THE WORLD’S FIRST LIFESTYLE, WELLNESS & CRYPTO-FRANCHISE BLOCKCHAIN
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1. EXECUTIVE SUMMARY
Recognizing the massive gap in the delivery of quality lifestyle services, serial entrepreneurs and founders of the Bangkok Golf Centre, Adrian and Raymond got together to create SHENGWorld, the World’s First Lifestyle, Wellness & Crypto-Franchise Platform powered by Blockchain technology.

SHENGWorld was created after years of working with quality healthcare and leisure lifestyle providers such as the Bangkok Anti-Aging Center and Interval International. Working with thousands of affluent customers, Adrian and Raymond understood how they can be better served with a one-stop solution to their lifestyle, wellness and healthcare needs.

SHENGWorld is a Business-to-Business for Consumer (B2B4C) platform for the lifestyle, wellness and healthcare industry. It consists of two main elements: For Consumer (4C), SHENG Marketplace, and the Business-to-Business (B2B), SHENG Eco-system.

SHENGWorld brings together services and products that enriches the mind, body and soul, allowing users to celebrate life and rejuvenate from the grind of daily life. SHENGWorld brings together world-class vendors and merchants that cater to that vision in the SHENG Marketplace, giving users the convenience and total wellness benefits of having a one-stop solution that reinforces and provides support to one another through a community-based approach to commerce.

For merchants, SHENGWorld brings together thousands of potential clients and the business-to-business marketplace allows vendors to sell excess inventory, products and services to each other. Merchants can create unique packages, upsell, and cross-sell services and products, greatly increasing revenue opportunities. For merchants with international ambitions, SHENGWorld also has a proprietary Crypto-Franchising System that leverages the power of the blockchain to provide merchants with all the necessary framework to build a successful franchising business, including a payment gateway, a large community of localized consumers, smart contract driven legal and advisory services, as well as a customizable CRM system.
Powered by blockchain, SHENGWorld is fuelled by two (2) tokens, the SHENG Token, which is used as a reward and staking token; and the LIFE Token, which is the main transaction token which is used to exchange for goods and services within the SHENG Eco-system and Marketplace. The value of the LIFE token will be kept stable to prevent volatility to the prices of the underlying products and services. LIFE tokens can be refunded back to the users at the discretion of SHENGWorld if the user no longer requires products and services from SHENGWorld.

SHENG Tokens are bought by merchants and vendors in order to stake their business on to the blockchain. Staking tokens confer onto the owner a SHENG “membership” status which allows the merchant to access the SHENG Eco-system for the purpose of putting up services and products they want to promote on to the platform for users to see. It is also used for advertising to gain more prominence and visibility on the platform. SHENG Tokens are also given as rewards to users for signing up, the purchasing of LIFE Tokens, and for increased interaction and promotion of the eco-system.
2. MARKET
The Lifestyle and Wellness Industry is growing at a tremendous pace and according to the Global Wellness Institute (GWI), the wellness market alone is valued at USD4.2 trillion dollars and has grown at 12.8% in the last two years. The industry represents 5.3% of the total Global Economic output.

The 2018 Global Wellness Economy Monitor has indicated that there are more than 740 wellness estate and community developments either built or in the works across 34 countries. It is projected to grow 8% in the next five years, reaching over USD197 billion by 2022.

According to a representative from GWI, more people are incorporating more of the wellness values into their lifestyle and their interaction with the wellness economy is becoming less episodic and more intentional, integrative and holistic.
Many companies are also beginning to adopt wellness and lifestyle elements to their brand, acknowledging that people are now looking more closely at lifestyle and wellness elements to the products and services that they use. The risks of long-term diseases and illnesses becoming more prevalent on a global scale has resulted in this mindset shift towards the importance of wellness and lifestyle adaptations.

At the moment these industries are very fragmented and there is little collaboration and partnerships between the sub-sectors unifying the industry as a whole. The industry lacks a binding element that will allow related businesses to interact with each other, and at the same time, draw in related target customers spending in the same space.

The SHENGWorld platform seeks to aid these businesses by expanding their reach, reducing their customer acquisition costs and reducing slippage from cash transactions through its SHENGWorld Marketplace and Eco-system.

The industry is made up of many sub-sectors such as Personal Care and Beauty, Wellness Tourism, Spa Economy, Workplace Wellness, Preventive and Personalized Medicine, Cosmetic Surgery and other lifestyle elements such as Golfing and Luxury Travel.
2.2 Lifestyle & Wellness Market Review

2.2.1 Wellness Tourism

The entire wellness economy is more than half the size of all global health spending, which was last estimated at USD7.3 trillion. GWI focused on 10 specific categories that enable consumers to incorporate it in their lives. Out of these 10 indicators, personal healthcare and beauty market stands out with a potential market of USD1.082 trillion.

<table>
<thead>
<tr>
<th>Wellness Market Categories</th>
<th>Market Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal healthcare and beauty market</td>
<td>USD1.082 trillion</td>
</tr>
<tr>
<td>Wellness tourism</td>
<td>USD702.1 billion</td>
</tr>
<tr>
<td>Thermal / mineral springs</td>
<td>USD639.4 billion</td>
</tr>
<tr>
<td>Wellness real estate</td>
<td>USD574.8 billion</td>
</tr>
<tr>
<td>Preventive and personalized medicine and public health</td>
<td>USD359.7 billion</td>
</tr>
<tr>
<td>Traditional and complementary medicine</td>
<td>USD142.3 billion</td>
</tr>
<tr>
<td>Fitness / mind-body</td>
<td>USD118.8 billion</td>
</tr>
<tr>
<td>Healthy eating, nutrition and weight loss</td>
<td>USD56.2 billion</td>
</tr>
<tr>
<td>Workplace wellness</td>
<td>USD47.5 billion</td>
</tr>
</tbody>
</table>
In 2017, travelers took 830 million wellness trips – 139 million more than in 2015. As one of the fastest-growing travel trends, wellness travelers currently represents 17% of total tourism expenditures. Wellness Tourism by Region in 2017 indicated that Asia-Pacific witnessed the largest number of wellness tourism trips both inbound and domestic, as shown in the diagram below:

**Wellness Tourism by Region, 2017**
Number of wellness tourism trips and expenditure (inbound and domestic)

- **North America**
  - 204m Trips
  - USD241.7b Expenditure

- **Europe**
  - 292m Trips
  - USD210.8b Expenditure

- **Asia-Pacific**
  - 258m Trips
  - USD136.7b Expenditure

- **Latin America-Caribbean**
  - 59m Trips
  - USD34.8b Expenditure

- **Sub-Saharan Africa**
  - 5m Trips
  - USD4.8b Expenditure

- **Middle East-North Africa**
  - 11m Trips
  - USD10.7b Expenditure

*Source: Global Wellness Institute, Global Wellness Economy Monitor, October 2018*
2.2.2 Luxury Travel

The global luxury travel market is expected to garner USD1,154 billion by 2022, registering a CAGR of 6.4% during the period 2016-2022. Seven out of 10 families globally take at least two family vacations a year, with Asian travelers taking more than twice as many family trips as their Western peers (five trips a year versus two).

![Image of luxury travel destination]

The key drivers of this rising luxury travel trend includes; the sheer inclination of people towards unique and exotic holiday experiences, the increase in the middle & upper class disposable income and related expenditure, and the growing need and interest of people to spend more time with family owing to increasingly hectic lifestyles.

Baby boomers aged between 51 and 69 years dominate luxury travel market, primarily on account of the relatively higher number of annual visits, higher disposable income and savings, priority to travel in this age group, and fewer health constraints as compared to silver hair population (69 and above years’ age group).

Asia-Pacific region remains the key growth driver for the global outbound travel market. China leads the Asia-Pacific luxury travelers’ market, with nearly seven million outbound trips annually, followed by Singapore.
The growth is attributed to the increase in disposable income and growth in middle class population in countries such as China, Hong Kong, India, and Malaysia. As per research, Asia-Pacific millionaires now control more wealth than their peers in North America.

Chinese tourists made more than 130 million trips and spent USD115 billion while travelling in 2017, according to a report by China Tourism Academy (CTA). The global luxury hotel market size was valued at USD 83.10 billion in 2017 and is anticipated to expand at a CAGR of 4.3% between 2018-2025.

The Asia-Pacific region is projected to witness the highest growth rate over the period 2018-2025. Emerging tourism and corporate industries across various regions, rising disposable income, increasing standard of living of people, and rise in preference for leisure travel are expected to drive the market.

Rising income of people in developing economies such as India, China, Thailand, Brazil, and South Africa is anticipated to fuel the global tourism industry, thus having a favourable impact on the overall market. The resorts and spas segment is anticipated to exhibit a CAGR of over 5.0% over the forecast period.
2.2.3 Global Healthcare

According to Deloitte, global healthcare spending is projected to increase at an annual rate of 4.1% in 2017-2021, up from just 1.3% in 2012-2016. Aging and increasing populations, developing market expansion, advances in medical treatments, and rising labour costs will drive spending growth. Per-person healthcare spending continues to vary widely, ranging from USD11,356 in the United States to just USD53 in Pakistan.

Asia-Pacific is anticipated to witness promising growth over the forecast period. Some Southeast Asian nations are taking a holistic approach to addressing current and future healthcare needs with initiatives designed to expand care options (e.g., home and community-based care, long-term care, virtual care), increase access, reduce costs, and empower patients.

The healthcare industry in Asia-Pacific (APAC) is expected to grow at 12.5% in 2018, making it one of the fastest growing regions in the world, as the global healthcare economy averages an annual growth rate of 4.8%
This positive growth is fueled by increasing adoption of technology, innovative healthcare access programmes, and delivery of care outside traditional hospital settings. Rising treatment cost is one of the biggest areas of concern for government and healthcare organizations and these organizations are striving to curb increasing health cost.

Progressive economy, reforms to improve infrastructure, high unmet needs of a wide population base, and availability skilled labour are expected to stimulate the growth of the region.

2.2.4 Cosmetic Surgery and Personal Grooming

The global cosmetic surgery and procedure market is expected to reach USD 43.9 billion by 2025. The increasing awareness about reliability and effectiveness of cosmetic surgery has fueled the demand for the same.

The growing acceptance of cosmetic surgery among the male gender also holds the potential to drive the market growth. Advancing technologies within the cosmetic surgery such as advanced silicone and polymer implants is also driving the market.
The US accounts for the maximum market share of the global cosmetic surgery market and the market is expected to increase continuously in coming years due to increasing pool of awareness and the growing acceptability of cosmetic surgery. However, there is a definite shift of cosmetic surgery market to Asia-Pacific with the most active part played by tourism industry.

The substantial increase in the volume of cosmetic procedures can be attributed to the popularity of digital photography, rising demand by consumers to boost self-esteem, introduction of self-monitoring apps, and increasing affordability of cosmetic surgeries in developing countries.

Rising volume of cosmetic surgeries due to increasing demand from emerging countries is expected to boost the market. The cosmetic surgery and procedure industry in Asia-Pacific is expected to witness the fastest growth over the next decade owing to the growing medical tourism, improving healthcare infrastructure, and availability of high-quality services.

People from developed countries travel to India, Brazil, Mexico, Malaysia, and South Korea for affordable cosmetic procedures. Hence, the market is expected to witness strong growth in developing countries.
Asia is regarded as the next frontier and the number of physicians and clinics in China and India has been steadily rising, along with medical tourism in the region. The global beauty and personal care products market size was valued at USD 455.3 billion in 2017. It is anticipated to register a CAGR of 5.9% during the period 2018-2025.

Asia-Pacific dominated the market in terms of revenue in 2017. The regional market was valued at USD157.1 billion in 2017. The market is anticipated to tread along a healthy growth track owing to rising preference for natural and organic personal care (NOPC) products, increasing adoption of Augmented Reality (AR) in the beauty industry, growing demand for anti-aging products, and burgeoning popularity of men’s grooming products.

2.2.5 Spa

The spa economy, which includes spa facility revenues (now USD93.6 billion yearly), and also education, consulting, associations, media, and event sectors that enable spa businesses (now USD25.2 billion), has grown to a USD118.8 billion market. Spa tourism was shown to be the fastest-growing sectors between 2015-2017. Spa locations jumped from 121,595 in 2015 to over 149,000 in 2017, employing nearly 2.6 million workers. The 9.9% annual revenue growth for spas is much higher than the pace from 2013-2015 (2.3%).
From 2015-2017, the hotel/resort spa category added the largest number of spas and revenue, and has now surpassed day/salon spas as the industry revenue leader. The thermal/mineral springs market, much like the lucrative bath economy, also grows stronger as women turn to warm water for stress relief.

2.2.6 Golfing

The golfing industry has been steadily growing in Asia from 2011 – 2017. Asia is actually growing considerably faster than its European and American counterparts seeing the top five golfing nations by player base coming from Japan, Korea, China, India and Thailand. The top five countries however were not the fastest growing over the past few years with countries like Singapore and Vietnam growing at twice the average annual growth rate. Asia is now the fastest growing region in terms of number of players, new facilities and golf tourism revenue.

Golf Tourism in Asia – Projections

- 4700 golf facilities in Asia
- Worth an estimated USD9.65 billion
- Average growth rate of 8 – 9% each year
With regards to golf tourism specifically, Asia Pacific destinations were up 4.4% on average with South East Asia being the strongest growing region approaching double figures year on year with forward bookings up 7.2% for 2017.

It is expected that there will be more than 4700 golf facilities in Asia by 2020 and the number of facilities looks like it will continue to grow at a steady pace up till then. This growth in golf tourism in Asia is expected to be worth an estimated USD 9.65 billion by 2020 and continue to grow at an average rate of 8 – 9% each year.

It is important to note that 59% of these golf facilities are attached to resorts and spas and 32% of all new facilities that were completed in 2017 were in Asia.
2.3 There Is A Huge Opportunity Waiting To Be Tapped!

The Lifestyle and Wellness Industry is fragmented, and many existing synergies are not being exploited to give consumers a more immersive experience when looking for services and projects that cater to their needs.

1. Lack of consolidated platform

There is currently nothing in the market like what SHENGWorld is building, which is basically a platform that brings together all the products and services that enriches the mind, body and soul, allowing users to celebrate life and rejuvenate from the grind of daily life. SHENGWorld brings together world class vendors and merchants that cater to that vision in the SHENG Marketplace, giving users the convenience and total wellness benefits of having a one-stop solution that reinforces and provides support to one another through a community-based approach to commerce.

2. Hassle for consumers

3. Need for a system for customer acquisition for merchants

4. High third-party transaction costs

5. Lack of trust in current reviews and promotion models

5 Reasons Why We See A Unique Opportunity For SHENGWorld
Hassle for consumers

Think of it from the consumer’s perspective. You are tired, you want a break, and you need to rejuvenate. Currently, if you want a complete solution, you need to access different websites and platforms that cater to different needs for a complete wellness solution. SHENGWorld combines all the services you need, and A.I. introduces you to services that you never thought you need, but will be pleasantly surprised to learn about and experience.

Need for a system for customer acquisition for merchants

From the merchants’ perspective, there is not a platform available that helps them consolidate and bring customers to their doorstep in a holistic way. There is a lack of incentivization for consumers to stick to one platform as their spending are spread across different applications and cost of customer acquisition is high when having to cater to different platforms and applications. Merchants are thus unable to scale and benefit from being on existing platforms and are often disadvantaged to be on it.

High third-party transaction costs

Payment gateways and third-party solution providers charge high transaction fees to facilitate booking and payment by customers. On the blockchain, transferring tokens as the currency for services and products allow for greater savings in transaction costs that can be shared with users and merchants alike.
Lack of trust in current reviews and promotion models

Unfortunately for most centralized sites, many of the reviews of merchants and service providers are fake and not reflective of the reality of the service. Furthermore, the merchant and site owner get to choose what is displayed and what is not. On the blockchain, only users that have successfully transacted with the merchant is allowed to review their services and furthermore, they are rewarded by SHENG to give accurate reviews and not rewarded by the merchant. Reviews and feedback given into the blockchain are also immutable and transparent.
3. PLATFORM DESCRIPTION
3.1 What is SHENGWorld?

SHENGWorld is a Business-to-Business For Consumer (B2B4C) platform for the Lifestyle, Wellness and Healthcare industry. It consists of two main elements, the For Consumer (4C), SHENG Marketplace, and the Business-to-Business (B2B), SHENG Eco-system.

SHENGWorld envisions the bringing together of services and products that enriches the mind, body and soul, allowing users to celebrate life and rejuvenate from the grind of daily life. SHENGWorld brings together world-class vendors and merchants that cater to that vision in the SHENG Marketplace, giving users the convenience and total wellness benefits of having a one-stop solution that reinforces and provides support to one another through a community-based approach to commerce.

Powered by blockchain, SHENGWorld is fuelled by two (2) tokens, the SHENG Token, which is used as a reward and staking token; and the LIFE Token, which is the token that will be exchanged for goods and services in the SHENG Marketplace. Unused LIFE tokens can be refunded in the SHENG Marketplace at the discretion of SHENGWorld.

Users using the LIFE Tokens for payment gets access to the full features of SHENGWorld, including discounts and the ability to earn rewards from the eco-system.
The SHENG Tokens are used by vendors to stake their positions in the SHENG Eco-system. In order to join the SHENG Eco-system, vendors must purchase, stake and maintain enough SHENG Tokens to create a node on the blockchain. Different vendors will have different staking requirements depending on their transaction volume size and needs. SHENG Tokens are also used to purchase services such as advertising on the platform.

Benefits of SHENGWorld Crypto-Franchising Systems for merchants

Another important aspect of the SHENGWorld Eco-system is the Crypto-Franchising System, a unique system to help merchants take the journey into franchising through a crypto platform. By purchasing and staking enough tokens, merchants get access to a master suite of tools and services that will allow them to create a franchise of their existing line of business. Franchisees can immediately tap into the SHENGWorld Eco-system, enabling crypto-friendly payment systems, gaining access to clients, and tap into SHENGWorld’s reward and referral system. Franchisors get a quick and easy solution to create a new stream of revenue through franchising without the hassle of having to build systems. Utilizing SHENGWorld’s Crypto-Franchising System, merchants can streamline their entire backend system, including customer relationship management (CRM), logistics, legal, marketing and distribution, allowing them to onboard franchisees quickly and painlessly.
3.1.1 SHENG Marketplace

The SHENGWorld’s SHENG Marketplace is a web-based market place that allow merchants to list their products and services online which users could use to purchase and transact. This is the primary interaction point for the users. The marketplace is divided into the main SHENG Marketplace, the P2P Marketplace for users to resell services and products, and the B2B Marketplace for merchants and vendors to trade amongst themselves, often at discounts and bulk.

The SHENG Marketplace brings together all the essential services and products that enrich a person’s mind, body and soul to create a total wellness solution for everyone seeking that sense of wellness and rejuvenation.

Powered by blockchain and an artificial intelligence engine, the SHENG Marketplace brings convenience, rewards and informational symmetry in a decentralized feedback and booking loop, where all reviews and ratings are given by real users verified by the blockchain. Users get the best prices for the best services.

Incentives in the eco-system are powered by the SHENG Token reward system, and LIFE Tokens provide the currency of exchange in the SHENG Marketplace. A tokenized circular economy creates a fairer distribution of rewards where every participant in the eco-system can earn from the eco-system.
Outflows that traditionally go to third-party payment solutions or platforms get internalized and shared by users in the eco-system, creating a fairer, better way to consume. Users are incentivized to use the LIFE Token as it gives them access to the full features of the SHENG Eco-system including earning rewards, getting discounts and getting access to the peer-to-peer marketplace.

Platform administrator have the full control on operation, facilitates and govern the whole platform.

**The SHENG Marketplace**
The Premier Platform for Total Wellness & Lifestyle Needs
3.1.2 SHENG Eco-system

The SHENG Eco-system which includes the SHENG Eco-system described below, is an integrated platform consisting of a suite of tools, systems and features that is designed to enhance the business and revenue opportunities of the vendors that sign up to the platform.

For the User, SHENGWorld represents a one-stop for Lifestyle and Wellness services and products.

For the Vendor, SHENGWorld represents an opportunity for them to boost sales, increase revenue opportunities and grow worldwide!

The SHENG Marketplace
The World’s First Lifestyle, Wellness & CryptoFranchise Blockchain Platform
The SHENGWorld Eco-system consists of the following:

### 3.1.2.1 SHENGWorld Marketplace – Business-to-Consumer Lifestyle & Wellness Platform.

The business-to-consumer marketplace puts together lifestyle choices for the savvy user. Our SHENG users can utilise our platform to get a curated selection of some of the best offerings in Thailand (and eventually around the region) and enjoy the best deals from our partners.

**Community Engagement**
Allow users to follow friends, join communities, create groups and start engaging with like-minded peers

**Service Ratings**
Find services on the platform with ratings given by other users, recommend and give feedback to service providers in-app

**eCommerce Tools**
Send alerts of sales and events to users. Users can download promo vouchers and shop within the platform

**Event Management**
Ability to use upcoming events. Operators and merchants can create their event and sell them online where users will receive an In-app e-ticket
3.1.2.2 Business-to-Business Marketplace

The business-to-business marketplace allows vendors to sell excess inventory, products and services to each other. Merchants can create unique packages, upsell, and cross-sell services and products, greatly increasing revenue opportunities.

**Fast Onboarding**
Minimalistic concept to allow quick onboarding of merchant, products and services where we target full onboarding of both merchants and products in less than 3 hours

**User Friendly Admin Portal**
Exchange rate of Token: Fiat could be fixed by the master merchant and they can have a quick view of the transaction records on the same platform

**Seamless Payment Flow**
Customizable web based platform that allow ease of payment where QR Code will be auto-generated that is transparent to both merchants and users

**eKYC Onboarding**
Integrated eKYC for ease of onboarding of merchants
3.1.2.3 Crypto-Franchising System

SHENGWorld’s Crypto-Franchising Platform is a suite of tools, applications and expertise, built upon the SHENGWorld Payment Gateway.

Merchants with global and regional ambitions can utilize the SHENG Crypto-Franchising Platform to quickly tap into expertise, frontend and backend systems that will create successful franchise businesses.

With the SHENGWorld Payment Gateway, Franchisor and Franchisees can utilize smart contracts that will automate the execution of agreed conditions on the transactions. Franchisors can create Master Accounts by staking SHENG tokens, and Franchisees will be given sub-accounts linked to their POS. A portion of the earnings will then automatically be funneled from the franchisee to the franchisor as agreed between the parties. The gateway resolves major issues with transparency between franchisor and franchisee, and with the LIFE token as the medium of exchange, resolves currency settlement issues too.

In order to provide an all-in-one platform for franchising, the SHENGWorld Crypto-Franchising also onboards a suite of online and offline tools, applications and services tied to the SHENGWorld Payment Gateway, with LIFE as the settlement token. The platform provides franchisors and franchisees a convenient efficient way to manage their franchise operations. External developers will also be encouraged to participate in the platform and link via API to offer customized and specialized services to their clients.
SHENGWorld Crypto-Franchising Platform

SUITE OF ONLINE TOOLS AND SOLUTIONS

SALES  MARKETING
ACCOUNTING  BUSINESS INTELLIGENCE
DASHBOARD  CRM
SECURITY

DIRECTORY OF OFFLINE SERVICES

FRANCHISE CONSULTANT  LAWYER
AUDITOR  FINANCIAL CONSULTANT

3) Also available is a directory of professionals offering services that will be required offline that is essential to a successful franchising effort.

4) For Franchisees looking for more franchisees and for businesses looking for franchise opportunities, there is also a directory of available franchises to browse through and conduct business with.

DIRECTORY OF AVAILABLE FRANCHISE OPPORTUNITIES

1) SHENGWorld Blockchain Based Payment Gateway will form the bedrock/base system on which all the other tools and modules in the SHENGWorld Crypto Franchising Platform will be built upon.

2) Enhancing the Payment Gateway is SHENGWorld’s Suite of Franchising Tools and Solutions that can help Franchisees and Franchisees manage their franchise operations.

Users pick and choose solutions that cater to their needs or create customized solutions and link it to the platform via APIs.
3.1.2.4 SHENGWorld Community and Customer Loyalty and Acquisition Programme

The backbone of SHENGWorld’s ability to succeed would be its ability to draw in and keep users. Users that sign up for the e-wallet automatically get a couple of SHENG Tokens as a reward. Throughout the client journey, he will continue to earn SHENG Tokens for spending LIFE Tokens, writing reviews, interacting in the promotions and activities organized in the eco-system, and referring people to join the network.

SHENG Tokens form the backbone of the SHENGWorld eco-system, allowing merchants to join the network and purchase valuable promotional tools and services. SHENG Tokens will be traded on third party exchanges and will allow users to trade for other cryptocurrencies like bitcoin or ethereum or fiat currency in exchanges that support it.

USER ONBOARDING:

Download from App Store

Registration
Input personal details as well as uploading of supporting documents

Preference Input
Our AI Engine will populate and recommend products and services to users based on preferences and past searches

The SHENGWorld Community made up of SHENGWorld users is an important component and users are encouraged to actively take part in the community through the reward and incentive program. Users are rewarded with SHENG tokens for positive actions and the user experience from participation will borrow from gamification to make the community more engaging to users.
Form Communities
Create groups with people of similar interests. Share with people on stores

Experiences Sharing
Users can share their experience on the platform and tag their friends, groups and communities

Endorsement
Verified Users can comment on and endorse certain products and be incentivized for doing so through rewards

The SHENGWorld Community:

Easy Signup
Expedite sign ups and reduce drop-off rate

Select Preference & Interest
Increase user stickness & engagement

Share Experiences
Increase user generated content to improve user stickness and engagement

Connect & Share Feedbacks
Increase relevancy to other users, increase chance of conversion to sales

Discussion & Interest Groups
Cultivate thought leaders and groom eventual brand ambassadors

One of the key features for SHENGWorld is verifiable reviews and endorsements. Users that have used the product or service unlocks their ability to endorse or comment on their experience. This is unlike many current sites that allow for trolls and fake users to leave positive comments as a form of advertisement. Sharing allows users to earn reward SHENG tokens and even LIFE tokens for referrals.
3.1.2.5 Artificial Intelligence Engine

Consumer data marketing platform, Blueshift, found that A.I. increased customer engagement by 310-720% and revenue by over 300% compared to campaigns that used conventional methods. The embedded A.I. Engine in SHENGWorld, will analyze user preferences, budget, merchant rankings, customer reviews and other patterns in order to create new opportunities for users in the platform. As the A.I. Engine continues to learn and aggregate data, it will become an important tool in increasing the revenue of SHENGWorld.

3.1.2.6 Peer-to-Peer Marketplace

Ever tried to cancel your booking after you make them? Many platforms make users jump through hoops in order to cancel a single booking and most people end up wasting the resources spent due to the hassle and transaction fees that banks charges. The P2P Marketplace allows users to directly sell unused tickets and accessories to the other users in the platform, giving them an “out” when they need it most.

3.1.2.7 SHENGWorld Foundation

SHENGWorld Foundation is setup within the eco-system to govern the distribution of tokens to maintain a healthy eco-system, as well as conduct continued improvements to the system through research and development, the updating of new strategies and business models, and getting more users and merchants to use our platform.
3.1.3 The SHENG e-Wallet

The SHENG multi-currency wallet allows users and merchants to check their balance of SHENG and LIFE tokens as well as other major crypto-currencies such as Bitcoin (BTC) and Ethereum (ETH). It will also allow SHENGWorld to work with other blockchain projects in the future by allowing their tokens to be listed in the SHENG e-wallet.

An internal exchange function also allows for people to directly purchase LIFE tokens to use for payment of goods and services. The value of a LIFE token will be kept stable to prevent price fluctuations. LIFE tokens can be exchanged for BTC, ETH and fiat currency.

SHENG tokens can also be exchanged for LIFE tokens in the internal exchange.
3.1.4 The SHENG Payment and Reward Gateway

The SHENG Payment and Reward Gateway is the unique token-based payment and reward system in our SHENG Eco-system.

It incentivizes users to use LIFE Tokens to pay for services and products as it gives significant rewards to the holders of SHENG Tokens. SHENG Tokens are also given as rewards for positive actions within the eco-system including referring other users, referring customers to services and products, and writing reviews and giving ratings to merchants. The SHENG Eco-system encapsulates all these elements and returns the rewards and savings back to the community, creating a virtuous, circular economy.

The payment gateway is intuitive and easy to use. It is a customizable web-based platform that allows for the ease of payment between merchants and users with the use of a QR code. The QR code is auto generated with reference number and amount payable input.

This platform combines eCommerce with POS functionalities. The minimalistic concept allows for quick onboarding and the journey for listing could be achieved in less than three hours.
Example 1: the merchant inputs a reference number and amount payable to pre-generate a QR code. Merchants could present the pre-generated QR code for users to make payments. This could be applicable to merchants that offers one fix pricing and does not require a change in the amount payable. Additionally, this could be used for ticket sales.

Example 2: the vendor input reference number and amount payable in the receipt or order slip into the merchant interface platform and the LIFE Token equivalent and the QR code will be generated automatically. Users will only need to use their e-wallet and scan the QR code to make payments. This could be used for products and services offered in a physical store.

Whenever a LIFE Token transaction is made on POS or through the platform, the transaction is broken into the following components:

**Principal** – The main bulk of the LIFE Tokens that is earned by the Merchant for the delivery of the service or product.
Transaction Reward – The savings on transaction costs that is shared by the users and merchants.

Referral Reward – A percentage of the LIFE Tokens is allocated to the referrer of the client to the merchant, be it another user, another merchant or even the A.I. assistant. Furthermore, the more users and merchants refer business to one another, they are also awarded with SHENG Tokens.

Interaction Reward – The eco-system rewards users for more interaction within the platform. Positive interactions include the writing of accurate reviews (good or bad), the posting of messages and reviews on social media, the rating of merchants, etc. Users performing positive community enhancing and building actions are rewarded with SHENG Tokens.

3.1.5 Geographical Reach

Initially, SHENGWorld will be made available in the following countries:
Thailand | Malaysia | Indonesia | Shenzhen | China

And we will expand to:
Singapore | Philippines | Cambodia | Beijing | Hong Kong | Macau
3.1.6 SHENGWorld Compared

What SHENGWorld will encompass and how it is different from the other booking portals out there?

<table>
<thead>
<tr>
<th>Sectors</th>
<th>Lodging</th>
<th>Recreation</th>
<th>Cruise</th>
<th>Wellness</th>
<th>Aesthetics</th>
<th>Healthcare</th>
<th>Golf</th>
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</tr>
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<td>✔️</td>
<td>✔️</td>
</tr>
</tbody>
</table>

3.2 Value Proposition

3.2.1 For Users

“What does joining SHENGWorld mean for the user/consumer?”

By joining and using SHENGWorld, users get to:

- Enjoy the convenience of having their lifestyle and wellness needs catered to in one single platform
- Enjoy discounts on world-class lifestyle and wellness services and products
- Get access to A.I. recommended services and products based on their preferences and requirements
- Earn rewards and Life Tokens from
  - Spending LIFE Tokens in the Eco-system
  - Interacting with the Eco-system (such as writing reviews, submitting photographs, etc.)
  - Referring people to join the SHENG Eco-system
  - Referring people to use services and projects you recommend
3.2.2 For Vendors

“What does joining SHENGWorld mean for the merchant/vendor?”

For VENDORS

What do MERCHANTS and VENDORS get out of joining the SHENG Eco-system?

- Customers! The SHENG Eco-system consists of thousands of users all incentivized to refer good services and products to each other
- Increased inventory
- Reduced platform costs
- Reduced transaction costs
- Increased opportunities
- Proven franchising system

3.3 User Journey

3.3.1 User Journey for Vendors

In order to facilitate fast merchant onboarding, there will be two levels of merchant onboarding.

**Basic:** Have access to product features
- Merchant keys in basic details such as name, company profile, address, email Address and billing details
- Merchant is able to input products and create marketplace portal while Awaiting verification
- Viewing of basic walkthrough video tutorial on usage of merchant and marketplace portal
- Target time to onboard merchant (for registration): < 5 mins or less

**Verified:** Have access to full features including live of marketplace portal
- Company profile and declaration need to be uploaded and sent
- Upon verification, merchant is able to live the marketplace portal
- Target time to verify merchant: < 1 working day
3.3.2 User Journey for Users

We aim to create a seamless and practical transaction experience which will enhance the user’s experience and ensure continual usage of the e-wallet. By creating user loyalty, it will provide the impetus for merchants to use the platform.
4. SHENG TOKEN & ICO
4.0 The SHENG Token

SHENG Tokens are bought by merchants and vendors in order to stake their business on to the blockchain. Staking tokens confer onto the owner a SHENG “membership” status which allows the merchant to access the SHENG Eco-system for the purpose of putting up services and products they want to promote on to the platform for users to see. It is also used for advertising to gain more prominence and visibility on the platform.

SHENG Tokens are also used by merchants and vendors to access the back-end systems and advisory necessary to start franchising their businesses. SHENGWorld’s proprietary CryptoFranchising System allows businesses to expand internationally using a blockchain based franchising system, including the payment gateway, the SHENGWorld community of consumers, and the legal, marketing, distribution and CRM framework of SHENGWorld.

SHENG Tokens are also given as rewards to users for signing up for a SHENGWorld account to open up an e-wallet with us. Reward tokens are only given when the user uses the internal SHENG Exchange to purchase LIFE Tokens. SHENG Tokens are also given as rewards for increased interaction and promotion of the eco-system.

The demand for SHENG Tokens will be influenced by:
1) Merchants buying the tokens to stake for membership
2) Merchants staking tokens to participate in franchising
3) Advertisement and merchant portal services that the merchants consume
4) The number of users signing up for SHENGWorld
5) The amount of LIFE Tokens purchased (SHENG Tokens given as rewards)
6) The amount of interactions users have with the eco-system (Giving reviews, endorsements, etc.)
4.1 Token Utility

The SHENG Eco-system is powered by two tokens, the

4.1.1 SHENG Token, which is used primarily for merchants to stake their position on the blockchain, and used to allocate reward LIFE Tokens for transactions, and also given as rewards for referrals and interaction by users. SHENG can be traded for LIFE Tokens in the SHENG Exchange, or for fiat or other cryptocurrencies on a third-party exchange.

4.1.2 The LIFE Token is a digital token denominated as fiat currency that provides our users and merchants with a robust and decentralized method of exchanging value while using a familiar accounting unit. Participants using the LIFE token as an exchange medium get the advantage of blockchain technology with an immutable, auditable and cryptographically secure decentralized ledger, with less transaction fees, and instantaneous settlement. The value of LIFE tokens will be kept stable to prevent volatility to the prices of the underlying products and services. LIFE tokens can be refunded back to the users at the discretion of SHENGWorld if the user no longer requires products and services from SHENGWorld. The token use and business model is explained in the diagram below:
4.2 Tokenomics

A total of five hundred million (500,000,000) SHENG Tokens will be created for the SHENG Ecosystem. The number of tokens take into account the requirements of the SHENGWorld Ecosystem for the next five years in order to optimize the platform.

SHENG tokens have the following utility:

- **Merchant Staking**
- **CryptoFranchising Staking**
- **Gas Fees**
- **User and User Rewards**
  - Signing up SHENGWorld Account
  - Purchasing LIFE Tokens
  - Posting Highlights and Reviews
  - Making Payment with LIFE Tokens

After the fund-raising exercise, demand for the above utility will drive demand for SHENG tokens, therefore the price of SHENG will be determined by the successful running of SHENGWorld as a business. Increasing the number of merchants in SHENGWorld’s network will increase their demand for SHENG tokens to stake, etc.

The number of tokens required per utility is as follows:

- **Merchant Staking**
  - 2,000 SHENG
- **CryptoFranchising Staking**
  - 100,000 SHENG
- **Gas Fees**
  - 0.1 SHENG per Transaction
- **User and User Rewards**
  - Signing up - 10 SHENG per User
  - Purchasing LIFE Tokens - 0.1 SHENG per LIFE
  - Posting Reviews - 1 SHENG per Review
  - Spending LIFE Tokens - 0.1 SHENG per LIFE
The reserve is kept as a foundation for maintaining the stability of the ecosystem. Management will buy or sell tokens to maintain business sustainability and ensure that enough tokens are available to meet business needs.

The current tokenomics is based on our initial business assumptions and expectations and will be adjusted accordingly before the launch of SHENGWorld based on circumstances.

### 4.3 Token Generation Event

A token generation event will occur for potential users to purchase tokens to participate in SHENGWorld. The token generation event will occur in multiple phases, including Sale 1 and Sale 2. A final Sale 3 event might occur if SHENGWorld decides on an Initial Exchange Offering (IEO) depending on the sales of Sale 1 and 2. SHENGWorld is currently in talks with several exchanges and launchpads to conduct the possible IEO. Further details of the token offering, and the potential benefits of SHENG token ownership are provided in this whitepaper.

<table>
<thead>
<tr>
<th>PHASE</th>
<th>TOKEN SALES PRICE</th>
<th>QUANTITY</th>
<th>TARGET RAISE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales 1</td>
<td>USD 0.05</td>
<td>40,000,000</td>
<td>USD 2,000,000</td>
</tr>
<tr>
<td>Sales 2</td>
<td>USD 0.08</td>
<td>100,000,000</td>
<td>USD 8,000,000</td>
</tr>
<tr>
<td>Sales 3</td>
<td>USD 0.10</td>
<td>60,000,000</td>
<td>USD 6,000,000</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>200,000,000</strong></td>
<td><strong>USD 16,000,000</strong></td>
<td></td>
</tr>
</tbody>
</table>

### 4.4 Token Distribution

The tokens will be initially distributed as follows:

<table>
<thead>
<tr>
<th>Recipient</th>
<th>Distribution</th>
<th>No. of Tokens</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fundraising</td>
<td>40%</td>
<td>200,000,000</td>
</tr>
<tr>
<td>Advisors &amp; Management</td>
<td>10%</td>
<td>50,000,000</td>
</tr>
<tr>
<td>Reserve</td>
<td>50%</td>
<td>250,000,000</td>
</tr>
</tbody>
</table>
During operation, demand for SHENG utility in SHENGWorld will shift the distribution, and the expected distribution after 2 years is:

<table>
<thead>
<tr>
<th>Recipient</th>
<th>Distribution</th>
<th>No. of Tokens</th>
</tr>
</thead>
<tbody>
<tr>
<td>Investors (Holding)</td>
<td>14%</td>
<td>70,000,000</td>
</tr>
<tr>
<td>Advisors &amp; Management</td>
<td>10%</td>
<td>50,000,000</td>
</tr>
<tr>
<td>Reserve</td>
<td>50%</td>
<td>250,000,000</td>
</tr>
<tr>
<td>Merchants</td>
<td>2%</td>
<td>10,000,000</td>
</tr>
<tr>
<td>Gas</td>
<td>-</td>
<td>100,000</td>
</tr>
<tr>
<td>Users</td>
<td>13%</td>
<td>65,000,000</td>
</tr>
<tr>
<td>Rewards</td>
<td>11%</td>
<td>55,000,000</td>
</tr>
</tbody>
</table>
4.5 ICO & Technology Development

Technology Development

The technology development is split into five phases and the features are documented below:

Phase 1 - Map
- Customer journey mapping
- Wireframes mapping

Phase 2 - MDP
- Demo Solution
- Wireframes

Phase 3 - MVP
- e-wallet
- Internal exchange
- Integrated merchant platform
- Merchant admin portal
- Marketplace merchant admin portal

Phase 4 - Wallet Admin Interface
- Web-based interface
- Authentication, authorization and enhanced security protocol
- Web-based integrated merchant platform
- Web-based merchant admin platform

Phase 5 - Marketplace
- e-store setup on web
- Product ratings and review
- Creation of categories
- Optimization Module
- Social management portal
5. SHENGWorld BLOCKCHAIN
SHENGWorld will be developing and using its proprietary blockchain solution, the SHENGWorld Blockchain Protocol for the SHENGWorld Eco-system. SHENGWorld Blockchain combines the advantages of different protocols into one and implements a Permissioned Hybridization model for the blockchain in order to make the SHENGWorld blockchain more secure.

More details on the SHENGWorld Blockchain Protocol is detailed below:

**pBFT/PoW Hybrid**

Traditionally, the security of a Proof-of Work (PoW) network depends on the collective hash power of the network. A group of malicious entities could easily attack a small network and change the blockchain, while still playing by the rules of its protocol. This malicious group would just need a higher hash power. Unlike Bitcoin, the SHENGWorld blockchain is not massively distributed, and hence the hash power is far too low to provide any significant protection, which is why it will adopt a pBFT/POW Hybrid model towards consensus.

A PoW/pBFT (Practical Byzantine Fault Tolerance)-like consensus protocol, replaces the reliance on PoW by using endorsements. This is a solution to tackling the problem of a small distribution. Fundamentally, a new block can be added to the chain after having approval and endorsement given by a number of known peers. The chain can then be validated by checking the validity of the endorsement signatures. There are two tiers of participants in such a network: External clients (such as software wallets and exchanges), who have the permission to submit transactions and audit the blockchain; and known peers, who will have the permission to create, endorse and commit blocks to the chain.
This solution will not only protect from the mentioned type of attacks but will also allow a much higher transaction throughput. Transactions per second will only* be limited by block size and network communication speed; while practical confirmation times should be more like those of VISA than of Bitcoin. Proof of Work chains require time & difficulty to confirm transactions, whereas SHENGWorld will rely on endorsements.

**The Life Cycle Of A Block In An Endorsement Model**

To understand this model, it is beneficial to look at the life cycle of each block as it goes from creation to inclusion in the blockchain.

In the current PoW system, the life cycle of the block is relatively simple, it is created and mined, then distributed to all other peers. The hybrid model’s method of consensus is slightly more complex.

Each block in this model will go through three stages: a Proposal stage, where the block is created, mined (at a low difficulty) and signed by the orderer, this block is then distributed to all other known peers (called endorsers); the second stage is called the Endorsement stage, each endorser will check the proposal block is fully compliant with a given ruleset and the latest chain state, and then (if valid,) will return, to the orderer, an endorsement.

Endorsement [64] byte = signed (proposal_block_hash)
In the third and final stage, the Commit stage, the orderer waits until it has received at least $X$ valid endorsements. The proposal block is then combined with the endorsement signatures and the final hash is created.

$$X \geq \text{number	extunderscore of	extunderscore peers}/2$$

$$\text{Final	extunderscore hash} = \text{sha256(endorsements + proposal	extunderscore hash)}$$

This completed block is then distributed to all peers so that they can update their local state of the blockchain. At this point all transactions in the blockchain can be considered fully processed and valid.

It is important to note that each peer in the network including the orderer, must be polymorphic. This is to ensure that if the orderer is malicious or faulty, any other peer in the network can adopt that role to prevent any downtime.
Legacy Protection Using PoW

On the surface, the endorsement model would work without any mining at all. Consensus can be reached even with X-1 faulty nodes. But, given a situation with X + 1 faulty/malicious nodes, the history of the blockchain could theoretically be rewritten at a hyperfast rate using a ‘consolidation’ attack (where networking times would be eliminated). To protect against this and other attacks, blocks can be mined at a low difficulty, adding a proof of work barrier to attacks, without significantly slowing down the throughput of the blockchain.

Updates Blockchain Protocol

The general transaction processing protocol will remain the same, however, extra rules and exceptions will be added for the proposal, endorsement and commit stages.

1. Proposal hash is added. It will be the hash of all transactional data, timestamp, block notes, public key of the known orderer, and nonce. BLAKE2B (This hash must be the solution to the target difficulty)

2. An array of endorsement signatures not included in the proposal hash. Each endorsement signature will be digitally signed proposal hash. ECDSA

3. Block hash. This is the hash of the proposal hash and the endorsements. BLAKE2B

4. Orderer signature. This is the signed block hash matching the public key that first signed the proposal. ECDSA
All signatures must come from a known and non-blacklisted peer.

The previous hash included in the proposal block will reference the last block’s final hash.

**Known Peers & Blacklist**

For now, this is a permissioned, private blockchain. Known peers are trusted nodes that we want to interact with the function of validating and appending the blockchain. In essence, a list of known peers is merely a collection of public keys, which are publicly available.

Initially, the note in the genesis block should contain a list of all known peers. Signatures used on/within the block will be checked to see if they match one of these known peers. This prevents any unknown and untrusted party from participating.

A mechanism may be adopted to allow known peers to be added at a later point in time to increase the practical fault tolerance/flexibility of the network. However, this mechanism itself must be secure, because if it is improperly handled, it could become a single point of failure. There are a few options for adding and blacklisting peers, which may be used exclusively or interchangeably:

1. **Voting** - A new known peer is voted in, with its inclusion in a block’s note, requiring X endorsements. This mechanism can also work for blacklisting a peer.

2. **Centralized protocol update** - peers can be hard coded into the protocol and distributed through a secure centralized mechanism.

**Future Update Flexibility**

Updates to the protocol can be distributed through manual software changes, much like Bitcoin core. As long as you keep an accurate account of the block indexes (by method of inclusion in proposal_hash), you can make the necessary updates to the protocol without invalidating the chain up to that point.

Though currently a permissioned blockchain, in the future there is potential to work on an open and decentralized variant.
Pros and Cons

Although increased security at a smaller operational scale and higher throughput are the targeted benefits, this network offers other significant advantages, which are the side effects of centralization:

1. Customizable Privacy. Transaction contents can be hidden, only the hash needs be shared openly.

2. Low Latency, as known peers can be distributed in an optimized manner.

3. Centralized control means fast response to problems in the network, such as voting to blacklist a hacker.

4. Less resources, used as the network does not rely on PoW, which is a good thing both economically and environmentally.

5. No need for transaction fees as rewards. The only reason for transaction fees is spam prevention, (which can be prevented through a transaction PoW system), or to generate revenue from the networks operation.
However, the model is not without its faults: Arguably, it is less secure than a massively distributed PoW network like Bitcoin. This is a very centralized model as known peers control the mechanisms of the creating and committing blocks; Centralization is always a security concern, although the distributed and polymorphic nature of the network’s peers, mitigates some of that concern.

Attacks

Endorser Corruption - If an endorser is individually hacked and their private key stolen, the hacker can approve false blocks or reject valid blocks. However, the network would still run without a problem, as the majority of peers are still honest (even if the orderer is hacked), and those faulty blocks will not be added. Once the faulty node is detected, you can blacklist its public key from the list of known peers and replace it with a new (honest) one.

Consolidation Attack - This is a theoretical attack, whereby a malicious entity gains the private keys of at least X known peers. From this point they could consolidate/unify the public keys to a single local environment and recreate the blockchain from any point, with new data, and without any network delay. The exclusion of any network latency would mean that more blocks could be recreated within a given time. However, the inclusion of the hybrid’s PoW, is a significant barrier to altering history. This protection can be estimated as a function of the average hash strength of network and the number of blocks to be changed.

Further problems exists in the form of ‘denial of service’ attacks, primarily targeting the orderer. Sending ‘spam’ message to block a peers network connection will prevent them from engaging with the network. Considering each peer machine will have a list of all other peers, if one peer is attacked then there is a high chance to a DoS attack. However, such an attack will halt the blockchain rather than change the data within it.
Summary

In summary, private networks must take advantage of their known peers to achieve some level of security. This hybridization is a step in the right direction, replacing the demand on proof of work, however we have not outlined how a new orderer could be chosen, this remains a vulnerability whereby an attack on a single peer could halt the network.

In the future adoption of the Tendermint consensus method will lead to even greater gains in security.

Other Network Protocol Comparisons

SHENGWorld Blockchain vs Bitcoin vs Ethereum vs Litecoin

SHENGWorld Blockchain allows for faster transaction confirmation time at lower transaction cost in comparison to the other top traded coins. The average transaction confirmation time and transaction cost for Bitcoin, Ethereum and Litecoin is 78 minutes at USD1.62, 6 minutes at USD0.54 and 30 minutes at USD0.193 respectively while the SHENGWorld Blockchain could accomplish a transaction in 1 second at less than USD0.01. The SHENGWorld Blockchain is highly efficient and can accomplish over 20,000 transactions per second as compare to Bitcoin, Ethereum and Litecoin which clocks only 7, 25 and 56 transactions per second respectively.

<table>
<thead>
<tr>
<th>Type of Coins</th>
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<th>Transaction Cost (USD)</th>
<th>No. Transactions Per Sec</th>
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<td>0.01</td>
<td>20,000</td>
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<tr>
<td>Bitcoin</td>
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<td>7</td>
</tr>
<tr>
<td>Ethereum</td>
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<td>0.54</td>
<td>25</td>
</tr>
<tr>
<td>Litecoin</td>
<td>30:00</td>
<td>0.193</td>
<td>56</td>
</tr>
</tbody>
</table>

Information is as of 4th May 2018
5.1 The SHENGWorld Technology Infrastructure

On top of the blockchain foundations, the platform utilizes additional technology innovations with decentralized computation and record storage and deploy additional capabilities by including industry practices in security, performance and reliability.

The platform has edge nodes deployed around the world for fastest global content delivery, able to conduct blockchain operations within one second (comparing to bitcoin’s 78 minutes) and at a 20,000 per second concurrent transaction speed (comparing to Bitcoin’s seven per second).

Security is the highest priority in our blockchain, and we only utilize world-class SOC-1 accredited computation mediums, where data centre locations are only disclosed to approved personnel. We also ensure data centres maintain an ISO 27001:2013, IRAP and PCI compliance.
SHENGWorld Blockchain Protocol

The platform adopts an API first methodology, meaning all capabilities and operations are available as APIs. This fully embraces a multi-device, multi-system world we are living in today. Any user can connect to the platform using their mobile devices, as well various desktop browsers. Developers can also extend the native offerings by building additional specialized devices, such as voting machines in fan events, or payment modules at retail. This API first methodology extends the platform to limitless possibilities, where SHENGWorld can be extended beyond its current token business model.

The ecosystem is entirely token driven, meaning all the economies will be based on tokens rather than fiat, this provides extremely fast transactional settlement capabilities, and eliminating expensive external transactional costs.

Token has a 20,000 per second concurrent processing speed

The token, having a 20,000 per second concurrent processing speed allows the token to be utilized as a real time environment, enabling massive television, online media campaigns, where traditional systems and blockchain systems tends to not being able to meet this demand. The token is protected by a double SHA256 encryption, making it impossible to reverse engineer.
High Availability

The network is designed for automatic scaling, allowing the network to increase 100% in capacity according to demand. The system is also able to withstand catastrophic failures, able to operate with 50% of the current nodes unavailable.

Alternative Configurations

Mining Enabled
Providing incentives for full nodes to participate in the system, tokens are provided as a reward in proportion to the difficulty of the computation.

Payload Enabled
The system can be configured to handle a payload attached to each transaction, which will enable a variety of different usages. For example, voting with decentralisation and tamper prevention properties.

Dedicated Nodes
Providing capabilities for third parties to operate nodes in the network, which will further enhance network availability.

Tor Enabled
The system can be configured to deploy on the Tor network, providing more security and anonymity to system participants.
5.2 Security Infrastructure

Two-Factor Authentication
We use Multi-Factor Authentication to protect the user on top of the standard login information. Our MFA uses RSA algorithms to generate a temporal token, this token is then pushed to the user via SMS or Authenticator device. User has a limited time to respond to the token security challenge. Failure to do so repeatedly will result in account suspension.

KYC (Know your customer)
Our identity system allows custom workflows around complex AML/KYC compliance processes, this is to cater for various jurisdiction requirements. Especially with the recent introduction of GDPR, our system is compliant with global identity regulations, especially in the finance industry. We store sensitive data with encryption-at-rest, and a unique decryption key per identity document, this prevents unauthorized access and potential misuse.

AES Encryption Prevention
All data stored within our system are encrypted at rest. Our authentication uses Salted Challenge Response Authentication Mechanism with the SHA1 algorithm. All transportation is under mandatory SSL. All backups and data utilize AES 256 encryption. We take data security very seriously.
Anti-CSRF Token
Our systems utilise JSON Web Token, it is an improvement of the CSRF methodology by providing an encryption per user, per session as opposed to a public token. JWT by Auth0 is the current industry leader in security, used by the cutting-edge Silicon Valley companies. It is a modern methodology that supports both APP as well as web interfaces.

XSS Clean
We use NoSQL for centralized data store requirements. The modules we use for NoSQL access protects the system with SQL injection. We also conduct peer code reviews, third-party security audits to ensure our codebase is free from issues of potential third-party code injection. We triple-protect our application. Our Web Application Firewall (Sqreen) utilize A.I. to block code injections, DDoS, and latest security vulnerabilities. Our network layer firewall (Cloudflare) blocks DDoS and other attacks. And our data centers are world-class SOC1 accredited, with ISO27001:2013, IRAP, and PCI compliance accreditation.

Secure HTTP Headers
Our system forces HTTPS only communications. We utilize HTTP Strict Transport Security to prevent CNAME redirects, disable Max-Age, disabled preloading and prevent no-sniffing. We also force TLS1.3.

Software / System Details Disclosure
Found PHP version on HTTP Response. Malicious user can know system details for find vulnerability from public source or research private exploit. By not utilizing a technology which renders client page on the server, we do not suffer the technology vulnerability faced by PHP, ASP and similar technologies. Our server is triple-protected as described above and is able to handle high volume with low latency. Our latest performance report showed we rendered 18 millions responses with an average time of 12ms, with 100% uptime, an excellent performance in any web-based technology.

Prevention of Malicious File Uploading Process
Our system does not allow malicious file processing, for certain files, the file upload bypasses the server entirely, and uploads to the file storage directly.
Mail ID Encryption
Implementation of email encryption method. So, hackers could not decrypt/edit our email address using our DB. All emails should have a layer of security. We utilize SendGrid for outbound email, it offers the latest authenticity and security practices. We configure DKIM and SPF to ensure mail delivery and security. We then add DNS-based authenticity to ensure mail genuineness.

Session Expiry with User Re-Login
Our tokens have a session expiry time, allowing sliding window authentication as well as time-based expiry.

Device-based Tracking (IP Address, MAC Address/ Mobile Device ID, User)
We comply with GDRP and privacy policies imposed by Australia, UK and HK governments. MAC address-based tracking is illegal in certain jurisdictions. We only track and store information where we have the rights to do so. We also utilize third-party to provide analytics information.

Device-based or IP-based Admin Panel Login
Our admin portal is IP restricted and role restricted. Hidden mailing system implementation for us to know the present login credentials for admin panel, in case any hacker changes it internally or externally. Our credentials are encrypted and not stored in plain text. Any changes to user credentials will trigger an email to the user. This is security practice should not only be reserved for the administrator, it should be available to everyone.

Our systems architecture consists of processing servers, blockchain infrastructure, data storage and file storage, all residing on different physical infrastructure. All within a VPN which can be accessed externally.

We also enable all the security measures in the server part, including deployment of Firewall. We deploy security on the network layer, application layer and infrastructure layer. Firewall is one of the security measurements we adopt. Our internal system is entirely behind a VPN not accessible by the public.
6. BUSINESS PLAN
6.1 Revenue Model

By providing an integrated, all-in-one platform for the lifestyle and wellness industry, that attracts and retains users based on its unique token reward system, the SHENG Eco-system will provide a strong business case for thousands of companies to onboard onto the SHENG Eco-system.

Our main revenue streams will be:

**Onboarding Fee** – the fee is to stake into the blockchain for creating a merchant account and receive POS for physical locations. This would be in the form of SHENG Tokens.

**Platform Fee** – percentage commission fee for bookings made through the platform.

**Token Transaction Fee** – percentage transaction fee for the flow of LIFE Tokens from user to merchant and vice versa.

**Crypto-Franchise Fee** – fee in the form of the purchase of SHENG Tokens to create franchising accounts for merchants to access the CryptoFranchising System and franchising consultancy services from SHENGWorld.

**Advertising Fee** – fee charged for banner ads and placement ads on the application and website.

**A.I. Referral Fee** – percentage commission fee for bookings made through the referral engines.

**LIFE Token Withdrawal Fee** – percentage withdrawal fee for LIFE Token conversions to fiat currency.
6.2 Partners

A. LIFESTYLE VENDORS

1. Marriott Vacation Club in Phuket, Mai Khao Phuket and Bali
   (https://www.marriottasiaholidays.com/), Asia

   Marriott Vacation Club is one of four brands which includes Marriott Vacation Club Pulse, The Ritz-Carlton Destination Club and Grand Residences by Marriott. There are over 70 Marriott Vacation Club branded resorts throughout the world in which members are able to exchange with other locations through the use of Interval International, a timeshare exchange company with over 3000 resorts which is also a member of our SHENG Eco-system.

   Marriott Vacation Club, Asia-Pacific Club Resort Properties provides the perfect home away from home. With a variety of accommodations - from guest rooms to one- and two- bedrooms holiday apartments – SHENG members enjoy the flexibility to choose the perfect accommodations at Marriott Vacation Club, Asia-Pacific Club Resort Property located in Phuket, Mai Khao Phuket and Bali Indonesia.
2. **Interval International** ([https://www.intervalworld.com](https://www.intervalworld.com)), Asia

Interval International is a leading global provider of membership and leisure services to the vacation industry. Offering travel and leisure related products and services and various membership programmes to owners of vacation business entities and related services to resort developers.

With Interval International in the SHENG Eco-system, our members will be able to spend vacation time at a vast network of nearly 3200 resorts in over 80 nations.

3. **Quintessentially Group** ([https://www.quintessentially.com/]), Asia

With over 60 offices across the globe, staffed 24/7/365 days by a diverse team of 1500+ specialists who speak 35 languages, Quintessentially Group is the global authority on luxury lifestyle, offering private concierge services and unparalleled access, anywhere in the world. Its dedicated team of luxury lifestyle specialists are on-hand 24/7/365 days to enhance and manage every aspect of our members’ lives. From planning the perfect holiday or dream wedding, to curating a bespoke wine cellar plan, sourcing a rare piece of art, finding a dream home, and ensuring their children secure a place at the world’s most prestigious schools and universities; Quintessentially Group, together with SHENG make the impossible possible!
4. **Bangkok Golf Centre** ([https://www.bkkgolfcentre.com](https://www.bkkgolfcentre.com)), Bangkok

Recognized as Asia’s No 1 Golf Performance Centre, Bangkok Golf Centre (“BGC”) has 15 bays each fitted with the technologically advanced Foresight GC2 launch monitor and a pair of digital high speed cameras to provide both qualitative and quantitative motion analysis of a golfer. With a team of 14 PGA Certified Golf Instructors from Japan, US, UK, Australia and Thailand, BGC produces some of the region’s Top junior and amateur golfers competing in international golf competitions.

It is also the only indoor golf performance centre that combines technology with on course golf lessons to help a golfer plays better golf. With a floor area of 1200 sqm, BGC comes complete with an short game area, sand bunker and its own customized world class club fitting and making facility.
5. **Golf Greedy** (https://golfgreedy.com/), Singapore

Founded in 2009, GolfGreedy.com has made the sport more accessible and affordable to golfers, while helping golf clubs increase their course utilization and revenue. Through an easy-to-use mobile-friendly web application, golfers can search tee times from dozens of golf courses around the region, book instantly, and play. All this at better value prices! GolfGreedy.com is also a golf digital platform service provider for many corporate clients including banks and financial institutions with global presence.

6. **Golfasian Company Limited** (https://www.golfasian.com), Asia

Established in 1997, Golfasian has been recognized as the leading dedicated golf tour operator in Thailand, Vietnam, Malaysia, Cambodia, Laos, Myanmar, and Indonesia. It specializes exclusively in golf holiday tours, for both individuals and groups. By selecting the best value-for-money hotels and the finest golf courses you are assured of a truly memorable golfing experience.

Its business of golfing holidays in Thailand, Vietnam, Cambodia, Malaysia, Laos, Myanmar, and Indonesia is based on personal service and are always customized to meet each SHENG member’s specific preferences.
7. **Asia Herbs** (https://asiaherbassociation.com/en/), Thailand
With eight branches in Thailand and two in Cambodia, Asia Herbs offers treatments using the most modern spa technology and facilities and specializes in urban, all-round wellness treatments ranging from facials to hot stone massages.

8. **Silavadee Pool Spa Resort** (https://www.silavadeeresort.com/), Koh Samui, Thailand
Silavadee Pool Spa Resort is destined to be the most exclusive luxury hideaway resort in Koh Samui. The name Silavadee means “beautiful rock” in Thai, as it is located on Laem Nan Beach, between Chaweng and Lamai Beach, which has the most beautiful rock beach in Koh Samui. Comprising 44 pool villas and 36 deluxe rooms, Silavadee Pool Spa Resort has its own unique style with a ‘back-to-nature’ concept. Each villa has its own private pool equipped with an aqua jet massage bed.
B. HEALTHCARE AND WELLNESS VENDORS

1. **Bangkok Anti Aging Center (BAAC)**
   (http://www.bangkok-antiaging.com/en/)
   Bangkok Anti-Aging Center (BAAC) is an integrative medical center located at the center of Bangkok. It aims to fulfill the needs of health-conscious individuals, with over 200 customers seeking treatment at the centre daily. They emphasize on the implementation of holistic medicine, which focuses on investigating the root cause of a disease rather than merely treating the symptoms.

   Its range of services include:

   (i) **Live Blood Analysis**
   A simple yet powerful health screening method using Dark Field Microscopy for health screening purposes in preventive medicine. The method uses a small sample of blood obtained through finger picking and provides real time analysis to indicate health risks of several organ systems, including the digestive system, liver function, immune system, deficiency vitamins and minerals, imbalance of hormone level, oxidative stress, immune function, and many more which are able to predict the probable cause of degenerative diseases, such as atherosclerosis and cancer. With the right diagnosis, you can plan the optimal treatment for your health.
(ii) Advanced Bio Body Scan with EIS
Bio Body Scan is another health screening method which assesses the level of abnormalities in each organ system. With Electro Interstitial Scanning technology (EIS) and its latest see-through operating system, Bio Body Scan can distinguish disorders of each main organ with speed and precision.

(iii) Anti Aging Treatment in the form of Chelation Therapy, Liver and Total Detoxification.

(iv) Genetic Testing.
Also known as DNA testing, Genetic Testing allows the determination of bloodlines and the genetic diagnosis of vulnerabilities to inherited diseases.

(v) Advanced Aesthetics such as face lifting, Laser Photo-rejuvenation and Stem Cell Therapy
Their treatment protocol prioritizes the simultaneous revitalization and rejuvenation of every organ system. This can be done through stimulation of repairing and reconstruction of our biomolecular building blocks in the cellular level. This holistic approach has been adopted for centuries and has been considerably reputable among celebrities in the global scale. It is widely accepted and endorsed by those who seek the latest medical innovation and development.

2. Samitivej Hospitals, Thailand
Awarded the “Top 5 World’s Best Hospitals for Medical Tourism” in 2018, Samitivej has more 2000 health professionals, practising in six Samitivej hospitals, treating patients for problems ranging from minor outpatient illnesses to major procedures such as organ transplants. Founded in 1979, Samitivej Hospital is one of the leading private hospital groups in Thailand.
3. **KPJ Healthcare Berhad, Malaysia**

KPJ is Malaysia’s leading provider of private healthcare services. Since its introduction of the first private specialist hospital in Johor in 1981, the group has been at the forefront of the healthcare industry. KPJ’s integrated network consists of more than 25 specialist hospitals located throughout Malaysia. With its expansion abroad, the group currently has two hospitals in Indonesia, a significant share in a hospital in Bangkok and a hospital in Bangladesh.

4. **SAFE Fertility Centers, Thailand**

Internationally accredited by ISO 9001 and EQA, SAFE is the first RTAC IVF clinic in Thailand. A world-class fertility centre with four branches in Thailand, SAFE has assisted more than 5,000 couples successfully today with its team of more than 30 medical specialists in reproductive medicine including obstetricians and gynecologists.
6.3 Go-to-Market Strategies

We will deploy several proven GTM strategies for platform business to kickstart the SHENG Eco-system.

1. The ‘follow-the-rabbit strategy’ builds on the existing success of Bangkok Golf Centre (BGC) by focusing on the company’s track record. Currently, BGC has an existing base of 1000 members and customers who are helping the company to achieve an annual turnover of USD 1.5M. Thus, the first batch of users to onboard onto the eco-system will be the existing users or customers of BGC. They will be incentivized to promote the platform and encourage more people to join.

The same strategy will also be deployed to onboard vendors onto the SHENG platform by emphasizing on the list of vendors who are ready to be part of the SHENG platform (please refer to the list of vendors here within this white paper).

We would also consider ‘staging’ value creation by pushing out a comprehensive and encompassing PR and social media plan to attract users, who will receive attractive rewards by referring their friends, colleagues or relatives to join us, which in turn will lead to a higher level of usage of the SHENG Eco-system. The platform could also be designed to attract one set of users first; making it easier for a group of vendors to join, allowing us to build a critical mass before making it widely available to a bigger audience as they discover the value of the platform.

We will also encourage vendors to create useful and meaningful content and information about the services that they offer in our B2C marketplace. For example, contents about the benefits of stem cells and how stem cells treatment can help with degenerative diseases. We can reward these vendors for their content with SHENG tokens.

2. The ‘piggyback strategy’ is the platform connecting an existing user base from a different platform to the value units on offer on another platform.

We can seed our initial database by working with our key partners, Interval International, Bangkok Anti Aging Centre (BAAC) and Quintessentially Group to also offer highly attractive incentives to their existing base of users or customers to onboard onto the SHENG Eco-system. These users will also be rewarded with SHENG tokens in the form of ‘signing on bonuses’.
In ‘seeding strategy’, the SHENG platform will undertake the task of value creation upon itself by acting as the first producer of vendors by offering the first 50 vendors complimentary stakes to onboard the SHENG’s private and proprietary blockchain.

As for the users, the ‘seeding strategy’ would be to offer substantial complimentary SHENG Tokens to existing users or customers of SHENG’s vendors to transact or to make purchases through the SHENG platform. For example, Bangkok Anti Aging Centre (BAAC) customers are already paying between USD 5,000 to 30,000 for stem cell treatments through credit cards or cash. Now if they convert and pay via SHENG Tokens, they actually get a lot more value in the form of discounts and bonuses. On top of that, they receive additional SHENG Tokens on the transactions that they conduct via the SHENG platform.

The ‘marquee strategy’ provides incentives to attract members of a certain demographic onto your platform. Under this strategy, we plan to attract medical tourists who are already currently traveling to Malaysia and Thailand for their healthcare and medical needs. Leveraging on our relationships with BAAC, KPJ Hospital, Samitivej Hospital and SAFE Fertility Centers, we will roll out a huge recruitment drive to onboard medical tourists at these hospitals or medical centres.

We intend to offer attractive substantial incentives to agents in Thailand, Malaysia, Myanmar, Cambodia, Vietnam and China who are already currently working to recruit medical tourists for their respective hospitals to market the SHENG platform to these medical tourists as well.

The ‘producer evangelism strategy’ involves designing a platform to attract producers who can then persuade their customers to become users of the platform. In this strategy, we intend to emphasize to vendors the massive benefits of the SHENG platform such as the B2B marketplace where vendors can now trade among themselves, the availability of AI and data analytics tools at their disposal and our unique crypto-franchising facility.
The ‘big bang adoption strategy’ involves using traditional opportunistic push marketing to attract attention. This strategy involves conducting roadshows at major shopping malls in the various countries that we plan to launch, participating in trade shows in the areas of wellness and lifestyles, travel and sports. We will also bring the roadshows to major universities and chambers of commerce.

The ‘networking strategy’ involves the implementation of a Referral Programme that is adopted from a binary network marketing plan that rewards users and vendors for referring their friends, relatives, associates, colleagues within their social circles to join the SHENG platform to make purchases for all of their lifestyle and wellness requirements.

The key advantages of adopting this hybrid binary marketing plan is that SHENG will experience exponential growth in its user base and new vendors signing up which will in turn lead to higher demand for both SHENG and LIFE Tokens. With higher demand, the SHENG Tokens which will be listed on an exchange will also benefit greatly in terms of its price and trading volume.

The ‘brand ambassador strategy’ is based on the fact that people express their personalities through their lifestyle choices. It makes great business sense to build a community through a brand ambassador programme. 92% of consumers trust recommendations from fellow consumer over advertising and promotional content. Brand ambassadors represent the target consumer profile as well.

We can identify ideal candidates to be our brand ambassadors via social media. Identify loyal consumers who are passionate about wellness, lifestyle and healthcare products and services, preferably with well-established followings. Incentivise our ambassadors with exclusive deals.
Advantages of SHENG Referral Programmes

1. Additional earning from the spill of your up-line: In this plan, our users can get to earn extra tokens from the spill of your up-line and also from the referrals that they add to the SHENG platform. This is key benefit to incentivize the users and vendors to talk about SHENG within their social circles and through word-of-mouth, help us to grow the SHENG network benefitting both parties.

2. The rewards given out under this plan will provide our users with almost double, if not triple the number of tokens for making successful referrals to SHENG platform which they can in turn convert to fiat currencies, transfer to their family members or indulge in their own lifestyle and wellness needs by making additional purchases through the SHENG Eco-system.

3. Within a short time span of not more than 12 months, it is likely that the exponential growth of the SHENG platform will be multiple times with THE capacity to grow at lightning speed.

4. SHENG’s hybrid binary network marketing plan is simple to understand and easy to market. We will invest to create content and educational marketing materials to make easier for our users to assist in growing the SHENG network.
6.4 Management Team

MANAGEMENT TEAM

ADRIAN WONG
Co-founder & CEO

Adrian is an accomplished entrepreneur and business consultant with more than 15 years of diverse experience working in Asia. Having graduated with a Bachelor of Science in Management of Information Systems from University of Curtin and a Bachelor of Laws from the University of South Australia, he started his career as a legal consultant and business specialist working for Equity Trust in Hong Kong which eventually led to the establishment of SBC Group of professional services firms in Thailand that provides a one-stop advisory centre in the areas of legal, tax and auditing for investors in the Greater Mekong Subregion (GMS). Adrian is currently the Executive Partner of SBC International Law Associates Co Ltd and McMillan Woods (Thailand) Ltd.

Adrian has also accumulated a wealth of experience in the hospitality and healthcare industry through his investment in Connex Holdings Ltd which until recently was the exclusive marketing agent for Samitivej Hospital Public Company Limited, a top world-class hospital in Thailand. Working with Ms May Low who is an advisor to Sheng World Ltd, he further expanded to stem cells and anti-aging therapy catering to medical tourists in the GMS region.

Adrian has also successfully developed Bangkok Golf Centre (“BGC”) into Asia’s No. 1 Indoor Golf Performance Centre. With an area of 1,200 sqm complete with 14 bays that are equipped with Foresight GC2 launch monitors and an indoor short game area, BGC has continuously trained and produced some of the top junior golfers in the world.
Mr. Chee is a technology entrepreneur and investor. He was the founder, Chief Executive Officer and Managing Director of RapidCloud International Plc from 1999 until 2017. The group was principally engaged in the provision of enterprise cloud computing software, cloud infrastructure & digital marketing services across South East Asia. He also founded and divested several other technology companies in the area of B2B platform, digital security monitoring and online marketing. He invested and supported the growth of Bangkok Golf Centre in Thailand, which became one of the largest technology-based indoor golf performance academies in Asia, producing several world and regional junior champions.

Prior to that, he was a member of the Multimedia Engineering Research Group (MERG) from 1999 to 2000, where he was a researcher and tutored for Java-based Smart Card systems and Internet compression technologies in Universiti Putra Malaysia. Mr. Chee graduated from National University of Malaysia (UKM) B.Sc. (Hons.) in Applied Physics with a major in Physics Computing in 1999 and partially completed his Master’s Degree in Computer and Communication Systems Engineering in Universiti Putra Malaysia (UPM).

He was awarded the JCI Young Entrepreneur Award from the Junior Chamber International in 2008 as well as Entrepreneur of the Year for 2013 by Mc Millan Woods. He was also profiled by Digital News Asia in 2014 as one of the top 50 influencers, movers and shakers in Malaysia’s Digital Economy in its Digerati50.
Poomsanti has accumulated more than 15 years of experiences spanning across audit, financial advisory, business development as well as sales and marketing.

He started his career at Deloitte where he managed teams to provide audit and financial advisory services to large local and multinational clients. Afterwards, he obtained a master degree in international business with finance concentration from the U.S. Upon graduation, he then took on a career in renewable energy business development. He was a Business Development Manager at Mitsubishi Corporation and later with FE Global Clean Energy Corporation, a private equity fund. His experiences during his renewable energy career span across functions such as due diligence, feasibility studies, project development, project financing, strategic planning, marketing, and key stakeholders affairs. In addition to financial related roles, he also managed a team of more than 10 sales and marketing staff at Expedia Inc., a NASDAQ-listed tech company, to achieve quarterly sales and profitability KPIs.

Most recently, he was a full-time CFO at SBANG, a renewable energy holding company specializing in biomass and waste to energy projects (from investment and development to design, construction, commissioning and operations). He was overseeing financing, investment, accounting, investor relations and business development activities.

Education:
Master of International Business (MIB) - The Fletcher School, Tufts University, USA
Bachelor of Business Administration (BBA) - Burapha University, Thailand

Relevant trainings attended:
Strategic CFO in Capital Markets, The Stock Exchange of Thailand (SET)
IPO Focus, The Stock Exchange of Thailand (SET)
CPD Trainings, Federation of Accounting Professions of Thailand
With over 40 years in the Direct Selling/Network Marketing Business, Sunny began his career in Direct Sales in the 1970s and has valuable experience working as a Distributor and has held numerous Executive Titles overseeing operations in both Malaysia and the Asia region for some of the top companies in the market including but not limited to Shaklee, Omegatrend and Organo Gold.

Possessing a disciplined personality and being a people-person, he believes in teamwork and in building relationships and has a passion in mentoring leadership. He stays well-connected with his subordinates as well as leaders/members having the unique ability to understand situations and feel the pulse of his team as well as the business. Sunny brings a wealth of networking experience and unparalleled wisdom will certainly be an asset to SHENG World, playing a positive role towards making it a successful platform business.
Philip is a decorated serial entrepreneur in the technology industry for more than 15 years and specialises in ecommerce technology. He has certifications in leader certification programme from Napoleon Hill World learning Center, WSQ Implementing Design Thinking from National University of Singapore Institute of System Sciences, Professional Diploma in Human Resources for SME Bosses, Workface Development agency Singapore and Professional Postgraduate Diploma in Marketing from Chartered Institute of Marketing.

He started his first ecommerce business in 2004 which is one of the first companies that uses eBay as a platform to sell products online internationally. He was one of ASEAN Top eBay Sellers with 2 Million items sold online and was certified by eBay as one of the first few eBay specialists. With that, he conducts courses to train and consult on “Selling on eBay” for students from Informatics and trade association in ASME (Association for Small and Medium Enterprises).

With the experience he had in the ecommerce industry, he started an ecommerce technology company, Shang Commerce, in 2013 that provides Business-to-Consumer and Business-to-Business technology sales services. He led the development of the company’s strategy and oversaw the implementation of the company’s technology capabilities. In 2015, he listed Shang Commerce in ASX (Australian Securities Exchange) at a valuation of USD 230M.

Philip is currently the CEO of VisionGroup, a leading Blockchain Technology company providing Blockchain-as-a-Service technology solution for Business-to-Business and Business-to-Business-for-Consumer sales. VisionGroup’s core focuses are in the areas of Blockchain, Artificial Intelligence and Cybersecurity with products suites in 3 core sectors, Commerce, Finance and Government.
PAUL DEAN
Advisor

Born in the United Kingdom but now spending most of his working time in the Asia-Pacific region, Paul Dean is a veteran leader in international resort development consultancy. One of the industry’s most respected consultants, he has set up over 100 resort and mixed-use projects in 20 markets during his 35-year career. Key strengths include mixed-use resort development, branded residences, shared ownership, private residence clubs and hotel-related real estate.

Paul’s forward-looking vision and enviable breadth of experience has won him accolades and recognition among leading international business analysis providers including the Economist Intelligence Unit, Mintel and Lexis Nexis. He has authored sector-defining studies on hotel and mixed-use resort development, the Southeast Asian vacation ownership market, the global resort industry and the international vacation ownership industry.

Paul has held senior executive roles at international hospitality brands including Starwood and boasts clients hailing from Arthur D. Little, Banyan Tree, David Lloyd, De Vere Hotels, Dubai Holdings, Filinvest, Gleneagles, Hg Capital, Hilton Group, Interval International, Jumeirah Group, La Manga Club, Leighton Holdings, Marriott Vacation Club International, Med Group, Onyx, PingAn Real Estate, RCI, Rank Group, Singapore Tourism Board, Six Senses, Soneva, Thakral, Thomas Cook, TUI AG, as well as a long list of independent boutique hospitality companies and developers.

His expertise covers Branded Residences, Condotels, Fractional Interests, Private Residence Clubs and Vacation Clubs, including feasibility analysis, financial modelling, concept development, product design and legal structuring, usage plan design, preparation of operating budgets, reserve funding, marketing and sales strategies and subsequent implementation. He has been a heavily involved in planning and delivering AOCAP for more than a decade and is an Executive Committee Member of APRDO.
LOW GIIN LAN, MAY
Advisor

May, a Malaysian, graduated with MBA from University of Stamford; Post Graduate in Business Administration from Prime University Colleague, in Malaysia and Bachelor’s Degree in accounting and Human Resources from University of Tasmania, Australia.

She is currently Company Director cum Chief Executive Officer in Thailand for the companies as:-
1. Bangkok Genetic Co Ltd,
2. Pure Wellness International Co Ltd,
3. Wellness Lifestyles Co Ltd and
4. Wellness Bangkok Co Ltd
5. and appointed as International Product Development and Marketing Director at Bangkok Anti-Aging Center

In 2017, she was appointed Managing Director for Beijing Aceso Global Wellness Consultancy Co Ltd and Zhejiang Aceso Global Wellness Consultancy Co Ltd in China to handle the marketing of anti-aging in the whole China region.

One year earlier in 2016, she was appointed as Company Director and Chief Executive Officer for Bangkok Genetic Co Ltd to market and develop the Genetic Screening Integrative Reporting for healthcare management services for the customers in Thailand.

Since 2015, May was also appointed as Company Director and Chief Executive Officer for Pure Wellness International Co Ltd, a joint venture with the owner of Bangkok Anti-Aging Center as Consultant and sole marketing agent to promote and market the Anti-Aging Center in Thailand and Medical Tourism at Asia Pacific Region.
In year 2009, she was appointed by the Samitivej Group of Hospital to develop health management services. As a Consultant, she worked together with management and doctors to develop the health management screening programmes for existing patients and new patients.

From 2007 to 2009, May worked as a consultant to develop the hospital health screening membership programme with several hospitals as follows:
 i) Gleneagles Intan Hospital, Kuala Lumpur, Malaysia
 ii) Tropicana Medical Centre, Damansara, Kuala Lumpur Malaysia
 iii) KPJ Healthcare Bhd, Malaysia

Prior to being a consultant, she was in Finance / Accounting as:
2004 to Mar 2007, she joined Sunway City Group as Senior Manager – Finance and Admin of its timeshare division and Health Screening Subscription. She was head of Finance Department; Credit Collection Department; Human Resources and Resort Operation Division. Reporting directly to Chief Executive Officer (CEO), she assisted the CEO to set up two companies, namely Sunway International Vacation Club Berhad (Timeshare Subscription) and Sunway Healthy Lifestyle Sdn Bhd (Health Screening Subscription).

From 1994 to 2004, she was Senior Finance Manager for Leisure Holidays Berhad and was in charge of 15 accounting staff and corporate division. At Leisure Holidays, she worked together with MBf Capital Berhad managing the company’s restructuring and reengineering and successfully hand lied the Companies listing in Bursa Malaysia.
Hui Jie has been in the technology field for more than 12 years and is a serial technopreneur. He started one of his first technology companies in China providing VOIP, having a unique technology in the callback space, before joining a large German MNC that is globally number 2 in the world for providing retail and banking solutions. Building up his corporate and enterprise experience as well as learning how a global technology company operate, Hui Jie then went back to continue his technopreneur journey.

In 2011, Hui Jie sold one of his technology companies focusing on servicing government and large enterprise contracts in Asia boosting clients such as Mindef, Philips Medical, Shinsei Bank and more to a London Aim listed company. Looking at the eCommerce industry as a large incoming opportunity, Hui Jie in 2013 together with his cofounder whom he met doing non-pro t started and listed on ASX in 2015 a company focusing on helping companies digitally transform boosting clients such as Austpost, CIMB Niaga Bank, Ezlink and more.

Looking for the next challenge, Hui Jie looked at the next industries which he could disrupt using technology and is now looking towards the blockchain, artificial intelligence and cybersecurity space, specializing in the commerce, finance and egovernment sectors. During his free me, Hui Jie does non-pro t work, join various associations as well as join short courses from MIT Fintech Future Commerce, Oxford Blockchain Strategy, Codecademy Python, Data Analysis and more to keep up to date on the latest technologies and his interests.
Vincent is an entrepreneur and investor who has built a business out of serving niche communities profitably and has established an impressive network of the world’s top business and political leaders from across a host of industries and countries.

He set up All Events group, a conference and exhibition company in 2007, which managers and develops their own brand of conferences and exhibitions, and has created industry-leading programmes for the LPG, Biogas, Natural Gas, Sustainable Energy, Ergonomics, Wellness, Human Resource and Blockchain Industries.

Besides Singapore, he also owns and maintains companies in the Philippines, Indonesia, Thailand, Vietnam, Bangladesh, and Turkey, as well as work with affiliates in over a dozen other countries including Kenya, Malaysia, Hong Kong, China and many more.

Over the past 12 years, he has established offices in 7 countries and done business in over 33 countries.
Miss Hui Fan; MD, aged 53 have being appointed as Hospital Director at Life Infinity Centre located at Beijing, China. In year 2006; Dr Fan holds a Post Graduate Doctor's from University of Saskatchewan, Canada, with major research interest in Parkinsonism and related gene90c or stem cell technique in aging disease treatment. In year 1994, Dr Hui Fan also graduate as Master at Peking Union Medical College. Year 1989, Dr Hui Fan is Bachelor's Degree in Medical at Henan Medical University.

Dr Fan is a member of Chinese Society for Cell Biology (CSCB), a member of The International Society for Biological Therapy of Cancer (iSBTC) and a member of Canadian Geriatrics Society (CGS).

Partner of Timelixir Bio. Tech. Co. Ltd since December 2014 at Beijing Yizhuang Economic and Technological Development Zone, specializes in the clinical research of infusion device for cells, cells for achilleas tendiniti90s, stem cell and immense cell related treatment.

Past experienced as:-

i) May 2013- Aug 2009

- GM of Hilong Holdings Limited (HKG: 1623)
- Technical Consultant and Expert of Cell Biological Therapy in CTC Tumors Center of 307 Hospital of PLA cum Medical Director in An90-aging Research Center in Ta1 ji Sun.
- Director of Biological Rehabilitati90on Center, at Beijing Zhenguo Tumor Rehabilitation90on Hospital, responsible on GMP-standard biological clinical labs and implements “CIK+DC+Stem Cell” technique for diabetes, oncology and Alzheimer disease.
Dr Hui Fan have being published research paper on neuropsychiatry and diabetes in magazines such as American Journal of Pathology


