MOND

white paper

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Summary

The MOND project was initiated to address the problems in the South Korean card payment market, such as the "tri-party system" which prevents merchants from choosing a card company during the transaction process and the difficulties in managing funds due to the delayed receipt of sales proceeds. To resolve these issues, the blockchain-based POS terminal and VIXPAY service were developed.

In early 2020, offline stores faced challenges such as isolation and business closures due to COVID-19, and their difficulties were compounded by the rapid increase in minimum wage leading to rising costs. In response, stores sought to activate non-face-to-face orders through kiosks and mobile devices, aiming to prevent the spread of COVID-19 and save on labor costs. This shift led to significant changes in the store operating environment.

However, this increase in non-face-to-face orders led to other sacrifices for stores. Establishing close relationships with local communities and maintaining regular connections with local members and regular customers is an intangible asset for stores, playing a critical role in securing a strong presence in the community. The weakening of these relationships could impact store stability and customer satisfaction in the region.

The blockchain-based POS, kiosk, and VIXPAY services developed through the MOND project were found to be the optimal solution to address the issues arising from these changing environments. The MOND project began as a means to help stores overcome their difficulties. As new challenges emerge for stores due to changing times and environments, the project aims to adapt the mission of the MOND project accordingly.

The MOND project pursues the important task of promoting efficient store operations while maintaining and strengthening connections with local communities. This approach will enable stores to establish sustainable business models that provide economic assistance while maintaining solidarity with the community.

Recognizing these issues, the MOND project seeks to explore ways for stores to maintain and strengthen their relationships with customers. To achieve this, the project will develop services such as communication channels and marketing tools, and support online promotions that highlight local characteristics.

Furthermore, the MOND project aims to create an environment where stores can grow together with their communities by developing community-based events or programs to foster collaboration between local communities and stores. Through these efforts, stores are expected to achieve stable growth and development by providing better services and strengthening connections with their communities.

The goal of the MOND project is to maintain and strengthen connections between stores and local communities while promoting efficient store operations. Through blockchain-based POS, kiosk, and VIXPAY services, the project aims to grow into a platform that not only overcomes economic challenges but also maintains and strengthens close ties between communities and stores, fostering a sustainable business environment. By doing so, the MOND project will contribute to enhancing store competitiveness and achieving coexistence with local communities.

1. MOND Backgroud

Kiosk activation due to COVID-19 and rising labor costs

The burden on stores is increasing due to the COVID-19 pandemic and rising labor costs. As a result, kiosks are emerging as an alternative to reduce cost burdens and enable efficient store operation. The Korea International Trade Association (KITA) predicted that the global kiosk market size will grow from $17.63 billion in 2020 to $33.99 billion by 2027. The demand for kiosks is expected to continue even after the COVID-19 situation. Over the past two years, COVID-19 has caused significant changes across industries. The need for minimizing face-to-face contact and the surge in non-contact (un-tact) demand has increased. In 2021, approximately 4.5% of domestic food service companies in operation have introduced and are using kiosks. This is a roughly 5-fold increase compared to 0.9% in 2018. Of course, there is a gap depending on whether the food service company is a franchise, but non-franchise food service companies are also steadily introducing kiosks, with an adoption rate of about 2.7%.

The activation of kiosks offers various advantages to stores. Firstly, it reduces the cost burden by saving labor costs. Stores can reduce their workforce and save labor costs through the use of kiosks. In particular, the increase in costs due to the rise in minimum wage makes the introduction of kiosks an attractive alternative for stores. Also, kiosks help in efficient store operation. Customers can quickly order their desired menu through the kiosk, and the payment process can be easily handled. This reduces the order processing time at the store and increases customer satisfaction.

Side effects of non-face-to-face order activation

However, other sacrifices have arisen for stores due to the activation of non-face-to-face orders. The introduction of kiosks can reduce human communication between employees and customers. This can make it difficult to provide customized service or friendly responses to increase customer satisfaction. The issues that stores need to consider from a regular customer management, marketing, and CRM perspective when introducing kiosks are as follows.

· Regular customer management: With the introduction of kiosks, face-to-face services can decrease, and stores may lose the human connection with regular customers. In this situation, stores need to find various ways to maintain and strengthen customer relationships.

· Customized marketing: As non-face-to-face services through kiosks spread, it may become difficult to understand and satisfy individual customer demands. To solve this problem, stores need to establish customized marketing strategies through customer data analysis. By analyzing customers' purchase history and preferred menus, personalized services and recommendations can be provided, increasing customer satisfaction.

· Improvement of CRM strategy: As a result of the introduction of kiosks, direct contact with customers decreases. This can make it difficult to collect information on customer management

and service improvements. To address this issue, stores need to develop ways to collect and reflect customer opinions through non-face-to-face channels such as kiosks.

Considering the non-franchise stores

However, the limitations and uniqueness of non-franchise stores must be considered. For general stores, it is essential to strengthen regional characteristics and connections. To achieve this, local stores can collaborate on regular customer management, local advertising, and cooperative CRM strategies.

- Building a local store network: Stores can cooperate with other local stores to build a mutually beneficial network. This can help share customer data and conduct joint marketing activities, reducing competition between stores and creating a supportive environment among local merchants.
- Joint promotions and discount events: Local stores can host joint promotions and discount events to provide new experiences to customers and help revitalize the local economy. For example, customers can have the opportunity to visit multiple stores through discount events held jointly by different stores.
- Local customer reward programs: Local stores can introduce a reward program operated jointly, allowing customers to use points accumulated from multiple stores. This encourages customers to use local stores more frequently, and stores can increase customer loyalty.

The MOND project recognizes these issues and seeks ways for stores to maintain and strengthen relationships with customers. To achieve this, it will develop services such as providing communication channels and marketing tools, or supporting promotions that highlight local characteristics online. In addition, the MOND project aims to create an environment in which stores can grow together with the local community by developing community-based events or programs that promote cooperation between the community and stores. By doing so, it is expected that stores can provide better services, strengthen connections with the local community, and achieve stable growth and development.

2. MOND Token and Business Model

2.1 MONDToken Model

MONDToken and Point Token

MOND is an ERC20 token issued on the Ethereum blockchain network, and it is a utility token that can be exchanged with Point tokens used on the MOND platform. The MOND platform provides payment , digital marketing, CRM services, and additional services to merchants and customers based on a Staking-based token economy. To operate a Working Node, a certain amount of MOND tokens must be staked, which allows partners to recruit MOND merchants and customers. The commission revenue generated on the MOND platform is distributed according to the proportion of MOND staked in the Working Node, which increases the demand and value of the MOND token.

MONDPoint Token Reward

When customers make payments using the VIXPAY service, 1% of the payment amount's value is distributed as MOND Point tokens to the store and customer as a Reward. Out of the 1% MOND Point tokens rewarded, 0.6% is automatically accumulated in the store's wallet, and 0.4% in the customer's wallet. This Reward policy provides economic benefits to both merchants and customers, and creates a foundation for an active MOND ecosystem. Customers and stores can use the MOND Point tokens they receive for point payments on the MOND platform or convert them to MONDtokens. The initial

liquidity of MOND Point tokens is supplied by swapping MOND tokens allocated to the Payment
Reserve managed by the MOND Foundation. Ultimately, the payment service provider offering
VIXPAY services is responsible for the payment settlement of MOND Point tokens rewarded.
Merchants or advertisers can use MOND Point tokens for promotions, events, product reviews, and
various marketing expenses and advertising fees. MOND Point tokens used in this way are
distributed according to the proportion of MOND tokens staked in the Working Node. Working
Nodes that have staked MOND tokens for a certain period and have a MOND Point token balance
exceeding a specific amount can swap MOND Point tokens for MOND tokens and monetize them. This
creates a foundation for an active and continuously growing MOND ecosystem.

Digital marketing based on VIXPAY data

Customer information and payment data obtained through the VIXPAY service become valuable digital
marketing assets. Using this information, merchants can analyze customer purchase patterns,
preferences, and behaviors to establish effective marketing strategies. Furthermore, providing
personalized services and promotions based on this data can increase customer satisfaction and, in
the long term, boost customer loyalty and revenue. These acquired digital marketing assets contribute
to the activation of the MOND ecosystem and create value for both merchants and customers.
In addition, the MOND platform applies blockchain-based data security technology to address
concerns about customer data protection and personal information leakage, ensuring the safe
management and protection of customer information. This enables the platform to provide reliable
services to both merchants and customers while complying with legal and regulatory requirements
related to data protection.
In conclusion, MOND provides various services on its platform using Ethereum-based tokens, creating
value for merchants and customers through integrated solutions for payment, digital marketing, and
CRM services. This forms the foundation for the continuous activation and growth of the
MOND ecosystem, allowing it to develop as an innovative blockchain-
based payment and marketing platform.

2.2 Community-Connected Hyperlocal

Development of a contactless hyperlocal platform combining kiosks and VIXPAY payments

MOND tokens and VIXPAY services play a crucial role in connecting communities as a hyperlocal
platform. Hyperlocal refers to services focused on specific local communities, providing an
environment for local businesses, franchisees, and customers to collaborate and coexist. Apps like
Danggeun Market are good examples of such hyperlocal platforms. These apps provide a platform for
trading goods or services and sharing information within the community, thereby stimulating and
sustaining local economic growth.
In particular, kiosk and VIXPAY services strengthen connections between local stores and customers
in a contactless ordering and payment environment. Through this, customers can enjoy benefits at

various merchants, and stores can attract loyal customers, contributing to the local economy as a hyperlocal platform.

Inter-store connections and attracting loyal customers

Customers using MOND Point tokens through VIXPAY can earn and use points at various merchants. This encourages inter-store cooperation and creates an environment for customers to share experiences across multiple stores. Such connectivity contributes to the coexistence and revitalization of the local community, laying the foundation for the development of a hyperlocal platform.

Through MONDPoint tokens, customers can easily manage their purchase history and rewards at various merchants. This helps customers increase their loyalty to frequently visited merchants, and merchants can attract and retain loyal customers. The established loyal customer base promotes stable development and coexistence in the local community.

Connecting local communities and religious institutions

By distributing church donation kiosks, a local advertising platform is built that connects church members and local advertisements. This platform aims to provide a solution to overcome the limitations of local advertising and help activate the insufficient donation culture in Korea.

Local advertisements from stores sponsoring churches are broadcasted on church donation kiosks, enhancing advertising effects while building a mutually beneficial relationship between the local community and churches. There are about 60,000 churches in Korea, and among them, about 40,000 are non-self-supporting churches. It is expected that the distribution of MOND church donation terminals will provide financial assistance to non-self-supporting churches.

A platform is established for local communities and churches to cooperate and pursue mutual benefits through the MOND church donation kiosk. This strengthens the hyperlocal orientation of MOND tokens and VIXPAY services and contributes to building a sustainable ecosystem where local communities and churches cooperate and coexist. This is expected to have a positive impact on both churches and local communities.

One of the core values of MOND tokens and VIXPAY services is the hyperlocal platform that fosters interaction between stores and customers and contributes to the growth and revitalization of the local economy. These values provide tangible benefits to stakeholders in the local community and help build mutually dependent coexistence relationships.

By creating an environment where various local stores can cooperate and coexist using MOND tokens and VIXPAY services, the hyperlocal platform can continuously grow and develop. The ultimate goal of MOND tokens and VIXPAY services is to create opportunities for merchants, customers, and the entire local community to grow and prosper together.

2.3 Expanding to a Global Network

MOND utilizes a structure of setting up Super Nodes and Working Nodes in each country to establish a global network. Through this structure, the MOND platform can efficiently provide services such as cross-border point payments, digital marketing, and membership services.
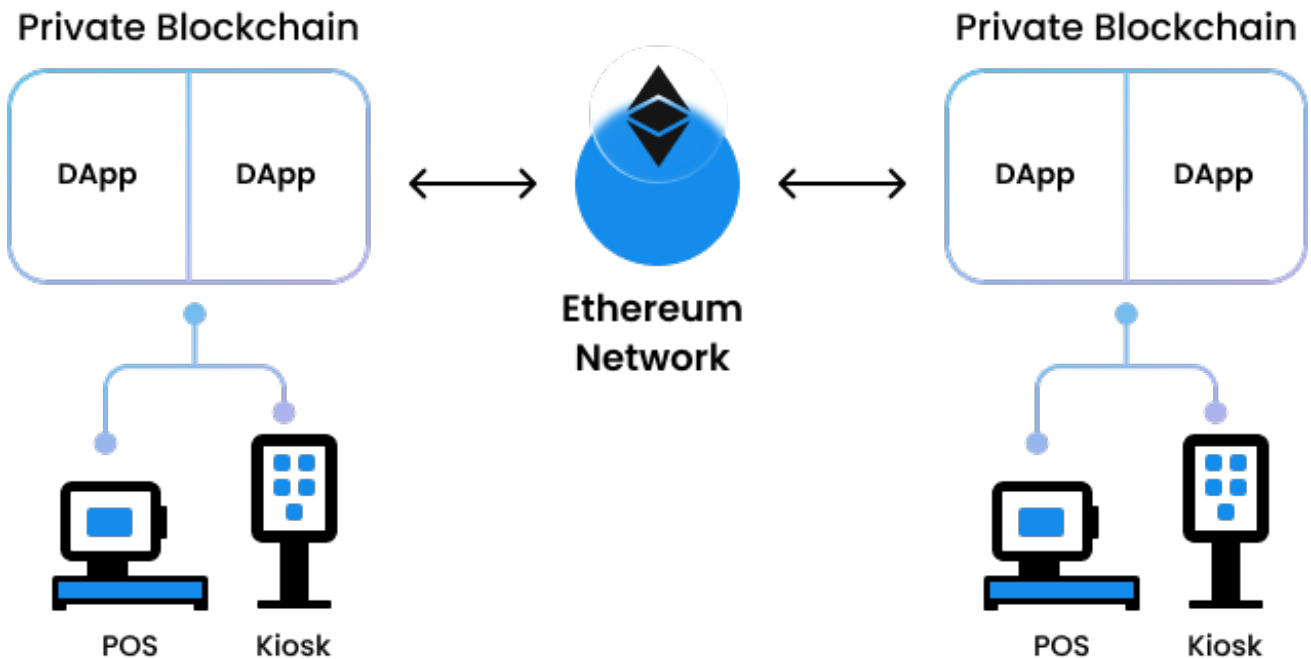
Super Node

Super Nodes are established in each participating country as Ethereum network Dapps through consensus. Super Nodes serve as intermediaries for cross-border point payments, digital marketing, and membership services. MOND Tokens are staked in the Super Node's wallet in proportion to the scale of payments and DeFi financial services.

Working Node

To use cross-border point payments, digital marketing, and membership services targeting users and merchants, MOND must be staked in the wallet of the respective country's Super Node. This ensures transaction stability, with MOND Tokens acting as collateral. Working Nodes are built on a Private Blockchain Network, enabling secure and efficient service provision.

Global Reward Point Membership

The MOND platform provides smooth cross-border services and offers users global reward point memberships. Users can easily access cross-border point payments, digital marketing, and membership services, creating a foundational environment for the MOND ecosystem to be activated and continuously grow.

[Figure] :MOND Global Network

Fee Share

Fees from using services such as cross-border point payments, digital marketing, and memberships are distributed in proportion to the amount of MOND Tokens staked in the Super Node. Fees are also distributed proportionally between the Super Node and Working Node based on the amount of MOND Tokens staked.

Through this global network structure, MOND can effectively provide cross-border services and offer various benefits to users and merchants. Furthermore, the MOND platform breaks down international boundaries and creates opportunities to operate in a broader market.

The advantages of MOND's global network configuration include:

Providing consistent services to users and merchants: By consistently providing services such as cross-border point payments, digital marketing, and membership services, both users and merchants experience convenience.

- Opportunities for cross-border cooperation and expansion: By linking Super Nodes and Working Nodes in each country, MOND fosters international cooperation and provides business expansion opportunities in the global market.
- Offering global reward point memberships: Users can enjoy global reward point memberships through the MOND platform, making cross-border transactions smoother.
- Stable transaction environment: MOND Tokens staked in Super Nodes and Working Nodes ensure transaction stability and provide a high level of service quality.
- Continuous ecosystem growth: MONDplatform's global network brings together various countries, merchants, and users to cooperate, creating a foundation for the ecosystem to continuously grow and develop.

In this way, MOND's global network configuration effectively provides cross-border services and offers competitive advantages to users and merchants. This enables MOND to establish a solid foundation to grow into a global brand.

2.4 Additional Service Providers

The MOND platform includes additional service providers to support the smooth operation of the platform, in addition to the main participants. These additional service providers operate outside the blockchain but use the APIs provided by the blockchain to interact with the main participants and function as core members of the MOND platform. The main additional service providers in the MOND platform can be categorized into three types: terminal operators, advertising operators, and payment (Pay) operators.

Terminal Operators

For merchants to use the MOND platform, blockchain-based POS terminals and kiosk terminals are essential. These terminals serve as crucial touchpoints with consumers, processing consumer payment data and supporting transmission to the MOND blockchain. They also act as a connection

between payment operators. Terminal operators refer to additional service providers who install terminals for merchants and provide terminal software. Currently, the MOND team is performing this role as terminal operators.

Advertising Operators

Advertising operators analyze payment data on the MOND platform on behalf of advertisers and select target consumers to send advertisements. Initially, most advertisers are expected to be merchants, and it would be challenging for them to access the blockchain directly to choose target consumers. Therefore, the role of advertising operators is crucial for advertisers to conduct seamless advertising activities.

Payment (Pay) Operators

Payment operators provide services related to MONDPoint token rewards, payments, and settlements. They enhance convenience for customers and merchants through QR code and mobile payment services. As the MOND blockchain network expands overseas, they also provide services such as MONDPoint token reward payments, payments, and settlements for foreign merchants and customers. In this way, the MOND platform supports its development and stable operation through the cooperation of various additional service providers along with the main participants. Each additional service provider demonstrates expertise in specific areas such as terminal installation, advertising execution, and payment and settlement services. Their services enhance the overall value of the MOND platform and increase satisfaction for both consumers and merchants. Therefore, the MOND platform will grow into a successful global reward point membership platform both domestically and internationally through collaboration with these various additional service providers.

3. MOND Platform

3.1 MOND Blockchain Network

MOND Blockchain Network Structure

The MOND platform is a "blockchain-based platform connecting merchants and consumers." Merchants and consumers are the most important participants in the MOND platform, allowing them to communicate in various ways and form multifaceted relationships. To combine the MOND platform with blockchain technology, the low performance of public blockchains and high fees for running DApps need to be addressed. Ethereum is working on transitioning to Ethereum 2.0 to solve these issues, but it is expected to take a significant amount of time for development to be completed. Even if the transition to Ethereum 2.0 is successful, connecting a service with a high volume of transactions, like digital healthcare services, directly to a public blockchain has more negative factors than positive ones.

**Solving Issues by Adopting Private Blockchain Technology**

The MOND team aims to solve these problems by adopting private blockchain technology. Public blockchains cannot be free from performance and fee limitations, making them unsuitable for the MOND service, which generates a large number of transactions. In contrast, private blockchains can handle a high volume of transactions with faster speed and flexible fees. MOND's private blockchain will host and operate DApps that are difficult to apply to public blockchains due to performance and cost issues. Additionally, it will enable the separation of DApps running on private and public blockchains, allowing for flexible responses to business models. Moreover, it will update the private blockchain most effectively in response to changes in public blockchains.

Developing a Private Blockchain Connected to Ether

The MOND team will issue MOND tokens based on Ethereum's ERC20 standard. Therefore, the team will develop a private blockchain connected to Ethereum, and the MOND Blockchain Network will be built with a structure where DApps deployed on the Ethereum network and DApps deployed on the private blockchain network are interconnected. This will allow for the swift and smooth processing of the large volume of transactions generated on the MOND platform.

The core components of the MOND platform consist of the MOND blockchain network and the MOND service system:
- MOND Working Node (Private blockchain network
)· MOND Wallet system
- MOND blockchain POS and kiosk system
- VIXPAY system
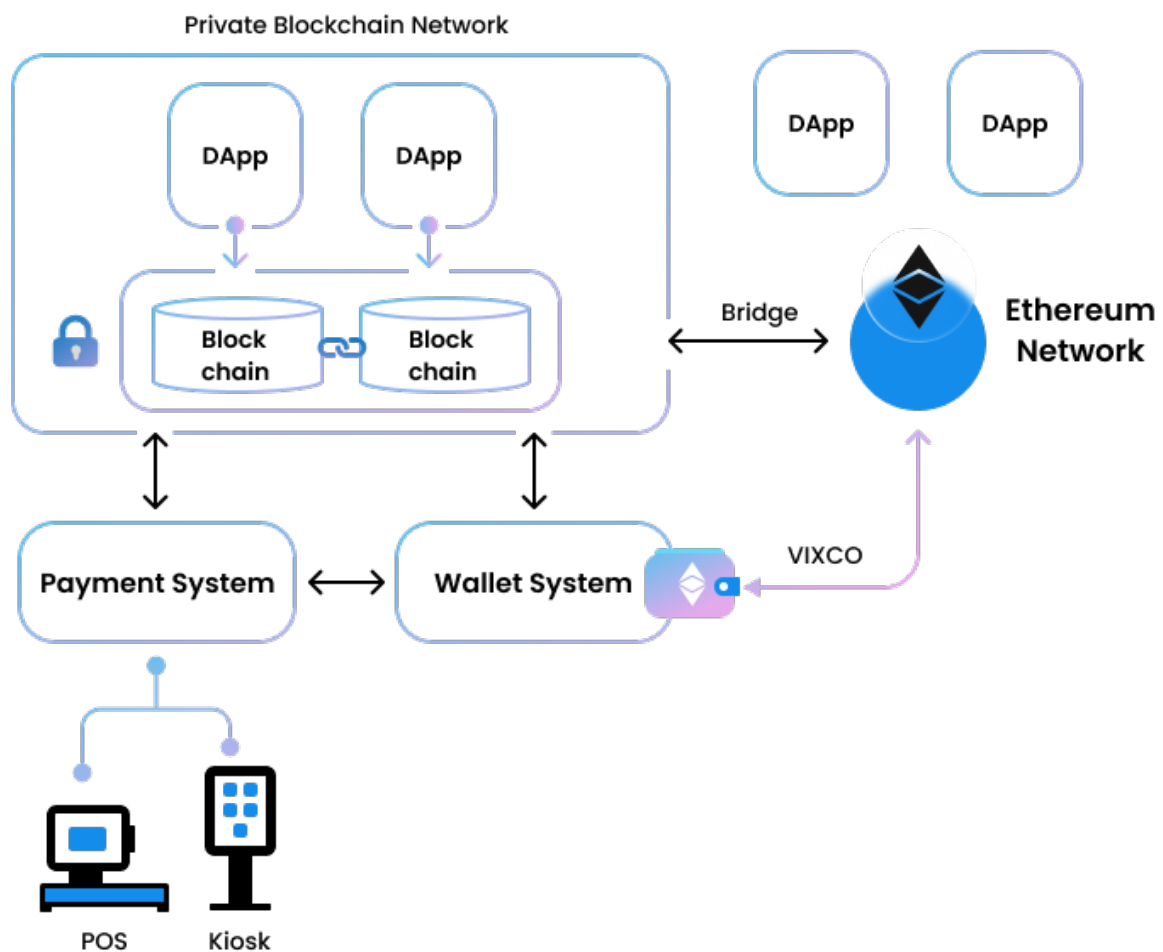
[Figure] MOND Platform

MOND Platform Execution Scenario

- The MOND Working Node is a Hyperledger-based private blockchain where payment data generated by consumers and MOND Point token reward transaction data are stored. When Ethereum-based MOND tokens are staked in the wallet of the MOND Working Node, the MOND platform and other systems are activated and connected. The MOND tokens staked in the MOND Working Node wallet act as collateral, and as transaction volume increases, the number of MOND tokens required for staking also increases, ensuring the stability of the MOND Working Node.

- The MOND Wallet API allows various wallet apps to support the MOND platform. It supports MOND Point token management, rewards, payments, transfers, and conversion of MOND Point tokens to MOND tokens for consumers.

- The MOND Blockchain POS API enables merchants' POS systems to support the MOND platform. It processes MOND Point token accumulation and payment by scanning the QR code of consumer wallets and provides MOND Point payment settlement and token accumulation functions by connecting to the merchant owner's wallet.

- The system is composed of DApps running on the MOND Private Blockchain Network, which operates in conjunction with the MOND Working Node, and deals with MOND Point token

accumulation, payment, transfer, settlement, MOND token staking, digital marketing, and other services offered by the MOND platform. It also includes DApps running on the Ethereum network , which act as a Super Node for MOND in response to the global network expansion of the MOND platform.

3.2 Sever Wallet & API

High Entry Barrier of Blockchain

For users who are new to blockchain-based services, they need to overcome the high entry barrier of wallets. Users must install a wallet such as MetaMask or Scatter, receive a backup for security, and activate their account, among other tasks.

User Experience Similar to Existing Internet Services with Server Wallet

The MOND team develops a Server Wallet for convenient usability. Through the Server Wallet, they can provide a user experience on par with existing internet services and mobile apps. The MOND team develops customized UX wallets for all participants in the MOND ecosystem, including MOND users, MOND merchants, and MOND value-added providers. This allows participants without blockchain or wallet experience to easily access the MOND platform. While the convenience of using a wallet is important, security is also a crucial factor. The MOND team applies proven vault technology in the blockchain field to provide a secure Server Wallet service.

Server Wallet

The Server Wallet securely stores user keys in the Barrier area of Vault, a Secret Management service, to prevent key leakage. To avoid key loss due to system issues, keys are stored in clustered High Availability storage, and Seal Keys for storage access are managed through KMS (Key Management Service). The team has developed a custom Secret Engine for the Server Wallet, which is installed in the Vault, preventing access to the key value at all stages of the process, from key creation to usage.

Wallet SDK & Wallet APP

The team provides a Wallet SDK for integrating the Server Wallet with applications, such as mobile Wallet APPs. They develop and offer a mobile Wallet APP based on the Wallet SDK to allow users to easily use MOND tokens and MOND Point tokens. Users can use features like address creation, payment, rewards, transfers, converting MOND Point tokens to MOND tokens, and checking transaction history through the mobile Wallet APP.

Wallet and Identity Verification

Wallet addresses generated on the MOND platform can be divided into User Wallet addresses, POS and Kiosk terminal Wallet addresses, and Working Node Wallet addresses. Technically, all these addresses are created and operated in the Server Wallet. However, depending on their role in the MOND platform, they can be assigned different functions and permissions. The required trust level and identity verification strength vary based on the assigned functions and permissions. By applying different identity verification procedures and strengths for each Wallet address, security is improved while minimizing inconvenience for general participants.

4. MOND Solution

4.1 MOND Blockchain POS Terminal

Blockchain POS terminal based on MOND platform

Blockchain POS and kiosk terminals connected to MOND Working Node are the core infrastructure of the MOND platform. These terminals come equipped with wallets, allowing users to earn or pay with MOND Point tokens and serving as a connection point between customers and stores. Especially after the activation of contactless ordering and payment, the kiosk terminals become the face of the store.Through MOND Point tokens, customers can be recognized as regulars, allowing for a variety of marketing and membership services to be provided at the kiosk. This enables stores to increase customer loyalty, and customers receive tailored benefits, enhancing mutual satisfaction. These services are further enhanced through the MOND platform, promoting interaction between customers and stores.

Basically, blockchain POS and kiosk terminals can accommodate all payment methods, including card readers, QR readers, and NFC readers.

Cloud-based POS System

The cloud-based POS system manages all order and payment information in real-time from the cloud, allowing for easy provision of POS terminals, kiosk terminals, and mobile ordering and payment services. Built on a multi-cloud foundation, it can provide high-availability payment services without any disruptions. Additionally, by recording critical payment and settlement information on the blockchain, data tampering can be fundamentally prevented. By using a cloud-based POS system, stores can establish an efficient and secure payment environment, and provide customers with faster and more convenient services.

Payment and settlement information stored on the blockchain can be useful data for store credit evaluation. Utilizing this information, stores can demonstrate stable and reliable operations, positively impacting cooperation with financial institutions. Also, customer payment and MOND Point token accumulation and usage information can be used in the digital marketing system. This allows stores to analyze customer purchasing patterns and preferences, establish more effective marketing strategies, and enhance customer satisfaction by offering personalized services and promotions.

4.2 Digital Marketing System

Hyperlocal digital marketing system

The digital marketing system using blockchain POS and kiosk terminals, and cloud-based POS systems is a powerful tool for providing efficient and differentiated marketing strategies to stores. In particular, once kiosk terminals are installed, stores can evolve into a hyperlocal digital marketing system.

Through this, stores can deploy differentiated marketing strategies and communication tailored to specific regions. By establishing more targeted marketing strategies, stores can strengthen their relationships with customers and increase revenue.

Furthermore, this hyperlocal digital marketing system can be used as an advertising platform for companies that want to advertise in the area. Stores can receive fees from companies and post advertisements on kiosk terminals. Through this, stores can generate additional revenue, and advertising companies can establish effective advertising strategies.

This hyperlocal digital marketing system offers various benefits to stores, contributing to the revitalization of the local economy and the enhancement of stores' competitiveness. Through this, stores can build more relationships with customers and promote continuous growth and development.

Key Features of the Digital Marketing System

The digital marketing system using blockchain POS and kiosk terminals, and cloud-based POS systems is a powerful tool for providing efficient and differentiated marketing strategies to stores. The core features of such a system are as follows:

- Customer recognition and personalized service: Every time customers accumulate and use MOND Point tokens through blockchain POS and kiosk terminals, their purchase patterns and preference data are collected. Based on this information, stores can provide personalized services and promotions to increase customer satisfaction.
- Real-time data analysis: The cloud-based POS system manages all order and payment information in real-time, allowing stores to instantly grasp market trends and customer behavior patterns and respond accordingly.
- Secure and reliable data management: Using blockchain technology for storing payment and settlement information prevents data tampering and has a positive impact on the store's credit rating.
- Integrated marketing platform: By integrating blockchain POS and kiosk terminals with cloud-based POS systems, stores can efficiently manage customer management, promotions, and marketing campaigns all from a single platform.
- Multi-channel marketing: The cloud-based POS system increases touchpoints with customers through various digital channels and creates new sales opportunities. This allows stores to easily coordinate and optimize marketing activities both online and offline.
- Expansion as an advertising and promotion platform: Stores can expand to an advertising and promotion platform and generate additional revenue by utilizing kiosk terminals and cloud-based POS systems.

Continual Benefits to Stores Through the Digital Marketing System

The digital marketing system provides the following benefits by executing digital marketing strategies that are typically difficult to implement in stores:

- Increased customer retention: Offering personalized services and special benefits can increase customer loyalty and revisit rates, leading to sustained revenue growth for the store.

- Improved marketing efficiency: Stores can measure and optimize the performance of marketing campaigns through real-time data analysis, allowing them to establish more effective marketing strategies and reduce unnecessary costs.
- Attracting new customers: Stores can use customer data through the digital marketing system to find new customers and provide tailored promotions. This enables simultaneous new customer acquisition and expansion of existing customers.
- Enhanced brand awareness: Utilizing various channels through the digital marketing system can increase store brand awareness and strengthen brand value, elevating the store's position in the market.
- Swift market response: The digital marketing system using cloud-based POS systems provides stores with the ability to respond quickly to market changes, allowing them to seize and respond to opportunities immediately.
- Data-driven decision-making: By analyzing data collected from blockchain POS and kiosk terminals, and cloud-based POS systems, stores can make data-driven decisions on marketing strategies, product composition, and service improvements. This allows stores to establish more effective management strategies.
- Adoption of new technology and innovation: Stores can quickly apply and innovate with the latest technologies, such as blockchain and cloud computing, through the digital marketing system

4.3 VIXPAY Payment System

VIXPAY is a blockchain-based payment system that provides a convenient solution for customers to accumulate and pay with MOND Point tokens using a mobile app. Combined with blockchain POS and kiosk terminals, it creates an environment where customers can easily and quickly accumulate and use points. Additionally, VIXPAY also offers the functionality to convert MOND Point tokens into VIXO tokens.
VIXPAY is integrated with blockchain POS and kiosk terminals, allowing customers to accumulate and use MOND Point tokens in real-time when making payments in stores. This provides a convenient payment experience for both customers and stores and contributes to customer management and revenue growth for the stores.

Key Features of VIXPAY:
- Easy payments through the mobile app: Customers can accumulate and pay with MOND Point tokens in real-time using the mobile app.
- Blockchain-based security: VIXPAY payment system ensures secure transactions by utilizing blockchain technology.
- Real-time accumulation and usage: Customers can instantly accumulate and use MOND Point tokens, providing a convenient user experience.
- Conversion of MOND Point tokens to VIXO tokens: Customers can convert MOND Point tokens into VIXO tokens through the mobile app.

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2. The version of this white paper is based on the date indicated at the top of the document, and the contents reflect only the direction and progress of the project until that date and may be changed at any time after the date of preparation.

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11. MOND platform development is not free from all risks, including falling coin values, changes in

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12. The MOND platform is a technology under development, and changes in technology that may occur during the development process can be changed to the platform.

13. The MOND team shall not delegate or transfer all decisions to others, including the operating policy of the platform ecosystem, and all decisions shall be made by the MOND team.