

TORUM

Whitepaper v2.0



**Connecting Worldwide
Cryptocurrency Enthusiasts**



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Introduction & Problem Statement

In 2017, the emergence of ICO fever has changed the fundraising landscape of the cryptocurrency industry forever. It is estimated that about [\\$6.88 billion US dollars were raised](#) by a total of [4,003 projects in the 1st quarter of 2018](#). However, almost [50% of the ICO projects are reportedly dead](#) based on a Fortune news article posted in February 2018. Thus, begins the longest crypto winter that the industry ever experienced.

Fast forward to 2020, a similar ICO craze is brewing across the industry again - DeFi. The increasing popularity of DeFi projects have brought a new wave of capital to the market, along with a bundle of scams just like the ICO trend in 2017. With all the “rug-pulling” and DeFi food projects, crypto newcomers are getting “slaughtered” like sheep every day.

It does not matter whether it is the ICO craze or the new DeFi hype. The one thing that never changes is that the cryptocurrency industry is never friendly to newcomers. The increasing institutional interests like [Grayscale’s \\$10 million crypto investment](#) are only able to accelerate crypto adoption to a certain extent, unless we are going to address the following four crucial dilemmas of the industry:

i. Information Asymmetry

Information and knowledge regarding the blockchain and cryptocurrency industry are not shared equally and effectively among communities, leading to the flagrant rise of scams and pyramid schemes across the crypto space.

ii. Difficulty of Creating Exposure

Most cryptocurrency startups are constantly searching for the most cost-effective way to build awareness in the industry, especially in the bear market. Relying on traditional channels like roadshows and paid media is a great yet ineffective investment to any projects.

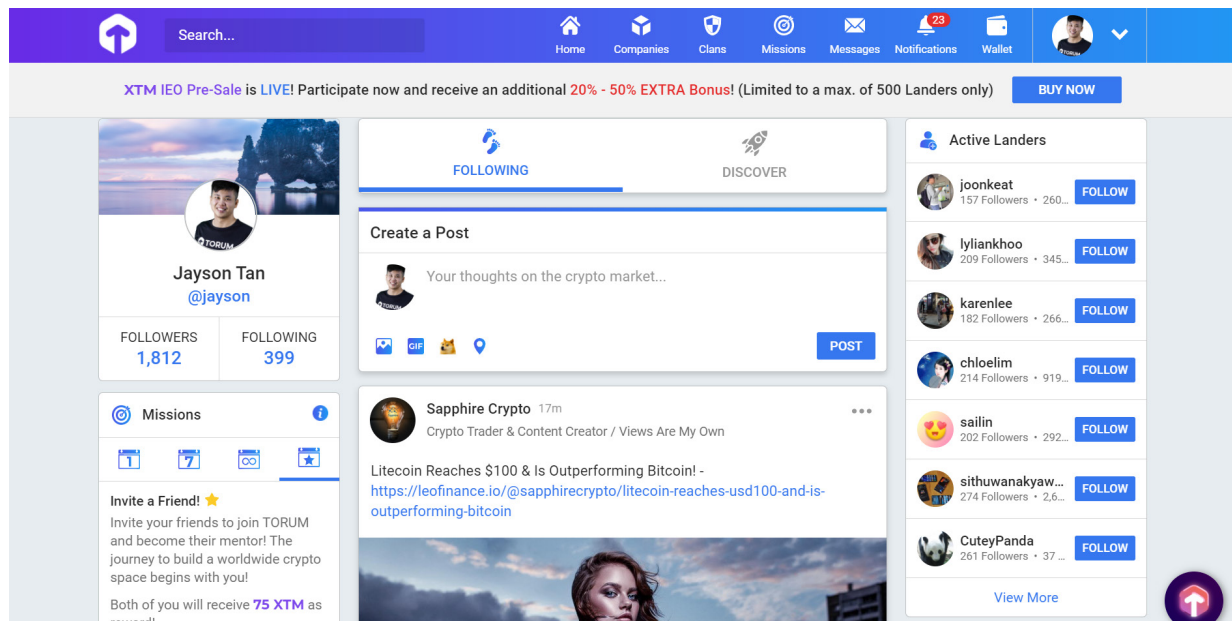
iii. Segregation of Community in Different Social Applications

The usage of multiple social applications like Twitter, Telegram and Discord makes it hard for the crypto community to stay concentrated on one platform. This segregation results in massive time and financial costs, resulting in community disengagement.

iv. Lack of Token Utility

In 2017 alone, it is evident that the tokens of most crypto projects rely mostly on hype to sustain in the market with only little to zero utility. Unsurprisingly, the value of most 2017 tokens plunged to their all-time low, causing a massive drop of market interest and the beginning of bear market. With the newcomers leaving the market, crypto adoption remains as a distant dream yet again.

TORUM: The First Social Media Platform Specially Designed for Cryptocurrency Users



From the failures of countless projects, **TORUM** rises as the solution to the four industry dilemmas covered in the introduction. By utilizing the concept of social media as its foundation, **TORUM** is set to form a one-stop crypto ecosystem that connects worldwide crypto projects and communities together.

Before the emergence of **TORUM**, a number of crypto social platforms already exist in the industry. However, most platforms continue to advocate the concept of “censorship-resistance”, “free speech” and “data-privacy” which do not resonate much with the crypto community. The community can’t help but wonder: what’s the point of having so many similar platforms?

Worse, due to the [achievement of Steemit as the first decentralized blogging platform](#), many platforms begin to imitate the success of Steemit in the shadow of a blogging approach. The interface of a blogging platform greatly limits the expansion of platform features and functionalities such as real-time messaging, custom emote integration, etc. Since interaction among users is greatly neglected, these platforms fail to deliver an actual community building effort.

The fact that there is no clear winner among the crypto social media landscape implies that the existing platforms fail to capture the interest of worldwide cryptocurrency communities. Reflecting on the mistakes of these platforms, **TORUM** discovered that the one element that the cryptocurrency users are interested in is none other than - **Cryptocurrency and Blockchain Technology**.

Upon this discovery, **TORUM** positions itself as the **first social media platform that advocates the concept of crypto-focused**. By centering the interest of the community, **TORUM** is able to form a community base made of mostly cryptocurrency users. As the community expands, the strong niche network effect will attract more cryptocurrency users and projects to the platform.

TORUM also dismisses the classic blogging interface approach and focuses on building a new interface architecture with better feature scalability. As more users and projects join the platform, **TORUM** will gradually transcend into a fast-growing and scalable ecosystem, where extensive features and functionalities that favor the crypto industry can be easily integrated.

The potential of connecting projects and communities under a single ecosystem presents the respective solution to the four industry dilemmas:

i. Information Asymmetry

Since projects and communities are brought together on **TORUM**, the ecosystem will become a central source of crypto industry information. Every ecosystem member, especially crypto newbies can get access to a bundle of industry information easily in one place.

ii. Difficulty of Creating Exposure

By forming a central social gathering hub for cryptocurrency users, projects can utilize **TORUM** as a brand new marketing channel to get the most cost-effective awareness and exposure. Coupled with features like advertisements and boosted posts on **TORUM**, projects no longer need to rely on the existing expensive marketing alternatives in the market.

iii. Segregation of Community in Different Social Applications

On **TORUM**, the community consists of mostly cryptocurrency users, which fosters a strong crypto-oriented network effect. As the network effect grows stronger, crypto communities will be using **TORUM** to stay connected to one another without having the need to use existing applications like Facebook, Twitter and Telegram.

iv. Lack of Token Utility

Unlike other projects, XTM is integrated as the only medium of exchange throughout the **TORUM** ecosystem. As more utility features are introduced in the ecosystem, XTM will become one of the most heavily utilized tokens in the crypto market. With the utilization potential elevated by the size of the community, XTM is able to maintain a certain price stability potential, as compared to other tokens.

Why is Social Media Used as the Foundation of the TORUM Ecosystem?

Network Effect and Critical Mass Effect

Based on what the industry has experienced from 2017 to 2020, failure to capture and maintain community interest is the reason why most projects cease to exist. **TORUM**'s answer to this problem is to develop an ecosystem on top of a social media platform.

A social media platform is the perfect ingredient to create, develop and maintain the community engagement of a project. By connecting every cryptocurrency user in a single ecosystem, **TORUM** is able to form a sustainable network and critical mass effect that will bring new users into the ecosystem consistently.

Scalable Business Model

The idea of using a social media platform gives birth to a scalable business model of multiple revenue streams. In fact, the ecosystem of **TORUM** is the combination of a total of 10 different utility features.

As the size of the community continues to grow, the utility of XTM and revenue generated from the ecosystem will accelerate at a compounding rate. The more revenue and utility that the ecosystem can accumulate, the bigger the incentive and value channeled back to every XTM HODLer.

Without a social media platform, the ecosystem does not have the scalable factor to grow in the bull run and sustain in the bear run.

Synergized Amplification Factor

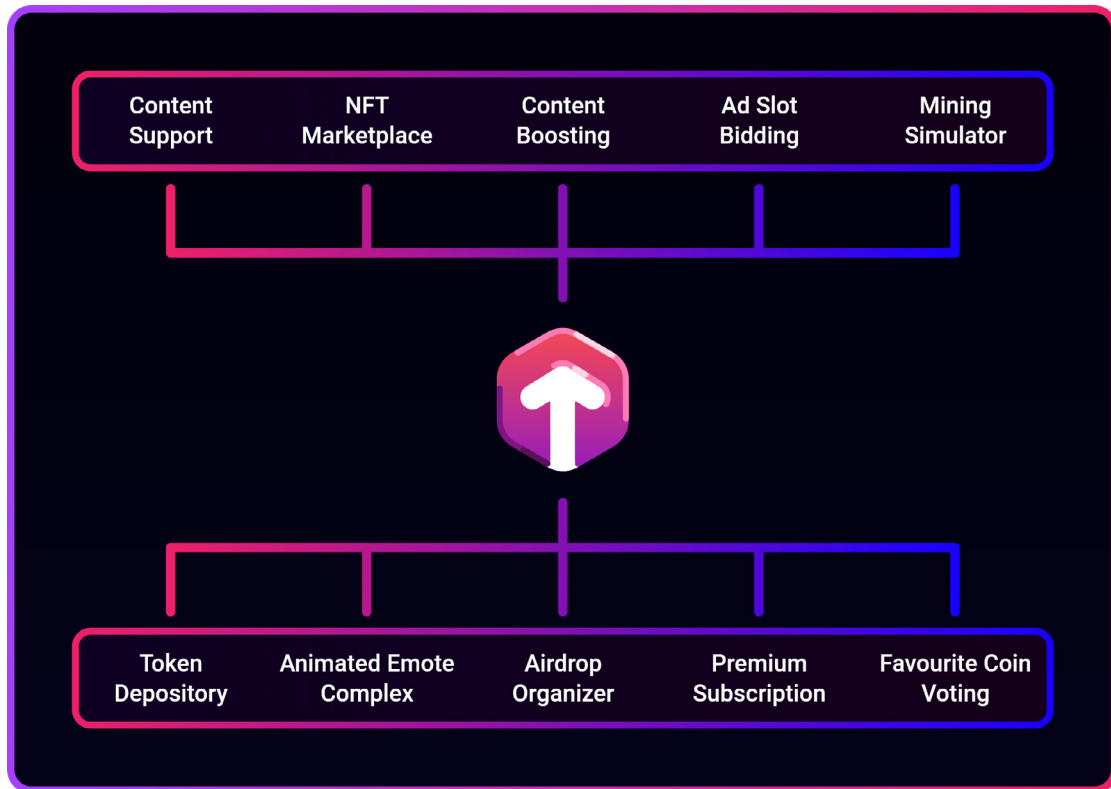
Integrating a social media platform expands the synergizing potential among every **TORUM** ecosystem's component.

Some examples of how a social media platform contributes a compounding value-adding effect:

1. Artists can spread their artworks from **TORUM**'s NFT marketplace and promote them directly on social media.
2. The community can showcase their virtual mining farms with our in-house developed mining simulator video game and socialize with other cryptocurrency users simultaneously.
3. Project supporters can maximize their chance of voting a new "Favourite Coin" successfully through "Promoted Post" and "Ad Slots".

(Note: Head over to XTM - Utility Token of The TORUM Ecosystem section for more info)

XTM - The Utility Token of the TORUM Ecosystem



To tackle the lack of token utility dilemma of the industry, XTM is adopted and integrated as the **primary medium of exchange** across the **TORUM** ecosystem. XTM is designed to become the backbone of the **TORUM** ecosystem, forming a consistent value-driven network for every XTM HODLer.

As soon as XTM is reflected in the **TORUM** wallet, every **TORUM** user is able to utilize **TORUM** for the following purposes:

1. Supporting the community with crypto-themed gifts (Released)

Support Feature is an innovative tipping mechanism that involves purchasing and sending different crypto-themed gifts to the community using XTM.

2. Buying & Selling in NFT Marketplace (Upcoming)

NFT Marketplace is a specialized platform for the **TORUM** community to list and trade NFTs using XTM.

3. Boosting a Post or Thread (Upcoming)

Content Boosting allows **TORUM** members to promote their post or thread on top of the home page of the community by spending XTM.

4. Bidding Advertisement Slots (Upcoming)

Advertisement Slots are precious spots that anyone can bid to showcase his / her project, business, NFTs or other crypto-oriented services using XTM.

5. Performing in-game purchase in Mining Simulator (Upcoming)

Mining Simulator is an in-house developed game that allows the **TORUM** community to perform mining in exchange for 10% of the ecosystem's quarterly XTM profit. XTM is spent to upgrade their mining farm (mining environment, mining rigs, power supply, ventilation system, etc.) in the game.

Mining Profit = (Your hash stake / Total mining hash stake) * 10% of ecosystem's quarterly XTM profit

(More details about Mining Simulator will be released in the future)

6. Staking in Token Depository (Future)

Token Depository is a new feature that allows anyone to stake his / her XTM to enjoy 10% of the ecosystem's quarterly XTM profit. Distribution is made automatically on a quarterly basis.

The formula of the staking is as follows:

Staking Profit = (Your XTM stake / Total XTM stake pool) * 10% of ecosystem's quarterly XTM profit

7. Buying & Selling in Animated Emote Complex (Future)

Animated Emote Complex is a mini marketplace for the **TORUM** community to buy and sell community-made emote packs using XTM.

8. Organizing Airdrop Events (Future)

Airdrop Organizer is a specialized feature that is designed for crypto projects to airdrop their tokens or coins directly to the **TORUM** community. This feature can only be unlocked using XTM.

9. Subscribing to Premium Features (Future)

Premium Subscription allows both ordinary members and projects to unlock specialized community building features and functionalities using XTM.

(More details about Premium Subscription will be released in the future, stay tuned)

10. Voting New Favourite Coin Initiative (Future)

Favourite Coin Initiative is a community-centric feature for the community to vote the most popular cryptocurrency to be included in the Favourite Coin list on **TORUM**. Every **TORUM** member can choose to display his / her favourite coins from over 100 choices in the profile settings.

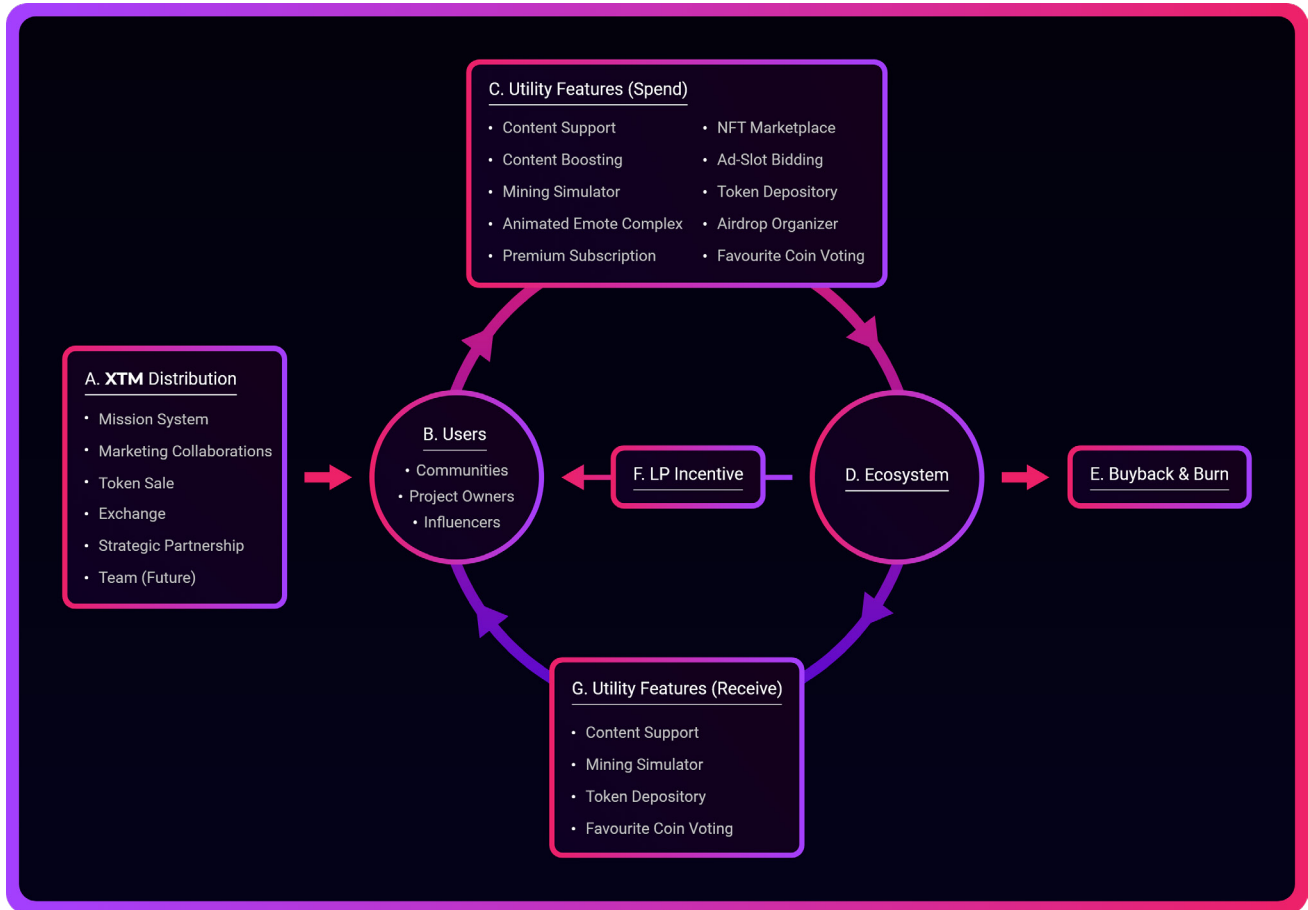
And more...

TORUM has barely scratched the surface of token utility and will continue to develop more concepts into XTM (including the concept of governance), by communicating with the community from time to time for the most applicable feedback.

(Note: The utility feature of TORUM ecosystem is not final and is subject to change according to a number of factors such as market condition, community preference, force majeure, etc.)

A Complete Ecosystem Cycle of XTM Utility

This section outlines the full cycle of XTM as the primary medium of exchange in the **TORUM** ecosystem.



A. XTM Distribution

1. Mission System (on-going)
2. Marketing Collaborations (on-going)
3. Token Sale (upcoming)
4. Exchange (upcoming)
5. Strategic Partnership (upcoming)
6. Team Allocation (in future)

B. Participants (Users)

1. Communities
2. Projects Owners
3. Influencers

C. Utility Spend

1. Supporting the community with crypto-themed gifts
2. Perform in-game purchases in Mining Simulator
3. Buying & Selling in NFT Marketplace
4. Boosting a Post or Thread
5. Bidding Advertisement Slots
6. Staking in Token Depository
7. Buying & Selling in Animated Emote Complex
8. Organizing Airdrop Event
9. Subscribing to Premium Features
10. Voting New Favourite Coin Initiative

(Note: Look at XTM - Utility Token of The **TORUM** Ecosystem for more detailed explanation)

D. Ecosystem

- The central gathering of all revenue of the entire ecosystem

E. Buyback & Burn Mechanism

- 5% of the ecosystem's quarterly XTM profit will be sent to blockchain addresses with no private key to reduce the total supply of XTM by 20%.

F. Liquidity Provider (LP) Incentive

- 15% of the ecosystem's quarterly XTM profit will be sent to members who provided liquidity on **TORUM**-managed market pairs on Uniswap and Balancer.

G. Utility Receive

1. Supporting the community with crypto-themed gifts
 - 30% of the gift value flow back to the receiver.
2. Perform in-game purchases in Mining Simulator
 - 10% of ecosystem's quarterly XTM profit flow back to the gamers
3. Staking in Token Depository
 - 10% of ecosystem's quarterly XTM profit flow back to the stakers
4. Voting New Favourite Coin Initiative
 - 100% of coin spent in voting flow back to the voters

(Note: The utility feature of TORUM ecosystem is not final and is subject to change according to a number of factors such as market condition, community preference, force majeure, etc.)

Competitive Comparison & Value Proposition

	Value & Culture	Ecosystem Model	Token Utility	UI/UX	Token Supply
TORUM	Crypto-Focused	X	X	X	Fixed
Uptrennd	Free Speech	X	X	-	Fixed
Hive	Web 3.0 Chain	X	X	-	Inflation
Steemit	Decentralized	X	X	-	Inflation
Voice	Real & Authentic	-	-	X	-
Somee	Privacy	-	-	-	Fixed
Trybe	Social Learning	-	-	-	Fixed

Value Proposition 1. — Crypto-focused Social Atmosphere

Being crypto-focused means every member, topic discussion, feature, culture, etc, resonates directly to all cryptocurrency users. By maintaining its crypto identity, **TORUM** is able to cut off non-crypto (or irrelevant) users from the community, leaving only cryptocurrency users remaining in the ecosystem.

[As the number of unique Blockchain.com wallets crossed over 60 million mark](#), the crypto-niche nature of **TORUM** presents an attractive social gathering hub to all cryptocurrency users, who consists of both veterans and newbies.

Value Proposition 2. — A Perfectly Designed Ecosystem Business Model

Rising from the ashes of countless failed projects, **TORUM** strives on achieving crypto-focused network effect by building its ecosystem on top of a social media platform. The social media foundation acts as a powerful user attraction and retention factor that consistently expand the community (or ecosystem participants) base.

Unlike other projects, the ecosystem of **TORUM** is supported by at least 9 revenue streams and 5 different methods to channel the ecosystem value back to the community.

Value Proposition 3. — Ecosystem-backed Utility Token

A question that **TORUM** received a lot is whether integrating a token is truly needed in its ecosystem. Having XTM as the primary medium of exchange allows the ecosystem to transfer value efficiently from one place to another.

It is equally important to note that there are 10 different use cases for XTM in the ecosystem. As the network effect expands to every corner of the crypto space, the utility of XTM will grow even bigger, bringing immense value back to every XTM HODLER.

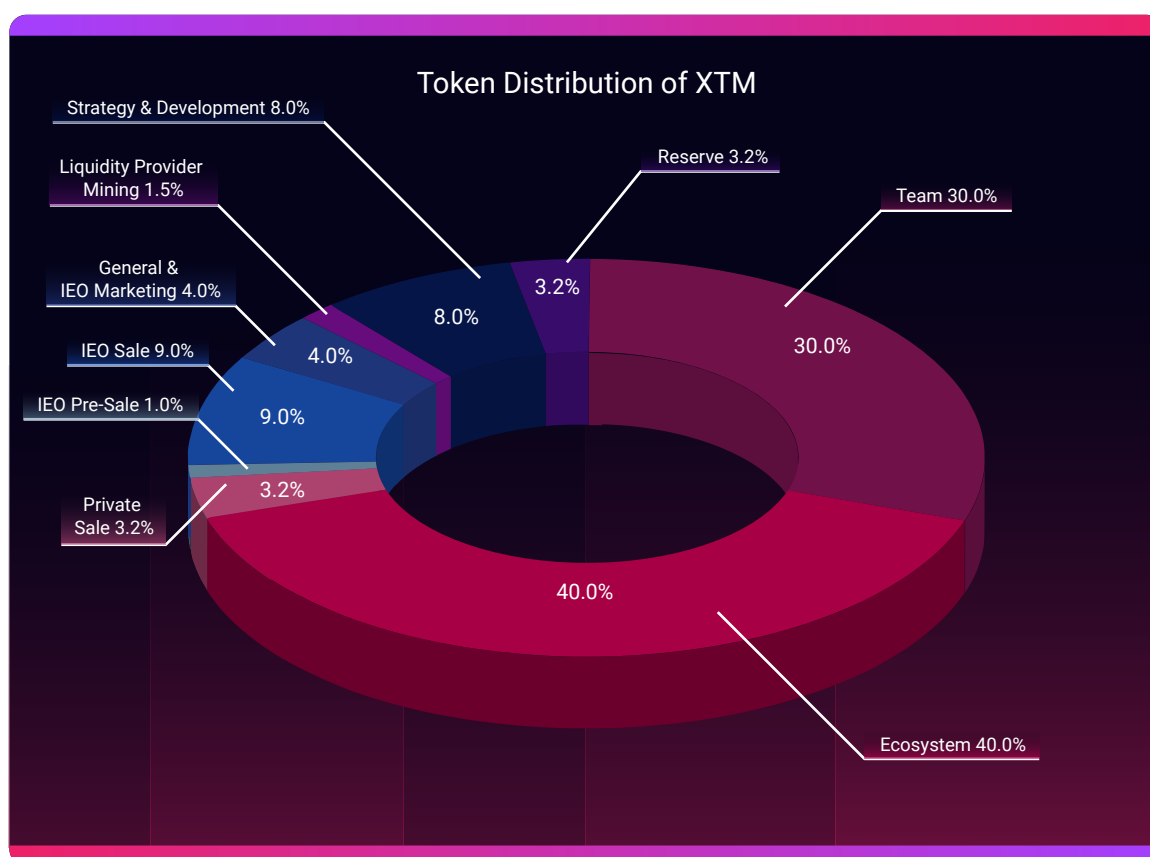
Value Proposition 4. — Modern User Interface

Implementing a modern and friendly user interface (UI) accelerates the adoption and network effect of **TORUM**. With the current design, any new member can easily familiarize with the various **TORUM** features and functionalities in just 10 minutes.

Compared to other existing social media, **TORUM** is more robust in terms of features, color choices, learning curve and other UI/UX elements.

(Note: TORUM will be releasing mobile responsive and mobile app by the end of December 2020 and H1 of 2021 respectively)

Tokenomics



Total Token Supply : 1,000,000,000 units of XTM

Token Type : ERC-20

Team : 300,000,000 units of XTM @ 30.0%

The tokens will be unlocked every quarter over a period of 3 years, starting from the day **TORUM** is officially launched. For transparency purposes, the 300,000,000 XTM will be stored in a cold wallet, where its address will be published to the public.

Every time the XTM team allocation is unlocked, **TORUM** will notify every community member via all social profiles and communication channels.

Ecosystem : 400,000,000 units of XTM @ 40.0%

The tokens will be distributed entirely to the community on **TORUM** within 30 months (expected), starting from the day **TORUM** is officially launched. The 400,000,000 XTM provides the incentive for early adopters to use and develop the **TORUM** ecosystem together.

Private Sale : 32,825,000 units of XTM @ 3.2825%

A total of 32,825,000 XTM will be unlocked every month over a fixed period of 9 months, starting from the day **TORUM** is officially launched.

Every time the XTM private sale allocation is unlocked, **TORUM** will notify every community member via all social profiles and communication channels.

Pre-Sale : 10,000,000 units of XTM @ 1.0%

A total of 10,000,000 XTM will be offered for sale to **TORUM**'s early adopters and available for use throughout the **TORUM** ecosystem upon receiving them.

IEO Sale : 90,000,000 units of XTM @ 9.0%

A total of 90,000,000 XTM will be offered for sale to every **TORUM** member and available for use throughout the **TORUM** ecosystem upon receiving them.

(For more info on **TORUM** IEO Sale, please wait for the official announcements of **TORUM** in the future.)

General & IEO Marketing : 40,000,000 units of XTM @ 4.0%

The tokens will be used on the marketing program and any promotional activity of **TORUM**. The 40, 000, 000 XTM will go to influencer collaboration, token sale promotion, ambassador program and any other relevant exposure-centric purposes.

Liquidity Provider Mining : 15,000,000 units of XTM @ 1.5%

The tokens will be provided to liquidity providers of XTM market pairs managed by Team **TORUM** every month based on the concept of stake over a period of 15 months. A total of 15,000,000 XTM incentives will be assigned to both Uniswap and Balancer on a 50:50 ratio.

The formula of the LP mining incentive is as follows:

Your monthly LP Mining Incentive = (Your liquidity stake / Total liquidity pool stake) * 500,000 XTM

Strategy & Development : 80,000,000 units of XTM @ 8.0%

The tokens will be used to invest in valuable connections and innovations that will speed up the adoption of **TORUM** in different strategic regions of the crypto space. A total of 80,000,000 XTM will go straight to the strategy and development fund of **TORUM**.

For instance:

- Partnerships with major ecosystem players in different parts of the world
- Talents Acquisition and Retention
- Expansion to other strategic markets
- Attracting respectable and experienced industry players as **TORUM**'s advisors

Any usage of this fund will be made to the public for transparency and disclosure purposes.

Reserve : 32,175,000 units of XTM @ 3.2175%

A total of 32,175,000 XTM will go straight to the reserve fund of **TORUM**. The tokens will be stored in a cold wallet and remain untouched, unless the stability and survivability of **TORUM** is threatened by one or more factor(s) regardless of internal or external.

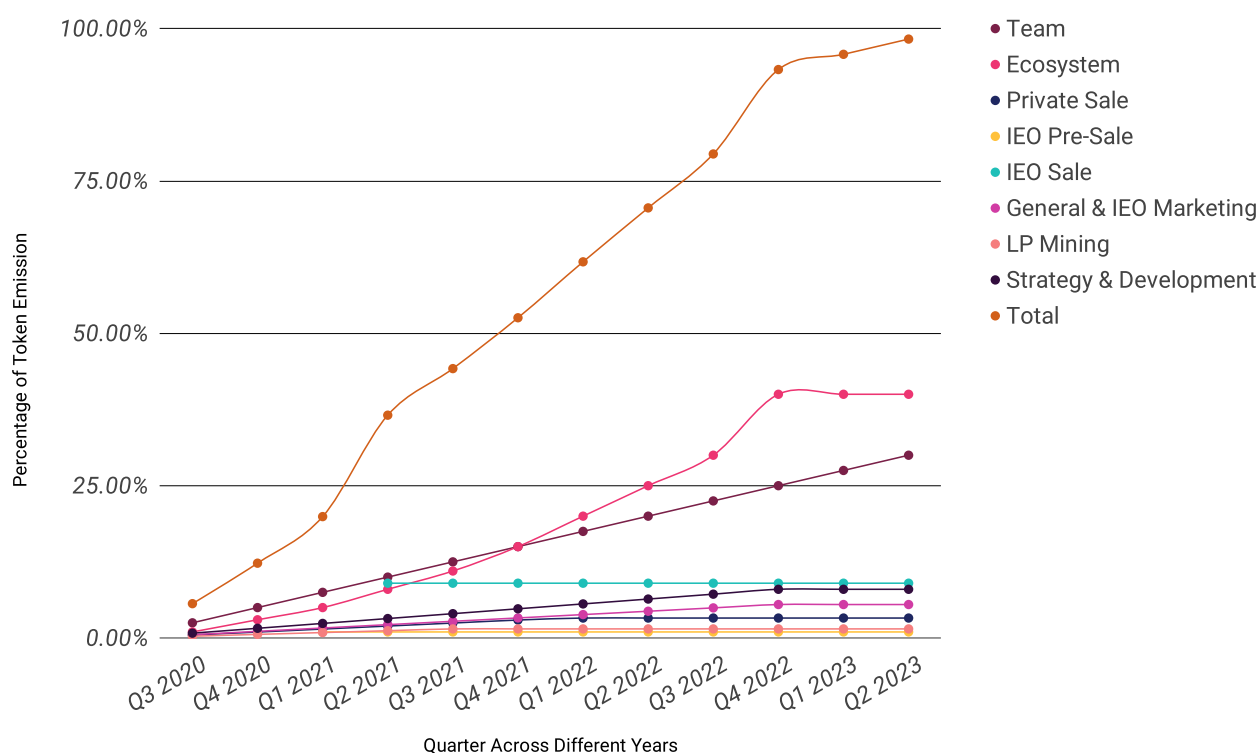
For instance:

- Legal and compliance
- Cyber attacks that result in financial loss suffered by the community

Any usage of this fund will be made to the public for transparency and disclosure purposes.

(Note: The tokenomics of the TORUM ecosystem is not final and is subject to change according to a number of factors such as market condition, community preference, force majeure, etc.)

Token Emission Schedule



	Allocation (unit)	Allocation (%)
Team	300,000,000	30
Ecosystem	400,000,000	40
Private Sale	32,825,000	3.2825
IEO Pre-Sale	10,000,000	1
IEO Sale	90,000,000	9
General & IEO Marketing	40,000,000	4
Liquidity Provider Mining	15,000,000	1.5
Strategy & Development	80,000,000	8
Reserve	32,175,000	3.2175

(Note: The token emission schedule is not final and is subject to change according to a number of factors such as market condition, community preference, force majeure, etc.)

Project Roadmap

Q4, 2018

- Idea Generation & Planning Phase
- Company Formation

March, 2020

- Alpha Testing & Optimization

August, 2020

- Secured an Exchange Operating License from the Gov. of Timor Leste, leading to the formation of XTorum Exchange. Lda.

2021 Onwards

- Public Beta Launch of **TORUM** Web and Mobile App, with consistent product optimization
- Buyback and Burn Mechanism
 - Initiation and Completion
- Content Boosting
 - Initiation and Completion
- Numerous CEX and DEX listings
- NFT Marketplace Development
 - Completion
- Ad-Bidding System Development
 - Initiation and Completion
- Mining Simulator Game Development
 - Initiation
- Token Depository
 - Initiation and Completion

2023 Onwards

- Development of **TORUM** Blockchain
- Transition to a Decentralized Blockchain Ecosystem

2019

- Seed Funding Phase
- Product Development Commences

July, 2020

- Integration of **XTORUM** Wallet Completed
- Private Beta Launch of **TORUM**
- Bug Fixes and Platform Optimization

Q4, 2020

- Preparation for **XTM** listing on CEX and DEX
- Commencement of **XTM** Pre-Sale
- NFT Marketplace Development
 - Initiation

2022 Onwards

- **TORUM** Web & Mobile App undergo consistent optimization
- Mining Simulator Game Development
 - Completion
- Animated Emote Complex
 - Initiation and Completion
- Premium Subscription Feature
 - Initiation and Completion
- Airdrop Organizer Feature
 - Initiation and Completion
- Favourite Coin Voting
 - Initiation and Completion

Note: The development roadmap of the **TORUM** ecosystem is not final and is subject to change according to a number of factors such as market condition, community preference, force majeure, etc.

Meet Our Team



Ah Go @ Yi Feng Go (Founder, CEO & Front-End Web Developer)

Yi Feng Go has a dedicated Facebook Page and a YouTube channel that consist of around 10K followers and subscribers, where he creates educational videos and contents for his fans. Namely Ah Go or Wu Yi Feng (吴一风), he is well known as an influencer across Malaysia, Taiwan, China and Hong Kong for his wisdom towards cryptocurrencies, and is considered as one of the most trustable cryptocurrency experts across the Asian community.

Other than being a cryptomaniac, Ah Go is also extremely experienced as a front-end web developer, and has made contributions to various projects.



Alwin Chang (Co-Founder & CDO, Project Manager, Web and Mobile UI/UX Designer)

Unlike any other ordinary cryptocurrency players, Alwin acquired interest towards cryptocurrency from building mining rigs. He focuses more on cryptocurrencies technically, and has studied various theories and concepts about cryptography. Other than that, he is also very fond of art and design, and has acquired sophisticated skills at utilizing Adobe Premiere Pro, Adobe After Effects, Adobe Photoshop and Adobe XD. He was the post-production video editor for almost all of Ah Go's video contents.

As for today, he plays an important role as a web UI/UX designer to construct the entire concept and layout for **TORUM's** website.



Jayson Tan (Co-Founder & CMO, Community Manager)

Jayson Tan is an experienced cryptocurrency enthusiast, and has made investments in various successful blockchain related projects. Started off as a senior page admin on Ah Go's Facebook Page, he has been actively involved in community building and organizing meetups in the local scene.

Jayson is the brainchild of **TORUM's** marketing plan, which involves seeking for partnership, social media management, etc. With his vast knowledge in the cryptocurrency industry, he has been planning and coordinating the entire XTM tokenomics strategy across the ecosystem.



Teddy Tan (Co-Founder, CFO & COO)

Teddy Tan has always been making a wide variety of investments, ranging from foreign exchange to stock market. Up until one day, he coincidentally recognizes the existence of the blockchain and cryptocurrency industry. Since then, he fully commits to expand his knowledge in order to catch up with the modern era because he believes that blockchain and cryptocurrency are rising to become a major trend in the future.

Teddy holds a financial degree from Universiti Tunku Abdul Rahman, and is currently responsible for the management of Project **TORUM**'s accounting reports and financial plans. At the same time, he also oversees Project **TORUM**'s daily operations as well as to implement and further strengthen the company's culture.



Lucas Go (Co-Founder, Creative Director & Graphic Designer)

Lucas Go has been passionate towards art at a young age, and is known for his aesthetic characteristic towards designs and artworks. Born to be a designing prodigy, he has provided various ideas for several mobile apps across the industry. Additionally, he is also capable of utilizing several designing software like Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Adobe XD and Adobe ID at a professional level.

Currently, Lucas handles the design of artworks across **TORUM**'s web and mobile app, as well as various marketing merchandise e.g. business cards, whitepaper and team workwear.



Nelthan Ng (Technical Communicator, QA Engineer & Customer Support)

Nelthan Ng holds two years of experience working as a QA engineer at one of the blockchain based entities in Malaysia. He joins Project **TORUM** to serve as one of the key personnel to oversee the entire operational structure to facilitate the communication between the technical and operational team. Additionally, he also supervises the customer service and administration division for **TORUM** entirely.



Prabhat Kumar (Technical Lead, DevOps Manager & Back-end Web Developer)

Prabhat Kumar graduated with a degree in Computer Science from Gateway Institute of Engineering & Technology, a well known university for engineering and technology in India. He is genuinely experienced in the IT work field since he worked at countless tech startups for more than six years. Prabhat possesses great expertise at handling various back-end programming languages, servers and databases. As the Technical Lead of Project **TORUM**, he handles and supervises the back-end development of the project entirely. He holds the responsibility to review **TORUM**'s technical data management system and has completed the design of **TORUM**'s back-end infrastructure.



Pardeep Sharma (Front-end Tech Lead, Front-end Web Developer)

Pardeep Sharma graduated with honors from Bharati Vidyapeeth's Institute of Computer Applications and Management (BVICAM), holding a master's degree in Computer Application. With four years of work experience, he is extremely proficient in numerous front-end programming languages, including Javascript, HTML, CSS, Redux, React.JS etc. He worked as a front-end tech lead at many tech startups across India. Pardeep is currently accountable for **TORUM**'s front-end web development and also plays a major role at administering its architectural design.