

Toward Asia-leading Open Source Blockchain Platform

JASON HAN
CEO, GROUND X

GROUND **X**



T O W A R D M A S S A D O P T I O N

| Copyright © Ground X 2019. All rights reserved

1. THE STATUS QUO OF **BLOCKCHAIN**
2. **GROUND X** INTRO & APPROACH
3. THE **KLAYTN** PLATFORM
4. **KLIP** DIGITAL ASSET WALLET
5. THE **KLAY TOKEN**
6. **ROADMAP TO MASS ADOPTION**

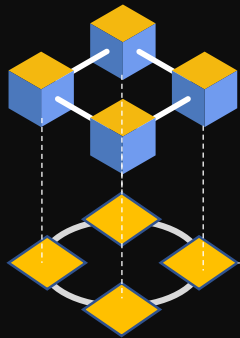


THE STATUS QUO OF BLOCKCHAIN

WHAT IS BLOCKCHAIN

BLOCKCHAIN

Distributed Ledger
Implemented on
a Peer-to-Peer Network



LEDGER

Immutable
Transparent
Secure
No Single Authority

CONSENSUS

Writing Transactions
to Ledgers Securely

BLOCKCHAIN ADVANTAGES

Transparency

Traceability

Immutability

Decentralization

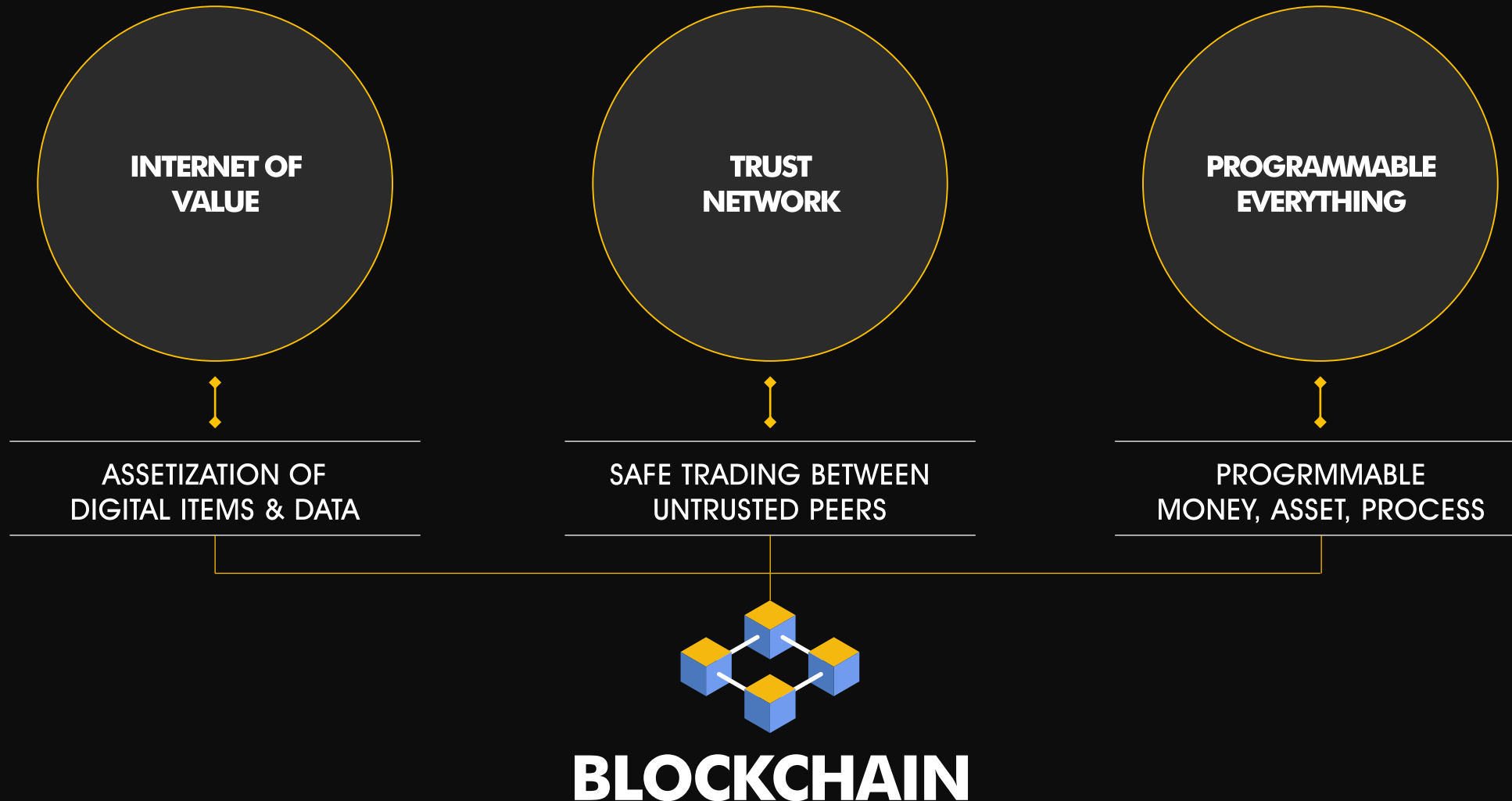
Instant Value Transfer

Micropayment






Incentive Model

And More

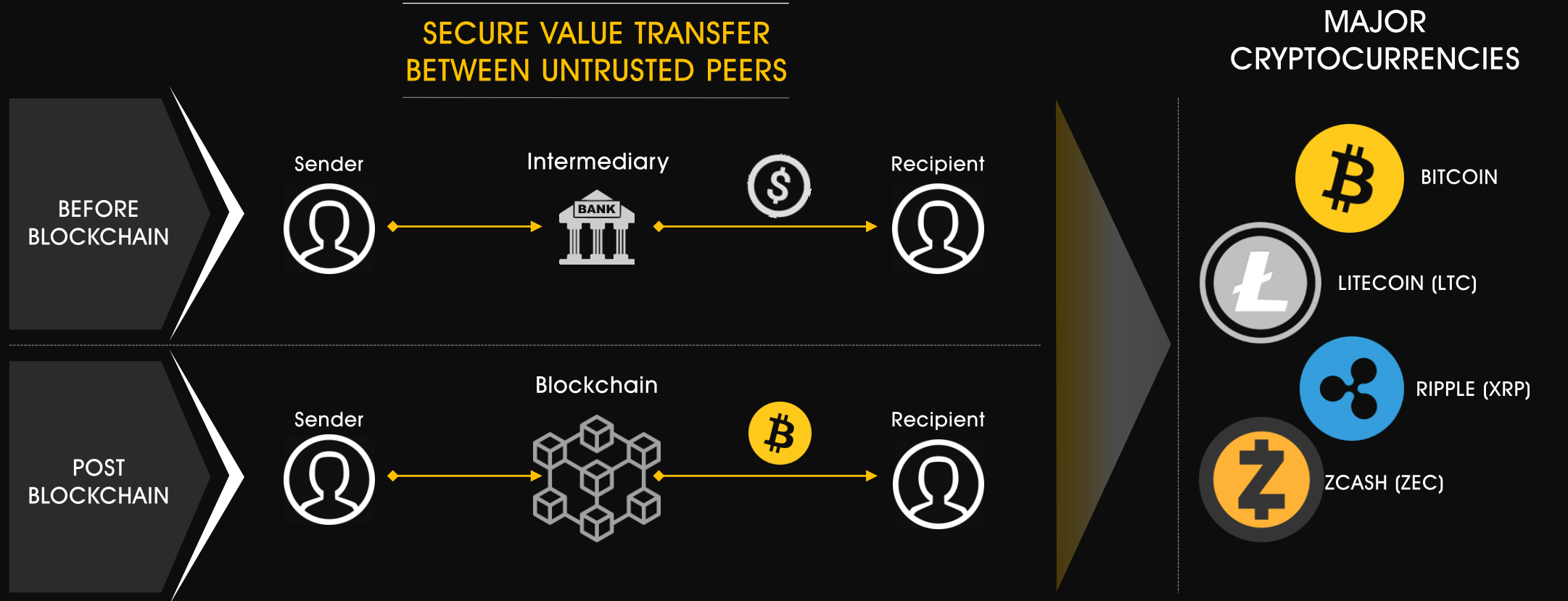
BLOCKCHAIN VALUE PROPOSITION



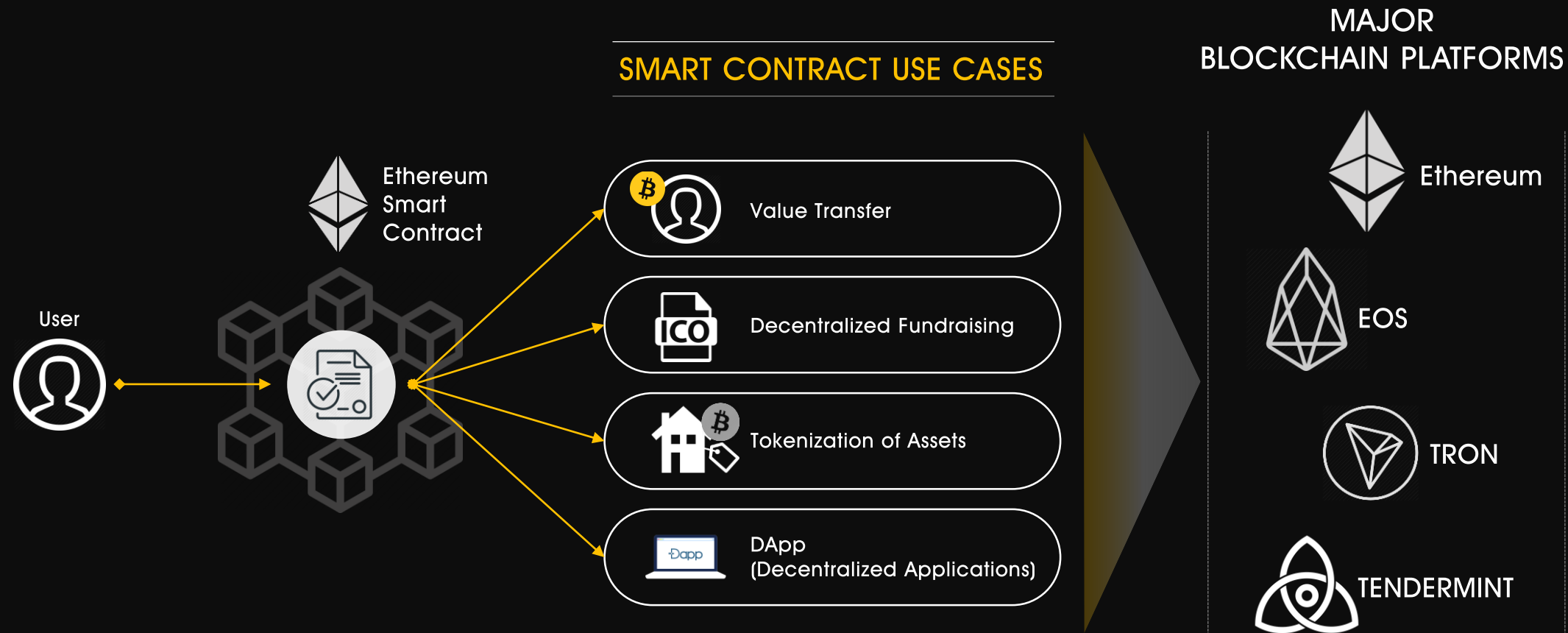
BLOCKCHAIN USE CASES IN INDUSTRIES

VERTICAL	BLOCKCHAIN USE CASE	VALUE PROPOSITION	REAL WORLD VALUE
 FINANCIAL SERVICES	CROSS BORDER PAYMENTS	TRUST NETWORK	COST SAVING
 HEALTHCARE	AUTOMATE TRANSACTIONS BETWEEN VENDORS, INSURERS, AUDITORS	PROGRAMMABLE EVERYTHING	EFFICIENCY
 ENERGY & RESOURCES	SUPPLY CHAIN MANAGEMENT	TRUST NETWORK	TRANSPARENCY
 PUBLIC SECTOR	REGISTRY TO MANAGE DIGITAL IDs	INTERNET OF VALUE	DATA OWNERSHIP
 PRODUCTS & SERVICES	COPYRIGHT MANAGEMENT OF ORIGINAL CONTENT	INTERNET OF VALUE	IP PROTECTION

BLOCKCHAIN 1.0: THE ERA OF BITCOIN AND CRYPTOCURRENCY (2009-2014)



BLOCKCHAIN 2.0: THE ERA OF PROGRAMMABLE BLOCKCHAIN AND DAPP (2015-2018)



BLOCKCHAIN 3.0: THE ERA OF PRAGMATIC BLOCKCHAIN (2019-)

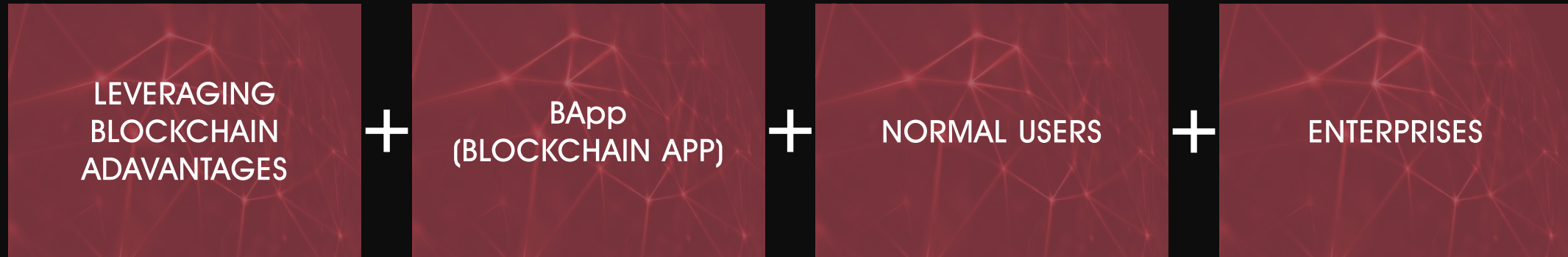


MEGA ENTERPRISES TO LAUNCH BLOCKCHAIN PROJECTS

JPMorgan	JPM Coin, Interbank Information Network (IIN)
 MUFG	MUFG Coin, JV with Akamai to build Blockchain Payments Network
SAMSUNG	Blockchain KeyStore, Blockchain Wallet, Blockchain SDK
facebook	Libra Stable Coins and Calibra Wallet
kakao	Klaytn Blockchain Platform, Klip Wallet, KlaytnPhone
LINE	LINK Coin & Blockchain Platform

BLOCKCHAIN 3.0: THE ERA OF PRAGMATIC BLOCKCHAIN (2019-)

PRAGMATIC BLOCKCHAIN



Creating Real Use Cases to Impact People's Daily Lives

BLOCKCHAIN 2.0 VS. BLOCKCHAIN 3.0

	BLOCKCHAIN 2.0	BLOCKCHAIN 3.0
VALUE PROPOSITION	Decentralization	Various Blockchain Advantages
APP	DApp (Decentralized App)	BApp (Blockchain App)
PLAYERS	ICO Funded Startups	Enterprises
CUSTOMERS	Crypto Users	Normal Users
PLATFORM ARCHITECTURE	PROTOCOL-CENTRIC	SERVICE-CENTRIC & ENTERPRISE-FRIENDLY
PLATFORM GOVERNANCE	Foundation	Corporation

Top 10 Strategic Technology Trends for 2020

People-centric



Hyperautomation



Multiexperience

Smart spaces



Empowered Edge



Distributed Cloud



Democratization



Human Augmentation



Transparency and Traceability



Autonomous Things



Practical Blockchain



AI Security

Practical Blockchain







In the future, true blockchain or “blockchain complete” will have the potential to transform industries, and eventually the economy, as complementary technologies such as AI and the IoT begin to integrate alongside blockchain. This expands the type of participants to include machines, which will be able to exchange a variety of assets — from money to real estate. For example, a car would be able to negotiate insurance prices directly with the insurance company based on data gathered by its sensors.

BLOCKCHAIN IS STILL AN EARLY STAGE

Reality of Blockchain: Lack of Users and Lack of Apps

THE STATE OF APPS AND PLATFORMS

	MOBILE APPS	BLOCKCHAIN APPS
NUMBER OF APPS	~5.8 M	~2,000
NUMBER OF USERS	~250 M	~2.4 M
KEY PLAYERS	Google, Facebook, Amazon	Ethereum, EOS, Tron

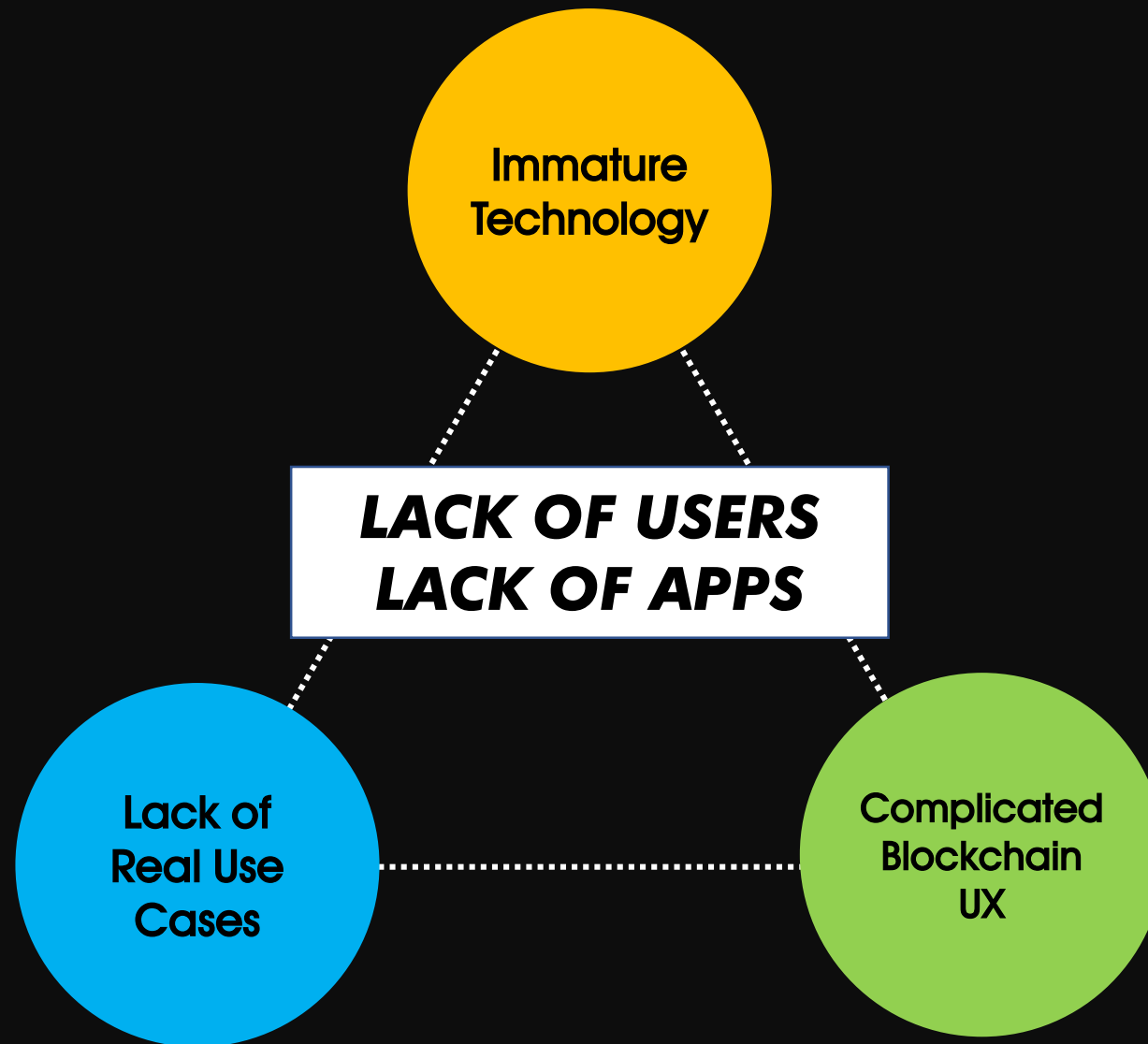


1	PRA CandyBox	Other	EOS	0.01	8.5k	+14.50%	\$0	\$0	26.4k	171.5k	
2	EOS Knights	Games	EOS	1k	6.2k	-1.61%	\$2.2k	\$15.8k	213.2k	1.5M	
3	ENBank	Other	EOS	140	5.9k	-1.77%	\$0	\$0	172k	149.7k	
4	Token Pla...	Games	EOS	9	3.8k	+4.11%	\$0	\$0	8.5k	55.7k	
5	TRONbet	Gambling	TRON	11.1M	3.2k	-15.17%	\$5.5M	\$44.3M	348k	2.7M	
6	TronTrade	Exchanges	TRON	9.8M	2.9k	-21.05%	\$2.9M	\$19.6M	26.6k	130.8k	
7	EOSbet	Gambling	EOS	54.7k	2.8k	-1.0%	\$181.2k	\$181.2k			
8	p3t.network	High-Risk	TRON	49.7M	2.7k	-1.0%	\$2.7k	\$2.7k			
9	KARMA	Other	EOS	3.97	2.4k	-6.4%	\$2.4k	\$2.4k			
10	CandyMoreBox	Other	TRON	0	2.3k	+1.0%	\$2.3k	\$2.3k	14.4k		
11	Fishing Master	Gambling	TRON	110.2k	2.2k	-2.71%	\$13.5k	\$52.5k	5.5k	28k	
12	TRONLegend-道场...	Games	TRON	899.999	2.1k	-0.65%	\$3k	\$21.4k	2.3k	16.3k	
13	TRXMarket	Exchanges	TRON	5.7M	1.9k	-11.80%	\$3M	\$13M	10.9k	89.9k	
14	My Crypto Heroes	Games	ETH	1.7k	1.9k	-0.83%	\$2.1k	\$43.1k	2.5k	17.6k	
15	888Tron	Gambling	TRON	10.3M	1.4k	-35.30%	\$3.6M	\$250M	427.2k	7.1M	

User 24h for Top 15 Dapps
Avg. 3.3K users

Source: <https://dappradar.com/rankings> (accessed on March 18, 2019)

KEY OBSTACLES TO MASS ADOPTION





KLAYTN PLATFORM

KLAYTN VISION



THE **FIRST** BLOCKCHAIN PLATFORM
TO ACHIEVE **MASS ADOPTION**
IN THE ERA OF **BLOCKCHAIN 3.0**

Klaytn Partners

Klaytn Mainnet Launch

June 2019



Governance
Council

30+

Service
Partners

70+

Ecosystem
Partners

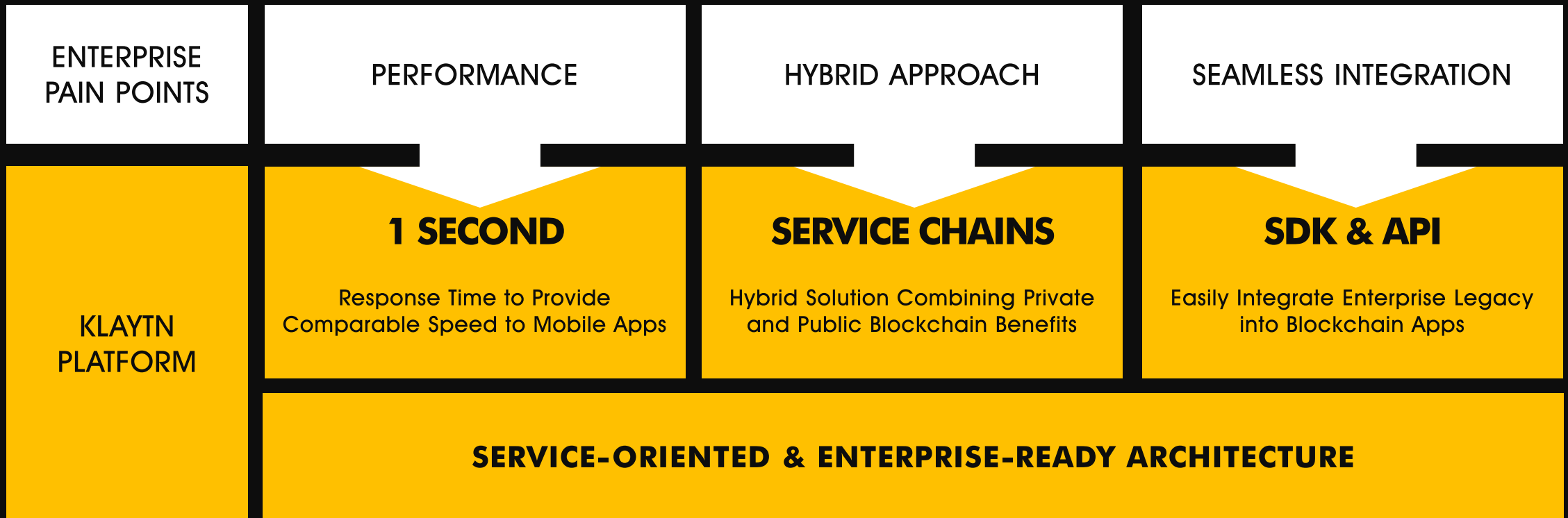
16+

Investors

26

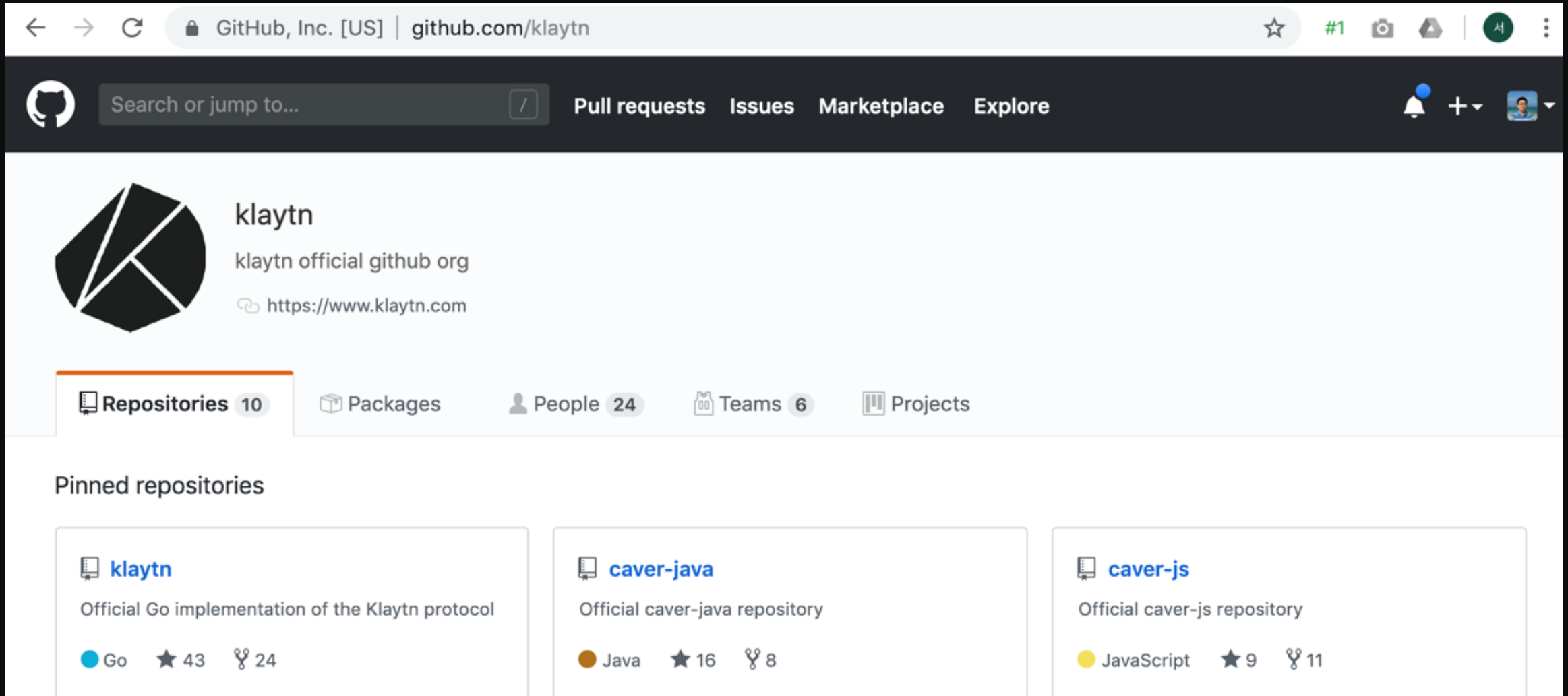
KLAYTN – ENTERPRISE-GRADE PLATFORM

A Hassle-Free Hybrid Blockchain
Optimized For Large-Scale Services And Enterprises



100% OPEN SOURCE PROJECT (LGPL & APACHE 2.0)


Attracting Developer/Blockchain Communities and Increasing The Transparency of Klaytn



The screenshot shows the GitHub profile for the 'klaytn' organization. The header includes the GitHub logo, a search bar, and navigation links for Pull requests, Issues, Marketplace, and Explore. The organization's profile section displays the Klaytn logo, the name 'klaytn', the description 'klaytn official github org', and the website 'https://www.klaytn.com'. Below this, a horizontal bar shows statistics: 10 Repositories, Packages, 24 People, 6 Teams, and Projects. The 'Pinned repositories' section features three cards: 'klaytn' (Official Go implementation of the Klaytn protocol, 43 stars, 24 forks), 'caver-java' (Official caver-java repository, 16 stars, 8 forks), and 'caver-js' (Official caver-js repository, 9 stars, 11 forks).


← → ↻ 🔒 GitHub, Inc. [US] | github.com/klaytn ☆ #1 📷 🏠 | 서 ⋮


🐱 Search or jump to... / Pull requests Issues Marketplace Explore 🔔 + 👤


 **klaytn**
klaytn official github org
<https://www.klaytn.com>

📁 **Repositories** 10 📦 Packages 👤 People 24 🏢 Teams 6 📊 Projects

Pinned repositories

 **klaytn**
Official Go implementation of the Klaytn protocol
● Go ★ 43 🍴 24

 **caver-java**
Official caver-java repository
● Java ★ 16 🍴 8

 **caver-js**
Official caver-js repository
● JavaScript ★ 9 🍴 11

Copyright © Ground X 2019. All rights reserved

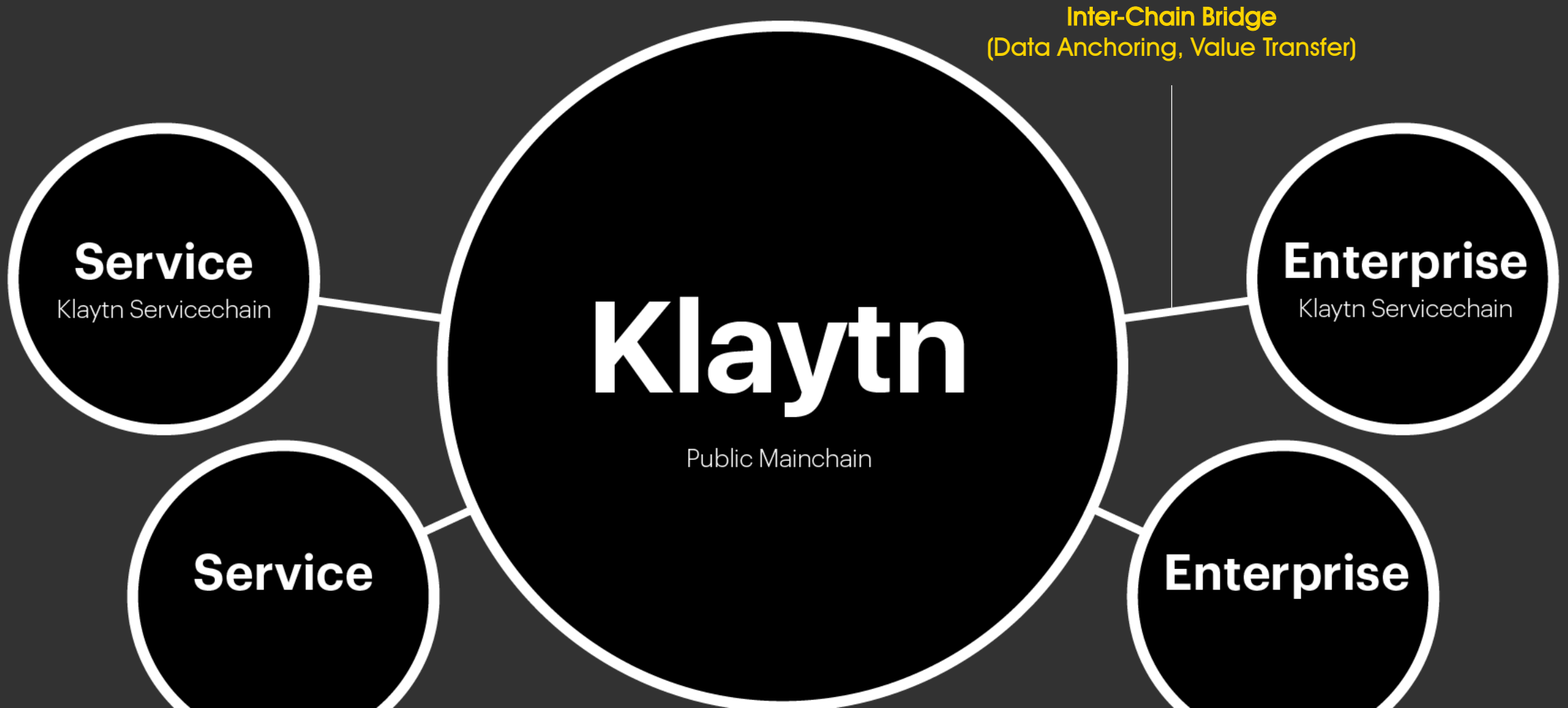
FAST RESPONSE & HIGH THROUGHPUT

Mobile
Compatible
Performance

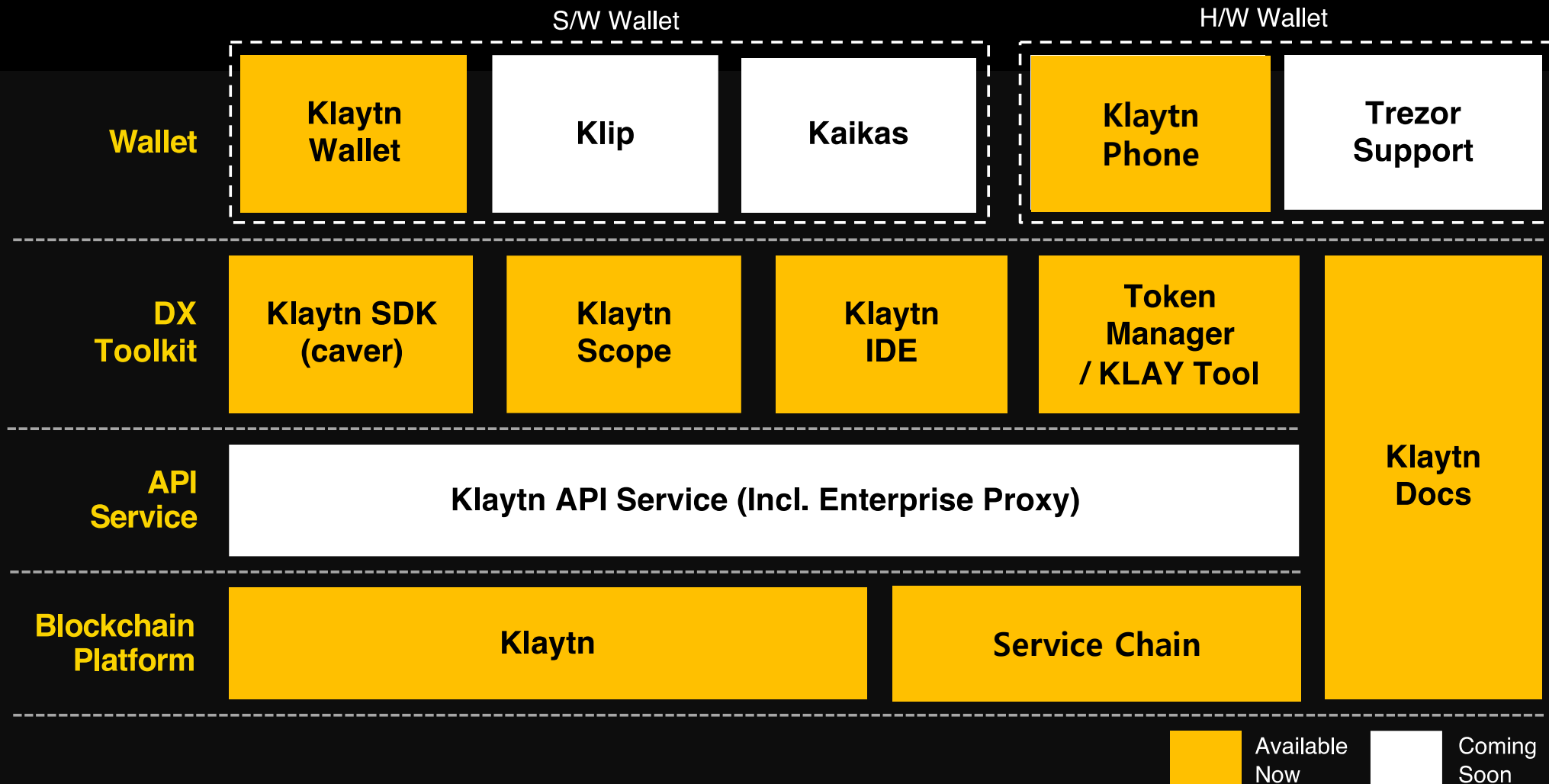
1 sec & 4,000 TPS

HYBRID BLOCKCHAIN

Offering Both Public Blockchain (L1) and Private Blockchain (L2) for Enterprises
By Interconnecting Both In Order To Get Both Advantages



KLAYTN TOOLSETS & SDK/API

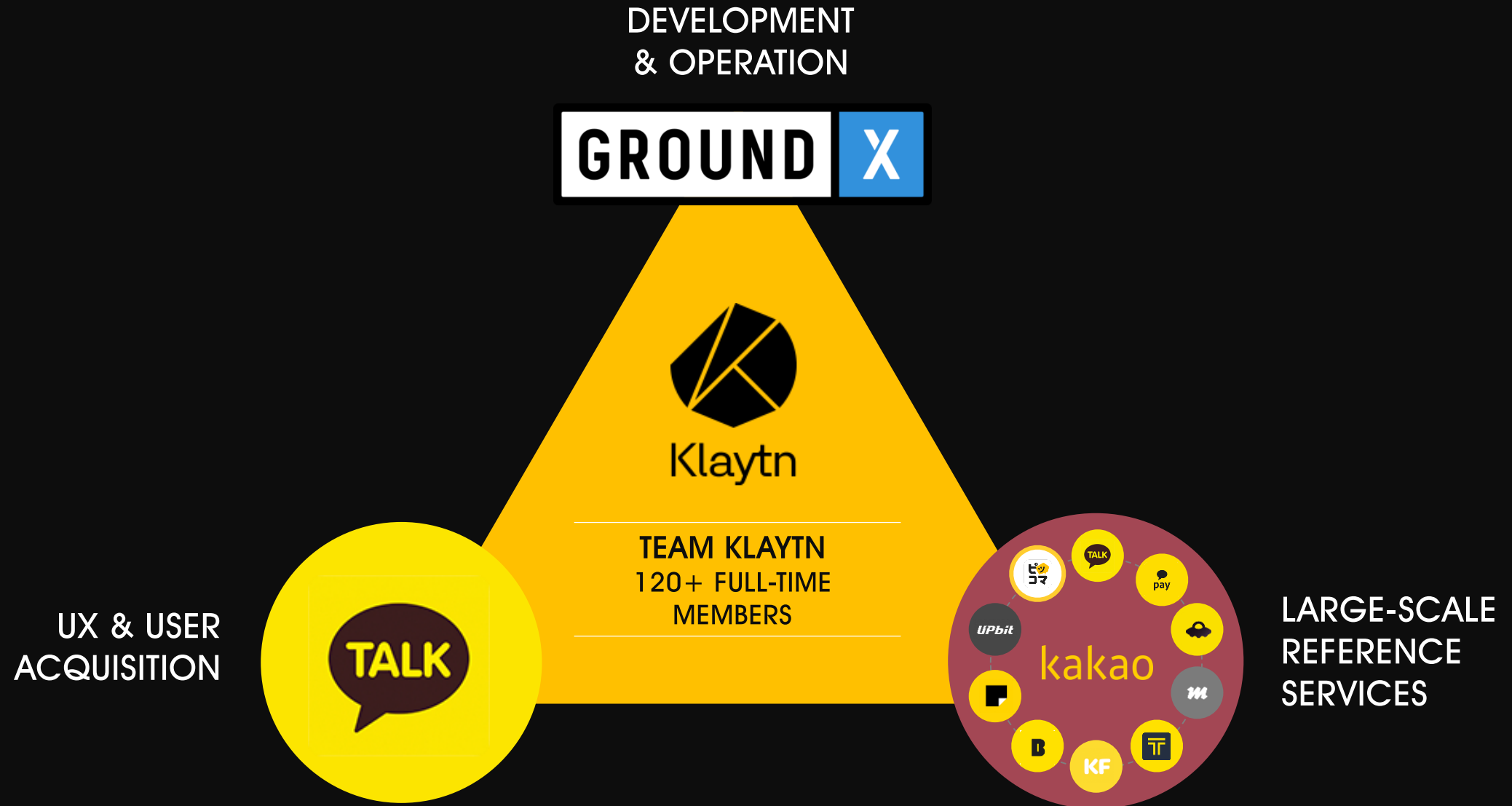


KLAYTN EVOLUTION

BEGAN MARCH, 2018
RELEASED JUNE, 2019

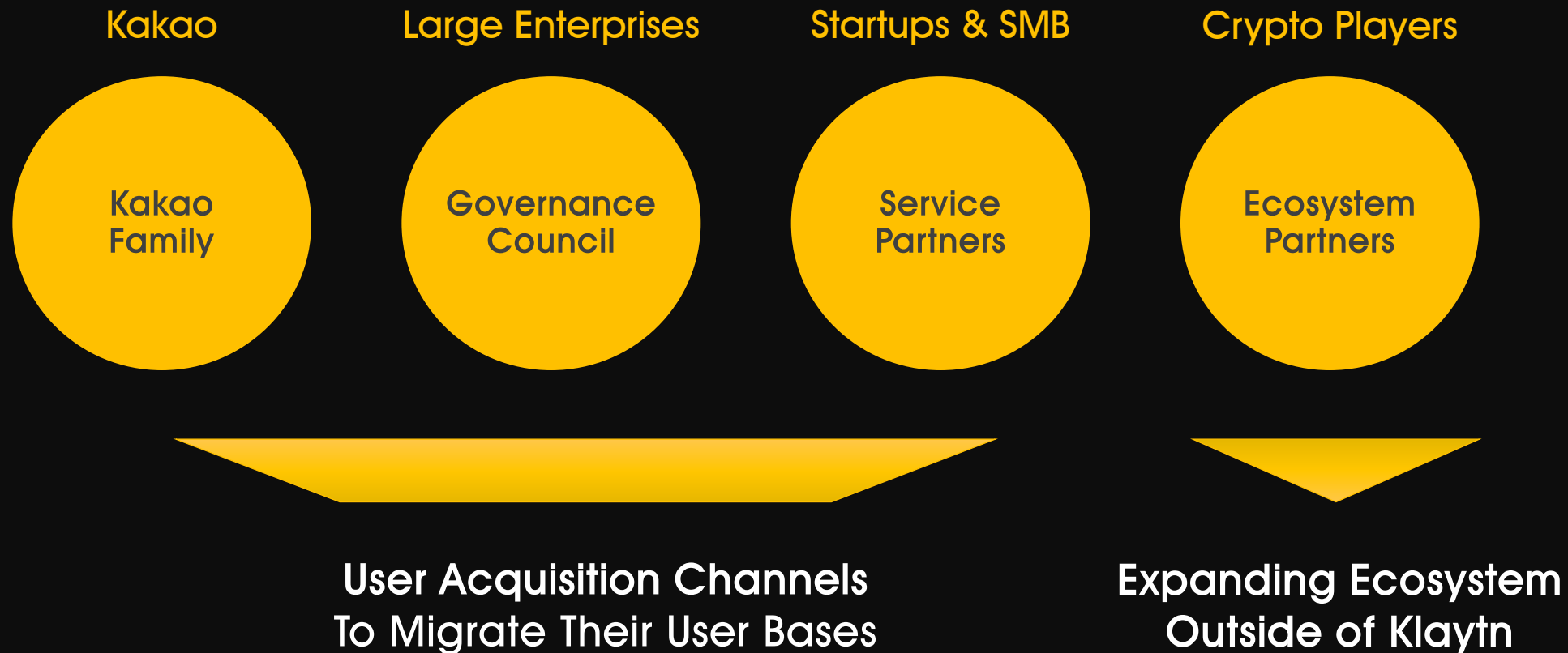
		ASPEN (`18 4Q)	BAOBAB (`19 1Q)	CYPRESS (`19 2Q) (MAINNET)
PLATFORM DEVELOPMENT	PERFORMANCE	1,500 TPS	3,000 TPS	4,000+ TPS
	FEATURES	<ul style="list-style-type: none">• KLAY Wallet• Klatynscope	<ul style="list-style-type: none">• Service chains• IDE• Enterprise Protocol• Caver	<ul style="list-style-type: none">• Value Transfer• Deployment Tools
PLATFORM GROWTH	SERVICE PARTNERS	20	30	50
	TEAM	40	70	100

KLAYTN UNFAIR ADVANTAGES – TEAM KLAYTN






















KLAYTN PARTNERS – ANOTHER KLAYTN TEAM

Klaytn Is Adding More and More Partners Who Has Potentials To Build Their Own Blockchain Apps and Bring Their Existing Users Into Klaytn



KLAYTN GOVERNANCE COUNCIL

About 30 Enterprise Members Are Running Klaytn Nodes and Participating In Klaytn Governance

KAKAO	 GAMING	 IT	 TELCO	 REAL ESTATE
kakao	netmarble	 LG Electronics	AXIATA DIGITAL	 EVERRICH GROUP
kakaopage	 gumi	 Hanwha Systems	 TRADING	 ADVERTISING
kakaogames	WEMADE	 FINANCIAL	 LG International	 FSN
kakaoIX	 cocone			 Yeahmobi
	PEARLABYSS	 UnionBank	 SECURITY	 HEALTHCARE
kakaopay	NEO PLY	HASHKEY	AhnLab	 CELLTRION

KLAYTN SERVICE PARTNERS

70 Service Partners Across 15 Countries Are Building Real Use Cases on Klaytn

Contents /
Entertainment



ARGEAR



SANDBOX



SPORTSPLEX



Healthcare /
Finance

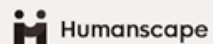


DIRECTIONAL

INSUREUM



Bøltt coin



rayon

Tech /
Platform



REDi NEO
PLY



AIRBLOC
PROTOCOL



Commerce /
Payment



LITER



Life

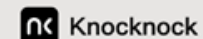
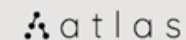
START

Valor Index



Palette

HAWK



Game



Fast Growing Klaytn Ecosystem Globally To Support Klaytn-based Apps

KLAYTN ECOSYSTEM PARTNERS

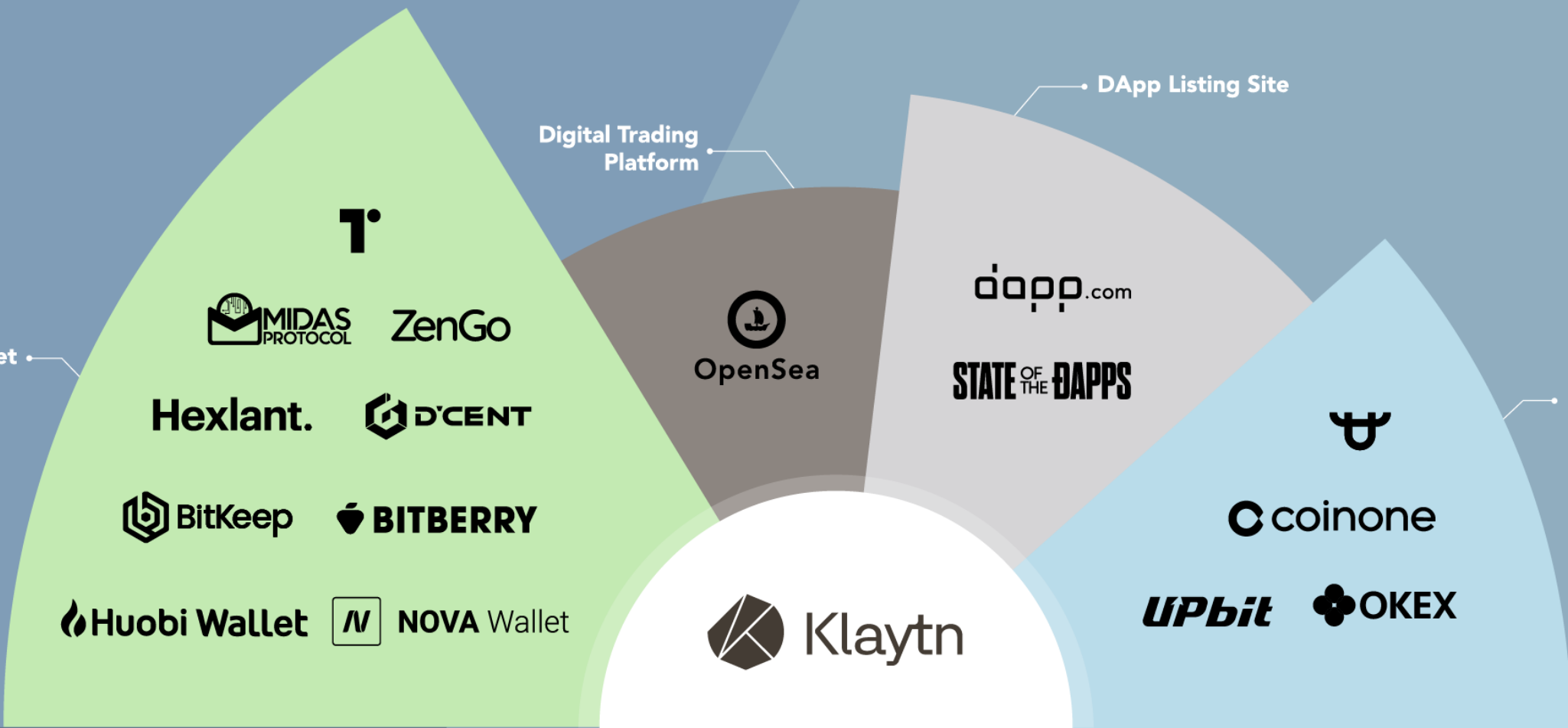
New Releases
2019 OCT

Digital Wallet

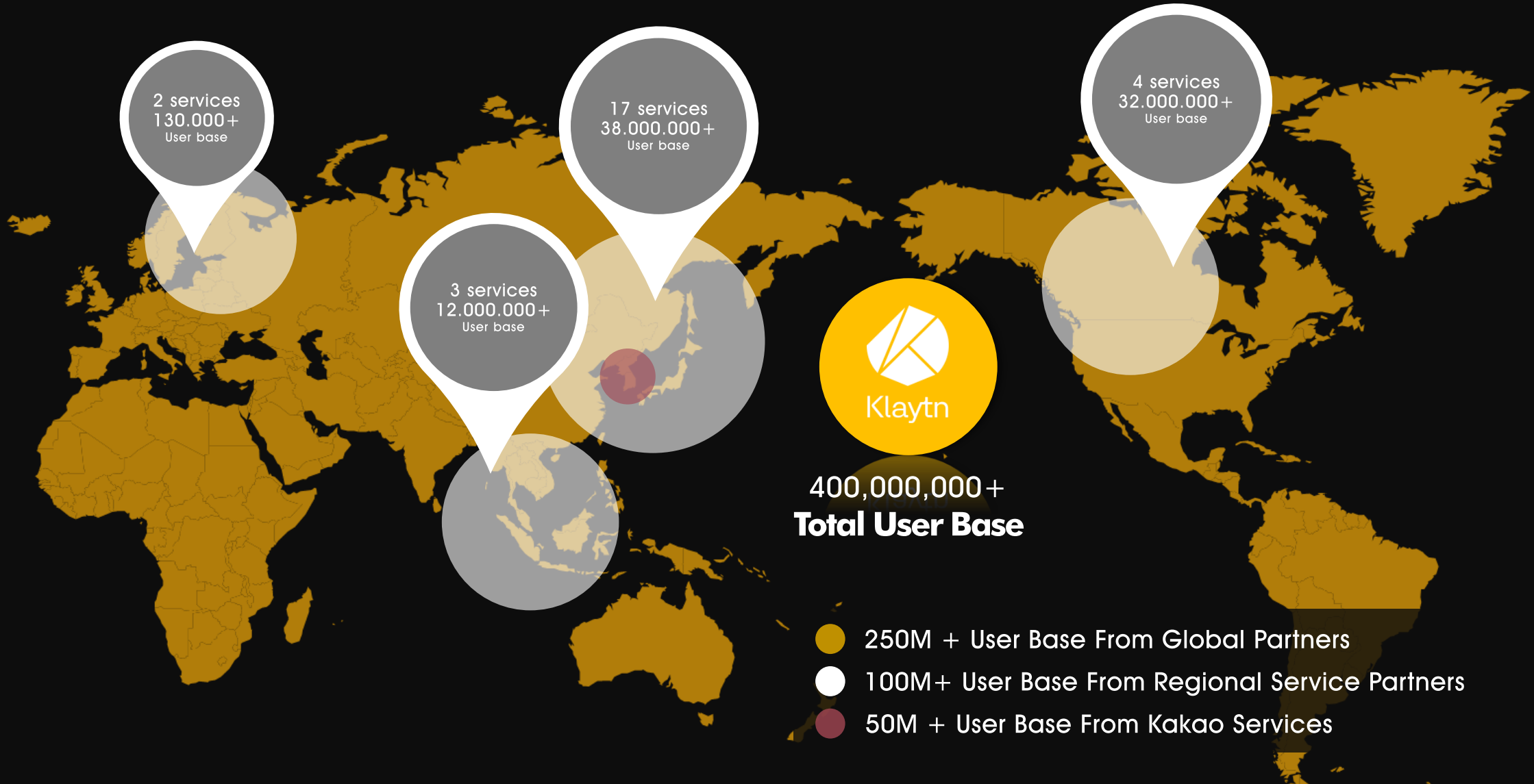
Digital Trading
Platform

DApp Listing Site

Exchange

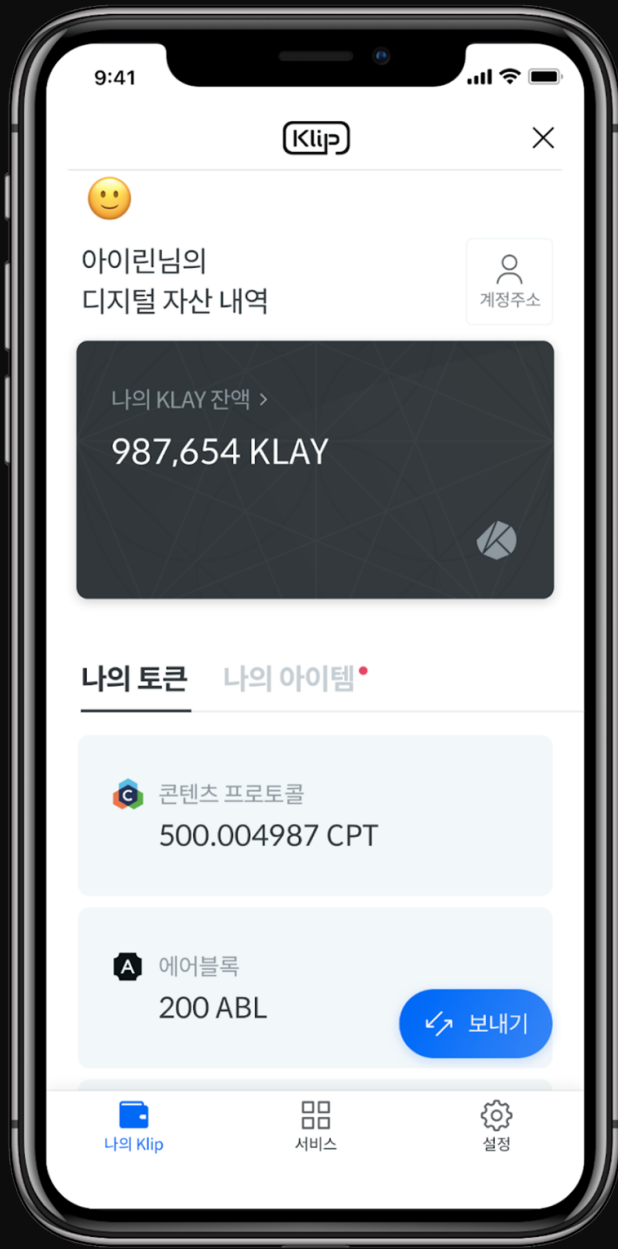


A POTENTIAL USERBASE OF 400 MILLION +





KLIP DIGITAL ASSET WALLET

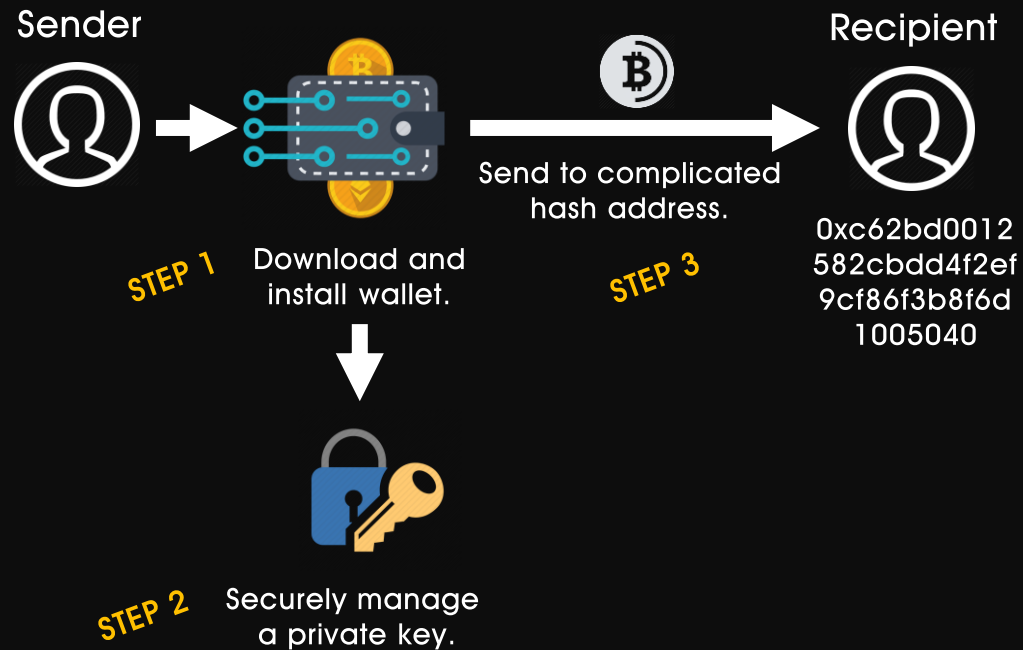


A Digital Asset Wallet
Embedded in KakaoTalk
Designed for Mainstream Users

A SEAMLESS & HASSLE-FREE USER EXPERIENCE

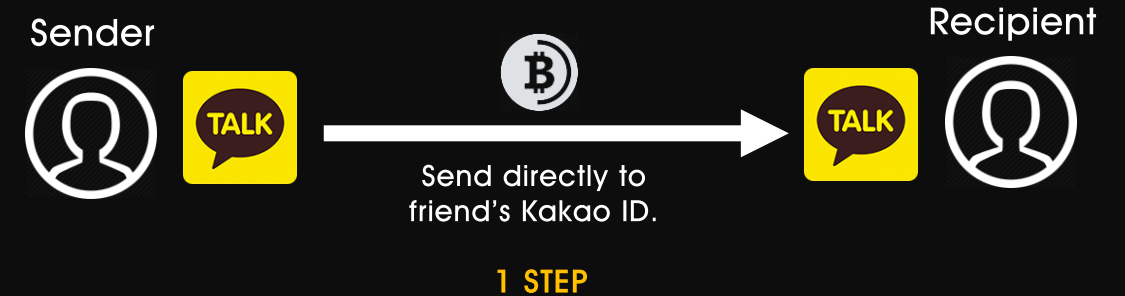
CURRENT BLOCKCHAIN UX

A fragmented user experience.



KLIP & KLAYTN UX

Integration of KakaoTalk and Klip offers a familiar, seamless user experience.



KLAYTNPHONE WITH SAMSUNG

Specialized Phone for Klaytn with Samsung Galaxy Note 10/10+
Using Samsung Keystore and Preload A Klaytn Wallet and Klaytn Bapps

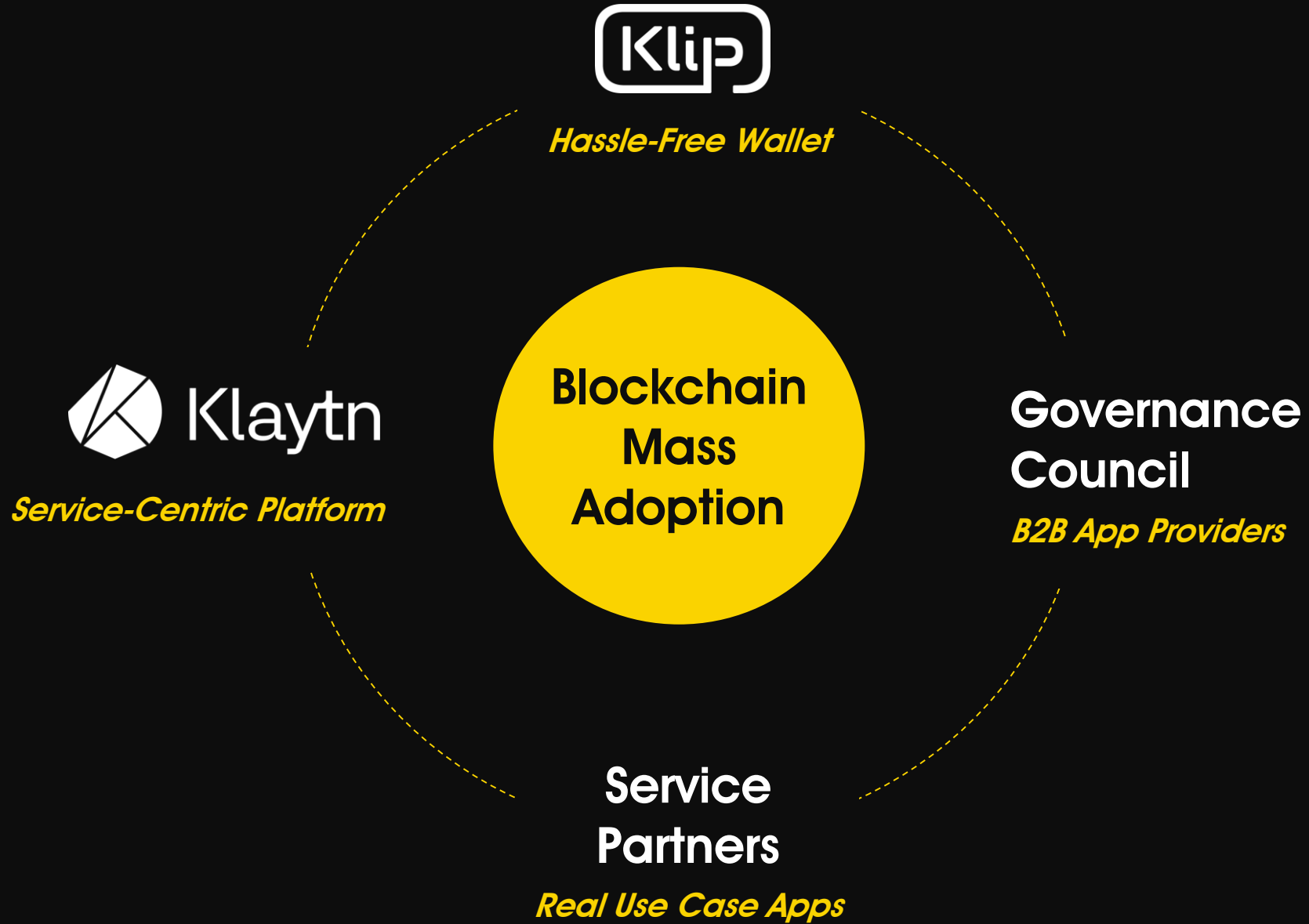
First Blockchain Phone by Samsung



Klaytn × SAMSUNG Blockchain
#KlaytnPhone



ROADMAP TO MASS ADOPTION



WHAT'S NEXT?



Make Blockchain **Invisible**

*Enabling Everyone To Leverage Blockchain Advantages
Without Learning And Accessing Blockchain Itself*



Making Klaytn A Cloud Service By 2021

2019

Hybrid
Blockchain

- Klaytn Mainnet
- Klaytn Service Chain

2020

Blockchain
Cloud Services

- Klaytn API Services
- Blockchain PaaS

2021

Integrated
Blockchain Services

- Blockchain SaaS
- AI, IoT, Big Data integration.



Making Klip A Killer Client of Blockchain By 2021

2019

Leading
Digital Asset Wallet

- Wallet with KYC
- Klaytn BApp Support

2020

Global
Blockchain Wallet

- Global Wallet
- BApp Integration

2021

Blockchain
Killer Client

- Killer App Integration
- Digital Property Management

CHANGE THE WORLD WITH BLOCKCHAIN

GROUND

X

**DISRUPT THE BLOCKCHAIN INDUSTRY
CHANGE THE BUSINESS LANDSCAPE
CHANGE THE WORLD**

THANK YOU

| Copyright © Ground X 2019. All rights reserved