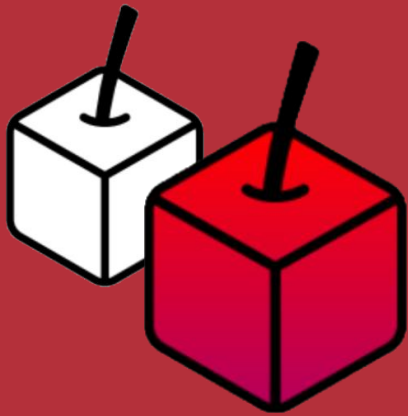
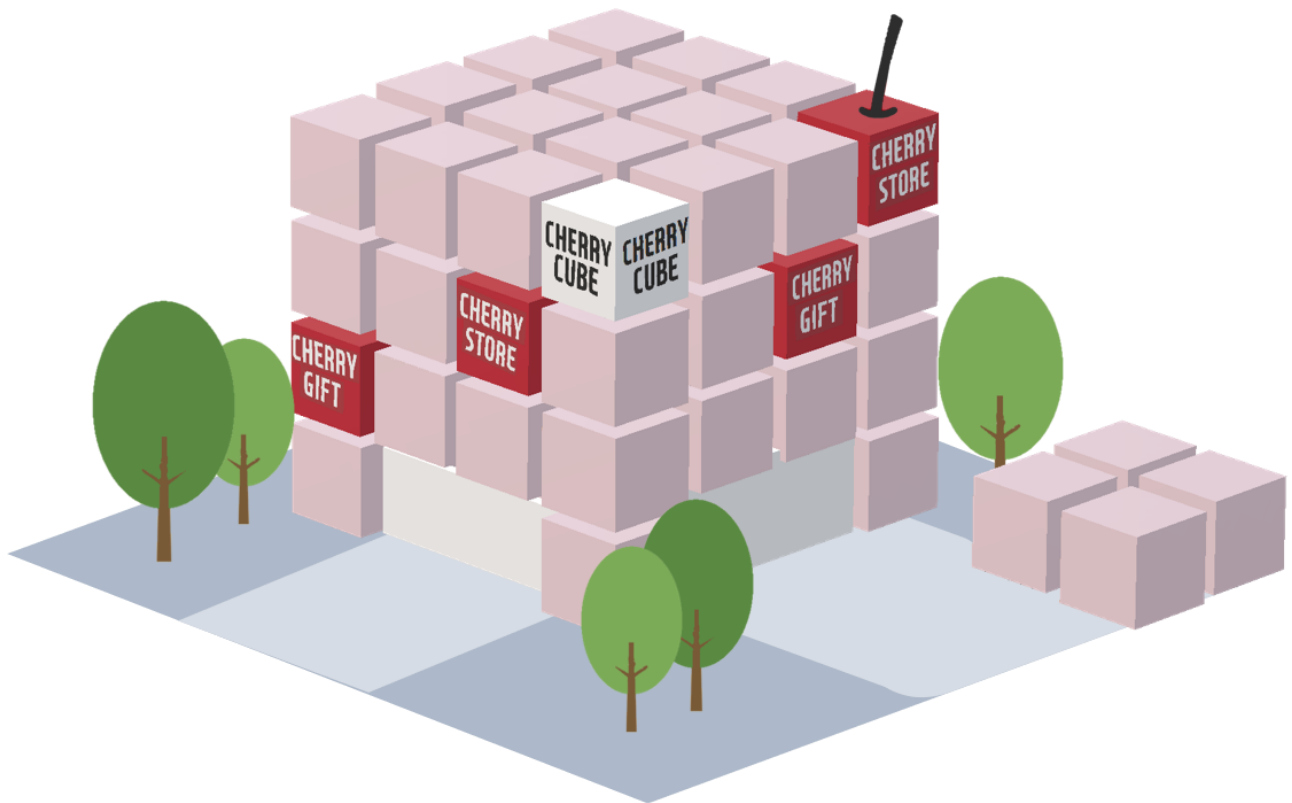


White Paper



CHERRY CUBE

CHERRY STORE CHERRY GIFT



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1. Overview

1) Intro

Most cryptocurrencies just exist on blockchain so that they lack an exchange value and purpose of existence. Cherry Cube Project team has begun to overcome the existing cryptocurrencies' problems. Cherry Cube Project team aims many people to use cryptocurrencies actually.

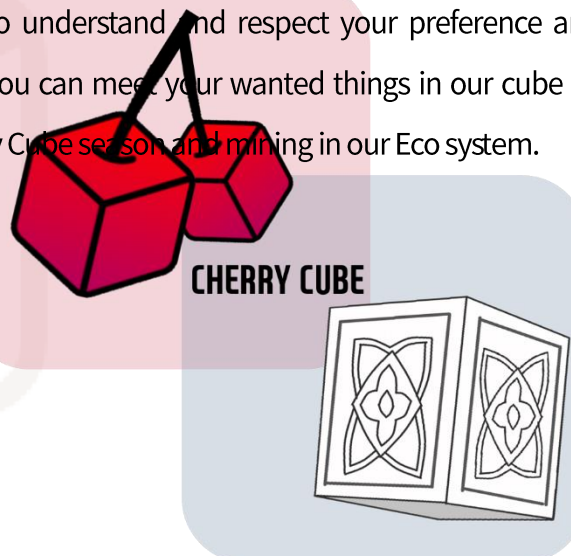
Our project's name originates from 'Cherry Picker' and 'Horadric Cube'. Cherry Picker means smart consumers who only take advantages and 'Horadric Cube' is the item of famous game, Diablo, that makes new item by mixing materials.

Do you have experience of using cryptocurrency to buy something actually?

You can have various experience and get Cherry token by attributing Eco system of Cherry Cube. You can buy something in market, turn token to Cherry Cube, or donate by Cherry token.

What will be inside the Cube you choose?

Cherry Cube Project will try to understand and respect your preference and choice. We promise you that you can meet your wanted things in our cube by your participation in our Cherry Cube season and mining in our Eco system.



2) Changing consumer trend

Personalized Goods

In the past, developing period, economic efficiency was the priority thing. So individuality was ignored and lifestyle was standardized. However, these days, people have economic consuming power and they want to show their character. Therefore, goods are needed to prepare their unique features to satisfy desire of people.

Among the many movements, the pattern of individual consumption is changing even further. If previously 'cheap', 'quantitative' and 'unflavored' products were preferred, now 'quality', 'inexpressible' products have begun to be selected by consumers.

Particularly, the growth rate of hobby goods market, for example, fashion, accessories, entertainment, art, collection, high quality daily necessities, sports items, etc. that have been classified as luxury goods in the past is evident, and the number of companies that specialize in them has increased.

We defined these new trends goods market as 'Personalized Goods' market.

But so far, there are many products that cannot open their markets and meet consumers due to the high unit price, the social perception of luxury goods, and the small market size. Cherrycube believes that the potential purchasing power of cryptographic money can take these products a step closer to meeting customers.

Small but certain happiness On the extension of YOLO. A consumption trend in an attempt to value everyday life through a little happiness.

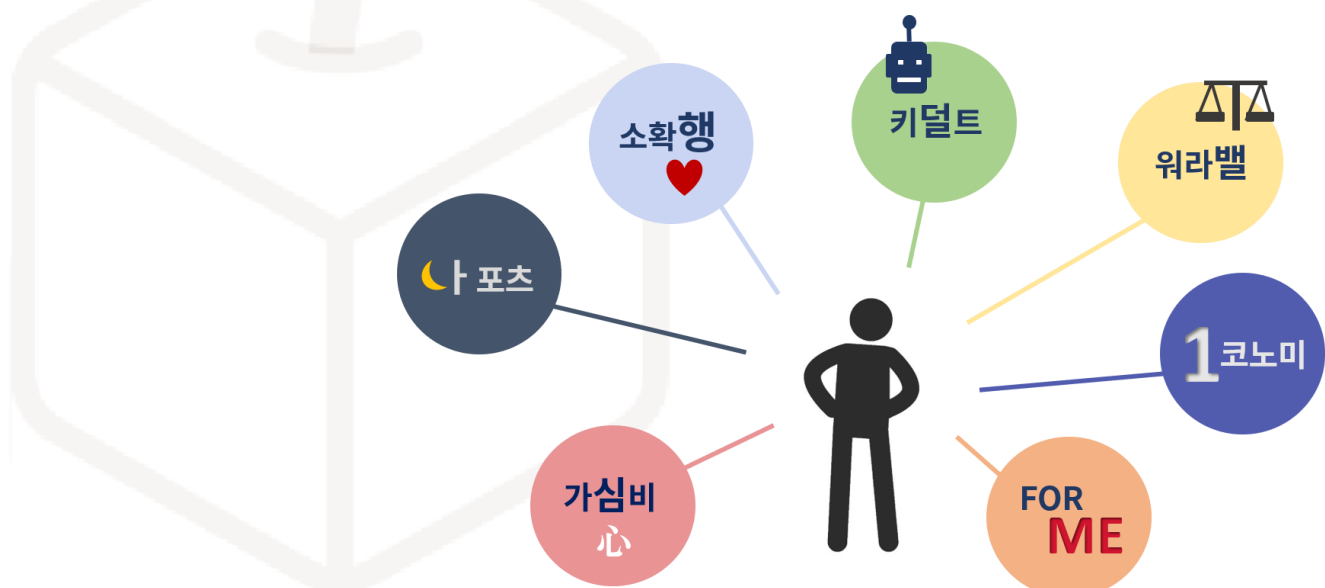
Keydult It is commonly referred to as a case of maintaining or regaining childhood hobbies even as adults. a precise figure, model, etc rekindle the yearning

Cost-Satisfaction It means the satisfaction of 'mind' in relation to price. Consumption trend that puts psychological satisfaction before product

Nighports A combination of Night and Sports, referring to people who enjoy sports after work in the evening. An increase in young workers who use

1-economy A word that combines 'one person' and 'economy'. A new word that reflects the increase in the number of single households.

For-me Means people who are willing to invest and spend for themselves. Bold investment in value products. Unlike ostentatious overspending, the strong

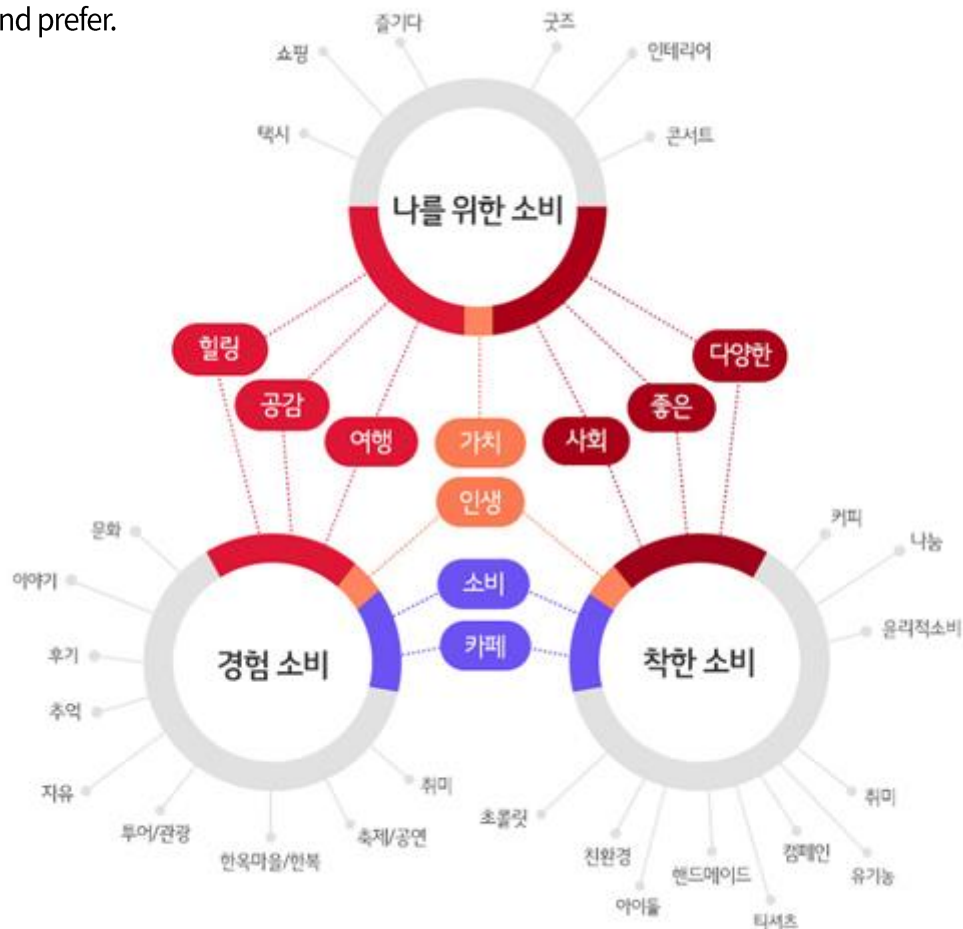


3) The meaning of changing Consumption trend

Post 'Cost-Satisfaction'

As of 2010, the consumer trend based on 'Cost-effectiveness', which means price-to-performance ratio, has spread. Especially since the mid-2010s, the topic has been mentioned since 'cost-effectiveness'.

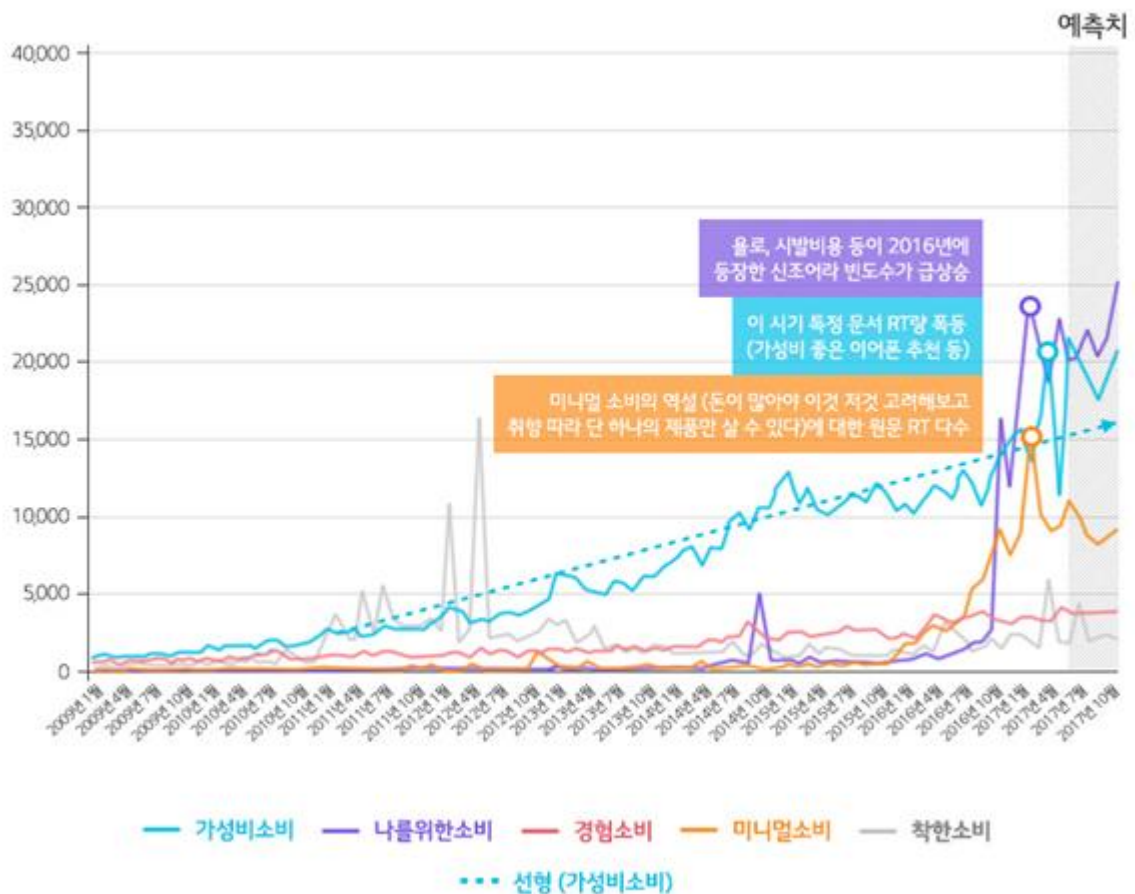
At the core of 'consumption for me', 'good consumption' and 'experience consumption' are eventually converging into 'life' or 'value' that individuals judge and prefer.



The trend change viewed by search keywords

We can figure out the direction of market by big data analytics of keyword search frequency.

The 'cost-effectiveness' searching frequency is continuously rising, and furthermore, keywords for new and diverse trends are being detected. In particular, the number of keywords that are included in the "consumption for me" category is increasing rapidly as of 2016, which shows that consumption trends are spreading that value individuals want rather than price.

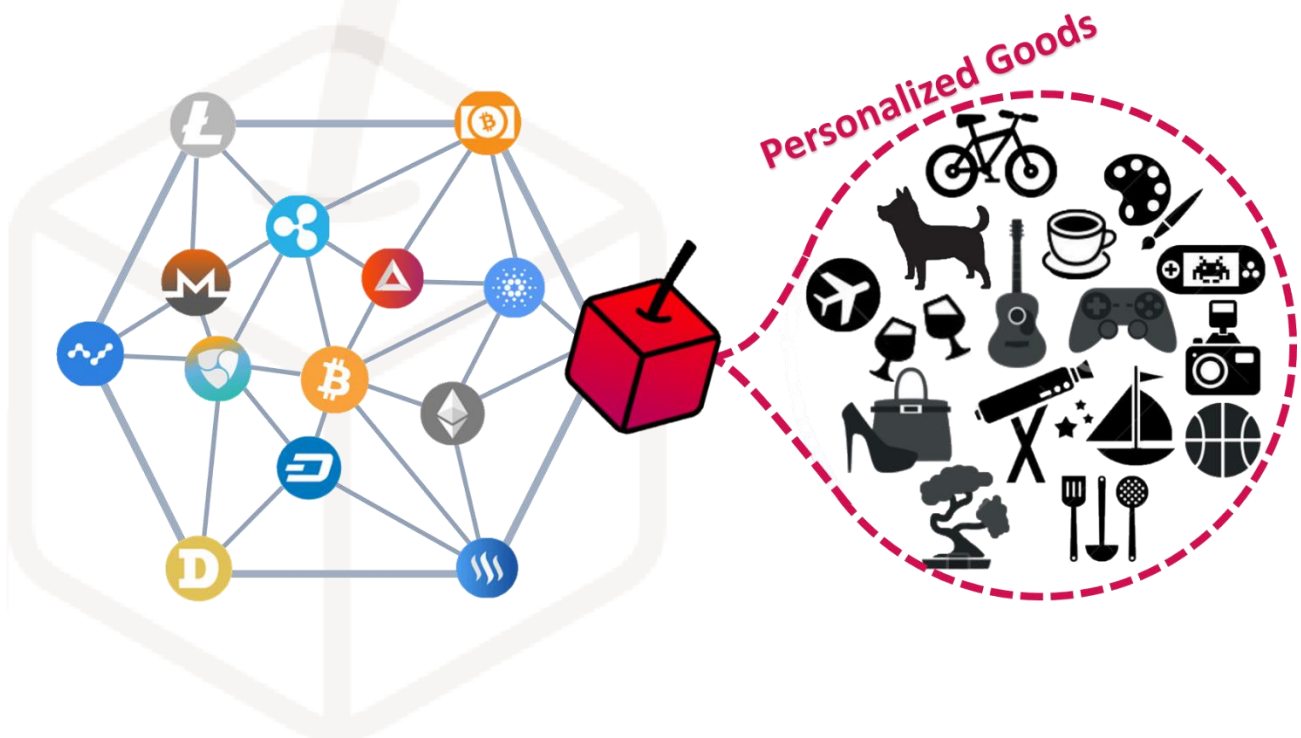


4) The role of Cherrycube

Cherry Cube Project is trying to help many people find the meaning and happiness of their daily lives. It will help you find good products, share and talk with people, give a choice of personality and fun, and open a market for creators and producers.

We will solve High cost problems resulting from low-volume multi-product production by thorough product secure plan and using cryptocurrency when purchasing.

Large amounts of money in the market that make up the cryptocurrency market capitalization will be easily linked to real economic activity through the Cherry Cube season and the Cherry Store, a kind of block market.



2. The potential and limit of cryptocurrencymarket

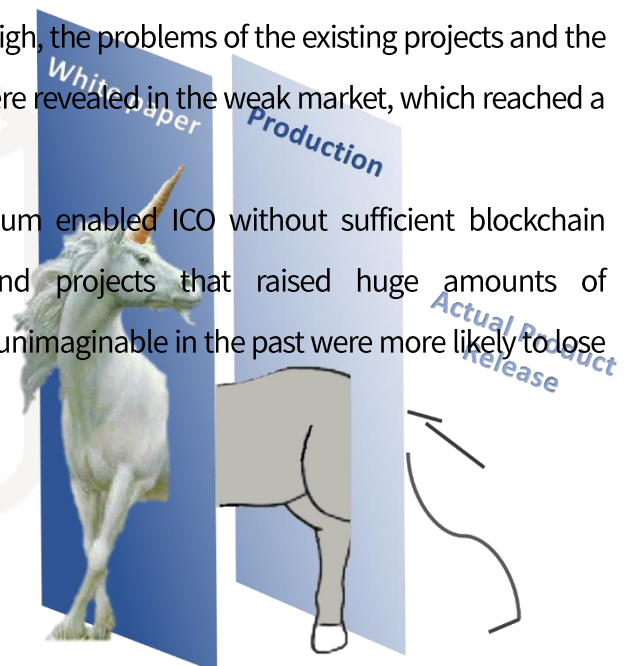
The first public block chain was created by an anonymous group of developers, Satoshi Nakamoto. After establishing the concept of cryptocurrency, symbolized as bitcoin, a number of projects have appeared on the market, including XRP, which has the special purpose of large-scale processing of real-time remittances, Ethereum, concept of smart contracts, and dark coins that ensure anonymity.

Meanwhile, over the past few years, the blockchain industry has seen the possibilities of projects with great ideas and they got people's investment.

Under the catchphrase of the Fourth Industrial Revolution, each project team experimented with amazing ideas. The public went enthusiastic, and the market capitalization of many Altcoins has increased dramatically in line with the rise of Bitcoin.

But as if the mountains were high, the problems of the existing projects and the moral hazards of the teams were revealed in the weak market, which reached a critical level.

The Smart Contract in Ethereum enabled ICO without sufficient blockchain development knowledge, and projects that raised huge amounts of development funds that were unimaginable in the past were more likely to lose the momentum of business.



People's investments were focused on a small number of teams and exchanges, and market leaders were more eager to make speculative gains for short-term explosive growth than on nurturing healthy, moral markets.

It is not desirable for many different names and concepts to form large market capitalization by exchange value with bitcoin.

A structure that fails to shape its own intrinsic value and supports each other's values will not only hamper the development of a healthy market, but also blur the exact value judgment, which can lead to the collapse of the market.

As a result, the market has gone into a bearish market, exposing huge problems, and over time, investors are feeling a little bit frustrated.

Traditional ideas are being harshly criticized by the market for their overlapping functions, whether they're not yet viable, technically, or if they're not practical enough to be implemented through additional investments, and it seems very difficult to solve all problems in a short time and regain market trust.

Nevertheless, the block chain/encryption industry will not be a complete failure, nor will all projects fail.

After enough time has passed, projects selected by publics will achieve significant long-term results in the release of high-quality dapps that meet the requirements of the market, including forex market, asset management, forecast market, settlement system, B2B platform, medical, commodity power, data communication, unmanned transport, dating, job search and asset management, etc.

What's certain is that there will be no more stop-gap investment in the market that will be restructured in the future, and the projects that match need to be healthy. The Cherry Cube project was made to bridge the gap between ideals and reality and to create a realistic success story.

3. The goal of Cherry Cube project

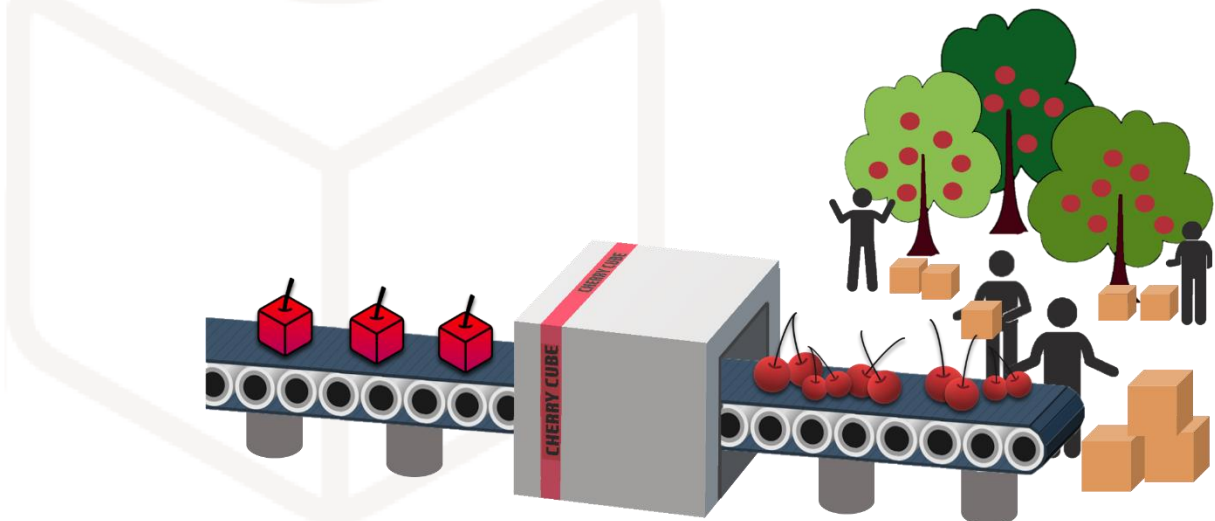
체 Cherrycube analyzes the weakness of existing projects for three reasons and offers alternatives

The first problem is that existing projects present an overwhelming vision.

For example, visions such as 'replace all the currencies around the world,' 'have a faster payment than VISA,' 'replace the Internet,' 'make a big fortune if you keep it,' were suggested and now they are facing a lot of criticism.

The Cherry Cube project is based on a project that can be executed immediately, without the need for large capital or large pools of manpower in real life, such as Cherry Cube season random box, Cherry Gift application that works with Cherry Wallet, and Cherry Store.

We will take off the delusional future of blockchain technology and the flagpole of the Fourth Industrial Revolution, and will guide the healthy flow of token ecosystem so that the injected capital can interact with the real economy to form the intrinsic value of the token.



The second problem is that huge funds, like funds raised from ICO and the money of exchanges are stagnant in the market.

Most of the existing project teams sell most of the token distribution, including initial PR-SALE and ICO, and use a small amount of the funds raised by the project to pursue long-term projects. The excessive amount of money raised over the project size is submerged in the project fund Wallet, and the excessive amount of team compensation compared to the performance so far contributes to the moral hazard of slowing the project progress.

Thus, Cherry Cube project adopted a different approach to fundraising and operation.

We will only create a reasonable amount of funds for the project to proceed. Tokens are sold through the Exchange IEO, and funds raised will be put into immediate Cherry Cube season with minimal cost. Any excess expenses, inventory, and profits that occur during the season will be immediately invested in the next season.

In addition, participation in Cherry Cube season, events in Cherry Cube applications, and merchandise purchases will only be made possible by Cherry Tokens to enhance the value of the entire Cherry Cube ecosystem and cryptocurrency market. The values formed through Cherry Token become real products in various forms and go back to the participants.

In addition to simply selling cherry tokens from the ecosystem through the exchange, people can participate in our season and events on a continuous basis. You can also use tokens at any time through the Cherry Gift and Cherry Store.

Other crypto currencies in the market can also have a real economic interface through exchange value for Cherry Token, which will also contribute to enhancing the value of the entire encryption currency market.

The third problem is that investors are treated just as simple contributors and so they can't speak up about the direction of the project.

Not only market buyers, but even those involved in the ICO, are not directly or indirectly involved in the project. This is because they became simple contributors, not semi-mandatory investors, to keep themselves out of compliance with the securities laws.

However, even if the token is not a security liability, the team cannot overlook or ignore the interests and opinions of the people who invested in the project.

Cherry Cube team will therefore operate a Public-Advisor system, which can directly participate in the team's business and provide opinions, and a Holder General Assembly system where resolutions can be reflected in the business direction, instead of the 'Governance' of the unpopular Token ecosystem itself.

By operating these institutions and constantly providing feedback, Token Holder will greatly change the holding culture, which is not involved in the team's business from a simple donor's position, but only in the ups and downs of the market.

If the holder can participate in a project to increase the value of the token himself, and if he can check the team's budget and the CEO's business direction from time to time, the value of the project will naturally increase.



4. The plan of Cherry Cube project

1) 'Cherry Cube season' to raise the fund and to promote

'Cherry Cube Season' is an early stage of the business and is planning to sell random box products through Cherry Token in collaboration with the product and distributor of Personalized Goods.

In 'Cherry Cube Season', cherry token holders can send more than the minimum amount of token set for the season to our integrated Wallet to participate in the season and events.

The number of tokens available for participation in the season is determined by announcements that reflect the relevant date price of the exchange with the largest volume of transactions.

'Cherry cube' consists of products that fit the concept of the each season, and the value of the configured products will remain similar to the market value of the token sent for participation.

'Cherry Cube season 1' is based on funds raised by the IEO and the raised funds will be circulated in the market for the next season.

Season participation is only available with Cherry Token, and 'Cherry Cube' that will be sold in 'Cherry Cube Season 1' is divided into Tier 1 and Tier 2. The number of participating tokens and the product composition of the cube will vary for each tier.

In addition, 'Cherry Cube Season' is designed in itself to be both an entry and a mining activity for events parallel to that season.

2) Block numbering confirmation

The probability system of the Cherrycube project is processed by 'block numbering confirmation'. It is the verification used across all areas of the project, assigning pre-determined winning numbers by a specific random function in the order in which they are issued by the participant Ethereum token transmission Txid or Block number priority.

The 'Block numbering confirmation' has the great advantage of preventing probability manipulation, a chronic disease of probability games, by contrasting and checking the pre-designated and announced winning numbers through the blockchain Txid.

Cherry Cube believes that the consequence of the game should be fair always.

3) Cherry gift application

'Cherry Gift application' (Cherry Gift) is a mid-term business application, and the mobile Wallet responsible for Cherry Token's transaction. In addition, you can play mini games that are light and enjoyable.

With the mined token, you can buy mini cherry cubes, limited-term cubes, various gifticons, and participate in 24x7 events.

In 'Cherry Gift', a mini-game participant can mine cherry tokens as compensation only for three participation in the game once the application is installed.

'Cherry Gift' is linked to application such as 'KAKAO TALK' and 'Address Book'. You can send the products which are purchased in 'Cherry Gift' or Cherry tokens to the person.

The winners and probabilities of events participating in 'Cherry Gift' can be verified/recorded through the blockchain for anyone to trust.

4) Cherry Store

'Cherry Store' is an on/offline store that encompasses all services of Cherry Cube and Cherry Gift as the completion of the business.

Cherry Store offers most of the services, including the purchase of a variety of Cherry Cube and the mini game of Cherry Gift, and provides an encrypted Web Wallet service.

You can purchase all products through Cherry token and some products can be bought through fiat money.

Based on the data and experience we've gained from Cherry Cube and Cherry Gift, we're going to make room for the producers of that good.

Through our partnership with a variety of producers, we will enable quality new products to be supplied to the market, and we will provide Cherry Token with a select solution for other cryptocurrency payments in the future to further enhance the purchasing power of the cryptocurrency market.

In addition to online stores, Cherry Store is also scheduled to operate offline stores for display and promotion of products based on business results.

Cherry Store will ultimately serve as a social company that supports the new consumer trend to take root in the market and to help ensure that consumer culture such as GACHA is well established.

5. Marketing

1) The marketing failure case of existing projects

The case that they don't organize marketing fund and just shows rosy prospects to the miners and holders which circulation and transaction fee will give them a enough reward.

The case that just organize enormous fund to commit famous advisors or waste a lot of money to the gifticon or airdrop event.

The case that waste all fund to the marketing to just pump and lose the power to maintain the business and to execute the roadmap.



2) The marketing strategy of Cherry Cube

We will refrain from excessive budgetary execution and provide reasonable compensation through constant events. We will eliminate quantity-filled colors by copying and pasting to a large number of unspecified destinations without meaning. We will not delay or shift responsibility for compensation without forgetting that the people who participate in the event itself are the promotional targets for the largest project.

We will also work with the operators of Coin Reading Room, Long-term coin holders, Coin Community, and the Internet communities, who are most interested in the industry and are a resident of real investors, and will work with members of our own Public-Advisor.

We will pay a fair price for the promotion so that it is not subject to immediate deletion or ridicule, and we will ensure the effectiveness of marketing by posting promotional documents worth reading.

In particular, 'Cherry Cube Season' draws attention to Cherry cube projects through seasonal events. We recognize it as the most important part of marketing, and most of the marketing budget will be focused on it. It will be an interesting event for everyone who is participating or not.

As we mentioned earlier, participation in the Chery Cube season itself will be a entry. The prize of the season's event will be the preferred item among the crypto-currency investors and will be well above the value of the product that can be obtained with Cherry Cube such as Tier 1, Tier 2. The details of the product configuration and the probability of winning are pre-released through the project page after consultation with the Public Advisor.

6. Team and advisors

CherryCube Team

The CherryCube Team consists of CEOs who have been running cultural and art creators' excavation projects and online fashion malls since 2014, and members of a long history of investing in crypto. Based on years of investment experience, we have detailed plans not only for business but also for long-term increases in token values.



CEO
TW PARK

- 'OPEN BRAIN' CEO
- 'DESIGN BUNKER' MD
- CherryBlocks CEO

TECHINICAL
YK KIM

- A former SK Engineer
- ICO consultant
- Computer Engineer

LOGISTICS
DH LEE

PROJECT
HM PARK

- Audio equipment and Private goods expert
- Cryptocurrency trader

MARKETING
MS KIM

- Large Korean Crypto Telegram operator
- A former marketer

Advisor



박종길 (Peter)

Head Advisor

- 前 삼성물산 오스트레일리아 법인 대표
- 前 삼성그룹 해외담당 임원
- 오스트레일리아 Koa Group Pty Ltd 대표
- Research Institute of Asia-Pacific Council member
- 국제 비즈니스 컨설턴트



이준영 (JY LEE)

Labor Advisor

- 인사관리 및 법률자문
- 서울시립대 국제관계학부
- 前 SAMSUNG Human Resource Management
- 법무법인 대진 공인노무사

7. Partnership and Community

1) Partnership



2) Community

- 1) Cherry Cube project operates SNS communication channel like KR/EN Telegram and Kakao Talk, twitter and Youtube.
- 2) We also operates naver café to proceed Cherry Cube Season.



1. Token publication



CHERRY TOKEN

'Cherry Token' is ERC-20 Token.

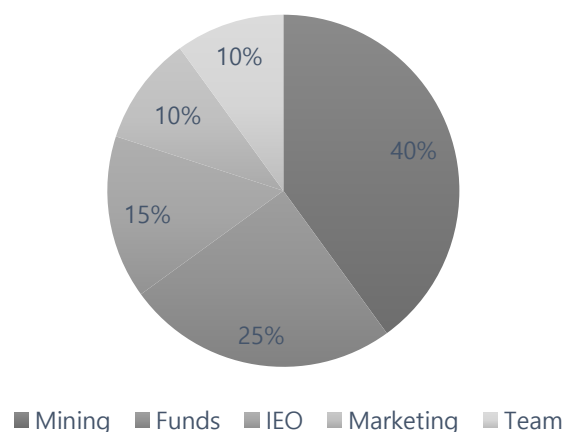
Total circulation is 2,000,000,000

The Symbol of Cherry token is CTO.

The Circulation of Token sold by IEO will be 300,000,000.

채굴 물량 For Miner	8억개	40%
프로젝트 펀드 Project Fund	5억개	25%
IEO Initial Exchange Offering	3억개	15%
마케팅 및 레퍼럴 Marketing	2억개	10%
팀과 어드바이저 Team/Advisor	2억개	10%

CTO Ecosystem



2. IEO (Initial Exchange Offering)

1) The necessity of IEO

In the blockchain industry, funding through the ICO is common. However, this means that the ICO project cannot be verified with the intelligence of an individual or an investment club. In fact, there's a lot of fraud going on, and many investors are mostly concerned with nothing to complain through the long time until they are listed on exchanges. The ICO method also has the disadvantage of monopolizing the token by a large financed VC company or rich individual through pre-sale such as 'Private Sale' and 'Ground-by-Ground token count discrimination in ICO internal documents.

We want to change those unfair process.

Initial exchange offering (IEO) through the exchange goes through the verification of the cryptocurrency exchange first and ensures minimum project reliability. In addition, all IEO participants' purchase costs are the same. Furthermore, it supports both listing and trading at the same time when they raise money which is a way to solve most of the existing problems.

2) Process of IEO and fund raising

Cherry Cube has assigned 300 million tokens to IEO, 15 percent of the total circulation(2 billion tokens including 800 million mining units over 10 years).

We will sale 300 million tokens through exchanges and raised money will be used in Cherry Cube season.

3. Mining

1) Traditional mining

The definition of traditional mining is to participate in the integrity verification of each block to maintain the node, and to obtain a token, a currency dedicated to the ecosystem, as compensation.

2) Cherrycube's ideas

Cherrycube is a utility token based on the Ethereum platform, and focusing on maintaining Ethereum ecosystem through token distribution rather than node maintenance or the participation in the creation of blocks.

Furthermore, Cherry Cube, which will start with ERC20, wants to conduct alternative mining experiments to prioritize ecosystem participation rather than traditional mining methods in the early stages of business.

The issue of token in the Cherry Cube ecosystem will be done through the concept of 'POP'.

3) POP Proof of participate

Simply, the concept of POP is participatory mining. Cherry Cube designed our mining system that participating in to Cherry Cube season and season events, Cherry Gift roulette and Cherry Store content, the participation of Holder's General Assembly and Public Advisor become a way to be a mining activity.

The amount of mining is derived according to a set function, and the period of mining is designed to be 120 months, or 10 years. Considering the initial POP algorithm and post-mainnet POS mining, there will normally be about 6 million mines per month.

Miners will be compensated proportionally for each amount of mining.

4. Governance

1) Traditional Governance

In the blockchain ecosystem, the definition of traditional governance is that the decentralized, free will of each node and minor is added without blemish, thus laying the groundwork for the decision and execution of the agenda.

2) Governance of Cherry Cube

We think that traditional governance doesn't really appeal to token holders. Theoretical and ideal ecosystem integrity claims do not substantially help improve the value of the essential elements or token or intrinsic value. It's going to be a somewhat meaningful structure when the project is a technology-leading smart-contact platform or an EOS.

3) Public Advisor

Cherry Cube operates the Public Advisor system. The public advisor is elected on a quarterly basis and will remain active until the next quarter.

The selection of Public Advisor will be decided by several standards. Those who have experience investing in cryptocurrency will be considered as first. The person who are qualified to be skilled in 'Personalized Goods' or engage in various hobbies and commercial activities, they also have qualification though they don't have experience in investment of cryptocurrency.

Public advisors can always comment on the team and receive a variety of rewards.

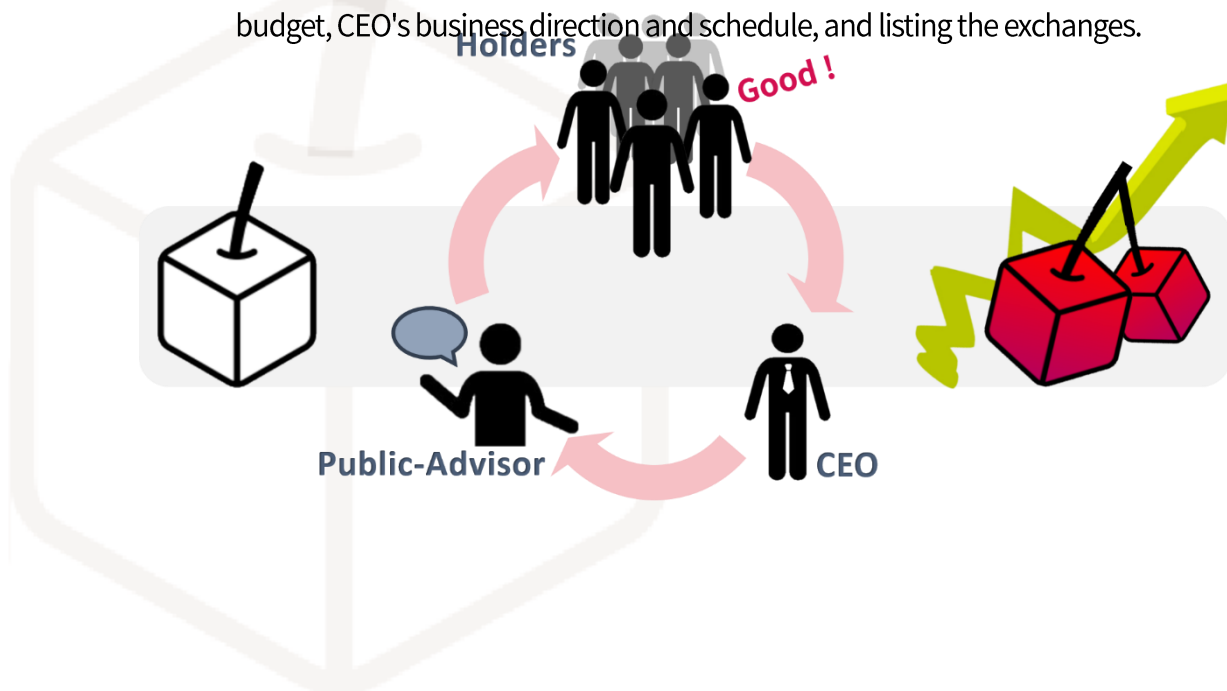
4) Holder Assembly

The Cherry Cube team devised the Holder Assembly by taking advantage of the concept of the shareholders' meeting.

We think it is essential for investors with no legal protection to provide at least a system that participates in the decisions of the coins they hold. 'Holder General Assembly' participates in the decision-making of the team, either directly or indirectly, as at the shareholders' meeting.

Normally, we will correct the defects of the team's business through the Public Advisor system, but in the event of an emergency, we will convene 'Holder General Assembly and Meet' through the notice on the 'Cherry Store' page to establish the basis for decision making after hearing various opinions.

Holders' meetings may be operated always by the community, and may require the team to provide information on the entire Cherry Cube project, such as budget, CEO's business direction and schedule, and listing the exchanges.



5. Reward Plan for Long-term holders

1) Cherry Cube Special Tier

In addition to the POP compensation, the Cherry Cube team considered the holder compensation plan for the long-term bulk holders.

In addition to the Cherry Gift , Cherry Store , the proven holder can purchase a special cube named Special Cube.

The Special Cube consists of selected high-end products and will provide a powerful incentive for long-term or large-volume holders to hold the token.

In addition, we will work hard to ensure continuous compensation.

2) Cherry Cube signature membership

The signature card will be issued to the holders who have made a significant contribution to the maintenance and expansion of the Cherry Cube ecosystem, which can be used to continue to benefit from online Cherry store or offline Cherry store franchises..

III. Milestone

