

# SEN POINT WHITEPAPER v1.4

TRUONG THANH JAPAN



# SENPOINT WHITEPAPER

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# REVISION HISTORY

v1.0	Publication of the first edition.
v1.1	Change the crowdsale implementation period.
v1.2	Add new member profile.
v1.3	Extended the period of Crowdsale for 16 days
v1.4	Extended the period of Crowdsale for 5 days

# INTRODUCTION

Our vision spawned from reevaluating the current consumer economy and its financial ecosystem in Vietnam.

Two fundamental questions we speculated at were, 1) Have customers been able to maximize their purchases?, and 2) Have retailers been able to maximize profits. In going about reevaluating the status quo, it was important for us to not increase spending for customers and sellers alike where it did not merit a clear cost benefit. Therefore, it became our mission to create an added-value ecosystem to benefits all parties involved without disrupting the current state of affairs. In other words, customers would be able reap additional benefits from their daily leisurely purchases and retailers/and in the same ecosystem, customer purchases would be a means for providing various tools and strategies to increase store revenue. Simply put, the idea of introducing SEN Point, a universal loyalty rewards system, in Vietnam came to fruition.

SEN Point looks to eliminate the customer loyalty programs' limitations that currently exist, such as public confusion about the different mechanics of each loyalty program, difficulties in points exchange, lack of user engagement, and more. Removing these problems will accelerate the formation of a more cohesive, cooperative, and competitive customer loyalty industry.

The launch of SEN Point will involve commitments from entities who will have the digital asset and use it for consumption, operational, and/or other purposes. Participants in this new ecosystem will drive the new loyalty

economy with their activities and financial support for the scaling of our platform. For instance, in the consumption-driven emerging economies in Asia, the spread of a unified, proactive customer loyalty system can usher in more customer retention for companies, who will then boost their top and bottom lines. Mass adoption and economic activity from this dynamic loyalty environment will be the engine that can add value to each SEN Point.

Simply put, by replacing the limited reward points in the current customer loyalty setup with a blockchain-backed dynamic currency that supports increased participation between customer and brand, we can unlock the full potential of rewards programs and increased value for participants in this revamped loyalty ecosystem.

In the succeeding parts of this whitepaper, we will illustrate the roles that our company, the technology, and the digital asset will play in this new ecosystem, as well as the value proposition of SEN Point as an important part of building the new loyalty economy we envision.

# PROBLEMS

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## Entangled Customer Loyalty Programs

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In conjunction with the growing retail business in Vietnam, many stores and businesses are incorporating customer loyalty programs. As a result, 90% of people in their twenties and thirties possess or have participated in some sort of customer loyalty program. However, many of these programs are issued by individual stores and/or organizations, and therefore, rewards are also only linked with the businesses that are issuing the program. Customers then have no choice but to manage the same number of accounts as loyalty programs in which they have enrolled to receive rewards for.

In other words, currently, there are no solutions that consolidate and unify these programs to provide a seamless and convenient program management tool for consumers. For consumers, having to carry multiple cards or manage multiple accounts equals poor usability. Not to mention the fact that customers have to remember the rules and regulations for each program is a big hit on the user experience as a whole.

TTJ looks to solve these problems by creating customer loyalty program that is universal to all retail stores. In essence, you will only have to carry around one card, in the form of a mobile app, and that app will be the central device to manage all customer loyalty programs. Since the program is universal, rewards for your loyalty will be collected in the form of points called SEN Points and you will be able to redeem your rewards by using the SEN Points that you have accumulated. Consumers will then be able to collect points and redeem them at any retailer without the hassle of managing multiple accounts

and credits.

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## Untapped Marketing Opportunities

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The current population in Vietnam is 92,700,000 people, most of which are concentrated in the inner cities. It is estimated that the number of people in inner cities are growing at a rate of 1,000,000 people a year.

### Population

Ho Chi Minh	8,400,000
Hanoi	7,600,000
Da Nang	1,350,000

The Vietnamese retail market size is estimated at 133,600,000,000 USD and is continuing to grow along with the growth in population. Despite this rapid growth in population and the consumer market, there is a clear lack in the availability of marketing data. This is largely due to the fact that until now, there was no way to track and record purchasing information and customer behavior of retailers.

TTJ looks to exploit this opportunity by analyzing purchasing data which will then be used by retailers for better marketing, customer outreach, and customer retention. In doing so, there will be an increase in competition and more stimulation for the market as a whole. Therefore, it is safe to assume

that the need for a platform to collect this data and make available for retailers to use is of high demand.

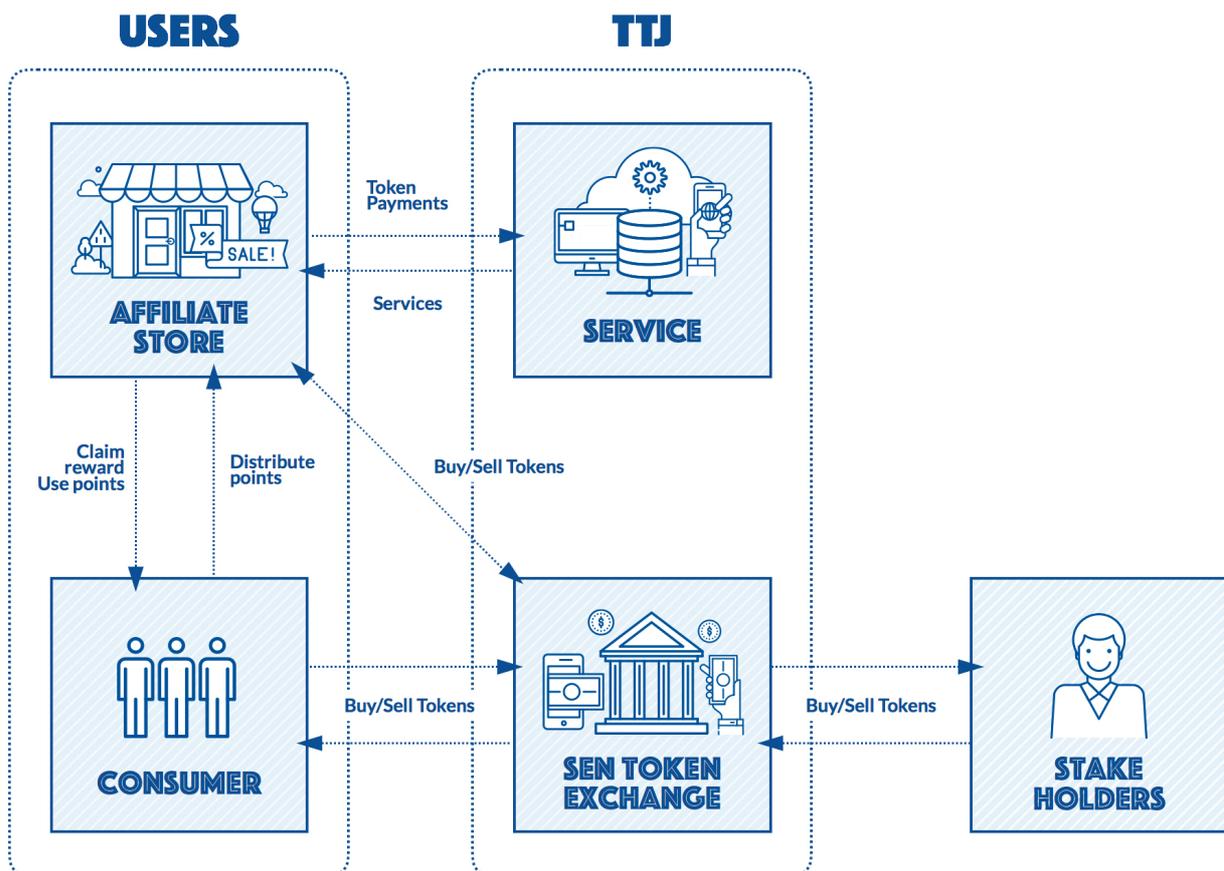
In addition, with the widespread and exponential growth in use of cell phones amongst consumers, there is an ever increasing demand for collecting data on and from mobile devices.

By creating an ecosystem in which people do not need to derail themselves from their normal purchasing habits yet have greater incentive to make purchases, and creating a platform for retail store owners to benefit from the purchasing power of consumers, we look to create a means to marry the two demands and create exponential growth.

# SEN POINT ECO SYSTEM

## What is SEN Point

SEN Point is the name of the ecosystem for the universal customer loyalty program. It is the name of the ecosystem itself but it is also the unit of measurement for the number of rewards the retailer shall distribute and the consumer shall receive per purchase transaction.



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## Players

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Main transactions within SEN Point are between affiliate stores and the consumer.

TTJ is the operating company that provides apps, services, and the management system and acts as the intermediary for all transactions to ensure a safe and hassle-free user experience for all parties involved.

### Affiliate Store

Retailers distribution of points (rewards). For each purchase the consumer makes, the retailer distributes a certain number of points to the consumer through the use of a designated mobile app.

### TTJ

reimburses affiliate stores for the SEN Points that were distributed to consumers. They also offer services to affiliate stores to stimulate and encourage revenue growth.

### Consumer

Consumers make their purchase at affiliate retailers and are rewarded SEN Points in return. SEN Points can be used to receive discounts on everyday purchases at affiliate stores.TTJ

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## Features

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3 main feature comprise SENPOINT to fuel motivation and give incentive to drive customer engagement and store commitment.

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## Transaction

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A typical transaction will be as such:

1. Consumer makes a purchase at affiliate Store A
2. Store A gives X SEN PointS to Consumer as a reward of their purchase
3. Consumer goes back to Store A or goes to a different affiliate Store B to redeem rewards for a discount on their purchase

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## Rankings

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A ranking system motivates consumers to accumulate and save SEN PointS.

Total SEN Point rankings are updated periodically on the designated app.

This aspect is added to SEN Point to inspire competition.

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## Prize Reward

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A lottery is held at given times to incentivize point usage. Prizes will vary from time to time but this is also to give consumers an incentive besides a simple discount at retailers.

# SEN TOKEN

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## Technology

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### Why Stellar?

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We chose stellar for a number of reasons: stellar has a built-in decentralized exchange, they have greater security, they allow you to create custom ICOs, and they are significantly cheaper and faster. Furthermore, SEN Points used for customer loyalty rewards and SEN Tokens that are used to purchase marketing and other services from TTJ are pegged to the assets issued by stellar. This enables other services outside of TTJ to exchange their assets for SEN Points and SEN Tokens with ease.

As a service provider and clearinghouse, ensuring high security measures are paramount to the success of our finance drive business. Also, a low barrier of entry for integration with other systems is a key component in ensuring that SEN Point will be able to scale up when need be without compromising the integrity of our service and security. This is what ultimately led to selecting stellar as our platform of choice.

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## Token Economy

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### SEN Token & SEN Point

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Utility tokens issued on the Stellar platform that are used to exchange for points and services within the SEN Point ecosystem.

### SEN Point Platform

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The SEN Point platform is a platform developed and provided by TTJ that pegs the value of 1 point to that of an equivalent of 1 dong. These points can be used by companies and institutions that comprise and affiliate themselves to the SEN Point ecosystem. These affiliate stores also distribute points as at the rate in which they deem is an appropriate rate.

SEN Tokens are a payment method used by affiliate stores to purchase marketing data, premium ad space, and other services that have been accumulated by the SEN Point Platform for exposure and customer attention.

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## ISSUANCE

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The number of SEN Tokens to be issued are 16,500,000,000. That number is derived from the current Vietnamese consumer economy market size. In Japan, the company operating the largest loyalty reward system analyses that there the rewards business is involved in 4,700,000,000 USD worth of gross sales a year. It boasts an awareness level of 97.8%, affiliate stores climb to 720,000, and total membership amounts to more than 64,080,000 (compared to the population which was 127,000,000 as of 2016). Since the Japanese retail market size in 2016 was 1,312,000,000,000 USD[\*2], relative to the retail market size, the loyalty reward business for that particular company is 3.57%.

Comparing this trend to the current Vietnamese retail market size, since the retail market size in Vietnam is 133,600,000,000 USD, assuming consumer trends to be similar, there is a possibility for a loyal reward system to contribute to 4,300,000,000 USD in gross sales.

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[\*2] Manufacturing Data via Ministry of Economy, Trade and Industry.

## Loyalty Reward Market Analysis (Japan)

Annual Retail Sales Total	\$1,319,594,339,622.64
Leading Business Total Transaction Value	\$47,169,811,320.75
Transaction Value Percentage	3.57%

## Loyalty Reward Market Potential (Vietnam)

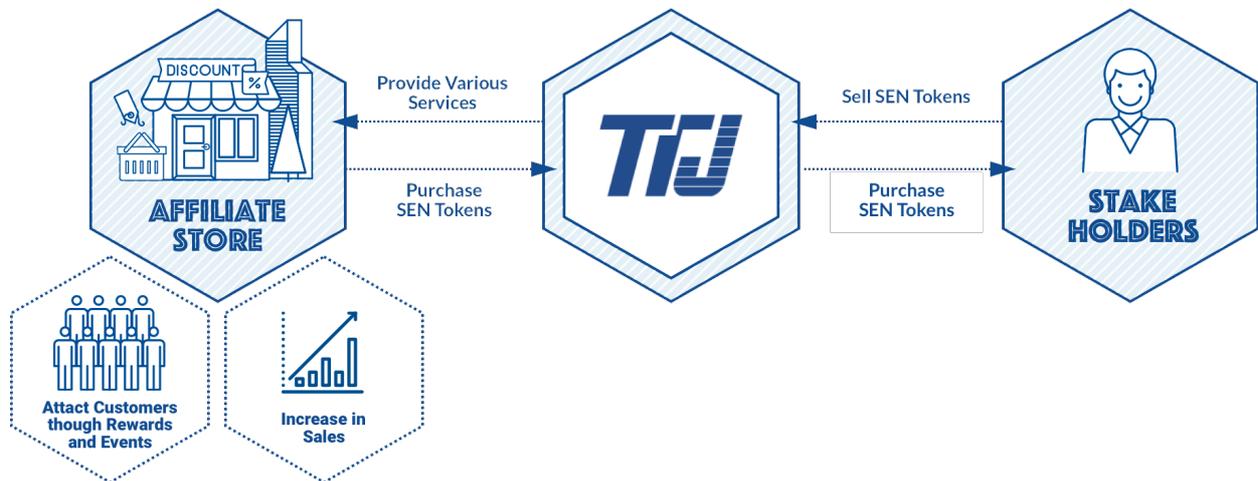
Annual Retail Sales Total	\$122,641,509,433.96
<b>Transaction Value Potential</b>	<b>\$4,378,301,886.79</b>
Transaction Value Percentage	3.57%

Of that 4,300,000,000 USD, if affiliate stores used 1% of their budget toward marketing, that would amount to 43,000,000 USD. Our aim is to provide data analytics and marketing tools to companies to capture that share of 43,000,000 USD. SEN Tokens are to be the method of

payment and the current presale price for tokens are 1 Token = ~0.05 UDS thus, we calculated to circulate 46,400,000,000 token in our token economy.

50% of the total 16,500,000,000 tokens will be held by TTJ. Of the remaining 50%, 60% (30% of the total) will be circulated.

Stakeholders will be able to sell the Tokens they have to affiliate stores. Affiliate stores will then be able to buy these tokens and use them towards purchases for TTJ's services. These services will contribute to the increase in sales and growth of Vietnamese retails and stakeholders alike will be able to contribute to the growth of the economy.



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## Crowdsale

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SEN Token will engage in a crowdsale to attract buyers.

Users will be able to purchase SEN Token from its official site (<https://crowdsale.sencoin.com>) using various cryptocurrencies. The number of available tokens will be 4,950,000,000 (30% of total circulation) and will be available through 46 days. Early adopters will be able to benefit from a discount.

- 1st 15days: 1 SEN Token = \$0.04
- 2nd 31days: 2 SEN Token = \$0.05

Method of payments allowed will be BTC and XLM.

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## Allocation

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The allocation of SEN Token is to be as follows:

- Crowdsale: 30%
- Investors: 12%
- Strategic partners: 8%
- TTJ: 50%

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## Use of Funds

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Profits from the crowdsale and services post-ICO will be used for the growth and expansion of the business for SEN Token Project as follows:

- Product development: 20%
- Marketing and advertisement: 10%
- Loyalty reward business operations: 20%
- SEN Token exchange operations: 35%
- Long-term operations: 15%

# SCHEDULE

## 2017

NOV	TTJ company founding, start of business
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## 2018

JAN	Wallet application release
MAR	SEN Point demo app release
MAY	SEN Point app release (Alpha)
JUN	Crowdsale
JUL	SEN Point app version upgrade (Beta)
AUG	Marketing & other services release Token exchange release

## 2019

JAN	SEN Point app final upgrade (Production)
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# TEAM

TTJ is a startup that is backed by a Vietnamese company, TTVN group. TTVN has a track record in various sectors including renewable energy, urban infrastructure, real estate, and finance investment, and they specialize in energy and high tech industries. In order to increase their presence and leverage in the ever-growing IT sector, TTJ was founded. The aim and mission of TTJ is to employ innovative technology to maximize their contribution to the communities and Vietnam as a whole.

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## MEMBER

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Chairman  
**Hoang Manh Huy**

Mr Hoang Manh Huy was born in 1977, is a member of BOD and Head of Investment Division at TTVN Group Joint Stock Company.

Mr Hoang Manh Huy graduated from the Foreign Economic Relations Faculty at Hanoi Foreign Trade University in 2000. He also received excellent certificate of Fundamental Analysis at the Japan Securities Analysts Association (SAAJ).

Mr Huy is an experienced financial professional with many years working for large financial organizations such as Saigon Hanoi Securities Joint Stock Company, Chief Representative of Hanoi Office of Vietnam - Kabu Company. Currently, Mr. Hoang Manh Huy holds the position of CEO of TecGroup Joint Stock Company, an affiliated company of TTVN Group.



Member of BOD

## Mạc Quang Huy

Mr Mac Quang Huy was born in 1976, is member of BOD at Truong Thanh Viet Nam Group Joint Stock Company.

Mr. Huy is MBA holder from the UK based Herriot Watt University, UK (2006). He is a member of UK Chartered Institute of Securities & Investment (MCSI). He is a fellow member of the UK based Association of Chartered Certified Accountants (ACCA) and is the President of ACCA Vietnam Advisory Panel Committee.

Mr. Huy is a well-respected finance practitioner with over 19 years of extensive experiences in securities business, investment banking, audit and accounting. Mr. Huy had nine years working at KPMG Vietnam and the UK (1996 – 2005), where he led the Financial Services Advisory Practice of KPMG Vietnam. From 2005-2010, Mr. Huy worked in senior positions in top-notch investment banks including Lehman Brothers and Nomura in Japan and Australia. During 2010 - 2012, he was a deputy CEO of Thang Long Securities (TLS), one of the largest securities companies in Vietnam, leading initially, investment banking division and then, securities services (which are the largest buck of the Firm's business). Since joining MSI, Mr. Huy has re-organized the Company and multiplied its business scale to become a highly profitable & well-respected securities company in Vietnam, having won several prestigious awards. Currently, he is a member of the Board of Directors and CEO at MSI.



Legal Advisor

## Trần Kim Tuyển

Mr. Tran Kim Tuyen was born in 1951, he is senior adviser of Truong Thanh Group Corporation Vietnam.

He graduated from the University of Tashkent in 1975, Hanoi Law University in 1994; Master of Laws in 2004 and PhD in Law in 2011.

He has 37 years of experiences working in the law enforcement office of Vietnam; He joined the Hanoi Bar Association in 2014 and has served as legal advisor to several companies such as Pusco Joint Stock Company, Linh Gia Construction Consultant Joint Stock Company.



Chief Executive Officer

## Masao Fuji

Entered the school of Education at Waseda University. Later on, majored in genetic engineering at Kochi University.

After graduation, worked at a top logistic company and an IT Company which invested by Mitsubishi Corporation. Then, utilize the business experience to establish the E-commerce Company. From November 2017, started the position of CEO of TRUONG THANH JAPAN.



## Chief Technology Officer

### **Hiroki Tanaka**

Educated in Mathematics of Science at University of Tokyo, he started his career as a system engineer and integrator with one of the biggest Sler group in Japan. After changed his career to be a back-end engineer for a high-scalable social game projects, stepped away to be a freelance-based business developer for some international system development and building up new based in Cambodia.

As Chief of Technology Officer, he joined in TRUONG THANH JAPAN and starting building the cryptocurrency market place and other new-technology-based businesses.



## Technical Advisor

### **Mike Tran**

An adaptive entrepreneur and creative technical executive with 14+ years of experience in software and renewable energy development with focus in mobile, web, and blockchain application. A highly analytical decision-maker with extensive experience in running software Start-up Company and a veteran in managing agile engineering team. Superior interpersonal skills, capable of resolving complex (engineering, marketing,

sales, human resources, operational) issues and motivating staff to peak performance. Proven fundraising and networking skills, building fruitful partnerships with domestic and global clients to develop multiple large-scale solar projects. Mike has in-depth understanding of emerging technologies and their commercial applications, as well as international business expertise, having conducted business in Southeast Asia, Europe and North America. He currently served as VP of Business Development at Sol Ampere with focus in the renewable energy industry and had help brokered several large-scale solar power projects totaling over 400 MW. Prior to Sol Ampere, he founded Snapbuck Inc and served as CIO. He also founded and served as CTO at Transit Technology in 2009 and later raised \$2.75M from Silicon Valley investors and rebrand to FileString Inc in 2012. He is the inventor of patent # US 2014/0122544 (“File Wrapper Supporting Virtual Paths And Conditional Logic”). Mike holds a B.S. in Computer Engineering at Clarkson University, Potsdam, NY.



## Financial Advisor

# Takehito Kaneko

After graduating from Aoyama Gakuin University, I joined Nomura Securities.

After that, it was transformed into the real estate industry, contributing to property acquisition of over 50 billion yen, contributing to the formulation of rules concerning property acquisition with auditing firms and securities companies.

IPO was honored as Best IPO by Asia Money. I will gain experience with domestic and foreign investment funds again.

Build deep relationships with the finance and real estate industry. From November 2017 participate as an advisor to TRUONG THANH JAPAN.



Design Advisor

## Susumu Machida

Graduated from the Department of Architecture, Tokyo University of Science. Engaged in planning and interior designing of new business at the Tokyo office.

We handle planning and design of rehabilitation projects, interior design of foreign-affiliated offices and merchandising. Designed houses and office buildings in the building design department of major general contractors.

received an incentive award at the in-house design award. Besides architectural design, he has a reputation for designing in a wide range of other fields and also deals with web design.