Industry 4.0 is changing the world rapidly, and transforming both the economy and society. The development of Blockchain technology combined with Smart Contract and Crypto Token enables the shift from centralized operational models to decentralized ones, creating fundamental shifts in economic models and social relations towards transparency, impartiality and globalization.

ELOVE BLOCKCHAIN SOCIAL NETWORK (“ELOVE”) is an ecosystem consisting of two key elements, ELOVE BLOCKCHAIN and ELOVE SOCIAL. ELOVE BLOCKCHAIN is a Smart Contract Blockchain technology platform and the Smart Contract is developed specifically in the form of Revenue Sharing Smart Contract (RSSC). ELOVE SOCIAL is a decentralized social network built on ELOVE BLOCKCHAIN dedicated to the relationship and love vertical which offers reward and revenue sharing schemes that benefit all participants.

ELOVE BLOCKCHAIN is a Blockchain structure that is expandable both in width and in depth, and capable of storing a large amount of data and handling millions of transactions per second by utilizing the transactional consensus model DPOS (Delegated Proof of Stake), without charging transaction fees to improve the applications’ economic efficiency and allow customization and easily to help individuals or companies applying it into sharing economy business models including advertising, affiliate e-commerce and sharing revenue. ELOVE BLOCKCHAIN will facilitate a widespread transformation from centralized economic models to decentralized ones across multiple sectors towards impartial and sustainable development.

ELOVE SOCIAL is a social network application built based on ELOVE BLOCKCHAIN technology, maintained and developed by the community. ELOVE SOCIAL uses decentralized data storage to protect the content completeness and authors’ copyright, and offers a reward system to both content creators and viewers based on their interactions in the system. ELOVE SOCIAL applies the revenue sharing model to all revenue sources including advertising, value-added services and intermediary support services through the RSSC.
As a result, ELOVE SOCIAL’s present and future accumulated value does not belong to any holding company but is distributed to the ELOVE community.

ELOVE BLOCKCHAIN and ELOVE SOCIAL are open-source technology platforms, allowing third parties to integrate or expand applications and add-ons on the principles of revenue sharing using the RSSC to ensure ELOVE’s future sustainability and self-development. Rewards and automatic revenue sharing mechanisms are ELOVE’s differentiating points enabling the development of the user community, and creating incentives to attract more active users in the system. This model motivates all participants by stimulating competition between old vs new users, active vs inactive users, and content contributors vs non-contributors. Additionally, ELOVE SOCIAL allows its users to personalize their pages for the most valuable or meaningful information and better connection with their target audience. Big Data and Artificial Intelligence (“AI”) applications are also utilized to efficiently personalize information in the system.

In terms of content, ELOVE SOCIAL focuses on four core elements namely Search Love, Share Love, Solve Love and Secure Love (4S). These elements shape all ELOVE SOCIAL features and operations, creating the difference between ELOVE SOCIAL and other social networks including Facebook, Twitter and Instagram. ELOVE applies AI technology to analyse physiognomy and horoscope to search for and connect relationship matches in the Search Love module. Moreover, ELOVE will have both online and offline group and community activities to strengthen the connection among users in the ELOVE community.

In order to execute the project, ELOVE is undertaking a global offering program of ELOVE TOKEN (EROS) to worldwide investors to invest in ELOVE's development. This is the opportunity for investors to be the first holders of EROS, the token that represents ELOVE’s fundamental value. ELOVE creates value by bringing blockchain-based applications into everyday life through the shift from centralized economic models to decentralized economic sharing ones. This is considered Blockchain 4.0 (Decentralized Business Model) after Cryptocurrency as v1.0 (e.g. Bitcoin), Token Sale Smart Contract as v2.0 (e.g. Ethereum), and Decentralized App as v3.0.

Unlike other tokens, EROS is guaranteed by two crucial elements, namely 1) holders’ voting right to make decisions for ELOVE and 2) automatic revenue sharing for all revenue generated in ELOVE, in other words, EROS token holders are ELOVE’s “digital shareholders”. Within the first three years, ELOVE will be set up and developed by ELOVE FOUNDATION managed by the founding team and developer team, who will be supported by MPOS GLOBAL, the No.1 Mobile POS payment company in Southeast Asia run by Max Nguyen (Founder & CEO), and BeeTech, the developer of the social network Campus++ run by Snguyen (Founder & CEO). After three years, ELOVE will be converted to open source and operate in compliance with a GPL (General Public License) certificate.

ELOVE comes from E in EROS and LOVE to remind us of the God of Love's legends over the past thousands of years. ELOVE SOCIAL will bear the mission of preserving the world's beautiful love stories in the blockchain for the next thousands of years. Hopefully, each person on Earth will share at least one love story of their own on ELOVE, making it the world’s Kingdom of Love.
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TEAM INTRODUCTION

ELOVE consists of an excellent and experienced team of technology and social networking specialists, having won many professional awards including International Olympiad of Informatics (IOI), Vietnam Intellectual Award, Vietnam Talent Award, other national and international competitions. Especially, the team also comprises of many experts, engineers, and entrepreneurs who have created successful products and startups.

Technical Team: ELOVE comprises of talented high technology engineers who were former members of FPT young talent center (FYT). They were also the founder and co-founder of Ecommerce, Fintech and InsurTech and logistics startups in Vietnam and Southeast Asia (SEA) including Max Nguyen - Group CTO & Co-founder of Peacesoft/Nexttech Group (nexttech.asia - one of the groups owning the most complete services ecosystem in the SEA with an annual revenue of $600million in 2017) and also Co-Founder &CEO of MPOS Global, SNGUYEN, Crypto Leader, winning Silver Medal IOI, Lead Engineer of Coc Coc - the second biggest browser in Vietnam with more than 20 million users, Founder of social network Campus+, developing member of project Crypto ZCOIN with the market capitalization of $620million on Coinmarket Cap in 2017. The developers team has more than 10 years’ experience working in technological field for leading international corporations such as: No.1 European insurance companies including AXA, Allianz (Mr. Lê Văn Đạt), Project Technical Leader for AirFrance (Mr. Nguyễn Tiến Lượng) and Technical Leader for FPT Technology Corporation (Mr. James Dao).

Social network and community development Team: ELOVE is led and developed by founders who have built the largest social networks and applications in Vietnam including Nhacso.net, Noi.Vn, Vloger, etc. with extensive experience in marketing, branding and community development. The senior management team includes: Phung Tien Cong - Founder of Noi.vn, Thanh Nguyen - Co-founder of Vloger, Thuy Bui - PR Manager of VTC Game Online together with a young creative and enthusiastic team.

Supporting and consulting team: ELOVE has a team of experienced consultants with in-depth experience in high technology in general and in Blockchain / Crypto Currency technology in specific, who directly assist and advise ELOVE to complete its system design.

Initial investors: ELOVE project is supported and invested during the pre-project phase by a large number of private investors with more than 50 investors who are professionals in technology, finance, business, community and business leaders. This is an important factor facilitating the project implementation and development in the future through their direct consultation.

ELOVE is a challenging technological project and market but has a high chance of success thanks to many combining factors, including:

Worldwide technological development trend: Blockchain and Crypto Currency technologies are in their applications development phases, enabling the creation of entirely new decentralized business models instead of the current centralized ones, thus, opening brand new opportunities for everyone in the world.

Financial opportunities: The wave of Industry 4.0 and Blockchain together with the advent of crypto currencies has transformed traditional financial investment methods in the way to allow anybody to invest in ideas developed based on Blockchain and crypto currencies through ICO and trading freely on crypto currencies exchanges without any space or time limitations.
Unfair collaborative economy: The world is observing the miraculous development of collaborative economy models in the last two decades with typical successful examples including Facebook, Youtube, Uber and AirBnB, etc. However, there exists unfairness when all powers and benefits devote to the only company creating the technology platform and application. Meanwhile, the crucial successful factor is the participants’ community, who do not have any power or proper benefits compatible with their contributions. As a consequence, there creates unfairness and conflicts of interests. Blockchain technology application is believed to be able to ensure an impartial development in collaborative economy models.

With such vision, we hope that ELOVE will create a brand new economy ecosystem combining Blockchain technology evolution and collaborative economy development trend.

MISSION, VISION AND CORE VALUES

Mission: transform collaborative economy models from centralized to decentralized structure to facilitate their development.

Vision: Blockchain technology is the fundamental platform for future economic models, while ELOVE is the important infrastructure of decentralized collaborative economy models.

Core technology: ELOVE BLOCKCHAIN consists of the three following core values:

- **FLEXIBLE**: Revenue Sharing Smart Contract (RSSC) on ELOVE BLOCKCHAIN platform enables customization and flexibility in applying different revenue sharing models.

- **PERFORMANCE**: ELOVE BLOCKCHAIN ensures high speed of handling to millions of transactions per second and enormous data storage ensuring continuity and performance of business operations.

- **EFFECTIVE**: The application of ELOVE Blockchain must bring the effectiveness in terms of investment and operation for business applications by eliminating infrastructure investments and transaction fees.

Core values: ELOVE always aims to guarantee the three following core values:

- **COMMUNITY**: ELOVE SOCIAL is community’s product managed and developed by the community.

- **SELF DEVELOPMENT**: ELOVE SOCIAL provides a platform and development principles. The development will entirely depend on the members themselves through the content contribution and interaction on the system.

- **SUSTAINABLE**: ELOVE SOCIAL must ensure sustainable development through consensus and self-generated revenue to maintain the ecosystem.

Development principles: ELOVE contains the four following core principles:

- **TRUST**: ELOVE commits to provide the highest level of trust for all participants, by applying Blockchain technology in the management of authentication information and fully open its source code for community to monitor and develop.
**FUNDAMENTAL FOUNDATIONS**

**DEMOCRACY:** members will be the ones being consulted and voting on issues that can affect the community and the development of ELOVE through the Blockchain-based Voting system.

**TRANSPARENCY:** ELOVE will use a distributed ledgers system to record all transactions through RSSC, ensuring data transparency and completeness.

**FAIRLY:** ELOVE participants will earn income based on their valuable content contributed to the community and other values recognized by the community. It is the foundation to sustain and develop the community in the long run.

1. **TECHNOLOGICAL FOUNDATION**

ELOVE focuses to give solutions for three key issues facing current technologies including performance improvement, decentralized payment and usage popularization.

**A. Performance improvement:**

Development trends in the application of Blockchain technology will be increasingly widespread and inevitable, requiring the continuous development of Blockchain infrastructure in order to meet the flexibility of business operations. Current Blockchain networks including Bitcoin or Ethereum cannot support the development of applications or business models requiring millions of transactions handling and large data storage in Blockchain.

<table>
<thead>
<tr>
<th>FEATURE</th>
<th>BITCOIN NETWORK</th>
<th>ETHEREUM NETWORK</th>
</tr>
</thead>
<tbody>
<tr>
<td>TRANSACTION SPEED</td>
<td>600 seconds</td>
<td>18 seconds</td>
</tr>
<tr>
<td>TRANSACTION FEE</td>
<td>30$</td>
<td>3$</td>
</tr>
<tr>
<td>TRANSACTIONS HANDLING ABILITY</td>
<td>7TPS</td>
<td>15TPS</td>
</tr>
<tr>
<td>LARGE DATA STORAGE</td>
<td>No</td>
<td>No</td>
</tr>
</tbody>
</table>

With the current ability, it is extremely difficult to develop applications or build new business models based on Bitcoin or Ethereum Blockchain. One of the most important reasons is that Bitcoin and Ethereum are using Proof of Work to verify transactions. Some recent Blockchain platforms have been built utilizing Delegated Proof of Stake (DPOS) mechanism, which is able to overcome defects mentioned above, for example, Blockchain technology developed based on Graphene enables the handling speed to millions of transactions per second, unlimited data storage and completely free. This is the base for ELOVE to build its own ELOVE BLOCKCHAIN platform to develop Revenue Sharing Smart Contract.
B. Decentralized payment:
Current collaborative economy models are utilizing centralized revenue models, whereby incomes centrally transferred to the application providers before distributing to services providers. Take Uber taxi as an example, incomes of drivers are transferred to Uber’s account in Finland before paying to drivers’ accounts on weekly basis. It is indeed a big challenge to make payment to millions of Uber drivers worldwide. ELOVE is able to solve this issue in a completely automatic way by directly distributing revenue to receivers through smart contract RSSC and using automatic token exchanging system in ELOVE through EDEX (ELOVE’s automatic decentralized exchange platform).

C. Usage popularization:
The second problem with Blockchain application is its technological complexity to end-users. This makes it difficult to popularize and apply Blockchain in reality. ELOVE BLOCKCHAIN aims to provide visualized appearance allowing RSSC used in a simple way and enabling anyone to apply revenue distributing including advertising, affiliate e-commerce or multi-parties revenue sharing contracts. Take the following examples to illustrate RSSC usage:

Example 1: Seller A wishes to sell his product X and share 30% revenue to anyone who can refer him to a buyer. Seller A can create a RSSC to establish an address to receive payment for product X on the condition that when any payment transferred to this address, the system will automatically pay 70% to seller A’s address and 30% to the referrer’s address.

Example 2: An author A creates content to share on the social network and set-up an advertisement, on which 10% income generated by the ad will be paid to the readers. It can be easily set-up by creating a RSSC on ELOVE on the same condition.

In general, with ELOVE, users do not need to care about the complex underlying Blockchain technology but only focus to create the most efficient business policies.

2. SOCIAL FOUNDATIONS

Despite its advantages, the introduction of Blockchain, Smartcontract and Crypto Currency features into social life is still a big challenge. The shift from a centralized to a decentralized model, from private to public, requires fundamental changes in business operations, organization and benefits sharing among related parties. Therefore, it is challenging to convince traditional models converting from centralization to decentralization. However, this creates opportunities for the advent of new models, including ELOVE SOCIAL.

Economicwide, Facebook is currently the largest social network in the world. It gains value through users’ time spending in the network and generating revenue from advertising. However, users do not receive any economic benefits that Facebook earned, which only benefit Facebook shareholders. According to a 2016 statistics, advertising income of $23billion generated 98% of Facebook’s revenue. Similar situation can be seen for other social networking models and other information publishers including Reddit or Quora, who does not provide a benefits sharing policy to its users. Meanwhile, users totally have the right to request proper benefits compensating for the time they devoted to create content on the social network or request a fair share from advertising income for the time they spend on the network. ELOVE SOCIAL certainly can provide them with these deserving rights through the automatic and transparent revenue sharing mechanism in Blockchain.

Socialwide, people are increasingly dependent on the Internet and social networks, all personal information, relationships, daily activities are updated on popular social networks. This means that the risk of personal information loss or misusage is entirely possible. Moreover, the greatest value of a social network is the users, but currently the users do not have the right to express opinions or change the decision of the
social network developers affecting the community and they have no right to protect the values that the community has created. This requires necessary changes from current social network models or the creation of new models to better guarantee the community’s rights and benefits. In order to do so, the system must provide an open source code enabling the community to monitor and control the policies compliance, voting systems’ accuracy and independence, which allow the participants to decide on important issues of the community. ELOVE SOCIAL is that such new model.

From investors’ perspectives, the centralized model requires a great initial investment and huge amount of time to attract users and communities. This is a significant risk facing traditional investors. Ethereum has introduced a revolution in crowd funding by allowing companies to issue Token Sale Smart Contract, which facilitates a new wave of investment in Startups. However, Ethereum has not provided solutions to guarantee Token holders’ benefits and values of the ecosystem or company. With ELOVE, EROS Token holders are considered as ELOVE’s digital shareholders. This differentiates ELOVE and EROS Token with other current Crypto Tokens in the world and ensures EROS Token’s sustainable value growth.

In terms of market opportunities, social network is still an important foundation to connect people in the present and in the future. However, people will tend to engage in narrower but more targeted communities with a close connection to members’ life, which is an opportunity for ELOVE. While love is the key factor connecting people since thousands of years, ELOVE is the key chain to attach people on the current life. Based on which, ELOVE SOCIAL will be developed revolving around love, focusing on four essential needs at each following stage:

**Being single:** if you are single, ELOVE can help you to find true love using Search Love feature. ELOVE utilizes AI technology, physiognomy and horoscope to seek for your matching half.

**Being in love:** if you are in a beautiful relationship, you can share and spread it to others using Share Love feature, if your shares attract the community’s interest, you will earn a certain amount of passive revenue thanks to ELOVE’s income distributing mechanism.

**Being in troubles:** If you have any issue in relationship and marriage, ELOVE community can help you using Solve Love feature so that you can overcome your troubles and protect your love.

**Facing challenges:** If you have any commitment or wish to build your love, you can do it through the conditional gift programs designed in Secure Love feature.

Therefore, ELOVE SOCIAL has fundamental foundations to develop and potentially become a new type of social network attracting users worldwide and a place where anyone can build their love.
ELOVE will be developed based on the Graphene technology, on which other Blockchain systems such as Steem, Bitshares, Peerplay, and Golos have been developed successfully. Using Graphene reduces time of developing and launching our products.

The ELOVE blockchain architecture is divided into different layers with the foundation is Graphene. This is the technology base to develop Blockchain systems with performance to handle millions of transactions per second through DPOS (Delegate Proof of Stake) consensus mechanism. Besides, in order to support the ability of organizing and storing large data, ELOVE also combines Graphene with Bigchain DB to build its database.

**ELOVE SOCIAL NETWORK** / **ELOVE ECOSYSTEM**

**ELOVE VIRTUAL MACHINE (EVM):** This is an open-source software executing smart contract in ELOVE. This is also considered as ELOVE’s operating system.

**ELOVE REVENUE SHARING SMART CONTRACT:** is an important element of ELOVE CORE PLATFORM, RSSC is an application that can be programmed and compiled into machine code operating on EVM in ELOVE BLOCKCHAIN.

**ELOVE NETWORK:** This is a worldwide network of computers participating in the ELOVE network by installing the ELOVE VIRTUAL MACHINE (EVM) software to perform and synchronize ELOVE database. Since these computers are owned by individuals voluntarily participating in the ELOVE network and are rewarded with ELOVE Tokens, the ELOVE network can be extended indefinitely and unstoppable unless there is only one computer active in the network.

**ELOVE TOKEN (EROS):** This is a Crypto Token used in ELOVE playing a role as a Digital Shareholder. EROS Tokens are used to pay investors, ELOVE developers, computers joining ELOVE NETWORK, ELOVE users community and ecosystems.

**ELOVE UTILITY TOKEN (EROS-X):** This is a utility Token used for ELOVE SOCIAL features and ELOVE ecosystem. EROS-X’s role is to ensure transactions in ELOVE ecosystems to be implemented simultaneously and free of charge, which is not the case for other Crypto Tokens or payment systems.
**ELOVE LEDGER:** This is a distributed ledger used to record ELOVE’s generated revenue aiming for the complete transparency of all revenue sources as well as the distribution mechanism committed by ELOVE.

**ELOVE EXCHANGE (EDEX):** This is ELOVE’s internal Token exchange with all features available in ELOVE SOCIAL’s applications. EDEX guarantees EROS and EROS-X trading to be executed quickly, automatically and easily with everyone. EDEX allows users easily buy and sell EROS/EROS-X Token using Fiat currency, which makes the application of EROS-X in all business operations possible.

**ELOVE WALLET:** This is the ELOVE wallet used to view EROS/EROS-X Token balance, check transactions history and execute transactions easily. ELOVE WALLET supports multi-signatures and decentralized transactions. This is a special mechanism to ensure that multiple users can manage the same wallet account, for example, couples on ELOVE will also have a paired wallet required two signatures, to which all revenue gained by sharing the couple’s stories will be transferred, and any transactions from the wallet must be agreed by both of them.

**ELOVE UAPIs:** This is a group of transactions and tools allowing third parties to accumulate RSSC and ELOVE’s utility applications into their partners’ transactions system.

**ELOVE SOCIAL NETWORK:** This is ELOVE social network including Web-based and Mobile App-based applications.

**ELOVE ECOSYSTEM:** This is an ecosystems of applications expanded and developed by the community.

**ELOVE SDKs/Plugins:** These are accumulated supporting tools.

**ELOVE Sample Applications & Documents:** This is group of samples and documents supporting third parties’ research and application of ELOVE technology.

**ELOVE PORTAL:** This is ELOVE portal, the entrance point to approach and use services available in ELOVE ecosystem. ELOVE PORTAL will be maintained and developed ELOVE Foundation.

2. **DESIGNING REQUIREMENTS**

Why it is necessary to build a new BLOCK CHAIN Network for ELOVE instead of using existing ones? As you know, BLOCKCHAIN’s strength, also its biggest weakness is the requirement of the majority consensus to modify or update smart contracts, which thereby creates potential risks in case of update failure. Therefore, it is essential to evaluate and foresee potential issues and provide solutions to guarantee the system upgrade and improvement in a secure and efficient way in the future. For example, Bitcoin, the Blockchain version 1.0, can only carry the currency value and the decentralized ledger serving the exchanging Bitcoin between two addresses. Simultaneously, Bitcoin’s slow execution speed and high transaction fees make it unsuitable for low-value or free services. Consequently, there has not yet any application developed based on Bitcoin network attracting users. Ethereum, the Blockchain version 2.0, allows users to develop Smart Contract. However, Ethereum Smart Contract only allows creating sub Token and hence is difficult to be applied for complex business problems or to store large data in Blockchain. Additionally, the execution of transactions on Ethereum Blockchain is charged with GAS valued by ETH that are comparatively high and also unsuitable for free or low-value services.

Therefore, in order to develop ELOVE ecosystem, it is essential to build ELOVE BLOCKCHAIN platform satisfying the following requirements and criteria:
**Performance:** Guarantee to execute 10,000 to 1,000,000 transactions per second to satisfy ELOVE’s transactions requirement. It is currently impossible using Bitcoin Blockchain and Ethereum.

**Storage:** Enable large data (post content) to be stored in Blockchain at the possibly lowest cost. Bitcoin and Ethereum allows storing 1M to 8M in a transaction, however, the fee paid for transactions carrying data is too high.

**Transaction fee:** ELOVE does not charge transactions fee, instead, it will charge fees for opening and maintaining accounts. While BTC and ETH’s Proof of Work mechanism is currently used to pay for minors, ELOVE will apply Delegated Proof of Stake and Reward mechanism to maintain the network. Post transaction: This is an extremely important feature of ELOVE RSSC, allowing smart contracts to self-define the method of allocating tokens after executing transactions.

**Mining:** This mechanism motivates computers participating in ELOVE network to maintain the network.

**Integration:** ELOVE must provide a full complement of development platforms to enable third parties to develop and expand the ecosystem based on ELOVE Blockchain.

**Anti DDOS (denial-of-service attack):** ELOVE applies a DDOS defence mechanism by limiting the number of transactions a token holder can create.

**Upgrade:** To ensure the sustainable development, all ELOVE source codes are open to the community for contributing, supervising and developing. This operation model is similar to the current Blockchain systems such as Bitcoin or Ethereum.

### 3. RSSC OPERATIONAL PRINCIPLES

RSSC is a type of smart contracts, which can automatically distribute revenue based on rules configured and programmed by a third party.

The following chart describes RSSC’s operational process.

If a Business Owner executes a business campaign applying such policy that each transaction will be allocated X% to the person with Address A and Y% to the person with Address B. The process will follow steps below:

**Step 1:** Initiate a RSSC with the revenue distribution policy as above. ELOVE will provide a user-friendly display allowing a Business Owner without specific programming knowledge can create such RSSC.

**Step 2:** Execute RSSC in ELOVE BLOCKCHAIN and then the business campaign.

**Step 3:** When executing the transactions, ELOVE BLOCKCHAIN will verify each transaction, if it involves Token transferred to the Business Owner, RSSC will be automatically activated.

**Step 4:** After RSSC is activated; The policy created by the Business Owner will take place.

**Step 5:** Revenue will be automatically distributed to Address A and B according to the pre-defined ratios.
The example above illustrates the operation of a simple RSSC Contract for end-users. Applications and solutions developers can customize and build RSSC Contract on demand.

ELOVE SOCIAL is a social network developed based on ELOVE BLOCKCHAIN technology platform and ELOVE’s application of automatic revenue distribution to participants’ community is “Proof of Love”. “Proof of Love” can be understood that all activities contributing value to ELOVE will be rewarded with EROS/EROS-X Token and EROS Token holders will be distributed income in ELOVE ecosystem.

1. MAIN USER FEATURES

Regarding users orientation, while Facebook is a social network enabling people to connect and express their personal opinions, ELOVE will be the social network that helps people to love and share happiness. As users can use one or several social networks for different purposes in different point of time, ELOVE does not directly compete to other social networks but can resonate with each other. Thereby, users can create original content in ELOVE, then share it on other social networks to attract more viewers or followers, which then increase the opportunity to gain more income. ELOVE SOCIAL focuses in developing the four following main features (4S):
Search Love: Search love is a Dating system allowing single members finding their true partners. According to the majority's perspective on marriage, personalities and horoscopes are two important factors to find a suitable partner. However, men are attracted by women's appearance before taking the next step to understand their personalities and horoscopes. Therefore, people with less attractive appearance often get a lower chances of approaching and interacting with other people, which reduces the successful matching rate for the majority of these users. In order to balance this issue, ELOVE provides an additional initial anonymization mechanism and uses a matching algorithm based on horoscopes information and two people's need with the support from AI built on physiognomy analysis and machine learning that propose the most suitable partner. ELOVE aims to support 70% of these single members to find their true love.

Share Love: Share Love feature is a compilation of love stories and life experiences shared by members and spreading their value to others. ELOVE provides two interaction functions of Love and unLove supporting the system's content assessment and hence to propose corresponding Token rewarding score. This feature encourages both influent and ordinary members investing time to create valuable content, thereby, attracting interactions and viewers. Income generated from advertising will be distributed to both authors and viewers.

Solve Love: ELOVE provides Solve Love feature enabling members to share their troubles anonymously and community to propose solutions, consultation or to share experiences of problem solving. Unlike other social networks, information floats and loses its inheritance, Solve Love’s content will be organized and relevantly linked to form different topics so that users can easily access using certain searching criteria. In a brief survey with more than 1,000 couples, more than 98% responded that they had faced conflicts in the first five years of marriage. Main reasons come from the difference in knowledge and perspective, the inability to harmonize the relationship with the two families, which are even more complicated in Asian culture. Accumulated unsolved and unshared conflicts result in more serious problems or even divorces. Having children and parenting difficulties also make many young mothers depressed and feel that their marriage is no longer as expected. However, it is not easy to share this sensitive topic with relatives and friends or publicly post their stories on social networks including Facebook. ELOVE offers a more secure way to share personal problems and to find a proper solution using the community’s opinion.

Secure Love: Secure Love will be designed in form of love challenging games for ELOVE’s members. Everyone holds in his heart a desire for true love, yet it is a long and challenging journey that not anybody can overcome and succeed. Therefore, games offered by Secure Love aim to enable ELOVE's members to realize their desire in love in a pleasant but secure way. These games' players can be either an individual or a group. Game rules will be specified and installed automatically by using programs built on Blockchain and Smart Contract platform. One of the initial games is the love promises, each person will buy a love gift with the promise to get married his/her girlfriend/boyfriend within the third to the tenth year.
of the relationship, if the marriage happens, the couple will receive a gift worth dozens of times the initial cost. Another game is the FA challenge allowing a group to join; each person will pay a certain yearly contribution and the first or the last person getting married will receive the whole contributed amount.

These are core features of the social network to develop ELOVE’s users base and maintain its community. Based on these core features, ELOVE then can provide corresponding services for its members using the revenue distribution mechanism.

2. ELOVE’S REVENUE STREAMS

ELOVE will have three main revenue streams from providing ELOVE BLOCKCHAIN infrastructure platform, providing value-added services to ELOVE SOCIAL’s users and from advertising.

**ELOVE FEE:** ELOVE FEE is fee charged for providing ELOVE BLOCKCHAIN infrastructure platform. Products developers and RSSC users are charged to execute RSSC in ELOVE BLOCKCHAIN. This fee will be adjusted depending on Nodes’ rules at the time.

**ELOVE ADS:** is an advertising platform distributing its revenue in ELOVE. Advertisers need to purchase EROS Token on public coin exchanges or on ELOVE INDEX to use the advertisements. ELOVE ADS will apply the automatic revenue distribution to valuable content creators attracting readers and ad viewers, who are also paid for their viewing.

**ELOVE VAS:** These are value-added services provided to ELOVE’s members’ community. Similar to ELOVE Ads, ELOVE VAS also applies the revenue distribution mechanism, in which the revenues from VAS will be allocated to involved Parties.

ELOVE BLOCKCHAIN plays an important part to ensure the revenue distribution mechanism to be performed as committed and transparently.

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**ELOVE TOKEN DESIGN**

1. **TOKEN DESIGN FOUNDATION**

We have observed a year full of fluctuation of the Crypto market with the increase/decrease of all listed Cryptos following Bitcoin’s price movement. This is because all Cryptos are listed on exchange platforms using Bitcoin as the conversion unit, while it is impossible to foresee Bitcoin price.

From the beginning, Bitcoin was designed as a completely free Cryptocurrency without any guarantee or backing by any business operations or any organization, therefore Bitcoin price currently depends completely on the market’s supply and demand. However, Bitcoin’s recognition is only within the narrow circle of Cryptocurrency investors, making its price significantly rely on investors’ emotion.
Ethereum is the second biggest Cryptocurrency in the market, besides being the basic currency used on Cryptocurrency exchanges, Ethereum provide a platform for crowdfunding in form of ICO (Initial Coin Offering). In reality, there has not yet been any application successfully using Ethereum Blockchain as its fundamental infrastructure platform due to its limitations of transaction handling speed, expansion ability and high fees charged. With such design, ETH’s value is also difficult to be evaluated and forecast using defined factors.

Current Crypto tokens tend to be designed as a currency used in a given ecosystem or a specific project’s business operation. However, there is no real connection in term of technology between Tokens issued on Ethereum platform and the project’s operating mechanism. Therefore, these Tokens’ price completely depends on the fluctuation of the basic currencies including BTC and ETH and barely on projects’ business performance.

Reality reveals that a Token can play one of the following roles: as Currency Token, Equity/Securities Token or Utility Token. Each Token has different role and carry different value to each business model. Therefore, the selection and design appropriate to of each Token’s function in the ecosystem contribute a major part to protect the Token’s value in the market and maximum facilitate its usage.

There will be two types of Token used in ELOVE ecosystem including Securities Token (EROS) and Utility Token (EROS-X).

A. EROS is the token representing ELOVE’s value, EROS Token holders are considered as ELOVE’s Digital Shareholders. EROS guarantees two important benefits of the holders including voting right and revenue sharing in ELOVE ecosystem. The maximum number of EROS issued in ELOVE is 200,000,000.00 EROS.

B. EROS-X is the utility token used in the whole ELOVE ecosystem. All charged and rewarded services in ELOVE are converted using EROS-X. The number of EROS-X issued is based on the conversion of EROS using the market conversion rate. This means that if there is an amount of new EROS-X created, a certain amount of EROS will disappear. The conversion rate is defined using the market conversion rate between EROS and EROS-X.

EROS can be illustrated as ELOVE ecosystem’s shares, whose value depends on ELOVE’s development. EROS holders are distributed revenue by EROS-X in ELOVE and have the right to vote for decisions affecting ELOVE’s evolution. Meanwhile, EROS-X is the token ensuring the stability and circulation of services in ELOVE ecosystem. Users need to purchase EROS-X to use services.

This design enables EROS-X holders to buy EROS without changing the number of EROS and EROS-X issued. On the other hand, EROS holders can participate in the conversion of EROS to EROS-X, in which there will be additional EROS-X released and EROS removed from the system.

2. EROS TOKEN DESIGN

Definition: EROS is ELOVE’s fundamental token and is also ELOVE’s digital share.

Issuance mechanism: The maximum number of EROS issued is 200,000,000. 40% of this volume will be offered during the ICO, while the rest will be issued for mining and rewarding computers joining ELOVE NETWORK and users.

Transactions: EROS Token is similar to other crypto tokens, can be exchanged freely between two accounts in ELOVE BLOCKCHAIN.
**Mining mechanism:** 15% EROS Token will be used for mining in 5 years at a frequency of 3 seconds/block, used to reward miners and the community.

**Reward:** The reward mechanism will be applied for users contributing to the development of the ELOVE ecosystem. The algorithm used to calculate reward value using “Proof of Love” will be specified in the next section.

**Value:** EROS's value is decided by the supply and demand on exchanges, however its value can also be evaluated by ELOVE ecosystem's development and the potential income that ELOVE will bring.

**Ownership:** Anyone can own EROS Token through initially investment or by re-purchasing EROS in the market or by mining for EROS.

**Transaction fee:** EROS will not charge for each transaction.

**Voting:** EROS Token holders have the right to vote for decision affecting ELOVE.

**Investment:** Holding EROS Tokens on ELOVE ecosystem over a period is considered as an investment form in ELOVE to reduce the supply on the market and increase EROS value. ELOVE will apply reward policy to Token holders keeping EROS for every six-month period.

**Upgrade:** The system upgrade and improvement will certainly happen in the future to comply with the system development. However, it is essential to guarantee that the basic value of EROS will not change.

ELOVE’s ICO program will be perform on Ethereum platform by issuing ELOVE SALE TOKEN (ELOVE key) on ERC20 platform according to the design and ratio of EROS to be released in ELOVE BLOCKCHAIN. After ELOVE BLOCKCHAIN is officially launched and issuance of EROS TOKEN, Ethereum-based ELOVE TOKEN holders will receive the same number of EROS Token in ELOVE BLOCKCHAIN và ELOVE TOKEN in Ethereum will be blocked and cannot be tradable between accounts anymore.

### 3. EROS-X TOKEN DESIGN

**Definition:** EROS-X is a type of token used as a payment method for services provided in ELOVE ecosystem.

**Issuance mechanism:** EROS-X is issued based on the algorithm calculating the conversion factor from EROS to EROS-X based on market value. At the time of the first issuance, every EROS can be converted to 10 EROS-X.

**Feature:** EROS-X token has the same feature as other tokens in the market, which can be traded and transferred between any two accounts. EROS-X can be used to convert at EROS using the conversion rate at the conversion time.

**Ownership:** Any one can own EROS-X by repurchasing EROS-X in the market or join ELOVE for mining and rewarding.

**Value:** EROS-X's value is decided by market’s supply and demand. However, as EROS-X is the utility Token used in ELOVE ecosystem, in order to avoid EROS-X speculation affecting ELOVE's operation, the system allows additional EROS-X to be issued by converting from EROS using the conversion factor comparative with the market value.
**Usage:** EROS-X is the only Token used in ELOVE ecosystem, so, in order to use charged services, users need to purchase EROS-X Token. In order to ensure the trading and converting from EROS-X to Fiat currencies easily, ELOVE develops an internal exchange platform allowing the connection of EROS-X account and FIAT currencies accounts.

**Expansion:** EROS-X can be integrated and used by outside application through API and RSSC.

EROS-X is only issued ELOVE BLOCKCHAIN when it is officially launched.

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**PROOF OF LOVE PROTOCOL**

*PROOF OF LOVE* is an algorithm used to calculate the reward for valuable content creators and active users through interaction and content evaluation. Any content posted by a user posts in ELOVE will create added value to ELOVE, called ELOVE SCORE.

ELOVE SCORE will be calculated using several factors and time-related. When ELOVE SCORE reaches a certain level, it will be converted into an EROS-X and users will be rewarded this EROS-X from the EROS-X POOL reserve. Each converted EROS-X will be transferred to EROS-X wallet of the authors and other interactive users using the ratio defined by the authors of either 75%-25%, 50%-50% or 25%-75%.

ELOVE SCORE calculation algorithm will be described in details in the technical white paper.

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**ELOVE EXCHANGE**

ELOVE EXCHANGE is an ELOVE's internal exchange facilitating the conversion and exchange EROS/EROS-X in a simple and easy way. Thereby, each ELOVE account can place EROS/EROS-X buy/sell orders using other popular Cryptocurrencies including USDT, ETH or BTC. Especially, ELOVE allow a user buy/sell EROS-X using Fiat currency through popular payment system including bankcards or e-wallet, ensuring EROS-X’s liquidity when using for related application integrated RSSC.

ELOVE also allow the link between EROS-X account with a prepaid Visa/Master Card for global usage and payment.
1. MINING MECHANISM

Computers network participating in ELOVE Network is an important factor to maintain the ELOVE Blockchain Network and guarantee the system’s performance and efficiency. Mining mechanism is applied in the first five years declining in line with the EROS token number used for mining. After the mining period, the system will shift to rewarding mechanism from Reward Pool.

ELOVE saves 15% of the EROS Token number for mining in five years

2. REWARDING MECHANISM

ELOVE always maintain the Reward Pool to reward computers joining ELOVE BLOCKCHAIN and ELOVE SOCIAL users. The pool is initially set-up as 10% of EROS Token converted to EROS-X. 15% of ELOVE SOCIAL’s revenue will be added to this reward pool.

ELOVE SECURE FUND

The ELOVE Secure Fund is a reserve fund made from the ICO used to stabilize the value of the EROS Token not less than 40% of the ICO price in the first year. After launching the products and beyond a year of ICO, Secure Fund will be used to promote and develop the community.
MEMBERS DEVELOPMENT STRATEGY

ELOVE SOCIAL will implement a mechanism to promote its members growth using EROS-X token reward calculated by “Proof of Love” algorithm and taking advantage of worldwide trend influencing users’ interests.

1. TECHNOLOGY LEVERAGE

Despite the recently rapid development of Blockchain technologies, there is still a gap between technology and practical application. Bitcoin has created a cryptocurrency revolution globally while ETH Smart Contract has transformed capital mobilization methods for Startups and NEM / EOS / STEEM has significantly improved data handling speed and decentralized data storage. Inheriting the development of Blockchain technology and the application into reality, ELOVE is the next piece to complete the collaborative economy through the automation of Revenue sharing mechanism, opening brand new development opportunities for these collaborative economic models. It is businesses and individuals using ELOVE’s Blockchain

2. FINANCE LEVERAGE

Finance is also an important leverage to attract users for a new network and to guarantee their loyalty. Therefore, ELOVE’s rewarding mechanism enables its members to gain lifelong passive revenue through sharing valuable content. ELOVE’s financial policy will encourage its members to create and store copyrighted information in ELOVE as they are supported to store their data in Blockchain and nobody can change them. Additionally, in order to attract initial users, ELOVE applies the following rewarding policies:

**New members:** the first 1,000,000 members joining ELOVE SOCIAL will be rewarded EROS-X equal to 5% of EROS number. That means each user will has 200 EROS-X, equaling to $10. The user will receive theses EROS-X as participating actively on the system for at least one month.

**Referring new members:** Each user referring another user will be rewarded 20 EROS-X equalling to $1 if the referrer creates and successfully verifies his/her account. Total reward budget is 5%.

**Famous members:** Members with 50,000 or more followers in other social networks if joining ELOVE will be accepted automatically and become VIP members and receive EROS-X number in corresponding with followers numbers. The total reward budget is 5%.

<table>
<thead>
<tr>
<th>FOLLOWERS NUMBERS</th>
<th>REWARD</th>
<th>MAXIMUM VOLUME</th>
</tr>
</thead>
<tbody>
<tr>
<td>&gt;50,000</td>
<td>1000 EROS-X</td>
<td>100</td>
</tr>
<tr>
<td>&gt;100,000</td>
<td>3000 EROS-X</td>
<td>50</td>
</tr>
<tr>
<td>&gt;500,000</td>
<td>10,000 EROS-X</td>
<td>20</td>
</tr>
</tbody>
</table>
3. **BRANDING LEVERAGE**

ICO is a great method to raise funds from worldwide community and is an efficient way to evaluate the project's potential and feasibility. The international community's interests in the product brand from the beginning are a good leverage to the product's brand positioning.

After the ICO, Tokens will also be traded on international exchange platforms, which support the brand continuously maintenance and monitoring by the community.

This is an important advantage of brand development on a global scale, thereby ELOVE will benefit from media and when a user owns or exchanges ELOVE TOKEN, he/she will become an ELOVE SOCIAL member.

4. **SOCIAL TREND LEVERAGE**

The world has witnessed strong growth of collaborative economic models like Uber, AirBnB and social networks such as Facebook, Youtube, etc. These are typical successful models in creating technological platforms but not by directly producing content and gaining huge revenues from advertising. What will happen if users move their content and spend time on another platform where they are rewarded for the value that they contribute in a more equitable and fair way?

ELOVE BLOCKCHAIN provides a technical and technological platform enabling collaborative economic models to simply apply a more reliable and transparent revenue distribution method, simultaneously apply a rewarding mechanism for valuable content contribution and members' interaction. This gives users a brand new experience, which certainly becomes a social trend, when they realize their true value by joining a community or a social network.

This trend will certainly happen and quickly form an ecosystem of similar services, which is also a new step in the development of the society.

5. **PSYCHOLOGICAL LEVERAGE**

Selecting LOVE as the guide for ELOVE social network's features and activities does not create a user limitation because love is an essential part of each individual's life in the society. LOVE is a journey of each individual through different stages of searching, experiencing, protecting and preserving, overcoming challenges to reach for happiness. And love is associated with both mental desires and physical needs. Therefore, ELOVE is suitable for different users and is constantly accumulated through generations. Love is definitely the world's common language and goes throughout each person's life, connecting people despite social class, geography, religions or ages.

In order to do this, ELOVE will also need to help users to overcome psychological barriers and share personal information by providing anonymous option when it comes to private issues, and building a community mutually share the value of love. Overcoming this psychology barrier, users will believe and join ELOVE.
ELOVE system is multilingual and follows international standards. ELOVE targets users community worldwide since the time of product launched. However, community development will be prioritized depending on the culture, habits and feedbacks of users from different countries and regions. Based on the users expansion, ELOVE will set up different teams of supporters managing both Online and Offline activities to connect users.

ELOVE aims to develop a network of 100,000,000 users within the first three years after launching. In order to achieve this target, ELOVE will execute the following strategies:

1. EXPERIENCING THE DIFFERENCE

ELOVE will bring experiences different from ones offered by current social networks in the world through the following characteristics:

   A. Anonymity
      Being anonymous in the first-time interaction is a crucial characteristic of Search Love module. This enables a user to freely introduce himself/herself to a very detailed level to seek for a suitable lover. However, any viewer cannot see the user’s identity until both of them agree to disclose their information. This feature, therefore, allows any person to approach others without being intervened by the appearance.
      Anonymity is also applied in Solve Love when any user publicizes a personal sensitive topic but not his/her identity to other users; thereby eliminate the psychological anxiety when others know about him/herself.

   B. Application of AI in physiognomy
      AI can identify faces and perform face analysis to verify characteristics through the physiognomy assessment, thereby provide proposals of matching couples.

   C. Horoscopes analysis
      Eastern horoscopes analysis has been used for thousands of year to find love and get married. ELOVE utilizes horoscopes analysis to search and advice matching couples based on their needs. There has yet been any Dating system in the world applying such method.

2. NATURAL CONNECTION

Despite the focus on optimisation users’ experiences in ELOVE application, one of ELOVE’s pivotal development strategies is to enable the members network to connect, meet, talk, exchange information and create real-life interaction. ELOVE will invest in the following programs to achieve the target of giving 35%-40% of the users community the real-life interaction and connection.

   A. Events hosting
      Meeting Event, Dating Event and Group Offline Event are fundamental element to build a connected ELOVE’s social network strongly developed globally. Additionally, a series of musical, entertaining, touristic events, conferences and exhibitions will be held enabling the whole ELOVE network’s members to gain experiences and better connection.
Within the first three years of launching and development, ELOVE aims to sponsor and host over 1,000 official events. ELOVE’s users network will be a true connected community, which creates invaluable and lifelong values.

**B. Connecting preferential services**
ELOVE also aims to creating a complete ecosystem with thousands of products or services providers over 60 countries worldwide in the first three years. These providers will offer special preferential services for customers using EROS-X and ELOVE users community. In which, services specifically designed for singles, for couples in love or pre-marriage programs are valuables benefits ELOVE would like to offer its members.

**C. Experts support**
Besides the network of products and services providers, ELOVE also sets-up a network of expert in related fields to give ELOVE’s millions of users necessary consultation, share and orientation to find their true value aiming for truly sustainable relationships, love and marriage.

### 3. BRANDING STRATEGY

Current social networks in the world are using outdated centralized data storage technology, and in the last 20 years, millions of users could not retrieve their precious personal information when the social networks went bankrupt and disappeared. Many social networks still received petitions for losing users data after their closure. ELOVE is the first Blockchain social network offering permanent data storage in Blockchain for its users.

ELOVE’s first positioning point is SAFETY

One of ELOVE’s missions is to create a happier social and ELOVE will be referred to as a kingdom of love. All emotional needs and love will be satisfied in ELOVE’s love kingdom. In this kingdom of millions inhabitants with millions of demands and different emotions, love is the best catalyst, interference and resonance to create great things and millions of miraculous stories will be permanently stored in ELOVE.

ELOVE’s second orientation is HAPPINESS.

ELOVE does not only garante its users’ information safety and satisfies their demand for love but also help them to gain income from what they share and interact in their own home of love.

ELOVE’s third orientation is WEALTH.

Other essential value of ELOVE is each member’s stories being shared and creating permanent passive revenue for the authors.

### 4. MARKETING STRATEGY

ELOVE will apply the “three-filter strategy” to attract users downloading and using the application for the first time to achieve the target of 100 million users.

**A. Demand filter**
Before, during and after the launch of ELOVE social network application, the developers team will build a series of community sharing the same demand, hobby, language or nation. ELOVE is expected to own and operate more than 100 communities in 20 countries with multiple Online and Offline activities to attract and develop members as well as maintain the connection among network members.
B. Effect filter
Before the application launching, ELOVE will issue a series of products creating viral effect to the community. It is expected to attract more than 20 million people interaction through these media campaigns. This is the foundation opening ELOVE’s launching events series. The launching events series will be held simultaneously in several countries and live stream in social networks worldwide. KOLS and influencers are ELOVE’s image ambassadors, who will actively join these events series. It is estimated of 500 thousand downloads during the first two days of the events series, creating a viral effect in the society.

C. Sharing filter
It is people downloading and experiencing ELOVE the sharers and spreaders ELOVE’s value. ELOVE will establish policies and strategies encouraging users to share and invite their friends, relatives and other relations to download and become an ELOVE social network user. ELOVE will be the first and only social network in the world to transform users’ time, love and contribution into their own large and sustainable income.

DEVELOPMENT EXPECTATION

1. TECHNOLOGY
ELOVE will become a popular Smart Contract platform used for collaborative economy models. ELOVE is completely able to become one of the core foundations of Blockchain ecosystem as Ethereum.

2. ECOSYSTEM
Utilizing the open technology platform, ELOVE will enable the creation of an ecosystem integrating different collaborative economy models to mutually exploit and use EROS-X TOKEN; thereby integrate in term of users and services, exploit the same users community.

As it is simple to create a RSSC to execute a business campaign, ELOVE enables millions customers to realize their campaigns and share revenue inside and outside ELOVE SOCIAL, helping ELOVE ecosystem to expand and develop sustainably.

3. SOCIAL NETWORK
ELOVE will become the first social network in the world using revenue sharing model, bringing permanent value and income to investors and community. Therefore, ELOVE is expected to be selected by users to first create and store their content before sharing it in other social networks. Anyone in the world will at least join ELOVE once and store his/her love stories for later generation.

4. USERS
ELOVE aims to develop a global network of about 100 million users for ELOVE social network within the first three years. In the long term, ELOVE will approach Facebook in terms of users numbers. Users can absolutely use both Facebook and ELOVE at the same time, inviting friends and followers to use both to gain income.
5. REVENUE

Revenue is an important element to maintain and develop ELOVE sustainably. ELOVE’s revenue will come from three main sources: 1) Transactions fees, 2) Value-added services and 3) Advertising. These revenue streams will be automatically distributed to investors and users using Smart Contract RSSC.

Looking at current social networks including Facebook with advertising revenue of approximately $30 million or Dating systems with value-added services fees of over $1 billion every year. ELOVE can absolutely expect a revenue level of $1 billion when reaching 100 million users on a simple calculation that each user can create $10 income from advertising and value-added services.

ELOVE TOKEN INITIAL COIN OFFERING (ICO) PROGRAM

As ELOVE BLOCKCHAIN has not been built, ELOVE will execute ICO in Ethereum platform using ERC20 Smart Contract with the key as ELOVE. After the official deployment of ELOVE BLOCKCHAIN NETWORK, EROS Token and EROS-X token will be released in ELOVE BLOCKCHAIN NETWORK. Whenby, each ELOVE Token in Ethereum will be mapped one to one with EROS token in ELOVE. At the same time, ELOVE Token in Ethereum will be blocked and cannot be tradable anymore. The expected launching time of ELOVE BLOCKCHAIN is 18 months after ICO.

Maximum 200,000,000.00 ELOVE tokens (use 2 digits after the decimal separator) will be issued. The offering and using plan follows the table below:

<table>
<thead>
<tr>
<th>NO.</th>
<th>ITEM</th>
<th>VOLUME</th>
<th>DETAILS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Platform</td>
<td>Ethereum &amp; ERC20</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Token code</td>
<td>ELOVE</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Total EROS tokens issued</td>
<td>200,000,000.00 ELOVE</td>
<td>The maximum number of ELOVE will be issued on ELOVE, up to 2 digits after the decimal separator.</td>
</tr>
<tr>
<td>4</td>
<td>Pre-ICO &amp; ICO</td>
<td>80,000,000 ELOVE (40%)</td>
<td>The total number of ELOVE to be issued for the ICO, including the Token for rewarding in marketing programs.</td>
</tr>
<tr>
<td>5</td>
<td>EROS Price</td>
<td>1 ETH = 2,000 ELOVE</td>
<td>ELOVE only allows investment by ETH</td>
</tr>
<tr>
<td>6</td>
<td>Mining &amp; Reward</td>
<td>50,000,000 ELOVE (25%)</td>
<td>The maximum number of ELOVE used for mining on ELOVE network and to reward users</td>
</tr>
<tr>
<td>7</td>
<td>Private &amp; Early Investor</td>
<td>20,000,000 ELOVE (10%)</td>
<td>Number of ELOVE reserved for private &amp; early investor</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>---</td>
<td>---</td>
<td>---</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Founder team</td>
<td>30,000,000 ELOVE (15%)</td>
<td>Token of the Founder team will be locked in the first 18 months after the ICO</td>
</tr>
<tr>
<td>9</td>
<td>Foundation fund</td>
<td>20,000,000 ELOVE (10%)</td>
<td>Will be disbursed within 5 years</td>
</tr>
<tr>
<td>10</td>
<td>Softcap</td>
<td>10,000,000 ELOVE = 5,000 ETH</td>
<td>Total ETH raised through pre-ICO and ICO.</td>
</tr>
<tr>
<td>11</td>
<td>Hardcap</td>
<td>80,000,000 ELOVE = 40,000 ETH</td>
<td>The maximum number of ELOVE that will be issued during the entire ICO process</td>
</tr>
<tr>
<td>12</td>
<td>Minimum Invested</td>
<td>0.5 ETH</td>
<td>Each investor will have to invest at least 0.5 ETH</td>
</tr>
<tr>
<td>13</td>
<td>Maximum invested</td>
<td>500 ETH</td>
<td>Each investor can invest maximum 500 ETH</td>
</tr>
<tr>
<td>14</td>
<td>Country of Residence</td>
<td>All countries except the US and Singapore</td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>KYC</td>
<td>After ICO</td>
<td>Token will be locked after ICO and open again after KYC. If KYC fails, ETH will be refunded to the investor</td>
</tr>
<tr>
<td>16</td>
<td>Unsold tokens after ICO</td>
<td>Will be transferred to ICO reward fund and added to Mining &amp; Reward reserve to develop the user community</td>
<td>Ensuring the reduction in the supply of ELOVE token</td>
</tr>
<tr>
<td>17</td>
<td>Pre-Sale round 1</td>
<td>00:00 14/2/2018 to 23:59 30/3 (UTC)</td>
<td>40% Bonus during pre-ICO round 1</td>
</tr>
<tr>
<td>18</td>
<td>Pre-Sale round 2</td>
<td>00:00 1/4/2018 to 23:59:00 30/4/2018 (UTC)</td>
<td>30% Bonus during pre-ICO round 2</td>
</tr>
<tr>
<td>19</td>
<td>Crowd Sale round 1</td>
<td>00:00 1/5/2018 to 23:59 30/5/2018</td>
<td>10% Bonus during crowd sale round</td>
</tr>
<tr>
<td>20</td>
<td>Crowd Sale round 2</td>
<td>00:00 1/6/2018 to 23:59 30/6/2018</td>
<td>Crowd Sale Round 2</td>
</tr>
<tr>
<td>21</td>
<td>Date of locking EROS token on ETH Platform</td>
<td>18 months after the Crowd Sale</td>
<td></td>
</tr>
<tr>
<td>22</td>
<td>Expected date of listing on international exchange platforms</td>
<td>From 31/7 to 30/9/2018 or maybe sooner</td>
<td></td>
</tr>
</tbody>
</table>

ELOVE ICO will take place globally and execute only using Ethereum (ETH) with only one e-wallet address. This ensures the complete transparency of the amount of money raised through ETH and anyone can participate. The ETH e-wallet addresses of ELOVE is multi-signatures, therefore ETH transfer requires the signature of
at least two people in the Founders team. In the case of inability to raise minimum required capital, ETH invested by of investors joining Pre-ICO and ICO will be refunded.

After ICO, investors’ tokens will be locked until KYC is done. If KYC fails, ETH invested will be refunded to investors.

EROS Token Distribution Ratio:

![EROS Token Distribution Ratio](image)

Token distribution ratio aims to ensure the execution feasibility of the project and community development. In the first three years, when users and revenues are not sufficient to support the whole system, token holders’ roles are extremely important.

**Private & Early Investors:** These are initial investors providing financial support for the project and realizing the ICO program.

**Pre-ICO & ICO Investors:** These are the community investors after the project is publicly offered. The fund raised will be used to realize project that is detailed in the next section.

**Founder Team:** Founders and advisors executing the project before, during and after ICO.

**Mining & Reward:** The number of Tokens that will be used for computers participating in ELOVE Network and as reward for content contributors and the first ELOVE users.

**Foundation Fund:** Token Fund used by the ELOVE Foundation to pay salaries and bonuses for future ELOVE developer team.
Total capital amount mobilized through ICO will be used to develop ELOVE BLOCKCHAIN, ELOVE SOCIAL and users community within the first three years. The mobilized capital is distributed as follows:

**Legal and financial (3%)**: Any legal and administrative cost involved in the implementation of ICO and the project after ICO.

**Core team (10%)**: Fee paid to the project executing teams, including founder team, the project implementation team and partners directly supporting the project execution.

**Advisors (3%)**: Fee paid to project consultants advising the ICO and project implementation.

**Price Secure Fund (40%)**: This fund will not be used immediately after ICO but will be used within the following year to acquire EROS at a minimum price of 40% of the original ICO offering price. The repurchasing will be announced one month in advance after one year since the end of ICO. Any excessive amount will be added to the product development budget.

**Marketing (15%)**: Cost relating to marketing activities implementation and community development.
Operation (12%): Cost relating to project implementation and operation.

Human resources and product development (17%): Cost relating to human resources organization and product development implementation.

ICO TIMETABLE

<table>
<thead>
<tr>
<th>NO.</th>
<th>DURATION</th>
<th>TASKS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>7/2017 - 11/2017</td>
<td>Ideas development and resolution research</td>
</tr>
<tr>
<td>2</td>
<td>12/2017 - 1/2018</td>
<td>ICO preparation</td>
</tr>
<tr>
<td>3</td>
<td>1/2/2018 - 13/2/2018</td>
<td>Calling for private investors</td>
</tr>
<tr>
<td>4</td>
<td>14/2/2018 - 30/3/2018</td>
<td>Pre-Sale Round 1</td>
</tr>
<tr>
<td>5</td>
<td>1/4/2018 - 30/4/2018</td>
<td>Pre-Sale Round 2</td>
</tr>
<tr>
<td>6</td>
<td>1/5/2018 - 30/5/2018</td>
<td>Crowd Sale Round 1</td>
</tr>
<tr>
<td>7</td>
<td>1/6/2018 - 30/6/2018</td>
<td>Crowd Sale Round 2</td>
</tr>
</tbody>
</table>

PROJECT IMPLEMENTATION ROADMAP

A detailed schedule of some important contents and items of the project, details will be updated according to the situation in each stage.

<table>
<thead>
<tr>
<th>NO.</th>
<th>DURATION</th>
<th>TASKS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1/2/2018</td>
<td>Start to design and develop ELOVE SOCIAL</td>
</tr>
<tr>
<td>2</td>
<td>15/4/2018</td>
<td>Launch the application version of ELOVE SOCIAL with Search Love module.</td>
</tr>
<tr>
<td>3</td>
<td>1/5/2018</td>
<td>Development of ELOVE BLOCKCHAIN</td>
</tr>
<tr>
<td>4</td>
<td>1/6/2018</td>
<td>Launch ELOVE with Share Love module</td>
</tr>
</tbody>
</table>
### OPERATION

ELOVE will be carried on by ELOVE FOUNDATION, a community organization established after ICO in Singapore in form of a non-profit organization to manage capital and organize the project's implementation team.

In the first three years, ELOVE FOUNDATION will be managed and operated by the founder team to develop products and users network. Since the 4th year onwards, ELOVE FOUNDATION management team will be voted by major EROS Token holders and the election will be held by term.

ELOVE FOUNDATION will build a set of operational criteria, organizational and operational principles, policies and procedures on the selection and approval for any participant contributing to maintain ELOVE ecosystem.

<table>
<thead>
<tr>
<th></th>
<th>Date</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>1/7/2018 - 30/9/2018</td>
<td>Introduce EROS on exchanges</td>
</tr>
<tr>
<td>6</td>
<td>1/9/2018</td>
<td>Launch ELOVE with Solve Love module</td>
</tr>
<tr>
<td>7</td>
<td>1/12/2018</td>
<td>Launch ELOVE with Secure Love module</td>
</tr>
<tr>
<td>8</td>
<td>1/1/2019</td>
<td>Launch ELOVE BLOCKCHAIN TESTNET</td>
</tr>
<tr>
<td>9</td>
<td>1/3/2019</td>
<td>Test the Revenue Smart Contract system on the services of ELOVE ADS</td>
</tr>
<tr>
<td>10</td>
<td>30/4/2019</td>
<td>Test the implementation of ELOVE BLOCKCHAIN NETWORK</td>
</tr>
<tr>
<td>11</td>
<td>1/6/2019</td>
<td>Test the implementation of ELOVE IDEX</td>
</tr>
<tr>
<td>12</td>
<td>1/9/2019</td>
<td>Officially offer ELOVE TOKEN and lock EROS Token transactions on Ethereum Blockchain</td>
</tr>
<tr>
<td>13</td>
<td>1/12/2019</td>
<td>Officially launched the ELOVE advertising service and began charging for services</td>
</tr>
<tr>
<td>14</td>
<td>1/1/2020</td>
<td>Start promoting the development of ELOVE community and ecosystems</td>
</tr>
<tr>
<td>15</td>
<td>1/1/2021</td>
<td>Officially public the source code of ELOVE system and turn ELOVE FOUNDATION into a community model</td>
</tr>
<tr>
<td>16</td>
<td>1/1/2022</td>
<td>ELOVE SOCIAL reach 100 million of users</td>
</tr>
</tbody>
</table>
EXECUTION TEAM

1. FOUNDER TEAM

MAX NGUYEN - FOUNDER

In 2001, as a freshman, he was already the Co-founder of PeaceSoft Corporation (now renamed as NextTech). Max Nguyen has more than 15-year experiences of ICT and Internet in Vietnam. Graduated from Vietnam National University, he received many awards including: Vietnamese Intellectual, Scientific Research, Informatics Talent and the Award of Director of Information Security 2008 and the first prize for CSO in Indochina.

MPOS Global is the current No. 1 South East Asia Mobile Payments Company, offering products to 6 banks and more than 10,000 merchants. MPOS has been invested by ACTIS, GHL, Life.Sreda.

SNGUYEN - CRYPTO LEADER

Snguyen has 18 years of programming experience (C++, Java, Python, NodeJS and Go recently). He has attended and received international prizes for programming, such as IOI, ACM-ICPC, Imagine Cup and Google Code Jam. He returned to Vietnam in 2011 and has been working in CocCoc (the number 2 browser in Vietnam, only after Chrome) since then with a Tech lead role.

Snguyen is team member of ZCOIN.IO - a decentralized and open source currency that provides financial privacy enabled by the ZeroCoin protocol. Proven cryptography and auditability.

BRYANT T. NGUYEN - CHIEF GROWTH OFFICER

8 years of experience in branding, media, online advertising, marketing & PR. Investors, shareholders of more than 30 StartUp projects in many fields.

Founder of the Vlogplus community (Vlog +), predecessor of Vlogplus social network with over 300,000 members. At the same time, he invested, co-founded the SDate community to successfully help more than 1000 people become couples.

In 09.2014 he founded & operated Suki Brand, an agency specializing in consulting, strategy development & brand development. More than 200 enterprises and organizations and more than 100 individuals have become customers of this project.
LUONG NGUYEN - CHIEF ARCHITECT OFFICER
Luong has 10 years of working experience in France for leading IT Groups like Orange, Amadeus, as System and Solution Architect/Engineering.

He has 3 years experience in developing the POS mobile payment system for MPOS Global, deployed by famous banks including Mandiri Bank, Vietinbank, BIDV, SacomBank etc.

Proficiency in Java, C++, Python, Node JS, Solicity ...

TAP NGO - CHIEF DEVELOPMENT OFFICER
12 years of experience in Java, C++, Python and Technical Leader at IT corporations: Fsoft, Nexttech and MPOS GLOBAL.

He is in charge of project development, management of technical staff, pm, qa and project implementation design.

DAT LE - CHIEF STRATEGY OFFICER
Graduate with a master's degree in actuarial science from l'Institut de Science Financière et d'Assurance (ISFA), France.

Qualified Actuary of Institute of Actuaries in Belgium (IA/BE).

He has more than 7 years of experience in insurance industry with extensive knowledge and experience in non-life insurance field. He has taken a wide range of actuarial and insurance roles, including Risk Modelling, Reserving and Product Design in the leading international insurance companies.

JAMES DAO - BUSINESS DEVELOPMENT DIRECTOR
As professional in Banking, Finance & Fintech industry with 15 years of experience in Solution & Strategy Consultant & Business Development. Mr James Dao is a team leader with a strong vision, motivation, industry knowledge and through direct dealing with customer & partner. Sales or partner channels, enabling new segment market entry or expanding new markets.

He has 10+ years of experience in FPT and another 3 years working for US based IT companies as developer and 2 years as project manager. Specialties: Client Relations; Strategic & Tactical Negotiator; Core Banking; Electronic Payment Systems; EMV; ecommerce; Infrastructure, Debit & Credit cards, ATM, POS, Loyalty, Digital transformation and e-Government solutions.
NAM NGUYEN - PRODUCT MANAGER

Data-driven Marketing Manager with creativity, optimizer mindset, and strong Product Management background. Experienced in a variety of positions including: UI/UX Designer (12+ years), SEO Specialists (7+ years), Product Owner (7+ years), and Digital Marketing (7+ years).

Expert in leadership, self-development, team working & result oriented. Recent results include a 300%+ increase in traffics, a 260% boost to sales figures and a 433% rise in organic search traffic.

FRANKY SUHENDA - REGIONAL BUSINESS DIRECTOR

Franky has been almost 25 years in the banking and finance industry in various job assignment. He was a Vice President for Credit Card Business of Bank Universal, Chairman of Indonesian Card Association.

As of 2003 - Now he serve as Chief Executive Officer (founder) of PT Jaring Synergi Mandiri. In 2007, he set up join venture with Bluebird Group (the biggest taxi business in Indonesia), Pusaka Integrasi Mandiri, focus on payment card business.

In 2007 - 2012, he entered microfinance business, appointed as CEO of Sahabat Group (Triputra Group), managed: 1 commercial bank, 5 rural banks, 1 venture capital company, 1 multifinance company, 1 foundation. Within that perioder, in 2008-2009, was appointed as independent Commissioner of Bank Purba Danarta, and in 2009-2011 as President Director of Bank Sahabat Purba Danarta (now-BTPN Syariah, the biggest microfinance bank in Indonesia), CEO of Dana Mandiri Parasahabat;

Franky is currently CEO & Founder of PT Dana Mandiri Sejahtera, a microfinance business start-up.

2. ICO EXECUTION TEAM

<table>
<thead>
<tr>
<th>NO.</th>
<th>MEMBER</th>
<th>PROFILE AND ROLE IN THE PROJECT</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Dinh Hoang Son</td>
<td>Mobile App IOS Tech Leader</td>
</tr>
<tr>
<td>2</td>
<td>Nguyen Tuan Anh</td>
<td>Mobile App Android Tech Leader</td>
</tr>
<tr>
<td>3</td>
<td>Luu Dat Long</td>
<td>Backend Developer</td>
</tr>
<tr>
<td>4</td>
<td>Pham Van Hao</td>
<td>Backend Developer</td>
</tr>
<tr>
<td>5</td>
<td>Ngo Van Hoang</td>
<td>Crypto Developer</td>
</tr>
<tr>
<td>6</td>
<td>Dang Quoc Tu</td>
<td>Designer</td>
</tr>
</tbody>
</table>
ADVISOR TEAM

IGOR PESIN - INVESTMENT & BLOCKCHAIN ADVISOR

Igor Pesin is a Partner and Investment Director at Life.SREDA VC, a global fintech-focused venture capital fund, headquartered in Singapore.

Being responsible at Life.SREDA for the investments throughout their entire life cycle, Igor has executed more than 20 fintech deals across the world - in the US, Europe, CIS and Asia. Some companies, invested by Life.SREDA, are well-known benchmarks in the fintech space: Simple bank (sold to financial group BBVA), Moven, Fidor, Anthemis, SumUp, Allset, Rocketbank, Lenddo etc. Among 20 investments, Igor executed 7 successful exits through M&As and secondary deals.

CONG PHUNG - SOCIAL NETWORK ADVISOR

Full scholarship awarded from the Australian Government (AUSAID), to study biotechnology in Queensland.

Cong has received many awards such as Third Prize of Vietnam Intellectual Contest, Gold Medal of Information Technology - Communication Asia-Pacific.

Cong has extensive experience in managing and building large systems such as: FPT Music Director for website nhacso.net, Cyworld Product Manager, Founder and CEO of NOI.vn, Director of YAN Digital and in charge of many websites including yan.vn, yeuamnhac.com, dienanh.net, mimo.vn, etc.

JULIUS S. HAN - KOREAN MARKET PARTNER

Julius SK Han studied at PennState, majoring in Economics with MA. After graduating, he worked for Daewoo Poland for 3 years, experiencing the globalization of corporate organizations. He also worked at global consulting firms like PWC and Deloitte Consulting. He provided Biz/Corporate Strategy consulting as well as Turn-Around consulting for top-tier companies in major industries like Banking, Insurance, IT, Electronics, and the Automotive industry in South Korea.

Through this career as a consultant, he got insights into several industries and acquainted himself with the effective profit/cost turnaround for global corporations. Due to his industry insight and experience, he grew GCMC to the No 1 ranked DCC company in Korea in just 4 years. By the end of 2017, GCMC has about 1,700 merchants serving international customers who are tax refund beneficiaries. GCMC launched Vietnam JV in December 2017 and is planning to launch a JV in Indonesia in Q2 of 2018.
INVESTORS AND PARTNERS

mPOS.vn
The No. 1 POS mobile payment company in Southeast Asia

actis
British investment fund with the managing capital of over $13 billion

GHL
The No. 1 online payment services provider in Southeast Asia

bbFund
Crypto investment Fund in Singapore

Life.SREDA
Fintech investment Fund in Singapore
There must be many questions concerning investors and the community about ELOVE, and here are some questions and answers to clarify additional information about ELOVE:

1. **If I am a lonely / single person, is it guarantee that I will find my other half in love and get married in the future?**
   ELOVE does not guarantee that you will surely find your love, but with ELOVE, we will give you the opportunities to meet different partners considered as best fit to your criteria and requirements by applying AI technology, besides the natural human relationship, and the Eastern Horoscope.

2. **If I am dating a girl and wish to marry her in three years, but I have a narrow budget, how can I afford to realize my marriage plan?**
   ELOVE will help you realize your dream if you keep your promise to marry your girlfriend after three years by offering you a promise as your love gift. If you keep your promise, you will get a gift with the value 30 times more on your investment.

3. **We have a beautiful love; can we share our experience with the community to help other members?**
   This is indeed ELOVE’s wish to be a love diary where couples can share their emotion and experience in love with others publicly. If you have a beautiful love memory and wish to permanently store it on Blockchain system without worrying that someone can modify it, you can send it to Blockchain. This can be a sweet couple promise or memory.

4. **Can I make money by joining ELOVE?**
   This is indeed possible and is one of objectives ELOVE aiming for. Every ELOVE members' activities from writing, devoting time, interacting with the community will be calculated and rewarded with ELOVE TOKEN. ELOVE will develop a PoL algorithm, "Proof of Love", to calculate and build a reward mechanism so that users will be appropriately rewarded for their contribution, therefore promoting the community development.

5. **I have troubles in my life and wish to find a solution?**
   You can share on ELOVE in mode “Anonymous” or “Public” to ensure your privacy. The ELOVE community and experts will provide solutions to your problems. ELOVE will build a network of collaborators and professional consultants having valuable experiences to improve the solutions quality, which will be rewarded.

6. **Is content on ELOVE reliable?**
   How to eliminate fake news or rumors? We recognize that this is one of the serious problems of existing social networks. ELOVE aims to ensure that information is verified through witness mechanism. That means, information posted in Share Love, the publishing required witness that it belongs to the publisher. ELOVE will not allow sharing links or re-posting others’ content to ensure the information being selected and the author’s copyrights. Members can only track or re-share the full post.

7. **Can I do business on the ELOVE community?**
   ELOVE needs to generate revenues in order to maintain sustainable development, while bringing back values to its own community. Thus, ELOVE offers different regimes and principles to expand the activities and services on our ecosystem requiring a certain services fee for maintenance and development.
8. How are investors' benefits guaranteed on ELOVE?
ELOVE has two groups of investors: (1) Initial investors including investors, founders and participants in the
deployment and company operation; (2) TOKEN investors are the holders of EROS TOKEN issued on ELOVE
at different points of time. ELOVE applied the modeling of revenue distribution in the system to these two
investors groups to ensure equality and interest.

9. Who are expected to become ELOVE users?
Depending on the needs at different moments, each person can always join ELOVE. Love is always an
interesting subject throughout life to anyone.

10. Can the success of ELOVE be guaranteed?
Indeed, no one can predict the future, but everybody wishes for a better future. If ELOVE can bring better
future to its users, ELOVE will succeed. In the same way, we also put our love into ELOVE.

By asking and answering questions, we can see the role of ELOVE in each person's life.

REFERENCES

3. BlockChain : https://www.blockchain.com/

CONTACT INFORMATION

Official site: https://elove.social
Telegram: https://t.me/elovesocial
Youtube: http://pics.ee/v-3071590
Twitter: https://twitter.com/ELOVE_SOCIAL
Instagram: https://www.instagram.com/elove.social/