



Vankia (VKT) Commercial Model

1. Business Process:

Collect data through the Starbox mining machines deployed within a geofenced scene (or scenes) and upload the data to the Vankia Chain.

An advertising agency uses VKT to purchase this data and then can transfer the data by selling it to third parties (eg. retailers) for VKT.

2. Vankia's Role:

- a. Data builder: We pay VKT to data miners who collect data;
- b. Data seller: We sell data to advertising agencies for VKT;
- c. Data agent: We can act as data agent to negotiate directly with ultimate data purchaser;

For example, a purchaser is a car sales operation.

Vankia has data on all people who have visited the major auto shows in the past 12 months.

An ad agency can push advertisements to these users through Baidu, Tencent, and Toutiao platforms.

3. Source of Vankia Income: (all settled by VKT)

- a. Sell the data to an advertising agency. Take a piece of data worth 0.5 yuan as an example, we pay the miner about 0.15~0.2 yuan, and we earn the difference.
- b. Sell the data directly to the data demander. The fee paid to the miner remains the same, but the data can be sold for a multiple of 2 to 10 times.
- c. Revenue from sales of Starbox mining machines. This income is used to support the company's daily operations.

VKT currency operation:

The core intent of coin operation is to increase the ecological demand for VKT (data transactions, nodes), to flow more VKT into the data platform, reduce the circulation of the secondary market, and to encourage users to purchase VKT in the secondary market through the Vankia Chain ecology to realize VKT. Consequently the VKT price increase.



We make a profit from selling VKT, but the data sold depends on the overall ecological situation and user purchase conditions, and also conditions in the overall market for digital currencies and managing the balance of coins in circulation to ensure a stable increase in currency prices.

4. Operation model

Business operation and VKT's operations are in effect combined.

4.1. Data productization (package data according to industries and scenarios to form a data brand, and then package and sell)

Industries:

To build the crowd data of exhibition venues into an "exhibition pass" brand. The exhibition venues regularly hold various industry exhibitions: home improvement building materials, tobacco, alcohol and sugar, auto shows, etc. These data sets are usually sold to large companies (China Unicom, Haier, Hisense, Vanke).

Scenarios:

The main products are:

- Golden Link (all five-star hotel crowds) - high-end community, villa area crowd scenes
- Education Exchange (K12 education parent crowd), etc.

These data sets have high re-use value and can be sold many times across a related industry.

- Data Refining - marries the collected data with a large national database to get a refined analysis of the population: gender, age, education, children's situation, etc. (real estate, education)

Note: All collected data is encrypted, and it is not in plain text from collection. We do not reveal any user's identity, just anonymised data and characteristics.

4.2. Node "Businessization"

The Node is a fundamental concept of Blockchain. We combine it with commercial parties to form business nodes.

Business nodes are divided by geographical location, province (super node), city (child node), county (small node) and individual (miner).

Tasks of business nodes: (different node levels have different requirements)



- A. Stake a certain amount of VKT, such as 1 million small nodes. This can greatly reduce market circulation and facilitate market value management.
- B. Complete a certain amount of mining machine sales tasks, such as 100 small nodes. In this way, cash income can be obtained stably.
- C. Complete a certain amount of data sales tasks, such as 1 million small nodes. This can promote the positive cycle of the data ecology.
- D. Manage all businesses in the subdivision. It not only reduces the operational pressure and risks for head office, but also brings rapid expansion of scale.

Summary:

Under this model we concentrate on platform, product, channel. A normal cycle of good business will promote the performance of the secondary market and achieve the dual revenue goals of business and VKT.

5. Operational status quo:

At present, the Blockchain, data platform and mining machines have iterated to third-generation versions, and the ecosystem has been operating smoothly. The core is the development of nodes at all levels, which will cover the developed provinces in eastern China in the future.

5. Investment income analysis

Business goals for 2022:

- On-net mining machine: 10,000 units
- Data sales revenue: 20 million Yuan
- VKT revenue: RMB 50 million

Business goals for 2023:

- On-net mining machines: 100,000 units
- Data sales revenue: 100 million Yuan
- VKT revenue: RMB 200 million

Excluding operating costs (salaries, taxes, production costs, rent, etc.)
40% of the income belongs to the investor.

END