

# White Paper



The ZEN Project



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# Abstract

ZEN LIMITED will be raising funds to create a platform to provide customers with a new type of service - a global fundraising platform. With a technological core based on advanced Blockchain technology and Artificial Intelligence (AI), it aims to create new opportunities and solve many of the challenges surrounding charitable giving in the modern world. Key to this goal is the crafting of our utility token, the AEN token. The AEN token will be issued and operated using the Wowoo system. We believe that stakeholders globally will benefit from using our token, as well as its surrounding giving ecosystem.

## Unit 1: The ZEN Project

### 1.1 ZEN LIMITED's Role

ZEN LIMITED will create the new fundraising platform which will be powered by Blockchain technology, and be able both to process donations and store the funds that have been donated. The platform will provide stakeholders with useful information, such as data regarding donors, the donations' recipients, and donation intermediaries – all in way which is compliant with the EU's General Data Protection Regulation 2016/679 (GDPR);

The ZEN LIMITED will be issuer of the ZEN token (AEN). By making donations with this token, users will be empowered to give charitably in new ways that will benefit society globally. Recipients of donations, as well as their intermediary partners, can be sure of the transparency of charitable transactions through the new platform. As the technology is tested and usage develops, it will become possible to launch a wide array of new and enhanced charitable initiatives with ZEN.

In addition, the ZEN LIMITED will be managing the capital raised through the token sales. It will be allocating the use of funds based on the project's policies and procedures.

### 1.2 Challenges

At ZEN LIMITED we aim to address the following challenges:

- High remittance costs for small contributions.
- Complexities in making regular individual donations (Regular Giving) securely through an online platform.
- Conventional anonymity in making donations is not satisfying enough to many contributors.



- Lack of a tangible reward for making donations.
- Lack of transparency or feedback to donors on how their funds are spent.

Though charitable giving remains an important part of modern life, it is being growingly affected by a breakdown of trust between donors and non-profits, particularly around the way organizations operate and how they spend donor's contributions. This undermines the building of a real human bond between donors and the end recipients of their generosity.

## 1.3 The ZEN Solution

As a solution to these challenges, we have decided to use Blockchain technology to build a next-generation platform for charitable donations.

Blockchain technology underpins the system in a way that can help transform trust and efficiency in charitable giving. The open-source system will be highly secure and data entered by any stakeholder can never be changed. It will create a 'blockchain' for each charitable transaction so that every detail from giving, to receipt by the charity to the spending of funds, can be independently verified by any authorized stakeholder. This easy traceability creates connected data that allows for a new 'feedback loop' - whereby donors and recipients can gain a new understanding of how money is being spent.

The open-source 'ledger' also allows for the tracking and spending of funds to be digitized, creating considerable potential cost efficiencies in the way funds are deployed, thus creating cost efficiencies for the non-profit and ensuring greater impact for the donor.

The Zen Platform aims to facilitate an enhanced level of trust and integrity within the global non-profit sector.

Central to this platform is the AEN token.

This token has the following characteristics:

### **1. AEN empowers donors to choose the donation model that fits them best:**

- **Donation by Covenant:** This function allows recipients and charitable organizations to create a set of conditions that must be met in order for funds to be released. To illustrate, a charitable project could put stipulations into the contract that some designated outcome must be met before funds can be spent either partially, or in full.



- Micro-donation: This is an option where donors can send a small fund amount.
- The AEN Allocation Option: This option enables donors to allocate their AEN token balance holdings to single or multiple projects, as with a Donor Advised Fund (DAF)
- Eternal Record: With this permanent record, donors could potentially browse their charitable giving in generations to come.
- The Devaluation Option: This option allows donations to be made in smaller currency units than is possible with fiat currency. Fiat currency donations requires a certain amount of donation due to remittance costs. We will remove that barrier.

## **2. Special features for recipients of charity, charitable organizations, and other intermediaries:**

- The “Look-Through” Report: This feature displays statistics and information about how the funds that were donated have been used,.
- Contributor report: Gives information about the contributors who have donated, with their permission.
- Analysis reports on how AEN token holders allocate assets to the recipient's donation project
- Analysis reports and recommendations of non profit causes by Artificial Intelligence (AI)
- Advice on project development and on the fundraising campaign.

## **1.4 Case Studies**

These are just some of the many potential use cases that the “ZEN Project” could bring to the world of tomorrow:

### **Case Study 1 - The “Stop Killing Dogs and Cats Project”**

Mr. A has always had a deep and abiding love for animals of all kinds but in particular for cats and dogs. So when he found the "Stop Killing Cats & Dogs" project, he naturally wanted to donate. He found the project through the ZEN platform website. This project is run by an animal welfare organization that aims to increase the number of foster parents for at-risk pets. The offer period of the donation is 3 months, and the project is projected to last at least one decade. He confirmed the covenant terms and decided to use a compensation fee basis that is based upon success. That is to say that funds will only be released upon the achievement of a certain goal.



Mr. A's stated goal is the placement of one thousand of dogs & cats in loving foster homes.



A thank-you letter from the foster parents to Mr. A will be placed on the website's bulletin board - this public thanks is just one of the secondary rewards for his contribution. His descendants will be able to see their ancestor's contribution and take great pride in it in the future.

Further, if Mr. A's designated condition is met during in the first 3 years, he will be eligible to become An honorary member at the non-profit.

Mr. A can check the tracking record via the intermediary site and see exactly where his funds have been utilized and when - giving Mr. A a unique understanding of the final destination of his donation and giving the non-profit incredible transparency. In the event that the stated goal is not completed or that the time allotted to finish the goal expires, the donation will not be released to the organization and Mr. A's funds will be returned to him.

In the end Mr. A decides to donate 1000 AEN to the project.

### **Case Study 2 - The Small Reserve Fund Program**

Mrs. B is a young mother. She recently had her first child and is still getting used to parenting. When she was a girl her parents instilled in her the importance of education and service to society as a whole. As a consequence of these deeply-ingrained values, she wants to make a donation to a charity that she is passionate about, but because of her new baby she is less willing and able to part with any spare funds that she has.

In the end Mrs. B decides to join the ZEN-CP Small Reserve Fund Program - an innovative program that allows her to slowly set aside money, all the while benefiting from an extremely low remittance cost. After 3 years the total balance of the fund reached 100,000 AEN. Once this milestone was reached, she was received at a special event. There Mrs. B chose to donate the funds to her favorite organic tapestry preservation group. Both Mrs. B and her daughter greatly enjoyed the event.

Mr. B's daughter grew up seeing her mother consistently donate to her favorite charities through this innovative program. She used her own giving as a chance to instill in her daughter the same values that her parents had instilled in her. She hopes that her daughter will one day find a charity of her own and continue the family tradition of giving.

The giving events are recorded and stored so that her daughter's children will be able to see her history of giving and tell their own children about what a great woman she was. They look forward to continuing the tradition so that their names will be visible next to those of their ancestors.



### **Use case 3 - Lionization**

Mr. C has been donating through the ZEN-CP platform for many years now. Even though he went through some periods of financial difficulty and had to stop giving at various times. Through it all he remained a member of ZEN-CP. Mr. C gave to a diverse range of non-profits over that time. From educational funds for orphans to organizations that seek to preserve the traditional culture of his people.

ZEN-CP is built using Blockchain Technology so the system sees that Mr. C is giving small amounts consistently over ten years and that many charities have benefitted from this beneficence.

After more than 10 years of consistent giving, the ZEN-CP system sent Mr. C a notice. He was to be rewarded for his years of giving and his countless contributions on the ZEN-CP site. His name and the litany of donations he had made over the last decade would be posted for all to see and admire. His achievements were viewed by the site's visitors and many left messages of thanks, support, and admiration. Both charity organizers and people that benefited from his donations saw his contributions and made known their appreciation for his generosity.

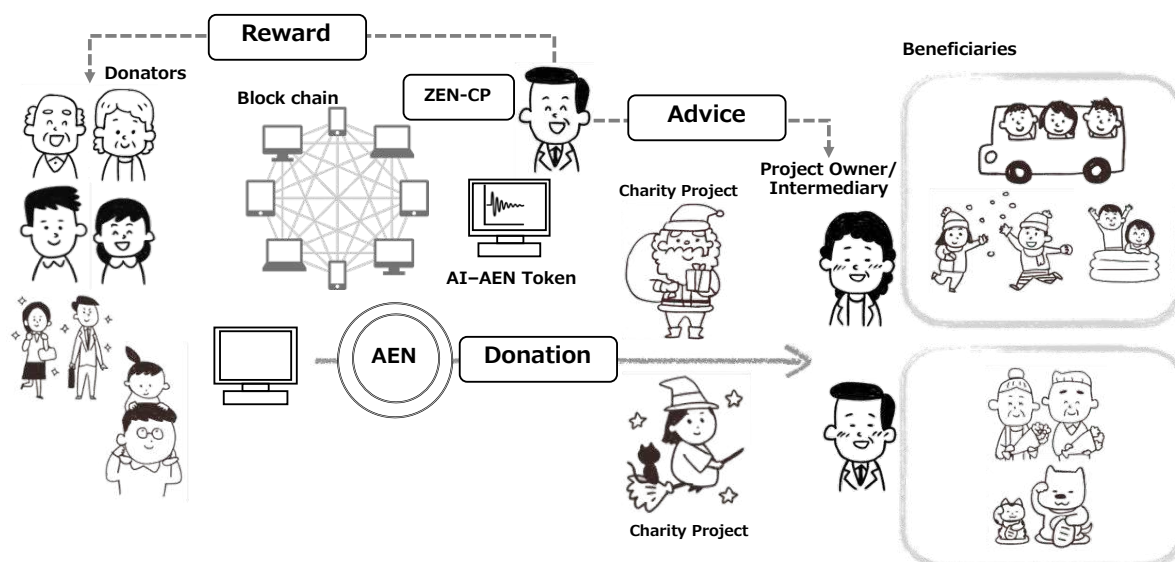
## **Unit 2: System Architecture**

### **2.1 The ZEN Charity Platform (ZEN-CP)**





## ZEN Charity Platform (ZEN-CP)



ZEN-CP is a new Blockchain platform that has been built to enhance the ability of individuals to give towards causes they care about. Users will be able to learn about new donation opportunities via their personal computers, smart TVs, smartphones, tablets, etc. It will be a simple and enjoyable experience for users to find a charity that interests them and donate in just a few clicks. The platform itself is built to empower users - giving them more options than ever and to offer unique ways to donate and understand the impact of their generosity.

Donors simply purchase AEN tokens (or use the AEN tokens that they already possess), select a project that is currently raising funds, check the conditions for donations, and submit their funds.

The AEN token is a virtual currency and as such it can easily be exchanged for other currencies.

Information regarding when and how people donate is stored as transaction data on the blockchain. How the funds are ultimately used is also recorded and saved in the same way. This greatly increases the transparency of the process, trust in the organization, and, ultimately, it motivates donors and non-profits to build relationships.

### “Donor Big Data Dynamic Analysis” (DBDDA)



On the ZEN charity platform we will conduct 'kinetic analysis' using Artificial Intelligence (AI). As all data regarding donations will be recorded and stored using the blockchain, this is a kind of "Big Data" that can serve an important purpose on the platform. One such use case for this data is the communication of the use, final destination and social impact of a donation. This allows them to see exactly where their money went and it can allow organizations to improve reporting and efficiencies.

The ZEN-CP is able to analyze donor's interest and behavior so that if a Zen donor opts in, the system can suggest alternative non-profits, over time, that fits their profile and passions, using the AI capacity of the system. The system can also filter data and information anonymously from donors who have opted in, so that non-profits can access feedback that helps them to improve how they interact with potential and current donors.

The platform can offer a unique experience through which donors can discover projects that match their interests and together be part of a strong and growing global community.

## 2.2 Additional Features:

### **Ease-of-use**

All platform functionality will be fully connected to the web, enabling key authorization functions and services, as well as robust wallet interactions. This will be the case regardless of the user's device operating system - iOS, Android, or Windows.

### **Smart-Contract-as-a-Service**

The Wowoo platform offers a wide array of service modules, each addressing a different use case.

### **Plugins, APIs and the Marketplace**

In the future, plugins, extensions and AI ARTiFACTS will be available for 3rd party integration. The platform will be accessible via APIs for external developers.

## Unit 3: Business Model

### 3.1: Monetization Strategies

The data collected and analyzed by the AI will initially have a low degree of precision. Accuracy will be improved through machine learning - as more and more data is analyzed by our AI algorithms, the more accurate the machine will become in its ability to generate quality results.

Although token sale participants are taking a risk by purchasing tokens at an early stage in the development of the project, an increase in the token's value is expected as the user base of the



platform grows. The greater the amount of data that has been processed on the platform, the greater the value of the investment.

## 3.2 Payment Processing

The ZEN Project seeks to eliminate unnecessary barriers to entry, while still providing strong market support for AEN tokens. To this end, the exchange and use of tokens will run as a background process. Consumers will be able to make payments using any of a number of major fiat and cryptocurrencies.

## 3.3 Go-to-Market Strategy

ZEN LIMITED is already in talks with its first major customer, a company which will conduct pilot projects in data retention. We also plan to bring ZEN to the mainstream market and into mass adoption by creating value, and encouraging adoption directly through well-known public figures. Following the successful launch of our product, ZEN will expand aggressively with the help of our network of country managers, partners, advisors, customers, and employees.

# Unit 4: ZEN LIMITED Token Sale

## 4.1 Overview

In order to enhance the ZEN platform's value as a global fundraising platform, the AEN token sale will take place in the form of a public offering (ICO). As AEN is a new type of donation token, we believe that it is important for holders to be able to receive benefits from both the retention and utilization of the token.

## 4.2 Airdrops ("AEN Drops")



We will schedule periodic AEN token airdrops (called AEN drops) as an incentive for holders. We will distribute free AEN tokens to token holders in proportion to the amount and frequency of their donations on the platform.

The calculation formula for the number of AEN tokens that donors will receive is as follows:

AEN-drop quantity =  $k * (\text{cumulative donation token quantity} + \text{token holding balance as of the evaluation date})$



ZEN LIMITED will decide the coefficient  $k$  (grant rate) of the above formula discretionally. Contributors on the ZEN platform will not only benefit from non-economic rewards, but can benefit from the increasing utility value for the token, as instigated by AEN drops. Tokens to be distributed during AEN drops will be allocated from a predetermined inventory of the total token supply.

Based on the above assumptions, the company will not need to burn tokens. The token will already be in sufficient demand to counteract the increasing token supply.

## 4.3 Token Sale Procedure

The ZEN LIMITED (Issuer) will carry out the token sale as follows:

1. All participants must register via our website. After registration we will perform a KYC check on all participants.
2. The participants who complete the KYC verification and register their individual ERC20 address will be added to the whitelist.
3. The Issuer mints ZEN Token (AEN) and sends to the purchaser's registered ERC20 address.
4. Once completed (completion being the end of the Token Sale period or the attainment of the Soft Cap/Hard Cap) the funds raised will be used as per the stipulations on the official roadmap.

**\*\*Those who purchase Wowoo tokens using tokens that have been issued on the Wowoo platform, and who are already registered in that platform's KYC whitelist, will not be required to go through the KYC process again. That being said, the validity period for that KYC is one year. If it has been more than one year since you have been whitelisted on the Wowoo platform, you are invited to submit documents for the Zen KYC procedure.**

## 4.4 Token Information

Token Name	ZEN Token
(AEN) Token Symbol	AEN
Payments Accepted	BTC, ETH , NEO, WWB
(WowBit) Total Token Supply	1,000,000,000 AEN
Hard Cap on Token Sale	450,000,000
AEN Soft Cap on Token Sale	330,000,000 AEN
AEN Price per AEN	1
AEN = 0.0005 ETH	
	1 AEN = 0.000027397260274 BTC
	1 AEN = 0.004143206



NEO  
1 AEN = 0.419976037  
WWB



Pre-Token Sale Opening	10th August 2018 11:00 UTC+0100
Pre-Token Sale Closing	15 <sup>th</sup> August 2018 11:00 UTC+0100
Token Sale Opening	5 <sup>th</sup> September 2018 11:00 UTC+0100
Token Sale Closing	7 <sup>th</sup> September 2018 11:00 UTC+0100
Smart Contract Address	Will be announced to whitelisted token sale participants
Minimum Subscription	8,000 AEN
Maximum Subscription	20,000,000
AEN	
KYC Policy	<p>During the token sale, the issuer will carry out Know Your Customer ("KYC") verification procedures for all of the purchasers of AEN Tokens.</p> <p>This will involve the submission of scan of the purchaser's passport or national ID. A corporate account should submit a scan of the representative director's passport or Photo ID. Additional documents may be required.</p>
Restrictions	<p>AEN tokens are available for purchase in any country except in those countries or jurisdictions where one or more of the following statements holds true:</p> <ul style="list-style-type: none"><li>(1) Cryptocurrency or blockchain technology is prohibited</li><li>(2) The transfer of tokens is prohibited</li><li>(3) The issuer does not meet the legal requirements of the country.</li><li>(4) Purchasers are not eligible according to the conditions laid out in the token sales agreement.</li></ul>
Delivery	Following the conclusion of the token sale, the issuer will deliver AEN tokens to token sale participants.
Utility of Token	<p>AEN tokens are used to access certain functionalities of the service platform including registering a new asset, transferring an asset, and a variety of other authorization features. The AEN Token does not represent or confer any ownership right, or any stake, share, security or equivalent rights.</p>
Items	Contents
Token type:	ERC20 protocol (Ethereum)
Issuer:	ZEN LIMITED (Cayman)
Liquidity	<p>There are no exchanges accepting ZEN token at this time. The Issuer will make every effort to get the token listed on major crypto-exchanges in the future.</p> <p>Token Holders are free to take advantage of the benefits of the ERC20 protocol by transferring AEN on a P2P application or through an exchange or OTC (Over-The- Counter) dealer that handles altcoins. That being said, the issuer will not guarantee the security of these transfers.</p>

*The ZEN token (AEN) is a convenient, efficient and economically advantageous token which acts as a means of payment for*



*services provided on the ZEN service platform. AEN tokens are not securities to be used for speculative trading purposes. There is no public market for the AEN and there is no guarantee on the future value of the AEN. The possibility exists that the AEN could be worth nothing. Ownership of AEN carries no rights, express or implied, other than the right to use AEN as a means to obtain Services, and to facilitate usage of and interaction with the Service Platform, if successfully completed and deployed.*

*In particular, the token purchaser should understand and accept that AEN does not represent or confer any ownership right or stake, share or security or equivalent rights, or any right to receive future revenue shares, intellectual property rights or any other form of*



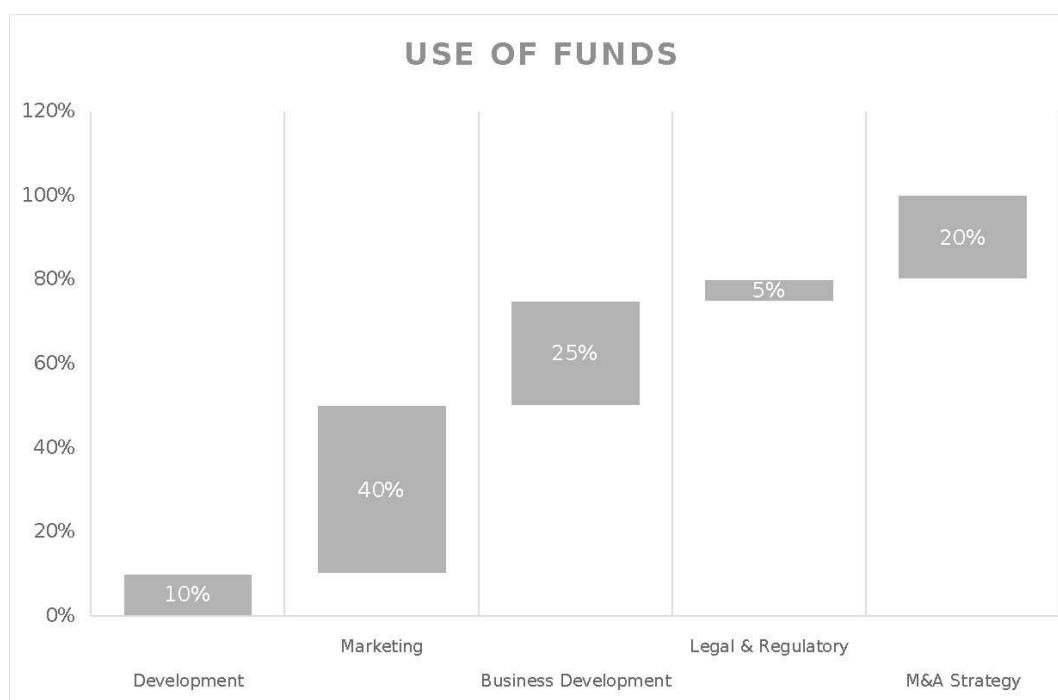
participation in or relating to the service platform, and/or Service Operator and its corporate affiliates, other than rights relating to the receipt of services and use of the service platform, subject to limitations and conditions in these Terms and applicable Platform Terms and Policies. AEN are not intended to be a digital currency, security, commodity or any other kind of financial instrument.

## 4.5 Use of Proceeds

The primary use of funds raised during the token sale will be platform development. Funds will also be allocated to marketing.

The following table illustrates how, over the next five years, funds raised during the token sale will be used:

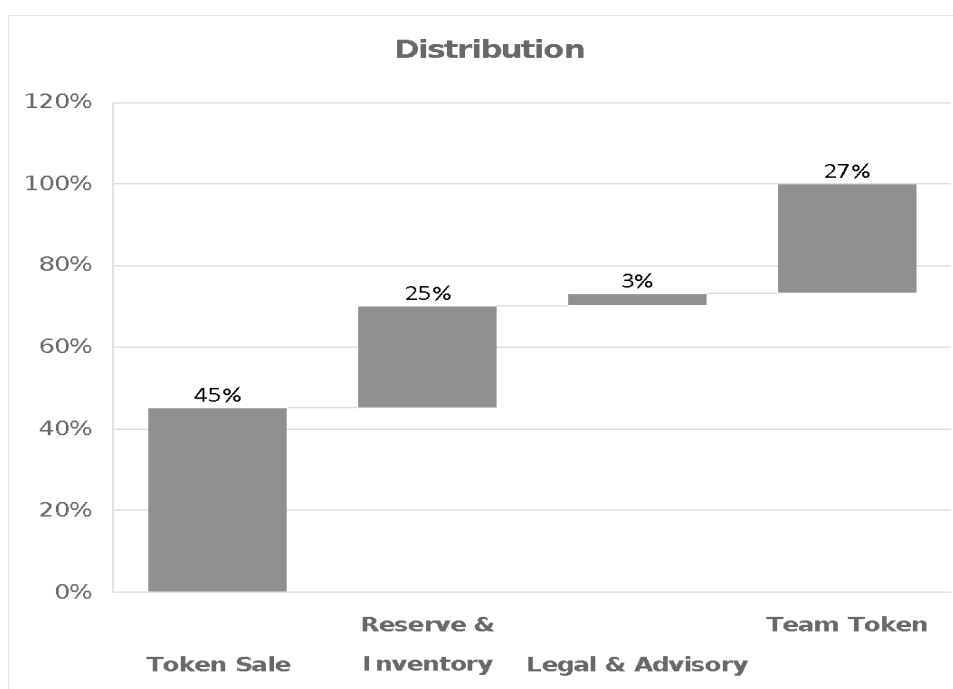
Development	10%
Marketing	40%
Business Development	25%
Legal & Regulatory	5%
M&A Strategy	20%
	100%



## 4.6 Token Distribution

Token Sale	45%
Reserve & Inventory	25%
Legal & Advisory	3%
Team Token	27%
	100%





## 4.7 Roadmap and Milestones

The ZEN project has one and one focus only: creating a viable fundraising platform in the shortest time possible.

### July 2014 – April 2018

- Our supporting partner, Redhorse Corporation, has been concluding agreements to provide tax payment support to municipal governments in Japan for the so-called “Hometown Tax Payments”
- Redhorse Corporation has been providing various service packages to municipalities, such as resident tax collection, rewards development, supply chain setup, reward logistics, taxpayer information management, CRM, and settlement payments. As of April 2018, Redhorse has signed with more than 250 municipalities.

### January – March 2018

- We designed and developed a brand new, highly efficient, and perfectly transparent, donation model and platform. We greatly benefited from our experience and know-how from our time at Redhorse Corporation.

### May 2018



- White Paper and Concept Validation - Following the release of the White Paper and the resulting community feedback, we fine-tuned the concept and laid out the roadmap for the ZEN Charity Platform (ZEN-CP).

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#### **August 2018**

- Pre-sale

#### **September 2018**

- Token sale (ICO)

#### **March 2019**

- Product Development 1: Development of the AEN token will be completed.

#### **March 2019**

- Business Development 2: Field test within some municipalities - Apply AEN tokens to the “Hometown Tax Payments” system and design the collaboration procedures with the community currency of the municipalities.

#### **July 2019**

- Product Development 2: Development of the prototypes of the ZEN-CP products will be completed.
- Business Development 3: Start official introduction to donation markets in the municipalities.

#### **March 2020**

- Business Development 4: Expand the market scope of ZEN-CP to all types of donations, including donations involving corporations, foundations and academic institutions.
- Promote AEN denominated donation projects to more municipalities.

#### **January 2021**

- Global Expansion : Start global expansion of the ZEN-CP., presenting to a broader community the success we have experienced in Japan. The company will target Asian countries first, then North America and Europe. Finally, the company will enter the African market. We will do thorough research on each potential market, taking into consideration the rate of growth in the crowdfunding industry, presence of a donation market, the stability of the local contribution culture and the needs of the community.

#### **December 2023**

- By this time, we will have established a reputable status in the global market.

Our dream for the platform is as follows:



- Donors will have sound incentives to donate efficiently using AEN tokens and the ZEN fundraising platform in general.
- A community will be built where donors and non-profits develop a shared desire to use donated funds in a transparent manner.
- Donors will be able to discover further charitable causes, if they so choose, through data analysis. This enhances the probability of suitable matches between recipients and donors.

## 4.8 Notes Regarding the Release of Token Sale Funds

After the token sale has ended, funds raised will be sent to the issuer for management. For calculation purposes, all non-USD currencies will be converted into USD at the relevant exchange rates at the moment of their collection. Development funds raised during the token sale will be released to the team upon the achievement of the set milestones.

## 4.9 Notes Regarding Token Liquidity

We cannot guarantee that the ZEN token will have a high degree of liquidity at any given time. That said, we will make every effort to encourage the liquidity of the token.

Our goal is to achieve and sustain a high degree of liquidity for AEN. We believe this can be achieved through a nuanced understanding and application of the laws of supply and demand. By implementing subscription and transaction fees for platform services, the token is projected to increase in demand.

“Buy-side” liquidity will primarily be facilitated this way.

### 4.9.1 Restrictions on selling in the secondary market

The following rules will be enforced regarding how AEN tokens can and cannot enter the secondary market (cryptocurrency exchanges).

**Token Sale Tokens:** Token Sale participants will be in no way restricted in their trading of AEN tokens on secondary markets.

**Founder & Angel Tokens:** ZEN founders and angel investors will be limited to selling, at most, 20% of their AEN token holdings until six months after the end of the token sale, at which point the tokens will be vested monthly at a rate of 10% for one and a half years (18 months).



## Unit 5: Corporate Structure

### 5.1 The ZEN Group of Companies

#### 5.1.1 ZEN LIMITED

ZEN LIMITED is a registered corporation in the Cayman Islands. The company is the operating entity of the Service Platform that will be providing services, facilities, and consulting to Service Operators. The company will both develop the ZEN System and monitor the system and platform. Some functionality, such as security audits, may require the enlistment of third-party vendors and service providers.

ZEN LIMITED will issue tokens and oversee the procurement of funds. In the future, we will select reputable, knowledgeable people in the blockchain and charity industry and encourage their participation in the project. Should there be a major problem to be resolved or serious change to be made, the director will seek a resolution through a voting process. However, the decision will ultimately be the responsibility of all network participants.

**CEO:** Takamasa Kawasaki

**Email:** [info@zen-foundation.com](mailto:info@zen-foundation.com)

**Web:** <https://zen-foundation.com>

#### 5.1.2 The ZEN LIMITED

This organization is committed to the assistance, development, and governance of ZEN LIMITED. The ZEN LIMITED is also tasked with maintaining a healthy community and atmosphere on the platform.

#### 5.1.3 Business Alliance

##### 5.1.3.1 Redhorse Corporation

In Japan market, the company will be responsible for the proposition and spread of ZEN-CP to potential customers such as local governments, business, and NGOs. In addition, it will seek to undertake activities that raise the awareness of AEN among the general public. Redhorse is listed on the Taipei Exchange and has the security code 2928-KY.

##### 5.1.3.2 Redhorse Global LTD

This company is tasked with bringing ZEN-CP and AEN tokens to an international marketplace.

### 5.2 Mission and Vision

Our mission is to make donations more effective, and to make the giving process more efficient. - no matter where you are. We aim to remove obstacles to giving and to empower donors and non-



profits with a portfolio of new services that will transform the giving experience in every part of the world.

Donation is often an opaque process, wherein funds are channeled in ways that are never made clear to the donor itself. The donor must also take into account remittance and transactions costs when making international donations.

As you can see, the social cost of these kind of donations can be huge, but it presents an amazing opportunity for both the fundraising platform and for donors themselves. We are aiming to become the world's largest donation catalyst, linking donor's goodwill and money with the recipient's goodwill!

## 5.3 Team

Our team is a healthy mix of software engineers, blockchain developers and consultants, design experts, marketing and branding specialists – all committed to the success of this venture.



### **Takamasa Kawasaki**

CEO - ZEN LIMITED

Takamasa worked as Chief Executive Officer of Redhorse Corporation. Redhorse Corporation is a listed company in Taipei Stock Exchange (code:2928), a Regional Vitalization and Travel Souvenir Company with a history of over 50 years and widespread presence in Japan. Passionate about diversity which is reflected in his professional career.

Takamasa is also a startup entrepreneur, with Redhorse Global as his latest venture in the Travel-Technology space. He has experience in driving change and growth in large multinational corporations as an executive, having several years of experience as a management consultant, laying the foundation for his strong business acumen. He holds a Master's Degree from Hong Kong University of Science and Technology (HKUST) as well as a bachelor degree of Tokyo University. He is qualified as CPA (Japan).

#### Concurrent post

Founder and Chairman of Redhorse Global Ltd.,  
A Secretary-General of Japan Inbound Federation

#### Major literary works;

The Power of Embracing Diversity (ISBN : 978-4569820385)  
Japan is Goodwill Nation (ISBN : 978-4881442449)

**Chris Okano**

Chris is the CEO of Redhorse Global Co., Ltd (Odigo) and the Founder/Chairman/CEO of Redhorse Media Ltd. (Tokyo Creative). Odigo is currently leading the way in introducing new destinations and markets to Japanese and Chinese-speaking clients. Tokyo Creative houses top influencers from across Japan, and in just 4 short months, the Tokyo Creative influencer network accumulated over 10,000,000+ fans on social media and an average of 26,000,000+ monthly views on YouTube. Tokyo Creative's

influencer network currently is also the leading platform for English-speaking influencers in Japan.

**Media Appearances:****Broadcast**

- Hosted the “food corner” section on Tokyo Extra (TBS) with prominent Japanese-American actress and model, Mayuko Kawakita
- Featured on “Sanmano KarakuriTV” & “Watashino Naniga Ikenaino” (TBS) through YouTube as OkanoTV

**Print / Digital**

- Featured in the Japan Times twice:
  - “It takes one to know one: How YouTuber Chris Okano built an agency to help his fellow J-vloggers”
  - “Introduction to the OkanoTV YouTube Channel”
- Featured on Japan Info “Want a Glimpse of Life in Japan? Check Out These 7 Awesome YouTubers!”
- Featured in other reputable outlets including Daily Star UK, Grape Japan, J1 Radio, GaijinPot and JAM

## 5.4 Council

The ZEN LIMITED Council is a group that will oversee the token sale and various projects that will take place on the service platform. The council includes blockchain engineers, inventors, founders, and investors.

**Kaneto Kanemoto**

CEO & Founder/ OKWAVE

Kaneto is Chief Executive Officer and founder of OKWAVE, the oldest and largest Q&A social community in Japan. The vision of OKWAVE is to foster mutual support through community. The platform operates various subscription services that allow celebrity Q&A sessions. The platform also offers enterprise customer support solutions. OKWAVE currently enjoys the largest market share



in this domain.

OKWAVE went public in June 2006 and is listed on the Nagoya Centrex Market (3808: Nagoya).

Kaneto holds a bachelor's degree of Fine Arts and Music from Aichi Prefectural University in Japan.

Concurrent posts:

Board member of Bread (a provider of Breadwallet in Zurich, Switzerland)

Auditor of Japan's Association for the New Economy

Councillor of the Japan Association for the World Food Programme (JAWFP)

Major literary works;

The Day Beyond Google (ISBN : 978-4798113913)

Starting up a company as a homeless person (ISBN : 978-4094060058)

The meaning of work (ISBN : 978-4479792260)

A sheet for success (ISBN : 978-4492043059)

The money story as a CEO as well as a homeless person (ISBN : 9784769610342).



### **Gen Matsuda**

Director / OKWAVE

CEO & Founder/ Asz Holdings

Gen has more than 13 years' experience in investment banking, turnaround management, marketing, and financial consultation. He has worked in diverse environments all over the world as representative director of AsZ Holdings, Inc.

Today, his main passion is the blockchain and all of its applications and possibilities. Stricken by the numerous security issues, password breaches and Internet fraud scandals, he decided to tackle these problems by decentralizing authorization and authentication in an innovative and secure blockchain ecosystem. In 2016 he became the youngest person to make a statement at the public hearing of the Japanese Diet. He first gained experience working in a startup environment when he was a student at Waseda University. Since then he has been working to support the sales operations at over 1,360 companies as CEO of AsZ Group Holdings. AsZ was founded with the participation of 19 different companies located throughout Japan, Hong Kong and Greater China (Shenzhen, Dongguan).

Concurrent posts

- Adjunct Professor at Kyushu University
- A member on the board, OKWAVE.

Major literary works;

- How to make people at the bottom of the social pyramid be the millionaire in three years.



#### **Yoshiaki Nakamura**

Yoshiaki was born in the Saga prefecture in 1963. He graduated from Sophia University (Jouchi University). Yoshiaki has worked with several leading Japanese business and he specializes in PR, IR, Marketing, and new business development. In 2008, Yoshiaki became the leader of all major inbound tourism projects. In 2017, Yoshiaki established the Japan Inbound Federation (JIF) and assumed the role of Chairman. JIF focuses on promoting inbound tourism

throughout Japan. In September 2017 he also established Mellon 22 Century. This organization focuses on Japan's current problems and works to find solutions to them in order to build a better future for Japan.

Yoshiaki also occupies the following positions:

- Visiting professor at Hollywood University and Kobe Yamate University
- Member of the board of directors and Chairman of Global Tactics for the Japan Hospitality Movement Association
- Vice President of the Japan Tax-Free Shop Association
- Committee of the Kyoto Prefectural Tourism Tactics Conference

Yoshiaki has also written the following texts:

- 7 Powers for Successful Inbound Tourism and Urban development – The Possibility to Create our Countryside
- Profitable Inbound Business 10 Key Rules.



#### **Yumiko Watanabe**

Director of Kids' Door

Yumiko Watanabe graduated from Chiba University with a degree in engineering. After working with a major department store and a publishing house, Ms. Watanabe went on to spend several years working as a freelance marketer. While working freelance, she spent a year living and working in the United Kingdom with her family. While there, Ms. Watanabe

was impressed by the social resources available for child-rearing. After leaving the UK, Ms. Watanabe was confronted with the growing inequality in Japan's educational and childcare systems. So in 2007 she started Kids' Door. Kids' Door was founded with the mission of creating a society wherein all children are given the opportunity to pursue their ambitions. In order to make this dream a reality, Kids' Door provides educational support and exposure to new experiences for children from low-income and single-income households. Following the Tohoku Earthquake in 2011, Kids' Door has also been working to help revitalize affected communities through programs including childcare, after school support, and career training.





- Cabinet Office for children's future support national movement campaigner
- Ms. Watanabe is also a member of many government agencies.
- Senshu University lecturer



**Fujimaru Nichols**

CEO / Wowoo Pte, Ltd.

Fujimaru is responsible for running Wowoo Operator. He is deeply involved in both international business and the cryptocurrency scene. **“One impression can end a war. One impression can free the mind from the icy grasp of ignorance.”** After experience in the field of international business, he decided to commit himself fully to the blockchain revolution.

Today, he valiantly leads his team with this principle as his guiding light in the darkness. He is working to spread the use of this new token in the real world and discover innovative use cases.



**AKM Ismail**

Executive Director, Zen Global Ltd, London

Ismail graduated with a Bachelors Engineering (Electrical & Electronics) from the National University of Singapore in 1984. Ismail started his banking career at DBS Bank, Singapore and then moved to Citibank, Singapore where he became the Head of the Restructuring & Recapitalisation unit. Ismail is based in London and has strong experience in structuring of debt, mezzanine and equity deals and operates in markets throughout Asia and Europe.

Ismail has successfully restructured companies including using listed shells for Reverse Take Over of business with sustainable and recurring profits. He has been involved as a principal in the acquisition of coal mining assets in Indonesia for owners of coal-fired power plants in China and India. Involved in the deal making structuring and the sourcing of project finance for these projects. As the Vice president at Citi Bank, Ismail restructured the unsecured debts of a listed company involving seven banks. Provided leadership in the Bank Creditors Committee and arranged for fresh investment from a Singapore Government Linked Company of for the deal.



# Glossary

Definition of general terms used in this document

**Token** A digital currency that is emitted using distributed ledger technology (Tokens are interchangeably referred to as cryptocurrencies).

Tokens are generally divided into the following categories: "Payment Tokens" are tokens used as a form of payment, "Utility Tokens" are tokens that serve specific purposes within a platform or environment, and "Asset Tokens" are securities which represent the ownership of or rights to an asset.

In this white paper, the token sold by the issuer during the token sale is the ZEN token (abbreviated AEN).

AEN is a hybrid token with the functions of both a payment token and a utility token.

**Issuer** the issuing company that raises funds via the issuance of a token.  
The Issuer referred to in this whitepaper is ZEN LIMITED

**Holder** A user who owns tokens, regardless of the means of acquisition. The Holder must be KYC verified.

**KYC** An acronym for "Know Your Customer." A verification process that includes identification based on the rules and processes outlined in the AML/CTF Rules (Anti-Money Laundering/Counter-Terrorism Financing Rules) based on the FATF (Financial Action Task Force) guidelines. This process is conducted will be conducted the first time AEN is sold to a client. KYC will be performed by all Service Operators.

**Whitelist** A list of qualified applicants who have completed both KYC verification and registration of their ERC20 protocol addresses.

**Purchaser** A person who accepts the conditions and contents outlined and described in this Whitepaper and, after having understood the terms and conditions, purchases ZEN Tokens (AEN) through the Token Sale.

**Ecosystem** The entire business ecosystem involving both the users themselves and the services provided by service operators through the service platform.

**Service Platform** The system that uses this token as the foundation of its ecosystem and service offerings.

**Service Operator** The entity that operates the service platform itself.  
In this whitepaper, the **Issuer** 'ZEN LIMITED' is also the Service Operator.

**Customer** The individual or entity that takes advantage of or uses one of or multiple services provided by the service operator.



This is dependent upon the nature of the service itself, as well as the holder and/or third party.

#### Wowoo System

A computer system that administers this generation of Wowoo Tokens and controls the diverse functions of the Wowoo Platform, including related product that supports the users.



Token Rights	The Holder's rights as set out and delineated by the Service Operator. These rights are implemented and ensured via the Wowoo system.
Reward	The return obtained via the exercise of Holder's rights. This includes both economic compensation, as well as other forms of compensation (including those without direct economic value).
Smart Active Control (SAC)	The core function of the Wowoo token system. It is possible to set various rights relationships and contract conditions to each token.
Special Resolution Function (SRF)	A function that allows all Token holders to vote on events that take place within the a Wowoo-based Token architecture. An example increase or decrease in the upper limit of issued Tokens. All of which could potentially change the initial conditions of the token.
Token sale	The sale of newly issued ZEN Tokens (AEN) based on the description in this Whitepaper. There are two types of token sales: the pre-sale and the token sale proper.
Fact Sheet	A statement summarizing the various conditions of the Token Sale.
Soft Cap	The upper limit of the number of tokens to be sold during the Token Sale. At this point the Token Sale could be terminated - even in the middle of the holding period. This is done at the discretion of the Issuer.
Hard Cap	The unsurpassable maximum quantity of tokens that can be sold during the Token Sale.
Exchange	The private processes that involves the handing over of one token in return for other crypto currencies and/or fiat currencies.
Wallet	Applications that have the function of storing, sending, and receiving this token. The wall also generates the holder specific address, as well as his secret private key.
Address	The primary reference to the storage location of the token. The address is generated by the holder (it is functionally similar to the bank account number).
Unjustifiable Premiums and Gambling related Regulations (UJPGR)	A series of laws and regulations that prevent the imposition of unjustifiable premiums and labeling (e.g. in Japan, it refers to "The Unjustifiable Premiums and Misleading Representations in Marketing Act", but the term is not limited to this single law).It also refers to gambling laws. These laws vary depending on jurisdiction and can vary greatly from country to country.
Financial Regulations	A series of laws and regulations that pertain to financial institutions, securities and corporations (in Japan, it refers to various laws including the "Act on Settlement", "Financial Instruments and Exchange Law", but not its scope is not limited to these laws). These laws vary depending on jurisdiction and can vary greatly from country to country.
Definition of technical terms used in this document	
Big Data	Data sets that are so voluminous and complex that traditional data processing software and techniques cannot effectively parse, organize, and utilities them.
	Artificial Intelligence



(AI)

Software that utilizes machine learning techniques and that demonstrates a capacity that could be broadly defined as intelligent;



Intellectual Property Rights	The entire rights that are exclusive to the owner of specific intellectual properties.
Third-Party Use Organization	An organization that uses attribute and personal information with the permission of the owner. Permission is also required from the point of view of the Servicer Operator before the Third-Party User can begin using attribute and personal data.
Outsourced Agency Service	A contractor who acts on behalf of part of or all of the business with the consent of the Operator.



## Contact Information

ZEN LIMITED

CEO: Takamasa Kawasaki

Email: [info@zen-foundation.com](mailto:info@zen-foundation.com)

Web: <https://zen-foundation.com>

### **Communication**

Open and transparent mutual communication is critical to the success of the ZEN Token Sale and the advancement of the venture. Feel free to get in touch! See our contact info above.

### **Telegram**

“Telegram” is a cloud-based mobile and desktop messaging app developed by Telegram Messenger LLP.

We will be keeping the community up-to-date on the latest developments regarding our project and the ZEN token sale by means of our Telegram group. In order to stay up to date, download the Telegram app at <https://telegram.org> and join our group!

### **E-mail**

Send any and all questions, suggestions, and concerns to our official support email: [support@zen-foundation.com](mailto:support@zen-foundation.com)

We will get back to you as soon as possible!