

WHITE PAPER

m+plus



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Project background

The international criminal police organization estimates that since counterfeit drugs are deprived of more than 1 million lives per year, the maximum 30% of pharmaceuticals sold in emerging markets are fake. We have been thinking about ways to solve this problem while dealing with high-functioning health care drugs and medicine-related products. Blockchain technology gives us a solution. Namely, unfalsified bookkeeping techniques can be applied to the management of authenticity. If such block chain technology is applied to the management of medical records correctly, our problem will be solved easily. Isn't it possible to eliminate counterfeit drugs entirely? This is where the project started.

With more than a million fake drug victims a year, and more victims of fake pharmaceuticals, it's a need for support to build the project. Since counterfeit drugs are deprived of more than 1 million lives per year, the maximum 30% of pharmaceuticals sold in emerging markets are fake. We have been thinking about ways to solve this problem while dealing with high-functioning health care drugs and medicine-related products. Blockchain technology gives us a solution. Namely, unfalsified bookkeeping techniques can be applied to the management of authenticity. Blockchain can make the digital information untamable to



ensure the reliability of the books. However, the packaging itself cannot be digitally managed if it is replaced. Existing electronic labels are also expensive and may not be available for low-cost drugs. Therefore, we will develop a low price sticker type of label. Once opened and peeled, the label ID of the check will change, and this method will be fed back to NG during verification.

M +plus project takes advantage of the decentralization, trustworthiness, collective maintenance and reliable database of block chain, aiming at the opaque, centralization operation, difficulty in distinguishing true from false, trust and other industrial pain points of the traceability chain and the counterfeiting of medical drugs. It will open up the traditional centralized information island, realize the business and data sharing under the premise of information security and confidentiality, and avoid the serious economic loss caused by the non-sharing and non-trust of data. It makes use of the trading information of block chain ledger to realize the tracing industry chain of pharmaceuticals. During the circulation process of medical drugs supply chain, in the M+plus project system, the important information of each link of the supply chain will be confirmed by signature and recorded in the chain after the identification of the third-party information. It includes the procedures of drug production, component manufacturing, pharmaceutical principles, warehousing acceptance, storage, drug



maintenance, stock picking, drug review and batch number adjustment. It is the nuts and bolts of medicine circulation in the market. All data are safe and reliable and cannot be tampered with. In case of disputes, it is easy to trace, which ensures the safety and reliability of the ultimate trace of medical drugs in the whole supply chain and thus ensures the safety of medical drugs.

Chapter 1 Industry analysis

1.1 Industry status quo

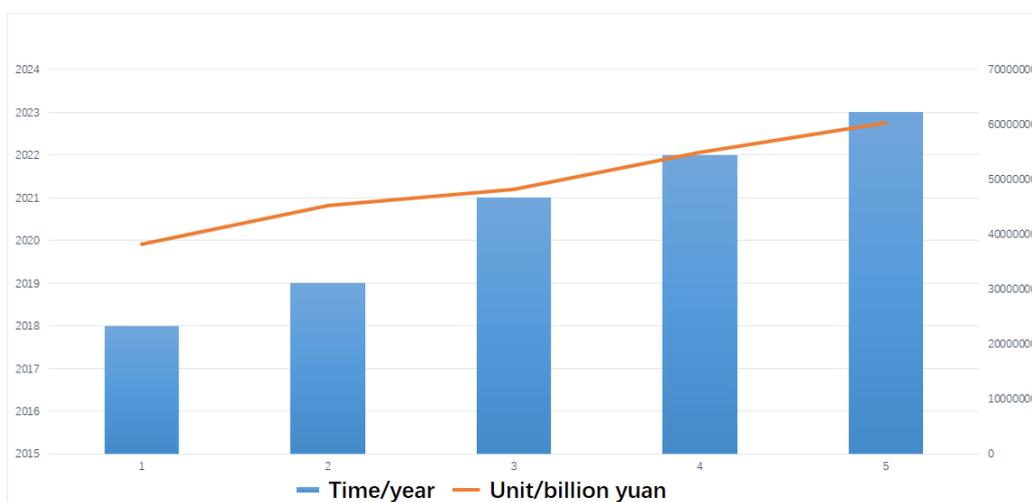
As an important part of the global economy, the pharmaceutical industry is characterized by high input, high output, high risk, high technology intensive, and strong technical barriers. At the same time, the pharmaceutical industry is a combination of traditional industry and modern industry. The pharmaceutical industry plays an important role in protecting and improving people's health, improving people's quality of life, cancer treatment, disaster relief and epidemic prevention, military preparedness, and promoting economic development and social progress.

With the development of global integration, people are paying more and more attention to health problems. The pharmaceutical



industry is expected to continue to grow in the next few years, thanks to the strengthening of global people's health awareness, the aging of the population and the innovation and development of medical technology. According to the report, the global pharmaceutical market will exceed 600 billion yuan by 2023.

Figure: 2018-2023 global pharmaceutical industry development prospects forecast (unit: 100 million yuan)



According to the statistics, worldwide drug transactions will reach 4.5 trillion units by 2020, with a 24% increase over 2015; turnover is expected to exceed \$1.4 trillion, up 29%-32% from 2015.

The world can be divided into two main markets, namely the new medical market, such as global, rapid economic growth of countries such as India and Brazil as well as mature markets, such as the United States,



Britain, Japan and other developed areas. Emerging markets remain the biggest users, accounting for two-thirds of the world's drug use. Its main components are generic drugs and a significant increase in drug use as a result of the expansion of the health care system. Mature markets will continue to account for the bulk of drug spending. The main reason is that, on the one hand, the price of drugs in the mature market is relatively high; on the other hand, the combination of new drugs brings considerable clinical benefits to patients with various diseases.

Mature markets will use more of the brand protoxa and specialty medicines, while emerging markets more uses non-branded drugs, replicas, and non-prescription drugs. The use of new drugs (i.e., drugs released in the previous decade) will account for 0.1% of emerging market drug use, compared with around 2-3% in mature markets.

Drug spending will be concentrated in mature markets, with more than half coming from established brands and focusing on non-communicable diseases.与 In comparison with emerging markets, the status of specialized fields in mature markets is more important and traditional drugs are more diversified in mature markets. Increase in expenditure are primarily derived from that use of brand drug in mature markets. In emerging markets, it's driven by the increase in consumption, but that part of the growth will be offset by the expiration of the patent. Affected by new products and the market prices, in mature markets



branded spending will increase by \$298 billion to 2020 in five years, but it will be offset by net price reduce is expected to \$90 billion. Compared with the previous five years, the expiration of patents for small-molecule drugs will have a significant impact from 2016 to 2020, and the impact on biological drugs will also increase.

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In 2020, drug spending and growth in the United States, five European countries and Japan will be much different than today. Spending growth in emerging markets will mainly come from the drug consumption growth, and as a leading emerging nation in the world, to 2020 spending will reach \$1600 to \$190 billion, but its growth will decline.

By 2020, many major markets will face major changes in the budget mechanism. The market will move away from an isolated budgetary mechanism, whereby drug budget management is independent of other health care costs. Emerging economies will focus on providing treatment to those in need, allowing them access to essential medicines to minimize the gap in local health care. Affected by medical performance or by



contracts and payment systems based on medical outcomes, multiple providers around the world will examine and monitor patient outcomes and costs associated with patient care more carefully. More health care services will be provided by providers (not doctors) using technology in patients' homes, pharmacies and community facilities. The use of technology is the key to the future of the health industry in the future, especially in emerging markets, where the costs of big infrastructure projects will delay development. Patients will have more treatment options, especially in the areas of cancer and rare diseases, where patients will be informed, motivated, and associated with others throughout the selection process. Their financial risks will also rise, as private and public payers in developed economies have begun to increase the share of patients' costs. In low-income and middle-income countries, fees will be transferred to private or supplemental insurance premiums, as each country seeks to achieve universal medical treatment.

1.2 Industry pain points

- **A shortage of medical logistics personnel**

The storage and management of drugs involves logistics, process analysis, big data, quality, maintenance and other aspects, and the requirements for talents are quite high. For medicine warehouse, its management personnel must know the date of production, place of



origin, sensitization source and other information of medicine, so as to ensure the best condition of medicine. In reality, there are too few interdisciplinary talents in medicine and logistics in the world. According to the latest survey on the development of global pharmaceutical circulation enterprises, there are still hundreds of millions of qualified medical logistics personnel missing in the world.

- **Difficult drug management**

First, medicines are divided into generic names and commodity names. The trade name of the pharmaceutical product is the name given by the manufacturer to the pharmaceutical product, commonly known as the chemical name of the effective component of the pharmaceutical product according to the pharmaceutical professional nomenclature. There are many medicines corresponding to the generic name. The generic name is not distinguished from the commodity name, which is easy to be confused.

Second, drug batch number. The management of pharmaceuticals is different from that of other commodities. There are multiple batches of the same drug. Each batch of drugs must be stored and managed according to the different drugs, which is also the difficulty.

Third, medical students are more obscure. Many people get confused when they come across drugs with chemical names such as quinazoline,



scopolamine and pyrrolidone. Even for medical warehousing managers, mistakes may be justified.

- **All electronic management and operating standards are standardized**

The global QUALCOMM intelligent electronic cargo picking label system realizes the full digitization of drug storage management from warehousing, delivery, picking, to inventory counting. The system use the Internet of things application technology, through the label 6 different color lights, voice prompt, liquid crystal display screen information such as the name, quantity, producing area, batch operations to lead the warehouse staff.

- **Widespread pharmaceutical fakes in the market.**

The investigation found that fake goods are common in certain drug markets. In the import channels of drug dealers dealing in fake goods, they mainly purchase goods from manufacturers or dealers of fake goods. Most of them do not have the production capacity of fake goods. At the same time, there are certain businesses that are aware of fake sales. Therefore, what is most needed in the Chinese market is not a drug-related trading platform, but an authoritative drug-tracing trading platform. At the current pharmaceutical market environment, regardless of the platform, merchants and consumers for drugs authenticity



identification are just need. However, there is a large demand for drug traceability in China, but there is a "judicial gap".

Chapter 2 project introduction - M+plus project

2.1 M +plus project vision

The vision of M+plus is to create the first traceability system for medicines and health care products in human history through block chain technology. It aims to make use of the features of block chain technology such as tamper-proof, encryption algorithm, privacy protection and traceability. M +plus project integration block chain technology has a natural application value in the pharmaceutical industry. All nodes, including the purchase, approval, production process, logistics transportation, customs inspection, drug sales and consumption, can be linked. Each link will record the corresponding information and link up. By scanning the QR code through the App, consumers can quickly query the source information of each link, eliminate more than one million fake drug victims every year, and make users feel at ease to buy and eat. All the pharmaceutical manufacturers in the world mainly use the tracing of pharmaceuticals and health care products. Health care products should have halal logo, and have a QR code to identify the authenticity. This is more significant for the development of the pharmaceutical industry. It's



a more efficient way of reconstructing the data trajectory, logistics, and the consumption process to improve the ecological value of the entire drug and the health product.

2.2 What is M+plus project

M +plus project is based on the distributed accounting system of block chain, with features of decentralization, trust mechanism, intelligent contract and consensus mechanism. Pharmaceutical companies register drug delivery information on the blockchain network. It uses a separate IoT technology to bind drugs to shipping information, providing billing technology that can prove whether the medicine at hand is the medicine at the time of shipment. It aims to build a medical medicine and tracing medical industry's property platform based on block chain technology, and create a more efficient, transparent, credible and self-maintaining ecosystem. It hopes to become a commercial blockchain for anti-counterfeiting tracing of medicines and health care products worldwide. M +plus builds trust between consumers and investors without central endorsement through block chain. In this way, the real substance of drugs can be capitalized. On the premise of fidelity preservation, drugs and health care products can be freely traceable on the block chain. The issue of tradable commodities on the platform requires payment of tokens, which forms consumption, similar to the GAS

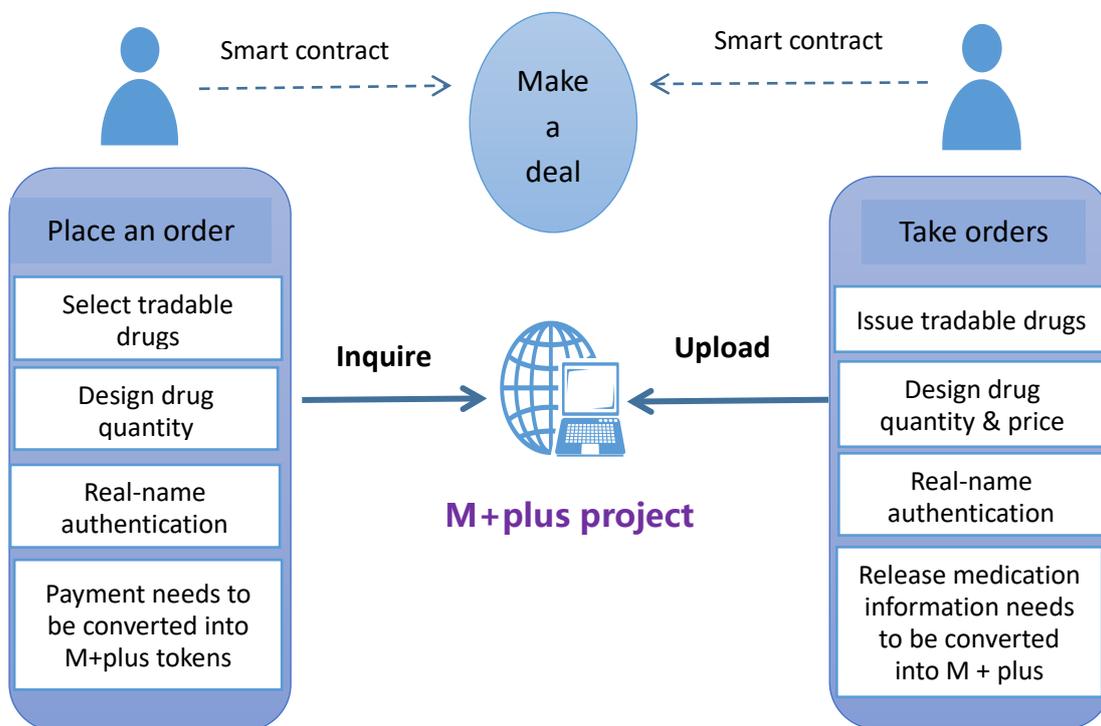


consumption of Ethereum, to restrict the flood of invalid information. At the same time, when the drug transfer is completed, the company pays a certain amount of token to the platform, and the holder of the token is distributed according to the equity (POS). On the platform, not only holders of real assets can publish information, but anyone who pays a certain amount of tokens can publish other people's transaction information and receive tokens according to the transaction results. This really solve the problem of mining depletion, let the tokens have actual value-added space. On the M+plus project platform, consumers and service providers can conduct transactions directly without having to trust a centralized platform institution as the transaction guarantee. The redundant intermediary channel costs saved in the drug distribution process are fed back to the participants in the M+plus project ecology, making them get more benefits.

The M+plus project is in line with the decentralized distributed system architecture of block chain, making the storage of transaction data more stable and secure, and the popularization of anti-counterfeiting technology higher. In addition, the strong anti-tamper ability of block chain ensures the accuracy of verifying the authenticity. The traceability requirement of anti-counterfeiting can be realized through the permanent storage of block chain information.



M +plus project makes use of the technical features of decentralization, trust, collective maintenance and reliable database of block chain to realize the sharing of business and data under the premise of information security and confidentiality. This avoids the serious economic loss caused by data not being Shared and not trusting each other. This fundamentally solves the problem of trust in the consumer industry in the pharmaceutical market. It can be said that the block chain has four characteristics: untamable, decentralized, distributed ledger and intelligent contract. It is a technical scheme to collectively maintain a reliable database.



2.3 Features of M+plus project

1) Decentralized structure eliminates data island, with data fusion and sharing across industries. The platform provides a unified data market platform, breaking down the barriers of data exchange and sharing among different industries. It integrates the main business processes of the global traceability system for pharmaceuticals and healthcare products, and supports the threshold of cross-industry data application development. It makes data easy to collect, easy to store, easy to understand, easy to process, and valuable.

2) Lower cost and realize efficient material connection. The platform provides a complete standard system, user knowledge base, user and developer community to facilitate the ecological construction of the Internet of things. Blockchain can provide an inclusive and trusted infrastructure for this network of traceability systems for medicines and healthcare products. It can reduce the operation and credit cost of centralized equipment and improve the operation efficiency and utilization rate of industry assets.

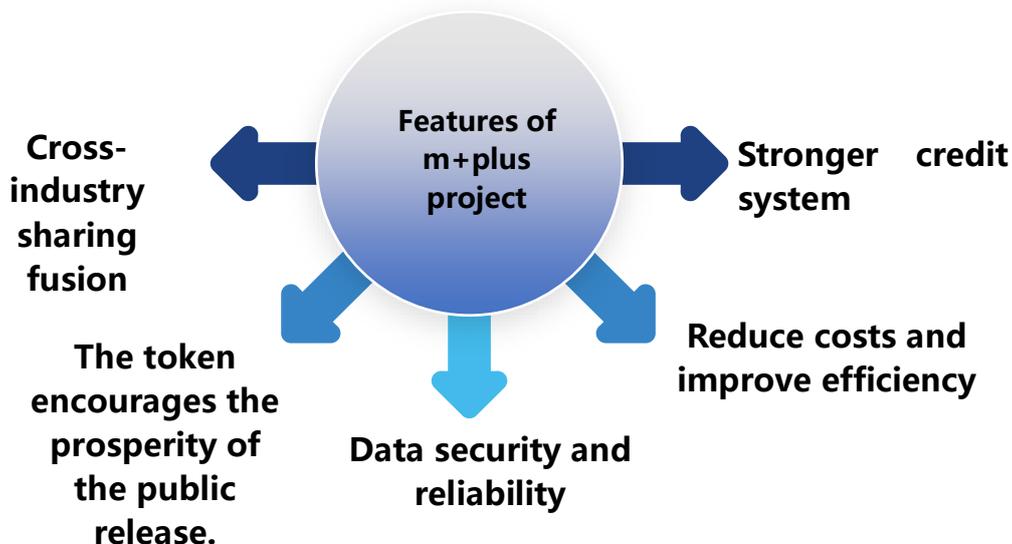
3) We have more secure and reliable data, and the privacy belongs to the users. Data is stored on decentralized resources through block chain technologies such as encryption, authentication, and authorization mechanisms. No organization or individual other than the user has access to the user's original data.



4) Smart contracts strengthen the credit system. On the platform, all industry contractual agreements are intelligentized, and the intelligent contracts are used to automatically execute the contracts reached by both parties, eliminating artificial interference factors and preventing the denial of either party from the system. The m+plus project can guarantee the reliable implementation of all conventions and avoid tampering, repudiation and default. It transforms tangible assets in the society into digital intelligent assets for power confirmation, authorization and real-time monitoring.

5) Unity is encouraging participants to achieve win-win ecological prosperity. The system of token money makes individual behavior value and monetary, which can effectively stimulate the virtuous circle of industry development. Any individual behavior that contributes to the value of this global medicine and the traceability system of health care products, even the spontaneous, voluntary and micro-micro behaviors of users, can be valued, monetized and motivated in the form of Token. The M+plus project does not require users to provide email, name, or any other information.





2.4 M +plus project traceability system

The M+plus project makes use of the unique untamable distributed ledger records feature of block chain. It builds a genuine anti-counterfeiting traceability service system to realize the block-based chain of the procurement, warehousing, delivery, store, shelf inventory, sales, user purchase and after-sales service of medicines and health care products, and realize the win-win interests of users, stores, partners, third parties and governments, so as to ensure the effectiveness, sustainability and safety of project management. All of its traceability data is written to the block chain at the moment it is generated. Each process node for each drug and healthcare product can be traced back to the person responsible. Through the corresponding DAPP application, M+plus solves the problems of information traceability, anti-counterfeiting and accurate marketing in the procurement, circulation, distribution and



terminal consumption of medicines and health care products, and solves the problems of "trustworthiness" for brand pharmaceutical enterprises and consumers. On the M+plus project, users can conduct traceability query through the query service platform of the M+plus project as the entrance. The ownership information of medicines and health care products is recorded on our platform. The user only needs to enter drugs on the platform and the health product information and the name of the manufacturer or distributor can then be queried to track the production, purchase, transportation, storage and exit of drugs and health products.

2.5 Open mode

M +plus uses block chain technology to provide the industrial chain of decentralized drugs and health care products traceability. The platform provides all users and businesses with a global information space for open medicine and health care products. Users and merchants can freely trade medicine and health care products information through the platform, and can also trade medicine and health care products information data to the platform.

The M + plus eco-open system is based on users, creating multiple entrances, multiple platforms, multiple channels, multi-industry, multi-field, multi-dimensional, multi-driven eco-open pharmaceuticals and the information system of health care products.



Multiple entry : Rich scenario-driven consumption:
Weblog/WeChat/live/social software driver;

Multi channels: Multichannel integration;

Multi industry: Related industry development;

Multiple fields: Breakthrough limits and display multi-fields;

Diversification : Businessmen run more than two medicines and health products or services at the same time. It includes: the diversification of medicines and health care products, the diversification of the market.



Chapter 3 business model - M+plus project



3.1 M +plus project query service platform

M +plus project inquiry service platform makes use of the characteristics of block chain, such as data transparency and tamper-proof, to sign legal and effective procedures with enterprises entering the network to ensure the traceability consumption of all drugs and health care products. Information such as the number of medicines and health care products produced by the manufacturer, changes in the number of medicines and health care products in circulation, and ownership of medicines and health care products are recorded in the blockchain. This removes the trust issue of the central anti-counterfeiting business. Users can query the changes in the process of the quantitative production of drugs and the circulation of health care products through the query service platform of M+plus project. For example, "A" is the manufacturer of some high-end rationing and health care products, and the number of chemicals and health products in the factory is clear. B is the middleman, and B buys one copy from A. C is the investor, and C intends to purchase the medicine and health care products from B. C only needs to trade through the M+plus project platform. Users throughout the platform can see that B gets A copy from A and passes it to C. At present, it is impossible for B to have any inventory and no other users to purchase from B. This fundamentally solves the problem of drug and health product traceability. The M+plus project will also become a social



platform for such customers to trade and communicate with high reputation.

3.2 Registration of drug distribution

Registration of medicines and health care products issued under the M+plus program are created to prevent others from copying medicines and health care products without permission and to harm the economic interests of the original drugs. The M+plus project uses blockchain as a distributed database with timestamp information to record the ownership of the original drug released by traders, providing untamable tracking records without the need to seek help from a third party trust. The untamable feature of block chain can fully record all the changes of drugs and health care products, which is conducive to the transparency of drug and health care products transactions. Through smart contracts, consumers can make automated payments to the owners of pharmaceutical stores.

3.3 Unique network architecture

M + plus is an M + plus network established in the medical and health medicine industry as a single block chain. Pharmaceutical firms and manufacturing firms, as independent node management books, share the same data, and each of their books is covered in encryption



technology. We can register our company's drugs on this M+plus network. In addition, we can confirm at the terminal whether it is the genuine goods system delivered by normal channels. However, in this case, forgery cannot be excluded. There have been cases of the circulation of fake goods in empty boxes and bottles of genuine goods. Therefore, we do not only register this regular product on the account of the blockchain. It is to confirm whether the open-ended products are combined with IoT technology by changing open-ended information. Packaged systems will also be available to pharmaceutical companies.

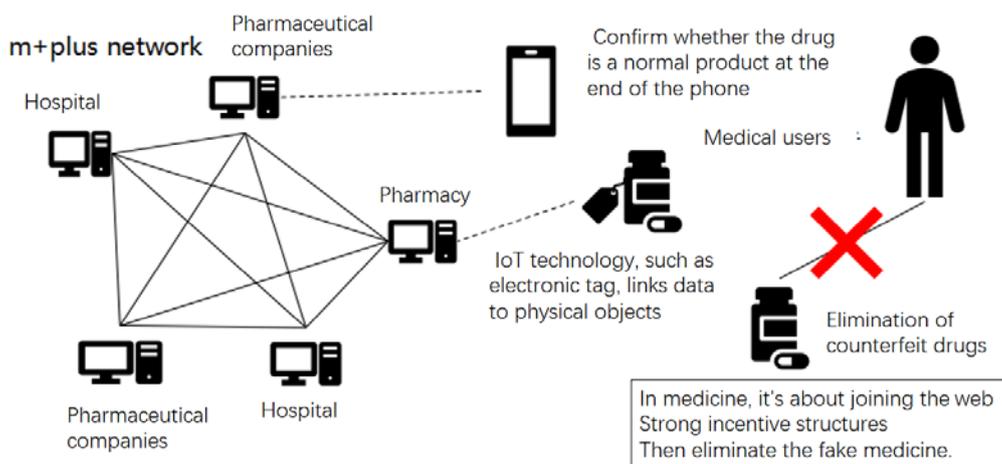


Figure: M+plus network concept map

3.4 A QR code Developed to prevent forgery

Since the block chain can make digital information unfalsified, the reliability of the account book is ensured. However, the packaging itself cannot be digitally managed if it is replaced. Existing electronic labels are



also expensive and may not be available for low-cost drugs. Therefore, we will develop an APP that allows users to scan the QR code to tell the true from the false. All nodes, including the purchase, approval, production process, logistics transportation, customs inspection, drug sales and consumption, can be linked. Each link will record the corresponding information and link it to the chain. Medical users can quickly query the source information of each link by scanning the QR code through the App.

3.5 Unique identity authentication

Personal data information has entered the Chihiro database center to achieve unique identity authentication, creating an ecological chain of distributed medicine and health care product traceability system with complete functions, interconnection and excellent performance. The anonymity, irreversibility and trustworthiness of the database can provide accurate, efficient and safe trading platform for users. Then, the transaction data can be stored and users can trade through virtual currency, so as to understand the ecological chain of the traceability system for drugs and health care products.



Chapter 4 Technical innovation design of M-plus project block chain technology

4.1 Distributed structure of M+plus project

The block chain of the M + plus project is based on a systematic, open-source, decentralized protocol, a new consistency algorithm, and an IoT integration, and a distributed binding structure. This allows the exchange of value information to be distributed across the network. It determines the content of information data through distributed bookkeeping, and generates block data after time stamp. Then distributed communication is sent to each node to realize distributed storage.

Specifically, distributed architecture is embodied in three aspects:

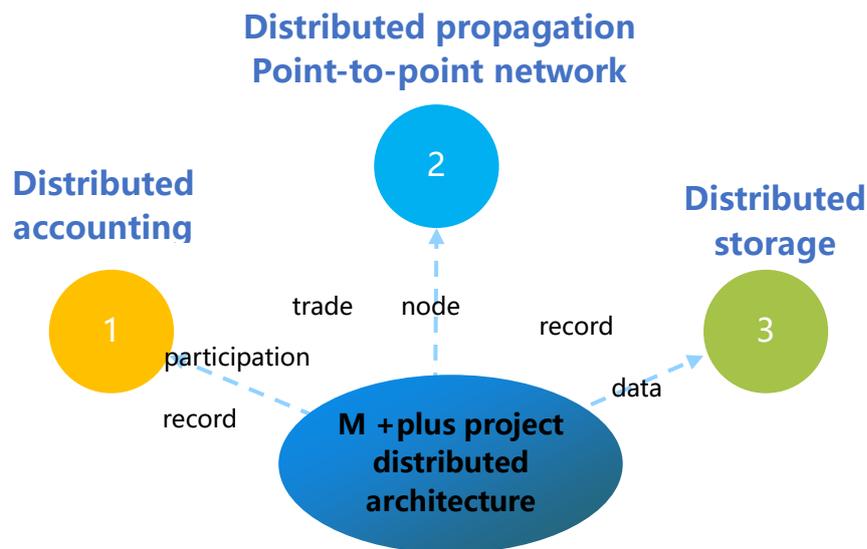
1) Distributed accounting. The M+plus project decentralizes accounting responsibilities by establishing a voluntary system of distributed bookkeeping in which everyone can participate in recording information, which is recorded by all participants in the entire network.

2) Distributed propagation. Each new transaction in the block chain is propagated in a distributed structure. According to the P2P network layer protocol, messages are sent directly from a single node to all other nodes of the entire network.

3) Distributed storage. All the data in the database is stored in all the



systems and updated in real time. The fully decentralized structure allows data to be recorded in real time and updated in every network node involved in data storage, which greatly improves the security of the database.



Through distributed accounting, distributed propagation, distributed storage, all three "distributions", data storage, transaction verification, and information transmission in the system are decentralized. Without a center, large-scale sharing industry participants will reach consensus and jointly build block chain database.

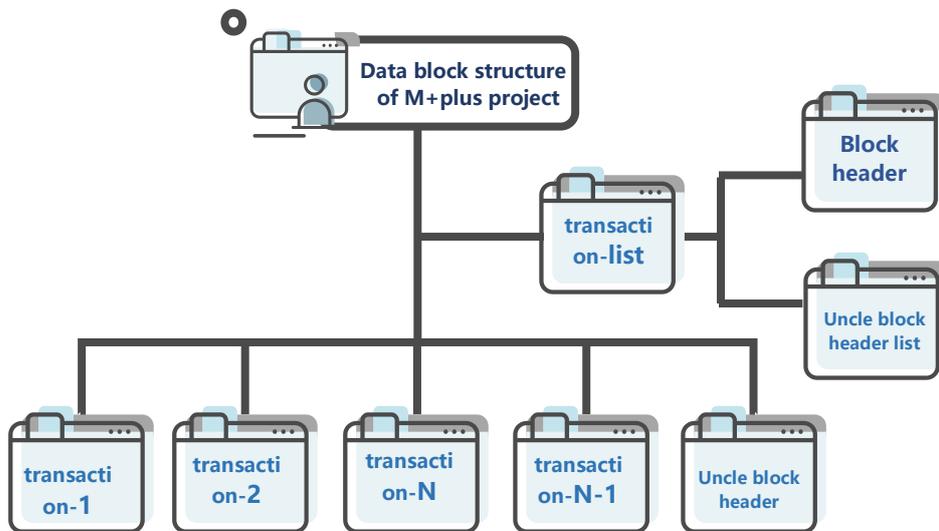
4.2 Data block structure of M+plus project

The structure of single block chain of data blocks used in M+plus project is composed of three parts:

- (1) Data block header;
- (2) Transaction list;



(3) Uncle block header list



In general, HashTransListMerkleRoot and nNonce are places where the freedom of mining is exerted. The process of constructing the data block head of the m+plus project is similar to that of the public chain:

A) choose to confirm the transaction, because traceability system data can be obtained from trading fees, so the general building blocks will select as many trades, but no more than AI parameters set maximum size.

B) determine the Coinbase, recorded here if the build is successful, the production of the traceability system data will get income (fee + reward), according to whether to support the ghost protocol at the same time and the distribution of part of the reward to the data node.

C) construct Merkle tree with set trading information and Merkle tree with block head of uncle node, and then generate nNonce random number according to RNN algorithm and write other parameters.

D) finally construct the data block header of M+plus project.



4.3 M+plus project consensus mechanism

The consensus among the participants of the M+plus project is the core of the whole M+plus project. Without a central authority, participants in the blockchain also need to agree on the terms. Edward Shils's "consensus concept" requires the following conditions for the promotion of consensus:

- 1) The members of the group jointly accept laws, rules and regulations.
- 2) The members of the group unanimously recognize the institutions implementing these regulations.
- 3) The members of the group need identity or solidarity. In this way, members of the group will recognize that they are equal in terms of the consensus reached.

In the field of computing, consensus has evolved from one abstraction to a specific one. It has a very important position in computer science, especially in the application of distributed books. In the distributed accounts of M+plus project, the consensus mechanism is that each network node agrees with the user's behavior trajectory data and the user's credit information data. We update the books on this rule. Therefore, in blockchain technology, consensus can be



summarized as the rules and procedures for the management of the fact that nodes in the system participate in the management.

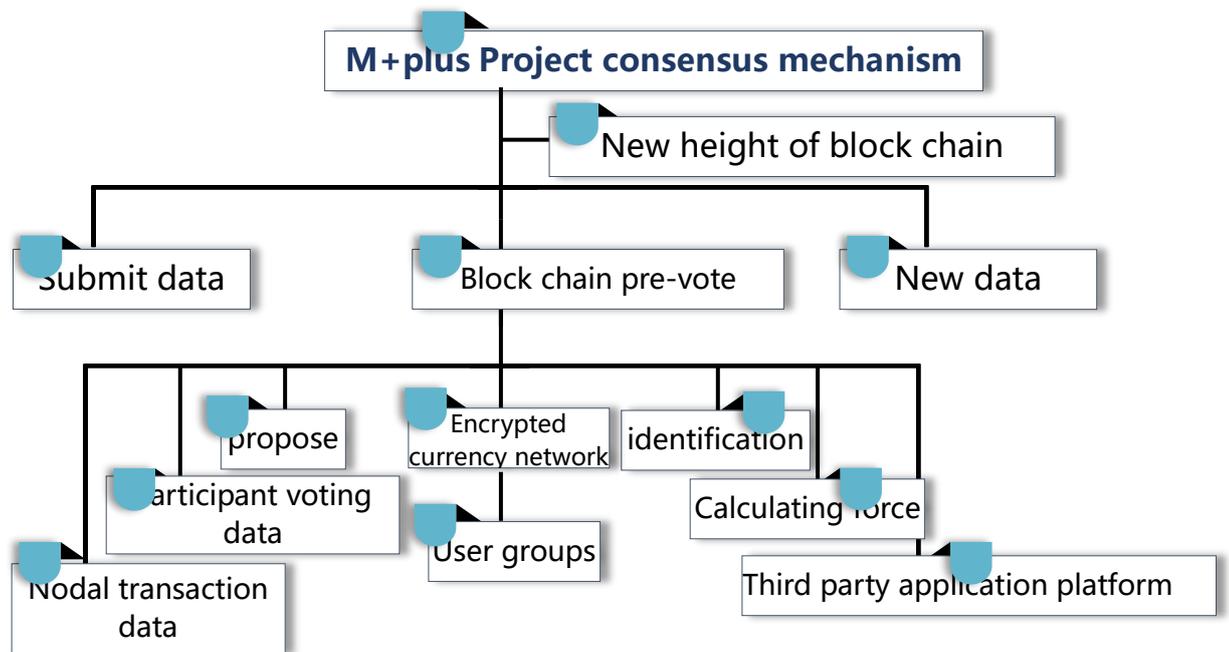
The consensus mechanism used in the M+plus project is the DPOS mechanism. It is a way to provide a common protocol for transaction processing and decentralization in a trusted encrypted currency network. The aim is to reduce the computational power waste and resource cost in the POW consensus mechanism.

The DPOS consensus mechanism is similar to a board vote. In a decentralized system, decision-making power is distributed to all holders of the currency. When the holder votes more than 51%, the decision is considered to be passed and the decision is irreversible. In this mechanism, there is an important role called representative, and representative is the node of the generating block. In order to become a representative, a certain amount of guarantee gold must be paid to ensure the credibility of the representative. Users have the right to elect representatives. Each user can vote for a trusted representative. The first n representatives who get the most votes in the whole network have the right to produce blocks. The number of votes held by these n representatives is equal to the number of shares held by this node. These n representatives will rotate the production blocks according to the schedule. More than 51% of the votes passed by the block are considered successful. Each of the blocks that generates a block will be



derived from the processing fee of the transaction in the block, and these returns will be a reward mechanism for maintaining online participation. The reliability of representation is particularly important in the DPOS consensus mechanism. When the holder selects the representative, it can see the error rate of the block, so that the correct representative can be selected. On the other hand, represents that the chunk is generated in turn over time. Therefore, when a block is generated incorrectly by a representative, as long as it is not recognized by 51%, the block will be generated by other representatives in the next time period. It can be said that the DPOS consensus mechanism is more effective than the POS consensus mechanism. DPOS consensus mechanism is a consensus mechanism to get rid of mining in a real sense. The mechanism relies on the vote of all participants, however, when participation is not enough, then the representatives tend to be concentrated in the entire network of holder hands hold a lot of votes, thus lost the characteristics of decentralization. On the other hand, the size of the third-party application platform and its frequency and popularity with the blockchain have established a strong user base to minimize this risk.





4.4 M+plus project security encryption algorithm

The designers of the M+plus project traceability system model used cryptography to solve the consensus mechanism. The principle of this consensus mechanism is "asymmetric encryption mathematics". In short, it allows us to use two passwords for encryption and decryption. The two passwords are asymmetric. One is that encrypted passwords (called "public keys" in the blockchain) are publicly visible throughout the network. Everyone can use their own public key to encrypt a piece of information. Second, the decryption password (called the "private key" in the block chain) is known only to the information owner. Encrypted information can only be decrypted if it has the corresponding private key.



1) private key: non-public, a 256-bit random number, kept by the user and not open to the public. The private key is usually generated randomly by the system, which is the only proof of the user's right to use the account and the ownership of assets in the account. Its effective length is large enough, so it cannot be broken down and there is no security risk.

2) public key (public key) : it can be exposed. Each private key has a public key that matches it. ECC public key can be generated by private key through one-way and deterministic algorithm. Currently, common schemes include: secp256r1 (international general standard), secp256k1 (public chain standard). Secp256r1 was selected as the key scheme for the bionic chain control chain and the initial data chain.

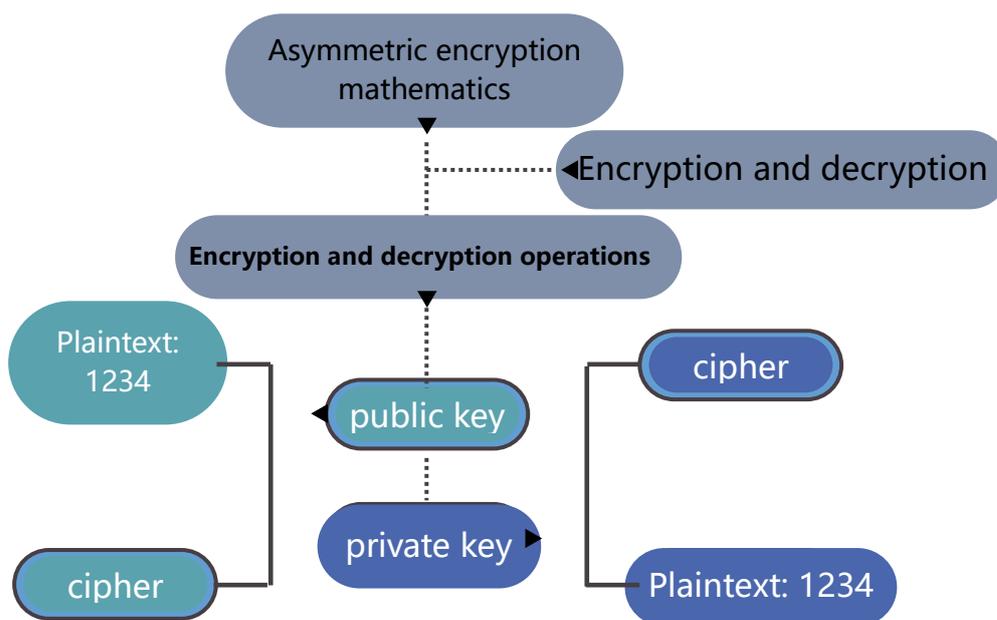


Figure: asymmetric encryption technology of M+plus project

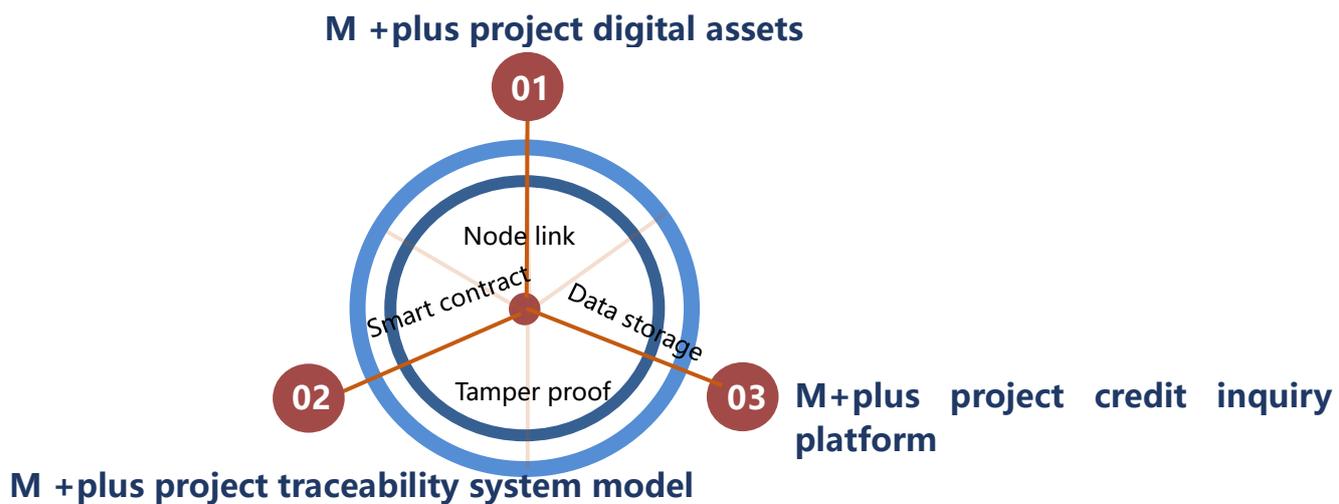
Because each block is connected to the previous block and is stamped with a timestamp for the time information, any user in the network can access all the records starting from the self-created block. This also means that data tampering requires tampering with all blocks in the blockchain system at the same time, and the high tampering cost effectively avoids the occurrence of risks. At the same time, every transaction data needs to be verified by almost all nodes of the network, and fraud costs are also high. Through asymmetric encryption technology and hash function, it can still effectively protect the privacy and personal asset security of node users in the environment of information sharing. As a decentralized institution, blockchain naturally plays a role in reducing transaction costs.

4.5 M+plus project is tamper-proof

The M+plus project is based on the tamper-resistant technology of block chain. If the recipient fails to fulfill the contract terms, it will be permanently recorded by the ,M+plus project system. Developers can also release new chain, and can take advantage of the m + plus project in the traceability system, establish intelligent contracts, IOT, other block chain applications. It can also form with traditional application system



integration pattern. The M+plus project creates a brand new traceability system model with openness and Eco logicality, and realizes a truly global artificial intelligence traceability system approach. It constructs that digital assets balance system of the access query platform and m + plus project for the central self-care mode by continuously adding new institutions, nodes and user access. Users can deposit the balance of M+plus project digital assets in French currency. M +plus project fund institutions can value funds to achieve interest revenue. It allocates the interest charged to users who use the M+plus project's digital balance of assets to be stored according to the storage quota. It can be applied to the block traceability system model commonly used by pharmaceutical companies around the world, so that the application of the manufacturing technology of the traceability system can be more easily and quickly popularized.



4.6 Smart contract agreement for M+plus project

The smart contract is block chain 3.0 medicine. Through three main steps, it establishes an intelligent contract trading mechanism, realizing the whole process from formulation to automatic execution:

- (1) Multiple users jointly participate in the development of an intelligent contract. Multiple users agree on a commitment as required, including both parties' rights and obligations. Their promises are digitized. The user gets a pair of public and private keys given by the block chain. The public key is the user's account address on the block chain, and the private key is the only key to operate the account. Users sign with the private key to ensure the validity of the contract.
- (2) The contract spreads through the P2P network and is stored in the block chain. Blockchain is a peer-to-peer network of P2P. Contracts spread throughout the blockchain by P2P, and every user receives a contract. The received contracts will be temporarily saved in the blockchain. After multiple rounds of sending and comparing verification of the consensus time, a consensus set of contracts will be finally reached and spread to the whole network in the form of blocks.
- (3) The intelligent contract constructed by block chain is automatically executed. The built-in consensus algorithm of



block chain will build a set of state machine system. The intelligent contract will check the state of state machine regularly, push the transactions that meet the conditions to the queue to be verified, and wait for consensus. The validated transaction enters the pending consensus set. When most of the verification nodes agree, the transaction successfully executes and notifies the user.

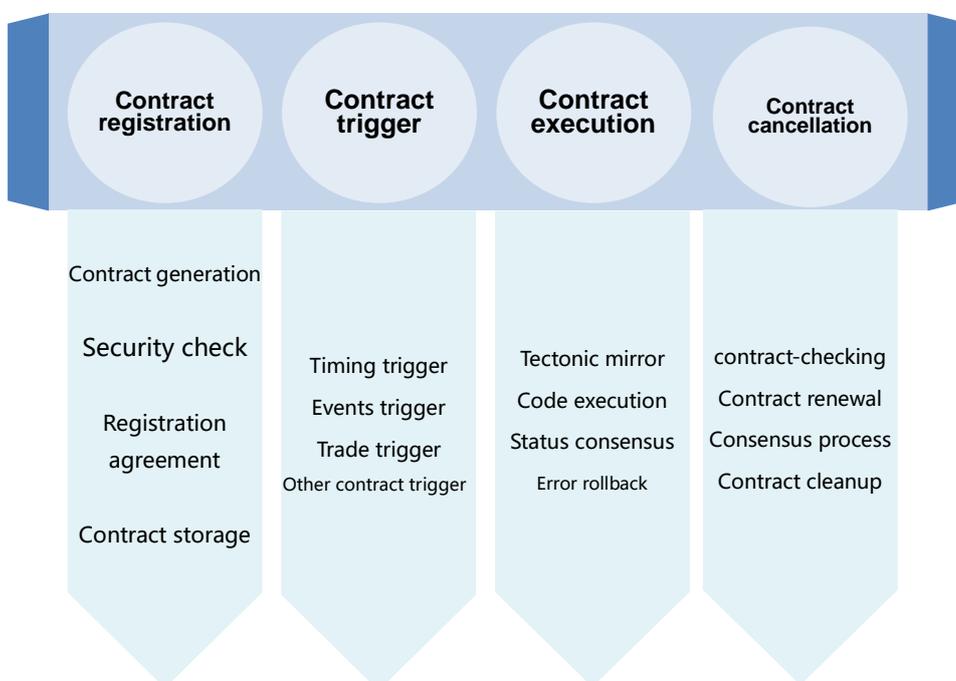


Figure: M+plus project smart contract protocol

The application of smart contracts to real transactions has the following advantages:

- (1) automatic execution to improve transaction efficiency.



Smart contracts are defined by code and executed by code, completely automatic and unobtrusive. When some preset conditions occur, intelligent contract will be in accordance with the code to perform predefined, all kinds of digital assets of block chain complex operations, thus automatically intelligent contract content. The behavior agreed upon in the contract does not need to be carried out through the control of the person, but only through the computer. This avoids all kinds of disputes caused by human factors and is more efficient than executing the contract by human.

(2) whether the smart contract is executed no longer depends on the mutual trust of both parties, but on the premise that the trust of participants is abandoned and only the code is enforced. If either of the parties fails to comply with the terms of the agreement, the agreement will not be triggered for automatic execution. Thus, the rights and interests of the other party in compliance with the agreement shall be properly protected. Minimizing trust can make things easier, because automated execution can replace human judgment and execution.

4.7 M+plus project traceability

The M+plus project makes use of the unique untamable distributed ledger records feature of block chain. It builds a genuine anti-counterfeiting traceability service system to realize the block-based



chain of the procurement, warehousing, delivery, store, shelf inventory, sales, user purchase and after-sales service of medicines and health care products, and realize the win-win interests of users, stores, partners, third parties and governments, so as to ensure the effectiveness, sustainability and safety of project management. All of its traceability data is written to the block chain at the moment it is generated. Each process node for each drug and healthcare product can be traced back to the person responsible. Through the corresponding DAPP application, M+plus solves the problems of information traceability, anti-counterfeiting and accurate marketing in the procurement, circulation, distribution and terminal consumption of medicines and health care products, and solves the problems of "trustworthiness" for brand pharmaceutical enterprises and consumers. On the M+plus project, users can conduct traceability query through the query service platform of the M+plus project as the entrance. The ownership information of medicines and health care products is recorded on our platform. The user only needs to enter drugs on the platform and the health product information and the name of the manufacturer or distributor can then be queried to track the production, purchase, transportation, storage and exit of drugs and health products.



Chapter 5 M+plus project core innovation

5.1 Authoritative notarization mechanism

When users query the authenticity of certain drugs and health care products, they need to contact various information sources provided by enterprises, such as the use of medicines, the weighing of medicines, the chemical and physical principles of drugs, raw materials, the ingredients of drugs, logistics traceability, packaging process, the place where drugs are manufactured, the process of drug storage, and the sales of drugstores, to determine the authenticity of certain drugs and health care products. The M+plus project is more inclined to be a fair inquiry service platform independent of subjective and objective factors. It truly and objectively records the information traceability records in the procurement, production, circulation, transportation, distribution and final consumption of medicines and health care products. It can be said that the M+plus project has witnessed the tracing of medicines and health care products and the growth of enterprises. In the process of anti-counterfeiting activities, the M+plus project actually ACTS as an impartial party. And this justice is obviously fair and just, free from the interference of other human factors.



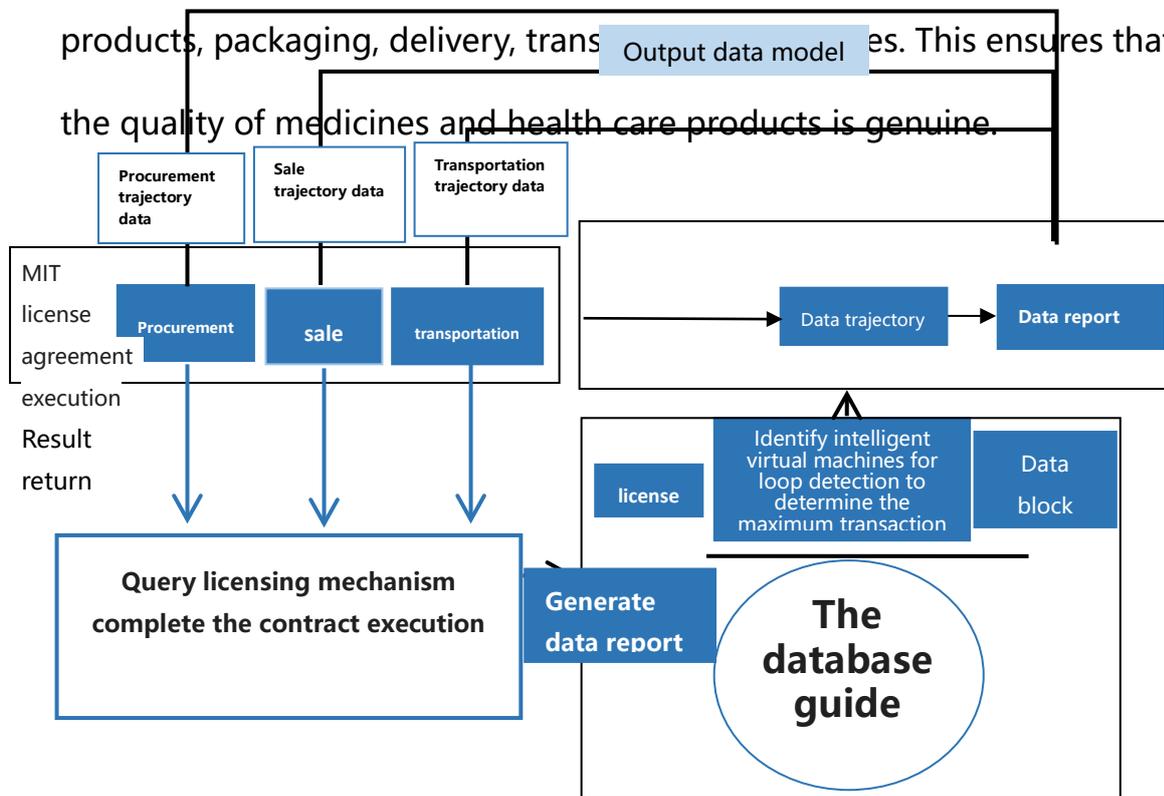
5.2 The credit union mechanism

In the field of data circulation, problems such as low transparency of data and information, falsification and tampering of data and illegal reselling of data transactions have been existing all the time. Once the data transaction touches on legal issues, it will be very difficult to provide evidence and pursue accountability. The key reason for the difficulty in safeguarding rights is the low efficiency of third-party execution. The blockchain automatically records the information through the program algorithm, removes the third party and cannot be tampered with arbitrarily, which greatly improves the efficiency of safeguarding rights. The M-plus project, developed by the blockchain technology, can store every transaction information in the blockchain. A business (data buyer) can get a transaction certificate. The digital certificate of the transaction and the storage address of the transaction information in the block chain can be seen in the transaction voucher. When users need data confirmation, they can enter the traceability platform, input relevant information in transaction vouchers, and query the transaction information stored in the block chain, so as to complete the confirmation of transaction data. Therefore, the M+plus project can guarantee the legitimate rights and interests of both parties and establish a good credit union mechanism for data providers and data buyers.



5.3 M+plus project traceability trajectory

The M+plus project has established a powerful information recognition system. Based on the tamper-resistant technology of block chain technology, every transaction information of drugs and health care products will be fully recorded. For this purpose, users can fully trace the information of each link of medicine and health care products from purchasing, manufacturing, ingredients, semi-finished products, finished products, packaging, delivery, trans... This ensures that the quality of medicines and health care products is genuine.



5.4 Future application value

In the face of all kinds of counterfeit medicines in the safe consumption of medicines and health care products around the world, M+plus project integrates with block chain technology to build a global tracing system for the authenticity and authenticity of medicines and health care products, which is born out of nowhere, providing a perfect solution for the global pharmaceutical industry to break the bottleneck of market development. All the pharmaceutical manufacturers in the world mainly use the tracing of pharmaceuticals and health care products. Health care products should be halal logo, there is a QR code to identify the authenticity. Therefore, the M + plus project has a very wide future development value. In terms of the future development of the traceability data system for drugs and health care products, the number is the future. It is an inevitable trend for the M+plus project to use digital mining analysis to create new value and obtain corresponding benefits. With the rapid development of the Internet, digital has become a very important intangible asset. The digitalization of the traceability system of medicines and health care products can greatly improve the efficiency of production. Digitalization of traceability systems for medicines and health care products is the best solution to reduce costs and increase efficiency for both enterprises and individuals. The traceability system of physical drugs and health care products has tampering defects in registration,



distribution, trading, transfer and delivery. The digital tracing system of drugs and health care products is encrypted and saved by technical means, and the security is far greater than that in the entity. The nature of medicines and health products traceability system, is the entity of medicines and health products traceability system more convenient by means of intelligent digital resource integration and utilization, and create new value. In the future, the market value of the traceability system for drugs and health care products will reach trillions of dollars.

Chapter 6 M+plus project token system

6.1 Range of application

The M+plus token is issued by the blockchain industry association and can be used on the platform.

First of all, possession of the tokens belongs to the user's assets, and it has the payment function of the legal currency, and the future can be used to prove that particular drugs are in the system;

Third, users can exchange the M+plus program with legal currency.



6.2 Property right

The M+plus was issued as a payment currency. Legally speaking, as a special commodity, it belongs to the category of real right and can be bought and sold legally. Users who own the M+plus project token have ownership of the token and can buy and sell it.

6.3 Monetary attribute

- The settlement currency of M+plus project is issued by the blockchain management agency. Users can participate in the pre-sale on the contractual third-party settlement platform.
- Users can use the platform for multi-currency settlement function to realize online settlement and offline consumption.
- In online shopping malls, participants can promote their own medicine, which increases the flow of m+plus projects. On the foreign exchange platform, participants can use their own m+plus project to invest in the foreign exchange platform for more income. In an exchange, trading generates circulating value. Alliance programs, etc.
- As an asset, the settlement currency of M+plus project can be used for platform investment. It can also be used for the exchange of digital currency with other exchange platforms, or for the exchange of legal currency.



- M + plus projects belong to the user's assets. Users can buy what they need and pay for it. Secondly, the token of M+plus can be used to participate in activities of M+plus. The number of tokens increases over time, which means the user's assets can also accumulate and increase.

6.4 Ownership attribute

The M+plus project proposes a new mode of investment oriented to ICO token - money shares. If the project changes to equity one day, users can get equity at the same discount. This provides some security for early investors. If there is no token of sale for some reason, they have the right to obtain the company's equity.

6.5 Decentralized governance mode

In a decentralized governance system, any decision must be voted at a fixed time. This time varies according to the proposed content. The proposal will only be implemented if and only if a sufficiently high interest vote is collected, otherwise the proposal will be closed. In the decentralized self-government system, it is not a statement for those with high rights and interests. Decentralization includes but is not limited to exchange registration, currency registration, statistical function, mortgage token scope, etc. These upgrades can be decided by a joint



vote of autonomous system participants.

Chapter 7 implementation and development planning of M+plus project

7.1 Initial planning

The white paper of M+plus project was issued, the preliminary project was prepared, and the technical framework design was promoted at various levels. We started running test networks, and we started empirical trials with pharmaceutical companies. We started the private round financing of M+plus project, developed relevant project content, launched APP and signed enterprises. We deployed the application scenario of M+plus after it was launched. We carry out the implementation promotion according to the application scenarios of different partners. These include due diligence on the chain assets, compliance audit of the chain assets, transaction management and information disclosure.

7.2 Medium-term planning

We further improve and promote the use of M+plus worldwide. We cooperate with most companies to start operation, promote the online trading platform to realize the exchange with digital assets and currencies



of various countries, maintain and promote the use of M+plus project, connect with the applications of large international and international pharmaceutical companies, and accumulate users. We further implement the application in the traceability industry, lower the barriers to traceability loopholes, and provide people with lower costs and more timely traceability of traceability transactions, making the M+plus project an integral part of the development of traceability transactions.

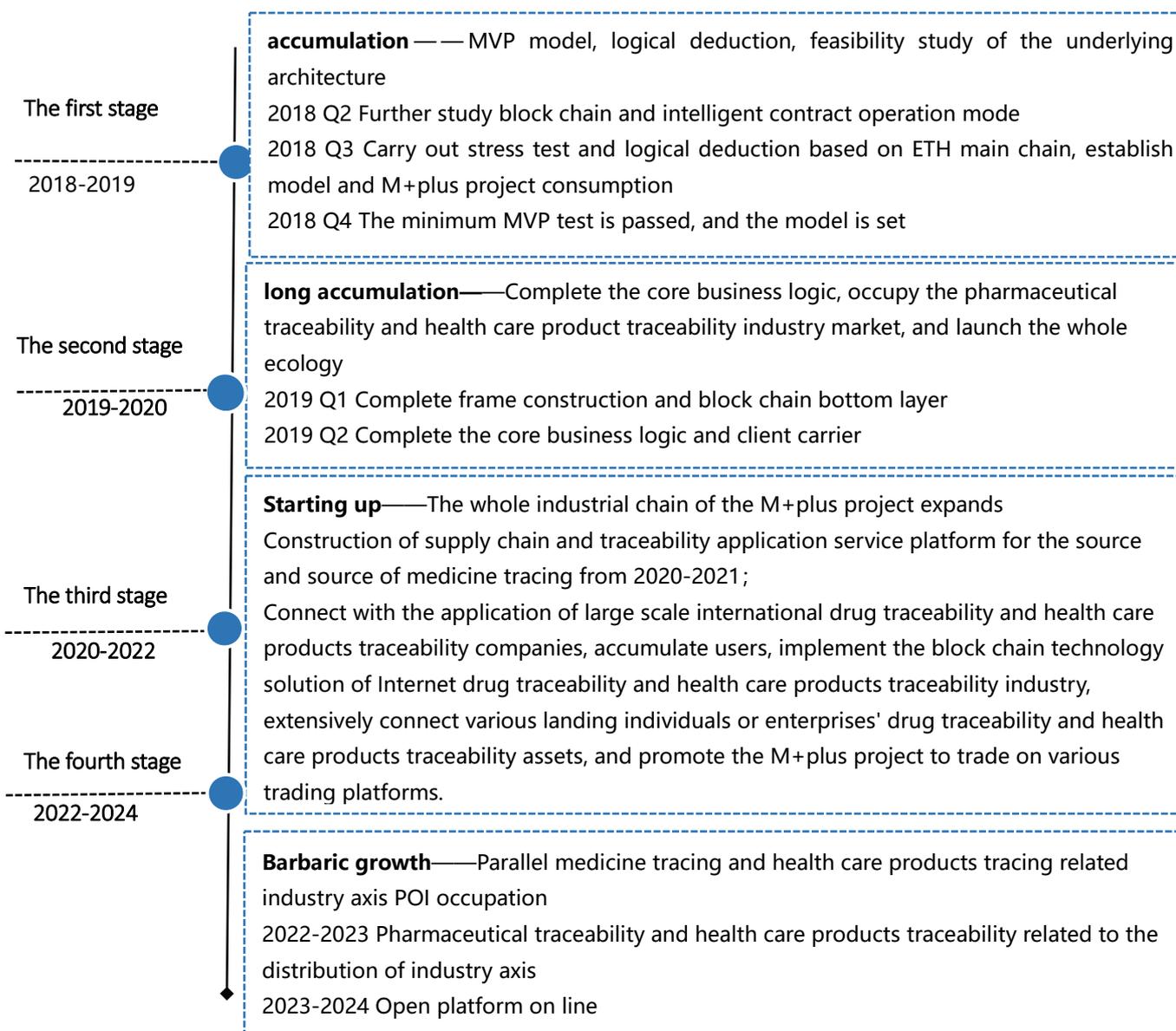
7.3 Future planning

After the launch of the M+plus project, in addition to constantly strengthening the technical leadership of the M+plus project, we will release new assets and applications on the chain, comprehensively expanding the ecological structure of the M+plus project and enriching the vitality of the M+plus project. We began to publicize our business activities and let pharmaceutical companies from all over the world join the network. We have made the M+plus project the standard for the block chain of smart contracts, which will be the basis for the development of new technologies and the release of new applications in the future.



With the M+plus project remaining technologically advanced, the open source code for the M+plus project will be the underlying technology for many future projects. At the same time, we maintain the harmonious development of the industry ecology, such as drug and health care products data of the block traceability industry, and continue to access more traceability applications.

7.4 Development roadmap



Chapter 8 M+plus project profit mode

8.1 Traceability fee

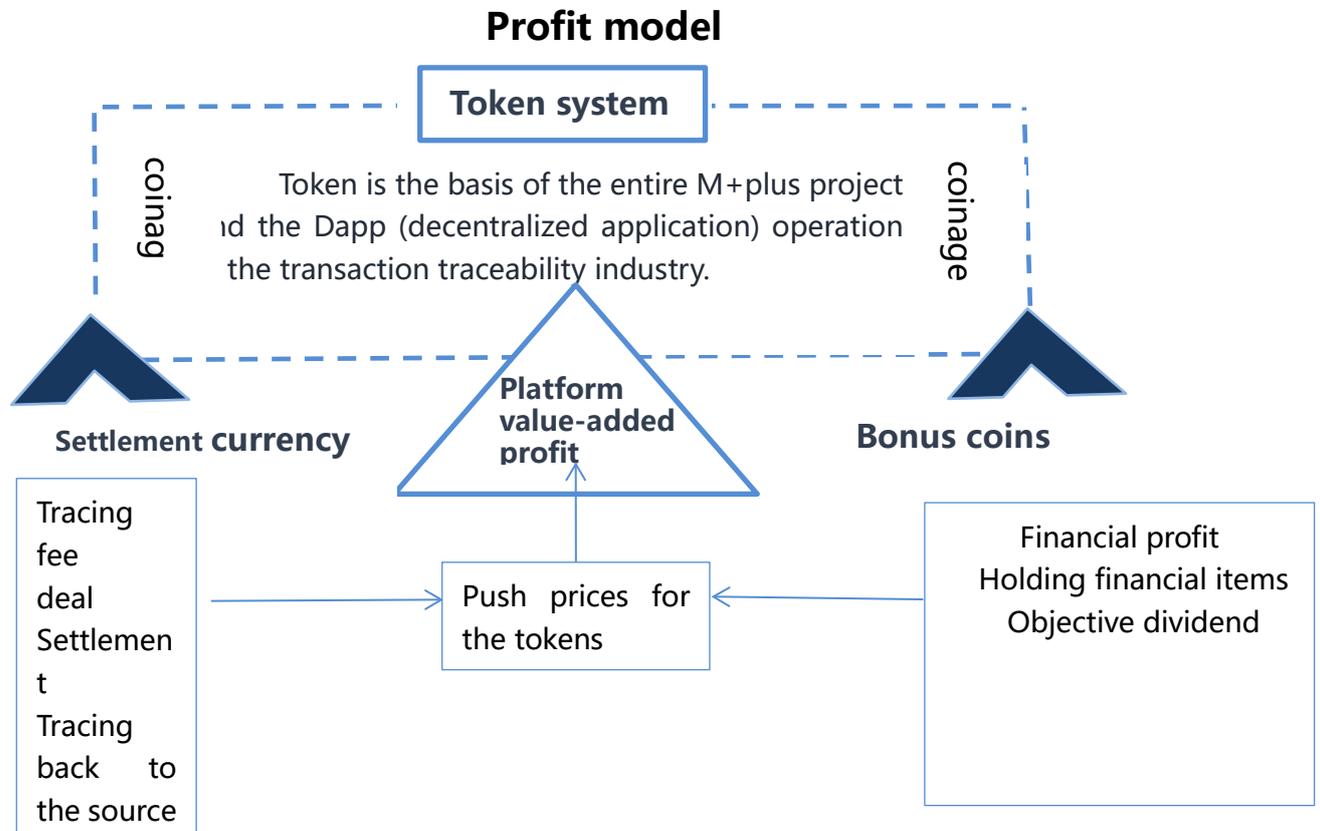
The contract third-party traceability platform of M+plus project aims to provide a convenient traceability and circulation platform for global pharmaceutical and healthcare products traceability users, so as to realize point-to-point real-time traceability. On this basis, one of the profit sources of M+plus project is the traceability fee. That is, every drug and health products traceability enterprises will pay a certain fee. At the same time, as long as users use traceability service on the platform of M+plus, its activity will add value to the token of M+plus project.

8.2 Financial profit mode

The ecological financial model built by M+plus connects pharmaceuticals and services in pharmaceutical manufacturing, drug traceability, health care products traceability, Internet of things, asset management, investment and traceability. As long as the company uses these drugs or services on this platform to attract users and investors, the platform will get a certain dividend according to the profit progress of the project, which is another source of profit for M+plus project. At the same time, as long as users invest and manage assets on the M+plus



project platform, their activity will also increase the value of the M+plus project token.



Chapter 9 Operation team

9.1 Team members

The technical team members of the M+plus project team are enthusiastic, motivated, dream and capable, and adhere to the professional attitude of integrity, professionalism, responsibility and service. Major project management personnel have profound technical skills. They have not only mastered the core technology of M+plus project team, but also have rich professional knowledge and excellent project management ability. The team of M+plus project team is



composed of experts who master block chain technology and have rich experience in the pharmaceutical traceability industry. This is a strong guarantee for the future implementation of the M+plus project team.

9.2 Team Members

Position	Name	Role
Chief Director	Akihisa Ishida	Blockchain Technology
Director	Sayako Kudo	PR / Customer Relationship
Director	Makoto Mikata	Marketing
Councilor	Masakazu Kondo	Marketing
Councilor	Takanori Shimizu	Marketing
Councilor	Satoshi Konno	Finance / Marketing
Auditor	Naoyuki Kondo	Account Management

9.3 Expert advisors

To be announced

Chapter 10 M+plus project release planning

10.1 Release details

- Project name: M+plus project
- English name: M+plus project ,Save more than a million of people who are suffering fake drugs every year.
- M+plus Total project issuance: The total amount of tokens to be issued is constant to 3,000,000,000 token, and no additional issues are guaranteed.



- Wallet mechanism: accumulation, compound interest calculation, cash dividend.
- Currency of receipt: ETH. The M+plus project is a de-intermediated block chain digital asset issued based on the technology issued by the ethertrade ERC20 technology.
- Token price: 1ETH = 10,000 token, 1token = 0.0001 ETH.

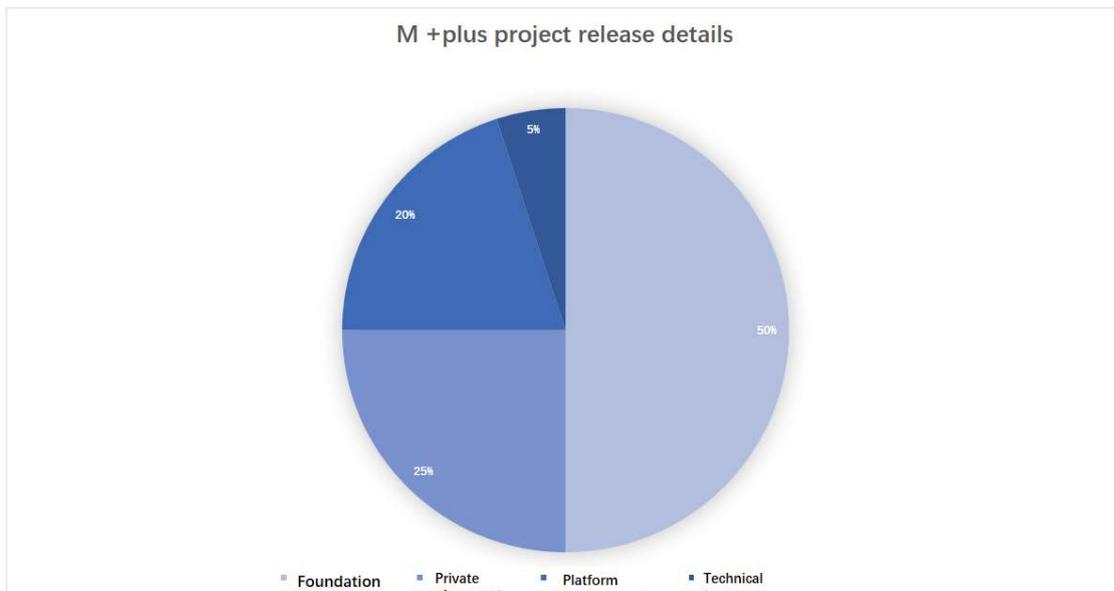
10.2 Release details

Details of M+plus project release are shown below.

M +plus project release details

Scheme	Proportion	Quantity/piece	Instructions
foundation	50%	1.5 billion	unlocked
private placement	25%	750 million	unlocked
Platform development	20%	600 million	unlocked
Technical team	5%	150 million	unlocked
Total	100%	3 billion	unlocked





10.3 The use planning of fundraising

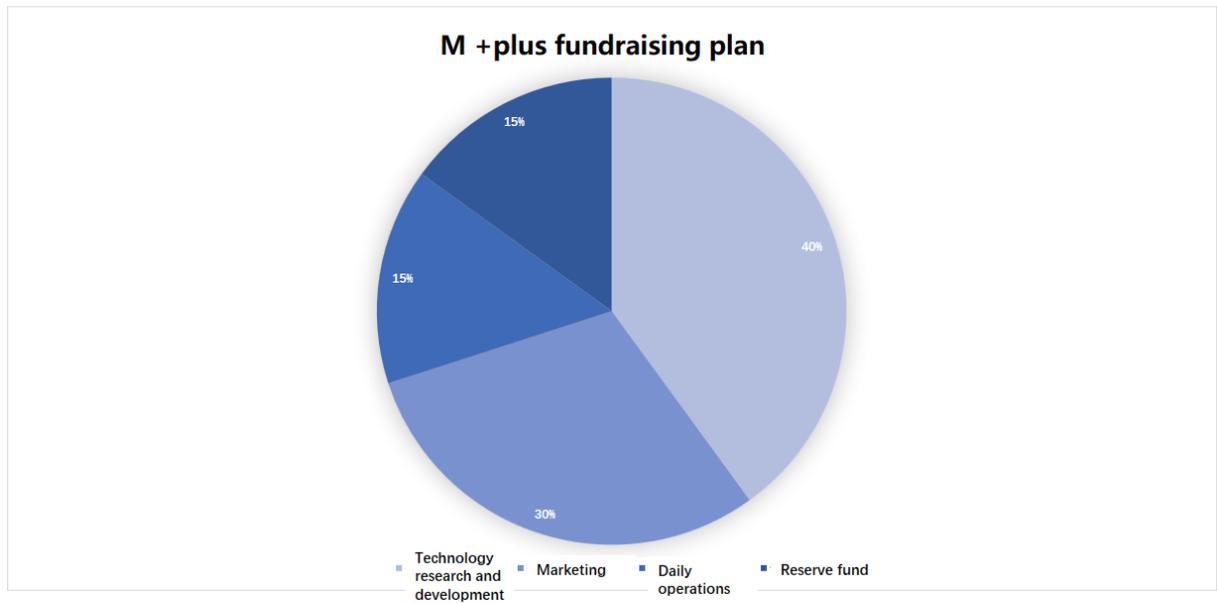
M +plus project team's use of assets mainly includes software and hardware technology research and development, business development, daily operation, etc. The application principles of M +plus project assets are: overall arrangement, comprehensive management, careful calculation and budget. The details are as follows:

Project	Proportion	Use
Technology research and development	40%	This part of funds will be used for the development and operation of the platform system, including the development of the whole network system and the decentralized trading system, as well as the corresponding



		development and the recruitment of professionals, and the recruitment of experts
Marketing	30%	This part of the fund will be used to set up a professional marketing operation and public relations propaganda team in the area, and will be used for the early community construction, increasing brand publicity and promotion, and carrying out various cooperation with project teams and resource parties
Daily operations	15%	This part of funds will be used for the daily logistics maintenance, the rental of office space for team members, compliance legal consultation, and financial audit expenses after the official launch of the platform system
Reserve fund	15%	This money will be used for emergency treatment of emergencies and additional expenses for other matters





Chapter 11 Risk warnings

There are various risks in the development, maintenance and operation of the M+plus project, many of which are beyond the control of the developers of the M +plus project. Except as otherwise stated in this white paper, participants should be fully aware of and agree to accept the following risks:

- Market risk

M +plus prices are closely linked to the overall digital money market. If the overall market is depressed or there are other uncontrollable factors, it may cause the price of M +plus project to remain undervalued for a long time even if it has good prospects.

- Regulatory risk



Since the development of the blockchain is still at an early stage, there are no relevant legal documents in the world, such as pre-requirement, transaction requirement, information disclosure requirement, locking requirement and so on in the process of fundraising. And it is unclear how the policy will be implemented. These factors may have an uncertain impact on project development and liquidity. Blockchain technology has become the main object of supervision in major countries in the world. The M+plus project could be affected if regulators step in or influence it. For example, legal restrictions on the use of the M+plus project may be restricted, blocked, or even terminated directly.

- Competition risk

The current block chain field project is numerous, there is strong competition in the market and project operating pressure. Whether the M+plus project can break through many outstanding projects is widely recognized. This is related to my team ability, strategic planning and other aspects. It is also affected by many competitors and even oligarchs in the market, and may face vicious competition.

- The risk of brain drain

The M+plus project gathers a dynamic and powerful talent team, attracting senior practitioners of the block chain and technical developers with rich operation. In the future development, the possibility of the



overall negative impact of M+plus project due to the departure of core personnel and conflicts within the team shall not be excluded.

- Project technical risk

The accelerated development of cryptography, or the development of technology such as quantum computers, may bring the risk of cracking to the M+plus platform. This may result in data loss for the M+plus project. During project update, there may be a bug. When a bug is discovered, it will be fixed in time, but there is no guarantee that it will not cause any impact.

- Other unknown risks

In addition to the risks mentioned in this white paper, there are also risks that the founding team has not mentioned or anticipated. In addition, other risks may arise suddenly, or in a combination of the mentioned risks. Participants should fully understand the team background, understand the overall framework and thinking of the project, and participate rationally before making the decision.

Chapter 12 Disclaimer

This document is for the purpose of conveying information only. The document is for reference only and does not constitute any investment proposal, solicitation or solicitation for the sale of shares or securities in the M+plus project and its associated companies. Such an invitation must



be made in the form of a confidential memorandum and must comply with the relevant securities and other laws. The content of this document shall not be interpreted as forcing participation in the exchange. No action in connection with this white paper shall be deemed to have participated in the swap, including requests for copies of this white paper or the sharing of this white paper to others. Participation in the exchange means that the participants have reached the age standard and have full capacity for civil conduct. The contracts signed with M+plus project are true and valid. All participants were on a voluntary contract and clearly understood the m + plus project before signing a contract.

The M+plus project team will continue to make reasonable attempts to ensure that the information in this white paper is true and accurate. During development, the platform may be updated, including but not limited to the platform mechanism, the agent currency and its mechanism, and the distribution of the agent currency. Parts of the document may be adjusted in the new white paper as the project progresses. The team will make the updates public by publishing announcements on the website or new white papers.

Participants are requested to get the latest white paper timely and adjust their decisions accordingly. The M+plus project makes it clear that participants will not be held liable for any loss due to reliance on the content of this document, the inaccuracy of this information, or any



behavior resulting from this article. The team will spare no effort to achieve the goals mentioned in the document. However, due to the existence of force majeure, the team cannot make full commitment.

The value added of M+plus project depends on the market rules and the requirements after the application is implemented. It may not have any value, the team will not make any commitment to the value added, and will not be responsible for the consequences caused by the increase or decrease of value. The M+plus project platform complies with any regulations and self-regulatory statements that are conducive to the healthy development of the swap industry. The participants involved in the representative will fully accept and comply with such inspection. The M+plus project platform clearly conveys potential risks to participants. As soon as the participants are engaged in the swaps, they represent the terms of their understanding and recognition of the fine print, which means he/she accepts the potential risks of the platform, and the consequences are self-involved.

Chapter 13 Business partners

Eversystem Inc

Proudex Japan Co.,Ltd.

Blue Castle Inc.

