



**TOMTOM COIN**

TOMS White Paper ver1.1

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## Precautions

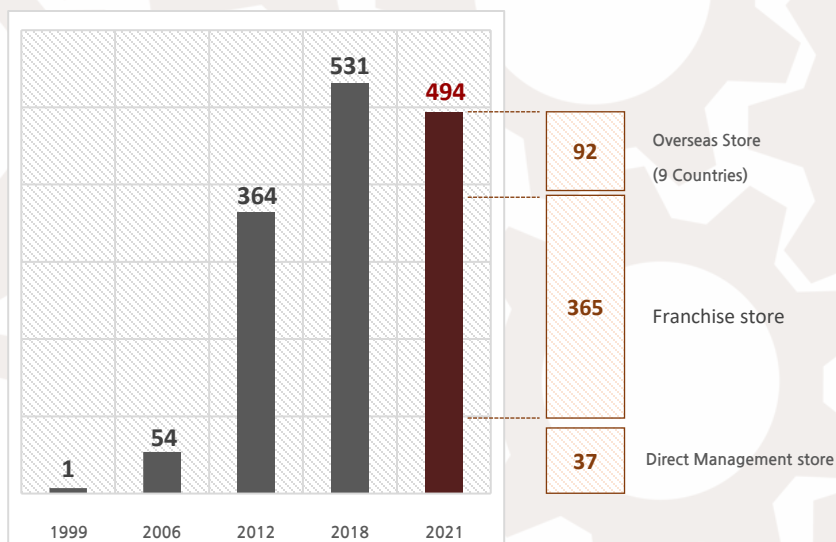
The TomTom Coin (TOMS) project white paper (hereinafter referred to as “this white paper”) was prepared for the purpose of delivering information on the TOMS project being prepared and operated by the TOMS project team (hereinafter referred to as the “project team”). The project team does not encourage you to invest in any way, and this white paper is also not a document designed to solicit investment. Therefore, the information described in this white paper may be incomplete, is not legally binding, and does not constitute a contractual relationship. Please read all the contents in this white paper carefully.

With regard to the blockchain and cryptocurrency technology described in this white paper, there are potential risks such as technical risks, token risks, unexpected bugs, and security issues, which may result in project suspension. Due to the above risks or other factors beyond the control of the project team, all or a significant portion of the funds you spent on purchasing the relevant tokens may be lost. Alternatively, there may be unexpected changes in political, social, economic, and market conditions, which may lead to the failure or inability to accept or apply the blockchain system and related tokens, or result in the loss of commercial practicality.

In addition, some of the activities and functions described in this white paper may require additional regulation or approval from the relevant authorities, and approval may be denied. The project team, employees, agents, affiliates, partners, etc. assumes no moral or legal liability for all kinds of damages (including, but not limited to, direct or indirect damages such as financial loss and data loss) caused by your acceptance or trust of the contents described in this document. Therefore, we recommend that you fully analyze and understand the above risks before deciding to purchase or participate in related tokens.

## Executive Summary

The TomTom Coin (TOMS) project is a blockchain project that uses Tom N Toms, global coffee franchise brand, as an ecosystem. Tom N Toms was established in 1999 to popularize coffee starting in Korea, and is currently expanding business not only in Korea but also worldwide, and is growing rapidly.



In addition, Tom N Toms has developed a variety of MD products including coffee products, living products, and other processed foods, as well as coffee, to be distributed through online and offline channels.

Tom N Toms continues to advance into new areas such as lifestyle, life experience, and eating out to improve the quality of life for customers.

The TOMS project aims to achieve a variety of synergies with blockchain and cryptocurrency technologies in the process of expanding the Tom N Toms brand to a wider range of fields and channels in order to establish itself as a lifestyle beyond just a coffee shop.

The TOMS project intends to expand the ecosystem by incorporating a blockchain token called TomTom Coin (TOMS) into the ecosystem established within the Tom N Toms brand, and provide payment methods and convenience, diversity of customer rewards and transparency.

In addition, the security and stability of the system is to be improved by introducing a blockchain solution to the business platform of Tom N Toms; utilizing distributed processing and analysis of data to augment the efficiency of Tom N Toms' franchisees and to improve the convenience of users and customers.

## Project Background

Blockchain is a distributed data management technology that guarantees transparency and integrity by dividing data into small blocks and storing it in an environment of chain-type structure. Cryptocurrency is a type of digital currency encrypted and issued using such blockchain technology.

In recent years, blockchains and cryptocurrencies are evolving faster than ever before and are increasingly being incorporated into the lives of modern people. As a result, more and more companies are acknowledging cryptocurrency as a payment method, and its practicality is being proven as blockchain technology is applied in various fields.

Based on these blockchain technologies and cryptocurrency functions, this project produces new values in each transaction in addition to its monetary role and grants future participation right in products or services to whitelist targets.

Tom N Toms is a coffee specialty brand that has been cultivated for over 20 years, has an established ecosystem and solid user base, and is gradually expanding its territory to establish its position as a global brand. The Tom N Toms ecosystem, which is expanding into various fields in the lives of customers, can maximize the advantages of utility tokens. In addition, by introducing the ever-evolving blockchain technology as a business solution, we intend to more efficiently provide quality services that meet customer needs.

As such, the TOMS project was initiated in order to achieve synergy with the existing blockchain technology and to invest in the future value of the IT industry, which has endless potential for development in the future.



## Project Ecosystem

The ecosystem of the TOMS project is largely composed of TOMS token ecosystem and a business platform, and TOMS token ecosystem can be divided into online and offline.

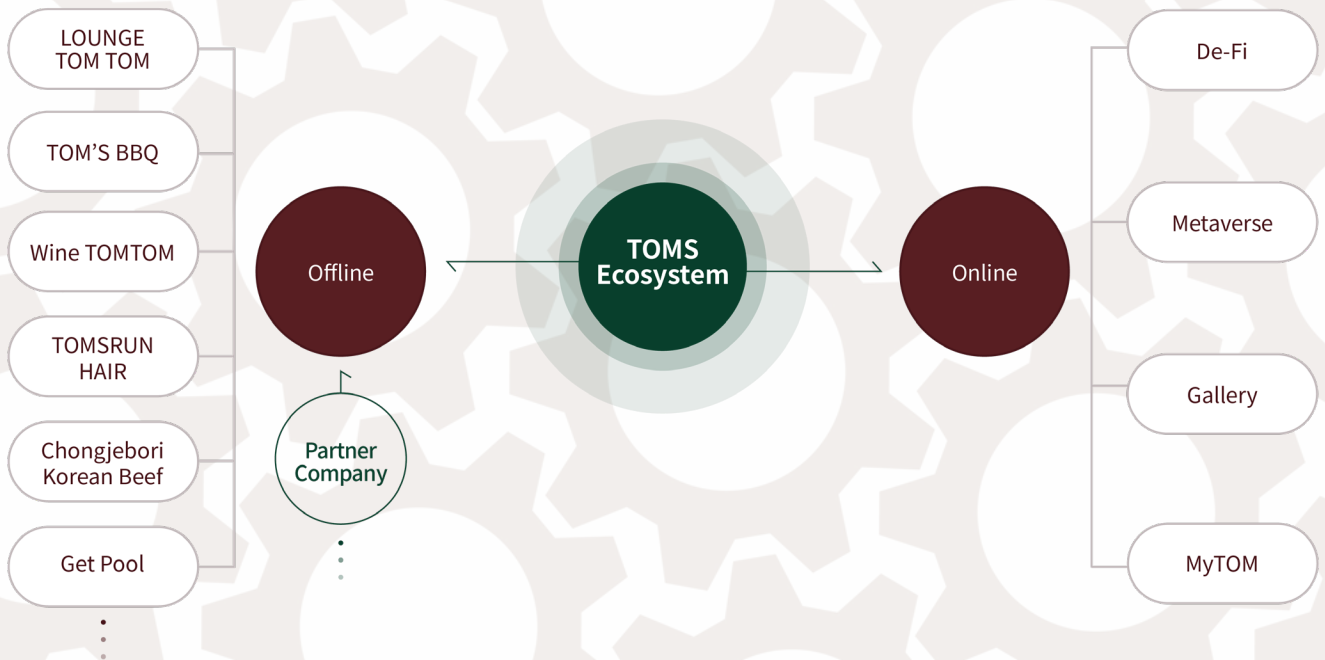
In the online ecosystem, financial services such as virtual asset deposits, remittances, token swaps, and staking can be used through De-Fi, projects based on entertainment/entertainment industries such as art, songs, and movies, and metaverse contents such as games, cameras, and simulators using AR/VR implementation technology, which can be combined with NFT to prove the value of each product and ownership of users, and furthermore, P2P transactions can be made with TOMS tokens and virtual assets.

Tom N Toms' own mobile platform MyTOM application and Tom N Toms' own online shopping mall are included, and TOMS tokens will be used as payment methods in various ways. In addition, you can receive TOMS tokens as rewards through activities inside and outside the MyTOM application and membership benefits.

The offline ecosystem intends to include not only Tom N Toms coffee shops, but also global franchise stores and new business stores, where customers will be able to conveniently pay with TOMS tokens and receive additional benefits.

The business platform intends to build a system that combines a blockchain solution with an integrated platform that can systematically manage affiliate businesses. The goal is to secure transparent transaction records that can be checked by both the headquarter office and franchisees to prevent disagreement between the headquarters and franchisees, and to systematically manage customer information to utilize big data safely and efficiently.

## Project Ecosystem



The business platform intends to build a system that combines a blockchain solution with an integrated platform that can systematically manage affiliate businesses. The goal is to secure transparent transaction records that can be checked by both the headquarter office and franchisees to prevent disagreement between the headquarters and franchisees, and to systematically manage customer information to utilize big data safely and efficiently.

## De-Fi Service

End users can store virtual assets or deposit/withdraw through TOMS wallets.

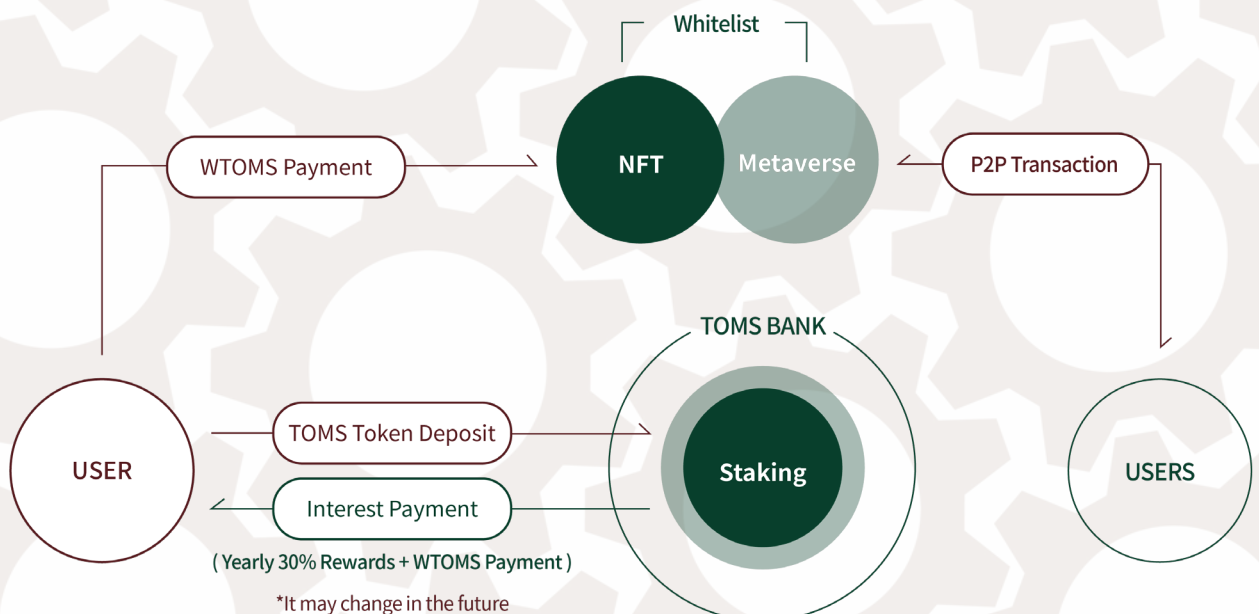
There is no deposit and withdrawal limit, and fees will be deducted if you remit TOMS between TOMS wallet.

You can also exchange it with other virtual assets under separate conditions.

If you deposit TOMS for more than a certain period of time, TOMS and WTOMS will be additionally paid as rewards according to the contract.

WTOMS does not affect the market price and distribution of TOMS, but if the holder collects WTOMS and pays for the content, priority to use the service or benefits will be given by listing in whitelist.

For example, users who has WTOMS may be given the right to purchase metaverse space for the first time, or users may be eligible for NFT Airdrop and receive related rewards.





## Metaverse

Metaverse is a compound word of Meta and Universe, meaning living a new life like reality in a virtual space. Users can create characters to communicate with each other, and freely experience daily and ideal experiences such as economic activities and entertainment in the metaverse space. Tom N Toms has been releasing AR/VR contents linked to the metaverse industry since 2017.

It has built up various businesses such as the game platform STEAM operating and entering VR stores, and is still planning and developing events and its own services held by Tom N Toms.

TOMS project will build its own TOMS token-based ecosystem by building a marketplace using blockchain technology in the metaverse space and operating virtual stores by making each item or object NFT.

### TOM N TOMS METAVERSE



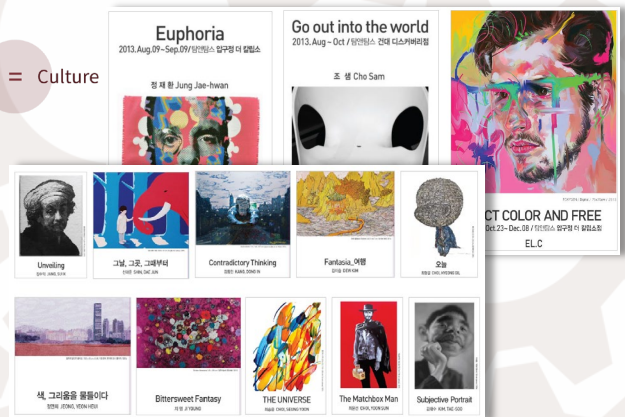
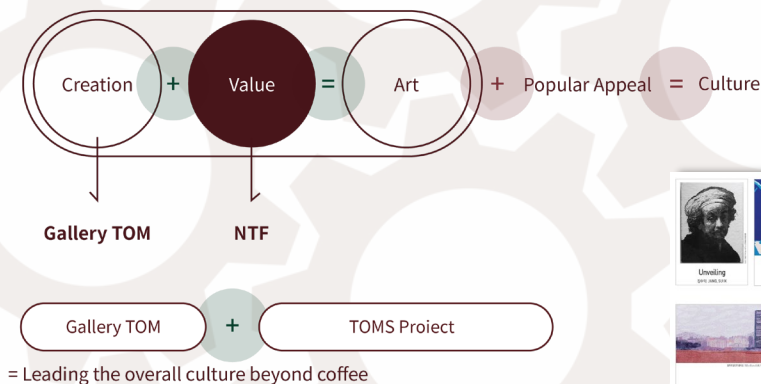
## GalleryTOM NFT

GalleryTOM is an art and culture project that started in 2013 and produced more than 4,000 works with 300 artists. TOMS project reduces access to artworks that are difficult to actually access by sharing artworks in Gallery Tom and providing a means for customers to participate through NFT.

In addition, each time an NFT is issued, identity information data such as an author's license or warranty can be stored to be safely protected from intellectual property infringement and counterfeit goods from third parties.

NFT is issued in a limited quantity every certain period of time, and conditions are given for ownership or purchase.

Ratings are applied to each NFT, which gradually increases the value of the NFTs held by users according to scarcity, and benefits are provided when some NFTs are obtained, so additional rewards can be obtained other than owning them.



## Online Platform

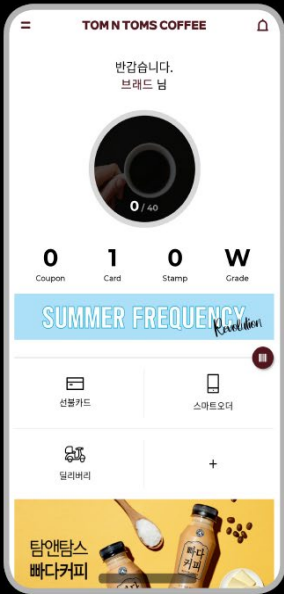
### What is MyTOM?

MyTOM is a Tom N Toms exclusive mobile application that provides convenient store use, various information, and membership benefits. Currently, MyTOM has a system that allows users to charge their mobile prepaid card with various payment methods to be used for various services.

By introducing utility tokens as a payment method into existing payment systems, we can give consumers a wider range of options and stay ahead of the trend.

If the value of the TOMS token becomes stabilized and the existing ecosystem participants and customers adapt to the convenience of the new system, a more simplified system can be built so that MyTOM users can make payments immediately using TOMS tokens.

In addition, by installing various additional functions related to TOMS tokens, including a built-in wallet function, MyTOM will be able to be reborn as an integrated wallet platform that can be used throughout the Tom N Toms ecosystem, not just a mobile app for ordering coffee.



탐앤탐스 자사 APP

## 마이탐(MyTOM)

2015년 6월 출시	누적 앱 다운로드 수 <b>510,753건</b> <small>(2021.06.17 기준)</small>	가입자 수 <b>약 35 만명</b>	주문 건수 <b>1,271,687건</b> <small>일 평균 41,480건 (21.03~05 기준)</small>
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**비대면 주문 서비스 탑재**  
'스마트 오더', '딜리버리', '스마트 드라이브 스루' 등

**탐스 라이프 플랫폼 결제 지원**

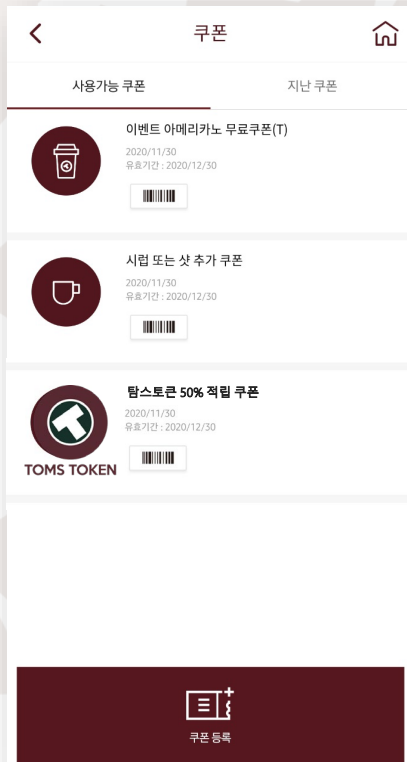
## Online Platform

### Online/Mobile Purchases

Various consumption activities can be carried out within the online and mobile platforms operated by Tom N Toms.

Representatively, there is a smart order function that allows users to easily order food and drinks via mobile using MyTOM and pick up directly from the store, and it is also possible to place an order for delivery to a nearby store through the delivery service. Users can also purchase a Tom N Toms coupon or Gifticon and convey their care to people close to them through the gift function built into MyTOM. In addition, Tom N Toms sells various products including coffee and coffee products in its official online mall, mobile mall linked to MyTOM, and external online markets.

The TOMS token can be used as a direct payment method for these purchases, and the scope of its application will be gradually expanded.



<Example: Apply TOMS benefits in the APP>



<Example: Application of payment method Within TOM N TOMS MALL>

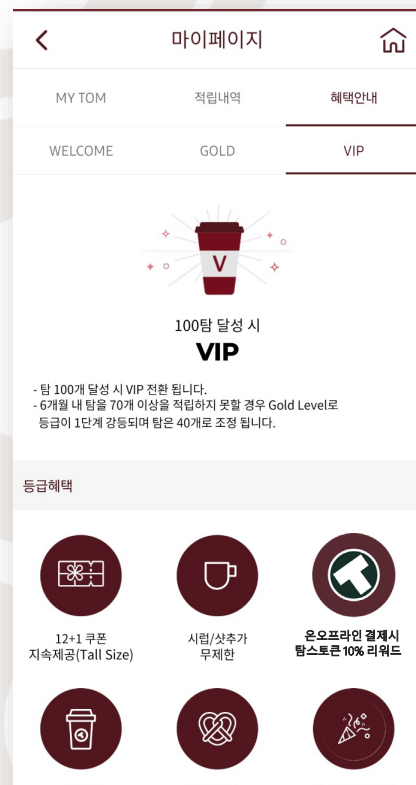
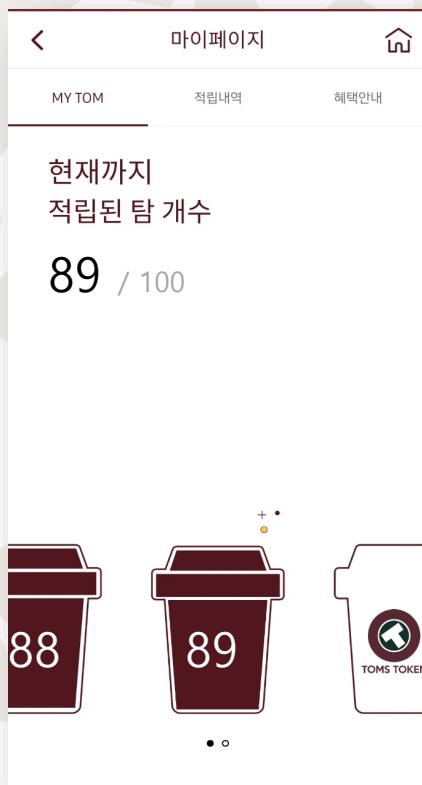
## Online Platform

### Rewards & Benefits

The Tom N Toms brand secures customer convenience and loyalty through the membership benefits included in MyTOM.

MyTOM will provide TOMS tokens as rewards to customers through various events including attendance events, and increase the accessibility of TOMS tokens by introducing TOMS tokens to the existing membership reward system. By providing TOMS tokens as a reward in addition to the existing benefits, even customers who are still unfamiliar with cryptocurrency can gain an opportunity to experience cryptocurrency use through MyTOM's own wallet and payment system.

In addition, we intend to provide even greater benefits to customers who consume TOMS tokens and lead the vitalization of the new ecosystem by providing differential discounts according to the usage of TOMS tokens.





## Offline Platform

### Offline Payment System

In the future, users can use a simple payment system using TOMS tokens at all offline stores within the Tom N Toms brand. This will start with the most popular Tom N Toms coffee shop and expand to a variety of Tom N Toms affiliated offline stores.

Tom N Toms continues to leap forward to establish itself as a lifestyle by entering new business areas such as lifestyle, life experience, and catering. Thus TOMS tokens will not be limited to cafes/bakeries, but will have utility values in various fields such as beauty shops, dog care shops, and restaurants.

Depending on the nature of TOMS token, whose value represents the right to use services, and the nature of cryptocurrency, in which demand inevitably increases as the transaction volume increases within a limited supply, the expansion of such usage will have a direct impact on the intrinsic value of the token.

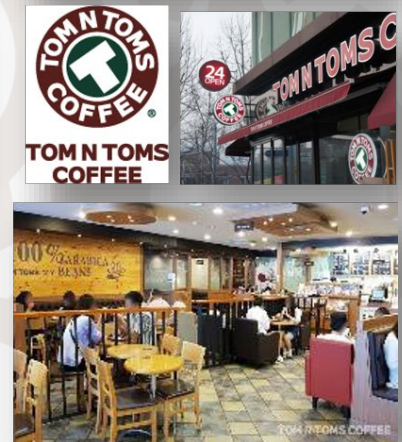
탐앤탐스 블랙



탐앤탐스 탐스커버리



탐앤탐스 클래식

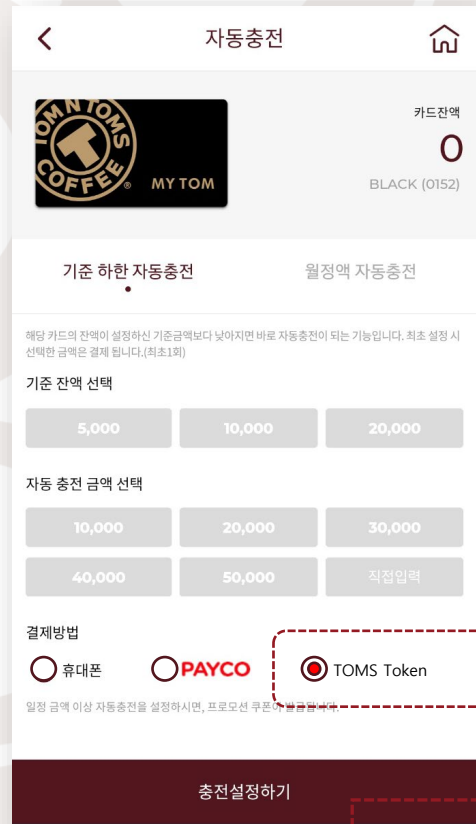


## Offline Platform

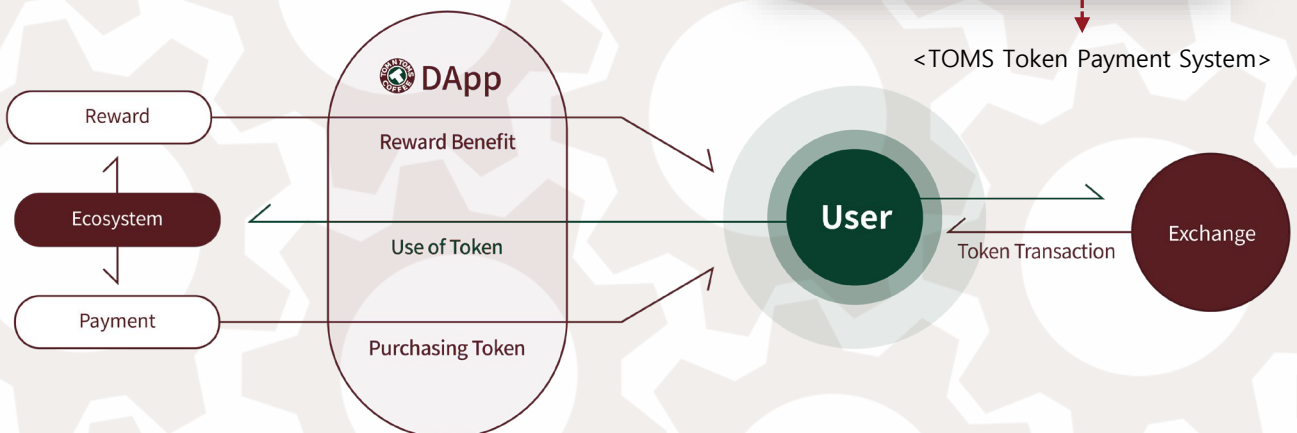
### Offline Payment System



<Example: TOMS Token Payment System>



<TOMS Token Payment System>



<TOMS Token Accumulation and Purchase/Exchange within MyTOM>

## Offline Platform

### Global Franchises

Tom N Toms operates more than 70 stores overseas, and the payment system using TOMS tokens can maximize the merit of utility tokens when used in such overseas stores.

Due to the nature of cryptocurrency, TOMS tokens are not affected by exchange rates because they act as an independent means of storing value, and unnecessary fees for currency exchange, remittance, and overseas payments can be reduced.

Ultimately, users will be able to use TOMS tokens at Tom N Toms offline stores anywhere in the world.



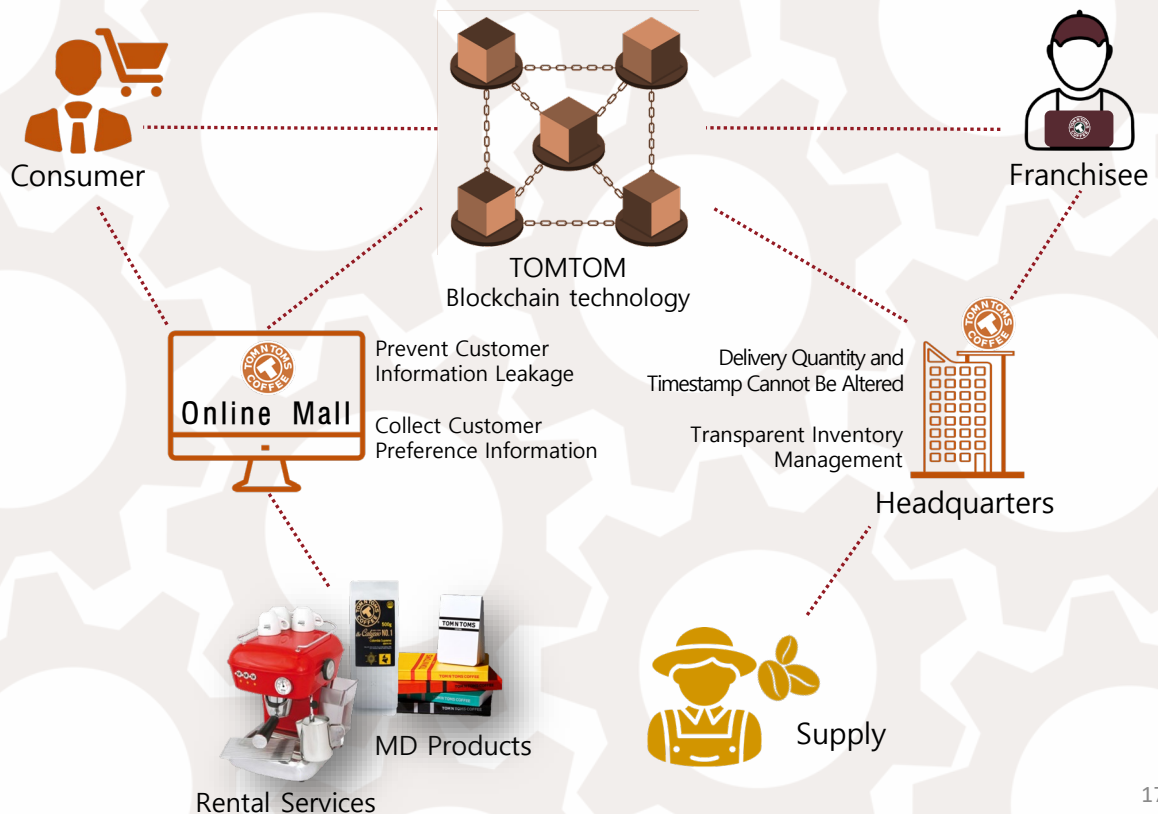
## Business Platform

### Supply Chain Management

Tom N Toms distributes not only coffee, but also coffee goods, living goods, processed foods, and other MD products of different varieties through online and offline channels.

By storing numerous transaction details resulting from such distribution through blockchain technology, it is possible to prevent forgery and alteration of data and manage them efficiently.

In addition, by recording the quantity and timestamp of product delivery in the distribution process from the supplier to the head office to the affiliated store in the ledger in the blockchain, the production time and place of origin can be transparently managed without fear of forgery or alteration. As a result, the head office and franchisees can facilitate product quality control and inventory management, and can further increase consumer confidence.





## Business Platform

### Merchant Purchase/Sales Management

Tom N Toms operates over 500 franchise stores worldwide. Integrity, one of the key characteristics of blockchain technology, can bring several advantages when applied to the management of purchases and sales from these stores.

By managing and viewing purchases and sales in a more systematic ledger system, franchisees can manage their stores seamlessly and efficiently.

In addition, conflicts that may occur between the franchisee and the head office due to omission or inconsistency of purchase and sales information can be prevented in advance, and an ecosystem can be created in which the head office and the franchisee can coexist.

### The Blockchain Technology of TOM N TOMS **Maximizes Efficiency** for Purchase and Sales Management.

- ✓ Systematic Ledger
- ✓ Seamless Store Maintenance
- ✓ Prevention of Information Leakage
- ✓ Equal Benefits for Franchisee and Headquarters





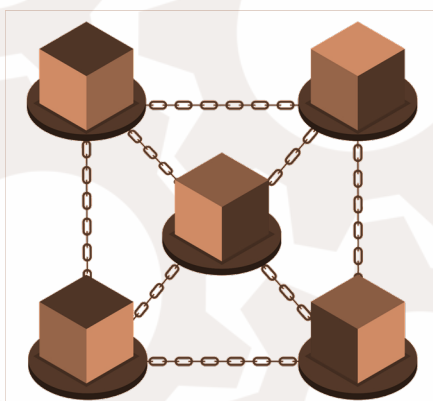
## Business Platform

### User Data Management

The information of all customers using Tom N Toms is of great value, and blockchain technology can be used as a way to securely collect and manage such data.

When using a blockchain solution, personal information is stored in a state of guaranteed anonymity through encryption, thus enabling the protection of the privacy of customers while utilizing the advantage of being safe from forgery and alteration.

Such data will be used to provide better services to consumers at each affiliated branch by analyzing customer preferences and consumption patterns through big data analysis. As a result, customers will have a more satisfying experience in the Tom N Toms brand, and franchisees will be able to understand the ever-changing needs of consumers and respond accordingly.



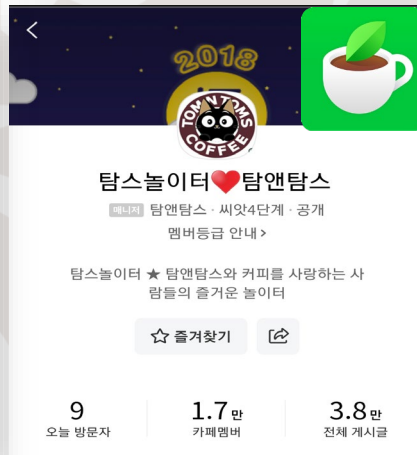
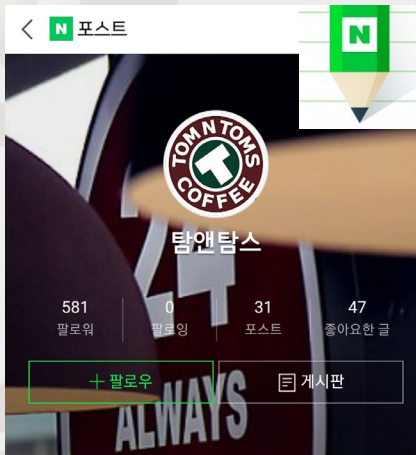
TOMTOM  
Blockchain technology



Personal Information Protection  
+  
Consumer Needs Analysis

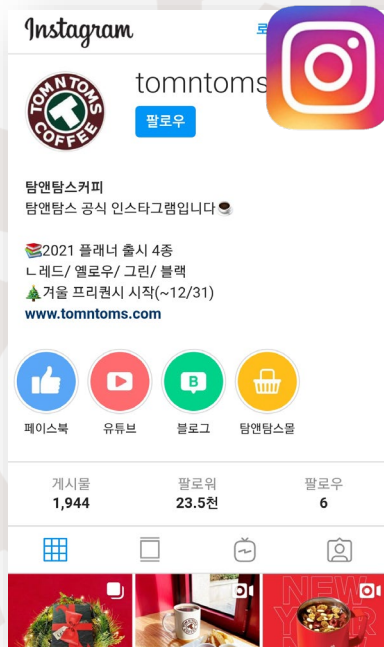
## Communities

### Active SNS Marketing

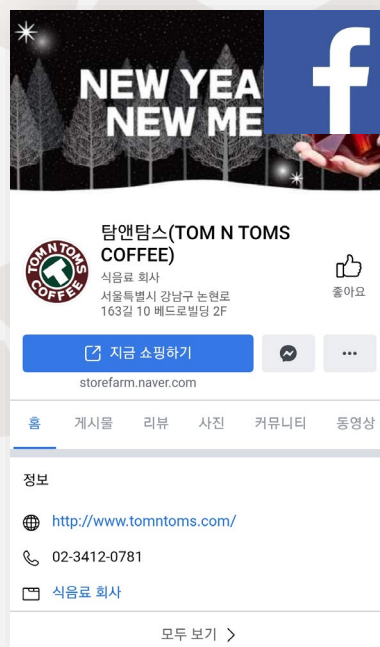


## NAVER Based SNS

Blog **4.6K** followers, Cafe **17K** followers



**23.6K**  
followers



**160K**  
followers



**5.9K**  
followers

## Awards

### Ethical Management, Social Contribution, Culture Development

#### 탐앤탐스, '장애인고용 우수 사업주' 인증

머니투데이 | 홍수민 기자  
대우경제

#### 각종 후원에 골목상권 대상...탐앤탐스, 사회공헌 '활발'

[조세일보] 민경중 전문위원

보도 : 2016.05.14 12:39 수정 : 2016.05.14 12:39

최근 탐앤탐스가 다방면에 걸친 사회공헌과 임수행에 적극 나서고 있다.

탐앤탐스는 소아암 환자와 지체 장애우들의 장 알릴문영권 부여와 골목상권 대상을 수상하고 있다.

업체에서 전해온 관련 소식들을 정리해 봤다.



◆ 출처 : 탐앤탐스

#### <게시판> 탐앤탐스, '골목상권 상생 대상' 수상

뉴스출 | 제민가사

뉴스출 | 제민가사

▲ 제민신문 탐앤탐스는 2016 대한민국 유권자 대상 시상식에서 '골목상권 상생 대상'을 수상했다고 11일 밝혔다. 전날 제민 유권자의 눈을 가림해 국민 의식에서 탐앤탐스는 평소 상공인의 발전과 대중소기업 간 화합을 위해 노력한 공을 인정받아 상을 받았다. 유권자 대상 시상식은 200개 민간 경제단체와 시민단체 등이 공동으로 출범한 유권자시민행동이 제정한 상으로, 매년 5월 10일 유권자의 날을 기념해 열린다(서울=연합뉴스)



## Ethical Management



## Social Returns

## Social Contribution

## Culture Development

#### 탐앤탐스, 고용부 '일가양득 우수실천기업' 수상

[조세일보] 민경중 전문위원

#### 탐앤탐스, "5년째 비정규직 제로·정규직 100% 고용"

[조세일보] 민경중 전문위원  
이동훈 | kj-min@joseilbo.com  
기타의 다른 기사 보기



◆ 출처 : 탐앤탐스

"본사/직영 매장 전체 정규직" 원칙-비정규직 제로, 정규직 100% 고용"

제민신문 탐앤탐스(대표 김도균)는 본사 직영 매장 전체의 정규직 원칙을 고수하며 5년째 비정규직 제로, 정규직 100% 고용을 달성했다고 19일 밝혔다.

#### 탐앤탐스, 만 45세 이하 신진?청년 예술가 누구나 지원 가능... 제13회 갤러리 탐 신진작가 공모 접수

[조세일보] 민경중 전문위원

#### 김도균 탐앤탐스 대표 '제28회 예총예술문화상' 특별공로상 수상

제민신문 | 2016.05.26 15:45:00 | 수정 : 2016.05.26 15:45:00



탐앤탐스는 김도균 대표가 23일 대한민국예술인센터에서 개최된 제28회 예총예술문화상 시상식에서 특별공로상을 수상했다고 24일 밝혔다.

예총예술문화상은 한 해 동안 다양한 예술 활동을 펼치고 사회에 공헌한 예술인 및 주요 인사의 공적을 기리기 위해 한국예술문화단체총연합회가 매년 개최하고 있는 시상식이다.

김 대표는 "대중과 가장 쉽게 만나는 접점인 커피전문점에서 다양한 분야의 신진 예술인들을 조명함으로써 예술인들이 보다 활발한 활동을 펼칠 수 있는 계기를 마련하고 있는 데에 큰 기쁨과 보람을 가지고 있다고 소감을 밝혔다."

## Token Allocation

Total Issuance

10,000,000,000 TOMS

Sold through public and private sales, to be used for project development, such as technology development, marketing, labor, and store expansion.

Sale

20%

Used as salary and incentive for founders, partners, and advisors.

Team

20%

Used for airdrops, events, and promotion.

Marketing

10%

Used for direct token purchase from MyTOM by Tom N Toms customers.

Payment Pool

10%

Given as a reward when payment is made online or offline.

User Reward

10%

Used for point exchange by Tom N Toms customers, or for token payment to expand the Tom N Toms ecosystem.

Ecosystem

20%

Used in critical situations such as hacking or listing fees.

Reserve

10%



※ The TOMS token allocation plan may be partially modified depending on the progress of the project or other changes in circumstances that may affect the token distribution.

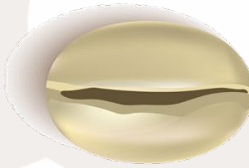


# Roadmap



## 2<sup>nd</sup> Half of 2020

- Issuing TOMS Token
- Writing TomTom Coin Whitepaper 1.0
- Opening TOMS Token Homepage
- TOMS Token Sale



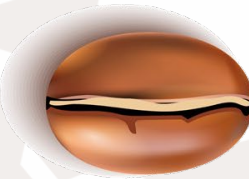
## 1<sup>st</sup> Half of 2021

- Listing on Domestic Exchange
- Introducing Token Payment System
- Launching MyTOM Smart Drive-Thru
- Opening Premium of Premium Store  
(Great Black)



## 2<sup>nd</sup> Half of 2021

- Relasing GalleryTOM NFT
- Listing on Domestic Exchange
- Listing on Overseas Exchange
- Establishing Franchise Business  
Integrated Platform
- Enhancing MyTOM Smart Order /  
Delivery Service



## 1<sup>st</sup> Half of 2022

- Developing and releasing De-Fi Service
- Opening Shopping Live and  
Early Morning Delivery
- Entering Global Online Distribution Channels  
(Amazon, Alibaba)
- Releasing Lineup of RTD Beverage and Stick
- Releasing Lineup of Multi-Use Eco-Friendly  
Package Material
- Releasing MyTOM 2.0
- Expansion of Membership Benefits



## 2<sup>nd</sup> Half of 2022

- Developing 3D Modeling of Metaverse
- Developing 1<sup>st</sup> UI/UX and Architecture
- Releasing Mainnet
- Establishing Global Online Distribution
- Introduction of 20/21 Interior Manual  
for Overseas Stores
- SNS Marketing Partnership Expansion





## Legal Disclaimer

Please read carefully and thoroughly understand all information contained this document. The TomTom Coin (TOMS) token project white paper (hereinafter "this white paper") was distributed for the purpose of providing information on the business model, token ecosystem, and technical aspects of the TOMS token project (hereinafter "TOMS"). Therefore, please note that this white paper is not final and may be updated irregularly. If you have any questions or are unsure about your future decisions, we recommend that you seek advice from legal, tax, financial and other relevant experts.

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**TOM N TOMS COFFEE**



## COLOR OF TOM N TOMS LOGO

### Main



C 65  
M 100  
Y 100  
K 35

R 87  
G 28  
B 31

### Sub



C 66  
M 0  
Y 57  
K 28

R 0  
G 63  
B 45