



Anonymous Service Chain

ANONYMOUS SERVICE CHAIN

SECRET LABS

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1. Summary

Anonymous Service Chain (ASC) is based on the blockchain technology, serving the global personal and small services providers of all industries, to provide the solution of anonymous reputation and payment based on it. This will solve the problems of anonymous services efficiently, including reputation missing, reputation manipulating, reputation isolation, service cheating, etc. To build a standard of reputation for global anonymous services, along with the trusted payment for anonymous services.

ASC could provide reputation and payment service for all kinds of anonymous services providers, from enterprise services like business consulting, designing, accounting, to personal services like housekeeping, tour guiding. With any kind of personal identities (like username, social card, or even your student card number), a unique user code will be generated and stored in the blockchain. All the services comments and reputations will be collected and recorded in the blockchain as well. So any consumer in the world could decide to order the service or not based on the reputations and comments. Using the blockchain, the reputations and records are promised real, open and transparent, instead of manipulated and tampered. With the user identity anonymous, the privacy could be protected mostly. Anyone, who has the ability to provide the services or the answers but restricted by the regulation or any other kind of limitations, could jump into the business now.

Benefited from the low cost of the blockchain, we could break the region and the industry limitation, to provide the universal reputation accessing for worldwide services. More than that, we could even realize global services integration.

Besides reputation, ASC could solve the service payment problem effectively with the block chain and the smart contract. The payment could be supervised and committed according to the agreement of both parties precisely. At the same time, combining the digital coin exchanges, bitcoin payment platforms, and local financial institutions, ASC finally solves the cross region payment problem, the last mile of the anonymous service payment.

Also ASC adopts the open business ecosystem strategy, opening the reputation and the payment services to accessing more partners, more services providers, and to integrate global service resources more innovated.

To summarize in a word, Anonymous Service Chain (ASC) is to build a reputation and payment solution for anonymous services all over the world, based on the blockchain and the smart contracts technologies. ASC wants to be the Airbnb and Alipay of global anonymous services industry.

2. Background and Industry Issues

The online service industry grew rapidly since the development of O2O and internet after 2010, more than 10% almost every year. As for the anonymous service, which protects the best privacy, grew also rapidly from industry to industry. All kinds of anonymous service platforms emerged in different fields. With anonymous service mode, the privacy of both the providers and the consumers will be best protected. Also thank to these anonymous service platforms, those providers, who are restricted by the regulations or the company limitations, now have a place to provide their professional services with very high quality and in low cost.

But problems also tangle with the anonymous service industry, like the followings:

2.1 Service un-detectable

Due to the region and industry limitation of the vertical service platforms, consumers could find mainstream services in the big cities like London or New York, but for the third line or even forth line of the cities, it is hard to find a high-quality service. Maybe you really want to find an Italy designer to do the decoration design, or to translate a Greek medical literature, but they are undetectable now.

With the O2O platforms, we could easily find a house-keeping service, a tour guide, but we cannot find a very good marriage consultant or personal detective service.

But with the global anonymous service platform, who breaks the region limitation and the regulations, all these kinds of services or even more kinds could be detectable.

2.2 Service un-trustful

Service trust is now and always will be the biggest issue of online services industry, especially for the anonymous services. Anonymous reputation is one the solution for this issue. But still not enough, should the reputation platform could be trusted? Even for some platform, the reputation manipulation is one of its income items.

2.3 Service un-payable

After overcame all the problems of detecting “the” service, and persuade yourself to trust it, it may still cannot be paid. The provider may be outside of the country, may not want to be transferred to his/her bank account, or maybe the payment process will last for days, even weeks. Or simply, do you trust him/her enough to pay the service all in one, especially for an anonymous service?

All these problems may cause the service to be un-payable.

3. ASC Solution

Based on the Ethereum network, Anonymous Service Chain (ASC) could build the worldwide reputation and payment standard with low cost efficiently for anonymous services. ASC could integrate global personal and small business services, to build an open system for industries of anonymous services, to break the reputation islands, to expand the service scenarios.

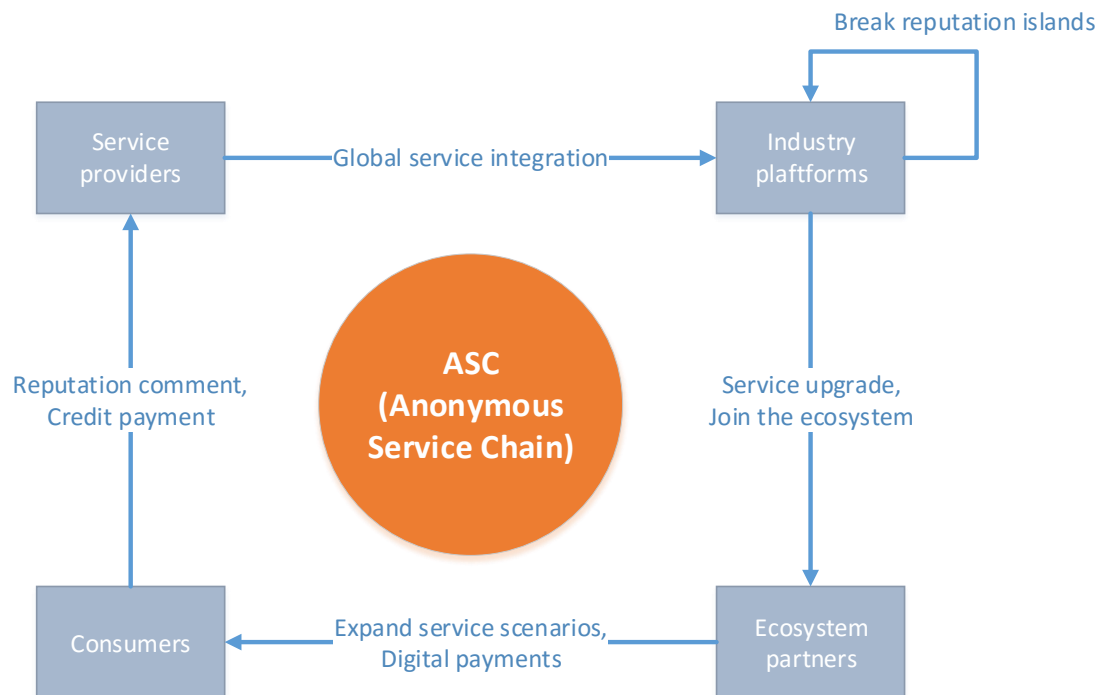


Figure: ASC Ecosystem Diagram

- Consumers: could find any kind of qualified services around the world, find the services suit the most, and could pay in local currency or any digital currency conveniently. Also ASC could be the credit guarantee, the consumer cannot be worried to be fraud.
- Individual and small business providers: could provide services to access the global markets anonymously, to conquer the worldwide consumers with highly qualified service and reputation.
- Industry platforms: could access the ASC reputation, to access and to integrate the global services.
- Ecosystem partners: could not only access the reputation system, the global services, but also could use the payment system, to expand the service scenarios.

3.1 ASC solution characteristics

ASC solution has the following characteristics :

3.1.1 Anonymous Reputation

Using Ethereum blockchain and the smart contracts, we could build anonymous reputation for every individual or small business services provider. On one side, any provider could access to the whole network by any kind of identity, like username and password, or social card info. All the identity information will be hashed to identity code to protect the privacy. On the other side, the ASC could track every service comment and payment, though the service is anonymous, the whole reputation of the provider shall be recorded and traced.

3.1.2 Tamper proofing

By using the blockchain technology, every service, every evaluation will be recorded and broadcasted within the whole network. Also through encryption and authentication, any manipulation and tampering will be prevented. Once fraud, never to hide.

3.1.3 Global services of all industries

Relying on the mature blockchain network of Ethereum, it can realize the low cost reputation access of global services of all industries. Our ecosystem partner could integrate the global services, like the design service of Italy, the guide service of Singapore, or the lawyer service of America.

3.1.4 Reputation payment intermediary

Using the smart contract and the reputation system, although the services are provided anonymous, ASC could also play the role of the payment intermediary, even supplying the guarantee service for qualified reputations.

With ASC as the payment intermediary, the whole payment process could be more smoothly. The hardest part of the anonymous service could be conquered now.

3.1.5 Convenient payment

By means of the crypto currency exchange markets, bitcoin payment companies, Ethereum network, as well as local financial institutions, ASC could make the payment more conveniently.

Any region, any industry, any service (not including those endangering human safety directly, like drugs and murdering) could be paid in any currency, including the crypto currency. ASC solves the global service payment of the last mile. There will be no more barrier for global service payment.

3.1.6 Open ecosystem

ASC adopts open attitudes to build our ecosystem, to build a solid reputation base, to expand the scenarios of the anonymous and intelligent services. Anyone could access the reputation of personal and small business services through the public chain, could expand their services on it.

On the other hand, ASC selects global partners of all industries. The partners could use ASC payment service, also could join the reputation system. Besides, ASC will choose a few sample industries to build its own application, to expand the service scenarios.

3.2 ASC solution advantages

The beyond problems of the anonymous services industry could be solved successfully by ASC solution.

3.2.1 Service detectable

Using the ASC system, anonymous services of all industries all over the world could be accessed. Also with the open ecosystem, more and more eco-partners will bring in more services. Any kind of services, as long as you can imagine, could be detected in ASC. The qualified services will be shining globally, no longer be restricted in local regions.

3.2.2 Service trustful

With anonymous reputation system of tamper proofing, although it is anonymous, the consumer could also judge its quality easily by the reputation and comments.

With ASC as the payment intermediary, although you do not know the service provider well, you could pay the bill reassured.

3.2.3 Service payable

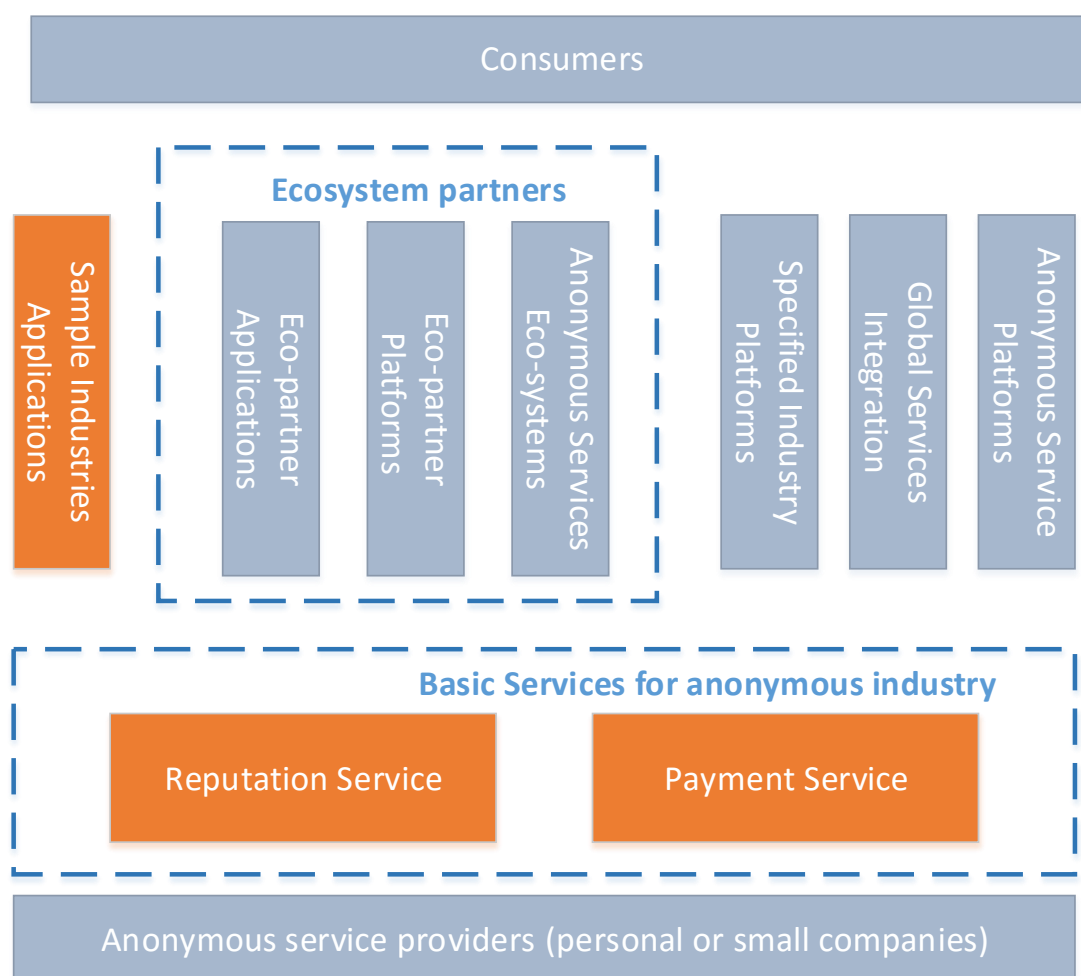
By the ASC payment system, the consumer could pay the chosen service conveniently, even if it is outside the country, or in another currency. Any time you choose a service, we will find a way to pay it for you. Besides, with ASC as the payment intermediary, the consumers could pay more

smoothly and reassured.

3.4 ASC industry orientation

The ASC industry orientation is depicted as below, which represented by the orange parts. Mainly to provide the industry basic reputation and payment services for personal and small company anonymous services providers, also to support other service provider platforms.

At the same time, in order to expand the operation easier, ASC will choose several kinds of anonymous services to join the anonymous service industry to build sample applications/platforms. But mostly, ASC will search for the ecosystem partners, to allow them to participate into the reputation and payment system of the anonymous services, to integrate the global service, to provide more abundant services for the industry, for our consumers.



3.5 ASC Profit Model

In combination with the industry positioning and services offered by ASC, the profit model of

the business chain is mainly divided into two parts: services for the industry application platform and consumer oriented service.

3.5.1 Reputation and payment access service for eco-partners

ASC provides open and free access to the reputation assessment result, which records in the open blockchain. As for the detailed reputation records and assessment model, as well as multi-dimensional rating analysis are paid services for the ecosystem partners.

At the same time, we provide integrated payment services for the eco partners.

3.5.2 Self-built industry application platform

For the consideration of early stage operation and revenue expansion, ASC will carefully select several industries to build application platforms, to integrate global services and provide vertical application for consumers, also to make profits from consumers and services providers.

4. ASC Advantage Analysis

ASC anonymous reputation eco-system is different from the others relies on, ASC is for global, all industries service integration, ASC is open eco-system, ASC solves the last mile problem of the payment for global anonymous services.

4.1 Serves global services of all industries

Different from traditional service platforms, based on blockchain technology, ASC can access global services of all industries with low cost and high efficiency. Not restricted within single region or single industry.

By integrating global personal and small company services, ASC could help to expand service scenarios, to integrate services in different regions and industries, to complete complex tasks.

4.2 Open eco-system

Different from traditional closed anonymous reputation platform, ASC is an open eco-system. The reputation results of personal and small business services providers are recorded into the open blockchain, any one accesses the open blockchain could use it. With this mechanism, we could push all the services providers global.

Besides, ASC chooses global eco-partners, to expand the reputation service and payment

scenarios, to bring in more and more selected services, and to achieve win-win business with ASC together.

4.3 Convenient payment experience

Different from traditional payment system, ASC integrates the exchanges and third part payment system and local financial institutions, ASC provides a complete convenient payment solution, to solve the last mile of the payment application. Anyone can pay any kind of currency for any service (not including those endangering human safety directly, like drugs and murdering) in any region.

5. ASC Roadmap

5.1 ASC construction and operation schedule

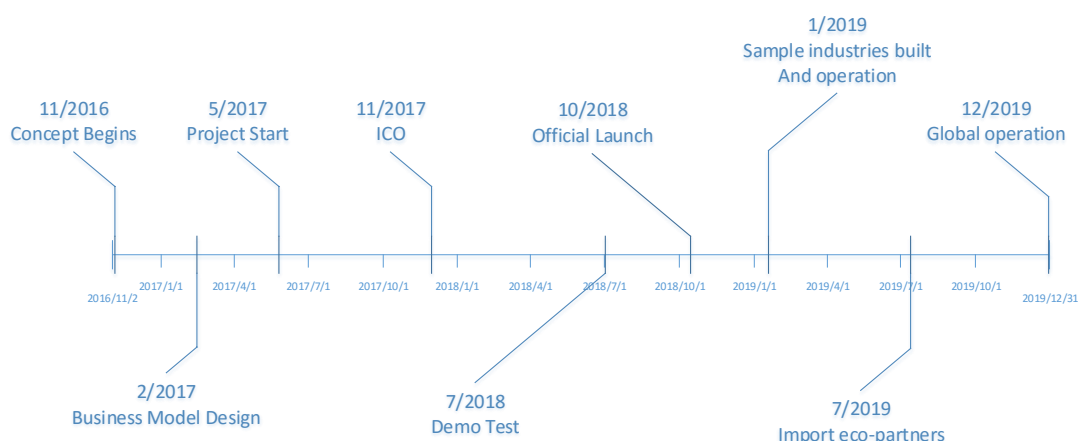


Figure: ASC construction and operation schedule

The schedule of ASC construction and operation is depicted as above:

Schedule	Description
2016/11	Concept Begins
2017/2	Business Model Design
2017/5	Project Start
2017/11	ICO
2018/7	1 st version development and demo test
2018/10	Official launch

2019/1	Build sample industries applications and operation
2019/7	Import eco partners, operation in Asia
2019/12	Global operation

5.2 ASC development strategy

ASC takes the parallel development strategy of platform construction and sample industry operation. Construct and develop our base platform, at the same time build and operate our sample industry applications. To build a shining industry application as a benchmark to attract other industry platforms and eco-partners.

With the eco-partners anticipates, the eco-system will be built gradually, which will attract more and more industries access and more eco-partners.

Therefore, the overall operation strategy is sample industry development drives the whole eco-system construction. The Asia and U.S. markets drive the global market.

5.2.1 Sample industry drives eco-system construction

Before Airbnb was born, hotel will mostly be our only choice while travelling, it sounds a little bit crazy to stay overnight in someone who is totally stranger. The biggest problem is the trust. Airbnb spent really a lot of effort to build the reputation system of the homestay. Then the whole industry began to grow rather rapidly. The second problem of homestay is the payment problem, which was solved by the Visa, Master Card, together with the international clearing system. Airbnb integrated them together. So it is Airbnb, now who is the leader of the whole industry.

In fact, these two key problems now limit the anonymous service market the same. The reputation problem limits the trust, the payment problem limits the deal.

Although, ASC aims to solve the two key problems for the whole anonymous industries, we still needs to build several sample industries applications, just like Airbnb, to prove ourselves also to attract more eco-partners to win with us. More successful the sample industry applications, more attractive for other industry partners, to bring in more qualified services providers, to be more and more successful.

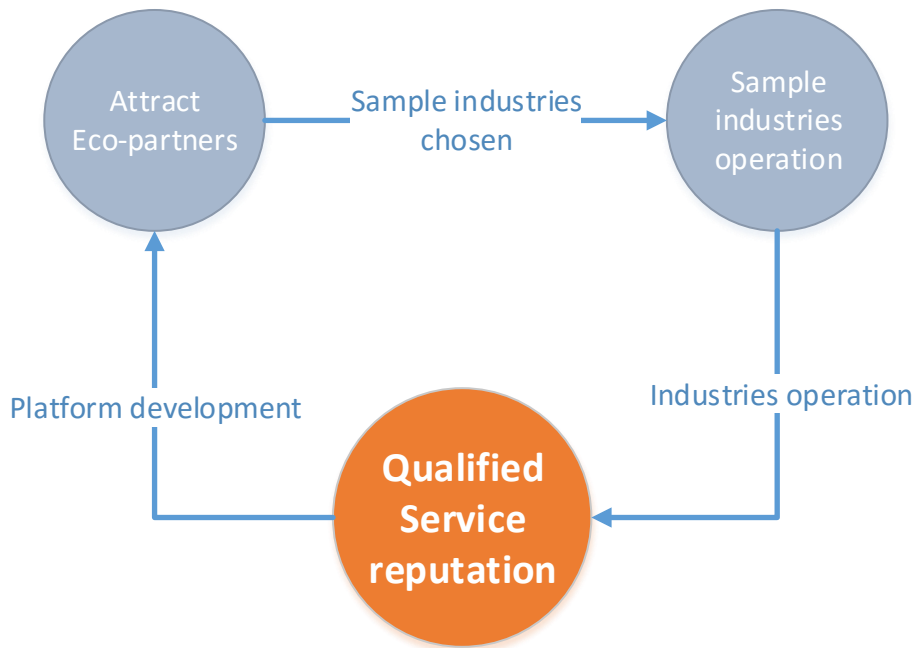


Figure: sample industries drives eco-system

5.2.2 Asia and US. Markets drive global market

Due to the block chain characteristic, ASC is destined to be global, ASC could access global services with low cost efficiently. This is the advantage of our platform.

As for the strategy, since the Asia market and US market are more mature in block chain and the service industry. ASC will firstly operate in these two markets, to build sample industries. After these two markets, we will operate to be global.

6. ASC technical solution

ASC adopts an open layered technology system to access block chain and smart contracts, transaction and payment platform, build the basic service platform, and provide external ecological interfaces, as well as build our own industry application platform.

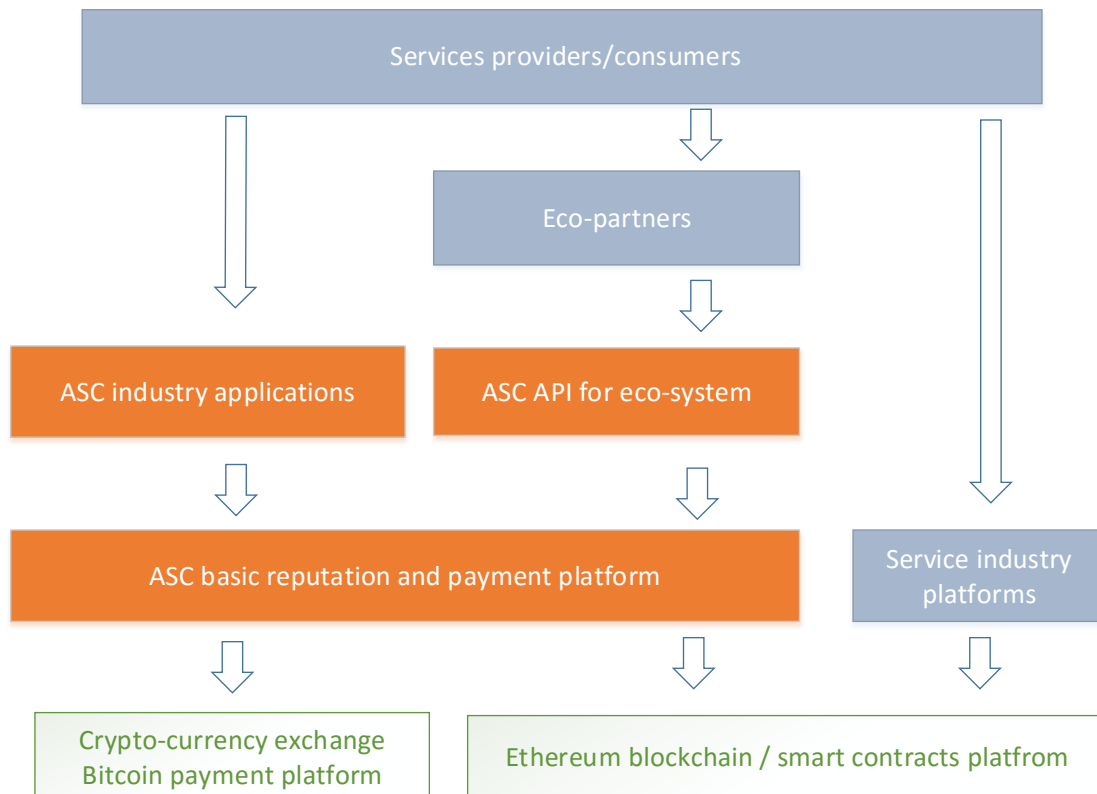


Figure: ASC technology solution

6.1 ASC third-part access

ASC will access Ethereum to storage anonymous service information, reputations, and account information. After accessed to block chain network, other service industry platform also could access the services and reputation results.

ASC also will access crypto-currency exchange to realize conversion of different crypto-currency, as well as with the local legal money. Also could access bitcoin payment platform to achieve convenient payment.

6.2 ASC basic reputation and payment platform

ASC basic reputation and payment platform, is responsible for the package and access of the block chain and smart contracts, also usage the crypto-currency exchange and bitcoin payment platform to realize the business of reputation assessment, transaction and payment. To provide service for upper layers.

6.3 ASC API for eco-system

ASC API is for the eco-partners of the whole system. To realize the rapidly read and write of the reputations, transactions, and payment. To allow the eco-partners to participate into the global anonymous services industry, to participate into the ASC reputation system.

6.4 ASC industry applications

ASC industry applications are the sample applications ASC built for specified industries, to improve the reputation eco-system, expand the payment scenarios.

7. ASC Token Issue plan

ASC labs is planning to issue ASC tokens based on Ethereum token standard, with a total 1 billion tokens, and will never to be issued again. Besides the rapid price rising of the ASC tokens, ASC tokens could also be paid for the qualified services. So our investors could really benefits from the development of the ASC platform.

The target issued 1 billion ASC tokens are divided as following:

- ICO plans to publicly offer 40% of the tokens (400 million ASC tokens);
- Oriented raising and strategic investments of 15% (150 million ASC tokens);
- The team holds 45% of the tokens (450 million ASC tokens) for platform construction, business operation, personnel training, eco-system construction, technical research and other aspects of work. In order to ensure the stability of the tokens market, and to ensure that the team input and a sense of belonging, the team holding the token will be divided into five years to cash.



Figure: ASC Issue Plan

As for the fund raised, 50% will be used for core system research and development to ensure the design and development of high quality systems; 10% for the security and legal work to ensure system security and comply with legal requirements; 20% to be used for operation work to ensure qualified services and the maintenance of the whole platform; 20% for marketing and business cooperation work, in order for branding and partners expanding.

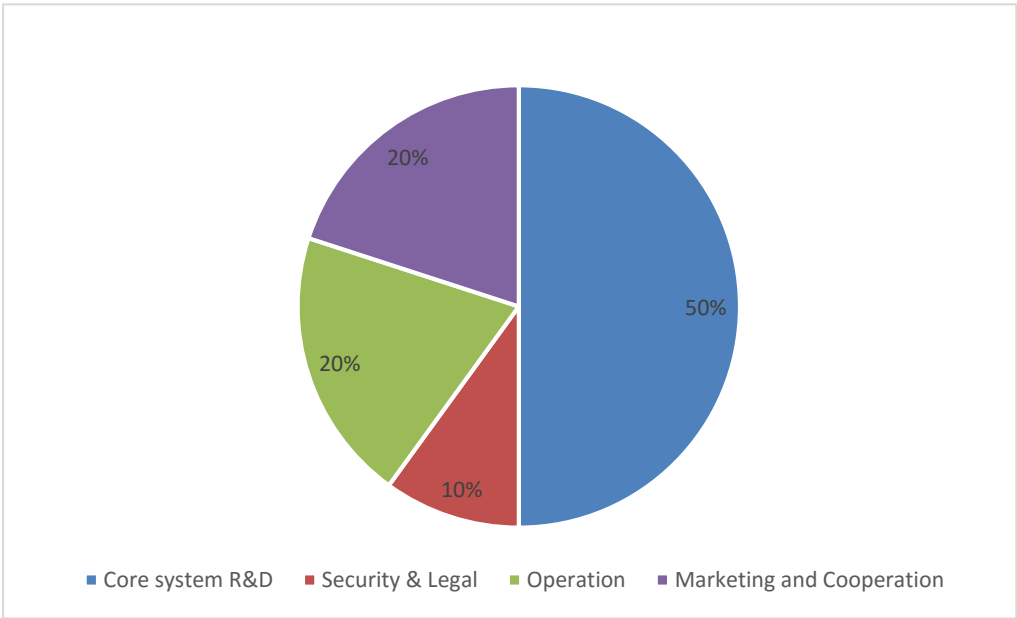


Figure: fund raised usage

8. Team introduction

ASC Labs Founder CEO Jacky Wang

Mr. Jacky Chong graduated from Shanghai Jiao Tong University and Peking University, after graduation he worked for the Agricultural Bank Chinese and CITIC Bank, participated in and led the Internet banking, data warehouse, Internet Financial, mobile phone banking, Apple Pay and other strategic key projects, has nearly ten years of experience in financial and business systems. He co-founded the Internet recruitment company, Cubic Recruitment, has now grown to the domestic RPO recruitment market leader. Mr. Jacky Chong has many experiences from zero to one. He is a serial entrepreneur.

ASC Co-founder CMO Hannah Sun

Ms. Hannah Sun graduated from Beijing Foreign Studies University, after graduation, she worked in the domestic marketing and public relationship leader company (ACC), after then joined 360 internet security company. She has more than 15 years experiences of marketing and operation. Planed company strategy, organize brand marketing, user conferences, brand and marketing operation, has very solid experiences about marketing.

ASC Co-founder CTO Shunyuan Ni

Mr. Shunyuan Ni graduated from Peking University, joined the Agricultural Bank Chinese and Minsheng Bank then after. Responsible for core banking project and block chain innovation project. He has more than 10 years of experience of financing, also as the early researcher with R3. Mr. Shunyuan Ni is very familiar with block chain.

ASC Team, ASC Labs