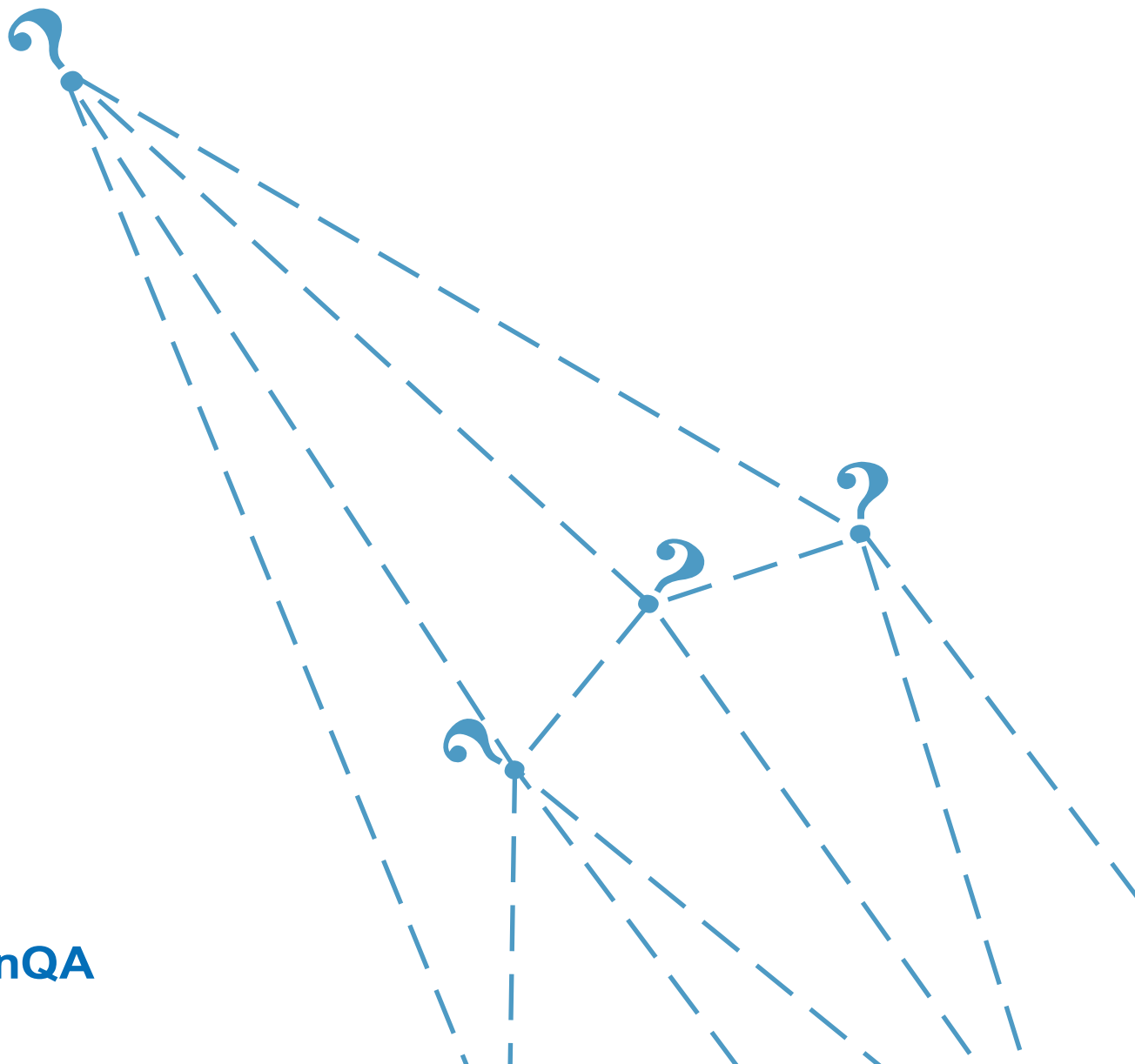


ChainQA

100 Voices of Talents

Session 4 03/29/2018

TACchain

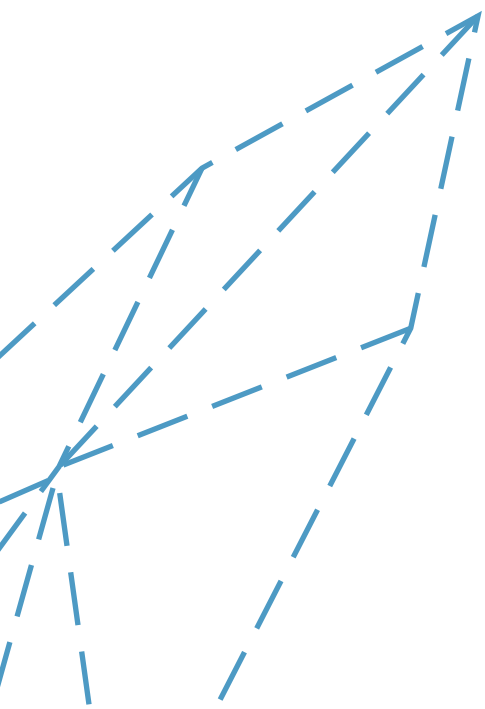




CONTENTS

TACchain

Preface	-----	3
Project Introduction	-----	6
Staff Composition	-----	13
100 Voices of Talents	-----	16
Summary	-----	56



Preface

01.The Original Intention of ChainQA

The global Internet industry has been developing for more than 20 years. Even though there are numerous fluctuations with the impact of hot concepts' wave, none of them flooding the feeling stronger than the blockchain nowadays. On the one hand, all kinds of new ideas have given the blockchain an unlimited prospect, which at certain point, it even subvert everything that we were familiar with. On the other hand, there are many doubts about current blockchain industry. Not only ordinary consumers are questioning with these obscure concepts, but many of the practitioners who are involved in the blockchain industry are also confronted with various questions.

It is not fear about the problems, and investors shall not be fooled. Proposing questions and looking for solutions would be the best way to establish consensus.

02.Idea of 100 Voices of Talents

In simple words, what is the block for "blockchain"? What is a chain? The literal understanding is that the block is decentralized, and it believes that the single center is unreliable; the chain is to build consensus that everyone trust, and the consensus was firm and irrevocable recorded.

We hope to use the mechanism and ideas of the blockchain to make an online decentralized Q & A platform for blockchain projects. It is expect this work is easier to understand than the traditional venture capital and due diligence, but more professional than the media coverage and have a higher consensus degree. This is because the participant blockchain project will experience test of professionals, the formed answers can greatly help to reduce the difficulty of understanding the project information and increase the transparency of the project. Thereby, it can promote the confidence of good projects, while the so-called blockchain concept projects (or even cheating) will be eliminated by nature. It is the result Chain QA hopes to achieve.

Internet has established a connection, but failed to establish a complete trust. It just simply put everyone together with a low cost. Blockchain erected a "link" to promote the effective formation of trust. Therefore, the link under the blockchain is to establish more than just a connection, but a consensus.

How to establish consensus? The basis is trust. On the blockchain, the foundation of trust is that all the data must be on the chain, and it is non-manually interoperable. Therefore, AI is the production data of the blockchain. Its

principle is to realize the trust through the immutability of machine's data record. Although we have not implemented every questioner can ask a machine-based programmatic question today, we can learn from the consensus concept to build this Chain QA's "100 Voices of Talents" community.

In the ChianQA group, questioners are professionals include professional investors, practitioners, technologists, media representatives in the blockchain area. Everyone here wants to see the long-term, sustainable and healthy development of the industry and is willing to gain better industry awareness through careful questioning and exchange.

03.The Process of ChainQA

The board members are formed by blockchain practitioners from all over the world. They are awaiting to evaluate these new blockchain projects with the sharpest questions that will ever be asked. Project Evaluation will be held through apps like Telegram, WeChat, etc.

Every week, there will be 1-2 projects evaluated by the "Voices of 100 Talents" board members, the developing team of such project will be answering questions like technical issues, business logic, and a series of applications related concerns. Then, each board member will be given a score based on the evaluated project's answers and performance. Dialog during evaluation time period will be disclosed and published with the final report to both English and Chinese Medias.

Over here at ChainQA, we talk no doctrines, no trends, no feelings, only the truths and facts will remain. We will only ask things like, "What exactly has been solved by this project or chain?", "Are these developing team prepare well on technical and business logic aspects?"

Warning: In order to avoid accidental injury to those "Air Cryptos", we highly recommend those non-serious blockchain entrepreneurs with no self-disciplines to stay off our radar.

In general, the period of ChainQA is 48-72 hours. The first day is the introduction day of the project. The project party will simply introduce its project through the community and release whitepaper and related achievements. The questioners will have 24 hours to digest the published information. In principle, the project party will not answer

questions within the first 24 hours, but questions from questioners may be accepted. The project party can fully prepare the answers based on these questions. The second 24 hours IS the project's reply day. All questioners should ask professional and sharp questions. The project founder or person in charge will answer all questions on the same day. Finally, all questioners will have the right to score based on all project participants' responses. The third day is the propaganda day, we will disseminate information based on all the questions and answers, which allows the project to be more transparent to the public. The reports will be published in both Chinese and English globally to better realize the consensus record. The reports are easier for the blockchain enthusiasts and followers have a comprehensive understanding of the project.



TACchain Project Introduction

Traceability Chain (abbreviated as TAC) is a traceability platform built by blockchain technology. Through the dual-chain and cross-chain protocol with Ethereum, it uses the unique untamperable distributed ledger recording feature of blockchains to build a traceability cloud platform. Through the sub-chain of the landing project and the corresponding DAPP application to solve the problems of information traceability, anti-counterfeit inspection, and precision marketing in the procurement, production, warehousing, circulation, distribution, and terminal consumption processes of commodity raw materials. It provides technology developers with fast and efficient The development of a collection of cloud services solves the "trusted" problem for branded companies and consumers.

Traceability Chain includes the main chain and cloud platform, developers, companies and consumers.

In terms of business model, TAC builds an underlying blockchain platform and provides smart contract interfaces. Developers provide brand customers with blockchain traceability and anti-counterfeiting solutions through the platform. Brand customers pay the corresponding fees; consumers can search the result through free scan codes and get different rewards from brand enterprises.

In the business model design aspect, the core idea of Traceability Chain is to earn small profit by quick turnover to allow more technology developers to join the ecological and promote more brand customers to product chain. This will allow the Traceability Chain to quickly enter and dominate the market.

At the Big Data Expo in Guiyang on May 28, 2017, about the anti-counterfeiting of Maotai spirit, Tencent's CEO Pony Ma said that in the future, based on the cloud-based, networked anti-counterfeiting method that incorporates blockchain technology is far more important than anti-counterfeit trademarks. Traditional anti-counterfeiting methods are more effective. Blockchain technology is a neutral existence. It is like an account book, which can record all transaction data and be used to verify the authenticity of the information.

First, the blockchain is different from the common centralized information storage mechanism. The decentralized characteristics determine the openness and equality of the blockchain's data maintenance by multiple nodes.

Second, verified information added to the blockchain will be permanently stored. A single node will not be able to modify the data. Therefore, the data stability of the blockchain is higher, and it has non-defective modification and non-repudiation.

Thirdly, anyone can query blockchain data in the open interface and share and exchange data in the entire system. Therefore, the blockchain keeps the system information highly open and transparent.

Vitalik Buterin, the founder of Ethereum, also said: “traceability” business is a great blockchain landing application.

Blockchain provides a great opportunity for traceability. Traceability refers to the tracking of the flow chain of tangible or digital goods. Through the registration of each transfer, the information collected from the source is recorded, traced back to the source of raw materials, the production process, inspection lot, logistics flow, and forensic authentication. Based on the traceability information to optimize the supply chain, provide supply chain financial services. The internal logic and data authentication scenarios that apply blockchain technology to traceability, anti-counterfeiting, and optimized supply chains are very similar—data cannot be tampered with and timestamped.

Traditional traceability systems either use today's centralized book model or are recorded and saved by individual market participants in isolation. This is an information island model. In the centralized book model, who is the center maintains this book becomes the key to the problem. Whether it is a source company or a channel provider, it is very likely that they will choose to tamper with the account book or falsely claim that the account information has been lost due to technical reasons when the account information is not good for itself, since they are stakeholders in the circulation chain.

Traceability Chain is a global project, starting from China to accumulate experience and polish the platform. As the project progresses, the Traceability Chain will set up a technology research and development center and a market development center in Silicon Valley, which radiates North America and Europe. In other regions, the Traceability Chain continues to adhere to the fastest application, the most extensive industry expansion, and focuses on traceability, anti-counterfeiting, and supply chain applications. It solves the “trustworthiness” of global commodity

circulation. With the help of the industrial changes in the blockchain, the Traceability Chain will add greater value for the entire ecosystem.

Current Progress and Application of This Blockchain Item

I. Feasible Business Model

1. Largest Blockchain traceability platform for anti-counterfeiting of the world (Global players, IBM, Ant Financial, JD)
2. Technology service companies make the development on the platform to help brand products accessing chain (Technology service companies are now competing in the “red ocean”. The brand owners need to use Blockchain on their products).
 1. Charge according to the product quantities (code amount) accessing chain (the unit price is low and can be accepted by the enterprises)

II. Team Experience

1. Founder Wang Pengfei (CEO of Kuaipaiwulian) is a successful serial entrepreneur. He established two companies in the past fifteen years. The first one is TX.com which got two rounds of dollar financing and then was sold to DENA, a Japanese listed company. The second one is Kuaipaiwulian where Wang has spent 8 years. It engages in QuickMark and solution to traceability for anti-counterfeiting. The company got VC investment and was listed in NEEQ (National Equities Exchange and Quotations) in December 2015.
2. The company’s core technologies and product teams come from those of Kuaipaiwulian and TX.com. Team members have been working for years and have formed a high execution force. Meanwhile we also attract the external technologies, market, capital and overseas partners.
3. The Blockchain technology receives expert guidance from Jingtum, Taiyiyun and Beihang University. Ziggurat offers underlying technical support to make sure that the products can be produced in high efficient and landed quickly for commercial use.
4. The team has experiences in M.A.(merger and acquisition) after dollar funding, how to be listed in NEEQ (National Equities Exchange and Quotations) after RMB funding. It also has experiences in secondary market and

market value management;

5. We experienced capital raising, burning money, earning money and sharing money.

6. The team has experiences in both developing the mobile Internet platform of users and products and offering services to big customers as a enterprise.

III. Product Experience

1. Eight years' experiences in QR Code, RFID technological development and solution to traceability for anti-counterfeiting.

2. Familiar with the traceability market of anti-counterfeiting

3. Familiar with requirements of brand enterprises have on traceability for anti-counterfeiting, as well as the budget and decision-making process;

4. Deep understanding on the strength and requirements that government and the third-party organization have over traceability industry.

5. Serve dozens of large customers and thousands of middle and small-sized enterprises;

6. Connect the public service platform of traceability of ministries and commissions, industry associations related to traceability and the third-party organizations.

IV. Technological development progress

1. ERC 20 token based on Ethereum has finished;

2. The main net is in final development. Now we are performing development and testing;

3. Network node testing is done. We plan to start testing at the end of March and perform open beta online in April;

4. DAPP wallet and user community are under development. Its open beta online plans to start in April;

5. Preparing application interface. Now we are discussing interface details with two technological companies.

V. Group

1. On Wechat: a 500-people group of industry communication; a 400-people group of potential investors; a 200-people group of media friends.
- 2.17,000 people in telegram group
- 3.More than 6,000 people in beechat group
- 4.More than 20,000 fans on Weibo (Chinese version of Twitter)
- 5.More than 1,000 fans on Twitter
- 6.More than 2,000 followers on Wechat Official Account
- 7.Cooperate with Miles group of C50 Blockchain;
- 8.Start the strategic cooperation with Chinese Angel Investor College
- 9.Start the strategic cooperation with Blockchain Investment College;
- 10.Start cooperative and joint construction with PRABOX on group;
- 11.Contacting several foundations which have been listed in the exchange to negotiate group share and development;
- 12.15,000 people have been dropped in currency circle, chain circle, media club, Wechat group, telegram group, beechat, PARABOX and offline salon etc. The traffic acquisition cost (TAC) dropped is around 500,000.

VI.Media

- 1.Cointime, Deepchain Finance, Mars Finance established a cooperation
- 2.Shangfang media, tokensky, ear financial strategic cooperation
- 3.Established extensive cooperation with dozens of domestic currency circles, chain circles, and technology we-media.
- 4.Maintaining 200 people's Traceability Chain media WeChat group, which brings together 90% of the domestic chain currency media
- 5.As a guest to participate in online and offline media activities, the Traceability Chain has become a hot item in the Blockchain industry
- 6.Established connection with People's Daily online Blockchain Channel and Xinhua Community Blockchain Channel; with Caixin Media, Financial Magazine, 21st Century Business Herald, Daily Economic News, Economic

Observer, Securities Times, China Securities Journal, etc. Blockchain reporters, 36Kr, Huxiu, TMTpost media chain and other technology media Blockchain reporters have established better contacts.

7.Has established contact with CCTV Economic Channel, CCTV Securities Information Channel, and Beijing TV's attention to the Blockchain's program groups.

VII.Public Relations

1.Applied for the vice chairman of Beijing Blockchain Technology Application Association;

2.Established better docking relations with the departments of AQSIQ, Food and Drug Administration, Administration for Industry and Commerce, Department of Commerce related to counterfeiting and counterfeiting, and subordinate associations and organizations.

3.Served as Vice Chairman of the China Anti-Counterfeiting and Counterfeiting Coalition;

4.Docking with China Code Center, China National Institute of Standardization, and China Inspection and Quarantine Association, in-depth cooperation in related fields

5.The China Food News can negotiate with us to deepen cooperation and build a joint venture company to jointly develop the Blockchain traceability platform business.

VIII.Competition analysis

1.VEChain, with a market value of more than 10 billion Yuan, dominated by luxury anti-counterfeiting products. The flagship product was mapped on the Blockchain and the public chain was not on-line. It is expected to be on-line in the third quarter of 2018.

2.The Walton chain, with a market value of nearly 10 billion yuan, focuses on traceability and anti-counterfeiting applications of FRID in clothing and other fields. The public chain is not on-line and is expected to go online in the second quarter of 2018.

3.Ant financial Blockchain chain anti-counterfeiting is currently disclosed as an internal application to support the cross-border business of both Tmall and Cainiao.

4.Jingdong Blockchain traceability and anti-counterfeiting platform is open to the outside world. The specific case of external access was not found. Internally, Haitao's cross-border exploitation was the mainstay.

5.IBM Blockchain traceability anti-counterfeiting, mainly for Wal-Mart and other top 500 companies to provide consulting and system integration services.

6. The Traceability Chain can compete with related friends and businessmen through the competitiveness above, and increase the value with technology and market share.

Whitepaper: <https://www.linksfin.com/Documents/TACchain-whitepaper-CN.pdf>



Pengfei Wang

Chairman of Snapshot Internet of things, EDP of School of Economics and Management, Tsinghua University, Mr. Wang Pengfei is one of the early inaugurators of China Mobile Internet, and is also a well-known continuous entrepreneur in the Internet circle, and the 26th session of "Beijing May Fourth Youth Medal" winner in 2012 and "Shanghai IT Youth Top 10 New Prominent in 2009.

In 2004, Wang Pengfei founded China's largest mobile sociality and game website --- tx.com.cn in Shanghai. After two rounds of venture capital from USD funds, it was acquired by a foreign listed company DENA in 2009.

In March 2010, Wang Pengfei went to Beijing for second undertaking, and finally locked QR code technology service in the field of Internet of Things as the direction of the start-up, established the Beijing Snapshot Information Technology Co., Ltd., promoted the first QR code recognition software "Snapshot QR Code" with independent intellectual property rights in China. It was also an important milestone in the development of China's QR code industry. In 2014, Snapshot emerged with Century Cloud Internet of Things as Beijing Snapshot Internet of Things Technology Co., Ltd., and Mr. Wang Pengfei served as the chairman. Snapshot Internet of Things listed in the Agency Share Transfer System in December 2015.

In 2015, Mr. Wang Pengfei founded the "Surging Agency Share Transfer System Club" in Beijing, and attracted hundreds of chairmen and investment fund partners of several hundreds of companies which are listed in the Agency Share Transfer System, securities, lawyer's firm, accountants and media, and the club held several conferences with attendants exceeding 1,000 people in Beijing and Shanghai, which brought together a wide range of public relation and resources in the fields of industry, investment and finance.

Mr. Wang Pengfei also served as the director of Automatic Identification Manufacture Association of China, Vice Chairman of China Anti-Infringement and Anti-Counterfeit Innovation Strategic Alliance, and the Director of Beijing Youth Chamber of Commerce.



Huagang Yang

Master, graduated from Shanghai Jiao Tong University, major in Management, intermediate technical title.

General Manager of Shanghai RF Information Co., Ltd., with 15 years of consulting and implementation experience in enterprise informatization, he has worked in the famous enterprises such as ORACLE China and UFIDA. He was involved in the traceability industry in 2011 and possesses several intellectual property rights such as patents and software copyrights. Combining the technologies such as RFID, bar code and sensor, he has several successful cases in many industries, including manufacturing, furnishing, foods, parts and accessories. His service objects include Shanghai Tobacco, Fujian Expressway, Fujian Cement, Guanfu Modern Household Wares, Dongfeng Motor, Haitian Flavoring & Food, CRRC, Shanghai Baoye Group and so on.



Guohua Yu

13 years of experience, from 2008, Yu Guohua served in Western Securities, Great Wall Securities and China International Capital Corporation Limited in the listing of enterprises, merger and reorganization of listed companies, value management of listed companies and investment banking. Yu Guohua has rich and practical experience in company listing at home and abroad, capital operation and value management of listed companies. In recent ten years, he has participated into and completed the pre-listing tutoring of several enterprises, and mergers and acquisitions as well as value management of listed companies.

Prior to the work in the securities, Mr. Yu served the listed company SANY (60031, SH) for financial audit.



Mr. Chen Youjie is the director of San Francisco division of www.beimeigoufang.com. Mr. Chen began his business and investment in Beijing 15 years ago. TT Capital Management under his management is the first investor of d.cn. After his investment, the company earned the investment from Qiming vc and Softbank. He is also the developer of "One Chinese a Day". This APP ranked first in the paid-up education app in Amazon app store. Mr. Chen has been the visiting teacher in Tsinghua

TONY

University to share his industry experience. Mr. Chen is the bachelor of UC Berkeley and master of Stanford.

Mr. Chen is responsible for the expansion of Traceability Chain in USA market and investor relation in Silicon Valley.



XY Wang

Before joining Traceability Chain, she was specialized in brand, public relations and product marketing in Lenovo. She has served several media platforms such as China Business Journal, Tencent Financial Center, Phoenix Financial Center, Sohu Financial Center, and Chinese Family Business Review (a monthly magazine) for more than ten years. She boasts rich experience in content production and operation, brand strategy and communication, event planning and execution, PR system construction and management, and product marketing, including event marketing, KOL marketing, circle marketing and conference marketing. She was graduated from Harbin Engineering University, major in Metal Materials and Heat Treatment, and School of Humanities, Tsinghua University, major in Editing and Publishing.

100 Voices of Talents

1.1 Questioner



Hanwen Zhu

Blockchain Investment Banking practitioner

Rating : 2.8

1.2 Question



Hanwen
Zhu

I used to do the traceability project of food, if there is no guarantee of liability in the production process, the traceability system could only improve the record. The chain could only be used to prevent record tampering and cannot guarantee anti-fraud. How will the TAC prevent fraud (at each of the circulation link)? And will they maintain the node?

About anti-fraud, our thoughts are as follow:

1. All the intermediate links throughout the production process have guaranteed liability. Otherwise, there is no meaning to be on the chain.
2. To prevent fake or fraudulent intermediate links, we will utilize our “transfer-proof” labeling technology. Physical objects will be labeled and that could not be easily swapped.
3. There are three main node in the food traceability process, brand dealers, quality inspectors, and the community representatives. These are all in the Cloud Hosting Mode and have reward mechanism for the nodes.



XY
Wang

2.1 Questioner



Lijuan Yu

Secretary General of the Micro Buiness Group of Internet Society of China

Rating : 4.18

2.2 Question



Lijuan
Yu

Currently, e-commerce manufacturers and distributors remain fragmented. How will the company trace the source and ensure the product is genuine if the industry is this fragmented?

The applications of E-commerce are like these:

1. E-commerce products got a very interesting relationship with the sale system. We will start collecting product details, data, and label from production to storage, to logistics, and to the distributed link.
2. At the core of e-commerce products, it is the quality of the product that protects the customers. Thus, it is important to provide information of the production, process, and the corresponding anti-counterfeit labels.
3. For middle to smaller business, they could also use SAAS services to lower the cost. They could also pay through monthly fees.



XY
Wang

3.1 Questioner



BELLA Wang

Project Manager of Google, U.S., Blockchain Investor

Rating : 2.7

3.2 Question



BELLA
Wang

Blockchain could certainly make data more transparent. But could it have fraudulent data from the beginning? And since blockchain's records are tamper-proof, how could your team solve/fix that?

1. We have talked about the reliability previously.



Pengfei
Wang

2. As of the Business model, businesses have always needed similar technology.
3. There have had similar products on the market. But as business became more aware of blockchain technology, users started looking forward to the market innovations.
4. From the perspective of cost, there is basically no changes. From the perspective of cost, there is basically no changes. Therefore, the users could be highly accept of TAC.

4.1 Questioner



Ming Wang

Founder and Partner of Leiming Capital, Founder of Foglink

Rating : 3.8

4.2 Question



Ming
Wang

At its core, accepting blockchain into everyday life is a trust of machines. How could products that are still off chain become decentralized and on chains? Will they use QR codes or other systems? Furthermore, who will be responsible for the process of identification and labeling(and prevent foul play)?

1. We have already talked about the measures to ensure the authenticity of information on the chain.
2. They will use QR codes and RFID label.
3. The identification of goods will be completed by the company's quality control and third-party quality inspection.
4. The labeling process should be an important part of the company's internal control. Larger enterprises can consider automatic labeling machines, while



Pengfei
Wang

maller and medium-sized companies could also consider manual labeling. Since the number of labels parallels the number of products, it could prevent theft internally.

5.1 Questioner



Jackie Zheng

Former Reporter of CCTV 2, DJ of ChainVoice of North America

Rating : 3.25

5.2 Question



Jackie
Zheng

What is the biggest problem TAC is facing and how you plan to solve it?

Moreover, whether TAC can solve the food counterfeit problem from the origin is worth to consider. Taking “blockchain orange” as an example, in the whole process of seed selection-planting-harvest-sales, there could be fakes, every section is managed under centralization (manually). So how can blockchain technology achieve its anti-counterfeit function?

1. From my personal experience, I have eaten "blockchain orange" before. Maybe I am lucky. They are all good and should be really from the place of origin.
2. The local government, association, and brand will all need to contribute to the monitoring of the product at each link to ensure the accuracy of the details.
3. Once the blockchain system is implemented, all block information will be recorded automatically.
4. Transfer proof can prevent real codes on fake products



Pengfei
Wang

6.1 Questioner



Terry Xing

Serial Entrepreneur, Practitioner of Blockchain, Individual Investor, Doctor of Computer Science in the U.S.

Rating : 3.66

6.2 Question



Terry
Xing

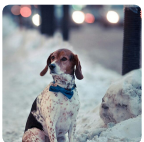
The data cannot be tampered with once it is on blockchain. But decentralization cannot be implemented in all aspect of the production yet. As long as there are human and manual elements in the production, the chain cannot be truly effective. How can the company solve this?

1. Yes, technically speaking, when there are manual elements, the chain cannot guarantee complete effectiveness.
2. We have discussed the corresponding measures to increase the accuracy of information.
3. Regarding the application of new technologies and new business models, I believe all innovation stem from imperfect situation. It will keep morphing until it is mature. The same applies to blockchain in the Traceability Chain. You cannot wait until it is completely perfect to launch a project.



Pengfei
Wang

7.1 Questioner



Dengke Chen

Internet Finance Specialist, Recently Active in Blockchain Area

Rating : 3

7.2 Question



Dengke
Chen

How to protect the authenticity of the listing on chain process. The enterprise application is highly centralized, what is the blockchain entry logic?



Pengfei
Wang

We are not targeting third-party inspection platforms similar to the government. We are building the bottom layer of technology, providing corresponding smart contract interfaces, and standardizing the work of industry related parties. The platform itself does not endorse product quality, but increase digital supplement of consumers to branding business. If consumers do not understand the brand itself, the TAC platform cannot say that the product is good, but can tell consumers that the brand's products have made relevant records in the process from raw materials to processing, warehousing, logistics, and distribution. These records are publicized by brand owners to consumers, and they also ensure that the goods come from the brand enterprise manufacturers.

With the community becomes bigger and bigger, there are other functions and logic that consumers can carry out more brand supervision. The counter-infringement and counterfeiting law enforcement agencies can also be introduced to do data matching and counterfeiting work.

Guarantee the authenticity of listing on chain

- 1.The brand enterprise and the planting and breeding farmers are contractual relations, so the information they enter on the chain is an integral part of the contract. It must ensure that the information is true and accurate. Otherwise, it will prove to be false and undertake legal responsibility;
2. Through the relevant monitoring, inspection agencies and local government related agencies' monitoring and reporting to conduct the third-party certification of the quality of products, and put related information on the chain;
- 3.The sensor through the Internet of Things is upgraded more from manual acquisition to machine acquisition, which improves the accuracy of information on the chain;
- 4.Brand enterprises themselves have demands for product quality requirements. Therefore, brand companies will use rewards and penalties to

enhance the reliability of the information on the chain to ensure product quality, and increase customer satisfaction.

Blockchain tracing and anti-counterfeiting is to solve the low trust of consumers caused by enterprise-centric information storage methods, and also to reduce the potential risks of internal violations in the centralized method.



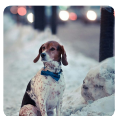
Dengke
Chen

1. The cultivation and planting mentioned by you reflect the interests of the manufacturers. 2. Third-party testing is responsible for the Food and Drug Administration Bureau of Industry and Commerce, and they are responsible for their duties. 3. Machine acquisition can not avoid the problem of manual intervention. 4. Brand premium finally depends on the conscious of the manufacturers. The conclusion is that manufacturers and external supervision are the main players of interest. Whether blockchain is used, they all have sufficient incentives to promote traceability applications. Blockchain does not seem to be a strong demand in this scenario.

To use blockchain will be better. Maotai, Wuliangye and Yanghe have already taken the lead.



Pengfei
Wang



Dengke
Chen

The centralized or alliance chain is enough.

The disadvantages of centralization are still relatively high, but users' trust is not high. Alliance chain can also solve this problem.



Pengfei
Wang



Yingxiong Wang

Founder of ChineseInLA.com

Rating : 3.8

8.2 Question



Yingxiong
Wang

Anti-counterfeiting is a very traditional and widely used industry. How does TAC compete with competitors in the traditional anti-counterfeiting industry? How can TAC allow traditional users to accept your product in terms of efficiency or application? Can you give an example, such as a liquor has a telephone anti-counterfeiting system before, how do you let this liquor manufacturer switch to your system?

1. We have a cooperative relationship with traditional anti-counterfeiting companies. They are partners in our chain's technology development. They are developed based on the interface of the TAC.
2. A description has been made above on the blockchain anti-counterfeiting features. Enhancing trust, eliminating internal hazards, and increasing information security are reasons why traditional customers have chosen blockchain traceability anti-counterfeiting solutions.



Pengfei
Wang

9.1 Questioner



Yun Zuo

Founder of Fromgeek & 9 O'clock Blockchain.

Rating : 3.8

9.2 Question



Yun Zuo

Traceability is referring to the traceability code standard of an item, food, or product. Perhaps every industry has a traceability code standard, so how does Traceability Chain solve it? Is it according to the standards of the large

enterprise client or does it have a set of standards? How can it be adopted if using its own standards?

Traceability Chain (TAC) is a traceability platform developed by blockchain technology. Can Ethereum meet its standard through its dual cross-chain protocol?

1.If each enterprise has its own code, it can be conducted by using the coded middleware provided by Traceability Chain.

2.Traceability Chain recommends Chinese enterprises to use national standard of the product QR code. It will also become the global GS1 standard in the future. Enterprises will gradually adopt this standard in order to better globalization.

3.Ethereum is mainly used to facilitate the circulation of its external environment and improve the surrounding ecology.

4.It is more convenient to use out main chain because all the business carriers are on the main chain. Currently, basic business requirements can be met by hundreds of testing TPS.

We have made the main network and the cross chain of Ethereum, and we are now developing the smart contracts. The official launch should be a case in which there are still relatively few implementations of token across Ethereum globally.



Pengfei
Wang

10.1 Questioner



Lijuan Yu

Secretary General of the Micro Business Group of Internet Society of China

Rating : UR

10.2 Question



Lijuan
Yu

There are tens of thousands of dealers and freelance natural person engaged in product sales at multiple levels. How to reduce the cost of TAC since such sales environment requires higher cost control? Moreover, social e-commerce companies are mostly startup companies and they don't have sufficient IT knowledge. How to simplify the learning period and allow companies to use blockchain traceability more easily?

It is relatively easy to operate TAC using SAAS approach with corresponding tutorials. There are still certain professional requirements for the projects on Traceability Chain in the early stages. The added value for products is also relatively high, so lets have them on chain first.



Pengfei
Wang

11.1 Questioner



Angela Bai

Graduated from School for the Gifted Young ,USTC, Serial Entrepreneur, Blockchain Entrepreneur

Rating : 3

11.2 Question



Angela
Bai

Traceability can be working very well, but both trust and Traceability on chain have costs. The most thing that can be on TAC in the supermarket are expensive organic vegetables. It has less meaning and marketing opportunity if there is only a small amount of goods, then how to solve the cost problem? Is adding more blockchian only solve technical problems and not be able to solve the cost problem? For ordinary products, the cost is obviously not increasing unless the platform requires it. In other words, products like Jingdong's may have more possibility. How to acquire its own product users?



Pengfei
Wang

Product on chain in different phases, and high-value-added products come first. It will be similar to the anti-counterfeiting Traceability in the traditional market.

The first step is that enterprises have their own demands in order to cover the cost.

The second step is that as the system improving, the price for technical service decreased in order for small to medium enterprise to enter.

The third is that with the increased number of users of the DAPP ecosystem in the Traceability Chain, the reverse selling capability is becoming stronger and stronger, which can attract more merchants to join.

If Jingdong and Tmall increase a lot of sales to the companies on chain, then customers are willing to pay for the cost. However, it is not the advantage of TAC.

It is true that there are no exceptions for third party e-commerce party to do anti-counterfeiting Traceability. Ali' s Mantianxing Program had an impressive beginning and many companies came for its promotion opportunity. However, it resulted in offline with multiple reasons.

Substantially, TAC is making an ecosystem. Although the on-chain phase assed increased cost, there are still many opportunities to earn profit in other phases. For example, sharing the hashrate of the idle servers and participate in mining may actually earn money instead of spending money.



XY
Wang

12.1 Questioner



Lu Zhang

CEO of Yingchuangbang

Rating : 3.5

12.2 Question



Lu
Zhang

I saw your resume that you had entrepreneur experience in QR code in early stages. At that time, many SP companies and even mobile operators have promoted QR code, but only Alipay and Wechat achieved maximum benefits through QR code technology. Therefore, QR code is only a technological method instead of forming a closed-loop business. Back to the traceability problem, Tmall has formed a closed-loop from sourcing raw material, logistics, payment, merchants, and users. Ant Financial has invested heavily in traceability blockchain solutions, and even the number of patents is a global leader.

As a start up company in blockchain industry, how to compete with the giants like Alipay and Ant Financial? Is this also a industry where winners get-all even with the help of blockchain?

First is how to compete with large companies.

Large companies are the center of Internet and mobile Internet. It is true that they have many advantages. The decentralization characteristic of blockchain is in conflict with the core interests of these large companies. It is very difficult to ask them to all in blockchain like TAC because they abandon their core interests for doing so.

Major companies also play competition monopoly with each other and force them to choose one from another in order to break borders and become friends. It seems unrealistic for now. TAC won't have the border issues.

The initiators of a new era are always starting from the borders of the old era, and the perpetrators and even the disrupters will not appear in ways that we can imagine. For example, before the appearance of the sharing economy, nobody would have predicted that the biggest impact for oil would be the sharing economy; nor would anyone expect the biggest impact for instant noodles would be the takeout platforms.



XY
Wang

We are still in the early stages of the landing blockchain. No matter big companies or small companies, we still need to cultivate the market together and open up the market. Having too much idea for far future's competition is worthless. Just like running a marathon, runners do not always think about the destination, but continue to hint themselves about the how to face the next road.

13.1 Questioner



Dekun Fu

Developer of Bingo E-commerce system, Blockchain Investor

Rating : 3.5

13.2 Question



Dekun
Fu

What problems are you focusing to solve by designing the TAC? How to distinguish the TAC from centralized companies like Jingdong and Ant Financial and other traceability chains that have been successfully issued coins with luxurious team?

- 1.The problem solved by the TAC is that it allows developers to easily use the TAC to conduct anti-counterfeiting traceability chain for brand customers.
- 2.The traceability blockchain system of Jingdong and Ant Financial's are mostly used internally. TAC is more open and can be used as platform for developers.
3. Compare to VeChain and Waltonchain, The advantage of TAC is that it has rich industry experience and high efficiency.



Pengfei
Wang



XY
Wang

I will continue to talk about the pros and cons of the traceability project itself.

Pros:

The industry advantage of the team: As many of the partners mentioned in their questions, companies who does traceability involves many phases with long chains. Without years of accumulation in the traditional traceability field, it is difficult to quickly enter the market. The traceability chain team headed by Wang, along with colleagues in business and product department, are very familiar with the t anti-counterfeiting traceability business. They have been followed Mr. Wang since Kuaipai Internet.

The ecological advantage of the team: Everyone knows that Wang is a serial entrepreneur from the Tianxia to kuaipai and then to the source chain. When a serial entrepreneur like him enters the blockchain, the industrial ecology gathered around him also came together, including corporate customers, especially customers in the food and pharmaceutical industries. The technical service companies that were originally competitive, have now become key allies that can help traceability links together and build a traceable ecosystem. In addition, the traceability ecology connects both the B-side and the C-side. The traceability chain's team has accumulated Internet-based C-side operational experience through Tianxia Network, it has not yet been seen in other traceability projects.

Technical advantage of the team: Through the introduction of a strategic partner of blockchain technology, a highly-executive technical team has been established. The main platform of the traceability chain will enter open beta in April. It is said that VeChain's main chain will be launched in the third quarter, and Walton's main chain will be launched in the second quarter. Currently, traceability chain is expecting to be the blockchain platform that lands the fastest.

Cons:

Compare to other competitive products, traceabilty chain enters blockchain relatively late, and inevitably losing some first-mover advantages such as a

more friendly financial environment.

Correspondingly, we have also obtained some late-coming advantages, such as the reduced cost of exploration at the technical level, which can be directly laid out at the commercial level.

14.1 Questioner



Xin Ren

Founder of Yaofache Media & Founder of Get& Founder of Special Offer of Hotel Tonight

Rating : 3.6

14.2 Question



Xin Ren

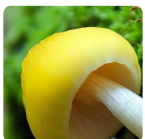
How to convince the partners to apply Traceability Chain? If feels like the brand-side and the service-side would prefer to choose partners with higher competency such as Jingdong and Taobao if they promote the same service.

The two questions have been mentioned before.



Pengfei
Wang

15.1 Questioner

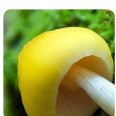


Yaodong Li

CEO of ceyuan, Serial Entrepreneur of Enterprise Service, Practitioner of Blockchain Technology and Investment

Rating : 4.75

15.2 Question



Yaodong
Li

The basis of traceability is the accuracy of the original data. How to ensure the accuracy of the data collection IoT model, how to ensure effective data

collection throughout the Traceability Chain, and how to manage the large number of third party APIs when combining with IoT?

The development of the Internet of will promote the result of the blockchain traceability. The traceability chain establishes corresponding specifications for the access of sensors. Each sensor is also marked on chain, and have the same connection with the third party. It encrypts data from the original information to the uploaded data, ensuring the accuracy of information and security of transmission.



Pengfei
Wang



Yaodong
Li

The last tag inspection entrance is a QR code and an RFID tag. Is there anything else?

Currently the two options are to swipe card and call. There are few people sending messages nor have new options for business use.



Pengfei
Wang

16.1 Questioner



BELLA Wang

Project Manager of Google, U.S., Blockchain Investor

Rating : UR

16.2 Question



BELLA
Wang

In addition, the business model seems to be paid by brand merchants. Brand merchants have to pay to developers, and also to C-end users to attract the public to see the data scanned from QR code. Can you further explain how this ecosystem layout and grow?



Pengfei
Wang

1. We have talked about the authenticity of data on chain.
2. In terms of business model, merchants have already demanded for the anti-counterfeiting traceability, and many companies have been on the system;
3. As the awareness of the blockchain is strengthened, the demand for blockchain traceability and anti-counterfeiting traceability is obviously increased by brand enterprises. This is a dual drive driven by user relentlessness and market innovation.
4. From the perspective of cost structure and past retrospectives, there has been no change. Therefore, the enthusiasm for merchants to be on chain is currently high, especially the innovative brands that value marketing.

The traceability chain is essentially making ecology, and the on-chain is only the first part of the merchants' participation in the ecosystem. The platform has created many profit opportunities for the brand owners.



XY
Wang

17.1 Questioner



Tianyu Cheng

Chief Editor of Liantianxia Network Technology

Rating : 4.2

17.2 Question



Tianyu
Cheng

Where is the source level of traceability? For example, is milk traced back to the dairy farmer's level, or can it reach the feed level? Generally speaking, is it possible to reach the raw material level, or seed level?

1. Technically speaking, it can be traced back to the feed level, including raw materials and seeds.

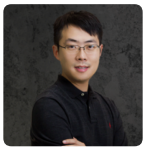


Pengfei
Wang

2. In the actual process, it is based on the willingness of the brand business to define the level.

3. We usually choose a price/performance ratio. If the traceability is too thick, it is not effective, nor do consumers have deep feelings; if traceability is too deep, implementation is difficult because of too many details, and the costs for technology development are also higher.

18.1 Questioner



Yujie Jiang

Partner of AVCapital, Former Technology Principal of Maxthon, Tencent and Baidu

Rating : 3.2

18.2 Question



Yujie
Jiang

What the Traceability Chain does is the main chain. It is well known that the development in this area is very difficult. However, in terms of Whitepaper, whether team or consultants doesn't have deep development experience in the blockchain industry, so people will doubt about the project's development capabilities. How to solve this problem? Will there be situations where only have ideas but no actual development?

The enterprise can control the depth of the chain. Technically, TAC is introducing strategic technology partners. This is one of the main reasons that we have to enter the beta faster.



XY
Wang

Our technical bottom-level partner is Zhigui Technology. They have been researching and developing in the bottom level of the blockchain for many years, so they are doing customized development work for us. Our main network will be entering the test period immediately and it is expected to be open beta in mid-to-late April.



Pengfei
Wang



Yujie
Jiang

Another issue is that the project intends to use IPFS, but currently it is said that IPFS may be delayed on the line. Does this affect the development of the traceability chain and the plan for going online? How are you going to solve it?

Yes, this will have some impact. We have already found an alternative distributed storage solution that can be used in conjunction with the main line. After IPFS is on-line, we will integrate its technical advantages.



Pengfei
Wang

19.1 Questioner



Bin Yan

Partner of Northern Light Venture Capital

Rating : 3.5

19.2 Question



Bin Yan

Is this a blockchain technology shell that adds on the origin of Snapshot? Or are there any more escalating changes?

We don't have any equity relationship with Snapshot Internet for now. I am the chairman and shareholder of Snapshot. This project is a new company with new business.



Pengfei
Wang

Doing Snapshot Inc, is like being a daughter, but doing TAC is to upgrade to be a mother.



XY
Wang

20.1 Questioner



Ming Wang

Founder and Partner of Leiming Capital, Founder of Foglink

Rating : UR

20.2 Question



Ming Wang

TAC has enough competition. Hlc.ink, etc are all to confirm the right and trace the source in essence. What are the specific landing scenes with advantage on TAC to ensure better landing and easier application?

In 2018, TAC is going to play its role in the past industry accumulation and will focus on the food and drug industry.



XY Wang

We give full play to the active performance of our partners, and allowing technology development companies and marketing companies to use TAC to make money and use blockchain as sales point. We are doing a good job of technical services and marketing.



Pengfei Wang

21.1 Questioner



Mingshun Li

Founder of Haodai.com, Founder of ChainQA

Rating : UR

21.2 Question



Mingshun Li

Why in these field? What are the advantages?

The main reason is the high market demand, high consumer awareness, and high corporate enthusiasm.



In the past, we also had a lot of customers in foods and medicines that had positive needs, which is helpful for us to land as quickly as possible.

Pengfei
Wang

22.1 Questioner



Xin Ren

Founder of Yaofache Media & Founder of Get& Founder of Special Offer of Hotel Tonight

Rating : UR

22.2 Question



Xin Ren

Whether TAC is difficult to land? It is felt that all links in the chain are required to cooperate. How to let everyone to cooperate?

In fact, to see the standard of landing, there are currently some large customers who already have their own complex traceability system. We can directly improve the accuracy of information by transforming it; and there are some customers who only want to focus on the key steps of listing on chain. This is easier, only the key links are being chained. At present, we recommend that enterprises to be more detailed, but we still respect the final selection of customers. We are doing technical platforms and a good job of standardization, and finally publicizing to consumers, instead of forcing companies how to do it.

About the methods: that is to rely on the guide of the market and let consumers tell the brand what kind of traceability they would like to see.



Pengfei
Wang

In the early stages, there were around 20 industry customers who were waiting for the TAC main chain to go online.



XY
Wang

23.1 Questioner



Mingshun Li

Founder of Haodai.com, Founder of ChainQA

Rating : UR

23.2 Question



Mingshun
Li

Is that possible to disclose how many customers are awaiting? For example?

It approaches 20 companies. It is inconvenient to disclose their names.



XY
Wang

24.1 Questioner



Jianwen Zhao

Blockchain Entrepreneur

Rating : 3.9

24.2 Question



Jianwen
Zhao

In 2005, I started my business as price comparing by scan bar code. In that period, I have touched all kinds of code standardlization. The problem is that in addition to the QR code, there are EAN codes, UPC codes, DM codes, etc. The standards for these codes are not uniform. How do we integrate these codes into the chain and integrate it with the security of the products?

In fact, starting from the consumer's usage habits, the current new coding is meaningless. QR has become the default standard. Counsumers are all using QR and NFC.

This is a national standard for “Product QR Code” led by the China Article Numbering Center. This standard was also initiated by the company’s



Pengfei
Wang

previous company, Smart-Snapshot Internet-of-Things Technology Co., Ltd.

25.1 Questioner



Run Liu

Famous Consultant, Blockchain Specialist

Rating : 3

25.2 Question



Run Liu

Anti-counterfeiting problems can be summarized as: 1) physical falsification; 2) matching of physical objects to identification codes; 3) matching of identification codes to databases. My understanding is that the technology of the third point is already very mature (QR code, scratch card, RFID, etc.), but none of them can solve the problem of counterfeiting because the core issues of counterfeiting are 1) and 2). Therefore, all over the world are fakes with real codes and fakes that are not even linked to code. My understanding of the blockchain is only good at solving the third problem. What about the 1st, 2nd question?

1.If it is the brand enterprise itself of physical fraud , it is not a counterfeit product quality problem. It is a genuine defective product. This is guaranteed by the brand owner. The traceable anti-counterfeit system can guarantee that the physical product is produced by the brand enterprise and exists on the chain and stored relevant process records;

2. The match between physical object and identification code is a problem of “transfer prevention”. This has already had a lot of mature technologies in the field of traditional anti-counterfeiting. The simplest is the label or sealing tape for easy shredding, and the use of alcohol is bottle caps can't be reused. Most of the other ideas are destructive integration. As long as the product is used, the anti-counterfeit tag will be invalid.



Pengfei
Wang

3. The blockchain solves the flow trace of the reality of the object on the first problem (in the case where the transfer prevention tag is carried). The second problem is solved by the traditional anti-counterfeit tag and has nothing to do with the blockchain.

26.1 Questioner



Huawei Kong

Director of Shanghai Institute of Computer Science, A Well-known Blockchain Expert

Rating : 3.1

26.2 Question



Huawei Kong

Who initiate, confirm and implement the punishment mechanism? (My premise is that, after discovering fraud, it cannot be initiated by the consumer and punished through news dissemination)?

- 1.The punishment mechanism is not currently on the chain;
- 2.With the promotion of the business, brand companies and consumers will find a way we all agree to carry out the rights protection model of counterfeit goods;
- 3.Companies have a lot of budget in terms of counterfeiting, and also hope that all parties, especially consumers can participate in. Thus, in the future it should be able to find a better model, but currently is not the most important thing on the chain;
- 4.The "counterfeit goods" certification is a relatively complicated issue. Individuals cannot determine that the third-party testing department cannot verify or have the right to do fake product identification. Only the brand enterprise can determine whether it is a fake product. Therefore, the core of



Pengfei Wang

counterfeiting is the leading parties are brand enterprises, and they will encourage consumers to make anti-counterfeit reports.

27.1 Questioner



Zhen Cao

Starup Company of Blockchian Tool Products

Rating : 3.5

27.2 Question



Zhen
Cao

As a basic service of the e-commerce platform, TAC is just like adding Wechat friends through scanning QR code or scanning code for payment. There is a natural integration point. Large companies in the transaction, ecology, user size aspects have great advantages. It is very liketly to have the situations like startup companies plant trees and big companies pick fruit. As a platform to provide services, there will be a dilemma: if it is closed source, it will create a trust problem. If open source, the big platform will copy it. Once the model verification is successful, the big company will take advantage of the scale, so how to protect itt? The industry chain is very long. How to ensure the control of the entire industry chain?

First, regarding open source, we chose most of the open source instead of 100% of open source. The second largest platform has already entered the market. The market is very large. Each company has its own characteristics. According to the situation of the anti-counterfeiting market in the past, large companies do not have sucessful experience and advantages. We spent 8 years in the past and experienced a lot. We have contacted with various forces in this field. The market is very complicated. Everyone exert their strengths. The third one is platform power. We insist on operating a platform. We do not directly face the customers, but do a good job of opening up, small profits but quick turnover, and make more friends and less enemies.



Pengfei
Wang



Zhen
Cao

Token has both Utility and Security attributes. Price fluctuations can make it difficult for participants to accurately measure input-output ratios. If they are not excessive issuing, they will lead to hoarding and hype. Each link can earn and spend tokens. It is very likely that similar positions and arbitrage will occur. The falsification and other phenomena have caused the economic system to become chaotic. Have you ever considered similar problems?

At present, we have not seen such a situation, because the design of TAC is relatively simple. It focuses on the platform, technology developers and serving brand customers. The commodity lists on chain charges tokens for fuel. Brand companies can also use tokens to do marketing interaction. It can also be rewarded to DAPP consumers who purchase corporate products.

For the release function of the 2nd-level token points possessed by the main network, we have some plans to upgrade the points system of branded companies that have been chained, so that the liquidity of the company's points becomes better. TAC may also become a points version ERC20. The activeness of tokens becomes even higher.



Pengfei
Wang

28.1 Questioner



Xin Ren

Founder of Yaofache Media & Founder of Get& Founder of Special Offer of Hotel Tonight

Rating : UR

28.2 Question



Xin Ren

That the record is unable to be tampered does not mean that it is authentic (for example: I buy a batch of authentic products, and changed them with fakes delivering to JD, and then authentic products will be kept for my offline sale.) how to solve this problem? Once it is heard that one traceability scheme will reward (the whistle blower), so that more people will be

encouraged to maintain its authenticity by benefit incentive. There is no similar scheme in the White Paper, therefore, how to solve the problem of authenticity?

One of the three factors of anti-fake is anti-transfer just now. Thus it is impossible or very difficult to perpetrate a fraud. Many people are worried about this problem, because they never really try it, the packaging of most products are hard to be transferred, not to mention the anti-fake label.

An important signature for traceability anti-fake is one code for one product. The code will expire once scanned. Therefore users shall be actively encouraged to scan code for examination, and users shall also be encouraged to carry out the whistle-blowing, being convenient for communication among enterprises. All product designs of these details are incorporated in the system of solution provider, so they are not elaborated in the White Paper.



Pengfei Wang

29.1 Questioner



Pingyang Liu

CEO of Huaban.com

Rating : 4.5

29.2 Question



Pingyang Liu

1. What are problems in the operation of existing traceability system? What is changed by the application of blockchain in it? Does the solution of these problems lead to new transfer of value?

2. Can traceability itself prevent counterfeiting? For example, one bar code can be made a bulk copy, how to solve this? Does the whole process of matching influence accessing chain of contents?

3. Does the form used by enterprises depend on public chain or alliance chain? If it is the public chain, is the privacy of enterprises' sales data

involved?

A traceability system of non-accessing chain is unable to solve the problem of man-made tampering and embezzlement, especially the one triggered by the center itself. For example, two managers of the traceability system of Moutai got sentenced a few days ago.



XY
Wang

The blockchain can achieve that the information accessing chain is unable to be tampered, including being tampered from the insider. For the counterfeiting of security code, it is a problem about copy-prevention. Now there is a solution which is quite mature, the first is one code for one product, and the second is covered code and being put inside invisible. Transformed from the public chain, the currently-used public chain makes good treatment for privacy part, which gives considerations both to consumer's right to know and trade secrets of enterprises.



Pengfei
Wang

30.1 Questioner



Gang Guo

Senior Practitioner of Traceability Field, General Manager of Panpass Inc

Rating : 3

30.2 Question



Gang
Guo

1. One of core capabilities of the traceability chain is the precise acquisition of source data of products (source of raw materials, processing quality, results of inspection and quarantine, and dealers' data, etc.). What's the reliable solution for basic data acquisition of cross-multi-industries?

2. Is there any financial return after customers access the chain? Do customers have to transform production lines? How much is the general investment? How long is the period of financial return?

3. What's the planned issuing scale of ICO? Does the core customer have the budget of continuous investment? What is the reason why the Token value rises continuously?

4. Customers (especially enterprises with large brands) have extremely high requirements on data security, because it involves tax revenue, brand protection, confidentiality of formulas or technologies, sales channel control and many other factors. So what are safeguard measures targeting the customers' data security?

1. It needs some time to acquire basic information of cross-multi-industries.

2. Powerful brand providers can require that all their raw material suppliers and related parties access the chain.

3. Enterprises of other brands can make data, whose sources are under control access the chain first, and then influence or require suppliers and dealers to access the subchain system of the brand owner.

4. For the information of non-actually-control-link, brand enterprises can require partners to sign a contract with terms insuring that the information is authentic and accurate, as an integral part of the purchasing contract.

Customers only have to upgrade the software if they have had the traceability system. If they don't have the traceability system, they have to build one, which is the same as the traditional traceability counterfeiting. The traceability chain does not make ICO .

Core customers' continuous investment comes from the market feedback. Considering the characteristics of traditional traceability counterfeiting industry, the renewal rate is relatively high, especially enterprises finishing the transformation of the production line. The reason why token value rises is that, more enterprises and products are accessing the chain. It is similar to the business model of PanPass in PIATS code time, the one selling the code gives the authorization.



Pengfei
Wang

We take full consideration of customers' data privacy. All the information is stored in customers' Cloud Service. For those require accessing the chain, the enterprise calls the smart contract or continue to store it in its own Cloud Service, but unable to alter, the index accesses the chain.

31.1 Questioner



Zhen

Investor of China Venture, Investor of Blockchain

Rating : 3.5

31.2 Question



Zhen

Traceability and cracking down on fake products are two different demands.

The authentic and fake products can both be traced, such as the ducks of Quanjude. However, most of products in our life are functional ones without brands, without rigid demand to identify the authentic or fake. Fake ones in some categories are even helpful to the brand of authentic products.

Meanwhile, users will not consider tracing most products in our daily life.

Thus, what things are targeted by the usage scenario of traceability chain?

The second, go back to the example of the logistics. Now logistics companies are adopting QR code technique to trace the delivery status of products', which is quite efficient in a centralized system. In fact, there is no counterfeit with uncontrollable scale. Excuse me, comparing with traditional QR code legal, can the blockchain technology enhance the security while giving consideration to the efficiency at the same time?

Along with the consumption upgrade, we still believe that the brand is the tendency, from eating full to eating well. Therefore, the market in the



Pengfei
Wang

understanding of traceability chain means achieving the traceability and anti-counterfeit on brand products.

The traceability and anti-counterfeiting for the application scenario is still necessary to be considered by consumers, of course, they are not all at 100%. It shall be the demand of most groups, they have a strong market demand in food safety, drugs, baby products, cosmetics, luxury accessories, etc.

The traditional traceability is already relatively efficient, but only its credibility is somewhat poor. For example, the centralized system of logistics will feel the weakness of public credibility when it seeks for the Supply Chain Finance (SCF). So the last trend is to access the chain. The traceability of blockchain is not to replace the QR but the centralized storage.

At present, it has no improvement in efficiency, or even a drop, but a great improvement in the degree of safety and a high level of trust in consensus.

Blockchain is not an isolated existence. The value of the blockchain traceability system for enterprises is not only anti-counterfeiting and traceability, but there is the potential for tapping big data behind.



XY
Wang

32.1 Questioner



Siyu Liu

Blockchain Investor who was Born after 1990s, Partner of TOPFUND

Rating : 3.5

32.2 Question



Siyu Liu

There are many companies to operate the traceability, and what kind of economic model used by the traceability chain to promote the rise of the value of token?



Pengfei Wang

The design of traceability chain is relatively simple, focusing on the platform, of which technology developers serve for brand customers, accessing chain of products charge the token as fuel, and brand owners can also use the token to make marketing interactions, and also can reward the token for DAPP's consumers who buy products of the company.

For the issuing function of the level 2 token credits possessed by the main network, we have some plans to transform and upgrade brands accessing the chain, to make the liquidity of the company's credits become better, and the traceability chain may also become a credit version of ERC20, and the activity of the token becomes even higher.

Now we feel that we are staying in an early phase of exploration. It is too far for us and we are not willing to think too much. Firstly, we will complete the established model and change the posture in running.

33.1 Questioner



Zhihua Chen

Former CTO of Visual China Group, Blockchain Follower

Rating : 3.75

33.2 Question



Zhihua Chen

There is a consumption cycle of products, from production to consumption, the traceability information will also permanently stored in each node of the blockchain at the end of this cycle. Is it necessary? Can the useless data be deleted?

This question is very good. It is still stored in the chain now. According to actual situation in the future, we will discuss with users in the community whether to delete it when data volume is particularly large.



Pengfei Wang



Zhihua
Chen

There is a centralized agency verifying off-line factors of the qualification and compliance of accessed enterprises, may be more credible to consumers. Can the traceability chain implement such audit? Or just to provide the technical support?

TAC itself does not do it, but allow the third-party regulator authority to join to make the information of the chain be more trustworthy .

TAC will audit basic information of brand enterprises, and some risky enterprises will pass our audit. We are responsible for brands of TAC traceability chain. Meanwhile, we will work with the Institute of Standardization to promote the formulation of the standard of accessing chain, so that enterprises and consumers can reach consensus on the accuracy of the information accessing the chain.

As the platform supplier, the traceability chain will always focus on enriching and perfecting the platform mechanisms being conducive to the sound development of the ecosystem, including the introduction of authoritative institutions and establishment of authoritative nodes.

As the platform side, TAC will focus on continuously enriching and perfecting the platform mechanism that is conducive to the sound development of the ecosystem, including the introduction of authoritative institutions and establishment of authoritative nodes.



Pengfei
Wang



XY
Wang

34.1 Questioner



Qiang Bing

Co-founder of Madio.net, Founder of Dcost

Rating : 2.7

34.2 Question



Qiang
Bing

The Traceability Chain Ecology contains the main chain and cloud platform, developers, enterprises and consumers. The core contradiction of anti-counterfeiting is regarded as the one between the sales channel and the manufacturer, and then transmitted to the consumer. For the project ecology, channel control is mentioned too much. The channel is the unstable factor, which is also the core of anti-counterfeiting. We do not know how the team considers solving this contradiction?

Regarding the key to counterfeiting, we may be different from the understanding of the Director, Bingqiang. We know that fake products may be sold in channels of traditional brand dealers, but the quantity is limited. Greater proportion of products is still operated by illegal groups. In the chain ecology, enterprises are actually involved in related parties, from raw materials to processing plants, warehousing, logistics and distribution. We believe that, the core of counterfeiting lies in the participation of consumers in the future. Only consumers' actively participating in can help enterprises to find out fake products and sales outlets, to protect rights and interests of consumers.



Pengfei
Wang

35.1 Questioner



Jialun Wang

Gaming and Blockchain Media Practitioner

Rating : 3

35.2 Question



Jialun
Wang

Anti-counterfeit traceability is the most suitable for blockchain, and therefore many people are operating. A few days ago, the news reported that Ant Financial collaborated with Maotai for the anti-counterfeit. It is felt that it should be more regarded as the B2B business, and more suitable for application chains. But TAC's plan seems the main chain. The developer

want to develop the DAPP in your chain before they can use the anti-counterfeit traceability for enterprises. Is that a little bit more superfluous? What is the logic that you operate the main chain?

Because current Ethereum and some other main chains fail to meet the requirements of the applications of traceability and anti-counterfeiting, for example, the speed of accessing chain is slow, the cost of a single time is high, and the privacy protection is not enough, we have operated the main chain based on the characteristics of traceability anti-counterfeit business of products.

Developers need not have to operate the DAPP, they only carry out the development based on our interface. It is also relatively easy to be integrated with traditional traceability systems of anti-counterfeit.



Pengfei
Wang



Jialun
Wang

In terms of the White Paper, the TAC's token in the application of user level is somewhat similar to the Snapshot's QR code that you operated before. It is a marketing platform for the enterprise. For the user, it is to earn token in taking advantage of pulling sheep's wool. But the anti-counterfeit verification is a tool demand. Later, platforms of both Ali and JD will provide, just like that Snapshot operated QR code earliest. Users can only download the Snapchat to use. But users no longer need to download the Snapshot QR code as long as WeChat, Taobao and JD, etc., provide the scanning function of QR code respectively. How does TAC avoid this problem in the user platform?

The first is that you can use WeChat to carry out just-a-scanning to connect to mini apps to use.

In the direct purpose of our development of DAPP, we can provide users for using the following in-depth service better, such as the mining game played by users, the interactive marketing answer and Eslite Mall. These experiences of using APP are better, and it is also convenient for us to interact with users.



Pengfei
Wang

In the future, DAPP will be implanted in all of some community voting, wallets, etc..

In the past, the core of the Snapshot QR code was too simple. It was just a scan code. Now with the back-end service and content, we can gradually foster users of the community. All GXB app and NetEase's Planet app and the line are models for us to learn.

36.1 Questioner



Cheng Xie

Founder of 21manager & Fighter

Rating : 3.2

36.2 Question



Cheng
Xie

What new value does the TAC create for each party participating in the whole process of products from production to consumption? Does the value creation need additional cost? Do participants recognize the match between the cost and the value? Can the design of Token's economic system achieve the value creation?

There are already some similar contents in previous answer. Let me briefly say that the TAC provides enhanced trust, and the foundation is laid by way of blockchain consensus. Basically no extra cost is required if the enterprise already has a basic system of traceability and anti-counterfeiting.

At present, the enthusiasm of enterprises is relatively high. Consumers also agree with this matter. In the future, with the improvement of supply chain finance, the enthusiasm of related parties of enterprises will also be more intense.



Pengfei
Wang

37.1 Questioner



Kun Xu

Blockchain Research Chief Inspector of tfzq

Rating : 3.8

37.2 Question



Kun Xu

In the whole ecology, how does the value of TAC circulate?

It has similar answers before.



Pengfei
Wang



Kun Xu

Is the increase in the cost of all traceability anti-counterfeiting processes still paid by the consumer at last?

We take full account of the data privacy of customers. These information are stored in the customer's own cloud service, which are required to be chained. The company calls smart contracts, or it continues to exist in the customer's own cloud service, but can not be changed. The index is listed on chain.



Pengfei
Wang

38.1 Questioner



Professor Le,Dong

Professor of University of Electronic Science and Technology of China, Chairman of ACM SIGAI CHINA, Secretary General of VALSE.

Rating : 3.2

38.2 Question



Professor
Le,Dong

Does TAC have the plan to list on exchange? If it is, how is the node?

TAC has contacted some exchanges. At present, the specific timetable has not yet been set. We will first implement technology, launch the main network, and DAPP. It is expected that there will be a listing plan in April-May this year.



Pengfei
Wang

39.1 Questioner



Tao Jiang

Former CTO of Hexun, Investor of Blockchain

Rating : 2.5

39.2 Question



Tao
Jiang

Traceability Chain is a good concept. Nowadays, it can be implemented easily by many companies via self-built traceability database through SMS, QR code, etc. The only benefit of using blockchain now is that it is unable to be modified after accessing the chain. However, if like the example just now, the traceability database of Maotai was modified before accessing chain, and then found after accessing chain, this loophole is unable to be filled. How to deal with in this case? In addition, for enterprises, the most important thing is counterfeiting. The traceability only solves a small amount of problems. The difficulty in counterfeiting lies in that, even if you find that there is an abnormal situation of a product in a small county, the cost and time for processing are great, because many dealers themselves sell authentic and imitation products at the same time, and it is very troublesome to get evidence and treat in another place. How do you think more about counterfeiting to convince enterprises to be willing to make the information access the chain?

The feature of blockchain is that as long as the chain cannot be changed, but the information can be supplemented, and all of them are recorded. The problem with Maotai is that the original information is leaked. This



Pengfei
Wang

blockchain uses encrypted data stored in the blockchain. The process of data transfer is also encrypted. Until the consumer checks through the scan, the original data will not be in plaintext, and the technicians of the traceability chain cannot obtain the plaintext information.

The implementation of counterfeiting, combined with the blockchain, is still in the exploratory stage. In fact, there is the possibility for the court to affirm that the blockchain information is used as evidence, combined with the fake product identification reporting documents of the brand owner, to file a lawsuit against the infringer.

40.1 Questioner



Zheng Ying

LAX 100VC Digital Investment Banking.

Rating : 4

40.2 Question



Zheng
Ying

For the project under this market environment, except for the courage and dreams, how about your fundraising, have you reached the hard top? In addition, in the team's White Paper are all real names and domestic identities, much truer than many other white papers. Are you afraid of the regulatory and policy risk? What kind of compliance work and preventive measures have you done?

We also contacted a number of institutional investors. People are very much looking forward to our products. Because there are too many frauds, people are all cautious. We believe that as long as abiding by rules, operating, serving for real economy and making full disclosure of business information and financial information, we can become a standard role model in the industry. There are some businesses not allowed by domestic laws and regulations, which can be carried out abroad first. To do domestic business in



Pengfei
Wang

accordance with laws and regulations, that is not a contradiction. We also believe that, standardized enterprises will obtain licenses in the future.

41.1 Questioner



Janelle Wu

Group Leader of 3'Oclock Silicon Valley Group, Investor of Blockchain Project

Rating : 4

41.2 Question



Janelle
Wu

In fact, people in other industries do not understand the blockchain. How can TAC convince people in so many industries to use? For non-blockchain industry enterprises, what is the promotion model? How to budget time and cost

The first is to sell to brand enterprises through technology development companies, and these companies have the motivation to promote it. Promotion mode is similar to the franchise, but franchise fee and technology usage fee are not charged, but only 1 cent of accessing chain expense for the product.

The time of accessing chain is very fast if it is of SAAS type, and it will take some time if it is customized.



Pengfei
Wang

Summary

fake-proof and anti-counterfeiting field has always been hot spot of people's livelihood, and traceability demand is also very rigid, and the emergence of the Internet of things and Blockchain has brought a new opportunity to the application of anti-counterfeiting and also put a new halo on it. The item "tortured" in this "ChainQA" - "Traceability Chain TAC. Its product demand is to build a traceability cloud platform by the Blockchain technology, to solve information tracing, fake-proof and verifying for authenticity, accurate marketing and other problems of enterprise in processes of raw materials procurement, manufacture, storage, circulation, distribution and terminal consumption of products; to provide quick and efficient development cloud service for technology developers; and to solve "trustworthy" problems and so on for brand enterprises and consumers.

It can be said that, "Traceability Chain TAC" is the item most closely linking people's lives in first four ChainQAs. Therefore, the discussion of this time is also very fierce. However, considering practical problems, many data traced today are by no means generated online, in the transferring process from offline to online and on-chain, will any error or even new forms of counterfeiting occur on earth? This is a thorny problem that operation team is facing, also a topic concerned by many honored guests questioning. Besides, traceability is a big market, which has close relationship with retail business and e-commerce. One the one hand, big platforms, such as Alibaba, JD and Tencent, are all actively making arrangement in this area; on the other hand, the Blockchain project, a rising star, also participate in it. How can "Traceability Chain TAC", a completely independent third-party startup, establish a reliable industrial public chain and walk out of competition muddies? That's the problem puzzles many of the questioners.

There is one thing worth expecting: Wang Pengfei, the founder of "Traceability Chain TAC", is a vigorous serial entrepreneur and has profound industry resources and calm endurance. That's why many evaluators keep optimistic and give high scores on the project. Meanwhile, the project staff's excellent and confident answers to the questions raised touch the questioners.

Of course, not all observers are optimistic about this. Some questioners think the project is optional and it is hard for the project team to land in the business cooperation in the future. There are two things that we should pay attention to: firstly the team is short of a senior technical partner now; secondly there is a management risk that the strategic partner is adopting outsourcing technology. All these shall make us very difficult in operating the foundational solutions of the project, guaranteeing the validity of incentive mechanism of tokens, finishing value creation of the ecological participant; and planning the construction of economic system.

Being the organizer of question conference, ChainQA is very optimistic about the traceability for anti-counterfeiting, an important usage scenario of Blockchain. It shall also make active observation on every participators in this area. We believe that “Traceability Chain TAC” has the chance to become a competitive solution platform when the team can make quick adjustment in the field operation according to the market circumstances and have the patience to wait for the market mature. We wish “Traceability Chain TAC” a successful and bright future.

TACchain: **3.48**

	Rater	Rating		Rater	Rating
1	Hanwen Zhu	2.8	2	Lijuan Yu	4.18
3	BELLA Wang	2.7	4	Ming Wang	3.8
5	Jackie Zheng	3.25	6	Terry Xing	3.66
7	Dengke Chen	3	8	Yingxiong Wang	3.8
9	Yun Zuo	3.8	10	Angela Bai	3
11	Lu Zhang	3.5	12	Dekun Fu	3.5
13	Xin Ren	3.6	14	Yaodong Li	4.75
15	Tianyu Cheng	4.2	16	Yujie Jiang	3.2
17	Bin Yan	3.5	18	Jianwen Zhao	3.9
19	Run Liu	3	20	Huawei Kong	3.1
21	Zhen Cao	3.5	22	Pingyang Liu	4.5
23	Gang Guo	3	24	Zhen	3.5
25	Siyu Liu	3.5	26	Zhihua Chen	3.75
27	Qiang Bing	2.7	28	Jialun Wang	3
29	Cheng Xie	3.2	30	Kun Xu	3.8
31	Professor Le,Dong	3.2	32	Tao Jiang	2.5
33	Zheng Ying	4	34	Janelle Wu	4

“Traceability Chain TAC” answered questions raised by 35 questioners in the three-hour-long Q&A session of ChainQA, and received 34 scores. And the final score is 3.48.

$$118.39 / 34 = 3.48$$

TACchain Final Average Rate: **3.48**

This report is only for reference, but not as investment suggestions.

Investment has certain risks, be wised with your decision.



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