

Blockchain Asset Exchange
Industry Connections Activity Initiation Document (ICAID)
Version: 1.1, 16 November 2017

IC17-017-01 Approved by the IEEE-SASB 6 December 2017

Instructions

- Instructions on how to fill out this form are shown in red. It is recommended to leave the instructions in the final document and simply add the requested information where indicated.
- **Shaded Text** indicates a placeholder that should be replaced with information specific to this ICAID, and the shading removed.
- Completed forms, in Word format, or any questions should be sent to the IEEE Standards Association (IEEE-SA) Industry Connections Committee (ICCom) Administrator at the following address: industryconnections@ieee.org.
- The version number above, along with the date, may be used by the submitter to distinguish successive updates of this document. A separate, unique Industry Connections (IC) Activity Number will be assigned when the document is submitted to the ICCom Administrator.

1. Contact

Provide the name and contact information of the primary contact person for this IC activity. Affiliation is any entity that provides the person financial or other substantive support, for which the person may feel an obligation. If necessary, a second/alternate contact person's information may also be provided.

Name: Yu Yuan

Email Address: y.yuan@senses.global

Phone: +86 13683532808

Employer: Senses Global Corporation

Affiliation: Senses Global Corporation

2. Participation and Voting Model

Specify whether this activity will be entity-based (participants are entities, which may have multiple representatives, one-entity-one-vote), or individual-based (participants represent themselves, one-person-one-vote).

Entity-Based

3. Purpose

3.1. Motivation and Goal

Briefly explain the context and motivation for starting this IC activity, and the overall purpose or goal to be accomplished.

The original motivation is to design and develop a decentralized trading platform where entities and individuals could collaborate on creating, transferring, and capitalizing intellectual properties. Instead of a centralized authority, blockchain-based smart contracts will play the role of endorsing and ensuring every trading operation on the platform.

The end goal is to enable and endorse exchanges where assets can be transacted for value-based tokens bringing together entities and individuals to maximize long-tail opportunities and enabling open innovation.

3.2. Related Work

Provide a brief comparison of this activity to existing, related efforts or standards of which you are aware (industry associations, consortia, standardization activities, etc.).

None at this point in time.

3.3. Previously Published Material

Provide a list of any known previously published material intended for inclusion in the proposed deliverables of this activity.

None at this time

3.4. Potential Markets Served

Indicate the main beneficiaries of this work, and what the potential impact might be.

Entities and individuals interested in unlocking asset value and exchanges seeking a neutral entity to ratify exchange tokens as well as to engage in the default token ecosystem.

Especially, this work will serve and benefit all the markets where intellectual properties are involved. For example, this work could facilitate the joint development and capitalization of intellectual properties among entities and individuals while saving their cost in establishing trust for revenue sharing.

4. Estimated Timeframe

Indicate approximately how long you expect this activity to operate to achieve its proposed results (e.g., time to completion of all deliverables).

Expected Completion Date: 12/2019

IC activities are chartered for two years at a time. Activities are eligible for extension upon request and review by ICCom and the IEEE-SA Standards Board. Should an extension be required, please notify the ICCom Administrator prior to the two-year mark.

5. Proposed Deliverables

Outline the anticipated deliverables and output from this IC activity, such as documents (e.g., white papers, reports), proposals for standards, conferences and workshops, databases, computer code, etc., and indicate the expected timeframe for each.

Documents (e.g., white papers, reports);

Proposals for standards;

Workshops;

Exchange Platform based on Open Source blockchain code development;

Conformity programs, certification authorities and license trademarks:

- IEEE-SA Token Registry
- IEEE-SA Asset Exchanger Rating

6. Funding Requirements

Outline any contracted services or other expenses that are currently anticipated, beyond the basic support services provided to all IC activities. Indicate how those funds are expected to be obtained (e.g., through participant fees, sponsorships, government or other grants, etc.). Activities needing substantial funding may require additional reviews and approvals beyond ICCom.

Anticipated expenses include but are not limited to marketing, legal, finance, travel, public events, group meetings and other general and administrative overhead.

The initial funds are expected to come from external sponsorship, donations and grants.

7. Management and Procedures

7.1. IEEE Sponsoring Committee

Indicate whether an IEEE sponsoring committee of some form (e.g., an IEEE Standards Sponsor) has agreed to oversee this activity and its procedures.

Has an IEEE sponsoring committee agreed to oversee this activity?: No

If yes, indicate the sponsoring committee's name and its chair's contact information.

Sponsoring Committee Name: Committee Name

Chair's Name: Full Name

Chair's Email Address: who@where

Chair's Phone: Number, including country code

Additional sponsoring committee information, if any.

7.2. Activity Management

If no IEEE sponsoring committee has been identified in 7.1 above, indicate how this activity will manage itself on a day-to-day basis (e.g., executive committee, officers, etc).

1. Executive Committee
2. Dedicated Program Manager
3. Open Source Community Manager
4. Open Source Community Participants

7.3. Procedures

Indicate what documented procedures will be used to guide the operations of this activity; either (a) modified baseline *Industry Connections Activity Policies and Procedures*, (b) Sponsor policies and procedures accepted by the IEEE-SA Standards Board, or (c) Working Group policies and procedures accepted by the Working Group's Sponsor. If option (a) is chosen, then ICCom review and approval of the P&P is required. If option (b) or (c) is chosen, then ICCom approval of the use of the P&P is required.

(a) modified baseline *Industry Connections Activity Policies and Procedures*

8. Participants

8.1. Stakeholder Communities

Indicate the stakeholder communities (the types of companies or other entities, or the different groups of individuals) that are expected to be interested in this IC activity, and will be invited to participate.

All the entities and different groups of individuals that are involved with the blockchain asset business, especially those interested in unlocking asset value and exchanges seeking a neutral entity to ratify exchange tokens as well as to engage in the default token ecosystem.

8.2. Expected Number of Participants

Indicate the approximate number of entities (if entity-based) or individuals (if individual-based) expected to be actively involved in this activity.

20

8.3. Initial Participants

Provide a list of the entities or individuals that will be participating from the outset. It is recommended there be at least three initial participants for an entity-based activity, or five initial participants (each with a different affiliation) for an individual-based activity.

Use the following table for an entity-based activity:

Entity	Primary Contact	Additional Representatives
Senses Global Corporation	Yu Yuan y.yuan@senses.global +86 13683532808	
Dreamerse Inc.	Stephen Dukes stephendukes@ieee.org +1 3602026487	
Chinese Academy of Sciences	Xiaohe Chen chenxh@sibet.ac.cn +86 15995755523	
Research Institute of Tsinghua University in Shenzhen	Xiaolei Chang changxl@tsinghua.edu.cn +86 13502845868	
Tran & Associates	Bao Tran bao@tranassoc.com +1 4085287490	
Keiretsu Forum	Siva Uppalapati siva.uppalapati@gmail.com +1 4083989947	
Dream Reality, Inc.	Jianming Li li@dreamreality.io +86 13801098946	
VR First	Ferhan Ozkan ferhan@vrfirst.com +49 162 2799284	
High Fidelity	Brad Hefta-Gaub brad@highfidelity.io +1 2063537474	

Use the following table for an individual-based activity:

Individual	Contact Information	Employer	Affiliation
Name	Email Address Phone Number	Entity Name	Entity Name