

Next generation Star Produce Application

Photap

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1. Overview

Have you ever got really valuable 「Like !」?

If 「Like !」we always use could have real value of “Gold”……?

This app could make it possible!

Photap developed by EVERY PROJECT operated by EVERYONE Blockchain Institute is an app of producing stars where persons who post articles (referred as「Performers」) could make their dreams happen together with persons who cheer Performers (referred as「Supporters」)

3 major strengths of Photap App

- ① Utilize「Like !」as a tipping which is fully linked with “Gold”, the most stable value in the world.
- ② The「Like !」could be exchanged into various products and/or cryptocurrencies.
- ③ Performers who would be rated highly by Supporters’「Like !」could realize major debut.

For the purpose of developing this Photap app, we would list 2 coins simultaneously, EVERY ORIGINAL (EVEO) and EVERY GOLDPEG (EVEG) .[*1]

We design EVEO as a coin for investment and EVEG as a stable coin whose value would be linked with GOLD Price.[*2]

EVEO could be exchanged into EVEG and EVEG could be exchanged into「Like !」point.

【*1】EVEG would be listed only at ATAIX exchange in Estonia.

【*2】Stable coin refers a coin whose value would be generally stable or unchanged.

EVEG is a stable coin whose value is linked with value of “Gold” for stabilizing the value of 「Like !」, however, EVEG would not possess gold as a collateral.

Features of EVEO

- ① EVEO could be exchanged into also listed EVEG, which means that selling pressures of EVEO could be reduced.
- ② By providing possession benefits for the stable EVEG coin (benefit varies in accordance with the numbers of EVEG coins the investors have), the circulating EVEO could be reduced and the value of EVEO could be increased. (referred to 5-1. technology)

※EVERY PROJECT operated by EVERYONE Blockchain Institute is a project with a non-profit objective and our final purpose is to co-create a virtual economies in our own DEX (Distributed Exchange) with increasing participants through our systems and projects.

Details could be referred to EVERY PROJECT Homepage : <https://everyonecompany.or.jp/>

2. Vision

We add solid value to「Like !」and maximize the capabilities of 「Like !」 in all over the world.

3. Mission

~Everyone is producer~; We create show business of the next generation by valuable 「Like !」in participatory processes.

4. Photap Application

4-1. Background

For what purposes are you using social media?

For tools for communications, for self satisfaction, for gaining revenue, and/or for becoming popular?

We believe the most of users use SNS for the above listed purpose.

It is said that more than 5 billions users use SNS and hundreds billion 「Like !」have been happening a day. (our own research in April 2019)

You may be able to imagine that it should an innovative business model if we could add real value onto 「Like !」.

For the users who use SNS for the purpose of becoming popular, it might be difficult for them to make their dreams happen.

It is apparent that only a few users out of 5 billion users make their dreams happen.

We also focus how we could let potential users who have not done it yet be spot-lighted by transparent and fair measures.

From the background the above, our answers to make users dreams happen is a fusion of 「Like !」

and 「a system of producing stars」

Photap produced by the fusion could realize users to make pocket changes and finally be stars more casually and easily by utilizing really valuable 「Like !」.

4-2. Contents

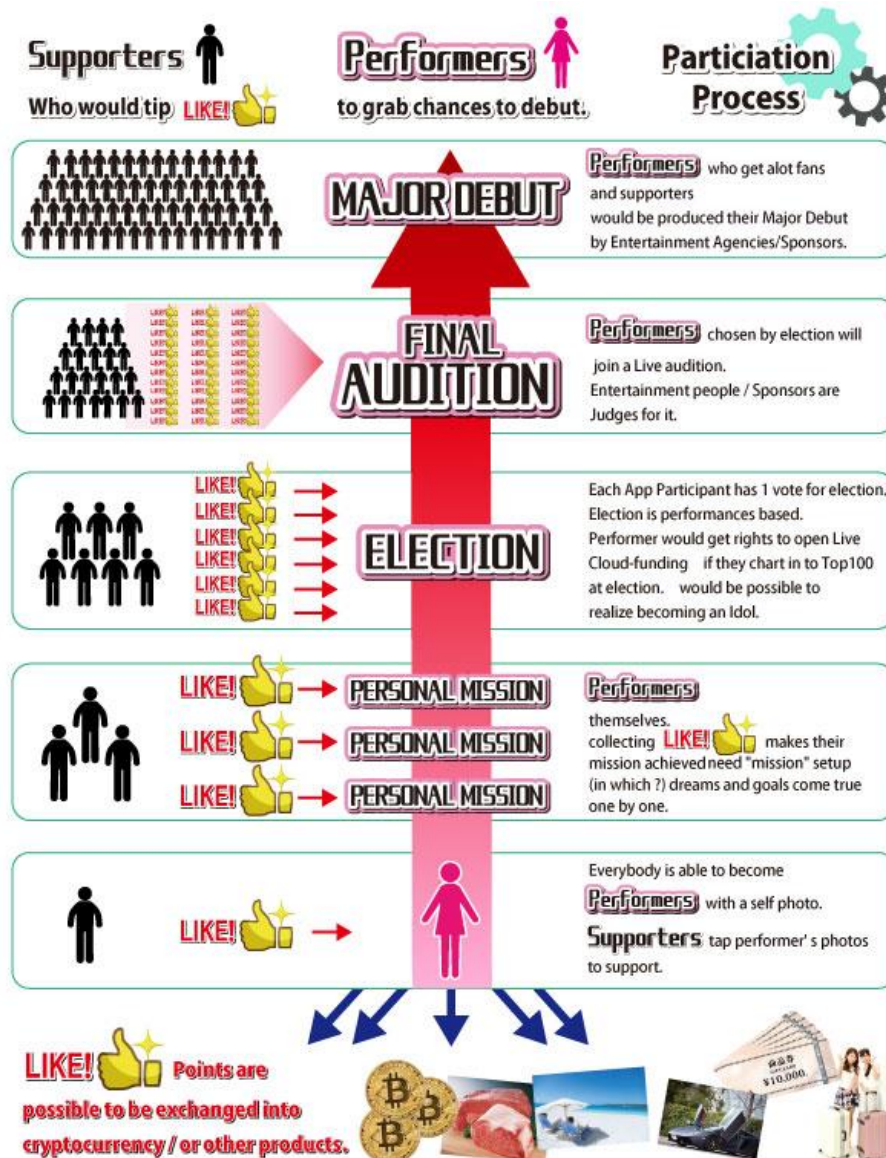
Photap is a next generation star production application from Japan where everybody could participate in.

Performer just their photos up and Supporter just tap the photos, that's all to participate in Photap.

Performer who wants to make dreams just spread its attraction in the Photap application, then persons, investors, corporates, and/or production houses would be Supporter and they would tip 「Like ! 」 whose value is linked with value of gold.

It could enable capable Performer to grab chances to debut fairly even without any human network and/or economic power.

Performer and Supporter jointly complete several missions with utilizing valuable 「Like ! 」 and make Supporter's dream happen, that is Photap.



How to get 「Like!」

“LIKE! points” linked with

- Utilize 「Like ! 」 linked with the most stable gold price as a tipping.

Exchanges to “LIKE! points”

- 「Like ! 」 could be exchanged to several products, services, and/or crypto currencies.

Participates Entertainment Agencies

- Thanks to participation of several production houses, various types of Performers could be produced. and/or crypto currencies.

Merits of Photap

Supporters

- Totally free to join.
- Makes favorite Performer’s dream happen.
- Get various benefits whenever Performer complete missions.

Merits

- Easy to post, only by single photo.
- Activities after debut could be promised if Performer passed auditions happened periodically.
- Fans could be gathered before its debut.
- 「Like ! 」 could be exchanged into several products, services, and/or crypto currencies

Performers

4-3. How to use

How to get 「Like ! 」

- ① Free distribution by Photap
「Like ! 」 would be distributed as a log-in bonus and as a special bonus depending on duration in a site and number of comments.
Free 「Like ! 」could be distributed thanks to sponsorship by sponsor corporate.
- ② EVEO/EVEG could be exchanged into 「Like ! 」
EVEO→EVEG→「Like ! 」
BTC→EVEG→「Like ! 」
※1 EVEG=1,000,000 「Like ! 」
- ③ 「Like ! 」 could be purchased by Credit Card
※1 「Like ! 」= around JPY 0.005

How to use 「Like!」

Types		「Like ! 」 (per 1 click)	Monetary Value * 1)
Standard Tip		1	JPY 0.005
Premium Tip	Min	100	JPY 0.5
	Max	10,000,000	JPY 50,000

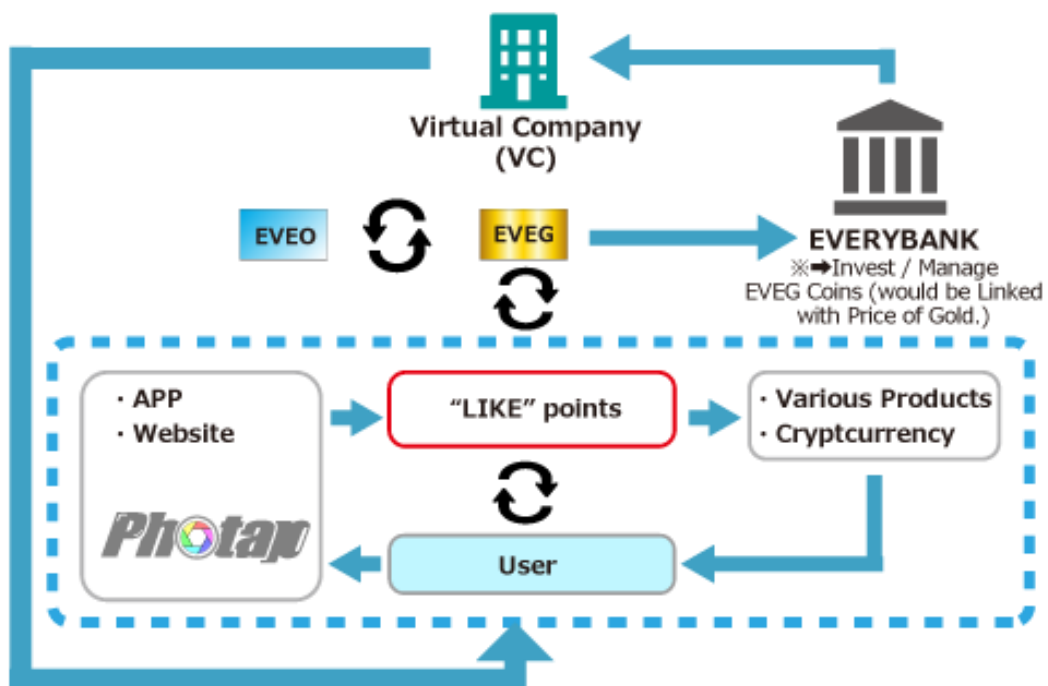
*1) Monetary value is temporary calculated based on the current gold price,
EVEG= JPY 5,000

5. For investors

5-1. Technology

Coin	Name	SPEC	Initial Circulating Supply	Total Supply
EVEO	EVERY ORIGINAL	ERC20	42 Billion	210 Billion
EVEG	EVERY GOLDPEG	ERC20	–	7.7 Billion

EVERY PROJECT Coins/System Flow



... Business Region of Points as "LIKE!"

VIRTUAL COMPANY ... EVERYBANK conducts economic activities by utilizing the collected funds.

... Listed coin. Can be traded at an exchange, prices fluctuate.

... Listed coin. Could be exchanged into "LIKE !" points at EVERY Wallet. rates : 1EVEG = 1g of GOLD.

... Points for tipping, known as "LIKE !"

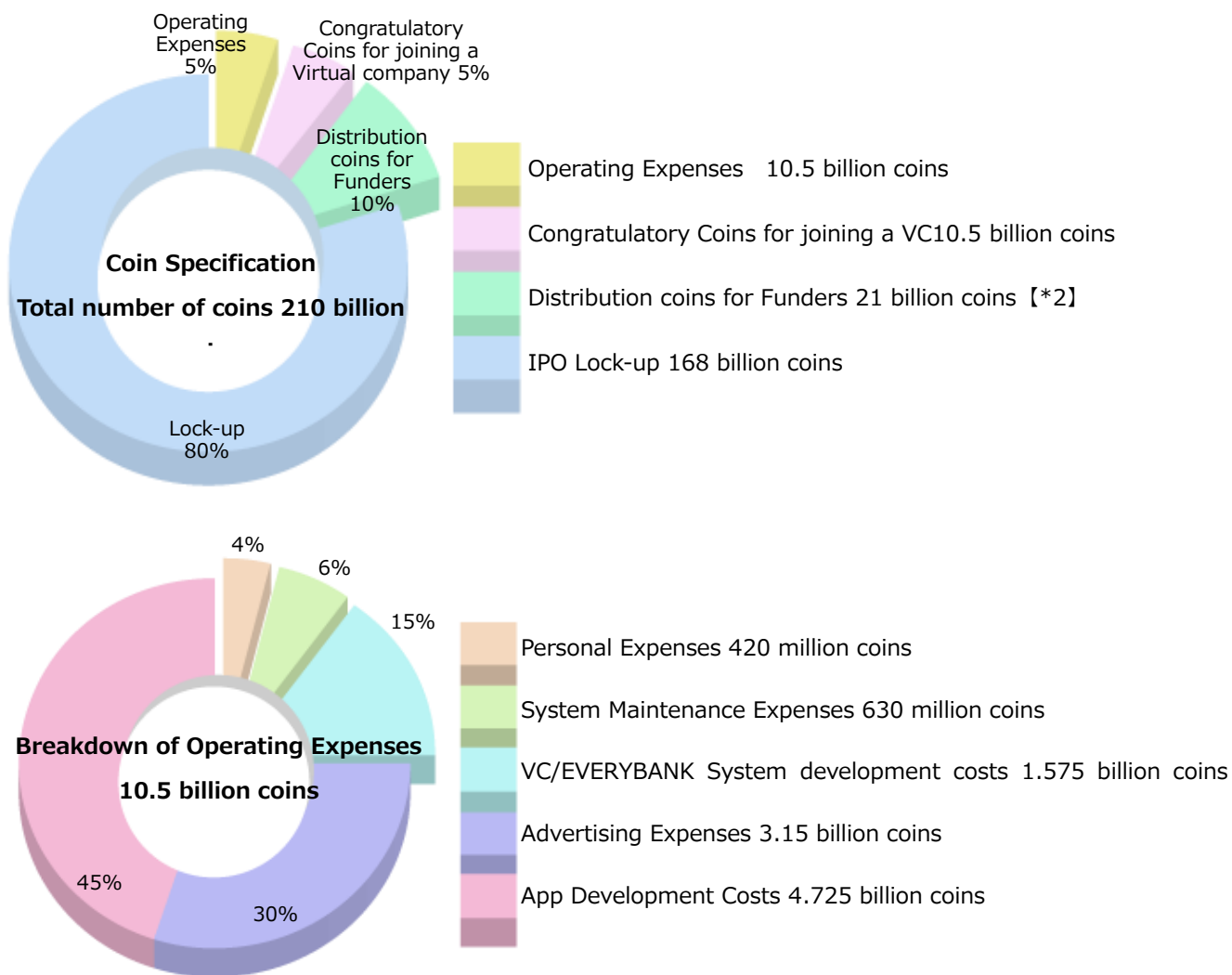
5-2. Security and Reliability

Endorsement 1 : EVEO/EVEG adopt the most proven Ethereum blockchain technology.

Endorsement 2 : EVEG is a stable coin linked to gold price and could respond to sudden economic fluctuations.

5-3. Coin Spec/Budget Plan

<EVEO Coin Spec/Virtual Company (VC)[*1]>



【*1】EVEG would be deposited at EVERYBANK and utilized as a bonus to participants of VC and/or capital reserve.

【*2】Founders' token has been distributed to more than 10,000 people, details should be referred to

『7. References』.

【Founders' lock-up system】

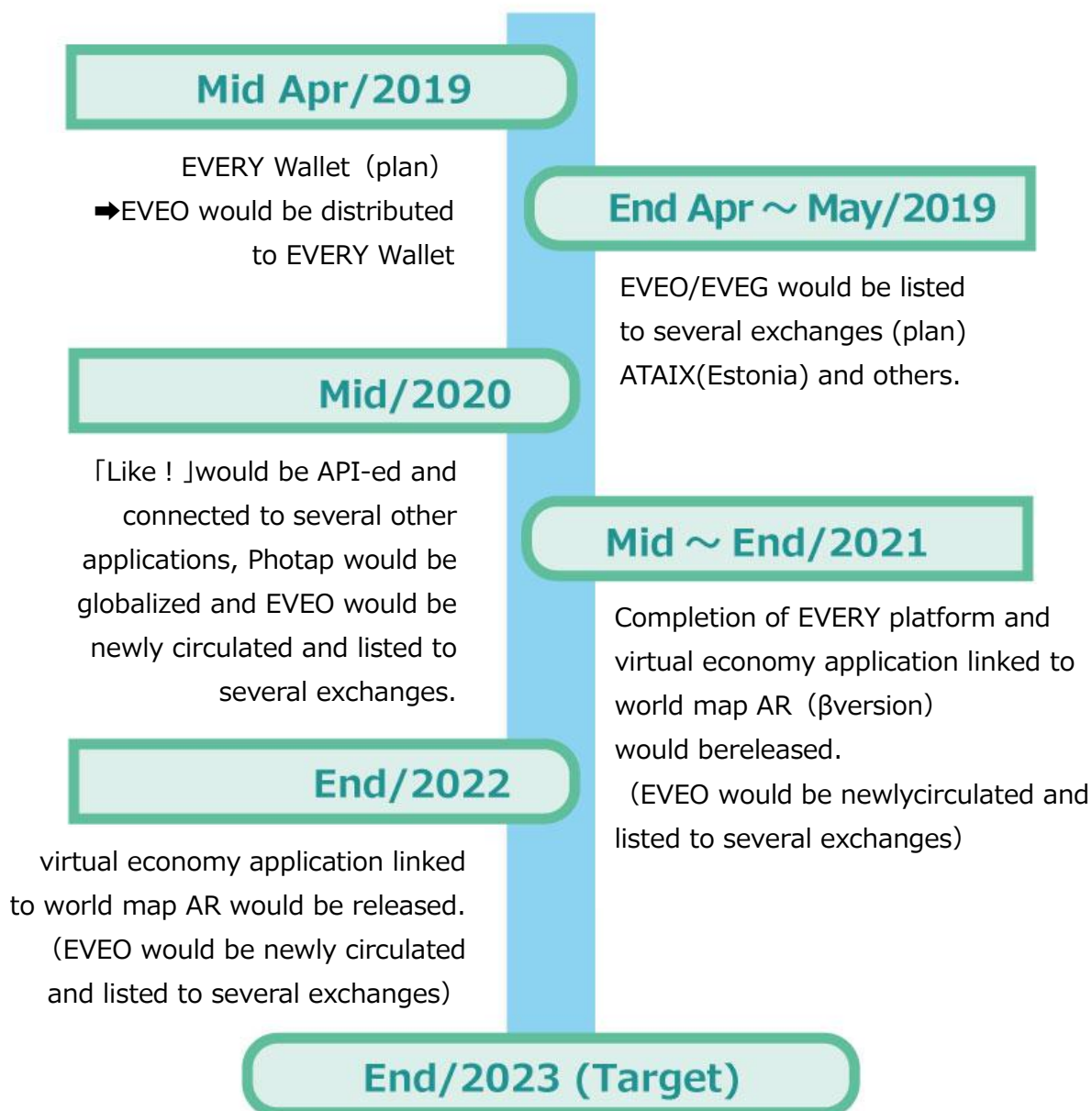
※VC entry bonus・・・100% lock-up 9months after ICO, then maximum 20% could be sold every 3months.

※Founders who have more than 0.1% of total supply (210 million)・・・70% lock-up 3months after ICO and 50% lock-up another 3monts.

※Founders who have more than 0.01% of total supply (21 million)・・・50% lock-up 3months after ICO.

5-4. Roadmap

<Business Plan and ICO schedule>



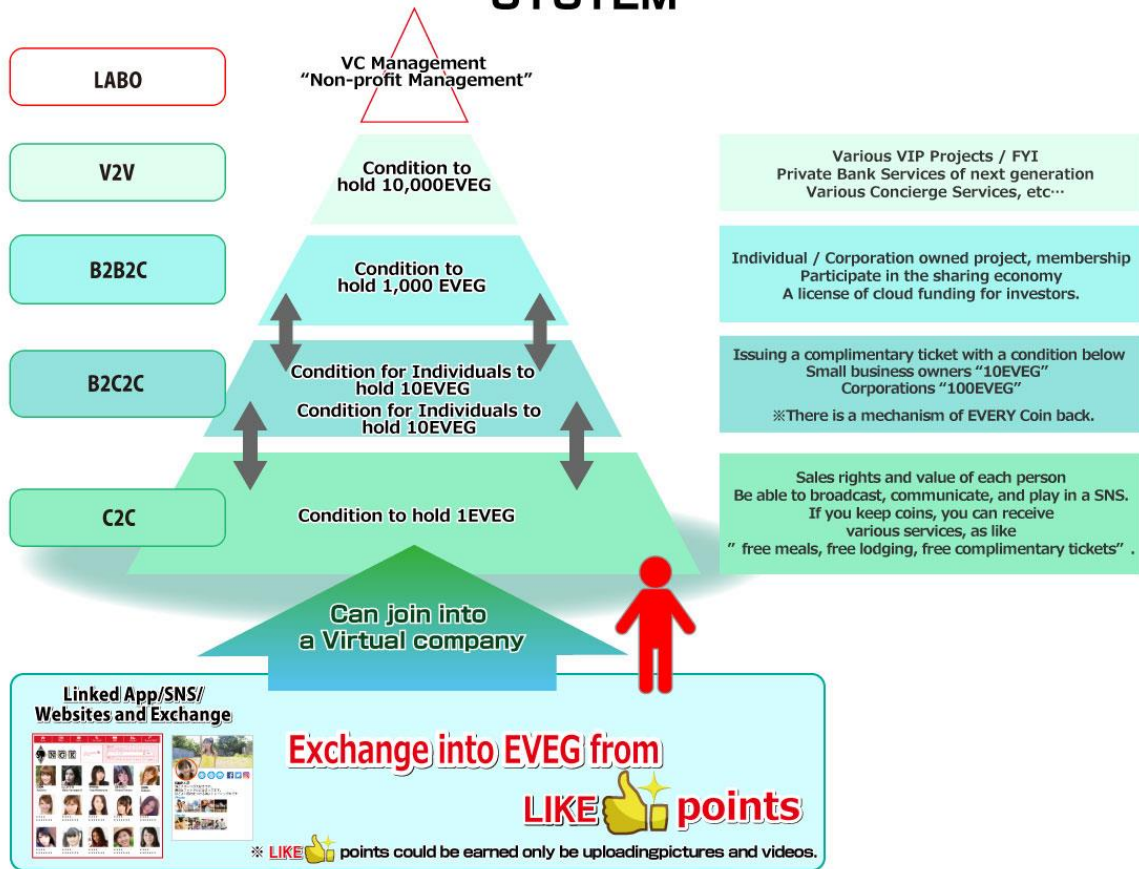
Token type DEX(Exchange) would be released based on private blockchain.

※When 10,000EVEO> EVEG would be achieved, EVE=EVEG (current price: JPY 5,000) would be pre-sale and become real currency in the DEX token type economic platform.

(Target: market price of EVEO=JPY 100 billion, and the number of participants=10 million)

*Profits in the DEX would be distributed to participants, as we are Non-Profit-Organization.

VIRTUAL COMPANY (VC) SYSTEM



※ EVERY PROJECT aim for a participatory project targeting people all over the world to catch de facto standard of token economy (economy constructed of substitute paper currency), which is expected to approach its peak in 2023~2025!

6.TEAM

Project Members



Mr. Shingo Kanatani: Project Leader

CEO, EVERYONE COMPANY CO., LTD CEO,
 1978: born in Ako city, Hyogo, Japan
 Graduated Hiroshima Univ, 6th rank of Nomura Securities' "Virtual Investment Tournament" in Japan.
 2003: Independent Investor who operate more than US\$ 1 million profit.
 Achieved +700% profit in 3months at 「Toushi-no-Tatsujin」, which is one of the most popular contents of Yahoo finance with more than 1 billion PV.



Yuka Nishitani
 Management
 Supervisor



Eriko Kimura
 Management Team
 In charge of Social
 Contribution
 Scheme



Doi Derama
 Consulting
 Advisor



Mie Hamada
 Designer &
 Web creator

Project Advisors



■ **Businessman Kenji Manno (Former-director of Bitcoin Japan)**

Kenji is a friend of American Businessman, Roger Bar (who is said to have introduced bitcoin to Japan), and started investing Bitcoin in 2012 when its value was \$3. He is widely known as Mr. Bitcoin.

In August 2013, he was commissioned by the current Ripple Chairman, Chris Larsen and started selling Ripple (XRP) in Japan.

Currently based overseas, involved in the development of Fusion Coin which circulates only limited numbers of coin, as like Bitcoin, and fast transaction speed, as like Ripple. Serving as a director of Fusion Banking Card Issuers licensed in Sweden, and actively working on the launch of a hybrid bank named Fusion Banking in the Euro area.

■ **Harry Hori (Advisor of Gold Peg-coin)**

A Business-man Living in Hong Kong, specialized in private banking service connecting crypto currency and real financial fields.

A global financial specialist, start crypto currency related business from 2008.

■ **Mr. Tatsuya Sumeragi (Ex-CEO of TV Asahi Service, Charisma producer)**

Ex-producer of TV Asahi, Ex-CEO of TV Asahi Service, Ex-Auditor of TOEI.

Really famous producer of TV Asahi and called as an "Emperor" in TV Asahi.

CEO of Japan Contents Consulting.

Photap Member (Entertainer/Celebrity)

Ashli (Japanese Model, Youtuber),
 Chihiro Uno (Radio Actor), EBIKEN
 (National Number one Dance
 performer), Haruhiko Ohshima
 (Drummer, Lyricist, Composer, Music
 Producer), Kaeruchan (Cosplay
 Idol/Influencer), Shunichi Kawai
 (Recorded ex Volleyball Athlete of
 World Championship ,Twice Olympics,
 Twice World cup), Takuma Kawai
 (Former ice hockey representative
 from Japan), Kizawa (Bassist, Lyricist,
 Composer, Music Producer), Kaew
 Fairtex (Thai kickboxer, the former
 WBC Muay Thai World champion at
 super featherweight, current WPMF
 World champion at super lightweight),



Gonnar Weerasakreck (KrushChampion•Muay Thai Gym Chairman), Simon (Champion of
 Reggae Competition in Jamaica, Member of Mighty Crown) , Sami (Champion of Reggae
 Competition in Jamaica, Member of Mighty Crown), Sarah Murray (Former Woman’s Ice
 hockey player The head coach of North-South Unification Ice hockey team), Genie Tsutsumi
 (Impressionist Comedian), Sina Karimian (Active K-1 Champion,1st K-1 WORLD GP
 champion of a cruiser weight), Hitomi Shimatani (Singer, Participated NHK KOUHAKU-
 UTAGASSEN 4times), Risa Shimamoto (Former Idol, Female Model), Itsuo Sumi (Former
 professional baseball player, Ace pitcher of Yomiuri GIANTS, Rookie king, Best player in
 Award, play at Nippon baseball All-star Series twice), Yui Taya (Radio Actor), Samuel Tse
 (Champion of Reggae Competition in Jamaica, Member of Mighty Crown), Takeshi Nagao
 (Event Producer, Entertainment), Toshihiko Nakazawa (Dancer, Performer), Haruka Nanami
 (Original Bitcoin Queen Cryptocurrency Idol), BEAT Kiyoshi (Famous Comedian in JP,
 Comedy Duo with BEAT Takeshi [Takeshi Kitano], Pioneer of “Manzai”), Toki Fujisaki
 (Comedian, Member of FUJISAKI MARKET), Venla Hovi (Active Ice hockey Player, Finnish
 Bronze medalist), Takatoshi Yamada (Author of “Dr. Koto Shinryajo”, Author of 17 million
 copies’ Best seller book), YUCCO (Vocal member of “PLATINUM”), Nagao Yoshida
 (Shakuhachi player), Dr. Liu You (Legendary Acupuncturist who treated Takeshi Kitano)

Photap Member (Influencer of Each industry)

<Influencer of Each industry>

Horse owner : Shinya Yamamoto, Horse lord Association Youngest Director, holding 11 winning Horses

Cars : Shinichi Uji, Casino World Tournament Winners in charge of Car business

Investment : Shingo Kanatani, Yahoo! Finance 「KABUSHIKI no Tatsujin」 Best Performance of the year, 18time winning od recommended stocks

Franchised Restaurant : Hirokazu Kamae, Active charismatic restaurant producer, Produced 1000 restaurants in the world

Meat : Hideki Morita, Made trend of KARANABE all over Japan, all-about-meat Restaurant Producer

Fish : Nozomu Takeno, Made Jukusei-Akashi dai (Agingged Red Snapper) popular, President of Fisher's wholesale market in Akashi CEO

Agricultural Product : Junji Maeda, The first man who invented one and only Japanese Rice brand

Regional Creation : Toshio Fujitomo, Former Ako-city councilor, Advisor on regional revitalization

Guest House : Masao Kikuchi, Japan's Unoccupied House Regeneration Project Promotion Leader

Social Contribution : Eriko Kimura, International Cooperation Technical Advisor, Social Contribution Scheme Promotion Leader

<Cryptocurrency Influencer>

Haruka Nanami: Original Bitcoin Queen Cryptocurrency Idol, Maguroman: Eccentric of Discord, Acchan: Virtual Currency Industry Mystery Idol, Koukou, AYANA, NIN-NIN!, HooHoo

<Social media Influencer>

Mama Model Influencer: Mia Shiraishi, Finance Influencer of Gold mining: Mei, Visible diet Influencer: Yuki Tomori, Lounge management model influencer: Natsuki, A famous Mama Influencer: Jack Mama, Volunteer creator Influencer: Satomi, Former Ginza Hostess Hand-made brand Influencer: Masami.K

Youtuber : Masayoshi Ueno, Taisuke Wakabayashi, Hironori Yamada, Railu Fukumine, Hiromu Midorikawa, Teruaki Nagata, Yuta Chikamori, Shinichi Sato, Daiki Kokubun, Hiroki Sekiguchi, Ryo Hiroshige, Yusuke Ochiai, Hideaki Tamachi, Koutaro Suzuki, Ryosuke Itoga, Rui Miura, Takahiro Imanami, Kazuki Kimura, Taizou Otsuka, Kazuro, Gucchi, Tatsuya, Rio, Ryo

<Business Influencer>

Shin: Kyoto University Graduated Web attraction influencer, Megumi: Financial industry analyst influencer, Henry Chan: JCI Former President & Bridge across Macau and Japan, Noboru Sato: Trilingual influencer & Bridge across China and Japan, Shinya Fujisaki: Best Invest Advisor of Yahoo! In 2018 [Fidelia Invest Adviser] CEO, Reiko: Shrine Maiden production representative, Ayumu: Overseas Real Estate Trading Specialist, Ann: Japan's first Large-sized Preserved Flower Inventor, Mizusaka: China Gold Mine & Jade Mining Business Coordinator, Hammer: Easy diet creator, Li: Taiwan Amusement Manager, Maruo: Former Himeji Star Lions Club President, Azuma: Strategic International Financial Planner (CFP), Yanmo: Stock Investment Swing Trader, FX trader Team Investors, Chounan: Consulting Advisor for Horse owners, Welick: Revolutionary child of free printing machine, Hacchan: Crocs influencer, Swiss Billionaire ICO Investor, Yumenyan: Lolita fashion influencer, Miku Kurenai: Cocktail competition Japan finalist, Kazuki: Pet Business influencer, I.G.: Nonconformist of the car tuning world, GROM: Pro-influencer group of animation production, Rocket man: Land/Real Estate Development & Hotel Industry Influencer, L.X.: Ginza Entertainment Pro-Influencer, Wolf: Game Development & Temporary-employment Agency Influencer, T.O.I.: Thankful House building Influencer, Kyoka: Kyoto Culture Talent & Calligrapher Influencer, Ryo: Caricature Patisserie Influencer, Mattsun: Everyone's Cooking Laboratory Chief, Bacchi: Business Supporter of Everyone's Franchise, Tanayan: Producer of Everyone's Free Cafeteria, Goro: Regional Activation Project, Envalley: Everyone's Lava Steak Influencer, Yamayoshi: Producer of Himeji Specialty Conger Rice, Kamatani: Sudden TEPPANYAKI/Origin of Canteen eaten at cost, Nikusho: Meat Entertainment Producer, Hidaka Teacher: The legendary Hiroshima-yaki Inventor, Mobachu: Own Mobile Patent License & Patent Grant License, Ken: Casino King of Macau, Rita: Macau VIP Casino Junketter, Shimanuki: Professional Shogi Player of Thai Phuket, GA: Next generation entertainment team

7. References

<EVERYONE Blockchain Institute: EVERY PROJECT Official Website>

<https://everyonecompany.or.jp/>

<EVERYONE Blockchain Institute: EVERY PROJECT Discord>

<https://discord.gg/6gYB8qy>

【Funders coin : EVERYONE TOKEN】

EVERYONE TOKEN as EVEO's funder TOKEN were held by 10,000ppl in 4 months !

<Current price and Number of holders >

<https://waves.sket.co/invest.php>

< JAPAN CRYPTOCURRENCY ELECTION 2018 : page of No.1 popular voted TOKEN>

<http://cryptocurrency-election.strikingly.com/>

8. Important notes

8-1. Disclaimer

- ✓ This white paper does not guarantee accuracy or any results, this is provided for informational purposes.
- ✓ The corporation wouldn't liable for indirect losses, accidental losses, consequential losses, torts and all other types of losses as a result of the buyer accepting all or part of this white paper. We do not owe it.
- ✓ This whitepaper is not a solicitation document or prospectus. It is an explanation of the current and planned of Photap, the people who build a system, and the ongoing project about.
- ✓ This white paper may contain forward-looking statements, forecasts and other information.

It warns in advance that you do not put excessive trust on this because the description shows the Corporation's current judgment regarding future performance that might accompany with some risks and uncertainties that are significantly different from the actual results.

- ✓ We wouldn't undertake any of obligations to update or correct descriptions of a coming future prospects considering new information and coming up our new circumstances.
- ✓ This final whitepaper is not a commitment to comply with applicable law, regulatory requirements or regulation.
- ✓ We recommend you consult your legal, financial, tax, or other professional advisors regarding purchasing.

8-2. Expression & understanding of buyers

1. The buyer of EVEO or EVEG understood all purchases of coins would be definitive and non-refundable.
2. The buyer understood a value of EVEO and EVEG could have a possibility to have fluctuate significantly same as any other cryptocurrency.
3. The buyer of EVEO and EVEG doesn't earn any rights and influence in this operation policy.
4. The buyer of EVEO and EVEG could be entitled to purchase only if laws and regulations in the territory/country where lived permit.
5. The buyer agreed and understood EVEO and EVEG do not applicable any type of Securities in the buyer's jurisdiction.
6. Buyers understood the contents of this white paper, in whole or part, to purchase EVEO and EVEG.