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1.0   Introduction and Background

After the release of Ethereum in May 2015, founded and proposed by Vitalik Buterin, a new prominent feature known to be Smart Contract has been introduced worldwide. Smart Contract is a computer code running on top of a blockchain containing a set of predefined rules that features one of its well-known functions, which is to allow developers to write and create their own ERC-20 tokens based on Ethereum's blockchain. However, this typical functionality has been popularized in recent years, which has led to the rise of Initial Coin Offering (ICO) projects organised by countless blockchain based start-ups across the globe.

1.1   The Radical Era of ERC-20 Tokens and Crowdfunding Projects (ICO)

Before the introduction of Ethereum, cryptocurrencies and blockchain can only be created by developers piece by piece due to the complexity of decentralized architecture of blockchain itself.

When Ethereum was established in 2015, they made use of Smart Contract technology to develop a developer-friendly token standard called ERC-20. With ERC-20 standard token protocols, anyone can create his own tokens under 30 minutes with mediocre coding expertise. It was a revolutionary moment in the adoption history of cryptocurrencies and blockchain technology as people no longer need to rely on the pre-Ethereum approach of creating cryptocurrencies, which consumes more time and technical manpower.

Therefore, the existence of Smart Contract has helped to overcome this issue effectively by minimizing the barrier of generating cryptocurrencies significantly until a point where everyone in the world can create their own cryptocurrencies through Ethereum blockchain platform with minimal effort. This technology was then used by most cryptocurrency startups for fundraising, which eventually led to the notorious ICO fever in 2017.

1.2   Understand and Appreciate the Benefits of Prioritizing Token Creation

As Ethereum's blockchain itself is open-source, anyone is able to access the platform and deploy smart contracts on top of it. There were several advantages which benefited the development and adoption of a blockchain project.

First and foremost, tokens can now be created at a significantly lower budget since it does not require a vast amount of time and technical workforce. Besides, such a method also presents a lower technical barrier to the crypto space, where ERC-20 tokens can be easily

generated as long as the creators have decent knowledge about Solidity, the default programming language for writing Ethereum Smart Contract.

Furthermore, by using Smart Contract, the security risks borne by project developers are being minimized significantly when they create their own cryptocurrencies on a high-profile blockchain like Ethereum, as it is more secured due to its active network environment. In other words, Smart Contract developers ought not to worry about security issues since Ethereum's blockchain network is already secured by a large number of miners around the world.

1.3 The Horrific Aftermath: The Excessive Abuse of ERC-20 Tokens and Crowdfunding Projects (ICO)

Since Smart Contract became more and more popular, endless ERC-20 tokens had made their way into the crypto space, along with the rise of ICO trend on a global scale. Regrettably, the simplicity and convenience provided by Smart Contract had led to a rampant rise of failed ICO projects. Countless scammers had flooded the crypto space with fraudulent ICO projects in order to trick innocent individuals into making investments in their Ponzi schemes. The rising scams in the space had stirred up a great deal of anger among and outside the space, putting the industry in bad light.

A more concerning matter was that most of the real and legitimate ICO projects still failed to meet expectations of the community due to lacking exposure and attention from the community. Most investors were ignorant of the fact that the crypto space was an extremely niche market since the blockchain industry was still prevailing in its infancy. Additionally, people tend to overhype projects to conduct pump-and-dump (P&D) schemes, which causes many investors to suffer huge losses from these P&Ds.

Perhaps at this moment, this is the most important question that all of us should ask ourselves:

Is there actually a point to produce ERC-20 tokens even if they serve no purpose at all?

1.4 The Concerns of ERC-20 Tokens without Actual Utility, Explained

The fact that most ERC-20 tokens were issued solely for the sake of launching ICOs is actually agreeable to a certain degree, since tokens are largely regarded as distributed "shares" by most developers and investors. However, after excluding exchange tokens (e.g. Binance Token (BNB), Huobi Token (HT)) and stable coins (e.g. Tether (USDT), USD Coin (USDC)), most ERC-20 tokens possess limited usefulness, even if they are listed as the Top 100 Tokens on CoinMarketCap.

Imagine this, what could you do with the tokens that you have bought from an ICO? Well, to be honest, holding and selling them at a higher price might be the only way to spend your tokens and earn you a good fortune. In fact, this is the happy ending that most ICO investors are looking for, since they exited the market with a handsome profit.

This corresponding situation might satisfy most ICO investors since they have achieved a successful outcome for their short term investment.

But what about the consequences in the long run?

According to the supply and demand economic theory, an item will greatly decline in value if there is a huge amount of this item available on the market (large supply). Similarly, the price of the tokens will definitely collapse after investors dumped them for profit on the market.

And the main concern is that no one will ever buy the dips again since most tokens absolutely serve no purpose or usability and are meant to be redundant, even for a particular project's ecosystem. Therefore, most ICO tokens ended up losing a huge chunk of their initial value, and eroded the trust of their investors.

At the end of 2018, most ICO tokens were

1) Considered dead due to its catastrophic value deterioration.
2) Vanished from the market and are branded as a scam.
3) Heavily criticized by the public and proceeded pathetically ; eventually died due to its little progression and greatly reduced hype.

1.5   But Even with Usability, Why did Several Blockchain Projects Still Fail to Strive?

After subtracting the bad apples from the equation, we were left with a handful of credible and potential projects across the space. Despite showing promising potential, the remaining projects struggled to fight their way out of the ICO bloodbath brought by the bear market in 2018. Two of the most notable reasons we noticed are the inability to list their tokens on legitimate cryptocurrency exchanges and the difficulty of reaching out to the cryptocurrency community effectively and efficiently.

On the other hand, several projects still managed to succeed by having themselves backed by high profile crypto celebrities and major corporations. Nonetheless, how about projects that are genuinely innovative but are founded by a group of nobodies?

Unless one is capable of inventing some kind of product which has the potential to change the landscape of the world or an industry like how Facebook evolves our way of social interaction. Needless to mention, Facebook has become one of the most important social media applications for us to stay connected with our friends and family as of today.

What about a social media platform for the cryptocurrency and blockchain industry to stay connected to one another?

Looking at some of the biggest and hottest social platforms of the industry, we have BitcoinTalk, Hive and Steemit, which house the largest number of cryptocurrency communities in the space. However, each platform has their own weaknesses in terms of user interface and functionalities, causing the community to be splitted among mainstream social media platforms and existing crypto social platforms.

Realistically speaking, the crypto world is still lacking a de-facto social media platform which helps connecting cryptocurrency enthusiasts across the globe, forming a gigantic one-stop ecosystem that allows each and every cryptocurrency and blockchain related project to promote and advertise itself at ease.

1.6   Summing Up All the Tragic Facts and How the Future Shall be Foreseen

The general public have to be convinced that not all projects that issue their own cryptocurrencies (esp. ERC-20 tokens) are scams or Ponzi schemes. Besides, not only these tokens should consist of actual usability (or use cases) and should be widely versatile in order for them to circulate around a specific blockchain ecosystem limitlessly, but they also require a platform to be able to publicize themselves in the crypto industry.

In a nutshell, for the sake of a more sustainable and progressive future for blockchain and cryptocurrency industry, the community is in dire need of a crypto project that

(i) Connects cryptocurrency enthusiasts and blockchain technologists across the world,

(ii) Assists crypto projects to reach their target market in a cost-effective method,

(iii) Has a token that possesses actual token usability that can be maximized in a particular blockchain ecosystem.

2.0 TORUM: A One-Stop Ecosystem that Maximizes the Usefulness of ERC-20 Token

Project **TORUM** is a revolutionary yet disruptive crypto industry ecosystem formed by the collaboration between a multifunctional cryptocurrency-powered social media platform and an integrated cryptocurrency exchange.

TORUM is a project created exclusively for blockchain companies and cryptocurrency enthusiasts to establish and showcase their personalized cryptocurrency social profiles across the platform. Namely **TORUM**, the ecosystem consists of a set of comprehensive features and functionalities designed to provide every ecosystem participant the best social interaction and community building experience, such as Company Profile, Clan System, Support Feature, Cryptocurrency Marketplace, Token Depository System, and a Cryptocurrency Exchange.

The entire ecosystem of **TORUM** is powered by ERC-20 tokens, known to be XTM. It also acts as the sole transactional currency, where it will be utilized in all forms of trades, contributions, donations and payments across the entire ecosystem, thus forming the backbone of the ecosystem. The ecosystem is designed in a way to maximizing the versatility and usability of XTM on **TORUM**, as well as on its own cryptocurrency exchange, namely **XTORUM**.

By binding **TORUM** with **XTORUM** Exchange, a closed loop ecosystem that benefits both platforms is formed. For every single account registered on **TORUM**, the particular user is automatically provided with an account on **XTORUM** Exchange. Through this cooperative relationship

- **XTORUM** Exchange can consistently enjoy the community traffic built on top of **TORUM**
- **XTORUM** Exchange will provide liquidity and utility value to XTM tokens

As a result, this leads to a long-lasting mutually beneficial relationship between **TORUM** and **XTORUM** Exchange.
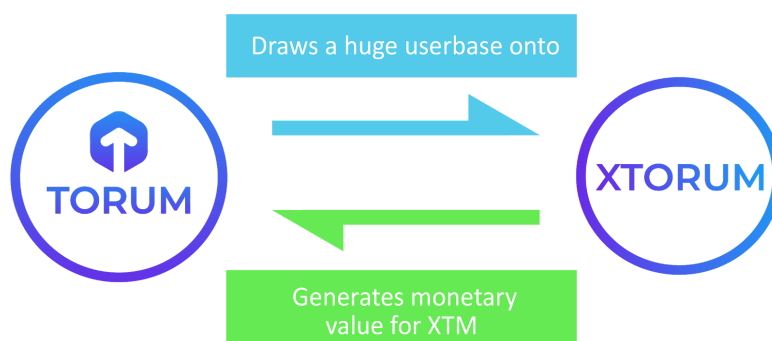
Most importantly, **TORUM** does not intend to rely on unnecessary market hype or become another ordinary crypto social platform that simply rewards their early backers for their community building effort. **TORUM** aims to become an industry standard in the crypto space.

For instance, the internet has Facebook and Twitter as general social media platforms, LinkedIn as a main business and employment-oriented social platform, Reddit as a mainstream social news aggregator and Tumblr as a microblogging platform, etc.

TORUM aspires to become the primary choice of social media and connecting platform used by every cryptocurrency enthusiast and blockchain technologist across the world.

2.1 Comprehensive Company Profiles for Blockchain and Cryptocurrency based Entities and Organizations

"Researching on crypto and blockchain company profiles is simple, but the ability to

search for and engage closely with them at the same time is an entirely different experience"

Apart from existing as an ordinary social media platform with customizable social profiles, TORUM allows users to showcase their personalized crypto profiles and biographies. Users start connecting through the widely used Follow & Following system, and are also free to join any clans around **TORUM**.

In addition, **TORUM** also allows blockchain and cryptocurrency based entities and organizations to create their Company Profiles for them to promote their ideas and establish a more professional impression to their respective communities. A typical Company Profile serves as an alternate identity within a user's account, where they can be easily managed and administered.

With this unique functionality, the community can engage in a closer interaction and stay connected to the crypto projects they are interested in. Crypto projects can use their Company Profiles for the following purposes:

(i) Publishing their contents and updates directly to their members, fans and followers,

(ii) Announcing their online or offline events (e.g., meetups, conferences, summits, etc.)

(iii) Associating Company Profile to your Company Clan (explained in 2.2)

2.2   An Interactive Clan System for Users and Company Profiles

"Why worn yourself out from managing multiple social media accounts,

when you only need TORUM for all of them?"

TORUM's Clan System is a sophisticated gamification-infused community building platform built with a modernized forum interface and chatroom functionalities for both professional and casual purposes. The community is free to explore their creativity and build their own niche communities (or fandom) from scratch, such as mining, trading, masternode, etc.

Under a Clan, there are three unique features for the community to utilize:

(i) Thread

The fresh-looking forum allows clan moderators and members to create threads and engage in the community with various ways, such as:

- write your article with the built-in handy content styling feature
- conduct a panel discussion or AMA session
- organize your bounty program

Essentially, these threads are shared across **TORUM** to be appeared on the ordinary Feed, which boosts the exposure of the particular clan.

(ii) Clan Chatroom (Server)

As for clan chatroom, it allows all members from a specific clan to engage in an instantaneous yet in-depth communication with one another. Everyone has the opportunity to inquire and discuss ongoing news, progressions, events, technological information, etc. on the particular chatting platform simultaneously.

(iii) Company Association

Other than that, Clans can also be associated under Company Profiles to signify a certain company's community, which further stimulates interaction among its members, fans and followers. The community can use this feature to conduct the infamous signature Bitcointalk campaign, where associating with a Company Profile will display a logo in the clan.
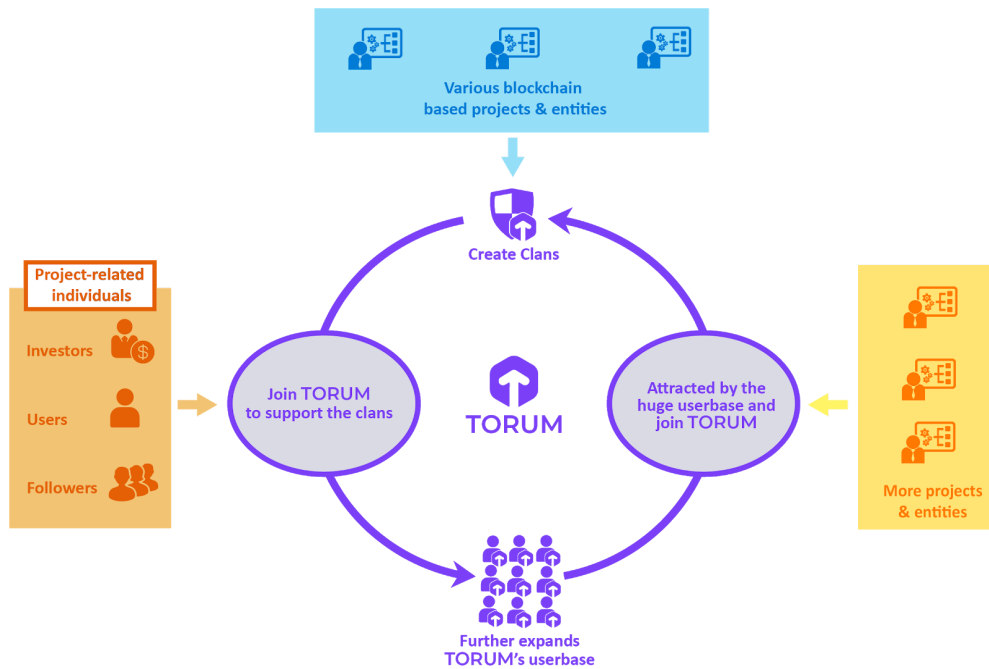
Clans on **TORUM** consist of a ranking system for all their members, admins and moderators. The rank of a certain clan member represents his efforts and contributions, and is dependent on his activeness (EKVAs) for most of the time. On the other hand, EKVAs also determine the popularity and activeness of a clan. Hence, clans with higher EKVAs definitely possess higher credibility since the flow of contents and communications are deemed to be always consistent.

Ultimately, **TORUM**'s clan system is always transparent (freely accessible) and is carefully designed for blockchain-based companies and cryptocurrency projects to achieve the maximum exposure and brand integrity. Apart from that, clans are not meant to function merely as a tool for community development, they are also capable of serving as fraud and fake account identifiers on **TORUM**, which promotes a healthier and more genuine ecosystem.

2.3 A Unique Crypto Identity Integrated with a Support Feature for TORUM Users

"Supporting others for their effort and creativity is a bliss to

both the receiver and the giver"

TORUM's Support Feature works like a tipping mechanism, where Users can spend their XTM to support contents (posts/threads/comments) creators with relevant crypto-themed artworks (for the memes). Most importantly, these content creators not only receive visual artworks and praises made by their audiences, they will also obtain a designated amount of XTM as their reward based on the gifts they received.

Since this Support Feature has been integrated into **TORUM**, the efforts and hard work of numerous blockchain and crypto-related content creators will no longer be neglected. By posting impactful contents ranging from articles to videos in the form of posts, threads or comments, they get to monetize their contents by earning XTM as a side income, gifted by **TORUM** users who find their ideas worthwhile and interesting.

2.4   A Dual Rewarding Mechanism which Benefits Each and Every TORUM User

"The decreasing supply and increasing demand of an item will lead

to an appreciation in its inherent value"

In a short run, **TORUM** is going to distribute 40% of its total token supply back to the ecosystem through its mission systems. The 400, 000, 000 XTM is expected to be claimed by the community within one year through the Daily Missions, Weekly Missions, Special Mission and One-Time Missions.

To add a twist to the tokenomics, **TORUM** has come up with two long-term plans to control the circulating supply of XTM: (i) Token Depository & (ii) XTM Buyback-and-Burn Mechanism.

Token Depository is a profit sharing initiative that allows the community to receive 10% share of **TORUM's** quarterly profit by storing XTM into the ecosystem's very own crypto bank. XTM Buyback-and-Burn is a continuous mechanism that involves buying back and burning XTM from the market every quarter until the total supply of XTM reaches 80%. Both measures will effectively limit the circulating and total supply of XTM, benefitting every XTM Hodler and ecosystem participant in the long run.

2.5   A Unique Marketplace that Solely Operates with Cryptocurrency

"A token has the potential to substitute a fiat currency when regular folks can use

it to purchase goods and services across the world"

TORUM's Cryptocurrency Marketplace is purely built for cryptocurrency lovers all over the world. Users are free to trade first hand/second hand products by using XTM on a secured product trading platform. Besides, sellers are also allowed to set up online stores, which also symbolizes their own identity. By doing so, the stores can be vouched by the public according to their fame, thus, protecting buyers from getting scammed.

Plus, the products listed on the marketplace can also be shared to users' feed to increase their exposure. Whenever a buyer purchases a specific product displayed on his feed, the sharer of the specific product will receive commission if the particular buyer opts him as the referrer. Therefore, the product sharing mechanism has turned into a win-win situation for both sellers and users of **TORUM**.

2.6 The Invention of Trendy Crypto Meme Themed Murots

"A healthy and lasting community building process cannot be motivated solely by monetary rewards,

but through the genuine interactions and dialogues between one another"

One of the most interesting things that ever happen in this industry is the abundance of memes popping out from every corner of the world, especially during the 2017 bull run. This phenomenon has undeniably instilled a strong meme culture among the community and promoted the crypto space to the nocoiners. Since **TORUM** is a social media dedicated for the crypto space, we have come up with Murots — the crypto version of emotes on **TORUM**.

The term "Murot" is actually **TORUM** spelled in reverse (aka semordnilap). On the surface, Murot might be a minor feature providing some entertainment value for users during their community building process on **TORUM**. In fact, this feature is in place to promote closeness and discussion among the community, sparking more interactions and ideas on **TORUM**, which is identical to the impact of memes have on the spreading the words of the industry back in 2017.

Hence, Murot is a greatly underrated yet significant feature that can potentially speed up the community building process on **TORUM**, accelerating the growth and adoption rate of the platform.

2.7 The First Ever Social Media Platform Bound to a Cryptocurrency Exchange

"A token can have all the utility in the world, but

is inherently worthless without a way to test its value"

After all, even if tokens are made to circulate limitlessly across the ecosystem, what is the use of it as a medium if it does not possess any monetary value? Well, **TORUM** has sorted out this issue by binding a cryptocurrency exchange with the platform itself. Therefore, **TORUM** users are allowed to deposit other cryptocurrencies to reload their XTM, make trades, and even withdraw their XTM at any time they wish.

TORUM's exchange, namely **XTORUM**, works like other cryptocurrency exchanges on the market with several updated features. Nevertheless, **XTORUM** is built using state-of-the-art technology, where it can handle up to 10 million transactions per second. The exchange itself is extremely secure, and requires all sorts of identification and authentication procedures from its users to comply with the latest AML and KYC regulations.

For users' convenience, every social media account created on **TORUM** is automatically given and linked with its own **XTORUM** account. In exchange, **XTORUM** offers up to 50% discounts on transaction fees if the fees are paid using XTM.

3.0   The Prospects and Outcomes Following TORUM's Success

"Imagine a world where the community and industry players exchange their

crypto contacts by asking "What's your TORUM username?""

In the event that **TORUM** achieves its vision of becoming an industry standard, **TORUM** will become the de facto social media platform of the cryptocurrency and blockchain industry. The "de facto social media" status means that **TORUM** will be joined by cryptocurrency enthusiasts, blockchain technologists, crypto media, lawmakers, association, etc. The combined social force of the community on **TORUM** will create a powerful and lasting network effect and critical mass effect for the social media platform.

With **TORUM**, the community can connect easily with one another and find their own niche communities within the crypto space. Content creators no longer need to suffer the continuous waves of non-crypto and blockchain related feeds on mainstream social platforms. They can monetize their high quality contents through **TORUM**'s Support feature and enjoy greater attraction and interest in the absence of the sea of contents across different social platforms.

Crypto projects and blockchain-based entities can leverage on the precise network value of **TORUM** and reach out to the community effectively and efficiently. Whenever a project is seeking for exposure, it will build their marketing strategy around **TORUM** because this social media has the largest and concentrated number of their target market. Corporates can build their own Company Profiles to establish their professional image in the industry, while maintaining an active engagement with their communities on **TORUM**'s Clan.

The rapid flow of information and exchange of ideas on **TORUM** will foster a healthier growing environment for the industry, since the information asymmetry problem is greatly minimized. The number of scams and Ponzi schemes happening in the crypto space will be effectively reduced, since the community now has easier access to the industry knowledge to help them differentiate between a scam and a genuine crypto project. Once the general public has a better understanding of cryptocurrency and blockchain technology, the space itself will experience a more solid adoption pace, compared to the temporary market hype in 2017.

The combined synergy of the outcomes following the success of **TORUM** will form a powerful one-stop ecosystem powered by the social media token — XTM across the crypto space. The dynamic and growing community (network effect & critical mass effect), coupled with the versatile utility of the token (crypto exchange, support, marketplace, etc) might lead to the creation of a token whose utility and intrinsic value rivals the existing cryptocurrencies across the market.

4.0   A Closer Look at the Utilization of XTM Across TORUM's Ecosystem

The core problem of having pointless ERC-20 tokens across the crypto market are as trite as it seems, and we solely believe that in order to pioneer and evolve the current blockchain industry, token utilization has to be incepted somewhere from its own roots. Cryptocurrencies are powered using blockchain technology, and they are always deemed to be digital or virtual currencies by mainstream society. Therefore, we might as well begin to make use of ERC-20 tokens that revolve around the digital universe itself rather than desperately trying to emphasize them on real world applications.

Apart from becoming the first ever crypto-centric social media platform, **TORUM** also concentrates on the usability and versatility of XTM, which helps to create long lasting demand and liquidity for XTM in the long run. Below shows a complete list of XTM's utility that **TORUM** will develop across the ecosystem of **TORUM** (Eras are explained in 7.0):

(i) Support the community on TORUM

The feature allows users to use XTM to purchase crypto-themed gifts to promote and set the quality and standard of contents made by the community. It helps to nurture a healthy and high quality conversation on **TORUM**.

(ii) Reduced Transaction Fee on XTORUM

The discount feature on **XTORUM** allows users to use XTM to reduce their transaction fee by up to 50% on **XTORUM**. It helps to stimulate the trading activity and market liquidity on **XTORUM**.

(iii) Profit Sharing Initiative via Token Depository

The feature allows users to lock their XTM in **TORUM** to enjoy 10% of the ecosystem's quarterly profit, slightly akin to the concept of staking. The formula of the profit sharing is as follows:

$$Profit\ share\ you\ received\ =\ \frac{Your\ Staking\ Amount\ (XTM)}{Total\ Staking\ Amount\ (XTM)}\ *\ 10\%\ of\ Ecosystem's\ quarterly\ profit$$

(iv) Transactional Currency on TORUM Marketplace

The feature allows users to buy and sell their goods and services using XTM. This is part of **TORUM**'s initiation to develop a fully fledged one-stop ecosystem that is powered by XTM as the sole transactional currency in the ecosystem.

(v) Advertisement Slot Bidding

The feature allows Company Profiles to use XTM to bid for advertisement slots on **TORUM** & **XTORUM**. To be fair and transparent to our community, programmatic advertising or any form of advertisement that uses the data of the community on **TORUM** are strictly prohibited at the early stage of implementation.

(vi) Animated Sticker Merchandise

The feature allows users to buy and sell community-made customized animated stickers on **TORUM** using XTM. It encourages the community to put their creativity to good use and promote a healthy social culture on **TORUM**.

(vii) Premium Subscription

The feature allows users to unlock certain features available only for premium members using XTM. It is a special feature designed for those who
i) are extremely committed in community building with a desire to bring their community building effort to a different level on TORUM.
ii) have the desire to indulge in a greater socializing experience on TORUM.

(viii) Exchange Listing Token Voting Initiative

This is part of XTM's utility model on **XTORUM**, which makes it mandatory for projects to pay their full listing fees on **XTORUM** with XTM. It helps to develop a healthy social media platform and creates a constant demand for XTM, which increases the liquidity of XTM.

(ix) IEO Participating Initiative

This is part of XTM's utility model on **XTORUM** where users stake their XTM to earn a percentage based IEO participating right by using the concept of staking. The XTM staked under the Profit Sharing Initiative is separated from this IEO Participating Initiative.

$$Participating\ Rights\ you\ received\ =\ \frac{Your\ Staking\ Amount\ (XTM)}{Total\ Staking\ Amount\ (XTM)}\ *\ Total\ Rights$$

(Note: This XTM's utility list is not arranged according to any sorting order and will change according to the actual demand and needs of the community. Besides, more functionalities will be added in the future.)

5.0 Tokenomics: A Deeper Look at How XTM is Distributed Across TORUM's Ecosystem

Token Distribution of XTM

Reserve	8.2%
Strategy & Development	8.0%
General & IEO Marketing	5.5%
IEO Sale	5.0%
Private Sale	3.3%
Team	30.0%
Ecosystem	40.0%
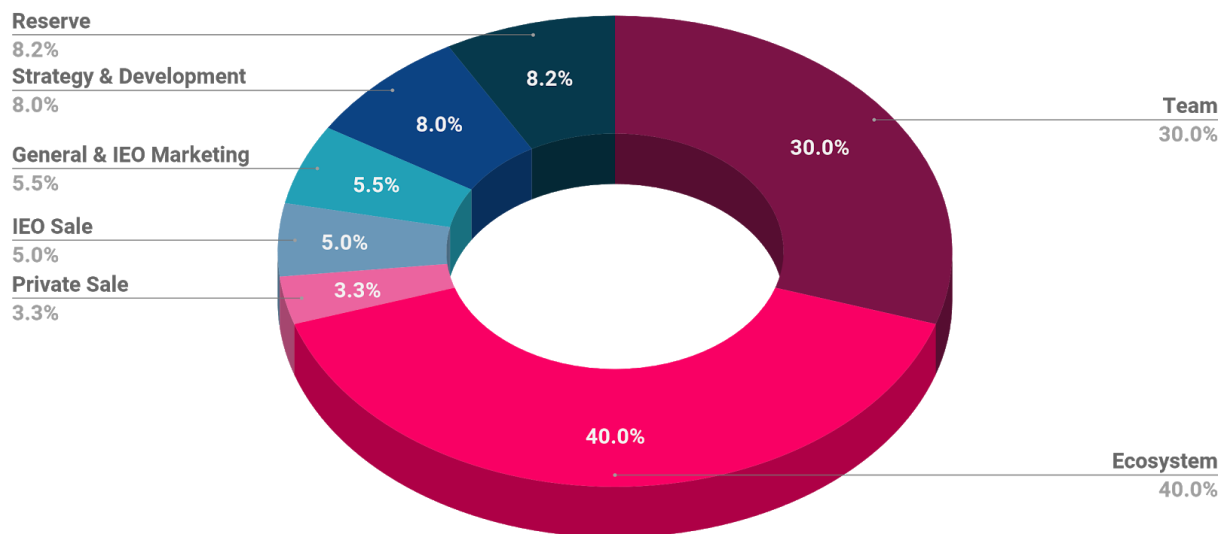
Total Token Supply   : 1, 000, 000, 000 units of XTM

Token Type   : ERC-20

Team   : 300, 000, 000 units of XTM @ 30.0%

A total of 300, 000, 000 XTM will be going to the founding members of **TORUM** over a fixed period of 3 years. The tokens will be unlocked every quarter, starting from the day **TORUM** is officially launched. For transparency purposes, **TORUM** will store this 300, 000, 000 XTM in a cold wallet and publish its address to the public. Every time the XTM token for the team is unlocked, **TORUM** will notify every community member via all social profiles and communication channels.

Ecosystem   : 400, 000, 000 units of XTM @ 40.0%

To ensure the stability and sustainability of the ecosystem, **TORUM** has allocated 40% of XTM's total token supply to be distributed to the community. The full amount of 400, 000, 000 XTM is expected to be distributed entirely to the community on **TORUM** within one year upon the official launch of **TORUM**.

Private Sale : **32, 825, 000 units of XTM @ 3.2825%**

A total of 32, 825, 000 XTM will be going to the private investors of **TORUM** over a fixed period of 9 months. The tokens will be unlocked every month, starting from the day **TORUM** is officially launched.

IEO Sale : **50, 000, 000 units of XTM @ 5.0%**

A total of 50, 000, 000 XTM will be used to organize **TORUM**'s initial exchange offering on **XTORUM** Exchange. For more info on **TORUM** IEO Sale, please wait for the official announcements of **TORUM** in the future .

General & IEO Marketing : **55, 000, 000 units of XTM @ 5.5%**

A total of 55, 000, 000 XTM will be used on the marketing program of **TORUM**. A portion of the fund will go to the advertising and bounty program of IEO, while the rest of the budget will be utilized on creating exposure among the community.

Strategy & Development : **80, 000, 000 units of XTM @ 8.0%**

A total of 35, 000, 000 XTM will go straight to the strategy and development fund of **TORUM**. The tokens will be generally used for **TORUM** to invest in valuable connections and innovations that will help **TORUM** achieve its vision of becoming an industry standard. For instances:

- Partnerships with major ecosystem players in different parts of the world
- Talents Acquisition and Retention
- Expansion to other strategic markets
- Attracting respectable and experienced industry players as TORUM's advisors

Any usage of this fund will be made to the public for transparency and disclosure purposes.

Reserve : **82, 175, 000 units of XTM @ 8.2175%**

A total of 82, 175, 000 XTM will go straight to the reserve fund of **TORUM**. The tokens will be stored in a cold wallet and remain untouched, unless the stability and survivability of **TORUM** is threatened by one or more factor(s) regardless of internal or external. For instances:

- Legal and compliance
- Cyber attacks that resulted in financial loss suffered by the community

Any usage of this fund will be made to the public for transparency and disclosure purposes.

6.0   Marketing Plan

Capturing the attention of the cryptocurrency community is always a big challenge to any existing project in the space, considering that there are over 7, 500 coins listed on CoinGecko. In the early stage of **TORUM**'s development phase, **TORUM** will focus its attention on English and Chinese cryptocurrency communities across the world. The first target of **TORUM** is to acquire at least 100, 000 registered users by the end of one year after **TORUM** is officially launched.

The team's first user acquisition strategy is to gather at least 1, 000 number of seed users from the Ah Go Wu community on Facebook, which we have been managing since the bull run in 2017. Since this community of Ah Go is comfortable with the founding members of **TORUM**, this channel will secure a consistent user traffic to **TORUM** during Genesis (*Note: look at 7.0 Era*).

Secondly, **TORUM** will engage in active partnership with the cryptocurrency community across the world to expand its community diversity on the platform, starting from Malaysia. The moment where this whitepaper is published, **TORUM** has established its ecosystem partnership with Blocklime, one of Malaysia's earliest crypto pioneer companies, as well as in discussion with two other potential partners.

Mission system is **TORUM**'s third approach of generating interest among the external (non-**TORUM**) community. Though a huge portion of the missions are designed to speed up the community building effort on the platform, **TORUM** has come up with two missions that can leverage on the connection pool of the users to maximize their connecting potential — Spread Elsewhere (Public Beta) & Invite A Friend.

TORUM believes that the best down-to-earth strategy to connect the community is by word-of-mouth, so the team will center its social media strategy revolving around **TORUM**. Besides actively engaging with the community on the platform, **TORUM** will use its features and functionalities to demonstrate its differences with other crypto social platforms directly to the community. The team social media strategy also involves creating presence consistently in self-governed social platforms (such as Hive, Dlive, Bitcointalk) to attract the external crypto communities into joining **TORUM**.

7.0 The Eras: A Way to Define TORUM's Future Development After its Launch

The entire timeline of **TORUM**'s development phase is divided into five Eras, where each era is expected to take place for around 6-12 months. Each era has its own characteristics and key developments that the team must complete before **TORUM** can move on to the next era. The Five Eras of **TORUM** are:

1) **Genesis**
2) **Exorsus**
3) **Crescentia**
4) **Maturitas**
5) **Concordia**

7.1 Genesis (Est. 2020 - 2021)

Genesis

Genesis symbolizes the birth and inception of **TORUM**. During Genesis, the engagement level of the community should be at its highest, since the information cycle on **TORUM** is fully open and easily accessible. To spice up the community engagement, **TORUM** has prepared a series of surprises for our first 10, 000 seed users, either on the social media platform or on **XTORUM** Exchange.

Key Developments:

- Private Beta, Beta and Official Launch of **TORUM**
- Deployment of Murots, Support System and XTM Buyback-and-Burn Mechanism
- Forming the largest ecosystem partnership network in Malaysia

7.2   Exorsus (Est. 2021)

Exorsus

Exorsus takes place when the number of ecosystem participants exceeds 10, 000 people and several key progresses are completed. During Exorsus, **TORUM** will expand its ecosystem diversity to other countries (not simply Chinese and English), such as Thailand, Korea, Vietnam, Philippines, Indonesia, etc.

Key Developments:

- Official launch of **TORUM** and **XTORUM** app
- Deployment of GIF Murots, Animated Sticker Merchandise and Token Depository
- 100, 000 Number of Users For Critical Mass Effect

7.3   Crescentia (Est. 2021)

Crescentia

Crescentia takes place when the number of ecosystem participants exceeds 100, 000 people and several key progresses are completed. During Crescentia, **TORUM** will be one of the widely used social media platforms in the crypto space, and the liquidity of XTM will be boosted by its listing on other cryptocurrency exchanges.

Key Developments:

- XTM becoming one of the top 100 largest market cap cryptocurrencies
- Deployment of Advertising Bidding system and TORUM's Cryptocurrency Marketplace
- 1, 000, 000 Number of Users For Network Effect

7.4   Maturitas (Est. 2022)

Maturitas

Maturitas takes place when the number of ecosystem participants exceeds 1, 000, 000 people and several key progresses are completed. During Maturitas, **TORUM** aims to be the de-facto social media platform in the space, creating a one-stop powerful ecosystem for cryptocurrency enthusiasts and blockchain technologists across the world.

Key Developments:

- XTM becoming one of the top 50 largest market cap cryptocurrencies
- Design of a new consensus mechanism
- Deployment of **TORUM** Blockchain Testing (Testnet)

7.5   Concordia (Est. 2023)
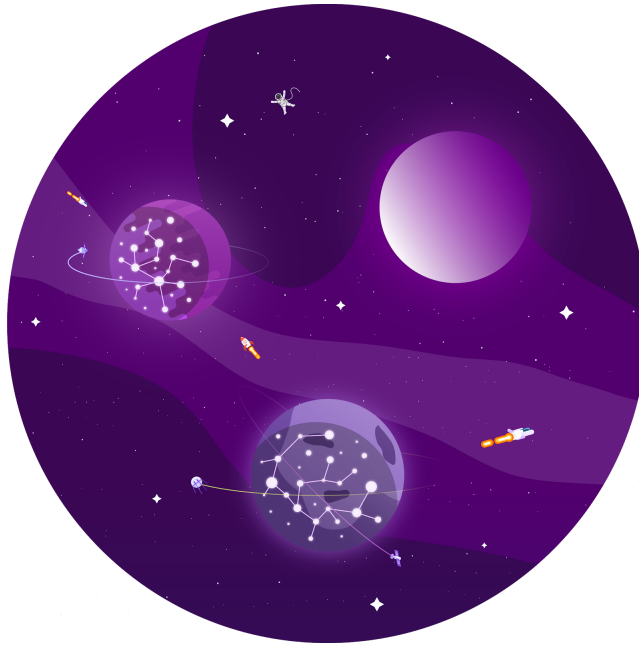
Concordia

Concordia marks the rebirth of **TORUM** after its successful transition from its former centralized architecture to its new decentralized architecture on top of **TORUM** Chain. During Concordia, **TORUM** will expand its ecosystem to other industries relatable to cryptocurrency and blockchain, such as education, custodial service,etc.

Key Developments:

- XTM becoming one of the top 10 largest market cap cryptocurrencies
- Deployment of **TORUM** Chain
- Expansion of ecosystem to other related fields

8.0   Meet Our Team

Ah Go @ Yi Feng Go (Founder, CEO & Front-End Web Developer)

Yi Feng Go has a dedicated Facebook Page and a YouTube channel that consist of around 10K followers and subscribers, where he creates educational videos and contents for his fans. Namely Ah Go or Wu Yi Feng （吴一风）, he is well known as an influencer across Malaysia, Taiwan, China and Hong Kong for his wisdom towards cryptocurrencies, and is considered as one of the most trustable cryptocurrency experts across the Asian community.

Other than being a cryptomaniac, Ah Go is also extremely experienced as a front-end web developer, and has made contributions to various projects.

Alwin Chang (Co-Founder & CDO, Web and Mobile UI/UX Designer)

Unlike any other ordinary cryptocurrency players, Alwin acquired interest towards cryptocurrency from building mining rigs. He focuses more on cryptocurrencies technically, and has studied various theories and concepts about cryptography. Other than that, he is also very fond of art and design, and has acquired sophisticated skills at utilizing Adobe Premiere Pro, Adobe After Effects, Adobe Photoshop and Adobe XD. He was the post-production video editor for almost all of Ah Go's video contents.

As for today, he plays an important role as a web UI/UX designer to construct the entire concept and layout for **TORUM**'s website.

Jayson Tan (Co-Founder & CMO, Community Manager)

Jayson Tan is an experienced cryptocurrency enthusiast, and has made investments in various successful blockchain related projects. Started off as a senior page admin on Ah Go's Facebook Page, he has been actively involved in community building and organizing meetups in the local scene.

Jayson is the brainchild of **TORUM**'s marketing plan, which involves seeking for partnership, social media management, etc. With his vast knowledge in the cryptocurrency industry,

he has been planning and coordinating the entire XTM tokenomics strategy across the ecosystem.

Teddy Tan (Co-Founder, CFO & COO)

Teddy Tan has always been making a wide variety of investments, ranging from foreign exchange to stock market. Up until one day, he coincidently recognizes the existence of the blockchain and cryptocurrency industry. Since then, he fully commits to expand his knowledge in order to catch up with the modern era because he believes that blockchain and cryptocurrency are rising to become a major trend in the future.

Teddy holds a financial degree from Universiti Tunku Abdul Rahman, and is currently responsible for the management of Project **TORUM**'s accounting reports and financial plans. At the same time, he also oversees Project **TORUM**'s daily operations as well as to implement and further strengthen the company's culture.

Lucas Go (Co-Founder, Creative Director & Graphic Designer)

Lucas Go has been passionate towards art at a young age, and is known for his aesthetic characteristic towards designs and artworks. Born to be a designing prodigy, he has provided various ideas for several mobile apps across the industry. Additionally, he is also capable of utilizing several designing software like Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Adobe XD and Adobe ID at a professional level.

Currently, Lucas handles the design of artworks across **TORUM**'s web and mobile app, as well as various marketing merchandise e.g. business cards, whitepaper and team workwear.

Nelthan Ng (COO of XTORUM, Exchange Operation & Customer Support)

Nelthan Ng holds two years of experience in operating cryptocurrency exchanges at one of the blockchain based entities in Malaysia. He joins **XTORUM** Exchange to serve as one of the key personnel to oversee the entire operational structure of **XTORUM** Exchange and to handle the collaboration with service providers for the exchange, such as KYC verification

providers and liquidity providers. Additionally, he also supervises the customer service and administration division for **XTORUM** Exchange entirely.

Prabhat Kumar (Technical Lead, DevOps Manager & Back-end Web Developer)

Prabhat Kumar graduated with a degree in Computer Science from Gateway Institute of Engineering & Technology, a well known university for engineering and technology in India. He is genuinely experienced in the IT work field since he worked at countless tech startups for more than six years. Prabhat possesses great expertise at handling various back-end programming languages, servers and databases. As the Technical Lead of Project **TORUM**, he handles and supervises the back-end development of the project entirely. He holds the responsibility to review **TORUM**'s technical data management system and has completed the design of **TORUM**'s back-end infrastructure.

Pardeep Sharma (Front-end Tech Lead, Front-end Web Developer)

Pardeep Sharma graduated with honors from Bharati Vidyapeeth's Institute of Computer Applications and Management (BVICAM), holding a master's degree in Computer Application. With four years of work experience, he is extremely proficient in numerous front-end programming languages, including Javascript, HTML, CSS, Redux, React.JS etc. He worked as a front-end tech lead at many tech startups across India. Pardeep is currently accountable for **TORUM**'s front-end web development and also plays a major role at administering its architectural design.

Jacky Chong (Back-end Web Developer)

Jacky Chong graduated with a degree in Business Information Systems from Universiti Tunku Abdul Rahman, and has vast experience in the IT industry. Throughout the years, he has dedicated himself to contribute in machine learning, big data, analytics, systems and enterprise architecture, etc. for several projects as well as well known companies across Malaysia. Other than that, due to his passion and extensive knowledge in

several programming languages, he has also coached numerous programming classes in his leisure time.

For the time being, Jacky serves as one of the back-end web developers of **TORUM**. He is dedicated to contributing with his expertise.

Ankit Metwal (Front-end Mobile Developer)

Ankit Metwal graduated from Maharaja Surajmal Institute of Technology, Indraprastha University, holding a bachelor's degree of B.Tech in Computer Science Engineering.

Under the guidance of Pardeep, Ankit is in charge of **TORUM**'s mobile web and app front-end development.

Max Kwan (Back-end Web Developer)

Max Kwan graduated with a degree in Information System Engineering from Universiti Tunku Abdul Rahman, and is always fond of database management and server systems. Before **TORUM**, Max was involved in several freelance projects, offering expertise in API design, server handling, etc.

Max is contributing full time to the development of **TORUM**'s back office, as well as cooperating hand in hand with Jacky in supporting Prabhat.

Wan Xin Chai (Front-end Web Developer)

Started out as an intern at **TORUM**, Wan Xin is a student currently pursuing a degree in Computer Science at University Tunku Abdul Rahman. Despite his inexperience, Wan Xin is a proven fast-learner, mastering most Front-end skills, such as Version Control and React Native within the first 3 months of internship.

Wan Xin is tasked with assisting Pardeep and Ah Go in **TORUM**'s front-end web development, such as UI optimization, responsive designs, etc.