



COJAM

WHITE

PAPER

**BLOCKCHAIN-BASED
ONLINE SOCIAL
PREDICTION PLATFORM**



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01

Abstract

Efforts to predict the future have been continued regardless of the times. Entrepreneurs continuously predict the future in order to improve the company's performance and respond flexibly to changes in the market. There have been various methods of predicting the future in the existing market such as Delphi method, mathematical model, and extrapolation. However, as the pace of innovation gradually accelerates and globalization progresses rapidly, it has become very difficult to predict the future only with existing techniques. To overcome these limitations, a new technique that can predict the future by gathering public knowledge with Internet technology has emerged, which is the Prediction Markets.

The Prediction Markets is a technique that contracts the results of future events necessary for decision making, makes them trade by the market mechanism, and then predicts the future with the price in a flexible and probabilistic manner. In the Prediction Markets, companies can use collective intelligence to predict the future at a relatively low cost, and market participants can receive financial rewards for their predictions. As a promising prediction mechanism that can efficiently and dynamically collect information scattered among a large number of people, the Prediction Markets is attracting great interest from entrepreneurs and researchers due to its novelty and accuracy.

Collective intelligence is shared or community intelligence that emerges in the decision-making consensus process, and arises through the collaboration, cooperation, and competition of many individuals.

This term appears in sociobiology, political science, and large-scale peer review and crowdsourcing applications. This may include formalism that quantifies consensus, social capital, and voting systems, SNS, and other popular activities.

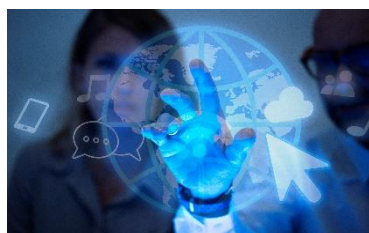
Collective intelligence, the core of the Prediction Markets, refers to the results obtained through cooperation or competition among the majority, which means collective ability. Wikipedia, which allows the comprehensive knowledge of diverse people to gather to produce almost accurate information, or open source, which allows users to arbitrarily modify or edit and debate to produce better development, can be said to be representative examples of collective intelligence.

COJAM, a comprehensive knowledge platform based on prediction, started with the idea that your various questions may arise anytime, anywhere, and that "life is full of questions" meaning anyone can predict their own questions. From the simple question of 'Will it rain or not tomorrow', everything that surrounds us, such as art and culture, sports, community, competition, crowd resolution, economy, science, etc., can be content of predictions. New prediction content created by users in the COJAM platform and the processes of solving prediction content will soon become the resources of big data that many users are looking for. Project Cojam presents a blockchain-based online social prediction platform where anyone can create content, anyone can solve the content, and anyone can receive rewards through the content.



02

Project Cojam



Creator #User

Project Cojam is a blockchain-based online social prediction platform in which the user creating the content and the user solving the content interact, and the smart contract recorded in the blockchain network pays rewards according to the prediction result of the collective intelligence. Cojam uses the prediction result generated through the convergence process of collective intelligence as a correct conclusion before the actual result is drawn, rather than a simple prediction for the result to be confirmed later. In other words, it is a platform for finding solutions to uncertainties about current problems and past experiences from a future perspective. In Cojam, users earn rewards by creating content or participating in content.

2.1. Content creation

Content creators can upload questions and example answers on topics that have been creatively and uniquely presented or already exist in everyday life from six categories: Arts and Culture, Community, Competition, Crowd Resolution, Economy, and Science. Uploaded content must go through the approval and certification process to ensure the quality of the Cojam platform. Users participating in Cojam can be divided into two types: The first is a user who wants to become a creator and open their own 'ground (content; questions and example answers)'; the second is a user who wants to participate immediately without the authentication time and standards required for creation

2.1.1. Ground creator

A creator can create and upload a ground that does not overlap with existing content and have any problems with the contents. At this time, a question containing the creator's original and novel idea can be newly created, and even though the category is the same as that of the existing content, content that is different from the existing content in any of the environmental conditions such as date, number of participants, location, and method is recognized as new content. Since the ground creator requires a relatively large number of man-hours for the official registration of the ground, if the correct answer is determined after the ground is officially registered, the reward for the creation of the ground can be obtained immediately.

2.1.2. Ground participant

There are some users who prefer to participate in content that has already been approved as a participant rather than a ground creator. When they participate in each content, there is no required authentication time or standard, and they can participate only by depositing tokens in the answer they want.



2.2. Content participation

When the content is recorded on the blockchain network and officially registered as ground on the Cojam platform, other participants can freely vote on the answer that is most likely to be the correct answer among the sample answers.

2.3. Content voting and token deposit

Participants find clues and information on the prediction ground and place Cojam tokens (hereinafter CT) as deposits where the correct answer is expected.

2.4. Results and rewards



Integration of knowledge

Among the sample answers, the only way to determine a correct answer is to record the largest number of votes to determine it as the correct answer, or to determine a correct answer based on the prediction result without being affected by the number of votes. When the correct answer is determined, the content creator receives the reward for the first time. Then, the participants who voted for the correct answer will receive rewards by dividing all the tokens voted in all answers according to the ratio of the tokens deposited by all participant groups who voted for the correct answer and the tokens deposited by individual participants.

2.5. Privacy

The Cojam platform strictly manages the participant's personal data in accordance with the General Data Protection Regulation (GDPR) to prevent exposure. In collecting and converting data into big data, no data that can identify general individuals is collected, and only data related to ground prediction trends and correct answers is collected to keep personal information safe.



2.6. Ground creation process

2.6.1. Season

A season is the higher concept of ground that determines the duration of the ground and the limited number of times. Ground information assigned to all seasons may be changed for each season, and when one season is over, information about a new season is disclosed to users. Seasons are managed by the Cojam platform operation team, and various events such as different user competition games and corporate advertising benefits will be applied for each season. The Cojam platform supports all users to operate their grounds with irreplaceable content. This is to ensure that all contents newly created in Cojam are contents with excellent quality without overlapping with existing contents. In order to create a formal ground, Cojam needs to ensure that all grounds have the right quality. The ground is verified according to the quality verification procedure below.

2.6.2. Quality verification procedure

Before registered, all grounds require three types of smart contract registration: draft, answer, and approve. The Cojam platform operation team first judges and drafts the quality of the ground (audio-visual data, prediction result value, and criteria for answer selection), checks the prediction result value of the future where voting takes place once again, and registers in the answer and then provide it to users through approve.

2.6.2.1. Check season information

Check if the current season can create more grounds. If all grounds assigned to the current season are registered, those grounds will be assigned to the next season.

2.6.2.2. Upload (user)

A ground creator creates and uploads ground information (questions and example answers).

2.6.2.3. Quality verification (operator)

In order to formally create a ground, it is necessary to check whether the question and example answers are set correctly to the extent that they are predictable, and whether they fall under any content that violates public order and morals, damages or disadvantages others' reputation, and any other actions that cause damage to others or violate laws and regulations. If it is determined to be suitable as an official content and there is no reason for disqualification, it may be recorded as an official ground on the blockchain network.

2.6.3. Ground registration and progress

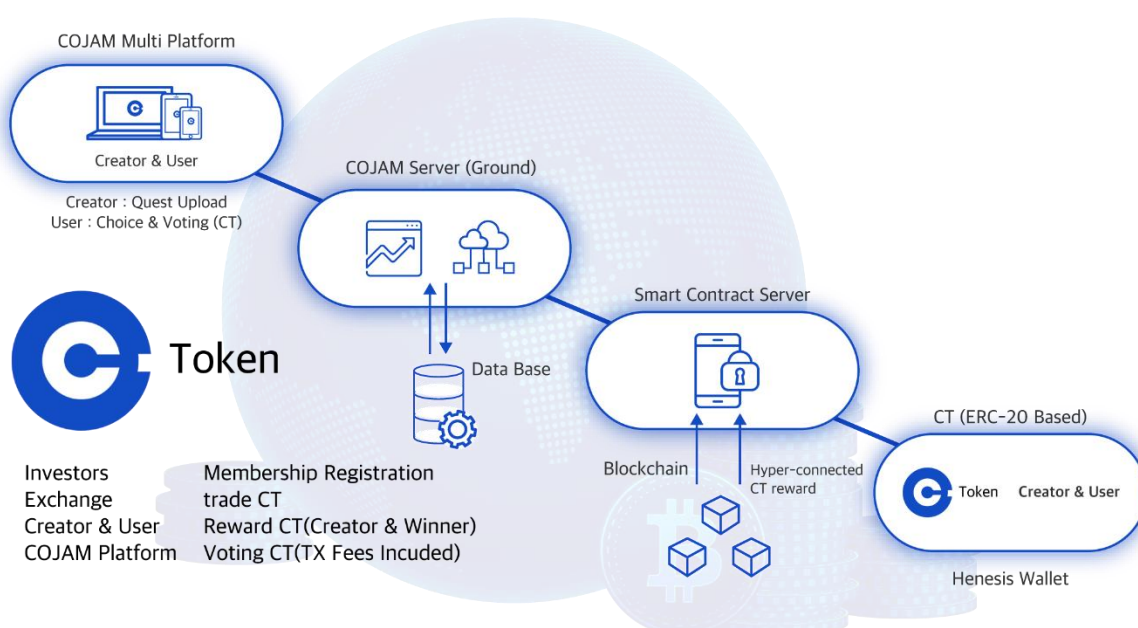
The ground that has been verified for quality is registered as an official ground, and from this point on, recording on the blockchain network, progress and results, and reward distribution are all carried out by smart contracts.



03

Blockchain Technology

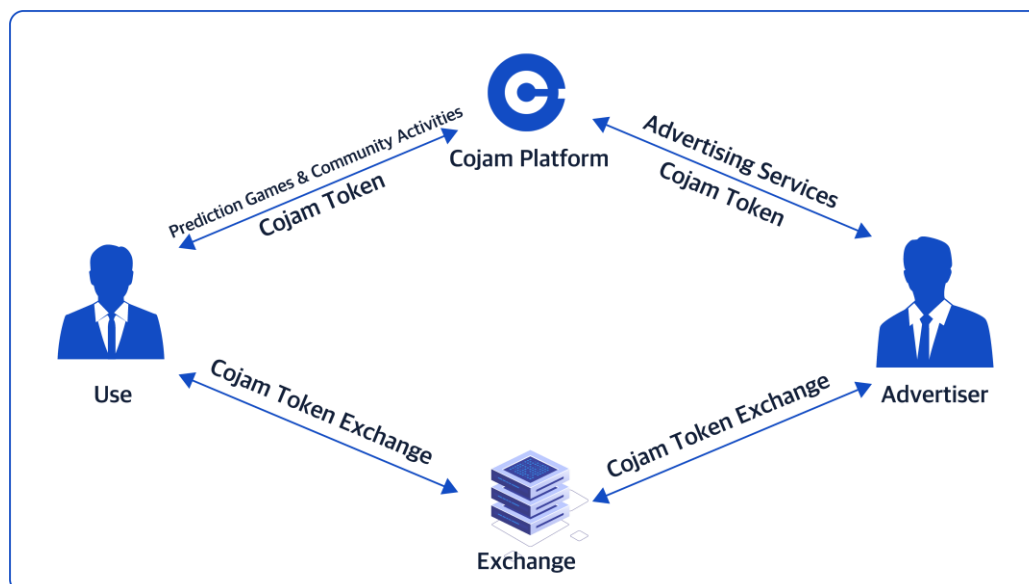
Unlike existing networks, the blockchain network has a decentralized network structure that does not have a central management agency. Since all nodes participating in the network share the same ledger, if a specific node attempts forgery or alteration or enters an incorrect value, it can be verified by other nodes that the value is incorrect. Blockchain can be very useful in terms of guaranteeing the reliability of data, but since all nodes share the same ledger, there are also disadvantages that it is easily overloaded and slows down as data increases compared to existing networks.



Therefore, Cojam maximizes efficiency by paralleling the blockchain network and the existing network through a hybrid back office structure. In the Cojam platform, the blockchain network is applied to a Cojam Server where the ground is officially registered, a Smart Contract Server where results are registered and rewards are paid according to the results, and a virtual asset wallet (Heneis Wallet) that allows users to deposit and store CT to participate in the round. In other words, the blockchain network is applied to core processes such as ground registration and progress, result registration, and reward distribution that require transparency to enhance the reliability of the Cojam platform, and other processes such as social media and community functions, big data conversion, and first ground creation are managed by our own back office verification algorithm, allowing users to use the Cojam services faster and lighter.



04 Token Economy



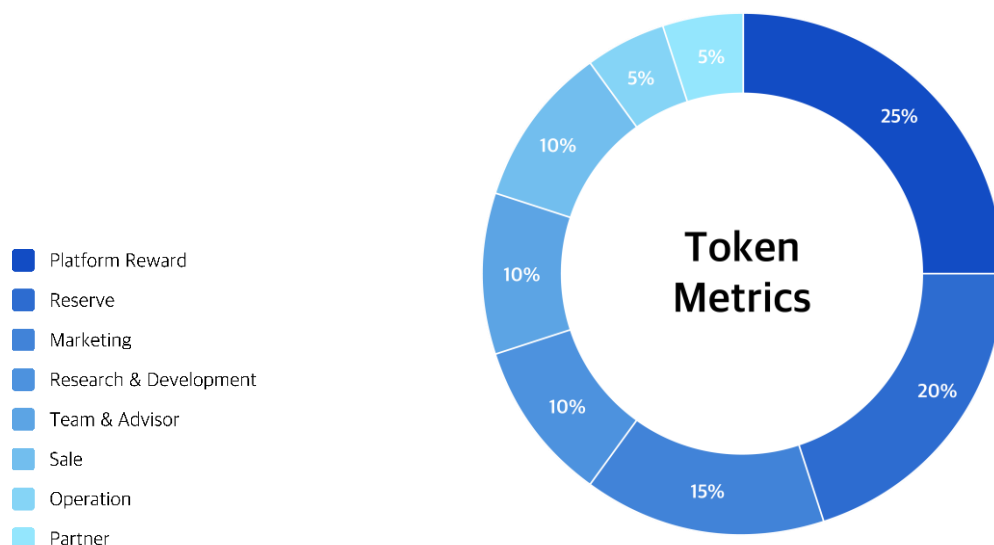
CT works as the key currency of the Cojam ecosystem, such as participation in prediction games, provision of advertising services, and donations within the Cojam platform.

- Cojam Platform: In order to participate in the prediction game (ground) registered in the Cojam platform, CT must be deposited in the answer predicted as the correct answer.
- Advertising service: Advertisers can exchange CT at the exchange and pay to the Cojam platform to carry out PR and advertising activities for Cojam users.
- User: Users deposit CTs to participate in the ground. Users who created a high-quality ground can acquire 5% of CTs deposited in the ground, and those who have correct answers in the ground can obtain CTs as rewards according to the total number of CTs deposited and the ratio of CTs deposited in the correct answer.
- Exchange: CTs can be exchanged for other types of tokens or legal tender on listed virtual asset exchanges.
- Donation: 1% of total CTs paid to participate in the ground is used for donations for social contribution.



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Token Metrics



CT tokens are distributed according to the above uses. There are also locked-up quantities depending on the use and purpose. Locked-up quantities will be unlocked after a certain period of time according to Project Cojam's business plan and roadmap. The total quantity and lockup period are as follows:

Classification	Token quantity (pcs)	Distribution rate	Lock-up period
Platform Reward	1,250,000,000	25%	
Reserve	1,000,000,000	20%	
Marketing	750,000,000	15%	
Research & Development	500,000,000	10%	Up to 28 months
Team & Advisor	500,000,000	10%	Up to 24 months
Sale	500,000,000	10%	
Operation	250,000,000	5%	
Partner	250,000,000	5%	
Total	5,000,000,000	100%	

* Notice

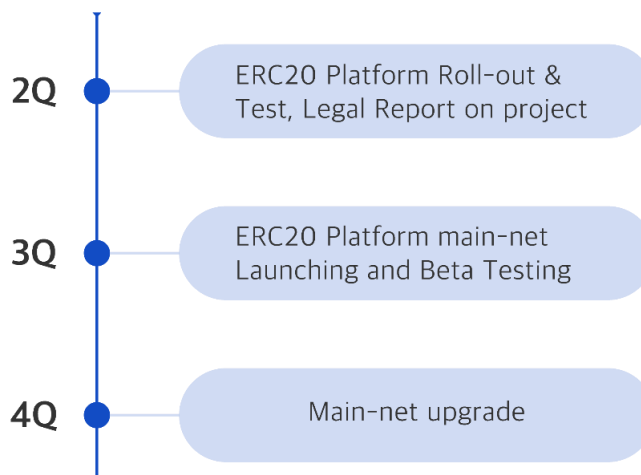
Team & Advisor quantity will be distributed by 10% per month after 18 months from the first listing date.



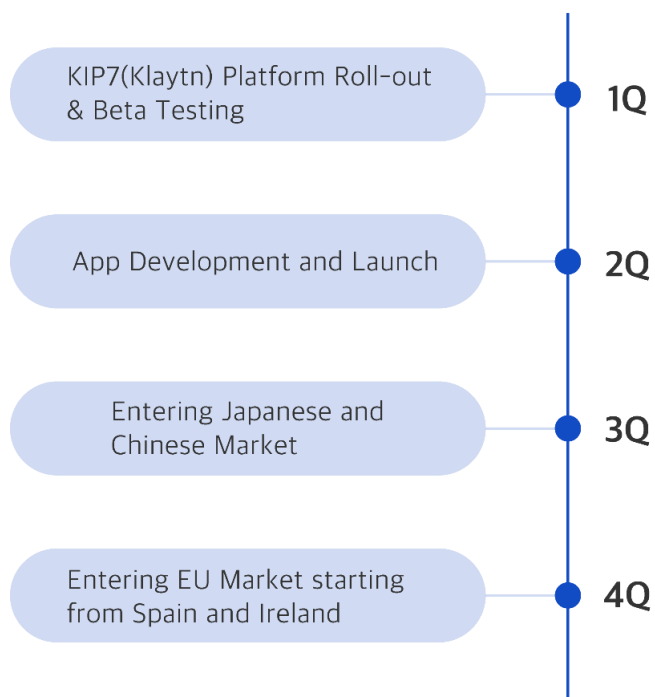
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Roadmap

2020



2021





07

Donation

Project Cojam contributes to society by donating 1% of CTs used for all prediction content made at Cojam. The donation is scheduled to be conducted once a year, and where to donate is determined by the votes of users as the place with the highest number of votes. The address of the donation wallet that manages CTs to be donated is disclosed on the official website or the official community, and users can check where donations are used. The actual donation is made in legal tender equal to the value of CTs collected. When the donation for the year ends, CTs of the donation wallet are burned, which has the effect of reducing the total amount of circulation, and the reduction in the amount of circulation will help stabilize the value of CTs

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Disclaimer

This white paper describes the functions of Project Cojam and Cojam Token (CT). This white paper does not mean opinions, advice, or recommendations for CT purchase offer, and should not relate to or rely on any contract or investment decisions that are part of or based on the facts presented. No one is obligated to enter into any contracts or binding legal commitments with respect to the sale and purchase of CTs, and digital tokens or other forms of payment are not accepted based on this white paper. No regulatory authorities have investigated or approved any of the information set out in this white paper. The Company reserves the sole discretion to modify the contents of part or all of the white paper from time to time according to the business direction. The revised white paper takes effect immediately from the time it is posted. The publication or distribution of this white paper does not mean that any applicable laws, regulatory requirements or rules have been observed. All parts and copies of this white paper should not be taken or transmitted to any country where distribution of this white paper is prohibited or restricted. In the event of a conflict or inconsistency between versions translated into various languages, the Korean version takes precedence over the translated versions. No part of this white paper may be reproduced or distributed without including this content.

Appendix

Detailed

Policies




BLOCKCHAIN-BASED
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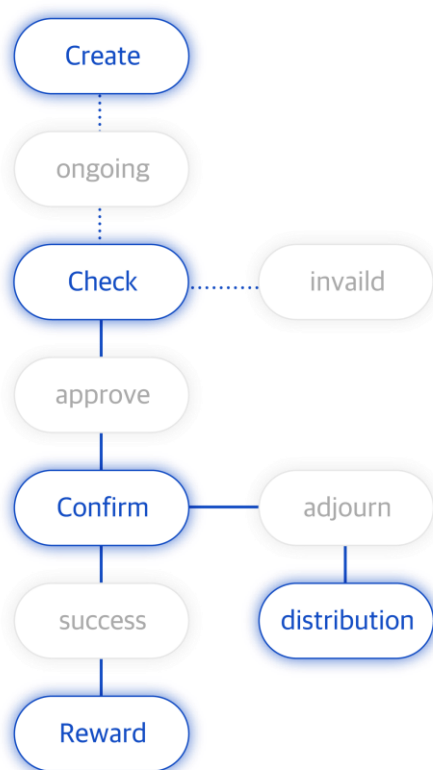




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Ground Flow

-  Ground stage
-  Ground state
-  On chain
-  Off chain



+02

Creation Process

1. Season title creation
2. Season period setting
3. Cojam platform fee setting/commission setting
4. Charity donation amount setting
5. Min/max CT voting value setting
6. Minimum quest quantity setting
7. Ground creator payment quantity setting
8. Ground creator reward fee setting
9. Category number limit setting



+03

Ground State

Ongoing Creating

Pending Ground content re-examination in progress

Invalid Ground not approved

Approve Ground approved. Start voting

Adjourn Ground stop

Success Ground succeed

+04

Reward Formula

Rv Voting user reward

Mv Voting expansion rate

Vt Voting token

Total tkens in Tt ground

Pf platform fee

$$Rv = Mv \times Vt$$

$$Mv = (Tt - Pf) / Tc$$

+05

Ground Verification Policy

1. The correct prediction period must be set
2. The prediction categories must match.
3. The prediction results must be clearly presented.
4. There should be no overlapping grounds.
5. There should be no content that violates public morals or other laws.



+06

Ground Success Policy

1. The result of the prediction must be the correct value.
2. The result period for the prediction is 60 days or less
3. Must hold at least the minimum number of tokens.

+07

Selection of Content Providers and Rewards

1. After the content is complete, 4% of the prediction participation tokens will be rewarded to the content producer, provided that the content is automatically closed if there are less than 10,000 prediction participation tokens.
2. After the content market closes, 5% of the prediction participation tokens will be paid as a commission to the Cojam platform.
3. After the content ground is closed, 1% of prediction participation tokens will be donated to social NFOs (non-governmental organizations) and non-profit organizations around the world, and then CTs will be burned.
6. The correct answer of the prediction content is the answer with the highest number of votes by users or the answer that matches the result among the example answers in the case of predictions that yield real results.
7. If the users do not transfer the reward to their wallet within 6 months after voting, the CTs will be burned to increase the token value.

* Notice

Content creation rules, token amounts and rewards, commissions for content creators, donation token commissions, Cojam platform commissions, etc. may change from season to season. The policy is set by Cojam.



THANK

YOU :))

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Version 2.0

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