

WHITEPAPER



ULABS

Blockchain-based
generative AI data processing platform

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SUMMARY

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01 SUMMARY

Since the emergence of Chat GPT, which first appeared in November 2022, global big tech companies such as Open AI, Meta, and Google are competing over super giant AI. As various generative AI services emerge based on Chat GPT, it is expected to show outstanding performance in various fields and lead the market as an AI revolution similar to the Internet and mobile revolutions of the past. In fact, the application of AI is continuously spreading in various industries such as manufacturing and service industries, and visible results such as quality improvement, productivity improvement, and cost reduction are being created. As a result of introducing AI in each industry, productivity increased by 38.5% and quality increased by 45.5%. It has been shown that various economic effects have occurred, such as an improvement in %. Among these, generative AI, in particular, can process existing data to produce better resulting data, and each industry's efforts to incorporate and spread technology through this are also accelerating. In this way, generative AI is emerging as an industry driving force and game changer technology that will impact the overall social and economic structure.

However, contrary to the trend of the times, trust in Internet media news is gradually declining. In fact, the public opinion that they trust the news overall was found to be less than 3 out of 10. According to the Digital News Report 2023 published by the Reuters Institute for Journalism, trust in news is something that people living in the 'post-truth' era are very interested in, but trust in news media in each country is decreasing, especially over the past three years. Starting with the COVID-19 pandemic that swept the world, it is analyzed that the 'era of uncertainty', in which objective verification of information delivery has become difficult, has played a role.

Accordingly, ULABS collects existing low-reliability Internet news through big data based on Chat GPT AI, and combines blockchain technology to provide objective and accurate data through verification, correction, and improvement of the information. Our goal is to provide information that can be fact-checked.

To this end, we maintain strategic partnerships with news media outlets trusted by users to share fast, accurate, and reliable news information, and provide a platform and data processing for users who want refined news data, unlike existing news. Through a platform that provides policies, we aim to create a better world in the future rather than just staying at the blockchain platform level. In addition, we will provide various benefits to ecosystem participants through our own MarketPlace, which is scheduled to open depending on the future business direction, and will build a reasonable and safe token economy by utilizing blockchain technology.

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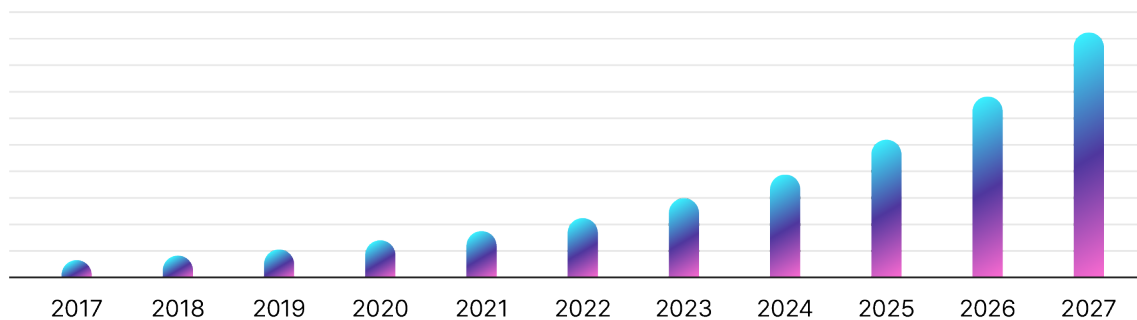
MARKET TREND

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02 Market Trend

According to Goldman Sachs, generative AI will drive global GDP growth of 7% over the next 10 years and affect 300 million jobs. The growing demand for AI can also be seen in the recruitment of related personnel. According to SPRI's analysis of job postings in the U.S. in 2022, the proportion of job postings for human resources in the AI field is continuously increasing, and the manufacturing sector is showing the most consistent and high demand for manpower.

In addition, according to TechNavio's recently released Generative AI Market Forecast and Analysis 2023-2027 report, the AI market will grow at an average annual rate of 32.65% from 2022 to 2027, and the generative AI market size in 2027 will increase by \$34.69537 billion compared to 2022. It was expected that.



2017 : USD 3,019.66

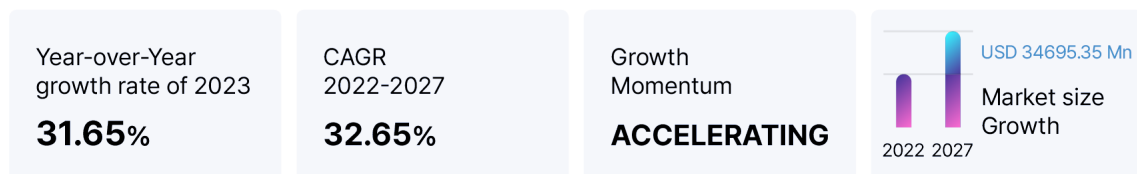


Image) AI market size overview (unit: USD Million)

One of the key drivers driving the generative AI market growth is the increasing demand for AI-generated content and data. Across industries, there is a growing preference for AI to generate articles, reports, blogs or other digital content. These days, many news agencies are using AI to create articles from raw data such as financial reports, weather forecasts or sports statistics. AI tools are also used for specific content creation, such as social media posts, blogs, and product descriptions. These AI tools are expected to drive the growth of the global generative AI market.

Companies can use these models to automate and improve various processes such as customer service, content creation, and data analysis, and these applications are expected to lead the growth of the global generative AI market.

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Problems
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PROBLEM

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03 Problem

News media, which previously only delivered news information through newspapers, have developed into an era where people can conveniently access not only domestic information but also global issues by delivering a variety of information through news and the Internet with the advent of the electronic and digital world. However, the fact that the development of the media is not progressing only positively is that it is becoming difficult to control the accuracy of information, so reliable information should come from media based in the public sphere rather than media outlets tied to private interests. Direction is emerging as the biggest problem. In fact, in some countries, political parties, the military, and religions are attempting to control the media for their own gain, which is causing confusion to ordinary people who obtain information through the news.

In fact, at a time when the criticism function of the media is disappearing and the professional ethics of journalists are being evaluated as being broken, trust in the media is also gradually decreasing due to the evaluation that the media has turned it into a profit-making endeavor rather than objective information delivery. Now, with the development of information and communication technology, you can now access a variety of media from various media companies through portals, YouTube, and SNS, rather than traditional media tools such as TV or newspapers. Media companies with low reliability are causing news consumers to leave and choose tools. They are being left behind due to diversity, and this is leading to a rejection of traditional media such as existing TV and newspapers. In response to this, news consumers are demanding awakening and change from the relevant media companies, but the reliability of news information continues to decline due to the unchanging behavior of the media and journalists.

In conclusion, this low trust causes readers and viewers to avoid news, which has the negative effect of expanding the news indifferent population. In reality, it is interpreted that news users do not actually trust the news or intentionally avoid the news due to biased information. In reality, most news consumption has traditionally been done through watching TV or print media such as newspapers, but IT As the industry develops, media is gradually changing to online and social media, but overall news consumption and interest appears to be decreasing. As false information provided by low-trust media outlets spreads, physical solidarity is formed through the collective intellectualization of people who blindly believe in it, which can cause additional damage to society. This so-called 'fake news' is false information and has the basic form of news editing, causing confusion about the authenticity of the content.

In this way, the decline in trust in media outlets and news can lead to an expansion of news indifference, which in turn can lead to ignoring political or social issues. Therefore, rather than ignoring the low trustworthiness of the media, we should proudly engage with low-trust media as the subject of news consumption. There are voices calling for an era of consumer sovereignty that can filter out fake news.

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ULABS

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04 ULABS

ULBAS builds a digital news media service platform that combines blockchain technology and generative AI-based artificial intelligence technology, and provides solutions applying proprietary security technology to solve problems pointed out as problems in the current news media and content service market. Our goal is to present new alternatives. ULBAS was developed to enable participation in the platform ecosystem using ULBAS, the key token. You can sign up for membership through the ULBAS platform, and through this, you can utilize a service that provides refined information through artificial intelligence analysis and verification of each news, rather than existing fake news, and enable the next generation through better policies. With the goal of providing news media information, we aim to establish ourselves as a next-generation platform that provides various benefits to users participating in the platform ecosystem. ULBAS plans to expand its business areas through partnerships and collaboration with various related companies and platforms in the future in order to provide various services and expand its business areas.

| What is Blockchain?

Blockchain is a technology that ensures the reliability of transaction records without an authorized third party by having all participants in the network jointly verify, record, and store transaction information. It refers to an algorithm that combines multiple transaction details to form a block, uses hashes to connect multiple blocks like a chain, and then copies them and stores them distributedly across multiple people. It can be used in a variety of applications such as blockchain-based Smart Contract, logistics management system, document management system, medical information management system, copyright management system, and social media management system, and is one of the core technologies of the 4th Industrial Revolution. Expectations are rising that humanity will be able to enjoy social changes and benefits based on new transaction methods and organizational operating principles through blockchain technology that does not require intermediaries.

| Why Blockchain?

Utilizing blockchain provides the following benefits:

Reliability

We build trust by recording and safely storing all types of information on the blockchain.

Efficiency

Access relevant information through complex digital transactions, recording, storing and tracking detailed product information.

Transparency

Numerous records are recorded on computers by converting various types of information into codes using mathematical encryption algorithms.

Security

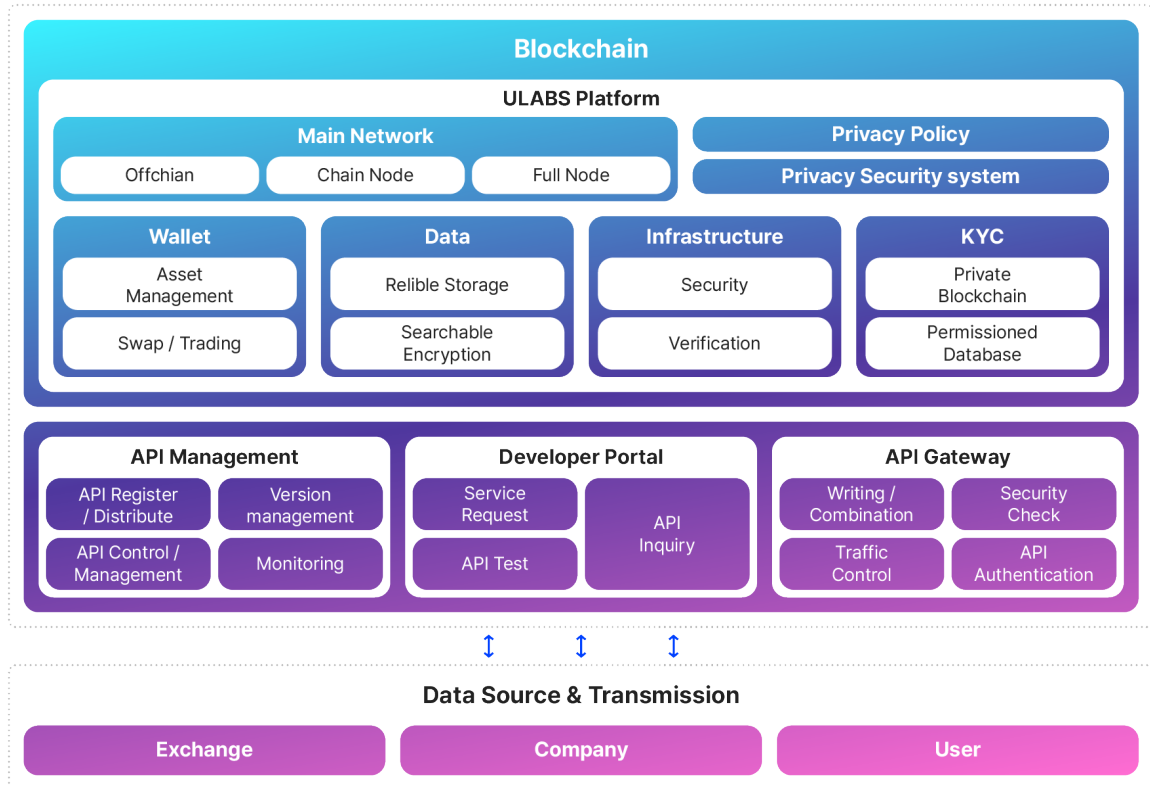
Protect transaction information and user privacy on the blockchain.

| Technology

The structure of generative AI, the main technology of ULABS, consists of artificial intelligence built through a large language model (LLM) and reinforcement learning from human feedback. LLM, a large language model, is trained using massive amounts of data to accurately predict the next word in a sentence. As the amount of data increases, the performance of the language model also increases. It is similar to autocomplete in that it predicts the next word based on a series of words in a sentence, but the big difference is that artificial intelligence arranges the sentences that real people use. Through this, in addition to paragraphs, ULABS has been developed into the best platform that provides key information (insight) by combining and processing news data. In the future, we plan to expand to utilize various data for specific content desired by users in addition to news.

To this end, we improve the technology level not only through large-scale language models, but also through human feedback-type reinforcement learning training. In the model training process, we combine the wisdom and experience of human trainers to provide a more robust learning process, generate reward signals through human feedback, and then improve the results produced by existing artificial intelligence through reinforcement learning. ULABS uses human-feedback reinforcement learning on large language models to help AI systems better understand complex human preferences and generate more accurate, consistent, and context-sensitive responses. Through flexibility, it can be used as the platform's main technology through content creation and utilization in conversational AI, and the bias that exists in the initial data is resolved and alleviated through the iterative process of collecting feedback and improving the model. In addition, as a growing platform that generates and provides high-quality output through continuous model performance improvement, the data generated here provides more stable and reliable values in interactions to ecosystem participants.

Architecture



Platform Structure

Based on enhanced stability, technology, and security compared to existing services, ULABS conducts a flexible processing process between each technology layer to provide the necessary information and results to users participating in the ecosystem. We aim to expand the platform ecosystem. ULABS consists of the following layers to maintain the transparency and security stability of blockchain and the performance and scalability of existing services.

Wallet

It provides a private key to access your own account in the ULABS ecosystem, and allows you to safely manage key information essential to participate in economic activities within the platform ecosystem through the Wallet module. Based on this, it provides stability related to contracts carried out within the ULABS ecosystem and guarantees closed operation, preventing key information leakage and providing security functions that can be used safely.

Data

It provides reliable storage space and objectively navigable encryption functions, which are key features of blockchain platforms.

Each data is created as a block and managed through a decentralized distributed ledger, providing an objective, safe and fair blockchain platform ecosystem where arbitrary manipulation is impossible.

Infrastructure

ULABS is a layer built to connect with real businesses and various projects, and this layer provides security and authentication functions. Through this layer, ULABS can expand its platform by linking not only ULABS' ecosystem but also various ecosystems by linking with shopping malls, payments, and blockchain projects in other ecosystems.

KYC

Due to the nature of ULABS' platform, which is closely related to the real economy, we provide a safe and reliable platform through identity verification and identity verification. Personal information provided to the platform is safely stored and managed through blockchain, and unlike existing identity authentication methods, enhanced identity information management is possible at a lower cost compared to the management and operation costs of financial institutions. This has the feature of increasing transparency in transactions within the platform and increasing visibility of transaction monitoring.

API Management

As an entry point for ULABS users to participate in the ecosystem, it provides the ability for participants to intuitively and safely access ecosystem services. It provides accessibility to services and has the ability to exchange various information easily and conveniently. Through this layer, you can easily access the blockchain and various services provided by the service layer. ULABS aims to provide a more advanced platform ecosystem through continuous management and research and development.

Developer portal

This is an area that is carried out inside the platform, and is an actual process area that determines how data is created, stored, and changed. Transaction information within the ecosystem is shared in various ways, and logic is built outside the UI for unit testing. We optimize various processing areas within the platform to provide a smoother and more comfortable user experience.

API Gateway

It is a layer that provides various functions for API authentication linked to the platform, routing API requests to the correct backend, applying rate limits to prevent system overload, and handling errors and exceptions, optimizing integration with real-time APIs. This is a layer that quickly processes API traffic associated with ULABS' platform and serves as the most important component for real-time architecture.

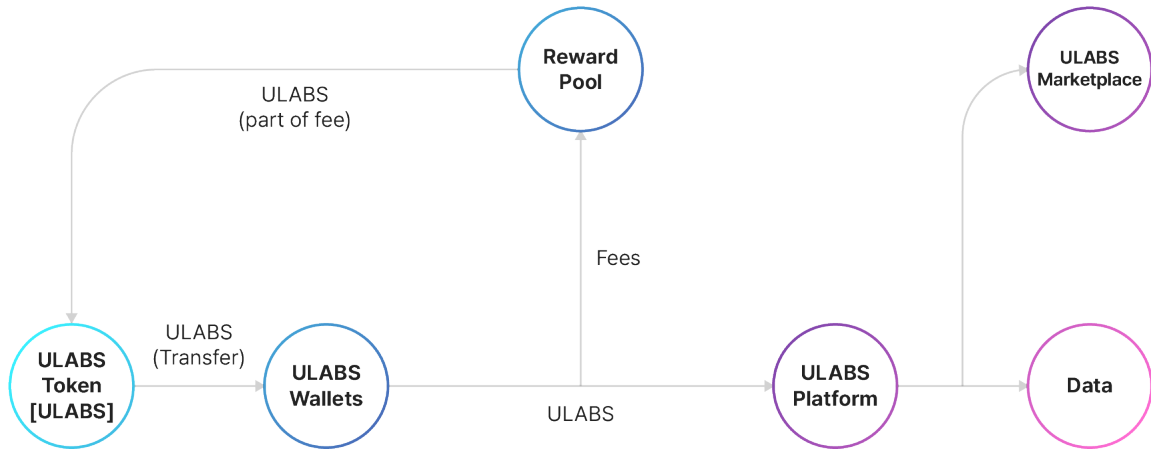
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ECOSYSTEM

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05 Ecosystem



ULABS Wallet

Individual blockchain wallets are created for users who have completed KYC. This allows you to check the quantity of various virtual currencies, including ULABS tokens, that you own, and exchange them for ULABS of the corresponding value through linking with the real-time exchange API. To utilize the ULABS Marketplace, users can utilize the Marketplace through the ULABS held in their wallet.

Reward Pool

ULABS' Reward Pool provides various benefits to ecosystem participants by establishing a diverse compensation system for them. It is a virtuous cycle structure that provides ULABS deposited in the reward pool as compensation to ecosystem participants, and aims to expand and build the platform ecosystem.

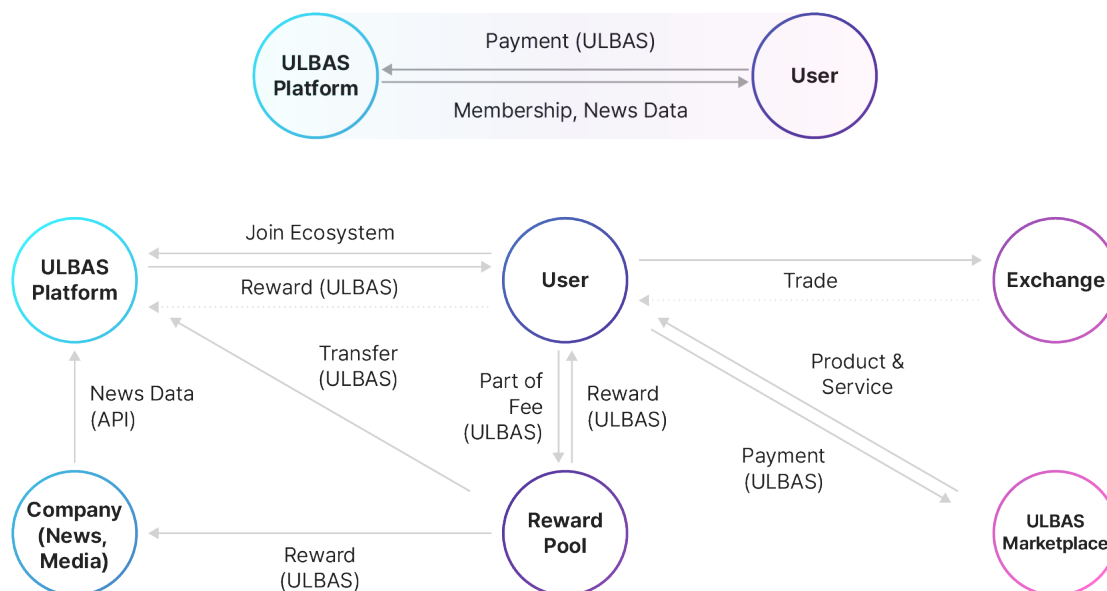
Data

ULABS, a ChatGPT-based platform, uses the ULABS it possesses to sign up for membership services and provides ecosystem participants with collected and processed data from various news data spread around the world. Additionally, media companies participating in ULABS can receive ULABS as a reward for participating in the ecosystem when they provide quality news articles through API.

Marketplace

Depending on the future direction of business, a marketplace within the ULABS platform will be provided. Here, ecosystem participants can use their ULABS to use and purchase ULABS' own products or services, or products and services of cooperative and partner companies. When purchasing with ULABS, a certain amount of commission is incurred, and a portion of this is transferred to the reward pool, providing a virtuous cycle structure where it is provided as a reward for participating in the ecosystem.

Token Economy



ULABS, which is used as a key token for ULABS, is a utility token that supports the ecosystem and is designed to support everything related to blockchain technology and cryptocurrency to individuals, companies, developers, and ecosystem participants.

Purchase tokens: To use the services provided by the ULABS platform, users can purchase coins directly from the ULABS platform itself or through the exchange where ULABS is listed.

Membership: Users participating in the ecosystem can sign up for membership within the platform and use the service in order to receive accurate news that has been precisely refined and processed through artificial intelligence. Membership is classified by plan, and ULABS is used to utilize the service.

Ecosystem Participation: Users and news media companies participating in the ULABS ecosystem can participate in the ecosystem by utilizing services provided on the ULABS platform, trading in the Marketplace, participating in events, and providing information, and are compensated for their contribution to the ecosystem.

Token usage: Ecosystem participants can purchase physical products or services in the marketplace provided within the ULABS application through the ULABS they own, and can use ULABS tokens at offline stores and affiliated stores linked to ULABS.

Cryptocurrency Exchange Utilization: Ecosystem participants holding ULABS can manage additional investment operations by utilizing listed exchanges. Through this, you can expect to generate additional profits, and you can participate in the ULABS ecosystem again through the profits secured here.

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TOKEN INFORMATION

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06 Token Information

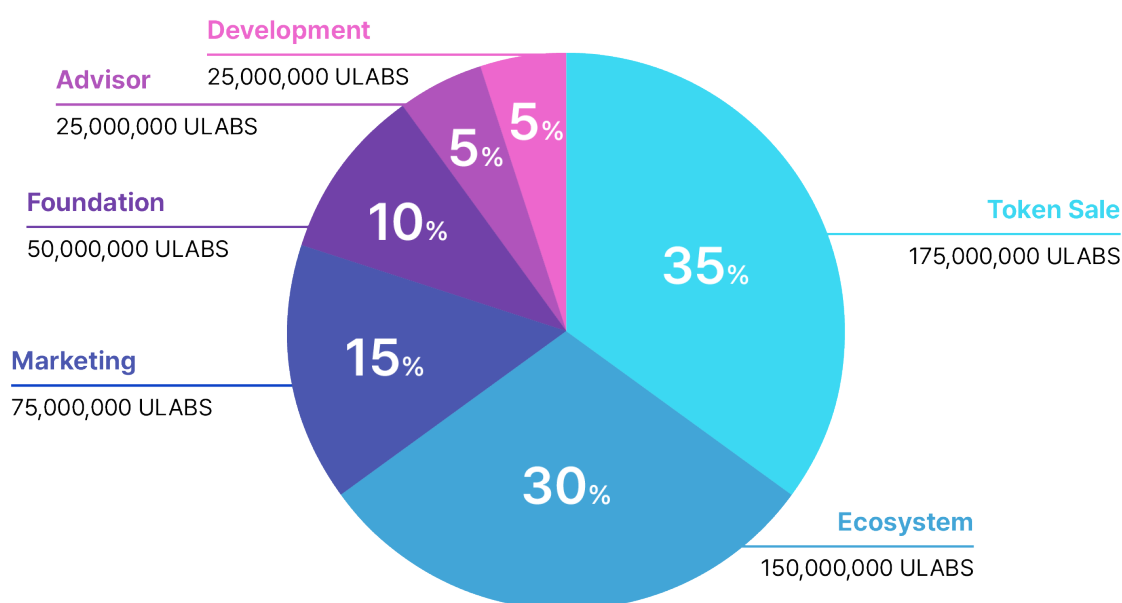
ULABS token circulation plan

[1] ULABS information

ULABS, which is used as the key currency within the ULABS platform, provides scalability by supporting heterogeneous network swap with Ethereum through the multi-chain of the POLYGON(MATIC) protocol. ULABS is issued for the purpose of developing, trading, and participating in the ecosystem for investment and information utilization in applications that can be used in the ULABS ecosystem, and is carried out to create an ecosystem for transparent recording and management of information. In addition, it will be used for marketing, listing, development of an independent blockchain network, maintenance, platform construction, and preparation for changes in market conditions, etc. to expand the ULABS ecosystem, including partnerships and cooperation with other businesses.

Token Name	Token Type	Total issuance	Decimal point
ULABS (ULABS)	MRC20, ERC-20	500,000,000 ULABS	18

[2] Token Allocation



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ROADMAP

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07 Road Map



-The roadmap may change depending on the business direction and variables that may arise during development-

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DISCLAIMER

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08 Disclaimer

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