



BLOCFORM GLOBAL

WHITE PAPER



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Music industry has a long history plagued with ownership and copyrights issues. In addition, many artists, especially the new comers, find it extremely difficult to monetize their work with current social media ecosystems. It is so, because most of these platforms operate in such a way that the income generated from artists work is retained by these platforms while leaving little or no income for the content creators. Furthermore, there are many frictions between artists and the other stakeholders in the music industry such as media organizations, event management companies, talent agencies, studio producers, etc. as they are often found to be functioning in silos. As a result, the artists are faced with many difficulties including managing their content, organizing events and engaging with their fans.

Blocform **solves** these problems through an innovative mobile app-based platform and an entire ecosystem built around it. The platform makes use of the blockchain technology that allows artists to fully own and manage their intellectual property without any third party involved. In addition, the ecosystem offers many features on a single platform such as:

- ★ Online selling of merchandise
- ★ Purchase and sale of digital products
- ★ Selling live streams
- ★ Selling digital tickets

ABSTRACT

To create the biggest online ecosystem for celebrities and fans based on BFG token enabling downloading music, live streaming and purchasing merchandise at a single global platform.

Blocform is a Singapore-based enterprise that has a licensing platform from Global Topstars along with many strategic advantages:

- ★ Over 130 Million traveler memberships from around the world
- ★ Already has an ecosystem of exclusive technology platforms
- ★ Collecting 100+ million fans around the world
- ★ Collaborating with talent agencies across the U.S., Asia, and Europe
- ★ An IPO is on the plans with listing at Nasdaq



BLOCFORM'S MISSION

WHY BLOCFORM?

THE BLOCFORM ECOSYSTEM

The blockchain technology has established itself as an immutable and robust technology that has the ability to change, for the better, every aspect of human endeavor. Since blockchain technology was introduced as the backbone of the world's first cryptocurrency, Bitcoin, many organizations have realized its limitless possibilities in almost every conceivable field.

Blocform is one of these organizations that promises to be a visionary and explorer of newer areas of implementing cryptocurrencies and the blockchain technology in our daily life. Venturing into the area of arts and entertainment, it is set to revolutionize the process of interacting and transacting with famed personalities of the music industry. This sphere is another example of the versatility of the blockchain technology and the same is discussed in this document at length.

The underlying philosophy of Blocform in initiating an enterprise in this particular domain is their experience and keen observation of the the music industry functioning. Blocform's creators noticed that some stakeholders of the music industry were working in silos. Ideally, it should work in a homogenous format, as there needs to be a strong connection between performers, their audience, and the other stakeholders. This is not happening and this is where Blocform decided to make a change.

In an extremely fast world today, constant innovation is the key to keep service users captivated. The innovation bit has to be dynamic and if needed should even be deployed on a daily basis. The world today is strongly connected to the internet. People all over the world are looking for effective ways of communication and inspiration. Blocform wants to build a global community with good trading standards using Blockchain methodologies integrating to and from communication between artists and fans.



**BLOCKCHAIN
+
MUSIC
INDUSTRY
=
BLOCFORM**

Blocform's core team members have proven track records in creating successful businesses, have top drawer technical skills and speak multiple languages. Other team members have expertise in multiple areas including blockchain, investment and music industry. In addition, all members have prior experience in either founding or working on tech startups.



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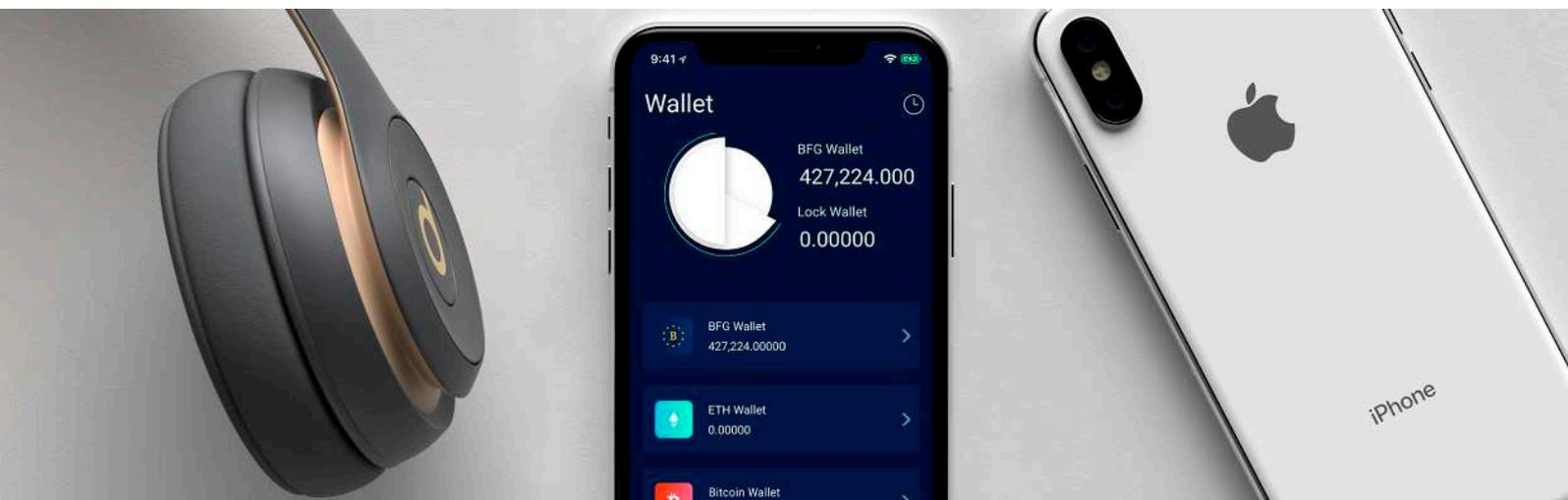
Creative Director Specialized in
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JAN SJODIN

Chief of Advisor
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Blocform is creating a mobile application for Android and iOS users that delivers high quality, exclusive, short-form video content to smartphone users around the world featuring the biggest stars in the world through content that is well-premised, well written, and well-shot. The main goal is to create tremendous value for the users of this application. The application is to be released across several global territories, however, the needs of every territory are considered and relevant content that is tailor-made is set to be released in order to create high levels of satisfaction across user groups.



Blocform can deliver free, ad-supported entertainment via this application to nearly two billion smartphone users around the world, subtitled in the language of the app user's choice. The users who wish to consume the exclusive, premium content free of ads have the option to pay \$2.99 per month to watch the content ad-free. At 30% penetration of 1 billion smartphone base in the developed world (Netflix has now penetrated approximately 40% of US households with a pay only subscription) and assuming the app users watch an average of two, 2-minute videos per day (YouTube averages 4 videos per user per day) with advertisers paying \$20 per thousand views (net of advertising network and other sales commissions) and that 10% of the application users choose ad free viewing, the application would have a current realistic revenue opportunity (significantly less than total available market)

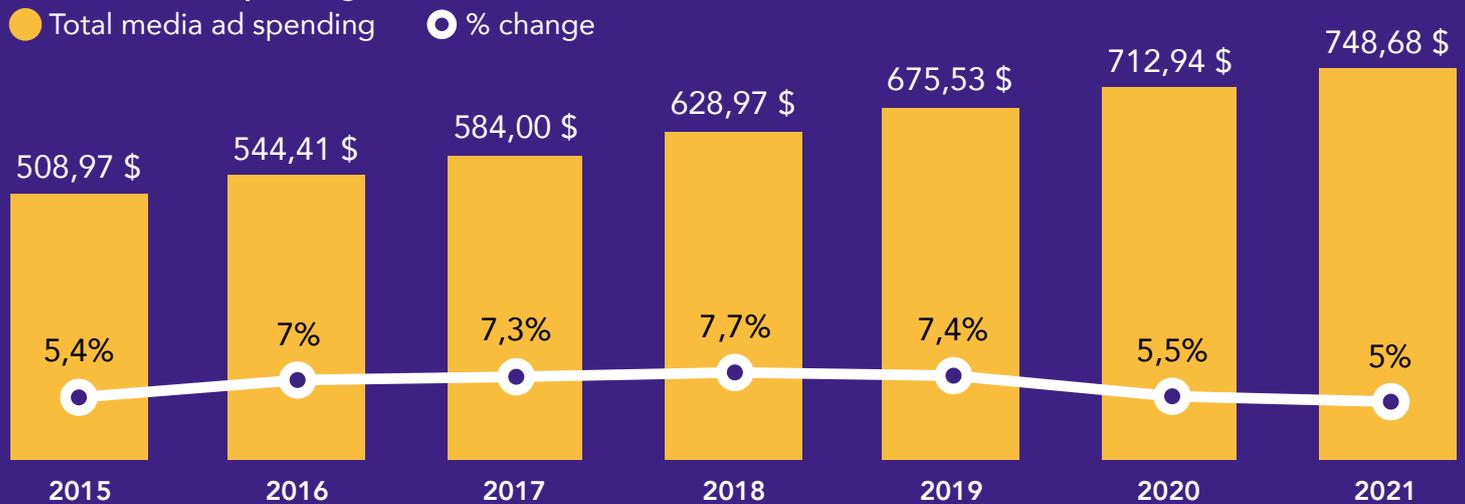
of approximately \$5 billion. This revenue would have approximately 40% contribution margin.

Blocform is licensed with mobile phone service providers in the developing world (there are approximately one billion smartphones in the developing world) because ad rates are relatively low and the ability to afford \$2.99 per month for ad-free viewing is limited in the developing world. Mobile phone service providers in the developing world, practically speaking, cannot provide content in the way applications do on their own (one reason being that stars do not have the hours in their schedule to create content for every mobile phone service company in the world). However, they can give away Blocform at a low cost (5-10 cents per subscriber per month) to create competitive differentiation in their markets and drive revenue generation via data consumption. At 5-10 cents per subscriber per month, licensing in the developing world would represent a \$600 million to \$1.2 billion annual revenue opportunity with a 50% and upwards contribution margin that could grow over 20% per year with increasing smartphone penetration and price raises.

Blocform serves the biggest stars in the world by facilitating a niche channel of their hard-earned fame. This is done by producing, distributing, promoting and monetizing high-quality content from outside the boundaries of their primary occupation and existing contractual relationships and by helping them upgrade their quality and maintain and grow the pervasiveness of their valuable personal brands. By enhancing their brands, stars are able to reap more financial reward from all of their efforts and their very full calendars.

Blocform will provide global advertisers with high-quality content featuring top stars sponsored on mobile devices. Global advertisers spent almost \$600 billion in 2016 (up about 6% over 2015) on advertising across all media distribution platforms of which mobile is by far the fastest growing and on top priority. Advertisers spent almost \$100 billion on mobile advertising in 2016 (up about 50% from 2015) with a growth rate projected to about 24% per year on average over the next three years. Blocform strategically focuses on the top 200 global advertisers that account for approximately 40% of all ad spending and a sizeable pool that can be efficiently targeted by apps, particularly given that Blocform’s top stars have existing relationships with most of these major advertisers.

Total Media Ad Spending Worldwide, 2015-2021



Blocform could be considered as a first business channel for artists so that they can sell products like:

- ★ compositions, music productions
- ★ creative products
- ★ art projects

It facilitates the trade and exchange process from artist to fan, which is the fastest and most convenient through Blockchain technology. Alternatively, users can bring products, services to the community and such items would be paid for in the ecosystem.



Therefore, the growing value is based on factors such as:

- ★ Communication events
- ★ Singer contracts
- ★ Fan downloads
- ★ App enhancements

Through media events in the world, Blocform is to spread in reach, coverage, and build the definition of the most advanced social network for artists and the most influential individuals in the community. Along with the increase in awareness, the concept of interaction will gradually be formed through direct discussions with artists, which ideally would turn into the signing of cooperation contracts. When artists have their own social network, they stimulate and call to action their fans to download the application in order to create their own digital ecosystem resulting in faster and safer communication between artists and their fans.



Conceptualized and built by Blocform's experienced experts in-house, the application is developed keeping in mind the 'Industry 4.0' standards ensuring that the application is equipped with top-level specifications. The application is designed to serve as a portal in which users (fans) and providers (celebrities) can connect with each other. The application uses cloud storage to store data, which enhances data movement, flexibility, security,

document control and most importantly increases collaboration.

The outstanding aspect of the Blocform Platform is the sharing of profits amongst celebrities, enabling them to generate revenue based on their content, images, live streaming, and information on social networks. Performers that are active currently or even those that have retired can be contributors towards their fans via this platform. End users, on the other hand, can use BFG to upgrade their accounts, pay for services, or buy premium functions on the platform depending on their need.

In addition, Blocform is to be used as a commercial channel to develop a community and pay the payments for:

- ★ Cooperation and content royalties for celebrities,
- ★ Investing in music events, art, etc.,
- ★ Invest in potential artists

Blockchain makes Blocform an excellent tool to transfer multidimensional information across user groups. This is unlike rest of the Social Media outlets that make huge profits without rewarding celebrities that have, in reality, made this possible for them.

Here is a look at specific examples of how Blocform is different from what is out there in the social media market:

Facebook's live streaming feature receives nothing more than comments and emoticons. However, live streaming initiated from Blocform results in rewards for users and these rewards or gifts can be converted into BFG tokens depending on the time of the stream and the number of connected followers to the stream.

Revenue generation on YouTube happens after several million views of an uploaded video. Videos uploaded on Facebook return zero revenue. However, uploading videos on Blocform yields immediate revenue.



YOUTUBE
REWARDS

AFTER **1M VIEWS**



BLOCFORM
REWARDS

AFTER **1 VIEW**

Selling merchandise requires celebrities to connect with several mediums like YouTube, zing.vn etc. They may also need to churn out huge sums of money for advertising their products. Organizing concerts require war effort when it comes to coordinating with stakeholders, ticket sales, venue, day, date etc. These elements steal profits and a lot of time from celebrities. Blocform works differently. Artists and celebrities here can directly announce their concert schedules, sell tickets and receive money in the form of Blocform currency. The notification goes directly to the inbox of their fans ensuring a smooth ticket selling process.

An increasing number of new artists fail to procure ownership on their original pieces of composition. Open social media platforms have made it extremely convenient for upcoming artists to upload their original work for the world to view and rate. As promising as that sounds, most artists end up on a one-way road to losing their rights on the uploaded work. Too many of such instances have happened and such artists are more than likely to lose their morale of producing new work and give up the whole process.

THE OWNERSHIP ISSUES WITH ORIGINAL ART

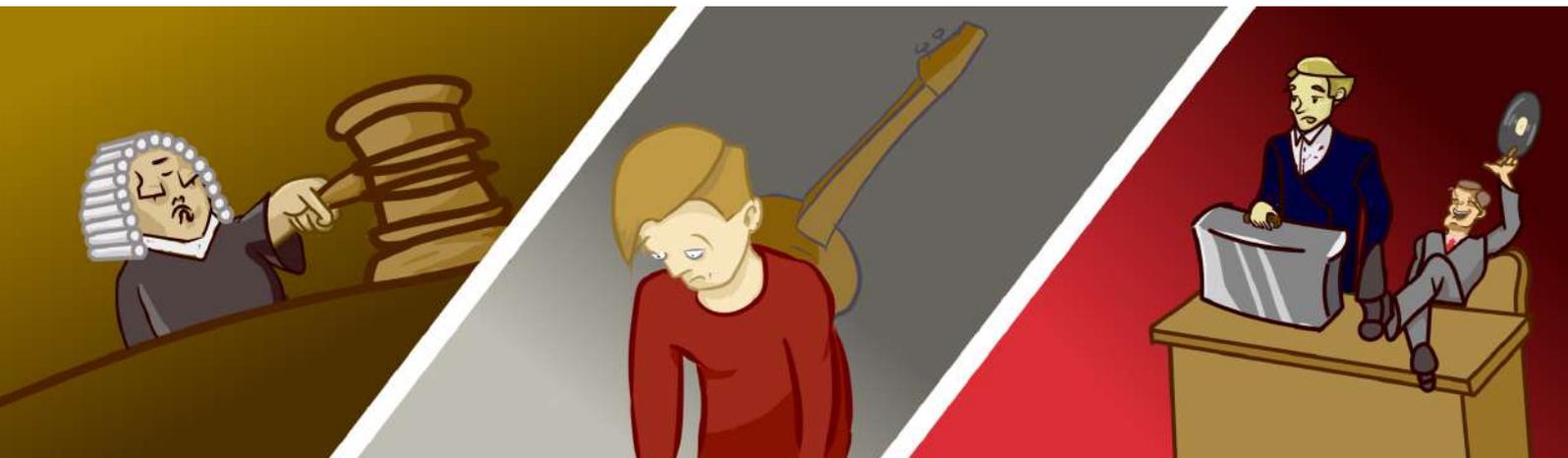


This is not healthy, neither for the artists nor for the overall industry. This process needs to be fair, transparent, and clear so that artists extract value from their work. Globally successful media outlets ensure that they generate maximum profits out of every piece of artwork that has ever been uploaded on their platform but barely returns anything to contributors resulting in a low or no income for them. In the end, their fans fade away and their artwork disappears.

According to a recent report, Spotify, a popular music application, has more than 60 million subscribers, but only 15 million have paid for the music rights. In a study by CISAC and UNESCO, it has been estimated that the annual turnover of the global music industry is in billions. This figure shows a very exciting and promising future for music in the social media market. However, due to poor

privacy management and technological standards, artists are suffering and streaming on popular social media channels is seen more as a downside for artists. Several attempts have been made to protect copyrights of artists but have failed. Media channels till date ostentatiously use the original material for commercial purposes without any formal permission from the makers of the content.

The worst part is that there are no pertinent laws or an authoritative institution that would help protect rights of new artists. They themselves are in no position to hire lawyers as the whole ordeal is a very costly and time-consuming affair. Big stars like Taylor Swift have in the past sued giant corporations for infringement of copyrights, image, and composition rights. However, the bigger question is about the smaller artists who do not have the money or prestige similar to big stars. They are forced to accept the situation and remain silent. The bottom line is that globally, new artists are losing billions of dollars in rewards due to mismanagement of copyright.

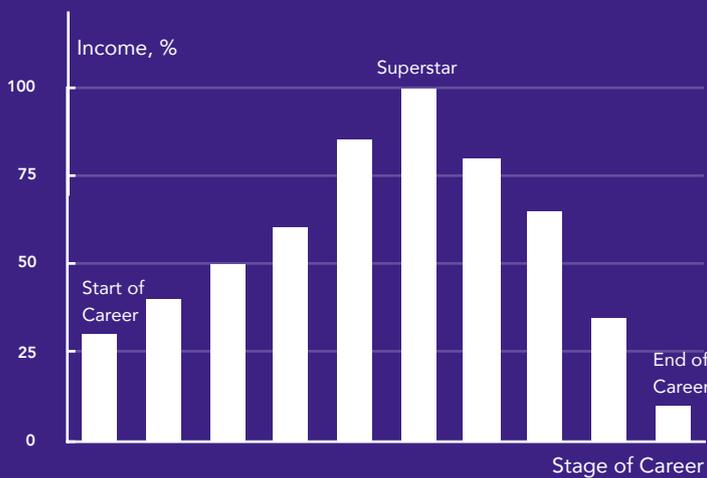


Blocform understands this problem. Its solution is to develop an app where artists can fully own their intellectual property without any involvement of a third party. This needs to be a straightforward application in nature that allows artists to upload original work under their banner and subsequently collate fans. This way fans know and get to like an artist directly. Any merchandise

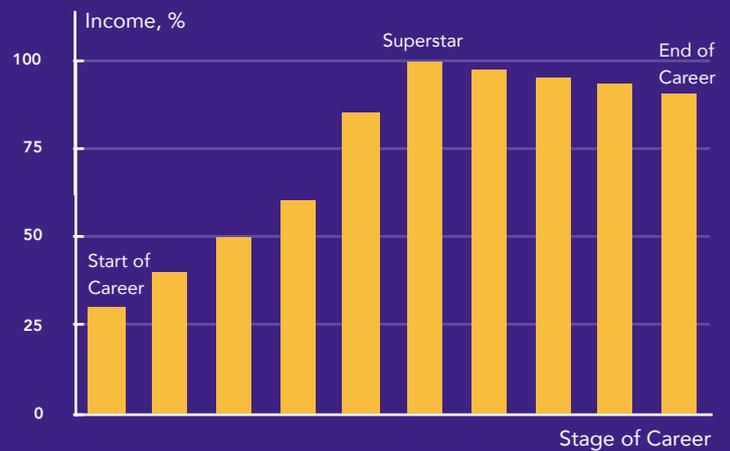
or campaign originating from this application interacts directly with the users. As this framework is facilitated by a payment interface too, Blocform ensures that artists get the deserved credit for their work.

New artists hit the social media channels on a daily basis. People live in an era where the concept of mega-celebrities is on the brink of extinction. Recent trends show that most artists make a lot of money when they start but decline eventually after a passage of time and be superseded by newer artists. Reports state that this is to be the trend in the future as well. This results in the question of sustainable long-term income for artists. The media extensively covers the lives of yesteryear stars and their appalling conditions in the present.

Usual income of the artist



Income of the artist with BlocForm



Artists are special and are a gift to the world. Their existence should be preserved in the best possible ways. Blocform solves this problem. Currently, artists have varied sources of income that come from:

- ★ Live performances
- ★ Album sales
- ★ Online Platforms

- ★ Product endorsements
- ★ Guest judges on television shows, etc.
- ★ Fan meets and event attendance

Considering the shelf life of the avenues mentioned above, Blocform has introduced a consolidated platform wherein artists can continue generating revenue for themselves long after they are not in the limelight. This platform is self-sustaining and foolproof and creates several opportunities for income from one source. This disrupts the existing scenario of artists approaching various established sources in order for them to earn money.

A core challenge for artists today is marketing themselves properly through an amicable channel that boosts their popularity and their visibility to maximum fans. A robust medium is required in order for artists to showcase themselves to the best of their abilities so that they deliver quality art and establish themselves to be strong industry players with a dedicated fan following. Currently, the artist has to go through third parties like event management companies, talent agencies, studio producers, etc.

Although this does seem like a natural step there is a strong resistance by these channels before getting into a deal with approaching artists. This may be due to the fact that thousands of artists flock the offices of such enterprises on a daily basis diminishing the general value of the guild of artists. In addition, in such cases, agencies solely focus on their judgment of possible revenue generation through an artist. On several occasions, such agencies also display an element of egocentricity towards the artist.

Hence, instead of focusing on creating a quality work of art, artists have to run behind agencies to support their financials and talent. The result is a distraction and a

THE ISSUE WITH THE 'ARTIST MANAGEMENT SYSTEM'

poor product through haphazard resource allocation. The consequences of this are tired fans that wait for a new launch.

Blocform nulls this process by allowing artists to directly collaborate with fans and keep them updated with new releases, merchandise, etc. This, in turn, guarantees focus and prosperity for the artist along with satisfied fans that are properly communicated about each step of their favorite artist.



Newer artists go through a lot of hassle if they are keen on performing in front of a live audience. Budding artists have no clue about how the entire process works and what is the right way to accept the concert payment. This is mainly due to two reasons.

One is not possessing the bandwidth to have a finance manager and second being the excitement of starting at some point. Most new artists demand cash payments, which are not in standard industry practices in recent times.

THE ISSUE WITH THE ORGANIZING CONCERTS

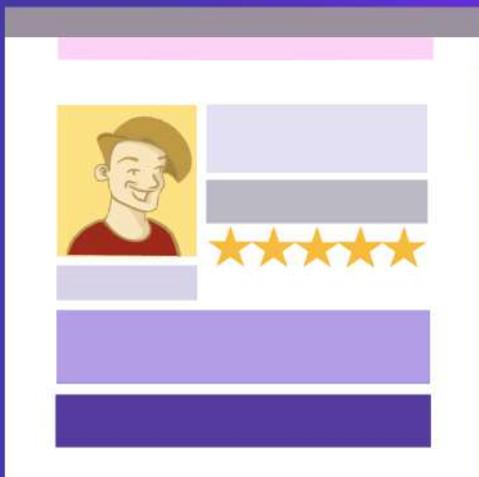


Even though exceptionally talented, artist naivety costs the organizers unnecessary complications causing them to show a lack of interest in future gigs. This is also true for seasoned artists who may lock horns with organizers over not following terms of a service contract. Along with losses for both performers and organizers, this also causes a scar on the personal relationship front.

Blocform solves this problem by launching a consolidated platform so that artists are in control of their events and are in a position to roll out an event schedule, fulfilling their end of the bargain, increasing their credibility and making their fans content. To get a clearer picture, mentioned below is the overall fan base and the direct proportion of fan pages visible on Facebook, along with the projected fan page growth over the next few years.

Number of Subscribers	Fan pages subscribers per country						Year
	Vietnam	Singapore	Thailand	The USA	China	Japan	
75M	15M	1M	10M	14M	30M	5M	2019
120M	20M	2M	15M	23M	50M	10M	2020
175M	30M	3M	25M	32M	75M	10M	2021

Noticeably, the potential is very large in certain countries to generate revenue for artists via fan pages. The same is already doing extremely well in the remaining countries. This sounds like an ideal scenario but the truth is, so far, these pages have not generated much revenue for the artists but have made a fortune for the social media platform.



Answering this problem, Blocform has developed a revolutionary technology and development model, aiming at equitable revenue sharing for celebrity artists, creating opportunities for everybody involved. Artists can even make passive income from content, knowledge, information, images on their social networks handle. In addition, Blocform is also a channel for selling music, creative products, art projects by leveraging Blockchain and Big Data technology.

Blocform wants to simplify the process of organizing concerts and the same is a vital benchmark to be achieved in their roadmap. It wants components of a whole to be watertight in order to create a stellar concert experience from start to finish.

One of the primary issues of music concerts is that profit sharing of ticket sales is heavily divided between several parties. Such transactions are not very lucid and they reduce income margins for both organizers and artists.

Blocform equipped with payment system facilitates transparency in ticket sales and acts as a catalyst to cost reduction. Tickets can be purchased by a global audience via such a payment method. The tickets are encrypted, protected, and directly linked to a public key of the user, visible on the public blockchain control. Each ticket is bound to the buyer's Blocform account completely disabling fraudulent ticket sales. The funds utilized for the concert are safeguarded in a smart contract until the completion of the event.



Ticket holders have an opportunity to exchange tickets for other incentives viz. Blocform currency, the BFG Tokens. Blocform plans to introduce a ticket market for ticket holders, who cannot attend the concert, to be able to sell their tickets within the Blocform network through a completely decentralized system, users can buy or sell tickets at the price that they are willing to exchange.

Blocform security system operates on public keys and private keys. Users are fully protected and have ownership of original tickets. Moreover, their tickets are completely safe from cyber theft as they have full control of their keys. This is so because only the user that has the corresponding private key can authorize any action in regards to the ticket.

The core value of Blocform is to create the most advanced social network for celebrities by connecting,

and at the same time bringing value to, celebrities and their fans. Blocform's unique application has the following unique features.

- ★ Brilliant selling features
- ★ Digital tools
- ★ Idol tracking ability
- ★ Live streaming
- ★ Live updates in the form of status, pictures, etc.
- ★ Gifts to Celebrities and Artists.

Artists often face the problem of keeping all their work accessible to everybody at a singular location. This disturbs an artist's timeline and robs newer fans of the opportunity to follow their evolution.

Blocform resolves the issue by storing an artist's entire catalog at one secure place allowing them to distribute and curate their work. They would also have access to the entire database of their fans, which will allow them to communicate and notify this base whenever newer content is published or if they have tweaked their previous content.

Sponsors and agencies have a tough time coordinating with artists. They have to listen to their representatives, the verbiage of whom may not exactly be in sync with the artist himself/ herself. Ultimately, it becomes a game of Chinese Whispers wherein the end communication was not what was intended to be communicated.

Blocform technology ranks and analyzes artists categorically. With this system, artist information is decentralized which allows stakeholders the ease of access to an artist's work. Advertising efficiency drastically improves due to by-passing third parties. Usage of Blocform's tokens is easy and inexpensive, which allows an artist to choose the brands to be associated with, the sponsors having the ability to pay them via Blocform tokens.

THE ISSUE WITH HISTORICAL DATA

THE ISSUE WITH ARTIST-AGENCY SYNCHRONIZATION

Blocform uses the Ethereum Blockchain protocol, which is considered a very credible and established blockchain protocol. Participants of the token sale are issued with 'Blocform Token' (BFG) which is based on the ERC-20 standard .

The combination of decentralized encryption, anonymity, immutability, and global scale of Blocform turns the app into the ultimate online community where fans and celebrities can interact and online bookings are a breeze. Blocform uses Ethereum smart contracts to ensure the execution of agreements.



Other salient features are as follows:

Full information and transactions of all parties using the BFG will be encrypted and secured through the blockchain technology. Users of BFG don't need to worry about hacking, their private information is completely protected from the threat of omission. Blockchain capabilities ensure data integrity while also addressing privacy issues wherein users can set access levels about their private information or data pertaining to past activities.

Storing information directly in the blockchain ensures that the information is fully protected by the system and is immediately viewable to those authorized to access the chain. However, at the same time, storing large data

SECURITY FEATURES

files slow down the processing speed and presents potential challenges for system expansion. It should be noted that this is not an issue that can be considered as a red flag. The inclusion of cloud technology for data storage nullifies this problem.

The encryption link is minimized and activated when the user has the correct private key to access the block and follow the encrypted link to a separate location containing the information. Blockchain cannot directly store abstract data types such as scanned documents and images.

PUBLIC
KEY + PRIVATE
KEY =



Therefore, Blocform's solution involves the use of public blockchain as an access control manager to obtain evidence, which is stored outside blockchain. A specific set of standardized data is stored directly on the blockchain for instant access and supplemented by off-chain data links when needed.

Blocform system tracks and updates the data set of an entity each time an event occurs. This information includes standard data, such as entity type (person, company), location, and other notes. Traditionally, this information is tracked in a centralized database. A standardized set of information is derived from an entity that will be directed to the blockchain transaction class. Surface information on this transaction layer contains public information such as the number of followers,

creation date, etc. The information stored on the blockchain can be disseminated to a specific entity via the lock mechanism. This allows ease of multiplying the blockchain and allowing people to share information with trusted parties more seamlessly.

The blockchain can strengthen data integrity while better protecting an entity's private information. The Blockchain's inherent properties of cryptographic public/private key access, proof of work, and distributed data create a new level of information integrity. Each entity connected to the blockchain network has a secret private key and a public key that acts as an openly visible identifier. The pair is cryptographically linked so that identification is possible in only one direction using the private key. As such, one must have the private key in order to unlock an entity's identity to uncover what information on the blockchain is relevant to their profile. Therefore, the blockchain public/private key encryption scheme creates identity permission layers to allow people to share distinct identity attributes with trusted parties, reducing vulnerabilities stemming from storing private information on all nodes.

Operating in the decentralized network, money, information, and funds are saved in a smart contract. BFG brings more transparency and positivity to the entertainment scene, which is infamous for its shady and scandalous trading standards. Smart contracts help protect and integrate interests of all participants to encourage them to contribute and collaborate in the best interests of each other. More specifically, Blocform makes it possible to:

- ★ Create a tamper-proof ledger for all related data
- ★ Provide payment for services and related supplies
- ★ Set up collaborative workspace through the artist's advanced social networking application
- ★ Bring standardized licensing, transactions, supply chain and ID verification through the application

TRANSPARENT

★ The combination of encryption, decentralization, anonymity, immutability and global scale, making social networking an optimal online community for connecting fans and celebrities.

As a result, BFG Token can create a global environment where celebrities can quickly and easily transfer money from forums such as:

- ★ Business to business
- ★ Business for consumers
- ★ Consumers to consumers

Bank transactions often take a longer time to process and settle. Sometimes the amount of money is too small or large for the bank to authorize quickly, delaying the transaction. The BFG Trading System can address this problem and support in reducing transaction time to minutes. In addition, BFG holders can make transactions 24/7 irrespective of time zones or the countries that they are transferring to.

THE ISSUE WITH ARTIST-AGENCY SYNCHRONIZATION

FAST TRANSACTIONS



Ticket purchasers can buy tickets by paying BFG tokens directly through several available payment gateway networks. Ethereum Blockchain currently only charges a few cents per transaction, significantly less than Bitcoin. The BFG, in this case, represents the digital assets such as documents, international payment documents, or even real-world objects. Instead of using

existing cryptocurrencies, BFG offers more reasonable solutions and advanced competitive advantages:

- ★ Conveniently benefits both users and providers,
- ★ Protect users from unpredictable exchange rate fluctuations that other Cryptocurrency users often encounter,
- ★ Allows the use of BFG in smart contracts for secure, verifiable and irreversible transactions,
- ★ Governs the incentive ecosystem, protects and ties the benefits of all participants to each other to incentivize them to contribute data and collaborate in the best interests of each other,
- ★ Provides the ability for application to verify issues or burn tokens,
- ★ Supports fast and uncomplicated transactions,
- ★ Allows BFG to migrate to a new blockchain, for example, Bitcoin, in the event that Ethereum does not fully satisfy needs and requirements,
- ★ Blockchain-based smart contracts provide accountability in a way that no other technology can provide,
- ★ Provides an immutable ledger that offers permanent verification of every past transaction, thereby building trust,
- ★ Stores all product lifecycle events forever in an easy-to-retrieve system,
- ★ Allows multiple apps to simultaneously interact with any piece of information stored in the blockchain,
- ★ Offers anonymous transaction identification, and
- ★ Facilitates peer-to-peer transactions across the globe

Blockchain smart contracts are ideal for recording and facilitating the exchange of value, goods, services, and personal data. Incorporating BFG data and smart contract transactions will also increase the speed of service and cost savings through paper reduction.

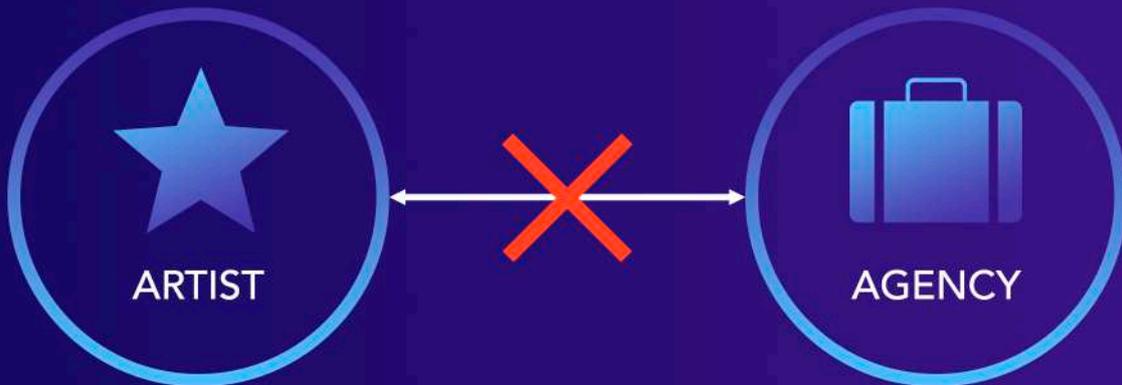
As a motivational force for the artist, the company provides BFG for the customer with a moral duty of doing the best that Blocform can do, so that the interests

of the customer go hand in hand with the success of the company. If a participant purchases a token, the participant encourages the product and enhances the reputation of the artist, attracting more fans. We are creating a network and spreading the benefits of what BFG is offering. This motivation makes BFG more attractive than cash and is likely even more lucrative than other types of cryptocurrencies.

Blocform has a variety of account receivables including businesses, organizations, brands and fan economies and financial services.

Blocform operates as a market player that analyzes, reports data, and decentralizes the traditional relationship in business. Blocform’s analytical reports provide insight into a number of different types of businesses, such as music media, streaming services, booking agents, etc. Blocform charges monthly for each integrated service or once per month to access the entire database. Third-party integration is also be provided via an API, with a charge for every API call.

**THE ISSUE WITH
ARTIST-AGENCY
SYNCHRONIZATION**



Blocform intends to collaborate with companies that have access to a celebrity database. It is currently collaborating with APP in order to improve the performances further. APP is a SMAC (Social-Mobile, Analytics, Data-Analytics, and Cloud-Storage) application that has its own data on 15 prominent singers who have a huge fan base with nearly 100 million people. Celebrities can sell tokens directly to their fans who wish to own their favorite artist’s works, music videos, and documentaries or simply get updated about their news. Fans can also use BFG to trade with each other. It is projected that APP will initiate over 10,000,000 downloads.

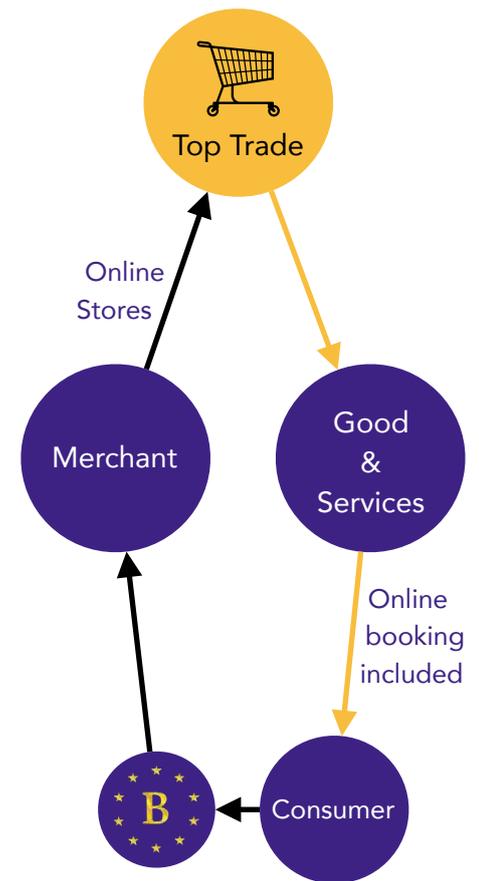
**NICHE SOCIAL
NETWORKING
PLATFORM**



The problem of using social networks and music platforms like YouTube, Facebook, or MP3 Zing is that artists gain less or almost nothing from these websites. For instance, artists who live stream on Facebook could attract many viewers but they cannot receive any income even when many of their fans have actively participated in their broadcast.

Artists can only make revenue when they endorse products and receive money that is being paid by sponsors or brands. However, when they produce a live stream on Blocform, artists are rewarded with gifts that can be exchanged for BFG from fans. This greatly encourages artists to participate in this project because their BFG revenue will be directly proportional to their fan viewership.

Community building online is one of the largest trends currently in the world across all age groups. Blocform wants to contribute to this movement. Blocform is confident that their application has the required capabilities to spearhead an entirely different and niche area of community building. Blocform wants to focus on customer success, quality, ease of access and a superb online experience for both, artists and their fans. Its endeavors to build meaningful and robust partnerships with esteemed celebrities further ensure the success of what it wants to achieve.



Blocform creates a system that allows artists and fans to interact directly. Artists can easily connect with their fans through posting their news, schedule, and promote their products without the need to depend on a third party. Fans can track their idols timely, accurately, and can access an enormous collection of their preferred artists. Lastly, fans can directly support their idols without having to pay an extra fee.

Blocform aims to become the ultimate ecosystem where artists and all of their fans can participate and interact. Blocform is seen as a channel for shared interests, exchanges information, and discussion among fans. This helps build the app into a strong community for fans and artists.

Blocform offers a reward for the fans that can be used to store BFG and that can act as a payment method for the following:

- ★ Sponsor favorite artists and invest in potential artists
- ★ Sponsor booking online events
- ★ Purchasing artist's works, tickets, and as a means to support them
- ★ Booking hotel, flight, and expense of hotel and other expenses if incurred
- ★ Merchandise bought via online e-commerce
- ★ Paying for subscription features
- ★ Transactions between fans

AN APP ECOSYSTEM

BFG AS THE ULTIMATE REWARD

By participating in the Blocform Initial Token Offering (ITO) or in the Pre-Sale, participants receive Blocform Token (BFG), an ERC-20 token built on the Ethereum Blockchain designed specifically for the system. The first launch of the sale will be 270 million BlocForm Tokens, representing 13.5% of the BlocForm total issuance. The quantity supplied is fixed and cannot be changed. Throughout the process, 13.5% will be available to participants. Any remaining BFG tokens will be in a locked account and will be either burned or distributed amongst the tokens holders depending on the voting decision of the community.

The ITO will start on May 10, 2018 and it will last for 8 weeks. If at the end of ITO, BFG can't reach the softcap, we will extend it for another 8 weeks. Any remaining tokens from the ITO after September 1, 2018 will be burned.

After Blocform is launched as an advanced social networking site, it will continue to evolve into an e-Commerce platform and online exchange. Once Blocform is listed for trade, participants can trade in tokens or choose to hold their tokens for any period they wish.

BFG tokens are created and offered for sale in the ITO phase in accordance with the provisions of this-Whitepaper. Ethereum or BTC can be sent to a trading address in exchange for BFG token based on BFG's price by Ethereum or BTC respectively.

BLOCFORM TOKEN RELEASE EVENT

OTHER TERMS AND CONDITIONS

Founder and management team (key employees) are in the position to reserve 20% of BFG created so that the same can be allocated to the core team of BFG. This includes the founder, principal management, key employees, and partners. The consultants are given BFGs on a vesting schedule. This means that these tokens cannot be traded immediately and they need to stay with the company for a specified period.

BFG seeks transparency in all financial transactions. The launch of BFG and the token release event will give the project the opportunity to grow and increase influence. The final amount of BFG generated depends on the amount of money collected in the smart contract.

BFG are sent directly to the buyer's Ethereum wallet, which is used to send Ethereum to BFG's smart contract. BFG will be added directly after receiving the Ethereum from the wallet in no more than 7 days after the end of the ITO.

DISTRIBUTION MANAGEMENT AND FOUNDER

DISTRIBUTIONS PROCESS

Pre-Sale has Started on 00:00 (UTC+3) (midnight) of Nov 18, 2017, and has ended at midnight (00:00) (UTC+9) of Dec 18, 2017.

TOTAL ISSUANCE: 2 BILLIONS

- ★ Main Development: 28% - 560M
 - ★ Reserve: 32% - 640M
 - ★ Legal: 1%- 20M
 - ★ Marketing / Bounty campaigns 18% - 360M Advisory
 - ★ Board: 6% - 120M
 - ★ Founders / Team: 15% - 300M
- Crowd Sale: 28% / 560 M BFG**

Pre-Sale 290M:

290M BFG sold for \$14.5M Average price \$0.05

150M BFG - 22.5M USD

1BFG - 4366.67 ETH

WEEK 1 — 30% Bonus

WEEK 2 — 25% Bonus

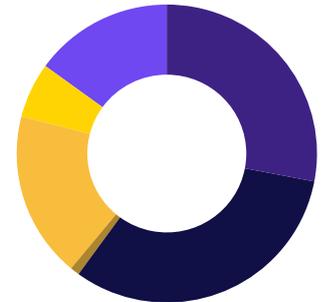
WEEK 3 — 15% Bonus

WEEK 3 — 10% Bonus

WEEK 5 to WEEK 8 — 5% Bonus

8 Weeks Expansion — Get the hard cap

DISTRIBUTION: 100%



ITO 270M

BONUS STRUCTURE

As the advanced social networking, system for artists grows exponentially each year, service users and service providers will be extremely comfortable in trading with BFG.

BFG plans to connect with card issuers such as Visa, Master and other local cards in countries to assist users in paying for almost all services around the world as well as cashing in BFG at ATM kiosks.

The BFG payment platform is expected to be expanded to store chains, online commerce, and so on, leading to a surge in BFG demand.

Users who possess BFG will be keen on prioritizing trading in BFG due to the increase in a number of merchants who would be more than willing to receive payments in BFG due its simplicity and ease of use.

BFG LIQUIDITY

The implementation strategy is divided into two main phases.

The first phase is firmly aligned with the product development goals as established in the roadmap. Resources are used for initial marketing campaigns across all mediums (digital, print, etc.) on a smaller scale.

The second stage aims to cover the marketing area viz., marketing expenses, direct sales, and the launch of a global PR and advertising campaign to create BFG's reputation around the world. This stage will be promoted after finishing the product at the first stage.

OCT
2017

BFG — GTS Kickstarts The Celebrities's Application Event

OCT
2017

BFG — GTS Announces Technology Transfer to China on Television Station channel VTV1 & HTV1

NOV
2017

BFG Launches Pre-Sale in Singapore

DEC
2017

BFG — GTS Opens Winter Party to Launch App with Celebrities

MAR
2018

BFG Opens New Office in United States

MAR
2018

BFG Hosts a Private Dinner with Celebrities in Hyatt Hotel & Resort (Huntington Beach, USA)

APR
2018

BFG Launches BlocForm Mobile App

MAY
2018

BFG - Gudao Partnership Signing Ceremony

JUN
2018

BFG Launches a Top Trade Platform with BFG payment gateway (E-Commerce App)

SEP
2018

BFG go to Exchange and listing on CMC

SEP
2018

BFG Launches TopStars App with BFG payment gateway

NOV
2018

BFG - Gudao Opens New Office in Europe

DEC
2018

BFG — Gudao Kickstarts The Celebrities's Application Event

DEC
2018

BFG Updates New Features for TopStars Mobile App

FEB
2019

BFG Launches New Game App for Ecosystem

MAY
2019

BFG Develops More Apps for Asian Celebrities

AUG
2019

Upgrade new feature of the Ecosystem

2020
-
2021

BFG will go to IPO

BFGs are functional utility tokens of the Blocform platform. Blocform tokens are not securities and the capital invested in buying them is non-refundable. It is in the best interest of the BFG buyer to know that BFGs are not for speculative investment. There are no promises of future performance or value, including the promise of inherent value, the promise of continuing payments, and no guarantee that BFG will hold any particular value in the future. Purchase of BFGs does not imply participation in the Company and BFG owners hold no rights in the said company. BFGs are distributed as functional goods and all proceeds received by Company may be spent freely without any conditions. BFGs are intended for experts in dealing with cryptographic tokens and Blockchain-based software systems.

Due to our aspirations for what BFG may one day become, the Blocform Core Team has exercised legal diligence in the lead-up to our token sale, involving consultation with our advisors, and legal experts in Singapore, USA, China, and many other countries.

Due to the retrospective nature of the regulatory action, the BFG team can make no guarantees regarding the legality of the platform or launch in any given jurisdiction. Regardless, we are confident in and proud of, the work we have done to shape BFG into what we hope is a model of regulatory compliance for decentralized applications and token sale. We will be responsive and collaborative with any regulators as necessary going forward.

Evidently, in response to SEC's conclusion on Ethereum tokens, we have remodeled our business concepts and disclaim that we do not promise a return while maintaining the benefits for token holders. Specifically, we can shift the 'rights to return' of funders to the "rights to commission" of intermediaries so that intermediaries must benefit funders in order to earn a commission.

Contributors may or may not get rewarded as a result of the rules coded in smart contracts that drive other people in the ecosystem to make the funded companies give back to the ecosystem. So, in effect, there is no promise of a return. In fact, the platform works towards incentivizing and rewarding all participants in the ecosystem in order to grow stronger.

BFG is not a currency issued by any central bank or national, supra-national or quasi-national organization, nor is it backed by any hard assets or other credit. This white paper is not a prospectus, an IPO or a solicitation of an offer. Individuals who own Ethereum can choose to trade BFG. The value of the tokens when encrypted will depend on many factors beyond the control of the Blocform including how the BFG will be accepted as a currency or how the future of cryptocurrency will shape in days to come.

BFG tokens may have no value and there is also no guarantee about its liquidity. No one is obliged to purchase any BFG's from any holder of the BFG tokens, including the purchasers, nor does anyone guarantee the liquidity or market price of BFGs to any extent at any time.

Risk of delayed transactions

On Bittoken and Ethereum blockchains, block production time is determined by evidence of work to prevent production that may occur at random times. For example, Cryptocurrency passed in the last few seconds during the distribution period in the Token Presale or Token Sale may not be included in that time period. Buyer acknowledges and understands that the Bittoken or Ethereum blockchain does not include buyer transactions at the time the buyer expects and the buyer

RISKS INVOLVED

BFG MAY HAVE NO VALUE

RISKS RELATED TO BLOCKCHAIN

is not receiving tokens in this regard. The same rules apply to BFG as well.

Risk of Blockchain congestion.

Bittoken and the Ethereum blockchain are often prone to blockages during which transactions can be postponed or lost. Buyers may also intentionally spam the network to gain an advantage in the purchase of cryptographic messages. Buyer acknowledges and understands that Bittoken or Ethereum manufacturers are not allowed to include Buyers' Transactions. Lastly, Buyer Needs or Buyer Transactions may not be included.

Risk of software errors

The concept of smart token contracts that allow the mechanism for creating and distributing BFG coordinates (Smart Token Contracts), applications that set up software platforms (such as Ethereum Blockchain) are still in beta and development phase. There is no warranty that the process of generating BFG will be uninterrupted or error-free. There is an inherent risk that such technology may contain vulnerabilities, flaws or bugs which lead to the complete loss of cryptocurrency and BFG.

Risk of new technology

Platforms, tokens and all the features outlined in this White Paper are new and untested. Thus, these platforms and tokens may not be able to complete, create, execute or approve. It is possible that these tokens, features, or platforms would not be launched. Token buyers may not be able to use these platforms, smart contract, or receive tokens in the future. Even if the platform is completed, implemented and approved, it may not function as intended and can be rendered unwanted by the users. Lastly, technology is changing rapidly, so platforms and tokens can become obsolete and hold no value.

Risk of lost private keys

Tokens purchased can be kept by the buyers in escrow wallet or buyer's vault. The escrow wallet is designed to be secure. Each of the holders of the three (3) private keys to the escrow wallet will use all reasonable efforts to safeguard their respective keys, but in the unlikely event that any two (2) of the three (3) keys to the escrow wallet are, for any reason, lost, destroyed or otherwise compromised, the tokens held by the escrow wallet may not be able to be retrieved and disbursed, and may be permanently unrecoverable. In addition, any third party that has access to such private keys, including access to an archived wallet or the vault service used by the buyer, may misuse tokens that belong to users.

Weak protection for BFG Token

Our system might not be able to anticipate when there would be instances of hacking, cyber-attacks, distributed denials of service or errors, vulnerabilities or defects in the platform, the smart contracts on which the Company relies on or the Ethereum or any other blockchain. Such events may include, for example, flaws in programming or source code leading to exploitation or bug abuse. We may not be able to detect such hacks, cyber-attacks, distributed denials of service errors vulnerabilities or defects in a timely manner, and may not have sufficient resources to efficiently cope with multiple service incidents happening simultaneously or in rapid succession.

Our current infrastructure network is in part established through servers which it owns and houses at the location facilities of third parties, and servers that it rents at data center facilities of third parties. If we are unable to renew our data facility lease on commercially reasonable terms or at all, it may be required to transfer servers to a new data center facility and may incur significant costs and possible service interruption in connection with the relocation. These facilities are also vulnerable to damage or interruption from, among

SECURITY RISK

others, natural disasters, power losses, and telecommunication failures. Additionally, the third-party providers of such facilities may suffer a breach of security as a result of third-party action, employee error, and malfunction or otherwise, and a third party may obtain unauthorized access to the data in such servers. Providers of such facilities may be unable to anticipate these techniques or to implement adequate preventive measures.

Risk involving wallet incompatibility

Wallet service providers that purchase and store Blocform Tokens must be technically compatible. Failure to do so may result in buyers not receiving their Blocform tokens.

Risk of fluctuating value of Cryptocurrencies

The proceeds from the sale of Token will be denominated in the cryptocurrency and can be converted to other codes and currencies. If the value of the code does not change over time. The company may not be able to finance the project or develop and maintain the Platform in the manner in which it plans.

The status of the cryptographic token, digital assets, and blockchain technology is unclear or unstable in many jurisdictions. It is difficult to predict whether government agencies will recognize and regulate these technologies. However, it is possible to predict whether government agencies may change the existing laws, regulations, and rules. Numerous regulatory authorities across jurisdictions have been outspoken about considering the implementation of regulatory regimes which govern cryptocurrency or cryptocurrency markets. Despite recent acts to encourage governments to recognize cryptocurrencies, its future of whether it will be an official currency is speculative. The Company might get affected by newly implemented regulations relating to cryptocurrencies or cryptocurrency markets. Having to take

RISK RELATING TO LAW, REGULATION, AND GOVERNMENT JURISDICTION

measures to comply with such regulations, or having to deal with queries, notices, requests or enforcement actions by regulatory authorities, may come at a substantial cost and may also require substantial modifications to the platform. This may impact the appeal of the BFG and the anticipated BFG's future business lines for users and result in decreased usage of the apps and the BFG tokens. Furthermore, should the costs (financial or otherwise) of complying with such newly implemented regulations exceed a certain threshold, maintaining the platform and structuring, licensing, and launching the BFG future business lines may no longer be commercially viable, and the Company may opt to discontinue the apps.

Lastly, The Company or BFG may also have to cease operations in a jurisdiction that makes it illegal to operate in such jurisdiction or make it commercially unviable or undesirable to obtain the necessary regulatory approval to operate in such jurisdiction. In scenarios such as the foregoing, the utility, liquidity, and/or trading price of BFG tokens will be adversely affected or BFG tokens may cease to be traded.

How many BFG tokens are to be issued?

The total supply of the BFG token is capped at 2 billion. The quantity is fixed and no additional BFG can be created. The current total release is BFG's is 270,000,000 tokens.

What if I do not own ETH?

You can subscribe through the trading platform like token base and switch to myetherwallet.com.

When will tokens begin trading on the decks and on which stock exchanges?

Blocform plans to list BFG on top crypto exchanges. A list will be unveiled in 12 weeks after the ITS.

How does one buy BFG?

At the time of sale, users can transfer their ETH to BFG's smart contract address and buy the required quantity of BFGs.

Who would be interested in buying BFG?

Blocform believes that it can attract the following groups:

- ★ Traditional blockchain investors
- ★ Entrepreneurs
- ★ Investors, agencies, and organizations
- ★ Fans (through collaborative media partners around the world)
- ★ Booking online using ecosystem

Blocform believes in BFG's tremendous potential to be a leader in providing a decentralized platform for the purpose of entertainment solving many current problems in the music industry. With this strong belief, the founders, advisors, and managers, thoroughly believe that Blocform has a bright future ahead.

The information given in this white paper may not be complete and does not imply any elements of the contract. The contents of this white paper are not mandatory for Blocform and may change in accordance with the research and development of the platform. This white paper is not an advisement of investment, legal, tax, financial, or accounting and this white paper is not intended to provide a sole basis for any review.

Blocform token rightful owners should consult with legal, investment, tax, accounting and other professionals to determine the potential, burden, and consequences of the transaction. This white paper will not be deemed to constitute a prospectus of any kind or investment invitation. This material is not subject to the laws or regulations of any jurisdiction that prohibits or in any way restricts transactions involving or use of digital codes.

Some of the reports, estimate data and financial information contained in this white paper used as statements or forecasted information. These statements or information might include known and unknown risks and uncertainties.

Owners of BFG should be aware that this white paper has been presented to them on the basis of the fact that the report is legally covered under the law. It is BFG owner's responsibility to determine whether they can legitimately purchase BFG tokens under the jurisdiction and whether the owner may resell BFG tokens to other buyers.

DISCLAIMER



BLOCFORM GLOBAL

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