

# YELL QASH

## WHITE PAPER

Ver. 1.0



# TABLE OF CONTENTS

---


## INDEX

ABOUT YELLQASH . . . . .	1
VISION . . . . .	2
TARENT ECONOMY . . . . .	3
WHAT'S ERC223 . . . . .	4
YELL★QASH TOKEN . . . . .	5
ROAD MAP . . . . .	6
FUTURE . . . . .	7
OFFICIAL AMBASSADOR .	8~



# ABOUT YELLQASH

## What is YELL QASH



YELLQASH is a new cryptocurrency made in Japan with the aim of connecting talented people (who are playing a role in the entertainment industry) to their fans. As of 2018 the world has achieved a continued evolution through the development of technology and the internet which has offered new platforms for talented individuals to communicate with their fans and develop thriving online communities initially through online blogs, and later other platforms including YouTube, Twitter and Instagram with many future developments in the works.

Regardless of the aforementioned platforms, many talented individuals find it difficult to be a part of this industry and cannot overcome the initial barriers to entry which could be for many reasons including financial and a lack of time. This would influence their personal development, ability to attend organized events and meet-ups with their fans and leave them with little to no professional promotion.

We at YELLQASH would like to offer support to get their message out there or in other words “YELL” out support for these talented individuals to avoid having them be overwhelmed by the industry.



# VISION

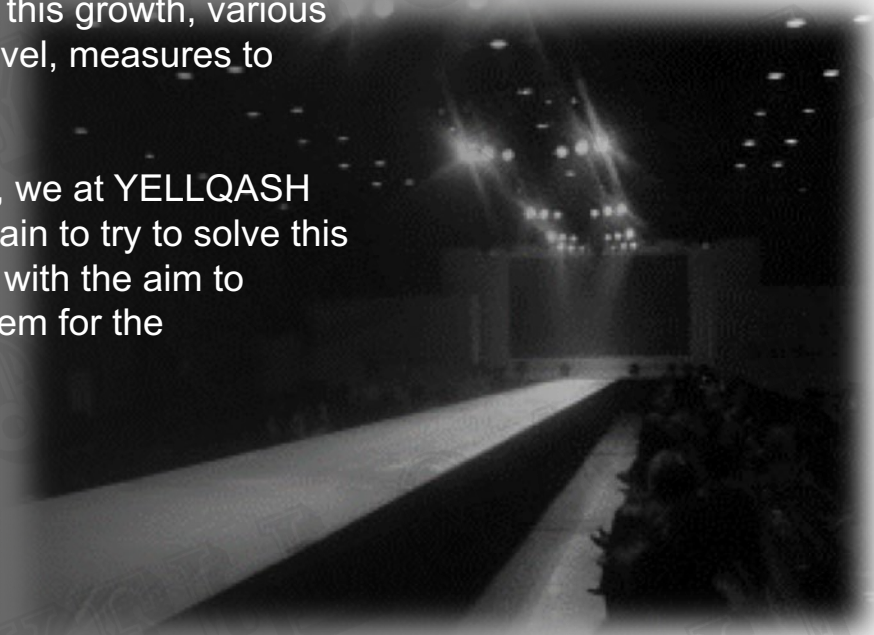
---

## Background

We look to provide self-development services to the community. Talented individuals have many different motivations such as wanting to increase their fan base, wanting to communicate with people all over the world, wanting to build groups in which activities can take place. We also look to improve the problems with photographers and producers to help the growth of the entertainment economy.

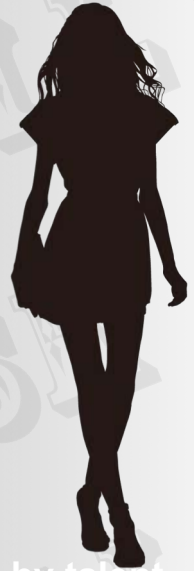
Diversity is expanding in the entertainment industry, an increase of fans who support these activities is happening year on year and the entertainment economy is attracting the attention of the market, however to keep pushing forward with this growth, various things need to be done to continue this growth on a sustainable level, measures to solve ongoing potential problems are needed.

As technology and the internet is developing at an immense pace, we at YELLQASH are using a revolutionary new standard within the internet blockchain to try to solve this problem by issuing a new and unique token “YELLQASH (YELL)” with the aim to become the de facto standard for building a token based eco-system for the development of the industry.

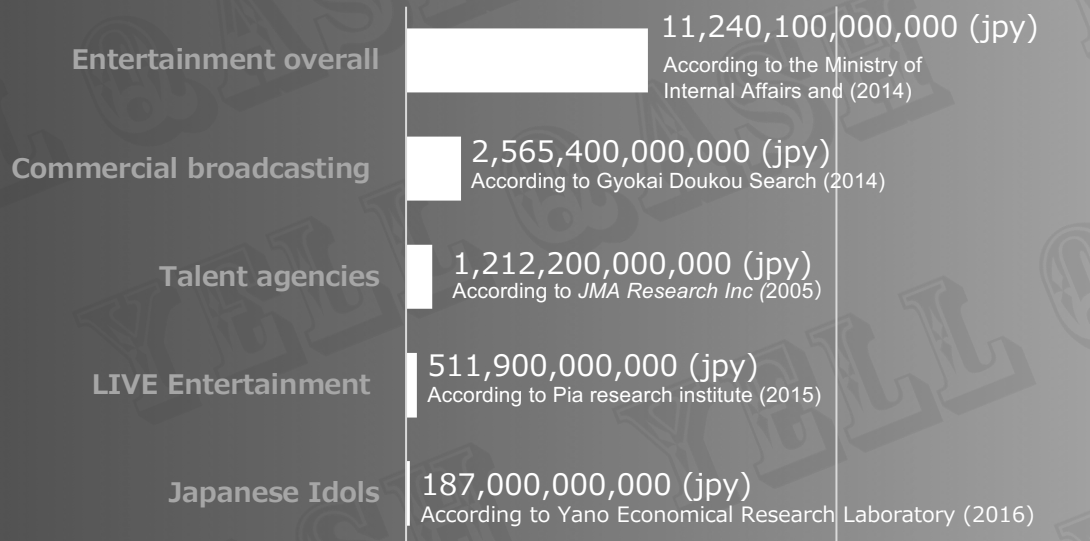


# TARENT ECONOMY

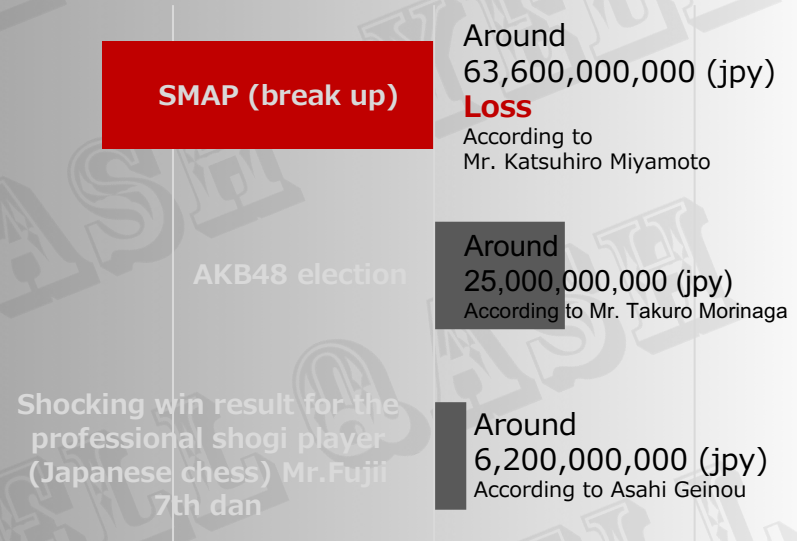
Outside of Japan, entertainment is taking place across the world in notable places including Hollywood (USA), Hong Kong (China), Shanghai (Taiwan), Seoul (South Korea). Promotion of luxury brands (Paris Collection) as a central figure. Modelling with Miss World, Miss International among others are having a big impact on the world economy. There has even been a new word created “Kanryu Star (Korean Stars)”.



## Celebrities entertainment economy marketing overview



## Economical affects produced by talent



# WHAT IS ERC223

YELLQASH is Japanese cryptocurrency based on the Ethereum token ERC223 standard.

ERC223 is much like ERC20, only newer and better than the ERC20. In a nutshell, ERC223 is an improved and modified version of the ERC20 which has kept the base functionality and made several key improvements including:

- Eliminates the problem of lost tokens** which happens during the transfer of ERC20 tokens to a contract (when people mistakenly use the instructions for sending tokens to a wallet). ERC223 allows users to send their tokens to either wallet or contract with the same function transfer, thereby eliminating the potential for confusion and lost tokens.
- Allows developers to handle incoming token transactions**, and reject non-supported tokens. In this case, you won't lose the tokens as it will be refunded back to you minus the Gas, something that is not possible with ERC20.
- Energy savings:** The transfer of ERC223 tokens to a contract is a one-step process rather than 2 step process (for ERC20), and this means two times less Gas and no extra blockchain bloating. This, as a result, also lowers the transaction fees one pays for the transfer of tokens.

ERC223 tokens are backward compatible with ERC20 tokens. It means that ERC223 supports every ERC20 functionality and contracts or services working with ERC20 tokens will work with ERC223 tokens correctly and means that the various tools which were compatible with ERC20 including MyEtherWallet, MetaMask, Mist, are also compatible with YELLQASH.

Using this new standard, YELLQASH will also be ready for future Ethereum based innovations such as Raiden and Plasma.

Other important features include:

- distributeAirdrop** functionality which will allow us to implement an airdrop to users who have successfully joined one of our airdrop submission forms
- FreezeAccount** functionality which will enable YELLQASH to freeze a specific address of a malicious user and lock up the tokens owned by the management for a certain period of time to secure and enhance the value of YELLQASH.
- Burn** functionality which will allow us to reduce the issue volume.
- Mint** functionality which will allow us to increase the number of tokens issued (this functionality can be disabled permanently).



# YELLQASH TOKEN

Performing Arts Entertainment cryptocurrency [YELLQASH]  
Aiming to "YELL" out support for talented individuals

Name **YELLQASH**

Ticker Symbol **YELL**

Decimal values **8**

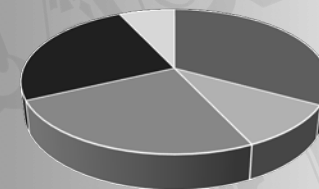
Contract Address **0x91edec8c1f44d34244b5e7e2631dd7c5cee1b19c**

Ethereum Specification **ERC223 Burn, Mint, distribute Airdrop, FreezeAccount**

Total Issue Number **Total Issue Number : 15,000,000,000 (YELL) 100%**

- YELLTIME (Opening Sale) 5,000,000,000 YELL (33%)
- Operations 1,500,000,000 YELL (10%)
- Development 3,750,000,000 YELL (25%)
- Marketing 3,750,000,000 YELL (25%)
- YELL (events for entertainment industry, airdrop, etc) 1,000,000,000 (7%)

Recommended Wallets **MyEtherWallet • HBWallet**



■ YELL TIME ■ Operation  
■ Development ■ Marketing  
■ YELL

The allocated YELLQASH for operations is limited to only 10% of the token issuance, the reason for this is to minimizing the influence on the market due to mass selling. In order to increase the market value, we have set the sale of tokens to potential investors to 5,000,000,000 YELL (33%) of the total issuance. In the future we will move away from the ERC token base and develop our own currency (QUTM base) and we plan to swap the total issue number to one hundredth of the token amount (150,000,000 YELL).

With various planning, we aim to install the bridges to connect fans with the talented individuals and excite the entertainment industry.

**YELL QASH**

# ROAD MAP

## 2018 ▶

(June)  
OPENING

(July)  
Launch of official website  
and Whitepaper

(Summer)  
YELL TIME (Opening Sale)

(Summer)  
Business alliance launch  
(various celebrities will become  
official ambassador or YELLQASH)

(Autumn)  
Launch of  
Official Channel

(Winter)  
Start introducing  
business alliance  
system with  
various productions

(Winter)  
Start talent platform

## 2019 ▶

X Q1  
Issue official magazine

X Q2  
Audition cloud  
(construction of  
matching system)

## 2020 ▶

X Q3  
Construction of  
video distribution  
system

X Q1  
Open  
Fashion Shows

X Q2  
Open  
Beauty Contest

## 202X ▶

Publish Movies  
(all over Japan)  
and dramas (Ameba TV etc)

JAPAN COLLECTION  
(Tokyo Dome)

To Hollywood...

YELL QASH



# FUTURE

---

**YELLQASH will become the standard currency for producers to pay talent as well as a means for fans to pay for various things relating to the entertainment industry.**

**YELLQASH will also look to produce original products for example : Original talent related goods, Publication of fashion magazines, Variety program production, Drama production, Film production, Radio program production, Holding Miss contests, Holding fashion shows, Audition matching platform, Talent support platform**

**Entertainment production.  
JAPAN COLLECTION holding, Advance into Hollywood**

# OFFICIAL AMBASSADOR

MIMIKA (Bikini Idol &  
Celebrity ) YELLQASH  
Project CEO.

【OFFICIAL Twitter】

<https://twitter.com/Believe0402rock/>

【LINE@】

<https://line.me/R/ti/p/%40atq0866e>

MIMIKA started modelling when she was 14 years old, she then made appearances in numerous magazines and fashion shows.

Since then she has:

Appeared on a Japanese TV program "Friday London Hearts"

Served as a judge at "Himura goes"

After acting as a bikini idol, she was featured in the Japanese TV program "real stories knuckles"

Is planning on joining a major idol group this year  
Appeared at the "Tokyo Auto Salon" exhibition

All of the above widening her activities and potential and is currently the CEO of Celeb Corporation.



MISUZU YUKIMURA (Bikini idol & Actress)  
YELL QASH Project COO

【OFFICIAL Twitter】

[https://twitter.com/Misuzu\\_Yukimura/](https://twitter.com/Misuzu_Yukimura/)

【OFFICIAL Instagram】

<https://www.instagram.com/mimaru55/>

【OFFICIAL BLOG】

<https://ameblo.jp/aida-mio/>

【LINE@】

<https://line.me/R/ti/p/%40ju5317d>

She is the representative director and COO of the Celeb Corporation, she is known for her involvement with the Giant's G cup and is a big fan of professional baseball, she's also gamer, and likes manga. She was looking to be a tax accountant in the past, but after undertaking idol activities when she was in twenties she is now an active bikini idol and actress. In autumn a new feature film titled "Gangs" will be released where she is acting in a mail role.



# OFFICIAL AMBASSADOR

AI AIDA (Bikini Idol & Celebrity)

【OFFICIAL Twitter】

[https://twitter.com/ai\\_da\\_ai/](https://twitter.com/ai_da_ai/)

【OFFICIAL Instagram】

[https://www.instagram.com/ai\\_daaaaai/](https://www.instagram.com/ai_daaaaai/)

【OFFICIAL BLOG】

<http://ameblo.jp/aida-dan/>

She had a very interesting former career as a national swimmer and before that she was a graduate school assistant professor. Her hobbies include trading and investing in foreign exchange, holding seminars and investing in cryptocurrency. She moved to Tokyo for performing arts activities, several years after moving out from her local area in Aichi prefecture she has collect many fans with her radical and unique promotion as a gritty bikini idol. She was recently compared to Aoyama Hikaru on a Japanese TV program “Ariyoshi Reflective Association” when she appeared as a bikini model.



PURIN SHOGUN (Comedian)

【OFFICIAL Twitter】

<https://twitter.com/mirukupurin15/>

【OFFICIAL Instagram】

<https://www.instagram.com/purinremon/>

【YOUTUBE】

[https://www.youtube.com/channel/UCXkUm2XbaC0rciq24F46vAg?view\\_as=subscriber](https://www.youtube.com/channel/UCXkUm2XbaC0rciq24F46vAg?view_as=subscriber)

He is the owner of a famous male hosting club, he's also a hair and makeup artist and he likes inversing in cryptocurrencies. He became popular after appearing in a TV program called “Getsuyou kara Yofukashi (Night over night on Monday)” he also appears in YouTube videos with views now about 3,000,000 and he has appeared in various media playing the role of Kim Jong-un (North Korean leader) on TV shows including “Matsuko Kaigi (Matsuko's Meeting)” and “Real Kaiji GP”.





# OFFICIAL AMBASSADOR



**SENCYO SAN (YouTuber)**

**[OFFICIAL Twitter]**

<https://twitter.com/kunidepp/>

**[OFFICIALInstagram]**

<https://www.instagram.com/kunidepp/>

**[YOUTUBE]**

[https://www.youtube.com/channel/UCciYN7xj\\_Zg5atZ3qUsIj4w](https://www.youtube.com/channel/UCciYN7xj_Zg5atZ3qUsIj4w)

He is a pioneer influencer and handsome YouTuber. Appearing on famous TV programs including "Rino Sasguhara's worst men collection" (Ameba TV), he's a regular on "Marakami Mayonase's Tsukkomasete Itadakimasu", "Viking", "Honkowa".

He's very knowledgeable of various cryptocurrencies and works as a media advisor and lectures in social network marketing skills.



**MASATO YUUKI (Fighter)**

**[FACEBOOK]**

<https://www.facebook.com/100004315996067/posts/1124117254408797/>

Masato is a fighter who belongs to TEAM TEPPEN. He has performed in various fighting matches including KRUSH, KAHOS, RISE, and K-1.

His special technique is hard straight punch and he is expected to be a good player in the future.

# OFFICIAL AMBASSADOR

---

## SUMIHO (Dancer)

【OFFICIAL Twitter】

[https://mobile.twitter.com/sumiho\\_b](https://mobile.twitter.com/sumiho_b)

【OFFICIALInstagram】

<https://web.stagram.com/sumihotate>

Sumiho used to be a dancer belonging to LDH, a member of High VLEND, a back dancer for EXILE CIMBA MICHIIYA SAY. While teaching dance including artist choreography, dance lessons, dance consultancy, he started a web company.



