LIUM

Liberation from Intermediaries
Unlimited Merits

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M	Medium	https://medium.com/lium-project

Mission

Block chain technology services are not simply about purchasing or selling with crypto currency. As the internet has become an important aspect in our society, business structures and models have altered to fit with its prominence. Thus, blockchain technology will be the amendment to the prototype for the fundamental structure and revenue of online businesses.

LIUM's mission is to use block chain technology to generate a trading platform that is free of intermediary on an extensive spectrum of businesses. Once these specialized functions are applied to the platform, all participant data can be prevented from being modified during transactions and records can be shared at faster rates. With accurate and limitless matching systems, the LIUM platform will provide its users with more prospects and opportunities.

Vision

1   Containing
All Transactions of
the World

2   Liberation from
Intermediaries

3   Global Service

4   Become the
Top Leading Company

6 Real Estate Agency Trade Deal
Trillion Won

111 Total Size of E-Commerce
Trillion Won

5 Employment Market
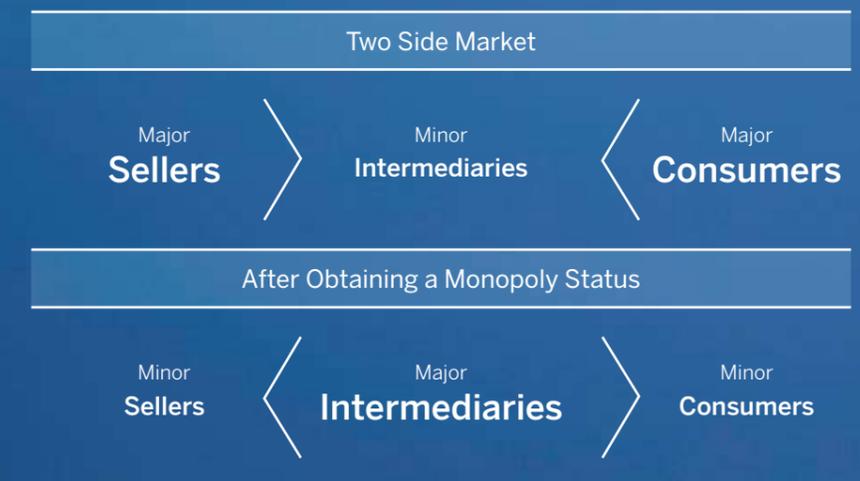Trillion Won

110 Used Car Sales
Billion Won

Market Insight

Opportunity

The online market has developed laterally with the advancement of Internet technology as well as online transactions. Conversely, the foremost problem of monopolization and the enlargement of brokerage platforms in the online market remain unresolved. Thus, LIUM will be the solution to these complications through its innovative services by continuously corresponding to its supply and demand.

Problems

Markets where buyers and sellers transact through the platform are referred to as two-sided markets. Often in two-sided markets, intermediaries are found who often utilize promotions or service polices as their early marketing strategies. Nonetheless, once the platform has matured, many cases are found where intermediaries by stand to false information or high commission fees within the platform.

Two Side Market		
Major **Sellers**	Minor **Intermediaries**	Major **Consumers**

After Obtaining a Monopoly Status		
Minor **Sellers**	Major **Intermediaries**	Minor **Consumers**

LIUM
Solution

Penalty
System

Although posts within the platforms are not automatically filtered, if one believes that there is a post with misleading information all is free to report the post. If the reported posts are found to be misleading information, LIUM is given the rights to intervene. The reporter is given rewards for the right doing and penalty is given to the prohibited for their wrong. If one receives two yellow cards, they will be removed from the platform and the information which will be saved through LIUM's block chain technology. This system was built to intend all users to provide only with correct information.

Peer
Review

The LIUM platform comprises of an evaluation system where users are to assess one another after each matching has been completed. The given period for each evaluation is one week, and the faster the assessment has been completed, users are to be compensated with higher rewards. The system also comprises a reporting function in which where one can apply others for punishment if they feel they have received too little of scores or reports. The rules for this system are equivalent to that of the penalty system.

Additionally, if one who has been reported feels that the report is unreasonably intended, they may speak their opinions within 7 days through a 1:1 chatting system provided by LIUM.

Reward System
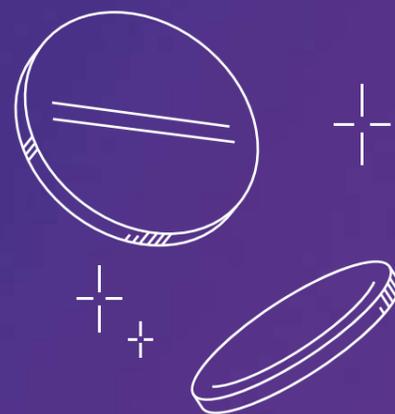
The current existing reward system is primarily focussed on closed and impractical advertisements policies. This causes lack of motivation for users to provide the service with enhanced quality information, initiating no subsidy for the service providers.

The LIUM platform however, compensates rewards for its users for all activities that they provide. Thus, allowing an environment where users are encouraged to continuously provide the platform with their information due to the high motivator of rewards.

Hyperledger
Fabric

As the main net of LIUM, Hyperledger Fabric tolerates the system of a private network. The Hyperledger Fabric also allows the platform to set the privacy settings of information permitting no scope for unnecessary information. In addition, the disadvantage of block chain's slow process rates are also obscured by the Hyperledger Fabric technology, and due to the lack of commission fees of transactions, lower service fees can be obtained for escrow within the matching functions of the platform.

Liberalized
Matching

Other intermediary platforms such as Saram In CO, Timon etc, provide precedence to those who pay a higher fee when retaining a good advertising position. Consequently, users are focused on these highly placed advertisements, therefore creating an environment where users are only to be matched with those who pay a high price.

LIUM believes that these irrational system procedures should be obliterated. Thus, LIUM plans to give priority not based on the price paid by the users, but based on their personal preferences. This will construct a matching platform to better meet the users' wants and needs.
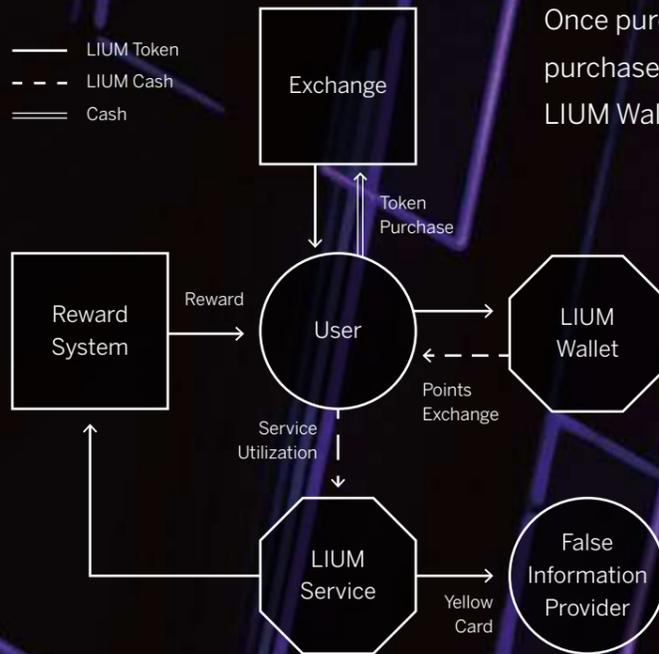
LIUM
Token

Economy

LIUM Cash / a = LIUM Token
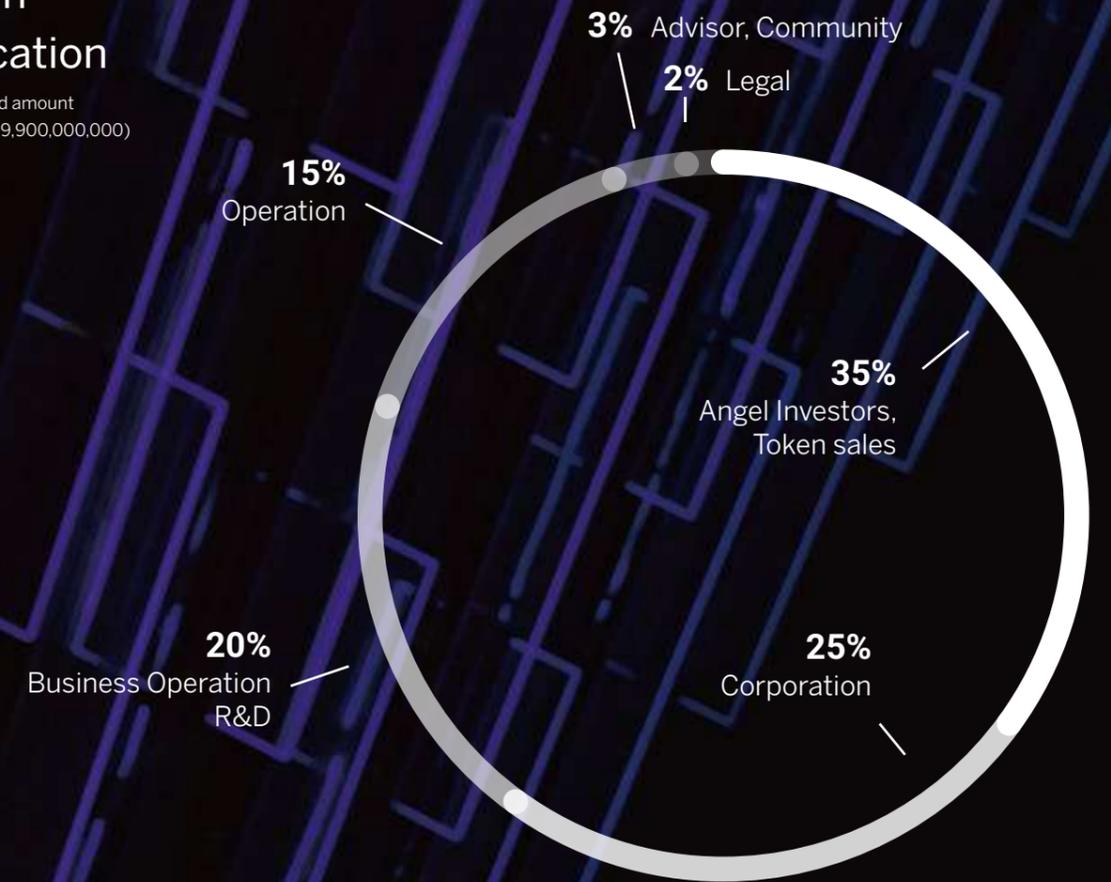
a = Daily Crypto Currency Rate

If LIUM tokens were to be traded and exchanged within LIUM service, commission fees and extended deferments would be inevitable. Thus, by implementing the LIUM Cash system the LIUM platform plans on attaining resolutions to these problems. The LIUM Cash system will be only utilized within the service. The conversion process of LIUM Cash and the LIUM token is conveyed as a formula. 1 LIUM Cash has the value equivalent to 1 Korean WON.
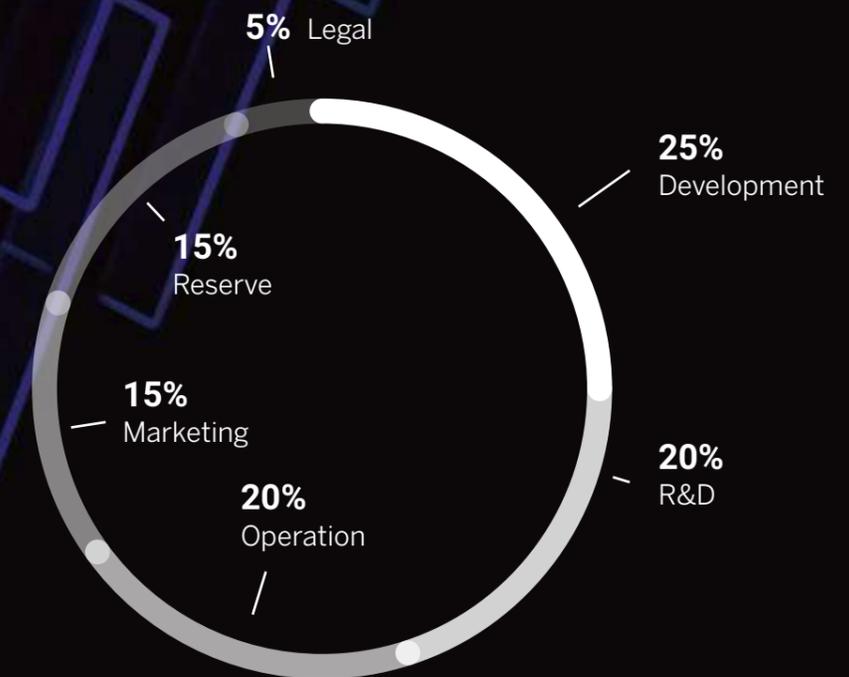
Once purchasing LIUM Tokens from the exchange, the purchased can be exchanged to LIUM Cash through the LIUM Wallet. Users are compensated for certain activities through the use of LIUM Tokens. The reason for compensating the users with LIUM Tokens than LIUM Cash is due to the fact that LIUM Cash cannot be cashed as opposed to LIUM Tokens.

LIUM Token
LIUM Cash
Cash

Exchange

Reward System

Reward

User

Token Purchase

LIUM Wallet

Points Exchange

Service Utilization

LIUM Service

Yellow Card

False Information Provider

Token Allocation

Total Issued amount
9.9 billion (9,900,000,000)

3% Advisor, Community
2% Legal
15% Operation
35% Angel Investors, Token sales
25% Corporation
20% Business Operation R&D

Fund Distribution

5% Legal
25% Development
15% Reserve
20% R&D
15% Marketing
20% Operation

Roadmap

2018 4Q
- Concept of LIUM
- Market Research

2019 1Q
- Team Composition Finalized
- White paper 1.0
- LIUM E-Wallet Development Plan

2Q
- Completion of LIUM Homepage
- Whitepaper V 2.0
- Initial of Development of LIUM E-Wallet

3Q
- Establishment of LIUM Corporation
- Issuing of Tokens / Whitepaper V 3.0
- LIUM E-Wallet Development Completed
- Planning of LIUM Platform Server

4Q
- Dapp Service Planning
- Development of Partnetship
- LIUM portal architecture planning

2020 3Q
- 1st Dapp Service(JOBus)
- Hyperledger Based
- Planning of LIUM portal architecture

4Q
- Launch of 1st Dapp Service
- 1st Dapp Service Partnership Enlargement
- Opening of LIUM Portal Test

2021 1Q
- 2nd Dapp Service Planning
  (Real Sale)/Hyperledger Based
- Enhancement of 1st Dapp Service

2Q
- 2nd Dapp service Testing and Launching
- 2nd Dapp Service Partnership Enlargement

Team

CEO
Taihoon Kim

Current Consultant of Research and Research Advisory Committee
Former Secretary at the diagnosis center Ministry of Public Administration and Security Organization
Former Researcher at the Korea Policy Review
Former Chief of Staff of a Member of National Assembly, National Assembly

CTO
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