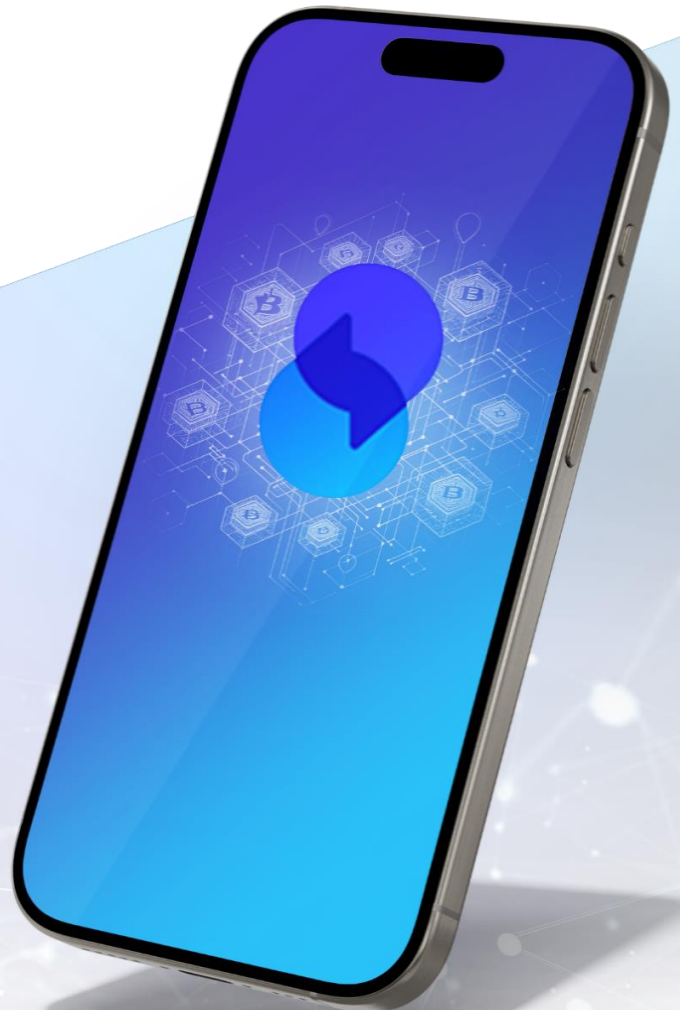


Blockchain for people around the world opening  
the **Web3.0 communication era**

# SAY COIN

White Paper  
English version



## Abstract

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We are living in the time when blockchain becomes part of our daily lives. This service, which allows everyone to easily enjoy convenience and fairly pursue their own value, is the final destination of blockchain.

SAY spreads blockchain in the most popular and everyday services. SAY is a project that connects people all over the world, starting from Call which is used by everyone in the world.

SAY will introduce a new network that prioritizes the value and satisfaction of users and a protocol that supports it, and integrates various services for users living in all areas on the planet.

The major currency used in SAY network is SAY Coin. Having a SAY Coin means that you become the subject of the SAY project and have the right to use all services related to the SAY Protocol.

### **New Call, New Spread, New Connect!**

SAY, a new way to connect with people around the world

SAY starts from the ideal to make the most common and popular blockchain service. Web3.0 begins with a service that anyone can use and that is always provided immediately in the closest location to the user.

### **Thousands to Trillions of Users!**

"Say" New Communication Method

Say connects through people with Safety, Convenience

SAY Protocol achieved 6Millions users and rapidly growing

We Link safe protocol with users

# SAY COIN

Saycoin White Paper

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## Abstract

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SAY which started to create an ecosystem that hundreds of millions of people use and keeps its personal information is preparing to take a leap to lead the user to the world that the existing blockchain has not provided.



## First generation blockchain & limitations

Satoshi needed a method that transaction parties rely on without a third party. It is to share the ledger by collaborating with the blockchain network, and to realize the finality and completeness necessary for all transactions as a protocol in the network.

Satoshi attempted to utilize all available technologies, such as previously proven cryptography, electronic currency, and communication networks, and he finally made Bitcoin. Satoshi's intention was to overcome the existing large and centralized financial system, when he was confident that Bitcoin had been verified by the community, he disappeared. Since Satoshi didn't become a centralized controller, the decentralization that Bitcoin intended to achieve is completed.

Afterwards, people became enthusiastic after confirming that Bitcoin enables all transactions to be made flawlessly anywhere in the world.

However, Bitcoin's limitations result from excessive finality, which made service expansion using Bitcoin almost impossible. Bitcoin showed the enormous potential of blockchain, but at the same time, the initial limitations of blockchain seemed clear. It has become clear that modifications and extensions like inserting something between codes of Bitcoin or interlocking Bitcoin to other applications cannot be made.

It is also too slow and consuming excessive resources, and the added value must be made beyond the cost invested for mining, so the coin value has risen rapidly.



## Second generation blockchain & limitations

Finally, a group of young developers from the Bitcoin community raised hundreds of millions of dollars to overcome this limitations. Vitalik Buterin had an eye on the fact that blockchain, a core technology used in virtual currency, can record not only monetary transaction records but also additional information such as contracts. At that time, 300 million bitcoins were raised in the first ICO and more supporters and sponsors gathered afterwards.

The purpose is to create an Ethereum virtual machine(EVM) by utilizing the computing resources that numerous users around the world hold and to record various information such as SNS, Email, and electronic voting by using this platform.

Ethereum devoted itself to create a variety of tools and environments that support application development based on Solidity, which caused a token boom. And it made efforts to ensure that the token could be used in content services, platforms for transaction between users, decision-making organizations with distributed authority, etc.

People say that DAPP could be implemented with the advent of Ethereum, but we may say that people somewhat overlook the characteristics of Ethereum. Smart contracts needed too many development languages in the background, and above all, they were not smart and very limited. In addition, it is true that Ethereum's block size is larger than Bitcoin, while it is far from sufficient to process the level of data desired by modern people on blocks. Ethereum has not surpassed Bitcoin in trading volume except for a short period. The bigger market fluctuations derived from the token issuance function of Ethereum, and as we know, some succeeded in raising a lot of funds but most of them failed to bring about user satisfaction. It is also related to Ethereum's scalability limitations.

## Growing demands of the times & technological challenges

Afterwards, most of the projects which claimed 3rd generation in order to overcome the limitations of Ethereum have failed. They failed to create an ecosystem larger than Ethereum, while Ethereum has been filled with more solid supporters.

While mainnet projects were sluggish, exchanges relayed transactions on centralized servers and adopted rapidly the latest UI to attract many users. Although there are various types of decentralized transactions, users preferred interfaces that responded immediately and produced results upon pressing. Coin holders were more attracted to the convenience provided by centralization than to the belief in decentralization. It was even revealed that some exchanges do not provide users with wallets but only accounts, but few people are reluctant to put their coins into their accounts.

In the meantime, many technological innovations have occurred. Uniswap emerged and various financial services such as loans and deposits with blockchain were introduced. The price of a work of art that had nothing to do with blockchain suddenly skyrocketed just because it was issued as NFT.

Nevertheless, the dramatic technology improvement is slow in the essential script block creation agreement method. Despite many people's expectations, numerous DAPPs failed at the stage of commercialization and became a storm in a tea cup that could not escape the test net.

Meanwhile, the number of blockchain wallet users has increased in all directions regardless of region or

economic level, but there is still a long way to go in service innovation. Users accepted the fact that blockchain is still an unfamiliar and difficult technology.

## What we want?

Applications in the blockchain field have experienced bottlenecks in data scalability and user convenience improvement. Everyone, including users and developers, hopes for the same goal. We want blockchain to be interlocked with the easiest and most intuitive interface. We want to be able to quickly exchange information between various chains and with various types of networks.

We want to lower the entry barrier to blockchain technology. Considering user behavior data accumulated for a long time, we clearly see that users feel burdened by too much information, authority, and responsibility.

And we hope to be able to freely use the scalability of blockchain without understanding the code. We hope that more projects can reduce the difficulties and high development costs when they adopt and use blockchain technology. Through this, we hope that the blockchain ecosystem will be revitalized and new innovations can be accelerated.

We hope that a global ecosystem will be created through applications and communication that anyone can use and participate in.

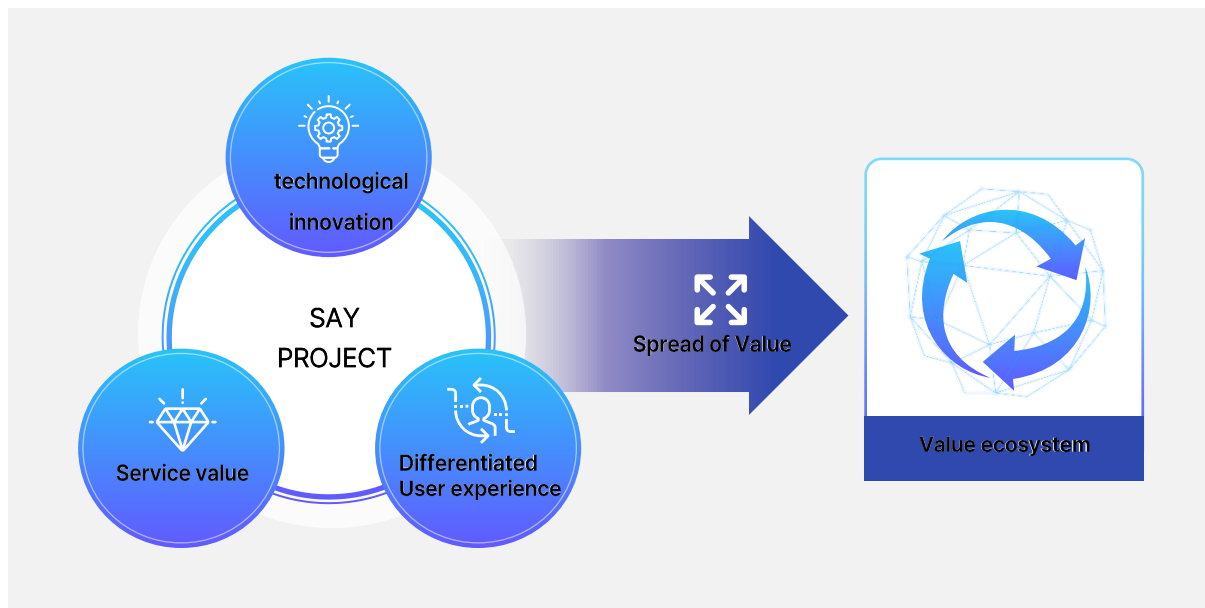
## Why do we talk about the 3rd revolution?

The developers of SAY want to overthrow the existing priority on blockchain technology. We diagnose that the communication structure of the technical advantage has been formed because of technical priority, and the blockchain has been separated from the expandable service, which caused the blockchain market closure. High pride in technical achievements simultaneously makes high barriers to entry and does not allow modifications for user convenience.

The method that SAY proposes is service-first. Various services must focus on meeting user needs and adopt appropriate blockchain support for the service without compromising the value of the service. When it comes to the existing DAPP method, only a small number of projects can sustain the service and only a few users with a high understanding of the technology can fully utilize it. Blockchain developer groups have continuously presented alternatives to overcome this problem, but have not been able to escape from its inherent limitations.

Say Protocol utilizes a highly versatile protocol to help various service applications join the value of Web3.0. Through this, it is reborn as a blockchain project with millions to hundreds of millions of actual users by combining highly practical services with Mass Community. It will open the gateway that will lead global users to the world of Web3.0.

SAY Project's Initiatives aim to innovate services for a large number of users. We want to create an experience that users have never experienced before in line with public expectations about blockchain.



### SAY's suggestion

We do not say what type of consensus or security technology we adopt. We just try to provide user with the most convenient experience. Such an experience derives from amazing technological innovation, while an additional environment is required for users to enjoy the value of the innovation.

We actively utilize blockchain networks to disseminate and spread these services. Say Coin allow us to overcome the limitations deriving from the blockchain's slow consensus and excessive resource consumption and promote users to share integrated value. We lower the entry barrier using the most popular interface, allow everyone to use services linked to Say Protocol in their daily lives. Users become more free and they are not restricted by anything.

### DAPP & cApp

Decentralized Application(DAPP) is implemented based on algorithms and it can provide users with autonomy and sovereignty over data and economy. We support various DAPPs to provide satisfaction and convenience for users. Furthermore, what we are pursuing is C-App. It refers to Casual Application, rather than Centralized Application. If technological innovation does not begin in more everyday services, blockchain will be ignored by users and only a small number of developers will be able to access its core value.

## 2. SAY Initiatives

New Call, New Spread, New Connect!  
SAY, a new way to connect with people around the world

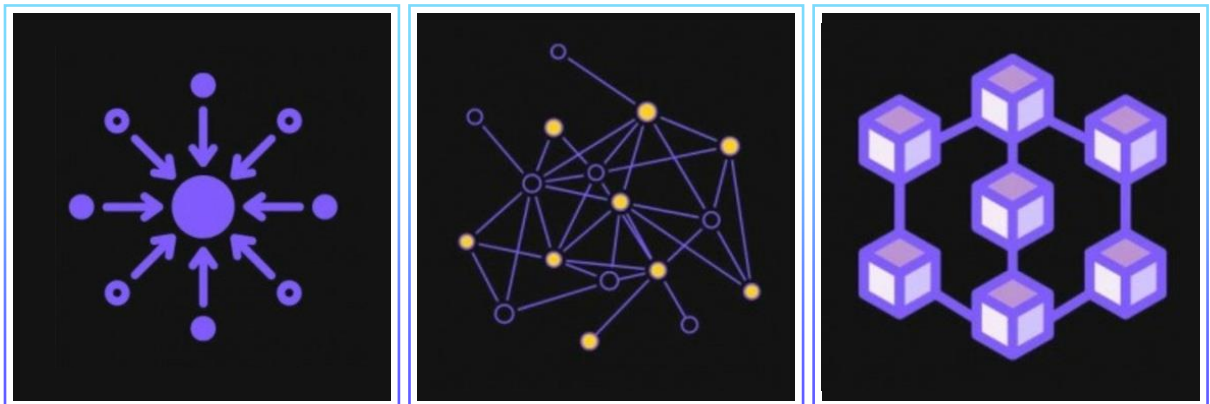
### SAY Protocol

SAY Protocol is an amazing thinking outside the box for everyday services. In other words, it is a scalability support method of SAY which allows DAPP, general-purpose networks, general-purpose terminals, virtual machines, etc. to be connected without technological limitations.

It is a development protocol that makes useful tools such as wallet and DAO based on various platforms to be easily interlocked with applications. Through these guides, users and developers can bring users who need App in their daily lives to the blockchain network.

At first glance, this method seems very simple, but it is essential for a large number of users. Considering the inconveniences users have to endure when we don't adopt blockchain, there is no reason not to choose it. It allows us to reduce the costs and technological risks for replacing the entire area of service with on-chain and focus on core value.

At the same time, those who participate in the ecosystem of SAY will be able to attempt to apply Web3.0 to various applications. The applications supported by the SAY project are very easily interlocked to the coins and wallets that users hold.



### Potential large consumers

We envisioned a network that would include people all over the world. There are approximately more than 100 million blockchain wallet users in the world.

Although it is a large number, it is still insufficient considering the more than 5 billion Internet users, and the gap between them may never be narrowed.

If we do not introduce applications more suitable for the user's environment, 99.8% of smartphone owners, about 4.9 billion people around world, will never be able to experience blockchain services in their lifetime.

Therefore, we tried to innovate the service that everyone uses most. And we start from the most common and ordinary environment.

### Call Service

On April 3rd, 1973, Martin Cooper created the world's first mobile phone. And the World Wide Web, which appeared in the 1990s, greatly changed the communications industry. The year 2023 also marks the 50 anniversary of the invention of the mobile phone.



50 years of mobile phone.

And as of 2023, there are about 6.6 billion smartphone users around the world. This is almost the same size as the world's economic population.

The fact that there are a little more smartphone users than the world's Internet users tells us that one of the most important things in the daily life of people around the world is immediate communication. In the future, the number of smartphone users is expected to increase to 7.8 billion in 2028. The call time they use is 347 minutes per month, which is equivalent to approximately 5.8 hours a day.

### Goal of Web3.0

#### Why Web3.0 technology cannot change our daily lives?

After the advent of the World Wide Web in the 1990s, another revolution caused the emergence of global giant platforms. There is a reason why the 1st generation Internet is called Web 1.0 and the current time, when multi-directional communication between users is possible, is called Web 2.0. This is because users who were only able to 'read' in the era of Web 1.0 begin to actively 'participate' by 'producing' and 'sharing' their own content.

There is a technological background to such an innovation. With the advent of various devices such as smartphones that users can easily use, the amount of mobile data usage has exploded. In fact, mobile phone users around the world used 61exabytes(EB) of data per month in 2021. In 2022, 86EB of data was used worldwide, which is 3 times more than the amount of mobile data in 2018, and it is expected that approximately 288 EB will be used in 2027.

In order to make Web 3.0 become a reality, new motive technology innovation and massive infrastructure investment to support it must be preceded.





And many people think that in order for these technological innovations to be realized through blockchain, it is required to improve dramatically the amount and speed of data that blockchain networks must process. This increases user engagement and sovereignty and opens up a revolutionary user economy.



SAY platform satisfies users around the world through various services. We will expand our service activities to various related businesses. As the areas of our business increase, users can enjoy their daily lives with more abundant services.

#### 3.1 What is a casual application?

We can say that the limitations of DAPP include slow updates from the user's perspective; restrictions on iOS and android publishing; high development barriers in linking with other applications and services; and so on. SAY overcomes limitations and provides more value to users. SAY easily connects tokens and governance with applications that proves their convenience in the market.

Major features	
 <b>1. Large scale service</b> SAY was made for an application that hundreds of millions of users can utilize for their convenience. It builds an optimized infrastructure for data exchange between global users.	 <b>3. Integrated account</b> Encryption key and token are assigned to the user's account and the user can use the same account in SAY service and various communities using it. The user can also freely use data and asset.
 <b>2. Start with the most routine services</b> SAY allows users to enjoy and utilize on-chain services in their daily lives. Various services based on communication will be introduced successively.	 <b>4. Innovation for end users</b> SAY's applications gather capabilities to realize user value. In order for SAY's service to change your daily life, various necessary steps of Back-up are established.

#### 3.2 Call service app

The first service of SAY is a variety of utility applications based on call services. Calls are the service inseparable from our daily lives

, and everyone in the world use it. People use their phone for 24 hours a day, regardless of region, and mobile phones are one of the devices of civilization that are most closely related to us.

Everyday life is easily connected to call service, so it is familiar to anyone, regardless of culture.

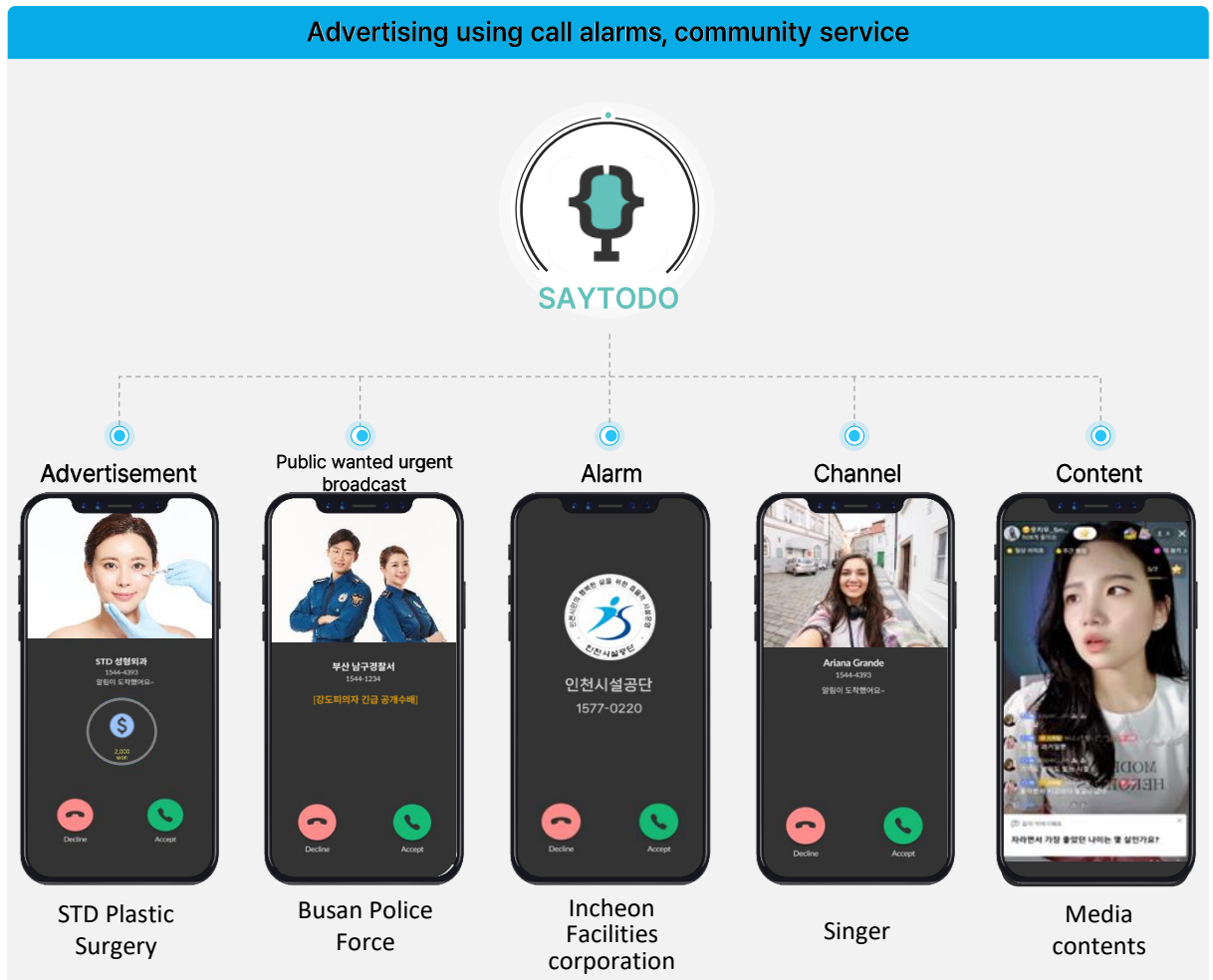
SAY provide transformed calling service; SAYDO, SEUCRET; Innovative Calling system

### 3. SAY Application

New Call, New Spread, New Connect!  
SAY, a new way to connect with people around the world

#### 3.2 SAYTODO, the fastest public channel

The first application selected by SAY is SAYTODO. SAYTODO began as an alarm using a call function and grew into a mass communication service using mobile phones. It is the beginning of SAY and is a complex service application that combines calls, volatile alarms, advertisements, and bounty programs. It is a utility service and communication tool which can be used by a variety of users by combining alarms with news, information, events, content, and company and public institution schedules and announcements, etc. People are very sensitive to call alarm sound. Call ring is hard to ignore. It enables companies and public institutions quickly spread urgent alarms to targets. Communities, fan clubs, advertisers, etc. can also immediately check the reach and level of awareness of content and news within seconds for a given target. Such immediacy, multi-service and composability are the reasons why many companies, organizations and communities choose SAYTODO.



### 3. SAY Application

New Call, New Spread, New Connect!  
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#### 3.3 SEUCRET

The service that leads the communication innovation of SAY is SEUCRET. SEUCRET is a creative call service that requires neither a centralized carrier nor a data base for communication. There is no phone number, no personal authentication, information registration or storage, and there is also no relay device that might expose personal information. It is groundbreaking communication messenger app that prevent leaking personal infos. When combined with the anonymity of blockchain, it is an innovative application that leads to a new communication environment.

Existing telegram keeps records for a certain period of time on the server and has been exposed to hacking, and various dark messages have essentially a storage server, so it is likely to expose personal information at any time. This is an alternative communication tool that overcomes the uncomfortable limitations of communication between dark messages and other messages.

SEUCRET is not only instantly connected to the SAY coin economy, but it also provides various functions including voice call, message, file transfer, video call, encrypted call ID , encryption code(QR, password business card, SNS link), etc. Thanks to it, there is no chance of being exposed to others, and even if exposed, there are no clues left in the application to prove that the caller is a specific person.

It provides the highest level of personal information protection and has public value for those who are prone to being socially vulnerable when personal information is exposed, so public institutions which need personal information protection are also actively adopting it. In addition, thanks to the characteristics that no call charges are incurred, many global companies are preparing to adopt customer service or communication.

#### Privacy call service for Web3.0 proliferation

SEUCRET service

#### The most safe and easy call

- ☑ Communication app without personal information registration
- ☑ Phone app without phone number
- ☑ There is no server, so the information is eliminated after the call ends.
- ☑ Communicating instantly without call fees anywhere in the world

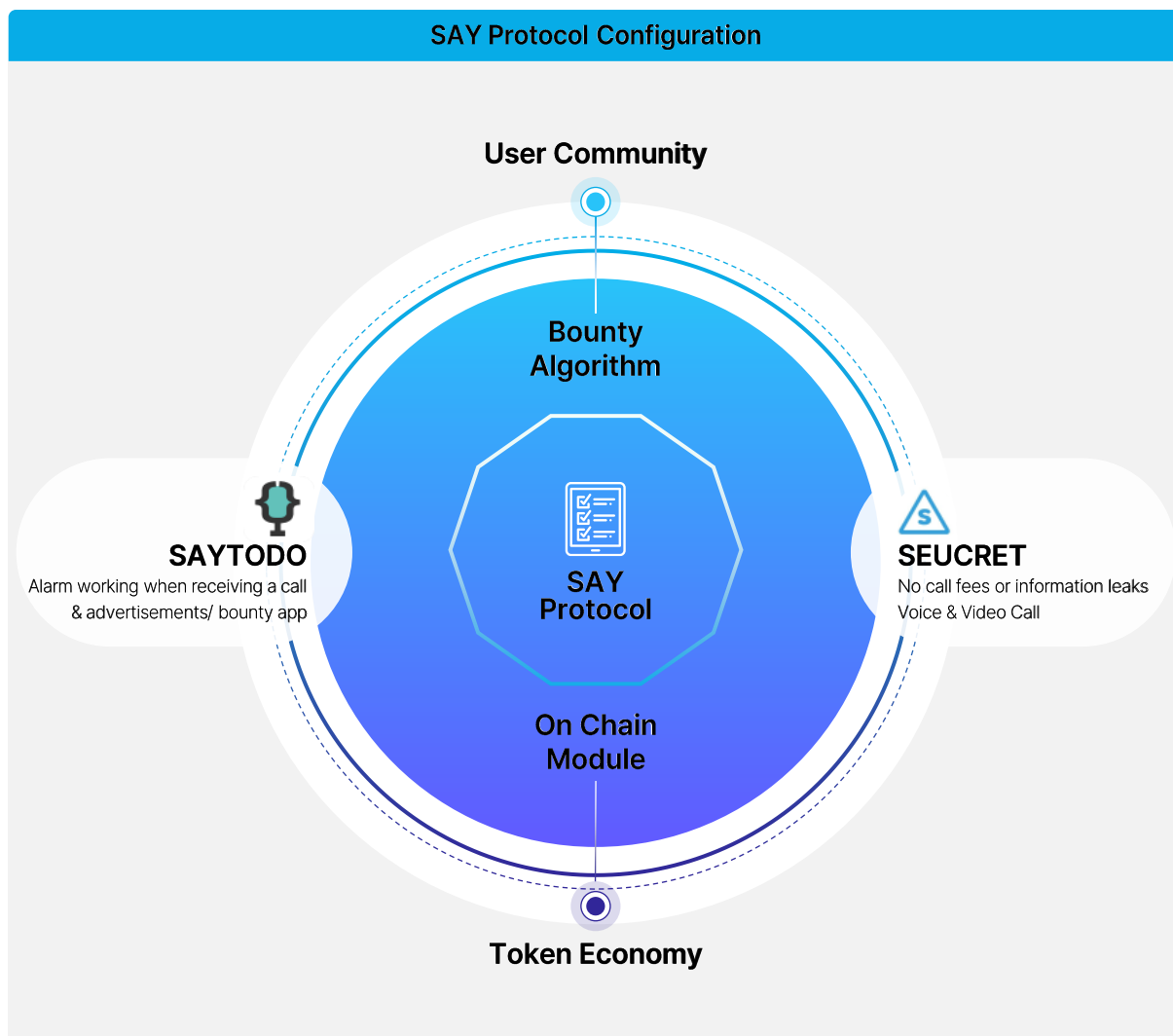


- ✓ QR code scanner
- ✓ Settings management
- ✓ Blocking function
  
- ✓ Voice call
- ✓ Video call
- ✓ Messenger
- ✓ File sharing window
  
- ✓ Nickname
- ✓ Friend management

## 4. Service expansion

New Call, New Spread, New Connect!  
SAY, a new way to connect with people around the world

SAY Protocol connects people around the world to a network for Web3.0. Through SAY Protocol, users around the world will be able to utilize services, communities, and tokens necessary for daily life without limitations of time and space.



SAY widely connects and spreads popular and daily services. SAY Protocol provides a complex network to solve the technical and physical limitations that prevent connection and diffusion. Thanks to Say Protocol, applications do not have to adapt their unique service value to the slow speed and difficult interface of blockchain.

SAY coin and wallet which utilizes it provide users with greater sovereignty and choice in rewards, advertisements, promotions, and community activities.

Say Protocol will provide an improved path for services linked to wallets and various de-Fi, DAO, NFT, decentralized exchanges that will be added in the future.

## 4. Service expansion

New Call, New Spread, New Connect!  
SAY, a new way to connect with people around the world

### SAY technology-service-ecosystem expansion

Technological innovation based on the insight of SAY is not made by only SAY. It includes not only service users and ecosystem participants, but also many developers who feel unfamiliar with blockchain. SAY has dramatically lowered the cost and technical threshold for cApp to be introduced to the blockchain. Connecting the various services of SAY with the user community through blockchain enables users to engage in various activities through a single channel. To realize this, it is required to make an agreement which smoothly connect between service development and operating entities. Say Protocol includes a development environment that supports service applications. Through this, various online services can be combined with web3.0 to deliver value to users. Users do not have to endure the inconvenience of going back and forth between on-chain and off-chain.

Scalability support	
<input checked="" type="checkbox"/> Support for compatibility between heterogeneous technologies	SAY Wallet supports transactions between platforms based on ETH.
<input checked="" type="checkbox"/> Support for community activation	Community staking, reward, promotion, discount, etc. are supported, and a solution for joint advertising operation and market operation of the community itself are provided.
<input checked="" type="checkbox"/> Coin utilities & services Economy for users	Users can use the coin for service purchase, reinvestment for earnings model, shopping, contents and advertising, etc., and all users and wallets are interlocked.
<input checked="" type="checkbox"/> Service platform & blockchain linkage of platforms	Security technologies for free integrated accounts such as linking their wallets to the service account and managing their service accounts through their wallets are applied.



# 4. Service expansion

New Call, New Spread, New Connect!  
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## Use Case\_SEUCRET

Cases of using call functions without exposing personal information

Cases of public introduction of protection for women & vulnerable class

**치매안심센터**  
서울특별시 중산구보건소

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언제 어디서든 보호자에게 연락됩니다.

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4. 본인 출력 또는 주민센터 방문 수령

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문의: 스마트정보과 ☎ 02-330-8711

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QR스캔시 보호자에게 연락  
스캔 한다면 보호자에게 직전 연락 됩니다.

**사용예**  
실종미아는 신속한 보호자와의 연락이 최우선입니다. 우리아이의 안전을 위해 "SECURE QR벤티지"를 달아주세요.

**서대문구**  
대상 : 서대문구 관내 민간 어린이집  
일시 : 2024년 6월 11일 서대문구 구청 4층 대회의실

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2. 개인정보보호를 넘어 보호자에게 신속한 연락이 가능합니다.
3. SECURE은 항상 무료입니다.
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차량 또는 점포에 노출된 휴대폰번호로 인한 각종 범죄예방을 위해, 서대문구가 민간기업과 협업 하여 "생활안심 QR서비스"를 2025년 11월20일까지 시범운영합니다.

생활안심 QR서비스  
전혀 불확실한 정보 없이, QR 코드를 스캔해 주세요.  
To contact me, please scan this image.

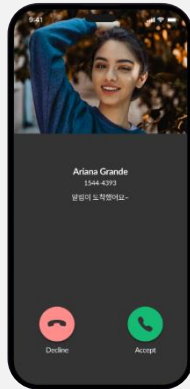
## Use Case\_ SAYTODO

### Seodaemun-gu Office District public relations



#### Lee Sung-heon, Seodaemun-gu office director

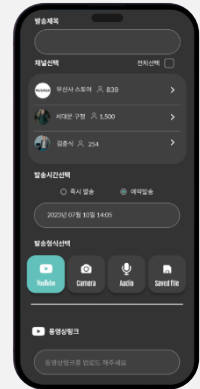
He is using it not only as a PR channel for his political activities before general election, but also as a communication window for the administrative operation



Fan club & community management



Immediate arrangements & emergency information



Quick-emergency notification spread

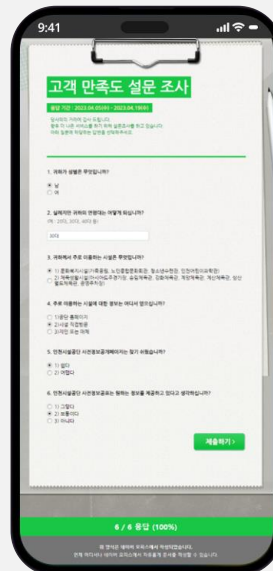
### Easier questionnaire survey



Request to fill out a questionnaire

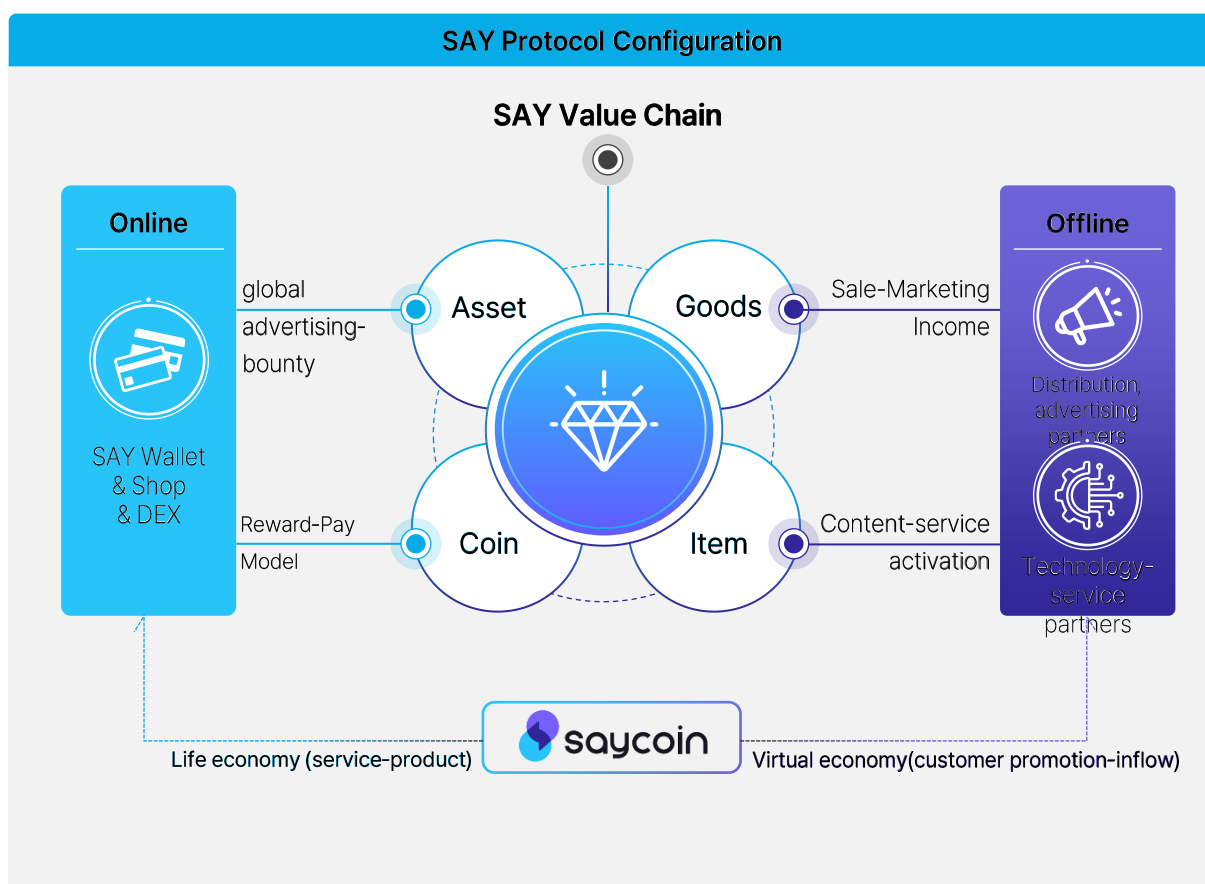


Check questionnaire



Questionnaire response completed

In The SAY Global Ecosystem Users can fit their own into a variety of financial environments. Users can pursue their own value through activities such as freely investing, exchanging, and creating as they wish. With unrestricted connection between online and offline platforms, you will experience true Web3.0 sovereignty.



SAY services and businesses will be further activated by building an ecosystem for SAY users. SAY's online platform will facilitate the implementation of various services and businesses. All participants are given the opportunity to operate advertising, shopping, reward-type events, and promotional reward pool. It is possible to pay for all services and products within the platform with SAY coins. The rewards obtained in this way are distributed to the contributors of the SAY ecosystem.

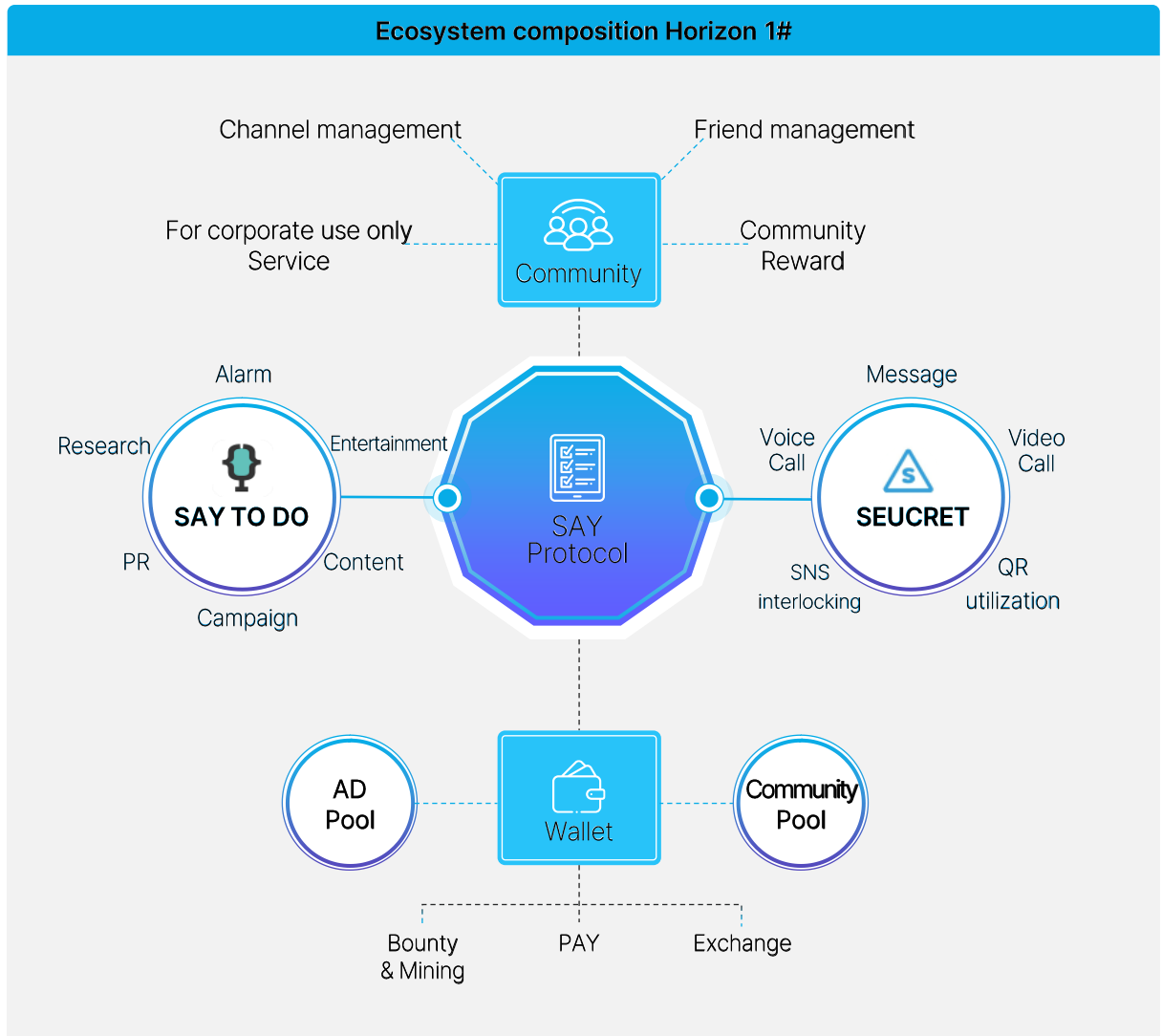
The More SAY protocol integrated, the reward resources of the ecosystem become abundant. Auction-type advertiser management solutions and online shopping malls benchmarking discount stores are linked with Say Wallet holders in real time. Content and dedicated services will be connected to the channels and individual communities linked to the SAY communication application to provide a variety of fun and create opportunities for rewards.

## 5. Ecosystem

New Call, New Spread, New Connect!  
 SAY, a new way to connect with people around the world

### 5.1 Initial ecosystem structure

Users and holders of SAY coin and SAY service are both participant and subject of the ecosystem. Users can actively use all or part of the functions as needed. Users can do more activities in various areas depending on the value of the service or compensation and economic value.



<input checked="" type="checkbox"/> Service area	Various services of SAY are used for free. Some features will be paid for in the future.
<input checked="" type="checkbox"/> Coin economy area	You can pay, reward, trade and manage your assets through coins and wallets.
<input checked="" type="checkbox"/> Community area	Through our community, communicate with the world and bring a variety of earnings models to the community.
<input checked="" type="checkbox"/> Expansion service	The ecosystem of Horizon 1 is combined with advertising, shopping, content, and communication to expand further in Horizon 2 and 3.

## 5.2 How to use the service

SAY's services can be found in the App Store. You can use the free version on your smartphone at any time. You can use the paid version through app payment in Android and iOS. In addition, SAY's services are supplied to companies and government agencies through licensing and other partnerships. Users can receive and use special versions through relevant companies and government agencies. Specialized versions and usage licenses have already been sold to suit the needs of partners in Korea, Vietnam, and Philippines, and the number of service partners is continuously increasing. Partner companies adopt SAY service by paying attention to the value as a tool for the public value factors and work efficiency that SAY service has, the economy, and the expansion of functions through the service linkage. In addition, they are partnering with SAY to provide better convenience to their service customers, local residents, and employees within their scope of management.

FREE	AD	Paid A	Paid B	Affiliation(G&GC)
Say's service operator runs a free model for a considerable period of time for the expansion of the service.	This is a method through which you can extend free service use and obtain additional compensation by watching advertisements.	You can use additional usage time and special solutions through subscription or regular payment.	You can purchase and use only the solutions and services you need rather than a regular subscription.	How to use SAY service through affiliated public institutions and global companies

## 5.3 Staking for holders

The holder of SAY coin can expect various advantages by utilizing the coins he or she holds. The staking pool displays the value that users can acquire.

When you deposit coins in the SAY service pool, a regular pass for each service is given to you automatically. If you want to use the service at any time without restrictions on time or function, we recommend you to deposit coins in SS Pool.

SS Pool	AD Pool
When depositing 100 coins, general user level is given and the user can access freely for 60 minutes per month without feature restrictions. If the deposit amount and period increase, the higher level is given.	Advertisers can obtain priority in advance for limited advertising contact points. Deposit your advertising budget with SAY Coin and obtain guaranteed communication rights with other users.
Service voucher	Advertising & promotion priority



### 5.4 Profit model through services

Profits earned by Say protocol turn into SAY Coin. This assetization process becomes more evident as services connected to SAY protocol or user wallets increase. The platform profit model within SAY is as follows.

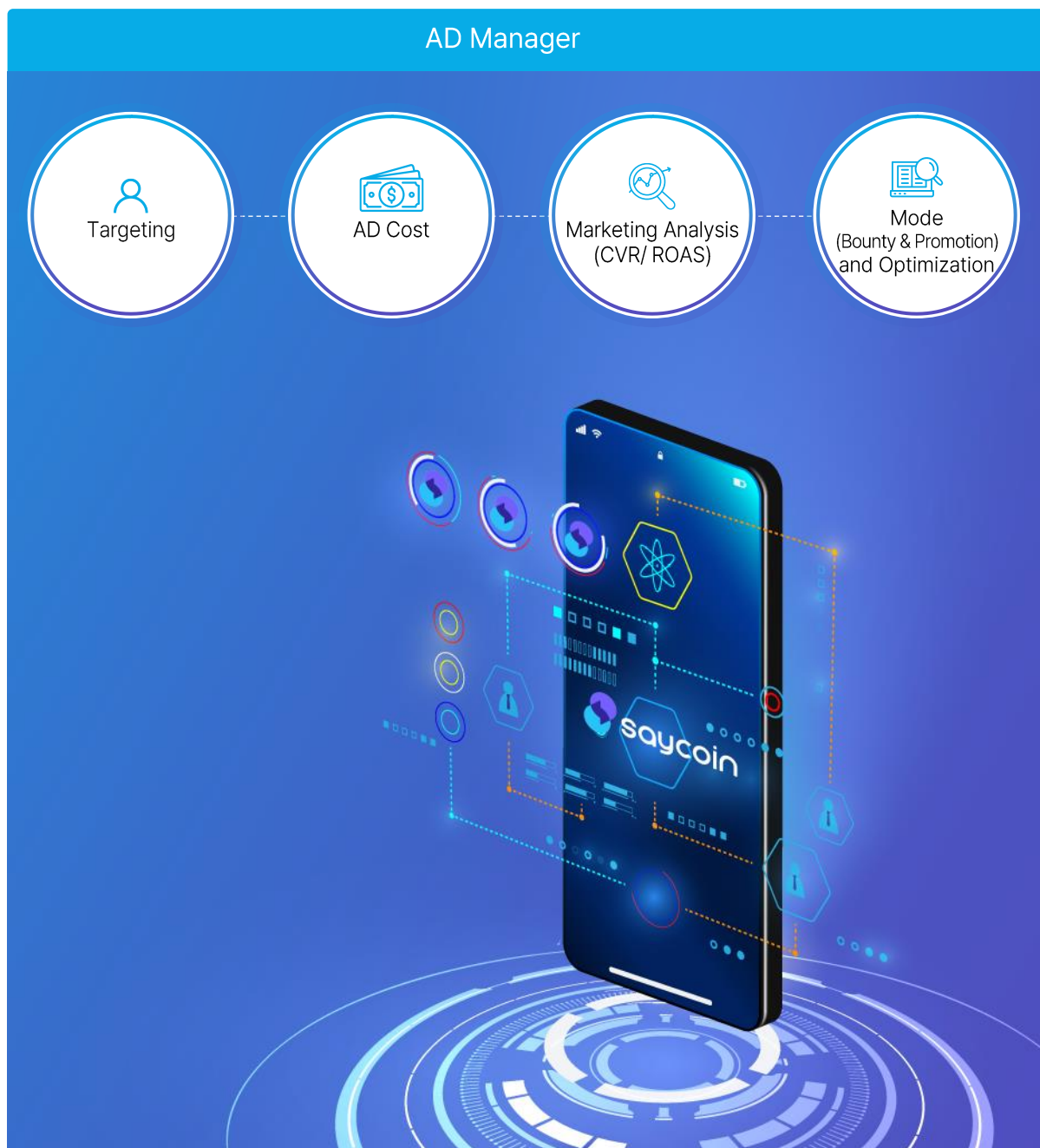
<p><b>Service sales</b></p> <p>You can purchase service time and communication tools through paid services.</p> <p>Businesses and governments utilize SAY services through paid packages.</p>	<p><b>Advertising sales</b></p> <p>Various events and advertising tools are sold for advertisers.</p> <p>Local targeted ads and global promotions are provided.</p>	<p><b>Coin fee</b></p> <p>Fees are incurred when users exchange digital assets linked to the service with coins.</p>
<p><b>Partnership</b></p> <p>Partner companies need to hold coins to spread digital assets such as service vouchers, coupons, and points provided to users.</p>	<p><b>NFT</b></p> <p>In order to issue and trade NFTs, SAY coins are required as an essential factor.</p> <p>The rights contained within an NFT include permanent value that will belong to the user.</p>	<p><b>User level</b></p> <p>Users can increase their rights and opportunities for additional rewards through various activity contributions and coin deposits(staking).</p>
<p><b>Shopping</b></p> <p>Users can purchase goods and services with various payment methods at SAY's advertiser sites and event malls within SAY, and some of the sales fees are converted into rewards, resulting in a virtuous cycle.</p>	<p><b>Community reward</b></p> <p>Most of the sales from paid services and advertising is reinvested as community rewards. Each community leader spends a lot of coins to obtain it and according to the additional purchase coin liquidity is increased, thereby increasing service profitability.</p>	<p><b>Linked service</b></p> <p>In order for external service operators to link their services with the large users of SAY, wallet usage fees, technology fees, affiliate reward &amp; advertising, coin deposits, etc. are needed.</p>

#### Liquidity value increase & staking

As SAY's partner companies, users, community, and advertisements increase, the amount of coins held and distributed within the platform continues to increase and SAY can continuously release additional services. This increase in liquidity raises the holding value of SAY. In particular, coins deposited in various Pools can rapidly increase their coin value.

### 5.5 Advertiser-only service

There is an AD Manager for advertisers within the SAY platform. It guides advertisers who want to sell their Products and services to users of SAY, and it is possible to make accurate target. It is possible for users to set up promotions and see that rewards are delivered directly to users. It is possible to set the overall budget, target, and scope, and efficiently manage the advertising budget.



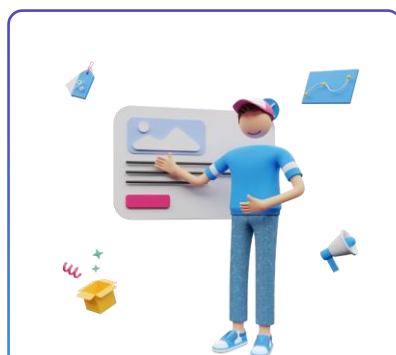
### 5.6 User's Economy

SAY Coin interacts Economy between users and Coin holders. Users can leverage this to carry out their own economic activities and earn their own profits. This is an economic model that allows SAY to share with User's revenue earned from its business activities , and to place users as equal partners with SAY.

In particular, a large portion of the advertising revenue is transferred to a reward pool for users, for which users are guaranteed the right to deposit their coins to be distributed.

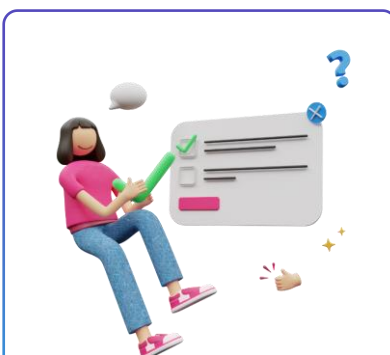
The user economy includes ; interest income, limited right to use, boundaries for events, initiatives in service, community decision-making and permanent rights to assets

It aims to enrich the ecosystem as a whole, so it's for SAY's users, as well as service operators and partners.



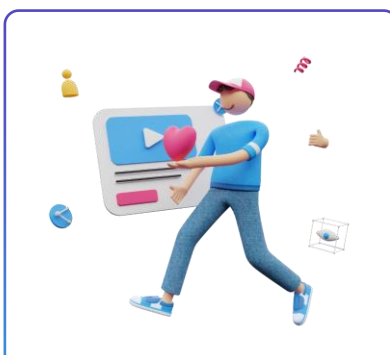
#### SAY Reward

50% of advertising revenue is sent to the reward pool. The total amount deposited in the AD Pool is allocated in proportion to the share of the user, and SAY Coin can be received depending on the deposit period.



#### SAY Bounty

There are user benefits through SAY's marketing program. Points, coupons, and service vouchers for shopping are given as bounties to users who become marketing targets.



#### SAY Profit

SAY regularly allocate profits from SAY's revenue model based on SAY's community-specific communities. The activities of users in the community lead to revenue.

### NFT on SAY Community

In order for users to mint SAY NFTs, SAY Coin must be stuck for a certain period of time.

NFTs guarantee the user's position within the community and the right to profit within the SAY Economic Algorithm.

Additionally, SAY's ecosystem will be enlarged with new services planned These services further enrich the value of SAY Coin and boost the user economy.

## 6. SAY Coin

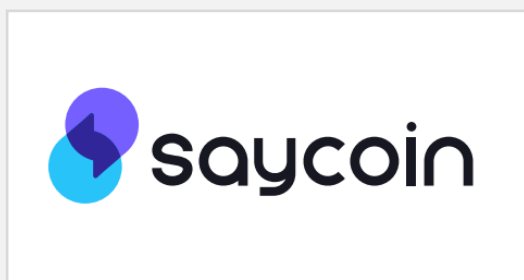
New Call, New Spread, New Connect!  
SAY, a new way to connect with people around the world

It is a coin that can be used in the E Transfer service, Say Wallet, and offline franchises through Say Protocol(EZO Chain).

### 6.1 Major information

<input checked="" type="checkbox"/> Name	SAY Coin
<input checked="" type="checkbox"/> Abbreviation	SAY
<input checked="" type="checkbox"/> Total issuance	5,000,000,000 EA
<input checked="" type="checkbox"/> Mainnet	BNB Smart Chain
<input checked="" type="checkbox"/> Instruction	SAY is a chain built by its own ecosystem, and it is also a currency issued to manage all services and products sold as a virtual asset finance platform using blockchain.
<input checked="" type="checkbox"/> Major characteristics	Cryptocurrency that can be exchanged for won and major currencies , real-time currency exchange system with VISA, services linked to banking systems in 120 countries, and preferential fees when trading on the EZO platform

#### Token logo



## 6. SAY Coin

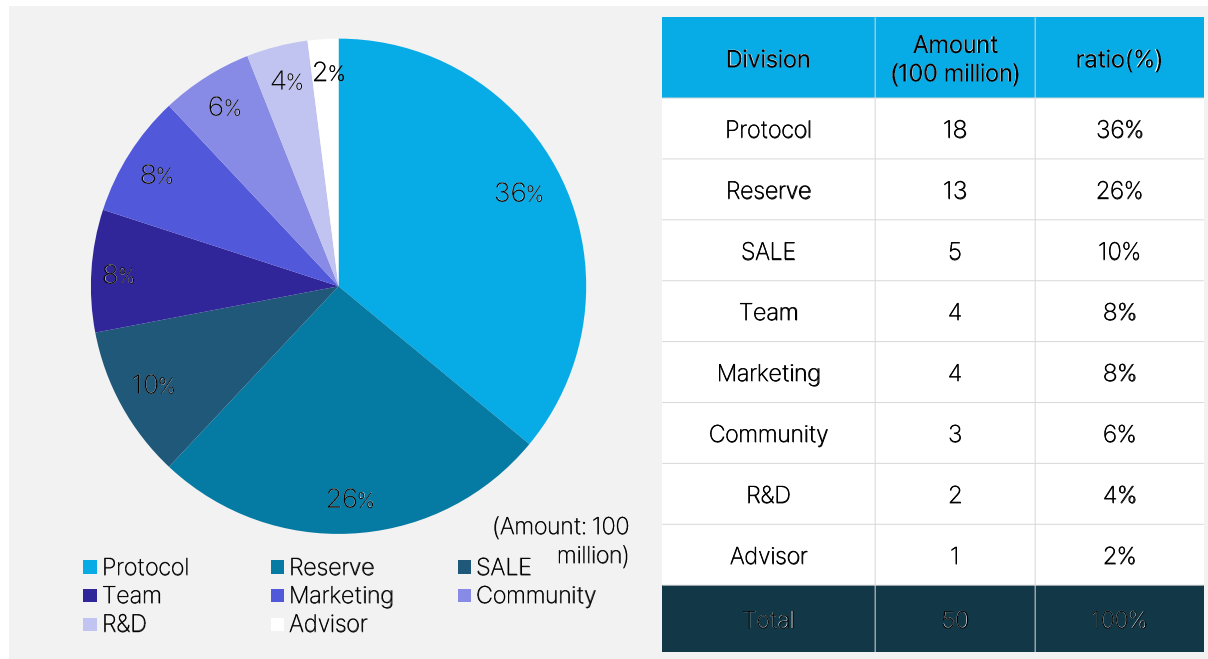
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### 6.2 Token Allocation

The largest amount of SAY coin issued is used to expand SAY Protocol.

The next largest amount will be distributed for service reward and community revitalization.

In the case of reserve, it is determined where to use through resolution when SAY's service subscribers exceed 100 million people.



### 6.3 Sale information

The distribution policy, listing schedule, and operation policy of SAY Coin (SAY) are announced through the website([www.SAYTODO.io](http://www.SAYTODO.io)).

<input checked="" type="checkbox"/> Sale start	Trading for sale is scheduled to begin within 20 days from the date of initial exchange listing. Regardless of the time when the Say Coin holder acquired it, trading is limited before that day.
<input checked="" type="checkbox"/> Wallet	SAY users receive a dedicated wallet. It is possible to take advantage of richer services and functions through the wallet.
<input checked="" type="checkbox"/> Safeguard deposit	Founder & team members will be restricted from trading on all exchanges and wallets for at least 180 days from the date of publication of this white paper and a lockup policy will be added for 6 months after first listing.



We introduce our SAY team. SAY's project includes a group of experts with long experience and know-how.

## 1) TEAM

### Vice Present & CEO Seoung Uk LEE

- 2006 Swap & Financial, **Planning/Marketing** (for Automobile Lease, Corporate Money)
- 2018 CEO of Bigstone Co., Ltd. (Blockchain Consulting)
- 2020 Bitrade Exchange, **Planning Director** (listed review, BM planning, ISMS certification)
- 2021 SoundSound Inc (Blockchain Consulting)
- 2023 Happy Bridge, **Planning Director** (Exchange/Mainnet /PG Development Company)
- 2024 **SayGlobal Corp. CEO**



### COO Steve Won

- 2000 eBay Korea Co., Ltd(e-commerce), Planning Team Leader
- 2002 Brieang Co., Ltd, Planning General Manager
- 2002.12 Comaszone Co., Ltd , CEO
- 2006 Mufree Entertainment, CEO
- 2010 Mollis Co., Ltd, CEO
- 2023 FomaCompany Inc COO
- 2024 **SayGlobal Corp. COO**



### Marketing Min-eon KIM

- 2020 Young int, Marketing General Manager

### Marketing Simon Noh

- Marketing Manager, Celeb Breakers Co., Ltd.
- Marketing Team Leader, Conun Korea Co., Ltd.
- CEO, Forma Company Co., Ltd.

We introduce our SAY team. SAY's project includes a group of experts with long experience and know-how.

### 2) ADVISOR

#### Software Engineer

#### Jayce(Je-geun MOON)

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- Software Engineer, Kakao
- Software Engineer, CJ E&M
- Software Engineer, SK Communications
- Software Engineer, IMDB
- Software Engineer Lead, Actwo Technologies

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#### KwangIn HEO

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- 2011~2012 Samsung Electronics Overseas Marketing
- 2013~2015 Executive Director, Korea Intellectual Property Commercialization Association
- 2016~2017 CEO of SM Friends
- 2019~ Representative of Future Value Certified Brokerage Office

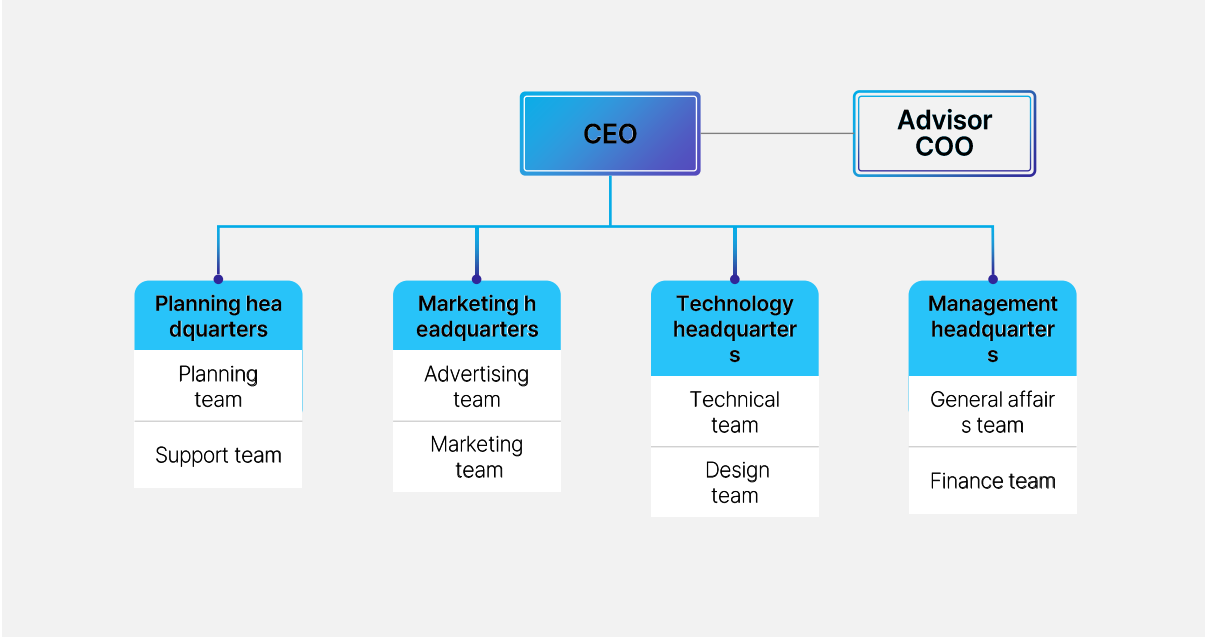
#### Director

#### YunJae EO

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- CEO, New Media Competency Development Institute Co., Ltd
- Professor at Incheon Talent University
- Professor at Korea Cyber University
- Director, Operation Team, Ibos Co., Ltd
- General Director, Witchet Business Headquarters/Marketing, Widifix Co., Ltd.,
- Director, Korea Blockchain Industry Association

Project team organization chart




Certifications & patents(2021-2024)

<p>특허증 / No. 10-2390456호</p> <p>Registration No.10-2390456</p>	<p>특허증 / No. 10-2395154호</p> <p>Registration No.10-2395154</p>	<p>특허증 / No. 10-2395155호</p> <p>Registration No.10-2395155</p>	<p>특허증 / No. 10-2395157호</p> <p>Registration No.10-2395157</p>	<p>특허증 / No. 10-2602086호</p> <p>Registration No.10-2602086</p>	<p>특허증 / No. 10-2666687호</p> <p>Registration No.10-2666687</p>
<p>Minister of SMEs and Startups Award in platform category</p>	<p>Korea Knowledge Management Award in creative innovation category</p>	<p>Korea Leading Company Award service innovation award</p>	<p>LOHAS certificate</p>	<p>ISO 2700 certification</p>	<p>Korea Leading Company Award service innovation award</p>

## 8. Roadmap




New Call, New Spread, New Connect!  
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The schedule of SAY Protocol and SAY Coin is as follows.

SAY Road Map I			
	Development	Project	Community & governance
2020	SAYTODO 1.0 Development complete	SAYTODO Android app release	-
2021	'Call-based alarm service' planning Patent	Formed project team SAYTODO Ios App release	
2022	Registered 4 patents   <b>Launched SAYTODO 2.0 service</b>	Launched SAY project  Selected as Asia LOHAS related to SAYTODO app, Knowledge Management Award	SAY project partnership (Korea)
	-	-	-
2023	Patent application(2 case)   <b>SEUCRET service launch</b>  <b>Android and iOS app launch</b>	Launch Sayro Shopping mall  Application video advertisement start (November)  SEUCRET 1million downloads	Establishment of SAY community  Global partnership (Philippines and Thailand)
	SAY Coin issuance		Establishment of SAY Foundation, a global expansion center

# 8. Roadmap

New Call, New Spread, New Connect!  
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Road Map II			
	Development	Project	Community & governance
2024	Patent registration (1 cases)	Proceed for listing on the global exchanges	New promotion for achieving 1 million people in the community
	SAY Protocol expansion (New service added)	National public institutions QR safe service, global marketing	Global partnership (Japan, China, and others)
	In-App AD start	QR Safety service to Government Agencies	SEUCRET 6million downloads
	 Launch SAY Mine	Blockchain play to Earn Game	Direct access to exchanges and shopping malls through mined Saycoin
	 Launch SAY BEAM	Predicting Coin mobile app	Advanced prediction of coins or stocks, precise analysis through 37 charts
2025	 Launch SAY Edu	Real-time mobile English conversation App	Say coin , current exchange payment methods Establishing Philippine Overseas Corporation
	SAY protocol Mainnet conversion(Proceed)	Establishment Global Service Operators (Asia, America, Europe)	Achievement of 100 million people in the community, DAO token issuance related vote scheduled
	SAY dedicated advertising solution User NFT application		
2026	Launch Say Subscription Program (corporation only)	Launch Say Exclusive Market	Grant of voting rights to regional communities, launch of dedicated services based on requests from each community
	Launch Say Subscription Program (Individual only)		

### Disclaimer

The information in this white paper must not be used as an opportunity for investment in any form. It is not organized or related for investments in any way and must not be used to provide securities in any jurisdiction. This white paper does not include any information or instructions that may be considered as an investment proposal or used as a basis for an investment desire.

The purpose for this platform to provide SAY Coin (SAY) is not speculative, but to allow users to use the SAY platform. The provision of SAY Coin (SAY) with the platform and chain does not change the legal qualification as the SAY platform's utility, not securities.

We strongly recommend that you carefully review contracts associated with the above-mentioned purchase, white paper, and all the related documents before purchasing SAY Coin (SAY). Accordingly, the acquisition of SAY Coin (SAY) in any way that can be recognized does not give the buyer any rights or influence on the SAY corporation.

Everyone who wants to purchase SAY Coin (SAY) must be aware of the SAY business model. This white paper is subject to change because of new regulatory and compliance requirements of proper laws in all jurisdictions. In such a case, purchasers of SAY Coin(SAY) and all those who want to purchase it shall understand and admit that SAY and its all affiliates are not responsible for direct or indirect losses and damage in any form due to these changes.

The Say Protocol team will do their best to develop and launch the SAY platform according to the SAY roadmap. Those who want to buy SAY Coin (SAY) shall admit and understand that the SAY platform does not provide any guarantee that its purpose can be achieved according to sufficient expectation. Therefore, except for international illegal acts or gross negligence, they shall admit and understand that the SAY platform, including the SAY corporation and its employees, does not have any legal responsibility and obligation for the loss and damages that may occur when SAY is not available.





With SAY

**Join Blockchain communication world  
together**

