

NINJA Platform

Creative Minds Scale Businesses for the Next

White Paper (English / Standard Ver. 1.0)

NINJA Platform

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MISSION

We make the token economy accessible to anyone who believes in value creation.

We offer easy, secure, and tradable value to accelerate creative entrepreneurs, enabling them to generate ICO tokens without any coding.

NINJA Platform also provides a token marketplace to connect creative entrepreneurs, value creators, leaders of the new generation and investors who believe in the power of creativity. For passionate entrepreneurs who are eager to redefine traditional business structures. We aim for a world where creative works intersect with business and technology, combining ART, SCIENCE and CRAFT, through value trading on a trusted blockchain based platform.

WHO WE ARE

NINJA Platform is the world's first blockchain Ethereum based fundraising platform focused on creative entrepreneurs who contribute to create new value to the world. We support companies founded by creative entrepreneurs not individuals.

We remove "technical" and "legal" barriers and create a world where start-ups and companies can do ICOs beyond the existing corporate funding infrastructure.

MARKET

The existing mainstream tech startup ecosystem, centered on the US Silicon Valley, has produced many companies with a great influence on a global scale. The startup ecosystem aimed at seeking a higher ROE through such success stories and resulted in a short-term unicorn company with a huge market capitalization, but since that time, companies such as Rocket Internet's success more and more companies have put emphasis on "Scale" aimed at imitation of "success pattern". Also, as a business model that consolidates information represented by cloud computing and online advertisement in some companies, analyzes user's behavior and purchasing pattern and uses it for marketing, as of 2018 many privacy issues and implementation of GDPR From now on, direction change is required. The existing Silicon Valley model about to end, we change the way companies get funded, we help companies that really focus creating new value not copying success patterns.

The creative industry is expanding in such a situation. According to the UNESCO report, the creative industry is said to generate sales of approximately 2,250 billion USD worldwide (3% of the global GDP) worldwide, exceeding the automobile industry.

REDEFINING EXISTING VC DRIVEN STARTUP ECOSYSTEM

Various investment methods based on "equity finance" conducted in the existing finance institutions such as Venture Capitals and Angel investors, ecosystem have greatly contributed to the scale of the business. However, from an entrepreneur's point of view, there was a disadvantage of dilution of the owner's shareholder's ratio, eventually the holding ratio has been diluted. Also, from the investor's point of view, in each country's regulation, investing in entrepreneurs in their own country is the lowest risk. Even if there are prospective companies abroad, the amount actually investable is largely limited by the government. For the above reasons, the entrepreneur ecosystem is concentrated around the financial centers of the world such as San Francisco, New York City and London, and in order to succeed it is a matter of geographical constraint that it is necessary to be in a city with such ecosystem was.

ICO is a very effective means to solve this problem. By raising funds with ICO, entrepreneurs can obtain necessary funds for business without diluting the holding share ratio. By using NINJA Token generated by NINJA Platform which is not the FIAT but the virtual token (ERC20 token), you are able to raise funds in all countries where virtual currency trading is not banned as of June, 2018. Even if you start up your business in a small city like in Central Asia or Central America where you couldn't reach investors, you can raise funds under the same conditions as the entrepreneurs in finance center such as San Francisco or London if you only have the Internet. Artists and creative entrepreneurs tend to settle in cities where prices are low to keep costs of value creating activities lower and receive more benefits from ICO.

PROBLEM

1. Technical barriers for ICO:

One of the major challenge of ICO is technical barriers. When conducting ICO, At least an engineer who is familiar with blockchain technology, can write smart contract written by solidity is necessary, and in most cases legal and tax experts are also need to be in the team ICO should potentially able to make the cost of fundraising however, eventually due to the technical barriers and the cost occurs from the same reason, it is still not realistic to choose ICO as an fundraising option for entrepreneurs who are not in the IT ream.

2. Cost barriers for ICO:

Existing ICO consulting services, such as ICOBOX and Anypay, often charges a 5-10 percent of the success fee in addition to approximately 100,000 to 400,000 USD consult fee which is unrealistic for the seed stage businesses, especially for the creative field startups .

3. Legal barriers for ICO:

When issuing unique tokens for fundraising purposes for the purpose of ICO, it is necessary to setup return to investors embed in the Smart Contract of tokens. The setup process requires a high level of customization, it will take a lot of time, cost and effort to make it clear whether the condition is legally acceptable by the country's authority.

In order to minimize legal risks, Smart Contracts that are incorporated into the tokens issued by startups must be made in a simple, clear and legally interpretable form.

COMPETITIVE ADVANTAGE

Competition comparison: There are several support services using virtual currency related to the creative industry as of 2018.

However, many of them are "value-exchange activities" carried out under unlimited liability as "private investors" involved in the creative industry become "micro investment" by individual investors. From the limit of the amount that can be handled and the assumed responsibility range, it is restricted to very small transactions and the social impact is limited.

The NINJA Platform will be a service targeting corporations and NPO organizations and trading will be carried out under limited liability so it will be possible to make dynamic and large investment activities more than small-lot transactions targeting individuals. Moreover, we can expect a bigger economic impact by targeting not only startup but also new company's internal business related to existing creative industry.

Rather than competing with existing startup ecosystems centered on existing VCs and accelerators, we will focus on areas that can not be evaluated by the evaluation index of existing ecosystems.

Our service opens the possibilities of a very closed area which is art and value creation industry.

We provide a platform to fully conduct borderless business with the limited liability and impact that targets corporate / organization, not individuals, making full use of the characteristics of virtual currency.

PRODUCT & SERVICE

We provide NINJA Platform (Easy token generation platform) for supporting creative entrepreneurs.

Our users are: 1. Companies formed by creative entrepreneurs globally. 2. Investors (Institutional / Corporate investor & Private investor)

For these user groups, we will provide a unique token creation tool as a tool of value exchange in a borderless manner and a marketplace for trading tokens.

We also offer ICO consulting to support creative companies' financing through ICO other than startups.

We do not limit the market to specific areas by taking advantage of the characteristics of virtual currency, we will exchange value mainly through NINJA Token after complying with the laws of each country.

NINJA Platform (Easy Unique Security Token generation platform)

NINJA Platform is a core service of our company. For our two group of customers, companies run by creative entrepreneurs and investors, NINJA Platform provides tools to generate unique NINJA Tokens for each company needs that can be exchange across borders on Token marketplaces around the globe.

In order to eliminate the "technical barrier" which stands as a major hurdle against ICO for entrepreneurs not familiar with blockchain technologies, we provide a simple user interface and mechanism so that everyone can easily generate their own tradable tokens on the marketplace.

Customer's unique "NINJA Tokens" generated on the NINJA Platform is a standard ERC 20 token based on Ethereum that can be listed on cryptocurrency marketplaces / exchanges around the world, and a technical hurdle for creative entrepreneurs to finance ICO Can be drastically lowered, contributing for their business expansion.

Three types of users aiming for ICO by utilizing NINJA Token can be defined, and requirement-specific tokens can be issued for each fundraising activity: entrepreneurs, in-house corporate entrepreneurs (Intrapreneurs) , NPOs

- NINJA Token Type A: For Startup (Companies involved in creative / value creation industry established within 5 years)
- NINJA Token Type B: For internal corporate venture (NINJA Token that can be used to procure external funds through company internal venture related to creative / value creation industry)
- NINJA Token Type C: For NPOs (NINJA Token that can be used by non-profit organizations to procure necessary funds for activities with ICO)

Business Model:

1. One time payment for Security Token Generation:

For generating Unique NINJA Token we charge 100 EUR (/ Unique NINJA Token

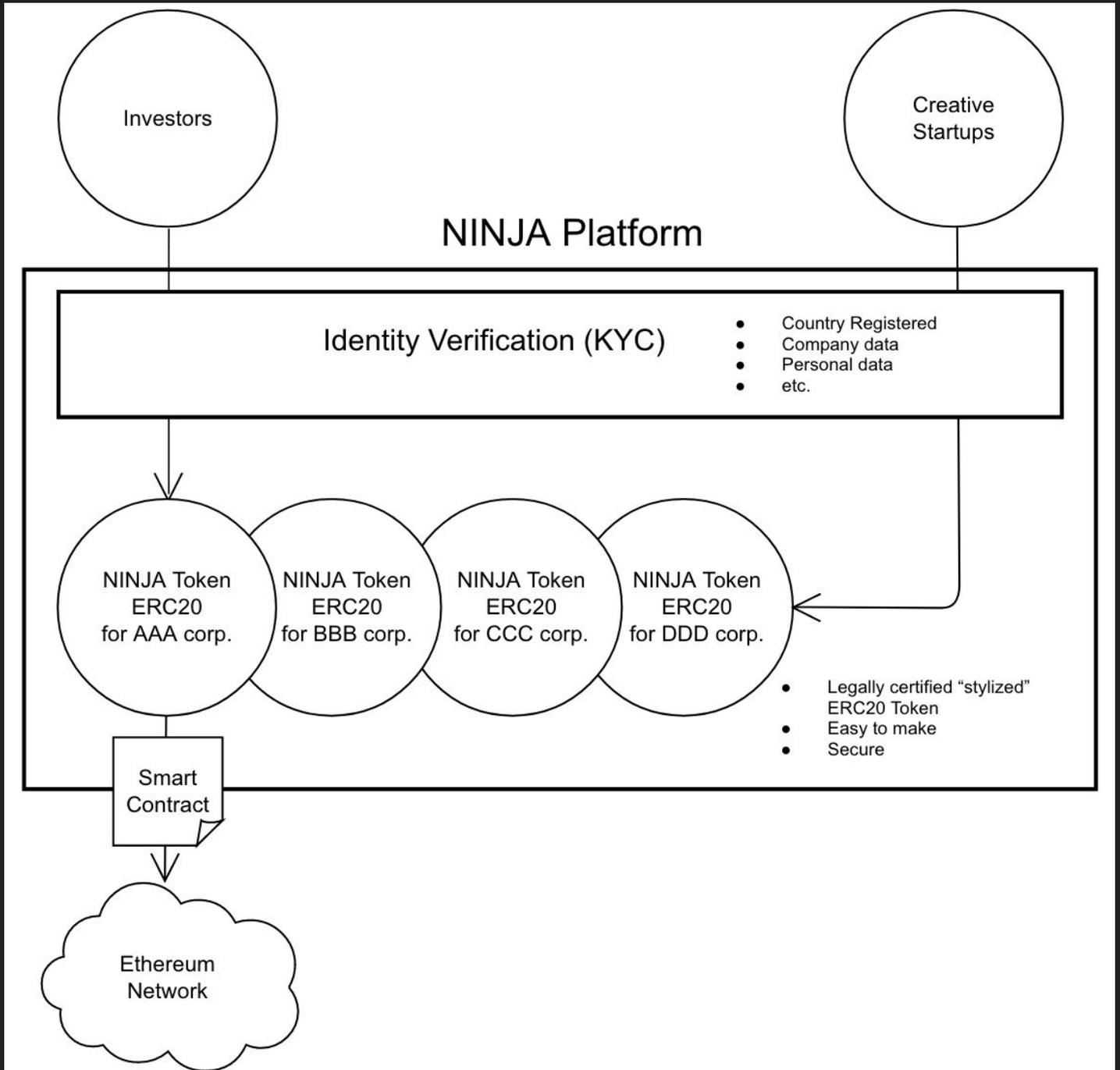
2. Success Fee:

For an ICO using tokens that were generated by the NINJA Platform that exceeds 50% of the funding target, we receive 5% as a success fee from each token sale.

The service is also for companies in the creative industry, but it is a service for mid to enterprise companies which seeks fundraising for starting a new business.

We provide personalized consulting tailored to the requirements of each client such as legal regulation, tax problem, effective promotion method to implement ICO by utilising our own experience for creative industries.

TECHNICAL OVERVIEW



TEAM

Founder team:

Ryo Hattori Co-Founder & CEO, Art & Education Director

Ryo is a serial entrepreneur in the art & creative field with multinational background. Alongside with NINJA Platform, he runs Ninja Works Inc, a creative agency and Ochabi Institute as a management board, an art college based in Tokyo. He is also an HR strategy advisor at Spiber Inc, a biotech / textile startup based in Tsuruoka-city, Yamagata. Ryo has a broad network in the creative business and academic field in Japan, has studied computer science at Keio University SFC campus.

Rina Obi Co-Founder & CMO, Marketing Director

Rina is a global marketer based in Dusseldorf, London and Berlin. She has worked at Google in Tokyo and London before joining a Sequoia-backed SaaS startup in London to head EMEA Marketing. As an international tech expert with a human-centered approach focused on creating meaningful engagement between companies and users, She is actively involved in helping social businesses and NGOs internationally, i.e. help creating a business strategy for fundraising campaigns in Colombia at Enable Medellin, an NGO providing 3D printed prosthetics. She was also a panelist at the international Women's Day Panel at HERA (NGO) "Women Breaking Barriers" hosted by the Imperial Business School, London. Rina earned a double degree in Asian Economics/English studies at University of Düsseldorf and at California State University of Long Beach.

Yuki Katoh Co-Founder & CTO, Technical Director

Yuki is a well rounded blockchain engineer, data scientist and machine learning engineer based in Berlin. As a passionate Japanese data chef in Berlin, making big data tuna into tasty sushi with data science and machine learning. He became the first one to provide the third party tutorial to Databricks, the developer of the world leading distributing computing system Spark. With the rich experiences in the machine learning field he is now also passionate about creating D-Apps on Ethereum to revolutionise the way people and corporations exchange value. Yuki loves challenges, learning things and helping people. Before becoming expert in Data field he has been active on international cooperation such as Poverty alleviation project in Palestine, introducing PV power generation system in Egypt, Georgia and Nicaragua, studied on construction in Uganda. Yuki has MSC from University of Essex with distinction.

Blog: <http://opiateforthemass.es/articles/>

Experience: Blockchain, machine learning, AI, software/data engineering, big data, parallel computing

Keiichiro Kay Yano Co-Founder & CEO, Business Development Director

Kay is an entrepreneur and ethereum enthusiast based in Berlin and Tokyo, has 13+ enterprise software business development and strategic partnership experiences at Google and Salesforce. Besides as a Co-founder & CEO at NINJA Platform, he also runs Interacthub UG in Berlin, an open innovation consulting company. Kay is passionate in connecting Art, Science and blockchain to make next generation platform, which is going to become next fundraising standard for cutting edge creatives.

Kay holds MBA from IE Business School.

Nobuki Hizume Co-Founder & CCO, Creative Director

Nobuki is passionate about connecting creative business and token economy, and well experienced apparel designer.

Advisors:

Daisuke Yabuki, Site Reliability Engineer at Google Inc. based in New York City.

Daisuke manages Google's global backend system as one of core members at SRE team.

NINJA Platform ICO Details

Name of Token : NINJA TOKEN

Ticker Symbol: NJT

Frequency of Token Sale: Pre Sale + 3 times in 2018 (Planned)

Time Frame : Pre Sale: Nov 1-7 Main Sale: November 8 - 22, Post Sale: November 23 - 30

Currencies accepted: Ether (ETH), via smart contracts.

Token type: ERC20

Token / Currency rate: 1 NJT (=0.00001ETH)

Funding goal by the Token Sale (ICO) : 30000ETH

Token Issued: 30000ETH

Available Tokens for Token Sale: 100%

Know Your Customer (KYC): We may need to ask customer verification, if investment is above 500 ETH

Who can participate: You must seek advice in your country about your participation eligibility in the token sale event. Non-eligible people are not allowed to participate in the NINJA Platform Token Sale (ICO)

Softcap : None

Hardcap : None

Burn : Scheduled

What we do with the capital acquired by ICO:

- 25% Product development: UI/UX Designer 1, Web Designer 1, Full Stack Engineer
- 25% Marketing: PR, Lead Generation, Event
- 25% Personnel cost: Founders 5, Potential business partners 3
- 25% Miscellaneous: Legal, Registration, Lobbying, Global Expansion.

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