

BTY Coin (Beauty Coin) Whitepaper

1. Executive Summary

BTY Coin (Beauty Coin) is a token system originating from the beauty industry built on DIVER Chain. Going beyond a mere point program, it realizes a chain-circular platform that seamlessly connects various industries including beauty, nail care, fashion, and related fields.

We support the realization of a richer lifestyle by not limiting users' aesthetic experiences to a single closed environment, but by naturally chaining them to various related services and products.

2. Background and Challenges

Currently, beauty-related services are provided independently, fragmenting the user experience. For example, changing a hairstyle does not seamlessly connect to nail design choices or fashion purchases, and each is treated as an independent decision.

Additionally, each service provider operating their own point system creates the following challenges:

- User behavior data is fragmented, preventing optimal recommendations
- Limited uses for acquired points
- Difficulty in coordination between service providers
- Restricted access to professional products

3. BTY Coin Solution: Chain-Circular Platform

3.1 Overview and Technical Specifications

BTY Coin is implemented as a DRC20 standard token on DIVER Chain, equipped with smart contract auto-execution functions. Token allocation assigns 92% to DEX IDO and 8% to development/operation pools, ensuring market liquidity and sustainable development.

3.2 Chain Value Exchange System

BTY Coin enables chain value exchanges centered on beauty experiences:

- Beauty Block
 - Service use at hair salons
 - Treatments at esthetic and eyelash salons
 - Exchange for professional beauty products
 - Purchase of customized hair care products

- Nail & Body Care Block
 - Booking treatments at nail salons
 - Use of body care services
 - Exchange for professional nail products
 - Obtaining personalized care products
- Fashion Block
 - Styling coordination consultation
 - Private shopping reservations
 - Priority access to limited items
 - Custom order item production requests

3.3 Cross-Industry Development

BTY Coin's value exchange is not limited to beauty-related industries:

- Mutual exchange with other industry-specific coins (such as Food Coin)
- Collaboration with different industry services (cafes, restaurants, fitness, etc.)
- Realization of seamless experiences across all lifestyle aspects

4. Ecosystem and Circulation Mechanism

4.1 Value Circulation Flow

1. Experience Chain

Changes in hairstyle prompt nail design choices, which further lead to fashion suggestions matching these choices, creating a natural chain of aesthetic experiences.

2. Data Circulation

Choices and experiences in each service become valuable information for the next service provider, enabling more appropriate recommendations.

3. Value Circulation

Acquired tokens can be exchanged for various services and products, and their use leads to further token acquisition, creating a sustainable circulation.

4.2 Value for Each Participant

- End Users

- Enjoying consistent recommendations throughout the beauty experience
- Access to professional products
- Flexible value exchange across multiple services
- Receiving personalized recommendations
- Service Providers
 - Understanding clients' overall aesthetic preferences
 - Effective collaboration with related services
 - Natural inflow of new customers
 - Realization of more effective service proposals
- Product Providers
 - Approaching appropriate customer segments
 - Proper distribution management of professional products
 - Direct collection of customer feedback

5. Technical Features

BTY Coin implements the following technical features on DIVER Chain:

- High compatibility and security through DRC20 standards
- Automated value exchange through smart contracts
- Cross-chain compatibility with tokens from other industries
- Transparency ensured by distributed ledger

6. Project Roadmap

Phase 1: Foundation Building (2025 Q2-Q3)

Building the basic system centered on beauty services and establishing collaboration with initial partners.

Phase 2: Chain Development (2025 Q4-2026 Q1)

Expanding into nail and fashion fields, establishing mechanisms for chain value provision.

Phase 3: Cross-Industry Development (2026 Q2-)

Initiating collaboration with tokens from other industries, building a broader value exchange network.

7. Conclusion

BTY Coin aims to go beyond being a mere point token to become a platform for chain value exchange centered on beauty experiences. Like the connections implied by the word

blockchain, it seamlessly connects various aesthetic experiences and value exchanges to contribute to the realization of a richer lifestyle.

Through this innovative platform, we will provide new value to not only the beauty industry but all related industries and users.