



Sector of Land Korean White Paper Ver 2.1

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1 Summary

Sector of Land (hereinafter referred to as SLD) is a cryptocurrency created by applying blockchain technology to the real estate field. SLD aims to ultimately eliminate the monopoly of information from specific groups of real estate and completely break down barriers to real estate information. In addition, with a clear focus on what can be contributed to the blockchain industry, it is beneficial to many cryptocurrency participants. Additionally, it aims to provide a stable ecosystem foundation.

Escaping from central control, that is the reason and significance of the emergence of cryptocurrency. In the central control system, the operation and contrast of the ecosystem are determined by the control of a specific group. Not only money, but all capital activities are dominated by certain minorities. SLD is designed and operated to meet the purpose of breaking out of central control, which is the birth purpose of cryptocurrency. However, the Foundation exercises only minimal controls to ensure that the ecosystem operates smoothly.

SLD believes that cryptocurrency is not prioritized over the blockchain, but that cryptocurrency was born through the blockchain. Cryptocurrency is not just an object of investment. The emergence of cryptocurrency served as an opportunity to inform the world of the concept of blockchain, and the blockchain came with the possibility to radically change the operation form of business. SLD pays homage to it.

However, we are very concerned that the current cryptocurrency industry has forgotten the motto of decentralization and turned into a speculation field. Initially, cryptocurrency did not have a white paper that changed as it is now, and it did not have a team or advisor, but the market was moving in a healthy way according to the original purpose of cryptocurrency. However, when we look at improving the current cryptocurrency ecosystem, just because there are brilliant executives, a good ecosystem is not necessarily established. Scamcoins disguised as cryptocurrencies poured in like a flood, and through this, many victims were mass produced. For this reason, the Foundation should only intervene in the cryptocurrency market to a minimum, and the Foundation should focus on securing a liquidity supply on the market to increase the value of the token and using a portion of its business income to increase its value. If the above baseline is not observed, this market is in danger of being transformed into a speculation arena at any time, and side effects from the central control of the Foundation will inevitably occur.

SLD doesn't focus on fancy white papers, teams, or lengthy marketing performances. Only the role of a substantial ecosystem management facilitator will be fulfilled, and other areas will be operated only with the voluntary participation of participants. In order for cryptocurrency to be recognized as a true asset, it is necessary to solidify the area of the blockchain that cannot be forged or altered, and completely out of control of a specific group. SLD will continue to maintain the ecosystem through minimal intervention so that a good ecosystem can be maintained after the foundation has completely established the ecosystem. In the end, the value of the foundation will become clear by allowing many participants to participate in the ecosystem thus created and enter a certain level of trajectory.

In the age of knowledge and information, those who dominate information dominate the market. In the present age, information is money and power. This accelerates the information gap. However, the blockchain system is transparent and open to information. SLD intends to overcome the limitations imposed in the times by actively utilizing the accessibility of this knowledge information of the blockchain. Through this, if the barriers to knowledge information such as Cheol Ongseong (Goryeo Dynasty castle) are broken, it can be seen that the value pursued by SLD has been reached.

The reason SLD chose an asset called real estate is because it thinks it is the asset that is closest to the public. However, investment in real estate is different. Apart from this, the real estate investment is a very difficult part for the public. Compared to other assets, the amount of funds is large, and the information gap mentioned above is also very large. To solve these problems, SLD will carry out various foundation projects. We will create an environment in which participants can actively exchange information, and furthermore, various meetings will be gathered on their own to promote healthy investment. We conclude with the hope that the general public and participants will be able to pursue profits and have positive effects across information barriers through SLD.

2 Blockchain and the real world

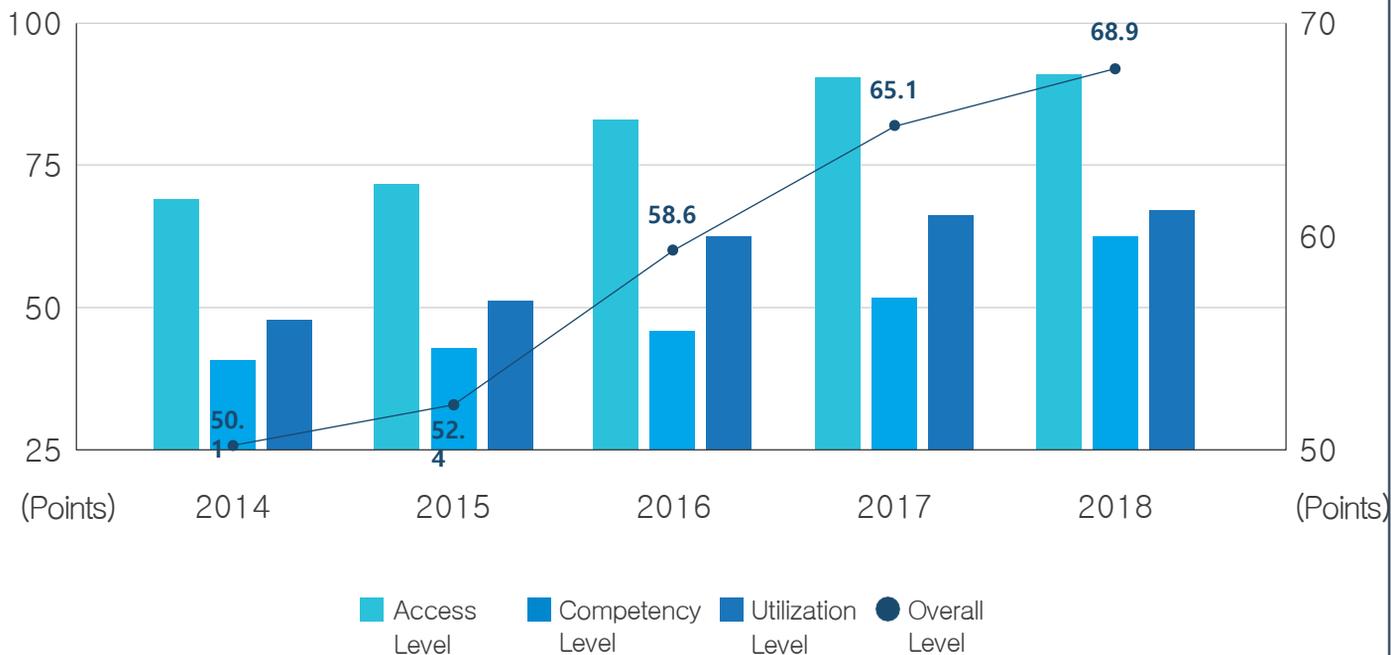
2.1 Capitalist Society and Information Gap

The gap between the rich and the poor is an inevitable phenomenon in a capitalist society that pursues individual free economic activity. However, if this gap increases, the maintenance of the social community may be jeopardized due to conflicts between members of society and the capitalist system may be destroyed. Just as there is a gap in capital in a capitalist society, there is a gap in information in the digital information society after the information revolution. The digital information gap, from access to digital media to the ability to use information and communication devices and the ability to use information through it, is intensifying over time.

SLD believes that this information gap is contrary to the value of blockchain technology. In the case of information inequality, there is a possibility of control and distortion of certain groups, so this should always be kept in mind. Therefore, SLD prioritizes sharing more equal information, and prioritizes promoting its own community and sharing high-quality information.

Digital Information Gap Status

Source: Survey on the digital information gap in 2018 (National Information Society Agency)



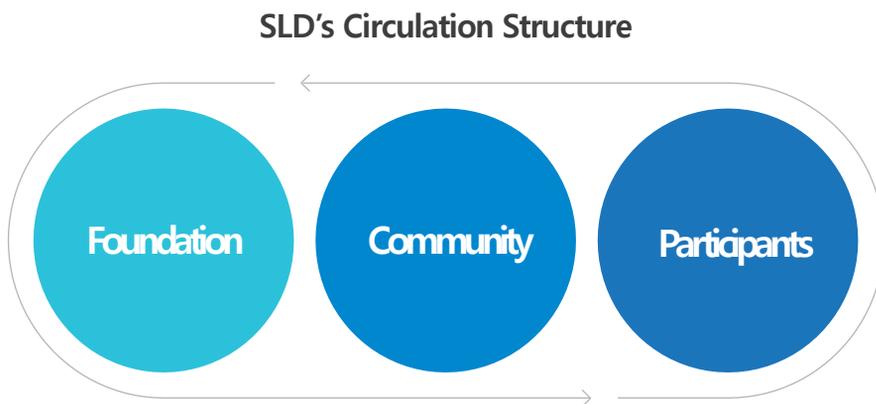
2 Blockchain and the real world

2.2 Future and Reality of Blockchain

Since the birth of the blockchain, innovation efforts have been made throughout the society for industrial development through blockchain technology. It's not just the cryptocurrency industry. The whole world had a pessimistic view of cryptocurrency, but this focused only on the speculative nature of cryptocurrency, but not for blockchain technology. In 2017–2018, the blockchain market, which was stigmatized as a means of speculation due to the overheated market situation, suffered. Now that this growing pain is over, it is time when the members of society accept that blockchain technology is the trend of the times and it is natural.

However, these situations have not yet been communicated to the public and are perceived as a story far from themselves. SLD aims to show the general public that blockchain technology never ceases to be difficult. And as a means, real estate is chosen. The public continues to show interest in investment assets called real estate but has limited access to information. However, SLD can acquire real estate and related information through voluntary information update of participants, and cryptocurrency is paid as a reward for their activities.

SLD will remain a good precedent in the blockchain industry showing that blockchain technology is not difficult and has utility value even within the general public.



2 Blockchain and the real world

2.3 Sharing of Quality Information

Following the industrial revolution, the information revolution of the 21st century was revolutionary enough to call it the third wave. The social and cultural changes that emerged due to the rapid development of IT technology were remarkable. The public's access to information has progressed, and the spread of computers and the Internet have been the top contributors in the information revolution.

However, information can distort certain events and phenomena, and such distorted information is provided to the public without going through a confirmation procedure. In the 21st century, rather than being blocked by information barriers, they live in a flood of information.

In order to block such distorted information, it must be verified by a third person or group. SLD will share information and will not be satisfied with the sharing itself, but will set a number of standards such as accuracy of information and high level of interest to set values accordingly.

The cryptocurrency distributed through this will be a great motivation to the participants and enables the participants to create a voluntary ecosystem on their own. Owning cryptocurrency is a reward for the contribution of each participant to the ecosystem.

One of the important things SLD values is quality information. The cryptocurrency of the SLD ecosystem is a means to obtain high-quality information from other participants, and the reward given when the participant himself provides information becomes a medium for active activities.

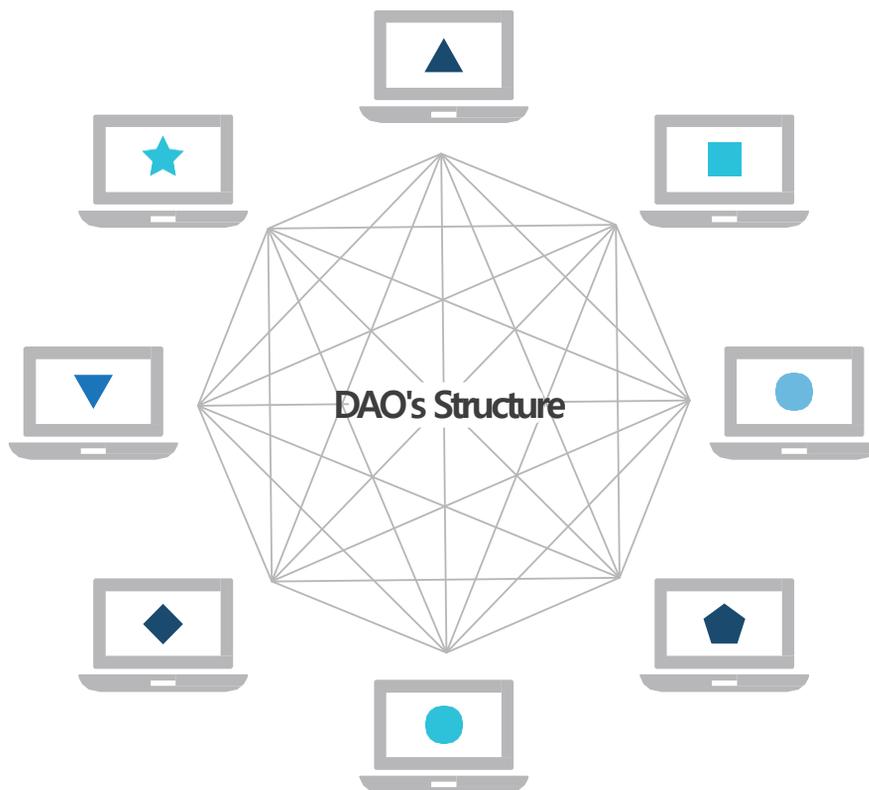
2 Blockchain and the real world

2.4 SLD DAO (Decentralized Autonomous Organization) Model

DAO is a future-oriented structure as a decentralized autonomous organization that deviates from the management of specific subjects. SLD pursues a DAO-style operation method. The SLD community is driven by the autonomous operation of each member, and all participants in the community have the authority to make decisions. Providing incentives (a certain amount of cryptocurrency payment) to participants who provide information is also carried out according to the rules created by the implications of the members. SLD's DAO-style operating model uses a blockchain system to update information, give scores for information, and pay cryptocurrency.

Active activities in the SLD community (update information, ask and answer, rally for own projects, etc.) are a form of fully decentralized autonomous organization, with no foundation or third party involvement. However, the DAO-style operation of SLD does not completely exclude humans. This is because the real-world asset of real estate is projected onto the decentralized autonomous organization model of cryptocurrency, but participants are at the center of communication through the community.

The SLD Foundation provides the profits of the foundation's own real estate business in the form of staged incineration in order to create an ecosystem that is capable of vigorous and vigorous activities.



3 Real Estate Investment and Cryptocurrency

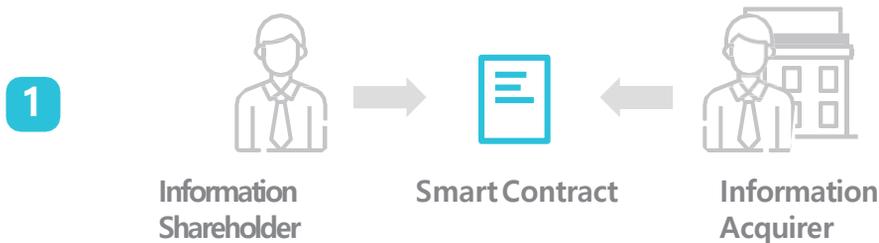
3.1 Convergence of Safe Assets and Unsafe Assets

One of the safe assets that the general public considers is real estate. On the contrary, cryptocurrency is recognized as a high-risk asset due to large price volatility. These two assets, which are at the extremes, are completely different in form and history, but SLD has been contemplating the appropriate division of roles within the project.

The rate of change in the value of real estate is very slow, and the value realization period targeted by the holder is very high. However, cryptocurrencies are highly volatile and difficult to predict. SLD attempted to converge the two ecosystems to close the gap between these two assets.

Participants with a purpose to invest in SLD will have highly volatile assets, but they can increase their own value through active activities within the SLD ecosystem. In addition, if the Foundation voluntarily shares relevant high-quality information first, the ecosystem will move smoothly for sure.

Combination of blockchain and real estate information



3 Real Estate Investment and Cryptocurrency

3.2 SLD Cryptocurrency Holding and Bonds

Cryptocurrency holding is similar to bonds, but cryptocurrency holding does not mean bonds. Bonds are the securitization of a debt deed that borrows money to raise money and returns money in a fixed period. The Foundation is the issuer of cryptocurrency and does not raise funds to realize the business model within the Foundation itself. Cryptocurrency is paid in proportion to each participant's effort to create an ecosystem.

If SLD cryptocurrency is recognized as bonds or securities and fundraising activities are made, the form is changed to STO (securities-type token) and may be illegal, so the business model within the Foundation itself proceeds with the operating funds within the Foundation. Therefore, cryptocurrency does not mean bonds.

3 Real Estate Investment and Cryptocurrency

3.3 Is STO (Security Token)?

SLD is not STO. The foundation business model operation, which is carried out by SLD to vitalize the creation of the token ecosystem, plays a role in the creation of the ecosystem environment and is not a tool for profits or dividends. STO means having shareholder rights of a corporate company, such as securing shares and exercising voting rights through token holding, but SLD is not an STO, so it cannot exercise dividends or voting rights obtained through shareholder rights.

The business model created by the SLD Foundation can be shared with token participants, but the business income and disposal events obtained through it are carried out within the Foundation, and the rewards for the participants are voluntarily through the profits obtained from the Foundation.

The real estate related ecosystem that the SLD Foundation intends to create should be accessible to anyone without barriers to information about investment information exchange or other asset investment. Tokens are only a medium in creating an ecosystem.

4 SLD Ecosystem

4.1 SLD Ecosystem and Circulation Structure

As described above, the Foundation's participation in the ecosystem is minimal. The Foundation is only obligated to create and maintain the cryptocurrency ecosystem system for the initial part. The Foundation introduces a system called incineration to provide a better environment for participants. When the ecosystem that the SLD intends to implement is fully formed, the Foundation plans to maintain the ecology through minimal operations.



4 SLD Ecosystem

4.2 Community for Real Estate Information Sharing

SLD will establish a community ecosystem for sharing real estate information. SLD is expected to play a big role in breaking down the information barrier through blockchain cryptocurrency. Blockchain is used in many ways, but SLD has focused on creating an arena for information sharing. The categories of real estate investment information are very diverse, such as simple investment, auction & public sale, and real estate development. Real estate investment that the general public thinks includes apartment investment and land investment, but SLD and the field in the ecosystem are much deeper than that.

The overheating aspect of real estate investment is not just the current problem. Each government has a policy on real estate investment, but it lacks consistency, a temporary solution, and cannot fundamentally prevent overheating. However, this phenomenon can be accepted as a high interest of people in real estate investment. Therefore, the SLD Foundation believes that if it cannot prevent high interest, it is better to minimize the monopoly of information of specific groups or individuals with power, and to provide a place where anyone can easily exchange information.

Appropriate token rewards are given to users who are active in the real estate related ecosystem created by SLD. The criteria for the amount of tokens to be paid depends on the criteria created by itself. For example, if scarce and good information is updated, various evaluation items such as recommendation and do not recommend can be entered and evaluated by other participants. Additionally, evaluation is impossible to manipulate because it can prevent forgery and alteration through the SLD blockchain.

In addition, to prevent false information, the paid token is locked up for a certain period of time, and if it is found to be false, sanctions can be imposed on the paid token. The judgment on false information is mainly made by sharing opinions among participants and judgment by real estate experts within the Foundation.

The core of the SLD community is collective intelligence. Collective intelligence is a term that refers to the intellectual abilities that multiple individuals acquire through cooperation or competition with each other. SLD intends to realize this collective intelligence by combining it with the blockchain.

4 SLD Ecosystem

4.3 SLD and Exchange

SLD will be presented to prospective participants through listing on the exchange. The main purpose of SLD listing on the exchange is to attract participants and to publicize and popularize the project. There is a business model within the SLD Foundation itself, and through this business model, progressive incineration proceeds.

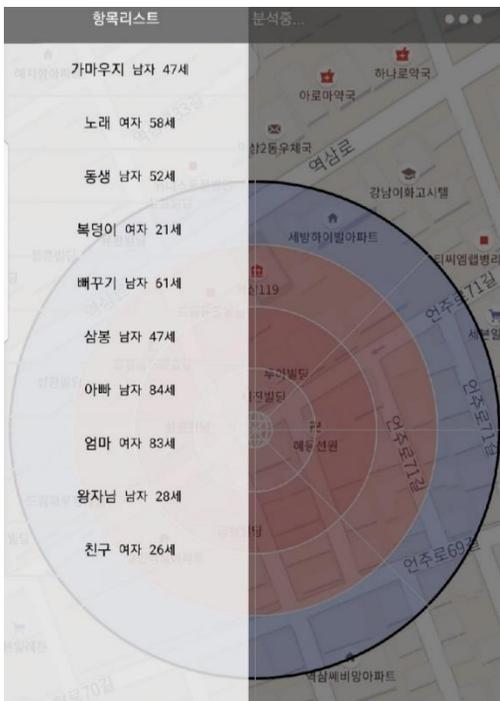
Apart from the project and related disclosures, another reason for listing on the exchange is to use it as an opportunity to showcase SLD to more prospective participants. In addition, business information conducted by the Foundation is shared and provided to participants. The Foundation first supplies high quality information to participants who are obstructed by information barriers, and then serves as an indirect investment window.

The Foundation transparently provides the project progress to the exchange and shares related tasks.

5 SLD BM Model Introduction

5.1 Fengshui Geography Application Service

In the first half of 2021, SLD plans to introduce an application service that converts Fengshui geography into data. People have different perceptions and information about the geography of Fengshui. But even with this perception, what is certain is that we know that Fengshui geography is very important to our lives. Although it is an area that can be dismissed as a superstition, SLD has IT ready prepared these services, and the development has been completed in the form of a demo (February 2021) and is expected to be released in the form of a beta version in the first half of 2021.



< Demo type version screen >

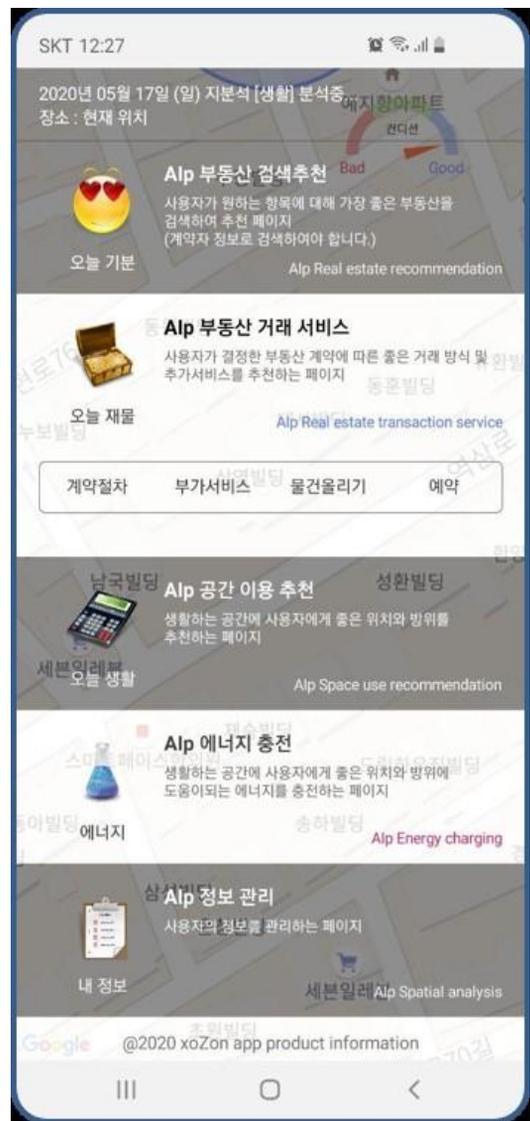
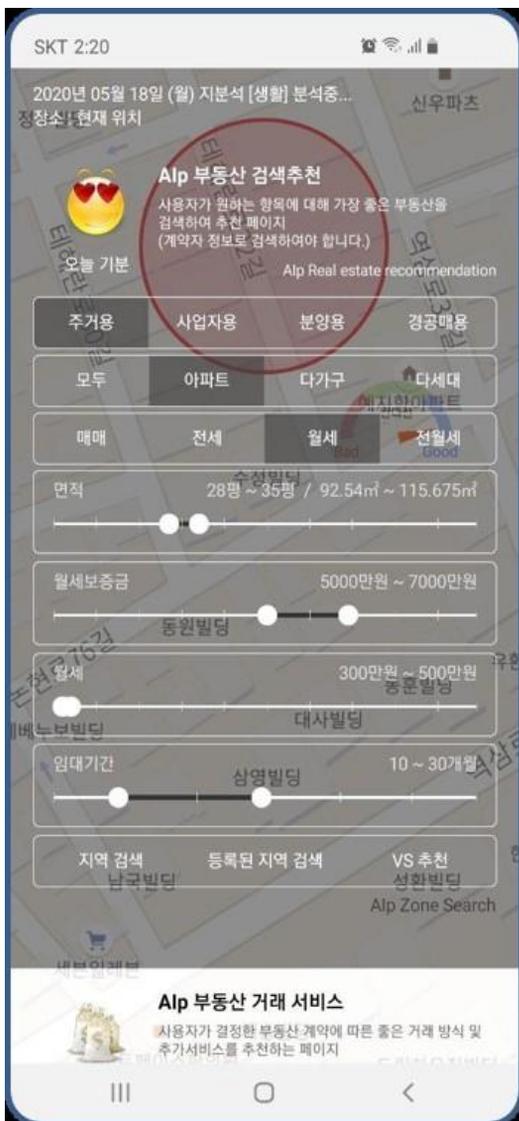
This application, which will be released by SLD, is not just based on real estate investment, but provides travel courses tailored to individuals, dating courses provided to couples, local restaurants recommendations, and other Fengshui based updates information to individuals every day.

This application is jointly conducted by Sector of Land Korea and the Institute for Potential Intelligence, it is expected to provide reliable services based on many years of big data.

5 SLD BM Model Introduction

5.1 Fengshui Geography Application Service

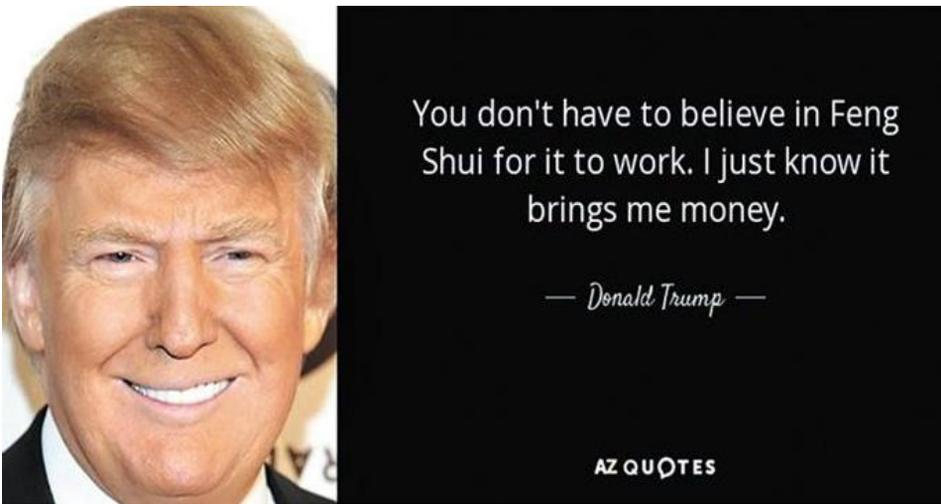
For example, location selection is a very important factor in preparation for the restaurant business, and we consider this part a lot. The history of Fengshui in the selection of residential areas has been very long. It is also very important when moving to be able to get good education for children, to travel and dates with lovers or family members. SLD is designed to make Fengshui useful to anyone. One of the great features of this application is to provide individuals with different update information on a daily basis. It is designed to be useful on a daily basis rather than a one time application.



5 SLD BM Model Introduction

5.1 Fengshui Geography Application Service

The Fengshui application service that SLD is planning to service is very unique among BMs in the cryptocurrency industry, and there are many factors that can attract very high interest to prospective participants and application users. It is judged that there are many advantages in securing participants because there is an element that can sufficiently appeal to not only Asian users who are aware of Fengshui, but also Western users. This application BM is disclosed on the official website of the SLD Foundation and is explained in more detail.



Former US President Donald Trump frequently mentions Fengshui in his book. Trump once said about Feng Shui, "You don't have to believe in Fengshui for it to work, I just know it brings me money."



5 SLD BM Model Introduction

5.2 Real Estate Development Business

SLD plans to conduct its own real estate development business. SLD is planning to generate consulting revenue through overall development work, such as PM of real estate development and selection of companies. SLD plans to announce the part excluding confidential work through the Foundation's website and social media. SLD has several real estate development related staff within the Foundation and plans to invite relevant business personnel to secure higher expertise.



Real estate development (investment, sales, auction, etc.) is one of the main business models of the SLD Foundation.

6 SLD Token Metrics

The total issuance of SLD tokens is 10 billion. There is no additional publication after the first publication.

Team & Advisor 20%(10% unlocked after 1 year. 10% unlocked after 2 years)

Partnership 5%(Unlocked after 1 year)

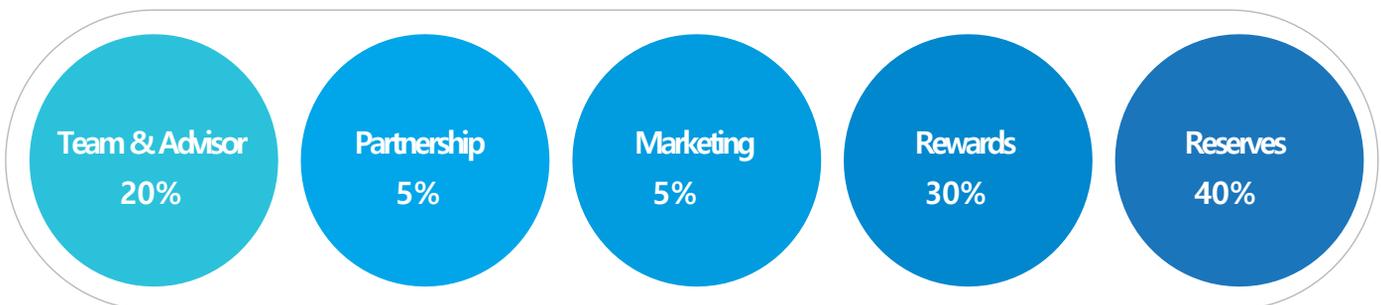
Marketing Part 5%(No lockup)

Ecosystem Participant Rewards 30%(No lockup)

Reserves Part 40% (No lockup)

SLD has not conducted ICOs and IEOs for the public.

10 billion issued



7 Road Map

Round 1

20-2Q

Foundation Corporation Preparation / Foundation and Team Composition / White Paper Writing

20-4Q

Homepage and Company Introduction / SLD Policy Establishment

21-1Q

Exchange Review / Business Model Fengshui Geography Service Application Release

21-3Q

Real Estate Development Business Execution / Partnership Linkage Goal / Institutional Investment Attraction Goal / Wallet Linkage Goal

21-4Q

Open of real estate investment information sharing platform

Round 2

22-1Q

Real Estate Development Business Model Performance Disclosure

22-2Q

Announcement of the results of the second cycle

22-3Q

Achieve the goal of 5 million downloads of Fengshui Geography applications

8 Team

8.1 Operation Team Mangers



CEO Sun Kwang Gyu

Career Experience: Present Managing Director of Hurak Investment Co., Ltd.
Present Certified Broker
Former CEO of AP Co., Ltd.



COO Lee Bok Hum

Award: 2009 Korea National Housing Corporation Housing and Urban Research Institute Plaque of Appreciation
2011 Minister of Land, Transport and Maritime Affairs Award (Construction Environment Technology Award)

Career Experience: Current CEO of EA Group Engineering Co., Ltd.
Former Heukhwan Soo Architectural Design Office / Tokyo, Japan
Former CEO of Kunhwan Architects & Engineers
Former Adjunct Professor of Architectural Interior at Yeonsung University



CFO Yoo Jae Woon

Career Experience: Current CEO of Semano Korea Co., Ltd.
Hwamyeong District 1 Housing Development Maintenance Project
Gunja Jugong Complex 4 Reconstruction maintenance Project
Ansan Sampo Complex 3 Maintenance Project
Anyang Cheongwon Apartment Reconstruction Project
Seongnam Geonoh Apartment Reconstruction Project



CMO Wei Jin Bok

Career Experience : Current UIA Architects Office (Director, CEO)
Current member of the Seoul Architecture Committee, Curator of Gwangju Poli, 2017
2011 ~ Seoul Public Architects
2009 ~ Director, UIA Architects Office
2007 ~ Member of Royal Institute of British Architects (ARB)

8 Team

8.1 Operation Team Mangers



Kim Mook Jung, COO of Feng Shui

Present Feng Shui Geography Park Governor,
Present Certified Broker

Present President of the Osul Society
Present Chairman of the Leading Cultural Research Association

Education: Seoul National University, College of Humanities,
Korean Literature, Gongju Graduate School, Oriental Studies



Kang Jeong Min, Law Administration

Career Experience: Present lawyer (Youngjin Law Firm)
Seoul Regional Attorney International Committee Secretary
Management Association Advisor Attorney Daenong Shinan
Housing Reconstruction Project Association Head of
Association Job Representative Gaepo Jugong 1 Complex
Reconstruction Maintenance Project Association Temporary
Association Head



Lee Seung Ho, Compliance Monitoring

Career Experience: Former Goseong Police Chief
Former Head of Information Security Division, Bucheon
Won Miseo, Gyeonggi Province
Former Gyeonggi Provincial Office, Bucheon Oh
Jeong-seo, Manager
Former Director of Information Security Division,
Ilsanseo, Gyeonggi Province
Former Director of Information Security Division,
Goyangseo, Gyeonggi Province

8 Team

8.2 IT Team Mangers



Ham Shin Seung, CTO of Development

IT infrastructure development and construction



Hyun Geon Su, Head of Development Team

Blockchain developer



Lee Eun Ji, Web Publisher

Web standard development and UI&UX designer

8 Legal Notice

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8 Legal Notice

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