KlickZie’s KLK20 cryptotoken:

ICO for the practical monetization of the global consumption of goods and services via Augmented Reality ArKs deployed via trustable smartphone imagery

Dr. Jon N Leonard
Matthew W Staker
Sergey Bushnyak
David LaMountain
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ABSTRACT

Tautachrome, Inc. is a public emerging company in the blockchain/crypto-currency sector and the augmented-reality/real-imagery technology sector. The Company has high-speed blockchain concepts in view aiming to couple with the Company’s revolutionary patents in smartphone-image authentication, imagery-based social networking interaction, and augmented reality marketing.

The Company has developed patented and patent pending technologies using smartphone apps and blockchain technology to automate frictionless KLK cryptocoins-based transactions between consumers and the more than 100 million businesses in the global multi trillion dollar goods and services commerce sector.

Tautachrome is launching the KLK cryptocurrency to support a global trade in goods, services and digital information made possible by its newly patented KlickZie technologies, and required to support the immediacy, transparency, security and global reach of this commerce sector. The KLK cryptocurrency will begin life as an ERC20 compliant cryptotoken designated the KLK20 token on the Ethereum blockchain with planned and likely migration in a one for one swap to a cryptotoken on a faster blockchain, or in a one for one swap to a cryptocoins designated the KLK coin on its own high speed blockchain.

Cryptotoken Sale: One billion KLK20 cryptotokens will be generated and distributed, 50% to token purchasers in this token offering, and the balance reserved for distribution as follows: 18% for technology development, 10% for development partners in the goods and services commerce sector, 2% for software bug bounties and 20% for prorata distribution over time to the 1,800+ shareholders in the Company.
1 THE KLK CURRENCY ECOSYSTEM

1.1 INTRODUCTION

Tautachrome, Inc., a public Delaware corporation (OTC PINK: TTCM), is an emerging growth company in the blockchain/crypto-currency sector and the augmented-reality/real-imagery technology sector. Tautachrome has high-speed blockchain concepts in view aiming to couple with the Company’s revolutionary patents in smartphone-image authentication, imagery-based social networking interaction, and augmented reality marketing. All via the smartphone.

Tautachrome is launching the KLK cryptocurrency to support a global trade in goods, services and digital information made possible by its newly patented KlickZie technologies, and required to support the immediacy, transparency, security and global reach of this commerce.¹

The Company has developed patented and patent pending technologies branded “KlickZie technologies.” These technologies are being developed as two smartphone app platforms, the KlickZie ArK platform (the “ArKnet”) and the KlickZie Activated Imagery platform.

These two platforms implement the cryptocurrency transaction activity in the KLK ecosystem.

- KlickZie ArKs add the blockchain power of frictionless, automated transactions between buyers and sellers in the world of commerce for goods and services of all kinds.

- KlickZie Activated Imagery lets consumers gain for themselves the value of their imagery and their digital information that up to now have been funneled to social networking systems.

Both platforms give users the ability to create digital products that employ the KLK ecosystem to generate new income.

The KlickZie ArKnet platform enables sellers of goods and services to deploy Augmented Reality interfaces, which consist of digital information belonging to the seller, that advertises and facilitates the sale of the sellers goods or services using geo-located interfaces branded ArKs. ArKs are easy to deploy, function world-wide, and benefit all forms of commerce. They serve the world’s goods and services commerce market.

The KlickZie Activated Imagery platform is also intended to be global, serving smartphone users worldwide. KlickZie’s novel Activated Imagery technology automatically “activates” consumer smartphone pictures and videos as this digital imagery is created using a trade secret, invisible marking process. Activation allows the ownership and trustability of the consumer’s imagery and other digital information to be reliably established, permitting the monetization of this digital information using features of the KlickZie Activated Imagery platform. Monetization allows the KLK ecosystem to extract profit for consumers utilizing the consumer’s own personal digital information.

¹ The KLK cryptocurrency will begin life as the KLK20 crypto token on the Ethereum blockchain with planned and likely migration in a one for one swap to a cryptotoken on a faster blockchain, or in a one for one swap to a cryptocoins designated simply as the KLK coin on its own high speed blockchain.
Both of KlickZie’s platforms are global and both tap the organic activities of the users they server. The ArKnet platform uses Augmented Reality to amplify the marketing of what sellers are already working to sell. The KlickZie activation platform allows the trillions of smartphone pictures and frames of video being produced each year to be transformed from a giant pile of ordinary imagery into a giant ecosystem of monetizable and trustable imagery products earning profit on the KLK blockchain.

1.2 ARK BUSINESS ACTIVITY

ArKs are floating interactive pictures (ArK Symbols) only visible around you in the Augmented Reality view provided by the ArKnet app using the camera imager in your smartphone. ArKs are intended for goods and service providers as a way to draw attention to customers in the vicinity of a provider’s ArK Symbol. Shoppers and buyers seeing a Symbol can interact with the provider’s goods or services via the Ark Symbol. The picture above is a shopping mall scene, where two stores, Claire’s on your right, and rue 21 etc! on your left, are shown displaying interactive ArK symbols. Claire’s ArK is a “standard” ArK symbol, while rue 21 etc! uses a picture of their “etc. Gold” perfume product as their ArK symbol. Either way, using their smartphone imager an ArKnet app users can touch the store’s ArK Symbol and on their smartphone access the provider’s Ark page containing interest-grabbing information of every kind, including pictures or videos of today’s specials, in-Ark purchase and checkout features, reviews, links, menus, social media profiles or anything else the store wants to advertise.

Arks are either mobile ArKs, using the app user’s mobile device to mobilize the ArK location, or stationary ArKs, using a set geo location determined by coordinates or determined by fixing the ArK location by moving the ArK owner’s mobile device to a desired location and setting the stationary ArK’s location there.

Providers create their ArKs, decide on their ArK Symbol, choose their Symbol geolocations and provide for license payment to the Company, using features in the ArK app.

The ArK app is free to consumers or other users merely wishing to use the app to survey their environ for the presence of ArK symbols.

Each ArK-creation event is accompanied by a blockchain transaction assigning the user with verifiable ownership of the ArK.

Upon downloading the ArKnet app, a user is given their own personal device ArK and the user becomes an “ArKr.” They now have the ability to not only have ArK2ArK interactions but can then create ArKs for a business or such other sub-ArKs as suits their interests.

ArKs are property. They can be created, bought, sold, and monetized with our KLK crypto currency. ArKrs OWN the ArKs they create in the KlickZie ArKnet.

ArK’s can be used for many human purposes. Imagine an ArK geolocated at a gravesite, providing detail about the person buried there available to all or to selected visitors to the cemetery. Or imagine ArK’s in front of government buildings, churches, synagogues, mosques and other nonprofit organizations...
providing important organization details to all or to selected ArKrs passing by. Or imagine museums placing an explanatory ArK at each display in the museum.

In all cases, the museum, the church, the cemetery, the shopping mall, and every other venue, the Company will ensure that copious placements of decals will be made providing ArK app download QRC codes enabling people to download the app to immediately start using the ArK app. In the case of the museum for example, a decal might be shown at every display saying something like “Use your smartphone to image this QRC code. Download the ArK app to see and hear information regarding this display.” And as another example, at the shopping mall the ArKnet QRC code and an invitation to download might be on the entry doors to the mall or at other strategic locations.

We envision a KlickZie ArKnet with billions of users and ArKs connecting humanity, commerce, information, crypto currency, and innovation in useful ways. Plus, we want to return the ownership of users information and valuable items such as images and video, back to where it rightfully belongs, the individual.

For additional information, visit us at https://myarknet.io.

1.3 ACTIVATED IMAGERY BUSINESS ACTIVITY

KlickZie Activation

Consumers download KlickZie’s free app into their mobile device (iPhone, Android or other smartphone). KlickZie technology activates the pictures and videos created thereafter by the mobile device by invisibly marking the imagery with the KlickZie marking technology. Behind the scenes software captures the imagery and available metadata related to the imaging event, storing it in the KlickZie cloud.

Activation adds new features and usefulness to ordinary pictures and videos. The trustable creation, ownership and handling of activated imagery is trackable across the lifespan of the imagery. Adding trustability to imagery in these days of fake news is significant. Also, people who come across an activated picture can securely communicate with the author of the picture, or with others who have seen the picture, or with the data stored in the picture, by merely clicking or touching the picture (“touch-to-comm”). The picture itself makes the communication happen. It does not matter where or how you come across activated imagery, you can engage it, interact with it, or share it, by touching or clicking it. Moreover, activation enables you to recover the whole original imagery even if all you have is a fragment. Related to this, for activated imagery that is shared and that drifts around through people’s social media, activation has the ability to take you back to the originator of the imagery. This “Snap Back” feature is great for online sellers who need interested parties to be able to snap back to the originating location of the imagery. Or even to make a purchase right where the imagery sits without even having to go back to the originating website.
Trustable imagery has many uses in businesses such as news, insurance and banking where image trustability has immediate monetary value, in science and academia where the use of trustable imagery for the reliable tracking of discovery has scientific value, and in the justice system where evidence grade image trustability has justice value. Wherever there is a mission critical requirement for trustability in supplied imagery, there is a need for KlickZie’s trusted imaging technology.

The activation mechanisms that make Image trustability possible also make “touch to comm” possible, opening up the world of social networking where the image becomes the portal of communication. Imagery and the communications that happen based on portalized imagery, are both forms of property that can be created, owned, licensed and sold. Such trading is dependent upon a trading ecosystem, the KLK ecosystem, that implements it. Our vision with KLK cryptocurrency is to enable the ownership and vibrant trade of the activated imagery and the imagery based communications that will flourish in the KlickZie activated imagery world.

For additional information, visit us at https://klickzie.com.

1.4 SUPPLYING CURRENCY INTO THE ECOSYSTEM

The KLK cryptocurrency will be the medium of exchange operative in the KLK ecosystem. As mentioned in footnote 1 above, KLK will begin life as the KLK20 currency on the Ethereum blockchain with potential migration in a one for one swap to a KLK coin or token on a blockchain that is faster and more cost effective than the current Ethereum.

To “prime” the ecosystem with KLK currency, the blockchain will inject KLK currency into the crypto accounts of users in support of the organic buying, selling and usage activities going on in the Activated Imagery and ArKnet platforms. Injections will be made under smart contracts implemented in mechanisms including the following.

- The purchase of KLK20 cryptotokens under this and subsequent offerings will put KLK20s into circulation and will fund the build out of the ecosystem.
- When an ArKr, using purchasing mechanisms already in place in the ArK of a selling entity, makes a purchase with credit card or any other cash transfer method from within the selling entity’s ArK, the Company will receive a commission cash-transfer from the selling entity, and the KLK blockchain will issue a KLK reward into the wallets of the buying ArKr, the selling entity, and the Company.
- ArKrS selling goods and/or services and who monetize products strictly in KLKs can register with the Company becoming a “KLK-currency Seller.” ArKrs who are potential KLK-only buyers can register with the Company becoming a “KLK-currency Buyer.” For a sale monetized in KLKs between these two groups, the seller, the buyer and the Company will all receive a significantly higher than normal KLK award for the sale.

ArKr registration with the Company in these cases will invoke a Know Your Customer (KYC) function to identify the ArKrs in these groups. If the ArKrs registering have not already been KYCd by the Company they will undertake to do this. ArKrs already KYCd for reasons of their own will use their existing KYC credentials upon registering.
• ArKs, other than personal ArKs which are free, will pay the Company a monthly or annual ArK license fee in the form of fiat money (national currency). The blockchain will award the ArKr and the Company an award in KLKs when each ArK license payment is tendered.

• ArK sellers of goods and services are encouraged to give KLK rewards to their customers from their own KLK accounts. The blockchain will provide up to a 50% match to buyers receiving such awards, whether or not they are ArK-based buyers, provided buyer and seller are both KYCd (see footnote 2 regarding KYC).

• Adopters of either app, the KlickZie Imaging app or the ArKnet app, will receive a KLK wallet and a KLK reward deposited by the blockchain into the wallet upon download and registration of the app. Adopters making a referral to someone, who as a result of the referral downloads and adopts an app, will also receive an additional referral-reward from the blockchain.

• Users of the activated imagery app own the imagery they create and/or the communications spaces-the KlickZie Channels- they generate. These items are products, the use of which or the access to, can be licensed by the owner to make money in the form of KLK currency. Rights to use imagery, access a communications space, fact check the trustability of imagery or recover an original from a fragment are all under owner control, and the KlickZie activated imaging platform will support with smart contracts the ability of the owner to license these rights to others. The execution of rights licenses under these smart contracts will result in the price of the license, as the price is determined by the owner and buyer, being removed from the buyer’s wallet, the price less a commission for the Company being added to the owner’s wallet, and the commission being added to the Company’s wallet. When required by the license-buyer and approved by the Company, KLKs sufficient to fund the license will be sold to the buyer by the Company at market price for cash and injected into the appropriate wallets in accordance with the smart contract to complete the license purchase. The injection will add supply to the KLK money supply, and the cash will be recorded by KlickZie as a sale of KLKs with mechanisms comparable to those being used in the sale of KLK20s under this present offering.

• Comms space (channels) on the KlickZie activated imaging platform have a cost. This cost will be monetized in KLKs and paid to the Company by blockchain injection; another means of adding KLK money supply to the ecosystem.

• Ad Revenue. Advertisers will be able to buy and place, for cash, ad teasers in the communications spaces on the KlickZie activated imaging platform. When a user “bites” on a teaser, the Company gets paid additional cash by the advertiser, and the user gets an injection of KLKs from the blockchain for opening the ad.

• Snapback revenue. Online sellers wanting the Snapback feature to be added to the product imagery they place on the web pay the Company cash for the feature, and receive Snapback empowerment on all their product imagery, plus a KLK reward from the blockchain. When a user makes a purchase via Snapback, the seller pays a cash commission to the Company, and the buying user, the seller, and the Company all get a KLK award.

• The Company intends to offer in-app products to users of the KlickZie activated imaging platform. Users making purchases of these products will receive KLK awards.

The mechanisms described above have the purpose of filling the ecosystem with KLKs under conditions that encourage the growth of the KLK currency value and the growth of KLK economic activity.
Each of the smart contacts implementing these KLK-supply mechanisms will contain a damping algorithm aimed at keeping its cumulative KLK reward size and growth rate within bounds reflecting its contribution to the Real Trade Activity of the whole KLK ecosystem. Real Trade Activity will be a measure of the number of distinct smartphones and identifiably distinct humans involved in trades, the total value of goods traded within the KLK ecosystem, and the value of goods traded using KLK currency. The Real trade Activity measurement will be calculated and posted by the Company and made available to the public. It will be accessed and used by the KLK blockchain to implement the damping algorithms.

1.5 THE KLK ECOSYSTEM AND BLOCKCHAIN

The word ecosystem\(^3\) has become a concept used in many contexts, including in the context of an economic ecosystem. This is how we think of the KLK crypto ecosystem in this whitepaper. It is an economic ecosystem whose currency, that is its money, is the KLK cryptocurrency, whose community consists of the users of KLK currency and whose environment consists of the KLK transactions that take place among the users. The community in the KLK ecosystem is a free community of people who join by choice not by the force of law. Most economic ecosystems today are based on national currencies (fiat currencies) whose communities are ordered into existence by fiat, that is by the force of laws in the specific nation.

KLK cryptocurrency is intended to accomplish the five bulleted things below, all of which are good, and some of which can only be done with crypto money:

- Provide the three central functions that all money must perform in every economic ecosystem: 1.) be a medium of exchange for the trade of goods and services, 2.) be a measure of value for such trades, and 3.) be a store of value, available for future trades. Other functions of money, such as the extension of credit and the provision of deferred payment in a transaction, flow from these three functions. KLK currency supplies the three central functions of money as well as the basis for all other derived functions.
- Provide blockchain strong protection from fraud, theft and counterfeit in the recording and acceptance of KLK transactions on the blockchain. The provisions of these protections is what the KLK blockchain is for.
- Provide means for earning KLKs deriving from what people are already doing. The ArK and Activated Imagery apps are designed for this exact purpose.
- Reflect the real value of the goods and services whose trades result in KLK earnings. KLK denominated rewards are provided in proportion to the value of the trades for which they are given. The proportion is adjusted by the damping algorithms calibrated by the Real Trade Activity of the KLK ecosystem as described in paragraph 1.4 above.
- Provide growth in KLK value, not because of scarcity in a growing population of users, but because KLKs serve their community well by being earnable from the trading activities that people are already doing, and being usable worldwide with “click/done simplicity” via a frictionless blockchain.

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\(^3\) Ecosystem is a concept used in biology meaning the community of living things in a shared physical environment with given physical properties. The concept has been adapted for use in many contexts to mean the interaction within a set environment of a community of interdependent entities.
The KLK cryptocurrency is beginning its life as the KLK20 cryptotoken on the Ethereum blockchain. At this time we expect that the usage levels in the KLK ecosystem will outgrow the capacity and cost effectiveness of the current Ethereum blockchain to support. However, because the current Ethereum blockchain is slated for substantial improvement in the near future, this capacity and effectiveness shortfall might be avoided for a time. In addition other blockchains such as BCH are also slated for near future improvement with the addition of smart contract features that could be implemented to accomplish the activity envisioned for the KLK ecosystem. If the KLK system moves to another existing blockchain, the KLK20 token will migrate one for one to a token on the other blockchain. If the KLK ecosystem eventually requires its own high speed custom blockchain, then the KLK token in existence at that time will migrate one for one to a KLK coin on its own blockchain to live there for all time.

1.6 ON WHETHER TO “HARD CAP” THE KLK CURRENCY

The KlickZie apps, and the KLK ecosystem aim to give the smartphone user a new set of tools for transacting in goods and services. The supply of KLK currency will need to grow to fill the currency demands of the ecosystem. Because the smartphone userbase is nearly half the world’s population, and because the value of the world’s goods and services transactions is in the many trillions of dollars US annually, it is difficult -perhaps impossible- at this early stage to know and set a fixed “hard cap” for the total number of KLKs in the KLK money supply.

Because we don’t know how to determine a hard cap for KLK, and because the ecosystem will need to supply KLKs to users under a variety of situations such as those discussed in section 1.4, the KLK crypto ecosystem will begin life with an uncapped currency.

We do anticipate however, that it might be possible to determine and set an optimally healthy cap once the ecosystem grows to a point of maturity.

Therefore we commit to work to determine such a cap, and when or if such a cap is determined, we will set a fixed cap, burning such overage as may be required.

1.7 KLK20 CRYPTOTOKEN OFFERING

One billion KLK20 cryptotokens will be distributed as shown in the pie chart. Half of the tokens will be sold in token sales activity. The other half of the tokens will be distributed to Tautachrome shareholders, the KlickZie/KLK team, Tautachrome partners who will use KLK20 tokens to further the KLK ecosystem, and bounty hunters for finding/fixing KLK technical problems.

Of the 20% of KLK20 tokens (200 million) distributed to Tautachrome shareholders, 100 million will be distributed to common shareholders and convertible promissory noteholders during the period of the Cryptotoken sales, and 100 million will be reserved for future distribution to preferred shareholders and future promissory noteholders.

We anticipate the 50% of KLK20 tokens (500 million ) distributed in the token sale to be carried out in several offerings, each offering aimed at achieving funding for specific KlickZie objectives. The KlickZie Roadmap shows the KLK sale offerings and the technical objectives to be achieved. As shown in the
Roadmap, we are planning four 90-day offerings in 2018 and 2019, the first of which was put up in November 2018, and the last of which is scheduled to begin in April 2020.

Each offering will remain active for 90 days. Our total funding goal is $150 million. We will continue KLK20 token sales into additional offerings if the four planned offerings fail to achieve the total funding goal. The offering schedule and pricing are both subject as is determined to be in the best interests of the Company and the KLK ecosystem. Offerings may be discontinued early if our total funding goal is achieved early.

KLKs will be priced in the offering(s) to achieve the best price per KLK. This could result in our funding goal being achieved early; before the 500,000,000 KLKs are sold. In that event the Company retains the right to sell more KLKs to achieve greater funding than its total funding goal, the right to “burn” unsold KLKs, or the right to any other disposition of the KLKs that it judges to be in the best interests of the Company, its stakeholders, and the KLK ecosystem and its users.
2 THE KlickZie ARK PLATFORM

1.1 INTRODUCTION

In today’s world information continually touches every part of life, and has become the stuff of greatest impact to people. In English usage the word “ark” is used to refer to a strongbox, or a chest, or a container of valuable stuff. The KlickZie ArK is a container of valuable digital information that an ArK user wishes to make available to other people. For an individual, such other people might be friends and the individual may wish to deploy multiple ArKs for differing situations. For a business, such other people might be its customers, and a business also might wish to deploy multiple ArKs for different situations.

The contents of an ArK are user dependent and fluid, depending wholly on the wishes of the ArK’s owner.

The KlickZie ArK concept is geolocation centric.

ArKs are information containers that belong to somebody and that live somewhere in geo-space. A personal ArK can live in the user’s smartphone kept in the user’s pocket. When the user moves around, so does the ArK’s location in geo-space. A retail store’s ArK might be located above the store’s main entrance. A museum on the other hand might deploy an ArK of information at each of its exhibit locations.

The KlickZie ArK will be a downloadable app enabling users to create their own ArKs and to achieve the benefits of opening other people’s geolocated ArKs containing valuable information that such other ArK owners may wish to provide. The ArK app is intended to be used by everyone globally and will be deployed as a network of ArKs (an “ArKnet”), supporting ArK2ArK interaction facilitated by peer to peer software, by ArKnet server provided software, or by combinations thereof.

By virtue of the geocentricity of the of ArKs in the ArKnet, Augmented Reality (“AR”) will be extensively exploited in the ArK system.

For example, consider a large stadium filled with people. An individual with an ArK equipped smartphone could query “Where are the friends I’m supposed to meet here?” By panning the phone’s camera around the stadium, the individual’s ArK equipped friends could be geolocated by the ArK app using Augmented Reality to place a symbol (an “ArK Symbol” or “Symbol”) above each friend, and thus providing a visual geolocation of the friends, as well as a means to identify and interact with any or all of the friends by selecting (e.g. by touching) the desired Symbol.

As another example, in a shopping mall the ArK app, via the smartphone digital camera using AR software, would identify each ArK equipped store with an ArK Symbol overlaid in the imagery and placed in front of the store. By touching the store’s ArK Symbol in the imagery, the user

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4The KlickZie ark is branded “ArK” herein, with the capital K intended to refer to “KlickZie.”
opens the store’s ArK to see what is inside: products, specials, live chat links or whatever the store wishes to keep in the ArK.

What can be done with the contents of an ArK can be extensive. Information in the ArK might be browsed and downloaded, forms might be filled, purchases made, licenses executed, or other financial transactions accomplished. Direct contact between the ArK’s owner or agent(s) and any permitted opener of the ArK whether by voice, text, video or any other manner might be accomplished. It is at the unlimited discretion of the ArK’s owner.

The AR Symbols for existent ArKs in an observer’s near environment may be viewed either as overlaid on the digital imagery of the observer’s imager, or in a map view, properly located on the map (referred to herein as a “Neary map”). Being a map, a Neary map may be scaled up to show ArKs beyond the near environment, allowing the ArK user to browse the ArKs available to be seen by that user, to include seeing anywhere, including across the entire globe if desired.

2.2 ARK OWNERSHIP AND PLACEMENT

An Ark is a chest of valuable information owned by a particular person or entity. It can be placed at any location the owner thinks best. It can be made visible or invisible to other classes of ArK owners in any lawful manner whatsoever. The ArK and its contents can be monetized in any lawful manner whatsoever. An ArK is property that can be licensed or sold. The ArK app can provide “pay to see” options for the ArK owner enabling fee charging mechanisms under contractual arrangements provided as part of the ArK app.

An ArK can be placed in as many locations as the ArK owner thinks best with limitations determined only by fee factors applied by KlickZie. Nobody owns what a person wishes to see at locations where people freely go.

ArKs placed at or near a given location are visible only to those other ArKrs permitted by the ArK owner (and as modified by KlickZie to ensure that visibility collisions of competing ArKs are minimized). So long as the existence of an ArK at a given location is invisible to disinterested parties (including competing ArK owners at that location), collisions with other parties passing through that location can be minimized.

2.3 FUN WITH ARKS

The acrobat on the street corner. Juan the acrobat videographs himself doing an amazing street performance on a popular corner in New York. He removes the background, creates an ArK of the cleaned up video, geolocates the ArK on that corner, and leaves an animated GIF of his slickest move as his AR Symbol. ArK equipped passersby open the ArK and watch the performance for a fee. Juan makes money on the street corner without having to travel into the city. Then Juan realizes an amazing feature of the ArK app. He can, for a fee, multiply the locations of his performance to other street corners where he has never been and may never go. Soon Juan has his performance ArK located on every major pedestrian corner in the large cities in the US, and not stopping there, expands to the rest of the Western hemisphere then to the rest of the world.
(Juan becomes rich and retires in a modest dwelling in the fishing village of Puerto Peñasco on the Sea of Cortez.)

**Look up!** There’s a weather ArK in the sky. Touch the ArK Symbol on your screen and download today’s weather forecast at your exact location and surrounds.

**Look up again!** There’s a commercial airliner flying high in the sky. Is that an AR Symbol on the wingtip? Touch the Symbol and open the ArK. Get flight and aircraft information: departure point, destination, carrier, flight number, number of passengers and crew, cabin configuration, aircraft type, date and source of manufacture and flight hours since last maintenance.

**ArKs in the Cemetery.** The cemetery is the final resting place for the human bodies buried there, bodies that each lived a lifetime on the earth. The gravestone marks the resting place but the information about that lifetime is absent at the gravesite, often represented by just the dash on a headstone separating the born date and the death date. But people and family who knew the person whose body rests there and who remember the content of the dash representing the life of the person, can bring the dash to life by adding an ArK at the gravesite. The ArK can contain a detailed biography of the person, pictures and videos of the person’s life and whatever else it takes to turn the dash into a life remembered. The gravesite’s geolocation would be recorded by a visit to the gravesite by the ArKr building the gravesite ArK, who would then use ArKnet functionality to create and register the gravesite ArK. From then on, any ArKr visiting the cemetery could view the Augmented Reality symbols representing graves with ArK information, and can open the ArKs to see real information on the life once lived and marked by that gravesite.

There are an unlimited number of ways to attach ArKs to fixed physical locations or to GPS equipped mobile ArKs, and an unlimited number of ways to monetize ArKs.

### 2.4 KLICKZIE ARKS AND THE KLICKZIE KLK20 CRYPTOTOKEN ECOSYSTEM.

A KLK20 smart contract has been written on Ethereum that enables the monetization in KLK20 currency of imagery created and stored on smartphones equipped with the KlickZie Activated Imaging app. This smart contracting allows the facile, transparent and seamless licensing of use-rights to KlickZied imagery with the KLK20 cryptocurrency as the medium of exchange and with transactions registered on the Ethereum blockchain. This picture represents the transaction ecosystem created in that way.
The KLK20 cryptocurrency is a general currency that can be used for any transaction purpose. The KlickZie Ark system will exploit the same KLK20 ecosystem, using the same KLK20 token as its medium of exchange. In addition KLK20 usage in the ArKnet will be primed by the methods described in section 1.4 above, one method being the award of KLK20 tokens to any user on a KlickZie platform who decides to look at an advertisement placed on the platform. The picture at left shows the difference between how users of other platforms are being treated compared to how KlickZie will treat its users. Other social media platforms take user content, and selling ads and keeping all the money they receive from advertisers, feed user content back to the users wrapped up in the ads. KlickZie has a better way. KlickZie will not force feed ads. Users will need to act on an ad teaser in order to have the ads presented. And a user who acts to see an ad will be rewarded with KLK20 tokens for taking the action. Content belongs to the users who create it. They should not be force-fed ads to see content created by their own contacts. And when they decide to look at advertiser material, they should get paid for it.

KlickZie will license ArK software for US dollars or equivalent to stores, businesses and other entities who want their ArKs to be seen by their customers. Licensees will pay a fee to KlickZie for purchases made via the licensee’s ArK, a portion of which fee will be used by KlickZie to reward the purchaser with KLKs for using the ArK for the purchase. In that way customers will have KLKs to spend. Such KLKs will be transparently and seamlessly paid into the KLK wallets in the possession of all ArKrs. Wallets will be seamlessly provided to ArKrs when they first download the ArK app.

The objective is to energize general KLK currency usage so that the street acrobat and other ArKrs will prefer to accept KLKs in their monetary exchanges. The intended effect of this is to support a rise in the KLK currency price against other currencies, further increasing KLK usage and value.
3 THE KLICKZIE ACTIVATED IMAGING PLATFORM

3.1 INTRODUCTION

The KlickZie activated imaging platform is aimed at providing the framework for the universal monetization of the imagery of the global smartphone user. To be monetizable imagery ownership has to be reliably attached to the imagery’s author or owner together with the level of trustability of the imagery. Without reliable ownership, monetization can’t happen. And without reliable knowledge of imagery trustability, effective valuation of imagery can’t happen.

The KlickZie activated imaging platform consists of a downloadable KlickZie imaging app with a supporting KlickZie cloud.

In a process we call activation, which is the critical process in trustability, the KlickZie app will transform the imagery created on the user’s device and will securely store a copy of the transformed imagery on the KlickZie cloud. Together with the KlickZie cloud and under the control of the Imagery’s owner, activation will enable the usage of the imagery together with its certifiable level of trustability, for any purpose.

In activation the device’s imagery, together with any metadata associated with the imagery’s creation, will be specifically, robustly (and highly undetectably) marked so the history of wherever the imagery goes and whatever happens to it will be securely discoverable by KlickZie.

3.2 ESSENTIAL ELEMENTS OF ACTIVATION MARKING

KlickZie activation-marking contains 4 essential elements:

1. The marking is invisible so that it doesn’t spoil the utility of the imagery for enjoyment and other uses.
2. The activation marking is sufficiently difficult to extract by bad actors that it is impractical to spoof. In this way bad actors cannot effectively pose as KlickZie.
3. The marking is distributed throughout the imagery in such a way that if it is altered, how and where it has been alteration can be determined by KlickZie.
4. The KlickZie marking and imaging processes in the camera are hardened from hacking and reverse engineering to fortify the generation of useful KlickZie imagery.
Activation is the secret sauce of trustability: the fabric of trust made possible by KlickZie activation is the heart of universal imagery monetization.

Once imagery is activated and uploaded into the internet, trustability becomes a property of the imagery, not of its chain of custody, that is to say, not by whom or in what way it has been handled. Trusted imagery means that third parties can be certain of the origin of the imagery and the way it has been handled. This is the key element required for the dynamic usefulness and the broad monetization of imagery.

Activation allows KlickZie to recognize its users’ pictures wherever they present in the digital world and to support their monetization. Under conditions set by the author, third parties can check the trustability of a KlickZie picture or video by touching or clicking the imagery.

Matters related to the monetization of KlickZie imagery are under conditions set by the author and are mediated by touch or click. For example, activated pictures or videos can be used as floating portals of communication between a viewer of the imagery and its author and among other viewers using KlickZie’s “Touch to Comm” functionality.

KlickZie uses the term “activated” for its marked imagery because there is so much you can do with this imagery once you have it.

You can:
- certify the authenticity and trustability of the original imagery
- determine the nature of changes made to the imagery
- use KlickZie pictures and videos as floating portals of communication among people
- use it as reliable evidence of when and where it was generated and by whom
- find the original imagery from only a fragment

Most important, activation enables the effective identification of KlickZie imagery ownership, the key to the universal monetization of the pictures and videos made by smart digital imaging devices.

3.3 MAJOR STAKEHOLDERS IN THE KLK20 ACTIVATED IMAGERY ECOSYSTEM

The four major stakeholders in the activated imagery KLK20 ecosystem are: 1.) businesses and organizations with mission critical usage of KlickZie trusted imaging, 2.) independent app developers creating innovative apps exploiting KlickZie activated imaging technology, 3.) consumers adopting and using the KlickZie imaging app in their connected devices, and 4.) the KlickZie team who will support the broad usage of KlickZie technology and who will capture intellectual property for the benefit of Tautachrome and other KlickZie stakeholders.

3.4 INDEPENDENTLY DEVELOPED APPS

The KlickZie imaging app will be free. It will provide the engine that generates “activated” imagery and the functionality that goes with it. The app provides a structure for a robust ecosystem that independent developers can take advantage of by creating innovative applications of their own. To assist this, the KlickZie team will provide tools for app developers to easily use the KlickZie
downloadable software and the KlickZie cloud to create new and valuable ways to use activated imagery.

MONETIZING THE KLICKZIE TRUSTED IMAGERY ECOSYSTEM WITH THE KLICKZIE ‘KLK’ TOKEN

3.5 KLK20 PAYMENTS, APP DEVELOPERS AND KLICKZIE USERS

KLK20 payment made by a KlickZie user to an app developer will trigger a revenue sharing payment to Tautachrome under a standard smart contract provided on the blockchain. Payments in KLK20 made in an exchange between users in which KlickZie services are used to generate that exchange, will trigger a commission payment to Tautachrome under a standard smart contract on the blockchain.

3.6 KLICKZIE SOCIAL INTERACTION (TOUCH-TO-COMM)

KlickZie imagery based social interaction will look like this:

A KlickZie user creates (“authors”) imagery

Somewhere on earth a person views and touches the imagery to talk to the author.

The imagery becomes a floating portal of communication between them.

The author shares as much or as little as desired.
3.7 KlickZie Originals From a Fragment

KlickZie’s activation is designed to recover the original imagery from a fragment of the original. Recovering the original from a fragment will be a pivotal functionality in personal and business life as well as the justice system and in government intelligence activities. KlickZie activation could substantially benefit the way these systems operate in the course of the future.

3.8 Evidence-Grade Imagery for Law Enforcement

KlickZie activated imaging technology offers a new source of evidence-grade information for law enforcement. With KlickZie, the vast amount of information collected by the public could be used as reliable evidence in the justice system. Without KlickZie, pictures and videos collected by the public are useless as evidence in law enforcement because the origin and handling of this imagery cannot be known.

3.9 Crowd-Sourced Trusted Imagery for News Outlets

News outlets can be supplied with custom branded versions of KlickZie to get crowd-source trusted imagery from their own viewers to stream live trusted imagery of newsworthy happenings via the KlickZie cloud. Any KlickZie equipped viewer of the news outlet who happens to be on the spot when an event happens can provide the news outlet with instant and trusted reporting on the event before any reporter can get to the scene. Timely news and zero cost.

3.10 KlickZie Snap Back Functionality

Online vendors who display their products on their website find that their pictures “wander” around the web. But wandering pictures don’t get interested purchasers back to the website. KlickZie activation of their product picture however, provides a “Snap Back” functionality allowing a viewer to jump back to the picture’s original website by touching the picture. No matter where or how the potential customer encounters the picture, KlickZie can snap an interested person back to the original website.

KlickZie will provide “Touch to Snap Back” functionality to online vendors for a commission on resulting sales, and will provide discounts for sales accepting KLK20 tokens in payment.

3.11 Token Discounts for Location-Based Advertising

KlickZie will encourage location-based vendors like Joe’s Pizzas, Sue’s Sandwiches and chains such as Subway to accept KLK20 tokens for purchases by offering significant discounts on advertising if they accept KLK20 tokens for payment. (Ad: Joe’s Pizzas is just ahead on your right. Pizzas are half price today. Joe’s Pizzas accepts KLK20 tokens.)

3.12 Standard Smart Contracts on the KLK20 Blockchain

One or more standard smart imagery licensing contracts will be provided on the KLK20 blockchain. These will enable the sale of usage licensing of imagery or the sale of access to
proprietary touch-to-comm communications. They may also provide for the transfer of KLK20 tokens from advertisers and other KlickZie business partners to KlickZie users.

3.13 MONETIZING KLIKZIE IMAGERY AND KLIKZIE TOUCH-TO-COMM INTERACTIONS

The creator of a picture or video owns the imagery. Likewise, a user that establishes proprietary communications under the KlickZie touch-to-comm functionality owns the communication. Owners can sell licensed access to what they own under standard smart contracts provided on the KLK20 blockchain. Smart contracts will enable KlickZie users to earn KLK20 tokens in many ways including:

- requesting and receiving product information from advertisers and other merchants
- selling viewing rights to their private imagery to others
- selling access to their proprietary communications
- licensing usage of their KlickZie imagery to others

KlickZie users will be able to spend their KLK20 on advertiser products, viewing rights to Private Pictures, access to proprietary communications, authentication of a KlickZie picture or video and any other product offered in exchange for KLK20 tokens.

3.14 WHAT OTHER MAJOR PLAYERS ARE DOING

3.14.1 OTHER TYPES OF IMAGERY AUTHENTICATION

Authentication of pictures and videos is important to many companies for many reasons. But image authentication isn’t always what is needed when authentication is required.

For example, banks use pictures of checks to allow deposits by picture. However, the picture doesn’t need to authenticate the validity of the check, the maker of the check or when or where or by whom the picture was taken. It is simply acting as an instant and super-convenient postal service, with the bank taking care of the check’s validity using the bank’s regular processes.

People also use certified documents containing their facial picture for personal identification. Drivers licenses are widely used for this purpose. But his also unrelated to the certification of the picture. It is a certification by a trusted third party, in the case of the driver’s license, the Motor Vehicle Department, to the authenticity of the personal identification. Certification of the validity of the picture is not in question.

Facebook has been troubled with fake accounts impersonating real Facebook users through the use of stolen imagery of those being impersonated. In the 2016 US Presidential election, many fake Facebook accounts were created to support false narratives using stolen imagery to decorate the fake accounts. Some accounts created by Russia have been found, including a fake account reported in the New York Times under a fake American named on the account as “Melvin Redick” with a false personal background and with a false residence location.5

This Facebook problem extends beyond Russian fakery. Fakery is a worldwide criminal activity infecting Facebook and all other social media. The problem Facebook faces is that the imagery their users post comes to them from every possible source. Facebook has zero information on how, when and by whom it was created, and how it has been handled or manipulated since its creation. Determining what is stolen and what is legitimate under those conditions is, practically speaking, impossible. Only a technology such as KlickZie activation technology is equipped to handle integrity in imagery from its creation through its ownership and handling.

This is the same problem faced by most companies needing to authenticate imagery. Without KlickZie activation, authentication is a one picture at a time problem involving human investigation. With KlickZie activation it is built into the imagery.

Software that detects whether a picture has been photoshopped does not solve the problem either. Photoshopped imagery is not the problem, because manipulated imagery from the right owner is not the problem. It is stolen imagery that is being misused which creates the problem. That is where KlickZie activated imagery helps.

KlickZie activation was born to solve that problem.

KlickZie activated imagery also supports KLK-based imagery trade, because the knowledge of the creation, history and ownership of imagery establishes a foundation for the valuation of imagery being traded.

Furthermore, organizations with mission critical needs for trusted imagery are able to license the KlickZie activated imagery engine from the Company, enabling them to achieve their mission critical requirements within their own systems.

**3.14.2 EPHEMERAL IMAGERY**

Confide and Snapchat both use “ephemeral” communications. This is content that disappears quickly after or while it is being viewed. They exploit ephemerality for different reasons.

Confide is a business application of ephemerality aiming to enable digital versions of “off the record” conversations. Off the record means that the conversation is intended to leave no record and never to show up in print. About its app, confide states “…wand over the words with your finger or mouse to read them, and watch them disappear without a trace when you’re done.”

Snapchat is an entertainment exploitation of ephemerality, aiming to enable exciting communications that like Confide, are also intended to leave no record. Snapchat’s largest demographic is the younger half of the 15 to 29 youth demographic, where the time horizon is short, life itself is ephemeral, and the largest concern is “I don’t want my mother, father or teacher to ever see this.” Sexting and irreverent language are prominent features in this communication.

Both Confide and Snapchat suffer from the same problems of ephemerality. That is, they are easily circumventable by available mirroring and/or other software. What this means is that an unfriendly recipient can retain the communication and use it against the sender.
KlickZie’s Private Picture Viewer is aimed at plugging every circumvention. This is advanced anti-circumvention technology aimed at producing ephemerality of a much wider variety than either Confide or Snapchat, and with a greater assurance of ephemeral effectiveness.
4 KlickZie Userbase Growth

4.1 Introduction

Consumers will be awarded KLK20 tokens when the KlickZie ArK app or the KlickZie Activated Imagery app are downloaded. New users will be provided with a KlickZie crypto wallet containing the awarded tokens. Also, a user who refers someone else who downloads either app will be rewarded with KLK20 tokens. KlickZie users will be given options allowing them to advertise KlickZie to others via their pictures and other means and will be rewarded with KLK20 tokens as their efforts result in KlickZie downloads. At the discretion of the user, a KlickZie picture or video will carry the message to the effect “I’m KlickZie activated imagery, the amazing picture and video app. I’m free. Download me now.” These KLK20 token reward features will be a natural driver to stimulate user growth. KlickZie ArKs also provide natural user base growth factors. Personal ArKs will be useful for visually locating people in a crowd, a natural selling point for groups of individuals heading into a crowded event.

Awards will create a wide distribution of KLK20 tokens providing consumers with spendable KLK currency. Awards will also be a means for KlickZie to interact with consumers who are not crypto coin savvy to educate them about the use of their KLK20 tokens. Inflation caused by awards, if any, will be controlled by tapering the awards as the userbase grows. Awarding KLK20 tokens for app usage is a key strategy for the development of strong growth in KLK20 token ownership.

Done properly, which means providing a KlickZie functionality of high desirability, adoption rate can grow exponentially, reaching more than a billion adopters in record time. The following figure shows the results of our studies on KlickZie growth with the factors we can control.
Achieving rapid growth and a large final userbase size will depend upon getting two things right:

1. a high adoption rate
2. and a low loss rate

For smartphone applications, we know precisely the factors that drive these two rates. Rapid adoption rate is driven by repeated exposure of the application to the potential adopter, plus a high apparent desirability of the app. A low loss rate on the other hand, is driven by application satisfaction plus an ongoing necessity to have the app in the user’s life.

KLK20 token awards beneficially affect both factors, resulting in the potential for exponential userbase growth worldwide as users interact with KlickZie and receive KLK20 awards.

4.2 KlickZie Userbase Demographics

As we said, consumers will download an application when it is frequently presented, convenient and desirable.

For millennials (the 15-29 age group) a key KlickZie feature may well be its advanced imagery privacy features. Privacy in shared imagery is important among millennials, especially among females. We believe that KlickZie’s Private Picture feature will be a “must have” feature for those in this group. We believe that KlickZie’s ability to treat any KlickZie picture as a comms portal between friends will also be of interest to millennials because of its simplicity and immediacy.

The Private Picture feature can be turned on for every picture and video made by the user, or it can be turned on selectively. The Private Pictures selection actuates KlickZie’s masking technology that renders the imagery unviewable except with the KlickZie viewer software employing advanced methods defending itself from circumvention. Only people selected by the user will be able to view their Private Pictures and Videos.

Moreover, the user can delete access to shared imagery at any time after it has been shared and the imagery will be automatically expunged and deleted everywhere that it has “gone”. Alternatively, at the discretion of the user, access can be expunged and deleted for specific people with whom it has been shared.

The Private Pictures feature will be fully encrypted – seriously protecting it from hacking or tampering. We think the Private Picture feature will be valued by the youth demographic, helping drive a rapid adoption rate among them. We expect KlickZie’s youth adopters to be the fastest growth segment, with a tendency to use KlickZie features to share adventure, braggadocio, exploits, and fun. Older demographics will tend to use KlickZie to improve their lives, deepen their relationships, document important events and care for personal safety. We think the youth demographic will grow first and fastest, with the older populations growing more slowly but plateauing at a higher level.
5 CHARACTERISTICS OF THE KLICKZIE MARKETPLACE

5.1 KLICKZIE ACTIVATED IMAGERY MARKETPLACE SIZE

The number of digital photos and videos captured and uploaded to the Internet every day is enormous and constantly increasing. Research from venture capital firm Kleiner, Perkins, Caufield and Byers in their 2016 Internet Trends Report (KPCB Report, p. 90) found that 3.2 billion photos are uploaded and shared daily through just five social media platforms - Snapchat, Instagram, WhatsApp, Facebook and Facebook Messenger, and over 300 hours of video is uploaded to YouTube alone every minute. (KPCB report, p.90 http://www.kpcb.com/blog/2016-internet-trends-report). We believe those figures have grown since their publication.

The KlickZie marketspace consists of the world’s smartphone users. The KPCB Report referenced above on p. 10 shows that the number of smartphone users across the globe at the end of 2015 was 2.5 billion users and growing rapidly at that time.

In 2015, over half (52%) of the world’s smartphone users were concentrated in the Asia-Pacific region which includes China, India, South Korea and Japan. At that time China boasted the largest number of smartphone users in the world with 587 million users, followed by India with 199 million users. (https://www.statista.com). We believe that those two trends have also continued.

Smartphone usage of digital imagery is global, gigantic and growing. KlickZie activated imagery by adding image trustability and ownership to digital imagery, coupled with the ability to monetize this gigantic quantity of imagery via the KLK20 cryptotoken, defines the scope and value of the KlickZie activated imagery portion of our market. Our goal is claim the majority of the world’s smartphone owners as users of the free KlickZie activated imagery app.

5.2 KLICKZIE ARKNET MARKETPLACE SIZE

KlickZie’s ArKnet app marketplace is interesting. ArKnet is a smartphone app with a global utility, serving the global marketplace of providers of goods and services. Goods and services comprises the largest portion of the world’s GDP. As of 2017, world GDP according the World Bank stood at $80.864 trillion (USD). See chart and reference at right. ArKnet serves the businesses of the world that provide goods and services. It is difficult to determine the number of these providers worldwide, but according to the International Finance Corporation there are 125 million formal micro, small and midsize businesses in the world6.

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6 https://www.ifc.org/wps/wcm/connect/9ae1dd80495860d6a482b519583b6d16/MSME-CI-AnalysisNote.pdf?MOD=AJPERES
We believe that the world’s small, micro and midsize businesses will find ArKs especially beneficial to their revenues and bottom lines, and therefore will be especially interested in licensing our business ArKs. For these reasons we will price ArKs attractively for their use.

As far as the rest of the world’s businesses, according to a Quora post by Mohit Prasad there are 270 million total businesses in the world -after accounting for a corrected world population error. See https://www.quora.com/How-many-companies-exist-in-the-world_. Our goal is claim the majority of the world’s smartphone owners as users of the free KlickZie ArK app and to serve thereby the majority of the existing goods and services providers among these businesses.

While the number of businesses providing goods and services to consumers is hard to know with precision, the percent of the world’s GDP spent with these businesses is well documented by the International Finance Corporation\(^7\) who report that percentage as holding constant at just under 60% of world GDP since about 1970, nearly 50 years. This is a truly huge amount of money, measured in the many trillions of US dollars. It is this market that the KLK crypto ecosystem serves via the KlickZie ArKnet.

Because trust is at the heart of commercial transaction, we expect the KlickZie ArKnet to become the largest user and consumer of KlickZie activated trustable digital imagery and other digital files.

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\(^7\) [https://www.ifc.org/wps/wcm/connect/9ae1dd80495860d6a482b519583b6d16/MSME-CI-AnalysisNote.pdf?MOD=AJPERES](https://www.ifc.org/wps/wcm/connect/9ae1dd80495860d6a482b519583b6d16/MSME-CI-AnalysisNote.pdf?MOD=AJPERES)
6 KLICKZIE PRODUCT DEVELOPMENT

Rapid KlickZie growth coupled with the need for a simple, intuitive user experience requires advanced agile software development techniques in the development and deployment of the KlickZie platforms to get the architecture right.

KlickZie architecture will support user base growth from a few users to billions of users. The architecture will embrace deployment being carried out in a cyclical fashion from minimum usable versions to mature versions. It will also embrace an evolving code defense in the smartphone, as well as short testing/response/testing cycles for rapid response to user experience feedback. In addition, it will embrace the cloud, the phone and the interchange between them.

KlickZie app development pace will be fast aiming to see several hundred thousand happy ArK and KlickZie imaging app users achieved as fast as possible. This will be our seed population. The achievement of our seed population will trigger the global rollout of our KlickZie apps.

Meanwhile the web-based tools for the ad placement interests, our app independent developers and our trusted imaging license customers will have been developed and will also be ready for the global rollout.

We intend to supplement our in-house development team with contracted technology development from key technology providers. Top candidate providers with whom we have had extensive previous experience, and/or extensive discussions regarding KlickZie technology development are:

**SRI International’s Center for Vision Technology:** SRI is a nonprofit contract R&D center with over 2,000 employees and over $500 million in annual R&D business. SRI capabilities are used widely in security and defense as well as in smart phones, video games and image search on the internet. SRI projects have led to Google Earth, SIRI for the iPhone and the Android image stabilization system. We would look to SRI to provide development expertise for KlickZie’s prototype in-phone applications.

**Noble Applications, Inc.:** Noble has decades of software development experience and has been performing mobile application development for iOS and Android platforms since these platforms were introduced. Noble develops and advises on app products for any kind of business with special expertise in social networking and general business. Noble is the premier U.S. team for cyclical app development. Noble will assist us in developing mini-apps that will be used in learning and feeding back user experience for the rest of the KlickZie development team.

**Arxan, Inc.:** Arxan code defense technology has been in use protecting military grade software since 2001. Arxan code defense technology today supports commercial customers worldwide with a full range of application protection needs in the app economy and is now a global industry standard. Arxan code defense technology can be deployed in the smartphone at all stages of
build and can be essential to the hardening of the KlickZie system from hackers, spoofers and those who would reverse engineer our code.

**Kelecorix, Inc.:** Kelecorix is a contract R&D company in blockchain technology, providing novel solutions for modern environments supported by type-safe programming languages like Haskell, targeting mission-critical software and hardware that needs scalability.

**Honeycomb Digital:** Honeycomb has provided 100% web-based scalable private media libraries with advanced security locking, asynchronous access governance (non-centralized) and easy to use transactional digital rights management to national and global companies since 2001. We plan to use Honeycomb to host a web-based prototype KlickZie imaging app that will provide secure ownership of smartphone produced imagery for KLK20 token users, as well as to support the architecture and deployment of the KlickZie cloud.

### 6.1 PATENTS

We have four granted United States patents covering two key technology KlickZie activated imaging arenas: three patents in the arena of KlickZie’s authentication technology and one patent in the arena of KlickZie’s activation technology for Touch-to-Comm. And we have recently submitted United States patent claims pending in the KlickZie ArK technology arena.

The authentication and validation of smartphone imagery patents are US Patent # 9,582,843 granted February 28, 2017 and US Patent numbers 10,019,773 and 10,019,774, both granted July 10, 2018. These patents teach how to create a smartphone software system and a cloud based authentication system that allows any smartphone user to create photos and videos that are trustable to any third party. KlickZie’s smartphone software system takes over the imaging system in the user’s smartphone, securely captures and invisibly and robustly marks the native imagery that the user creates and securely stores it in the KlickZie Cloud. The marking enables the KlickZie Cloud -exclusively- to recognize any KlickZie imagery submitted by a third party and confirm its authenticity as the original un-Photoshopped, un-manipulated imagery. This patent is supported by two continuation patent applications also submitted to the US Patent Office.

The Touch to Comm patent, US Patent # 9,928,352 B2, was granted February 27, 2018. This patent teaches how to use invisible marking technology (taught in the authentication patent application above) together with KlickZie Viewer software and the KlickZie Cloud to turn the imagery flowing from a KlickZie equipped smartphone or tablet into “activated” KlickZie photos or videos. People running across an activated photo or video, no matter what the source, are able to interact with other people, such as the imagery’s creator, merely by touching or clicking on the imagery.

The pending KlickZie ArK US patent, # 62/755,589 claim methods and processes for networking information of the type that people wish and need to share with others. These claims are virtual augmented reality (AR) based. Any method for inserting virtual AR information into an observer’s visual imagery applies to the method and process taught in, whether the imagery is camera digital imagery, natural imagery seen through glass, natural imagery seen without any intervening material at all, or any other AR imaging cyborg presenting onto visual imagery.
6.2 DOMAIN NAMES

The Company operates a Tautachrome website, a KlickZie website, and a KlickZie KLK20 token selling site:
• https://myarknet.io/
• http://www.tautachrome.com
• http://www.klickzie.com
• http://klickzie.io

In addition, the Company has registered a many of dot com URLs to carry forward its multifaceted branding.

6.3 FACILITIES

Tautachrome Inc. presently leases office space in Oro Valley, AZ from Intelligent Office of Oro Valley, a provider of supported flexible office space for growing companies. We have been in discussion with the University of Arizona to lease an additional 10,000 to 20,000 square feet of office space within the Rita Road facility of the Arizona Tech Park in Tucson, Arizona to house the KlickZie tech team as it is developed further.
7 HISTORY & MANAGEMENT

7.1 HISTORY

The public Delaware corporation Tautachrome Inc. is the result of the 2015 merger of a public Delaware corporation with Click Evidence Inc. ("Click") a privately held Arizona corporation formed in September 2012 by Dr. Jon N Leonard and Matthew Staker to develop trusted imagery technology for the masses. The merger added public company experience to Click, over a thousand shareholders interested in Tautachrome’s trusted imaging technology and an opportunity to develop public market capital to advance the development of KlickZie technology and the KLK20 token ecosystem.

Polybia Studios, a wholly owned subsidiary of Tautachrome which was part of Tautachrome’s 2015 merger, and PhotoSweep, LLC, a wholly owned subsidiary purchased by Tautachrome in January 2016 have both been put on the shelf while KlickZie and the KlickZie-KLK20 ecosystem are the center of Company focus.

7.2 MANAGEMENT TEAM

Dr. Jon N. Leonard, Founder & Chief Executive Officer

Dr. Leonard has spent his career at the forefront of new technologies. From September 2002 to May 2012 Dr. Leonard was employed by Raytheon Missile Systems Company as Senior Manager of Programs for the Advance Programs Division, responsible for counter terrorism technology development. He is the former CEO of BPM Technology Inc. the first 3D printing company, and former CEO of California Molecular Electronics Corporation, developer of the first practical molecular switch. In addition to the patents assigned to the Company and described in section 6.1 above, Dr. Leonard holds numerous other patents in advanced technology areas including 3-D printing, disappearing email, virus detection, imager look-angle determination and idle-cellphone detection (for counterterrorism). Dr. Leonard has a PhD in Mathematics and a B.S. in Physics from the University of Arizona and an M.S. in Engineering from UCLA.

Matthew W Staker, Chief Engineer and Director

Mr. Staker is a seasoned and successful technology executive with over 30 years in technology development including 20 years of active executive management. His experience covers the whole continuum from startup companies to midsize and large companies with world class competence in the fields of social media, avionics, defense software development, cloud system development and extreme graphics. From April 2006 until December 2014, Mr. Staker was the Director of Technology and Solutions Architecture at Security First Corp. in Rancho Santa Margarita, California, which develops and licenses software-defined data protection solutions that provide deep data security.

Previously he was a founder/chief technologist of Visual Software (acquired by Micrografx), Gridiron Office, NowLive and New Image Industries (where his invention of computerized hairstyling enabled a
NASDAQ IPO with the largest percent gain of its era). He began his career at Evans and Sutherland doing
real time computer graphics before moving into defense electronics at Ford Aerospace and Hughes
Aircraft. He holds two patents in digital information security and is an inventor on KlickZie patents. Mr.
Staker has a B.S. in Computer Science from the University of Utah and M.S. in Computer Science from
USC.

Aasim Saied, Director

Aasim is the founder and CEO of Akyumen Technologies Corp, and an established
entrepreneur with a history of high tech concept design and building fast moving,
innovative companies. He has engineered powerful new patent-pending mobile device
technologies and world changing software applications.

Dr. Joel C Sercel, CTO

Joel has decades of practical systems engineering leadership, has led and worked on
dozens of products and innovations, in use in space and around the world, and is an
inventor on KlickZie patents. He is an engineer of several disciplines and a pioneer with
a proven track record in innovation, team leadership, technical architectural design,
software design, systems engineering, space mission design, space propulsion
technology, satellite design, enterprise process engineering, training, teaching, and
public speaking. Certified KAI Practitioner (the psychology of creativity) and expert in practical methods
of innovation. Joel has a PhD in space propulsion and plasma physics from Caltech, have successful team
ranging in size from two or three people to over 100, can manage, systems engineer, or lead anything.

Sergey Bushnyak, Lead Developer

Mr. Bushnyak has 10 years of experience developing and utilizing advanced
technology to increase cost effectiveness of technical enterprises. He has been a
technological innovator, software developer, systems engineer and successful
entrepreneur. In addition to his active management and technical consulting practice,
Sergey is currently the Chief Technical Officer of Kelecorix Inc. providing consulting in
high-assurance software development within Haskell programming language
ecosystem. He is a proponent of functional programming and type-theory which allows modern software
to be built effectively.

David LaMountain, Director of Investor Relations

David provides strategic Investor Relations responsibility integrating communication,
marketing and securities compliance enabling effective two-way communication
between Tautachrome and its constituencies, contributing to achieving fair valuation of
Tautachrome’s shares. Business owner and investor/trader in public and private entities
since 1999. David is also an inventor on KlickZie’s pending ArK patent.
8 APPENDIX A

8.1 DICTIONARY

• Blockchain - is a transaction database shared by all nodes participating in a system based on the Bitcoin protocol. A full copy of a currency’s block chain contains every transaction ever executed in the currency. With this information, one can find out how much value belonged to each address at any point in history.

• Smart Contract - is a method of using blockchain to form agreements with people via the Blockchain. Contracts don’t make anything possible that was previously impossible, but rather they allow you to solve common problems in a way that minimizes the necessity for trust. Minimal trust often makes things more convenient by allowing human judgements to be taken out of the equation, thus allowing complete automation.

• Token - Ethereum based tokens are smart contracts that implement the ERC20 Token Standard.

• Consensus - operational protocol for Blockchain that allows verification of transactions.

• Sidechaining - sidechaining is any mechanism that allows tokens from one blockchain to be securely used within a completely separate block chain but still moved back to the original chain if necessary.