ALT

Allting Coin

White Paper

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1. Background of ALT project

1.1 Adapting to Evolving Digital Marketing and Privacy Regulations

The digital marketing landscape has undergone significant transformations due to the tightening of privacy policies by leading mobile platforms Apple and Google. In April 2021, Apple implemented the "App Tracking Transparency (ATT)" policy, empowering users to decide whether to share their personal information. Similarly, Google altered its policy to restrict advertisers and third parties from accessing personal usage data within the Android app ecosystem. These changes have led to notable declines in stock prices for companies like Meta.

Although the global digital market is projected to surpass $600 billion annually by 2023, there remains a shortage of digital advertising solutions capable of delivering precise targeting based on user consumption patterns without compromising personal information. As concerns mount over the potential misuse of personal data held by large platforms, exploring effective target marketing strategies that prioritize anonymity has become essential.

The ALT project was conceived to address this need, offering a complementary approach to the interaction between advertisers and users in the digital marketing sphere while safeguarding personal information. The project aims to maximize advertising efficacy by analyzing user behavior patterns without jeopardizing the privacy of individuals.

1.2 Anonymity-Preserving, Decentralized Point Ecosystem

To address the issue of privacy in digital marketing, ALT has developed a decentralized point ecosystem that allows users to voluntarily participate while maintaining anonymity. ALT is a blockchain-based, integrated point platform that issues points based on user behavior across various digital services. This system enables users to generate additional value from their digital service records while preserving their personal information.

In today's world, numerous mobile apps exist, and users create diverse behavioral records, including app installation, subscription, login, and activity participation. Points awarded based on these behavioral records offer valuable insights into user consumption tendencies and preferences, independent of personal information.

The ALT ecosystem grants decentralized points for individual mobile user actions and consolidates users who earn points across various apps. This fosters a community where users can integrate and utilize their points. Users receive points based on their activity history rather than their personal information, allowing them to engage in the ALT community without compromising their privacy.

Users accumulate points by interacting with services within the ALT Alliance and can earn additional rewards by using points in services catering to ALT users. Businesses seeking user acquisition or advertising effects can achieve their goals by providing benefits to users through points within the ALT ecosystem.

This approach offers users consolidated rewards for their mobile activities and the opportunity to enjoy consumption benefits using points. For advertisers, it guarantees exposure through precise targeting and higher conversion rates. The advertising process, based on records linked to points rather than individual identities, presents a fresh alternative to traditional, centralized, information-based digital advertising.

1.3 The Demand for a Unified Community Point Platform

Most mobile service and commerce operators already offer customer rewards through point systems. These systems aim to boost loyalty and stimulate purchases by providing compensation points to customers for activities such as visits, subscriptions, participation, purchases, and referrals. However, points restricted to specific services inevitably decrease user engagement. Reduced point utilization not only increases the financial burden on the operator but also makes management and expansion more challenging.

In reality, point reward systems achieve maximum impact when points can be accumulated and integrated for use. Airline mileage programs exemplify this principle. Customers continually use specific airlines to accrue mileage, which can be redeemed for various benefits, such as purchasing tickets, maintaining membership, and upgrading seats. To other these advantages, different airlines form alliances, allowing the mileage of various companies to be combined and used, sharing customer pools, and increasing loyalty.

ALT is a community point platform that enhances these point attributes and delivers new value to both users and businesses. The ALT project aims to draw users into a single ecosystem through the community point platform and promote the growth of mobile service and commerce operators participating in the ALT community point platform, leveraging the expanding user pool within the ALT ecosystem.

As the ALT user pool grows, operators can increase usage and attract new users through exchanges with ALT Tokens. With the ecosystem's expansion, operators may conduct marketing campaigns targeting users with points. Once the ALT ecosystem reaches a certain size, it can naturally evolve into a platform capable of providing genuine digital target marketing services while ensuring anonymity based on user point issuance and usage information.

1.4 Why ALT Platforms Need Blockchain Technology

Anonymity, Transparency, and Reliability of Blockchain

Blockchain is a distributed ledger technology that securely stores and shares data among multiple participants. Anonymity and transparency, two key characteristics of blockchain, are crucial for building the ALT community point platform.

Transactions on the blockchain are public, but user identities are encrypted and typically unknown. Users employ encrypted digital signatures consisting of public and private keys to carry out transactions, safeguarding the identity of individuals involved. Consequently, the ALT community point platform, developed with blockchain technology, ensures transaction anonymity.

Transparency is also vital for encouraging voluntary participation in the ALT community point platform. Blockchain transaction details are disclosed to participants, facilitating transaction record verification. These records are stored in data units called blocks and are chronologically connected. In addition to transaction information, blocks contain hash values from previous blocks, making data manipulation exceedingly difficult since altering transaction history requires modifying all preceding blocks.

Token Economy Stimulates Digital Community Engagement

Active voluntary participation from ALT ecosystem participants is essential for the platform's success. Utility tokens can be awarded to community members as incentives for their activities. Users are motivated to earn tokens by participating in and contributing to ALT community activities. Moreover, utility tokens can generally be exchanged for other cryptocurrencies, allowing users to convert tokens into other assets if desired. The community establishes its own economic system to facilitate

transactions and value exchanges within the community.

NFT tokens enable community participants to clearly establish ownership of digital items, artwork, and game assets. Each NFT possesses unique properties, imparting value to scarce and distinctive items. Additionally, membership functionality within the community can be enhanced to grant more significant benefits to high-contributing users.

These token economies benefit ALT community participants through features such as incentive allocation, liquidity, economic autonomy, ownership verification, uniqueness, value, and trade ability.

The following are advantages of tokens utilized within the ALT community point platform:

- Encouraging user participation: Tokens can incentivize users to engage in community activities. Users are motivated to earn points, thereby invigorating the community.

- Protecting creativity and generating value: NFT tokens allow for clear identification and protection of ownership for creative works. This recognition enables community participants to establish and trade value for their creations.

- Establishing a community economic system: Utility tokens and NFT tokens can create a self-contained economic system within the community. This enables participants to access various services or trade with other users using points.

- Enhancing brand awareness: Employing unique tokens within a community can boost brand awareness. Users connect with the brand through tokens, which increases brand loyalty.

By employing tokens on the ALT community point platform, user participation and activities can be promoted, and economic value within the community can be generated. This will contribute to the community's growth and sustainable development.

DID-based Identity Verification and Incentive System

The ALT platform incorporates a DID-based identity authentication system. Users who engage with any services connected to the ALT ecosystem can register as ALT users through the DID-based

identity authentication process. After registration, users can 什eely access any service and utilize their point tokens. By subscribing to any service provided by ecosystem participant companies, users become part of the ALT ecosystem.

ALT avoids using personal information without user consent, as it expands the ecosystem based on users' de-identified data. This approach assumes voluntary participation through points and associated incentives. Users can consolidate and use point rewards obtained through various services built on the ALT ecosystem.

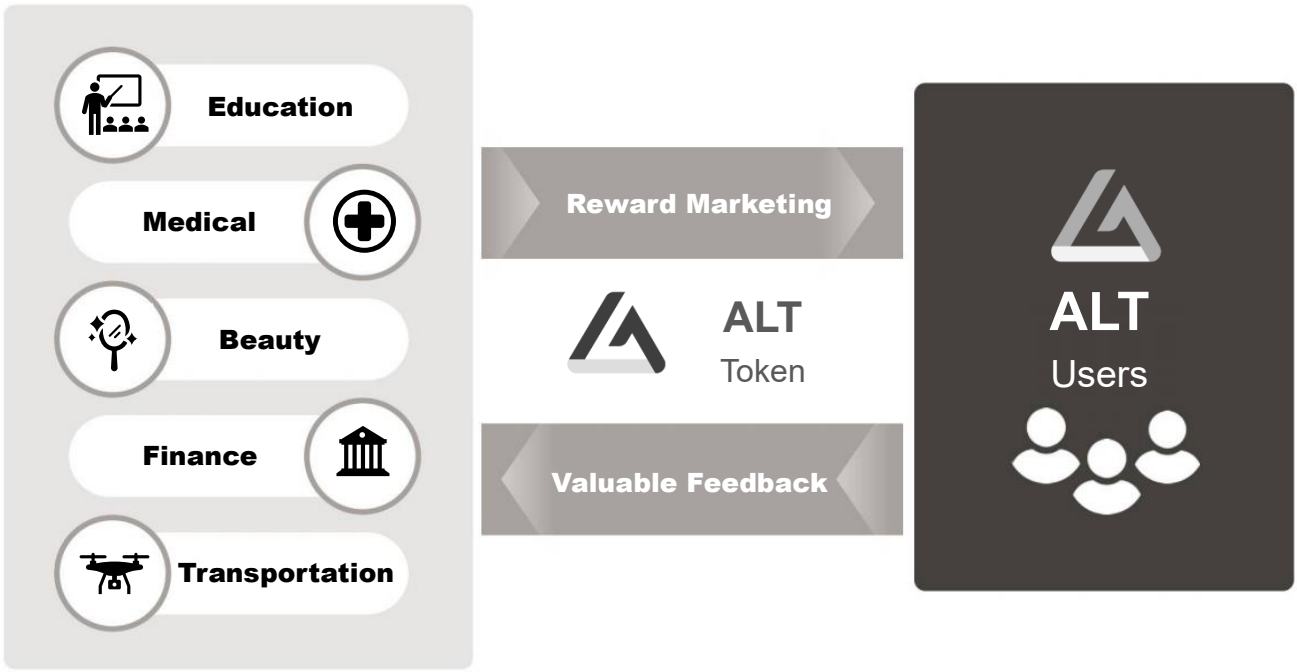
The ALT Alliance shares de-identified user information from their services with ALT. Based on this data, ALT issues point tokens for users by service, facilitating ecosystem expansion and applying users1 activity history to diverse marketing strategies through point categorization by service. The ALT system grows with the participation of an increasing number of alliances and users, exhibiting ecosystem properties that continuously expand with openness while maintaining a level of exclusivity that prevents universal participation.

2. ALT Project

2.1 Vision of ALT Project

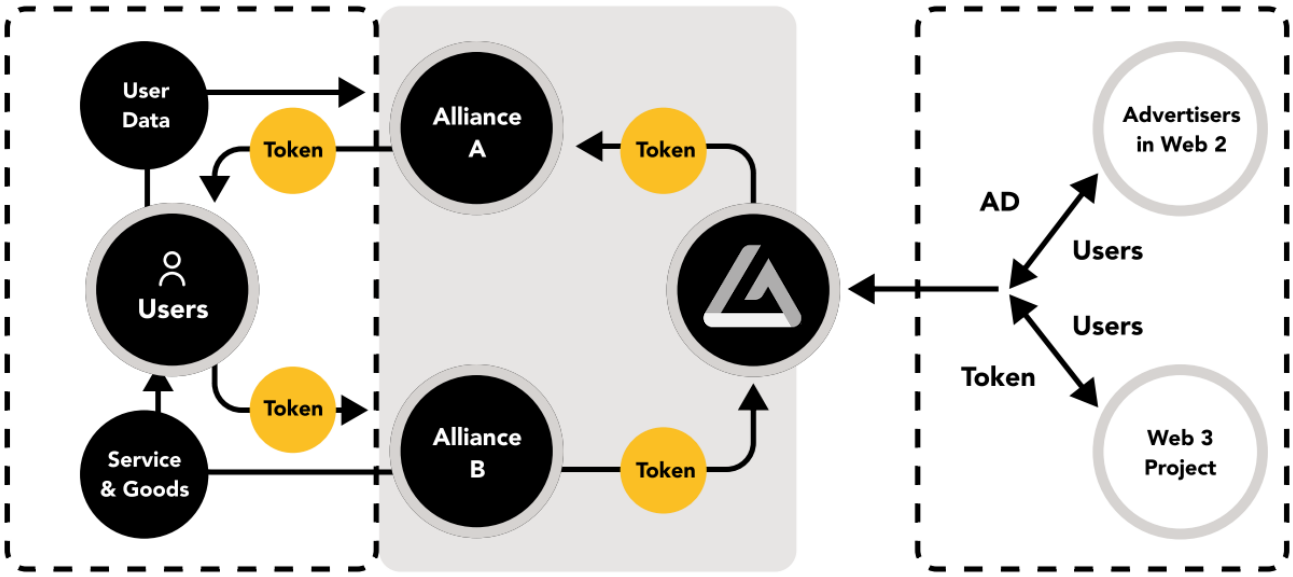
Vision for a Worldwide Mobile App and Digital Marketing Network

ALT endeavors to establish a worldwide network of community points that interconnects global mobile application users and digital marketing advertisers. As mobile applications have already transcended linguistic and geographical boundaries, and with the surge of cross-border service providers in commerce and other sectors, ALT recognizes the need to foster a borderless environment.



The ALT platform serves as a bridge between Lifestyle companies and users.

Utilizing blockchain's token technology, the ALT Global Community Point Network is designed to fairly distribute the value of digital marketing generated through the ALT platform among all participants while ensuring anonymity. The ALT project envisions a point-based community model that implements an ecosystem where users of various mobile services can voluntarily participate with anonymity as collateral. Revenues generated from this system are fairly distributed within the ALT ecosystem. Additionally, the ALT project anticipates being listed on cryptocurrency exchanges for further utilization.



Users
Huge benefits based points.

Alliances
User pool sharing and Applying Point System

Advertisers
Web2: Precisely targeted advertising exposure.
Web3: Opportunity for Web2 user acquisition.

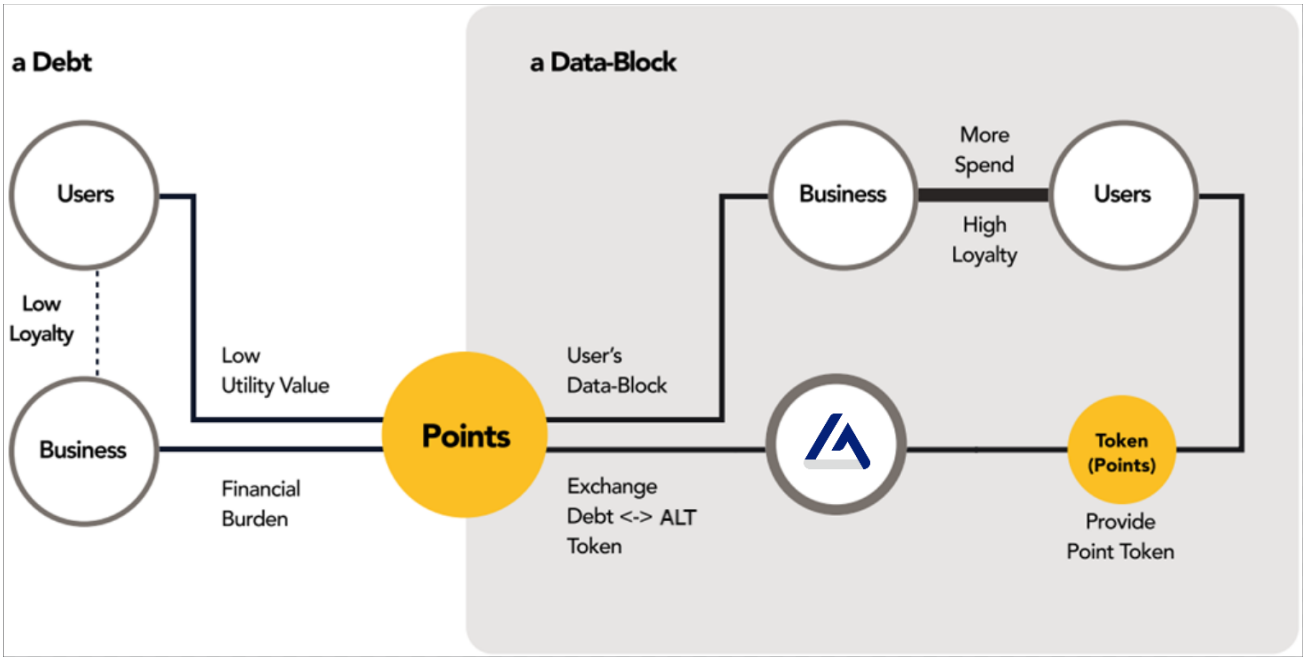
Blockchain-based AD platform utilizing integrated points.

Global mobile app and commerce operators participating in the ALT community can perform targeted marketing using ALT Tokens for the platform's global users. Based on active user participation and valuable feedback data, effective strategies for entering the global market can be established, and brand awareness can be increased through social media. The unique impact of the ALT network encourages advertisers to provide more rewards to ALT users, resulting in user base expansion. Consequently, the ALT global community point network will grow into a global commerce network, leading to a surge in ALT Token usage and value.

Unified Point Ecosystem for Diverse Services

ALT offers a point integration platform for users, who can manage their points through the ALT app. Unique point tokens are issued by operators connected to the ALT ecosystem. Users benefit from the flexibility of collecting, consuming, and exchanging points across various services within the ecosystem.

The ALT ecosystem links lifestyle-related apps and commerce sectors, such as beauty, travel, and fashion, accessible to users worldwide. Users can use point tokens within the connected apps and commerce platforms, driving user loyalty and benefiting both users and participating companies.



Two different perspectives for commerce points.

In the ALT ecosystem, points are treated as data blocks containing user behavior patterns (purchases, sign-ups, visits, event participation, etc.) rather than business liabilities. Users receive point tokens for sharing their data blocks with ALT and its Alliance.

This structure enables operators in the ALT ecosystem to conduct more accurate marketing and promotions based on user behavior, while users can access more benefits by utilizing points tailored to their consumption patterns.

Driving User Action: The Key to Digital Marketing Success

The digital landscape is undergoing a profound transformation, driven by the relentless wave of

digitalization. In this era of digital revolution, a plethora of digital platforms and systems have emerged, offering diverse services and APIs that facilitate seamless processing of various tasks. Notably, the advent of blockchain technology has unlocked new possibilities for enhanced service integration.

ALT stands at the forefront as a cutting-edge digital marketing platform, bridging the gap between existing digital platforms and the blockchain ecosystem. By incentivizing active user participation and action, ALT catalyzes a ripple effect, empowering users to amplify their impact on the digital realm.

ALT seamlessly integrates with a wide array of digital platforms, leveraging their services and APIs. By incentivizing user actions through rewarding mechanisms, ALT fosters active engagement and participation.

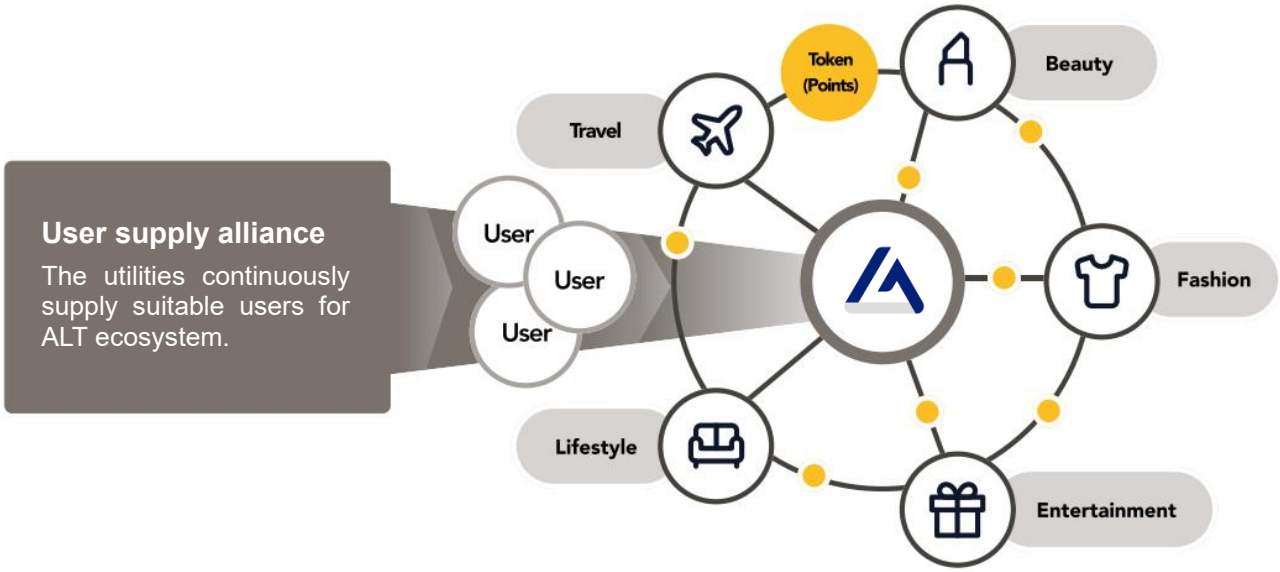
The integration of APIs across diverse services amplifies the ripple effect, expanding the scope of user actions and their collective impact.

ALT offers a robust reward system that incentivizes user actions on the platform. By providing points or rewards for specific activities, users are motivated to actively engage with various services and APIs. This fosters a ripple effect, amplifying the impact of individual actions and driving overall platform activation.

ALT stands out from traditional digital marketing platforms by leveraging its reward system to reinforce user behavior, resulting in enhanced efficiency in digital marketing. Through the analysis of user behavior, including their preferences for services and products, ALT enables more effective targeted advertising for advertisers. This data-driven approach sets ALT apart and enables a more impactful and personalized marketing experience.

Targeted Marketing within Lifestyle-Focused Ecosystem

The ALT ecosystem thrives on the active participation of users in lifestyle-related activities and consumption. As more operators offer user benefits and users maintain loyalty, the ecosystem grows healthily. The ALT ecosystem fosters a rich user pool as more people engage in lifestyle-related mobile services.



Lifestyle Ecosystem with ALT

From a business perspective, attracting new users can lead to direct benefits and purchase incentives for customers highly engaged in lifestyle areas like beauty, fashion, and travel. By reallocating marketing costs for acquiring new users to point token budgets provided to ecosystem participants, businesses can achieve higher impact, and occasionally assetize point tokens within the ecosystem.

For users, they can not only make informed consumption choices through points at ALT-linked businesses, but also enjoy greater benefits as they accumulate and consume points with higher multipliers. By consistently providing more advantageous consumption opportunities, ALT encourages customer loyalty to the ecosystem.

ALT aspires to become a global community with a mutually beneficial structure, featuring a select group of operators providing high-value services and goods to a vast number of users.

Continuous Expansion, Innovation, and Improvement of the ALT Platform

Though the ALT platform primarily targets lifestyle-related industries, its scalability extends much further. As the platform garners recognition from diverse industries and countries, operators from

various fields can join the ALT platform and contribute to the ecosystem's expansion. This growth enables the ALT platform to evolve into a global point and marketing platform transcending borders.

ALT is dedicated to enhancing user satisfaction and optimizing the marketing impact for operators through continuous innovation and improvement. To achieve this, ALT will consistently refine its capabilities to deliver better services and experiences based on feedback and data analysis from participating operators. Furthermore, the platform will introduce differentiated functions to bolster its competitiveness and solidify its market position.

As the cryptocurrency market expands, the ALT platform's value is anticipated to rise. Increased awareness in the cryptocurrency market will elevate the value and demand for ALT tokens, subsequently boosting profits for participating operators and users.

In summary, the ALT project aims to establish a global community point network connecting mobile app users and commerce operators worldwide, fostering a robust platform that benefits both advertisers and users. Through these efforts, ALT is expected to achieve sustained growth and development within the global commerce market.

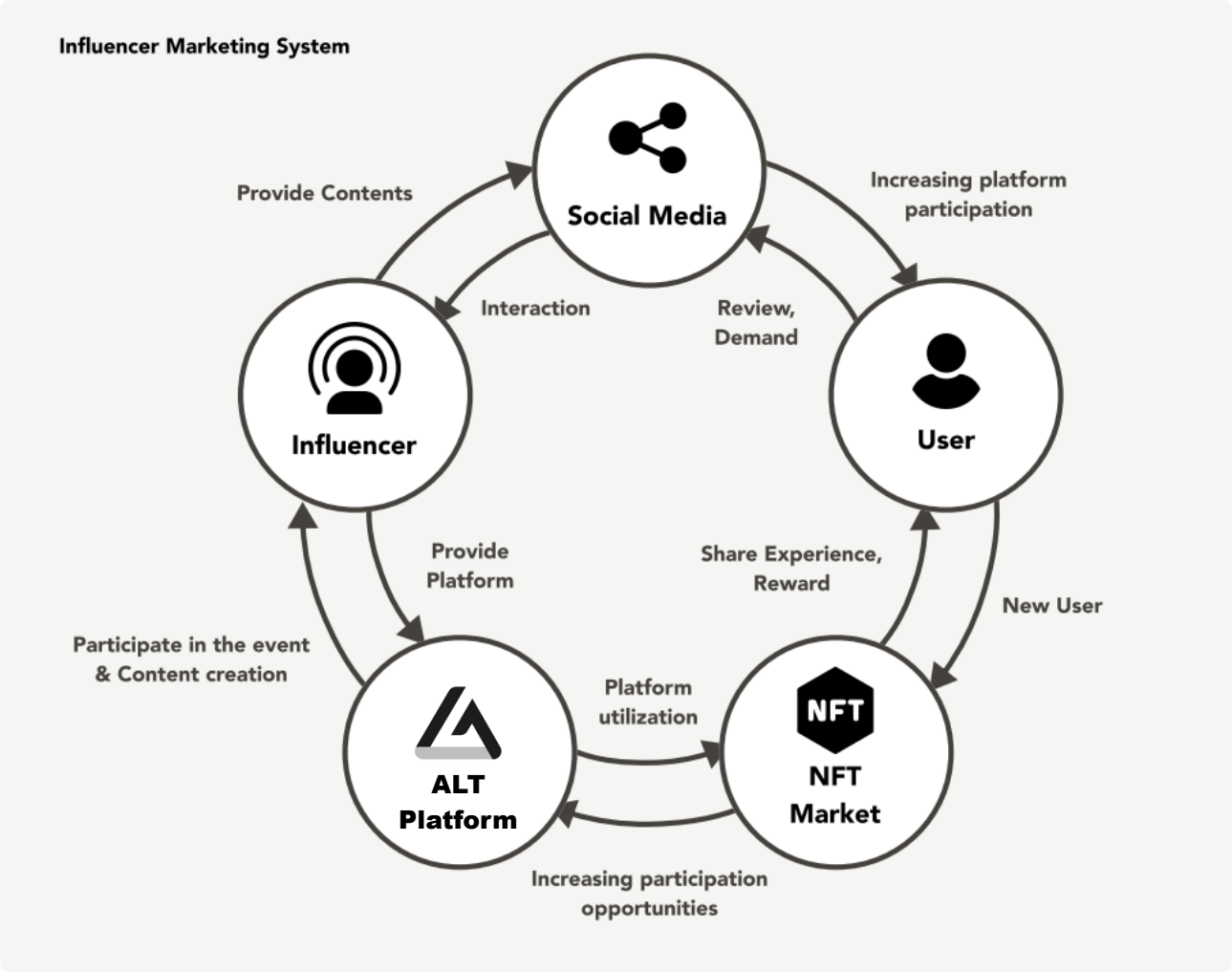
2.2 ALT Ecosystem

Engaging the Global MZ Generation in a Participative Ecosystem

The Global MZ generation is a tech-savvy cohort that uses online platforms such as Google and communities to learn and connect based on interests. They grew up in a digital world of mobile and social media and prioritize personal satisfaction in their relationships. This generation actively seeks out unique experiences and games, and drives consumption through their proactivity in expressing their desires.

The success of the ALT project depends on attracting the attention of the Global MZ generation and encouraging their voluntary participation in the ALT ecosystem. To achieve this, the ALT project will create a blockchain and digital technology-based platform to form a novel ALT ecosystem that connects with users worldwide.

The combination of powerful reward system and Influencer Marketing



In the ALT ecosystem, Influencers play a vital role. Their content creation on various social media platforms enhances the Influencer Marketing impact that the Alliance requires. ALT is already a strong platform due to its inherent marketing capabilities, but the inclusion of Influencer participation amplifies its effectiveness in expanding the ecosystem.

Global Influencers will spread awareness of the various events (such as marketing, promotional, purchase benefits, and viral marketing) created within ALT to a larger audience through their social media presence. In return for their efforts, Influencers can receive not only service perks but also compensation in the form of spot, cash, and ALT tokens.

Furthermore, ordinary users influenced by the participation of Global Influencers in the ALT ecosystem will not only receive simple benefits but also attain membership status and tokens earned from participating in the ecosystem, which they can consider as assets. This reward system fosters a stronger bond between Influencers and users, and between the ecosystem and users.

Digital Marketing with the Action to Earn Model and Blockchain

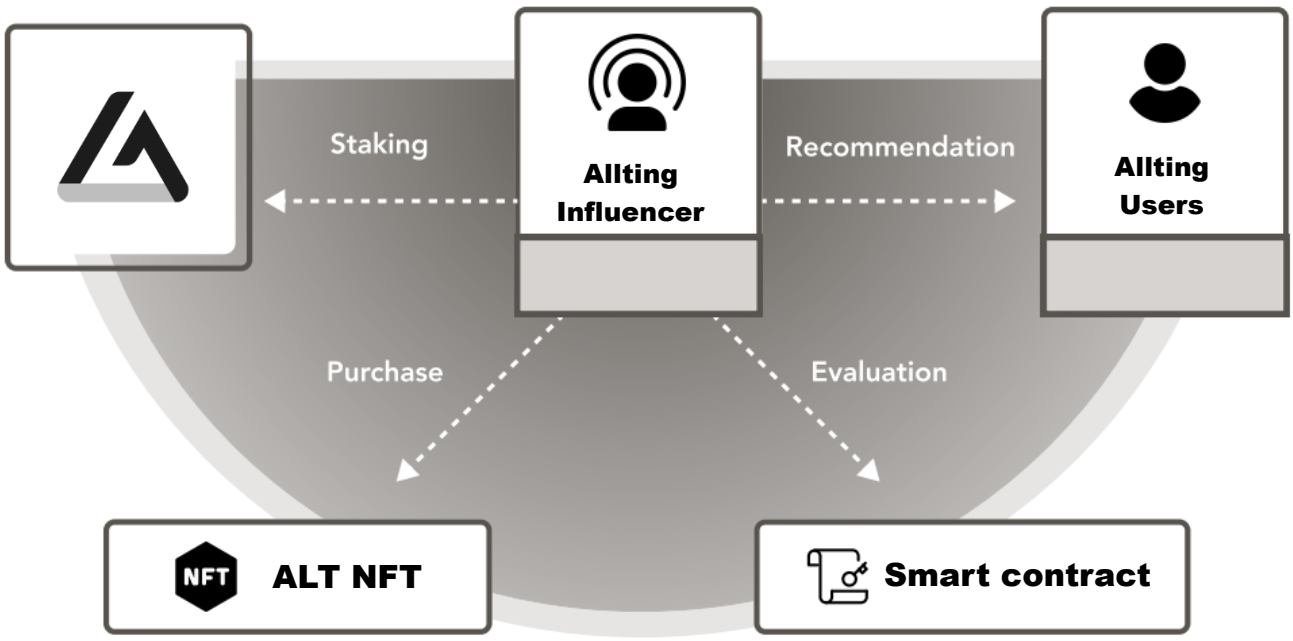
ALT is an innovative blockchain-based ecosystem that introduces the groundbreaking "Action to Earn" model. In this model, users are incentivized for their active participation, enabling them to directly generate value from their data and actions. This distinctive feature sets ALT apart from traditional digital marketing platforms, revolutionizing the way users engage with and benefit from the digital landscape.

ALT harnesses the power of blockchain technology to magnify the impact of user actions. By securely and transparently recording each user action, ALT ensures direct rewards for active participation. The blockchain also empowers advertisers by providing a robust framework for effective targeting while safeguarding user action data. This seamless integration of blockchain technology within ALT revolutionizes the digital marketing landscape, fostering trust, transparency, and enhanced user engagement.

In conclusion, ALT ushers in a transformative era of digital advertising, leveraging blockchain technology to harmonize privacy and marketing effectiveness. By directly rewarding users for their actions, ALT introduces a pioneering Action to Earn model, poised to become a cornerstone of future digital marketing strategies. With a focus on privacy protection, enhanced advertising efficacy, and fostering active user engagement, ALT sets the stage for a dynamic and rewarding digital marketing landscape.

Incentivizing Users with DID and NFT-based Compensation.

Users within ALT can receive differential rewards based on their ecosystem contributions. As more users join the ecosystem, they can achieve higher grades and have the opportunity to expand their assets and improve their ratings by staking ALT tokens above a certain level. Additionally, by purchasing NFTs issued on the basis of ALT, users can exert more direct influence on the ecosystem or enjoy higher benefits.



- Issue a NFT of a physical product

- Evaluate the dedication to ALT.
- Give the 'Grade' per dedication score.
- Offer rewards based on the 'Grade/

Evaluation of contribution associated with DID and NFT

NFTs in ALT not only guarantee membership ratings but also serve as a medium for recording each alliance member's consumption history. Furthermore, NFTs function as collateral for distributing ALT-linked point tokens.

2.3 Expanding the ALT Alliance

The ALT project unites its Alliance expansion strategy with the ALT Token and point-based loyalty system to offer appealing partnership incentives. This approach encourages Alliance participation and accelerates the growth and development of the ecosystem.

Allting

ALT Token and Point-based Royalty Combination

ALT tokens are not directly distributed to users and the Alliance. Rather, ALT functions as a B2B token with a Reserve function and expands the ecosystem by issuing and distributing side-chain tokens related to ALT based on points that the ALT Alliance is scheduled to release.

ALT replaces existing points with side-chain tokens linked to it, which enhances the value of the tokens, ensures the security of users, and expands the consumption ecosystem. The value of the side-chain tokens is determined through consultation with the ALT Foundation and varies at different stages, depending on the growth of the ecosystem and the increase in value.

Early adopters of the project who join and provide users and services will have a greater reward structure and a greater say in decision-making than those who participate later.

	Point = Token Model	**ALT** Model (Point <-> Token Retention Model)	Note
Accumulation method	• Provide tokens the same as traditional point systems	• Participants purchase or hold Token (Digital Asset) issued on the **ALT platform**	Switch to user's assets
Consumption method	• Same use area and method as existing point system	• Services within or associated with the **ALT platform**	Expansion of consumption
Point Token Value	• 1:1 exchange value with existing points	• Converting Point Token to **ALT as an** investment product that changes value	Giving investment value
ALT Exchange	• Impossible	• Replaceable on **ALT Sidechain**	
Financial statements	• Debt increases as points are issued	• Switching to tokens reduces debt	
Seigniorage	• None	• For Token with transaction value, Signiorage profits are generated during Token mining • The earlier participants, the higher the Seigniorage profit margin	

Differences between "Point = Token" and "Point → Token Retention" models

Allting

Leveraging ALT Token for Alliance Benefits

ALT Token serves as a cryptocurrency that represents the value of the project and plays an essential role in transactions between the Alliance and users. By using Token to purchase a product or service within the ALT ecosystem, the Alliance can gain additional revenue and liquidity. Furthermore, as the project grows, the value of the Token may increase, providing opportunities for profit generation.

Promoting Cooperation and Co-prosperity between Alliance

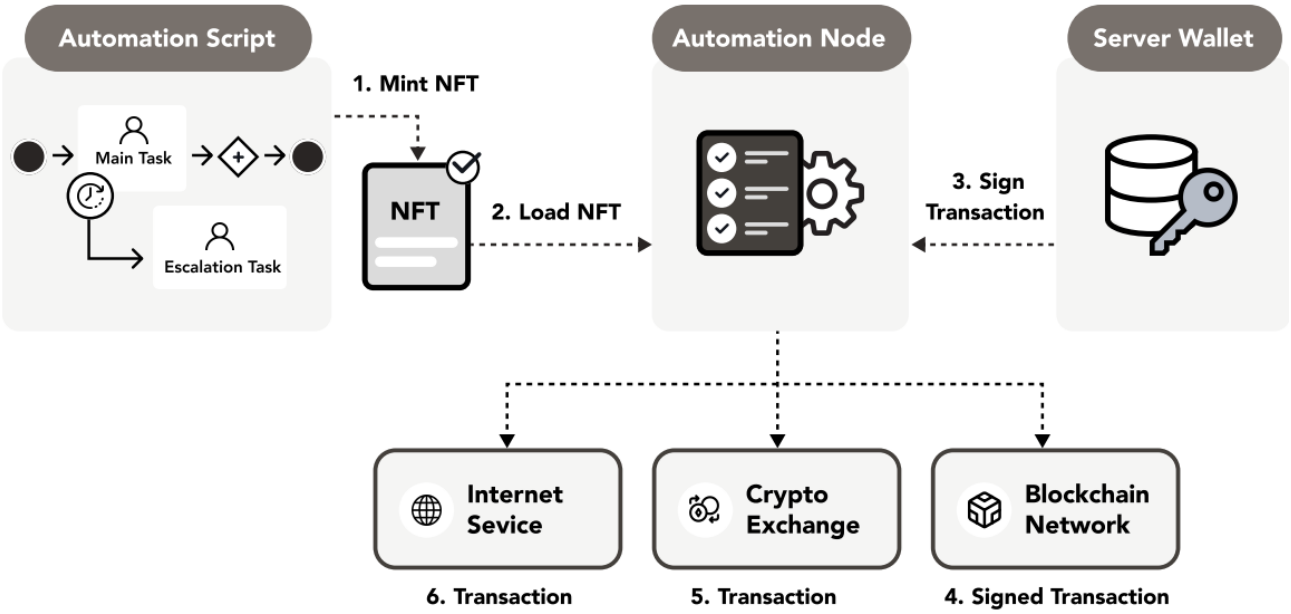
The ALT Token and Point-based Royalty system can promote mutual cooperation among different Alliances. Token and Point can be exchanged between alliances, and joint promotions can be carried out, creating synergy and increasing the overall value of the ecosystem.

These Token and Point-based Royalty systems act as an attractive factor for promoting the growth of the ALT ecosystem and inducing Alliance participation. This allows the ALT project to continue expanding its Alliance network and increase the value of the ecosystem through various partnerships.

2.4 User-friendly ALT Platform

Streamlined Automation Platform Enhancing the "Action to Earn" User Experience

ALT Action to Earn automation platform is a cutting-edge solution that simplifies the intricacies of blockchain technology and digital marketing. By streamlining the complexities associated with blockchain, the platform empowers users with varying levels of digital literacy to easily comprehend and utilize this powerful technology.



ALT's automation platform revolutionizes Action to Earn marketing scenarios through the use of NFT-based automation scripts. These scripts are triggered when users engage in marketing activities, seamlessly handling intricate processes such as blockchain network connection and wallet integration on behalf of the users. As a result, users can effortlessly participate in marketing activities without the need for manual intervention, ensuring a seamless and user-friendly experience.

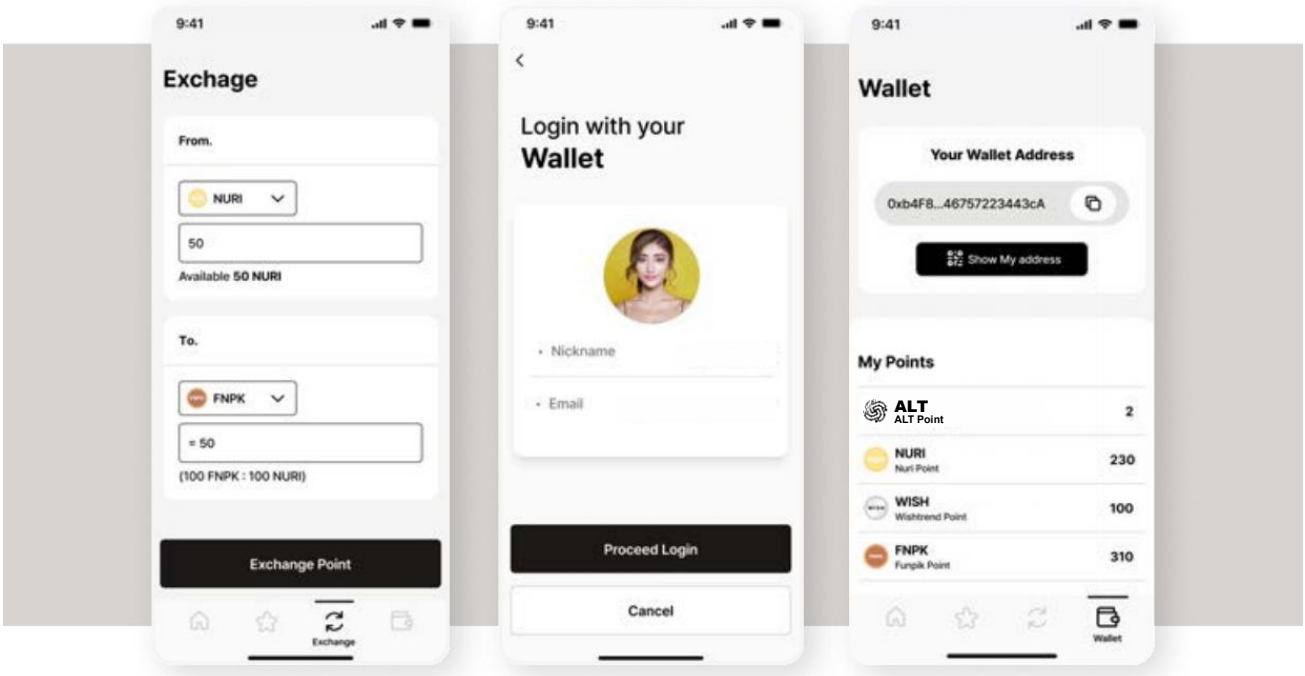
At the heart of the platform lies the ability to automate transactions involving a user's signature. Through the use of a server wallet system, the platform facilitates the sending of signature request messages or enables users to configure signature delegation. This empowers users to manage complex blockchain transactions while retaining the desired level of control. Whether users prefer a hands-on approach or opt for automated processes, the platform offers flexibility and convenience in handling blockchain transactions.

Ultimately, this approach drives technological advancements that enhance the efficacy of digital marketing, increase the accessibility of services utilizing blockchain technology, and render the Action to Earn model more practical and efficient.

By making blockchain technology more accessible to the general public, these systems enable it to play a prominent role in digital services and marketing endeavors. This convergence of technology and marketing paves the way for a more inclusive and impactful digital landscape, benefiting both businesses and users alike.

User-friendly UI and UX

The use of blockchain-based DApps requires users to undergo complex procedures, including installing and verifying their wallets, backing up private keys, and registering their wallet address. These complicated steps create a significant barrier to entry for ALT users and hinder their ability to use the platform's DApps.



ALT Application

However, it can be challenging to strike a balance between user-friendly UI/UX and maintaining the necessary security standards required by the blockchain. To address this, the ALT project aims to provide an optimal solution by offering both a user-friendly interface and ensuring the security standards of the blockchain are met. The ALT platform is continuously evolving to offer a user-friendly interface and user experience, reducing entry barriers for users and eliminating any discomfort.

Long, large-scale transactions, in real time.

The ALT service strives to provide users with a captivating and immersive experience while handling large-scale transactions in real-time. This is crucial for accommodating high-volume user transactions.

In contrast, blockchain projects in finance and healthcare industries are utilized as required, resulting in limited user engagement. For example, people don't use mobile financial services for extended periods of time to make transactions.

To address these limitations, the ALT team has tailored a blockchain network that specifically fits the unique needs of the ALT service.

ALT API for Alliance Developers

For developers who are unfamiliar with blockchain technology, utilizing it effectively can be a challenge. In a blockchain network, transactions initiated through a DApp may not always guarantee the finality of the transaction. This is because the transaction is recorded in a block on a specific node and then propagated to other nodes until it reaches a point where the transaction cannot be altered, thereby ensuring its finality.

Developers in Alliance who lack prior experience or understanding of blockchain may face difficulties in grasping its core principles. This can result in incorrect usage of blockchain in the development of point systems or eCommerce systems, which can harm both ALT users and participants, as well as the Alliance.

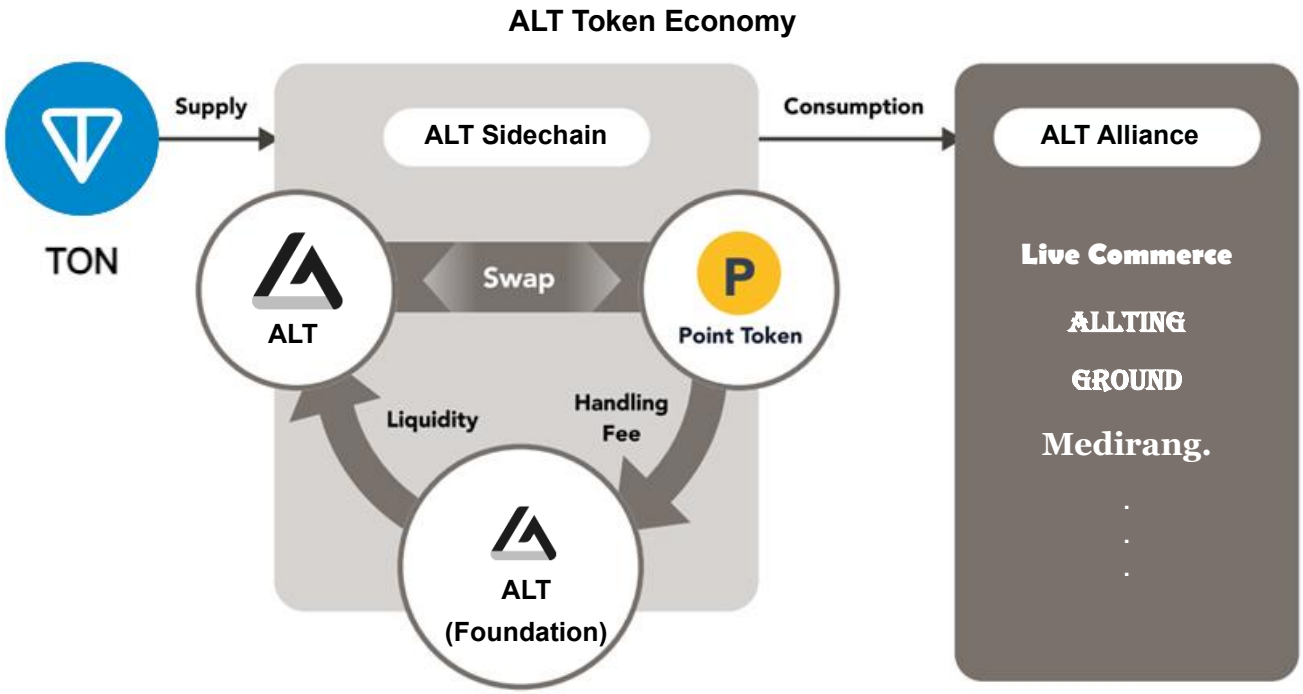
3. ALT Token Model

3.1 ALT Token Settings

ALT and Point Tokens

The ALT token, built on the TON blockchain network as a Telegram TON token, serves as a utility token. This token acts as a primary means to access various activities and services within the platform, offering numerous benefits to its users. Additionally, the ALT token also plays the role of a reserve currency when exchanging with other point tokens inside the platform.

The ALT token economy is primarily composed of fees charged for using the ALT platform and commissions generated when the SideChain Network runs DApps.



The costs associated with utilizing the platform, including the Point token service, automation service, digital marketing service, NFT marketplace service, NFT minting, server wallet, and NFT storage space offered by the ALT platform, are covered through the exchange of ALT tokens for Point tokens.

The ALT Token: The Heart of the ALT Platform

ALT tokens play a pivotal role as a key element within the ALT platform, serving as the central currency of the overall token economy. These tokens are utility tokens issued on platforms such as BEP20 and ERC20, and platform users and partners are required to transfer these tokens to the ALT sidechain in order to access the platform. Upon completion of the transfer process, ALT tokens can be exchanged with Point tokens on the sidechain through the Swap feature, enabling their usability within the ALT platform.

The ALT platform is built to offer a versatile token economy that can adapt to diverse digital business and marketing landscapes. This token economy is designed to accommodate different reward models, tailored not only to ALT' own business model but also to its partners, event attributes, and user actions. As a result, Point tokens can be leveraged to create and oversee independent economies within the ALT platform.

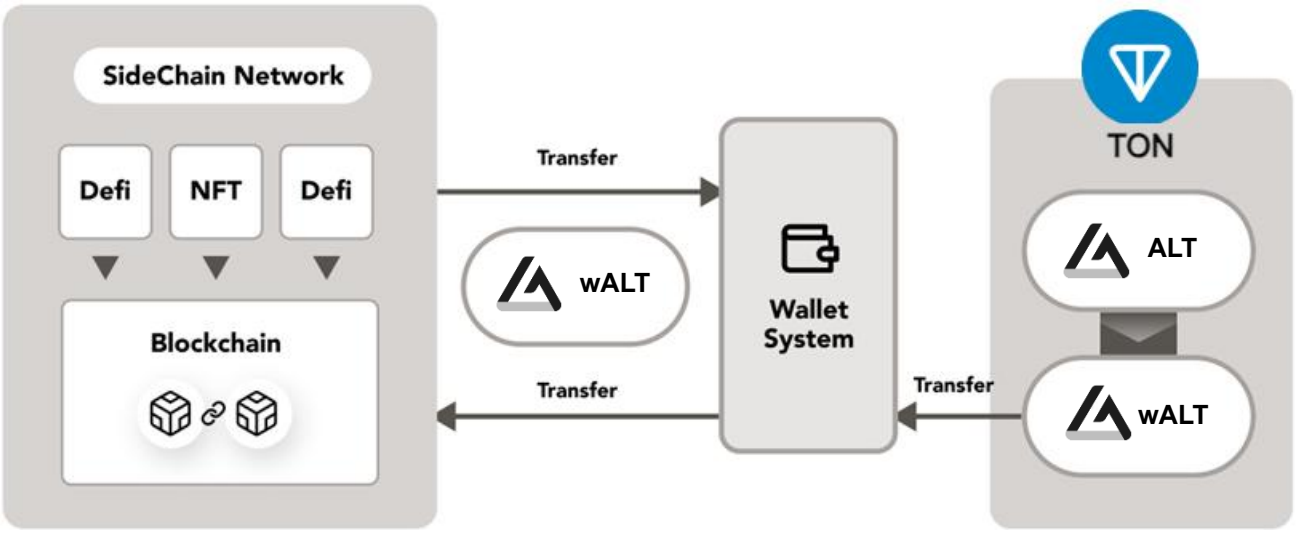
Moreover, the ALT platform offers flexible application options based on the scale of digital marketing, the complexity of user actions, and the extent of automation service utilization. This adaptability enhances the platform's responsiveness to diverse business and marketing environments. The ALT token plays a pivotal role in meeting the specific demands and requirements of these varied environments, making it an essential tool within the platform.

ALT Token and its Fluidity on the TON Network

The ALT token is a Telegram-compliant token that runs on the The Open Network (TON) network. The ALT platform leverages bridge technology to connect the TON network with its SideChain network, offering a smooth integration between the two networks.

The Wallet System generates a mapping table that links the addresses and keys of both networks. When ALT tokens are transferred from the TON to the Sidechain network, an equivalent amount of ALT tokens is automatically sent to the corresponding mapped address, ensuring the seamless flow of the ALT token.

The transfer of ALT tokens to the Sidechain network via the bridge results in its lock in the Sidechain network, which increases demand for the token and positively impacts its value.



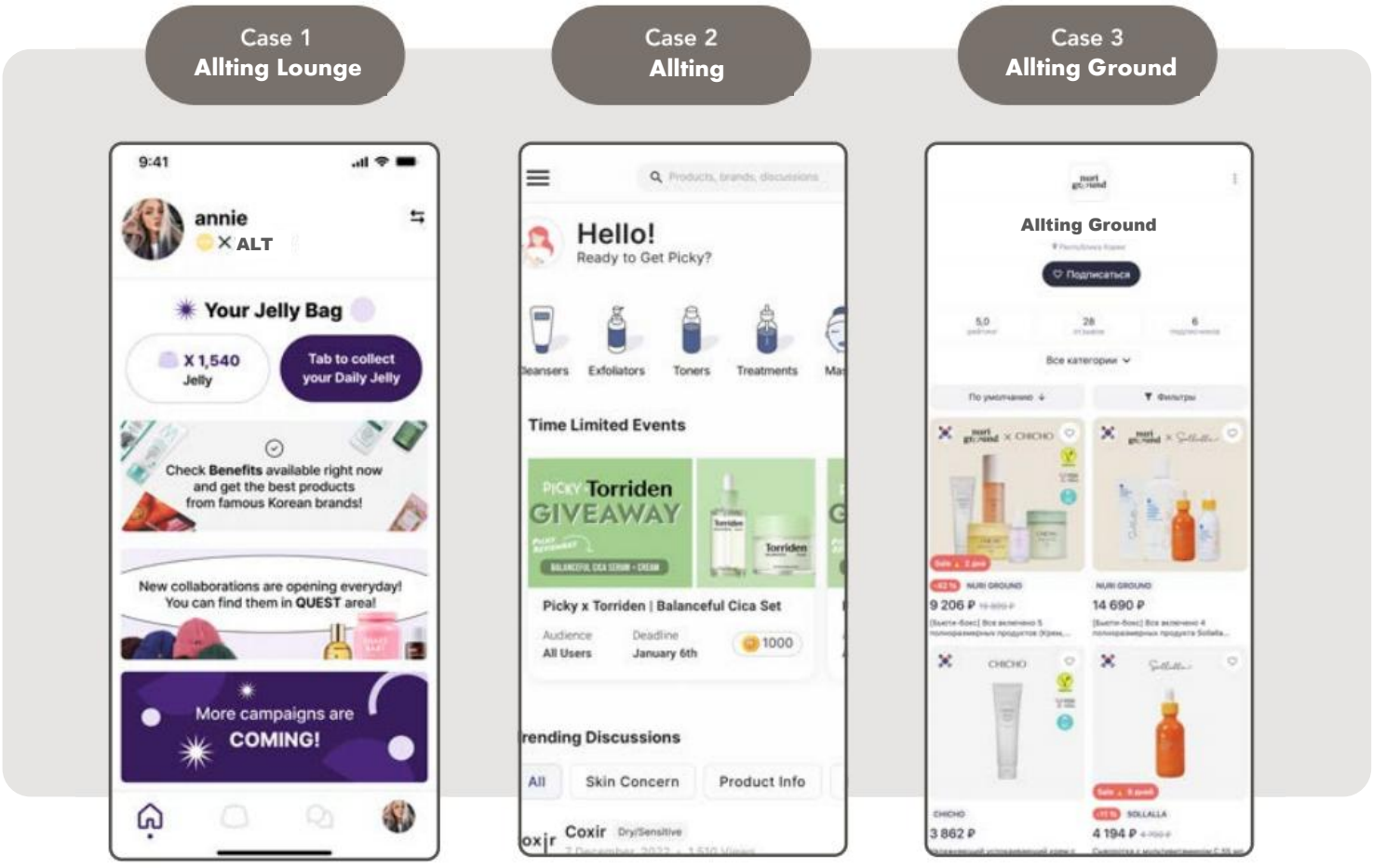
User	Address	Sidechain Address		Debit	Credit
A	0x12345	0x12345	1,580	1,071	100
B	0x32345	0x32345	1,214	901	100
C	0x42345	0x52345	1,532	1,056	112

ALT Token Liquidity Supply

3.2 A2E Token Economy and Targeted Marketing

A2E Token Economy Empowered by NFTs and ALT Tokens

ALT is committed to establishing an Tap to Earn (T2E) token economy, driven by the ALT (ALT token), which harnesses the potential of blockchain technologies like NFTs and cryptocurrencies. This innovative approach aims to offer participants on the ALT platform more targeted and impactful rewards. By integrating mobile-based user activity records within the Limitless Alliance, everyday actions can be converted into valuable points, serving as assets for future users. This ecosystem ensures that participants can unlock the full potential of their daily activities and actively engage with the platform.



ALT Alliances

- **Case 1: Community to Earn**

'Allting Lounge' plays a crucial role in the ALT ecosystem, connecting a global community of creators and influencers through its influencer marketing service. The focus is on regions like Korea, Japan, Taiwan, and the United States, to create a cross-border influencer marketing marketplace.

Each influencer has their own wallet in the Allting-lounge service, earning unique point tokens based on their participation and performance. These tokens can be used to receive various rewards and shopping opportunities within the ALT ecosystem, making Allting-lounge the "Community to Earn" in the platform.

- **Case 2: Review to Earn**

ALT aims to form partnerships with review services to attract and engage users who are enthusiastic about certain industries. For instance, the service Allting invites K-beauty users worldwide to review cosmetic products and receive points in return.

Users of Allting are expected to be passionate about K-beauty. By offering them point tokens linked to ALT, there's a higher likelihood of them actively using the tokens in the beauty and related consumer markets. This reward model through reviews can be applied to various industries that require consumer feedback, including travel, fashion, food and beverage, and entertainment.

- **Case 3: Shop to Earn**

ALT integrates eCommerce into its ecosystem, enabling users to make purchases using point tokens. As part of the Alliance, a portion of expenses can be paid using point tokens, with the option to supplement with regular currency if needed.

Furthermore, ALT offers bonus point token rewards for purchases made using regular currency, incentivizing users to shop through the platform. This concept of earning rewards through shopping is referred to as "Shop to Earn."

ALT offers a variety of A2E reward programs, with the goal of creating an ecosystem that rewards participants in various ways, including community involvement, product reviews, data provision, and shopping behavior.

Allting

Leveraging A2E Tokens: Analyzing Usage Patterns for Targeted Marketing Excellence

ALT is dedicated to creating an ecosystem that incentivizes users across multiple domains through the development of an Action to Earn (A2E) Token Economy. By capturing user behavior and activity data through A2E tokens, this valuable information can be leveraged through advanced technologies such as big data and artificial intelligence (AI) to establish an enhanced digital targeted marketing platform.

The data collected includes users' characteristics, preferences, and behavior patterns, providing customized services and products to customers in various industries. Advertisers can use this data to create targeted advertising campaigns, increasing advertising efficiency and maximizing their budget utilization.

AI technology can also be used to identify and predict users' interests and behavior patterns, establishing personalized recommendation systems to introduce products and services that will attract each user's attention.

Expanding the digital target marketing platform by combining big data collected through ALT's X2E Token Economy with AI technology can increase user satisfaction and brand awareness while maximizing advertising and marketing effects. This contributes to the continued growth and expansion of the ALT platform, which will have a positive impact on various industries. As X2E Token Economy builds and grows, it can revolutionize traditional advertising and marketing practices, providing high efficiency and competitiveness throughout the industry.

Furthermore, the ALT platform rewards users with X2E tokens for sharing their data, allowing companies to develop more accurate customer profiling and target marketing strategies, resulting in more successful marketing campaigns.

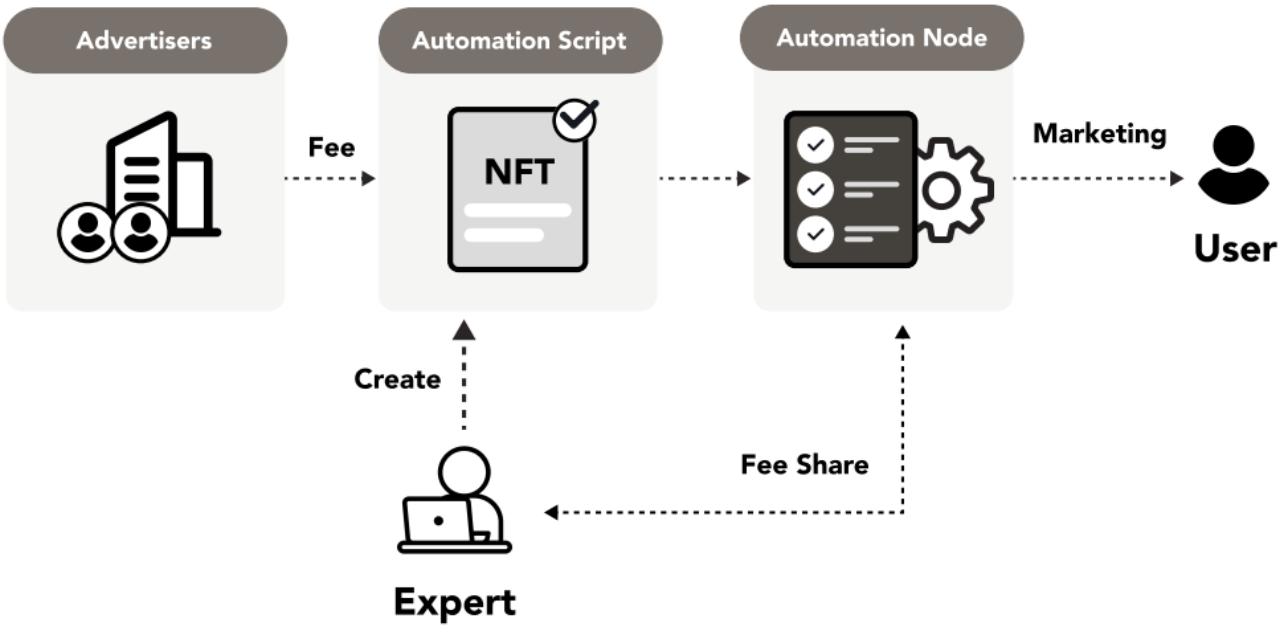
ALT is expected to innovate the advertising and marketing industry by expanding its digital target marketing platform through the establishment of the X2E Token Economy. This will increase user satisfaction and brand awareness, maximize advertising and marketing effects, and have a positive impact on various industries, promoting the development of the continuously growing ALT platform and increasing its value.

3.3 Automation and the NFT economy

Streamlining Digital Marketing with ALT NFT Automation Scripts

In an ever-expanding digital landscape, the ability to access and utilize tools and services without advanced programming knowledge is paramount. Recognizing this need, the ALT platform introduces an innovative solution by issuing automation scripts as non-fungible tokens (NFTs), enhancing accessibility and user-friendliness. Simultaneously, this approach opens up opportunities for experts to monetize their knowledge and skills.

By issuing automation scripts as NFTs, the ALT platform establishes a secure and verifiable ownership system for these digital assets, preventing forgery and ensuring their authenticity. Experts can leverage this feature to issue their automation scripts as NFTs and list them on the marketplace for sale. This creates a robust ecosystem of automation NFTs, encouraging experts to offer a wide range of valuable automation solutions. Advertisers and business partners can then tap into this ecosystem, accessing diverse and user-responsive automation-based digital marketing services.



This innovative system presents a win-win scenario. Experts have the opportunity to monetize their expertise, offering their automation scripts as valuable NFT assets. Meanwhile, advertisers and

business partners can select and employ effective automated NFTs to enhance their digital marketing effectiveness. The outcome is a scalable paradigm shift in digital marketing that transcends industries and unlocks new possibilities.

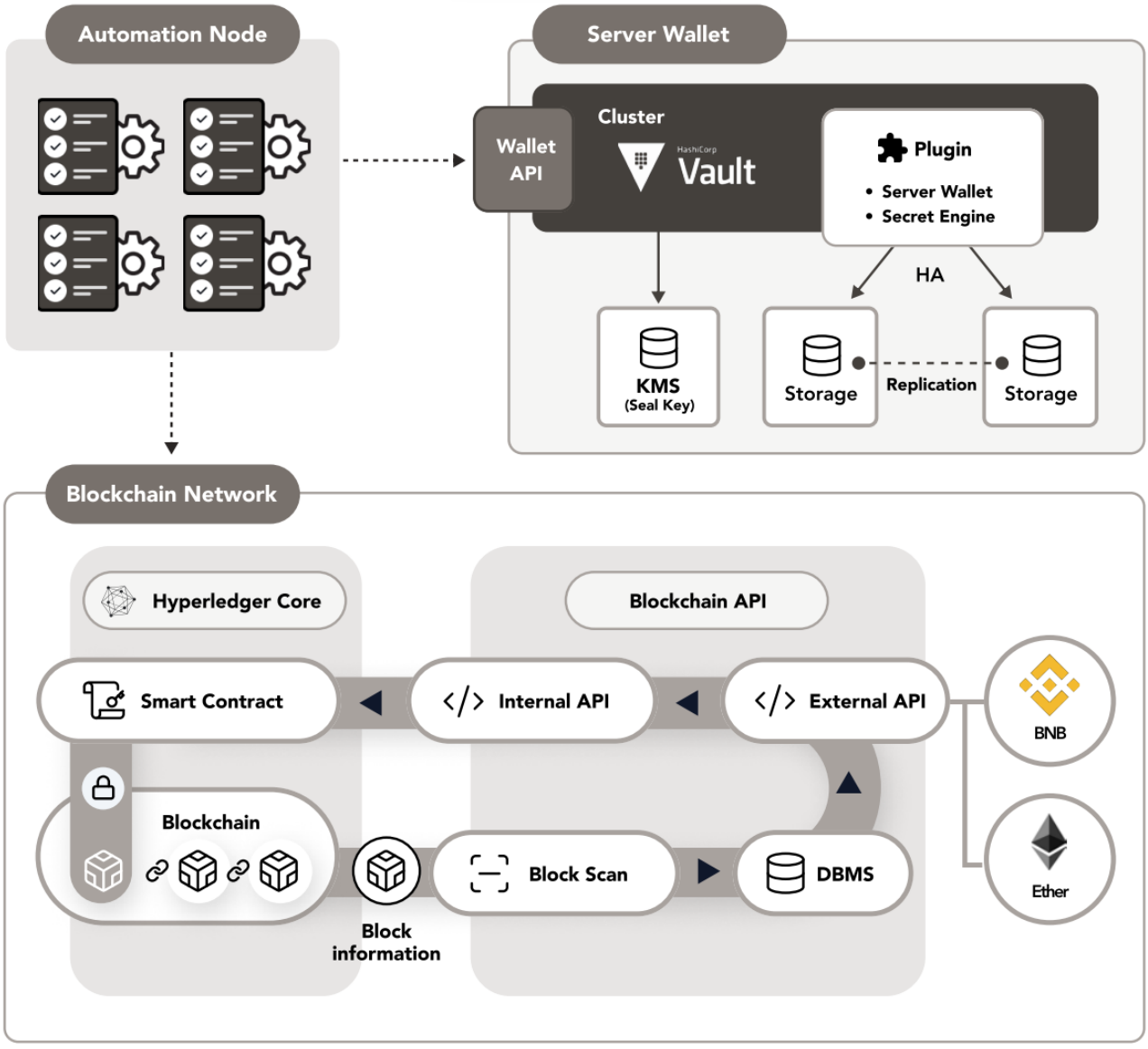
With the ALT NFT Automation Scripts, the platform propels the digital marketing landscape into a realm of efficiency and flexibility. Experts find new avenues for monetization, users gain access to user-friendly automation tools, and businesses benefit from a diverse array of automation-based digital marketing services. This synergy creates a dynamic environment that fosters innovation and drives growth across multiple domains.

4. ALT Platform

4.1 Components of ALT Platform

The Essential Features of the ALT Platform

The ALT platform offers a range of essential features that elevate digital marketing services in both Web2 and Web3 environments while ensuring the sustainability of the ALT ecosystem. By prioritizing key applications and driving user experience (UX) innovations, the platform places emphasis on advancing digital marketing practices rather than solely focusing on blockchain technology.



4.2 ALT Blockchain Network

To effectively integrate Blockchain technology into the ALT platform, it is imperative to address the issues of low performance associated with Public Blockchain and the high fees incurred when running DApps.

ALT's Hybrid Blockchain Solution

In the ever-evolving landscape of public blockchains and emerging technologies, there are inherent limitations to implementing the envisioned Web2 and Web3 digital marketing platforms of the ALT project solely on public blockchains. To address this challenge, the ALT blockchain network adopts a hybrid approach by connecting a private blockchain network with a public blockchain network.

The public blockchain network serves as the central hub for constructing and operating the ALT token economy. It facilitates essential functionalities such as issuing ALT tokens and distributing rewards for activities within the ALT ecosystem. Additionally, the public blockchain network acts as the foundation for developing decentralized applications (DApps) that are crucial for ALT Web3 digital marketing initiatives.

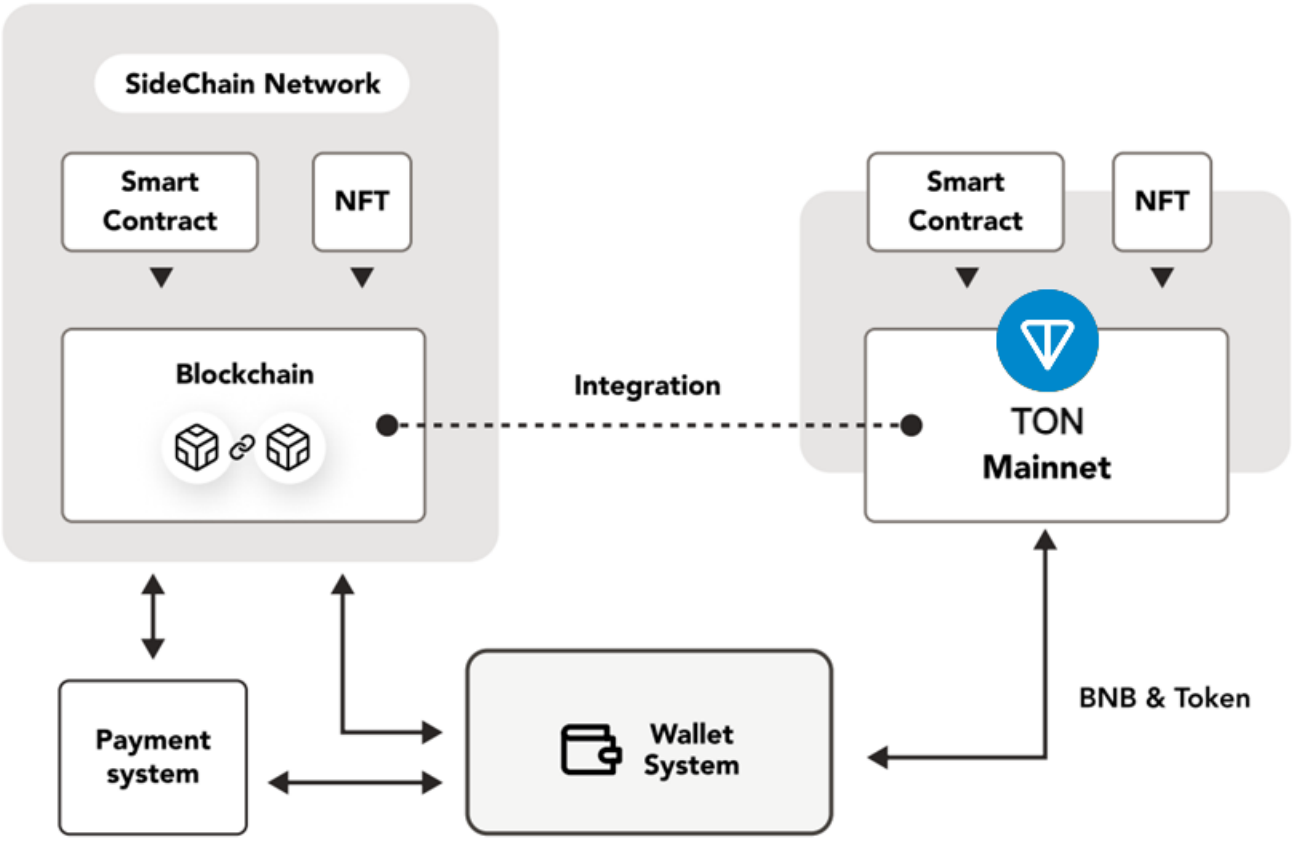
The private blockchain, on the other hand, is designed to address specific challenges that are difficult to tackle using a public blockchain alone. Particularly in services like digital marketing, which generate a high volume of transactions within short time frames, considerations of performance and fees become significant. By leveraging a private blockchain equipped with a robust transaction handling system, the ALT network can provide more efficient and reliable services to its users.

Through the hybrid blockchain approach, the ALT platform aims to overcome the limitations of public blockchains, ensuring optimal performance, scalability, and cost-effectiveness for its Web2 and Web3 digital marketing ecosystem.

Simplifying Access for Developers

The technical barriers to entry for blockchain technology can be high for internet service and content developers. To address this, the ALT platform provides a user-friendly Application Programming Interface (API) for developers of all levels, including those without prior blockchain experience. The

API includes both an Internal API for direct access to the SideChain network and DApps, and an External API for accessing DApps hosted on the public blockchain network.



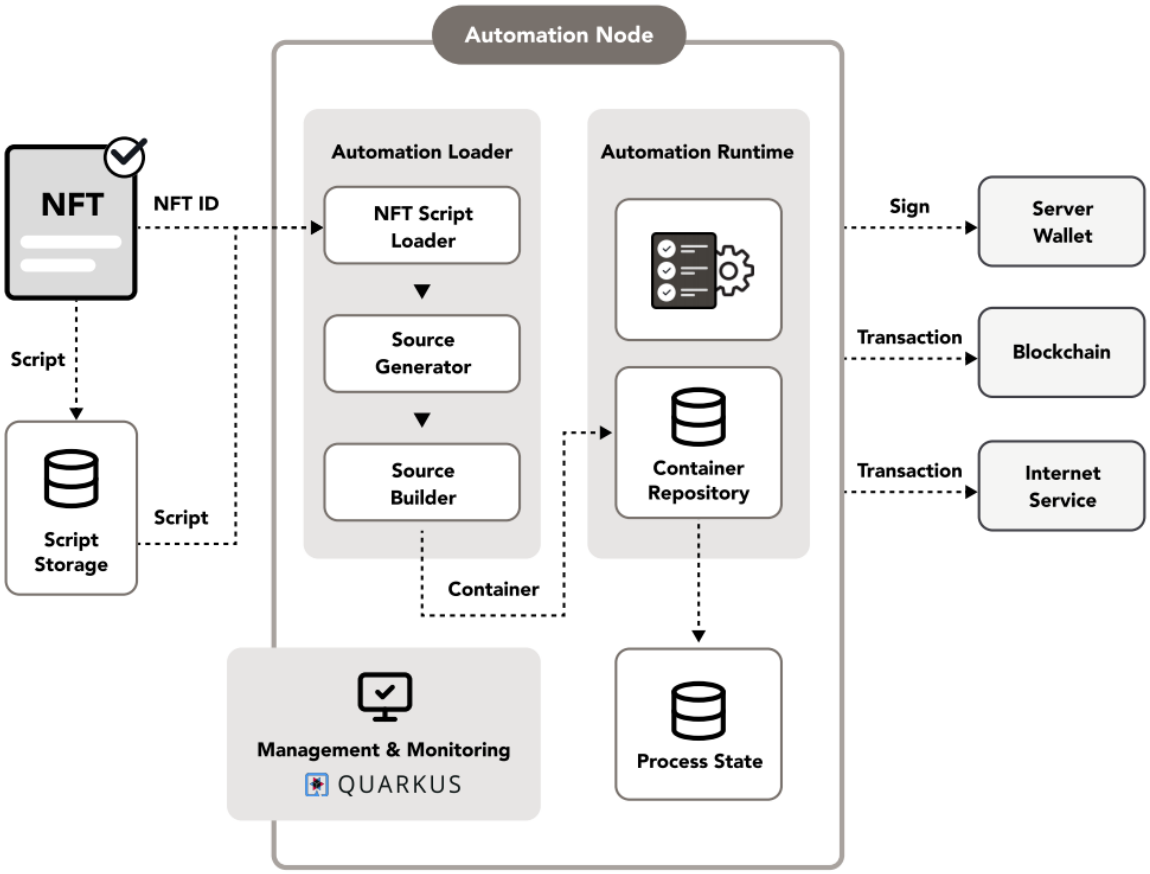
ALT NFT & Blockchain Solutions

4.3 ALT Automation Node

ALT Automation Nodes play a crucial role in setting the ALT project apart. These nodes execute Automation Scripts, which can be categorized into two main types: Process Scripts, defining a series of procedures, and Rule Scripts, defining decision-making criteria.

When selecting automation technologies, the ALT project adheres to two primary criteria. Firstly, the technology should have a proven track record of application across diverse industries. Secondly, it should not be subordinated on a specific company or organization.

With these criteria in mind, ALT has opted for Business Process Model and Notation (BPMN) and Decision Model and Notation (DMN). These widely recognized standards have been maintained by the Object Management Group (OMG) since 2005 and have gained significant adoption in financial institutions, such as banks and insurance companies. Moreover, they are extensively employed for business automation in enterprises.



Transforming Automation Scripts with NFTs

The ALT Automation system sets itself apart by revolutionizing the issuance of automation scripts through the use of NFTs (Non-Fungible Tokens). By leveraging blockchain-based NFT technology, the ALT platform introduces a groundbreaking approach that ensures the uniqueness and ownership of these digital assets. This novel implementation transforms Automation Scripts into valuable and distinctive digital assets, fostering enhanced interaction and activity within the ALT ecosystem.

Issuing Automation Scripts as NFTs brings inherent advantages, including immutability and transparency. The unforgeable nature of NFTs guarantees the authenticity and integrity of Automation Scripts. Additionally, the execution of Automation Scripts can be easily tracked, providing valuable insights into the profitability and outcomes associated with their usage. This newfound visibility opens up opportunities for exploring new business models fueled by automation scripts.

By embracing the power of NFTs and utilizing the widely adopted BPMN and DMN standards, the ALT platform revolutionizes the automation landscape. The issuance of BPMN and DMN Scripts as NFTs propels automation to new heights, fostering innovation, trust, and monetization within the ALT ecosystem.

Securing Transactions with Automation Node and Server Wallet Integration

To facilitate blockchain transactions requiring private key signatures, the integration of ALT Automation Node with a wallet becomes essential. By interfacing with the ALT platform's server wallet, the Automation Node enables seamless execution of transactions necessitating private key signatures.

However, the automatic signature capability must be safeguarded against potential abuse, preventing unauthorized transactions or the theft of digital assets. To address this concern, the server wallet is governed by an automation script issued as an NFT. This implementation allows private key holders to define specific rules and processes that are authorized for automatic transaction signing, while rejecting or subjecting other transactions to an approval process.

By combining the Automation Node and the server wallet, ALT establishes a robust system that ensures secure and controlled transaction execution, mitigating the risk of misuse and enhancing the overall integrity of the platform.

Enhancing Efficiency and Security with Container-based Serverless Architecture

ALT Automation Node leverages a container-based serverless architecture, prioritizing security and scalability to optimize task automation.

To ensure robust security, ALT takes a unique approach to script execution. Instead of executing scripts directly, they are transformed into Static Typed Language and compiled into containers. These containers are then executed by the script engine, mitigating the risk of tampering and enhancing overall security measures.

By translating the script into Java, a statically typed language, ALT prevents unforeseen errors that can arise from variable type changes during runtime, thus increasing reliability. This design choice further enhances the security and efficiency of the ALT Automation Node.

Moreover, the Automation Runtime is built upon a serverless architecture, utilizing the Quarkus Framework and operating within a Quarkus Serverless environment. This framework enables seamless scalability and flexibility, allowing the Automation Runtime to function in any environment without additional configurations. Each Automation Node operates independently, enabling easy addition or removal of nodes as needed. This scalable architecture safeguards the system, ensuring that the entire system remains unaffected if any particular Automation Node encounters issues.

With its container-based serverless architecture, the ALT Automation Node delivers an effective and secure solution for Web2 and Web3 digital marketing automation, combining efficiency, reliability, and scalability to empower businesses in their automation efforts.

4.4 Sever Wallet & API

The Challenge of Wallet's High Barrier to Entry

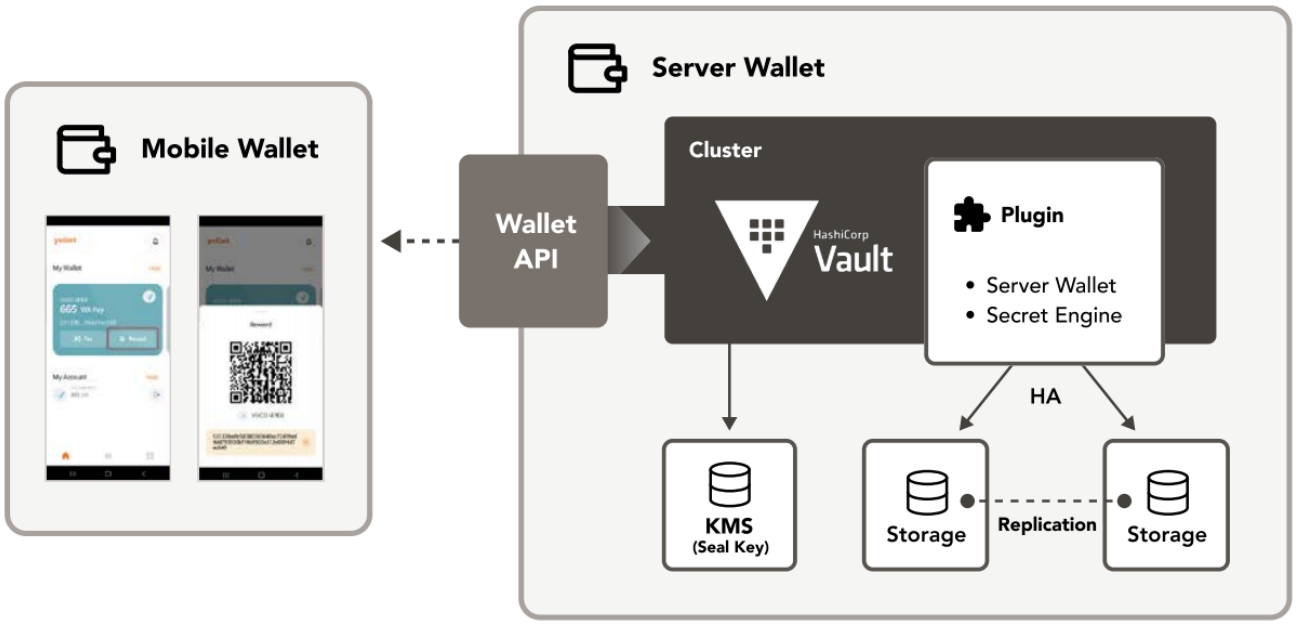
Accessing the ALT platform can be a daunting task for first-time users of Blockchain services, due to the high entry barrier posed by the Wallet. Setting up a Wallet, such as MetaMask or Scatter, involves installing the wallet, backing up the account, and ensuring its security. In addition, users must purchase cryptocurrency to use on the ALT platform through DeFi or cryptocurrency exchanges.

Simplifying the User Experience with Server Wallet

The ALT team has developed the Server Wallet to address these challenges, providing a user-friendly experience similar to traditional internet services or mobile apps. The Server Wallet features a customized UX for all participants in the ALT ecosystem, including platform users, developers, and alliance members, making it easy for even those without Blockchain or Wallet experience to access the ALT platform.

Server Wallet: Security Meets Convenience

While convenience is an important aspect of a Wallet, security is equally critical. The ALT team has ensured the security of the Server Wallet by implementing Vault technology, a proven security measure in the Blockchain industry. The Server Wallet is stored in a secure area within Vault, a secret management service, and user keys are stored in clustered high-availability storage and managed through a Key Management Service (KMS) to prevent key loss due to system failures.



Integrating the Server Wallet with Applications: Wallet SDK & Mobile Wallet APP

The ALT project offers a Wallet Software Development Kit (SDK) that enables integration with the Server Wallet in various applications, including a Mobile Wallet app. The Mobile Wallet app is built using the Wallet SDK and provides a simple way for users to manage their ALT tokens. It features a range of functions for token management, including generating addresses, making payments, receiving rewards, sending remittances, handling NFT transactions, and accessing transaction details.

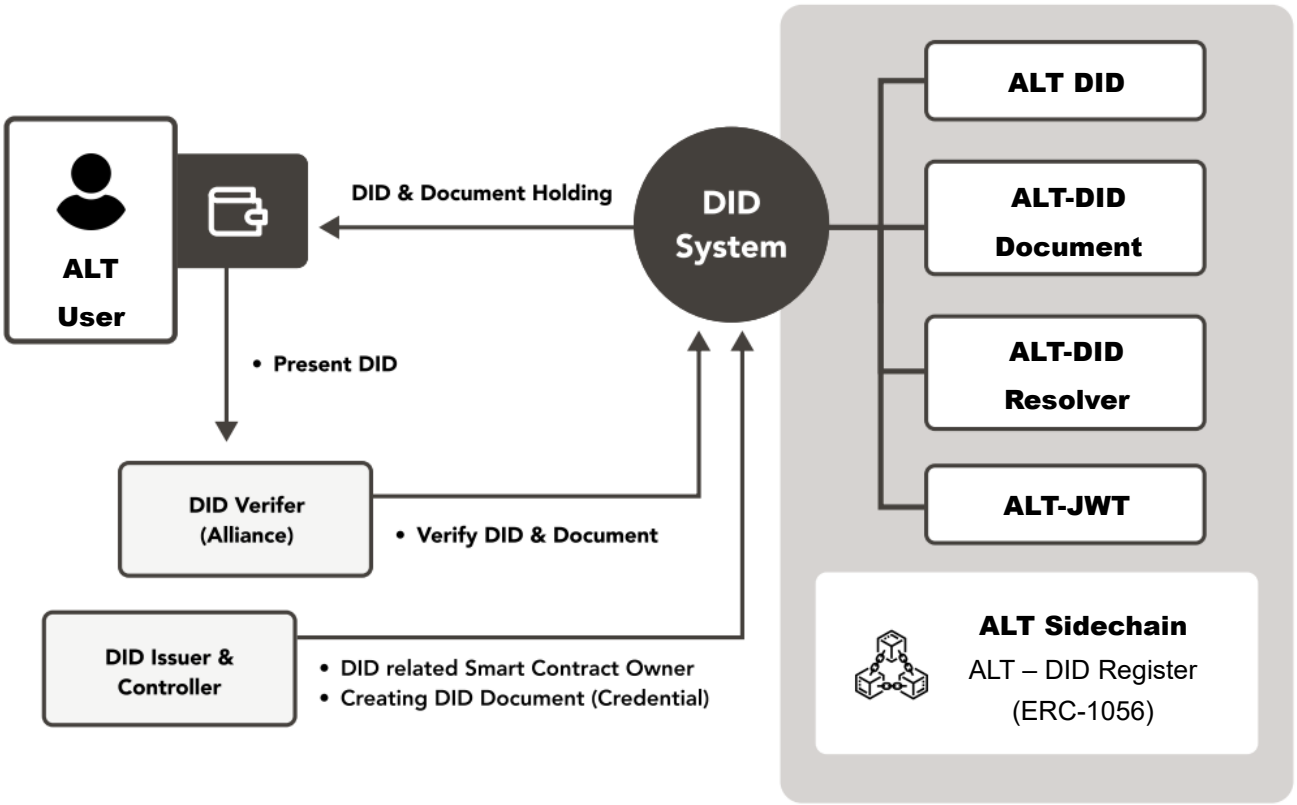
Elevating Security with Differentiated Wallet Addresses

The ALT platform generates two wallet addresses: the User-Wallet and the NFT wallet. Both are technically derived from the Server Wallet. However, depending on their role, different functions and privileges can be assigned to each, leading to varying levels of reliability and security required for each. By differentiating functionality and permissions, the ALT platform enhances security through varying authentication processes and levels of security for each wallet address, reducing the inconvenience for regular users.

4.5 DID

ALT's Decentralized Identity (DID) adheres to the W3C DID standard, with the registry designed to align with the Ethereum ERC1056 Specification. This approach merges on-chain and off-chain processes to register and manage identity information, reducing the strain on the Blockchain network while enhancing its dependability.

ALT ecosystem members are categorized into three groups: Alliance, Influencer, and General User. Alliance and Influencer, who require a strong identity and reputation, have their information recorded and transparently disclosed to ALT General Users. On the other hand, General Users have minimal identity information recorded on-chain, with personal information kept off-chain to comply with laws regarding anonymity and personal data protection. This approach is necessary due to the inefficiency and difficulty of recording all user information on-chain in a service with millions of General Users like ALT, given the nature of blockchain technology.



The ALT Decentralized Identity (DID) System offers user-friendly experience to participants, even without any blockchain knowledge. With the Server Wallet, it provides an easy-to-use interface that enables the registration and management of ID and personal information, similar to general web services, without requiring any additional knowledge of DID. However, the ALT DID System allows only the server wallet's signature to manage one's identity and credentials, preserving the self-sovereign identity model, a key difference from traditional digital identity solutions.

4.6 Other Independent Systems

Integrated Point System

The integrated point system is a point management system that links ALT tokens and point tokens from various alliances. It improves the user experience by integrating and managing points that users can use when utilizing various services within the ALT platform.

The main functions of the integrated point system are:

- Integrated point management: Users can manage points from both the ALT platform and alliances by integrating them, allowing for easy management and use of all points in one place.
- Point exchange: Users can exchange points between alliances through the integrated point system, enabling the use of points in various alliance services.
- Point usage history management: The integrated point system manages users' point usage history, enabling easy tracking of past usage.
- Point accumulation and usage promotion: The integrated point system encourages point accumulation and use through various promotions, providing users with more points and access to different services.

The Big Data AI Analysis System

The Big Data AI Analysis System is designed to analyze the blockchain and extract information related to point tokens earned by participants through X2E activities on the ALT platform. This system collects, processes, models, and interprets community participant data while ensuring anonymity, to provide digital target marketing services.

The system involves the following main processes:

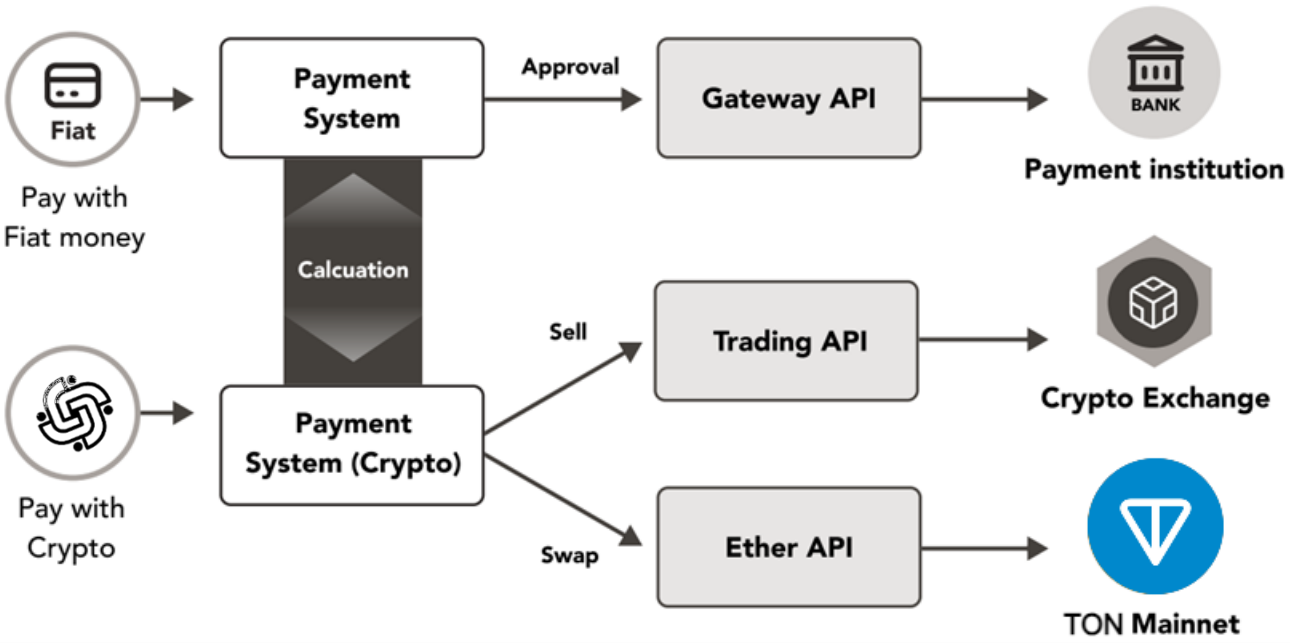
- Data Collection: Collects blockchain blocks containing point tokens earned by participants and historical information using them.
- Data Processing: Refines the collected data, converts it into the required form, and makes it suitable for analysis.
- Modeling: Uses AI and machine learning algorithms to generate various analytical models such as prediction, classification, and clustering.

- Consequence Interpretation: Interprets the results to uncover insights into behavior patterns, preferences, and tendencies of participants.
- Results Utilization: The analysis results are utilized to develop digital marketing services and recommend customized recommendations to community participants.

Payment System

The payment system offered by the ALT platform supports conventional payment methods such as credit card and mobile payments, as well as payments made using ALT tokens.

Users can utilize Point tokens received as rewards, which are convertible to ALT tokens, as a payment option for various services provided by the ALT platform. These Point tokens are settled in the liquidity pool.



Payment System

5. ALT Issuance and Policy

5.1 Issuance of ALT

- Coin Name: Allting (Ticker Symbol: ALT)
- Base: TON (Telegram)
- Total Supply: 100,000,000,000 ALT

5.2 ALT Token Economy

ALT	Portion	Token Amount	Note
Payment Pool	25%	25,000,000,000	Distribution based on usage after project launch.
Eco Reward (User)	15%	15,000,000,000	Telegram mini game airdrops 6% Tap-to-earn season 1 (Users 500,000) 9% Tap-to-earn season 2 (Users 5,000,000)
Pre Sales	10%	10,000,000,000	6-Month Lockup Posts 10% Quarterly vesting
Marketing	5%	5,000,000,000	Initial 10% vesting, 5% vesting every 3 months afterwards
Investors	20%	20,000,000,000	Initial 500,000,000 vesting, then 10% vesting per month
Liquidity Found	25%	25,000,000,000	Foundation operating funds
Total	**100%**	**100,000,000,000**	

Token Issuance Plan

The ALT token is based on the TON protocol, with a limited total supply of 100,000,000,000 tokens. The issuance amount is determined based on the token's usage, and a lockup clause is set with specific rules. The tokens may be sold to cover operating costs or to support token listings to maintain token value, subject to performance testing. The tokens are intended for use solely within the ALT ecosystem, with minimal involvement in operational volumes or external transactions.

Allting

The process of token issuance and consumption

ALT tokens are issued to users through the ALT ecosystem's Alliance. The Alliance is divided into areas that expand user pools and areas that serve as consumers in the ALT ecosystem. The Alliance that helps with User Acquisition receives ALT by converting their existing points into ALT points. The Alliance that functions as a consumer purchases ALT, issues point tokens that allow users in the ALT ecosystem to spend on their services and uses them for marketing activities.

ALT focuses on recruiting and distributing tokens to users with high consumption power and creating a strong consumption ecosystem that links point tokens by connecting high-quality consumers that users can access.

Sales Strategy

ALT adopts a comprehensive approach to revenue generation, leveraging four key strategies to fuel its growth and sustainability.

- Partner Integration: ALT offers companies the opportunity to join its ecosystem as partners, linking the purchase or loan of ALT tokens to generate token sale revenue or interest income. This strategy forms a strong foundation for revenue generation and fosters collaborative relationships within the ALT ecosystem.

- Blockchain Project Collaborations: As the ALT ecosystem expands, it becomes a prominent channel for Web3 marketing. By introducing new blockchain projects to users within the ALT blockchain network and forging connections with other ecosystems, ALT maximizes the effectiveness of Web3 marketing. Revenue is generated by charging blockchain projects that wish to leverage marketing opportunities through these transactions.

- Business-Driven Revenue: ALT places significant emphasis on revenue generation through its own business operations. By establishing integrated point linkages, alliances, advertisers, and users are seamlessly connected, facilitating various types of transactions. In addition to revenue generated through point utilization, ALT can also earn affiliate commissions from sales, such as in-app purchases or commerce links. This revenue is directed towards the foundation, enabling diverse operating strategies like token burning or utilizing fiat currency for foundation operations.

- Advertising Platform Revenue: With the growth of ALT alliances and user base, valuable point-based activity data accumulates. This data serves as the foundation for the ALT AD Network (ADN), a robust advertising platform that offers various advertising services. Revenue generated through the ALT ADN is distributed not only to the Foundation but also to alliances and users. This inclusive approach fosters a healthier and more sustainable growth ecosystem for ALT.

By implementing these revenue strategies, ALT establishes itself as a dynamic force in the digital marketing landscape, driving innovation and creating value for its partners, users, and the overall ecosystem.

Enhancing Token Value through Controlled Token Burning

In order to maintain and increase the value of the ALT token, a carefully managed approach of token burning is employed, specifically targeting a portion of the revenue generated through the ALT business that is attributed to the Foundation.

Periodically, or as determined by the committee overseeing the process, a portion of the transaction fees collected (commonly referred to as tax) will be burned. This strategic token burning mechanism aims to reduce the overall token supply, thereby creating a deflationary effect and potentially increasing the scarcity and value of the ALT token.

By implementing regular token burning practices, ALT ensures a proactive approach to maintaining and enhancing the value of the token, fostering a stronger and more sustainable ecosystem for all stakeholders involved.

Driving Growth and Stability

The ALT project is poised to revolutionize the digital marketing and advertising landscape through its innovative integrated point ecosystem. To ensure the healthy growth of the business, the revenue generated through the ALT Foundation is managed by a dedicated committee entrusted with making strategic decisions.

When the revenue generated surpasses a predefined threshold, it opens up opportunities for various actions aimed at strengthening the ecosystem. Three key avenues are considered for the utilization of excess revenue:

- Purchase and Token Burning: A portion of the surplus revenue can be allocated towards the purchase and subsequent burning of ALT tokens. This strategy not only enhances the scarcity and potential value of the token but also contributes to overall stability and market confidence.

- Conversion to TON and Distribution: Another option is to convert the excess revenue into TON Coin (Telegram) and distribute it to ALT token holders. This approach rewards the community and incentivizes continued engagement and participation within the ecosystem.

- Ecosystem Expansion: The surplus revenue can also be strategically invested in expanding the ALT ecosystem. This includes fostering partnerships, developing new features, exploring innovative marketing avenues, and further integrating with the Binance ecosystem. Such investments are crucial for ensuring the sea I ability, adaptability, and long-term success of the ALT ecosystem.

Through these actions, the ALT project aims to cultivate a robust ecosystem of users in collaboration with Binance, while upholding stability and scalability as fundamental pillars. By leveraging the integrated point ecosystem and making strategic use of generated revenue, ALT is poised to revolutionize the digital marketing and advertising industry.

6. ALT Ecosystem Business Plan

ALT is strategically implementing a phased expansion approach to ensure steady and sustainable growth. With a clear business direction focused on developing innovative solutions for Web 2 and Web 3 digital marketing using a blockchain-integrated points platform, ALT aims to build a comprehensive ecosystem by expanding its alliance and user base.

Revolutionizing Marketing Efficiency with Limitless Potential through ALT Alliance

At the start, our primary goal is to establish the foundational ecosystem of ALT. We aim to gather a global user base, primarily focusing on web and mobile services associated with Korean culture, such as K-beauty, entertainment, fashion, and more. Our initial steps involve launching and utilizing points through ALT, conducting user-friendly tests, verifying the integration and exchange process, and broadening our network of alliances.

In the initial phase, we intend to attract 1 million users to join the ecosystem. Following this, we have ambitious plans to rapidly expand, aiming to evolve into a blockchain platform with a vibrant community exceeding 100 million users.

Revolutionizing Marketing Efficiency with Limitless Potential

Leveraging Increased Data and User Participation for Effective Web 2 and Web 3 Targeted Marketing and Diverse Rewards

- **More Easily**

Lowering the Barrier to Entry for Blockchain Adoption!

- **More Precisely**

Targeting Users with Point-Based Accuracy!

- **More Swiftly**

Swift Actions with Server Wallets and Automation!

As ALT successfully integrates Web 2 users into its ecosystem through the ALT Server Wallet, it will evolve into a platform that connects Web 2 users with Web 3 services and facilitates point exchange marketing to bridge the gap between Web 2 services. By leveraging the mobile services of the ALT Alliance, ALT aims to create a vast mobile advertising medium and launch an AD Network business that rewards users for ad exposure and consumption within the ALT ecosystem.

With the continuous expansion of the community and the increasing participation of mobile services in the ALT ecosystem, the impact and influence of ALT will grow exponentially. With every ALT user possessing a wallet, the vision is for ALT to become a platform that significantly lowers the barriers to entry into the Web 3 ecosystem, ultimately aiming to become the largest Web 3 community in the world.

Through its phased expansion strategy, ALT is committed to driving stable growth, fostering user engagement, and establishing itself as a leading force in the ever-evolving landscape of digital marketing and blockchain integration.

6.1 Building the Initial ALT Ecosystem: Paving the Way for Growth

Overview of Strategic Partnerships

In the initial phase of the ALT project, our primary objective is to secure a robust user base by partnering with mobile services closely aligned with Korean culture and industry. Alongside Allting Lounge, a global creator service operated by ALT founders, we will establish key partnerships with prominent Korean startups spanning diverse mobile services such as Rappo for Korean language learning, Allting for global K-Beauty reviews, travel communities, and influencer marketing platforms. Through these collaborations, we aim to rapidly build the initial alliance network and secure a minimum of one million users for the ALT ecosystem.

Purpose of the Initial Stage

The initial stage of the ecosystem serves two crucial purposes: acquiring initial users for ALT and validating hypotheses related to token usage and circulation. By partnering with early alliances like Rappo and Allting, we anticipate attracting over 300,000 initial users. Allting-lounge's influencer

content will also attract external users, while subsequent alliances joining the ecosystem will accelerate the growth, enabling us to swiftly reach a user pool of one million.

ALT App and Token-Based System

Within the ALT ecosystem, each service will issue its own Sidechain Utility Token utilizing the ALT app and token infrastructure. These tokens will function as utility tokens specific to their respective services. To facilitate this integration, every service will enter a contract with the ALT Foundation, providing anonymized behavioral data of their users.

As a reward for participating in the alliance, the ALT Foundation will distribute Sidechain Utility Tokens to users. Through the ALT app, users can easily monitor and leverage their token holdings, granting them access to the services and benefits offered within the ALT ecosystem.

Integrating Point Tokens in the Initial Phase of ALT

While each service utilizes its own token as a distinct point system, ALT allows users to seamlessly integrate and utilize these points across services. For example, users of Allting can exchange their Allting tokens for Rappo's available points or vouchers. Since the initial alliances specifically target users interested in Korean culture, they can enjoy the advantages of point integration across multiple services. These alliances among the first ten mobile services are designed to foster mutually beneficial exchanges among users, thereby validating our hypothesis of ecosystem expansion through point exchange—an essential goal of ALT.

6.2 Integrated point-based marketing platform

After reaching 1 million ALT users, our focus will shift towards expanding the Alliance and user pool, aiming to develop it into an integrated points-based marketing platform. This platform will not only facilitate point exchange within the ALT Alliance ecosystem but also provide ALT users with real-world point exchange benefits. Additionally, it will offer advertisers advertising opportunities through swaps between local points and ALT points.

The ALT advertising platform was specifically designed to address the limitations of Web 2-based digital marketing. Unlike personally targeted advertisements that rely on mobile device data or customer IDs from platforms like Google and Meta, the ALT platform excludes personal information and instead rewards users with points based on their behavioral history associated with their Decentralized Identifier (DID). This approach allows users to participate in the ALT ecosystem by proving ownership of their wallet. Advertisers will serve ads to these user-owned wallets.

The advertising functions provided by the ALT app are divided into two categories: Web 2 targeted marketing functions that utilize points and Web 3 marketing that connects Web 2 users to Web 3 ecosystems. Point linkage involves integrating points between different mobile services or enabling cross-border usage of points between regions. This aspect primarily focuses on expanding the user base. On the other hand, Web 3 marketing plays a vital role in user expansion as it connects Web 2 service-based users to the Web 3 ecosystem.

User-Driven Web 2 Marketing with Integrated Points

ALT' Web 2 marketing approach distinguishes itself from traditional platform-based targeted advertising. All ALT service users have visibility and control over the point tokens they possess. They receive a list of alliances that have joined the ALT ecosystem and information on the points they can earn by downloading or participating in these alliances. Users can continually enhance their point assets within ALT by engaging with services that align with their lifestyle and mobile preferences. Users who accumulate points in this manner are presented with various forms of advertising.

Web 2-based advertisements within ALT services are designed to stimulate diverse user behaviors such as coupon usage, point redemption, and campaign offers. For instance, within the ALT ecosystem, users possessing points related to Korean K-pop or the Korean language may exhibit increased purchasing behavior through point redemption when exposed to ads promoting travel to Korea or the purchase of Korean products. As more mobile services participate in the ecosystem, the accuracy of user behavior prediction based on points improves, enabling the delivery of ads that suggest new consumption or engagement opportunities.

The ALT platform addresses two key challenges. Firstly, it enables users to selectively engage with advertisements while safeguarding their personal information. Secondly, it ensures continuous rewards for users who consume ads, even in small amounts, thus sharing the benefits of ecosystem growth.

ALT's integrated point-based Web 2 marketing aims to incentivize diverse user behaviors through points, while advertisers compensate for the value exchanged with points through advertising fees. These fees are distributed to media and users, establishing a mechanism that supports the continuous growth and sustainability of the ALT ecosystem.

Web 3 Adoption

ALT, a forward-thinking platform, ensures that every user is equipped with a server wallet as a fundamental component, enabling seamless integration into the Web 3 ecosystem. Users may not even realize that they possess the essential tools to explore the decentralized potential of blockchain technology. This strategic approach empowers individuals to navigate the Web 3 landscape effortlessly, unlocking a world of possibilities.

Acknowledging the challenges faced by Web 2 users when it comes to creating wallets and utilizing blockchain services, the ALT Foundation takes proactive measures to support Web 3 marketing functionalities. By bridging the gap between traditional web experiences and the decentralized future, ALT paves the way for users to embrace the benefits of blockchain without the complexities typically associated with it.

Within the ALT ecosystem, the Foundation carefully evaluates Web 3 projects to identify those that complement its vision and deliver significant value to users. When a Web 3 project aligns seamlessly with ALT, offering compelling benefits and services, it has the opportunity to introduce Web 3 marketing features exclusively for ALT users. These features may take the form of exciting initiatives like Airdrop events or invitations to participate actively in the project.

Through Airdrop events, ALT users can receive tokens or digital assets from the Web 3 project, creating a mutually beneficial relationship between the project and the users. This not only rewards ALT users with valuable assets but also encourages their active involvement in quality blockchain projects. By participating in these initiatives, ALT users gain firsthand experience of the potential and advantages of blockchain technology, fostering a deeper understanding and appreciation for its transformative capabilities.

Moreover, by integrating ALT users into the Web 3 ecosystem through exclusive invitations to participate in Web 3 projects, the platform not only provides users with remarkable opportunities but also plays a vital role in driving the mass adoption of blockchain technology. These invitations serve as an invitation for users to engage, contribute, and experience the advantages of blockchain

technology in a meaningful way.

In summary, ALT takes pride in equipping all its users with server wallets, effectively connecting them to the Web 3 ecosystem. The Foundation's commitment to supporting Web 3 marketing functionalities ensures that users can easily explore the potential of blockchain without the hurdles commonly associated with the technology. By collaborating with relevant Web 3 projects and introducing exclusive initiatives, ALT grants its users access to exceptional opportunities and actively promotes the widespread adoption of blockchain, forging a path towards a decentralized future.

6.3 AD Network within the ALT Ecosystem

As the ALT ecosystem matures and establishes a solid user base and alliance participation, the ALT ADN (Advertising Network) project is being launched. The plan is to gather online media platforms that are part of the ALT alliance or mobile services willing to join ALT ADN, dedicating space that was previously allocated to ADNs like Google AdMob.

The wallet-level data generated within the ALT ecosystem is expected to replace the traditional Data Management Platforms (DMPs) that relied on Google Advertising ID (GAID) or Apple Advertising ID (IDFA) for precise targeting. With Apple's restrictions on IDFA, targeting capabilities of DMPs have become increasingly challenging, and the ALT ecosystem presents an alternative to overcome this current situation.

What sets ALT apart from other ADNs is the ability to achieve precise targeting by leveraging the wallet information of ALT users and providing integrated rewards to users who hold ALT wallets based on their ad views. Various types of advertisements, such as point-based ads and display ads, can be delivered to users with DID-based wallets.

ALT enables advertisers, media platforms, and ad viewers to engage in a healthy interaction, facilitating an advertising ecosystem that is difficult to achieve on other ADNs. The advertising revenue generated through the ALT ADN project can be used not only for business operations and participant distribution but also for revenue sharing and dividends to users and alliance members.

There are plans to develop cross-analysis of advertising performance not only within the ALT ADN but also with other advertising platforms and social media by integrating Wallet Data Analysis with MMM (Media Mix Modeling) services.

6.4 Into a Web 3 Community Platform with 100+ Million Users

The ALT project has the potential for infinite growth. Starting as a lifestyle-related startup in Korea, it has expanded its user community through various alliances and partnerships, progressing through stages of growth that involve advertising, point exchanges, and the integration of Web 2 and Web 3. Let's consider one optimistic assumption: What would happen if the number of ALT users surpasses 100 million?

It goes beyond a mere increase in the user base. Users and the Alliance ecosystem would engage in exchanges facilitated by points, expanding the scope of rewards and participation within the ecosystem. The online and offline, mobile and web, Web 2 and Web 3 industries would intertwine, leading to the growth of a global-scale Web 3 community. This is a vision that can be anticipated.

From this point onward, the ALT project is expected to experience significant growth. Once it surpasses 100 million users, it will establish itself not as a mere advertising platform with integrated point functionality but as a true community in the fullest sense.

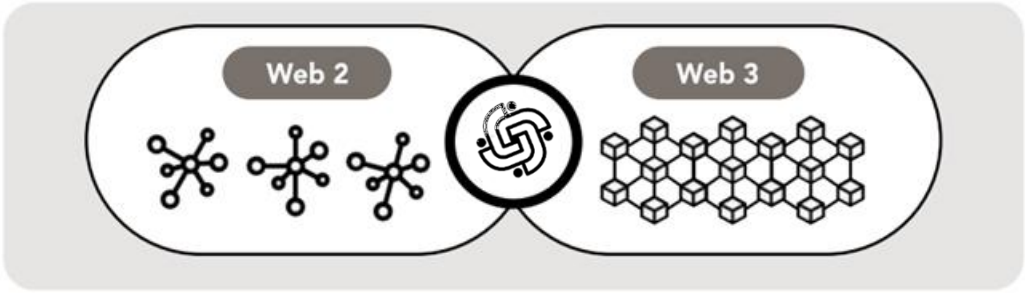
7. Road Map

The ALT project was launched in 2022 and has now entered its second year of operation. By the time the white paper was written in January 2023, the infrastructure for the development of the system and business necessary to create the ALT ecosystem had been completed. The company is now preparing for full-scale commercialization in 2023.

7.1 Major Plan by Year

2024

2024 Timeline



- Release of Nomad lounge App
- Launch of the ALT Project
- Completion of ALT Whitepaper
- Release of ALT App
- Building the Initial ALT Ecosystem
- Seed Round Investment
- Preparation for Phase 2 (with a target of 1 million ALT users)

2025

2025 Timeline

- Advancing Towards the Goal of 100 million Holders in the ALT Community
- Launch ALT ADN
- Expansion into the travel, fashion, and luxury goods markets.

Allting

2025

2025 and Beyond Timeline

- Collaboration with other token projects

8. Team & Advisors

8.1 Team

Founders

ALT was founded by three individuals: Erbolat played a key role in establishing the core planning and business strategy for the ALT project. He has been developing Kazakhstan financial systems and security solutions since the 2000s, and currently provides electronic finance and blockchain services through FLKO Financial in Kazakhstan. Other is the co-founder and CTO, bringing his expertise in technology to the ALT project.

Operation Partners

FLKO, with its expertise in planning and production, was instrumental in the development of ALT's core services and formed strategic partnerships with key stakeholders in the early stages of the project. They are tasked with formulating and executing future business strategies. On the other hand, FLKO Financial is responsible for the technical underpinning of the ALT project, providing the blockchain foundation and ensuring the maintenance, upkeep, and future development of ALT services.

Additionally, we have joined forces with Panomix, an exceptional team of developers from Meta, to lead the development of ALT ADN (Advertising Distribution Network). Through the acquisition of ALT's license and data, we will create and operate a top-tier advertising solution and bidding system that seamlessly connects ad delivery with user rewards. This collaboration will deliver optimal outcomes for both advertisers and users, solidifying our commitment to excellence in the advertising landscape.

8.2 Advisor

The ALT foundation selects its advisors through agreements with individuals who can provide practical contributions to support its growth. These advisors are chosen from among prominent figures and experts in the blockchain ecosystems of Korea and Kazakhstan, and they play a critical advisory role in guiding and advancing the ALT project.

9. Partnership & Alliance

9.1 Operational Partner

Allting Inc.

(Based in South Korea)

Allting Inc., the driving force behind the Global Creators' Community and ‘Allting lounge’, plays a vital role in the planning, development, and operation of the ALT Project.

Flow Global LLP.

(Based in Kazakhstan)

Flow Global LLP is a Kazakh-based company specializing in blockchain and payment solutions.

They operate a private blockchain network called Nomad Financial and are also involved in promoting CBDC payment services in Kazakhstan.

9.2 Alliances

Initial Alliances Configuration

The initial configuration of the ALT ecosystem will involve forming alliance partnerships with up to 10 services. In addition to FLKO Lounge, a global creator community service by FLKO, other services such as Rappo, a Korean language learning startup, and Allting, the world's largest K-Beauty review community, will join as initial alliances. Furthermore, Korean startups like Medirang, a Japanese K-wave media, Hashup and Mediance, influencer marketing platforms, and Frip, Korea's largest leisure platform, will participate in the initial alliances to support the expansion of the ALT ecosystem and the establishment of initial services.

To reach 1 million initial users

The ALT project sets the goal of acquiring 1 million initial users as the first milestone. By securing 1 million users, ALT aims to demonstrate its own app and the integration of alliance points, laying the foundation for long-term growth while incrementally improving services and business models.

In this stage, the strategy is to prioritize collaboration with services that have active influencers, who are more engaged in content production and social media activities, rather than regular users. This approach anticipates faster user expansion through promotions targeting the subscribers of these influencers in future service expansions.

The strategy during this stage is to maintain a closed community operation as much as possible, validating the risks associated with the operation of the ALT ecosystem and building a stable system, before expanding into advertising businesses and other areas.

After 1 million Users

Once the initial ecosystem is established, the focus shifts to the substantial expansion of the community. The expansion of alliances will occur through partnerships with mobile services based on Web 2. Several criteria will be considered for collaboration with these mobile services:

- The service should target a global user base (excluding services with a strong regional focus).
- The service should be compatible with the exchange of digital assets and points (such as games, communities, language learning, and travel).
- The service should have its own point system or be adaptable to integrate with the ALT system.

Prioritizing partnerships with mobile ecosystems based on Web 2, rather than blockchain-based services, allows for the expansion of the ecosystem and prepares for the transition of Web 2 users to Web 3 in the future.

With a substantial user base, the ecosystem can explore collaborations with various consumption outlets such as beauty, fashion, travel, and luxury goods, offering benefits to ecosystem participants.

It is also possible to connect local and global markets with different characteristics based on countries or languages and consider fintech businesses within the ecosystem.

If millions of users, such as 5 million, 10 million, or even more, participate in the ALT ecosystem, what would happen? Through a greater number of alliances, a variety of consumption outlets could be secured, leading to innovation in consumption culture. With each step forward in our journey, we anticipate encountering new opportunities and experiences that we haven't had before. We hope that people will view ALT' challenges with a warm perspective.

10. Risk Factors & Disclaimers

1. The ALT White Paper serves to provide information about the ALT and its platform. It may be reviewed and revised as the project advances and other circumstances change.

2. The information contained in this White Paper is accurate as of the date indicated at the top of the document and reflects the project's direction and progress as of that date only. The contents may be altered at any time after the date of writing.

3. The White Paper may be updated or revised as required.

4. This White Paper is not intended to be used for fundraising or accepting funds. No funds may be raised or accepted based on the contents of this White Paper, and it should not be considered as an offer to purchase.

5. This White Paper is not an investment proposal or an attempt to recruit investors and should not be viewed as such under any circumstances.

6. The distribution of ALT is governed by a separate agreement, which shall take precedence over the contents of this White Paper in the event of any discrepancy or conflict between the two.

7. Reproduction, modification, or distribution of this White Paper is prohibited in jurisdictions where it is illegal. Investing in ALT in these jurisdictions is at the buyer's own risk and the ALT team will not be held liable.

8. ALT, as described in this White Paper, is not a financial investment instrument such as bonds, stocks, securities, options, or derivatives, and should not be considered as such. It does not guarantee any income or profits, and should not be interpreted as an investment or source of financial income, such as a return on investment or interest.

9. ALT is fully functional at the time of transmission.

10. The contents of this White Paper do not guarantee the success of the ALT team's business, and the ALT platform will be provided to the extent possible. The White Paper is not responsible for any errors or delays in service delivery or development, and no one may be held liable for these issues.

11. The White Paper contains information about future plans, but it does not guarantee their realization. The contents of the White Paper do not guarantee the integrity of future services that may be developed.

12. This White Paper should not be interpreted as legal, financial, accounting, tax, or other advice. Purchasing and using ALT may result in separate legal, financial, accounting, and tax obligations, depending on the laws and policies of each jurisdiction. The ALT team is not responsible for these matters, and buyers may need to seek separate advice.

13. Unforeseeable events, such as third-party system attacks, natural disasters, or force majeure circumstances, may impede the establishment of the ecosystem or result in other losses.

14. The ALT team and platform are not responsible for any loss or unauthorized access of the buyer's personal key.

15. There are associated risks, including a decrease in the coin's value, changes in the market environment, uncertainties, political risks, and competition with other players, which may impede the development of the ALT platform or alter its direction and plans.

16. The ALT platform is a technology in development, and changes in technology during its development may have a negative impact on the platform.

17. The ALT team retains control over all decisions, including the operation and suspension of operation of the ecosystem, and all decisions are at their discretion.