New-Generation’s Star Produce Application
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1. Overview

Have you ever received “LIKE ‼” on SNS that has actual value?
Imagine, if a “LIKE ‼” on SNS gives you a real value of “GOLD”?
This app will make it possible!

“Photap” is the application that has been developed by EVERY PROJECT from EVERYONE’s Blockchain Institute. It is an interactive app that connects persons posting photos and activities, referred as “Performers” and persons who want to support performers and their activities, referred as “Supporters” to make performer’s dream come true together.

3 major outstanding features of “Photap” App
① Link “LIKE ‼” with “GOLD”, the most stable value in the world, and use for tipping.
② The valuable “LIKE ‼” can be exchanged to a variety of products and cryptocurrencies.
③ Performers with a high reputation could become a “PRO” performer.

Along with this “Photap” app development, we are going to list 2 coins simultaneously in exchange markets, EVERY ORIGINAL (EVEO) and EVERY GOLDPEG (EVEG).【*1】
We have designed EVEO as investment coin, EVEG as stable coin whose value will be linked with GOLD Price. 【*2】

EVEO could be exchanged with EVEG, and EVEG could be changed to “LIKE ‼ Points”.
【*1】EVEG will be listed only in ATAIX exchange in Estonia.
【*2】The stable coin is a kind of coin that is less price volatility and has sustainable value.
EVEG will be linked with the GOLD price to make “LIKE” point value stable but it will be not holding gold as collateral.

Features of EVEO
① EVEO could be exchanged to EVEG which is also listed in exchange and this function potentially makes selling pressure on EVEO decrease.
② By providing benefits to EVEG holders depending on the number of share on hand, the number of EVEO share in the market will be decreased and this could increase its value higher. （See Reference on 5-1. Technology）

※ EVERY PROJECT operated by EVERYONE’s Blockchain Institute is a non-profit project that makes system and project which are specialized in marketing. economies in our own DEX (Distributed Exchange) with increasing participants through our systems and projects. Along with the process, we will be collecting members, and at the final, we aim to co-create Virtual Economic Zone in our own Decentralized Exchange.
Please see details at EVERY PROJECT Homepage : https://everyonecompany.or.jp/
2. Vision
We add solid value to a “LIKE !” and maximize the potential of “LIKE !” function all over the world.

3. Mission
～ Everyone is a producer ～
With valuable “LIKE !”, we create interactive new-generation’s entertainment industry.

4. Photap Application
4-1. Background
What purposes are you using Social Media for?
We believe that most users will be categorized into one of the above.

In recent years, Social Media incredibly increased the share all over the world. According to our research in April 2019, more than 5 billion people users click more than 100 billion “LIKES !” per day.
Therefore, it is easily imagined that it will be a revolutionary business model if we could add actual value to this “LIKES !”.

On the other hand, it is not easy at all for those who are using Social Media to make themselves famous. Among intensive competition with 5 billion users, there is only a handful of people who can really stand out.
We wonder what if we could bring more attention to outstanding talented performers with transparent and fair measures?

With these thoughts, our answer to fulfill the wishes of a large number of users is a fusion of valuable “LIKE !” and “Entertainment Star Produce System”.
This fusion created “Photap”. This will allow people to use valuable “LIKES !” and earn money more easily and efficiently while pursuing their beautiful dreams.
4-2. Contents

“Photap” is an open and interactive New-Generation’s Entertainment Star Produce App from Japan. “Performer” just upload photos (Photo-Up) and “Supporter” just tap favorite photos (Photo-Tap). That’s all to participate in “Photap”.

A “Performer” with dream post their interesting and fascinating photos and activities on the app, and then individuals, investors, companies and also people from the entertainment industry will be “Supporter” for performer’s dream and they will tip “LIKE︕” which is linked to the value of GOLD.

In this way, even if “performers” have less personal connection or economic power, outstanding “performer” can catch chance to be “PRO” with fairness.

“Performers” and “Supporters” are united together, using valuable “LIKES！” and completing various missions to make performers’ dreams come truth. This is “Photap”.

![Diagram of Photap participation process]

- **Supporters** tip LIKES for Performers
- **Performers** for grab chances for debut
- **Participation Process**
  - Entertainment productions and sponsors support major debut.
  - Performers can debut while already having many fans and supporters.
  - Elected Performers can participate public major debut auditions.
  - Judged by Entertainment related parties & Sponsors.
  - Each Participant has 1 vote for election.
  - Strict general election of meritocracy.
  - Top 100 Performers receive public crowdfunding rights.
  - Possible to realize the dream of home idol.
  - Performers set their personal missions, collect LIKES from Supporters and realize their dreams & goals one by one.
  - Anyone can be Performer by posting one photo.
  - Supporters tap Performers’ photos to support.

**LIKE! Thumb Points can be exchanged for Products & Cryptocurrency**
The Strengths of “Photap”

<table>
<thead>
<tr>
<th>“LIKE! points” linked with GOLD</th>
<th>Exchanges of “LIKE! points”</th>
<th>Entertainment Productions take part</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Use “LIKE! points” linked with globally stable gold value as tipping.</td>
<td>• “LIKE! points” could be exchanged for products, services and cryptocurrencies, etc.</td>
<td>• Performers of various genres can be produced by the participation of multiple entertainment productions.</td>
</tr>
<tr>
<td></td>
<td>• Use of a third-party prepaid certificate license for the exchange.</td>
<td></td>
</tr>
</tbody>
</table>

The Merits of “Photap”

<table>
<thead>
<tr>
<th></th>
<th>Supports</th>
<th>Merits</th>
<th>Performers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participation is completely free.</td>
<td></td>
<td>Easy to apply by posting one photo.</td>
<td></td>
</tr>
<tr>
<td>Fulfill favorite Performers’ dreams together.</td>
<td></td>
<td>If a Performer passes a regular audition, activities after debut will be promised.</td>
<td></td>
</tr>
<tr>
<td>Receive various benefits every time supported Performers complete their personal missions.</td>
<td></td>
<td>The Performers can acquire fans before their debut.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>“LIKE! points” could be exchanged for products, services and cryptocurrencies, and anyone can earn pocket money.</td>
<td></td>
</tr>
</tbody>
</table>
4-3. How to use

**How to get “LIKE ! points”**

① Free distribution by “Photap”
   - Login Bonus: Distributed every time a user logs in
   - Special Bonus: Distributed according to the number of “Like ! “, the time spent on the site and the number of comments, etc.
   ※ Free “LIKE ! points” are provided by sponsoring companies

② EVEO/EVEG (listed coins) could be exchanged for “LIKE ! points”

   ![](image)

   ※ 1 EVEG=1,000,000 “LIKE ! points”

③ Purchased by Credit Card
   ※ 1 “LIKE ! points“ = around 0.005 JPY

**Value of “LIKE ! points”**

<table>
<thead>
<tr>
<th>Types</th>
<th>LIKE ! points (per click)</th>
<th>Cash Value [*3]</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard Tip</td>
<td>1</td>
<td>0.005 JPY</td>
</tr>
<tr>
<td>Premium Tip</td>
<td>Min 100</td>
<td>0.5 JPY</td>
</tr>
<tr>
<td></td>
<td>Max 10,000,000</td>
<td>50,000 JPY</td>
</tr>
</tbody>
</table>

[*3] Cash value is calculated based on the current price of Gold 1g in Japan
EVEG=5,000 JPY
5. For Investors
5-1. Technology

<table>
<thead>
<tr>
<th>Coin Symbol</th>
<th>Coin Name</th>
<th>Coin SPEC</th>
<th>Initial Circulating Coin</th>
<th>Total Issued Coin</th>
</tr>
</thead>
<tbody>
<tr>
<td>EVEO</td>
<td>EVERY ORIGINAL</td>
<td>ERC20</td>
<td>42 Billion</td>
<td>210 Billion</td>
</tr>
<tr>
<td>EVEG</td>
<td>EVERY GOLDPEG</td>
<td>ERC20</td>
<td>–</td>
<td>7.7 Billion</td>
</tr>
</tbody>
</table>

EVERY PROJECT: System Flow

- **EVEO**

- **EVEG**
  - Listed coin. Can be exchanged for “LIKE ! points” in the EVERY wallet.
  - Rate: 1EVEG=1g of GOLD

- **“LIKE ! points”**
  - Points for tipping. Known as “LIKE !”

*Invest & Manage EVEG coins (Linked with the value of GOLD)*
5-2. Security and Reliability

Endorsement 1: EVEO/EVEG employs the world’s most popular Ethereum Blockchain Technology.

Endorsement 2: Stable coin EVEG is linked with the value of GOLD.
This currency design is strong for sudden economic fluctuations.

5-3. Coin Spec/Budget Plan

<EVEO Coin Spec / Virtual Company (VC) Operating Expenses [*4]>

- **Coin Specification**
  - Total number of coins: 210 billion
  - ICO Lock-up: 80%
  - Operating Expenses: 10.5 billion coins (5%)
  - Bonus for VC Participants: 10.5 billion coins (5%)
  - Founders’ Coins: 21 billion coins (10%) [*5]
  - ICO Lock-up: 168 billion coins (80%)

- **Breakdown of Operating Expenses**
  - 10.5 billion coins
    - Labor Costs: 420 million coins
    - System Maintenance Expenses: 630 million coins
    - VC/EVERYBANK System Development Costs: 1.575 billion coins
    - Advertising Expenses: 3.15 billion coins
    - App Development Costs: 4.725 billion coins

[*4] Double Listed Coin EVEG will be deposited to the EVERYBANK and utilized as Bonus to Virtual Company Participants and capital reserve, etc.

[*5] Founders’ Coin holders are more than 10,000 people. Refer to “7. References” for details.
【A large amount of Founders’ Coin holders’ lock-up system (Sales period restriction)】
※ Bonus for VC Participants: 100% lock-up for 9 months after ICO. Then the maximum 20% could be sold every 3 months.
※ More than 0.1% of Total Issued Coin Holders (210 million coins) : 70% lock-up of Founders’ Coins for 3 months after ICO, and 50% lock-up for the next 3 months. Release all lock-ups in the 7th month after ICO.
※ More than 0.01% of Total Issued Coin Holders (21 million coins) : 50% lock-up of Founders’ Coins for 2 months after ICO. Release all lock-ups in the 3rd month after ICO.
5-4. Roadmap

**<Business Plan and ICO Schedule>**

- **April 2019**
  - EVERY wallet completed
  - EVEO would be distributed to EVERY Wallet

- **May 2019**
  - **First ICO** of EVEO/EVEG on multiple exchanges (Issue of EVEO)
  - Estonia (ATAIX) et al., Simultaneous global listing (planned)

- **Mid-2020**
  - “LIKE ! Coins” will be turned into API and connected to the world’s various apps
  - **Second ICO** by Photap global expansion (Issue of additional EVEO)

- **Mid-End 2021**
  - Construction of EVERY Platform (Everyone is Merchants)
  - **Third ICO** on World Map AR linked virtual economy app "β version"
    (Issue of additional EVEO)

- **End-2022**
  - **Fourth large-scale ICO** on a map-linked virtual economy game app
    (Issue of additional EVEO)

- **2023 (Target)**
  - Release Token Economy DEX (Decentralized Exchange) using private blockchain system.
  - When 10,000 EVEO > EVEG is achieved, DEX is launched after public offering for EVE = EVEG
    (Current price: about 5,000 JPY)
  - When the targets below are achieved, token economy DEX by using EVE as the key currency
    will be started, and the autonomous decentralized virtual economic zone will be co-created.
    - 210 billion total issued coins of EVEO exceeds the market capitalization of 100 billion JPY
    - The number of participants exceeds 10 million
  - By conducting the project with non-profit management, we aim to maximize the benefits of
    the participants and expand the community. In consequences, we expect to increase the value
    of the coins.
EVERY PROJECT aims to be a de facto standard of the token economies (an economic zone constructed with alternative currency) which is said to peak in 2023-2025, and set our objectives to be a participatory project targeting people in all over the world!
6. Team

Project Management [Members]

Mr. Shingo Kanatani
EVERYONE's Blockchain Institute  Director/Project Leader
While in university, he started an actual stock trading and recorded over US$ 1 million of investment gain in his 20s and started an independent business in 2003. Participated in Yahoo! Finance “Toushi-no-Tatsujin (Master of Investment)” and received a valuable title of the annual best performance and has an unprecedented record of 18 consecutive wins of the recommended stocks. Encountered Blockchain during his research on investment and he was convinced of a paradigm change by the Blockchain. He mobilizes the investment and business skills and the brains of more than 20 group companies, and develops the business model speedily.
Operating the project with non-profit management, he bets his life on creating a new economic zone by building a matching platform in which more than 100 million participants from all over the world share all their values (products, services, skills, time, etc.) and elements necessary for living such as “Clothing, Food, Residence, Recreation, Health and Beauty” are all provided.

Yuka Nishitani
Operation Supervisor

Eriko Kimura
Executive Officer
Social Contribution Scheme

Doi Derama
Consulting Advisor

Mie Hamada
Designer & Web creator
Project Management [Sub-Members]

<Representative Members of Main Industries>

**Horse owner**: Shinya Yamamoto, Horse lord Association Youngest Director, holding 11 winning Horses

**Cars**: Shinichi Uji, Casino World Tournament Winners in charge of Car business

**Investment**: Shingo Kanatani, Yahoo! Finance 「KABUSHIKI no Tatsujin」 Best Performance of the year, 18time winning od recommended stocks

**Franchised Restaurant**: Hirokazu Kamae, Active charismatic restaurant producer, Produced 1000 restaurants in the world

**Meat**: Hideki Morita, Made trend of KARANABE all over Japan, all-about-meat Restaurant Producer

**Fish**: Nozomu Takeno, Made Jukusei-Akashi dai (Agingged Red Snapper) popular, President of Fisher’s wholesale market in Akashi CEO

**Agricultural Product**: Junji Maeda, The first man who invented one and only Japanese Rice brand

**Regional Creation**: Toshio Fujitomo, Former Ako-city councilor, Advisor on regional revitalization

**Guest House**: Masao Kikuchi, Japan’s Unoccupied House Regeneration Project Promotion Leader

**Social Contribution**: Eriko Kimura, International Cooperation Technical Advisor, Social Contribution Scheme Promotion Leader
Project Advisors

- **Businessman Kenji Manno (Former-director of Bitcoin Japan)**

  Kenji is a friend of American Businessman, Roger Bar (who is said to have introduced bitcoin to Japan), and started investing Bitcoin in 2012 when its value was $3. He is widely known as Mr. Bitcoin.
  In August 2013, he was commissioned by the current Ripple Chairman, Chris Larsen and started selling Ripple (XRP) in Japan.
  Currently based overseas, involved in the development of Fusion Coin which circulates only limited numbers of the coin, as like Bitcoin, and fast transaction speed, as like Ripple. Serving as a director of Fusion Banking Card Issuers licensed in Sweden, and actively working on the launch of a hybrid bank named Fusion Banking in the Euro area.

- **Harry Hori (Advisor of Gold Peg Coin)**

  An entrepreneur working on private banking services which connect the financial industry with Cryptocurrencies.
  Living in Hong Kong since 1996, entered the Cryptocurrency market since 2008.
  A global financial specialist, who conducts global financial businesses from Asia to the world, leveraging a wide range of personal connections.

- **Mr. Tatsuya Sumeragi (Former TV Asahi Producer/Former TV Asahi Service President, Former Toei Film Company Auditor)**

  Current CEO of Japan Content Consulting.
  A very well-known charismatic Entertainment producer on TV Asahi.
  He is called "the Emperor Sumeragi" from his charisma.
Photap Members

<Entertainer & Celebrity Influencers>
Ashli (Japanese Model, Youtuber),
Chihiro Uno (Radio Actor), EBIKEN (National Number one Dance performer),
Haruhiko Ohshima (Drummer, Lyricist, Composer, Music Producer), Kaeruchan (Cosplay Idol/Influencer), Shunichi Kawai (Recorded ex Volleyball Athlete of World Champion ship ,Twice Olympics, Twice World cup), Takuma Kawai (Former ice hockey representative from Japan), Kizawa (Bassist, Lyricist, Composer, Music Producer), Kaew Fairtex (Thai kickboxer, the former WBC Muay Thai World champion at super featherweight, current WPMF World champion at super lightweight),
Gonnapar Weerasakreck (KrushChampion・Muay Thai Gym Chairman), Simon (Champion of Reggae Competition in Jamaica, Member of Mighty Crown),
Sami (Champion of Reggae Competition in Jamaica, Member of Mighty Crown), Sarah Murray (Former Woman’s Ice hockey player The head coach of North-South Unification Ice hockey team), Genie Tsutsumi (Impressionist Comedian), Sina Karimian (Active K-1 Champion, 1st K-1 WORLD GP champion of a cruiser weight), Hitomi Shimatani (Singer, Participated NHK KOUHAKU-UTAGASSEN 4times), Risa Shimamoto (Former Idol, Female Model), Itsuo Sumi (Former professional baseball player, Ace pitcher of Yomiuri GIANTS, Rookie king, Best player in Award, play at Nippon baseball All-star Series twice), Yui Taya (Radio Actor), Samuel Tse (Champion of Reggae Competition in Jamaica, Member of Mighty Crown), Takeshi Nagao (Event Producer, Entertainment), Toshihiko Nakazawa (Dancer, Performer), Haruka Nanami (Original Bitcoin Queen Cryptocurrency Idol), BEAT Kiyoshi (Famous Comedian in JP, Comedy Duo with BEAT Takeshi [Takeshi Kitano], Pioneer of “Manzai”), Toki Fujisaki (Comedian, Member of FUJISAKI MARKET), Venla Hovi (Active Ice hockey Player, Finnish Bronze medalist),
Takatoshi Yamada (Author of “Dr. Koto Shinryyoojo”, Author of 17 million copies’ Best seller book), YUCCO (Vocal member of “PLATINUM”), Nagao Yoshida (Shakuhachi player), Dr. Liu You (Legendary Acupuncturist who treated Takeshi Kitano)
<Cryptocurrency Influencers>
Haruka Nanami: Original Bitcoin Queen Cryptocurrency Idol, Maguroman: Eccentric of Discord, Acchan: Virtual Currency Industry Mystery Idol, Koukou, AYANA, NIN-NIN!, HooHoo

<Social Media Influencers>

<Business Influencers>

7. References

<EVERYONE’s Blockchain Institute: EVERY PROJECT Official Website>
https://everyonecompany.or.jp/

<EVERYONE’s Blockchain Institute: EVERY PROJECT Discord>
https://discord.gg/6gYB8qy

【Founders’ Holding Waves Token : EVERYONE Token】
The Founder-owned EVERYONE Token Holders, who are eligible to EVEO distribution, has surpassed 10,000 people in 4 months!

<ERC20 Token>
EVEO (EVERY ORIGINAL)
https://etherscan.io/token/0x6b40d317bc1de4b0938519ac707ae36464f49171
EVEG (EVERY GOLDEPEG)
https://etherscan.io/token/0xc893c37e5e7cec4dad1054d69122ec3eea0fffc7b

<JAPAN CRYPTOCURRENCY ELECTION 2018: Result announcement page of Popularity poll No.1 Token>
http://cryptocurrency-election.strikingly.com/
8. Important notes

8-1. Disclaimer

✓ This white paper does not guarantee accuracy or results but is provided for informational purposes.

✓ The corporation wouldn’t liable for indirect losses, accidental losses, consequential losses, torts and all other types of losses as a result of the buyer accepting and trusting the whole or a part of this white paper.

✓ This whitepaper is not a solicitation document or prospectus, but it describes the currently planned contents of Photap, the people who build the system, and the ongoing project.

✓ This white paper may contain forward-looking statements, forecasts and other information. These descriptions represent the Corporation's current judgment regarding future performance but warn in advance that you do not place excessive reliance on such descriptions as they carry risks and uncertainties that are significantly different from actual results.

✓ We wouldn’t undertake any obligations to revise or publish forward-looking statements considering new information and matters.

✓ This final issuance and distribution of the whitepaper is not a guarantee that the applicable laws, regulatory requirements or regulations will be observed.

✓ It is recommended to consult legal, financial, tax, or other specialized advisors regarding purchasing.

8-2. Expression & Understanding of Buyers

1. The buyers understood that all purchases of EVEO and EVEG would be definitive and non-refundable.

2. The buyers understood that value of EVEO and EVEG would have a possibility to fluctuate significantly the same as any other cryptocurrencies.

3. The buyers of EVEO and EVEG understood that they do not obtain any rights and influence over the institution management policies.

4. The buyers are entitled to purchase EVEO and EVEG only if the laws applicable to the jurisdiction of residence of buyers permit.

5. The buyers agreed and understood that EVEO and EVEG are not applicable to any type of Securities in the buyer’s jurisdiction.

6. The buyers understood the contents of this white paper in whole or in part, to purchase EVEO and EVEG.