

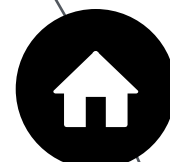
The image features a central black circle containing the text 'IRIS' in large white letters and 'WHITEPAPER' in smaller white letters below it. This central circle is surrounded by several concentric circles of varying radii. Scattered around these circles are various geometric shapes: small black dots, larger grey circles, and black squares. Some of these shapes are connected to the concentric circles by thin, curved lines, creating a sense of movement or a network. The overall design is clean, modern, and minimalist, using a monochromatic color palette of black, white, and grey.

# IRIS

WHITEPAPER



**Part 01**



**Vision**

IRIS's Healthcare Blockchain Ecosystem

**Part 02**



**Market Status**

Healthcare Market Changes and Positioning

**Part 03**



**IRIS Platform**

Combination of IRIS A.I technology with Blockchain

**Part 04**

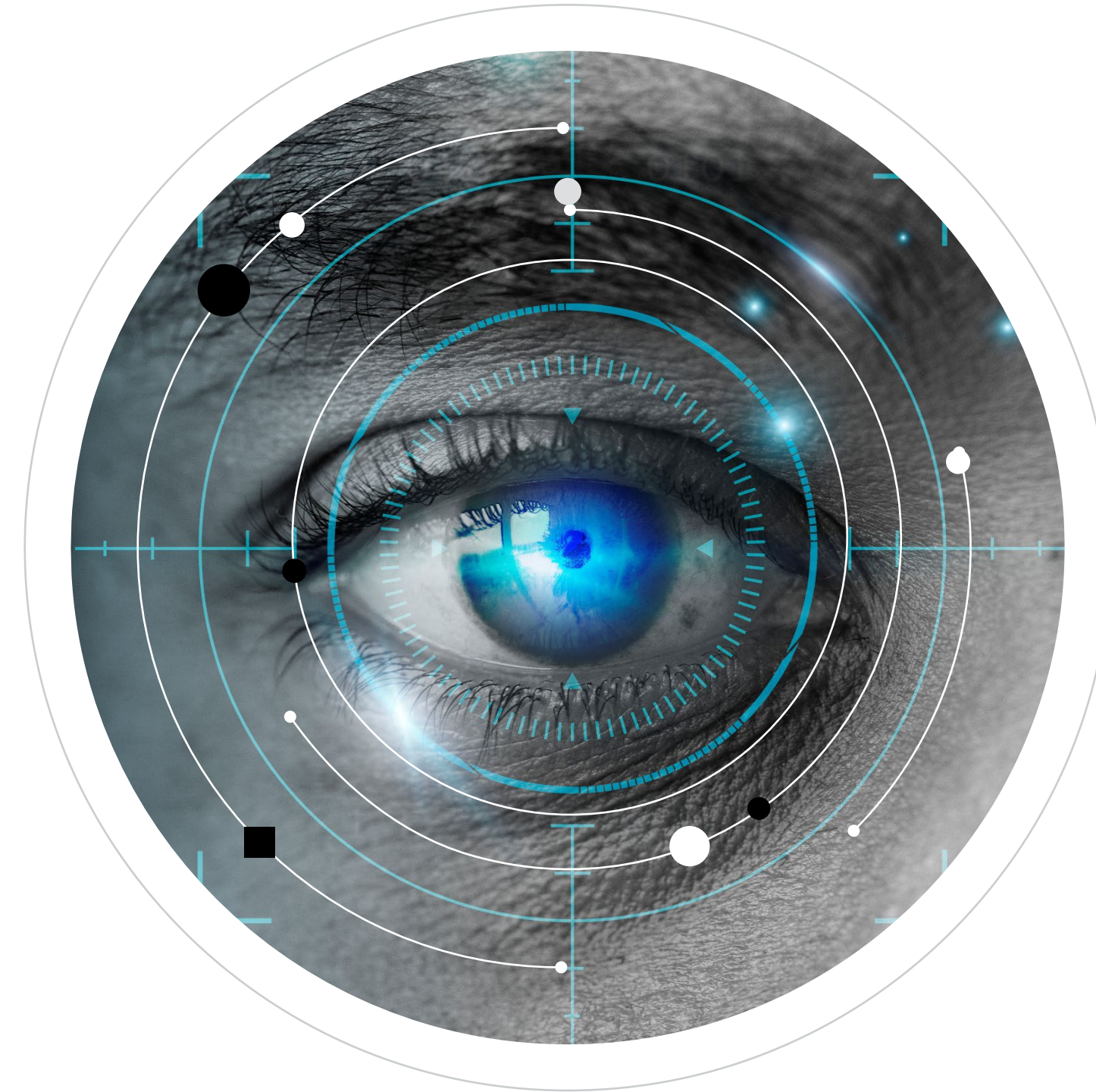


**Token Economy**

Token ecosystem and deployment

**VISION**





# IRIS CHAIN

IRIS Chain is a biometric data-based personalized smart healthcare blockchain service that started with the belief that **"the world is safer and healthier through the eyes."** Because the iris has a lot of health information, it uses this iris information to measure and prevent the health of the customer's life cycle from time to time so that they can live a **"quality of life healthy and long"** rather than just a long life. Sensitive personal healthcare information has been blockchained to eliminate anxiety factors such as personal information leakage.



# IRIS CHAIN

## Health check through iris

Easily get health analysis and counseling by scanning the iris using a smart device.

## Data-driven, personalized health guide

Personalized health guides can be provided by combining personal and iris health information.

## Blockchain ecosystem

Personalized information and health information are combined with blockchain services to be managed safely and efficiently.

# Smart Personalized Health Guide, Blockchain Ecosystem

Chronic disease prevention management through iris, various personal information management, and blockchain ecosystem

Customers can now measure and manage their own health in the ecosystem of the IRIS Chain and lead a high-quality, healthy, long-lasting life with other customers.

IRIS services **can accurately prevent the health of customers through proprietary iris analysis technology and machine learning (A.I learning)**. This technology is designed to provide optimal services to help customers manage their health on their own by providing continuous care and additional services, rather than just one-time information provision of information. **Blockchain and storage of this continuously managed data can provide security benefits**, and a unique ecosystem platform that both platforms and **customers operate together by providing separate tokens for customers who provide and use information**.



# MARKET STATUS



# Global Smart Healthcare Market

## Explosive Growth reason by Pandemic Impact

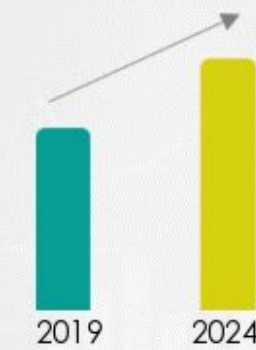
The global impact of COVID-19 has led most countries to experience an unexpected collapse of the public health system. This effect has led people in most countries, except some developed countries, to start looking for personal healthcare without trust in public health, and even now that the pandemic is over, interest in these personal healthcare is increasing. In particular, in Southeast Asia, India, and Africa, where the public health system is poor, personal healthcare services are receiving keen attention as an essential factor directly related to their survival because individuals can survive only by managing and diagnosing themselves.

## GLOBAL SMART HEALTHCARE MARKET 2020-2024



Market growth will **DECELERATE** at a **CAGR** of over

**24%**



Incremental growth (\$B)

**224.86**



The market is **FRAGMENTED** with several players occupying the market



Growth Contributed by **NORTH AMERICA**

**42%**



Growth for **2020**

**28.09%**



Market impact:

**NEUTRAL**

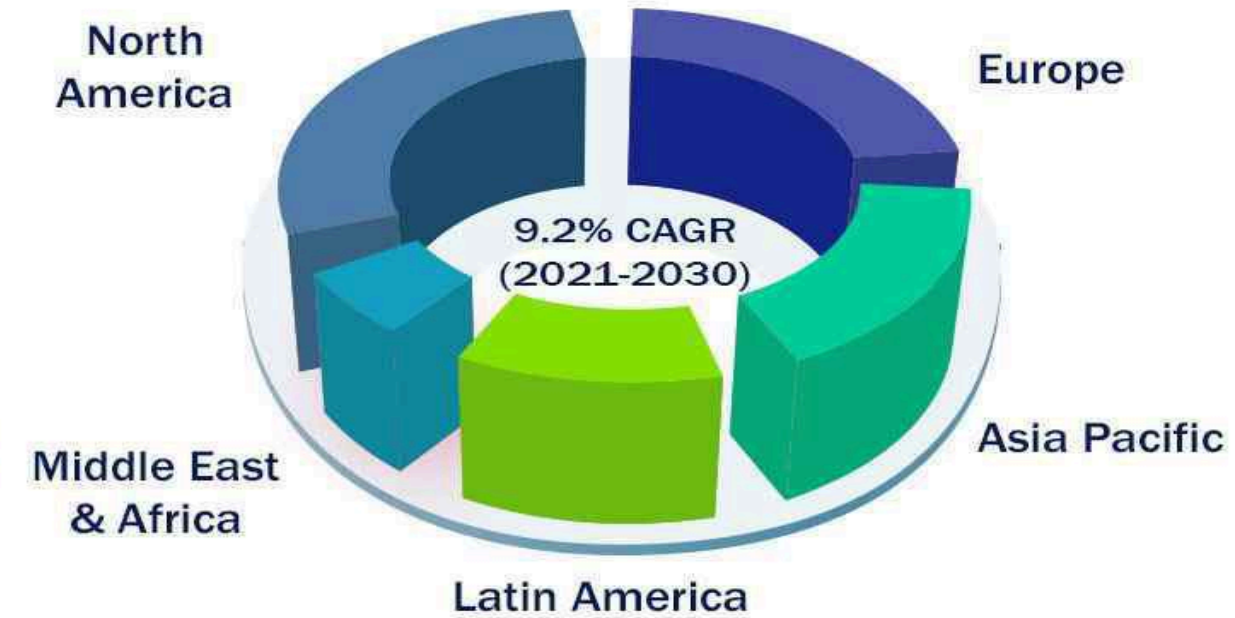
17000+ Reports covering niche topics. Read them at [technavio](#)



## Smart Healthcare Products Market 2021 - 2030



### Market by Region, 2020



### Market By Type Revenue 2020



Others



E-commerce



Pharmacy Stores

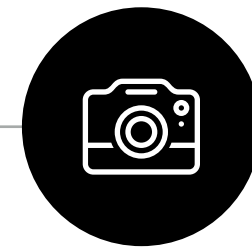
### Key Pointers

Rising adoption of mHealth

Supportive government programs

Rapid improvements in healthcare IT

### Market Size



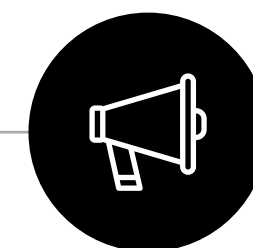
### Explosive market growth in 2023

Since the pandemic, global smart healthcare has exploded, with North America and Europe leading.



### De-borderization of healthcare services

decline in confidence in public health care is causing a shift to countries that provide advanced health care, which is naturally becoming de-border.



### Expansion of Asian services

In Southeast Asia, the number of smart healthcare markets that can be managed personally is increasing rapidly due to poor public health care.



## Fall of public health care

### Global health-care setback

Public health care around the world has revealed serious problems throughout the pandemic. In particular, there are countless challenges that need to be addressed, including a shortage of doctors and healthcare workers, and a lack of budget. In particular, due to the population structure, public health care for the entire population tends to be very weak, making it very difficult for the government to take responsibility for the ever-increasing cost of medical care.

## Difficult to use hospital

### Flocking to the streets due to high medical costs and lack of service

The pandemic served as an opportunity to show both the medical privileged and the vulnerable at once. The impact of the global pandemic, in particular, has shown differences in health care between countries, and people who put them in the blind spot of health care have begun to look for alternatives in various ways. As a result, the healthcare service industry has also developed.

## Medical standards in Asia

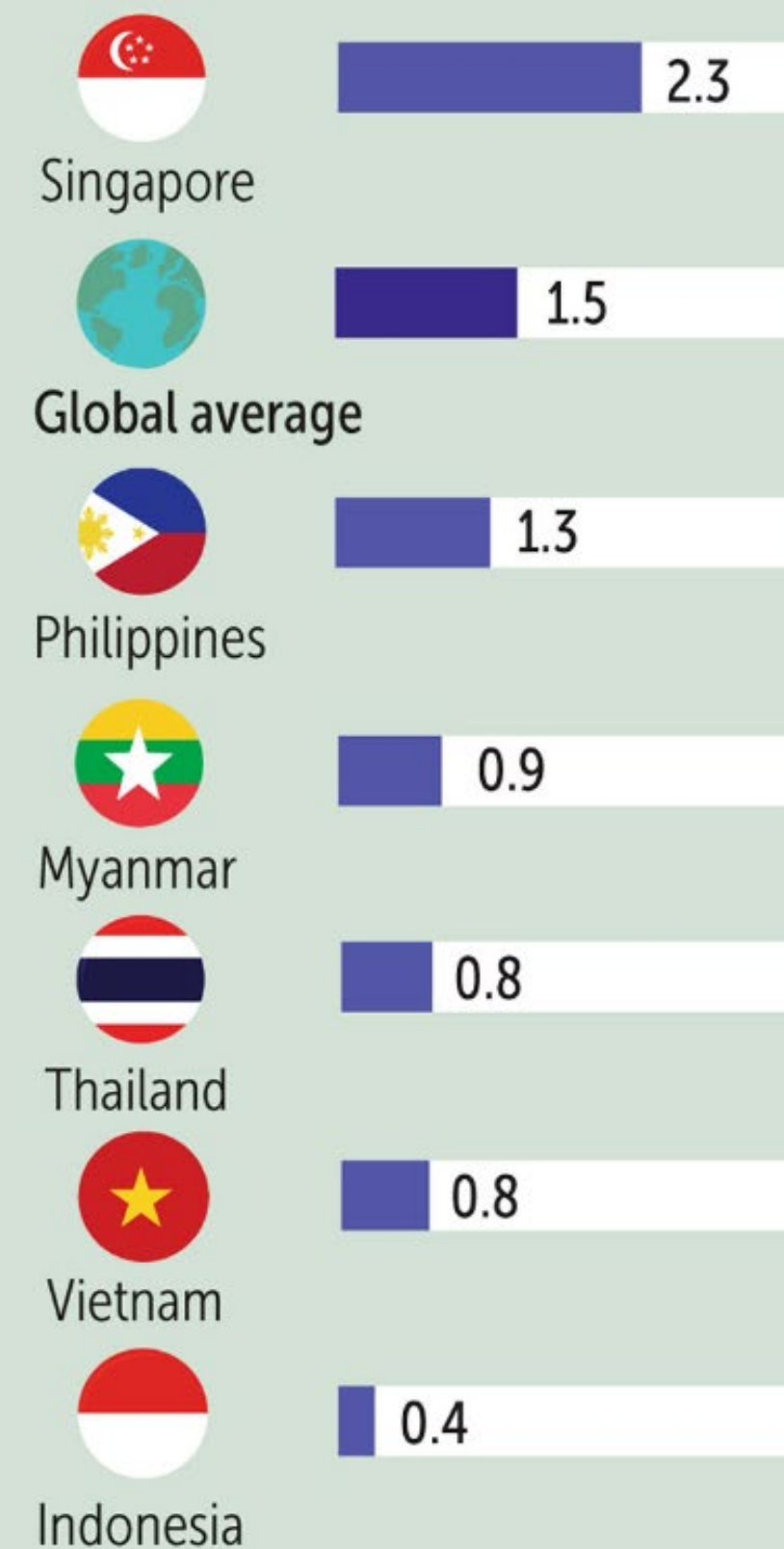
(Number of doctors per population, expenditure)

### medical blind spots around the world

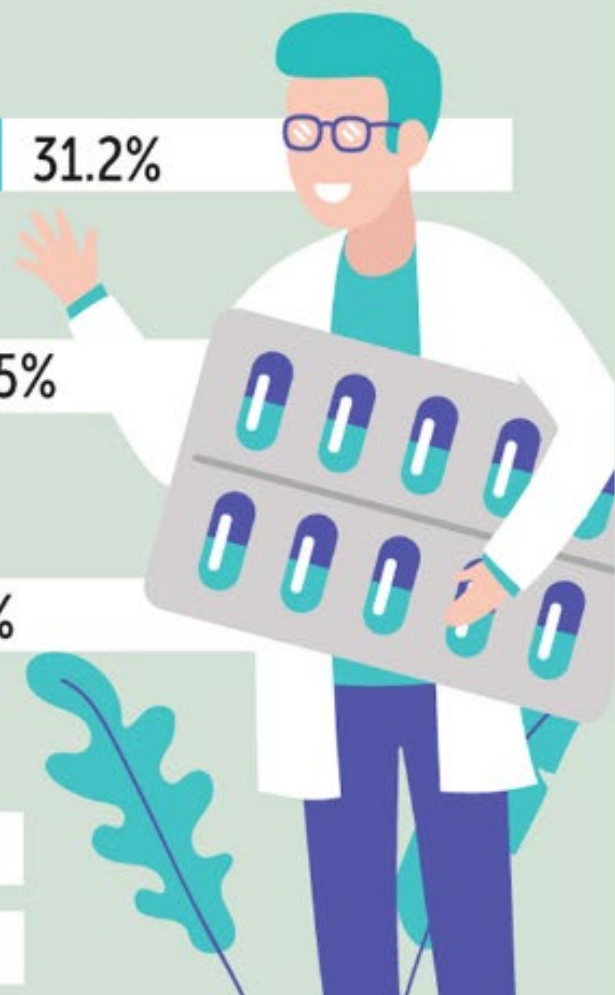
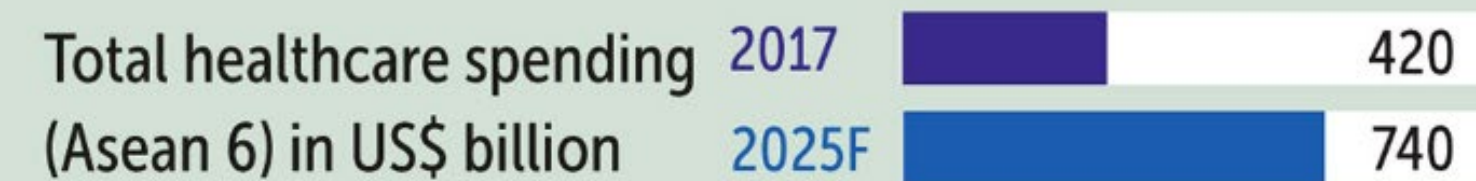
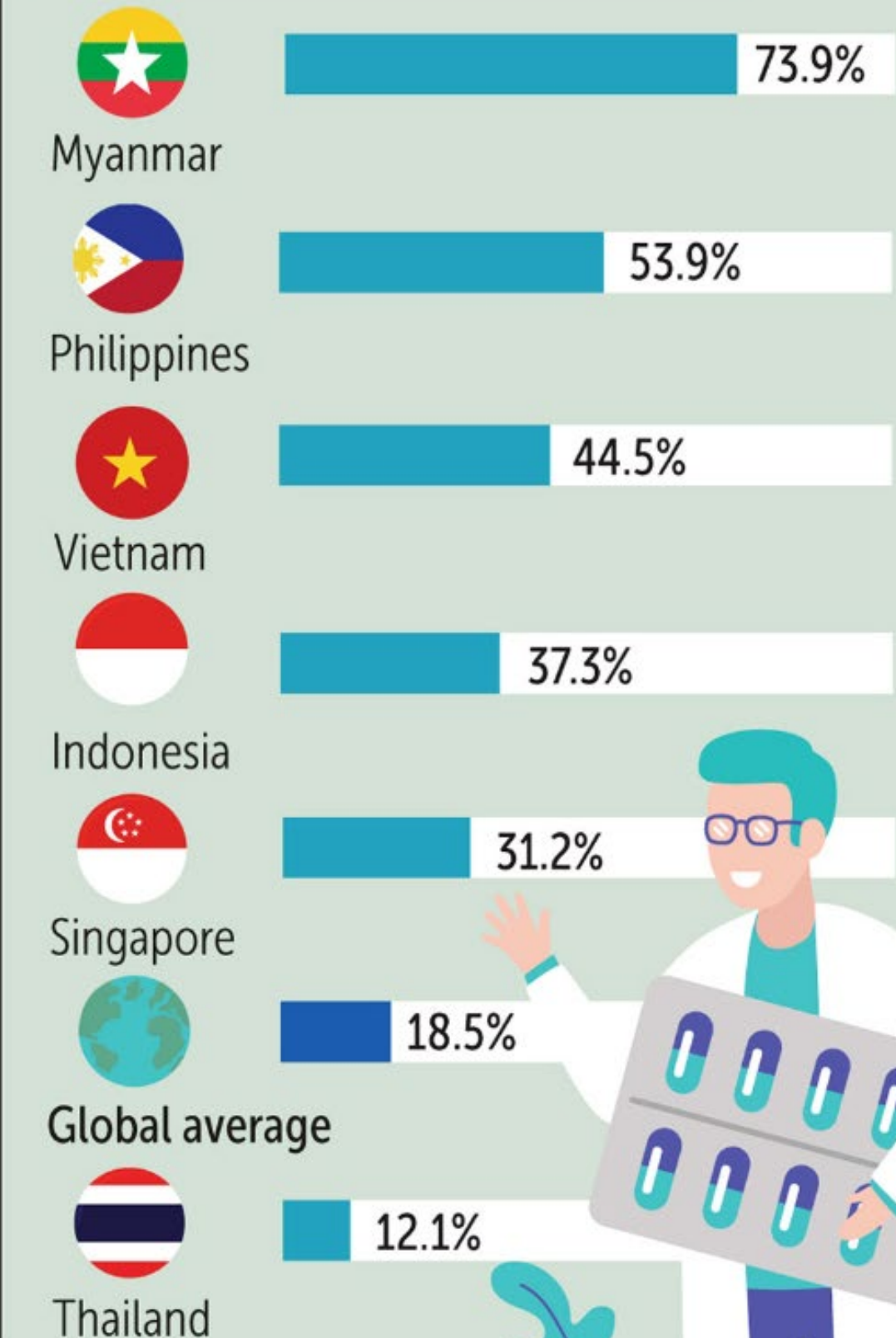
Asia is traditionally suffering from a high shortage of doctors. Especially in Southeast Asia, it is not easy to fill one person per 1,000 people. Therefore, it is difficult to receive medical services, but the cost is very high compared to the income level. This has become an industrial environment where personal healthcare is accepted very quickly and easily.

# ASEAN HEALTHCARE AT A GLANCE

## Doctors per 1,000 people



## Out-of-pocket expenses as a % of health expenditure





## Utilize Smart Devices

Easy to diagnose using smart devices that everyone has.

## Simple but high health analysis accuracy

Although it is not a professional device, it should be able to provide relatively high health analysis accuracy.

## continuous healthcare

Service that can measure health and guide prevention through continuous data collection, trend analysis, and simulation, not fragmentary data.

## Mizing Blockchain Data

All data must be stored in a secure blockchain for management (big data) and a separate ecosystem must be provided.

# IRIS Platform



# IRIS Platform

Combination of IRIS A.I technology and Blockchain technology

The IRIS platform is a new type of personal medical service created by combining professional A.I. technology and blockchain technology that have been deep learning iris-based personal health data for more than 10 years in particular. **It is a service that is closer to popularizing services in that it aims for stable and high public services by storing healthcare services in a blockchain.** Technology is just technology. We will popularize technology using public blockchain, and we want to provide people-oriented services that can help promote universal public health by providing our own platform free of charge to everyone in need of healthcare worldwide.



# IRIS Platform

Proprietary technology,  
A.I. Machine Learning and Information Services

Analysis data on iris images have already been verified through many papers. We have established a logic for this analysis method, and we want to continue to improve the accuracy of individual health checkups by continuously providing machine learning with A.I technology based on iris information of numerous people.



## IRIS Analysis & Machine Learning

We provide analysis services for iris images,  
We would like to maximize our analysis ability by continuously  
utilizing A.I (machine learning/deep learning).



IRIS-based analytics and learning techniques



Blockchain-based Big Data and Contract Technology

**New concept personalized smart healthcare service "IRIS"**



## Based on artificial intelligence and iris

### Untact health monitoring platform

#### Untact health monitoring platform suitable for the post-COVID19

"You can measure and guide your health just by measuring your eyes."

Methods to check health through objective pre-screening rather than subjective questionnaire before visiting a hospital include genetic analysis and blood analysis, but due to cost, analysis time, and inconvenience in use, there are many limitations for the general, not for patients. The IRIS service provided by this platform aims to be a customized service that analyzes health status by artificial intelligence after taking iris images and recommends eating habits and exercise habits according to the analysis results.

It is already commercialized and commercialized in Korea, and it is an exclusive technology of IRIS that is installed and used in government offices, hospitals, nursing hospitals, and health centers.



자사 장비의 실제 설치 사례 (동작구)

# Solutions based on **irisology**

- Organized in Germany and published numerous research papers in 33 countries over 150 years
- It can provide 72 different types of health information such as stress and cholesterol

Eye O'Clock

'홍길동'님의 오른쪽 홍채 종합분석 결과

종합 홍채 건강지수

실제 나이 34세 | 생체 나이 32세 | 실제 나이 대비 -2세

오른쪽 홍채 분석 표시도

'홍길동'님의 스트레스 지수 **나쁨**

'홍길동'님의 콜레스테롤 지수 **중음**

장기 건강지수

1 등급: 뇌

2 등급: 폐

3 등급: 간

5 등급: 신장

분석 끝내기 | 메일 보내기 | 인쇄

### 주요 홍채 바이오마커

**열공**

- 유전적 허약
- 기관 염증성, 퇴행성 징후

**결손**

- 병소의 퇴화 반응 정도

**색소반점**

- 체성분의 화학적 생리반응
- 독성 생산과의 높은 관계

**바릿살**

- 장기의 경화
- 노폐물에 의한 독소 통로

**스트레스링**

- 교감신경계의 비정상적 자극
- 신경, 근육의 스트레스 반응성

**콜레스테롤링**

- 신체 노화 정도
- 심혈관계 위험신호

### 홍채맵

## Existing Healthcare and Medical Diagnostics

- Long latency, complicated procedures
- Increased risk of infection due to contact
- Time consuming for analysis such as genetic analysis and blood collection
- a subjective examination



## Distinction from Existing Healthcare

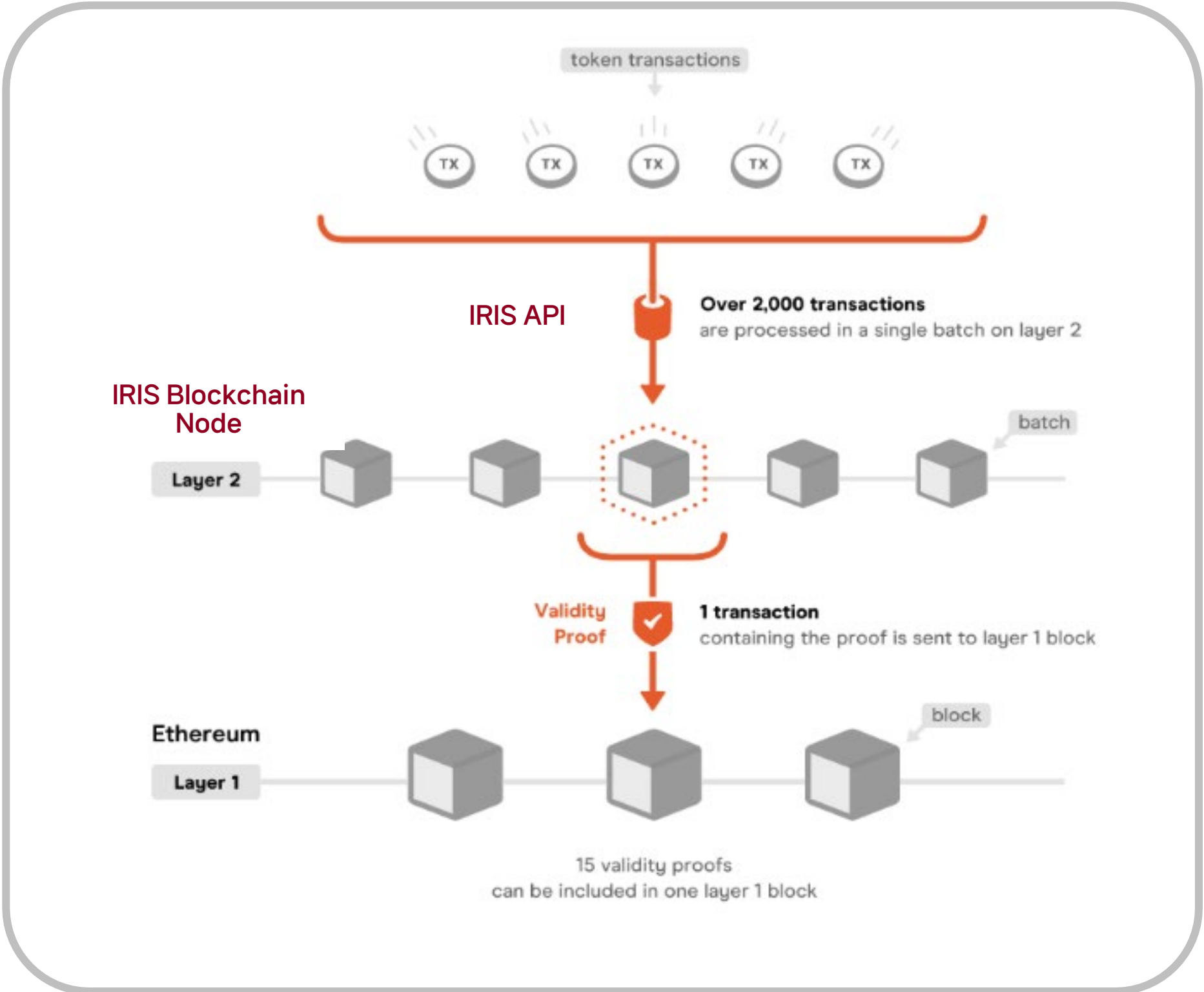
Health can be monitored with a single iris scan without complex and direct contact, relieving users' psychological anxiety and enabling more hygienic monitoring. In addition, unlike conventional test methods that take a long time to derive results, health conditions can be checked in the field without restrictions on location and time.

## Iris-based AI health monitoring solution

- Low Latency Service
- Non-contact inspection system reduces the risk of infection due to various contacts
- Immediate view of analysis results
- Objective analysis of artificial intelligence provides results based on high accuracy

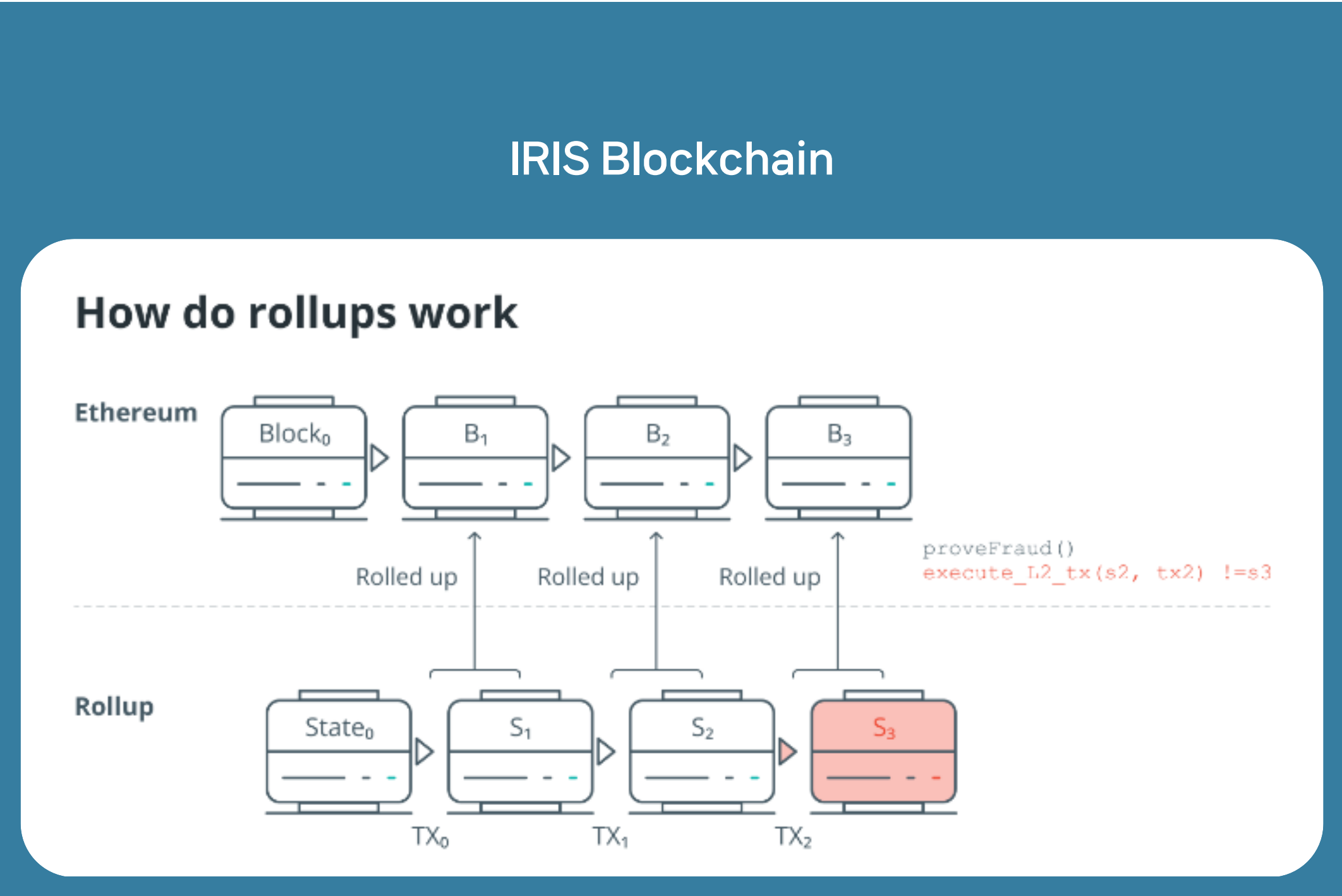
# IRIS BLOCKCHAIN

## Layer2 ZK-Rollup Build in a way



## Layer 2 service using Ethereum Mainnet

IRIS can provide security and big data processing together by building Ethereum Mainnet's Layer2 service blockchain without building its own Mainnet. Layer2 service refers to a method that can process various data at once using Mainnet's Transaction. Among these methods, the service was built using the most powerful ZK-Rollup method.



# IRIS BLOCKCHAIN NODE

## Layer2 ZK-Rollup Build in a way

	Withdrawal Time	Required Trust	Privacy	Throughput	Gas Fee	Cross-chain interoperability
Channels	Instant withdrawal	High	High	Very High	Very Low	No
Plasma	7 Days	Medium	Medium	High	Low	Yes
Optimistic Rollup	7 Days	Medium	Medium	Medium	Low	Yes
ZK-Rollup	Instant withdrawal	Low	High	High	where available	Yes

Technology Complicacy: Easy -----> Hard

	State Channels	Plasma	Rollups	
Description	Payment channel is the most obvious form of state channel.	Ethereum's native child-chain secured by the Ethereum mainnet but operate on its own consensus mechanism and its own token. Plasma	Rollups scale Ethereum by executing transactions on a separate EVM-compatible chain before batching, compressing, and posting to Ethereum Mainnet. There are 2 types of rollups Optimistic Rollup and Zero-Knowledge proof rollup.	
Main Technology	Smart contract	Smart contract Merkle Tree	Smart contract Merkle Tree	Smart contract Merkle Tree Zero-knowledge proof cryptography
Limitation	<ol style="list-style-type: none"> <li>1 <b>Don't support open participation</b> (Need to know the participants ex ante and can only perform transfer with another party which is in the channel already, changes of participants requires a change of the smart contract code)</li> <li>2 <b>Application purpose</b> (cannot run all type of smart contract like EVM, smart contract)</li> <li>3 Someone <b>must stay online to keep the channel alive</b> and monitor the transaction within the channel</li> <li>4 <b>Must have a logical owner</b> (cannot be used in AMM e.g. Uniswap)</li> <li>5 Can transfer ETH directly</li> </ol>	<p><b>Solved</b> (can send fund to people who are not in the plasma chain)</p> <p><b>Application purpose</b></p> <p><b>Require plasma operators to stay online</b> and send hash to Ethereum root-chain at regular interval</p> <p><b>Must have a logical owner</b></p> <p>Require to use a ERC-20 token to perform the transaction not ETH e.g. wrapped ETH (WETH)</p>	<p><b>Solved</b></p> <p><b>Solved - Support general purpose smart contract</b> (can run most of the smart contract like EVM on Ethereum)</p> <p><b>Require rollup sequencer to stay online</b> to monitor rollup block to prevent fraud</p> <p><b>Solved - DeFi-friendly solution</b></p> <p>- Optimism use WETH - Arbitrum can transfer ETH directly</p>	<p><b>Solved</b></p> <p><b>not yet fully support general purpose</b> (StarkWare is working on general purpose EVM for ZK rollups in Cairo, will explore further in the next post)</p> <p><b>Solved</b> (less downtime risk if sequencer is not operating properly)</p> <p><b>Solved - DeFi-friendly solution</b></p> <p>Can transfer ETH directly</p>

### ZK-Rollup Efficiency

ZK-Rollup is the most efficient Layer2 solution currently deployed on a large scale. In particular, data storage and access can handle more than 3,000 pieces in a single transaction, and we have built a foundation platform to process and operate big data using this rollup technology.

# IRIS Data management IBFT Methodology

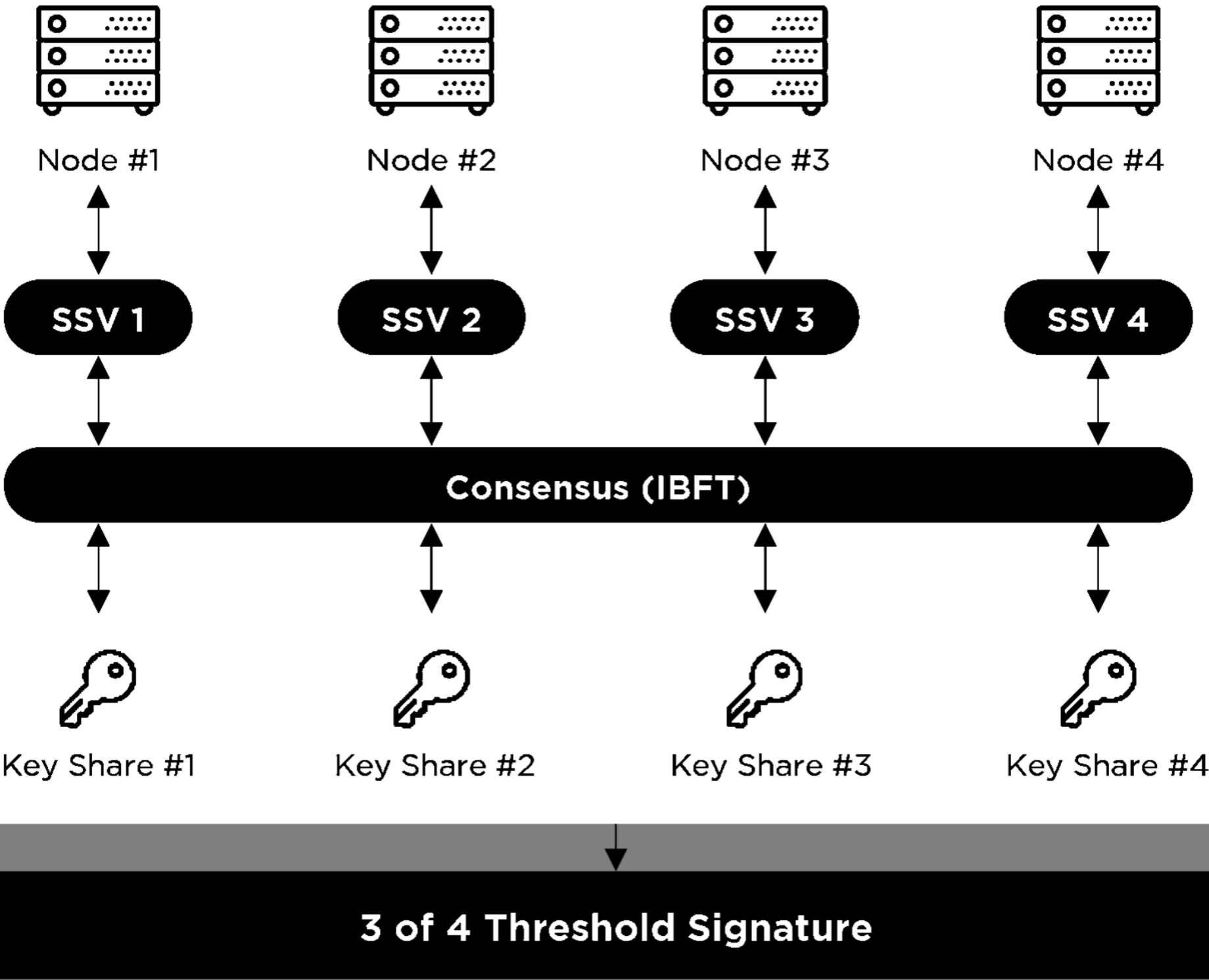
Bigdata Processing

### Build image data and health data

The IBFT method will be used to store image data and back data related to iris, and its own data processing technology will be built in combination with NFT technology to increase security.

## IRIS IBFT 2.0 구현방식

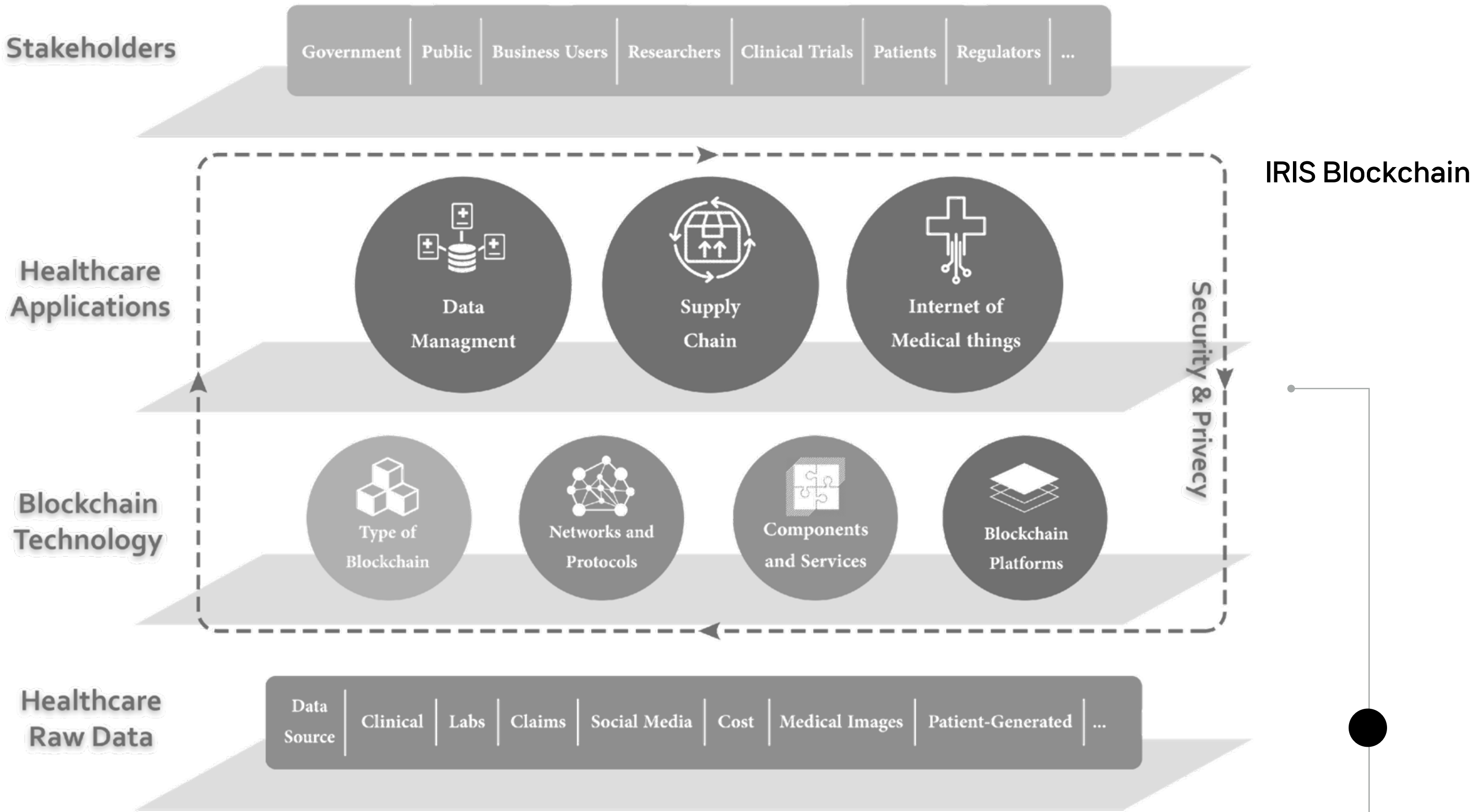
[SSV Validator Overview]



# IRIS ARCHITECTURE

## Healthcare data to Blockchain

Customers who use smart devices transmit or register various information to healthcare applications, and blockchain based on this information to be distributed and stored.



# BLOCKCHAIN STRUCTURE

## Healthcare data to Blockchain

You can choose whether or not to support certain items. If you choose to support an item, this will be identified on the item page. All supported items include a support period. Buyers can buy support extensions on these items. Some transactions may be subject to tax that may be added to the list price or handling fee.



# Token Economy

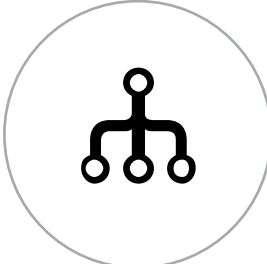


# SERVICE ROADMAP



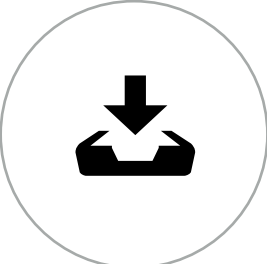
**2023.09**

- IRIS Dapp Asia open
- 1<sup>st</sup> Listing



**2024.04**

- IRIS Reward App open
- 3<sup>rd</sup> Listing



**2025.02**

- IRIS Global Open (A.I integrated Service)

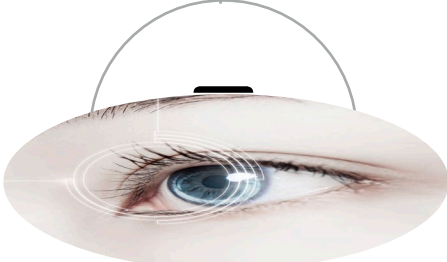
**2023.05**

- IRIS Dapp CBT
- Wallet Open



**2023.12**

- IRIS Dapp US open
- 2<sup>nd</sup> Listing



**2024.09**

- IRIS Integrated Service open



# TEAM



**Rebecca Madison**

**CEO**

- 15+ years of experience Digital Content Consultant
- My Exquisite Ltd CEO
- UCB Admin Manager
- Xerox (GKLS) Technical QC



**Steve Cox**

**CMO**

- 16 years experience working on creative marketing
- Seven Point Marketing Co-Founder
- Cisco Systems CD(Creative Director)



**Jong NamGoong**

**CTO**

- 25+ years of experience in engineering development and its management
- Hongbog CEO
- JIRIS USA CEO
- Nextcode CEO

# PARTNERS

AMORE PACIFIC

 한국구독경제서비스(주)  
Korea Subscription Economy Service Co., Ltd.

SmartFuture

 PRINCIPIA  
MANAGEMENT GROUP

 SoftBank

 EWIS  
East West Innovative Solutions

 스마트도시협회  
Smart City Association

 BARUN

 대한민국재향군인회  
Korean Veterans Association

 KDIA  
Korea Display Industry Association

 (주)동행서비스

 UBIST 유비스티  
Ubiquitous System Technology Corporation

 4C gate

 Well commerce

SBS Golf  
moonos

 Dongkook

 PNU+ 부산대학교병원  
Pusan National University Hospital

IRISBI

 혁신리더협회  
INNOVATION LEADER

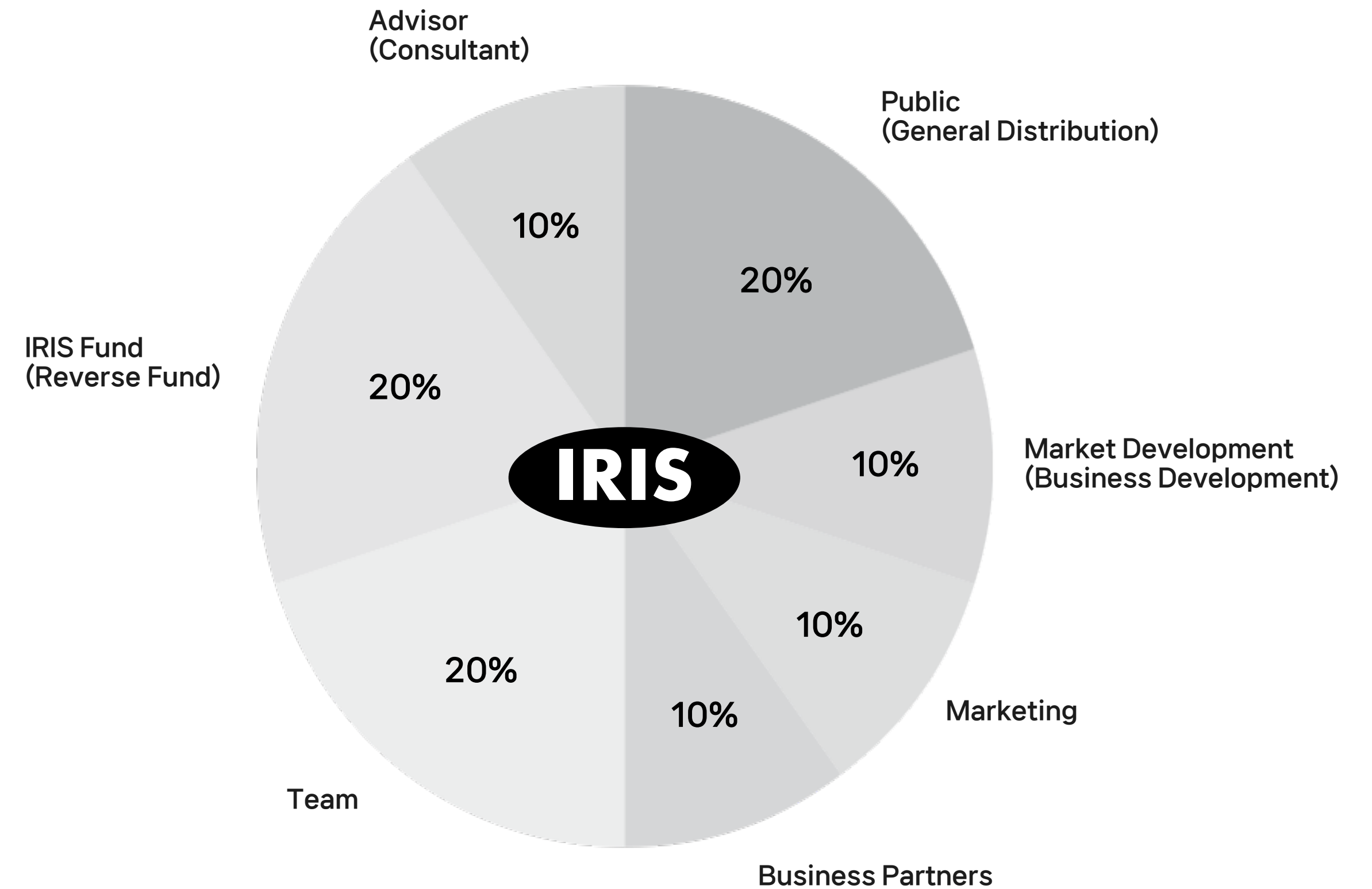
FREEBEX

# TOKEN ECONOMY

IRIS 토큰은 BSC Chain, ETH, Klay 등 다양한 플랫폼을 기반으로 개발되었습니다. 특히 BSC Chain 기반 토큰이 최초 유통 토큰이 될 예정입니다. 토큰에 대한 자세한 내용은 다음과 같습니다.

## Distribution

Item	Amount	%
Total Coin Issued(Coin)	2,000,000,000	100%
Public(General Distribution)	400,000,000	20%
Market Development (Business Development)	200,000,000	10%
Marketing	200,000,000	10%
Business Partners	200,000,000	10%
Team	400,000,000	20%
IRIS Fund(Reverse Fund)	400,000,000	20%
Advisor(Consultant)	200,000,000	10%



# DISCLAIMER AND RISKS DECLARATION

IRIS Chain Team wrote this white paper as a reference that provides specific information on the IRIS PLATFORM and COIN we are planning. The purpose of this paper is to summarize the development direction of the product to COIN owners and USERS for the establishment of IRIS PLATFORM and is not included in the same format as the contract.

It is not our duty to provide any data, code, or function, and the investment must be responsible for the investment or purchase decision.

The launch and implementation of IRIS PLATFORM can vary depending on a number of variables, including regulatory risk, user engagement, blockchain technology adoption, and continuous development of IRIS PLATFORM.

This white paper is only intended to encourage you to invest in the IRIS Team or IRIS, and is provided based on the time of preparation, so no content in the white paper, including conclusions, is guaranteed to be accurate and valid until the future point.

It should be noted that the information in this white paper was created by a corporation or related department to develop or implement IRIS PLATFORM and cannot be requested to take any action. IRIS Team does not guarantee you the accuracy of any statement in relation to this white paper, nor is it legally liable. For example, it does not guarantee that the white paper is based on legitimate rights and does not infringe on the rights of third parties, whether it is commercially valuable or useful, whether the white paper is suitable for achieving your purpose, or if there is any error in the contents of the white paper. Of course, the scope of exemption from liability is not limited to the aforementioned examples.

It is entirely up to you to refer to this white paper in your own decision-making, or to the benefits or losses arising from actions based on it. In other words, the IRIS Team is not liable for damages, losses, debts, and other damages caused by using this white paper.

This document was produced only for the purpose of delivering information and is not a means of selling shares or securities. IRIS does not include control.

Ownership of IRIS does not mean being the owner of the IRIS EDU Foundation, IRIS PLATFORM, and other services and contents or being granted property rights. Even considering accepting opinions and feedback from the IRIS community, the IRIS team does not grant owners the right to participate in any decision-making or participate in the development of our platform. The actual progress and the figures specified in this paper may differ and are not guaranteed. Blockchain-related technologies based on regulatory uncertainty are subject to management supervision and other international agencies' regulations.

All actions related to COIN, such as the use of IRIS and COIN, may be illegal depending on the investor's country and region.

Some countries or regions do not allow the exclusion of certain guarantees, so some of the exclusions may not apply to you. All risk liability for investment lies with the investor himself, and no compensation can be requested from the IRIS Team.

# DISCLAIMER AND RISKS DECLARATION

These are the same in countries where legal regulations on cryptocurrency already exist, including the United States, China, Singapore, and the Republic of Korea. Therefore, citizens and residents of the countries listed above should consider participating in COIN trading more.

The items and goals presented in this paper are what we intend to do, but everyone or organization that wants to purchase IRIS must be fully aware of and bear the inherent risks.

As for the risk of investment loss, it should be recognized that funds collected during the COIN sales process cannot be protected through insurance. If a fund aggregated with cryptocurrency loses its value, there is no public or private insurance system to recover it.

Or, if USERS are expected to suffer damage due to ICO regulations during the IRIS Sale, IRIS will immediately announce the relevant information through its website and refund participants from each country.

The above will be individually notified to the e-mail address submitted when participating in the ICO, and the return procedure for the COIN paid will proceed even if USERS are objectively unable to conduct ICOs or are expected to cause damage to USERS.

IRIS is used as a means of payment for all services provided by IRIS, and issuance of additional IRIS requires consent from more than 70% of IRIS owners.

## Disclaimer of Warranties

Innovative technologies such as quantum computers can cause problems with cryptocurrencies, including IRIS. Risks or future unpredictable problems arising with the application of new technologies can arise in different forms as mentioned in this paper.

I fully understand and agree that the use of IRIS presupposes that the user has all the responsibilities that follow, and I must indemnify the IRIS Team from all responsibilities.

The issued IRIS will be sent to the user without an explicit or implied guarantee of merchantability, suitability and integrity for a specific purpose, etc.