



# BAA Token white paper



# Content

<b>Chapter I Project background.....</b>	<b>3</b>
<b>Chapter II Market outlook.....</b>	<b>5</b>
<b>Chapter III Introduction to blockchain.....</b>	<b>7</b>
3.1 Definition of blockchain.....	7
3.2 Definition of digital assets.....	8
3.3 Integration of blockchain and digital assets.....	9
<b>Chapter IV Introduction to BAAtoken.....</b>	<b>10</b>
4.1 What is BAAtoken?.....	10
4.2 BAA advantages.....	12
4.3 BAA technical proposal.....	14
4.4 BAA design principles.....	15
4.5 BAA vision.....	16
4.6 BAA application scenario.....	16
4.7 BAA features.....	17
4.8 BAA profit model.....	20
<b>Chapter V Introduction to BAA coins.....</b>	<b>22</b>
5.1 What is BAA currency.....	22
5.2 Basic organization of baa currency.....	22
5.3 BAA currency entrustment Management.....	23
5.4 BAA release plan.....	23
<b>Chapter VI Team Introduction.....</b>	<b>24</b>

6.1 Team members.....	错误！未定义书签。
6.2 Consultant team.....	错误！未定义书签。
<b>Chapter VII Development plan.....</b>	<b>24</b>
<b>Chapter VIII Risk tips.....</b>	<b>29</b>
<b>Chapter IX Disclaimer.....</b>	<b>31</b>

# **Chapter I Project background**

Self-media uses the internet as a mean of communication. The current state of development of self-media content being presented are fragmented and spread to a small minority. The spread of communication tends to be simplistic and it tends to cover only the younger group of viewers.

Self-media is borne out of the mobile internet era, meeting the social demands of the generation Y born after the 1990s. 90s. the generation Z and the millennial generation of 2000s yearn for “seeking likes”, “carving for attention”, “gaining celebrity status” are evolving in full swing. According to statistical report, the number of online self-media influencers reached 460 million at the end of 2018. Currently there is no accurate data statistics on how many people participate in self-media, however one thing is certain, that as long as you own a cell phone, you will definitely view online videos, live broadcasts, podcasts or small content videos. These media could be forwarded by your circle of friends. Cell phone based media or new media has become a way of life especially for the younger generation and is generally accepted as a norm by all walks of life.

With the rapid development of the Internet and the continual raise in demand for quality content to the consumer. As consumer demand for digital content is getting more sophisticated and diversified, it accelerates the development of vertical content field and the establishment of new content publishing platform. In order to compete for user's attention and usage of time becomes the focus of competition among new entrant media content providers, future market forces will drive the self-media industry towards reformation and innovation which will develop into a rational situation, because digital content such as online theater, short videos, live broadcast will have massive drawing power, digital content platforms no longer derive income through advertisements, instead it will be centered around users who provides good quality digital content and these users will share the income amongst themselves, thus decentralization become<sup>v</sup> utmost important. As such blockchain will resolve and ensure the fairness and decentralization of user dividends, while the digital contact platform only serves as the audit and supervision of compliant content. BAA is to enable the decentralization of the self-media ecosystem by sharing dividends amongst the users rather than only benefiting the platform provider. Good and popular content output can receive BAA rewards, and in the later stage of development, advertising revenues would be

shared amongst holders of BAA, thus forming a closed loop of the token.

## Chapter II Market outlook

In the era of self-media, operating in the self-media market is easy and has a low entry barrier entry and with a strong mass appeal in the array of new media, self-media is the most sought-after new media business. Due to the nature of digital content being presented currently are mostly regarded as too homogenize and vulgar in general, it is a widely known form of profit generation through this means and thus the difficulty of industry supervision and high operating cost of maintaining digital media platform becomes extremely unfavorable to sustain a continual development and promotion in this emerging industry, and especially to raise the status of China to become a global strategic “software power” player.

With the continuous development of the self-media industry, traditional central controlled self-media operations are generating more revenues from advertisements which are not appropriately and largely distributed to contributors as well as viewers of self-media content due to the inherent needs to sustain the operations for the controlled digital media platform, resulting in lesser profit being passed down to the contributors and followers of self-media.

Good quality digital media contents are getting fewer and fewer, even if ordinary users are able to provide good content, revenue cannot be properly shared since any entity with enough funding is able to falsify viewership data and buy viewership volume.

Lastly, for the obvious reason of regional restriction for self-media viewing are imposed between countries, blockchain technology will however overcome the barriers of restrictions of regional boundaries, thus to enable cross border payment and content output and so on.

## **Chapter III Introduction to blockchain**

### **3.1 Definition of blockchain**

Blockchain is a new application mode of distributed data storage, point-to-point transmission, consensus algorithm mechanism and encryption algorithm. The so-called consensus mechanism is a mathematical algorithm for building trust and acquiring rights and interests among different nodes in the blockchain system. It is essentially a decentralized database and serves as the underlying technology of tokens. Blockchain is a series of data blocks generated by using cryptography method. Each data block contains the information of a bitcoin network transaction,

which is used to verify the effectiveness of its information (anti-counterfeiting) and generate the next block.

In a narrow sense, blockchain is a kind of chained data structure which combines data blocks in chronological order and ensures the tamper proof and forgery proof distributed ledger by cryptography.

In a broad sense, blockchain technology is a new distributed infrastructure and computing method, which uses blockchain data structure to verify and store data, uses distributed node consensus algorithm to generate and update data, uses cryptography to ensure the security of data transmission and access, and uses intelligent contract composed of automatic-script code to program and operate data.

### **3.2 definition of digital assets**

Digital assets refer to the non-monetary assets owned or controlled by enterprises, existing in the form of electronic data and held for sale or in the process of production in daily activities.

Generalized digital assets refer to the assets in the form of electronic data owned or controlled by individuals and enterprises, which are held in daily activities to exchange or exercise the corresponding physical assets. In a narrow sense, digital assets refer

to the computer program (token) registered on the blockchain distributed ledger, which can be programmed. The exchange between assets is the exchange of code and code.

### **3.3 integration of blockchain and digital assets**

The digitization of resources arises multiple issues such as piracy violation, privacy disclosure, illegal data reselling. The key reason behind these problems lies in that the mechanism of data resource transaction flow, ownership certification, rights and interests protection is not perfect enough, which makes it difficult for "digital resources" to form "digital assets", and the value of data is difficult to fully quantify.

The emergence of blockchain technology solves the above problems. More and more industries are proposing their own blockchain solutions, it can play a role to expedite the development pertaining to landing application. Blockchain can help digital assets further develop and upgrade to another level. The details are as follows:

From centralization to decentralization, it forms the ecosystem of digital assets. Blockchain promotes product and cultural exchanges in all walks of life, and no longer relies on third-party institutions or centralized management.

From mistrust to trust, blockchain helps digital assets to solve the problems of fraud, duplicate payment and so on. The system of operation is open and transparent, through the mechanism of signature and the principle of minority obeying the majority, the credit mechanism can determine its worthiness. Users can view the source of tokens at any time, and no longer worry about risks such as counterfeiting.

From insecure to secure, information is sent from the current node to all nodes after each transaction. When trading again, the block will check whether the data has been tampered through the data of other nodes, once it is found that it will recover from the data of other nodes, effectively preventing the hacker from tampering with the data.

## Chapter IV Introduction to BAAtoken

### 4.1 what is BAAtoken?

Token name: BAA token (Banana Crypto currency)

Abbreviation: BAA

Issuer: Apollo Green Energy Foundation



## Apollo Foundation Business License

BAA (BAAToken) is issued by Apollo Green Energy Foundation (Apollo), incorporated in Singapore on Sep 2018. Apollo through its blockchain consensus algorithm ensures the security of accounts and assets. It provides tamper proof, digital signature, encrypted wallet and other means of security features.

BAA is a platform built based on the decentralized technology of blockchain addressing the current situation of the self-media industry. BAA mobile application is banana video plus, which will be used for online video + self-media application + intelligent device + sharing economy + blockchain technology application + mobile cloud mining. It

can generate incentives through mining and its hashing power. They form the basis of blockchain and real asset, therefore BAA has the collateral property of digital asset. Secondly, the hashing power shall disclose all information which can be verified on the chain - online and offline in order to achieve a truly open and trusted system.

BAA released will be divided into three stages:

The first stage is the issuing stage: Through registration, watching video, sending video, live broadcast, entertainment, E-Mall and so forth, airdrop of tokens can be issued. At this stage, the user may reinvest cloud mining machines and mine for more BAA.

The second stage is the mass production stage: Through the exchange of BAA for the better hashing power mining machine, the hashing power can be installed to be permanent. Daily volume of BAA can be obtained and will be based on the rule: Daily total volume / Entire network hashing power \* the user's own hashing power.

The third stage is the on-chain stage: Token can be sent to on-chain wallet and the destinated crypto exchange

## **4.2 BAA advantages**

### **1. Practical application advantage**

BAA token does not any top up and purchase avenue. It has practical landing application Banana Video Plus.

## 2. Industry advantage

The decentralized self-media platform. Self-media industry is also the fastest growing and most popular project development in the past decade, and its later-stage advertising, promotion and other dividends will be shared by users holding BAA.

## 3. Advantages of openness and transparency

Credible endorsement, public audit, financial transparency. The foundation is an open institution incorporated in Singapore and regulated by laws and regulations. Singapore is one of the first few countries in the world to promote the development of blockchain, and its policies are relatively sound.

## 4. Benefit advantage

BAA team is mature and sound, and embark on real global project. Early users participate will enjoy better incentives and as the entire network hashing power increases, the degree of difficulty of mining increases accordingly.

## 5. Advantage of participation

Users can participate free of charge because of its low barrier entry criteria, upon successful registration, user will be given free cloud mining machine. Watch videos and publish good content can get airdrop incentives. Self-media, video will entice user to have a good traction and

encourage user loyalty thereby enabling relative ease in developing and promoting the project, forming consensus.

### **4.3 BAA technical proposal**

The BAA platform adopts the most advanced blockchain technology architecture. It mainly includes the following layers:

Data layer: a block + linked list data structure, which is essentially a distributed blockchain.

Network layer: P2P network.

Consensus layer: formulate the mechanism for blockchain to obtain crypto currency. The platform uses POW (proof of work workload mechanism)

Contract layer: in the past, blockchain did not have this layer. Therefore, the original blockchain can only be traded, and cannot be used in other fields or other logical processing. However, the emergence of contract layer makes it possible to use blockchain in other fields, such as IOT. This part of Ethereum includes EVM (Ethereum Virtual Machine) and Smart Contract.

Application layer: display layer of blockchain. For example, Ethereum uses truffle and Web3 JS. The application layer of blockchain can be mobile terminal, web terminal, or integrated into the existing server, taking the current business server as the application layer

The system architecture is as follows:

The top layer of the platform is the application layer, which exchanges with the smart contract layer through web3.js. All smart contracts run on EVM (virtual machine), and RPC calls are used. Under EVM and RPC are the three core functions of the platform, including blockchain, consensus algorithm and network layer. Except for the application layer, all other parts are in the client side of the platform.

#### **4.4 BAA design principles**

BAA follows three design principles: expansion principle, scalability principle and security principle.

1. Extension principle: the application of each module of baa is loosely coupled, so it is easy to add new modules in, and each module update itself does not need the change of other module interfaces.

2. Scalability principle: the application access of baa is fluctuant. If a large number of users visit a node, it will inevitably bring the result of node service crash. Therefore, the node container itself can be deployed automatically and can be resolved by expanding horizontally when the user requests relief of pressure.

3. Security principle: BAA supports multi-channel feature, Data between different channels are isolated from each other, improving isolation security, supporting pluggable architecture, including

consensus, authority management, encryption and decryption, multi-module ledger mechanism etc.

#### **4.5 BAA vision**

BAA being the first self-media blockchain application, will reshape the industry order and establish a complete, real and effective anti-counterfeiting network. Secondly, BAA token creates a people-friendly, friendly, easy-to-use and open light block ecosystem chain with low entry barrier to encourage user participation.

Based on the concept of "fog is a lighter layer than cloud", BAA token adopts the principle of light node access. The light blockchain built by fog computing can achieve to allow each device to become a node of the fog computing layer, and will be adaptable to the situational high occurrence business requirements, thus complete a seamless integration with the internet, thereby forming a better overall performing, higher bearing efficient practical applications, which will be accessible to everyone. By doing so in building a global, fair, impartial and decentralized self-media platform.

#### **4.6 BAA application scenarios**

The cash or credit back features of online cinema, small video, live broadcast reward, entertainment games, E-Mall and the circulation of

BAA in Banana Video Plus platform offering users' advertisements, live broadcast reward, merchants' participation, entertainment games, will creates an ecosystem of self-media.

#### **4.7 BAA features**

(1) freedom of payment - any amount of money can be paid and received at any time and place. No banking holidays, no borders, no restrictions. BAA allows its users full control over their funds.

(2) very low fees - currently only a very small fee is charged to BAA. The user can include the service charge (ETH) in the transaction to obtain the processing priority and receive the transaction confirmation sent by the network faster. In addition, the point-to-point transaction center assists the transaction between users, converts BAA into fiat currency every day and directly deposits the funds into the designated account of the buyer's user. Because these services are based on BAA, they can offer far lower fees than PayPal or credit card company.

(3) reduce the risk of businesses - BAA transactions are secure, irrevocable, and do not contain sensitive or personal information of customers. This avoids losses to merchants due to fraud or fraudulent chargebacks, and there is no need to comply with PCI standards. Where credit cards are not available or fraud rates are unacceptably high,

businesses can easily expand into new markets. The end results are lower fees, bigger markets, and fewer administrative costs.

(4) security and control - users of baa have full control over their own transactions; it is not correct to mandatory impose fees that should not be occurred in payment transaction which is imposed by other payment methods. Payment with BAA can avoid binding personal information in the transaction, which provides a great protection against identity theft. Users of BAA can also protect their funds through backup and encryption.

(5) transparency and neutrality - all information about BAA's fund supply itself is stored in the blockchain, which can be verified and used by anyone in real time. No individual or organization can control or manipulate the BAA protocol because it is password protected. This makes the BAA core to be completely neutral, transparent and predictable.

(6) traceability - from the source to the ownership, each BAA will experience a complex flow. In the key link node, the platform sets a secret key for that node. The secret key is a string of encrypted addresses that carry the details of this item. Like things, people are marked by blockchain secret keys, which are then sent by the platform to all nodes for notarization. The biggest difference in the traceability system based on blockchain technology is that information cannot be

tampered with. In the traceability chain, both the enterprises on the chain and the platform cannot modify the existing information on the chain, which improves the reliability of the traceability information. For enterprises, traceability chain can not only prevent counterfeiting traceability and chain traceability system, but also significantly improve the level of supply chain management of enterprises, which will enable the key nodes of the whole chain to be value capitalized and assets digitized, providing a solid big data base for further improving efficiency and reducing the cost of the supply chain.

(7) contract module:

The contract module consists of four parts: bidding, storage, pledge and guarantee. The contract module is the core technology of BAAtoken.

(8) bidding contract:

Through computer matching, we can ensure the fast trading of agricultural and animal husbandry products, and ensure the smooth implementation of each link by offering the seller's earnest money and the buyer's bidding guarantee money.

(9) community module

Product traceability is our primary concern to resolve. We will establish a corresponding functional community on GPC network, which is called community module. Through the incentive mechanism, community members are encouraged to participate in the

corresponding community maintenance (computing or data storage), and all the processes will be recorded on the blockchain.

The community module is mainly to solve the problem of traceability before the circulation of agricultural and animal husbandry products. The system will mobilize the community's power to trace the origin of agricultural and animal husbandry products in multiple nodes, groups and heavy areas, and reward the community according to the workload.

#### **4.8 BAA profit model**

##### **1. Profit from capital operation**

There will be a large amount of funds retained on the platform based on the time lag between the user cash top up and the settlement period for the live broadcaster. Making full use of these funds and providing financial services for other consumptions can generate considerable profits.

##### **2. Service profit**

(1) for platform VIP, a certain proportion of platform service fee will be charged. This is also one of the main profit models in the early stage.

(2) with the growing popularity of the platform and the expansion of the market, there will be a large group of suppliers or

relevant service providers in other industries accessing the platform.

The paid entry fee and advertising fee need to purchase BAA from other users, and the users sharing the dividend, while the platform charges only a small amount of handling fee.

(3) in the later stage, the corresponding proportion of service fee or service fee will be charged for live broadcast, game, E-Mall and other applications.

(4) to provide payment, contract and other services for more use application, the platform will collect a certain proportion of commission from merchants.

### 3. Data profit

(1) a large number of data about users' consumption habits will help the platform to make better profits, and more and more good content output will form data to win more users.

## 4.9 BAA future development

The first stage of banana video plus is online cinema stage, users can watch the video for free while mining.

The second stage of banana videos plus (banana videos) is to upload small videos to the user end, which can be recommended and displayed to the user end after passing the official review.

When the number of likes reaches a certain amount, you can get

baa rewards or miner rewards (limited), so as to create a banana video plus small video ecology.

The third stage of banana videos plus (banana videos) is the stage of live broadcast + game + shopping mall. Baa can be used as payment, circulation or cash back. The advertising dividend in this stage is also shared by users who hold baa. Certain baa must be paid for advertising or commodities, which will bring dividends to users and demand users.

## **Chapter V introduction to BAA**

### **5.1 what is BAA currency**

In order to speed up the application of blockchain technology and the development of baatoken project, baa will develop a decentralized application of banana video plus for non-profit token baa, allowing users to register.

### **5.2 basic organization of BAA currency**

BAA will engage in the following activities

1. Guide and supervise the development and maintenance of BAA project;

2. Promote the safe and harmonious development of the blockchain ecosystem of BAA project by adopting the best practice governance principle;
3. Fund activities will promote the development of BAA project ecosystem and all related projects.

### **5.3 BAA currency entrustment management**

Voting by members of baa currency will have the right to appoint or dismiss management team members of baa currency.

The BAA currency program designates an initial management team of baa operations consisting of a finance director and a legal director.

### **5.4 BAA release plan**

Baa's circulation based on erc20 standard is 100 million (1000000000).

Baa online video + airdrop 40%, mining through hashing 30% (daily total amount / whole network calculation power \* user's own calculation power), team lock 20%, market promotion incentives 10%.

Smart contract address:

0x8e70cd9a3962e192b76454dcf10d24b63fdda195

# Chapter VI Team Introduction

Core team



**Colin Lim**

**Co Founder, Executive Director**

Graduated from the Department of Applied Science and computer engineering, Nanyang University of technology, Singapore. Engineer background, he has accumulated rich experience in technology development, marketing planning, business development, enterprise management, strategic investment and independent entrepreneurship in more than 20 years' career.

He once served as the executive director and shareholder of KMT Hansha listed company, Canada, executive director of KMT Nano Company in Hong Kong, and executive president of an international investment fund management company. He participated in the application products with nanotechnology as the core to reduce the cost by low energy output, realized effective energy management contracts, and invested in digital content management projects including self media platform and international cross-border shopping mall, photovoltaic industry, and real estate projects, etc.



**Jason Mill**

**Co Founder, Chief Operation Officer**

Jason Mill graduated from McMaster University in Toronto with a degree in engineering and management and a master's degree in business management. With MIT's financial science and technology certificate, he worked in Nortel Network Corporation in the early stage. He once served as Boston Magplane Technology Inc., Magnetic Suspension Technology Company, and the core member of risk management of Montreal Bank financial group in Toronto.



**Ivan Lae**

**Chief Compliance Officer, General Manager**

Ivan Lae has 20 years of experience in finance, investment and risk control consulting. He once served as the compliance director of SBICAP (Singapore) Co., Ltd. As a member of the pioneer group, they established the investment banking department of the National Bank of India. He was mainly responsible for the compliance, risk and supervision activities of the bank. In his early career, he held executive positions in a number of companies in corporate finance and equity capital markets. He is a certified public accountant and member of the Australian Institute of

Certified Public Accountants.



**Dr. Ben Tay**

**Chief Technology Officer, AI and blockchain expert**

Dr. Zheng is a highly qualified and skilled scientist with more than 25 years of outstanding academic qualifications, a large number of publications and patent invention experience. Dr. Zheng has been a leading technology inventor, and has successfully created, co founded and incubated many in-depth technology entrepreneurship companies, and has been helping them achieve IPO.

He has led some of the most important technological innovations in the fields of artificial intelligence, blockchain technology application, advanced manufacturing technology, intelligent computing technology, creative problem solving, space technology, medical science and advanced materials engineering, etc.



**Zacchaeus Tow**

**Chief Marketing Officer**

After graduating from the Department of Structure of University of Melbourne and Deakin University in Australia, Zac has been active in the field of blockchain,

accumulated a lot of experience in this emerging industry, and participated in project planning and management, including responsible for the business development, product planning and project consulting of a digital currency exchange, reporting directly to the CEO of the exchange.

Zac also served as the Chief Strategic Officer in blockchain and artificial intelligence companies. The blockchain project uses consensus machine algorithm technology to approve blacklists, transaction monitoring, artificial intelligence fraud detection system, and serves for digital currency exchanges, digital wallet service providers, and custodians. The main work includes strategic planning, product scope definition, and business development.

### 3. Consultant team



**Prof. Alex Siow**

**Multimedia and communication technology expert**

Professor of School of Computer Science in National University of Singapore, director of Center for Advanced Computer Science, Institute of Strategic Technology Management (STMI) and Center for Health Informatics.

He has served as the President of Singapore Computer Society, President of Singapore Information Technology Management Association, the first President of Project Management Society Singapore Branch, and the President of Online Education and Learning Branch of Singapore Information and Communication Technology Federation. Executive director of Health and Human Services Department

in Accenture Consulting, Chief Information Officer in HDB Housing Development Board, Singapore, and senior vice president in StarHub mobile, Singapore.



**James L. Sintros**  
**Investment consultant**

A senior consultant to the president and CEO of Monitor Deloitte (formerly the Monitor Group), a director of the U.S. Institute of Foreign Policy Analysis (IPFA), and a member of the board of directors of the Institute of Insurance and Risk Management in Hyderabad, India. The global customer base includes technology, higher education, health care, government, financial services and non-profit enterprises.



**Kevin Gao**  
**Industrial and commercial consultant**

Deputy Secretary General of Asia Pacific region of California San Jose New Energy Industry Association, responsible for the operation of New Energy Industry Association in Asia Pacific (NEIAAP), once served as vice president of California

San Jose CA Solar Energy Co., Ltd., started solar energy company to do photovoltaic project development and solar panel import and export in the United States, supplier and partner of the entire industrial value chain; participated activities in Blockchain, artificial intelligence and silicon valley green energy as invited guest for many times, establishes extensive contacts with Silicon Valley Technology / marketing founders and investors.

## **Chapter VII development plan**

## **Chapter VIII risk tips**

### **(1) risks related to judicial supervision**

Blockchain technology has become the main object of supervision in every major country in the world. If the supervision subject interferes or exerts influence, the application or token may be affected by it. For example, laws and regulations restrict the use and sale of electronic tokens, which may be restricted, hindered or even terminated.

### **(2) risk of lack of attention in application**

Platform applications are not likely to be used by a large number of individuals or organizations, which means that the public does not have enough interest to develop and develop these related distributed applications. Such a lack of interest may have a negative impact on tokens and applications.

### (3) risk of competitive expansion

There is a certain competition between blockchain tokens, assuming that there are stronger competitors in the industry, it will be affected.

### (4) risk of relevant applications or products failing to meet expected standards

In the development stage of the platform itself, before the release of the official version, there may be relatively large changes, or before the release, the market experienced tremendous changes, resulting in the platform failing to meet the expected requirements in function or technology. Or because of the wrong analysis, the application of the platform or the function of token failed to meet the expectations.

### (5) risk of cracking

At present, the technology used can not be cracked, but assuming the rapid development of cryptography, or the rapid progress of computer computing speed, such as the development of quantum computer, or will bring the risk of cracking, leading to the loss of tokens.

### (6) other instructions

Please fully understand the development plan of the operation platform and the relevant risks of the blockchain industry.

Otherwise, it is not recommended to participate in this investment. If you make an investment, on behalf of you, please confirm that you have fully understood and recognized the terms and conditions in the detailed rules.

## **Chapter IX Disclaimer**

This document is only for the purpose of conveying information, and does not constitute the relevant opinions of the project. The above information or analysis does not constitute the reference basis for investment decision-making power. This document does not constitute any investment proposal, investment intention or investment solicitation.

This document does not constitute or understand the act of offering any business, nor is it a contract or promise in any form.

Relevant intended users need to clearly understand the risks of the project. Once they participate in the investment, they will understand and accept the risks of the project, and are willing to bear all the corresponding results or consequences.

The operation team shall not bear any direct or indirect losses caused by participating in the project.