

# Amaten White Paper



## **A Platform for Blockchain Powered Gift Cards and Loyalty Management**

**NFT gift cards based on Ethereum blockchain**

## Whitepaper v1.1 – June 2021

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# Introduction

## Gift Cards

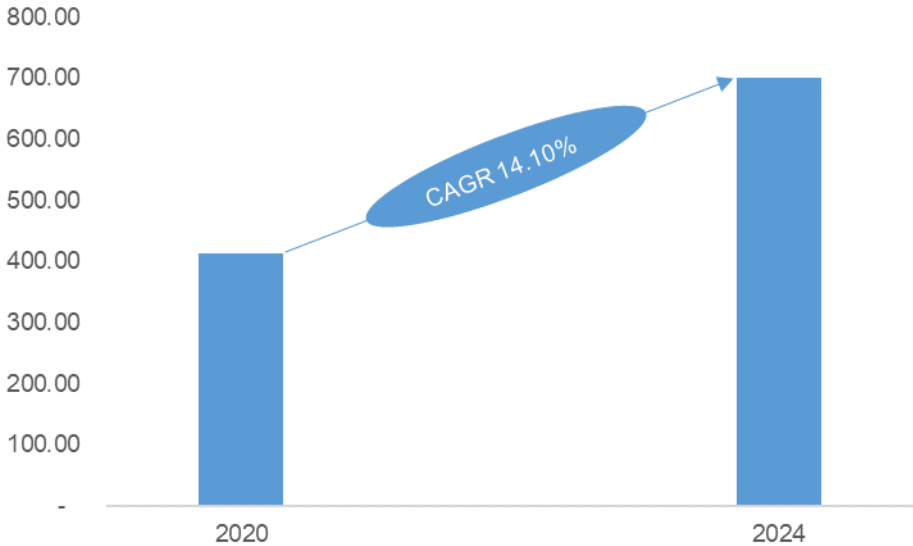
Almost all retailers offer consumers gift cards. A Gift Card is a card containing a certain amount of prepaid money that is available for use for a variety of purchases. So, a gift card is a form of payment. The history of e-gift cards industry dates back as far back as 1990s. It is estimated that the e-gift cards market grew at a CAGR of 8.3% over the period 2016 – 2020 (Persistence Market Research).

At present, in the USA alone, it is estimated that at least 76% of adults decided to purchase at least one gift card or e-gift for holiday shopping. Interestingly, men spend slightly more on gift cards than women, USD 162.01 and USD 144.62 respectively.

There are mainly two different segments of gift cards, i.e., Traditional physical gift cards and electronic digital gift cards. There are also two main types of gift cards: namely, Closed-Loop Cards and Open-Loop Cards.

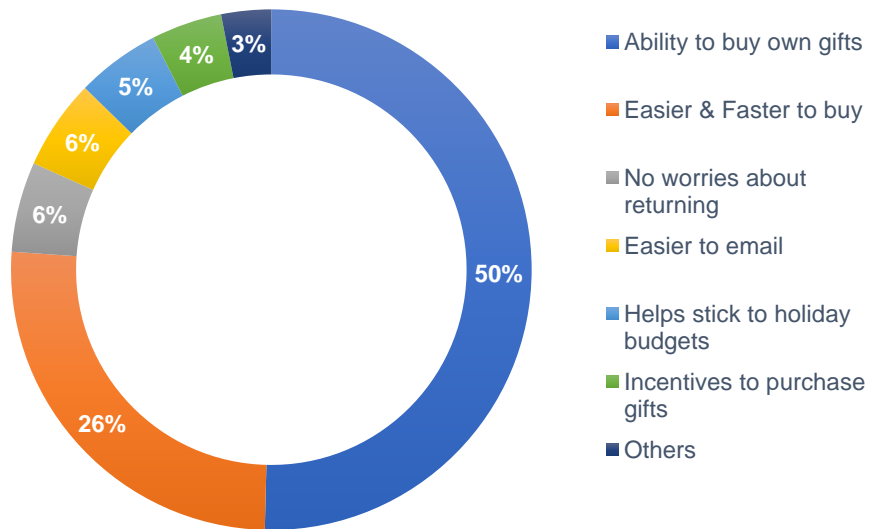
The global gift cards market is estimated to be around USD 413 billion in 2020 as per Persistence Market Research. It is expected to achieve a CAGR of over 12% over the decade from 2021 – 2031. It is understood that the electronic digital gift card segment is the fastest growing segment. As per available estimates, global sales of digital gift cards and vouchers totaled USD 307 billion in 2017 and is expected to grow to nearly USD 700 billion by 2024 (Persistence Market Research). Closed-Loop Cards are expected to retain dominance over the Open-Loop Cards type.

**Global Sales of Digital Gift Cards from 2020 to 2024 (USD billion)**



Shoppers by gift cards for a variety of reasons.

**Graph: Why do shoppers buy gift cards?**



### Factors driving the growth of gift cards market

There are several factors that are driving the rapid growth of the gift cards market, especially the digital gift cards or vouchers segment, over the next 5 years.

- Covid-19 pandemic.
- Increased adoption of smart phones.
- Growth in e-commerce and M-commerce.
- Partial redemption feature.
- Demand surge in emerging and frontier markets.
- Ability to customize and personalize opportunities.
- Strategic partnerships and collaborations on the part of the market players.

Although the global gift cards market experiences fast growth and increased adoption, it does not come without problems/issues. Next section discusses some of those problems/issues faced by the industry globally.

## Problems/issues in current system

### Security Issues

A “gift card” typically takes the form of a one-use code that is redeemable for a fixed face value at a given store or retailer. Gift cards typically have a set expiry date (e.g 3 months) beyond which they are no longer redeemable. Gift cards from retailers come in two forms currently: e-gift cards - which are online gift card codes that can be bought and sent/gifted via email, and physical gift cards – which are typically plastic or cardboard cards with a redeemable one-use code written on them. In both cases, a centralized ledger determining who has redeemed what monetary value of gift cards is kept by the retailer. A user wishing to redeem an e-gift card or a physical gift card will type the one-use code into an area on the retailer’s website. If the code matches the centralized list of codes that have yet to be redeemed, the code is deleted from the retailers’ centralized ledger and the user’s account is credited with (for example) \$10.

The centralized ledger or list is inherently prone to malicious external or internal tampering, editing or damage. Hackers could potentially gain access to the codes or other sensitive information on the gift card program and fraudulently redeem codes or sell them online. In case, where the card code is sent to the buyer or is bought at a local retail store, it must be trusted that the redeeming code number has not been tampered with. It is like passing a key to a lock box wishing that no one along the way has made a copy of the master key. It is estimated that 62 percent of gift card losses are attributable to dishonest employees; 13 percent to counterfeit or skimmed cards; and 13 percent to stolen cards (Nelson, 2007).

Gift card fraud is not only costly for consumers, it is also costly to retailers and merchants. Eventually merchants are held accountable for instances of fraud or for malicious or fraudulent actions and that can have an impact on their reputation and brand name.

### Trust Issues

In addition to security, the other obvious inherent flaw with this system is trust. Many SMEs are effectively excluded from operating gift card programs due to inability for trust to be vetted. This hinders the number of participants in the industry and limits the full potential of its size. One must trust for example: store X or retailer Y, that their centralized list is correct and legitimate when they buy a gift card, and must trust that when they redeem the card, it will be credited with the whole “face value” of the card. The entire redemption process happens in the business’ centralized backend therefore the users have no visibility of what is happening to the gift card codes, or how it is being stored.

For big organizations, users can trust that they have inventory in stock and enough turnover to support a gift card program and/or that the face value has really been credited into the card. Still, fraud is the most common issue for gift cards users who find themselves stuck with a gift card that is worthless. This means that the risk is shifted to consumers who must manually input the card number online or find out at the checkout cashier if the card is redeemable.

### Efficiency Issues

The current gift card paradigm is also highly inefficient. Currently, the fastest method of sending a gift card is via email – which is only as secure as the user’s email server. The user’s experience is suboptimal and requires many manual steps to buy, transmit and redeem gift cards.

Users are frequently let down and disappointed with their experience when using and sending e-gift cards. Many of the top reviews on large merchant's e-gift cards are "one star" and there are common themes of frustration in these reviews. (It is the lowest rated item on amazon.com) Firstly, many users complain of fraud – a lot of reviewers were unable to redeem their cards as they had already expired or already been redeemed. Secondly, many users were unhappy with their user experience in general. Problems ranged from animations not playing correctly when they sent the cards via email to not being able to get a refund in the event the code had already been redeemed.

From the Merchants point of view the current gift card paradigm is also highly inefficient. If they wish to setup and maintain a gift card program, they have two broad choices: either setup the infrastructure themselves or hire a 3<sup>rd</sup> party to run the program for them. Setting up bespoke software and infrastructure, maintaining the infrastructure, ensuring its security and dedicating staff to customer service is highly costly. Usually only larger retailers and companies have the economies of scale to achieve this – and still the user experience is sub-optimal. Third parties can also be very expensive and highly aggressive in their fee structure for running the gift card program.

Lastly, we also find that the existing gift cards programs are asymmetric and fragmented due to the wide array of different centralized systems, APIs and software that are used to run different retailer's gift card solutions. Often retailers use expensive third-party solutions instead in order to run their gift card programs.

The degree of inefficiency of the current system is indicated by the number of unused gift cards. Many gift cards go unused in Japan each year – around 9% (or \$1.1Bn) of the total value of gift cards in Japan were unused or expired in 2017:

**Japan Gift Card – Unused Value Trend Analysis (USD million), 2013 - 2022**

	2013	2014	2015	2016	2017	CAGR 2013 - 2017
Unused Value	783.80	875.00	963.70	1,054.20	1,146.90	
Growth Rate		11.6%	10.1%	9.4%	8.8%	10.0%
	2018	2019	2020	2021	2022	CAGR 2018 - 2022
Unused Value	1,202.10	1,257.90	1,309.10	1,352.70	1,391.10	
Growth Rate		4.6%	4.1%	3.3%	2.8%	3.7%

**Other Issues**

There are many other problems both in the current gift cards market as well as the loyalty management sphere. These are affecting both the merchant side and the customer side alike. Some of these problems are listed below:

- Fragmentation;
- Onboarding difficulties;
- Confusing reward systems;
- Other frauds like double spending, physical theft, cloning and other exploits on the merchant side, online gift card fraud.

## Secondary Markets

Secondary markets gift cards are rare, and prone to errors and fraudulent activity by some users. Liquidity is available from some of the larger exchanges, such as Amaten in Japan, but the problems and inefficiencies inherent in the current gift card paradigm still negatively affect the operations of these exchanges.

Because exchanges are not given access to the central database of each merchant's gift card program, it is impossible to verify whether a gift card has been redeemed before it is traded. In some cases, there is a Personal Identification Number (PIN) that can be entered to check the card balance, however many retailers do not allow for this. Often one-use gift cards cannot be checked, and sellers can potentially fraudulently sell cards that have already been redeemed.

For this reason, exchanges often do not allow a "bid-side" of the order book, because sellers could sell already redeemed cards into these bids, leaving the buyer with potentially no recourse. This leaves some liquidity out of the market, as sellers cannot instantly sell into a bidder - as is possible on secondary markets for securities and cryptocurrencies. It also prevents market makers from effectively opening operations and profiting from the bid-ask spread.

Combating fraudulent activity on secondary markets is challenging, time consuming and costly for the exchanges and users. Many secondary markets have set time limits within which buyers can check the balance of the card (for example, 30 minutes) within which the buyers can request a refund if the card is already redeemed. However, this system is also open to fraud from the buyers if they request refunds when the card has not been used. In this way, fraud is prevalent on secondary markets and exchanges from both buyers and sellers, and usually it is the exchange and innocent users that must pay for this fraud.

Often, deposits are required at exchanges to act as collateral against fraud. This could be avoidable if the system was more trustworthy, and therefore smaller buyers and sellers would be more able to participate in the secondary market.



## About Amaten

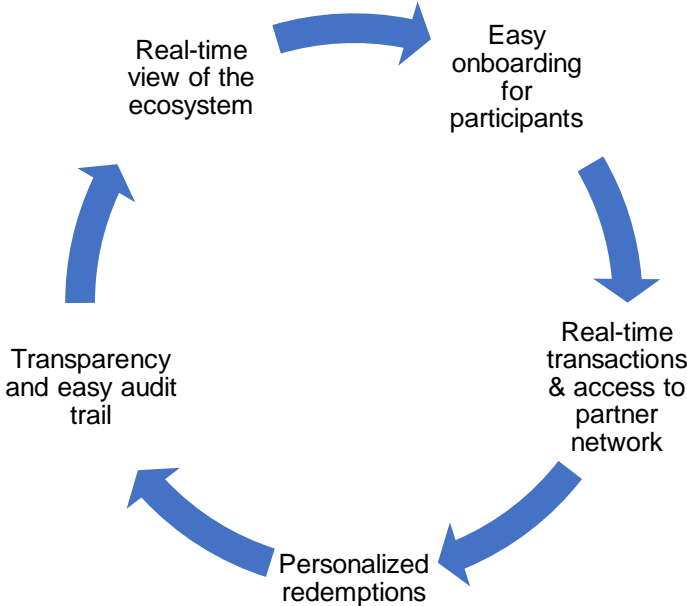
Amaten is uniquely positioned and well entrenched within the Japanese market to take the gift card 1.0 to the new revolutionary gift card 2.0. Amaten is a gift card exchange established 2012 in Japan. It is the leader in the market and it currently controls over 70% of the gift card secondary market in Japan and has over \$110mn in annual revenues. Its revenue grew almost by 45% since 2016. It is the largest gift card marketplace in terms of revenues and transaction volume in Japan. Amaten has over 100,000 users, and the user base is growing at about 20% per year on average. The number of transactions reached over 1.1 million in 2019. Currently, 23 types of gift cards are listed and tradable on the Amaten exchange. (Amazon, iTunes etc.)

Amaten is renowned for its high-quality customer service and is a household name in Japan thanks to its TV advertisement and marketing campaigns.

# The Solution: Blockchain Powered Amaten Platform

Amaten is building the world's first blockchain powered gift card ecosystem, the Amaten Platform. This blockchain powered solution will be inherently secure and fraud-proof, capable of processing large volumes, integrate seamlessly with existing merchant infrastructure and will precipitate a whole new superior user experience - forever changing the gift card for the better. Amaten Platform will sit on Ethereum blockchain and hence provide the benefits of composability, smart contract capability, security and many other benefits to Amaten stakeholders.

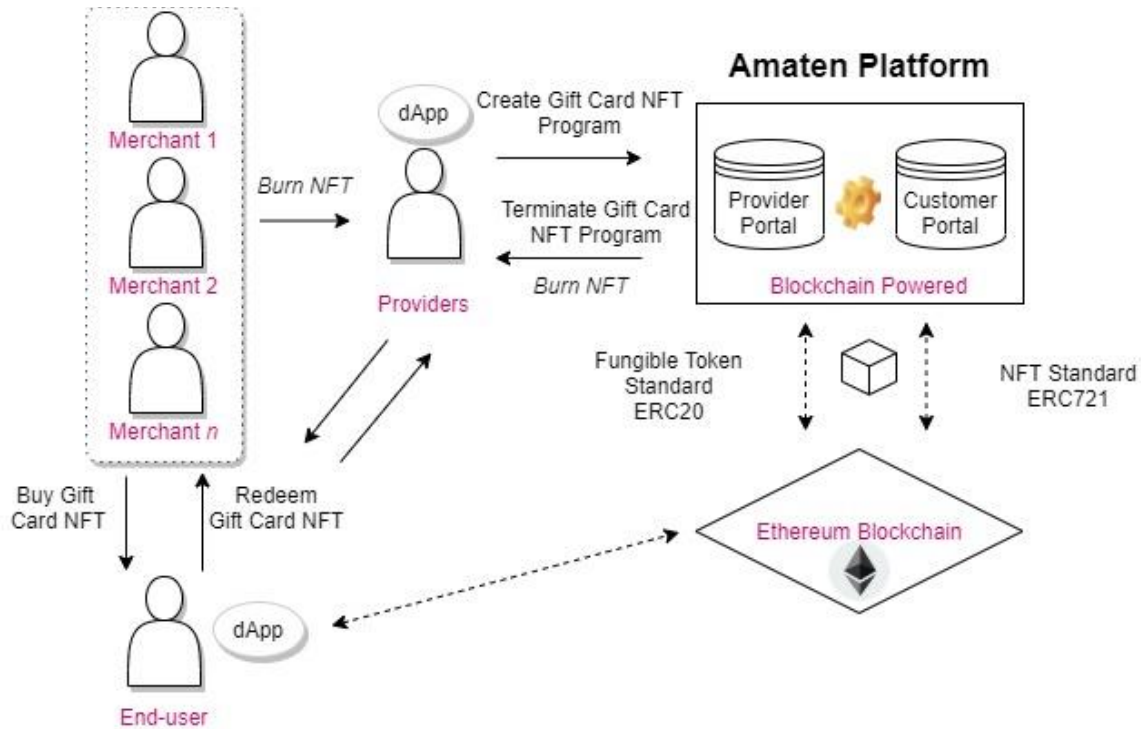
## Amaten Solution – Non Fungible Token (NFT)



## Amaten Blockchain Powered Platform - Value Proposition

Amaten Platform will allow merchants to create decentralized gift cards based as Non Fungible Tokens (NFT) on the AMA-2 Protocol (Tokenized Gift Cards) . Amaten will create applications for merchants to easily integrate with their existing centralized infrastructure. Gift Cards issued via the AMA-2 Protocol can be sold via their usual sales channels, in addition to new sales channels that Amaten.com will create. Amaten will support this by creating DAPPS for all users to utilize, powering gift card wallets and integrate directly with merchants for redemption, and allow the creation of secondary markets for transactions. The fuel of this ecosystem is the AMA Token, which are the tokens that underpin the whole Amaten Platform – the sole medium for new gift cards creation, fees of transfer and transactions.

## Amaten Platform – Gift Card Architecture



## Providers

Providers issuing new gift cards created on the Amaten Platform, will be able to change different parameters to tailor each gift card to their specifications. Custom code can be implemented by the Provider: for instance, gift cards could "activate" and become transferable/redeemable on or between certain dates or when certain conditions are met – like when user's gift card wallets exceed a certain aggregate face value. These gift cards can be given set expiration dates (like traditional gift cards) at which point they are automatically "burned". These gift cards can also be given a set face value parameter – the currency of which it can be customized. For example, a merchant could create a \$10 face value gift card issuance, or they could create a 0.001 BTC gift card. The "face value" is what the card can be redeemed for at the merchant's store.

Amaten is creating proprietary software for Providers of any size or revenue to utilize. This software will monitor incoming transactions in the Amaten Platform to specific wallets. The wallets being monitored will be "burn" wallets, i.e the wallets that are used to redeem gift card tokens. When tokens are sent to these wallets, they are automatically destroyed, and an immutable public record of this transaction is kept in the blockchain. Amaten's software will record all incoming transactions to these wallets and will note two key parameters: the wallet address that sent the tokens and the amount of gift cards that were sent.

## Providers with running programs

For example, say that a user sent a \$10 gift card to the corresponding Provider's burn wallet. This transaction would be permanently recorded in the blockchain and Amaten's software would pick up the transaction and put the sender's wallet address and the gross gift card value into a secure private ledger. This ledger would then push the wallet address and the number of tokens redeemed into the Provider's existing gift card ledger, and any user who has an Amaten wallet address the tokens were sent from would be credited by the Provider with the gift cards that were redeemed. Users can link their Amaten wallet address to one account with the Provider. Even if the user redeemed the tokens and then only later registered their wallet address with the merchant, the data push would mean that as soon as they register their address, the merchant knows to credit them with the amount of tokens they have redeemed – subject to limitations on expiry.

Because the history of redemption is kept on an immutable public ledger it becomes impossible to fraudulently redeem gift cards. Even if someone was able to hack into the merchant's private ledger, the merchant could easily cross reference against the Amaten Platform and identify any fraud.

The above example was for Providers with already established infrastructure that want to integrate easily and seamlessly with the Amaten Platform, but what about smaller merchants and SMEs that may not have their own existing gift card infrastructure? Well in this case, it is even simpler.

## Providers establishing new programs

Small-scale Providers, SMEs or merchants who want to rely completely on Amaten's software can easily run their entire private ledger of redemptions based on the database constructed for them by Amaten's software. Providers can easily get reports and download copies of the database and see who needs to be credited with what amount of money, or they can integrate the database directly with their store.

## Other Provider use cases

Providers would also gain access to unique new marketing tools. One of these tools is "airdrop marketing", which is where Providers create gift cards tokens and send them to numerous potential customers to incentivize a very large number of people to come to their store or buy their product. For example, say a Provider is creating 10,000 new gift cards that entitles users to a USD 10 at the Provider's or participating merchants' stores when they redeem one of them. The Provider could then randomly select 10,000 wallet addresses from the Amaten Platform and send these gift cards to these wallet addresses. The Provider could also originate a targeted marketing campaign and only send airdrop gift cards to users with a certain amount of wealth in their Amaten wallets. Providers could even create airdrop marketing lists based on user history and activity, and this would become a very effective targeted marketing tool for Providers to utilize.

Providers could also utilize an automatic loyalty program that works entirely within the blockchain. Providers that sign up the program or create their own loyalty token program can specify the conditions that have to be met for users to receive rewards. Loyalty Program functionality would be reserved for Phase II of the Amaten Platform development work that is ongoing at present.

## End Users

Users will now be able to send gift cards to anyone around the world in a way that is trustless, all transactions will be managed and processed efficiently on the Amaten Platform. Users will purchase from merchants with assurance that their gift card is protected. The Amaten Platform will have the capability to

serve a global market of gift cards, reducing friction and barriers for users and retailers. It expands the area that Amaten targets as a potential market besides from Japan. Asia still remains the largest investment area for gift cards, especially China and Korea. The Average gift card spending is still very far below the American average per capita. Yet gift giving is very entrenched as part of the Asian culture. In addition, these particular markets are very much accustomed to the use of digital money, which would make the introduction of a true digital gift on the blockchain a natural evolution of existing habits.

Users will be able to directly interact with the Amaten Platform via the Amaten app on their smartphones. The Amaten app will hold their secure wallet(s) and their Amaten account. Based on Ethereum technology, when any transaction (including sub-tokens) is sent in the Amaten Platform users will pay the transaction fees in AMA. From their Amaten app, users will be able to purchase gift cards directly from the Providers or merchants or trade on the Amaten exchange. Once a gift card is in the user's app, it can be gifted instantly to whomever he or she wishes, or it can be redeemed.

Customizable settings and added options can also be included to the users when they gift a gift card. For example, creating a pending transaction: the users will be able to choose the date and time at which the card can be sent - like on someone's birthday or wedding anniversary. Users can also include an animation or a personalized note. A video message or pictures could also be sent along with the gift card. These options can also be added to users using Amaten's exchange market for transactions.

Another way Amaten wants to make the user's experience even more enjoyable, is to reward the users for their participation into the Amaten ecosystem. As users buy/sell or send gift cards, they will be able to collect AMAs, that can be used for further activities or transactions. Users could redeem these AMA for gift cards or discounts.

## Amaten Digital Gift Card Exchange – Value Proposition

The Amaten exchange will be a key pillar of the Amaten ecosystem – providing liquidity and trust. The Amaten exchange would list only the highest quality gift cards on and will require merchants to fulfil minimum financial and reporting requirements in order for their gift cards to be eligible for listing. The exchange will be centralized with an advanced order matching system that will specialize in the new generation of blockchain based gift card trading. The back-end infrastructure will be similar to other cryptocurrency exchanges such as Binance, and therefore it may make commercial sense to purchase intellectual property and infrastructure from an existing cryptocurrency exchange. The Amaten Exchange would provide Providers with a valuable primary market distribution channel for their gift cards, as Providers would be able to list new generation gift card issuances directly on the Amaten Exchange and set the prices for their issuance as they wish. The marketplace will fit in the decentralized ecosystem and would provide good liquidity from both a primary and secondary market perspective. Gift cards would be listed in both fiat and crypto, which will create good arbitrage opportunities for merchants and increase market depth and liquidity.

While in theory anyone who can pay the creation fees can create a gift card issuance, Amaten would only list the highest quality and most trustworthy issuances on its exchange. This will protect users on the exchange and promote high quality gift card offerings. It will also allow the direct sale by Providers and participating merchants of their new gift cards into the exchange for their choice of fiat and cryptocurrency. This will be a form of primary market issuance for gift card offerings and would only be open to Providers with fully verified corporate accounts. Providers would be required to meet certain minimum reporting standards to continue to have their gift cards listed on the Amaten Exchange. The tentative requirements, as of this version of the Whitepaper, are as follows:

- ✓ The Providers total gift card issuance, measured in total face value, must not exceed more than 20% of their revenues in a given fiscal year;
- ✓ Providers must meet a minimum default requirement – if the Provider default (refusing to redeem cards) rate on gift cards exceeds this minimum, all their gift cards must be delisted;
- ✓ The Providers must have been operational for at least 2 years prior to their gift card issuance;
- ✓ The Providers must be reputable and ethical in their business practices; and
- ✓ Providers must submit reports on their gift card programs every year in order to maintain listing.

The Amaten Exchange would have an advanced trading UI allowing for various technical indicators to be used, which would help encourage trading volume on the exchange. Amaten would also give better trading fees to market makers who make liquidity on the bid and ask. Unlike the current Amaten gift card exchange, the new generation exchange will allow for orders to be placed as both bids and offers, which would greatly enhance liquidity. It would be hosted in a way that ensures maximum security, and there would be multiple highly secure wallets into which deposits would be taken. Amaten would apply best practices and proper due diligence in managing the exchange and would take every measure possible to ensure that it is highly secure.

The Amaten marketplace will finally provide the real-world liquidity that holders of cryptocurrency need. It allows them to transform their cryptocurrencies into goods and services from merchants.

## Amaten (AMA) Token

The AMA token (AMA) is the native token that fuels the Amaten Platform. It is based on the Ethereum's ERC20 token standard. AMA has several use cases within the Amaten ecosystem. AMA would be used to pay for creation and transaction fees as well as an incentive for users to receive all kinds of promotions and discounts for users and as well as Providers and merchants. The borderless nature of blockchain will allow Amaten network to grow into new geographies and gift card applications, which will in turn further expand the token's utility.

### AMA Utility

AMA can be used to trade gift cards and other digital assets on the Amaten network and other third party venues like crypto exchanges and DeFi platforms. AMA is the primary currency that can be used for, but not limited to, the following actions.

- ✓ Selling or purchasing gift cards by individuals;
- ✓ Paying for the transaction fees by individuals;
- ✓ For gift card Providers, staking AMA to be verified by Amaten and issue gift cards on Amaten Platform;
- ✓ Paying for any other fees.

While it would be possible to also make the transactions using the other designated cryptocurrencies, using the AMA tokens would provide attractive discounts to the users. However, by the fifth year, this discount rate would be reducing down to 0%. The amount of the discount would diminish over the years according to the following table.

#### AMA transaction fee discount table

Year	1 <sup>st</sup> year	2 <sup>nd</sup> year	3 <sup>rd</sup> year	4 <sup>th</sup> year	5 <sup>th</sup> year
Discount Rate	30%	20%	10%	5%	0%

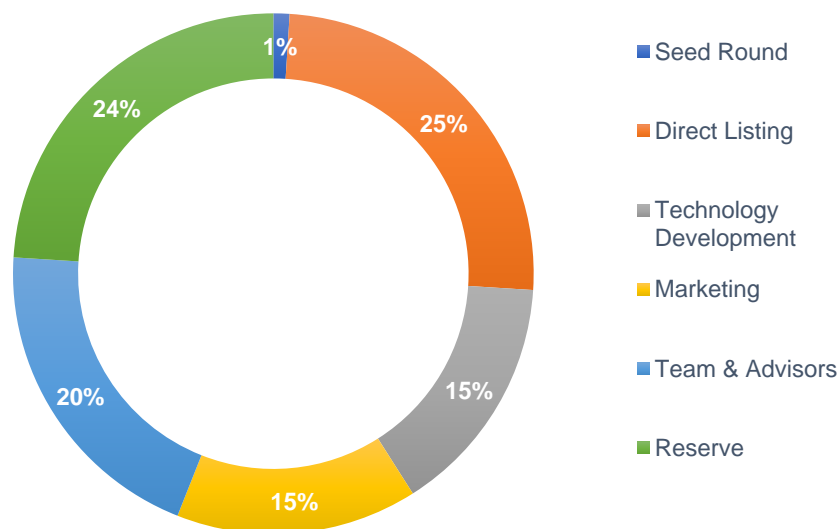
### Token Distribution

There is a total supply of 500 million AMA tokens. The following table shows the token distribution.

Allocation to	No. of AMA Tokens	Percentage
Seed Round	5,000,000	5%
Direct Listing	125,000,000	25%
Technology Development	75,000,000	15%
Marketing	75,000,000	15%
Team and Advisors	100,000,000	20%
Reserve	120,000,000	20%

The following diagram shows the allocation of AMA tokens.

## Token Supply Distribution (%)



## Direct Listing

AMA was initially listed on Bithumb Global via the Direct Listing method. This was followed by another Direct Listing on HollaEx. A Uniswap liquidity pool has also been created to enable DeFi users to participate.

Funds raised through a direct listing and other efforts will be used in the following ways.

- ✓ Upgrading the Amaten digital infrastructures and conducting system upgrades to deliver fully functional blockchain gift card marketplace;
- ✓ Recruiting and training developers and general employees to manage and maintain the high-quality customer service to the users;
- ✓ 15 % of the funds will be used to continuously promote Amaten through global marketing, branding, PR and various business development efforts; and
- ✓ 20 % of the funds will be kept in reserve by the foundation in case of emergencies or unexpected situations.

## Quarterly Token Burn

Depending on the circulation and trade volume, an appropriate amount of AMA would be burnt every quarter until only 50% of the total initial supply remains. The timeframe to reach 50% of initial supply would be adjusted according to the market behavior. Eventually, 250 million (50% of the total initial supply of 500 million tokens) AMA would be left in circulation.

## Token Vesting

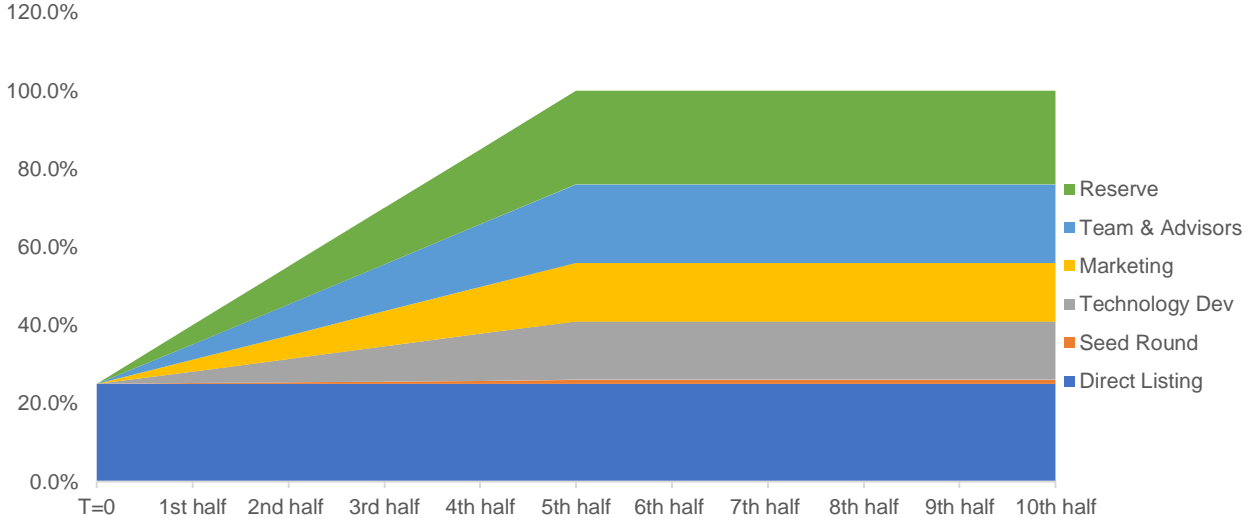
Tokens, 75% of the total initial supply, that was not released under the Direct Listing option, would be vested over five half-yearly intervals starting from the launch. Consequently, all AMA tokens would be released for circulation by the end of the 5<sup>th</sup> half from launch.



**Vesting table**

Interval	1 <sup>st</sup> half	2 <sup>nd</sup> half	3 <sup>rd</sup> half	4 <sup>th</sup> half	5 <sup>th</sup> half
Release	20%	20%	20%	20%	20%

**AMA Token Release Schedule**



## Amaten Team

### Executive Team



**TOM KANAZAWA - Chairman**

Very motivated IT entrepreneur and venture capitalist. Tom, at the age of 20 during the early days of the Japanese IT and Internet, founded one of the first mobile content provider startup in Japan in 1996. Again in 2007, with Mizuho Capital as an investor, Tom founded the first photo sharing content startup in Japan, which was later acquired by Jangle Corp. A couple of years later, in 2010 joined IT VC firm 'Net Age' as managing partner. Finally, started the Amaten exchange in 2012.



**KEIICHI MORI - Chief Executive Officer**

ccountant and licensed tax accountant. Joined Asahi auditing firm in 1999. Started own business after becoming a certified public accountant. Head of beyond General Accounting Office which has business with more than 400 companies in Japan and abroad, a senior partner of Saiwa Audit LLC, CEO of Henri & M.C, a solution company, CEO of amaten inc., a business company, and outside director of more than 30 client companies. Lecturer at MOT since April 2011. Has been noted for business scheme development to maximize clients' needs as a specialist, a consultant, an entrepreneur, and a businessperson.



**KAZUYOSHI MATSUZAWA - Chief Operating Officer**

Graduated from Teikyo University in 2001 with a major in Science and Engineering, as a Programmer. Joined an Technology component manufacturer company where he was responsible for verifying the operation of semiconductor using EDA tools. Kazuyoshi developed and designed the automated flow for testing and quality verification. Later in 2007, he joined an IT company as a senior Programmer and developer. He oversaw business development content, search services, picture sharing services, animation, and also social games. Head hunted to join Amaten in 2014, he was assigned to be the Chief Operation Officer. Kazuyoshi drove the rapid atomization of the exchange as well as the development of the proprietary plasorm.



**MINORU MORISE - Chief Marketing Officer**

After graduating from school in the United States, Minoru joined IT venture firm SEO where he was assigned to assist on marketing and website development and affiliate business in 2008. Minoru then joined a project for giant telecommunication firm Softbank in 2013 and worked to maximize their revenue per advertising campaign and develop new service promotions. Head hunted by Tom, he eventually joined Amaten in 2015 as the Chief Marketing officer, taking care of all marketing assignments and customer service. Minoru played an important role in the tremendous growth of the business by multiplying the number of users, product offerings, and improving Amaten service and website organization.

## Technology Partners



### **MASAKUNI KATO - Chief Technology Officer**

Earlier Upon graduation in 2000, Masakuni established a retail system development and e-commerce consulting solution business. Seeing the business grow rapidly he established Airs in 2003 as a software programming and development service provider. In 2006, he developed and released the very popular Blog search service "TagClick". The search engine was later in 2008 sold to large digital marketing provider Irep Co. In 2014, he was assigned as chief engineer project manager for the development of the proprietary software of the Amaten Exchange. Masakuni and his team were able to develop a very efficient and automatic matching platform specific to Gift cards that is able to handle thousands of transactions a day and unique APIs that connect to the 7 major Japanese banks. In parallel, Airs grew to be a web so1ware provider for major Japanese blog services. It also specializes in SaaS system for e-commerce business, iPad application for musical instrument, and photo sharing apps.



### **YUSUKE SASAKI - Senior Developer**

Yusuke was an engineer at the Japanese Self-defense Force: Central Air Force command until the age of 25, when he then embarked to work as a freelance so1ware developer. He developed different so1wares for clients using Sound Authorizing Tools, CAD, CAM so1ware development, and FPD inspection

apparatus software. In 2006, he was assigned to be the project manager for the development and implementation for optimization of engine vehicle design using AutoCAD plugin applications. Yusuke joined AIRS in 2009, and has since been specialized in the development of SaaS Web system for e-commerce, Android or apple iOS apps, prevention and disaster information system, and EC Social network affiliate apps. In 2015, he was assigned as the lead engineer and project manager for the Amaten digital exchange. Yusuke is currently working on TCP/UDP Sockets, WebSocket and mDNS developments.