

STANDUP PLATFORM

[SOFTWARE DISTRIBUTION SERVICE]

STANDUP service is a business model that provides platform-based services and secure SW to users through links with various programs and other industries.

UP

ABSTRACT

In the modern industry, the platform service and software market, service structure, sales structure, etc., have already surpassed the hardware level. The dictionary meaning of "PLATFORM" is "boarding point". The main characteristic of the platform is that many unspecified people use it, and a lot of work is done by the activities of the people who participate in the platform.

However, the means by which platform companies achieve their goals are mostly the same. For example, "Uber", a sharing platform for transportation, can be viewed as a content VENDOR that uses its access to assets (vehicles) to carry, move, and monetise many people. This enables passengers to make efficient consumption by visually identifying the safe and fixed costs of the location they want to travel to. As such, the modern era comprises numerous sharing platforms and software that create interrelationships among people.

Regarding trends among major companies, companies that develop packaged software are applying new technologies such as AI, blockchain, and robots to their businesses. IT companies are also actively introducing AI, Cloud, and video streaming services to their customers. Due to the trend that towards non-contact environments due to COVID-19, the online platform and software industry are accelerating further growth. Rather than serving specific businesses and technologies, various industries are converging to create synergy, and new business opportunities and leading companies are expected to emerge.

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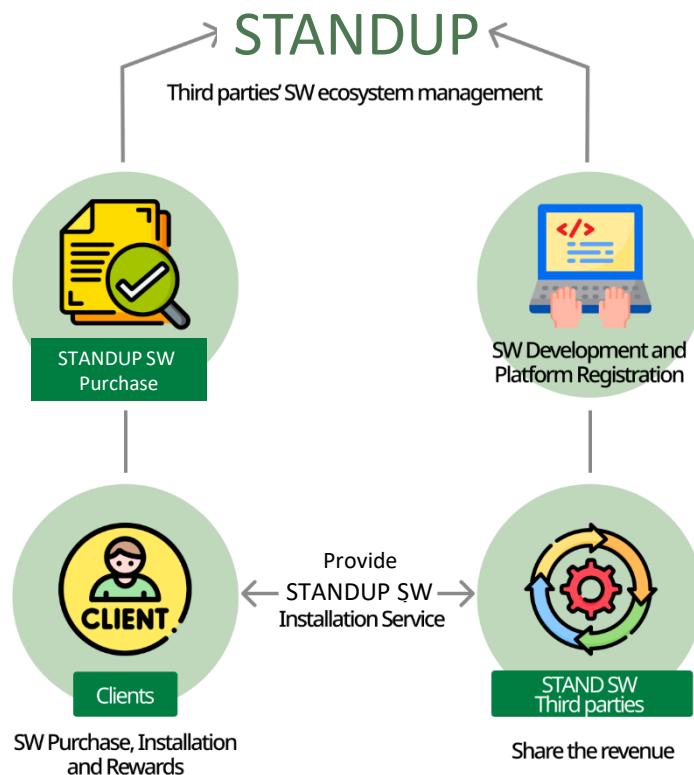
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BUSINESS MODEL AND CLASSIFICATION

SOFTWARE PLATFORM SERVICE

STANDUP platform services are classified into two main businesses: blockchain and software distribution. STANDUP is a business model that provides platform-based services and secure software to users through linking with various programs and other industries. A program can be defined as any piece of software, including web, solution, application, etc.

STANDUP builds a network of such service platforms, interconnecting various physical and software elements and creating a universal service in which it is easy to share and move content unconstrained by space and time. It aims to be a platform for open services and consists of a STANDUPardised classification of platform services considering the interface between programs and UX. In addition, industry-specific software platforms can design new software program models at a higher level by supporting and applying STANDUPardised development of programs. Add to this the blockchain technology to limit the illegal distribution of software, and global users will receive a means to pay, access, install and use the content using STANDUP tokens.



STANDUP ECOSYSTEM CONSTITUENT INCENTIVES

STANDUP SOFTWARE consumers

The STANDUP token holders can purchase, install, and use the software on the STANDUP platform by spending tokens. The STANDUP token holders can access various discounts and membership programs or receive rewards when buying software and providing feedback to developers. The tokens can be reused for buying and using other products and content.

STANDUP SOFTWARE providers

Third parties at the STANDUP ECOSYSTEM CONSTITUENTS can operate their packages, IT services, and mobile APP by issuing an account of the management system included in the STANDUP NETWORK. STANDUP is responsible for registering and verifying products by supervising products that meet the needs of consumers in collaboration with third-party companies in strategic alliances. The software vendors can receive user product feedback in real-time and efficiently manage self-advanced testing. Customers who send feedback can receive the tokens as a reward according to the policy.

STANDUP PLATFORM operation

The platform operation team is independently organised to identify problems and resolve issues with software registered on STANDUP. They are responsible for installing and testing the developed software and analysing and identifying to ensure the services operate smoothly in the user's environment. They are also in charge of the operation of the STANDUP tokens and carry out external CS work.

STANDUP GAMES(Entertain To Earn)

The STANDUP game is an evolution of the existing P2E that provides richer and more enjoyable content, including games and YouTube videos. Clovers can be acquired from running games and YouTube content, and they set goals for users to play games through missions. Clovers can be used for the STANDUP platform services or buying items. In the future, NFT art will be available through Clovers, allowing users to build their own galleries and buy and participate in auctions with STANDUP tokens.

EXPECTED EFFECTS OF THE STANDUP PLATFORM

STANDUP provides users with a platform enabling them to purchase SW safely and efficiently by operating and partnering with traditional software delivery, distribution, and service models. The STANDUP platform allows users to execute and manage infrastructure configuration and maintenance of OS, physical devices, and terminals and is developed to access development elements on the web easily.

In the future, through the introduction of AI, we will provide personalised services by analysing the purchase categories that users are interested in. We aim to create a comprehensive portal platform where buyers can share their preferred SW and marketing information with SW providers.

Expected effects of the STANDUP platform

- ① A decentralised digital system will be built. – Security
- ② It will provide global payment methods through tokens – Expansion
- ③ Transaction information will be shared through blockchain data distributed ledger – Trust
 - ④ Software platform + blockchain - License
- ⑤ It proposes an efficient, valuable model by reuse of paid tokens – Values
- ⑥ It Expands the platform and merchandise by offering gaming services - Application

FIGURE 1. STANDUP EXCEPTION EFFECTIVENESS

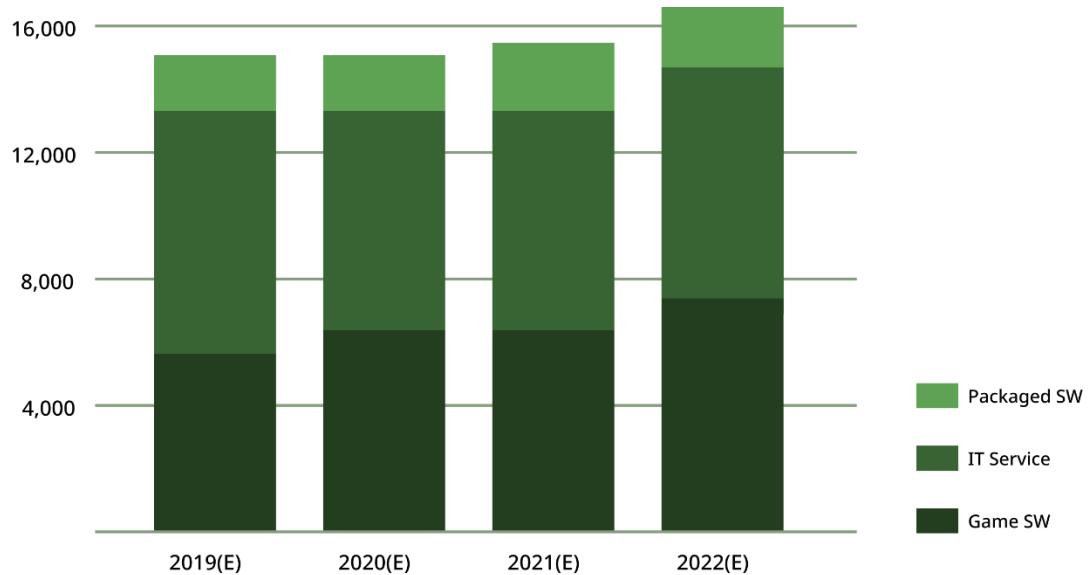
MARKET STATUS

In the global SOFTWARE (SW) market, packaged software is expected to reach \$688.6 billion in 2022; IT services \$735.1 billion, and game software \$196 billion. The contactless service field has expanded since 2020, and many services are in demand. Education, autonomous IoT, intelligent logistics robotics market, AI in finance, explainable AI, etc., are becoming the key services of the new era, leading to the preferred trends of the new generation.

Traditional companies have centrally managed data expansion, allowing users to exercise only limited rights. However, in recent years, there has been a trend to shift to a personal information utilisation system by returning data sovereignty to users, giving them full utilisation rights. This is expected to transfer data management authority from companies to individuals and alleviate the monopoly situation of predominant companies in each field.

It is expected to overturn the business model of companies that have generated massive income by utilising personal information in the My data business. This could be a ¹Deep-tact of digital transformation from technology-first companies to more customer-centred and environment-friendly.

GLOBAL SOFTWARE MARKET SIZE



	2019(E)	2020(E)	2021(E)	2022(E)
Packaged SW	6,054	6,201	6,420	6,866
IT Service	7,205	7,019	7,105	7,351
Game SW	1,521	1,646	1,782	1,960

* Source) Package SW, IT Services : IDC Worldwide Blackbook(2020.8), Game SW : Newzoo Global Games Market Report(2019)

The global software market is estimated to be around \$1,535 trillion, and the largest market in the world is the United States. The U.S. market is worth about \$593.8 billion, accounting for 45.9 per cent of the global market. This is because many of the global companies that dominate the global SW market are located in the U.S. International companies in the U.S. that provide PC OS, cloud, and information technology services include Microsoft, Amazon Web Services, IBM, Oracle, Google, and Apple. Japan (\$81.9bn), the UK (\$80.6bn), and France (\$51.3bn) are far behind.

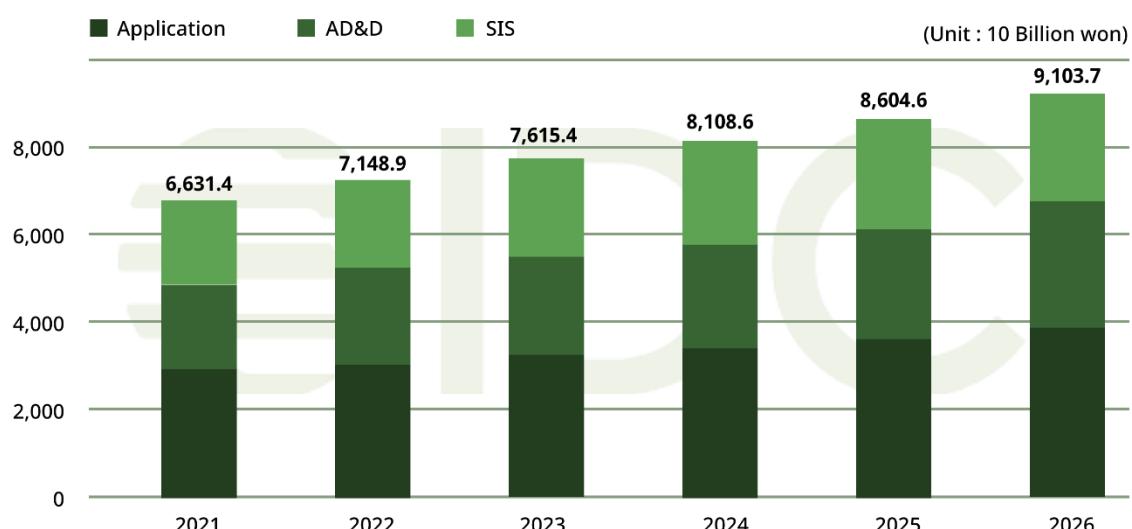
STANDUP'S LOCAL TARGET MARKET SIZE

In its recently released 'Domestic Software Market Trends and Future Prospects' report, IDC Korea said that the domestic software market is expected to reach a market size of KRW 7.489 trillion this year, growing 7.8 per cent year-on-year.

The market is expected to grow at a compound annual growth rate of 6.5 percent over the next five years to reach 9.037 trillion won in 2026. As hybrid work environments become more common in enterprises, driven by digital-first strategies, the adoption of software that provides flexible access and enables data utilisation and sovereignty is increasing, contributing to the growth of the related market.

The SIS market was driven by expanding demand for virtualised computing software as cloud-native environments expand, as well as fintech startups and small and medium-sized enterprises vulnerable to data security. In particular, the market is expected to grow 7.6 percent year-on-year as enterprises adopt security solutions to prevent cybersecurity risks such as data leaks and hacking.

Market-specific outlook for domestic software (2021 - 2026)



* Data) IDC, August 2019

Source : Korea Software Revenue Forecast by Primary Market , 2021-2026

TARGET GROUP STRATEGY

Various overseas platform services have occupied the Korean market and captured the target group as loyal customers. Global platform service vendors such as Google and Apple, media streaming service Netflix, and music streaming service Spotify have already brought Korean users into their service. To solve these problems, large Korean companies and SMEs have devised various strategies to create a platform ecosystem, but it is difficult to respond because structural issues cannot be solved.

The STANDUP PLATFORM SERVICE has a strategy to maximise the product marketing of the technical SMEs and gradually increase the basic environmental specifications for the independent and competitive environment of the basic technology sector. We have developed strict STANDUPards, outsourcing, and good products based on product evaluation results, which are the problems of Korean IT service, but we aim to solve the problem of incubating due to the problem of funding.

STRATEGY SCOPE

- ① We inflow into the platform through primary cooperation with competitive software third-party companies and discover and nurture promising solutions in Korea based on this.
- ② We propose and target marketing solutions that lead to active marketing through the STANDUP tokens used within the STANDUP PLATFORM and maintain users' loyalty.
- ③ After test incubation in the domestic market, where the user pool is relatively large and competition is fierce, we aim to focus our approach on a target audience of Southeast Asian users who still have a development environment and a potential service market.
- ④ We provide services that maximise content utilisation and strategically acquire users through our games and YouTube content. We also plan to implement our own ecosystem where users can auction their digital gallery content for STANDUP tokens by linking with NFTs in the future.

TRADITIONAL SOFTWARE PLATFORM STATUS

South Korea's leading package software companies seek next-generation business areas by combining new software technologies such as AI, AR, and robots. In particular, many companies are active in introducing AI, and more and more companies are expanding their business areas by using other new software technologies. The Decentralised Identity Alliance (DID) was officially launched two years ago, involving the Korea Financial Telecommunications and Clearings Institute, Samsung SDS, and Raon Secure to develop blockchain-based mobile ID cards. Danal, a mobile payment company, operates a robot cafe, "Dalkomm Coffee", run by "Bit", a robot equipped with 5G and AI technology, and plans to introduce a blockchain payment system on an integrated payment platform ranging from mobile payments to cryptocurrency payments.

SAMSUNG SDS

They pursue a technology strategy to target the market through five core technologies: AI, blockchain, Cloud, data analysis, and security. It is also developing 'Nexledger' technology, a blockchain platform of Samsung SDS.

NHN BUCKS

They are in the process of introducing a blockchain payment system cooperating with a global blockchain company, Terra.

HANCOM MDS

Their 'Qi', a cultural information guide robot applied with AI and IoT technology, serves at the National Museum of Korea.

SK C&C

They have set a goal of converting 80% of the major IT systems of SK Group affiliates to the Cloud by 2022 and are preparing for new business within SK C&C.

BLOCKCHAIN SOFTWARE INDUSTRY STATUS

Company	Platform	Details
KT	Giga Chain (03.2019.) /cloud.kt. com	<ul style="list-style-type: none"> Launched a service-type blockchain (BaaS) platform service that provides a cloud-based blockchain development environment Provides 'Smart Contract' API in addition to providing blockchain infrastructure and base platform Provides two mainnet-based services; Hyperledger and Quorum IaaS usage + monthly-based payment Linked with the IaaS system Local currency, energy transaction, medical/health platform, donation platform, transportation payment, settlement, electronic document management, etc.
Lamda256 (Dounamu affiliates)	Luniverse (03.2019.) /luniverse.io	<ul style="list-style-type: none"> A blockchain service platform that supports efficient Dapp development and applies blockchain technology to existing services Luniverse, a consortium-type blockchain service platform (BPaaS), provides its BsaaS service to expand the ecosystem. Luniverse (based on Ethereum), Hyperledger 2.2 provides two mainnet-based services Billing-on monthly use + hourly storage fee (Hyper Ledger 2.2) Launched over 70 services, including mileage integration through Luniverse, reward and donations for pets, premium design sharing and a reward-type social media IaaS uses AWS, MS, the Google infrastructure
Ground X (Kakao subsidiary)	Clayton (12.2020. planned)	<ul style="list-style-type: none"> App programming interface (API) of various functions that can easily open blockchain service on Clayton Planned to be specialised in games and digital assets

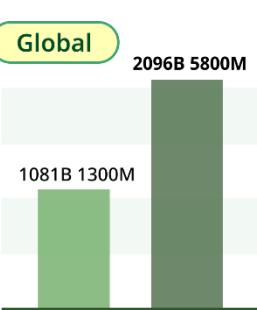
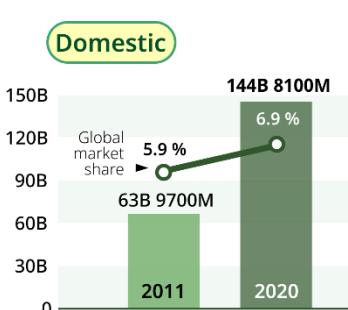
The Korean blockchain software industry is running a BaaS business with several large companies and blockchain companies. Still, it needs to catch up compared to global companies regarding market security and economy of scale. However, large corporations such as KT (GigaChain), Samsung SDS (Nexledger), and LGCNS (Mona Chain) are preparing BaaS based on their mainnets. Still, only KT is open to the outside, and the rest of the companies only use it for their own businesses.

Among the mid-sized companies, blockchain companies such as Lambda 256, Blocko, Sejong Telecom, and Bsquare Lab are pushing for the BaaS project, but Lambda 256 do not have enough demonstration cases. GroundX, a subsidiary of Kakao, announced that it would launch BaaS, in which anyone can easily develop DApp, in its blockchain for unauthorised use, 'Clayton'.

BLOCKCHAIN GAME INDUSTRY STATUS

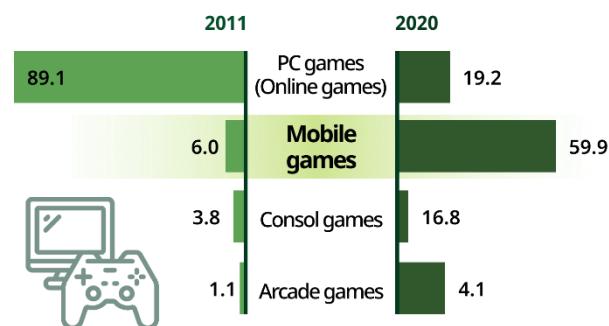
Revenue of the game industry over 10 years

(unit: dollar)



Share of the domestic game market by platform

(unit: %)



<Source : Korea Creative Content Agency, Ministry of Culture>

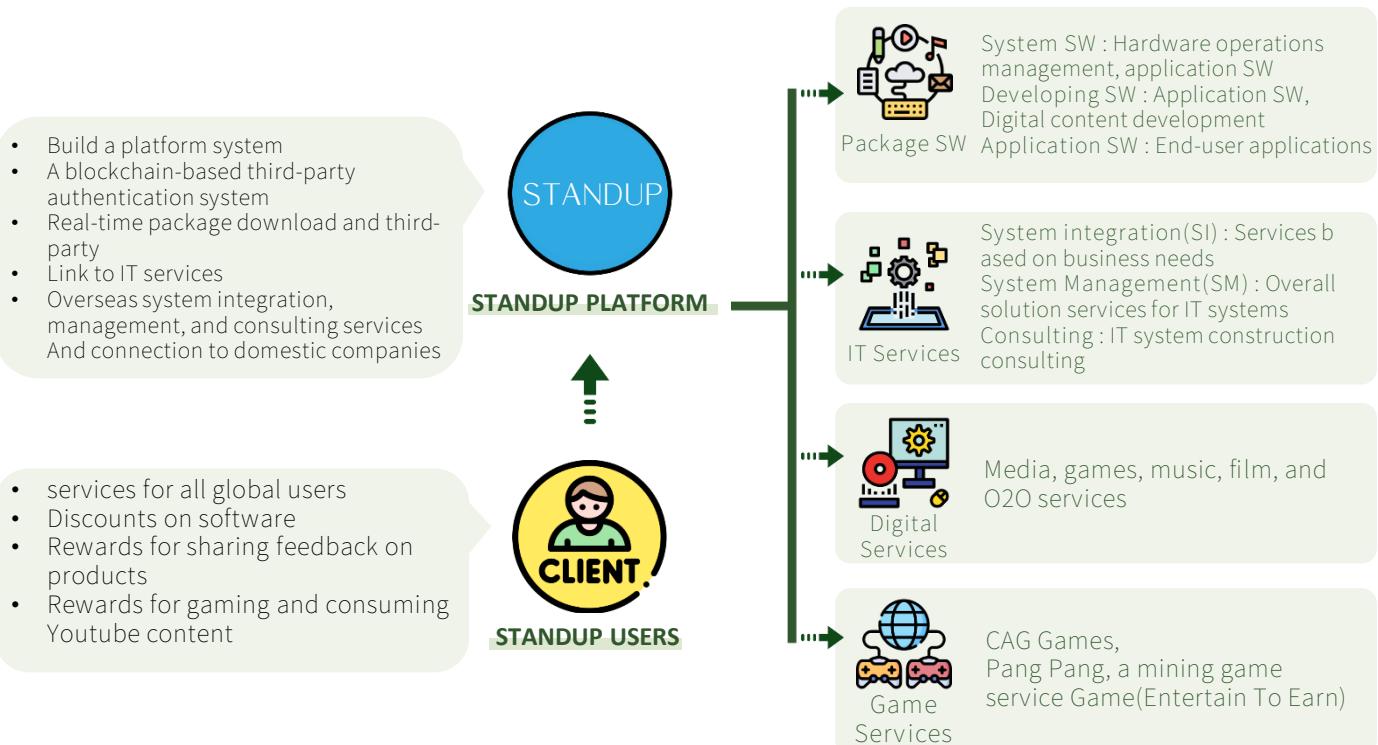
While the size of the domestic game market has increased by 114% over the past decade, the global game market share has increased by only 1.0% points. Although the market itself is growing, it has been said that existing platforms need to differentiate themselves in the global market better. Domestic game companies plan to actively expand their global externalities based on blockchain technologies such as P2E (Play to Earn) based on irreplaceable tokens (NFT).

According to the '2021 Korea Game White Paper' published by the Ministry of Culture, Sports and Tourism and the Korea Creative Content Agency on the 21st, the size of the domestic game market stood at 18.8855 trillion won as of last year, up 114.5% from 2011 (8.8047 trillion won). As the non-face-to-face market grew due to the spread of COVID-19, it grew 21.3% compared to 2019 (15.575 trillion won).

The share of the domestic game market in the global game market increased by only 1.0 percentage points from 5.9% in 2011 to 6.9% in 2020, which is somewhat disappointing compared to the explosive growth of the domestic game market. As a result, a growing consensus is that further breakthroughs must be found to increase domestic games' global influence. In this context, major domestic game companies have recently introduced NFT games as a 'new solution'.

STANDUP SERVICES

1) SERVICE STRUCTURE



STANDUP users can search and find verified software that is registered on the STANDUP platform. It is also set up so users can authenticate without complex membership and authentication procedures.

It has a user authentication membership service interface, which is registered in the decentralised information of tamper-proof transactions and data storage. After primary information collection of purchase history ledger data from the side chain, the user's transaction information is finally recorded on the blockchain.

2) SERVICE STRATEGY

ECOSYSTEM LEVEL SYSTEM

The STANDUP PLATFORM has a variety of user evaluation reward systems. For example, among users, high-level users with a certain amount of software purchases, feedback, and community activities can acquire more rewards according to the STANDUP policy. We are setting up a strategy to form a natural community of users and increase the service pool through levelling.

PROVIDE VARIOUS SOFTWARE

We aim to provide integrated software platform services not supported by existing software platform environments, such as mobile OS, apps, and web-based services. We plan to recruit apps to meet various requirements of users, lead the supply of total software delivery, and support third-party companies' marketing activities to enter Korea and overseas markets. Korea's competitive content has already been proven globally, and we intend to further develop the ecosystem based on this.

DOMINATE THE BLOCKCHAIN SOFTWARE PLATFORM MARKET

In Korea, mainstream mainnets such as Ethereum and EOS are outside operation despite large corporations' ongoing attempts for various software platform services. This phenomenon has prevented Korean vendors from keeping up with the pace of the past Android and IOS ecosystems and started late, following the examples such as One Store. The STANDUP SERVICE has a strategy to respond faster to these environments and lay the foundation for future industries that will evolve further by connecting and laying the foundation for the Korean blockchain and software industries.

OFFER SERVICES WITH GAMES

The STANDUP service provides an environment where users can voluntarily participate in the service and enjoy themselves through E2E (Entertain To Earn). Users earn clovers through Pang Pang and CAG, which can be reused for STANDUP services and buying game items. This utilisation cycle will connect users more closely to the platform and encourage them to use it more.

STANDUP SERVICE

3) SERVICE FEATURES

BLOCKCHAIN-BASED AUTHENTICATION SYSTEM

Illegal software distribution has always been a headache for the market so far. Information on STANDUP SERVICE is registered on blocks through the hash and encryption process, so illegal users without relevant licenses cannot access it.

PROTECTION AGAINST ILLEGAL SOFTWARE AND MALWARE

The basic software registration authentication system and license operation create a virtuous cycle of service provision by laying the distribution process. Therefore, users can securely protect the information on their PC by installing and using certified programs.

NON-SPECIFIED PLATFORM SERVICE

The STANDUP SERVICE aims to provide a software providing platform service that is not dependent on a specific OS, terminal or environment. Software registered on STANDUP PLATFORM can be installed and purchased in various user environments, making it easy to search for and purchase products that meet users' demands.

REWARD SYSTEM

The STANDUP SERVICE actively promotes a reward policy for users' activities. Event activities that users generate on the platform are, in fact, the information that companies must pay to obtain. Users' tastes, consumption patterns, and relational relationships can all be marketing information closely related to the services. All of these users' activities will be compensated with STANDUP tokens.

TRANSACTION RECORD BASED

Record keeping is based on the integrity of the blockchain. As a static storage space, it can record data, identity information, smart contracts, etc., such as contents, programs, software, and IT services. Its unique transaction processing can serve as a registry where continuously updated details such as the STANDUP tokens exchange and payment are processed.

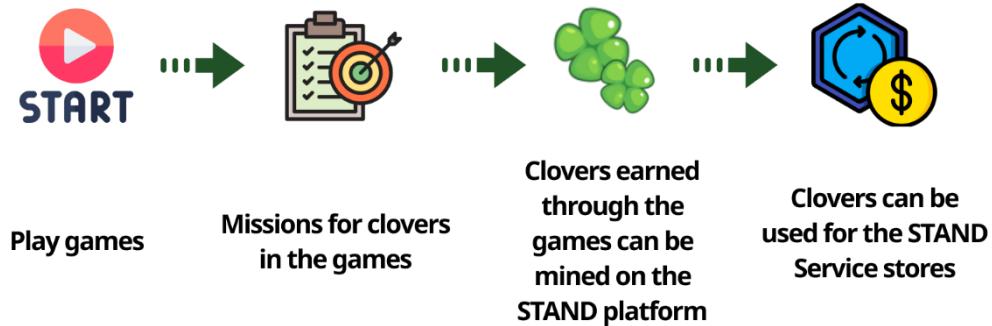
4) SERVICE REVENUE MODEL



When accessing the STANDUP platform and searching for SW, users can pay for installation and usage using STANDUP tokens. The existing cash payment method remains available, but users can receive a much larger discount when paying with STANDUP tokens. The Monthly SW subscription service is one of the payment methods of SW providers, which allows you to use various SW at once in exchange for a certain amount of STANDUP tokens as a monthly payment.

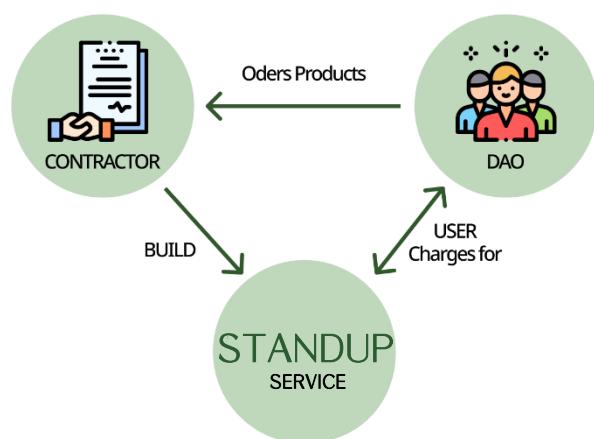
STANDUP not only distributes SW but also provides content corresponding to various digital assets such as webtoons, media streaming, and image provision and shares the resulting revenue with affiliates. In addition, the area exposed on the main page can be used to provide STANDUP tokens for ecosystem activation costs, along with complete results such as blockchain-based SW likes, user review rewards, and reward program operation.

a. STANDUP Game Economy Info



STANDUP games are easy for anyone to install and play. The platform is extremely accessible for the MZ generation, who consume content lightly, and for older users as well. In addition to the games' fun, users can access mining services through the clovers acquired in the games. They can also participate in events on the STANDUP platform and expand the STANDUP blockchain ecosystem. The received goods can be used in the games and service stores.

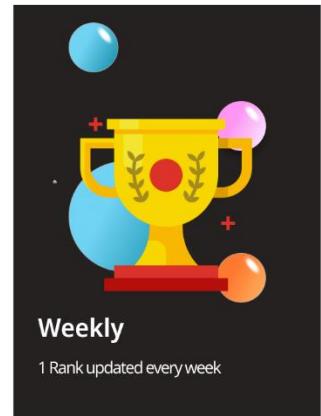
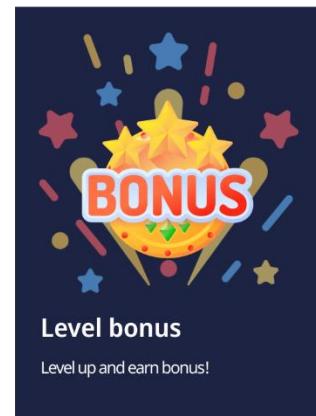
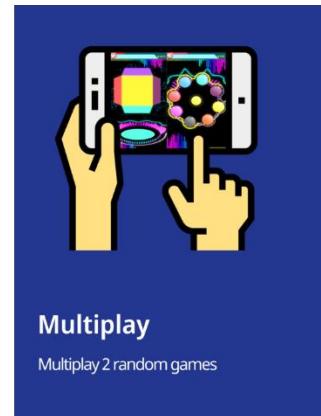
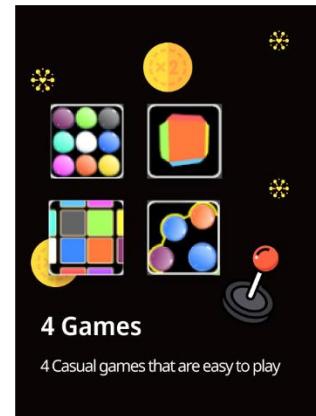
a-1. STANDUP DAO



A Decentralised Autonomous Organisation (DAO) is a blockchain-based system that allows users to coordinate and manage themselves through decentralised governance governed by a set of self-executing rules on a public blockchain. In other words, it is independent of central control. STANDUP DAO allows the entities to govern themselves by relying on their voting power without external interference. This proves that centralised governance is not always necessary. STANDUP DAO inherently solves the principal-agent dilemma, and we plan to separate STANDUP DAO membership.

STANDUP SERVICE_4. SERVICE REVENUE MODEL

b. STANDUP Game CAG UI Interface



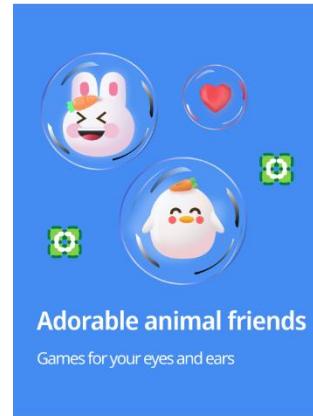
Download the link



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STANDUP SERVICE_4. SERVICE REVENUE MODEL

C. STANDUP Game PangPang UI Interface



Download the link

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STANDUP SERVICE_4. SERVICE REVENUE MODEL

d. STANDUP + YOUTUBE Services



We are planning to run our own YouTube content through the STANDUP platform. It will acquire users through dramas, films, product reviews, and other STANDUP content and provide marketing channels. This will lead to a gradual increase in STANDUP content and the number of users. The new users will be rewarded with Clovers through events and periodic activity rewards. Users can use their earned Clovers in games and other STANDUP services.

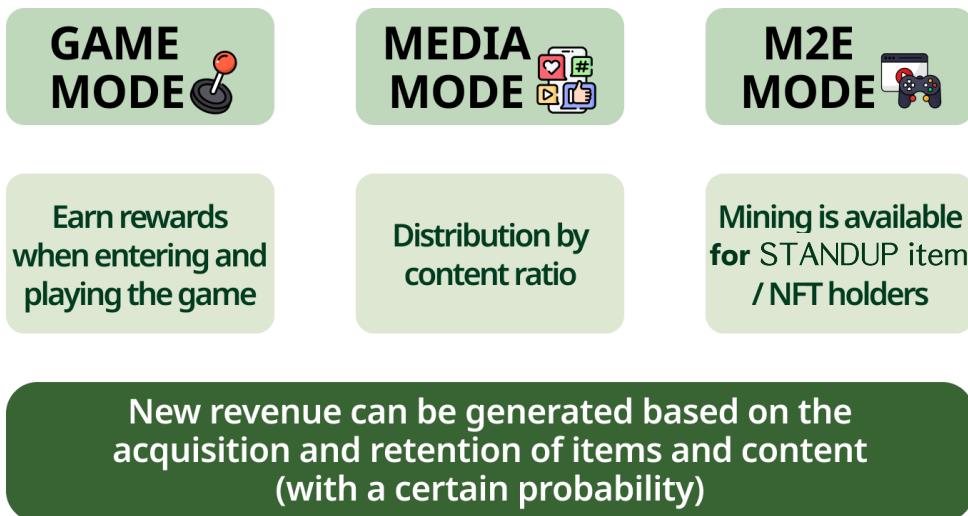
In addition, we are planning to launch NFT art on the platform so that users can create their own content or turn existing galleries into NFT content, which can be used as game characters, objects, and digital content on the STANDUP as a means of secondary and tertiary revenue activities.



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STANDUP SERVICE_4. SERVICE REVENUE MODEL

e. STANDUP + M2E Game Extension (Coming Soon)



This will be supported by Token incentives, which are based on network effects. In traditional network effects, a user's utility increases as more people use the network. In a token network effect, on the other hand, as the number of users increases, so does the utility, but as the value of the token increases, so does the economic value of holding the tokens.

The STANDUP M2E protocol rewards users for running, dancing, or moving around. Players earn passive income through the STANDUP tokens, which can be automatically earned and maintained based on minimal labour.

This revenue model incentivises users to access the service and taps into their psychology. Pursuing the active lifestyle of users, we can establish the structure of the STANDUP life cycle by inducing continuous access to STANDUP services through game mode, media mode, and m2e mode and introducing additional competitive elements through maps and social media.

STANDUP TECH

1) BLOCKCHAIN PLATFORM

Blockchain is a technology that stores and shares distributed data through existing P2P and encryption technologies. The asymmetric encryption method creates and stores the users' independent private and public keys—the public key transfers money between users using hashed addresses. When remitting, the digitally signed transaction is propagated to the nodes connected via the P2P network, and a PoW (proof of work) is made in which more than half of the participants approve the transaction. Authorised transactions are stored in blocks, and blocks containing the entire transaction history are created by mining that maintains their nodes. The generated blocks are connected by a specific key to the existing blocks, which creates a chain. Hash values represent the blocks, and certain blocks are linked to values that reflect the block's hash value just before them. This enables the blockchain to have a decentralisation structure under the premise of a 'trusted third party'.

Blockchain comprises hash functions, digital signatures and public key encryption method, a PoW (mining), etc., as its core elements. The digital meta information of software registered in the STANDUP PLATFORM is stored in a block that cannot be forged and shared. The registered software information is recorded in the database and blockchain as a hash and encrypted information. It can be managed by issuing digital licenses that cannot be used illegally. Also, because it is a structure and design based on a distributed ledger, it reduces transaction costs because it does not require a third-party intermediary and provides services with information that can interact with the STANDUP ecosystem by recording overall software purchases, receptions, discounts, rewards, and feedbacks.

2) DATA STRUCTURE

When blockchain or decentralised ledger technology is applied to the software platform industry, the STANDUP platform provides a structure to protect and register software property rights and to serve as evidence in the registration and litigation. From a data perspective, you can have the advantage of providing evidence to expedite this process. The structure that the STANDUP blockchain technology can do regarding software property rights is as follows.

- ① Software management history data certification
- ② Software license registration and rights relation data structure formation
- ③ Track control and transaction data, including download, utilisation, and purchase information of software
- ④ Software onboarding sales executions, data management, and sharing through smart contracts
- ⑤ Real-time payment of usage fees for software operation is possible (by the STANDUP TOKEN)
- ⑥ Authentication and history data when identifying and collecting forged content

STANDUP SECURITY



DAPP

- Prevents access to illegal hardware
- Prevents malware injection
- Prevents malfunctions
- Prevents unapproved apps



NETWORK

- Analyses traffic
- Checks service access authority
- Prevents data leakage
- Prevents forged data inspection



PLATFORM

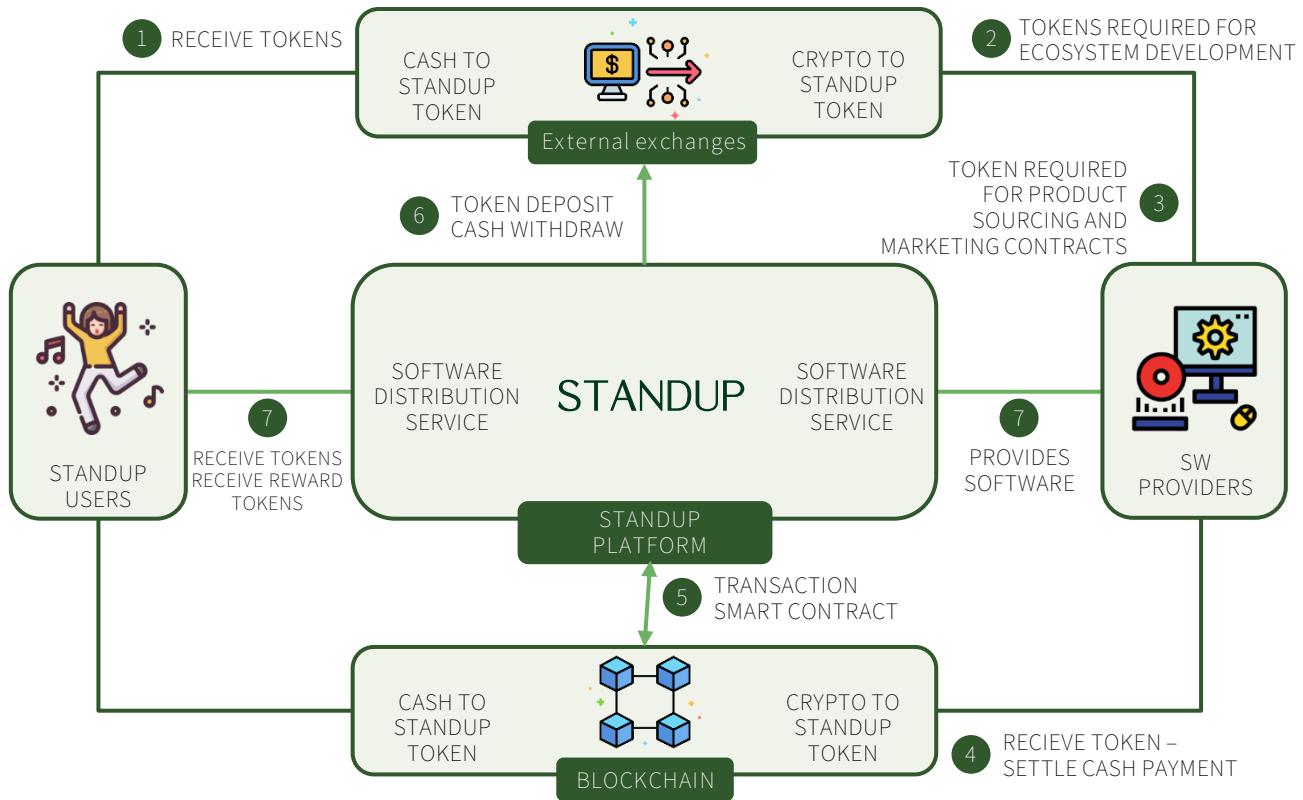
- Blocks illegal access
- Prevents information leakage
- Blocks privacy invasion
- Prevents firmware manipulation
- Checks service denial

3) ARCHITECTURE



1	Service layer	It includes Smart contracts, Hash Data, and E-bank Dapp services, connects users' data with the server and provides the STANDUP blockchain application interface.
2	Data layer	It is a blockchain data structure storage space that stores blocks and Dapp files containing Merkle Tree, digital signature information for authentication, hashes, and transactions.
3	Data security layer	It is a transport section for HAMAC data indeterminate signatures, ECDSA data encryption, SHA transaction hashes, etc. and processes and stores the decryption.
4	Smart contract code layer	It is the core logic layer of STANDUP. It registers SW and its digital history information, registers content usage information for IT services, and implements user authority registration logic algorithms.
5	Blockchain layer	The STANDUP blockchain layer consists of core information generated from the DAPP layer and stores and distributes hash data in blocks each node generates.

4) TOKEN ECONOMY



The STANDUP token economy has been modified to interact via the blockchain as an extension to the existing software architecture. The changes to the token transactions are based on the synchronising process with the central server(the supply chain database).

We added a data management and software layer to make it compatible with existing smart contracts. In addition to managing STANDUP data via the blockchain, there is a connection to the gateway service. An application programming interface has been added to communicate with the sectional cloud. This can be implemented through the Blockchain Workbench security policy element.

STANDUP TECH_

TOKEN DISTRIBUTION

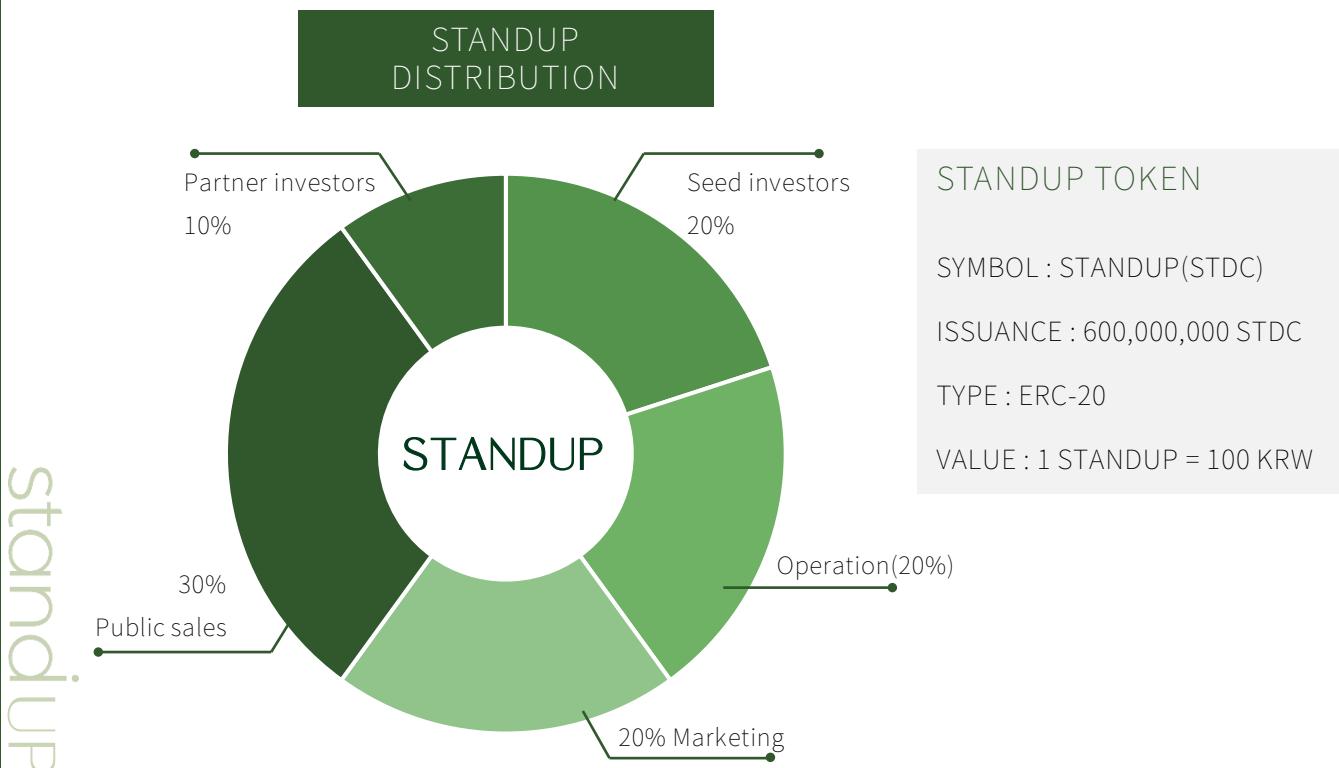
TOKEN MATRIX

600 MILLION STANDUPS tokens are issued.

The token distribution is as follows: seed investors (20%), public sales (30%), marketing (20%), operation (20%), and partner investors (10%).

STDC is based on ₩100, and the total issuance will be 600 million. The lock-up and vesting policies are included except for public sales and operations.

For seed investors, the tokens will be vested monthly by the policy after the initial listing on the virtual assets exchange. The partner investors' tokens will be locked up for one year after the initial listing on an exchange.



ROADMAP

STANDUP MILES STONE

2023 1-4Q

- Developed a new game
- Enhanced the P2E platform
- Enhanced the admin tool

2024 1-4Q

- Expanded YouTube content
- Expanded YouTube content

2022 3Q

3Q

- Developed the P2E platform, Clover
- Applied cryptocurrency for the platform
- PangPang Launched in 38 countries

2022 4Q

4Q

- Earn-clover.com open beta service
- Implemented P2E management of games and coins

2022 1Q

1Q

- Developed the Hyper-casual game, CAG
- Developed the P2E based integrated server

2022 2Q

2Q

- Developed the Hyper-casual game, PangPang
- CAG launched in 38 countries
- Enhanced the P2E based integrated server

2021 1-2Q

1Q

- Launched whitepaper ver1.0
- Dapp open beta service
- Legally examined the business model

2Q

- Listed on domestic exchanges
- Dapp internal advancement work
- Started domestic marketing and the official service

2021 3-4Q

3Q

- signed the contract with SW partners
- Launched upgraded Dapp 1st
- Designed business expansion
- Southeast Asia market research
- Contacted global exchange markets

4Q

standUP

LEGAL

LEGAL NOTICE

Should prospective customers want to purchase cryptocurrency, they shall check for violations of relevant laws or legal regulations in their countries of residence before making a purchase decision and reviewing by themselves for available exchange, control and discipline. The STANDUP FOUNDATION shall not be responsible for any problems that arise, stating that the purchasers are responsible for the outcome of the purchase. Customers who purchase (acquire), sell, and distribute in illegal and unjustifiable ways may be warned and sanctioned and restricted from future purchases and use of the platform.

The information contained herein whitepaper may be incomplete and does not contain any elements of a legal or contractually binding relationship. And it shall not be used for investment-related documents or purposes. Customers shall make judgments or decisions within limits permitted by applicable laws and regulations. For indirect, special, incidental, consequential, tort, contracts and others (including profit, return, or loss) related to the results determined by the customer, the management, executives, and employees of the Foundation are not responsible and shall not bear the responsibility. In addition, responsibility for loss due to the loss of security devices (security key, biometric authentication) due to customer carelessness, natural disasters, national policy changes, force majeure, etc., shall not be transferred to the Foundation or employees, and the Foundation is responsible for such loss.

The Foundation will endeavour to utilise and develop the platform but shall not be responsible for damage or loss (password, mnemonic code, terminal) due to the customer's inexperience and notify that platforms can be newly supplemented, changed or modified to comply with cryptocurrency regulations and related laws. Global cryptocurrency regulations, rules, and investigations in the country may affect or prohibit future operations of the Foundation. Customers purchasing tokens shall note that the company's strategy or platform may be altered or modified to comply with the newly supplemented applicable regulations, which many accompany lost. In addition, the Foundation's management, executives, and employees shall not be legally liable for any loss incurred by the relevant legal action.

Token purchasers through P2P or Exchanges shall fully understand the functions related to cryptocurrency and consider the risks and weaknesses of the purchase. Therefore, if customers do not have experience or expertise in cryptocurrency purchases, they must carefully judge and make decisions regarding the purchase. We recommend that the customers refrain from purchasing if they do not fully understand the risk factors associated with the purchase or whitepaper. If necessary, the customers shall seek assistance (consultation) from the relevant experts or purchase knowing that there is a risk, and the loss caused by the purchase is entirely the responsibility of the purchasers and the management, executives, and employees of the Foundation are not liable and shall not be transferred of the responsibility.

RISK FACTORS

Losses from token purchases can occur. We recommend that the customers fully understand the whitepaper's contents in purchasing or utilising it and purchase tokens after consulting with a lawyer, an accountant, and a tax expert, if necessary.

SECURITY AND SAFETY

The STANDUP WALLET can be accessed through the user's security key (password, mnemonic code, biometric information, etc.) and shall be used in a safe place. Important information, including the security keys, shall not be exposed. When a user's security key is exposed to another person or lost, cryptocurrency may be lost and shall not be recovered.

Should the customers use STANDUP WALLET, they shall go through the registration process for their password and mnemonic code biometric authentication, and no one can change it after authentication. Foundation's management, executives, and employees Foundation are not responsible for any problems by not adding these security authentication functions. In addition, special care shall be taken as cryptocurrencies that have been stolen or transmitted incorrectly shall not be recovered. This is because most processing authority in the blockchain is irreversible without control or consent. In other words, once a transaction is recorded on the blockchain, it is generally irreversible.

STAY UP-TO-DATE WITH YOUR PROGRAM

The customers using the STANDUP PLATFORM or WALLET shall update when requested to update the program. We continuously research and develop to improve platform functionality, such as service-specific and convenient token-use technologies. It may not be available due to a program error if not updated. The FOUNDATION will continue to improve various platform service technologies and functions through continuous development and update of new functions. We state that this convenient and diverse technology development and application may significantly change the technology and services of implementing the platform in the future, but some functions may not meet the customer's needs.

POLICY CHANGE

The STANDUP FOUNDATION will do its best to provide mining and exchange services worldwide using tokens as a major cryptocurrency tool within the platform service, but it may proceed differently from the related goals or strategies depending on liquidity stability, etc. In addition, we will do our best to ensure that the operating target platform technology and services described herein whitepaper proceed as planned. Still, we notified that it may be postponed or changed depending on circumstances. Tokens can fluctuate greatly in value depending on market demand. This may be due to various technical factors such as supply and mining quantity, value fluctuations according to demand, cryptocurrency market conditions, changes in legal regulations and policies due to political and geographic reasons, and environmental disruption.

STANDUP PLATFORM

[Blockchain-based Software Platform Business]