



BGC Project White paper ver,1.00

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## 0 Disclaimer



# 1, Entertainment Market Trends

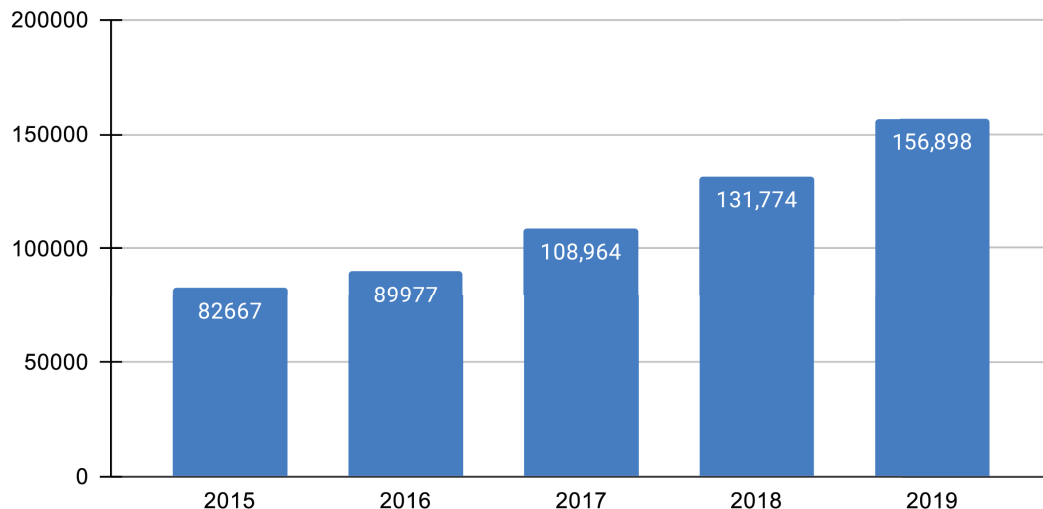
The world has made remarkable progress for decades. The hours of Internet and smartphone use are increasing more and more and it is considered that they are indispensable to their everyday lives. Those devices are not just a communication tools anymore, but also they are an entertaining tools for videos, games, and SNS, etc.

As entertainment activity have become culture, it is now a kind of necessity like food and clothes. With the spread of public Internet service, the promising potentiality of game entertainment industry is also expanding accordingly.

In fact, the gaming industry has been growing for 10 years in a row, and as you can see from the graph below, the global market size is expected to grow about 20 percent year-on-year to 159,898 YEN this year. Anyone can imagine the bright future of this industry.

**Global market size**

Unit (Billion YEN)



Be Gaming Station's goal is to provide a comprehensive entertainment platform to people all over the world beyond the nation border. We plan to conquer the global game entertainment market by focusing on "marketing" as much as possible. Based on this, this whitepaper contains the key points of the project, such as the features, vision, and marketing strategy of Be Gaming Station.



## 2, Be Gaming Station Platform

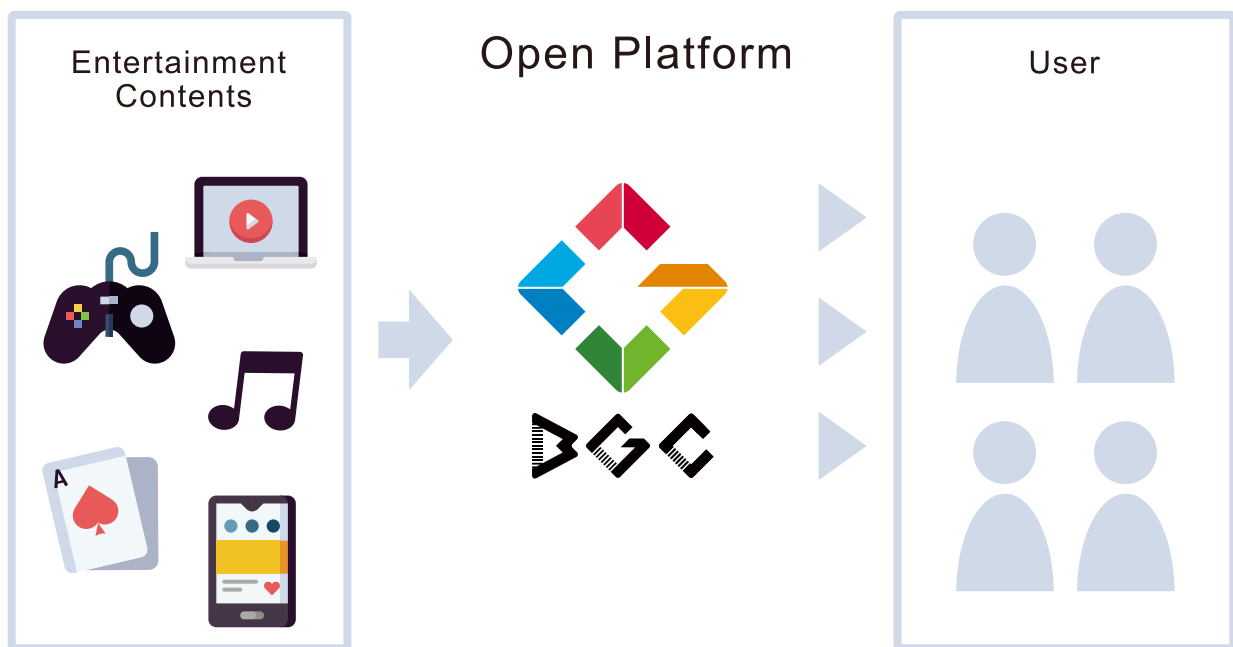
Be Gaming Station is a comprehensive entertainment platform that uses blockchain technology under the concept of "Be Funny, Be Happy".

It includes all entertainment content, including games and casinos, video viewing and music, SNS communities and media, and virtual city, which has realized the real city in high-definition 3D, and provides a way to make money from everyday life activities such as playing, investigating and sharing.

Be Gaming Station publishes "BGC" token, a cryptocurrency, so that BGC pays in-game currency, content money for reward, and rewards, and by introducing crypto assets rather than legal ones, it aims for a platform that allows access to the world without being tied to a few countries.

Services that are commonly encountered in everyday life are close to images of GREE and mobile towns, for example. Various content is available within the browser version and app version platform.

Details of each content will be shown in the chapter 4. (Be Gaming Station Content and Blockchain).





### 3, Technology

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The role of cutting edge technology in Be Gaming Station is very crucial. Now smartphones and biometric authentication are taken for granted, but who could have imagined it just 15 years ago?

The center of the IT world is Silicon Valley in the United States. This is what people in Silicon Valley say. "I want to create a future with technology that I've never seen before." We play a role in realizing that future.

We think that as technology develops, many things around us are going to disappear. But will entertainment business disappear? Rather, the industry is getting hotter. In such a promising field, we will focus on the latest technologies such as blockchain and 5G, which are drawing particular attention, to provide entertainment businesses that we have never seen before. We will provide new entertainment that we have never seen before.



## 3-1, Blockchain

### What Is Blockchain?

Blockchain is the underlying technology of a communications network called a 'distributed network' that can handle and manage vast amounts of transaction data without a single administrator. The biggest feature of the blockchain is its 'decentralized' system. Traditional databases required a single, centrally located administrator to send and receive data.

But with the use of the blockchain, you don't need a centralized administrator who controls everything, and instead each node (individual user) is responsible for the operation of all the data.

These nodes are responsible for dispersing vast amounts of data. Blockchain processes a series of data by linking these data to a repository of a certain size called a block, which is why it is called blockchain, because the block is connected like a chain. As such, Blockchain is highly confidential because data is distributed across each node, making it very difficult for information leakage problems to occur.

And because data cannot be modified, it doesn't need a central manager to monitor transactions, and it can do transactions at lower cost and faster rates.

As described above, blockchain is expected to be used in various fields such as health care, AI, and logistics, as well as finance, as there are no full-fledged managers. For example, if you use a cryptocurrency using a blockchain when sending money overseas, the work that you needed for days will be completed in just a few minutes.



## II The Present and Future of Blockchain

Blockchain began on January 3, 2009, after an anonymous author named Satoshi Nakamoto published a paper called Bitcoin in 2008. In the early days, Bitcoin and other cryptocurrencies were in the spotlight only for financial use. But increasingly, the security of the blockchain has become a focus, and it has also become available for services other than financing.

This enables us to build a new ecosystem that is not dependent on existing services, which allows us to escape from the 'market monopoly' of large companies that offer centralized services such as Amazon, Apple, Facebook, Alphabet (Google) and Alibaba.

The biggest reason we rely on these companies is simply because they are convenient. But these big companies also have a weak point: that data management is monopolized by a single entity. Recently, Facebook and Amazon have caused confusion by leaking personal information, which is a huge threat to users.

On the other hand, when data is managed by blockchain system, it is not possible to leak information through malicious data manipulation or hacking, and it is impossible to exploit data because it can escape from a company's proprietary data management.

Blockchain technology also enables non-third party contracts, eliminating 30% of sales being lost to the App Store in the name of commission.

Therefore, it is possible to destroy the monopoly of large companies by creating safer and cheaper services.

Start-ups have their own opportunity to continue to create new services and develop the entire blockchain industry. We will also play that role.





## 3-2, 5G

The 5G service started in 2020, called the first year of 5G, and now you're probably familiar with it.

5G refers to the 5th generation mobile communication system. 'G' stands for Generation. 5G has three characteristics: ultra-high speed, ultra-multiple concurrent connection, and ultra-low latency.

It is possible to transmit high resolution videos, distribute IoT through ultra-multiple concurrent connections, improve the precision of automatic operation due to ultra-low latency, and provide remote treatment.

IoT stands for Internet of Things, which means connecting everything to the Internet. A close example is home appliances. they have not been connected to the Internet so far, but it is becoming more convenient due to IoT. 5G is a communication system that has the great potential to significantly change social infrastructure.

By switching from 4G to 5G, it is expected more than 10 times larger effect will be occurred. A job that takes 30 seconds to complete download in 4G, 3 seconds enough in 5G. Since the latency time is much lower, it is expected to be very effective in areas where fast speed is important, such as automatic driving and telemedicine.



## I Ultra High Speed Capacity

5G enables high-capacity communication at high speed.

It is about 20 times faster than 4G. When 4G takes 10 seconds of data to download, it just takes 0.5 seconds to download in 5G.

## II Ultra Low Latency

The second feature is ultra low latency.

The decreased latency reduces the amount of time a task takes to complete, allowing information to be exchanged more quickly in the field that requires high reliability. For example, auto-driving or telemedicine.

## III Multiple Concurrent Connection

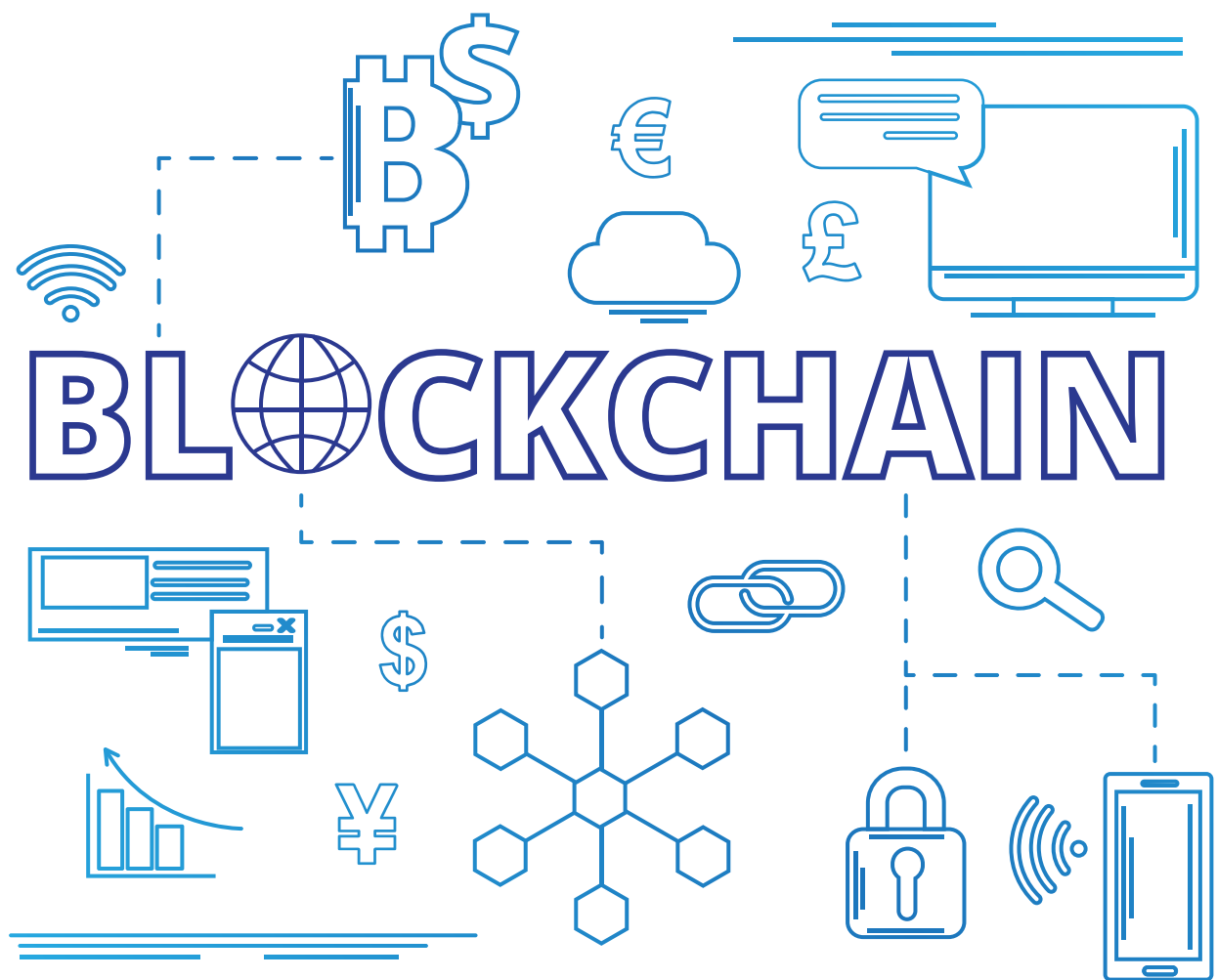
The last feature is that many devices can be connect at the same time. For example, in the past, there was a problem with network connectivity in event halls involving a large number of people, but under 5G system, it does not happen. In addition, the spread of IoT will become wider as all objects will be able to access the Internet.



## 4, The Contents of Be Gaming Station and the blockchain

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The Be Gaming Station platform builds all contents using the blockchain and enables billing through the BGC issued by the project. This chapter describes each content and describes what work is feasible and what charges are available in the BGC by building our platform into the blockchain.





## Casual Online Game

The biggest benefit of building games on the blockchain is that "the time and money I spend comes back as an asset." In the existing game, the payment costs go straight to the operating company, and if you quit the game, all the money and time you've invested in will be ruined. However, in Be Gaming Station's game content, you can send your hand-held items to others within the Be Gaming Station game, or you can sell them in a dedicated market to explain later.

That's because all the items, characters, and land in Be Gaming Station are created as HMC721 tokens, and everything can be bought and sold from there. They can be managed as a list of items on My Page (as a wallet feature). In addition, Be Gaming Station has a market where you can buy and sell these items, so you can not only buy and sell items of all games without being tied to a specific game, but also buy and sell game items other than Be Gaming Station at Be Gaming Station Market.

As is well known, limited items for limited period, rare items, and items with fewer numbers tend to be traded at high prices. Currently, the only way to generate revenue from games is to rely on third parties, such as prize money, sponsors, live video, and advertising revenue. However, in Be Gaming Station's game contents, you can earn profits by buying and selling items that you have in your hands with pure skill.

Be Gaming Station was released in July and started with 30 titles of game content at the launch stage. They will gradually become dApps and each content item will be created as an NFT token. As the number of users who purchase items from BGC increases due to dApps, the demand for BGC increases.



## II AR

AR stands for 'Augmented Reality' and is a technology that projects virtual digital information to the real world to create an expanded reality.

One of the representative works is "Pocketmon GO," which has an estimated 55 million downloads in 2019 and sales of 98 billion YEN.

The AR contents of Be Gaming Station provide a service that enables attracting activities and advertisers by projecting celebrities and popular characters to major cities and tourist attractions in the world as well as AR games such as 'Pocketmon GO'.

In addition, we are building a structure that pays rewards to users who come up with the only AR use case idea using blockchain technology.

When a user's idea is adopted, the only HMC721 token in the world is issued, and that is how the idea is proved to be ownership. Users can sell this ownership in the market, which in turn serves to promote liquidity in the BGC.



### III VR

VR stands for 'Virtual Reality' and is mainly translated as 'Virtual Reality'. If AR is a projection of digital information into the real world, VR allows you to experience a sense of immersion as if you have entered another world through auxiliary visual devices such as goggles.

Be Gaming Station can provide the following contents by linking VR devices with the platform.



#### a VR gaming

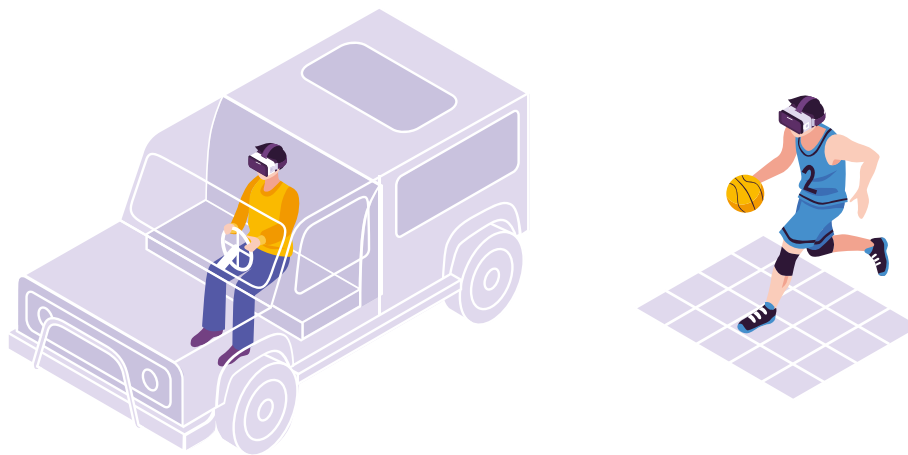
VR gaming allows users to accurately control their movements and experience immersive experiences through 360 degrees of free view control in virtual space. Through this, you can become the main character in the game and feel the thrill that you cannot taste in real life. In VR gaming, a variety of items can also be purchased from the BGC published by this project.





## b Reality Experience

You can feel as if it's real when you go to the field to experience music live and sports. If you install a 360-degree camera in the center of the concert hall, you can experience the atmosphere and reality at home.



## c Unreality Experience

Using VR, you can see a world that you can't experience in real life. For example, space travel, climbing Mt. Everest, living for the wealthy, and experiencing spirits will be possible. As VR images are felt more vividly by the dissemination of 5G, it is possible to experience them beyond the real world.



#### IV Virtual City

Be Gaming Station brings the world's major cities into the virtual world in high-definition 3D. For example, in this virtual city, you can design your own original building, house, or other types of construction, and if you get a high rating from other users, you get a high reward.

Also, you can sell or lend your estate or construction you own, and BGC is used to pay for it. In addition, in this virtual city, advertisements such as signboards can be posted, and BGC is used to pay for advertising fees. In the real world, tens of millions of YEN can be realized cheaply in virtual space.



#### V SNS Community

Communities are one of the most important factors in activating services. In the Be Gaming Station project, the community plays a major role in all content.

For example, each user creates their own self-character on social media called "Avatar." You can change my clothes as much as I want through this avatar. Users wearing limited costumes or rare items will be the talk of the town. Like an Instagram user or a YouTuber, influencer within this platform will also appear.

In addition, community and guild are essential as collaborative play-type works are becoming popular in games. Also, it can be a place for various information exchange such as how to make money using the blockchain or how to play.



## VI Media Contents

Media contents in Be Gaming Station provide customized information, so, it can be an important tool for gathering information in areas of interest. It also allows users to receive points that can be refunded to the BGC through the act of transferring informative information to the media, and to create a structure that can receive certain points through the act of "like" other users' articles. In addition, articles that earn a lot of advertising revenue can be sold as an asset, and BGC is also used to buy and sell them. Users who do not usually play games can also use points gained from using media content as games, which can lead to the entering of Be Gaming Station. Therefore, media content plays an important role as a 'marketing tool' to attract users and increase game users at the same time.

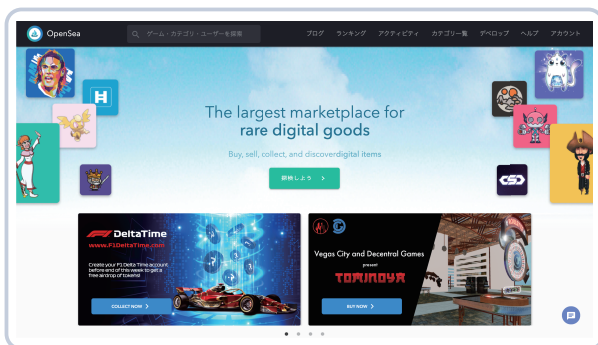


## VII Market

Although it will come out later, all contents such as game items and avatar costumes in Be Gaming Station are created using blockchain technology. Therefore, it is safe to sell outside of the game, and this kind of sale is possible on the market. As long as the market is made with blockchain technology, items other than content in Be Gaming Station can be sold. BGC is also used to purchase various items here.

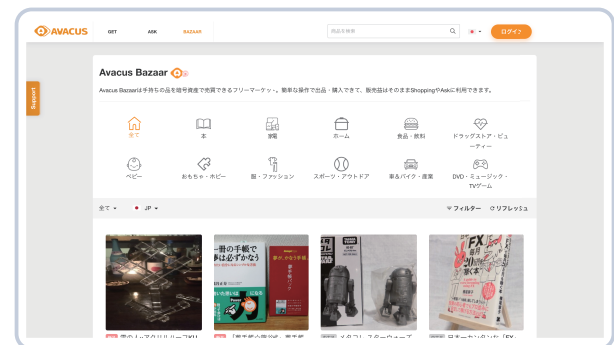
### Representative open market site

#### ● Opensea



<https://opensea.io/>

#### ● Avacus Bazaar



<https://avacus.io/bazaars>



## 5, BGC Token

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### 5-1, Token summary

Token name	Be Gaming Coin
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Symbol	BGC
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Decimal	18
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Total issued volume	3,000,000,000
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Issuing corporation	Reedll
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## 5-2, Allocation

Token sale	1,200,000,000 BGC
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Development team	450,000,000 BGC
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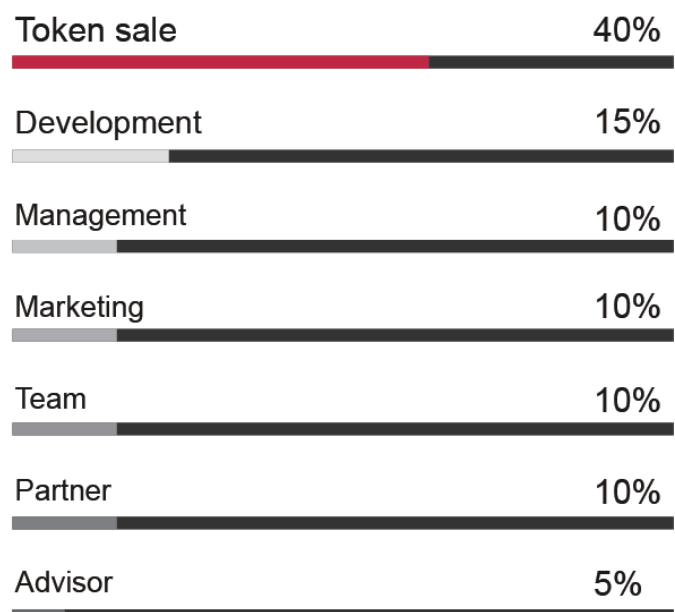
Management	300,000,000 BGC
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Marketing	300,000,000 BGC
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Team	300,000,000 BGC
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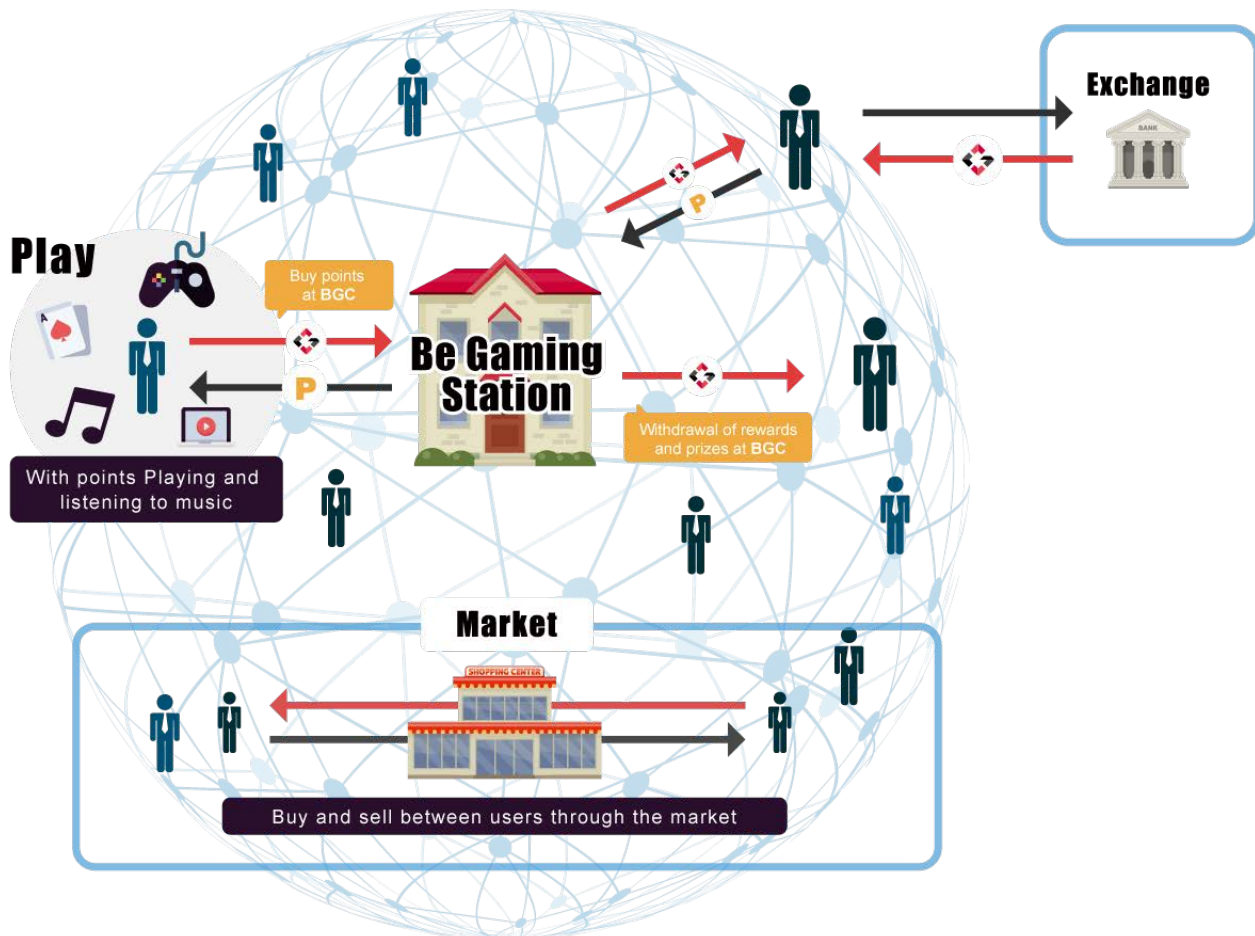
Partner	300,000,000 BGC
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Advisor	150,000,000 BGC
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## 5-3, Liquidity of BGC

All game-related items can be purchased with BGC Token in Be Gaming Station Platform. Because any item can be purchased with BGC Token, the market capitalization of BGC Token increases proportionally as Be Gaming Station Platform is activated. In addition, the market is also cheaper if you buy items with BGC tokens, which naturally leads to the promotion of BGC token transactions between users. The BGC project is based on the slogan "Enjoy and enrich" and all the rewards and prizes from each content are paid in BGC tokens.



## 5-4, Token Utility in The Platform

First of all, if you look at the token distribution plan, 15% of the total volume is allocated to development costs because product development is the biggest axis in the project. The next most important budget is marketing, which is allocated 10%.

Other than that, management, team, and partners were allocated 10% respectively, and 5% to the advisor. Team is the members listed in "9. Team Members". Team members are assigned 20 percent each to five members, and partners are held by the companies listed in "7. Planning and Operating Companies".

Since it is not decided at this stage what schedule to release to the market, an official announcement will be made on SNS as soon as it is decided.



## 6, Marketing Strategy

As noted earlier, this project is not just about development. To promote Be Gaming Station to the world, we value marketing the most.

To accomplish this strategy, we invited 'Hanzawa Ryunosuke' who has great performance in the game industry as a comprehensive producer. He has been involved in more than 400 titles of games so far, placed more than 40 titles in the top 100 sales rankings, and achieved 300 billion YEN in total.

'Pokekara', which was co-produced in August 2018, surpassed 7.5 million downloads in just a year and four months, becoming Japan's No.1 karaoke app.

'The Wilds Action', a game that many people are familiar with, is also a game Hanzawa is responsible for operational and advisory, comprehensive consulting, and marketing strategies. In Japan, it ranked fourth overall in the mobile game billing list in 2019 and generated 42.4 billion YEN in total sales.

In this section, we will explain the marketing strategy that BGS is going to do in the future, citing the marketing strategy that Hanzawa has devised.

### ● Pokekara



This is a free karaoke scoring app that allows you to sing your latest songs, including vocal, J-POP, animation, hit songs, pop songs, rock, and so on, without advertising. The scoring feature allows you to take part in the national rankings and also connects to people with similar musical tastes.

### ● The Wilds Action



About 100 players use a parachute to get down to the wilderness while the helicopter is passing through the map. After the fall, they use weapons and protective equipment on the building's back to fight until the last person is left.



## 6-1, Media Strategy

We usually do marketing using SNS.

We can reach various users by operating SNS accounts for each content in Be Gaming Station. These accounts can be circulated to all accounts within the Be Gaming Station content, resulting in greater upside.

For example, in the image below, a tweet of 'Memories of Link', which is operated by Hanzawa, has been retweeted approximately 13,000 times.



This is just one example, but after introducing the same policy to all the contents of Be Gaming Station, it leads to Be Gaming Station, not just one content, but to the success of the entire platform.

Based on the promotion know-how we have accumulated so far, we offer a promotion that spreads information to the target user.





## 6-2, Events Strategy

In addition to traditional marketing techniques, we are also planning policies to narrow the distance between users online and make them more familiar with our platform. As the environment surrounding the game changes, the form of fandom is changing too, and fan marketing is one of the most important marketing strategies these days. The expansion of new users is of course important, but fandom is essential to enhancing mid- to long-term brand value and increasing sales. In this regard, we have our own know-how.

For example, 'TOKYO GAME SHOW' is the biggest event in the game market held every year.

Click Holdings launched four works at this event in 2019 and achieved 100,000 people in two days in a 100-square-meter booth. This means nearly half of the 2.3 million visitors to the TOKYO GAME SHOW visited Hanzawa's booth. Since this event included a large company, it is even more meaningful that it was ranked first here.





## 6-2, Events Strategy

In addition, 'The Wilds Action' featured game developers and famous live show hosts to hold their first fan meeting event 'The Wilds Invitation Meeting'. In a game called "Yumyangsa," 80,000 gamers gathered for a large number of costume players dressed up as game characters for Halloween events, which was also covered in news programs.



Instead of spending a lot of money to create the right topic, we were able to attract a lot of users by using the media without having to spend a lot of money

This reduced-cost fan marketing is an important policy that maximizes customer enthusiasm and continues to stay on our platform.

Be Gaming Station grows into a service that attracts fans by doing the same marketing.



## 6-3, Advertisements Using Company's Own Contents

This project is centered on Hanzawa's Click Holdings, which has already made a lot of money, rather than establishing a new company.

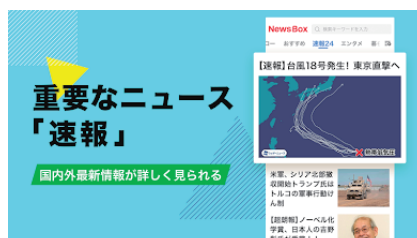
Therefore, it is possible to advertise Be Gaming Station using all the existing contents that have achieved a lot of results. Existing content includes not only games but also a variety of services, such as the news app 'Newsbox', which has surpassed 1 million downloads.

It is also a great advantage to be able to make the most of the content that already has large amounts of users.



- NewsBox- Unlimited access to the latest domestic and international news

Downloads exceeded 1,000,000. Live transmission of more than 1 million articles using NewsBox's proprietary technology. textual news, video news both available. Renewed 24/7. Get the news straight with a daily glance.



## 7, Planning and Operating Agency

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### Click Holdings Corporation



Numerous marketing, planning and development achievements in the entertainment field.

### Regina Entertainment Corporation



Online games, App planning, Development, Operation, Marketings Planning and development of Of other IT projects

### BLISS BANK



The bank of Komoro Association. The most efficient finance solution for customers.



## NoReso Limited



Based in the Philippines and mainly in video and design business. It also has a lot of outstanding results with entertainment companies.

## ARMS Central



Marketing company specialized in product promotion.

## LOCKL International



A company that has established web systems and blockchain systems. It has a history of doing business with various clients around Asia.

## Gunpow Limited



A company that creates entertainment contents, such as animation character design, and develop, operate social apps.





## 8, Roadmap

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### 8-1, 1 Business Part

- The project began recruiting in March 2020 and started recruiting in August.
- We plan to reach 100,000 Be Gaming Station users in October 2020 and 1 million in December, two months after that.
- In January 2021, BGC set a target of 10 cents and a monthly transaction volume of \$10 million.
- Game revenue distribution will begin in February, 2021.
- In April 2021, we are planning to target 3 million game users.

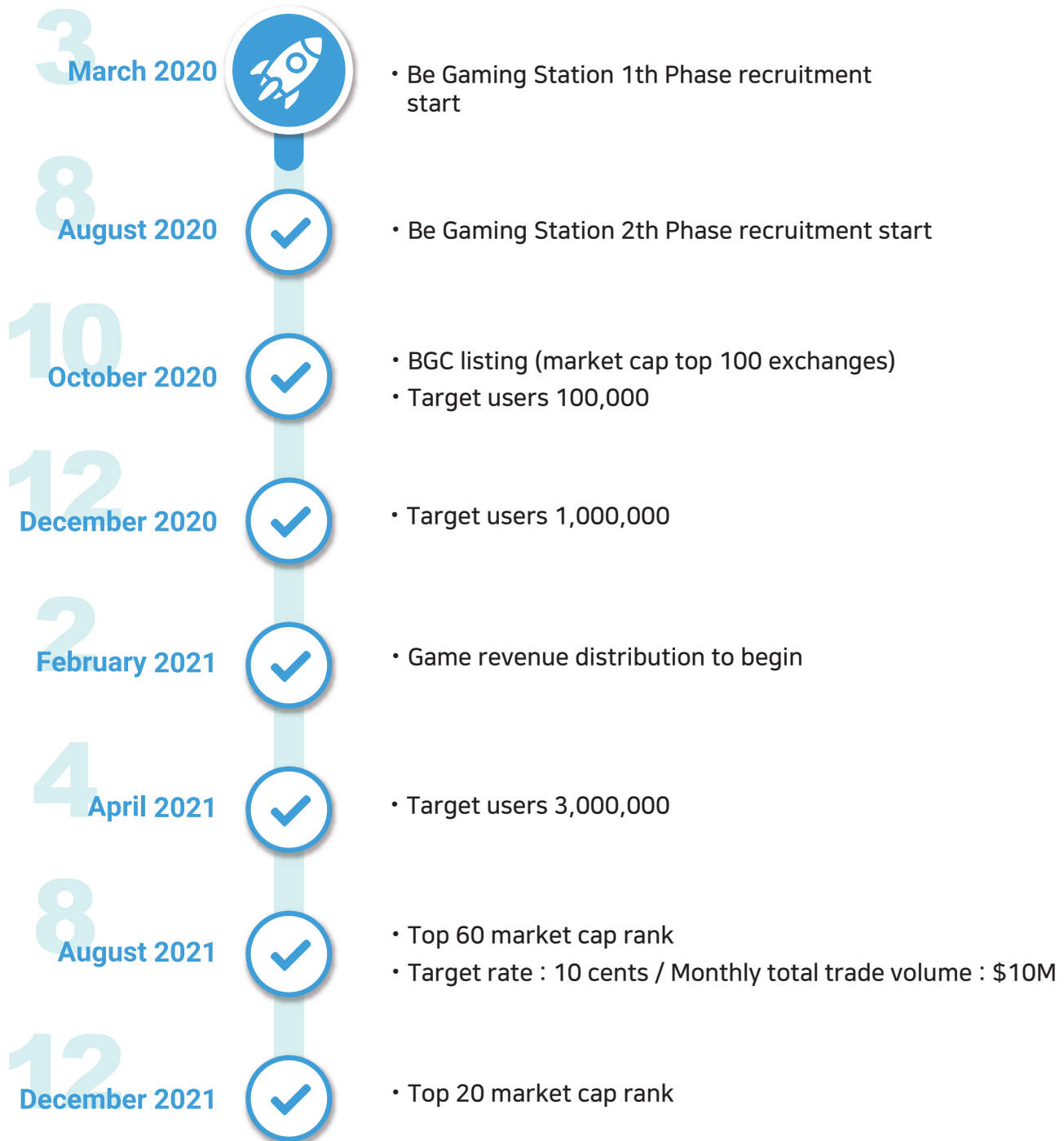
### 8-2, Development Part

- As of August 2020, the launch of "BGSgame" has already been completed.
- At the same time, we will launch the BGS game promotion.
- Add social capabilities to promote community activations.
- In January 2021, we will release some of our content 'Virtual City' in Macau and Tokyo.
- In June 2021, all existing games will be released with the blockchain games (dApps). At the same time, Tokyo of Virtual City will be expanded further, and other cities such as Osaka, Sapporo, and New York will also be launched.
- The launch of the entertainment platform and the introduction of financial services will also be released at the same time.
- In December 2021, we plan to launch Virtual Cities in major cities around the world, including London and Paris.



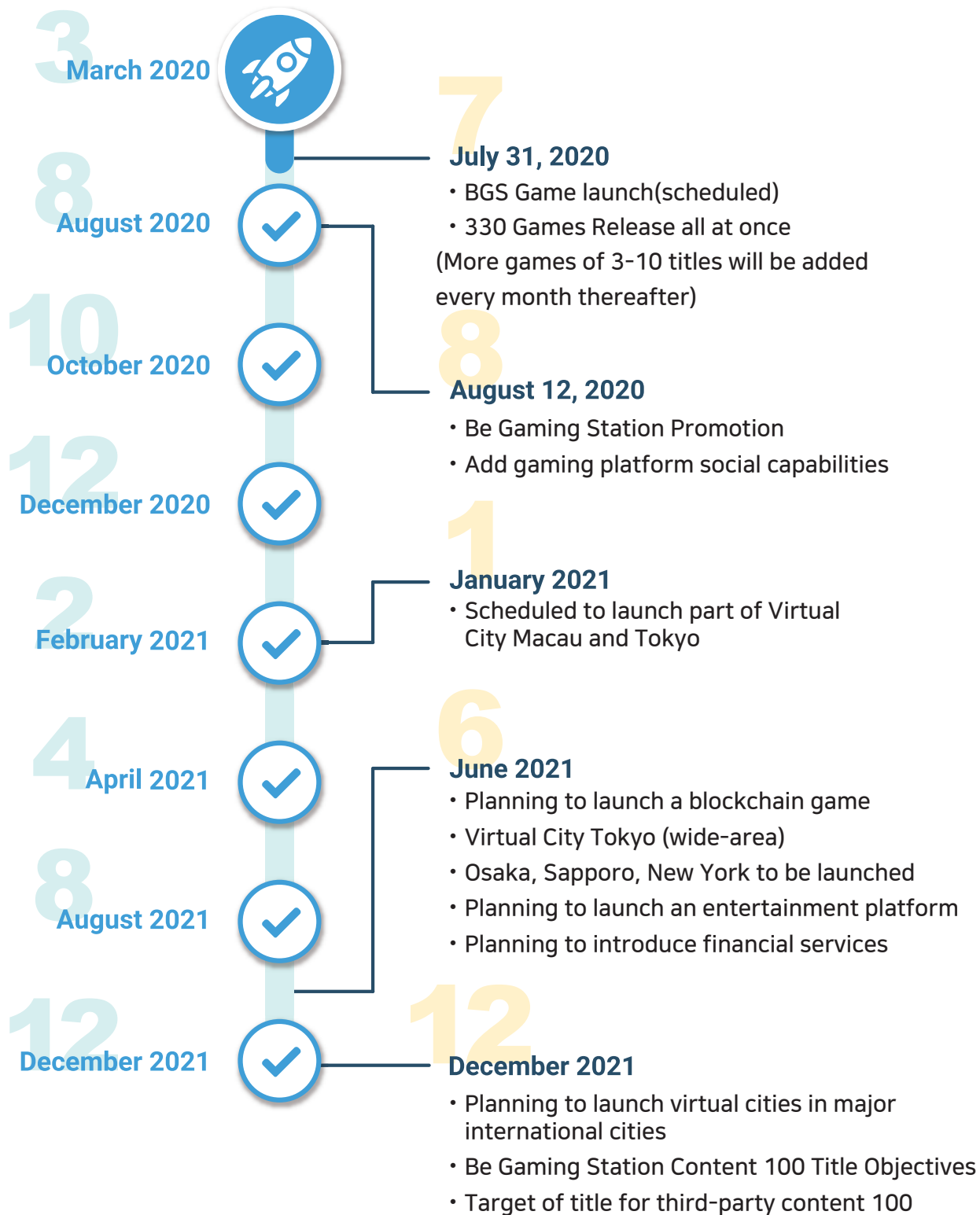
## 8-1, Roadmap (Business part)

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## 8-2, Roadmap (Development Part)



## 9, Team

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### 【 Ryunosuke Hanzawa 】



#### Total Producer

Graduation from Wuhan University in China

Master's degree in Information Engineering, 2002 Marketing Director, SE, EC Site for Engineers, Microsoft, NTT Data Group GREE, general director/content director/new business director of China, and head of Nexon Mobile's Asian operations. Founded NDPmedia in 2014 and Click Tech in 2016.

In just two years, he made it to the top 10 in Nexon marketing in Japan and achieved annual sales of 4 billion YEN.

He was also heavily involved in the founding of CLICK Holdings in June 2018, the Internet, international business, AI, 5G and ground platforms. Master of gaming, casino, marketing and entertainment industries. He participated in the establishment of Be Gaming Station in 2020 and became a total producer.

In recognition of his achievements in 2018, he received the Best Personal Award for Friendship and Culture Exchange between China and Japan from the Japanese Embassy in China.



## 【 Daisuke Ito 】

### CEO



Graduated from the Department of Commerce at Kansai Academy  
While in college, he belongs to the American Football Club and has won three Japanese university titles.  
After independence at the age of 24, the top sales were recorded in most of the participating businesses.  
Discovering game and entertainment market potential and participating as CEO of Be Gaming Station

## 【 Ban Yi 】

### CFO



Ben is an international lawyer who graduated from Deakin University in Australia with a bachelor's degree in law.

In 2004, he hosted an internship program at the Victoria Family Court and worked as a legal consultant at the world's largest department store company, macy's.

In 2010, he worked as the legal director of PSM Wind Power Group in Korea (the top five KOSPI-listed companies, and the total share price is \$2 million).

In 2018, At Quantum Investment, Ben is in charge of investment review and legal advice on blockchain projects, and He have been in charge of ICO, securities review, and legal regulation for more than 100 projects.

Ben has a high understanding of blockchain and is an international law expert who oversees the stable management of funds and legal affairs of BGC.



## 【 HIROAKI HASHIMURA 】



### CTO

In 2000, developed and delivered a billing system for games provided to Docomo imode.  
Created a company that provides game development consulting and management services to giant game companies such as CAPCOM and SEGA, and became an important player in the Japanese game industry.  
Participated in the BGC project as CTO to take advantage of the synergistic effect of blockchain and games.

## 【 Russell Harden 】

### Director

After seven years at the media company, I was interested in the blockchain crypto assets and was in charge of promoting the blockchain system development company. By actively participating in and hosting lectures in the blockchain and cryptocurrency world, he established his own community.  
He has received a business cooperation offer from Mr. Novo, who he has been acquainted with before, and participated in this project. Responsible for Foreign Strategic Projects

## 【 Brad Ream 】

### Director

Starting trading of crypto assets in 2016 with about 10 years of experience in foreign exchange and stock investment while working in finance-related enterprises from 2012.  
Start paying attention to ICOs as well as simple transactions, accumulating knowledge of the blockchain, crypto assets. Deeply empathized and participated in the vision of the Be Gaming Station project, an innovative blockchain technology entertainment project.



## 10, Disclaimer

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The information contained in this whitepaper does not include all information about this project. This document does not determine the contractual relationship between Be Gaming Station and the token buyer. In addition, this whitepaper does not supplement the interpretation of statutes, ordinances, notices, precedents, or other statutes of each country.

Token purchases are all based on the buyer's judgment, and do not guarantee any liability for the purchase action. We do not warrant, nor shall we assume any responsibility for, the accuracy, reliability, authenticity, integrity of the information contained in this whitepaper, or any material published elsewhere in connection with the sale of this token.

The BGC is not a so-called crypto asset, but a utility token (the value and amount of the token do not necessarily match the amount and quality of the service that the token holder can receive, and a certain amount of token is consumed to receive the service.) And the purpose of this whitepaper is not to provide information about the so-called ICO but to provide information about the application of the utility token. BGC is a token issued based on the Ethernet network and does not constitute securities and crypto assets. BGC cannot be purchased if it is regarded as securities or virtual currency by the applicant's statute, etc., or if it is regulated by other statutes.

In addition, the purchaser himself/herself shall be responsible for all acts based on the buyer's own judgment, and the company shall not be held liable for all of them.

This white paper does not encourage purchases through legal currency.

Be Gaming Station cannot be purchased in government-issued legal currency. Several government agencies have issued statements on the ICO, and citizens, residents and green card holders in the following countries are prohibited or restricted from participating in the ICO at the time of its issuance. (China) United Kingdom of Great Britain and Northern Ireland (British) (including Mando, Northern Ireland and Channel Islands) of the People's Republic of China (including the whole of Nakdo). Singapore, New Zealand)

As described in this paper, BGC is designed as a utility token, not as a securities or legal currency. However, regarding the usefulness of the token, the buyer himself or herself is required to act on his or her own, referring to the laws of each country.



The technical design of the BGC consists of the following forms:

- In the case of purchasing goods or services or receiving loans, unspecified persons should not use BGC to pay such a price.
- An unspecified person is not a property value that can be traded.
- Even if it is recorded by electronic means, it cannot be transferred to an unspecified number of people using an electronic information processing organization.
- BGC is not a legal currency asset..
- BGC does not record the amount or quantity equivalent to the legal currency.
- BGC is not a product issued under any act of return.
- It cannot be used for payment (exercise of the right to change payment) instead of the legal currency.
- What has asset value is not distributed (paid) depending on the number of tokens owned.
- We do not guarantee any exchange or refund of tokens held by Buyer in any way.

This document is not intended to notify the applicant.

- This document does not recommend exchanging cryptocurrency with BGC.
- Token purchase applicants understand all the contents of this material, law and apply under their own responsibility.

