

A New Utility Token for Social Commerce

ME Token
White Paper



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Executive Summary

Our vision is to revolutionize the world of commerce by creating a global social commerce economy that meets the growing consumer demand for purchasing goods directly via social media channels. Additionally, we recognize the persuasive power of social media influencers, and we will empower both established and aspiring influencers to build and monetize their network fairly and efficiently via the ME Token economy.

Social commerce is a growing market with a limited number of competitors. Indeed, in a 2017 Technavio report, global social commerce is likely to have a compound annual growth rate of approximately 34% through the year 2021.¹ Currently, Facebook, Instagram, YouTube, Pinterest, and Twitter are the dominant social media channels where brands, brand influencers, and consumers have direct interaction with one another.²

However, the different actors in the social commerce space are struggling to succeed. Traditional social media players such as Twitter, Instagram or Pinterest have been unsuccessful in integrating eCommerce into their DNA. Moreover, social commerce pure-plays have not been able to reach a satisfactory ratio of customer lifetime values versus customer acquisition costs. At the same time, influencers and aspiring influencers alike, who are the driving force behind the social commerce phenomenon, are largely unsatisfied with the platforms they frequent (e.g., Instagram) as the goals and policies of these platforms are not aligned with influencers' financial and aspirational goals.

With this in mind, we are building the ME Token, a cryptocurrency that will fuel the relationship between influencers, shoppers, and commerce platforms, allowing these key actors to be rewarded for engagement, content contributions, and any purchases that may result from these functions. More specifically, we are building a decentralized, blockchain-based ecosystem for digital content creation within a social commerce context which provides incentives for influencers, brands, and consumers.

The ME Token's inaugural platform will be Style.me, a fashion-focused social commerce platform that has been developed and will be launched prior to the token sale event. Style.me's competitive advantage includes years of experience building a virtual fitting room technology for the fashion eCommerce space. We are now ready to move into our next developmental phase and integrate the use of the Ethereum blockchain along with the ERC-20 standardized token which will drive the Style.me social commerce market.

¹ Business Wire. (2017). Global Social Commerce Market 2017-2021: Industry Analysis and Drivers by Technavio. Available at: <https://www.businesswire.com/news/home/20170728005742/en/Global-Social-Commerce-Market-2017-2021-Industry-Analysis>

² Statista. (2018). Social media platform where users in the United States last made a purchase directly from a social media post as of October 2017. Available at: <https://www.statista.com/statistics/250909/brand-engagement-of-us-online-shoppers-on-pinterest-and-facebook/>

Executive Summary

Following the Style.me social commerce platform, the ME Token will expand to additional platforms in different verticals where similar relationships between influencers, shoppers, and commerce platforms can be applied. The ME Token Company will incentivize other platforms by seeding initial ME Tokens and allowing new platforms the opportunity to tap into the existing ME Token user base. Our broader vision is to build the EconoME which will be the world's first comprehensive social commerce market that includes a wider variety of brands and influencers who have the social leverage to connect with millions of additional digital shoppers.

Introduction and Problem Statement

The Internet saw a substantial shift towards user-generated content and the rise of social media with Web 2.0. Since then, the online landscape has changed significantly. However, only recently have the social web and eCommerce markets begun to merge at an increasingly rapid pace. Social media marketing expenditures have tripled between 2013 and 2017 and represent a \$36bn market worldwide.^{3,4} Social media has matured from an experimental channel into a major component of brand marketing budgets. In the U.S., growth from social shopping is exceeding overall growth for eCommerce,⁵ which is caused by an increasing dependency of shoppers on social media: 93% of consumers find user-generated “content to be helpful when making a purchasing decision”⁶ and 72% of Instagram users claim that they made shopping decisions based on the platform.⁷

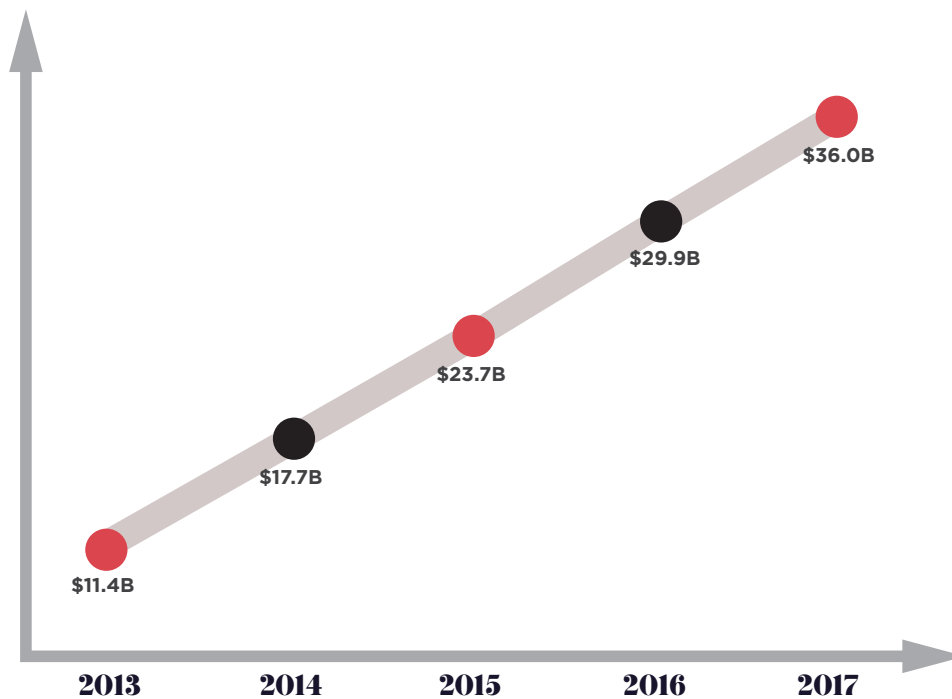


Figure 1: Social Network Ad Spending 2013 - 2017 Worldwide

Even though small and mid-sized influencers are gaining importance, the dominant social media platforms such as Instagram, Pinterest, or Twitter do not offer these users an environment in which they can thrive. Influencers are increasingly dissatisfied with Instagram where the algorithm and community management policies favor large-scale influencers and leave small and mid-sized ones struggling to keep their audience engaged. This marginalization has a profound impact on the smaller influencers’ financial and aspirational goals.

³ STUDY: Global Social Media Ad Spend to Reach Nearly \$36B in 2017
⁴ Capitalizing on Social Media Investments
⁵ Social Commerce: What It Is, What It Isn’t and Why You Should Care
⁶ 38 Mind-Blowing Stats About User Generated Content
⁷ Study: Instagram influences almost 75% of user purchase decisions

Introduction and Problem Statement

Meanwhile, users who increasingly look towards the peer and influencer-generated content for purchasing decisions are facing a gap between discovery, click through rates, and completed purchases. This is primarily due to the current inability of social media platforms such as Instagram, Twitter, Pinterest or Snapchat to seamlessly integrate eCommerce into their DNA. This has led to an increase in social commerce platforms that feature a discovery-driven user experience which is similar to Instagram yet allow every item to be purchased.

While these social commerce platforms may address many of the aforementioned problems, they are often not generating satisfactory financial returns for influencers and brands. The platform participants tend to be distanced from the sales conversion, and there is a lack of incentivization for influencers to help build the platform. In effect, these platforms struggle with unit economics where customer acquisition costs exceed customer lifetime value due to low revenues per session.

By leveraging blockchain, the ME Token will provide influencers and aspiring influencers with substantial incentives for their participation in the forthcoming EconoME. Token rewards will be in place for the creation of quality content and the business while the official ME Tokens will be used for consumption of services. Style.me is our inaugural platform that focuses on the fashion industry. Subsequently, we plan to incorporate other verticals into our broader innovation, EconoME, which will be the world's first global and comprehensive social commerce platform.

The Style.me Solution

Founded in 2015, Style.me is a fashion-tech company with the goal of disrupting fashion eCommerce by providing a personalized shopping experience that bridges the gap between inspiration and the current online purchase experience.

The Style.me team is an international collaboration between team members in Taiwan (tech development) and the U.S., with the latter being our initial target market. Style.me has a patented technology that allows consumers to try on clothing via a personalized avatar in a virtual fitting room before making their purchase. Consumers can get an accurate fit recommendation, mix and match clothing, and receive styling inspiration which increases their confidence in making the right purchase. Additionally, Style.me's technology stack includes tools to identify garment types and styles based on image recognition and advanced machine learning algorithms.

In terms of attracting consumers and brand influencers via high-quality content, Style.me faces the chicken and egg problem: users will not use the platform without a sufficient amount of high-quality content, but content creators will only supply this high-quality content when they can clearly see that users are consuming or interacting with it. This dilemma is also commonly referred to as the "cold start" problem. To solve this, we use three types of incentives to build up a collection of content and user base:

1. Monetary
2. Practical
3. Aspirational

Monetary Model

Style.me uses substantial monetary incentives to generate a large user base of both content creators/influencers and content consumers rapidly. This is achieved by incentivizing the right actions with tokens, which is described in greater detail within the ME Token section. Summarily, users will be pre-seeded with cryptocurrency once they open a verified account. They can then market their content and earn cryptocurrency via the engagement and the transactions this content generates.

To incentivize the user to grow along with the network there will be thresholds for withdrawal, timed schedules, and a gamified experience showing the user how many affiliated purchases are needed to reach certain levels and attain specific bonuses.

The Style.me Solution

Practical

Due to its massive scale, influencers will not merely leave Instagram and begin dedicating themselves entirely to a new social commerce platform. Furthermore, many influencers are already juggling several revenue streams and platforms alongside Instagram, Pinterest, Snap, etc. Thus, adding a new platform into influencers' consideration set requires this platform to be fun and easy to use.

Style.me features a highly practical and efficient influencer backend that enables content creators to rapidly post their content on Style.me and implement the product links that are necessary to make the images shoppable.

Aspirational

Most influencers are increasingly unhappy with the market dominance of Instagram. They complain about Instagram's lack of dedication towards their key contributors and about the algorithmic nature of the feeds that leads to a lack of influencer's control over their audience. Therefore, Style.me will build a platform around their key contributor's needs, starting with a chronological feed. Moreover, small and mid-sized influencers are also growing in importance as brands realize that it is a better strategy to build ongoing relationships with small and influential influencers rather than one-off campaigns with large influencers. However, these small and midsized influencers are struggling to establish themselves in today's social landscape. Style.me will specifically focus on targeting this segment of influencers while also welcoming large influencers as platform participants.

Core Functionalities

Style.me's core functionality is a chronological feed of user-generated, shoppable, and inspiring fashion content curated to meet user's personal preferences. Each component is further elucidated in the ensuing sections.

Inspiring Fashion Content

The content displayed on Style.me will inspire users to discover and collect new fashion ideas, trends, and looks. Therefore, users will find fashion related content on Style.me which is similar to the content on popular social networks and social commerce platforms such as Instagram, Pinterest, Wanelo, Open Sky, etc. but with a focus on fashion.

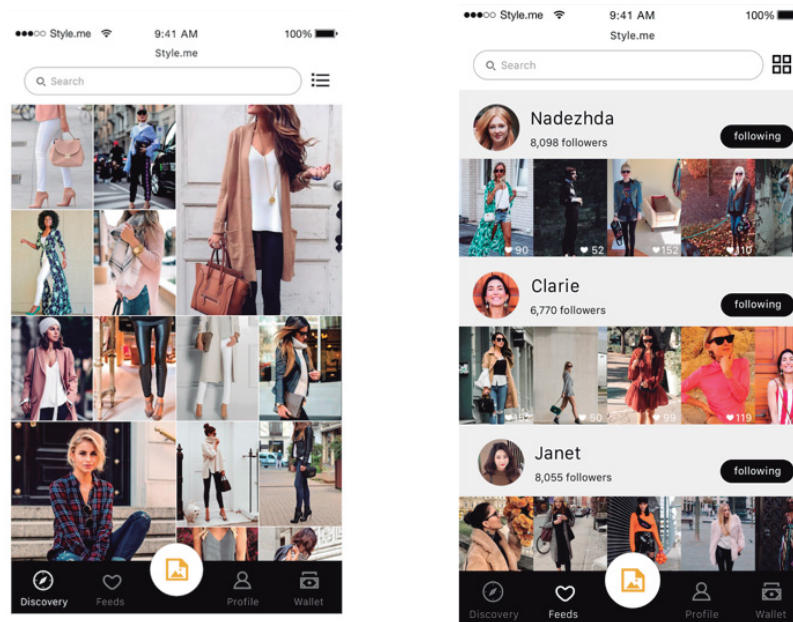


Figure 2: Example Screenshot of Style.me Discovery Experience

User-Generated

All content on Style.me is generated by Style.me's users who are either active content creators/influencers, aspiring content creators/influencers or passive users who have an interest in fashion. Based on the 1 / 9 / 90 rule in typical social networks only 1% of users actively create content, 9% curate content, and 90% solely consume content.⁸ It is Style.me's objective to empower and incentivize more users to develop superior quality content. Users will be incentivized with ME Tokens for the engagement (e.g., shares/likes) generated by their content.

⁸ 1% rule (Internet culture)

Core Functionalities

Shoppable

Traditional social media platforms such as Instagram and Pinterest are inspiring, but they are not shoppable due to the lack of product links and the abundance of generally non-shoppable content (food, travel, etc.). Style.me aims to address this by ensuring every piece of content is 100% shoppable. Style.me provides an accessible and fun to use backend for content creators to make their looks shoppable. This enables every content creator to utilize Style.me along with other social networks or social commerce platforms that they may be currently and actively using. Content creators will earn ME Tokens for the sales they generate.

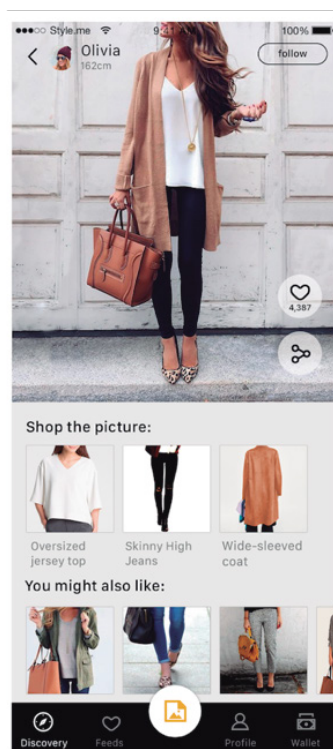


Figure 3: Example Screenshot of shoppable look on Style.me

Chronological Feed

The key problem for many influencers who utilize Instagram as a means to produce income is centered on the fact that Instagram's algorithmically created feed drastically reduces the influencer's control over their audience: they cannot strategically reach their target audience when they do not understand specifically how the algorithm functions. Typically, only 10 to 15% of an influencer's followers see their posts. As a consequence, influencers feel powerless and are naturally driven to seek alternative platforms where there is a greater understanding as to how the feeds are organized.

Core Functionalities

Earnings Tiers

In order to maximize their content generated earnings users can spend ME Tokens to move up through different Tiers. After creating a verified account on Style.me, every user starts in the Basic Tier. Every user in this Tier is rewarded the same amount of ME Tokens for the Engagement and Sales the user drives. A user can choose to stay in this Basic Tier or purchase access to a higher Tier by sending a fixed amount of ME Tokens back to Style.me. This higher Tier will increase the earnings per like/share and per Sale by 10%. In addition to the Basic Tier, there will be four additional Tiers. Once users have purchased their access to the highest Tier and hold a sufficient amount of ME Tokens, they will earn 40% more per Like/Share as compared to the Basic Tier.

Fitting Room and Social Engagement Functionality

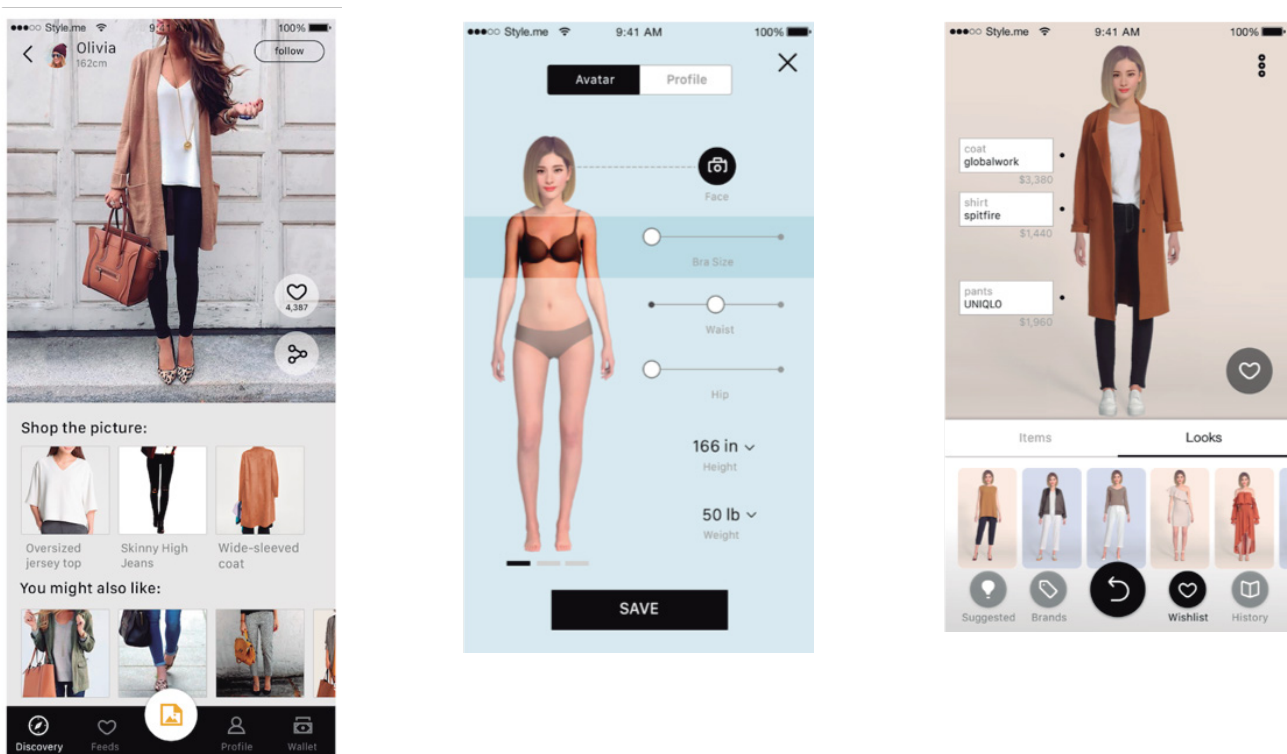


Figure 4: Example Screenshots of Fitting Room Usage within Style.me

Style.me's patented 3D Fitting Room technology allows the user to create a personalized, high-resolution 3D representation of herself. The fitting room fulfills two purposes: Styling Mix and Match, and Sizing Recommendation.

Core Functionalities

After discovering a look on Style.me, the user can deploy the 3D Avatar to see how they will look wearing the same outfit as the influencer. The Style.me user will also be able to combine items from different looks; this creates a highly engaging user experience similar to trying on a look and experimenting with various items of clothing in the real world. The Avatar will help the user to determine the best fit from different sizes, thus increasing their confidence to purchase and reducing the risk of an unnecessary return. Looks can be shared with the community in the same way as other user-generated content.

Furthermore, through the exchange of ME Tokens, Style.me encourages users to engage in micro-transactions with one another. For example, users can request Styling Advice from other users, groups of users or individual influencers. They can also collaborate with other users to cross-promote one another by mentioning each other in their posts. Such cross-promotion capabilities offer an efficient way to increase a user's audience and their ME token earning potential. Another possible future application will be the peer-to-peer sales of pre-owned fashion.

Image Matching and Video Matching

As an initial step, Shoppers can use the Style.me app to take screenshots from any image content on the web by using the screenshot function of their device. The Style.me app will access the screenshot on the user's device which triggers the AI-based image recognition algorithm and matches the screenshot with any of the linked content provided by the content creators. Thus, the screenshot becomes automatically shoppable.

After the image is transformed into shoppable static content, users can create a video which will also be shoppable. Since we are living in an era where more than 80% of all consumer internet traffic is generated by audio and video consumption,⁹ incorporating static images and video is an essential feature to attract a broader consumer base. The addition of image and video matching makes Style.me platform agnostic in a sense that users can discover styles anywhere on the web and derive value from Style.me.

⁹ Digital Media: Rise of On-demand Content

Core Functionalities

Integrate Brands into Style.me

After establishing the functionality that enables users to discover fashion anywhere on the web and shop with greater assurance regarding the size, fit, and appearance of apparel, we plan to integrate fashion brands into the Style.me platform via three specific methods:

- Shopping Cart Integration
- Enable Targeted Advertising based on user consent
- Buy Discounts with Tokens

Shopping Cart Integration

By allowing users to try on garments, by enabling users to shop items, they find anywhere on the web and by encouraging social feedback between users Style.me creates a platform that is both inspiring but at the same time closer to the point of sale conversion. A big step in bridging this gap between inspiration and shopping is to integrate the checkout process within the Style.me app.

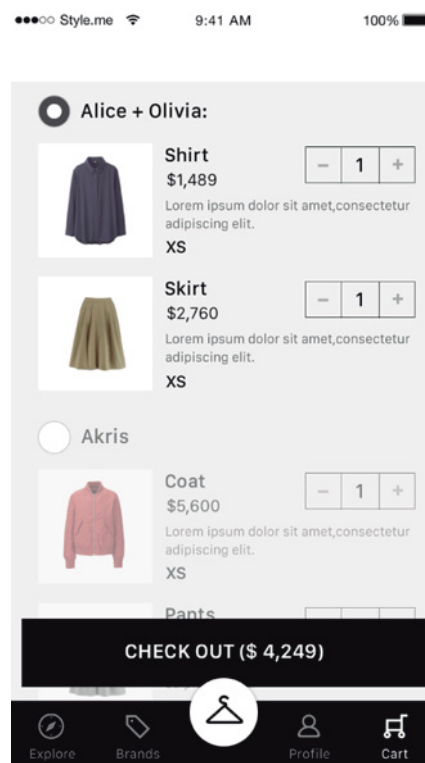


Figure 5: Example Screenshot of Native Checkout within Style.me

Core Functionalities

This approach will reduce the friction created by directing users out of the app and to the brands' checkout processes. Allowing users to purchase items directly through the app streamlines the buying process and increases the likelihood of clicks converting to sales. With regard to influencers, this will also lead to their earning more ME Tokens per piece of content.

Due to Style.me's token incentivization model, ease of use, and alignment with influencer aspirations (as described above), we will be able to grow the platform and its usage at a low cost. Moreover, we will have a greater ability to focus on increasing revenues per session, customer lifetime value, and ME Token earnings for users. This overcomes the unit economics challenge that most social commerce platforms struggle with such as customer acquisition costs being higher than customer lifetime values.

Enable Targeted Advertising and Cross Promotion Based on User Consent

The ME Token is a token for consumers and influencers. While interacting within the digital economy, users leave behind footprints in the form of data which is highly valuable to brands and advertisers (including influencers). Today, this data is widely used for targeted advertising without the explicit consent of the user. Users become increasingly aware and concerned about how and why their data is being used. Style.me aims to allow brands, advertisers, and influencers to address users with targeted advertising and content without compromising the aspirational utility of the Style.me platform.

The targeted advertising operates via paying ME Tokens to users who share their data with brands and influencers so that brands and influencers can create more accurate and uniquely tailored content advertising. Users who agree to share their data for receiving targeted content will unlock a sponsored feed next to the regular chronological feed. In the sponsored feed, the user will receive targeted posts from influencers and brands.

For example, if a user shares their information including that they are 25 years old, live in New York, and likes running shoes of a specific brand, then this brand can target the particular consumer with sponsored posts that are highly likely to yield in a purchase. Furthermore, New York influencers who like running can target the consumer with relevant posts that are increasingly likely to drive engagement. In this scenario, everyone wins:

Core Functionalities

- The user: They receive only the advertising that matches their interest, and they receive payment for data sharing;
- The influencer: They have an additional marketing channel for boosting consumer engagement and acquiring new followers which leads to earning more revenue;
- The brand: Their marketing budget is only spent on users who are genuinely interested, thus minimizing waste and maximizing ROI.

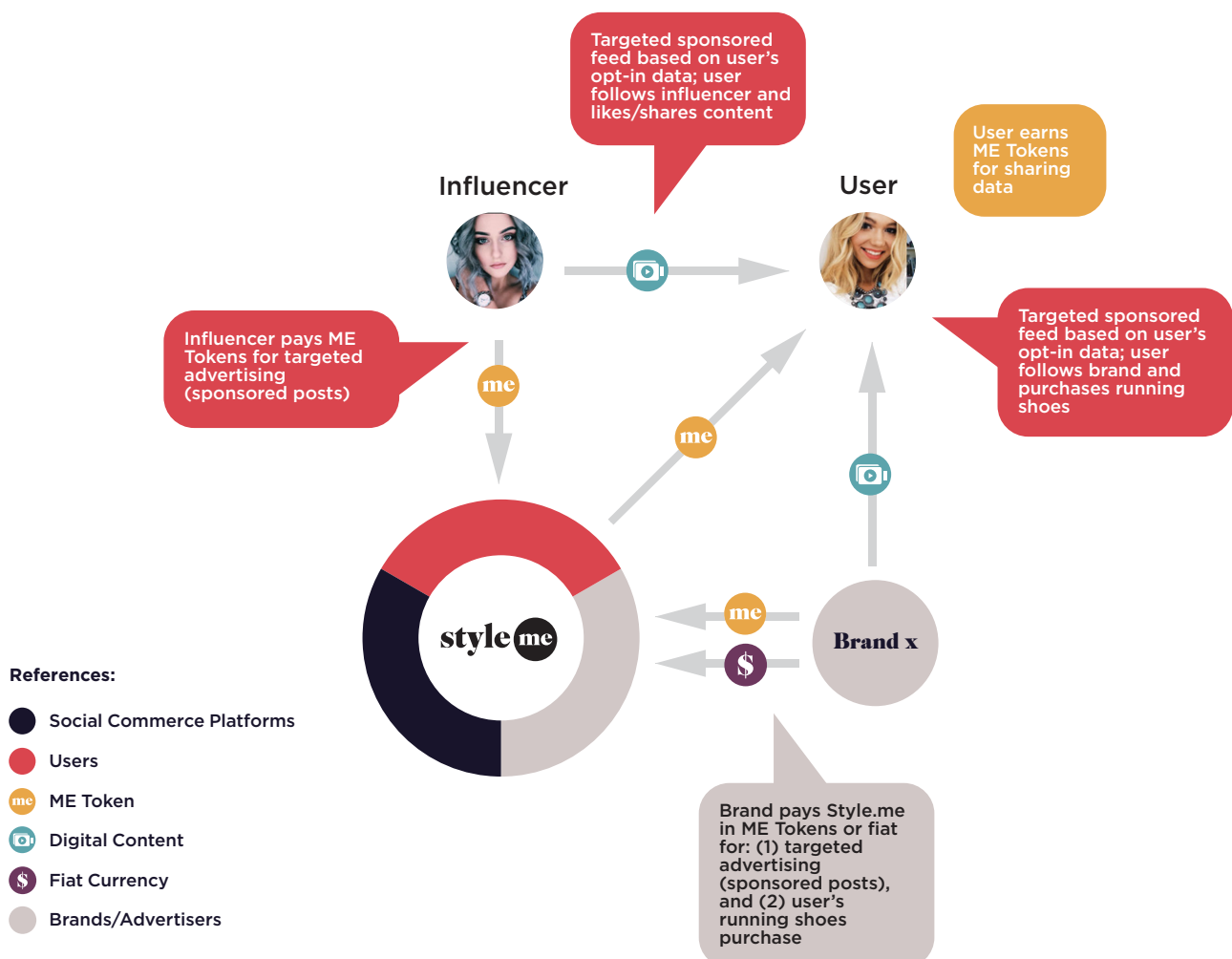


Figure 6: Targeted Advertising

Core Functionalities

Cross-Promotion

The key to success as an influencer is to grow an engaged audience. This can be accelerated when different influencers with similar profiles, interests, and followerships collaborate, e.g., by mentioning each other in their posts (cross-promotion). However, in today's social landscape, it is virtually impossible for an influencer to discover potential partners for cross promotions in an efficient and fun way. Style.me will help to connect influencers based on the data they share and facilitate cross promotions via the exchange of ME Tokens among the users. The result is a genuinely decentralized peer-to-peer marketplace powered by ME Tokens that helps every member of the network to grow their following and thus their potential to earn more ME Tokens.

Access Discounts with Tokens

Integrating a checkout system within the Style.me app offers the opportunity to provide a discount for user purchases in exchange for tokens. To illustrate, a user wants to purchase a T-Shirt for \$20 from a brand that is fully integrated into the Style.me marketplace. Style.me could, theoretically, offer the user a 100% discount, purchase the item for \$20 and let the user pay in ME Tokens for the purchase. This allows Style.me to drive sales and earn back tokens from the community.

ME Token Company Overview

The ME Token Company will be the governing body of the ME Token and the future EconoME implementation (see the Future Opportunity section for more details regarding the EconoME system), both of which will be managed by a dedicated team.

At the outset, 55% of the token supply will be reserved (ME Reserve) for the ME Token Company to mainly incentivize third-party developers to create more EconoME social commerce platforms. The ME Token Company will provide the tokenized infrastructure required for influencers and users to connect in these platforms.

While Style.me will be the founding social commerce platform and will be heavily involved in developing the technology and resources to allow the EconoME to flourish, the Reserve and decisions over future platforms will be overseen by the ME Token Company. The ME Token Company will incentivize social commerce platforms to adopt the ME Token via two methods:

- 1. The ME Token Company will seed tokens of nominal value to each platform partner.** The founding platform will be Style.me -- a social commerce platform for Fashion -- and the ME Token Company will hold a reserve of 55% of tokens to invest in future verticals/platforms. Tokens can be used across any participating social commerce platforms.
- 2. New platforms will have the opportunity to tap into the existing ME Token user base** if users choose to be opt-in to participate in the new social commerce platforms. For example, a social commerce platform with a Travel focus may target Style.me users (content creators and consumers) who are interested in Fashion and Travel with a personalized invitation to join the Travel Platform. In essence, this works like a democratized referral program where both the user and Style.me will be rewarded with ME Tokens in exchange for an opportunity to kickstart the travel social commerce platform.

ME Token Company Overview

The ME Token

ME Token is an ERC-20 token used by ME-adopted social commerce platforms to reward content creators and other contributors throughout the ME community.

The ME Token Company seeds the social commerce platforms entering the EconoME with Tokens. The social commerce platforms use the tokens to set up a reward program that incentivizes users to create shoppable content. Users will earn ME Tokens for positive engagement that the content drives (e.g., likes, shares). Users are thus highly incentivized to produce high-quality content and promote Style.me to their user base on their current social media platforms.

Social commerce platforms can tap into each other's user bases if the users opt into that possibility. This is a way for scaling the network with a variety of platforms and democratizes the economy by allowing the user to choose in which platform to participate.

Users can exchange services, such as giving styling advice, cross-promoting content with the goal of growing audience, peer-to-peer sales, among each other and use tokens for these exchanges.

The ME Token is a token for consumers, content creators, and content consumers. Brands/Advertisers are initially not a direct part of the token economy itself. However, the economy generates transactions for brands and brands reward social commerce platforms in fiat for driving affiliate purchases. Social commerce platforms can decide to subsidize user purchases by paying brands in fiat currency and receiving tokens from users. In a later stage, brands will be integrated into the EconoME (see below).

ME tokens will be earned and spent on a social commerce platform by content creators/consumers (users), brands, and platforms (app developers) based on their actions, content contribution, and purchases.

Style.me Token Economy

There are several components that are specific to the Style.me platform. As can be seen from Figure 7, there exists a continuous flow of data and tokenomics between consumers, content creators and influencers, and brands. As such, we've developed an efficient method for launching the Style.me token economy via The ME Token Company.

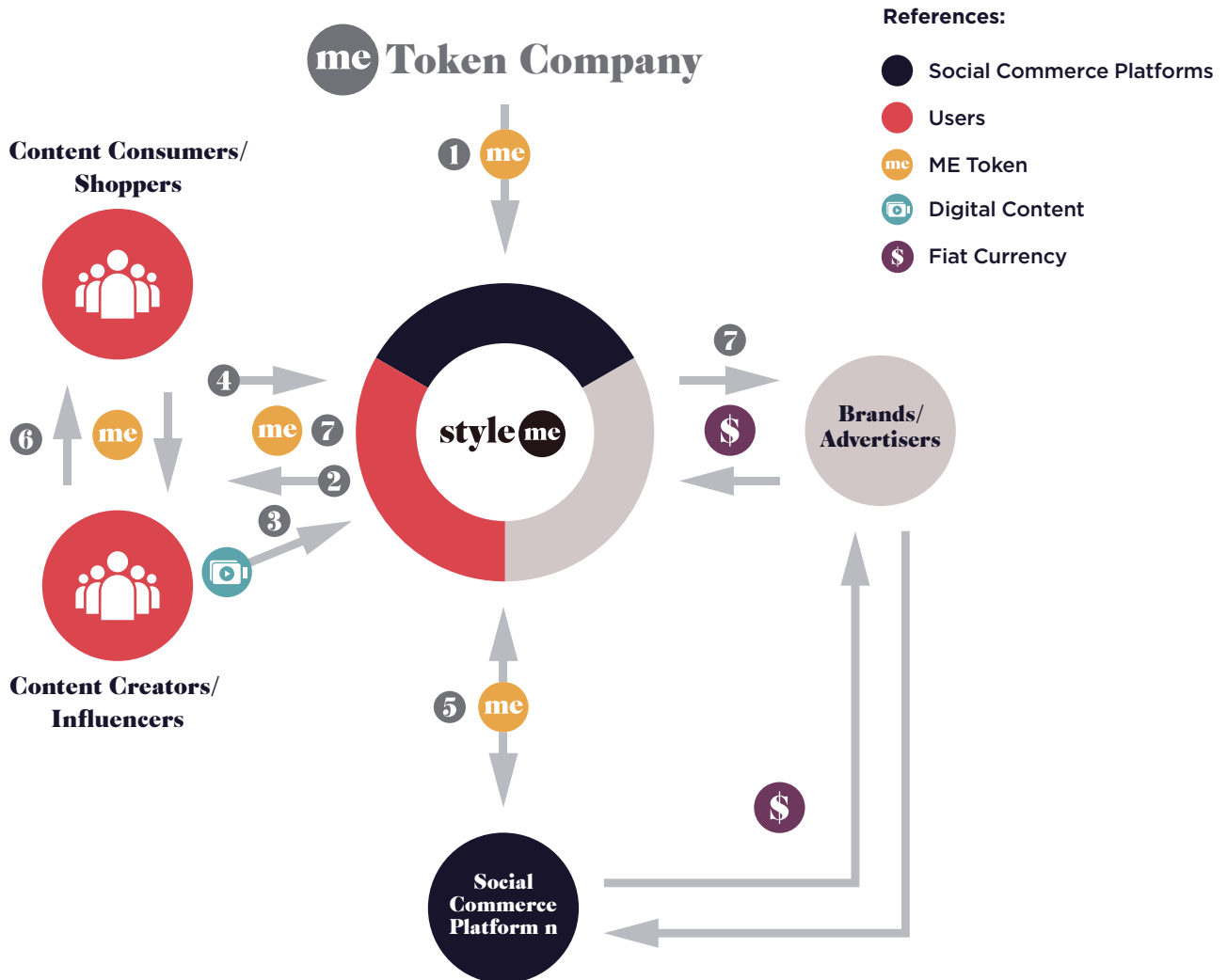


Figure 7: Style.me Token Economy

Style.me Token Economy

1. Seed Style.me with ME Tokens

The ME Token Company seeds Style.me with ME Tokens.

2. Seed Influencers with ME Tokens

Style.me's reward system seeds users with tokens of nominal value based on three criteria:

- a. Size of the fan base on other social networks (Reach),
- b. Engagement level on other social networks (Influence),
- c. Time of signing up with Style.me: Users are incentivized to join the network as early as possible. Style.me utilizes a thorough verification process to avoid seeding fraudulent profiles with tokens. The verification process will confirm both the identity of the influencer and the numbers of "real" followers vs. purchased, or fake, followers. Verification is also used to prevent Sybil attacks where a large number of accounts are created programmatically to gain control of the system and/or the tokens; it also protects brands do not wish to be affiliated with profiles of low quality or questionable credibility.

3. Incentivize generation of high-quality content with ME Tokens

Users receive ME tokens proportional to the amount of engagement (e.g., likes/shares) created via their posts. This mechanism allows both influencers and aspiring influencers to instantly monetize high-quality content without having to reach a large-scale following -- which is in contrast to traditional social network and commerce platforms. Such an incentivization protocol also solves the "cold start" problem by galvanizing users to initiate the network effects and contribute to quickly scaling the economy.

Additionally, this mechanism of earning tokens for content that generates positive engagement serves to implement a quality control mechanism to prevent reverse network effects where the utility of the network decreases with the increased scale of the platform and users are exposed to inadequate or irrelevant content.

Style.me will implement several additional methods to control content quality and relevance, such as self-selection, i.e., users determine what they see in their feed by following influencers who align with their preferences. Alternatively, machine learning algorithms can be utilized to distinguish between good and bad posts and broken affiliate links.

Style.me Token Economy

4. Three ways how tokens are flowing back to Style.me

There are multiple different utilization methods that will drive up the ME Token value and provide a channel for ME Tokens to flow back to Style.me:

- a. As described in the targeted advertising section above, content creators can promote their content to content consumers who have opted in to be targeted. Thus, content creators can invest in growing their network, engagement, and sales. These posts can be considered as premium posts with higher returns than regular posts. At the same time, it aligns incentives for content creators and content consumers.
- b. After integrating a checkout process for a range of brands on Style.me, Style.me will offer users the option to utilize tokens to receive discounts for purchases. This offers Style.me, and other participating social commerce platforms, the opportunity to drive Sales and to win back tokens.
- c. Users can spend ME Tokens to move up different Tiers to maximize their earnings potential. After creating a verified account on Style.me every user starts in the Basic Tier. Every user in this Tier gets rewarded the same number of Tokens for the engagement and sales the user drives. A user can choose to stay in this Basic Tier or purchase access to a higher Tier by sending a fixed amount of ME Tokens back to Style.me. This upper Tier will increase the earnings per Like/Share and per Sale by 10%. In addition to the Basic Tier, there will be four additional Tiers. Once users have purchased their access to the highest Tier and hold a sufficient amount of ME Tokens, they will earn 40% more per Like/Share as compared to the Basic Tier. The tiered system creates a robust incentive for users to hold tokens and invest tokens back into the economy once they have realized the earnings potential.

5. Integration of Additional Platforms

Social commerce platforms in other verticals, e.g., Travel, Outdoor, Jewelry, Interior Design, etc., can tap into Style.me's user base if the users opt-in. Thus, other platforms are highly incentivized to join since they can populate their platform with an existing user base and have a way of incentivizing these users to generate content. Style.me will gain a share of revenues from the new entrant, i.e., by receiving tokens for affiliated purchases that the new entrant generates via Style.me's user base.

Style.me Token Economy

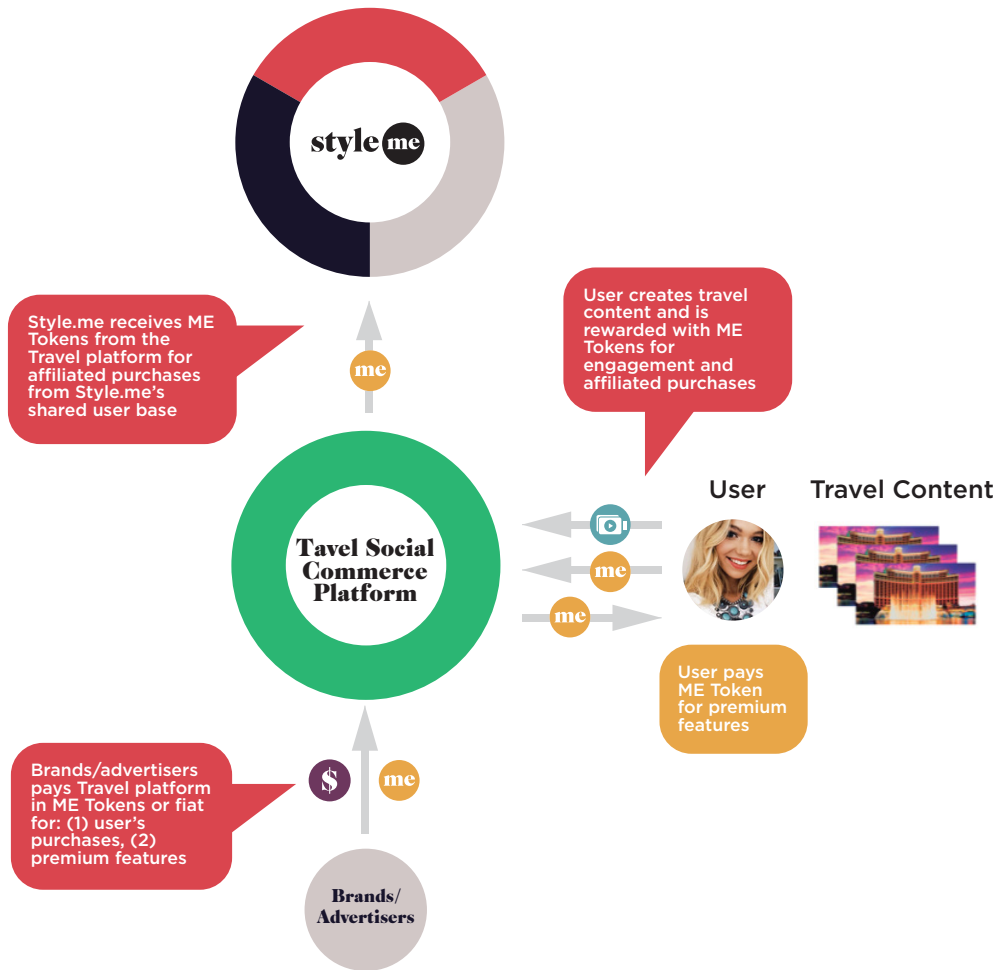


Figure 8: Integration of Additional Platforms

6. Exchanges Between Users

In addition to the utility described in Point 4, the ME Token may also be used for peer to peer exchanges between users. Users can define and exchange custom-services and micro-services on the platform, such as giving styling advice or cross-promoting posts and will use ME Tokens for these exchanges. In this way, the token economy offers every influencer a variety of avenues to grow their business and simultaneously provides users the chance to build connections with their favorite influencers. The tokens used to pay for these services are either earned as described above or purchased via a simple interface within the Style.me app.

Style.me Token Economy

7. ME Tokens for Affiliated Sales

Every item on Style.me is shoppable. Therefore, Style.me generates transactions for brands and/or advertisers who pay Style.me an affiliate fee for these transactions. Style.me will share this fee with users in the form of token payments. Initially, brands are not directly part of the token economy itself but will be included once targeted posts based on user content are enabled.

Future Opportunity: Development of the EconoME

Although Style.me will be our first offering, our broader vision is the full-scale deployment of our EconoME. The overall EconoME serves as a user and influencer community that comprises a plethora of different platforms, including Style.me, and can easily onboard users who have little to no prior knowledge or experience with cryptocurrency. Thus, as mentioned in point #5 “Integration of Additional Platforms” above, we will implement additional social commerce platforms and brands that cover an array of shoppable content. Indeed, the construct is similar to what we have already discussed regarding Style.me; however, it is more comprehensive since the EconoME does not solely focus on fashion.

Brands benefit from the sales created within the EconoME and may also reward the platform with affiliate fees in fiat. At a later stage, brands may further benefit if the platform allows them to advertise to users that have the choice to opt into targeted advertising in exchange for tokens. For example, if a user is a fan of a particular athletic apparel brand and agrees to allow the brand to advertise to them, the user will receive tokens in return. Brands will pay the platform for this service.

Each additional social commerce platform within the EconoME will be built around content creation and consumption in a commerce environment. The objective is to achieve an efficient, fun and easy-to-use environment that enables users to post and share quality content and earn tokens in return. The ultimate goal of these well curated and authentic social commerce platforms is to bridge the gap between inspiration and shopping by creating an exciting personalized discovery, social interaction, and purchase experience across different verticals. As such, this will lead to superior financial returns for influencers and superior conversion rates for social commerce platforms.

Future Opportunity: Development of the EconoME

Econo **me**

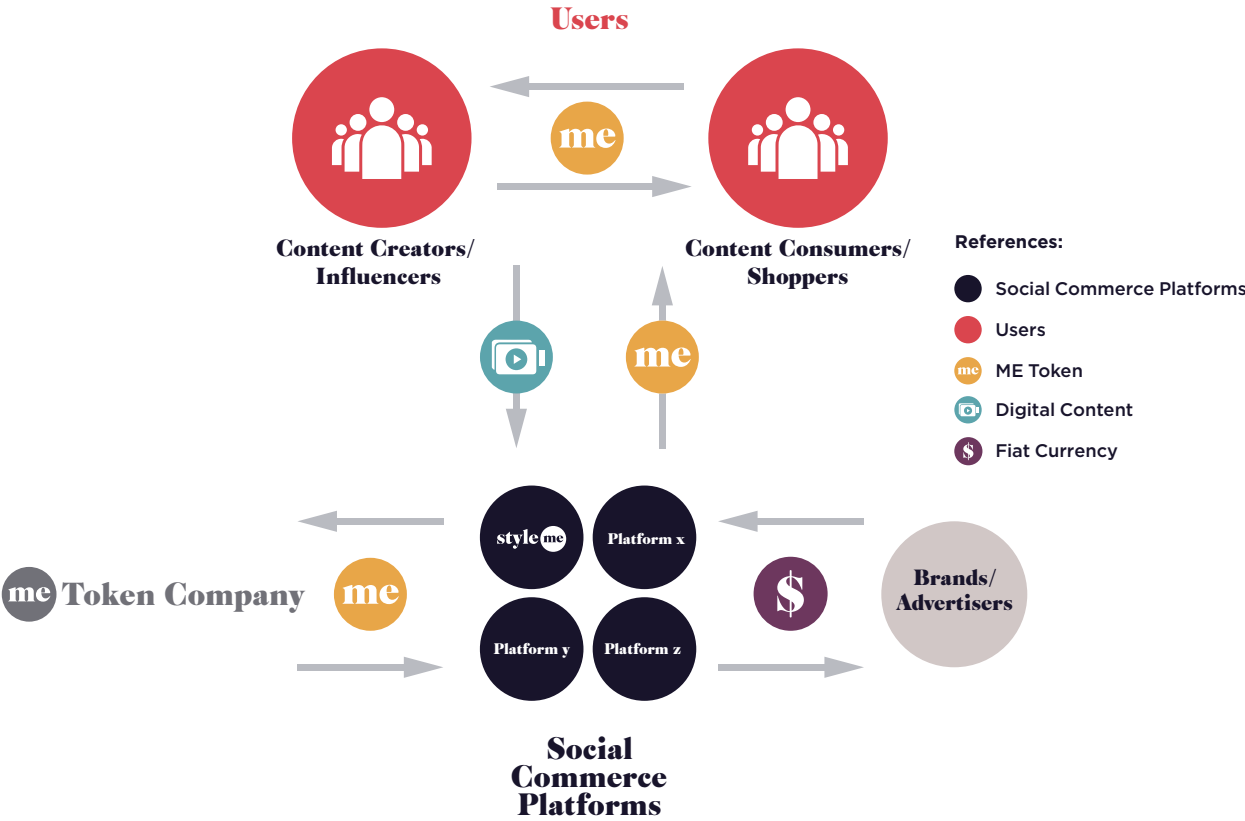


Figure 9: EconoME Overview

ME Token Distribution

To kick-start the economy and foster a substantial community of users and influencers, the ME Token will be distributed as broadly as possible: 55% of the ME Tokens will be held in reserve by the ME Token Company; this is to incentivize and seed future social commerce platforms in other verticals (e.g., outdoor travel, beauty, etc.) to join the EconoME.

- Hard Cap = \$30M
- Total ME Token Supply = 1 billion

Allocation

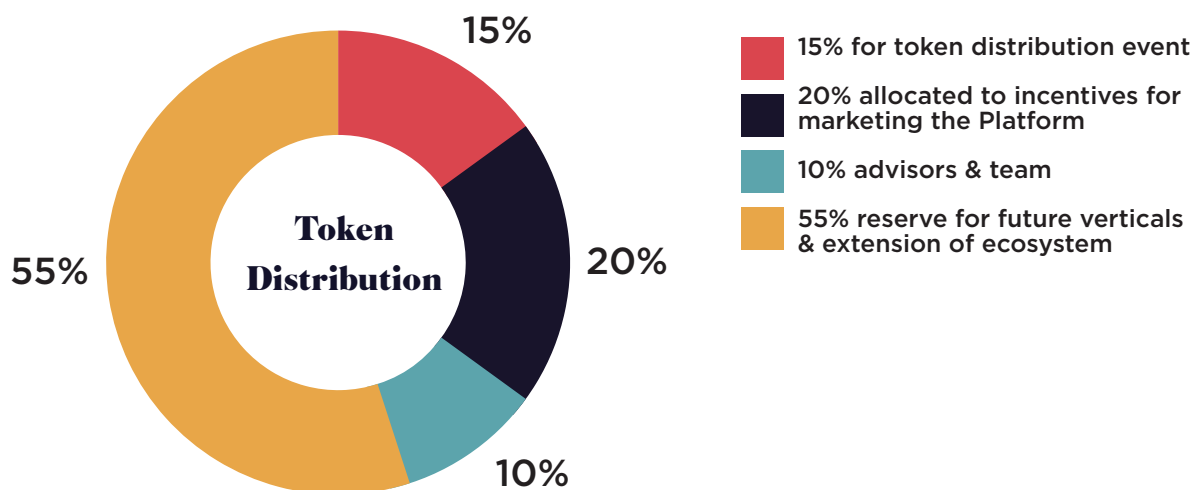


Figure 10: Token Distribution

Sale

Participants in the token sale will receive their tokens shortly after the completion of the sale.

Lock-Up Period

The ME Tokens provided as incentives to the company, team, and advisors will be subject to a lock-up period to ensure that rewards are aligned to those of the user community and EconoME.

- Private sale: 6 months vesting
- Pre-sale: 3 months lock-up
- Core Team: 2 years vesting

Roadmap

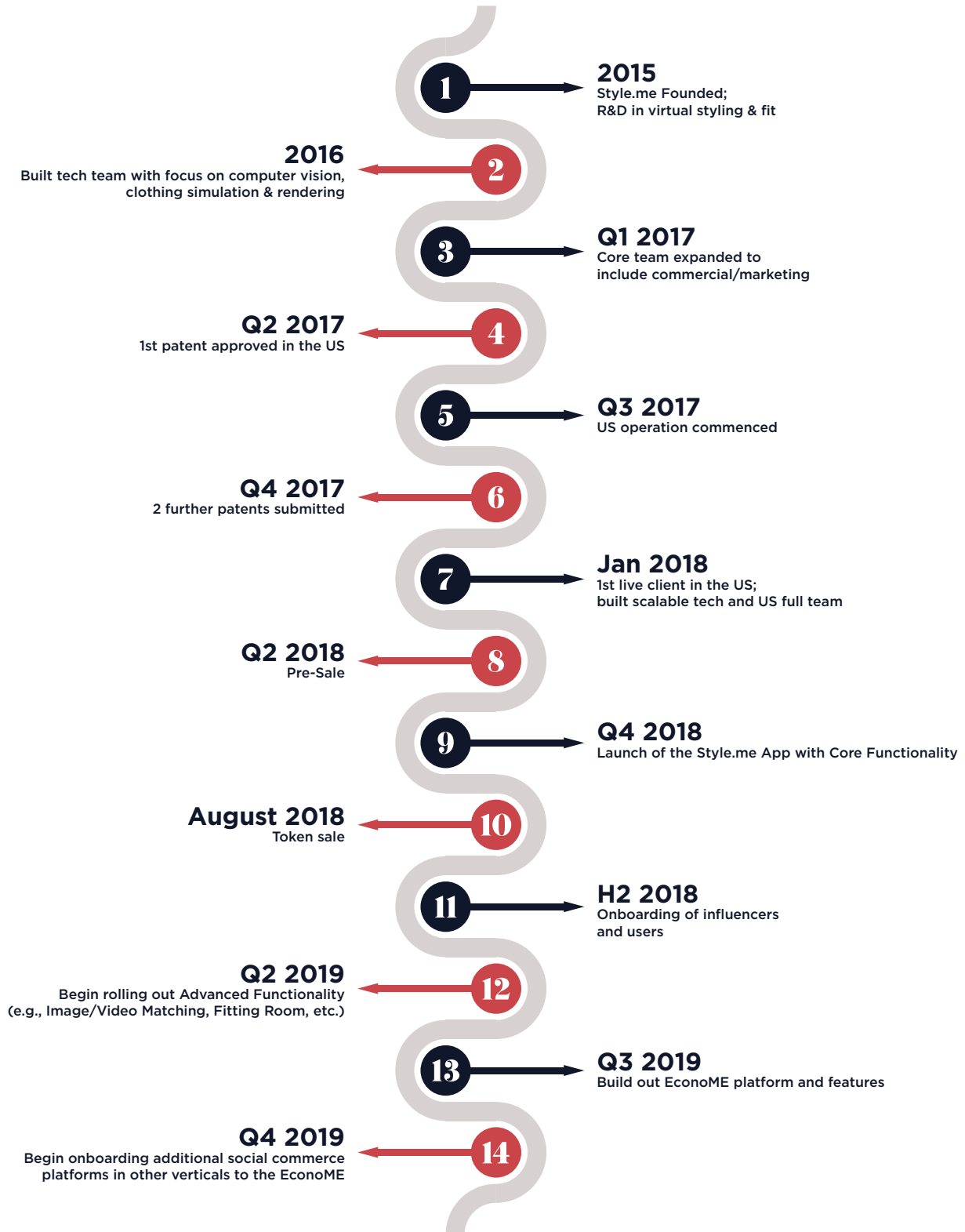


Figure 11: Roadmap

Core Team



Jonathan Leong
Founder and Chairman

As Founder of Style.me, Jonathan's vision is to pioneer a revolutionary platform that combines the fun of real-world shopping with the convenience of online shopping. Jonathan is a successful entrepreneur in fintech, investor in startups and crypto, and has a consistent record of developing profitable ventures. At the age of 23, his first tech venture was established in which he developed a trading platform that currently transacts billions of dollars monthly. He is currently the Founder and CEO of Nogle, a leading venture studio, and the Managing Partner at ON Capital, a digital asset investment firm.

Rufus Parkinson
CEO and Co-founder at ME Token

Rufus oversees all strategies & operations, steering the Style.me team on its exciting journey. Rufus has over 20 years of leadership experience starting in Retail, then Consumer Goods with Mars Inc and more recently over 10 years in the luxury sector with Moët Hennessy Louis Vuitton (LVMH).



Ying-Hung Chen
CTO

As the CTO at Style.me, Ying leads our engineering innovation, leveraging his over two decades of experience across diverse technology fields such as distributed computing, cryptography, surveillance, 3D vision, and newly developed blockchain-based technologies. Prior to joining Style.me, Ying served as an R&D Manager at QNAP Systems, Inc. Ying received his bachelor's and master's degrees in Computer Engineering from the University of California, San Diego.



Sebastian Hewing
Director of Product & Business Insights

Sebastian has 10+ years experience in Product Management, Business Intelligence, Big Data and Analytics. Prior to Style.me he worked in Consulting and with Rocket Internet where he built and led Product & Analytics teams across Rocket's global Fashion E-Commerce portfolio companies. Sebastian holds a Master of Marketing Management from Griffith University of Brisbane, Australia and a German postgraduate degree in Business from University of Frankfurt.



Core Team



Christine Chen
Head of Business Development

Christine works on go-to-market strategy, business model innovation, growth strategy and financial planning. Prior to joining Style.me, she was with Global Anheuser Busch-Inbev, driving commercial transformations through cross-border M&A with her combined expertise in strategy, finance and executive experiences of leading merger management, global expansion and operational transformations. Christine received her MBA from The University of Chicago Booth School of Business.

Edward Celata
Vice President, Head of Community & Growth

Edward leads operational functions for the product, including establishment of the Style.me Influencer Network and positioning of the platform as the new must-have tool for top tier style influencers and consumers. Prior to joining Style.me he served as Vice President at rewardStyle, the largest invitation only content monetization platform for style influencers and launched the LIKEtoKNOW.it discovery shopping app. In addition, Edward served as Fashion & Retail Sales Director at The New York Times and Director of Business Development at NYT's R&D Ventures Group.



Advisors



Ali Ayyash

Co-founder at Bee Token, ex-Google, ex-Amazon

Ali is a technical entrepreneur with over 5 years of software engineering in Cloud Computing and Blockchain. Ali is an ex-Google, ex-Amazon engineer, and is the Co-founder at Bee Token (completed \$15M ICO in Q1 2018), a blockchain startup aiming to decentralize short-term rentals and the sharing economy. Ali is also a technical advisor for multiple Blockchain startups in the fields of sharing economy, A.I, IoT, and education.



Min Kim

Founder of Blocultural Studios

Previously Head of Growth at Bee Token (completed \$15M ICO in Q1 2018), Min has also served as Chief of Staff at Civic and worked with Tim Draper on PR and marketing for blockchain initiatives. She is an advisor to TRON, Quantstamp, INS, and Tomochain.



Krishna Ramachandra

Senior Managing Director of Duane Morris Selvam LLC

He is the head of the Corporate, FinTech and TMT Practice Groups, which includes M&A and capital markets, investment funds, private equity, financial technology and telecommunications, media and technology. Due to Singapore's emergence as one of the world's leading FinTech hubs, he has been involved with the legal and regulatory matters relating to ICOs and new financial technology business models including crowdfunding and peer-to-peer lending platforms, blockchain technology, virtual and digital currencies such as Bitcoin and Ethereum, e-wallets, and trading platforms.



George Chang

eCommerce executive, ex-Rakuten/Sears/Newegg

George is a seasoned marketing executive with almost 20 years of experience in the online retail environment. He has held leadership positions in some of the most progressive retail organizations in the Forbes top 50 such as Rakuten, Sears and Newegg. George has managed and grown over \$3 billion dollars of revenue in his various roles, while also launching many successful business units. He has been a thought leader on numerous eCommerce trends and shopping behavior.

Glossary

Social Commerce Platform: A social commerce platform is a web-based application that enables users to purchase products in a native Social Media environment.

EconoME: Describes a network of Social Commerce Platforms that are powered by the ME Token. Social Commerce Platforms in the EconoME profit from being able to tap into each other's user bases and utilize the ME Token as a common currency for interactions within and outside of the participating Social Commerce Platforms.

ME Token: An ERC20 Token that is used within the EconoME for transactions between Social Commerce Platforms and Users.

Users: In this whitepaper, we refer to two partly overlapping user groups: 1) Content Creators / Influencers are users who actively create content on Social Commerce Platforms participating in the EconoME; 2) Content Consumers / Shoppers are users who consume such content and make purchase decisions guided by this content. A Content Creator can be a Content Consumer and vice versa.

Style.me: Style.me is the founding social commerce platform in the EconoME focused on the fashion vertical.

ME Token Company: The ME Token Company serves as a governing body to develop and manage the EconoME.