

ICO PRESENTATION SLIDES

D IAS COIN

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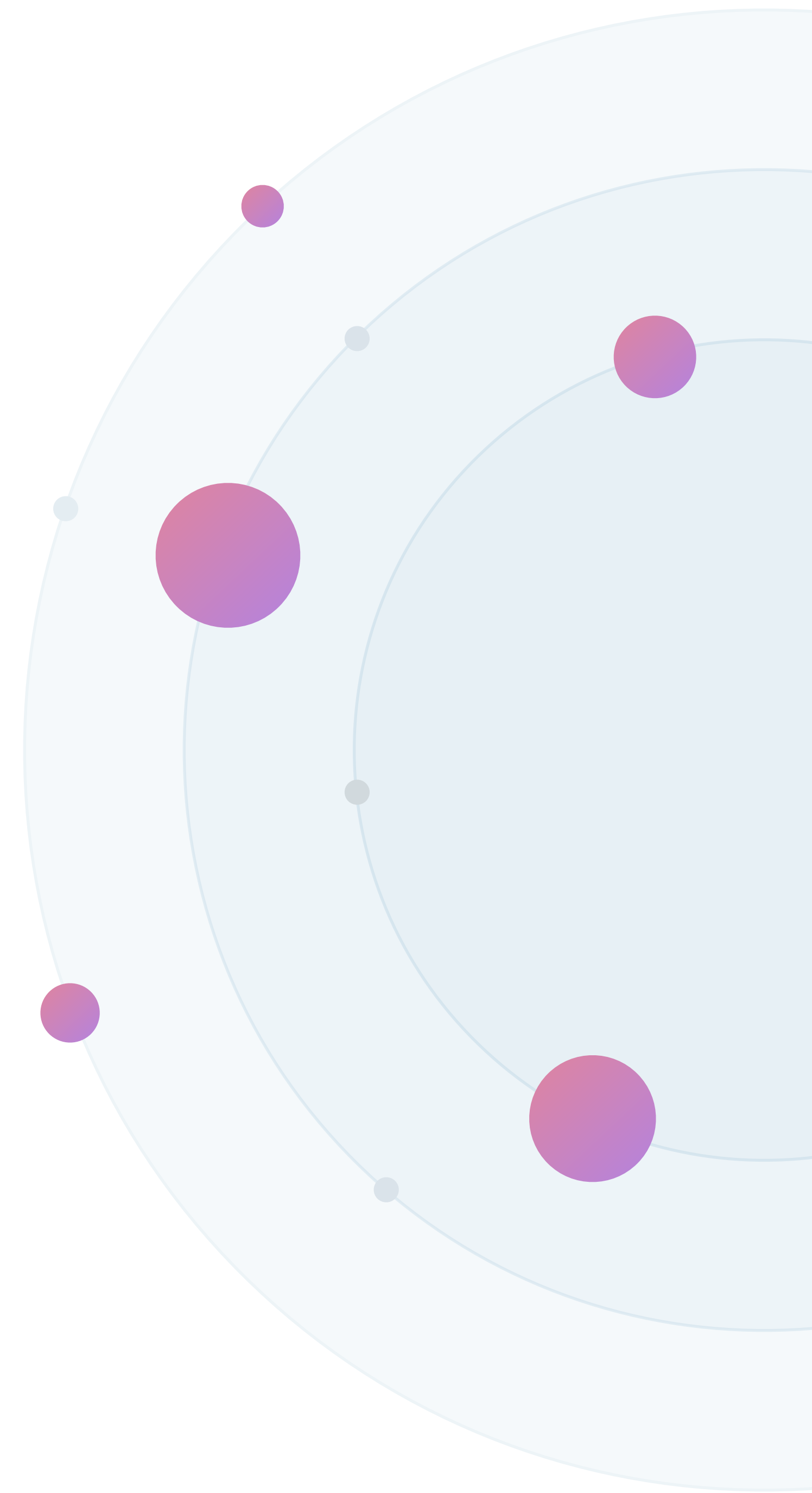
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ICO PRESENTATION SLIDES



About Our Projects



Using original encryption currency, we redefine how to work "beauty industry" and provide new value to customers

Mission

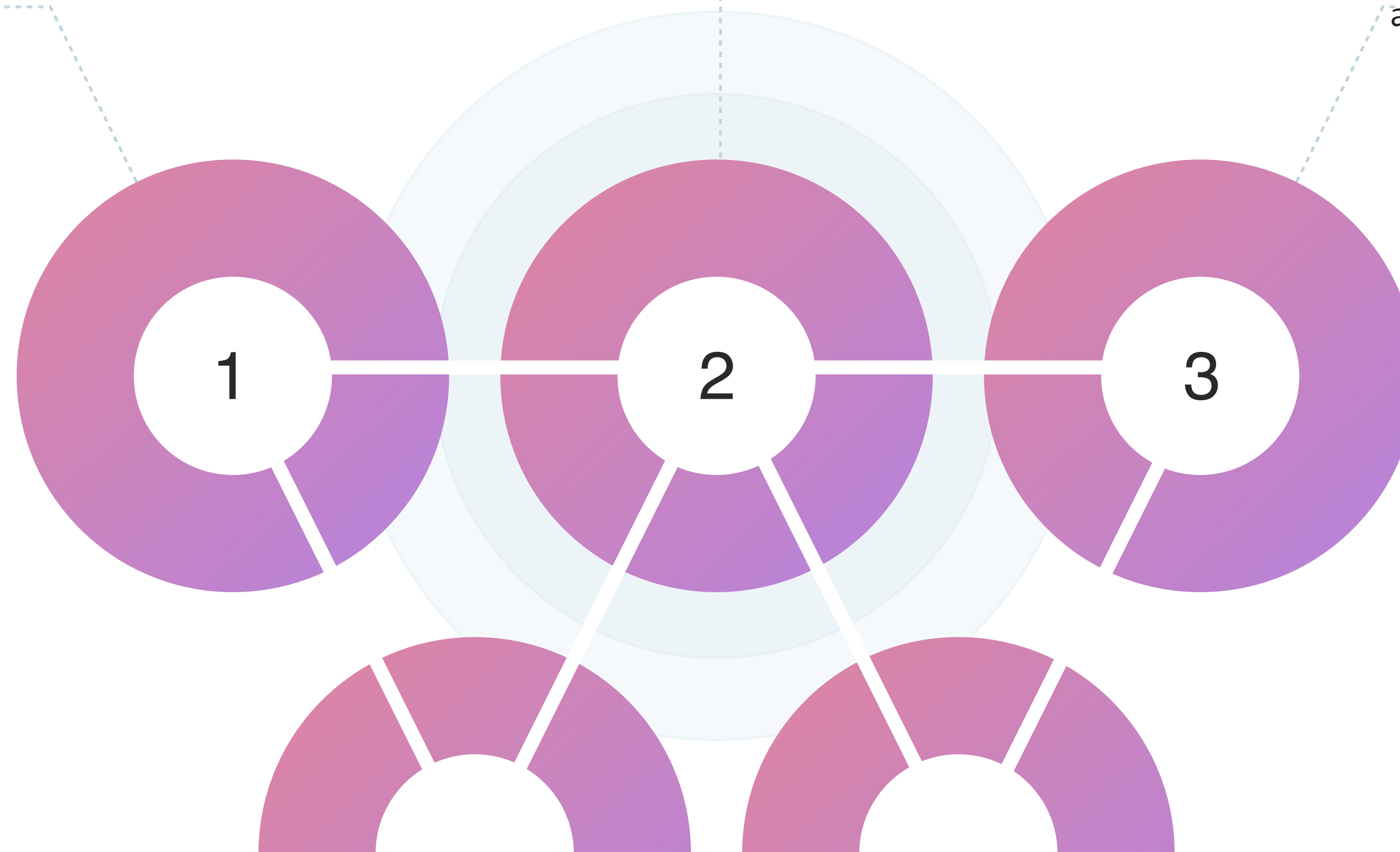
Cosmetic industry
working method of
reform, create
employment and give
dreams to young
generation

Vision

Organizations that can grow and
grow industry together with
customers

Value

Create new schemes and
business models and
provide added value to
all stakeholders

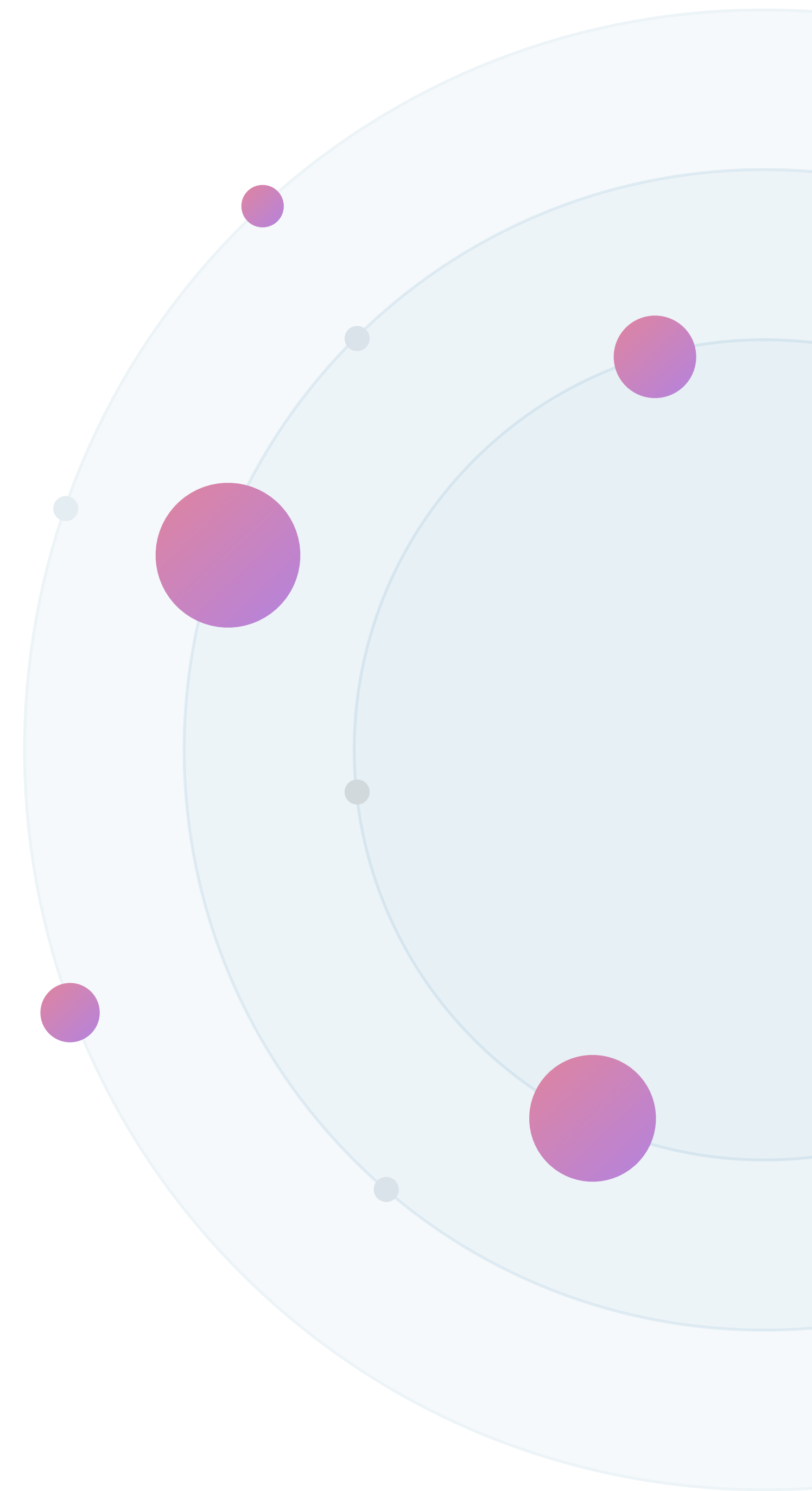


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Problems In Beauty Industry - I



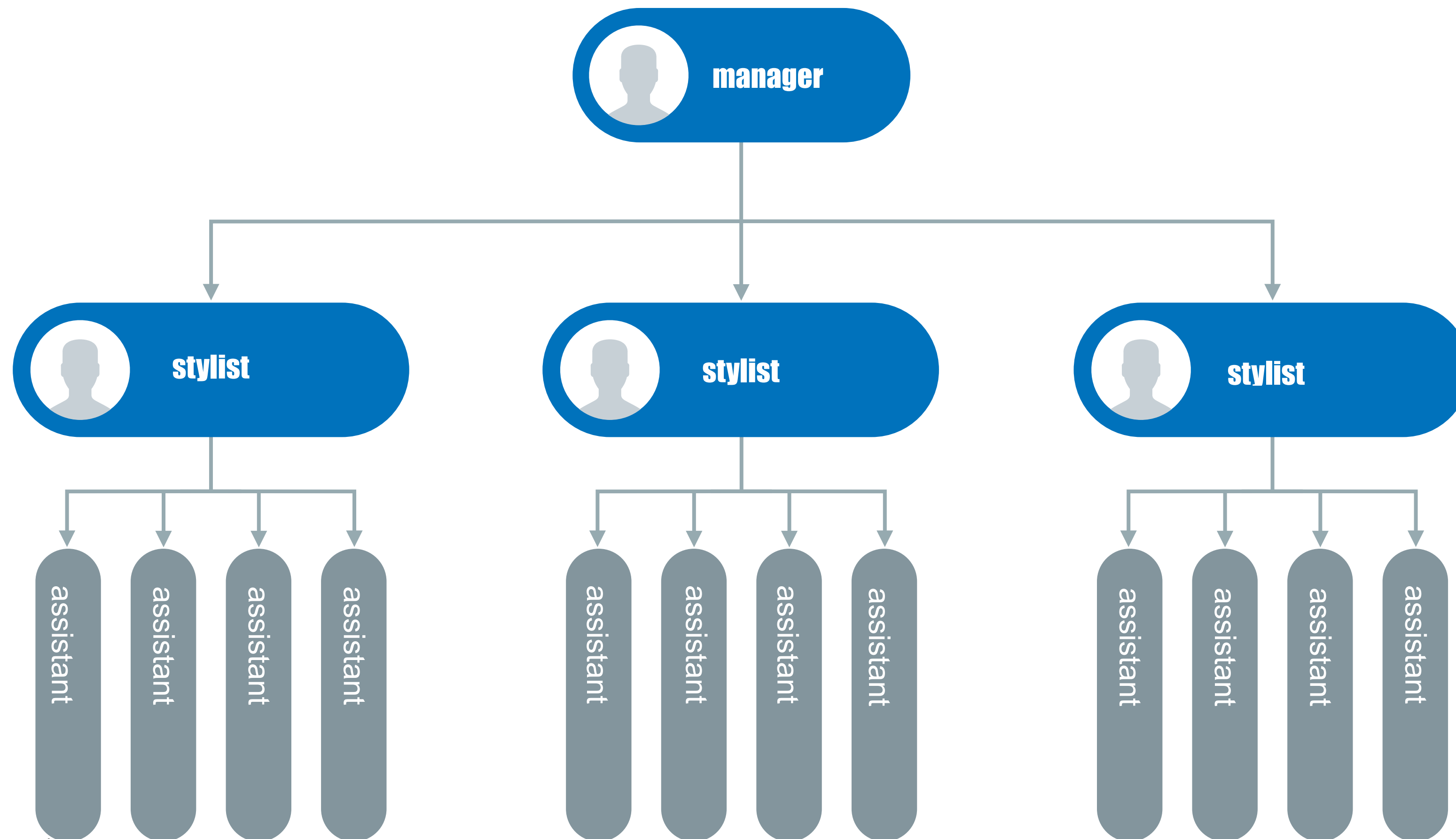
Increase of hairdresser

Approximately 500,000 hairdressers are present nationwide now, which has increased almost 1.5 times in the past twenty years.

Since the "Charisma Hairdresser Boom" in the latter half of the 1990's, it is mainly due to the rapid increase of young people aiming to become a hairdresser. Since the beginning of the '00s, hairdressers are increasing at nearly twice the pace.

In the beauty industry, Shibuya · Harajuku is a trendy place of shibuya · Harajuku is a coalition of many well-known shops, as charisma hairdresser interviews from individual media as well as personal SNS attention from all over the world, especially from the young generation entertainment It has a gorgeous image with many connections with the world.

Each role of hairdresser in hairdresser



Each role of hairdresser

However, even if it is said with a hairdresser, even at a hairdressing salon
There are hairdressers with titles such as "assistant" "stylist" "manager", and they are responsible for different roles.

Techniques such as cut, color, perm and the assistant do not reach the level of one serving, and it will be positioned as a hairdresser who supports work under the direction of the stylist.

On the other hand, the stylist can deal with all kinds of treatments such as cut, color, perm, and it will be positioned as a hairdresser who can handle customers from the beginning to the end alone.

When I get a hairdresser's license and get a job in a beauty shop, I will be given the role as an assistant and engage in business as an apprentice, but it will take 2 to 5 years for my assistant to become a stylist It is common.

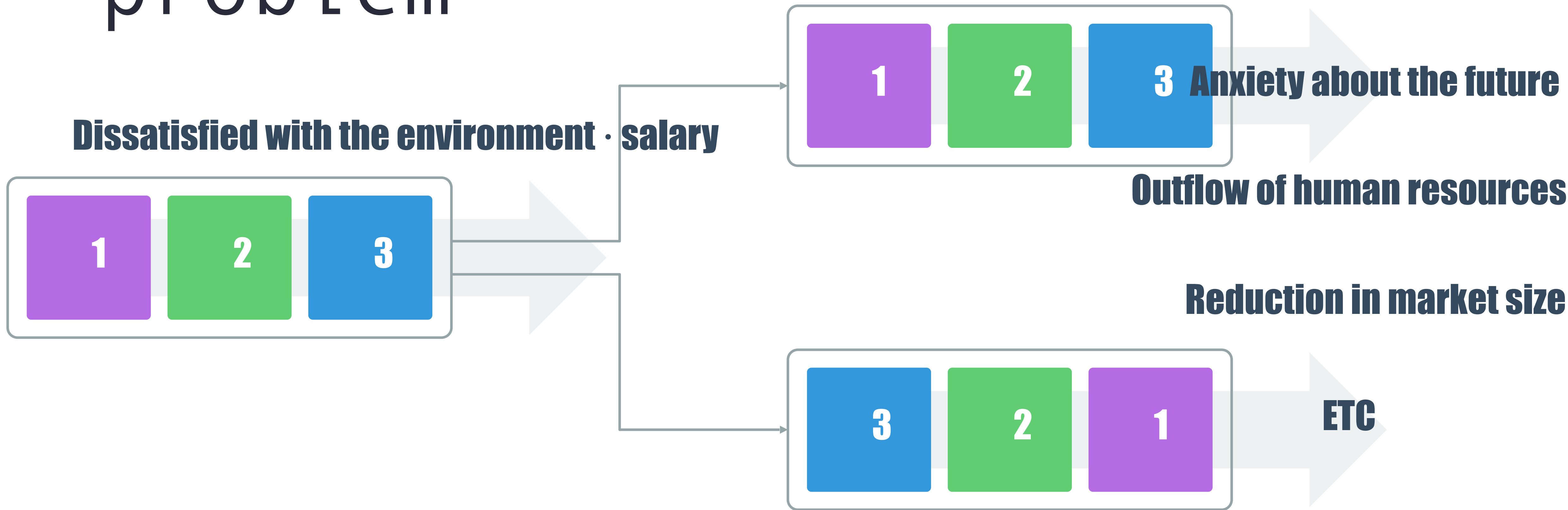
Hairdresser's treatment

The hairdresser industry has an average age of 30.2 and an average annual income of 2,840,000 yen, which is not an industry with other wages higher than other industries, among which the assistant is lower than the average wage of the industry by 2 million yen or less I am spending my days with my salary.

As a result, the assistant of a hairdresser has no choice but to work from morning till night and regulations that it should not work over 40 hours a week, 8 hours a day (statutory working hours) as specified by the Labor Standards Act Working in excess of working hours has become an industry that has become normal.

Such a hairdresser assistant Although working hours are long, there is a fact that training time is not regarded as working time, so in spite of substantial long-term work, responses to health and safety are It is not taken. Hence the working hours of the hairdresser assistant are not regarded as a problem in society in particular.

problem



Our aim



DIAS

ICO

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The discontent of workers and industries with many outflows of manpower are obviously not able to achieve continued growth, and it is a sustainable growth for the industry to prevent the outflow of this talent and to fix the talent to the industry It becomes the key of.

We confront the problems lurking behind the foundations of the beauty industry, develop all the hairdressers and the beauty industry situation even a little, and also develop a

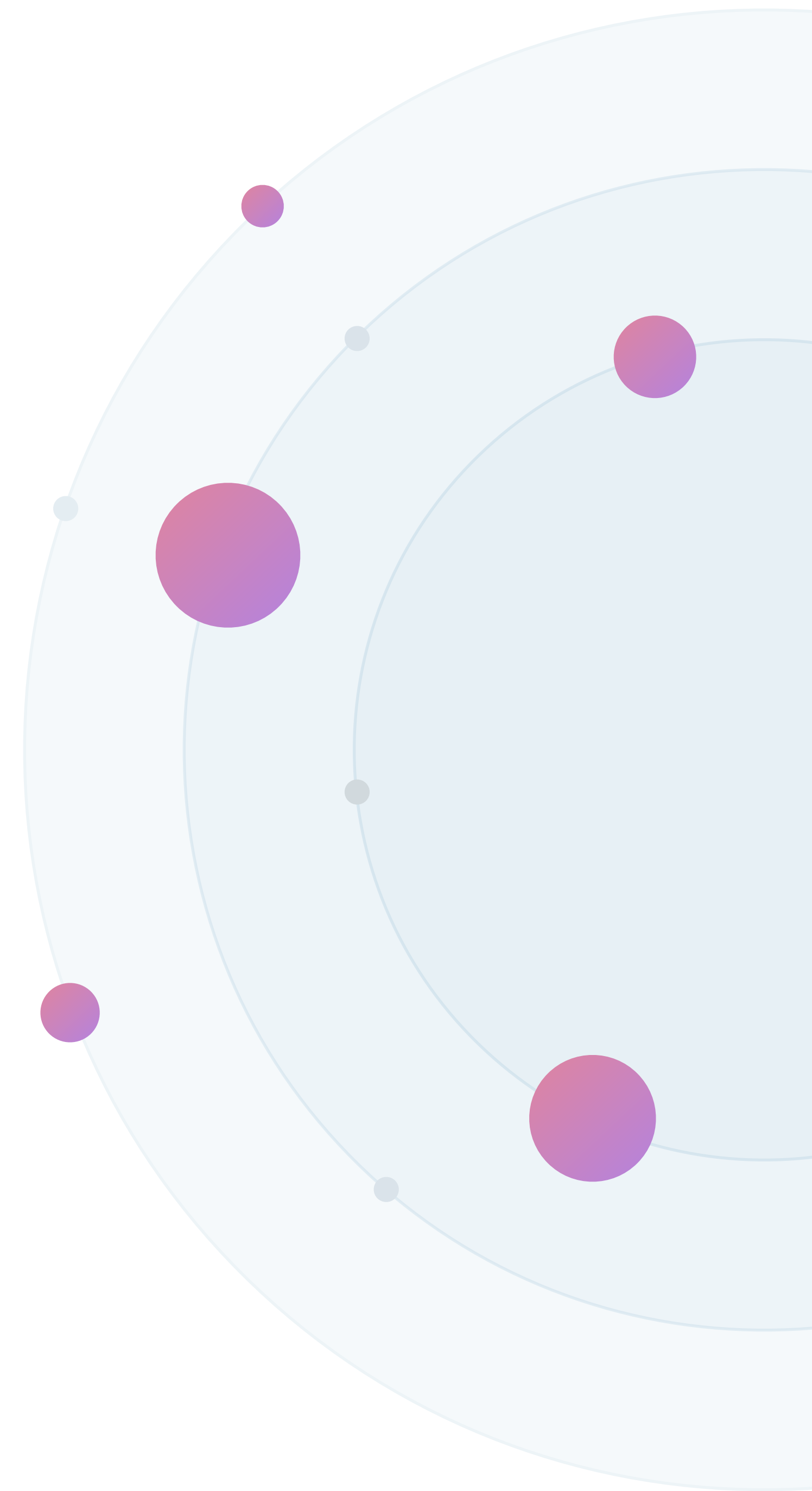
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Problems In Beauty Industry - II



Stylist's opportunity loss situation

Even in any type of industry it is a challenge, but also for women's hairdressers, balancing life events and jobs such as marriage and childbirth is a major issue.

Hairdressers have a long restraint time and many women are leaving their jobs due to hard work due to marriage / childbirth. It is rare that customers will come back when they leave the workplace more than one year, and most customers will flow to other hairdressers.

This will be a loss for both hairdressers that have grown up to stylists, stylists who have lost their customers.

Stylist's opportunity loss resolution

The issue concerning the occurrence of the life event and the problem concerning reinstatement afterwards is based on the premise that the "hairstylist as a worker" can find a "hairstylist as a worker" after a departure term called a life event, and in the first place Hairstylists are prerequisites to working in hairstylists.

In case

While there are many changes in the work environment such as efficiency of work by AI and reform of working style of administration, the fixed idea "You can not work without being a hairstylist" is no longer necessary. While estimating that more than 11 million people work in freelance, hairstylists should no longer need to choose places and hours to work.

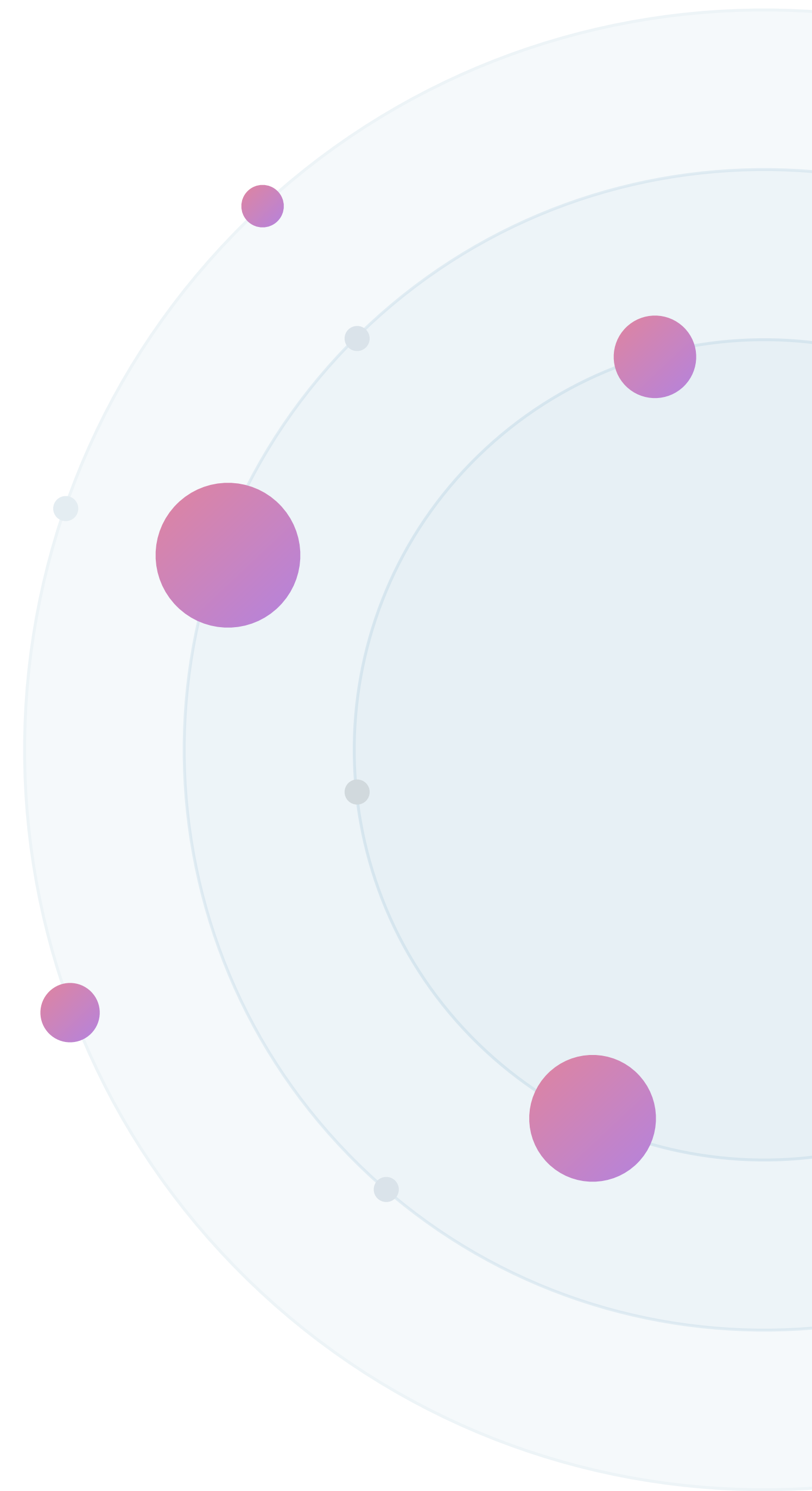
Considering the era where matching between user and service provider is deployed as a general business, we also developed a matching service of hairstylist and customer, hairstylist finds clearance time, You will be able to receive services without having to visit.

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Our Solution-I



Established Beauty Academy

As mentioned above, dissatisfaction with the environment and salary of each hairdresser said that it has a negative impact on the industry. It is necessary to have a mechanism that can finish the assistant work so that the annual salary will be less than 2 million yen early and can shift to active as a stylist at an early stage.

Instead of spending up to five years of daily life with two pairs of staff, assistant work and stylist training, we will cultivate the industry's best in the program of 1.5 years.

In case
Charismatic hairdresser who deals with styling of many entertainers including team member Heihoko Asako and how to improve technological capabilities as a stylist quickly by concluding partnership with Fukuoka · Sapporo beauty vocational school by using three connections While discussing the method, we will proceed with establishing the Academy.

Our aim



DIAS

ICO

“

· Technique technology

Cut technology learned basic skills from engineers who participated in London Vidal Sassoon master.

I performed a lot of shooting with hair makeup and so I came up with a sense of balance and so I dropped it in school and carefully informed the next generation carefully such as basic cutting so that a wide range of new styles can be

”

Issuing its own coin

When making a stylist debut from an assistant, manage coins sold for each stylist and clarify which stylist is popular.

The purpose of DIAS coin issuance is as follows.

- Operating expenses of the group academy
 - Teachers' Cost etc.
 - Coin development / maintenance cost

Issuing its own coin

- Reduce the following to the retained stylist

- Bonus

- Media strategy expenses of superior sales people

- Strive to compete with other stylists, work hard and encourage acceleration of each technology

- In case

- Reduce the following customers

- Depending on the number of holdings and holding period, reservation priority up, discounts and various kinds of service offerings

- By visualizing what you possess from around the time you are a rookie, you can provide a feeling of superiority when the holding stylist becomes a charismatic hairdresser.

It also encourages coin sales improvement by tasting the sense that supports like AKB's strategy and making customers compete with each other.

By issuing its own coin, we aim to expand customers by promoting "technology improvement of beauty industry together with customers" and "enhancement of customer retention rate".

Our aim



DIAS

ICO

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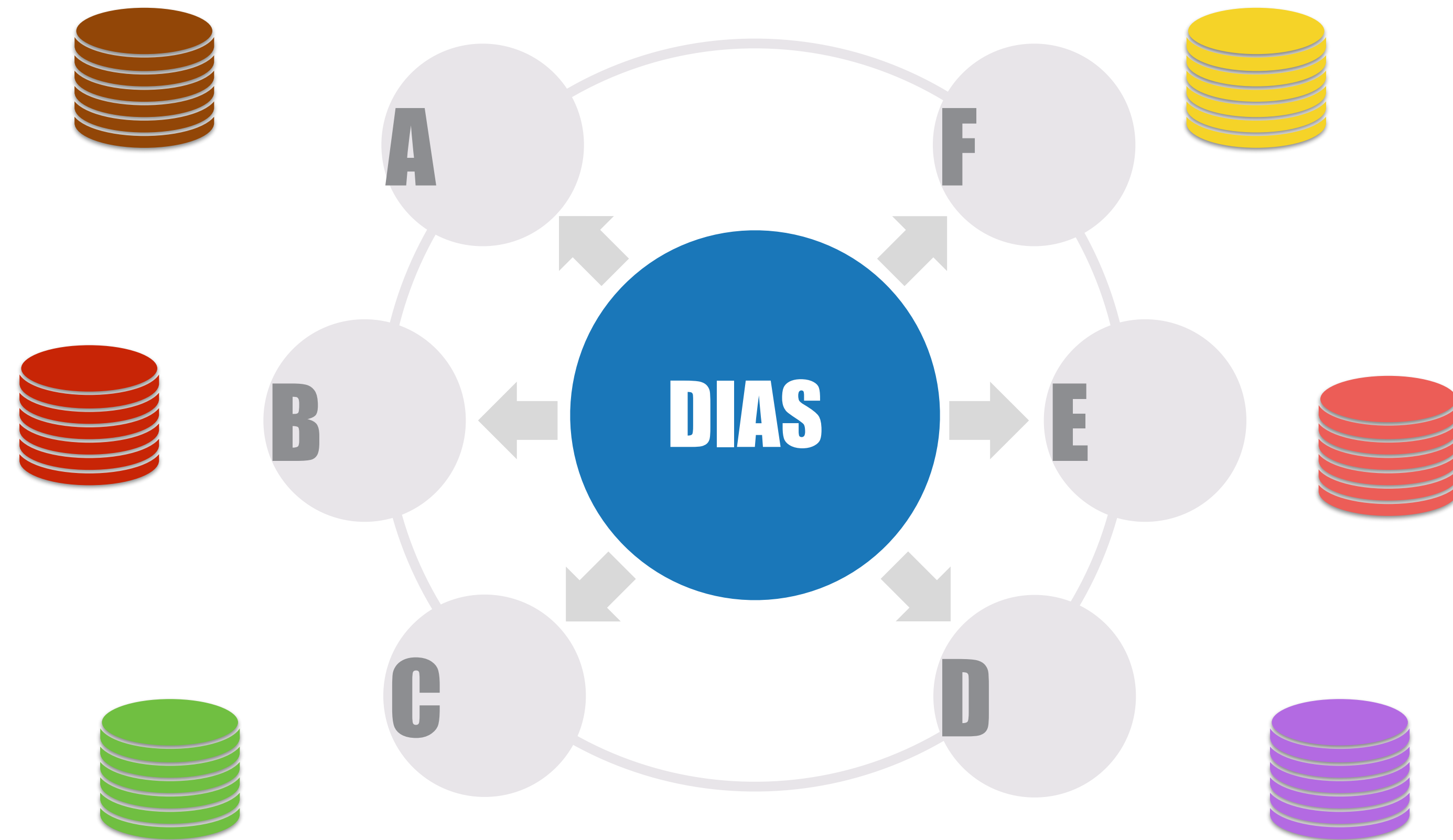
"Increase ability to attract customers"

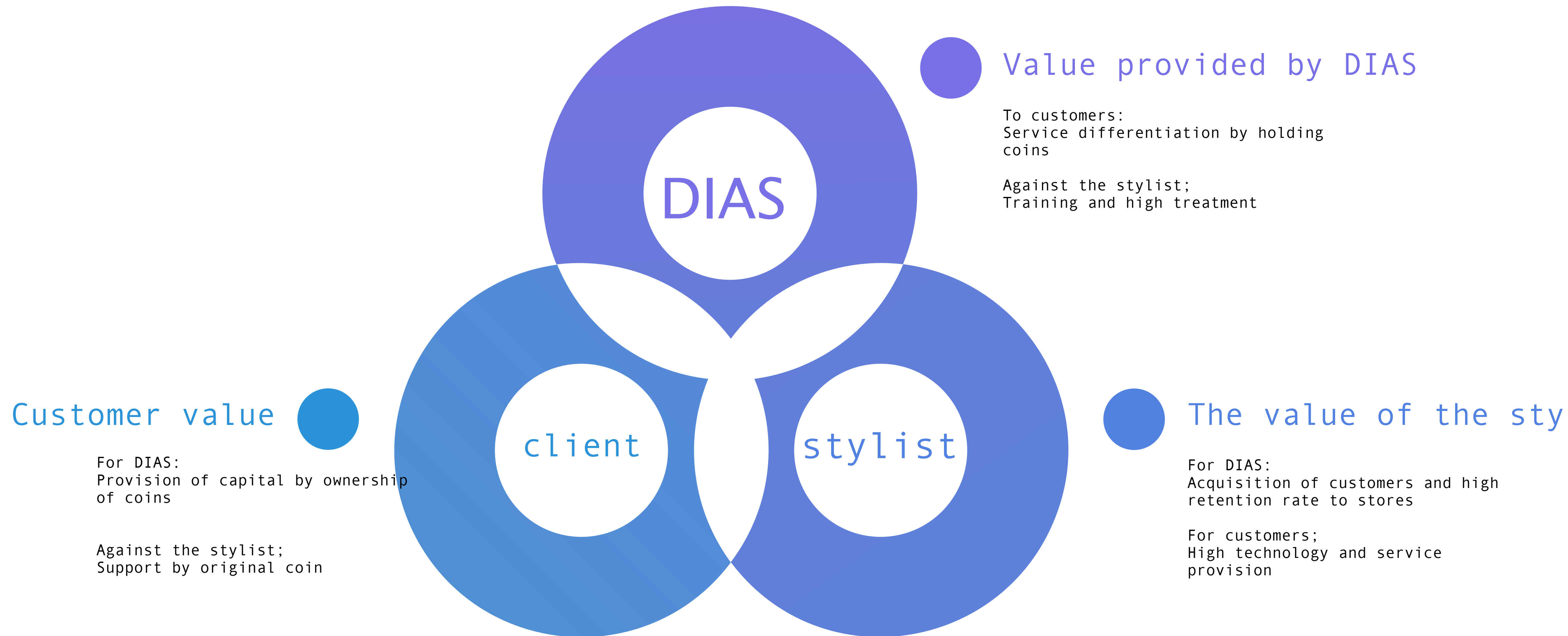
If you are in charge of celebrities or celebrities, the place name will also rise and lead to attracting customers, but not all of them.

There are few people who are able to utilize well, although the attracting customer law on the net such as hot pepper and minimo is mainstream, but customers are not gathered

”

Unique coin for each stylist



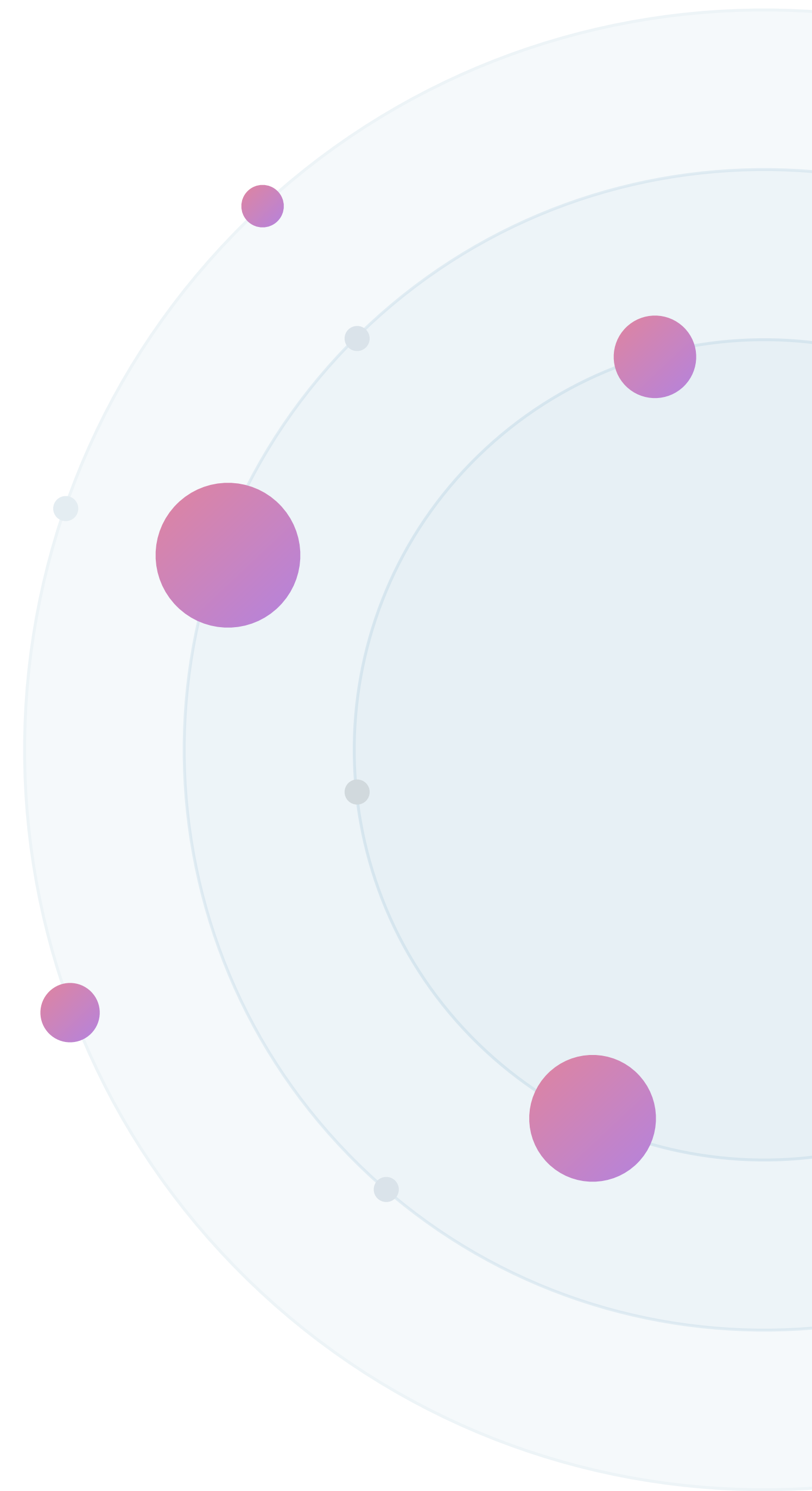


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Our Solution-II



Stylist opportunity creation

In our project, among the stylists who wish to reinstate I noticed that the number of people who wish to return to a hair salon that is visiting beauty has reached 30.1%.

We will develop and create a visit beauty matching application for hairdressers who do not find a hairdresser for re-employment even if you want to reinstate, or for beauticians who want to make effective use of available time zones, and create employment opportunities for stylists .

As the business model, adopt the same scheme as the dispatch application service Uber. Basic monetization is simple, and profit is raised with brokerage fee. Match the customer who wants styling and the stylist that can operate. You can also select a stylist nearby using GPS information.

After the styling is over, we ask stylists to evaluate, make customers look high-quality stylists and improve customer experience.

Value for stylists

Create a visit beauty matching application for visiting hairdressers who do not find a hairdresser for re-employment even if you want to reinstate, or a hairdresser wanting to make effective use of available time zones, create job opportunities for stylists

Stylist



To customers
Providing
styling

Stylist version
of UBER



Platform provision

Value to customers

You can also select a stylist nearby using GPS information. After the styling is over, we ask stylists to evaluate, make customers look high-quality stylists and improve customer experience.

User



Evaluate
stylists

Development of original cosmetic agent

Among the reasons for retirement, it is certain that drug allergy causes 15%, and it is certainly not a small number.

Despite the fact that there are not many employees suffering from rough hands, many hairdressers are unable to respond.

I would like to create employment while using our matching service and further resolve discontent points of workers accordingly.

Even if we were able to improve the working environment and motivation in this project, it is regrettable that we lose employment opportunities for reasons that did not match the constitution due to drug allergy etc., and even lost our dreams.

In this project, in addition to setting up an opportunity to learn knowledge on rough hands at the academy, we are working on the development of unique shampoo, coloring agent, perm solution, gloves and protective cream for preventing hand roughness based on funds procured, We will make permanent measures, prepare a working environment for stylists to work comfortably, and even get sales profits for them.

Our aim



DIAS

ICO

“ Successful staff members make individual branding which allows individuals to attract guests by training how to launch according to individuals and how to fit their needs.

It is also possible to increase employee satisfaction
"I will not quit, I can continue."
It will be.

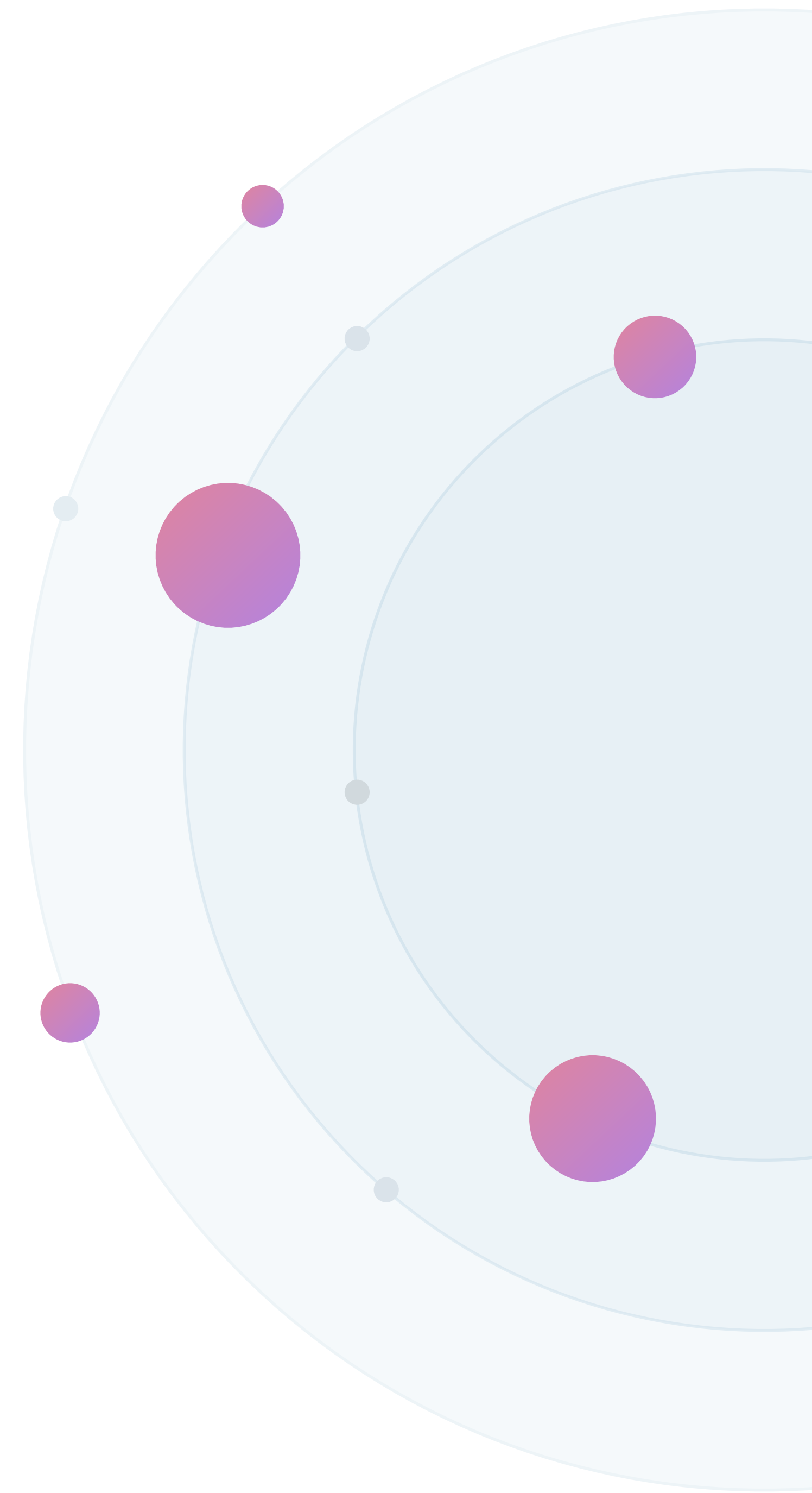
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Business Model



business model

By solving problems related to employment of beauty industry by Academy · Unique coin · Matching application · Rough hand protection measures products, we can make many stylists with high technical strength · high motivation within DIAS group.

It leads to providing high-quality services to many customers.

By comparing the coins owned by nominated customers of each stylist, the popular stylist is made visible, which leads to an improvement in competitiveness and motivation among stylists.

In addition, for customers, by offering a sense of support and development like AKB, we can compete with each other among customers.

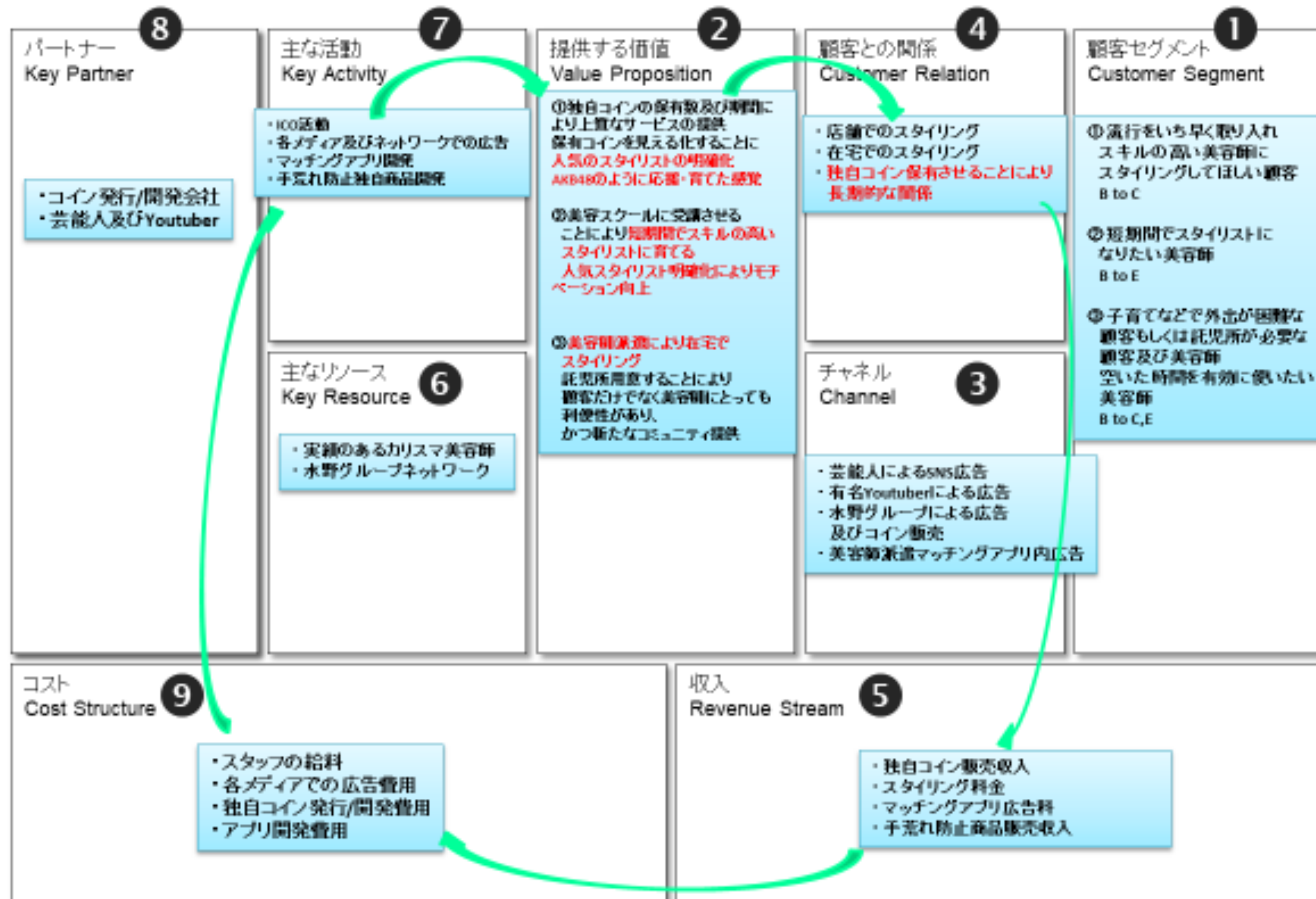
As a result, I believe it will lead to "encouraging the beauty industry with customers."

In addition, by incorporating the cryptographic currency into the business model for the first time in the beauty industry, the impact on the media is great. There is no place to do the stylist matching application by other companies, and it is a blue ocean condition on both sides.

As mentioned above, it is a business model that self-reinforcement loop runs between the DIAS group, customers, and stylists, and by expanding organization and customers in the blue ocean state, we will not allow other follow-ups and monopolize the market is there.

Business Model Canvas

テーマ「暗号通貨で美容業界に革命を」

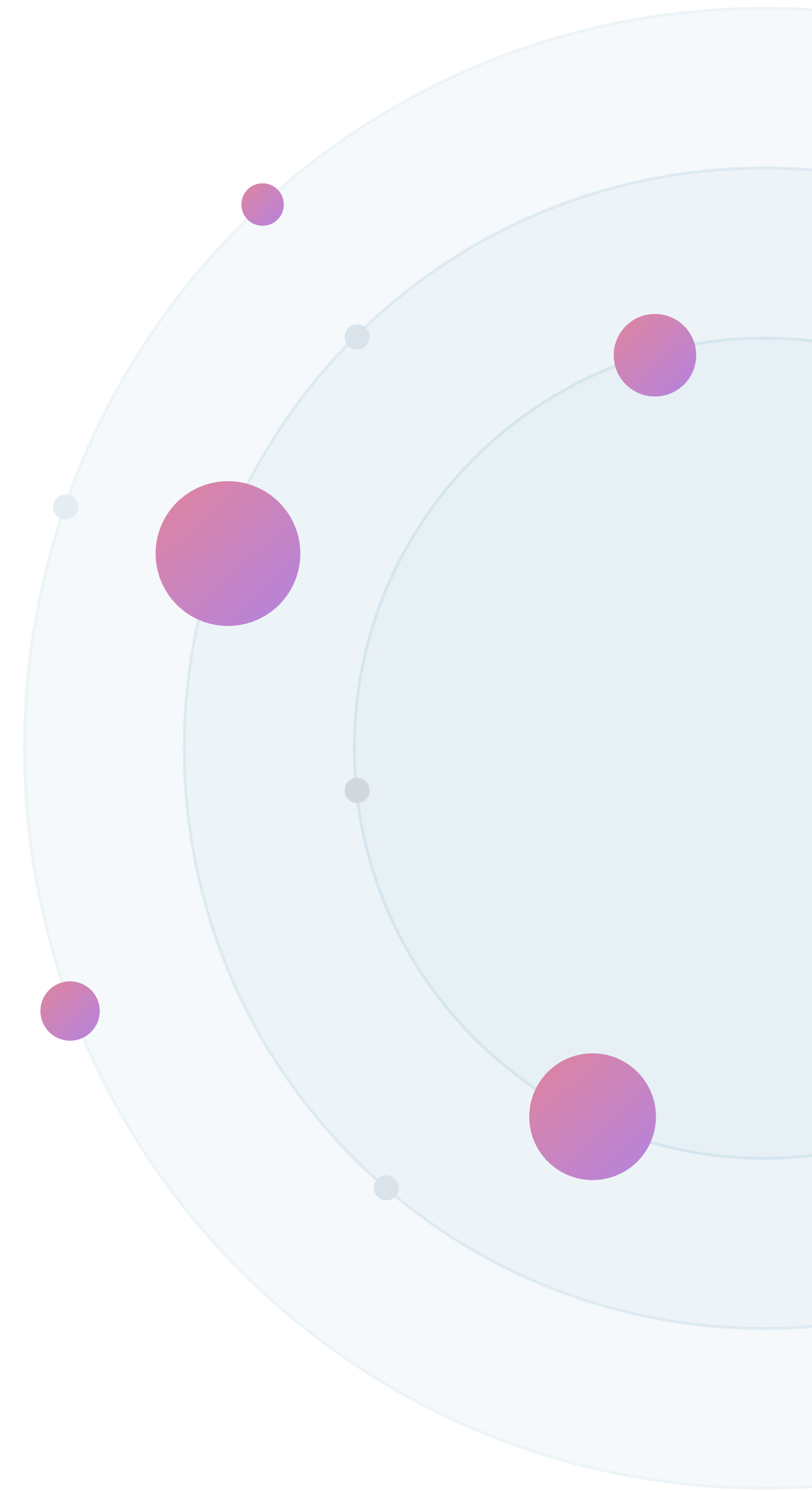


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Road Map

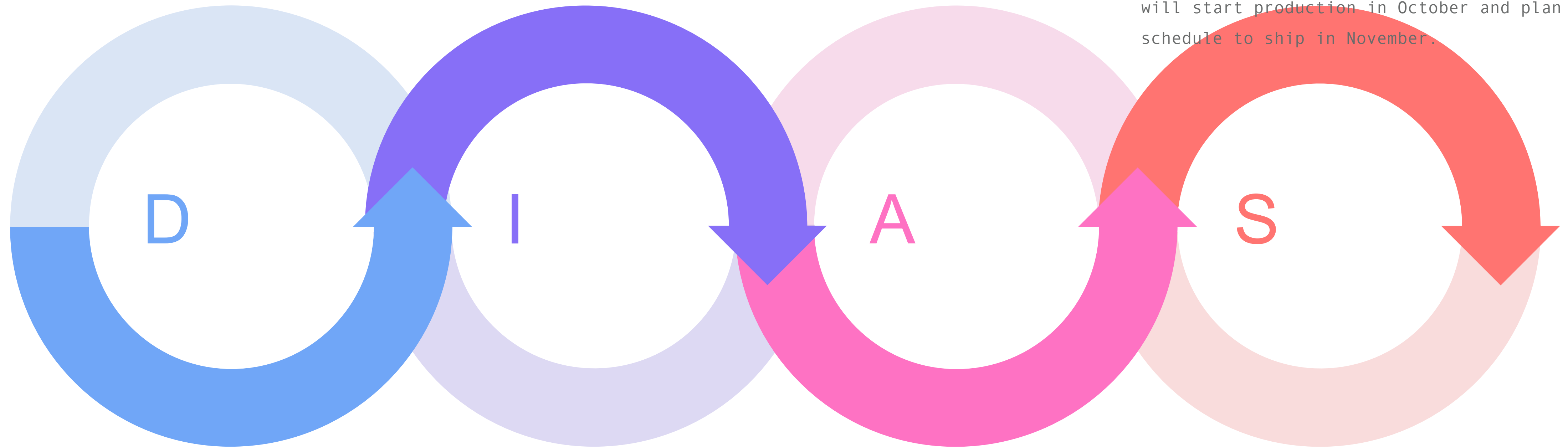


Stylist matching application management

We began application development from July. Beginning in August, we will conduct a trial operation of the beta version and carry out field tests and public relations activities, and we plan to start actual driving from October.

Development of cosmetic

Proposed and proposed from July, trial production and evaluation of test samples from August. We will make better ones if we feed back the results several times. Proposal of containers and packages from September. We will start production in October and plan a schedule to ship in November.



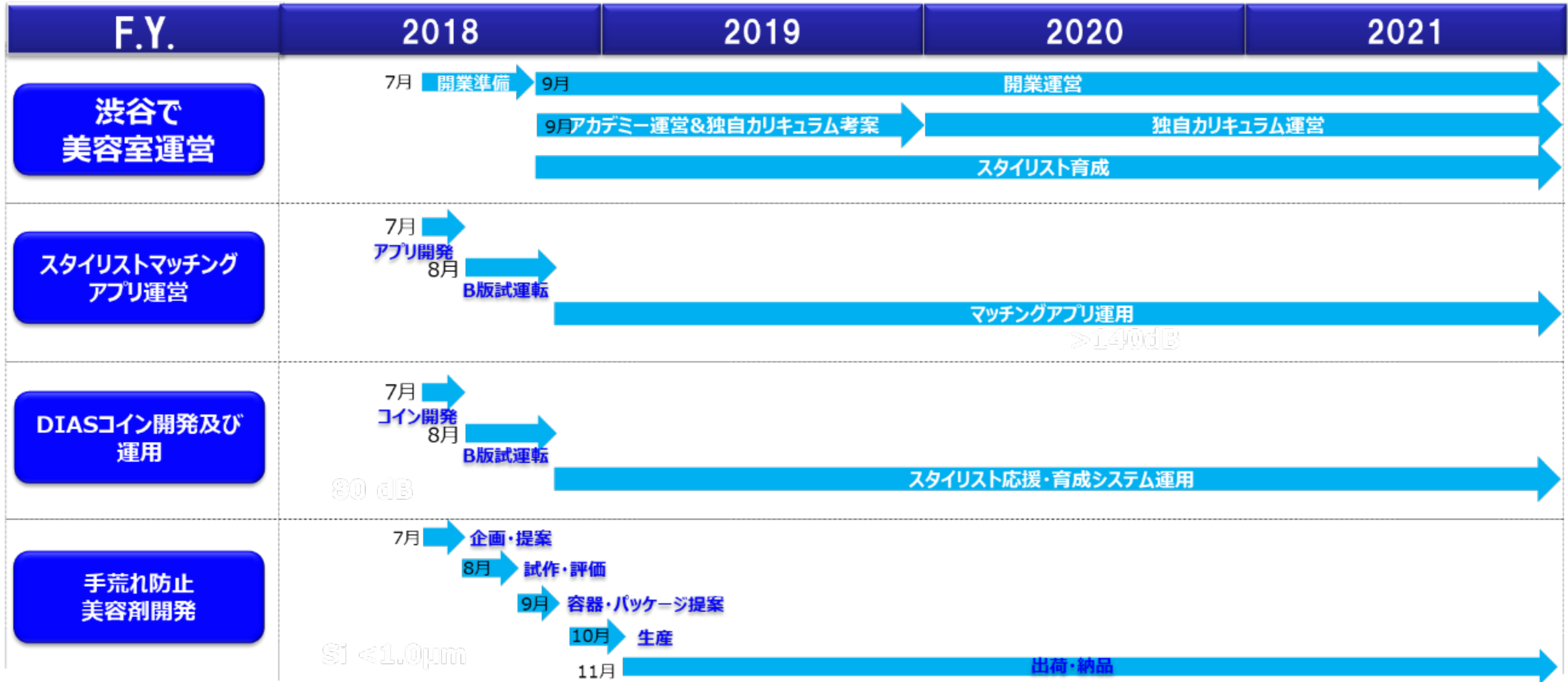
Beauty salon management

We prepare for opening in July scheduled to finish fundraising and plan to open from September. Academy students receive intensive practice for 3 days on weekdays and 2 days to cultivate skills. At the beginning the staff will take care of and take care of. Consider parallel schools with connection and original curriculum, hire professional lecturers At any time, apply unique curriculum and try to bring students' technology upright.

DIAS coin development and operation

We began application development from July. Beginning in August we will conduct a beta test run in the store, and we plan to start actual operation from October.

事業ロードマップ



80 dB

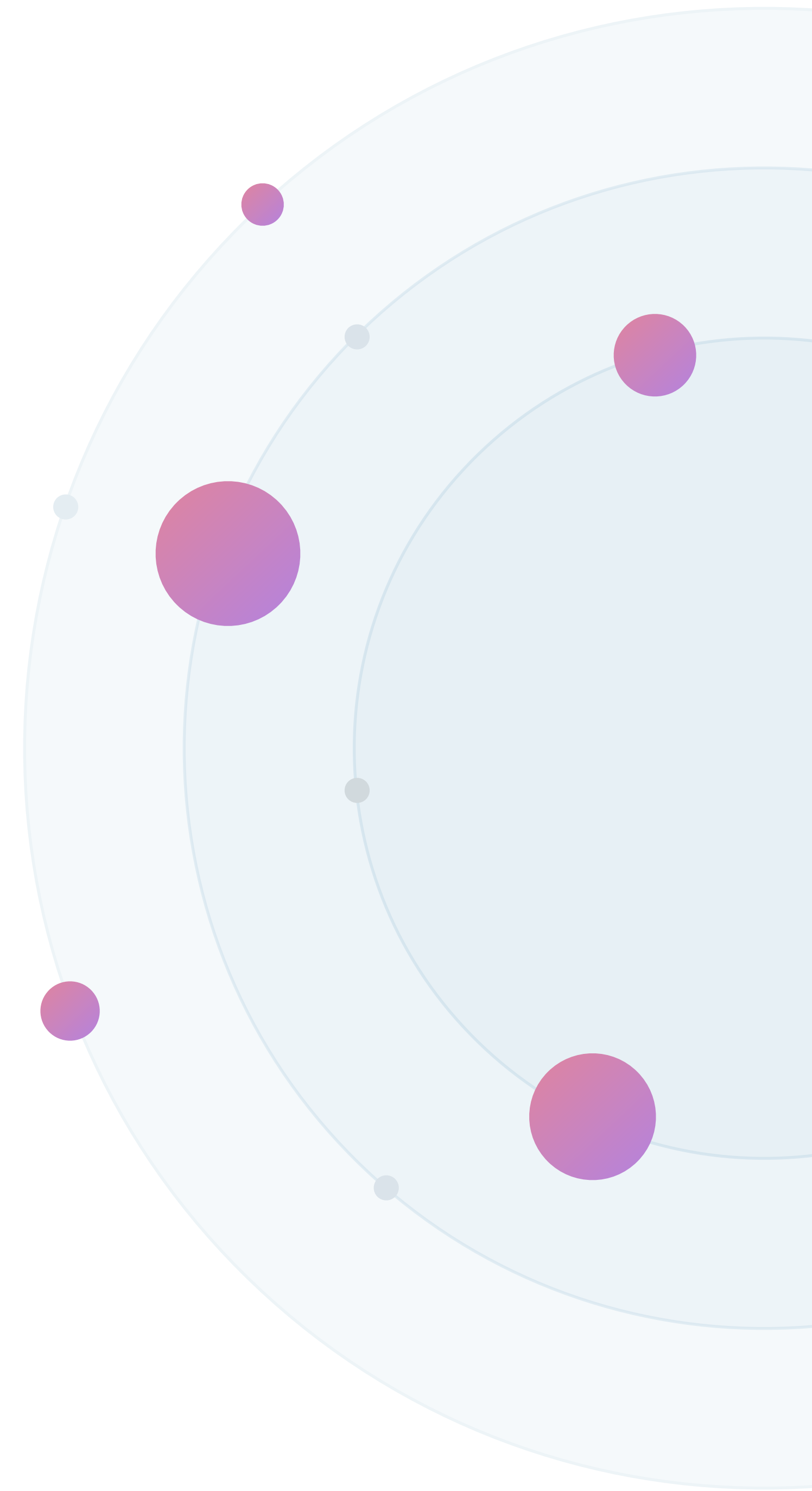
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Milestone



Milestone



50 MILLION DIAS COIN ~

- Beauty salon opened in Shibuya
- DIAS coin development and operation
- Unique Curriculum Academy Management
- Listed DIAS coins on specific exchanges
- Responding to various laws and regulations

100 MILLION DIAS COIN ~

- Stylist matching application development
- Development of cosmetic agent for preventing hand roughness
- Listed DIAS coins on other exchanges

500 MILLION DIAS COIN

~

- Beauty complex opened including nail salon / esthetic salon etc

1 BILLION DIAS COIN ~

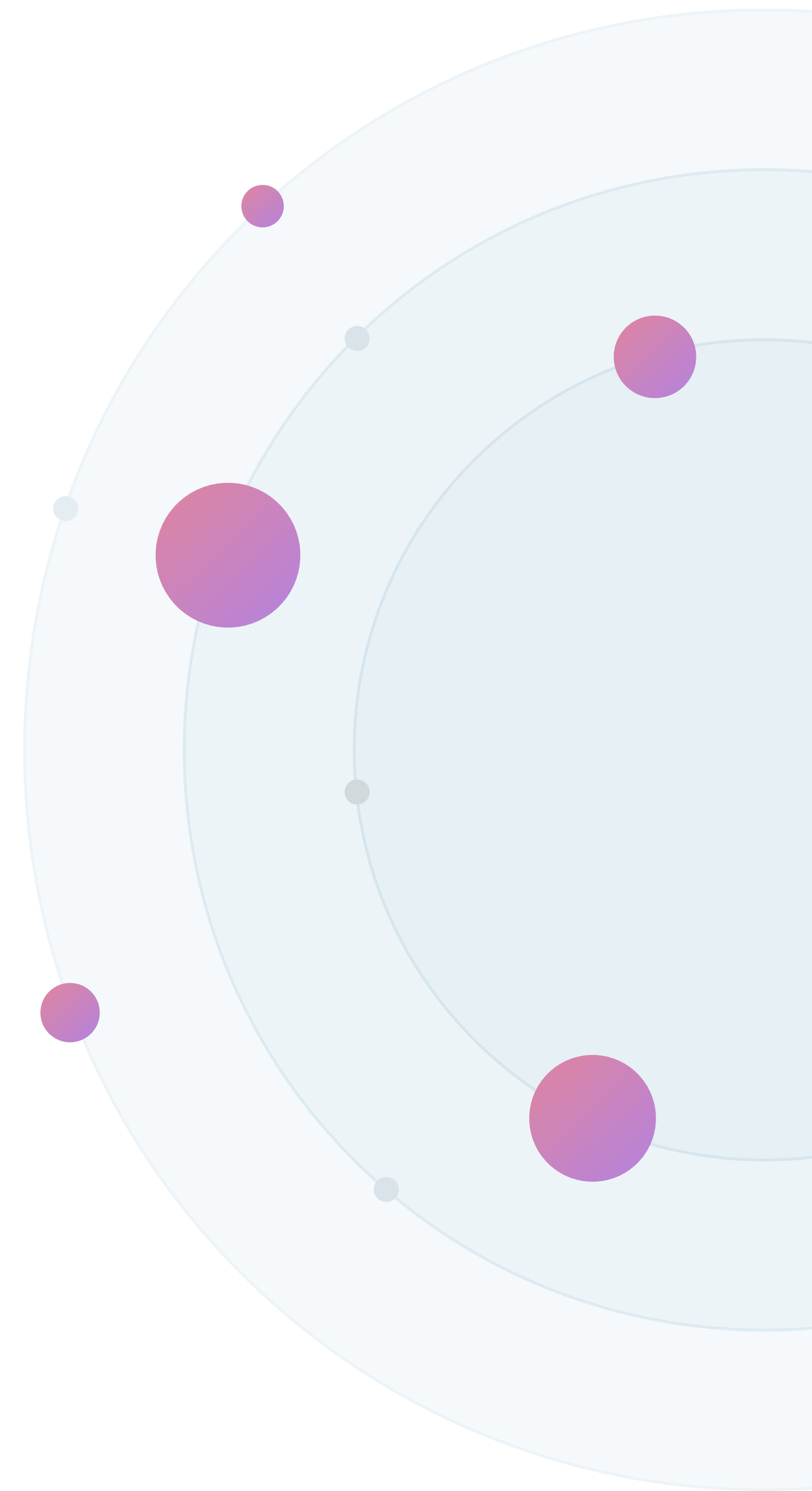
- Establishment of Beauty Complex Building Building Establishment Business

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Project Team



Project team



Daiki Mizuno

Project Leader

Deous International CEO.
He is involved in management of FBO and trade, medical care, beauty, finance etc. in multiple countries.
Currently it has three companies in Japan and overseas, aiming for a dramatic revolution by technology.



Akinori Kohara

Project Member

Graduated Belle Epoque Beauty College
I joined peek-a-boo and after 6 years of assistant experience I went to a stylist.
Moved to a certain famous hair salon, worked hairdressing for 3 years while doing a hairdresser, ar, In Red, Ray, boysunday and so on.
After that, I do hair-making with a hairdresser for 2 years at freelance.
Hair show sponsored by beauty maker and Kanzo Yamamoto are in charge of hair makeup of fashion show.
<Model in charge in the past. Celebrities>
Hebei Asako E-girls Leslie Key
AKB48 Nogizaka 46
super twins
Kitagawa Tokiko Raita Nagai Kyoko

Lecturer at Belle Epoque College concurrently.



Takuya Ichikawa

Project Member

Graduated from Belle Epoque Beauty College Sapporo school

After joining ACQUA in Harajuku, since 2001 he was involved in the hair part of BC Beauty Coliseum, a program that solves personal problems such as cosmetic surgery, makeup and hair style.

As a model himself has been posted as a subject in men's magazines, chokichoki, smart, smart hair and a wide range of activities.

After the stylist debut, I started up a website, created a personal hairdresser's homepage, not a salon introduction page, and continued freelance activities.

Natural curly hair straightening which has been reputed for hair care, curly hair, thinning hair knowledge and made possible by original technology is enough that only a few people can do in Tokyo.
There are not many customers who are troubled with curly hair and carry legs from the region.

Although it is a digression, he was also appointed as a signboard of CM of the alma mater, and had been on TV broadcasting as well.



Takaaki Akutsu

Project Member

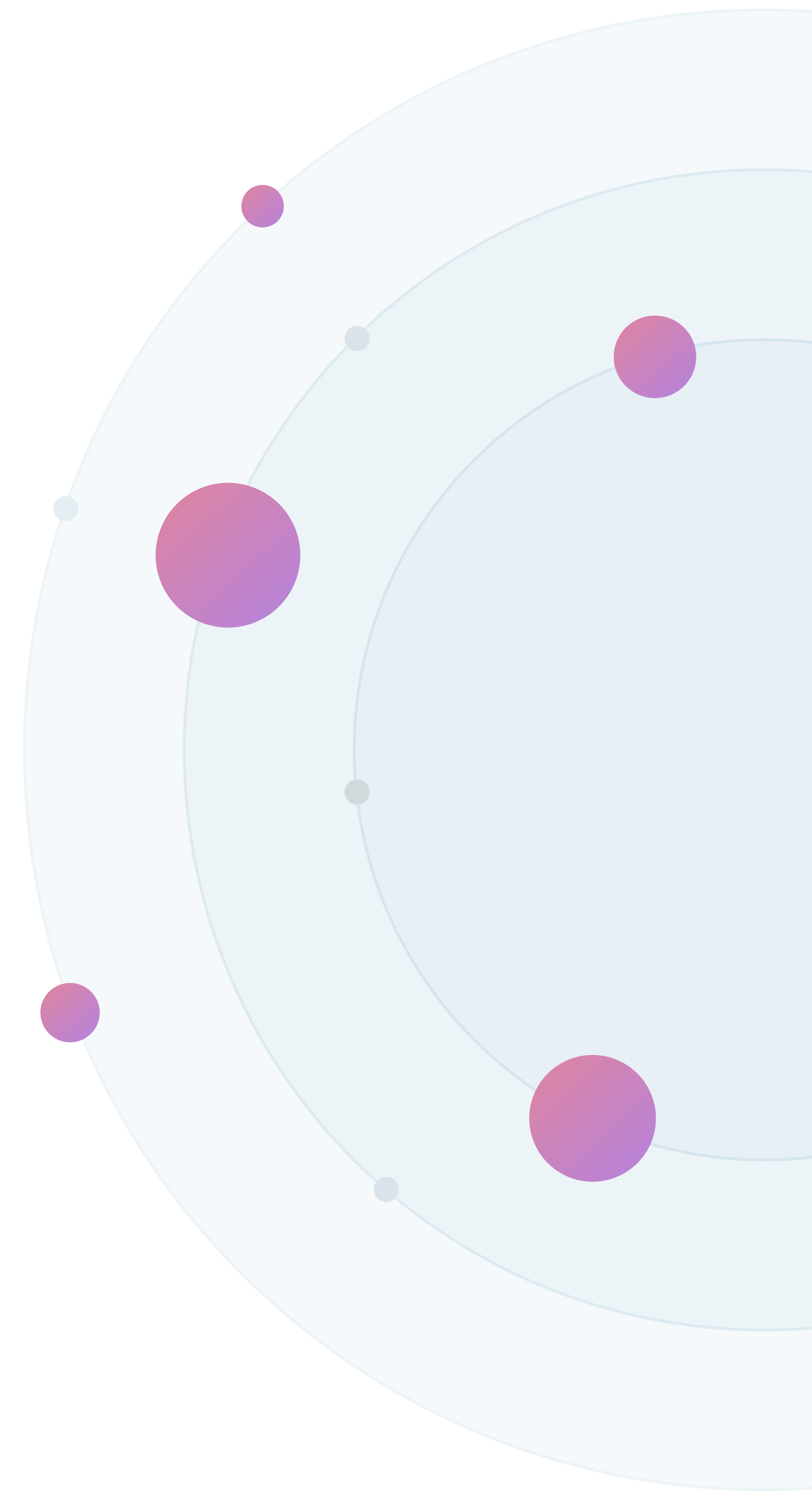
After going through several stores in Tokyo,
Continuous best sales among about 1,200 companies at the time and numerous awards within the company
Around the world with a pair of scissors from 2014,
We traveled around 50 countries,
CUT about 1,200 people worldwide,
Appearances such as magazines and TV.
Then from 2016 until the present
Running a hair salon at Vietnam Ho Chi Minh

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About Our Coin



About coins

About encryption currency

The encryption currency is a decentralized currency represented by bit coins.
Bit coin was started in 2009 based on the paper submitted by Satoshi · Nakamoto 's person.

On the other hand, bit coins, Ethereum is the cryptographic currency with the second largest market capitalization, and our company gathers at ICO is also an affiliate. The reason is that it has excellent function as a platform for creating applications. Unlike bit coin block chains which are mostly filled with transaction data, Ethereum is designed so that specific data can be embedded on an Ethereum block. With that background, Yoshihiroum is drawing attention from Microsoft, JP Morgan and others.

Information on cryptographic currency is transmitted day by day, in Japan various information is exchanged, many media are launched, and as of 2018, although it is enthusiastic, it is finally enthusiastic, it is called a cryptographic currency such as bit coin A word is penetrating.

DIAS coin issued in the project

At the kick-off stage, use the technology of the company and issue coins.
DIAS coins are based on the Ethernet network block chain.

It is based on a consensus mechanism called Proof-of-Steak (Proof of Stay / POS). The POS is a mechanism to receive a newly issued encryption currency in proportion to the holding amount of the cryptographic currency rather than simply being proportional to the amount (calculate amount of PC) that helped the transaction verification work.

For this reason, it is environmentally friendly because it consumes less power than PoW of bit coin, and it is currently the mainstream system.

Funding ICO and schedule

It is big in this project

Funding phase

Service development stage

Service release

The phase is divided into three phases, and the project is developed.

About financing ICO

We are aware of this project and are procuring funds through ICO.
To investors, we offer various DIAS coin purchasing methods, any person in the world,
We will develop the project so that we can purchase coins.

In case
Specifically, by exchanging with multi currency (major encryption currency)
It takes the form of remittance from each individual wallet to the wallet of the DIAS coin
project.

In case
In ICO, we plan to raise funds through coin sale through coin presales on the website.
In addition, for the purchasers of coins, the project team unity developed to provide
opportunities for use, improve currency value by spreading coins, and provide return for
cooperation on the project I will strive to.

About DIAS coin

Code: DIAS

Total Issues: 2,200,000,000 DIAS

Coin Sales Price: 1 DIAS = \ 1 yen

Sales period: May 28th - July 28th, 2018

May 30 to June 19 1 DIAS = 0.00001432 ETH

June 20 - June 24 1 DIAS = 0.00002148 ETH

June 25 - July 5 1 DIAS = 0.00002791 ETH

July 6 - July 15 1 DIAS = 0.00003350 ETH

July 16 - July 24 1 DIAS = 0.00003853 ETH

July 25 - July 28 1 DIAS = 0.00004238 ETH

* The selling price of DIAS co-fluctuates with the ETH price of the market

* DIAS is a coin based on ERC-20 Ethernet

Token features and benefits

The token can be stored, managed, and remitted in the software MyEtherWallet (MEW) which is provided by the open source of Ethereum. This is because the DIAS coin is a block chain encryption currency using the technology of the company in the first stage. Each individual can store, manage, and remit DIAS coins on MyEtherWallet (MEW) until the exchange approval is approved.

Because it is operating as a project for listing on exchanges assuming coin handling at exchanges, it is thought that availability will increase with the increase in trading volume due to listing on exchanges .

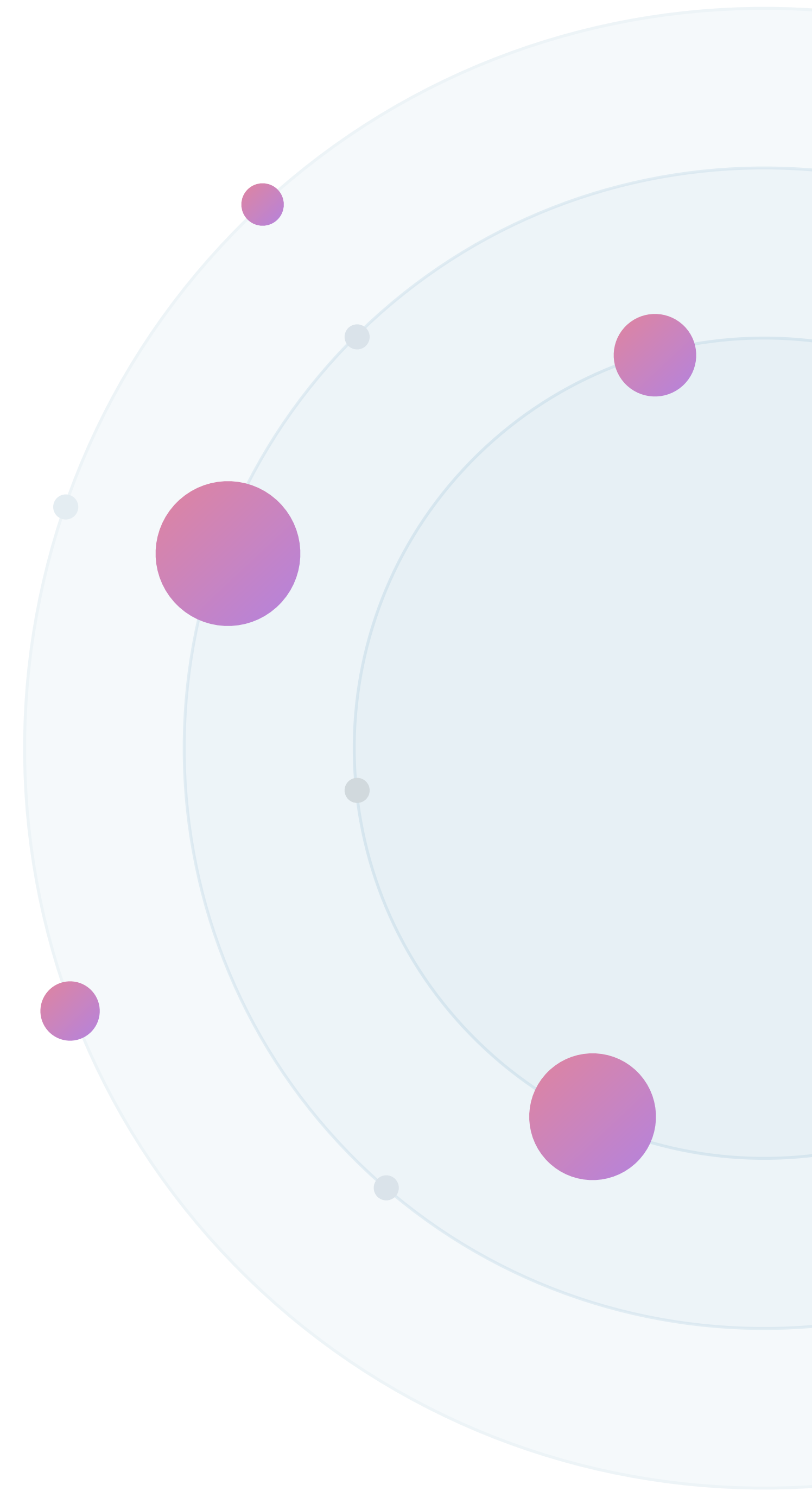
After the coin has been granted, the marketing team mainly plays coin holders, public PR and announcements, and aims to spread and recognize further coins.

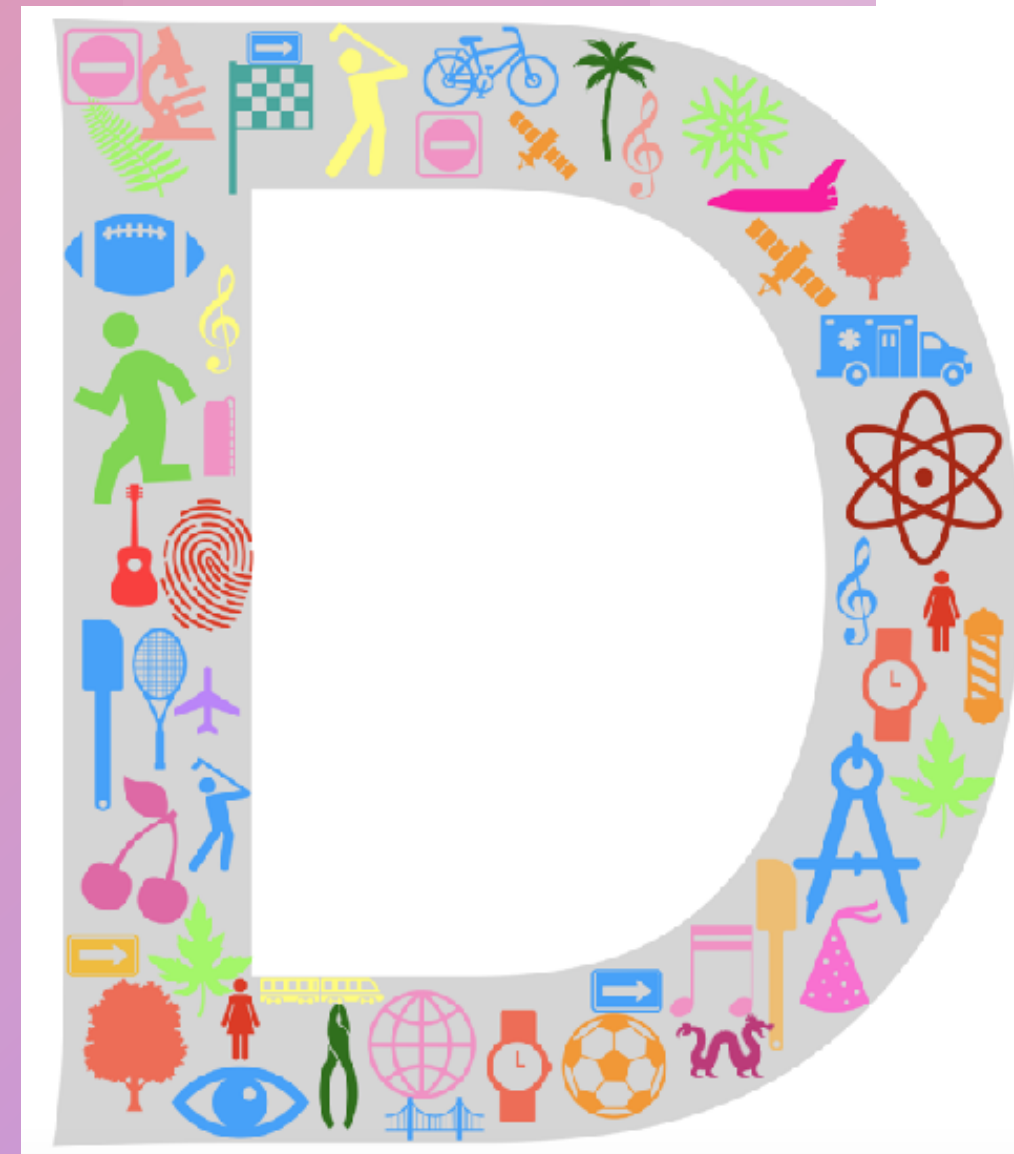
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Vision





Vision

Beauty is something everyone considers day to day, we are you, you and the beginning of everything. If it is beautiful, you can say things bullish and if you are beautiful you can live positive. Why did the beauty industry including such elements become an environment in which such a collapse occurred? People's consciousness is a problem. It is necessary to reconsider, reconsider what beauty is, once again, this ICO should be the trigger for that.