Ownify

WHITE PAPER v.3.0

5th June 2024

OwniChain Limited

[Company no. 2117594]
Intershore chambers, Road Town,
Tortola, British Virgin Islands

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The White Paper is meant solely for educational and informational purposes for the users of the Ownify **Platform** developed and hosted by the Company. The Ownify Platform is a product tracing application that uses non-fungible tokens as receipts of ownership including a non-custodial wallet with which users can create and control blockchain network addresses. The Company is not issuing any crypto assets or carrying out any crypto asset businesses in the UAE.

Ownichain Limited (**OwniChain**) is a distinct corporation based in the British Virgin Islands that plans to issue the Ownify Token (**OWNI**) as a native token for a distributed ledger technology (**DLT**) that can also be used for several features on the Ownify Platform and other third-party applications in future. Any crypto assets described in this White Paper will be decentralised assets issued by OwniChain or by third-party smart contracts that have been deployed on public ledgers.

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1.0 Executive Summary

The Ownify Platform v.2.0 proposed by this White Paper is an expansion to the v.1.0 Platform currently released as a Beta stage app on Android (the **Platform**).

v.1.0 Platform

The Platform uses the scalable Algorand blockchain to create, transfer and manage decentralised product identities (**DPID**s). These non-fungible tokens (**NFT**s) function as a receipt of ownership for retail products, with an immutable record of unique identifying data, commercial origin, and the previous transactions of each product.

Businesses use DPIDs to authenticate and manage stock while personal accounts have a DPID portfolio of their most valued items. Targeting the high-cost markets of electronics and luxury goods, Ownify is able to protect personal and business users from theft, fraud, and counterfeit goods.

A non-custodial Wallet allows users to retain self-custody of crypto assets, DPIDs and other NFTs. These are all traded in the Ownify Marketplace with listings for digital assets and physical products via business integrations.

Further tools include a REST API for minting and transfer of DPIDs for stock management and e-commerce, as well as a CRM system that uses consumer data analytics for targeted marketing services and business insights.

v.2.0 Platform

OwniChain is a DLT and permissioned blockchain that uses a pure proof-of-stake consensus, and a native crypto asset called the Ownify Token (ticker: [**OWNI**]).

OwniChain will provide end-to-end, multi-chain infrastructure for commercial track & trace solutions, with bridged public blockchains and enterprise ledgers offered to business account holders in an Enterprise Service model. Turnkey token-based loyalty programs and competitions will create an ecosystem of interconnected commercial environments that enhance both customer retention and engagement.

Token Details	
Name	Ownify Token
Ticker	[OWNI]
Protocol	Ethereum
Starting Price	$0.06
Max. Supply	150,000,000

OWNI is being released on the Ethereum blockchain and issued in a Token Sale before a Token Integration Event (**TIE**) allows it to be bridged to the OwniChain ledger, where OWNIg acts as gas for the v.2.0 Platform.

2.0 Introduction

This White Paper outlines the current stage of Ownify technology and the proposed development for the Ownify v.2.0 Platform, describing the benefits offered by this innovative Web3 solution.

The utility of Platform features, decentralised product IDs (**DPID**s) and the proprietary Ownify Token (**OWNI**) have all been designed to protect both consumers and merchants from the significant industry problems of theft, fraud, and counterfeit goods affecting supply chains on a global scale.

2.1 Blockchain Technology

As a Web3 solution, Ownify is using blockchain technology to provide enhanced transparency and security to the retail market and associated corporate stakeholders.

Distributed ledgers such as blockchain are currently changing the way that data and monetary value are transferred across global industries. These new systems can rely on a distributed computing network to autonomously confirm transactions and encrypt data in a permanent digital record. As a result, new business models are eliminating the cost of intermediary parties to provide more secure, transparent, and efficient operations than legacy systems.

| Decentralised | Immutable | Trustless | Transparent | Efficient |

Characteristics of Blockchain Ledgers

The global Web3 market was valued at $2.25 billion in 2023 and is predicted to grow with a compound annual growth rate (CAGR) of 49.3%, between 2024 and 2030.[1] While industry events and macro-economic circumstances inhibited crypto asset markets in 2022, investment in Web3 infrastructure has continued to increase, with industry giants Facebook (now Meta), Google, Amazon and Microsoft all expanding into the sector with metaverse products and other Web3-related applications.
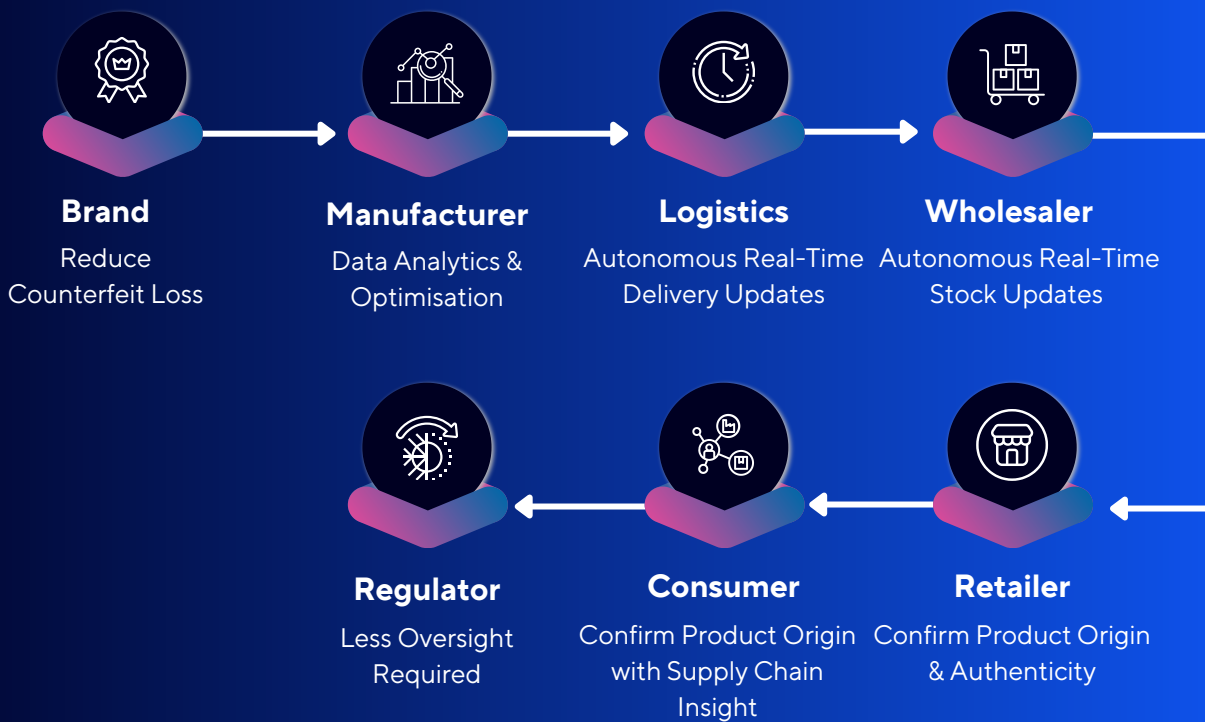
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[1] Grand View Research, *Web 3.0 Blockchain Market Size, Share & Trends Analysis Report,* 2024-2030

Traceability across supply chains is growing increasingly important as the modern economy becomes both more digital and more globalised via online trade.

Applications such as Ownify which enhance transparency and accountability have therefore been identified by experts as a key use case for distributed ledgers.[2]

The validity of the use case is further proven by the significant blockchain adoption of large enterprises with complex supply chains such as Walmart, Home Depot, IKEA, diamond company De Beers and luxury brand LVMH Group.

The integration of blockchain with modern track & trace solutions will not just benefit these large brands but all related parties ranging from manufacturers and logistics firms to retailers and consumers.[3]

Brand
Reduce Counterfeit Loss

Manufacturer
Data Analytics & Optimisation

Logistics
Autonomous Real-Time Delivery Updates

Wholesaler
Autonomous Real-Time Stock Updates

Regulator
Less Oversight Required

Consumer
Confirm Product Origin with Supply Chain Insight

Retailer
Confirm Product Origin & Authenticity

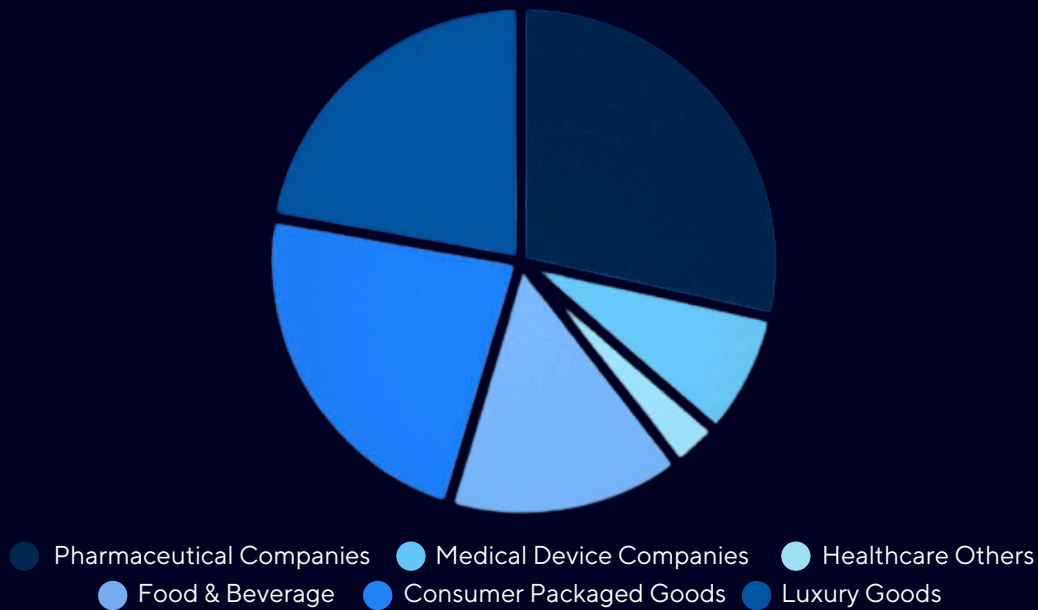Benefits of Blockchain for Supply Chain Stakeholders [4]

2 R. Mølbjerg, *Inclusive Deployment of Blockchain for Supply Chains,* Deloitte, 11 March 2022

3 R. Reba, *Supply Chain Tracing Goes High Tech,* Whiplash.com, 19 July 2022

4 R.M. Difrancesco, P. Meena, G. Kumar, *How blockchain technology improves sustainable supply chain processes: a practical guide, Operations Management Research,* 29 December 2022

2.2 Industry Problem

Blockchain-based track & trace technologies offer a modern solution to the industry problems of theft, fraud, and counterfeit goods. These problems are particularly significant in the electronics, luxury goods, automotive parts and healthcare sectors, where the higher unit cost of retail goods and human dependency on pharmaceutical products offer higher profit margins for criminal operators, a trend which is also reflected in industry spending on track and trace solutions.

● Pharmaceutical Companies   ● Medical Device Companies   ● Healthcare Others
● Food & Beverage   ● Consumer Packaged Goods   ● Luxury Goods

Global Track & Trace Solutions Market, Share, by End-use, 2022 [6]

The annual trading volume of counterfeit goods alone is estimated between $1.7 and $4.5 trillion dollars, making this criminal enterprise the equivalent size of a top10 global economy such as Canada or Germany. [5]

Beyond theft of intellectual property and these lost corporate profits, counterfeiting is responsible for the loss of over 2.5 million legitimate jobs around the world as well as causing significant personal harm and even death in the event of poor-quality goods.

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[5] K. Goldstein, *The Global Impact Of Counterfeiting And Solutions To Stop It,* Forbes, 2 August 2022

[6] Grand View Research, *Track And Trace Solutions Market Size, Share & Trends Analysis Report,* 2023-2030, 2023

2.3 Target Market

The industry problem is growing with globalised consumerism, placing track & trace solutions at the forefront of digital transformation initiatives in the retail sector. Logistics issues during the Covid-19 pandemic have also encouraged the adoption of management solutions such as sensors, barcodes, radio-frequency identification (RFID), near field communication (NFC), camera imaging and cellular tags.

The value of the global track and trace solutions market surpassed $3.5 billion in 2022 and is expected to expand with a compound annual growth rate (CAGR) of 19.3% from 2023-2030 and reach $14.3 billion in revenue by 2030.[6] Much of this growth is anticipated in developed economies that have introduced more strict regulations and serialisation standards.
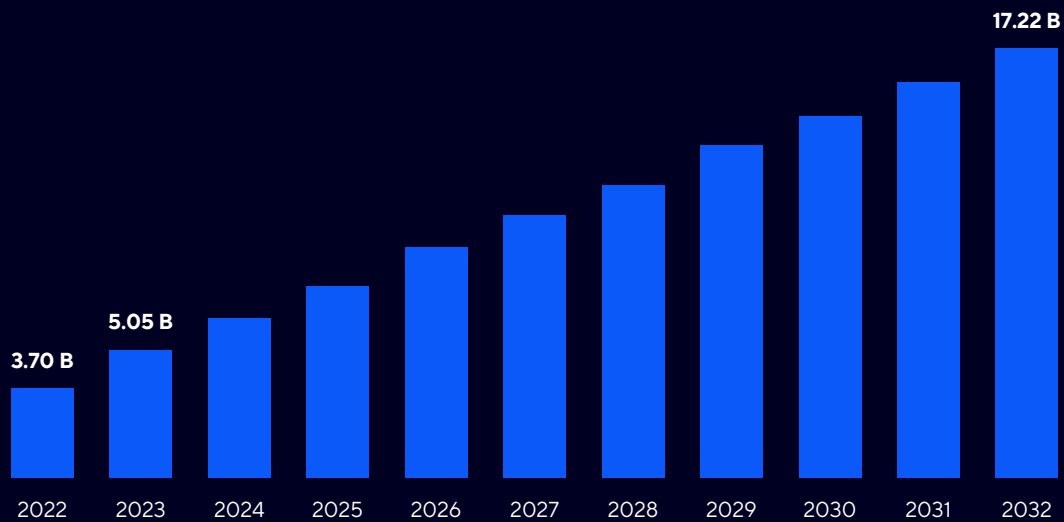
Global Track and Trace Solutions Market 2023-2032 (By Billion) [7]

Ownify plans to establish itself in these booming markets of blockchain and track & trace solutions, where the DPID system developed by the Company can be integrated with barcodes, RFID, NFC and other legacy technologies, providing Web3 functionality to a range of enterprise management systems.

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6 Grand View Research, *Track And Trace Solutions Market Size, Share & Trends Analysis Report*, 2023-2030, 2023

7 Custom Market Insights, *Global Track and Trace Solutions Market*, 2024-2033, July 2023

3.0 The Ownify Platform

The Ownify Platform is a decentralised application (**DApp**) that can be installed on mobile devices or integrated to the point-of-sale (**POS**) terminals used by retailers.

The DApp offers business accounts to corporations and personal accounts to individuals, both of which may verify their identify by submitting due diligence information to the Platform.

There are three fundamental pillars to the Platform:
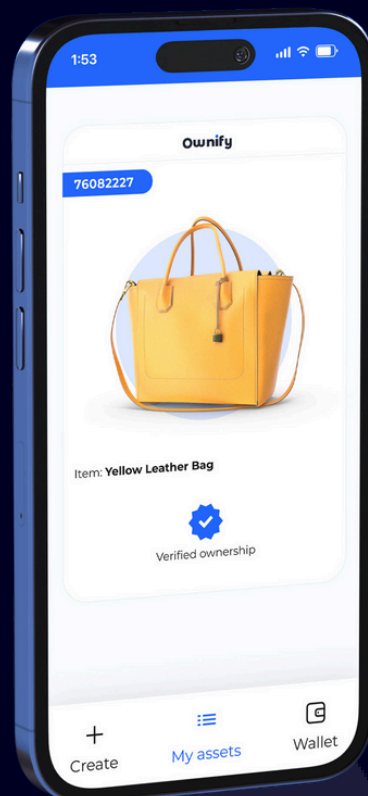
1

The DPID System

2

The Universal Wallet

**3**

The Ownify Marketplace

Each of these features can offer a range of services and benefits to DApp users, connecting consumers to businesses through blockchain to provide greater security, transparency, and data privacy.

3.1 DPID System

The core innovation of the Ownify Platform is the issuance of Decentralised Product ID (**DPID**) Assets as NFTs on a blockchain ledger.

DPID Assets function as digital twins of physical products that can be transferred between the business and personal accounts of Platform users. Owners can create them by registering their products while sellers can transfer them to consumers as NFTs instead of providing typical paper or digital receipts.
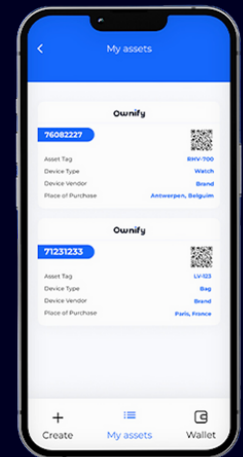
The process begins with registration of physical items to create an associated DPID.

Sellers scan the barcode or NFC of a product which is cross-referenced with the Ownify Scanner Library. This uses the Global Trade Item Number (**GTIN**) to identify the product model, corporate origin, and other data. Alternatively, a CSV file can be uploaded with GTIN data for an off-chain Inventory, where DPIDs are created on-demand by point-of-sale terminals. In either case, the data is incorporated into the NFT for an immutable record of ownership and stored in the Universal Wallet of the user.
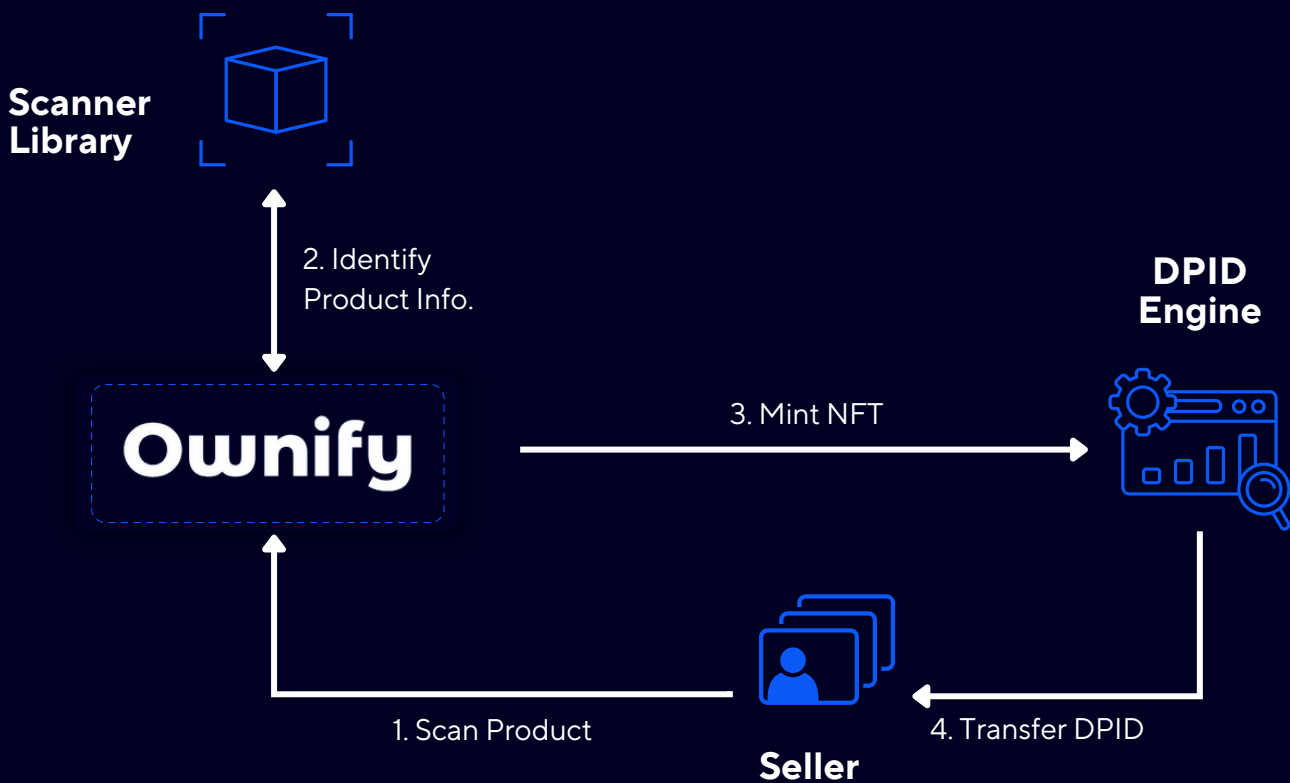
DPID Asset Creation

In a commercial transaction, the seller will accept payment for a product before transferring the DPID to the buyer as a tokenised receipt.

The buyer and seller complete a QR handshake by scanning a code on each of their respective devices. The buyer scans the code on the seller device in order to configure their wallet for the NFT. The seller then scans the corresponding code on the buyer device to transfer the DPID Asset. This will be enhanced in future so that users simply tap their phones using NFC technology.

1. Payment

2. QR Handshake

Buyer   **Seller**

3. Transfer DPID

DPID Asset Transfer

Relative to typical paper receipts, DPID Assets are faster and more secure, offering environmental benefits as well as a comprehensive transaction history of the product.

Benefits of Ownify DPID Assets

	Printed Receipts	**Digital Receipts**	**DPID Assets**
Traceability	None	Primary Sales Only	Primary & Secondary Sales
Ownership	Not Recoverable	Not Modifiable	Revocable
Storage	Physical	Digital	Digital
Recovery	Easily Lost	Slow to Recover	Easy to Recover
Security	Easily Counterfeited	Easily Spoofed	Secure & Encrypted
Environmental	Damaging	Friendly	Friendly
Contact Data	None	Initial Contact	Recurring Contact
Loyalty Program	Only Physical	Internal Points	Web3 Assets & Utility
Profit	None	Marketing (phone / email)	Marketing (wallet ID)

3.2 Universal Wallet

The **Universal Wallet** is a non-custodial crypto asset wallet made available to business and personal accounts on the Platform. Private keys are generated and stored on the DApp device so that users can make digital payments and transfer product ownership while maintaining custody and control of their crypto assets at all times.

Users store fungible tokens such as loyalty points, OWNI utility tokens or other digital currencies. This will enable on-chain payments in commercial transactions and p2p transfers in future.

Users can store DPIDs and other NFT assets in the Product Inventory, which may include loyalty rewards, Web3 artworks and enterprise access tokens.

The v.2.0 Platform under development will enable the Wallet to support OwniChain-based crypto assets, with multi-chain functionality to offer bridges between a number of popular blockchain protocols and integrated enterprise ledgers (the current v.1.0 DApp supports crypto assets on the public ledger Algorand).

The Universal Wallet will therefore provide a comprehensive digital solution for users to track digital payments and review a digital collection of all their real world assets, beginning with their high-value electronics and luxury goods. Future updates to Business wallets will offer enhanced features such as stock management tools, data analytics for their sales history and an enterprise blockchain service.
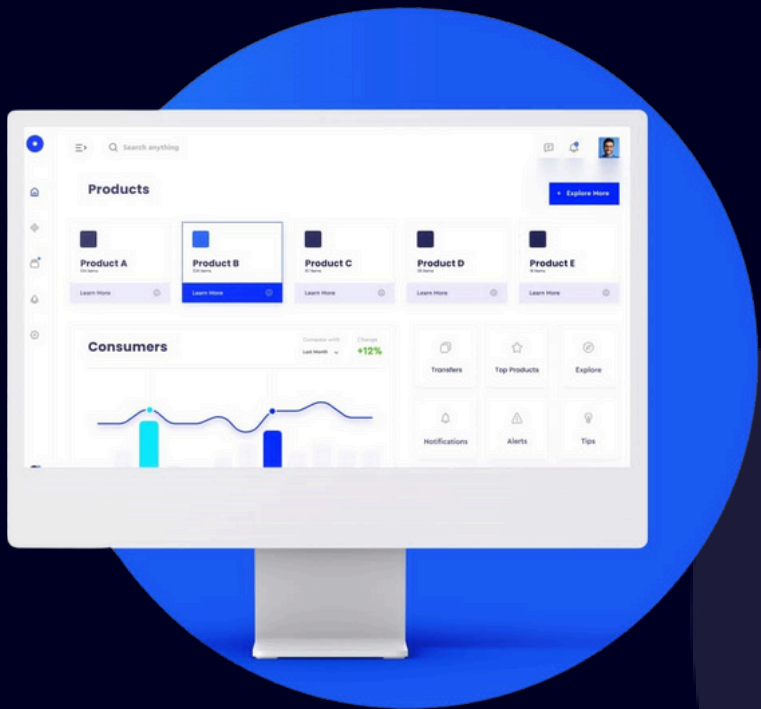
3.3 Ownify Marketplace

The Company plans to develop an online **Marketplace** for the Ownify Platform where business and personal account holders can trade physical and digital products.
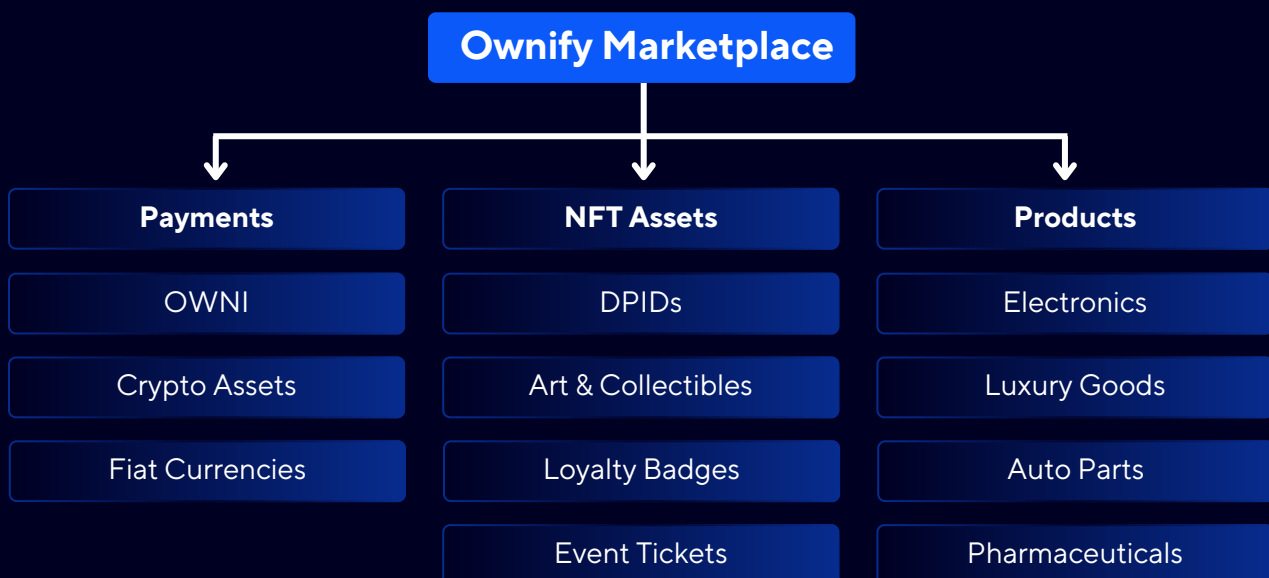
Unlike existing online marketplaces, Ownify will allow verified business account holders (and secondary traders in future) to list high-value products with on-chain proof of their authenticity and commercial origin.

Aside from Platform fees paid on peer-to-peer transactions, the Marketplace will create direct sales opportunities for the Company to sell merchandise and NFT assets in collaboration with various media or enterprise partners.

The Marketplace will be the hub of the Ownify community where users can buy or discuss products, review sellers, and participate in the integrated loyalty systems of business account holders.

The is another key innovation of the Ownify Platform as the Marketplace will leverage Web3 technology to connect the commercial infrastructure for different blockchain-based loyalty systems. For example, NFTs sold by one retailer may be sold and exchanged for loyalty points of another retailer.

The system provides more utility to customers of the enterprise and therefore creates more effective loyalty systems with the enhanced security, transparency, and autonomous efficiency of a blockchain ledger.

Ownify Marketplace

Payments	NFT Assets	Products
OWNI	DPIDs	Electronics
Crypto Assets	Art & Collectibles	Luxury Goods
Fiat Currencies	Loyalty Badges	Auto Parts
	Event Tickets	Pharmaceuticals

Ownify Marketplace Listings

3.4 Future Updates

The Company has planned several features that may be added to the Platform through periodic updates in future. These features build upon the infrastructure of the DPID System, Universal Wallet, and Marketplace to offer enhanced utility and extra benefits to Platform users as well as Ownify Token holders.

Lost & Found
The Company plans to introduce a Lost & Found facility where products that are reported missing can later be identified via the scanned barcode. Lost items can be returned to the rightful owner and malicious actors can be reported to the authorities.

Customer Relationship Management (CRM)
While paper receipts offer no opportunity to maintain customer relationships, the Ownify Platform is developing an innovative CRM for business accounts with access to the integrated Web3 identity of the customer. This rewards the sharing of product and consumer behaviour data, therefore producing valuable insights and analytics for targeted marketing and promotional tools.

REST API for Retail Stock Management
An Application Programming Interface (API) is under development for the v.1.0 Platform that will be integrated by business account holders. This enables batch cryptographic UID generation and NFT transfers to streamline stock management for large retailers using Ownify. The printing of dedicated QR codes also facilitates stock management for small or artisanal traders.

Supply Chain Tracing
The enhanced features of business accounts may include a suite of track & trace tools where the DPID creation and transfer processes occur internally for large enterprises with complex supply chains.

Parties sign with the DApp at each point of delivery to transfer the DPID Asset and ownership of the shipment. The asset may then be split into multiple DPID Assets depending on the distribution at each stage, therefore incorporating enterprise data for their own barcode, RFID or NFC management systems.

Enterprise Loyalty Features
Enterprises will be able to establish their own ledgers connected to OwniChain on the v.2.0 Platform. This gives Ownify the opportunity to provide turnkey competitions and token minting contracts so that Web2 companies can easily offer Web3 rewards through a simple user interface.

Metaverse Applications
Ownify may form strategic partnerships so that Platform NFTs are compatible with Web3 games and DPID Assets can function as digital twins of real-world products within the virtual worlds of metaverse applications.

Brands and retailers in particular can develop digital items as NFT's for marketing purposes which can be sold in limited supply or offered as prizes in customer competitions. For example, items may include:

- User Avatars for personal accounts with custom options by equipping additional NFTs for clothing, accessories, pets and emotes.

- Simple loyalty badges that grant a special status (e.g. discounted prices) to user accounts, both on Ownify and external business platforms.

- Multi-layered, 3D-modelling files for digital items to be visualised as digital twins and used in virtual or augmented reality applications.

- Simple or complex items may also have real-world commercial utility, providing the holder with access to events, discounts in stores and early product releases.

These NFT applications are aligned with the latest industry trends as companies across all sectors are establishing themselves in the metaverse.

Given the comprehensive infrastructure planned for the DApp, Ownify can work with large enterprises to form multi-faceted connections between the digital metaverse and their real-world operations.

4.0 Distributed Ledger Technology

4.1 The v.1.0 Platform (Algorand)

While many early-stage Web3 projects aim to raise funds without significant technology or even a minimum viable product for their proposed technology, Ownify has already developed and launched a market-ready solution.

The v.1.0 Ownify Platform, launched in Q4 2022, without the Ownify Token, has been built using the state-of-the-art, popular and established Algorand blockchain infrastructure.

The DApp has been developed with a number of the key Platform features outlined above, including DPID creation and transfer, business and user Wallets, Product Inventory and an Explorer for users to search and scan DPID Assets.

The Algorand Protocol

The Algorand ledger is highly scalable due to a two-tiered blockchain structure so that more complex smart contracts are confirmed on layer 2 (off-chain) and do not clog the network for simpler contracts and transactions being processed on layer 1.[8] The two-tier structure is combined with a democratised pure proof-of-stake (PPoS) consensus mechanism to form a particularly decentralised and secure network.

To make a comparison, Ethereum requires a validator stake of 32 ETH to be locked but Algorand only requires a minimum stake of 0.01 ALGO without any locking period so the network can be distributed across a much greater number of participants. Validators are then randomly assigned to rapidly achieve consensus, reportedly processing up to 6,100 transactions per second (TPS), with an average of 1,300 TPS and confirming transactions in under 3 seconds (block time of 2.8s).[9]

The fast and efficient nature of Algorand makes it a suitable blockchain protocol for the Ownify project because it can handle a large number of microtransactions at low cost (as low as $0.0006 USD per transaction).[10] Scalability is a key criteria for the DPID, payments and Marketplace features of the Platform. Users of the v.1.0 DApp can either Direct Mint, scanning a product to create an on-chain DPID in 4 seconds or they can use On-Demand Mint. An uploaded CSV file creates an off-chain Inventory ready for mint requests from sales terminals, offering a highly scalable solution that can aggregate up to 15 million DPIDs per day.

[8]   S. Micali, *Algorand's Smart Contract Architecture,* Algorand.com, 27 May 2020

[9]   Developer Portal, *Algorand Metrics Dashboard,* https://metrics.algorand.org/, 3 June 2024

[10]   C. Butler, *Top 10 Blockchains with Transaction Fees Under $1,* DappRadar, 23 March 2022

This time and computing efficiency of the protocol offers significant environmental benefits relative to blockchains built with power-intensive consensus mechanisms such as proof-of-work (PoW) e.g. Bitcoin.
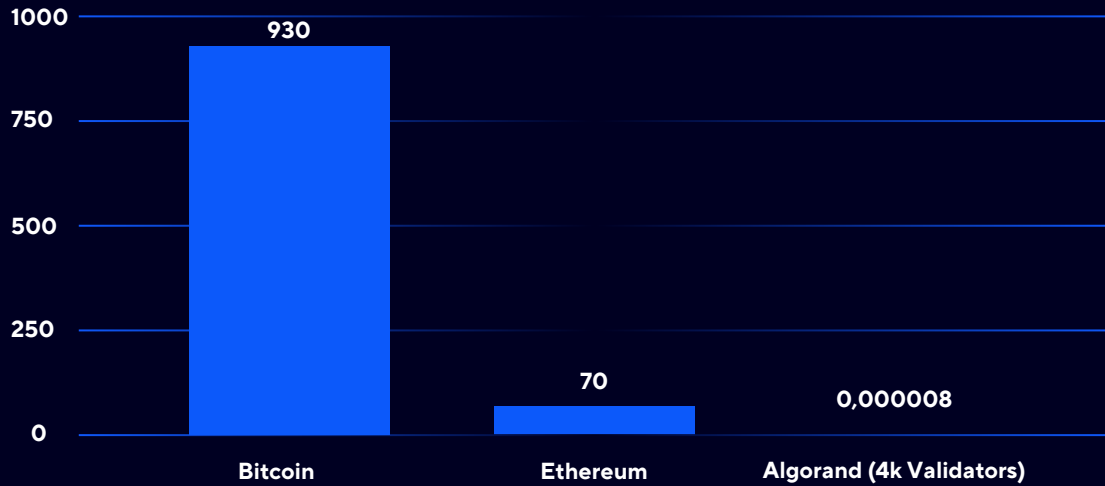
Average Energy Consumption per Transaction (kWh/txn) [11]

Experts have estimated the average cost of minting an Algorand NFT to be approximately 0.0000004 kg of CO_2 per NFT: a negligible amount compared to the estimated 200 kg produced by a single NFT on competing PoW blockchains. [12]
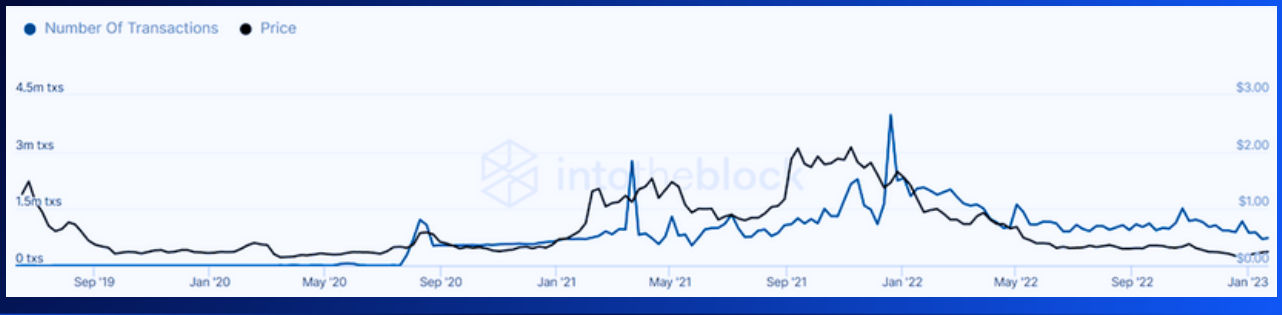
Number of Transactions and Market Price of Algorand, [ALGO] [13]

11 www.Algorand.com, 16 April 2021

12 Algorand, *The Importance of Low Transaction Costs & Lower Carbon Emissions to Mint NFTs,* Algorand.com Blog, 15 April 2021

13 Data from www.app.IntoTheBlock.com

4.2 The v.2.0 Platform (OwniChain)

The OwniChain protocol is a proprietary blockchain for all participants in the Ownify ecosystem. Fuelled by the native Ownify Token, this innovative distributed ledger will provide robust infrastructure for Web3-based commercial activities.

Once OwniChain has been launched as an enterprise ledger, it will be updated following TestNet development for a permissioned network running a pure proof-of-stake (PPoS) consensus mechanism. Only large, reputable corporate partners will be admitted to stake OWNI and establish themselves as validators.

The resulting protocol is expected to be faster than Algorand and the majority of other layer-1 blockchains due to the low number of validators. The ledger will be able to process up to 10,000 TPS on-chain but these may further contain an infinite number of transactions in theory due to the horizontal scalability of the OwniChain ecosystem.

Blockchain-as-a-Service

OwniChain will connect and sync with a range of connected, private co-chains that can be established by upgraded business accounts. Many large brands in the electronics and luxury goods markets are likely to prefer implementing enterprise chains due to concerns over privacy, technical security or customisation and self-governance.

User balances and NFT assets from the third-party blockchain ledgers are encrypted and recorded on the distributed layer-1 to provide Web2 companies with an immutable and auditable record of enterprise activity.
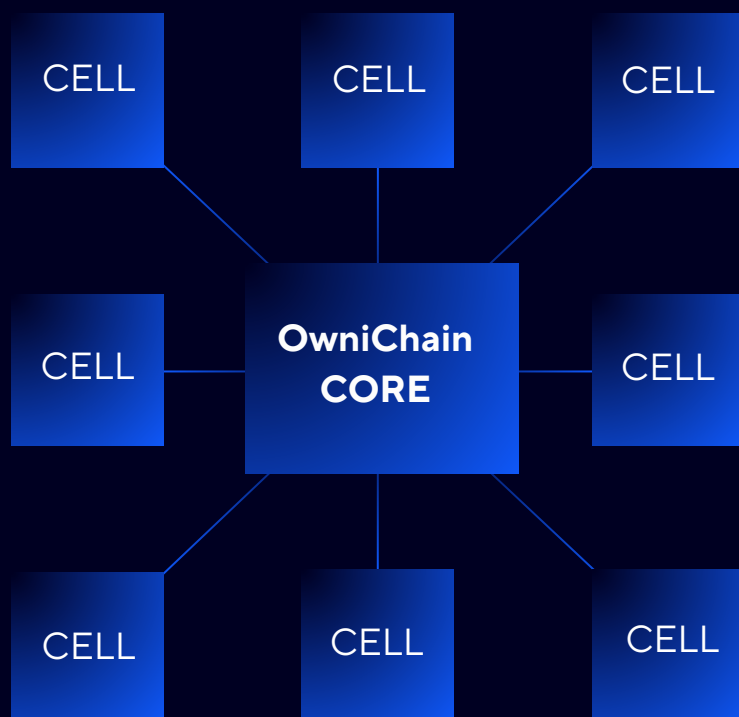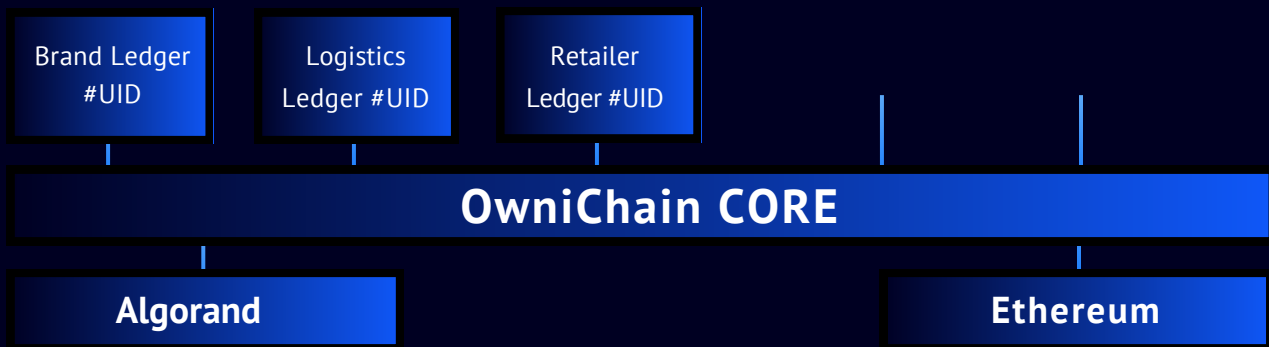

OwniChain Multi-Cell Structure

The **Enterprise Service** will be offered by Ownify so that business account holders can tailor ledgers for integration with their own supply chains and internal CRM systems. This provides businesses with the optimal balance between the transparency of blockchain and the efficiency of enterprise databases.

OwniChain will function as a central Core to the Cells of enterprise ledgers as well as connecting to more decentralised blockchains such as Algorand, Ethereum or TON as well as other non-EVM based ledgers. Enterprise Cells may also establish subordinate ledgers, enabling segregation of different on-chain activities by product type, or corporate structure.
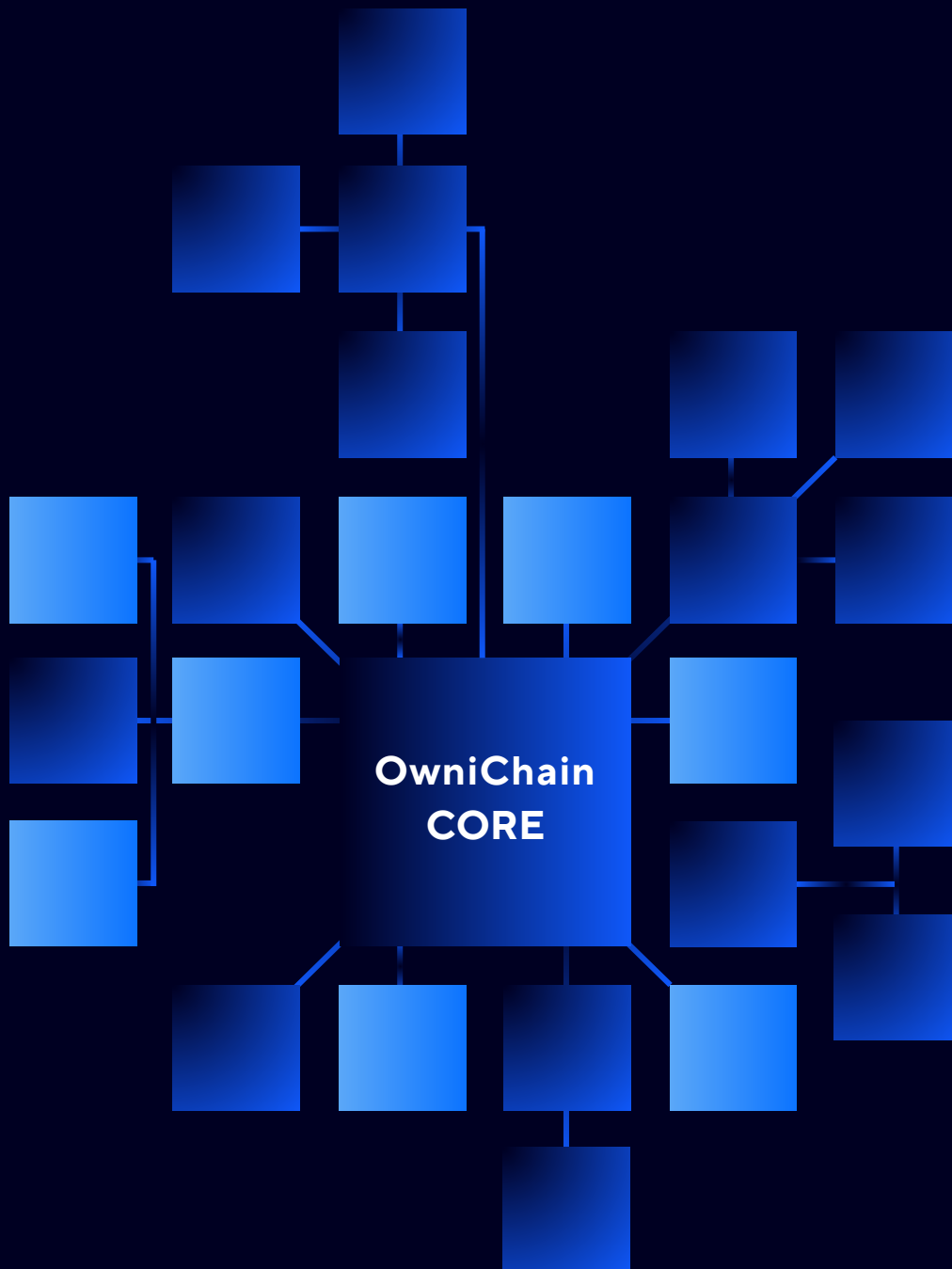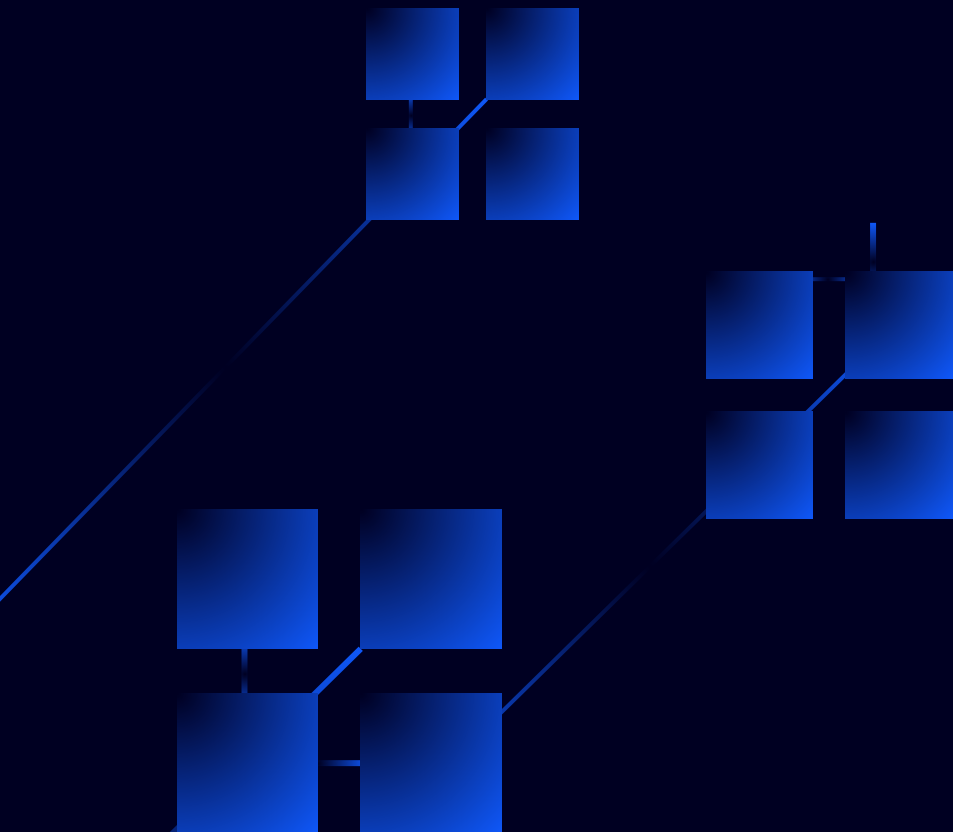
OwniChain CORE

The OwniChain ecosystem will therefore be similar to an internet-of-things (**IoT**) system, enabling rapid data exchange and value transfer through the network. The modular structure and interoperability between Cells provide a suitable framework for marketing, payments, and loyalty systems as well as the Ownify track & trace DPID solution to combat fraud & theft.

This end-to-end infrastructure presents a range of future economic opportunities for the Ownify project. The simultaneous interoperability for all data and crypto assets will streamline collaboration between distinct brands, the subsidiaries of large conglomerates and all participants across the Ownify ecosystem.

Brand Ledger #UID	Logistics Ledger #UID	Retailer Ledger #UID		

OwniChain CORE

Algorand   **Ethereum**

OwniChain Brings Cross-Chain Interoperability to Business DApps

5.0 The Ownify Token, [OWNI]

The Ownify Token (ticker: [**OWNI**]) is the proprietary fungible currency of the Ownify Platform while OWNIg will be the native token of the layer 1 OwniChain ledger.

OWNI will be transferrable across Ethereum, OwniChain and other ledgers in future, where Ethereum initially offers a mature ecosystem for market development, staking and community governance. It can then be used for payments or be swapped to OWNIg at a fixed conversion rate on the native ledger for gas fees.

Token Details	
Name	Ownify Token
Ticker	[OWNI]
Protocol	Ethereum
Starting Price	$0.06
Max. Supply	150,000,000

5.1 Utility Details

On the v.1.0 Ownify Platform, users will pay in OWNI to purchase NFTs in the Marketplace and pay certain DApp feature fees. They will also stake OWNI to access enhanced features, participate in community votes and qualify for Community Rewards.

Token utility will be enhanced following the launch of OwniChain TestNet in 2024 and MainNet in 2025. On the v.2.0 Ownify Platform, the OWNI asset can be used for all DApp transactions and network fees on the OwniChain ledger.
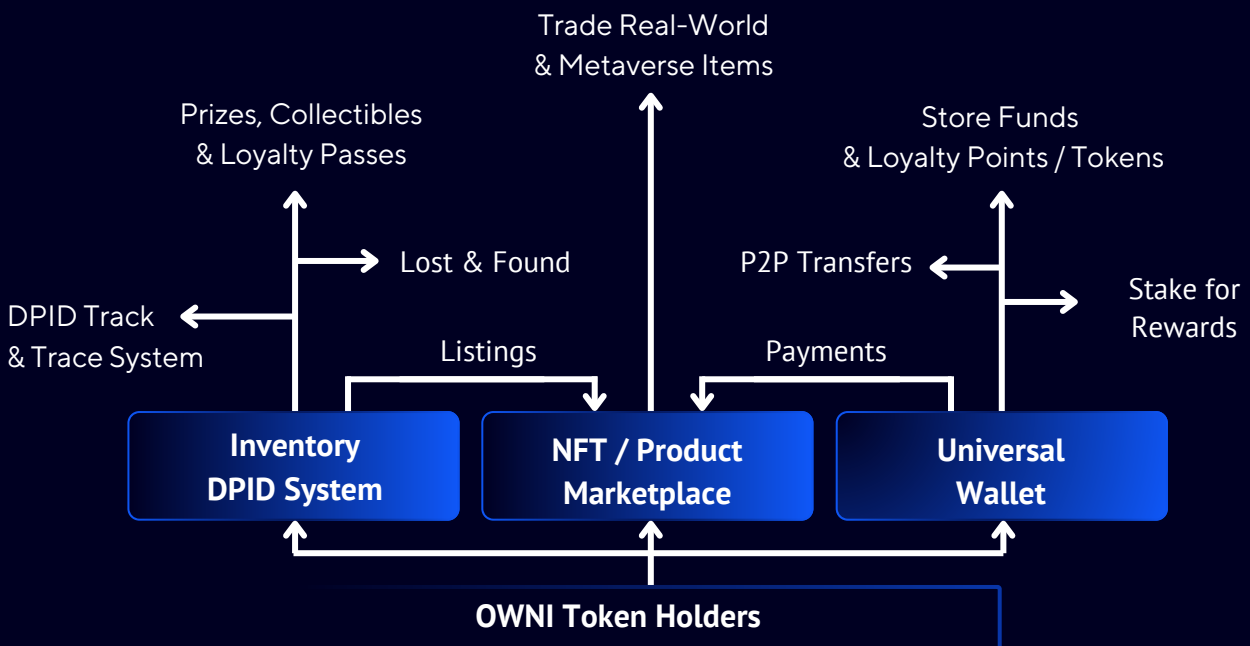

Ownify Token Utility Diagram

Community Rewards may be sustained in the long term by redistributing a portion of OwniChain network fees and Platform feature fees being paid in OWNI or OWNIg.

This may be supplemented in future by the Company buying back the token on secondary markets with the proceeds of alternate revenue streams (e.g. corporate and media partnerships, NFT collaborations and marketing services that leverage the data of user Platform activity).

However, users will benefit from holding OWNI for a number of reasons:

Transparency
of an immutable ledger

Efficiency
of smart contracted transfers

Community
events, opportunities & voting

Security
of encryption signatures

Multi-Chain
functional store of value

Savings
from reduced DApp fees

Rewards
for Buyers & Sellers

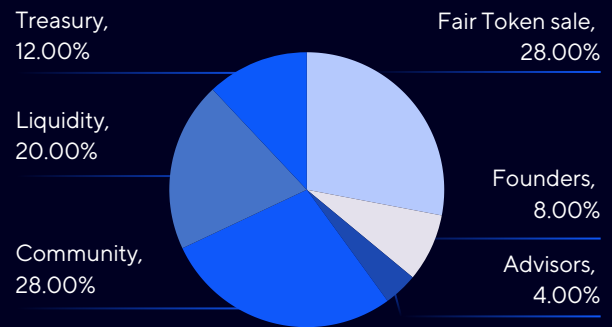**Enhanced Features**
for staked users
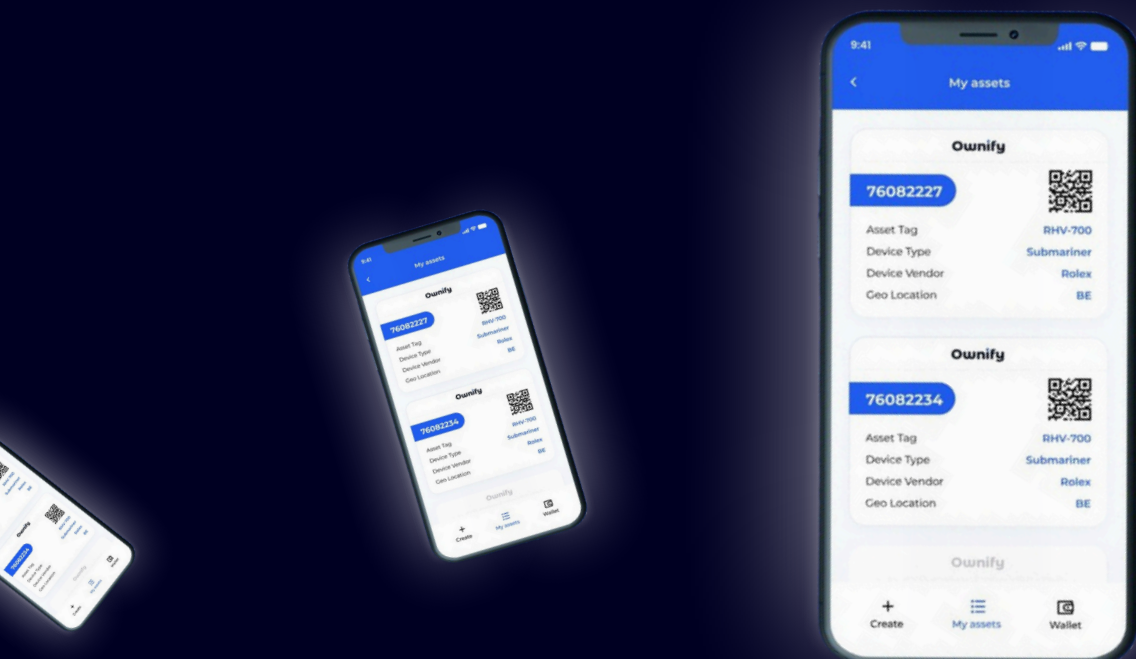
5.2 Distribution

The capped maximum supply of 150,000,000 OWNI has been divided into six segments to be released to the Ownify project over a period of 50 months (4+ years).

The **Community** segment will be used to fund community rewards and strategic partnerships for the OwniChain ecosystem while the **Treasury** segment will cover staff payments and other corporate operating costs.

[OWN] Token Distribution

Treasury, 12.00%

Liquidity, 20.00%

Community, 28.00%

Fair Token sale, 28.00%

Founders, 8.00%

Advisors, 4.00%

Token Distribution

Segment	Tokens	% Max Supply	Release Schedule (months)		
			% on TGE	Lockup	Linear Release
Fair Token Sale	42,000,000	28.00%	20.00%	1	6
Founders	12,000,000	8.00%	0.00%	12	36
Advisors	6,000,000	4.00%	0.00%	6	24
Community	42,000,000	28.00%	10.00%	2	48
Liquidity	30,000,000	20.00%	25.00%	0	12
Treasury	18,000,000	12.00%	0.00%	6	18
Total	**150,000,000**	**100.00%**			

5.3 Fair Token Sale

While the founding team will be compensated with a small amount of the token supply, this is to account for the substantial financial and time commitment made to bootstrapping the technical development of the Ownify project.

Beyond the team compensation, the Fair Token Sale segment will be offered at a fixed price of $0.06 so that retail buyers and community members can access the same opportunity as Web3 institutions.

The result will be a more fair launch event with a more widespread token distribution that benefits both the token economy and the Ownify user base.
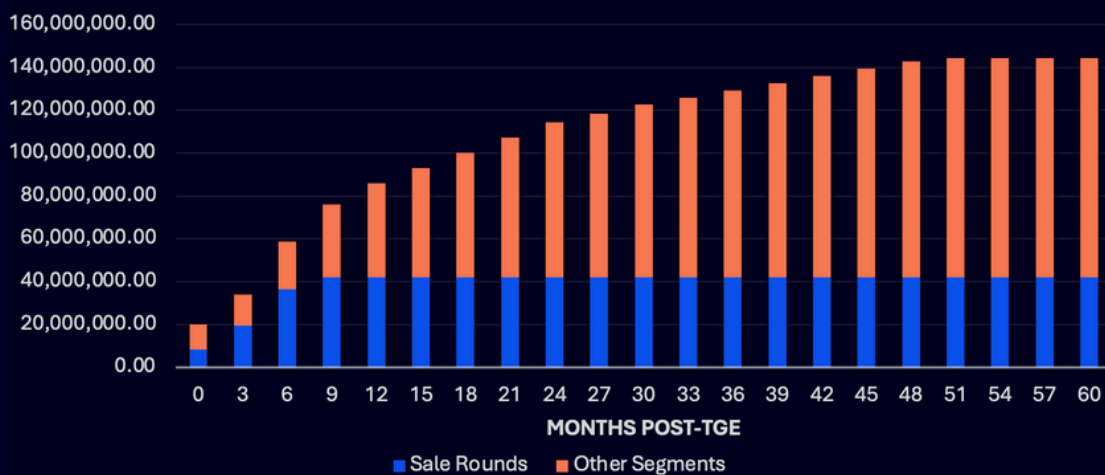
5.4 Release Schedule

The major token segments outlined in the OWNI Distribution are being released over a period of 5 years so that the total supply is increased in alignment with growth in the Platform user base and the broader OwniChain ecosystem.

Once released to OwniChain, the tokens will only be distributed into circulation when it is expected to achieve a net-positive effect on the token economy.

Therefore, the actual circulating supply is expected to be significantly less than that shown in the following segmented and stacked token release schedules.[14]

OWNI Stacked Release Schedule

OWNI Segmented Release Schedule
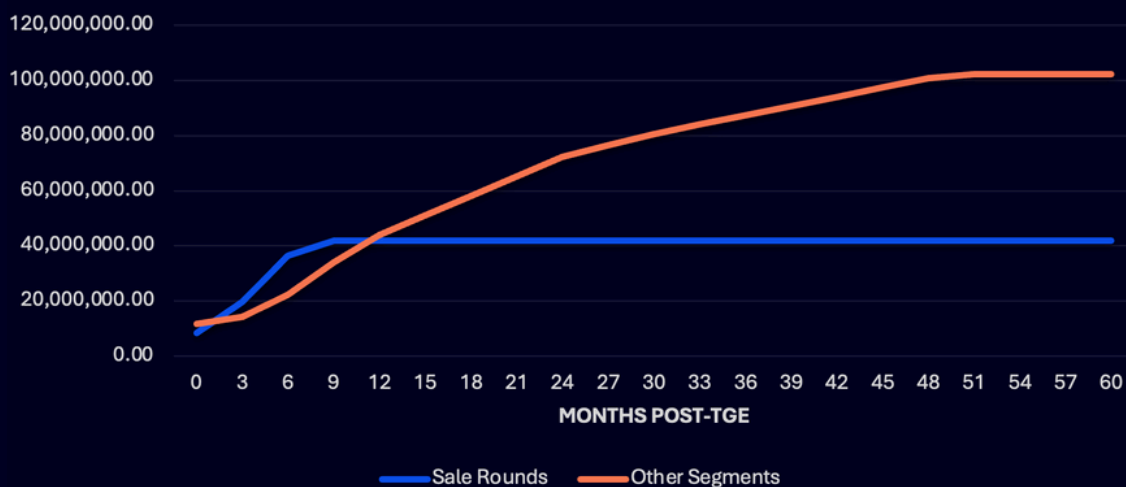
14 The Ownify token economic structure, strategy, utility and other token details described in this White Paper are subject to change at the discretion of OwniChain for any reason.

6.0 Company Information

6.1 Corporate Structure

The Ownify Project proposed by this White Paper and the various corporate activities outlined above are being undertaken by two distinct companies.

OwniChain Limited (**OwniChain**) is the BVI-based company developing the proprietary layer 1 protocol, issuing the Ownify Token as its native crypto asset and managing the OWNI token sale.

Ownify Technologies Limited (**Ownify**) is a Dubai-based development company that is building the Ownify Platform and establishing corporate infrastructure in the primary target market of UAE electronics and luxury goods.

Services Agreement

Ownify (UAE)	OwniChain (BVI)
Platform Owner	Layer 1 Protocol
Marketing Services	OWNI Issuer
Data Analytics	Treasury Management

Ownify Project Corporate Structure

6.2 Team Members

**Khaled Samin,
Founder / CTO**

IT Entrepreneur,
Network/Blockchain Engineer,
Cyber Security/Systems
Architect with 20 years
experience

**Carl Helou
Partner / COO**

15 years in business, 10 years
in corporate banking, 7 years
blockchain enthusiast,
independent business
consultant/entrepreneur.

**Julien Bejjani
Partner**

Business Development
Experienced Founder & CEO
of several companies ranging
from web3 gaming to mining,
transport and e-commerce.

**Robert Habchi
Partner / Legal**

10 years insurance
experience, 5 years
blockchain enthusiast,
management specialist &
legal advisor.

**Dany Khoury
Partner/ Advisor**

COO of Cerra Services for
the last 10 years. Former
CEO of Nissan, Peugeot and
KIA in Gambia-Africa.

**Ilya Lipatov
Senior Frontend Developer**

Experience in Defi, Betting, NFT
Marketplaces and Authorisation
Services including KYC process
development for Ethereum,
Solana and Algorand.

**Hussein Wehbe
Advisor**

Business Development
CEO, former advisor to the
UAE Prime Minister's Office,
connector, honorary professor.

**Roni Helou
Fashion Business Advisor**

Award-winning, conscious,
ready-to-wear designer whose
work has been featured in major
international publications such
as The NY Times & Vogue US.
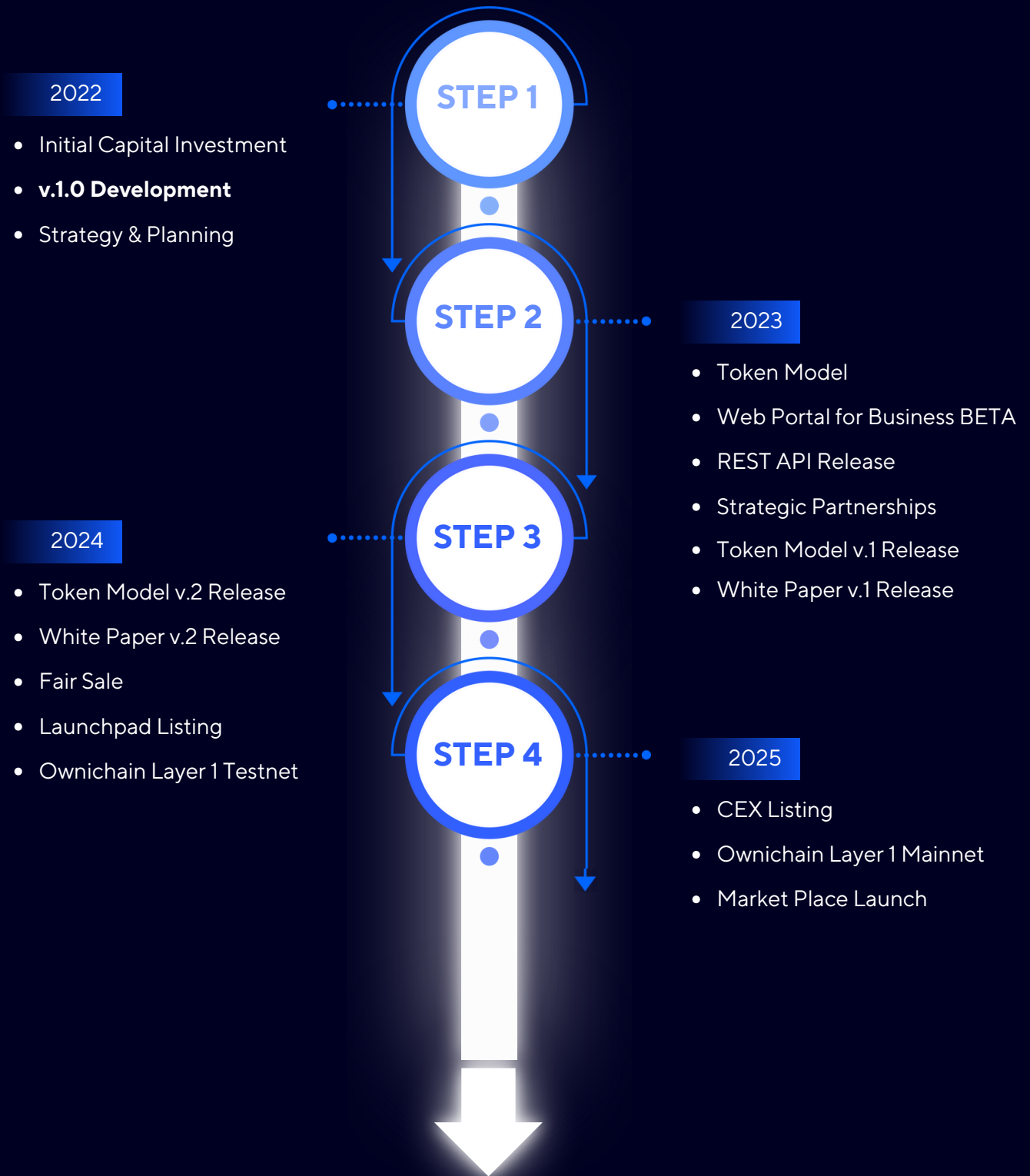
**Tobias Reed-Sperrin
Strategy Advisor**

Experienced Web3 Advisor,
Crypto Asset Strategist,
Specialist in Blockchain
Technology, Token Economics
& RWA Tokenisation.

**Robin Sundström
Communications Advisor**

TEDx Speaker, Award-
Winning Public Speaker,
former Spokesperson & Head
of Communications at a
hyper-growth fintech startup.

6.3 RoadMap

2022

- Initial Capital Investment
- **v.1.0 Development**
- Strategy & Planning

STEP 1

STEP 2

2023

- Token Model
- Web Portal for Business BETA
- REST API Release
- Strategic Partnerships
- Token Model v.1 Release
- White Paper v.1 Release

2024

- Token Model v.2 Release
- White Paper v.2 Release
- Fair Sale
- Launchpad Listing
- Ownichain Layer 1 Testnet

STEP 3

STEP 4

2025

- CEX Listing
- Ownichain Layer 1 Mainnet
- Market Place Launch

7.0 CONTACT

For any enquiries relating to the activities of Ownify and OwniChain outlined in this White Paper, please get in touch by email to **info@ownichain.com**

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