

MIL.k

Business Paper V1.1

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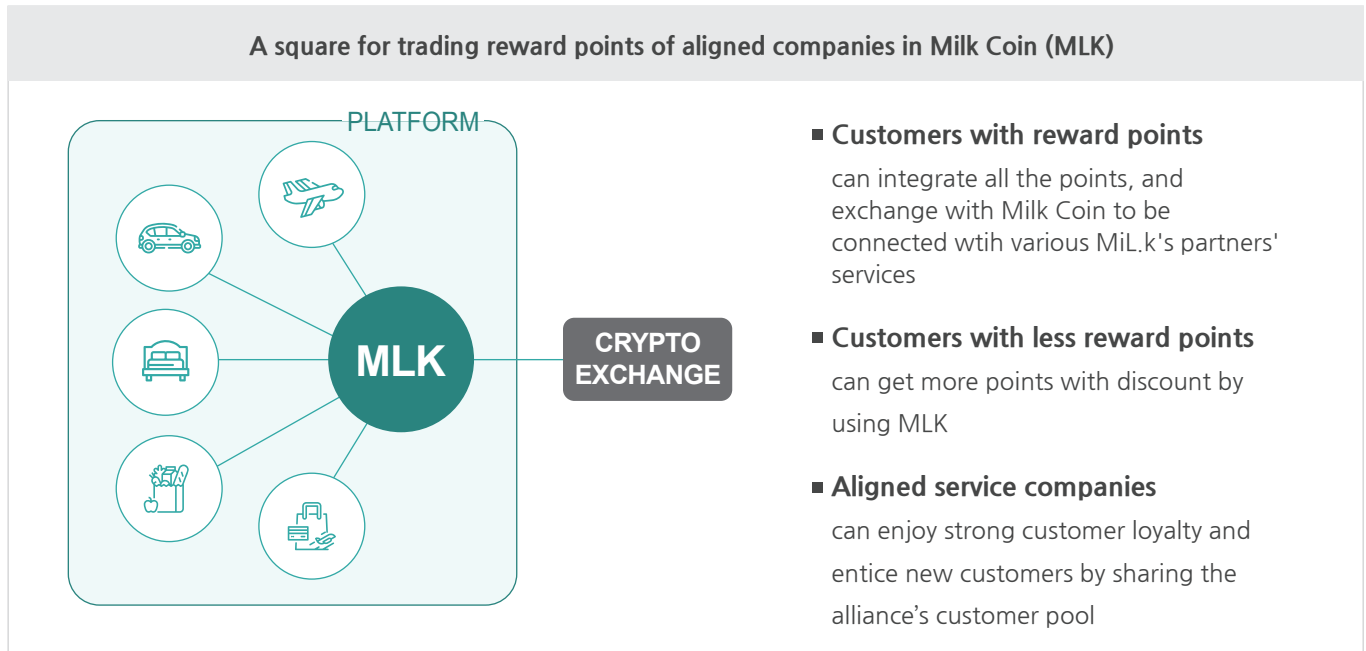
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1. MiL.k platform's vision

A. Reward integrating platform

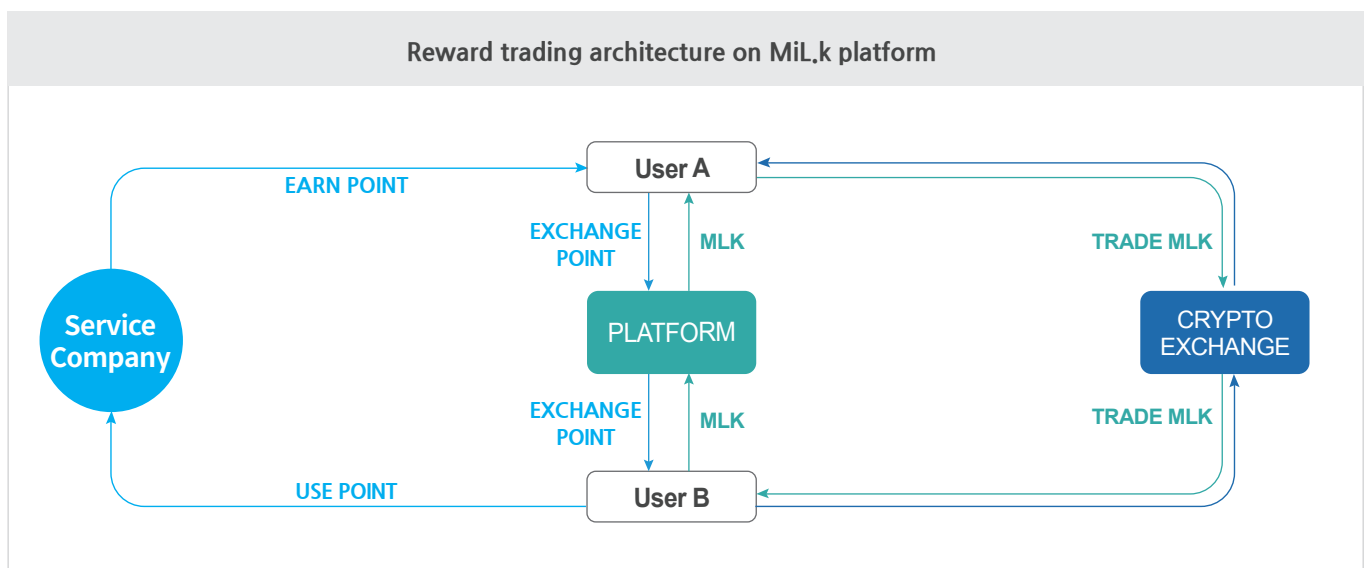
MiL.k is a blockchain-based platform that allows users to integrate various reward points of its partner brands and trade them in the platform's currency, Milk Coin (MLK).



Through the platform, the utility of reward points will be increased as various service companies' reward points can be integrated into one currency, MLK. As for the aligned partner brands, it is possible to share much greater customer pool and offer co-promotions and events on the platform.

As more partner brands participate in the alliance, more types of points will be available for users to combine, and therefore both customer benefit and platform value will increase.

The model for integrating various points in Milk Coin (MLK) encourages users to trade those points with Milk Coin (MLK) as a currency.

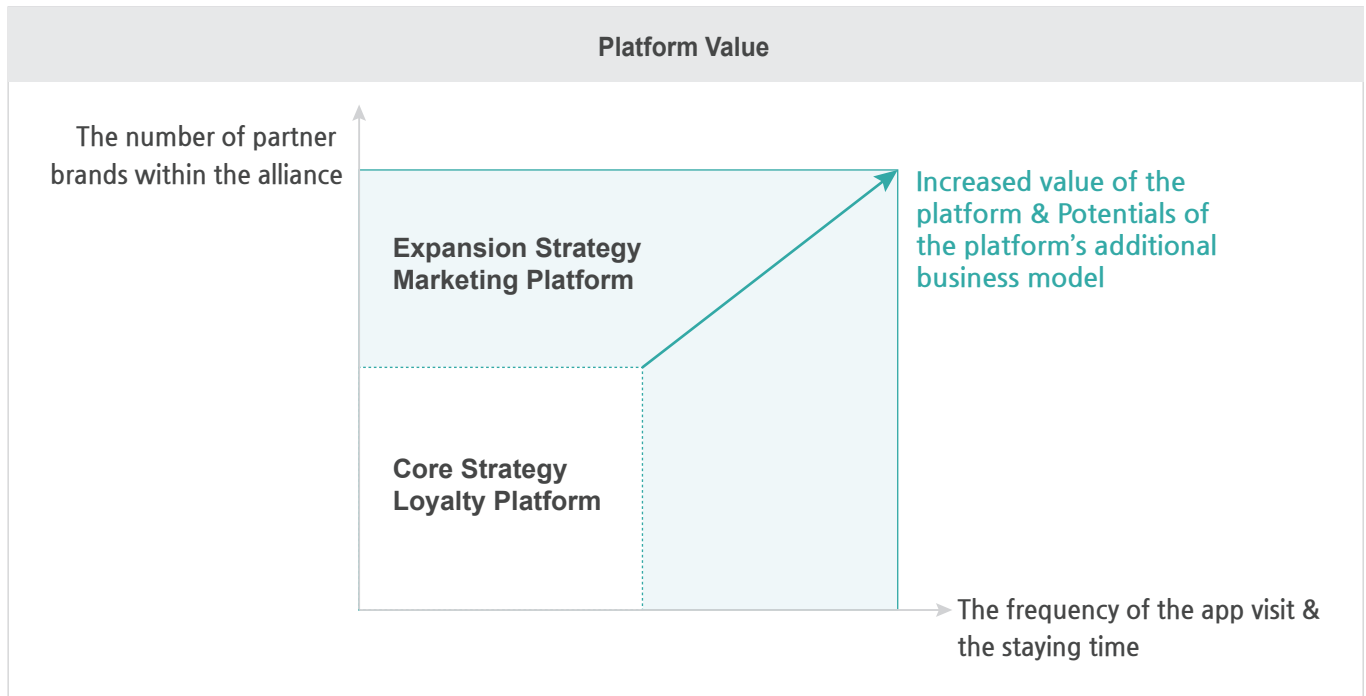


MiL.k platform functions as a square for trading reward points for increasing its usability. To do so, it establishes data synchronization with all the aligned partner brands, which enables them not to worry about additional settlement or accounting process for being part of the alliance.

Data credibility is a key for setting an alliance with multiple independent companies, and MiL.k has earned it with blockchain technology. On MiL.k platform, every point transaction gets written on blockchain as a ledger and shared with the point issuing company.

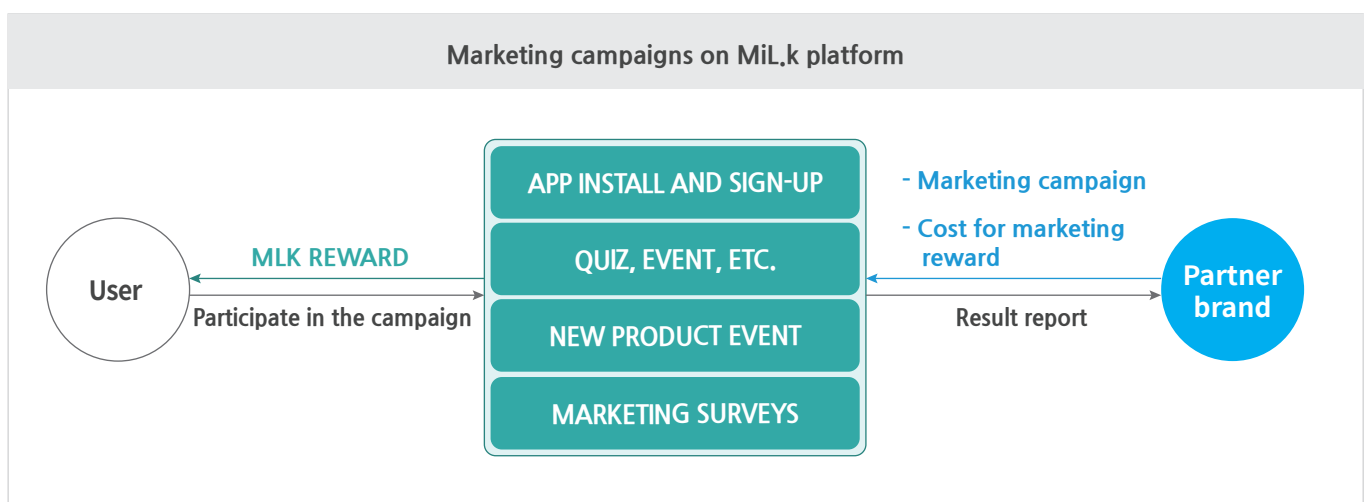
B. Customer behavior-based marketing platform

Besides its core function as a reward integrating platform, MiL.k has a vision to become a co-marketing platform based on customer behavior.



As the platform grows, it will be utilized as a channel for co-promotions where packaged products consisting multiple services of MiL.k partner brands are available on the platform and the brands reward end users in Milk Coin for their desirable behaviors.

Marketing promotions on MiL.k will generate multiple channels of participation so that the frequency of the app visit and the duration of the stay increase, hence the platform value increases.



Behavior-rewarding marketing platform is not a new concept, but MiL.k will have clear value from the virtuous cycle it has on the platform.

As for the users, they will get rewards in Milk Coin, which has high utility for many aligned services. In addition, since the on-platform promotions cover multiple services that are related to each other in terms of customer behavior (i.e. an overseas traveler would go through airline, accommodation, mobility, etc. for his/her journey, and those services are related to each

other), the promotions won't be perceived as random events that only generate fatigues and are not beneficial.

As for partner brands, rewards in Milk Coin rather than gifts or vouchers will generate better effects since it encourages users to use those services again with the coin. In addition, since the data of users participating and utilizing the promotions will be written on blockchain, which means the data is not to be counterfeited, brands will have much more credible result of their marketing activities.

2. Conclusion

MiL.k platform is a blockchain-based reward trading/marketing platform with its one and only currency of Milk Coin, functions as the method of exchanging points and marketing reward. Therefore, MiL.k platform and Milk Coin are tightly related.

A doubt about the actual usability of utility tokens has been caused by the lack of use cases in real life.

With its strength of technology, MiL.k will keep expanding its partnerships with robust companies, which will lead to stronger ecosystem of Milk Coin.

Enormous users of service companies will get to use MiL.k, and the benefit of the platform will get them staying onboard (Lock-in effect). The platform's value will increase accordingly, and the usability of Milk Coin and loyalty points will rise as well.

MiL.k will be the real use case bridging blockchain technology to everyday lives.

3. Disclaimers

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