



Beau Cat

Integrated Beauty Care
Service System

Contents

1. Introduction
2. Current status of beauty service
 - 2-1. Beauty Service Market Outlook
 - 2-2. a solution to a problem
3. Beau Cat platform
 - 3-1. Beau Cat Economy
 - 3-2. Beau Cat Technology
 - 3-3. Beau Cat Staking
4. Beau Cat platform Community
5. Beau Cat e-commerce platform
6. Beau Cat Wallet
7. Beau Cat Partners
8. Beau Cat Summary
9. Roadmap
10. Disclaimer

1. Introduction

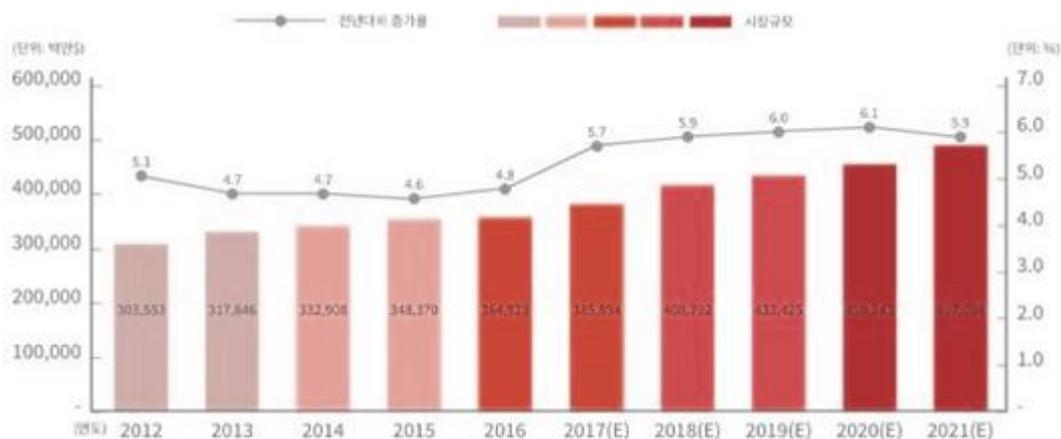
As the non-face-to-face industry, which started due to COVID-19, developed, the offline beauty industry automatically saw its sales drop very sharply. For more than three years, all offline beauty markets around the world have darkened, and in the upcoming virus war, Beau Cat is trying to open up the future beauty market by simultaneously conducting non-face-to-face and face-to-face services. It is a huge number of more than 80 million beauty companies, including beauty salons, hair loss care, nails, and skin care, which represent the world. Major 80 million professional beauty companies offer different services, and they are trying to compete with each other today to win customers' hearts.

However, we cannot find a place where 80 million beauty companies around the world integrate and operate as services that customers can be satisfied with. Beau Cat aims to make even one percent use of Beau Cat's integrated services in this huge beauty market. Beau Cat Project opened an offline store where you can receive professional beauty services and established a foundation in 2021 to expand businesses such as domestic and overseas expansion.

The Beau Cat Foundation will do its best until the day when it can benefit from our company's healing complex cultural space through thorough management of branches, not just a space for healing and beauty care for more customers in these existing business categories.

2. Current status of beauty service

Consumers are paying attention to lifestyle beauty brands. This is a natural change as the Stayhome campaign continues around the world and spends more time at home. Not only in the body sector, but also in the room perfume sector such as diffusers and room spray, there is a clear upward trend. In addition, it is expected that popular online-based beauty brands will grow due to the physical situation in which uncontact consumption is bound to increase. In addition, hygiene habits will be an important routine as health concerns increase. The area of skin damage caused by the environment is also likely to grow significantly with the addition of the function of antibacterial. More and more consumers are pursuing Clean Beauty, and these consumers will find and purchase things that are more gentle, less burdensome, and healthier every day-to-day. Sales of personal hygiene-related products (gargles, hand sanitizers, handwashes, etc.) have soared, and start-ups with the concept of hygiene have also emerged. Home training-related products and diet-related industries also appear to be growing industries in the COVID-19 situation. As COVID-19 continues, related industries such as meditation and mental discipline are also expected to increase. The beauty market is expected to increase 4.8% year-on-year to \$364.9 billion in 2016, and to show a steady increase to \$487.1 billion in 2021. In the case of cosmetics, the market has continued to grow despite the global economic crisis compared to other industries and manufacturing industries due to the increase in the number of women's economic active population, and the entry into the aging era.



<World Beauty Market Size>

2-1. Beauty Service Market Outlook

Due to the COVID-19 pandemic, the intensity of sales by item in the U.S. beauty and personal care market is expected to differ. Sales of shades, suncare and perfume products are expected to decrease this year due to lock down, travel restrictions, and telecommuting to prevent the spread of infectious diseases. On the other hand, as the demand for personal hygiene management expands, cleaning products such as soap and hand sanitizers are increasing. In addition, skin care products are expected to be relatively popular due to the spread of self-care trends at home. However, the industry predicts that the massive unemployment caused by the pandemic and the shrinking consumption caused by the expansion of uncertainty in the future will lead to a reduction in the beauty and personal care markets.

Compared to the application of various services in other industries, the beauty industry is still an unexplored field, and the areas that can be applied in the ICT technology level survey classification system are wellness care ICT, manufacturing ICT, but in fact, beauty-ICT. In addition, most of the research and development of the Ministry of Health and Welfare and the Ministry of Food and Drug Safety are focused on the development of new drugs or medical devices, and the actual research and development in the beauty (cosmetic) field is dependent on the industry's own research and development. Looking at the R&D cases of beauty-ICT market application, most of the applications for skin measurement are developed. There are more than 5,000 related applications, but there are only a limited number of applications actually used.

In addition to the development of existing cosmetics source materials, the current domestic and foreign beauty market is also making great efforts to increase user convenience and develop various services in line with the "personalization" era. In particular, beauty-ICT technology is directly related to the sales of cosmetics brands, so all companies are focusing on research and development. Beauty-ICT technologies based on various technologies such as virtual reality, artificial intelligence, and big data will continue to create new markets. Efforts to incorporate ICT technology into the beauty industry, which has a higher growth rate than other industries, will contribute to increasing exports and creating jobs in related industries through high value-added industries.

In addition, it is time to take full advantage of the advantages of ICT technology and the Internet environment base compared to competitors, and change your mind from a follower of overseas technology development trends to a leading position.

2-3. a solution to a problem

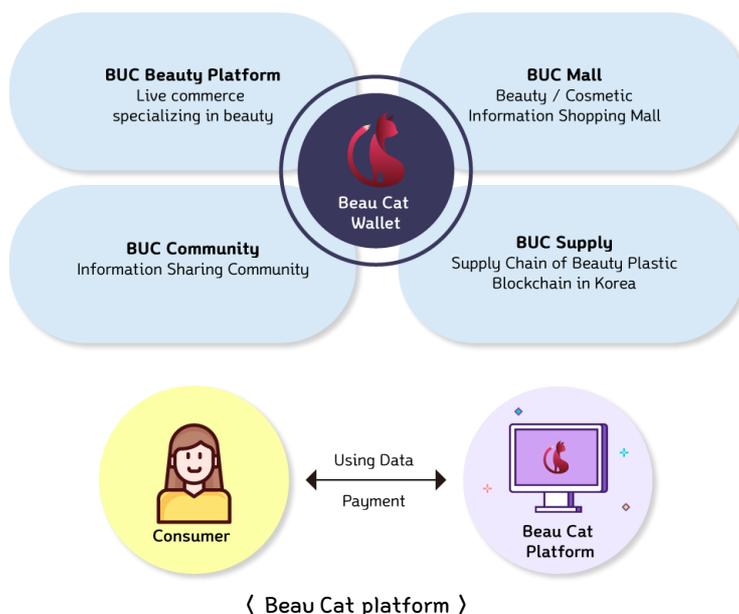
The beauty industry expects that smart beauty that combines ICT technology will become a new form of consumption. Not only domestic but also global cosmetics and beauty companies are actively entering the smart beauty market. The most distinct trend of smart beauty is "personalized cosmetics" like customized treatments in the medical community. Reflecting individual skin types and preferences, products are immediately mixed and subdivided at the store, and all of these bases are analyzed and provided based on user data. These data-based beauty technologies can be converged into various fields such as electronic devices, mobile, cloud, nanotechnology, artificial intelligence (AI), and the Internet of Things (IoT). Such a beauty tech market has a very bright outlook. This is because beauty products, including cosmetics, have a high frequency of purchase, are easy to link with various services, and have a wide range of products, ranging from essentials to luxury goods, so they have excellent versatility. Market research firm P&C Market Research predicted that the global beauty tech market will grow at an annual average of 19.1% and will have a market size of 100.9 trillion won by 2023.

Among the products released in the beauty tech market, various beauty devices that reflect image processing technology are on the rise. In particular, in the case of smart packaging, it is important to develop applications with usability and convenience in connection with beauty devices, and beauty solutions that can recommend beauty information, analysis reports, skin care shops, and cosmetics should be designed. In addition, variables of data collection methods should be defined and designed to provide customized solutions such as suggestions, monitoring, beauty and home care information, and linkage plans with professional services to users. In addition, beauty services (in the same context as visiting beauty services = bathing services, hair-sniffing and dog-sniffing), residential (visiting designers when deploying customer beauty products), IoT (Metabus connection with lost products, security, residential indoor air conditioning, smart glasses), and a new business (designer and customer)

3. Beau Cat platform

The new beauty platform that Beau Cat wants to create

- Live commerce platform specializing in beauty based on beauty information construction and blockchain
- Expand existing beauty mileage and points, pay cash local currency, and connect with blockchain
- Beau Cat Integrated Services Grow with Stores and Customers
- Development of Depi & NFT specializing in beauty and creating a bank specializing in beauty
- Preventing loss of profits from natural disasters through simultaneous service of non-face-to-face and face-to-face industries
- Operation of beauty service & professional information and product/product trading shopping mall



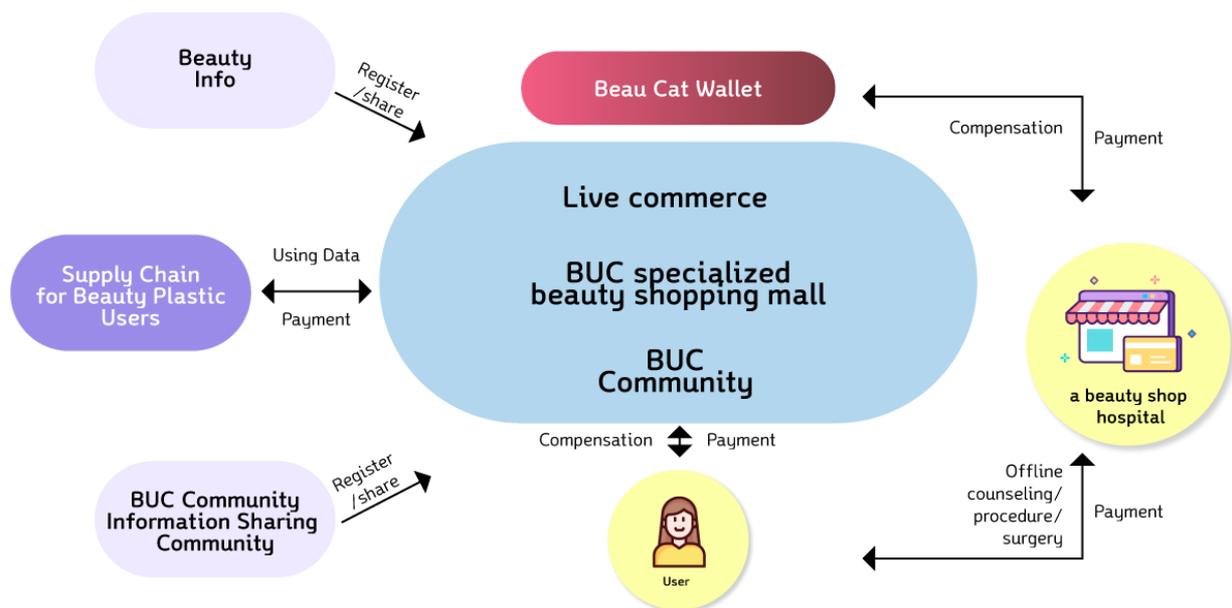
The Beau Cat platform focuses on user participation through beauty information. Participants are informed, including interest and purchase history

It provides a platform to share (age, preference, cosmetics used, skin condition, beauty, etc.) and rewards them according to their contribution so that they can participate and communicate a lot. In addition, unlike general product sales sold on the market, it adds the value of a "premium online shopping mall" by applying a cryptocurrency purchase promotion program collectively, and provides various benefits through membership programs. In addition, it will provide curation based on user data to expand services throughout the beauty industry, such as live commerce, beauty & beauty malls, and distribution networks.

3-1. Beau Cat Economy

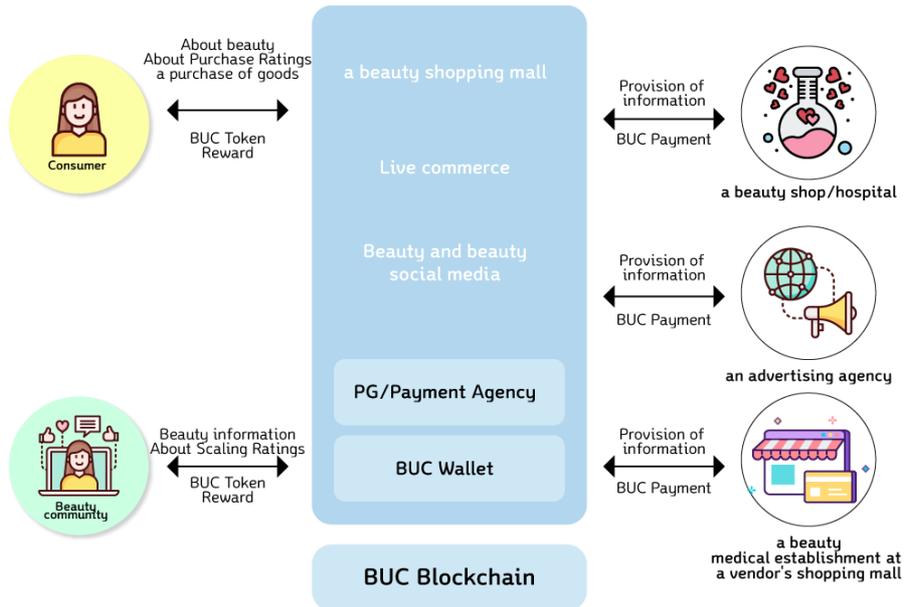
Beau Cat token usage range

- When participants re-share and use information
- When consumers pay for beauty and beauty services,
- When a consumer pays for beauty products at a shopping mall,
- When the hair salon pays for the platform advertisement,
- When you buy beauty data at a hair salon,
- When beauty brands buy beauty data from consumers,
- Register campaign for target ads



< Beau Cat Ecosystem >

3-2. BeauCat Technology



〈 Beau Cat 보상 구조〉

Contribution* = Each user who uses your own shopping revenue, acquisition of recommendations, purchase of recommendations, and owned coinage Beau Cat platforms can enjoy reasonable rewards and benefits depending on the ecosystem's contribution to activation.

3-3. Beau Cat Staking

Staking means fixing a certain amount of cryptocurrency that one owns as a stake, and investors can earn a certain level of profit during the deposit period.

You can earn capital gains by buying coins at a low price and selling them at a high price, but you can earn profits by tying coins for a certain period of time, such as installment savings and deposits.

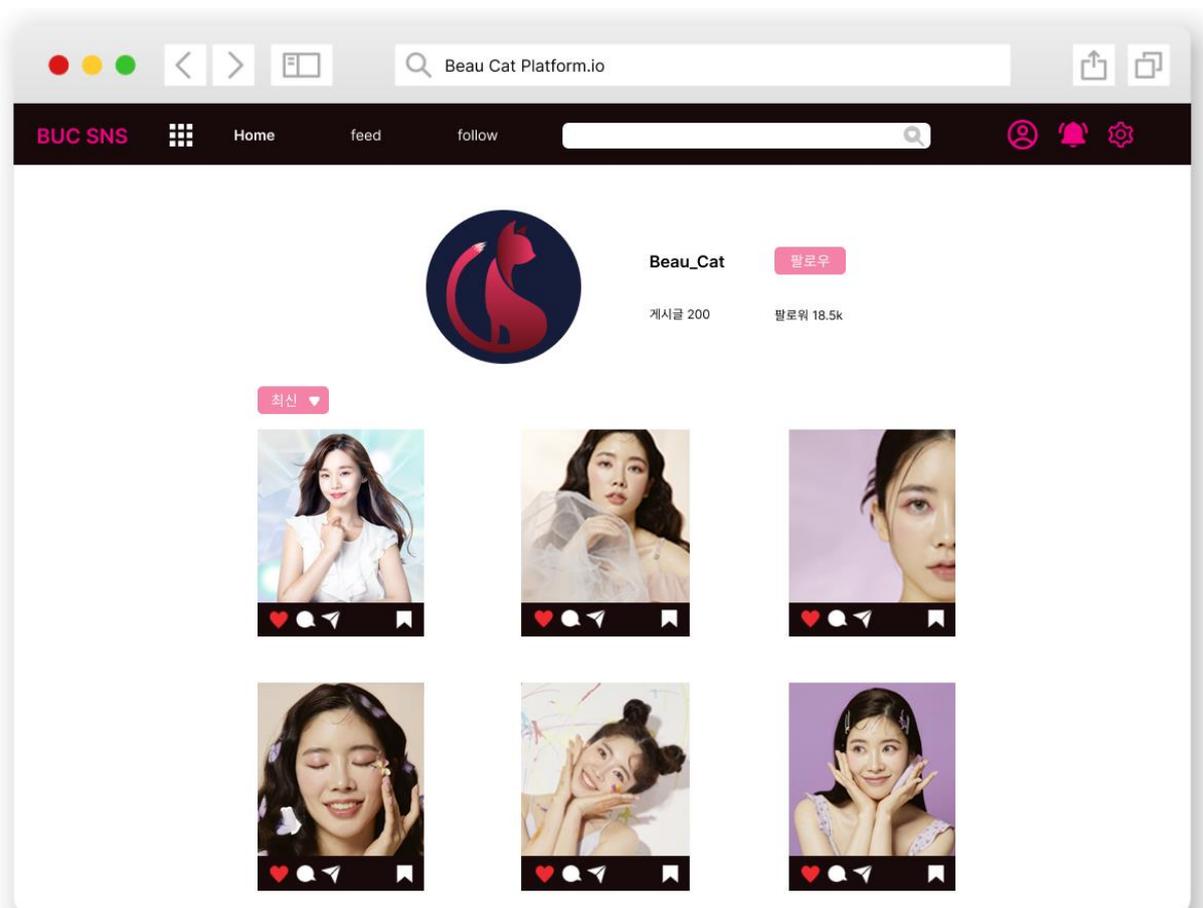
Lock Up Period	profit%	Payment method
3 month	4%	Automatic payment on the first day of each month (e.g. 4% for 3 months lockup) (e.g. 9% for 7 months lockup)
6 month	9%	
9 month	13%	
12 month	20%	

4. Beau Cat Platform community

Beau Cat provides a platform for registering and sharing various information such as domestic and foreign beauty and brands in one space.

Key Features of the Beau Cat Platform Community

1. Through linkage with the blockchain wallet, you can post beauty information and write comments on posts.
2. BEAUCAT can be provided to the publisher by voting on one's preferred post in a way that can express interest in the post.
3. The owner is given the right to the beauty information provided by him, and the voting obtained through this is shared with the owner.
4. Beauty information of interest is evaluated together with voting and the value of beauty information is delivered to a plurality of users. You can use your own beauty salon, which can be shared and viewed anywhere in the Beau Cat Platform community, as your blog (social platform).



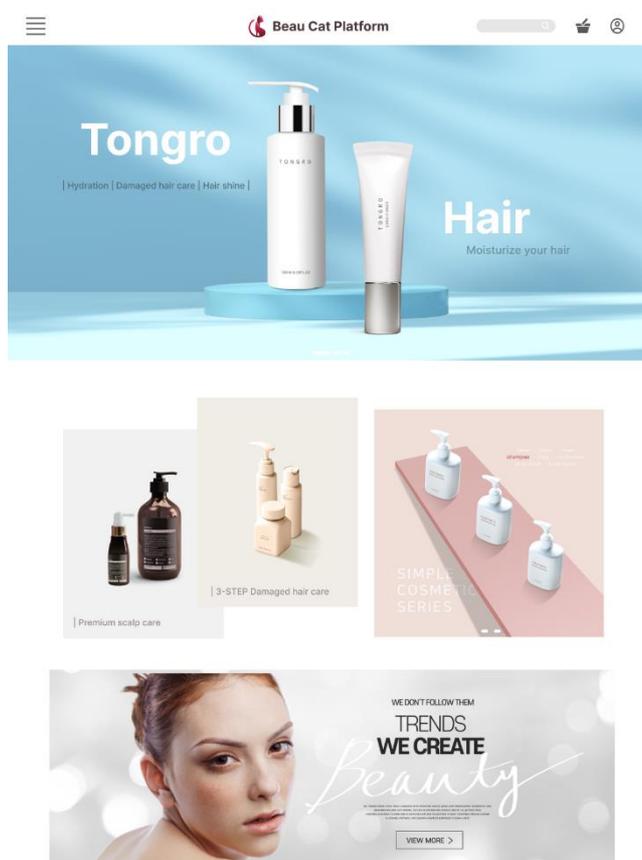
5. Beau Cat e-commerce platform

Beau Cat will play a role in activating untact (non-face-to-face and non-contact) purchases and creating the soil for live commerce. Beau Cat creates a place where viewers can communicate with various experts such as brand officials and influencers through real-time comments without going to offline stores. Beau Cat's beauty and beauty platform aims to be a video-based beauty platform that allows users to experience products through video and purchase them right away without going to the store in person.

BEAUCAT's live commerce has a lower entry fee than offline channels or home shopping, and allows two-way communication with consumers. BEAUCAT plans to strengthen communication with consumers of MZ generation (millennial generation + Z generation) who are customers in line with non-face-to-face consumption trends.

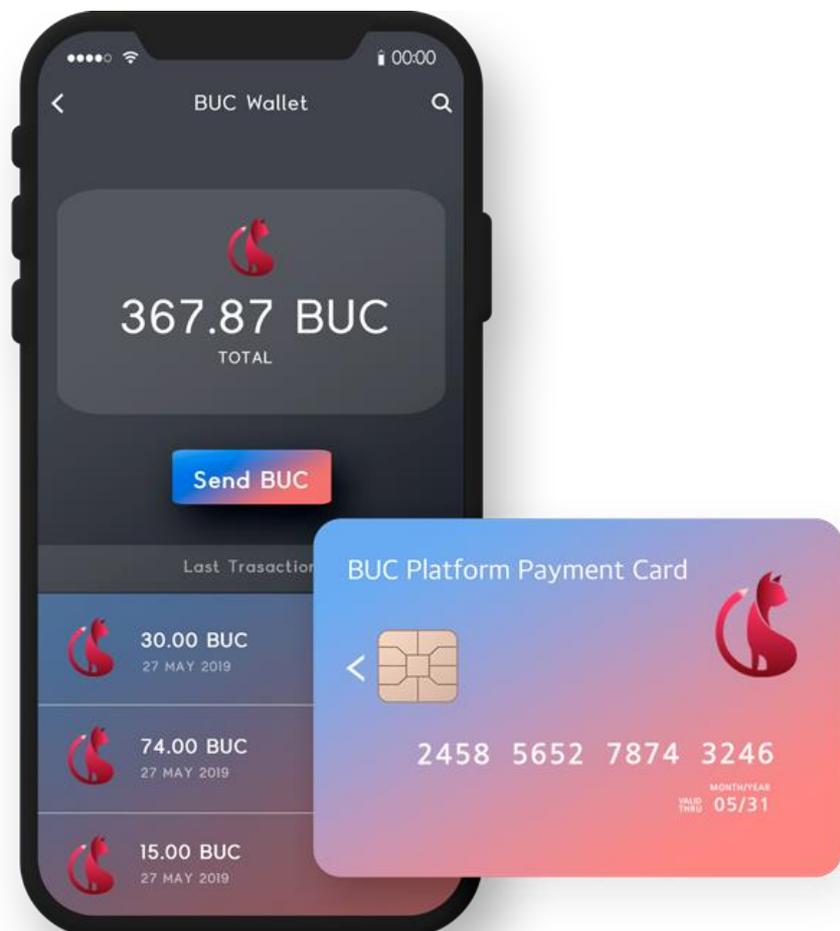
Beau Cat is planning to develop a live commerce solution specializing in beauty and beauty. Beau Cat Beauty will host a mobile live broadcast, and each episode will select and introduce planned products that can only be found in Beau Cat Beauty or hit products that show beauty trends. Beau Cat Beauty regularly hosts beauty live commerce broadcasts that introduce and sell products through real-time videos in partnership with various distribution platforms.

In addition, Beau Cat Beauty builds popular beauty creators and influencer Pool and produces and distributes content on the platform. Beau Cat organizes professionals such as e-commerce platform system development personnel, marketing experts, and video content production experts for this e-commerce-type platform business.



6. BeauCat Wellet

Wallet, which is provided by Beau Cat Platform, is a service that provides users with convenient use of cryptocurrency. Beau Cat Wallet is an integrated wallet service that includes the ability to securely trade BUCs issued by Beau Cat Platform and manages each reward generated by the services within the platform by integrating it into BUC. Beau Cat Wallet includes coin safe transmission and reception, security, Beau Cat PAY payment service, and multi-wallet functions for TACOIN linkage. Wallet use can be used in beauty salons, plastic surgery clinics, shopping malls, global exchanges, and rewards that have MOUs with the Beau Cat Foundation, and has an integrated platform function that provides various services to users.



< Beau Cat Wellet >

7. Beau Cat Partners



Eco-bio



DASHION LIFE



HEAD SPAK



한남대학교
Hannam University

Hannm university

hasung

Hasung



International Head Spa Association



Translation major,
comma-tok

8. BeauCat Summary

Name : Beau Cat

Symbol : BUC Type : ERC 20

Total Supply : 1,000,000,000 BUC

Total Issue	1,000,000,000 BUC	
Category	Quantity	Content
Operation (30%)	300,000,000 BUC	It will be used for various business operations such as providing liquidity, governance, and compensation for platform errors.
Token Sale(20%)	200,000,000 BUC	Token Sale for Beau Cat platform investment, and the funds sold are used to invest in the platform.
Marketing (20%)	200,000,000 BUC	It will be used as a means to communicate with users such as events and air drops.
Staking (20%)	200,000,000 BUC	Rock Up! It's been three, six, nine, 12 months % volume BUC will be automatically paid per month.
Team & Advisor (10%)	100,000,000 BUC	Teams are rewarded with BUC based on performance. The timing of compensation is different, and the amount paid as compensation is 6 months lockup, and it will be released on the 1st of every month for 3 months after 6 months.

9. Roadmap

2021 - Build a 2Q Project Team

3Q Project White Paper 0.1 Ecosystem Deployment System Design

4Q Project White Paper 1.0 Production Completed

2022 - 1Q Wallet 1.0 Launch

2Q Blockchain-based Buccat Platform Development Starts

3Q Global Exchange Listing (Scheduled)

4Q Beauty Cat Platform Open / Beauty Information Community Open

2023 - 1Q Buccat Shopping Mall Advancement

2Q Global Market Expansion Progress

3Q Platform Advancement Work

10. Disclaimer

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