

NBS white paper



Create the blockchains sharing community of business

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1. Legal process

Please read this section carefully. If you have any questions, please consult your legal, financial, accounting, tax or other professional advisors.

1.1 Statement of Liability

The ICO White Paper has been approved by the program executive and is willing to assume collective and personal responsibility for the accuracy of the information provided, confirms that there is no false or misleading statement after making all reasonable inquiries.

2. Important notice and disclaimer

1. The Program Executive has authorized the Neoway Business Solutions Fund to distribute this white paper, which is currently provided by NBS Fund to a number of subscribers under confidentiality to assist them in deciding whether to purchase NBS tokens.

2. NBS Funds are associated with risks and uncertainties associated with Program Executives, NBS tokens and their respective structure, business and operations.

This ICO White Paper and any copies thereof shall not be used or transferred to a state which prohibits or restricts the distribution or dissemination of this ICO White Paper.

3. Each recipient agrees that the ICO White Paper is provided to the addressee described in this white paper, further agrees and confirms that:

(A) It will keep all such information and data;

(B) It is lawful for the addressee to receive the ICO White Paper and / or to purchase NBS tokens in all jurisdictions in which located;

(C) Recipient has complied with all applicable laws that have received this ICO White Paper and / or the purchase of NBS tokens;

(D) Executives, NBS Funds and their respective directors, officers, staff and professional advisers will not violate due to the delivery of ICO white paper and / or purchase NBS tokens if ICO White Paper is delivered and / or purchased NBS token is lawful or unlawful, unenforceable, invalid, and assumes no responsibility or obligation;

(E) Sufficient financial, operational knowledge and experience to assess the advantages and risks of purchasing NBS tokens, be able to bear the economic and financial risks of purchasing and / or holding NBS,

(F) Determine the purchase of NBS tokens for their own account

(G) Be aware that the information contained in this ICO White Paper may be incomplete;

4. The delivery of this ICO White Paper and the sale or delivery of any NBS tokens shall not in any way imply the information contained in this document relating to the Program Executor or the NBS Fund is correct at any time after the date of this agreement, other information provided in the connection is correct at any time after the NBS token is on the date that contains the same file.

5. The ICO White Paper contains information on the sources mentioned in this ICO, estimates or related reports, significant operations operated by the Program Executives and certain other matters. Makes no representations or warranties with respect to the accuracy or completeness of any information, estimates and / or reports resulting from such type and other third party sources.

6. Executives or any other personnel will achieve the plan and objectives of the program performers.

3. Confidentiality

3.1 ICO white paper and its contents are kept strictly confidential and the recipient's information is given on the basis of strict confidentiality. Therefore, the ICO White Paper contents or any information relating to any further inquiries from the addressee must be kept confidential.

3.2 In the event of any breach of this Privacy clause or the possibility of breaches of this confidentiality, the Program Practitioner may apply for any remedial action, whether legal or equity, as appropriate. The Program Executor has the right to fully recover all costs, costs and losses incurred and / or suffered in this respect. For the avoidance of doubt, hereby declared that this should be made to the recipient of the professional advice, directors, employees and any other persons associated with the Program.

4. NBS tokens issue summary

NBS will be available for sale on the following timetable. ICO pre-sale is expected to be divided into two stages, namely the angel round and the public offering stage.

Angel round

From August 25, 2017 to September 03, 2017, Beijing time 12:00, ICO angel round program.

Public offering

Start from September 09, Beijing time 12:00, ICO public offering program.

ICO angel round : 200 million NBS

ICO public quantity : 800 million NBS

NBS Foundation : 1 billion NBS

Total circulation : 4 billion NBS

5. NBS white paper

5.1 Introduction to Neoway Business Solutions

Neoway Business Solutions is Brazil's most dazzling business analysis and marketing strategy. Neoway Business Solutions was founded in 2012 and founder Jaime De Paula is a Ph.D. student at the University of Santa Catarina, and she is passionate and dedicated to business development. Neoway Business Solutions provides business analytics and marketing strategies to enable more businesses to develop their business and quickly to capture the market effectively.

Neoway Business Solutions searches the web through robots and looks for valuable information. 95% of this information comes from the public data source, 5% from the partners. De Paula claims that the company already has more than 400 customers who have paid a subscription fees to get the company's services, including Telefônica Vivo, Microsoft and the operator of Unilever, Brazil. In addition to intelligent data, Neoway Business Solutions also integrates customer relationship management software Microsoft Dynamics.

Earlier this year, Neoway Business Solutions has set up a division in New York and has partnered with data provider Infogroup, which has laid the groundwork for its entry into the US market. Neoway Business Solutions has collected data from 50 million US companies and has set up two pilot projects - a project with top financial institution and top-level consumer product company. Currently global economy is in a slow state, especially in new start-up companies and traditional enterprises are facing business risk or even business failures.

Neoway Business Solutions has just received \$ 45 million in B-round financing and is expanding its business, which includes investment by QMS Capital, existing investors Accel, Monashees, Endeavor Catalyst, and new investors are both PointBreak and Pollux.





5.2 Strategic Partners NCR

NCR's automated teller machines (ATM), retail systems, Teradata warehouses and IT services provide customers with Relationship Technology solutions that continually enhance the value of customer interactions. NCR is headquartered in Dayton, Ohio, USA, with 29,600 employees in more than 100 countries worldwide. 2011 "Fortune" US 500, ranked 447, operating income of 5.443 billion US dollars.

NCR Corporation (NYSE: NCR) is a leading provider of Relationship Technology solutions for global retail, finance, communications, manufacturing, travel, transportation and security services.

NCR's relationship management technology solutions include Teradata warehousing, customer relationship management (CRM) applications, store automation systems, and automated teller machines (ATMs) that ensure data confidentiality. NCR offers professional business solutions for customers with years of industry knowledge, professional consultancy experience, professional value-added applications, global customer support services, complete supplies, media supplies, and top global hardware technology.

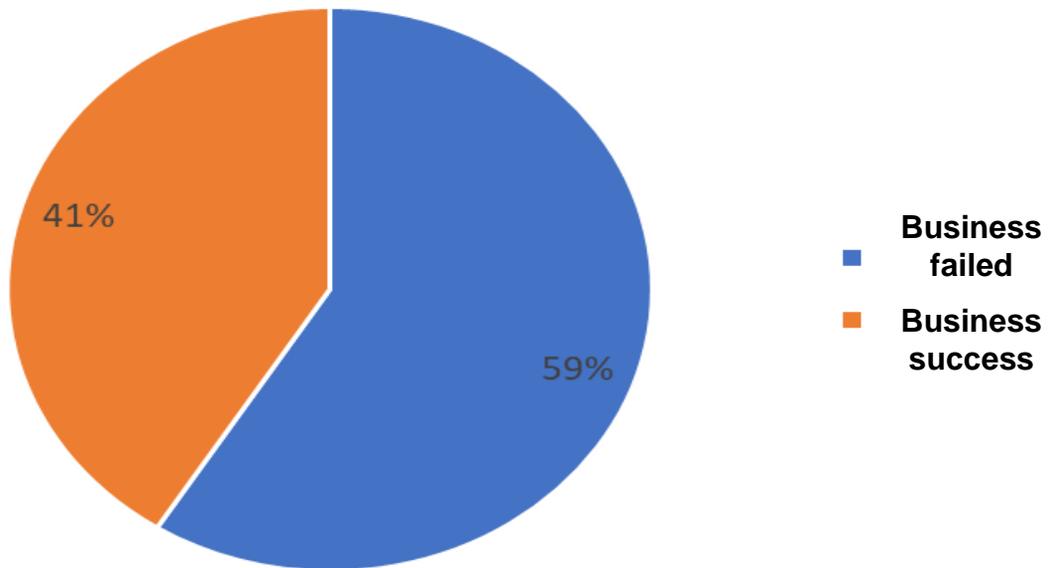
6. Complete state system

NCR and Neoway Business Solutions are well-established, providing data systems are well-developed, powerful and covered by more than 400 databases. The cooperation between the two sides will develop NBS business will bring new changes and will write a new milestone. With the strength and experience of both sides, successfully attracted the attention of a group of angel investors, the case is by Neoway Business Solutions market and planning department of the person in charge.

NCR data warehouse solutions in the telecommunications industry business applications include: customer management, customer development analysis, business analysis, revenue analysis, marketing management analysis, market competition analysis, quality of service analysis, large customer analysis, agency and channel analysis aspects, this issue will focus on the first three highlights, and continue to introduce the next few. Customer management of telecommunications companies to attract customers, the development of customers and retain customers, we must first understand the customer. The purpose of customer management application is based on the customer's attributes (including natural attributes and behavioral attributes), from different perspectives deep analysis of customers, so as to achieve the purpose of understanding customers. For different customers to take different promotional activities, better and more targeted services, in order to increase the new customers, improve customer loyalty, reduce customer churn rate, improve customer spending and so on.

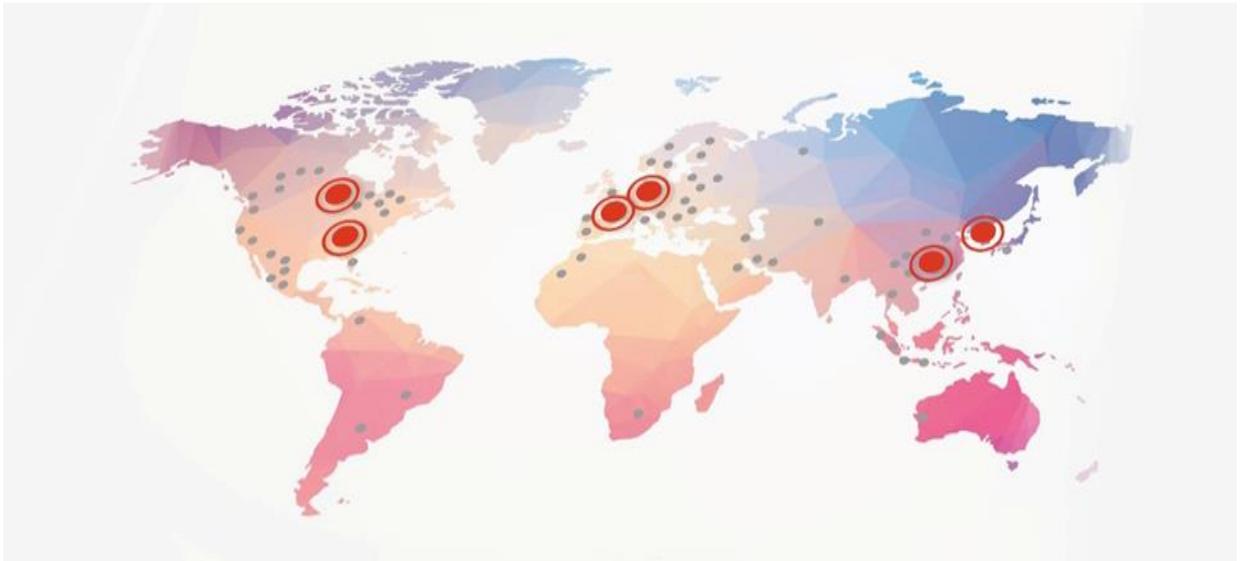
6.1 NBS industry prospects and current situation

According to statistics, the world's first enterprises in 2016 more than 1 million, but can continue to operate for more than one year not more than 50 percent.



Neoway Business Solutions

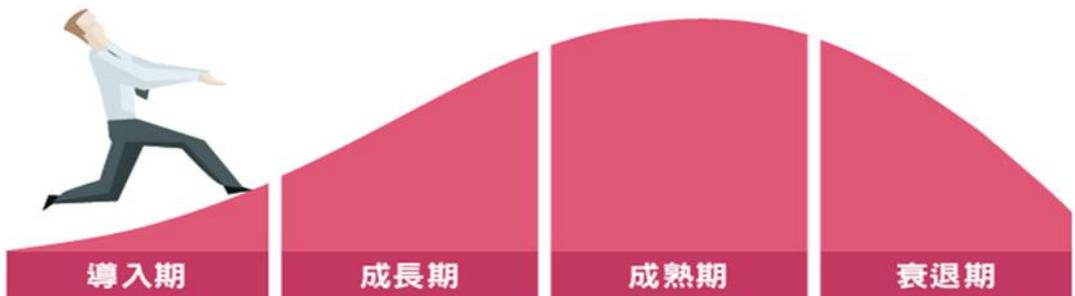
According to the network statistics to help countless enterprises to re-develop enterprise programs, and every year the use of Neoway Business Solutions database users to a substantial digital growth. Neoway Business Solutions provides intelligent data analysis to customers. By collecting a wealth of detailed information about potential users and markets, Neoway's customers are enabled to achieve accurate sales. It is reported that Neoway Business Solutions integrates more than 600 sources of more than 3,000 databases. Neoway Business Solutions uses robots to discover useful information on web pages. 95% of the company's data sources from the public information source, 5% from the cooperation information. De Paula said the company has more than 400 paid customers, including Telefônica Vivo, and Unilever, Microsoft's Brazilian subsidiary.



"NBS - to create a community blockchain of information - sharing communities for businesses"

6.2 The dilemma faced by traditional enterprises

The world's economy has been constantly turning, but for the industry's requirements, services and scope are constantly changing. According to the famous Jack. Jack Welch's seal of the business life (The Real Life MBA), each industry can not avoid difficulties and each industry has its own life cycle.



	導入期	成長期	成熟期	衰退期
產品	樣式少且簡單	增加樣式與功能	樣式功能最齊全	縮減或客製化
定價	高價	價格微降	價格降至最低	穩定或微漲價
行銷	產品的認知	強調品牌差異	競爭者顧客轉換	維持市占
通路	有限通路	增加通路	通路最廣	刪減無利的通路

Many times the business owners, business elite will be their own experience, principles or ideas to confuse, and ultimately the custom programs and strategies do not meet the current needs, leaving the company into a serious crisis, some even collapse.

The great innovators and entrepreneurs will turn the business philosophy into every element of the firm's business model. Beginners think this is just a matter of product. On the other hand, experienced innovators and entrepreneurs can understand the vision, strategy, competitive environment, regulation and market evolution, while paying close attention to changes in the demand of the market, such as tailoring a set of value propositions for a customer segment to meet their individual needs.

To make this all right, you need to reduce the "value proposition tailored for specific customer segments" to different levels. You have to ask which value propositions can be embedded in the correct business model? Can it be in a particular environment with your strategy?

In the long run, this view can be framed in a timeline, representing the lifecycle of a creative opportunity, great innovators and entrepreneurs transform this creative opportunity into every element of a real business model. You must first understand your prototype, test and verify. Once you have enough evidence that your idea will work, you will start and carry out your business. This is the execution phase. You manage your business until you have to re-create and restore the business model to create new profit points.

Neoway Business Solutions divides the business model lifecycle into five phases, creativity, prototyping, testing, validation, and implementation. In this business model life cycle, it is important to understand the different skills required at different stages. In the creative, prototyping, testing and validation phases, business model architects continue to walk between the whole and the details. In the implementation phase, business model architects are more concerned with specific areas such as cash flow, cost, marketing, and channel development.

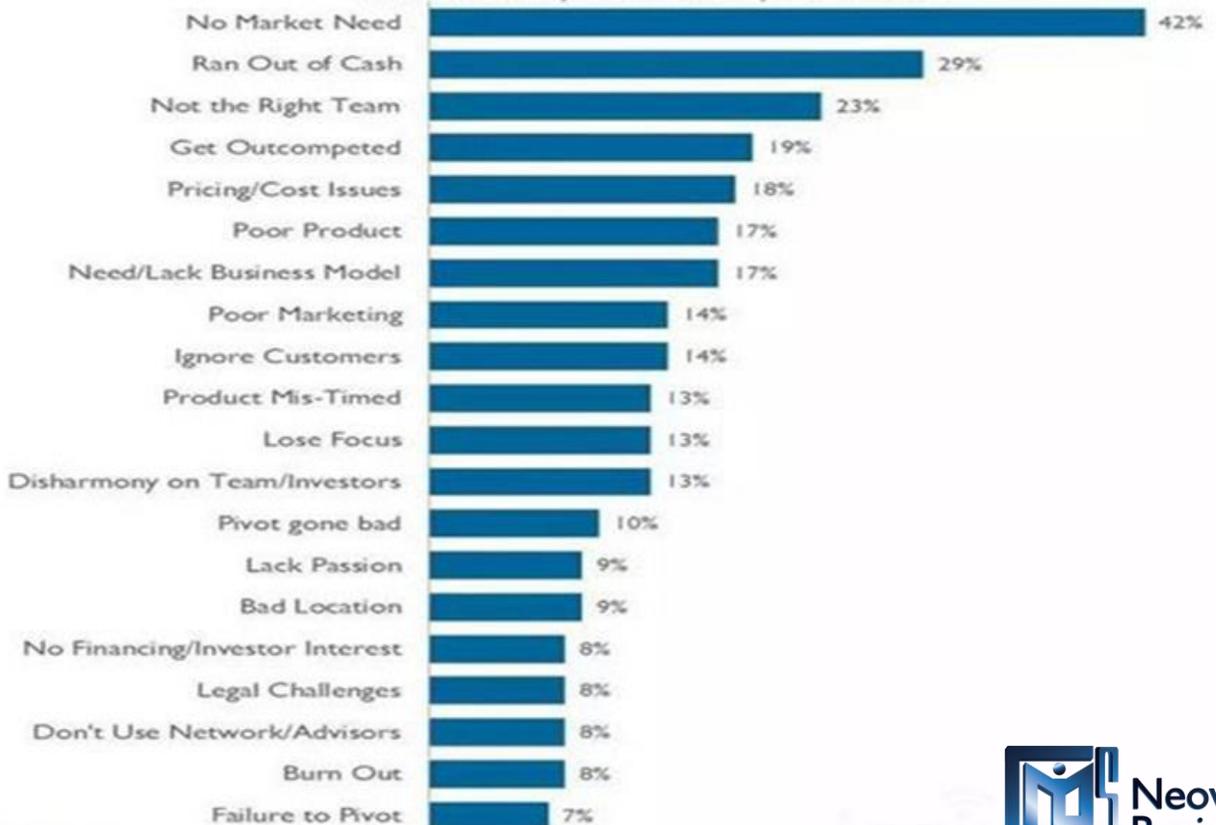
企业成长过程中投资行为及其潜在危机

项目	创业生存期	快速成长期	稳定成长期	成熟期
投资阶段	初始投资	集聚投资	滚动投资	升级投资、多元化投资
表现特征	1.少量的固定资产投资 2.大量的流动资金投资	1.集聚性大额固定资产投资 2.大量的流动资金投资	1.补充性固定资产投资 2.少量的滚动性流动资金投资	1.固定资产升级换代投资 2.其他业务领域投资
潜在危机	创业失败	少年夭折	利润损失	投资失败、祸及主业

Often when the enterprise encountered difficulties often can not be solve, often ignore the advantages of the enterprise itself and the ability to compete with the flow of the company's performance also benefit from the next day.

Top 20 Reasons Startups Fail

Based on an Analysis of 101 Startup Post-Mortems



7. Neoway Business Solutions Systems

Business

CORE MODEL



Neoway Business Solutions

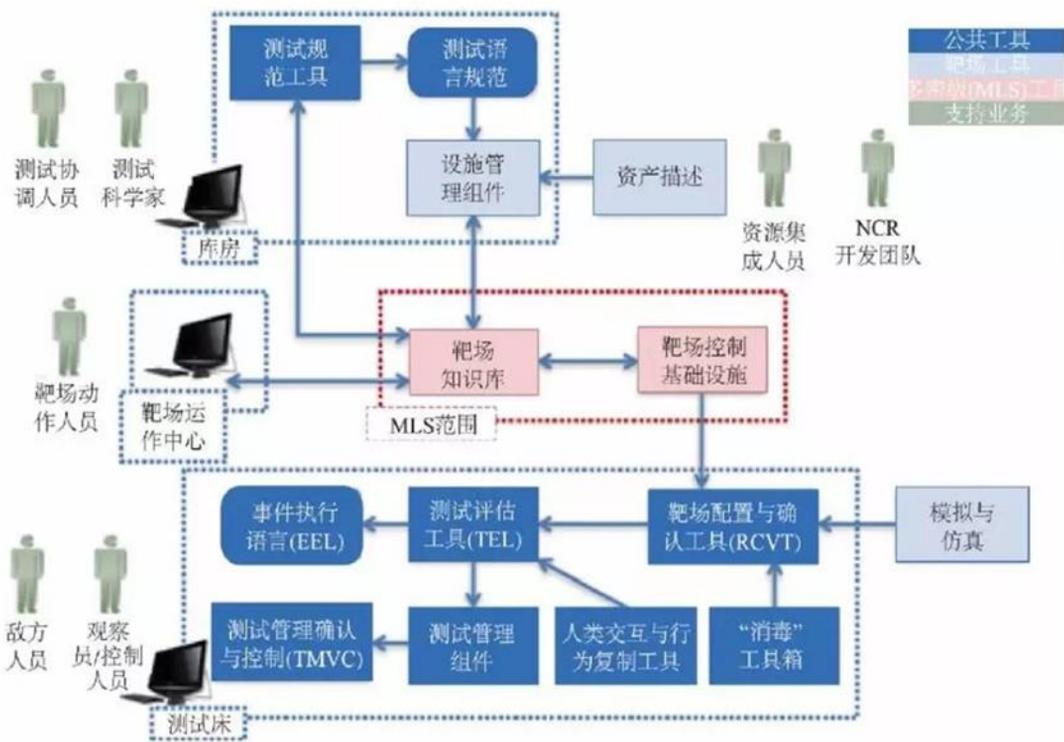
Neoway Business Solutions is dedicated to providing market information, and Neoway Business Solutions unique NBS system can effectively provide accurate and effective market information to customers, and Neoway Business Solutions also provides a Series of strategies and programs so that they solve their own business problems. Since 2008, many of the entrepreneurs are facing business problems, and more than 50 percent in less than a year to face the crisis of collapse. And can operate more than 2-3 years of the company or business does not exceed 20 percent. And this is especially serious in Asia.

Neoway Business Solutions has helped countless businesses re-enterprise programs based on network statistics, and users who use the Neoway Business Solutions database every year are growing dramatically. Neoway Business Solutions provides intelligent data analysis to customers. By collecting a wealth of detailed information about potential users and markets, Neoway's customers are enabled to achieve accurate sales. It is reported that Neoway Business Solutions integrates more than 600 sources of more than 3,000 databases. Neoway Business Solutions uses robots to discover useful information on web pages. 95% of the company's data sources from the public information source, 5% from the cooperation information. De Paula said the company has more than 400 paid customers, including Telefônica Vivo, as well as Unilever, Microsoft's branch in Brazil.

Neoway Business Solutions latest office in New York landing and comprehensive development of the European and American markets, through the ICO cooperation program more quickly to the rapid expansion of Neoway Business Solutions business development, and is expected to gain a firm pace in the European and American markets.

7.1 Business prospects

More than a hundred of the world's leading information technology and services companies, Neoway Business Solutions is one of the largest companies in the industry with the largest strength and vision. Neoway Business Solutions in partnership with NCR, is hoping to use Neoway Business Solutions (NBS) systems more seamlessly with customers and use them in a broader area through NCR's technology.



NCR's technology to make the NBS system more perfect, and they are the first time introduction of BNM 1.0 system, BNM 1.0 system claims to be able to different types of text, information or graphics, in less than 1.2 seconds to complete the arrangement, search, upload or edit use.

7.2 NBS tokens

With the NCR cooperation, using the Etheruem for the NBS tokens of the underlying technology. The most important technical contribution of the company is the wisdom contract. A smart contract is a program stored on a block key that can assist and verify contract negotiation and execution. The wisdom contracts of the Etheruem can be written in a variety of language written in turing. The New York Times said the platform is a public computer that is run by a network of users distributes and pays the computer with the right to use it. The Economist argues that a smart contract allows many organizations' databases to interact with low cost and allows users to write down a sophisticated contract. One of the functions is to generate a decentralized autonomous organization, constitute a virtual company.

Because the contract is open, the contract can prove that the claimed function is true, for example, a virtual casino can prove that it is fair. On the other hand, the disclosure of the contract also means that if there are loopholes in the contract, anyone can immediately see, and the amendment program may take some time. The DAO is an example that can not be blocked immediately.

Many details of the smart contract are still under study, including how to verify the contract's function. The Microsoft Research Institute report pointed out that it would be very difficult to write a perfect contract, discuss some of the tools Microsoft could use to validate contracts, and mention that if a large number of published contracts were analyzed, a large number of vulnerabilities could be found. The report also mention it can prove the equivalence of the solidity program and the Ethernet virtual machine.

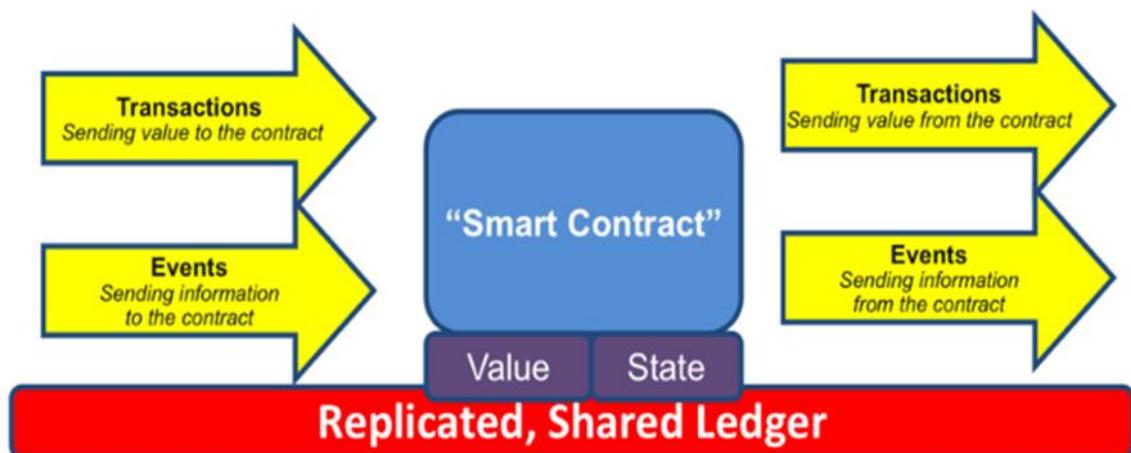
7.3 Smart contract

The smart contract was made in the 1990s by Nick Saab, almost the same age as the Internet. Due to the lack of a credible execution environment, smart contracts have not been applied to real industries. Since the birth of Bitcoin, it is recognized that the underlying technology of the Blockchain can be used to provide a credible execution environment for smart contracts. First saw the blockchain and smart contract fit, released a white paper "Ethereum : the next generation of intelligent contracts and decentralized of the application platform", and has been committed to the Ethereum to create the best smart contract platform, so Bitcoin leaded Block Chain, Ethereum resurrection Smart Contract.

The smart contract program is not just a computer program that can be executed automatically: it is a system participant. It responds to the received information, which can receive and store value, or send out information. This procedure is like a person who can be trusted, can temporarily custody of assets, always in accordance with the rules of the implementation of the rules. The following diagram is an intelligent contract model: a piece of code (smart contract), is deployed in the shared, copy of the books, it can maintain their own state, control their own assets and received external information or assets to respond.

7.4 Tokens system

There are many applications for the tokens on the blockchain, from subunits representing assets such as dollars or gold to corporate stocks, separate tokens representing smart assets, safe and unforgeable coupons, and even no contact with traditional values to carry out the reward system. Implementing a token system in the Ethereum is easy to be surprising. The key point is to understand that all currencies or tokens are fundamentally a database with the following operations: subtract X units from A and add X units to B, provided that (1) A Before the transaction has at least X units and (2) the transaction is approved by A. Implementing a token system is the implementation of such a logic into a contract.



7.5 Ethereum system

Ethereum project draws on the technology of the Bitcoin blockchain and extends its application. If Bitcoin is a dedicated calculator that utilizes block-chain technology, the Ethereum is a general-purpose computer that uses block-chain technology. Simply speaking, the Ethereum = block chain + smart contract. Compared with Bitcoin, the biggest difference between the Ethereum: it can support a more powerful scripting language (in terms of technical language is turing complete scripting language), allowing developers to develop any application in the above, to achieve any smart contract, this is also the most powerful place in the Ethereum. As a platform, the Ethereum can be compared to Apple's app store, and any developer can develop applications on it and sell it to users.

The Financial Application of Ethereum Contract

Each type of financial contract can be written in the form of procedural code into a smart contract.

7.6 Difference contract

Financial derivatives are the most common application of "smart contracts" and one of the easiest to implement code. The main challenge in achieving a financial contract is that most of them need to refer an external price issuer; for example, a very demanding application is an intelligent contract that is used to hedge the currency (or other crypto currency) against dollar fluctuations, but the contract needs to know the price of the currency relative to the dollar. The simplest approach is through a "data feed" contract maintained by a particular organization, such as Nasdaq, which is designed to enable the agency to update the contract as needed and provide an interface that enables other contracts to be sent by sending a message to the contract to get a reply containing price information.

When these key elements are available, the hedge contract looks like the following:

Wait for A to enter 1000 coins.

Wait for B to enter 1000 coins.

By querying the data provided by the contract, the value of the currency of \$ 1,000, for example, x dollars, recorded to the memory.

After 30 days, allow A or B to "reactivate" the contract to send the value of \$ x dollars to the currency (re-query the data to provide the contract to obtain the new price and calculate) to A and send the remaining Ethereum to B.

8. NBS tokens distribution

Total circulation : 4 billion points

Reward program : 1 billion points

NBS foundation : 1 billion points

Angel investment / strategic partner: 1 billion points

Angel round : 200 million points

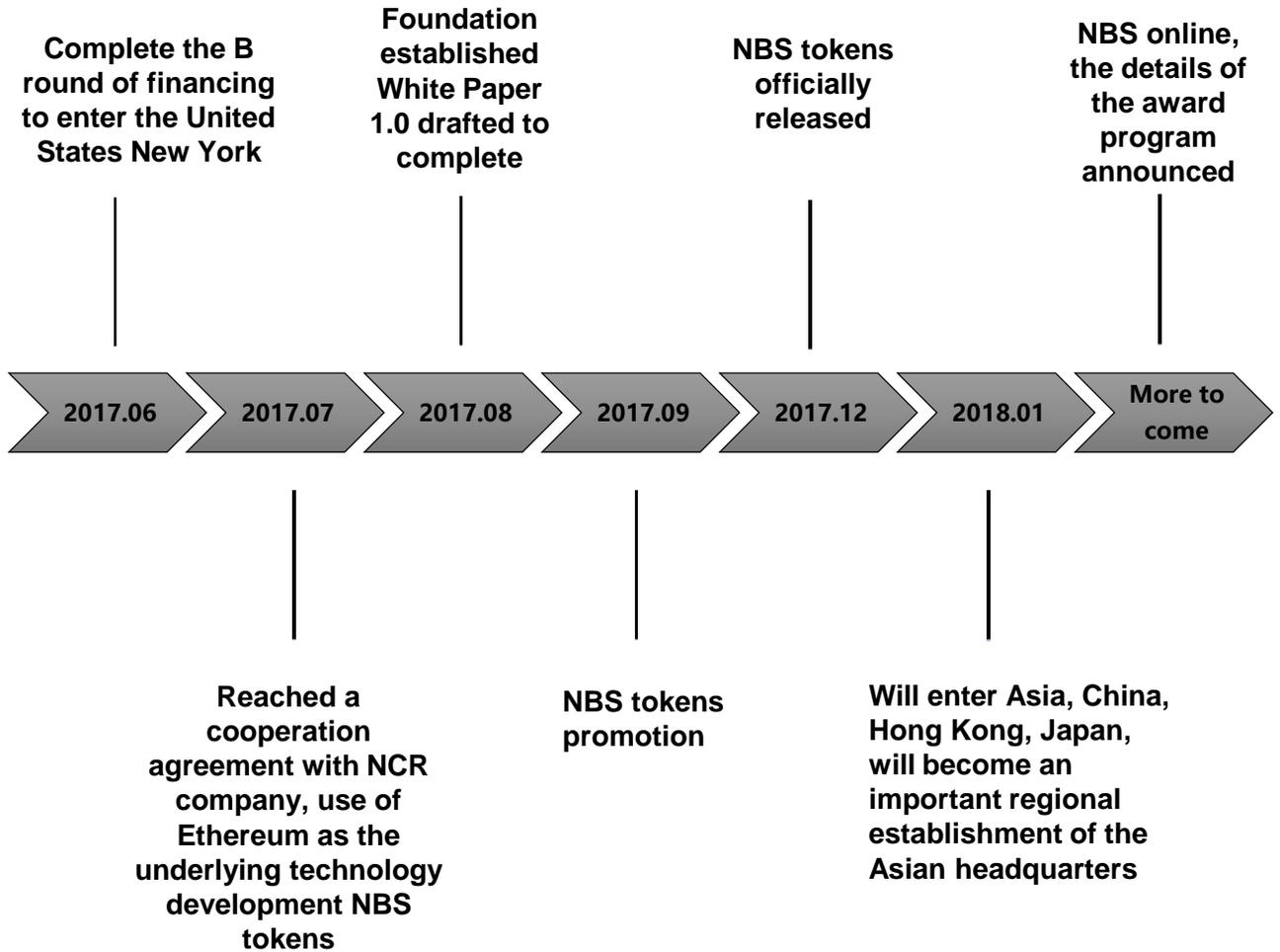
Public offering : 800 million points

Neoway Business Solutions as one of the best companies, corporation with NCR companies, hope to bring company's technology business to a higher level. In the last completed \$ 4,500 B round of financing case makes Neoway Business Solutions can successfully landed in New York. And this time cooperation Ethereum hope that the form of ICO for the company's future business development to raise more funds, but also hope to be like Ethereum to create greater market wealth.

NBS tokens total circulation of 4 billion, of which 25% for fund operations and reserve emergency use. Of which 25% as an important angel investment and strategic partner purchase program. The remaining 5% first served as an angel round to allow Neoway Business Solutions, NCR or Ethereum supporters to subscribe for NBS tokens, while the rest would be open to the market. The last 25% will be distributed as a reward to supporters of NBS within five years.

- The NBS Foundation handles the distribution of NBS tokens.
- 50% NBS tokens of the NBS Foundation and strategic partners can not be traded or transferred.
- NBS tokens will be published the agent platform before the public offering start.
- NBS tokens will be distributed and processed by the agent platform, including incentives, gifts, feedback, subscription transactions and trading activities.
- The NBS Fund reserves the right to terminate any agent platform for NBS tokens activities.

8.1 Milestones



8.2 NBS major members Neoway Business solutions



NCR Corporation



Technical advisors and strategic partners Ethereum



Angel investment
QMS Capital
PointBreak

PolluxPollux
Legal group and foundation
adviser
Virtual Law Partners

