Discover EAST, the digital token designed to bridge the gap between blockchain technology and mainstream usage.

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East Blue Research Limited
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In an era where blockchain technology is revolutionizing various aspects of our digital and physical worlds, EAST emerges as a pioneering force.

EAST token is not just a cryptocurrency; it's a cornerstone of an innovative ecosystem designed to bridge the gap between blockchain technology and mainstream usage.

At its core, EAST aims to be more than a digital asset – it's a facilitator of change, empowering developers and consumers alike with its robust infrastructure and versatile Software Development Kit (SDK).
Purpose of Litepaper

This Litepaper serves as a comprehensive guide to understanding the EAST token, its underlying technology, and the vast potential it holds. Our mission is to lay a clear, detailed roadmap of how EAST plans to contribute to the blockchain space, addressing common challenges and offering practical, everyday solutions through its unique offerings.

As we delve into the specifics of the EAST ecosystem, this document will elucidate the technical intricacies of the EAST token, the modular nature of the EAST SDK, and the diverse applications it supports. Our focus extends beyond mere technological innovation; we aim to illustrate how EAST is poised to bring mass adoption of blockchain technology, transforming it from a niche interest into a mainstream utility.

In the following sections, we will explore the challenges currently facing the blockchain industry, the specific solutions EAST offers, and our strategic approach to ensuring that these solutions are not only effective but also widely accessible and user-friendly. The ultimate goal of EAST is to make blockchain technology an integral, seamless part of everyday life, benefiting developers, businesses, and end-users alike.
The advent of blockchain technology has ushered in a new digital paradigm, offering unprecedented security, transparency, and decentralization. Initially popularized by cryptocurrencies, blockchain has now found applications across various industries, from finance to supply chain management.

However, despite its potential, the widespread adoption of blockchain technology faces significant hurdles. These include scalability issues, user experience challenges, and a general lack of understanding among the broader public.

EAST recognizes these challenges and identifies a significant opportunity: to simplify and integrate blockchain technology into everyday applications. By addressing the pain points that hinder mass adoption, EAST positions itself as a catalyst for change in this rapidly evolving landscape.
Challenges in the Blockchain Industry

**Complexity and User Experience:** Many blockchain solutions suffer from complexity in use and understanding. This complexity limits their appeal to a broader audience who may benefit from blockchain technology but find it inaccessible.

**Developer Experience:** Each blockchain has its unique architecture, consensus mechanisms, and interaction protocols, leading to a steep learning curve for users and developers. This diversity, while showcasing the versatility of blockchain technology, often results in fragmented experiences, where users must navigate through varying levels of technical complexity. This barrier not only intimidates newcomers but also hinders developers who strive to build user-friendly applications that can appeal to a broader audience.

**Integration with Existing Systems:** There is a noticeable gap in the integration of blockchain technology with existing digital infrastructure. Many businesses and developers find it challenging to incorporate blockchain into their existing systems due to technical and compatibility issues.

**Lack of Tailored Solutions:** While blockchain technology is versatile, many existing platforms do not offer the specific tools and functionalities needed by developers to create varied and specialized applications.
EAST addresses this problem by abstracting the technical complexities inherent in blockchain technology, thereby simplifying the user journey across different platforms. The core of this solution lies in the EAST SDK, a versatile toolkit designed to standardize and streamline the development process of blockchain applications. This approach involves several key strategies:

**Unified Interface**: The EAST SDK provides a consistent, user-friendly interface that allows developers to interact with various blockchain networks seamlessly. This uniformity reduces the learning curve and enables developers to focus on application logic rather than underlying blockchain complexities.

**Modular Design**: The SDK features a modular design, where each module encapsulates specific functionalities. Developers can easily integrate these modules into their applications, regardless of the underlying blockchain. This modularity not only simplifies development but also ensures that applications can adapt to different blockchain environments with minimal changes.

**Cross-Chain Compatibility**: Recognizing the diversity in blockchain platforms, EAST emphasizes cross-chain compatibility. By facilitating communication and interoperability between different blockchains, EAST ensures that applications built with its SDK can function across multiple networks, thus broadening their reach and usability.
Focus on End-User Experience: EAST prioritizes the end-user experience in its design philosophy. The SDK is equipped with tools and components that help developers create intuitive and accessible user interfaces, making blockchain applications more approachable to the average user.

Education and Support: Beyond technical solutions, EAST commits to educating and supporting its community. By providing comprehensive documentation, tutorials, and developer forums, EAST empowers users to understand and utilize blockchain technology effectively.

Through these strategies, EAST aims to democratize access to blockchain technology, making it more accessible and less intimidating. By abstracting away the technical complexities, EAST paves the way for a future where blockchain applications are as commonplace and user-friendly as today’s conventional web and mobile apps.
EAST Token

Utility

Medium of Transactions: The EAST token is designed to be a fundamental element of our ecosystem, serving as the primary medium of exchange. It enables seamless and efficient transactions within the network. Users can utilize EAST tokens for various purposes, including but not limited to, purchasing assets and accessing developer portal.

Governance: In the spirit of decentralization and community empowerment, the EAST token plays a pivotal role in governance. Token holders are granted governance rights, allowing them to actively participate in the decision-making process of the ecosystem via community treasury.

Staking: Staking EAST tokens come with several advantages for the holders. Stakers can earn extra tokens, enabling them to participate actively in the ecosystem and align their objectives with the ecosystem growth. Additionally, staking enhances holders’ influence in governance through increased voting power, ensuring that members deeply invested in the ecosystem have a significant impact on its evolution and key decisions.
Supply & Issuance

The token supply will be 1 Billion EAST with dynamic emission based on ecosystem behavior and performance, in addition to a lockup period of 5 years.

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<thead>
<tr>
<th>Distribution</th>
<th>Detail</th>
<th>Cliff</th>
<th>Lockup</th>
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<tr>
<td>12%</td>
<td>Airdrop</td>
<td>-</td>
<td>12 Months</td>
</tr>
<tr>
<td>10%</td>
<td>Core Team</td>
<td>12 Months</td>
<td>5 Years</td>
</tr>
<tr>
<td>13%</td>
<td>Foundation</td>
<td>6 Months</td>
<td>5 Years</td>
</tr>
<tr>
<td>20%</td>
<td>Investors</td>
<td>6 Months</td>
<td>3 Years</td>
</tr>
<tr>
<td>30%</td>
<td>Ecosystem Grants</td>
<td>-</td>
<td>5 Years</td>
</tr>
<tr>
<td>5%</td>
<td>Liquidity</td>
<td>-</td>
<td>-</td>
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<tr>
<td>10%</td>
<td>Community Treasury</td>
<td>Until Gov</td>
<td>-</td>
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<td></td>
<td></td>
<td>Online</td>
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**Figure 1** East Token Supply

The tokens are allocated using a cliff and a monthly linear vesting plan.

A significant portion of the tokens allocated for community and ecosystem development are available right away with different lockup durations. This enables the EAST Ecosystem to commence building its community and integrating partners from the onset of the token-generation event.

The remaining tokens are subject to various cliff periods to guarantee that the interests of EAST's developers and investors are in sync with the growth of the ecosystem.
The majority of the tokens (52%), from Airdrop, Ecosystem Grants, and Community Treasury is allocated for community building and ecosystem onboarding to achieve maximum growth in the early phase of the ecosystem.

The remaining of the token supply is going to the team, partners, and investors that help bootstrap the EAST Ecosystem with various resources.

**Airdrop**

The EAST Ecosystem emerged from the PARAS Community, renowned for its leading position in the NEAR's NFT Ecosystem. While the PARAS token's economy and uses are primarily NFT-focused and somewhat limited, airdropping EAST tokens to PARAS holders paves the way for incorporating the current PARAS community into a more extensive ecosystem. This includes a 12-month campaign of airdropping up to 10M EAST tokens monthly through various methods that prioritize PARAS token holders.
Dynamic Emission

EAST Token incorporate emission as part of its token economy. The token emission is dynamically changed based on the usage and performance of the whole EAST ecosystem and calculated with algorithm below:

Algorithm: Adjustment of Emission Rate Based on Transactions

Initialize emission rate: Emission = 10%
Define emission limits: Emission_{min} = 1%, Emission_{max} = 20%
Initialize previous transaction count: \( TX_{\text{prev}} = 0 \)
Initialize total supply: \( \text{Supply} = 1,000,000,000 \)

for Each epoch (every 4 hours) do

\( TX_{\text{cur}} = n \) of on-chain transactions

if \( TX_{\text{cur}} > TX_{\text{prev}} \) then

Increase emission: \( \text{Emission} = \min(\text{Emission} + 0.3\%, \text{Emission}_{\text{max}}) \)

Else

Decrease emission: \( \text{Emission} = \max(\text{Emission} - 0.3\%, \text{Emission}_{\text{min}}) \)

end if

Newly minted token: NewToken = \( \text{Supply} \times \text{Emission} \)

65% to Community Treasury: CommunityTreasury += NewToken \times 0.6

40% to Staking Reward: StakingReward += NewToken \times 0.4

Update previous transaction count: \( TX_{\text{prev}} = TX_{\text{cur}} \)

Update total supply: \( \text{Supply} += \text{NewToken} \)

end for

**Figure 3** Dynamic Emission Algorithm

At each epoch (4-hour interval), the network mints a new token, the amount of which is determined by a variable emission rate that depends on the transaction count on the EAST token smart contract. The allocation of this minted token is divided, allocating 60% to the Community Treasury and 40% to Staking Rewards.

The dynamic emission designed to maintain the economic balance within the ecosystem. It responds adaptively to market conditions and user demand, while providing incentives for network participants via community treasury and staking reward.
The EAST Software Development Kit (SDK) is designed to be the solution in the field of web3 consumer app development, built as a comprehensive JavaScript package. Its primary purpose is to empower developers through seamless interactions with the underlying blockchain infrastructure, providing authentication, identification, and transaction relayer. This SDK abstracts the often intricate process of apps creation, allowing the developer to focus on the product.
The EAST SDK solution covers a variety of streamlined operations that we call Modules, comprising authentication, asset transfers, asset minting, swaps, offers, playing on-chain games, and a numerous of other functionalities. Notably, these transactions extend beyond a single blockchain, as users' identities are utilized across multiple blockchains. This enables users to seamlessly interact with various applications across different blockchain networks.

**Figure 4** East SDK Architecture
Through the SDK, users can authenticate effortlessly using email or social logins to obtain secure on-chain keypairs, safeguarded by Key Management Service and envelope encryption. These keypairs, linked to NEAR accounts, allow users to interact with multiple blockchains due to NEAR's Account Aggregation. This feature provides a unified experience across diverse blockchain networks, enabling seamless engagement with various ecosystems using the same keypair.

In a user-friendly approach, all gas fees are handled and covered by the relayer, thereby relieving users from the complexities associated with transaction costs. This seamless facilitation is made possible through the utilization of NEAR's meta-transaction feature, which adds an extra layer of security to the process.

**Use Cases**

**In-App Currency and Loyalty Points**

Integrating fungible tokens into consumer apps is seamless. Envision your app's virtual currencies interacting and swapping with other app's currencies, this feature is possible because of the underlying blockchain technology. Another use case is delivering tangible value through your fungible tokens to reward your valuable users, your users then can sell or buy the token like a digital asset.

**Digital Items**

With the NFT module, developers can build consumer applications that harness its capabilities. Picture an application that incentivizes users with NFT collectibles or another app that initiates NFT launches or trading. If the app already has digital assets, then tokenizing your assets is trivial with the SDK.
Overview

The EAST SDK aligns seamlessly with our mission to drive mass adoption. The path to mass adoption is to onboard developers and builders into East Ecosystem. Our acquisition strategy involves segmenting our audience into distinct categories, such as novice developers, experienced developers, startups, enterprises, and blockchain enthusiasts. Each segment requires a tailored approach to effectively communicate the value proposition of EAST SDK.

EAST SDK promises user-friendly integrations while maintaining cost efficiency through gas fee management and utilization of meta-transactions.
In the startup domain, EAST SDK acts as a catalyst for rapid entry into the blockchain space by streamlining the app development process. It equips startups with essential integration tools, showcasing a commitment to efficient product development. EAST SDK is also a cost-efficient package that helps startups with the budget constraints for blockchain development, emphasizing a positive user experience.

For enterprises, the SDK's interoperability and robust security features position it as an ideal solution, seamlessly integrating blockchain functionalities into existing systems while ensuring compliance and scalability. Enterprises with particular focus on operational costs, find value in streamlined transactions, contributing to an overall positive user experience.

To emphasize on the SDK's user-friendly nature, collaborating with developer communities to build educational initiatives and workshops will further accelerate the learning curve, thus contributing to the broader adoption of blockchain technology. Developer communities benefit from hackathons and workshops showcasing the ease of integration, encouraging developers to leverage EAST SDK for diverse blockchain applications.

In essence, EAST SDK's infrastructure forms a dynamic foundation for strategic partnerships, positioning itself as a versatile and accessible solution for diverse stakeholders in the blockchain ecosystem.
Q1 2024

**East SDK Release:** Development and deployment of the East Software Development Kit (SDK), providing tools and libraries for developers.

**Gasless/Meta Transactions:** Facilitating transactions without gas fees, enhancing user experience and accessibility.

**Token Launch:** Official introduction and distribution of the $EAST token, establishing the economic model of the ecosystem.

Q2 2024

**Introduction of Staking Mechanisms:** Enabling token holders to stake their $EAST tokens to participate actively in the ecosystem and align their objectives with the ecosystem growth and earn extra tokens.

**Chain Abstraction Layer:** Developing a layer to simplify interaction across different blockchain protocols, enhancing interoperability.

**Bitcoin (BTC) Integration:** The first blockchain integration, East Ecosystem is creating a new layer of programmability for Bitcoin.
Q3 2024

**Mobile SDK Launch:** Extending the East SDK to mobile platforms, facilitating the development of mobile applications.

**Developer Platform Rollout:** Establishing a comprehensive platform for developers, providing resources, tools, and dashboards to monitor and manage smart contracts development and applications growth.

Q4 2024

**Governance System Implementation:** Introducing a decentralized governance framework, allowing token holders to participate in decision-making processes.
In its current state, the East Ecosystem, along with EAST token, are in the process of development and are liable to changes. The design, functionalities, tools, and distribution methods of these components are under examination and could be modified based on feedback from those engaged in the East Ecosystem.

This document is not intended to serve as investment advice or any other kind of guidance, nothing contained in this document constitutes a solicitation, recommendation, endorsement, or offer to buy or sell any securities or other financial instruments in any jurisdiction. EAST Token is the native utility token on East Ecosystem. The features and utility of the EAST token are not fixed and may change, hence relying on the information provided in this document is not recommended.