveys by using mobile phones, but there has been constant criticism that mobile phones produce a lower response rate than fixed-line phones, since rejection or non-reception is significantly easier than landline phones.

In addition, due to the nature of mobile phones, respondents are more likely to take other actions and not focus on the call when they receive a call, thus producing a disadvantage of higher chance of respondents answering in insincere or dry way, rather than in sincere manners.

Recent trends that criticize the opinion polls have also pointed the poor response rates as the main reason for inaccurate results of a group of political polls. In 2017, the response rate is 5% to 25% which conducted a presidential race poll in Korea. This is mainly due to respondent's passiveness to survey.

The items, recommended by the American Association for Public Opinion Research, required to be presented at the time of publication of the public opinion polls are as follows.

- Name of the survey sponsor
- Name of the organization that conducted the survey
- The exact wording of the questions being released
- A definition of the population under study. What population is the survey designed to represent?
- A description of the sampling frame used to represent this population
- An explanation of how the respondents to the survey were selected
- The total sample size
- The method or mode of data collection
- The dates and location of data collection
- Estimates of sampling Error, if appropriate
- A description of how the data were weighted (or a statement that they were not weighted), and any estimating procedures used to produce the final results

What needs to be noted is that the above list does not include the response rate. If it cannot be published with a response rate that is below certain percentages, say 30% or less, will this resolve the issue? It will presumably not. If these regulations are enforced, it may not even be possible to conduct polls. It should be acknowledged that the decline in the response rate is due to changes in social and cultural behaviors. There is a difference between the era of landline phone at each household and the age of individuals carrying their own mobile phones. Moreover, the era when there is an application installed to block spam calls on individual cell phones means that it has evolved one step further.

Today's young generation have tendency of being more immersed in individual hobbies than politics or social culture than the past, and they tend not to respond to political opinion surveys, but instead respond to subjects of individual interest or current trends.

These changes are not reflected quickly enough in the existing surveys, thus resulting in poor response rates.

Which young person in any age group of 20 to 30s will respond to an ARS poll that lasts more than five minutes without any compensation?

It is hard to say with an affirmation, but it would not be so wrong to think that it is a support group that wants to form a certain opinion.

In fact, the existing polling companies are to be blamed for the rampant use of these kinds of inaccurate polls. This is because, in some cases, requests from clients who want to create specific opinions are accepted without filtration, and the agencies proceed and reflect self-distorted value for results when these should to be value-neutral surveys.

Typical examples of these are biased, ideological and inductive questionnaires.

Public opinion survey agencies have a mission to reduce errors by pouring their capabilities into the aforementioned improvement of response rates and accuracy of samples. However, some of the public opinion survey agencies do not place their skills into these areas, but instead spend time on studies such as what kind of answers you get when asking certain questions, when to ask double negative questions, when to ask negative questions, whether to put the subject in front or behind, and so on. It's a kind of a guided inductive questioning under the disguise of opinion polls.

In addition to the selection of survey respondents and their response rates, the bias of these questions can play a significant role in generating errors of the survey.

Moreover, information is delivered very quickly in the modern society. Due to the development of the Internet and SNS, information is transmitted almost in real time. By the time you set a sample, set up a questionnaire, and run a real poll, people might be enthusiastic about another set of delivered information in real-time.

In fact, the poll that you are conducting now could already be disappearing from people's attention.

Opinions, which occurred the day before, occurring on that day, and after, may all differ. Unlike the past, the time it takes to receive information is significantly shortened, so it is impossible to determine the accuracy of the data. In addition, data aggregation takes a long time, which leads to poor results in terms of information.

Shifting our focus, even the surveys, frequently used by companies, also have many problems.

It is usually easy to collect samples because compensation is given for company surveys. The problem is that there already exists a group of corporate survey respondents in the market. There is a problem with representativeness because these people always form a certain group in seeking of small rewards. If there is a survey with compensation, regardless of what kind of products or companies, a similar customer population will come and respond to the survey; hence, the credibility of the results is deteriorated.

Another concern for corporate research is the multimedia environment and related issues. Consumers acquire and communicate information in various forms rather than relying on traditional channels, thanks to the wide spread of smartphones. Short videos, SNS discussions and links, and instant messaging services are the main channels, but the companies are still dependent on written surveys. We need to show consumers a short video or do a more in-depth and quick survey of consumer opinions creating buzz on social networks, but the reality is that the survey methods to solve these problems have a lot of room for improvement.

In the end, it is becoming increasingly difficult for companies to understand the exact needs of consumers.

Political surveys such as preference of various policies and the selection of candidates, do not reflect the environment which has changed from the past. For example, in the case of conducting national policy polls, results are often biased due to time differences and different stakeholders. The same is true for elections of each country. In the British general election, eight major public opinion survey companies predicted that the Conservatives and the Labor Party would compete in neck-to-neck race, but the result was different.

Also in Korea, errors in opinion polls are too frequent where the expected winner is predicted in reverse or ends with completely different results. In the election of the National Assembly in 2016, each survey agency showed a very different supporting rate of candidate, or there was even a case of a candidate who was far behind by more than 20 percent being elected.

In the United States, a poll conducted ahead of the 2012 US presidential election revealed that a Republican candidate with 52% of the votes surpassed President Barack Obama with 45% by 7 percentage points, but the actual election result was President Barack Obama's comfortable re-election. I come and respond to the survey; hence, the credibility of the results is deteriorated.

As such, it is common that the candidate may not be elected in real election even if he or she was a strong candidate through various polls.

Given these problems, it seems that it is difficult to correct the mistakes in the poll by using the existing polling method to calibrate the sample group, or to improve only a part by using mobile phones.

We need a new way to fundamentally solve the problems of existing polls. We are going to present a new way to essentially solve these problems.

ITTONION's New Approach

Our team has asked the following questions to tackle the problems of the present industry.

First, how can we appropriately secure samples of public opinion polls?

Second, what is the appropriate method to dramatically increase the response rate?

Third, what are the ways in which respondents will truthfully speak their innermost thoughts?

Fourth, is there any way to obtain opinions from comments or SNS without going through a simple questionnaire?

Fifth, is there any way to prevent questions from being biased?

In order to find solutions to these questions, the ITTONION team has been discussing, researching and conducting relevant researches over many years. In conclusion, we have determined that the following new approach can solve many, if not 100%, problems of the existing survey industry.

The first is to motivate the respondents by compensating the opinion.

Sometimes a small amount of compensation may be accompanied even during existing surveys. Ittonion is trying to make small rewards in Token. This Token will be structured so that respondents will actively respond to the questionnaire by designing and issuing the Token to be circulated and continuously increase in its value. We believe that if it becomes a form of motivation where compensation is rewarded, it will also make the sample gathering easier.

The second is to provide complete privacy for respondents.

Although much of the current surveys also provide privacy, Ittonion plans to use the blockchain technology to encrypt and store respondents' demographic responses and response opinions themselves. There are several advantages to having credibility in privacy protection. Respondents are more likely to comfortably provide their own opinions without hiding them. Another great advantage is that the opinion of the respondent can be accumulated in the form of DB. Current internal industry surveys often have difficulty in reusing data due to the lack of an accumulated respondent DBs or privacy issues. However, if the DB is accumulated, the DB itself can be a powerful

means of continuously improving the quality of the survey, that is to say, it can be an excellent example. If we do not know who each person is, but if we accumulate respondents who have expressed sincere opinions, we can assure that the customer DB itself can be used in other surveys, and we are confident that this can solve the problems of existing industries, the limitations of extracting appropriate sampling.

The third is the quality control for respondents and their opinions.

We will accumulate the DB of respondents and opinions by applying the screening function using the mining technology to opinions that are unfaithful responses or show contradictory attitudes. In addition, Opinion Mining technology is applied to various types of opinion surveys to improve the response quality and to provide a system that can cope in the multimedia environment. We believe that this approach will be helpful not only to improve the quality of the responses but also the timeliness of surveys.

Fourth, we plan to use the above-mentioned Opinion Mining technology to collect and analyze social data such as comments other than traditional questionnaires.

A case of successful use of Opinion Mining is the 2012 US presidential election. Obama camp collected and analyzed social data and found out that voters who are most likely to make the most donations at fundraising events are women in their forties, deduced that the actor who could best appeal to these groups was George Clooney, and was able to successfully raise donations. Likewise, ITTONION plans to utilize the Opinion Mining technology to enable key target analysis of new products or political campaigns, to generate key messages, and to use it in conjunction with conventional surveys to construct a differentiated survey platform. To this end, we will continue to invest in developing the Opinion Mining technology , up to utilizing AI engine.

Finally, we plan to use expert groups and pre-tests to minimize the intentional or unintentional errors that may be of concern in the design of surveys or researches.

We predict that if these operations are stabilized under the system, then the settlement can be done without costing much. It goes without saying that the foundation on these systems is based on the DB operations strongly grounded on the opinion mining technology and the enhancement of privacy through the blockchain.



In conclusion, ITTONION's new approach combines the blockchain technology with Opinion Mining technology to motivate respondents with rewards for their opinions and it can be described as a new type of survey and research platform that enables accuracy and authenticity of survey results through enhanced privacy.

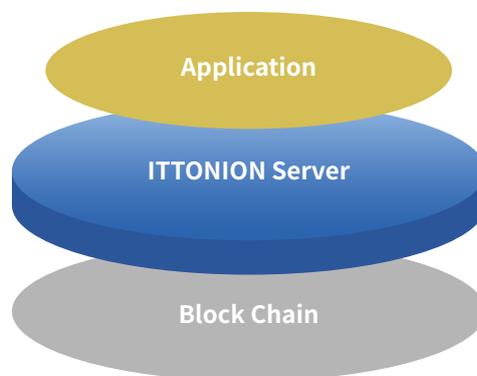
We believe that the ITTONION team will be able to redistribute information through the ITTONION service platform and based on this, to create innovative changes throughout the survey and poll industry ecosystem.

ITTONION Technology Structure

ITTONION is a Ethereum (ERC20) based decentralized application program (DApp). We have considered user convenience, easiness of development, and transaction time.

In the current blockchain technology area, starting from Ethereum, EOS, TRON and numerous DApps are being developed. However, the advantages and disadvantages of each platform are evident and the technology is advancing rapidly.

ITTONION has reviewed various alternatives and considers Ethereum (ERC20) as the most suitable platform for the implementation of ITTONION service. However, we will continue to monitor the progress of the Ethereum platform, as well as the availability of other platforms, so that if a more advanced and proven platform emerges, we will take a variety of options as a viable alternative platform in the mid to long term.



The ITTONION platform will have three layers - application, ITTONION server, and blockchain and the various information used in ITTONION will be stored in an encrypted form externally from the blockchain (ITTONION server) and the hash value will be recorded in the blockchain.

At the time of the launch, ITTONION will be a centralized platform by keeping big data servers outside of Blockchain, but the ITTONION team will ultimately decentralize it by developing blockchain-based storage network contracts or using open source technologies and will improve the inefficiencies found in the process.

■ Application

This layer includes all of the applications that operate the ITTONION platform, and also contains programs running in mobile, app, and web environments.

The data generated by these application programs, including personal information, is stored in an encrypted form in ITTONION Server and Blockchain through a smart contract based on EVM. By connecting the ITTONION Server to blockchain, data can be displayed on the application layer.

■ ITTONION Server

The ITTONION Server is where all the information generated by the application is stored.

The information generated by the application first brings the hash value using the blockchain technology, and the data that has been subjected to the second encryption using this hash value is stored in the ITTONION Server.

■ Blockchain

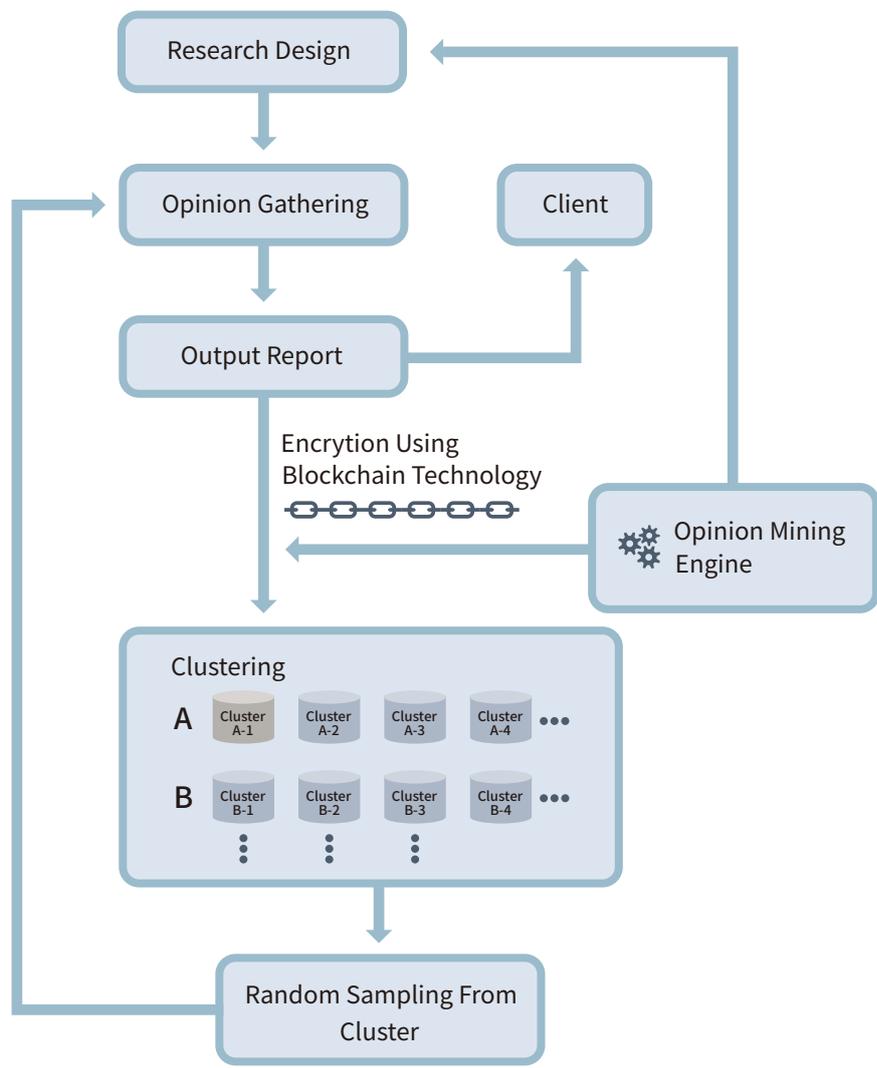
The hash values of various data will be stored in Blockchain.

Basically, the values stored in the Blockchain cannot be forged or tampered; therefore, if the secondary encryption is performed using this hash value, the values stored in the ITTONION Server cannot be falsified or altered, and those who do not have access to this hash value cannot view the actual data.

This minimizes information leakage and protects sensitive information, such as personal information and consumers' tendencies, when facing various attacks from outside.

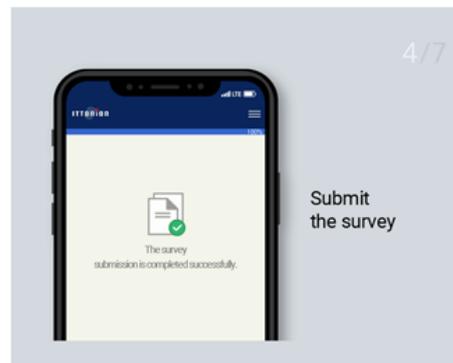
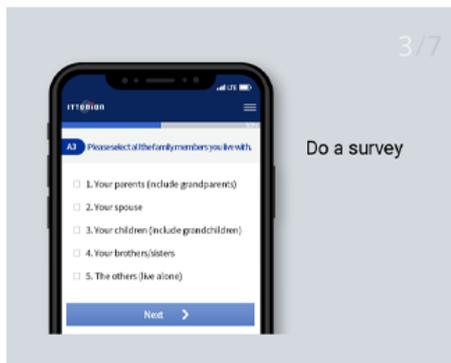
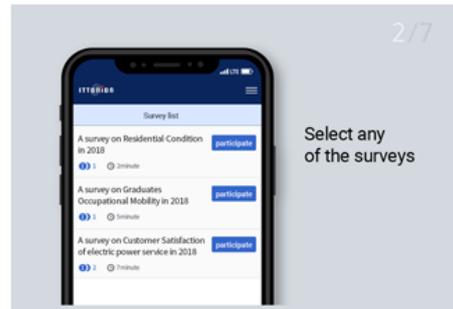
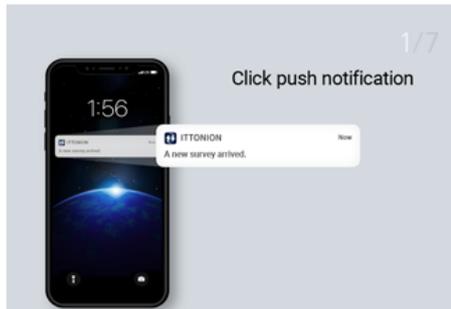
ITTONION Platform Flow chart

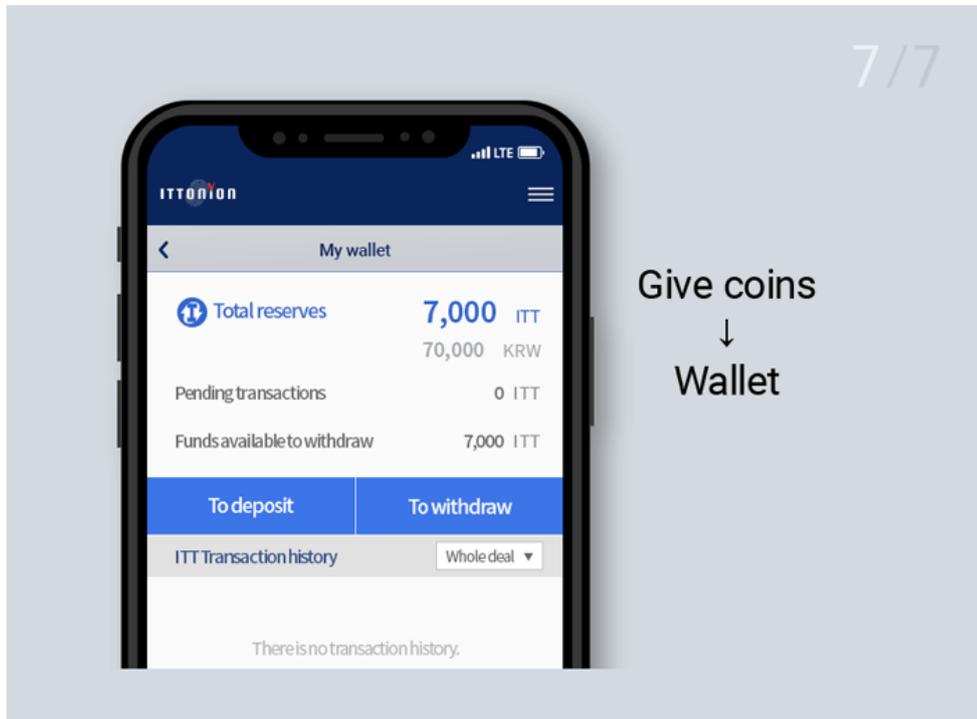
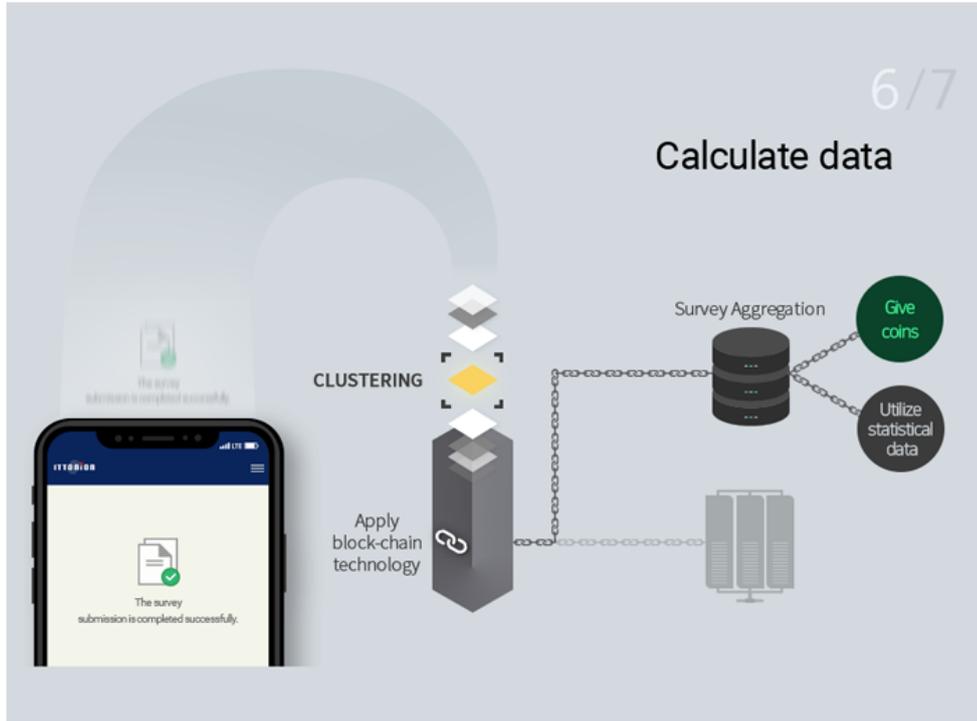
ITTONION Service Flowchart



■ The ITTONION platform service flow chart proceeds as follows.

1. **Opinion collection :** After the survey design, a sample is set and extracted and opinions are collected from the respondents. These comments can be qualitative or non-qualitative, depending on the design, and include comments in the form of texts.
2. **Summary of survey results and delivery to clients:** Collected opinions are analyzed by opinion mining engine and various statistical processing systems or data analysis programs, organized in the form of survey results, and delivered to survey clients.
3. **Encryption of personal information using blockchain technology:** The hash of the personal information including the collected raw data is stored in blockchain, and the raw data is encrypted and stored in the data base through the hash data generated at this time. This frees it from the potential hacking of the future and also enhances the privacy.
4. **Clustering of encrypted information:** Using opinion mining and clustering technology, a cluster is formed by each key information (including demographic information) and the encrypted information is stored in each cluster. At this time, insincere or untruthful responses are screened and only prime information is stored. Respondents categorized as such clusters are excluded from future sampling, so it creates an effect of continuously improving quality of respondent samples.
5. **Responding to inquiries:** If a new survey is requested, for example, a company surveying to find out the acceptance of a new product, then the demographic variables to be surveyed (Target sample) is first presented. A suitable sample is extracted from the corresponding cluster in a random and scientific way, and the survey is conducted in the form of a push message, and the desired sample provides responses and receives a predetermined amount of token. Subsequent processes will be executed in a circular fashion as described above. If the survey and response are repeated, the cluster of big data as well as the respondent DB will continue to increase. The big data of these responses created by using Blockchain technology is the core of the ITTONION platform.





Problem Solving Ability of ITTONION Platform

The information accumulated by the Opinion Mining system can be used to solve the problem of sampling with the existing surveys, since the reliability of the information is evaluated and the accuracy of the sampled data is guaranteed.

For instance, since the sampling of existing surveys depends on statements of randomly selected participants and shows the age, area, and gender, the credibility is likely to decline, but the Opinion Mining system will relatively accurately determine the participant's suitability for the sample.

For example, if a participant in an existing survey is actually in his or her 50s, but answers the questionnaire saying that he or she is in 20s, they would not be able to detect that. However, according to the Opinion Mining system, it becomes possible to detect that this participant is not in his or her 20s. If this participant is mainly interested in fishing, communities for information about children's university enrollment, or houses in rural areas, it is possible that this person may not be in his or her twenties. If this kind of information is accumulated and it is proved that this person is not in his or her 20s, it will be excluded from the questionnaire for 20s when participating in the next questionnaire.

In addition, participants are more likely to leave true information than in the traditional surveys, as the participants become aware of the anonymity, impossibility of information leakage, and token compensation. The grounds for it are that if the participant leaves an accurate information, the information will not be exposed, the survey answers will be made through a mobile phone application, PC banner, etc., and that those who have inconsistencies in their response patterns will be excluded from the survey participants.

Participants can participate and be rewarded without the fear of personal information leakage. This can be an effective means of expecting self-volunteerism of participants. Since opinion survey is a process of information production that collects opinions of individuals and turns them into meaningful information for monetization, so the self-volunteerism can be an important factor for credibility.

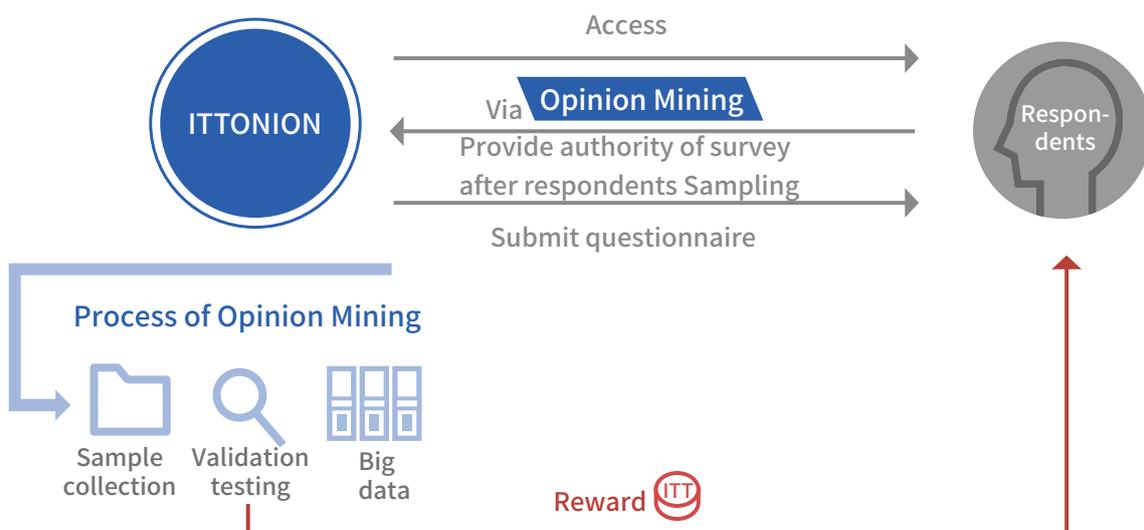
In some cases, existing public opinion surveys suggested compensation, but even with this case, the effect is reduced by problems such as leaving personal information in an uncertain place in order to receive the compensation.

However, in ITTONION platform, where the compensation is a token, knowing only the address of the receiver’s wallet, enables the compensation to be rewarded in simple, quick and easy manner.



Survey clients (corporations, government offices, newspapers, schools, etc.) use coins to purchase survey rights from the platform and submit survey items to the platform.

At this time, the survey agents can set various basic data for questionnaires such as survey period, number of subjects as well as age, region and area of interests of survey subjects.



The platform can draw respondents through numerous different advertising channels.

When a survey participant connects, the platform can utilize big data to extract the questionnaire sample and provide a questionnaire suitable to that sample. For surveying participants who do not have sample data, the platform may also conduct surveys to generate sample data. The data submitted by the respondent is analyzed in detail by the Opinion Mining and stored in the big data.

Moreover, as the process is repeated, the samples of the surveyed participants become more accurate and the survey participants receive cumulative rewards.



The platform aggregates the stored data and provides it to survey owner.

Of course, this is not altered or counterfeited. Only the correct information will be delivered. As this kind of credibility accumulates, data line circulation occurs due to user's interest, and the accuracy becomes higher.

Examples of Survey Using ITTONION

The scope of the survey is very diverse and in general, questionnaires are often used. In recent years, however, there has been a wide variety of stages in which surveys are being conducted with the development of the Internet as well as the provision of various multimedia contents. ITTONION survey platform seeks to provide research applications that can be used in all of these environments. Below are some useful examples:

① **Opinion survey on preference advertisement after presenting short video ads(clips)**

It is possible to display various versions of short video ads in connection with SNS services such as YouTube, Instagram, Facebook, etc., to investigate target audience's opinions about their preferences or improvements for each video. Based on this, you can improve the production/editing of the advertisement video as well as simple product improvements.

② **Collecting new product experience teams or survey respondents from ads such as banners, etc. on a large portal or community**

It is a method that is widely used by existing companies. Tokens are provided as reasonable rewards and security enhancements through the use of blockchain technology are likely to stimulate younger prospects who are more active and superior. This is an appropriate survey method for products or services that target these audiences.

③ **Analyzing or surveying comments about news after clicking the links in news article URL**

News is available for both video and article news. By analyzing replies to news that have been linked over a period of time, you can identify the respondents' tendencies (Opinion Mining) or collect additional comments. The news includes government policies, social phenomena, business activities, and specific political actions - and all of them are possible.

④ **Verbal Opinion Survey**

Apart from the simple questionnaire checking type, this survey allows respondents to speak or verbally respond to a specific corporate product / service or social policy related issue. Verbal opinion can be analyzed through the voice-to-text technology .

⑤ ITTONION DB utilization survey and direct marketing activation

After a certain point in time, ITTONION's own DB can be used to extract samples tailored to the company's product/service targets and to conduct opinion survey or direct marketing. Additionally speaking, since ITTONION DB has accumulated only the most superior samples, the accurate and true answers and responses - that cannot be obtained from other surveys - will be the differentiating point.

ITTONION Platform, moreover, is a platform for conducting numerous types of surveys in different industries, governments, elections, etc. in various ways, such as by enabling accurate polls to establish current position and new election strategies, and by surveying the preferences of various pledges and others, the policies can be set in the direction that voters really want.

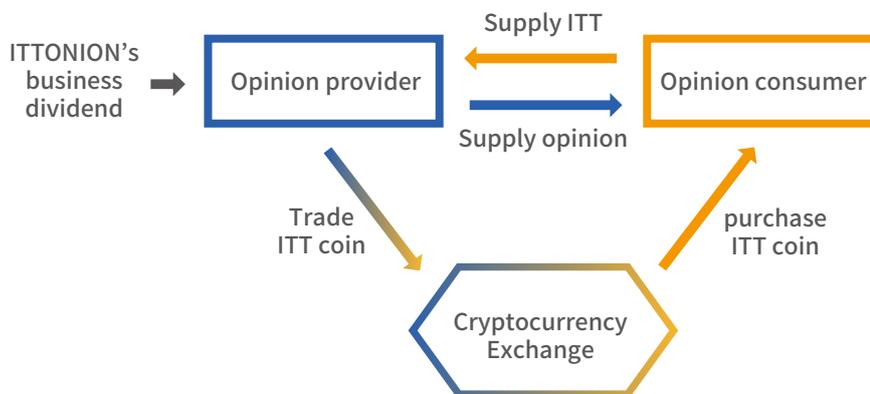
Token Information

ITTONION complies with the ERC-20 standard of the Ethereum system and is published under the name ITT token.

This token can be used for payment method within the ITTONION eco-system, which can be transferred out of the ITTONION eco-system and converted to another coin or traded between users.

Tokens are provided to individuals who share their opinions in the form of surveys or interviews. The consumers (businesses, governments, etc.) who want to get the opinions will pay for this token. They pay for the opinion price to respondents who provide their opinions as truthfully as possible in an environment where strict privacy is ensured.

By having the consumers(businesses, governments, etc.) to purchase these tokens at the Token Exchange, they stabilize the token price and increase the benefits of the token owner. It is a similar concept to buying treasury stock from the stock market.



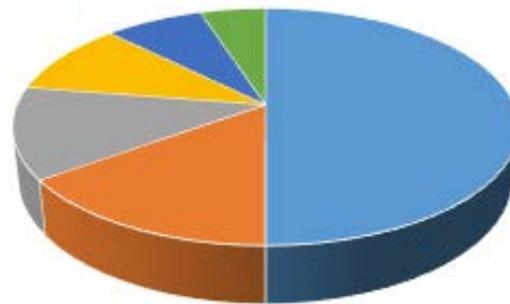
After starting the business in 2019, 20% of MIRITT CO., LTD. shares will be paid to holders of more than 1 million ITT coins in proportion to the amount of coins held.

This is to practically attribute the benefits of the company's development to the token holders. Therefore, ITT Token owners will become the shareholders of MIRITT CO., LTD. and thus will be able to participate together in the growth of the company.

Respondents who have received ITT token as a reward for their response may sell it through the coin exchange for real money, or they may retain it for a long period of time and earn a dividend on the Ittonion's business. In the end, when the survey

platform of Ittonion is accepted as a new approach method in the existing industry, and the demand for research increases in many corporations, government and other public organizations, the value of Token will continuously increase and this value is determined to create a virtuous circle that will contribute to the value of the operation.

Token Allocation



- Total amount of Issuance (100%)
- Founders (25%)
- Marketing (15%)
- Development & IT (30%)
- Advisor & Investors (20%)
- Partner (10%)

Total amount of Issuance (100%)	10,000,000,000
Development & IT (30%)	3,000,000,000
Founders (25%)	2,500,000,000
Advisor & Investors (20%)	2,000,000,000
Marketing (15%)	1,500,000,000
Partner (10%)	1,000,000,000

ITTONION Business Roadmap

It is not easy to develop an excellent business plan with a high-quality program, but what really matters is to make the project successful with this program.

Thus, ITTONION aims to establish the following business evolution plan to enhance the feasibility of business success.

1) Positioning as a specialized research firm in the blockchain / cryptocurrency industry

Participants in the Blockchain ecosystem, such as the Blockchain tech companies, the cryptocurrency exchanges, and the ICO preparation company, are trying to acquire the opinions of consumers, experts and investors in related industries.

Opinions on the exchange, opinions on white papers of ICO preparations, and so on are such examples.

ITTONION is planning to provide survey results of professional opinions by partnering with leading exchanges in the industry.

In addition, we will collaborate with influential communities and SNS sites in related industries to conduct surveys and accumulate DBs that have public confidence in blockchain.

Individuals belonging to these groups are considered to be quick to understand or accept coins as virtual money or rewards, so it seems to be relatively simpler to fit the ITTONION model.

If we start from this specific field and position ourselves as a specialized research firm in this field, we believe that we can create a favorable environment for future business evolution.

2) Area expansion into vertical high-tech industry

After positioning ourselves as the best research firm in the Blockchain ecosystem, we are planning to expand to other vertical high-tech sectors.

The focus will be shifted to areas where ecosystems are similar to the Blockchain ecosystem, for instance, such as autonomous driving related industries, AI related industries, bio related industries, and electric car related industries.

3) Expanding to general sectors of research

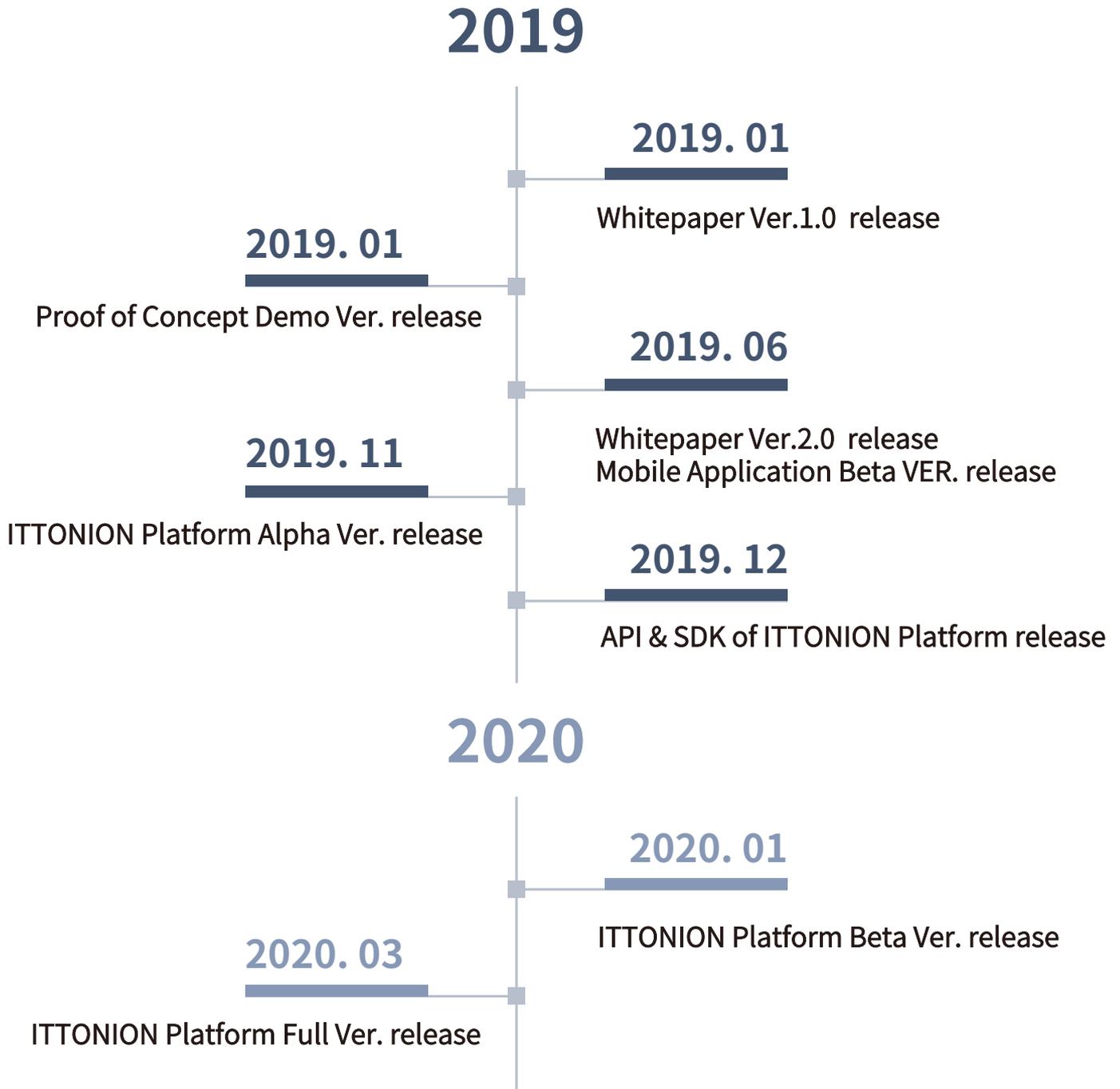
Once we have positioned ourselves as a research and big data specializing corporation within the vertical industrial ecosystem, we will then expand our areas to the general political opinion surveys, acceptance surveys of new products for general companies, and awareness surveys, etc.

If we have already built a brand with excellent DB and research quality in a specific vertical area, then it will not be a difficult task to expand to common areas.

4) High-quality, big data driven marketing company

Ultimately, we are going to grow into a diverse DB marketing company that utilizes the accumulated DB in the previous steps. This is a step where superior DB, in itself, becomes an asset. It is the final vision of Ittonion to grow into an e-commerce business and marketing company by utilizing DB.

Service Development Roadmap



ITTONION Team

■ Team



Joo Ho Jeon

Miritt. Co.,Ltd. CEO
Former Executive Director of INNOCEAN
Former Vice President of SK Communications(Cyworld)
Former Executive Manager of SK-China joint venture Via Tech



Dominic Kwon

General Manager of portal business SK Communications
Business Team Leader of Planning & Evaluation Office
Widerthan.com Company



Linden Li

RMIT University PM Major
Aspire Tech



GH.Chun

General Manager of Hanzhou Aibo Gonsi
CNK Global Networks Co., Ltd. CEO
Chairman of Select Committee on job creation in Seoul
Miritt PTE.Ltd CEO



Won Jin Park

Miritt PTE.Ltd CTO
SK M & Service ICT BU Executive Director
Former SK Marketing & Company team leader
Former SK Energy Director



Chi Hoon Ahn

Miritt PTE.Ltd CMO



James Pak

China nanjing University Dr.

■ Advisor



Song Ung Seol

Former congressman(the 16th congressman)



Hae Soo Kim

Former Korea Construction Management Corp. CEO
Former Secretary to the President for Political Affairs 1



Jin Chae Lim

Chinese Legal Representative of the Corporate of SK Exective
Director of SK Telecom



Jong Soo Lee

Mirae Asset Part Manager
Garden Industry



Cheol Soo Kim

Former Vice-Chairman of the Democratic Party
Former Manager of Beijing business trip in Gyeongsangnam-do
Province Executive Secretary of the corporation of China-Korea
Friendship Exchange Association
Manager of Korea branch of Beijing Golden Rose Advertising Co., Ltd.



In Sik Jeong

Former Executive Director of Comasinteractive Co. ,Ltd.
Cannes International Advertising Festival (Cannes Lions 2003) Final
List (industry first two times)
Adjunct Professor of Hansung University



Moo Sik Jeong

Former Public Prosecutor of Seoul District Prosecutor's
Office Lawyer



Sang Bum Kim

Tax Accountant

Others(Legal Considerations, etc.)

The information provided in this white paper applies only to those who have received it for the purpose of evaluating ITTONION.

No one has the authority to provide or represent information about the projects and tokens described in this paper, and if such person exists, such information or representative cannot be trusted.

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Due to frequent changes in related laws and regulations, technology, economy and other factors, the information provided in this white paper may not be accurate, reliable or final, and may be modified several times. Advances in cryptographic techniques and progresses in technology related to blockchain can lead to the loss or theft of ITT tokens, creating a risk to cryptocurrency and MIRITT Pte. Ltd or its affiliated companies.

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