



Fanverse

The Social NFT Platform for
Fandom Community



Whitepaper Ver.3.1

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Overview

The development of digital technology is driving a massive innovation in the entertainment industry. Contents within the entertainment industry have already been diversified in various types blended with the latest technologies such as Virtual Reality (VR), Augmented Reality (AR), and Artificial Intelligence (AI) that are transforming the conventional concept of contents into digitized assets dissolving the boundaries between regions and countries or between the reality and the virtual world.

NFT (Non-Fungible Token) refers to digitized assets that are storing unique identifiable information recorded on a Smart Contract in a form of a token that becomes non-fungible. The NFT market is now expanding at an unprecedented pace with the innovative concept of assetization of digital contents spearheading the change.

In order to facilitate scalability and interoperability of NFT ecosystem, Fanverse platform shall support various heterogeneous major Blockchain networks such as Ethereum (ETH), Tron Chain (Tron Protocol), OKEx Chain, Huobi Eco Chain (HECO), Conflux, Binance Smart Chain (BSC) and Polygon. Moreover, with the adoption of Cross-Chain solution boasting its unique interoperability, Fanverse marketplace shall be equipped with high liquidity and users.

Fanverse is a Social NFT Platform created for all the contents creators of the world and its unique fans sharing joy to the world.



NFT

1. NFT, from fungible to non-fungible

NFT market has been expanding at an unprecedented pace over the last few years. Digital arts, music, video, and game are just a few of the contents that have been converted into digitized assets. This signals a start of a new wave in the conventional contents market.



2. NFT, Non-Fungible Token

- Token with unique identifiable information stored on a Smart Contract
- Possessing unique and non-interchangeable value unit unlike Bitcoin (BTC) or Ethereum(ETH) that can be interchanged with each other carrying the same nominal value
- Peggable with digitized assets proving the existence and ownership of pegged physical assets

[Non-Fungible Token VS Fungible Token]

Non-Fungible Token	Fungible Token
Non-Interchangeable Same type of NFT tokens can't be interchanged with each other.	Interchangeable Same type of tokens can be interchanged
Unique Each NFT token carries its own unique properties.	Identical Same type of tokens shares the same properties.
Indivisibility NFT can't be divided, and a single NFT token becomes a single unit.	Divisible Tokens can be divided into smaller decimal value.
Security Unique tokens can be used in various platform environment (such as game)	Convenience Convenient in dividing and exchanging
ERC-721/TRC-721/HRC-721 Above are examples of Blockchain network that supports NFT protocols.	ERC-20/TRC-20/HRC-20 Above are examples of Blockchain network that supports conventional Blockchain protocols.



NFT

3. The Value of NFT

NFT is a highly reliable blockchain protocol that can be pegged with digital contents asset to verify the originality of the contents asset and significantly reducing the time and resources in its process.

When using the NFT technology, any user can efficiently track down the creation (issue) of the digital contents, transfer of ownership, and changes in the market value. All the data than are automatically recorded on the Blockchain network that prevents data forging which further increases the value of the digital contents itself.

NFT also supports peer-to-peer (P2P) transactions that do not require any intermediary agency that would further boost the overall market liquidity among contents users, while protecting the rights of the original creator even in the secondary market creating much more convenient and efficient yet fairer contents market ecosystem.

4. The Growth of NFT Market

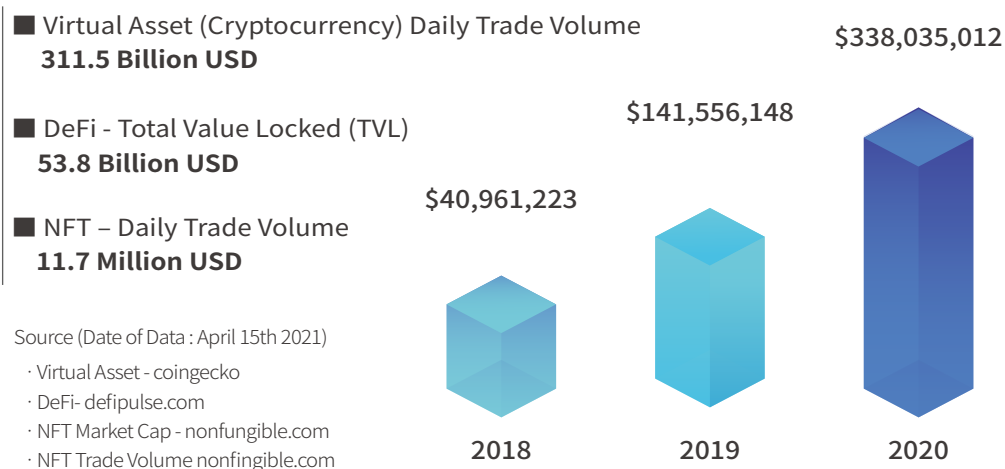
According to a market report from a NFT market data analysis platform, *<the nonfungible.com>*, the annual transaction volume of NFT assets has skyrocketed from 40 million USD in 2018 to 338 million USD in 2020 recording more than an eight-fold growth in the overall market size in just last 2 years. Now in 2021, the figure has already surpassed 1 billion USD in this year alone, and the figure is still jumping at an unstoppable pace. However, despite such remarkable growth of NFT market, when comparing with Digital Asset (Cryptocurrency asset) and Decentralized Finance (Defi) markets, the NFT market is still seen as an early stage with an extreme growth potential within.





NFT

Annual NFT Market Trade Volume



Even today, the NFT ecosystem is rapidly expanding on the pillars of transparency and reliability not just on the assetization of digital assets but to the realms of Metaverse, Virtual Reality, Game, and multi digital universe and beyond.

5. NFT + DeFi + DAO

The core essences of modern day Blockchain ecosystem are the Decentralized Finance (DeFi) and Decentralized Autonomous Organization (DAO). When blending the NFT with Defi and DAO, there shall be innovative additional value creation to the NFT platform.

- Operating the community based on the DAO Governance shall create a decision-making system among the token holders leading to a participant-driven fair and transparent NFT ecosystem.
- DeFi system will boost the overall platform liquidity and increased token utility will further entice user attraction onto the platform.

Therefore, the unique blend of NFT with DeFi and DAO system will create an NFT platform that is community-centered, gradually turning into a self-sustainable ecosystem-driven platform.



Introducing the Fanverse

The Social NFT Platform for Fandom Community

Fanverse is a Social NFT Platform exclusively designed for various contents creators and its fandom communities supporting various types of NFT assets ranging from digital arts, fan/social tokens, games, donation charities, metaverse and all other forms of digital services and assets.

Opportunities

- Acceleration of Digital Assetization of music, arts, games, and all other types of contents
- Expansion of Digital Currency Ecosystem such as Bitcoin, Ethereum, and Central Bank Digital Currency (CBDC)
- Rapid Growth of Digital Ecosystem spearheaded by the MZ Generation such as Metaverse

Social Platform

- Social Platform with strong focus on the communication between the content creator and its fandom community
- Creation of fandom community using fan/social token system

Multi-Chain

- Expansion of ecosystem through support of various heterogeneous major Blockchain networks
- Hassle-free token transfer through Cross-chain bridge function

DeFi + DAO

- Various additional features from token burning, liquidity mining, staking and many others
- Transparent and fair platform operation based on governance voting


Fanverse



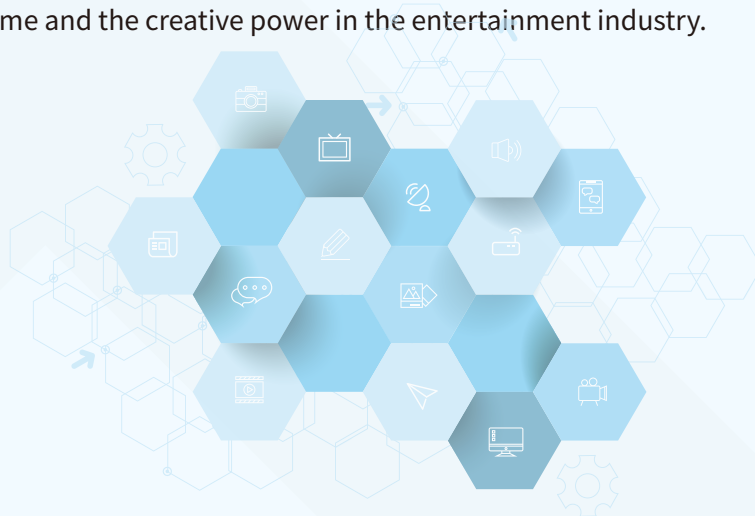
The Vision of Fanverse

The word “entertainment” has been defined by Harold Vogel as ‘all sort of materials that drives or promotes a state of happiness’ in his book titled the ‘Entertainment Industry Economics’. In other words, all types of play or contents including gaming or media productions that promote human emotion can be categorized as entertainment.

The industry of entertainment has evolved throughout the mankind, as advancement of technology has affected the value chain within the entertainment market altering the way contents are created, distributed, and consumed.

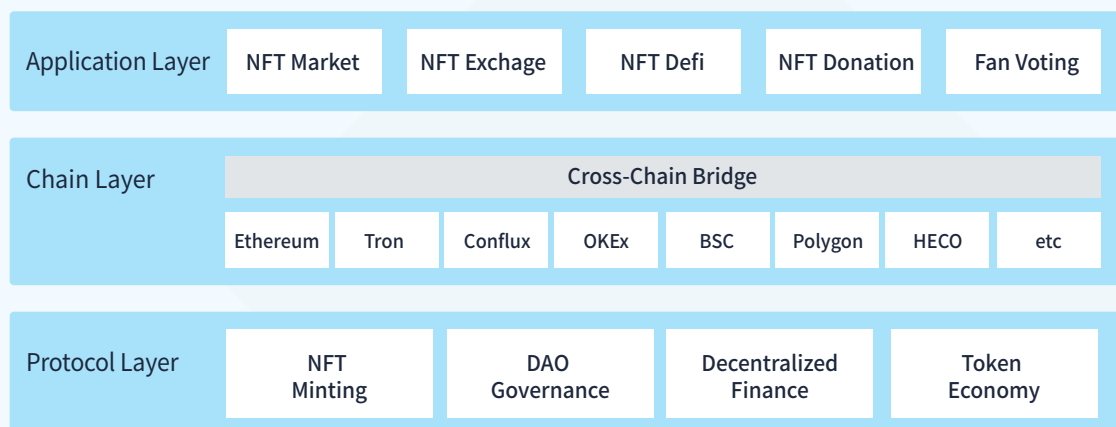
The development of letterpress printing technology by Johannes Gutenberg in 1455 has started the genre of printed publishing as one of the biggest categories of entertainment, and the filming technology by Thomas Edison has given birth to the era of movies, while the radio transmission technology by Guglielmo Marconi has spurred the radio-based medias and the television technology by Philo Farnsworth has created modern day era of entertainment industry.

The ambitious vision of Fanverse is to create the same changes in the value chain of modern-day entertainment using the NFT technology into the entertainment market. Fanverse is a social NFT platform that protects the copyrights of the original contents creators but also rewards the fandom community creating a virtuous cycle in expanding the overall market volume and the creative power in the entertainment industry.





The Technology behind Fanverse



1. Multi-Chain Network

Fanverse supports various major Blockchain networks such as Ethereum (ETH), Tron Chain(Tron Protocol) OKEx Chain, Huobi Eco Chain (HECO), Conflux, Binance Smart Chain (BSC) and Polygon to further expand the NFT ecosystem and to contribute to interoperability in the Blockchain ecosystem.

Moreover, Fanverse aims to develop cross-chain bridge technology that also enables transfer of NFT asset between two heterogeneous Blockchain networks to contribute to much more advanced interoperation of Blockchain community.

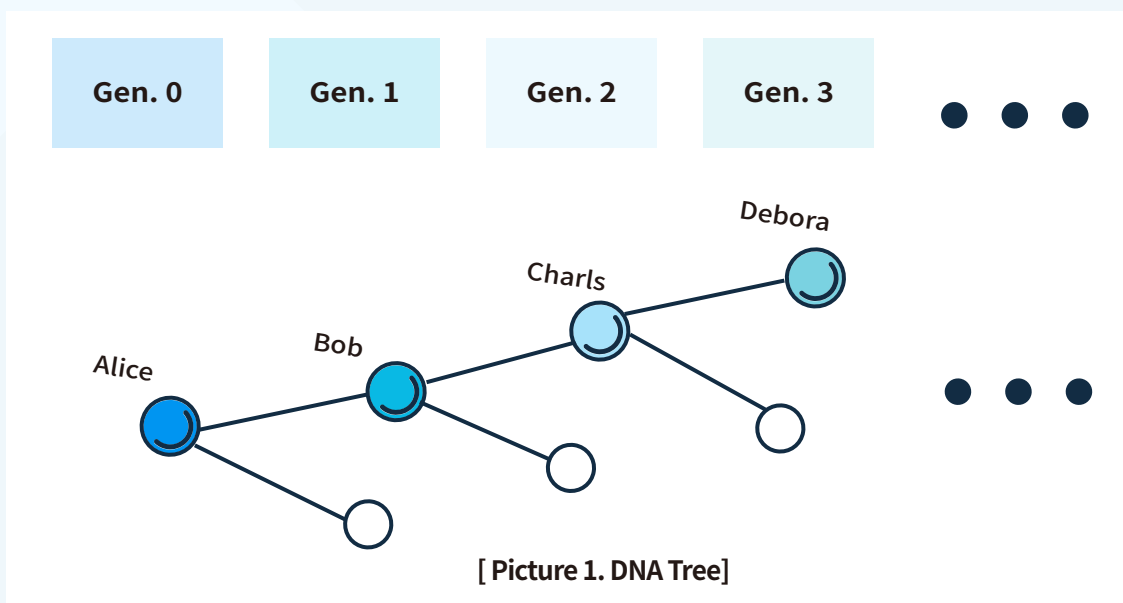
2. Inter-Planetary File System (IPFS)

All the history within the Fanverse on the platform from the minting history of NFT assets to its each transaction history are all recorded on the IPFS (Inter-Planetary File System) or a distributed storage system on Blockchain networks. In other words, the owner of an NFT asset shall be warranted forever for its due ownership of the asset.

The Technology behind Fanverse

3.The DNA Tree

Fanverse shall adopt DNA Tree system to warrant continuous profit generation for the original contents creator on the platform. The DNA Tree system shall be applied in the secondary distribution and production markets of the NFT contents. Example of its application shall be to distribute 1~10% portion of each traded volume of NFT contents in the secondary market to the original creator. Another example shall be in case a new content has been created through the blend or imitation of an original content, then such information will be hardwired in the NFT dataset in a DNA format, guaranteeing the distribution of a certain portion of contents profit being generated.



As depicted in the above <Picture-1> the Fanverse Platform records contents creation activities in the status information through a DNA Tree format.

For example, if Alice mints an NFT asset based on a certain content, the minted NFT shall be stored with initial status information as 0 (Zero) Generation. Thereafter, if Bob creates a new content based on Alice's NFT asset, Bob's newly minted NFT shall be the <1st Generation> NFT based on Alice's original content. Following this systematic structure, the DNA Tree system can be expanded further to <2nd> and <3rd Generation> NFTs. The essence of DNA Tree system is promoting creation and re-production of various contents but also at the same time preserving the historical and creative value of various contents.



The Technology behind Fanverse

4. Decentralized Finance (DeFi)

Fanverse is equipped with various functions from Decentralized Finance system including token burning, liquidity mining, staking, re-distributive rewards from service fees and many others. Users depositing tokens on Fanverse platform shall be eligible to earn additional tokens or get distributive rewards of platform service fees depending on the token deposit ratio. Unlike other usual NFT marketplaces, active users within the Fanverse platform can earn additional profits from both price margin from sales of NFT assets and rewards from various staking programs.

5. DAO Governance

Fanverse token owners will be eligible to raise a critical opinion on the platform operation regarding new features, trading fees, community reward plans, and various other key decisions needed and will be able to participate in the voting depending on the amount of token possessed. For example, a platform user may submit a proposal regarding the re-distributive reward ratio policy using the platform service fees. This type of governance voting model will guarantee true decentralization (ultimate distribution) of the platform, strengthening the rights of each token holder.





The Fanverse Platform

Majority of currently available NFT platforms are only at the level of closed NFT marketplace that only serves limited feature of trading of NFT assets, not even going to the level of supporting digital arts, music, or video contents. Fanverse platform, however, further emphasizes the social community features going even beyond the marketplace, envisioning a truly user-oriented social NFT platform.

Fanverse not only provides features related to minting and trading of NFT assets but also many other features that are specifically targeted to serve contents creators and fandom communities, enabling them to freely mint their social/fan tokens to various innovative modules that incentivizes fan-based activities within the platform.

Fanverse Platform

NFT Minting

Digital Assetization of Contents

Fanverse is an open platform that welcomes every user regardless of region and social rank, freely creating his or her own unique digital contents into a minted NFT asset. Any user regardless of contents genres, either from digital arts to music, videos, or gaming sectors, can all be a unique contents creator on Fanverse platform.

Fan/Social Token

Contents creators can mint its own unique fan/social token to be used as a gateway or a tool of collaboration within the fandom community. The minted fan/social token can be used in purchasing of a certain NFT asset, or as a reward for community contribution, and in event or questionnaire participation. Contents creators may design various privileges based on the fan/social token to establish its own unique global fandoms.



The Fanverse Platform

Charity Events

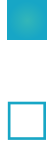
Contents creators and fandom communities can coordinate NFT charity events within the Fanverse platform and profits generated from the event can be donated under the fandom community's name. The donation history itself will be documented in an NFT format, registering the information on-chain, forever documenting the good deeds but also being rewarded for donation activities at the same time.

Social Producing

Social producing is unique form of a community-based reward type of crowdfunding feature. To participate in a social producing feature of a certain content creator, the user should have the fan/social token of the desired content creator. Then, the user can use the social / fan token to participate in the fundraising or social production contents. The participated user will then be deemed for both investment profits and additional fandom rewards generated.

The Mystery Box

The Mystery Box is a unique service on the Fanverse platform that sells different types of NFT collection assets in a 'randomized box' format in a same certain price. Once purchased and opened, a randomized digital art or goods will be provided to the buyers of the mystery box. Using the Blockchain technology that prevents falsification and manipulation of data, the originality of the digital goods will be warranted and the rights of both the creators and the buyers will all be protected. The mystery box can be used in different types of events. For example, a famous singer may choose to reward in a randomized box to invite the fans to join in the co-production of an upcoming new single album or various other community-based events.



The Fanverse Platform

NFT PLUS

NFT Plus converts digital vouchers or coupons that are pegged with physical assets into an NFT asset, highly liquidating limited goods or items, artworks and VIP tickets and enabling users to participate in fractional investment in various types or asset portfolios.

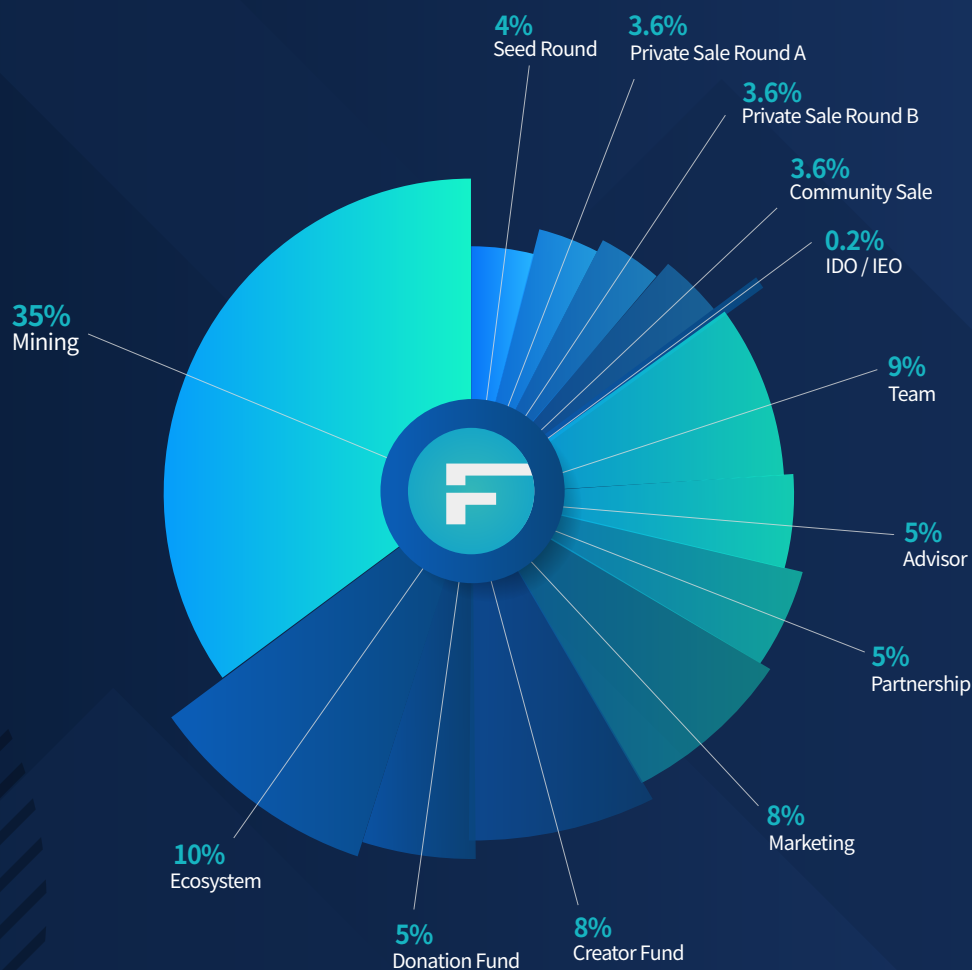
NFT Gallery

NFT Gallery is a distributed storage interface designed to exhibit various NFT assets that are not for sale among contents creators and collectors. NFT Gallery can be seen as traditional art galleries that are designed to add experiential value to the arts. NFT Gallery is a unique exhibit system designed to increase the awareness and value of various content creators. At times, NFT Gallery can collaborate with offline physical art galleries co-hosting various events and exhibits. Fanverse shall be opening physical NFT Exhibit Zone to promote various digital arts created by many types of contents creators, further contributing to healthy growth of the NFT market.

Fanverse Token, \$FT

FT is a Fanverse Platform token used for payment, service fee, voting, staking, and in other various functions provided within the Fanverse platform.

- Token Name : FT
- Blockchain Type : Multi-Chain System [ERC-20 (Ethereum, Main Chain) / Tron (TRC-20) / KIP-20 (OKEx Chain) / HRC-20 (HECO) / CRC-20 (Conflux) / BEP-20 (Binance Smart Chain)] / Polygon.
- Total Supply : 1,000,000,000 FT





Fanverse Token, \$FT

Team	9%	90,000,000	1 - year lock up, linear distribution 5% monthly
Advisor	5%	50,000,000	6 - month lock up, linear distribution 5% monthly
Seed Round	4%	40,000,000	10% unlock at TGE, linear vesting for 12 months
Private Sale Round A	3.6%	36,000,000	10% unlock at TGE, linear vesting for 12 months
Private Sale Round B	3.6%	36,000,000	10% unlock at TGE, linear vesting for 12 months
Community Sale	3.6%	36,000,000	10% unlock at TGE, linear vesting for 12 months
IDO / IEO	0.2%	2,000,000	No lock - up
Partnership	5%	50,000,000	No special schedule
Marketing	8%	80,000,000	No special schedule
Creator Fund	8%	80,000,000	No special schedule
Donation Fund	5%	50,000,000	No special schedule
Ecosystem	10%	100,000,000	No special schedule
Mining	35%	350,000,000	10,000,000 FT Per Year, Total 35 years
SUM	100%	1,000,000,000	

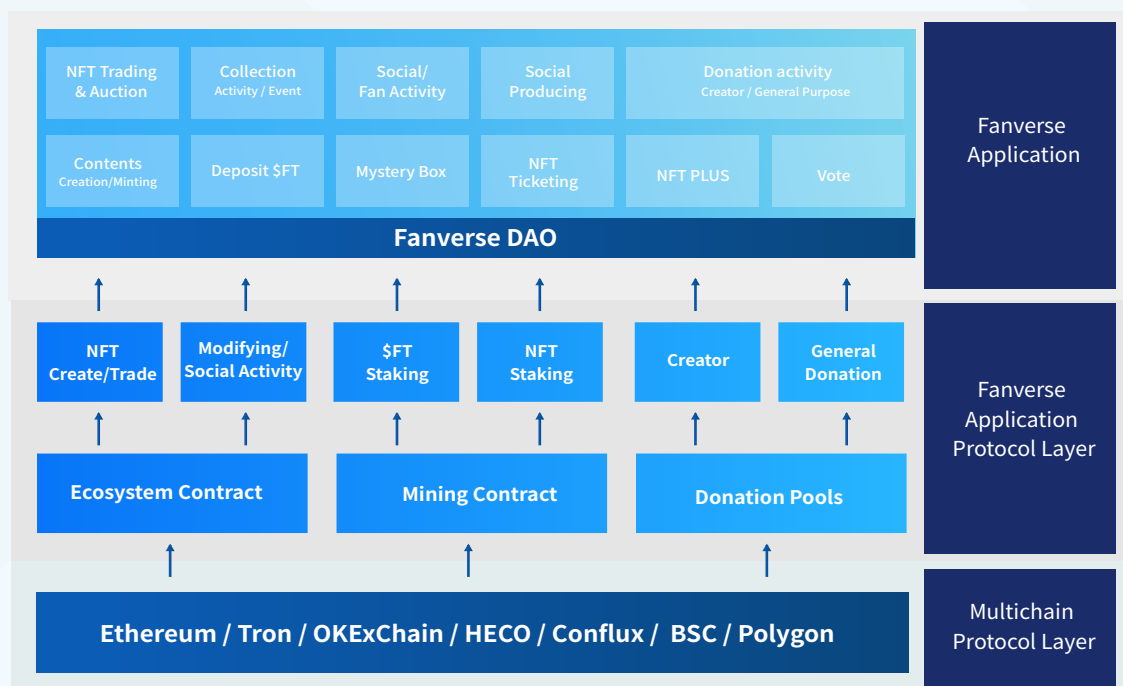




Fanverse Token, \$FT

Fanverse Token Utility

- **Exchange of Asset** : \$FT is used as a medium for exchange of various digital assets traded within the Fanverse Platform.
- **Governance Voting** : \$FT token holders can raise a critical opinion on the platform operation regarding new features, trading fees, community reward plans, and various other key decisions needed and will be able to participate in the voting depending on the amount of token possessed.
- **Discount of Service Fee** : All users within the Fanverse Platform can deposit certain amount of \$FT tokens to get special discount on the service fees during trading, auction or in event participation. Moreover, when purchasing a certain NFT asset or social/fan tokens, maximum of 50% discount on the trading fees will be applied in the transaction.
- **Activity Reward** : Platform users can earn \$FT as activity rewards when participating in NFT trading, community events, and in various other promotions and features. Fanverse platform decides the amount of activity rewards to be given to incentivize active community activities and contents creation through the form of community voting.





Road map

Following is the timeline schedule until today and our roadmap further in development of decentralized cross-chain based NFT trading platform with blend of NFT with De-Fi features, aiming at continuous expansion of users and liquidity on the Fanverse Platform.





Team Members



Mark Hwang CEO

- Lidya Korea (Solution)
- JnWatt IDC (Mining)
- Harvard Graduate School of Arts Science



Herbert Kang Contents Director

- Sinnara Records (Music Record Distribution)
- Poptune Productions (Production/Planning)
- Abacus Holdings Co., Ltd. (Investment / M&A)



Joong-Han Kwon Technical Director

- HTS/MTS Full-Stack Developer
- Plus Wisdom Solution Co., Ltd.
- Openbit Cryptocurrency Exchange



In-Soo Kim Finance Director

- Pavilion Asset Management Co., Ltd. / CEO
- Samjung KPMG Group / CFO
- European Union Korea Desk Partner

Team Members



Jae-Hyeok Ough Entertainment Contents

- SM Entertainment / Planning Division
 - SIDUS Entertainment (Yejoen Media) / Overseas Project, A&R Producing
 - Pop Tune Production / CEO, Producing
- + 20 years working experience in Concert (X-Japan, Whitney Houston, Migos, Westlife) and Label Companies (SM, Sidus, Avex, CAA)



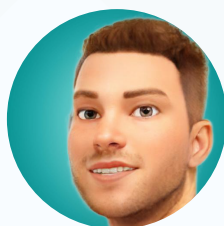
Lucas Lee Business Director

- DAG (Digital Asset Group) CEO
- +7 years working experience marketing in Fintech and blockchain



Min-Jun Park Finance & Business

- JI & Partners (Venture Capital)
- Hive International Co., Ltd.



Erik Mendelson Platform Business

- OneOf NFT (United States)
- Recordgram Inc.
- Warner Music Group



Team Members



Prakash Neupane Planning Division (Dubai)

- Nepal Blockchain Initiatives
- NepFlight (NePal Flight Booking)
- Sarathi (Transportation Sharing Booking App)



Alex Kirungu Contents Division (Kenya)

- Kenya Ports Authority / Procurement
- H&K Partners / Kenya Delegate Agency
- Kelsam Computing Hardware



Advisor Committees

■ Contents Division Advisory Committee

Jeong-Jae Lee CEO

- LiveVery Streaming Service (Music / Concert)
- +16 years working experience in music contents/concert planning

Ik-Gu Jang Senior Advisor

- Korea Music Co., Ltd. (CEO)
- Wave Point Co., Ltd. (CEO)
- Yedang Company Co., Ltd. (Managing Director)
- + 25 year working experience in label companies



Advisor Committees

■ Finance Division Advisory Committee

Yeong-Hyeon Kim Director

- Senior Partner of Samil PWC Accounting Firm
- Korea Office Representative in PWC China
- Auditor of VC Texas Oil and Softbank Japan

Eung-Sik Shin CEO

- Nomura Securities CEO in IB Sector
- +20 years working experience in investment banking and venture capital

David D. Lee Chairman

- Washington Mutual
- JD Bridge Inc.
- JP Morgon
- Bank of Hope

David K. Lee Attorney

- Lee & Kaufmann Associates
- Claremont Law Firm
- MS, Google, cirque du Soleil (IP)
- (Consulting Attorney-at-Law)

David Hong Chairman

- ES Savings Bank (Chairman)
- +30 years working experience in international banking, M&A

Stanley Oh Managing Director

- RG Capital (Managing Director)
- +15 years working experience in investment banking



Advisor Committees

■ Technology & Game Division Advisory Committee

Sung-Ick Hwang Senior Advisor

- Korea Mobile Game Association (Chairman)
- Korea Blockchain Contents Association (Chairman)
- Gamevil Co., Ltd. (Listed Gaming Company)

Young-Mok Park CEO

- PTW Korea (CEO)
- NHN Games
- Blizzard Entertainment
- NC Soft - Operation Strategy Office

In-Sook Kim CEO

- Unity Korea (CEO)
- EA Game Korea
- NHN game (Publishing)

Sung-Joo Hong CEO

- Camoa-Team02 (CEO)
- Pearl Abyss (Auditor) (Listed Gaming Company)
- Next Game (CEO)



Partnerships



[ABACUS E&A]



[Digital Asset Group]



[PAVILION ASSET MANAGEMENT]



[Korea Mobile Game Association]



[Korea Blockchain Contents Association]



[GLOBAL A]



[Korea Institute of Virtual Asset Valuation]



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