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NURICHAIN

WHITE PAPER

Table of Contents

1. MYPOOL and NURICHAIN

2. NRC Overview

3. NRC Features

4. NRC Team Members

5. NRC Roadmap

6. Disclaimer

1. MYPOOL and NURICHAIN

1-1. What is MYPOOL?

MYPOOL is a foreign language learning platform developed by eKYSS Co., Ltd., offering unlimited learning of English, Chinese, Japanese, Spanish, Vietnamese, French, and TOEIC without additional payment for each language.

Based on an effective learning system that integrates video lectures, learning quizzes, and review in one place, it provides a wide range of curriculum and content from regular courses to test preparation, cultural content, and short-form videos. It supports AI-powered personalized content recommendations and learning roadmaps, and motivates learners through mission, badge, and ranking systems. Additionally, it operates a community where members can actively communicate by sharing daily life, providing help and encouragement related to learning.

Since its official launch in 2020, MYPOOL has been supporting SK Telecom's official foreign language subscription service from 2021 to present, and also provides B2B foreign language education services to major domestic universities and leading companies. Through this, it provides optimized foreign language learning solutions not only to individual learners but also to corporate and educational institution customers.



MYPOOL's Competitive Advantages

- **Learn 6 foreign languages + TOEIC at once:** All languages available without additional payment per language

- **AI-based personalized learning:** Automatic curriculum and content recommendations tailored to learner level and goals
- **Overwhelming price competitiveness:** Monthly subscription ₩14,900, Annual ₩143,000
- **Learning motivation:** Mission, badge, and ranking systems
- **Community:** Active communication with fellow learners

1-2. Why Did We Issue the NRC Cryptocurrency?

Foreign language learning requires considerable time and consistent effort, and many people tend to start with enthusiasm but give up midway. Moreover, it is difficult to achieve noticeable results in a short period, making it easy to lose interest quickly.

Therefore, we have developed an innovative solution that allows learners to convert learning rewards (points) into cryptocurrency. When learners study consistently, they receive points as rewards, which can be converted into cryptocurrency if they wish. We call this 'Proof of Learning mining' or simply 'Learning mining,' enabling L2E (Learn to Earn) based learning.

By introducing the concept of direct rewards to foreign language learning, where it is difficult to achieve high learning outcomes in a short period, we have increased the motivation for learning achievement and enabled learners to measure their learning outcomes quantitatively. The cryptocurrency mined through learning can be used to purchase MYPOOL services again or traded on cryptocurrency exchanges for profit.

We named this cryptocurrency 'NURICHAIN' and abbreviated it as 'NRC'.

Among existing cryptocurrencies, some rely solely on blockchain technology without a concrete business model, or express expectations bordering on blind faith that value will be formed simply by uploading any data to the blockchain. However, the NRC we created is a cryptocurrency with a clear use case like MYPOOL and a well-defined business model.

NRC is a cryptocurrency issued with actual services as collateral, commonly referred to as a 'Reverse Token'. NRC will enhance the utility of cryptocurrency through business model differentiation based on AI language learning services and build a business ecosystem where members participating in the MYPOOL platform share value with each other.

2. NRC Overview

2-1. What is Token Economy?

Not only cryptocurrencies but all currencies must be backed by value when issued. Otherwise, the issued currency cannot be trusted by anyone and will not be used in reality. If a currency is not backed by concrete value, the issuing entity can issue currency at will according to their needs, ultimately leading to a sharp decline in currency value. This is inflation.

After experiencing World War I and World War II, modern society fell into severe inflation and economic chaos. Accordingly, through the 1944 Bretton Woods Agreement, the US dollar was established as the reserve currency, and the gold standard was adopted, fixing one ounce of gold at \$35. However, due to massive fiscal deficits from the Vietnam War and other factors, the US discontinued gold convertibility in 1971, effectively collapsing the gold standard, and subsequently each country's currency was converted to fiat money. Fiat money's value is determined based on national credit and economic power, and central banks regulate money supply through monetary policy.

The same applies to cryptocurrencies. For cryptocurrencies to be recognized as valuable, they need clear use cases and sustainable business models.

Token Economy refers to an economic ecosystem mediated by tokens (cryptocurrencies). It creates a circular structure where tokens generate actual value, and participants trade with each other through tokens, receive rewards, and share value.

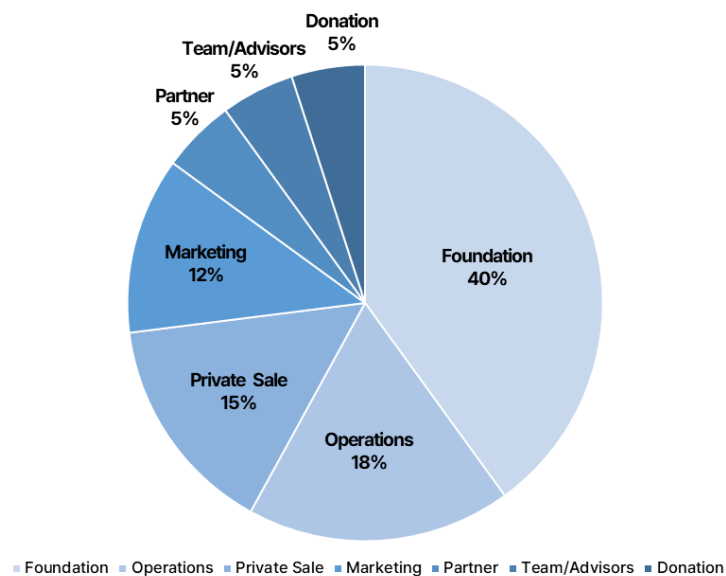
NRC establishes the following token economy.

1. **Proof of Learning mining:** Learners earn points when studying on MYPOOL, which can be converted to NRC
2. **Service purchase:** Ability to purchase MYPOOL paid subscriptions with NRC
3. **Community activity rewards:** NRC rewards for content creation, tutoring activities, community contributions, etc.
4. **Exchange trading:** Ability to trade NRC on cryptocurrency exchanges to realize profits

2-2. NRC Token Information

Item	Details
Token Name	Nurichain
Token Symbol	NRC
Token Base	BSC (Binance Smart Chain)
Total Supply	5,000,000,000 NRC (5 billion)
Smart Contract	0x33909729c92a44c77aa6cb4e50ab365bbe841b59

2-3. NRC Distribution Structure



Category	Description	Ratio	Amount (NRC)
Total Supply	Total token issuance	-	5,000,000,000
Token Allocation			
Foundation	Foundation operations	40%	2,000,000,000
Operations	Operations and development	18%	900,000,000
Private Sale	-	15%	750,000,000
Marketing	Marketing activities	12%	600,000,000
Partners	Partnerships	5%	250,000,000
Team/Advisors	Team and advisors	5%	250,000,000

Donation	Charitable donations and social contribution	5%	250,000,000
Total		100%	5,000,000,000

Important Notes

- Distribution ratios may be adjusted according to technological, legal, and market environment changes in the blockchain industry.
- When distribution ratios are adjusted, written notice will be provided at least 14 days in advance.
- Team and Developer allocations will be released in stages after a certain lock-up period.

2-4. NRC Use Cases

1. MYPOOL Service Purchase

- Purchase all paid services including monthly subscriptions and annual passes
- Special promotions and discount benefits

2. Learning Mining Rewards

- NRC awarded for achieving daily learning goals
- Consecutive learning bonuses
- Additional rewards for leveling up and earning badges

3. Community Activity Rewards

- NRC awarded for community contributions such as answering questions and sharing learning tips
- Ability to support excellent content creators with NRC
- Tutoring and mentoring rewards

4. Premium Features Access

- AI Friends He & She premium features
- 1:1 tutoring service
- Special lectures and master class participation

5. NFT Marketplace

- Purchase and trade learning achievement NFTs
- Collect limited edition tutor NFTs
- Community badges and title NFTs

6. Exchange Trading

- Pursuing listing on major cryptocurrency exchanges
- Ability to convert NRC to other cryptocurrencies or fiat currencies

3. NRC Features

3-1. Reverse Token Based on Real Services

Most cryptocurrency projects proceed in the order of first announcing a whitepaper and then developing services. However, NRC is a Reverse Token issued based on the already completed MYPOOL platform.

- **Verified service:** Official foreign language subscription service supported by SK Telecom
- **Stable revenue model:** Diversified revenue sources including subscription services and B2B corporate education
- **Clear use cases:** Actual use cases exist such as learning mining and program purchases
- **Sustainable ecosystem:** Guaranteed continuous demand due to the nature of the education industry

3-2. Proof of Learning

NRC's biggest feature is the Proof of Learning (PoL) mechanism.

While existing cryptocurrencies are mined through Proof of Work (PoW) or Proof of Stake (PoS), NRC is mined through actual learning activities.

Proof of Learning Mining Process

1. Learners perform learning activities on MYPOOL such as watching lectures, solving quizzes, and practicing speaking
2. AI system verifies learning activities and evaluates learning outcomes
3. Points awarded based on learning outcomes
4. Convert points to NRC (1 point = X NRC, exchange rate adjusted according to market)

conditions)

5. Use NRC to purchase MYPOOL services or trade on exchanges

Advantages of Learning Mining

- **Learning motivation:** Induces continuous learning as rewards are given for studying
- **Objective performance measurement:** Establishes a fair reward system through AI-based learning evaluation
- **Global accessibility:** Anyone anywhere can acquire NRC through learning alone
- **Virtuous cycle:** A virtuous ecosystem of learning → reward → re-learning

4. NRC Team Members

4-1. Executive Team



Junyeop Joseph Lee, CEO

- Currently) CEO of eKYSS
- Bachelor of Business Administration, Hanyang University
- Master of Journalism, Media and Communication, Yonsei University
- Founded Warwick English Academy, Gunpo Global Education Center, Social Public Interest English Center
- Affiliated professor of IAB at Department of Business Administration, Hanyang University



Yunny Chun, cco

- Currently) Director of content department at eKYSS
- Representative director of GANADARA
- Master of English Education, Oklahoma City University
- TOEIC lecturer at PAGODA Academy
- Affiliated professor of TOEIC at Hankuk University of Foreign Studies



Dongwook Kwon, CTO

- Currently) Executive Director, Head of Development, eKYSS
- Bachelor of Computer Science, Yonsei University
- Representative director of NeoulSoft
- Technical Project Manager and Development Team Leader, NCSOFT



Jieun Han, CMO

- Currently) Chief Marketing Officer at eKYSS
- Bachelor of Newspaper & Broadcasting, Yonsei University
- Magazine editor at Sigongsa and Seoul Culture Publishers
- Chief editor at KBS Journal and CHARMZONE

4-2. Advisors



David Hwang

- Currently) Senior Engineer at Google Headquarters
- Master of Materials Science and Engineering, Yonsei University
- Samsung SDI Engineer
- Apple Headquarters Engineer



Chungin Choi

- Currently) Senior lawyer at Sejong Law Firm (Global Investment, M&A)
- Bachelor of Hispanic Language and Literature, Seoul National University, Georgetown Law School in the U.S.
- Lawyer for M&A investment consultation at Yulchon LLC
- Simpson Thacher & Bartlett LLP, American lawyer at Kim & Chang law firm



John Souh

- Currently) Apple Senior Director (Technical Operations)
- Bachelor of Mechanical Engineering, Texas Tech University
- Valence Technology - Director, Operations

4-3. Company Overview

eKYSS Co., Ltd.

Item	Details
Company Name	eKYSS Co., Ltd.
Establishment Date	April 17, 2012
Address	2F, The Bit Building, 6, Seolleung-ro 119-gil, Gangnam-gu, Seoul
CEO	Hyunjun Lee (Resident registration name: Junyeop Lee)
Business Areas	Smart learning language app, e-learning education, publishing, etc.
Capital	3,198,500,000 KRW (approx. 3.2 billion KRW)
Certifications	Medium-sized enterprise certification, Management Innovation Small and Medium Business Main-Biz certification, Smart learning corporate research institute establishment

5. NRC Roadmap

5-1. 2025 Q1~Q2: Platform Completion and Token Launch

- MYPOOL platform version 3.0 launch and stabilization
- Learning mining system beta testing

5-2. 2025 Q3~Q4: Token Launch, Exchange Listing, and Initial Marketing

- NRC smart contract development and audit
- NRC token issuance and private sale
- NRC wallet and payment system integration
- First exchange listing within Q4 2025
- Official launch of learning mining system
- NRC airdrop event (for early users)

5-3. 2026 Q1~Q2: Major Exchange Listing and Platform Killer Features Development Initiation

- Listing on top 10 exchange by CoinMarketCap ranking within Q2 2026
- NFT marketplace launch (learning achievement NFTs, tutor NFTs, etc.)
- Killer Feature 1. Online classroom development
- Killer Feature 2. AI Friends He & She development (emotion-recognition 3D avatars)
- Killer Feature 3. AI content creation tool development (creators create and monetize content with AI)

5-4. 2026 Q3~Q4: Platform Killer Features Beta Launch

- Online classroom launch
- AI Friends He & She launch
- AI content creation tool launch
- Learning challenge competition (prize money in NRC)
- Creator partnership expansion

5-5. 2027 Q1~Q2: Platform Killer Features Official Launch

- Online classroom official launch
- AI Friends He & She official launch
- AI content creation tool official launch
- B2B corporate education solution enhancement and partnership expansion

5-6. 2027 Q3~Q4: Learning Ecosystem Completion and Market Expansion

- Integrated ecosystem of 3 killer features
- AI learning system enhancement

- NRC staking and governance system introduction (NRC holders participate in platform policy voting)
- Integrated revenue model: All services accessible with NRC
- Strategic partnerships with major corporations and universities
- Government and public institution partnership expansion

5-7. 2028 Q1~Q2: Platform Enhancement and Expansion Preparation

- Integrated ecosystem of 3 killer features
- NFT marketplace global expansion
- NRC-based payment and subscription system enhancement
- Pursuing listings on major country/regional exchanges
- Global creator partnership expansion

5-8. 2028 Q3~Q4: Domestic Market Leadership and eKYSS KOSDAQ Listing

- MYPOOL cumulative members in Korea surpass 1 million
- eKYSS KOSDAQ listing

6. Disclaimer

6-1. Legal Notice

This whitepaper is written for the purpose of providing information about the NURICHAIN (NRC) project and is not intended for investment solicitation, subscription, sales offers, or investment advice.

Those considering purchasing NRC tokens should fully understand and agree to the following matters before participating.

6-2. Investment Risk Notice

- **Price volatility:** Cryptocurrencies have very high price volatility, and you may lose your entire investment principal.
- **Regulatory uncertainty:** Cryptocurrency-related laws in each country are continuously changing, and the use and trading of NRC may be restricted according to regulatory changes.
- **Technical risks:** Technical issues such as smart contract bugs, hacking, and network failures may occur.
- **Project progress uncertainty:** The roadmap and plans stated in this whitepaper are tentative and may be changed or delayed depending on market conditions, technical constraints, regulatory environment, etc.
- **Exchange listing uncertainty:** Exchange listings may be delayed or impossible depending on exchange policies, market conditions, legal requirements, etc.

6-3. Limitation of Liability

- eKYSS Co., Ltd. and the NRC project team shall not be held legally liable for losses arising from investment decisions based on the information in this whitepaper.
- The contents of this whitepaper may be modified without prior notice, and the latest information can be found through the official website and official channels.
- Tax issues arising from purchasing and holding NRC tokens are subject to the tax laws of each country and are the responsibility of the purchaser.

6-4. Investor Confirmation Matters

Before purchasing NRC tokens, please confirm the following.

- Verify that purchasing and holding cryptocurrencies is legal in your country of residence
- Fully understand and agree to all contents of this whitepaper
- Invest only within the range of losses you can afford
- Seek advice from professionals (legal, tax, financial) when necessary

6-5. Prohibited Matters

Purchasing NRC tokens is prohibited in the following cases.

- Minors (according to the laws of each country)
- Residents of countries or regions where cryptocurrency trading is prohibited
- US residents (separate verification required for SEC regulation compliance)
- Persons with concerns of violating Anti-Money Laundering (AML) and Combating the Financing of Terrorism (CFT) laws



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NURICHAIN is making it happen.