



## SAKURA BLOOM (SKB) white paper << service >>

SAKURA BLOOM Coin (SKB coin) is an Ethereum Blockchain Platform ERC20 token, and a service geared towards users (all users, including foreign and domestic Japanese citizens and foreign nationals) of points, discount coupons, gift certificates, etc. SKB coin is a “Service Coin”.

SKB coin is constructed to allow users unified, multipurpose usage to fit respective goals, creating a value of use which raises SKB's own value, and further allows it to open up even more varied service options.

Sending, receiving, and managing of SKB coin is done via Wallet (Ethereum Token Wallet), while exchange and transactions are performed through an exchange forum that handles SKB coin.

With users' multipurpose or goal-oriented usage of SKB coin services, its range can extend across the internet and real world to bring it into realization as a service with real value. Under the name of the “SKB Project”, the project team would like to introduce to and provide for everyone who will help build and use that market.



### 1>> Motive

In recent years, virtual coins, known as “virtual currency”, following the introduction of heavily growing and encrypted assets at the centralized Lisk Blockchain market, have seen a growing demand for currency exchange between different encrypted tokens. And now, they are continuing to grow after creating value. Some may wonder that in the midst of all of this, can points, discount coupons, and gift certificates, which are distributed and used by so many around the world, be securely managed by the high security of the blockchain market? Can they be exchanged over the internet with a fair value?

However, with blockchain technology (Distributed ledger technology), or the uniform management of the blockchain distributed network, safe exchange (buying and selling) of retained points, discount coupons, and gift certificates can take place at a fair “price” and “value” (The uniform management over Ethereum allows the safe exchange to take place).

With many people in possession of SKB coin making payments and trading (buying and selling), it creates circulation, with allotment, consumption, and trade (buying and selling) bringing about the realization of the concept of the “service coin”. Taking these steps, the “SKB Project” can move forward into actualization.

- Gift SKB coins at various events and conventions to create possession amongst many people.
- Have a wide array of stores give out SKB coins in place of points (independent and versatile points), discount coupons, and gift certificates.
- Have purchases at various event venues and stores be made with SKB coins.

At this point, there are several virtual currencies that carry direct monetary value in the same vein as points, discount coupons, gift certificates, and electronic money, but users' awareness (understanding) of its value is still obscured. However,

- Via an exchange, exchanges (buying and selling) can take place at an exchange platform (market).

This would set a price for SKB coin according to legal tender (direct virtual currency value), where users can more clearly understand the value of the service. Once direct virtual currency value has been acknowledged, value added will become real value, and will lead into an even greater service.

- Stores will replace existing points, discount coupons, and gift certificates, with SKB coin.

However, without circulation, it would just be a virtual currency for speculative trading. For that reason, the first step is to create possession amongst a large number of people, then form a platform for it to be used, and establish an exchange for mediation. This will allow an accurate “value” to be determined, where transactions (buying and selling) can be done at a fair price under the management of advanced security.

In addition, since SKB coin is a virtual currency differing from points, discount coupons, and gift cards, it can easily be obtained by foreign citizens in or out of country. When visiting Japan they can use SKB coin and receive the same service at the same cost. Even after returning to their home country, SKB coin can still be used, exchanged into local currency, and utilized over the internet. Without stagnating, SKB coin can be an ever-circulating service that overcomes borders, establishing itself as a high quality service with real value. And by fixating the amount of SKB coin in publication, it will be a practical organization.

## 2 >> Summary

Our project team performs the design, planning, construction, and provision of SKB coin, which is an on-chain protocol for instantaneous transactions and exchanges regarding high-fluidity digital assets and encrypted digital currency, as well as a system implementing high-fluidity and decentralized transactions that do not rely on operation attributes or dependency.

Aside from employing the functions of the exchange, we provide all sorts of APIs and services utilizing every kind of encrypted token on the Ethereum account.

<<Project Team Composition>>

SKB Executive office (Business firm)

SKB Administrative bureau (Proprietary company)

SKB Public relations (Advertising agency)

SKB Legal affairs (Corporate body/Law office)

SKB Design (Advertising agency)

SKB Fund (Financial instruments and exchange (Type 2 Financial Instruments Business, Investment Management Business, Agent))

The above 6 divisions across 7 firms (including the law office) make up the team composition (including contracted outsourcing firm).

\*Not including SKB coin system production.

## 3 >> The Tokens

The total amount of all SKB coins saved on the blockchain will amount to 6 billion, with the registry able to express a denomination up to 8 digits after the decimal, the lowest possible value being 0.00000001 SKB.

Total amount issued: 6,000,000,000 SKB

Lowest registry value: 0.00000001 SKB

SKB token distribution: The total amount will be allotted into 4 distributions and the status of the decentralized SKB coin can be checked at <https://ethplorer.io/>.

□Distribution 1 : 4,200,000,000 SKB

70% of SKB coins will be circulated into the market and serve the same function as points, discount coupons, and gift certificates.

Explanation: This is the distribution that users can utilize to access a wide variety of services, with decentralization achieved through widespread ownership amongst a large number of users (including direct purchases). The amount of circulation between users will also decide the value of creation.

□ Distribution 2 : 300,000,000 SKB

5% of SKB coins will be allotted to a user growth pool.

Explanation: This is necessary to promote the development of the SKB network.

□ Distribution 3 : 600,000,000 SKB

10% of SKB coins will be allotted to general expenditure.

Explanation: For example, engineer salaries can be paid in SKB. Also, a portion of these tokens can be allocated to currency exchange.

□ Distribution 4 : 900,000,000 SKB

15% of SKB coins will be distributed amongst the project team and related parties (including contributions to incorporated bodies, etc.).

Explanation: This is allotted as compensation to the people and companies who contributed to the startup of this project or provided backing at its startup. The sustained and continuous contributions made by those key figures and companies, and the lawyers, accountants, etc., that make up the team are an irreplaceable asset to the future success of this project.

## 4>> The Creation and Risk of Value

When 1 SKB=100 yen, it can be used to for product purchases or discounts of the equivalent value of 100 yen of national legal tender. However, at participating stores and event venues, the SKB coin recipient (companies buying and selling merchandise, etc.) can decide on an appropriate SKB value independently.

Explanation: The ability to exchange SKB coin for domestic currency, foreign currency, or Bitcoin means that its price fluctuates daily. Occasionally, there can be a huge jump or drop in price and the value or price of SKB cannot be guaranteed. If the value of SKB should fall, the burden of its equivalent legal (physical) currency value falls on the recipient. SKB coins received from a product sold when 1 SKB = 100 yen, may only have the value of 1 SKB = 50 yen when exchanging SKB into physical currency (Since the amount of transactions made at the exchange determine the value, this is a fair risk).

On the other hand, SKB coins received in a transaction when 1 SKB = 100 yen can also have a value of 1 SKB = 150 yen when exchanging into physical currency, creating additional profit.

Stores accepting SKB coin need to consider hedging their risk in anticipation of price fluctuation. Even when the equivalent value is 1 SKB = 100 yen at the exchange, a store might set SKB coin prices valued at 1 SKB = 70 yen, expecting a drop in value.

When the value is 1 SKB = 100 yen at the exchange, a shop might also offer a 1,000 yen product at a discounted 80 SKB (worth 800 yen, 20% off), while adding a “point back” system, providing a excellent service to the customer.

Value will be created by the content of the service that providers provide and users use. Reasonable transactions (buying and selling) can be mediated by the exchange, a price can take root, and the results of circulation, services, and exchanges initiated by all SKB coin holders can create a high value and high price for a decentralized service spread out to all.

## 5>> Possession

There are 3 ways to obtain SKB (Excluding direct transfers from a transaction).

- Participating in an event and receiving them as a point service (including prizes).
- Receiving them as a point service reward after payment.
- Receiving them from the SKB exchange for certain procedures (ie: purchase).

## 6>> Concerns

It is possible for possession of a large amount of virtual currency to be possessed in one place or by one group, allowing it to be partitioned and the price to be controlled, similar to shareholding. However, SKB is a virtual currency that focuses on circulation and employs a system to ensure many people can obtain it through events, etc. For example, if 100-3,000 SKB are distributed at an event, it would be split up between thousands of people. In an open prize event, the prize would be split between all of the winners (ie: A 10 million SKB prize would be split between 10,000 winners, awarding them 1,000 SKB each). This would make it difficult for an excessive amount of SKB coins to be in the possession of one person, group, or place. As such:

- Price cannot be controlled like speculative currency.
- SKB coin earned, won, or received at events and stores can be sold over the exchange.
- When entering an event venue under the condition of participating in an auction or event, the necessary amount of SKB coins will be purchased from the exchange, but any further purchase of coins would not be for price controlling and isn't expected.

## 7>> Future Prospects

Any additions and subtractions of encrypted numerical SKB coin values will be calculated on the ERC20 blockchain, then approved and executed by several miners. However, the amount of time taken to do this can range from short to long. In reality, the amount of time needed to settle a bitcoin payment from a store with mining is 30 minutes.

On the other hand, SKB coins can be stored on prepaid debit cards that can be purchased in supermarkets and convenience stores abroad, and that SKB debit card can be recharged and used at participating stores across the world.

- Using a QR code to make money payments over the blockchain

When waiting in line at an event, etc., payments can be made to the store's (company's) coin address while still in line, saving time by only needing to pick up the item when reaching the counter.

- Payment with the SKB debit card

Payments can be made at the same quickness as a credit card with a debit card charged with SKB coins.

Without expending talent, personnel, or time, stores can be set up to accept SKB coin, and, although indirect, can facilitate the use of SKB coin in many countries across the world.

In stores that do not accept debit cards, such as arcades, that store can prepare its own prepaid card that can be bought with SKB coin.

## 8>> Inbound

Like other virtual currencies, SKB coin transactions can take place over the exchange, ensuring access even to foreign nationals abroad. By charging up an SKB debit card or bringing SKB coin with them, they gain access to more services than possible before.

Ie: One of Japan's famous pastimes (amusement) is "pachinko". Like anime, it has garnered a lot of interest from foreign nationals. Refer to the examples below.

- The board of directors have uploaded various game machines to a site where they can be played for free.
- Foreigners abroad can learn about the game machines and their rules while playing them online (for free/without transactions)
- When visiting Japan, they can experience the actual machine that they enjoyed so much online.

\* Pachinko machines that can only be played with Japanese yen (since there won't be currency conversion just to play pachinko) up until now, can be played with a pachinko machine prepaid card that

can be bought with SKB coin.

\* Currently, the number of foreign travelers coming to Japan is increasing each year leading up to the Olympics. As they move from Tokyo to the other prefectures, they aren't just having their fill of Japanese culture, but spending a huge amount of capital buying high quality electronics and medicine. But amongst all of that capital being spent, almost none of it is going towards the highly efficient pachinko machines. However, if a portion of foreign capital spent in Japan were to go towards the technological, inventive, and creative pachinko machines, the profit from foreign nationals in Japan could increase greatly.

Do foreign nationals play at amusement centers? There are a large amount of anime fans across the world, and the comic market sees tens of thousands of people participating in cosplay and experiencing Japanese anime culture at events in several countries. There are already many pachinko machines that collaborate with Japanese anime that can be said to see a lot of demand from foreign travelers. We believe that the flashy actions (like when reaching) embedded in these machines would also get positive reviews from foreign nationals.

When foreign nationals can see for themselves the fun and creativity of pachinko machines from online sites, and can buy pachinko balls or coins with an easily obtained virtual currency (SKB), surely these amusement centers will see a large influx of foreign visitors.

Even if each individual's purchases are small, when all of the foreign nationals visiting Japan are summed up, we believe that it will show that this market can be an economic powerhouse.

## 9>> SKB Coin Mining

There are no rewards to mining with SKB, which publishes service coins from Ethereum Blockchain Platform ERC20 tokens. To receive SKB coins, please earn them as presents from events and participating stores.

## 10>> Publishers' Thoughts

Currently, coins known as virtual currency are published and transacted for various reasons. However, now is a time where excessive advertising and the spread of misinformation renders it difficult to get an accurate reading of these coins' value. Also, in the midst of this virtual currency boom, many organizations known as ICO are focusing only on gathering coins, leaving holders with coins that have no meaning other than gambling on price change.

This newly issued currency, designed with property, purpose, convenience, and safety, is expected to become something more. We believe it should be rooted in something. There are cryptocurrency merchants that collect funds with ICO's, believing that the newly issued coin has xxxx, so it can be preserved, and therefore safe to possess. But, value and price are accumulated by issuing with a purpose, and creating a necessary usefulness through circulation so that the user feels that there is value to using. Is there a necessity for security and preservation in the first place for something that gains value through assessing technology, convenience, and influence through each step? If the coins, by nature, have a high demand, they have a high value, and if there is a low demand they only have a low value. Is that not something that users should create from the fruits of development, planning, sales, etc.?

That's why the coins that places like us are making, created by constant consideration and pursuit of usefulness, need a concrete use for a large amount of people.

Of course, as a "service coin", for SKB to be spread worldwide, it needs to be distributed through advertising and event cooperation, which requires a large fund, which is why we thought of ICOs. But with that, circulation cannot be created right off the bat, and we couldn't have wide spread possession. With that decision, we decided to forego an ICO and establish a public exchange where value can be determined and transactions can be made.

If users can understand this project's goal and determine that it is beneficial, then inevitably, it will gain circulation and value. With the user's ideas, cooperation, and goals, "value" will go up, which will show as "price" in the market. Certainly there is a demand for the "service coin" concept that SKB coin is,

and that is what we set out to make. If people want SKB coin to be spread out amongst the many, then it will maintain a price worth its value, and be a coin that sticks around. We made SKB coin as a service coin to be the “necessary” virtual currency that ought to be, and will continue to pursue that goal.

Thank you and enjoy!  
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