1. Introduction

Ready to grow your business at lower advertising costs? Do you think it is impossible? The Answer is NO. Now, promoting your business can be much simpler and cheaper. The technology is here to help you with so many smart features and sophisticated systems. However, not all businesses are successful in using the technology to grow the business. Many of them end up spending much money and resource without enjoying the benefits from the marketing tactics. So, the key to success in business marketing is using the technology in a smart way. Successful marketing strategies are not necessarily expensive.

Blockchain technology offers the smart solution…
Welcome the brand new Platform for marketplace. Controlled with the Blockchain technology solution, AK12 Platform will automate all interaction phases with buyer and seller. This is a solutionto cut the time and resources. The platform allows the businesses to place the advertisements in unlimited number of buyer and seller. There is no need to worry about the execution. With AK12 Platform :

- The ads are easy to run
- The businesses can invite more audience
- The businesses can develop the community
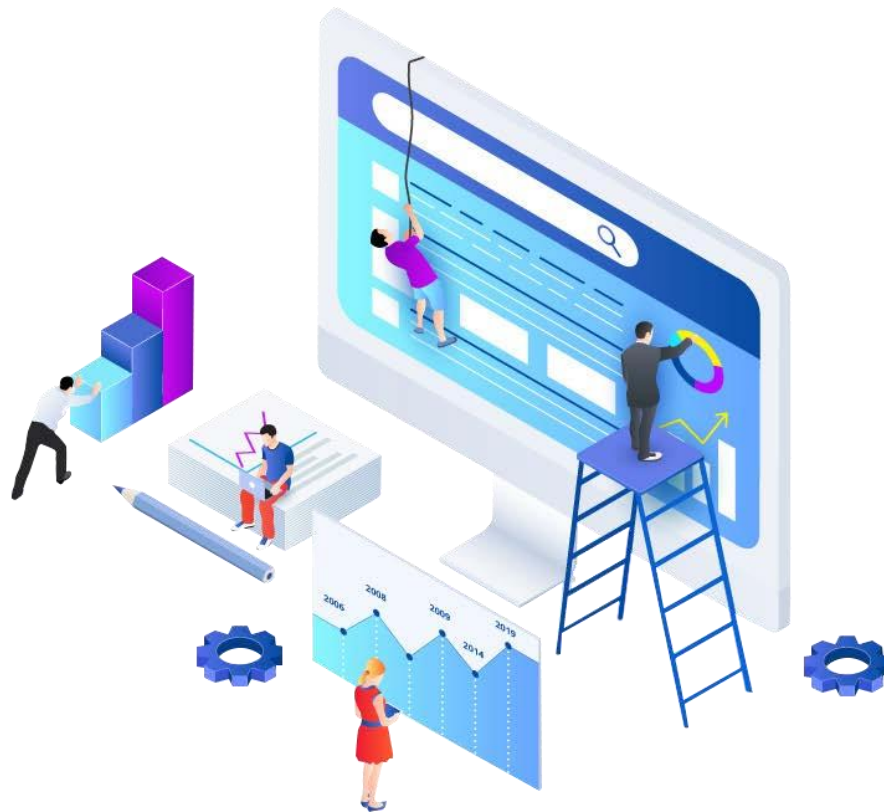- The ads capacity is increased

AK12 Platform is developed with the following vision:

"A Leader in Establishing a Brand-New Advertising World"

To achieve the vision, AK12 Platform has the following missions:

- Expanding the reach of business advertising
- Eliminating the boundaries between the brand and influencers
- Controlling the most rapidly growing advertising segments
- Cutting the advertising cost

AK12 Platform is built upon Tron blockchain technology and smart contracts to ensure transparent and genuine yields.

How AK12 Platform Solves the Problems

AK12 platform, which is developed to solve the problems associated. The following is how AK12 Platform benefits your business:

a) Reach and Visibility

Marketplace connects you with more people from different areas. AK12 Platform works in a similar way. It works to ensure that your ads reach more target consumers. This may increase your conversion rate. By paying once, you can even reach target consumers beyond your followers on marketplace. An appropriate marketing platform extends your brand visibility. In the end, effective ads can increase brand awareness and brand visibility.

b) Segmentation

Are you targeting the global consumers or segment consumers? We design AK12 platform to allow you to target specific consumer segments based on specific characteristics. They may include sex, social-economic status, age, speakers of particular language, visitors of specific websites, and many other characteristics. As an advertiser, you can specify the characteristics to increase the visibility of your ads to the target consumers. For instance, when you sell maternity items, you can set the specific characteristics to make sure that the ads are seen by pregnant women, instead of global consumers.

c) Brand Loyalty

We have a high commitment to help you build brand loyalty. The smart marketing platforms connect the businesses with marketers and the consumers. Two-way communication between the business and the consumers may enhance thecorporate image. Why? Other visitors can see how the customer service addresses the questions and complaints. They potential consumers can ask more information on the products and services. These will eventually increase the conversion rate. How? The following are some of the reasons:

- Enhanced brand recognition
- Enhanced trust
- Repeat purchases of satisfied consumers
- Increasing sense of connection with the brand
- Increased knowledge about the products and/or services
- Curiosity, and many more

d) More Powerful Competitions

AK12 platform allows you to build powerful competitions for your business. It enables you to take huge ranges of actions and integrations, an to use of widget features in building varied types of campaigns. With AK12 platform, you can easily construct reward programs for specified actions from the users. They may include game keys, coupons, free music downloads, content upgrades, video downloads, and many more.

e)   Single-Account Management
Now, you can build and launch different social media campaigns by means of a single account. This way, there is no need to switch to a different account. You can avoid the hassle of memorizing and recording the logins and passwords. AK12 platform allows you to integrate with all social apps and marketing apps withoutany need for switching account.

f)   Better Security
AK12 is built upon Tron blockchain, which is supported by multi-layered security systems.

4. AK12 Platform

AK12 platform. Built upon the powerful Tron blockchain, AK12 platform offers all the benefits of the blockchain network in terms of features, security, and flexibility. Effective online allow you to grow and expand the business. It offers a number of revolutionary features to help promoting the business by using digital advertising.

The platform is designed to allow the businesses reach their target wideraudience segments in an easier and effective way. The platform offers the solutions for most of the problems associated with the existing social media marketing. It allows integration of the existing communication tools and report system.

With AK12 platform, users can create analyses and use the existing plugins to create interesting advertising programs and campaign platforms. It allows the businesses to interact with the audience, solve their problems, expand the network, and build trust and brand loyalty.

Features of AK12 Platform

AK12 marketplace platform offers great features to make it easy for you to design the advertising contents. In addition to single-account management and better security systems as explained above, AK12 Smart Marketplace Platform comes withthe following features:

- ❖ Simple drag–n–drop design tools. There are pre–made templates, which make it easier for the developers to design the ads.
- ❖ Support for multiple campaigns. A single membership account on AK12 platform allows the businesses to host multiple programs and campaigns.
- ❖ Low commission fees and no–hidden fees
- ❖ Mobile responsiveness. This makes it easy to design advertising contents that are mobile responsive.
- ❖ Faster transaction speed.
- ❖ Quantum computer proof.
- ❖ Ample storage capacity. The AK12 platform stores much information security. It may include:
  - ✓ Networking marketing records
  - ✓ Recording any changes in the marketing tactics
  - ✓ Proof of reward payouts
  - ✓ Proof of payments
  - ✓ Reward calculations powered by smart contracts, and many others

The Business Model

We design the marketplace platform with simple but effective features to minimizethe costs. We know that small businesses, startups, or even middle-sized businesses have limited budget for advertising. But, can you imagine promoting your products.

AK12 platform offers you the chance....

How? We benefit from the wide community and social media advertising platform. AK12 is designed to make sure that the ads reach the specific target without skyrocketing the costs. Are you curious? Check out the following features we offer on AK12 marketing platform.

a) **Education and Community Development**

AK12 platform will grow with community. Therefore, the network will beempowered with peer learning and education system. All the members in the community can share knowledge, ideas, and experience with others. New members in the network need supports from the existing members. For these, AK12 development team will allocate significant resource for community development and education purposes. A strong community is the key to a growing network.

Reward

AK12 platform is the tool of choice for marketing team,regardless of the business size. The platform offers user-friendly and flexiblefeatures.The campaign allows the business to build user community, build useracquisition, or simply provide the loyal customers with interesting prizes. Youhave so many ideas when it comes to the reward campaigns. The following aresome great examples:

- ❖ Providing free downloadable extras or bonus contents. This is a creative way to invite more followers on your social media accounts
- ❖ Referral bonus. You can provide the users with bonuses
- ❖ Offering interesting discounts for users who can collect feedbacks or testimony related to your business
- ❖ Offering interesting discounts for users who can collect feedbacks or testimony related to your business
- ❖ Flash sales. During the program, you can offer the users with discount codes or other types of incentives
- ❖ Special prizes for new members in your email list
- ❖ Promoting your store to drive more sales and more profits
- ❖ Convert the visitors into social media followers
- ❖ Convert social media followers into leads and sales

Competition

AK12 is designed to be a popular platform for contests. Why contest? Whether you are a blogger, a marketing agent, a marketing manager, or a publisher, competition can be an effective marketing tactic. It is one of the most effective ways to increase engagement and participation of your community. In the end, it may promote the brand recognition and reach.

AK12 platform allows you to launch a competition program without any hassles. Regardless of the participants in the program, AK12 makes sure that the platform runs smooth. Therefore, it does not interfere with the user experience. You can launch many types of contests, such as:

- Instagram Contest
- YouTube Contest
- Twitter Contest
- Facebook Contest
- Photo Contest
- Voting Contest
- Caption Contest
- Referal Contest
- Leaderboard Contest
- Bounty Contest

To increase participation in the contests, you can do the following tricks:

a) **Offer Interesting Prizes or Bonuses**

They are not necessarily expensive. Instead, you can find creative prizes and bonuses, which can increase engagement on your business or can translate into more transactions.

b) **Stay Transparent**

Make sure to stay transparent in determining the contest winners. Make the criteria and selection process clear. For instance, you may decide the winner of a photo contest based upon the number of likes. In this case, a screenshot of the winning photos at the end of the voting period. Make sure to put a time stamp on the photos. Furthermore, stay transparent on the schedule. Disclose the information on when the winners will be announced and how you will notify the winners of the contest. For instance, you can choose to announce the winners by means of email or social media.

c) Promote the Contest

The more people know the contest, the more participants will be. Promote yourcontest by means of free or paid efforts. For instance,

- ✓ Run promoted posts on social media, like Facebook or Instagram, few daysbefore the contest begins
- ✓ Advertise the contest by means of online forums like Reddit
- ✓ Send emails to the subscribers of your business websites and encouragethem to participate
- ✓ Post a link to the contest on the landing page of your website or newsletter.You can embed it as a popup or a social platform
- ✓ Use relevant hashtag on Instagram
- ✓ Collaborate with relevant blogs or put a link to contest on your partners' webpages.

Again, note that the contest aims at inviting more visitors and/or increasingengagement on your website

5. AK12 Token

AK12 token is developed based on Tron blockchain. The utility token in this blockchain aims, at least, at two things:
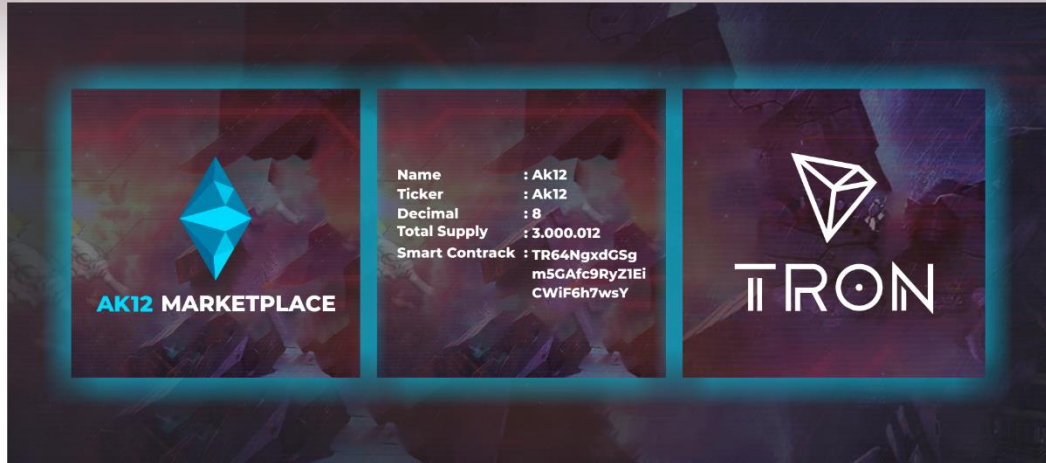
a)   Product Access

AK12 token provides the owners with special access to AK12 platform. Imagine that you can use the marketing platform to promote your products and brand without having to spend more money. When AK12 is proved an effective marketing platform and the network develops, the value of your tokens will increase dramatically. So, you can capture profits from network growth.

b)   Rewards

As discussed in the previous section, AK12 marketplace platform is developedupon PoS system. The consensus model determines how the token owners arerewarded. As we work upon PoS model, we incentivize the owners to stake token to validate transactions. The validation process aims at preventing double spending and avoiding consensus. Therefore, the system is more transparent. The stakers (forgers) are rewarded proportionally.

Specifications of AK12 Token

AK12 Token is an essential part of the AK12 Smart Marketing Platform. The tokenwill serve the following functions:

- Payment method for membership or subscriptions
- Payment method for unlocking additional features of the platform and for unlocking internally integrated plugins
- Prerequisites to join discount programs, giveaways, or reward programs

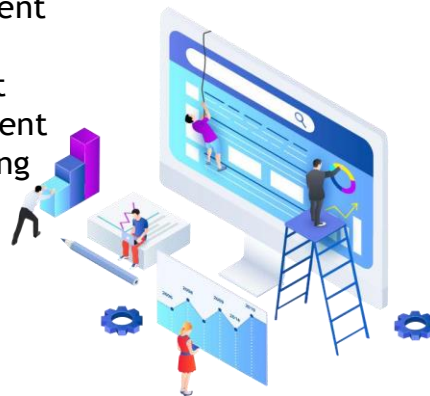A total 3,000,012 AK12 tokens will be available across the network.

1)   **Development Team**
We have a high commitment to build a solid team since the beginning. The team consists of 6 officers and supporting staffs. A total 1,500,000 AK12 tokens will beused for development team. We put special priority on the human resource quality for developing the AK12 smart marketing platform. Therefore, the funds will be used for incentives of the team members and team's capacity building by

means of training in the following aspects:
- App development
- Human resource management
- Technology development
- Marketing strategies
- Financial Management
- Community development
- Social media advertising
- Security system
- And many more

Fund Distribution

The following is the detail on how we will distribute the fund from the planning tothe implementation phase in the management cycle of AK12 Smart Marketing Platform:

Category	Percentage
Development platform	60%
Advertising	20%
Marketing	10%
Market Research	5%
Reserve Fund	5%

220% Advertising

This is the very beginning phase to get the community to know AK12 Smart Marketing Platform. We will use several channels to make sure the ads reach more people depending upon the specified criteria.

To increase efficiency in the use of advertising budget, we will prioritize the use of social ads. Therefore, we can manage the fund to support the program.

10% Marketing

When the advertising strategies work, marketing efforts will be much easier. Therefore, we will identify strategies that work and optimize them. Again, the team will rely much upon online marketing strategies.

5% Market Research

We will conduct market research before AK12 marketplace Platform is officially released. The market research aims at seeing how the target clients respond to the platform and identify things that need improvement. Service & Development Platform

60% Service & Development Platform

We will use major portion of the fund for service and platform development. These are the keys in the management of AK12 platform. We will use the fund for the following things such as smart contracts, development of platform structure, build and developing the AK12 platform, protection systems like firewall or malware, building infrastructure for the platform, tests and analyses market research, launching platform improvements and many more.

5% Reserve Fund

We will allocate some funds as reserve. The fund will be useful in emergency conditions, based on the specified criteria. The reserve fund serves to ensure that the platform development runs well

Arca store - NFT Marketplace

you keep hearing about people buying digital cats, NBA moments and virtual artwork of Donald Trump, but have no idea where they're getting these NFTs from? Don't worry, we've got you covered.

Non-fungible tokens (NFTs) have quickly become one of the most explosive crypto trends since the "DeFi summer" of 2020, with increasingly more cryptocurrency holders and traditional investors seeking to own and speculate on these unique blockchain-based assets.

NFTs are virtual tokens that represent ownership of something inherently distinct and scarce, whether it be a physical or digital item, such as artwork, a soundtrack, a collectible, an in-game item or real estate. Unlike regular cryptocurrencies like bitcoin or fiat money like the U.S dollar, these special types of digital assets cannot be mutually exchanged for one another because each token has a specific value based on its unique traits and attributes.

what are Arca NFT marketplaces?

Arca NFT marketplace are platforms where NFTs can be stored, displayed, traded and in some cases minted (created). In order to access and use these types of marketplaces, you will need to have the following:

- **A crypto wallet**: You'll need to choose a wallet that is compatible with the blockchain network that supports the NFTs you wish to buy (below). For example, if you plan to buy or sell NFTs based on the Ethereum blockchain platform,

etherum is by far the most popular system for buying, selling and creating unique, digital items. There is, however, a growing list of competitors that have also entered the market, including the following:

- Binance Smart Chain

- Flow (by Dapper Labs)

- Tron

- EOS

- Solana

- Polkadot

- Tezos

- Algorand

- Cosmos

- WAX

- Hedera Hashgraph

Some of these blockchain systems are interoperable. For example, you can buy Ethereum-based non-fungible tokens with Ethereum-based tokens (called ERC-20 tokens, which include USDT, USDC, BNB, DAI, etc). Others, such as Flow, are closed systems. For instance, you can't buy NBA Topshot NFTs (that are based on Flow) with ether or BNB.

How do Arca marketplace work?

Signing up

Signing up to an NFT marketplace can differ slightly from site to site, but the main steps to follow involve creating an account or connecting a supported digital wallet, or doing both. The button for this is typically located in the top right-hand corner of the NFT marketplace homepage.

Buying an NFT

NFTs are usually purchased directly for a fixed price or through an auction. In some cases, prospective buyers can submit offers to the owner and attempt to negotiate a better price.

Selling an NFT

Selling unique digital assets can be a more technically complicated process than buying them, particularly if the user is attempting to sell something they have created themselves (artwork, a soundtrack, a tweet, etc.).

- You will need to upload the chosen digital asset onto the marketplace and enter a fixed price or opt to sell the NFT via an auction.

- Next, the platform will verify the asset. If approved, it will be listed for sale.

- When the seller accepts a bid, the marketplace conducts the transfer from buyer to seller.

Disclaimer

1. The purpose of this White Book is to present AK12 Tokens for potential Token holders supported by selected sales.
2. The information listed in this White Book may be incomplete and does not imply a contractual element relationship. The objectives are to provide relevant and reasonable information to prospective Token holders so that they can determine whether to conduct a complete analysis of the company intention to buy AK12 Tokens.
3. Nothing in the White Book is considered to represent a prospectus in any form or invitation for investment, it is also not related to bidding or bidding for buying any securities in any jurisdiction.
4. This document is not compiled in accordance with, and is not approved of, any jurisdictional law or regulation, designed to protect investors.
5. AK12 Tokens are utility Tokens. This product is not digital currency, security, or other types of financial instruments and not yet registered under the Securities Act, securities laws United States, or any other country's securities laws, including securities laws from each jurisdiction where the potential Token holder is a resident.
6. AK12 Tokens do not give rights in any form, including but not limited to ownership, distribution (including but not limited to profit), redemption, liquidation, ownership (including all intellectual forms) property), or other financial or legal rights, other than those specifically intended for the White Paper.
7. All statements contained in this Report, statements made in press releases or at any public and oral accessible place that can be made by the AK12 Platform or directors, executive officers, employees, or representatives of their respective teams acting on behalf of the AK12 Platform (as is the case), which is not a historical fact, is a "forward-looking statement".
   Some of these agreements can argue with forward-looking terms such as "goal", "target", "anticipation", "trust", "can", "estimate", "estimate", "if", "wish", "wish" , "Maybe", "plan", "maybe", "maybe", "Project", "must", "will", "will" or similar terms.
8. However, this provision is not exclusive how to approve forward-looking considerations. All decisions regarding the AK12 Platform financial position, business strategy, plans and prospects and future industry prospects AK12 are in the form of forward-looking agreements. These forward-looking statements, including but it is not limited to approval of the AK12 Platform's revenue and profits, prospects, future Plans, expected industry trends and other matters discussed in this Report about AK12 Platforms are things that are not historical facts, but only predictions.
9. White Paper can be given to provide more complete information. This English White Paper is the main official source of information about AK12 Tokens.
10. Information contained herein from time to time can be translated into other languages or used in the course of written or verbal communication with existing and prospective customers, partners etc. In the event of a conflict or inconsistency between the translation and communication with this The official White Paper in English, the provisions of this original English document are mandatory win.
11. The White Paper can be updated or changed, with the latest version of the applicable document expiring previous version. AK12 is not obliged to give approval and change. The latest version of White Paper in English is available on the website https://AK12.io/. While we make every effort to ensure that all data sent in the White paper is accurate and up to date at the relevant time point the version has been disseminated, the document proposed as an alternative to independent consultation 3rd party opinion.

SEE OUR ROADMAP

QUARTAL 4 2021

Open marketplace for NFT

Q4.

QUARTAL 1 2022

Close beta aplication on android

Q1.

QUARTAL 2 2022

Open beta aplication on android and close beta on IOS

Q2.

QUARTAL 3 2022

Open beta on IOS

Q3.

GROW YOUR BUSINESS

AK12
MARKETPLACE