

WeWay Whitepaper

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WeWay Token is not and is not intended to constitute securities of any form, units in a business trust or collective investment scheme, or any other form of investment or regulated instrument in any jurisdiction, and is not registered with any government entity as a security or regulated instrument, and shall not be considered as such. This Whitepaper does not constitute a prospectus or offer document of any sort and is not intended to constitute an offer of securities of any form, units in a business trust or collective investment scheme, or any other form of investment, or a solicitation for any form of investment in any jurisdiction.

The WeWay Token does not grant the right to receive any profits, income, payments, returns, dividends from WeWay or any of its affiliates, nor is it intended to be a digital currency, security, commodity, bond, debt instrument or any kind of financial instrument or investment carrying equivalent rights. Accordingly, any protections offered by the law in respect to the purchase, holding, or sale of the instruments and investments referred to above shall not apply to the WeWay Tokens.

You should not purchase, use, hold or sell WeWay Tokens unless you have prior experience with cryptographic tokens and blockchain-based software. Purchasing, holding, using and selling WeWay Tokens, as well as transacting in virtual assets or cryptocurrencies carry substantial risk and may involve special risks that could lead to a loss of all or a substantial portion of your funds or assets used in the respective transaction.

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Introduction



The rapid development of technology has led to the penetration and wider coverage of the internet, mobile communications and smartphones around the world. The internet has changed how (and where) people think, live, do business, and gain access to entertainment.

Internet-based social networks have revolutionized the way people communicate and interact. Anyone can now post anything they want on the web, thus resulting in the creation of content. The content creation process itself is not the product of a single individual, but that of an audience routing with their attention. This new democracy has given rise to a new class of citizens – the Creators. They are the future of entrepreneurial scaling, resulting in the formation of an entirely new economy centered around them – the Creator Economy.

However, the content creation market and the social media industry are currently a virtually monopolistic landscape dominated by such platforms as Instagram, Facebook, YouTube, Twitter, and Snapchat. Unsurprisingly, these platforms are the main sources of content.

Many creators want to maximize the effectiveness of their interaction with the audience by resorting to a plethora of supplementary monetization tools and unique solutions. However, there are many barriers impeding communication with audiences, and they are mostly the byproducts of the underlying economic models and the functionality of the platforms in question.

Blockchain technologies will help creators remove brands, ad agencies and centralized platforms from the chain of creation and distribution, focusing solely on building communities of audiences who adhere to and share their views. The creators will be interested in generating valuable, high-quality content to monetize it, deriving profits from loyal audiences.

The use of smart contracts will allow creators and their fans to interact in new ways and thus give rise to new opportunities and create more meaningful connections. With the advent of NFTs (Non-Fungible Tokens) and native ecosystem tokens, creators will not have to resort to intermediaries who control content rights and inject opacity into revenue-sharing mechanisms. The new decentralized model of the Creator Economy revolves around local communities with shared values and interests that often border on obsession.

The WeWay platform will allow users around the world to rely on more democratic and affordable ways of making money by doing what they love most. The fans, as well as project investors, will be able to rely on native ecosystem tokens to gain access to unique content, digital items and experiences. The creators will receive meaningful feedback from their audiences and the support they need for launching projects that are important to them. Finally, the advertisers will gain access to a reliable instrument for transparent and honest interaction with influencers.

The Creator Economy is taking the possibilities of internet users to an entirely new level. The WeWay platform is the next major step in the development of the new decentralized Creator Economy, in which technology actually serves the purpose of improving the quality of people's lives.

Yoola is a Strategic Partner and Co-founder of the WeWay project



Yoola is a service for YouTube creators and influencers and one of the largest official YouTube partner networks worldwide. The company helps video bloggers and brands in the professional, creative and business development of their channels.

Partners of Yoola receive strategic and tactical development of their YouTube channels both online and offline, as well as assistance in content monetization, and development of their musical careers. Yoola's team of experts produces high-quality video content, provides advertising and sponsorship integration, organizes fan meetings with idols, and creates blogging merchandise.

Yoola in numbers

Yoola has offices in the US, Israel, Russia, Ukraine and China.

5,000	1,/5 billon	200+
Channels	Subscribers	Gold YouTube buttons
1600+	15 billon	9
Silver YouTube	Monthly views	Diamond YouTube
buttons		buttons

Markets



WeWay is at the intersection of 5 global markets. The project is leveraging blockchain technologies to develop the Creators Economy and launch a unique platform for creators and influencers alike.



The Blockchain Market • weway



Blockchain technologies are most basically defined as decentralized distributed ledger technologies (DLT) that record the origins of transactions on a peer-topeer network without the involvement of any intermediaries. The technology has evolved rapidly over the decade since its development. Although blockchains are best known for their role in fostering the growth of digital currencies, they have also been adopted in most traditional sectors of the global economy, because of their unique qualities and optimization potential.

The global blockchain market is divided on the basis of the numerous use cases of the technology, namely - payments, smart contracts, data management, digital identity formation, supply chain management, and many others. Most blockchain experts and supporters "believe that this technology can far outperform cryptocurrencies in terms of its overall impact." The true potential of blockchain is only just becoming apparent. Society is more likely to see use cases of blockchain technology application in real sectors of the economy, rather than the practical use of cryptocurrencies.

Market Figures

The global blockchain market was estimated to be valued at \$3.0 billion in 2020 and is projected to reach a size of \$39.7 billion by 2025.

The current estimated value of the blockchain market stands at \$4.01 billion.



APPLICATIONS AND TRENDS

- Cryptocurrencies
- Supply chain management
 Domain names

- · Smart contracts
- Healthcare

Insurance

- · Financial services
- · Counterfeit protection

PROBLEMS AND CHALLENGES

- Complexity
- Security

Environmental impact

- Lack of unified regulation
- Scalability

· Criminal use cases

- and legislation
- Lack of centralization
- · Lack of mass adoption

Compatibility

The Crypto Market



Cryptocurrencies and tokens are the two dominant subclasses of digital assets relying on cryptographic methods of operation. These are intangible assets that are created, sold and stored in digital format on the blockchain. Cryptocurrencies use advanced encryption technologies that guarantee the authenticity of the underlying assets by eliminating the possibilities of counterfeit or double spending.

The cryptocurrency market is valued by the capitalization of the total volume of crypto assets and tokens issued by market participants into open circulation for the purpose of sale, purchase, exchange, and use in a variety of operation scenarios.

Market in Numbers

S24T

Projected size of the digital asset market by the end of 2027

16 000

Crypto assets created between 2014 and 2021 6 500+

Projects operating on the market

300M+

Cryptocurrency users worldwide

90%

Share of total market capitalization dominated by Top-20 coins

~5 100

Coins traded on the market

APPLICATIONS AND TRENDS

· Payments;

• E-commerce;

Governance;

· Trading;

• Banking;

· Decentralized finance.

PROBLEMS AND CHALLENGES

Regulatory obstacles

Compatibility

· Scalability

 Lack of unified regulation and legislation

Security

· Ownership rights to data

Volatility

 Integration with the traditional financial system · Lack of mass adoption

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https://www.globenewswire.com/news-release/2020/12/14/2144866/0/en/Dealbox-Evidence-in-2020-Continues-to-Support-Thesis-that-Multi-Trillion-Digital-Asset-Market-is-Gaining-Momentum.html

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https://www.statista.com/statistics/863917/number-crypto-coins-tokens/

The NFT Market



Non-Fungible Tokens, or NFTs, are tokens that can be used to solidify and showcase ownership rights to a unique digital asset. The given technology allows users to prove ownership of any form of digital content, including images, videos, audio files, documents, 3D models, etc. NFTs use a secure record that has a unique identification code stored on the blockchain. Having been initially launched as digital collectibles, NFTs are currently being used to represent any type of physical asset, acting as a proverbial "digital twin" of any object in the real world, essentially allowing the ownership and exchange of physical assets within the digital environment.

The NFT marketplace features a broad range of content creators and companies that have been tokenized since the advent of the underlying technology. The assets in question range from popular memes, famous tweets, master posts, real estate, unique artwork, to GIFs of the NBA's greatest dunks. Both collectors and investors are currently looking for the most promising NFTs for the sole purpose of speculating on their long-term value.



2019

2018

13

\$69,346,250

Record amount paid for the "First 5,000 Days" digital artwork by artist Beeple;

2017

\$7,500,000

2020

2021

Dollar equivalent in cryptocurrencies paid for a pipesmoking alien avatar from the CryptoPunks collection

\$2,915,835

Amount paid at auction for the first tweet posted by Twitter CEO Jack Dorsey \$1,500,000

The price of nine land plots sold as a pack within the Axie Infinity blockchain-based game

The NFT Market



APPLICATIONS AND TRENDS

Digital artworkVirtual worldsFashion

• Collectibles • Licensing and certification • Branded services and

Games
 Sports
 domains

PROBLEMS AND CHALLENGES

Authentication

Copyright issues
 Legal terms and conditions

Recognition by regulators
 Lack of real application scenarios
 around the world
 High Ethoroum notwork transaction commission

High Ethereum network transaction commissions

• Lack of interaction with NFT ecosystems

· Money-laundering issues

· Taxation issues

https://whatis.techtarget.com/definition/nonfungible-token-NFT

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https://fadmagazine.com/2021/03/13/beeples-first-5000-days-sold-for-69346250-to-metakovan-founder- of-metapurse/#:--text=Metakovan%2C%20the% 20pseudonymous% 20founder% 20and, most% 20expensive% 20NFT% 20ever% 20sold.

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https://101blockchains.com/nft-use-cases/

The Influencer Market



Influencers are individuals who have earned a certain reputation for their knowledge and experience in a particular area or have managed to attract a large community of like-minded followers on their social networks. They post regularly on various topics on their social media network channels and attract large and devoted audiences of followers. The typical forms of interaction between influencers and their audiences include blogging, video blogging, streaming, and participation in various events. Such types of content are usually embodied in speech, writing, or any other form of art used for self-expression, distribution, marketing and / or publication.

The influencer market includes bloggers, content creators and their supporters – followers on social networks, who react to posts or messages, and donate funds to their idols. Influencer marketing is one of the most popular marketing strategies worldwide. It is the reason why advertisers, brands, agencies, resellers, and content monetization platforms are part of the given market. Together, they are shaping a new form of digital economy – the Creator Economy.

Market in Numbers 18,19

\$850 M

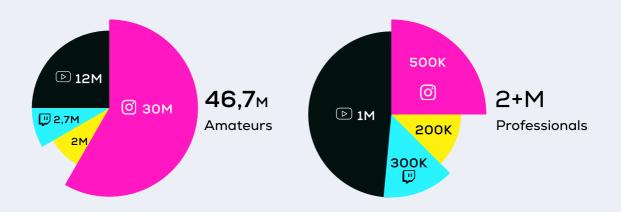
Amount invested in the industry since the end of 2020

\$13,8 b

Size of the influencer marketing industry

\$104,2 b

Projected size of the influencer market



The Influencer Market



46%

Percentage of creators who earn more than \$20K per year on monetizing their channels

\$77%

Percentage of creators who depend on contracts with brands.

72%

Percentage of creators who prefer Instagram as their primary content platform

45% ²⁰

The share of profits generated by creators from ads that YouTube retains

APPLICATIONS AND TRENDS

- Building local communities
- Streaming
- · Coaching and webinars
- · Interactive content
- · Micro and nano-influencers
- · Collaboration with brands
- · Community driven content

PROBLEMS AND CHALLENGES

- Market monopoly
- Limited freedom of expression
- Lack of transparency

- Lack of privacy
- · Lack of balanced monetization tools
- · Lack of proper communication tools
- · Unfair distribution of advertising budgets
- · Opaque recommendation algorithms.

The Streaming Market • weway



Streaming is a form of media distribution foreseeing the transmission of a video file to viewers over the internet.

The streaming marketplace allows content creators and influencers to broadcast live video content to viewers by streaming it online on social media platforms. Fans demand and expect unforgettable experiences when connecting with their favorite content creators and like-minded people online without leaving their homes. Creating a live video blog, audio, chat or game streaming channel has thus become an effective way of bootstrapping engagement and connecting with subscribers, fans, and customers.

The expanding availability of broadband internet connections and the growth of the world's population are the main drivers of growth on thUSDgiven market.



APPLICATIONS AND TRENDS

- Online Events
- Chatting

Games

Cybersports

Education

· Television and radio broadcasting

PROBLEMS AND CHALLENGES

- · Market monopoly
- · Lack of viable alternative platforms
- · Limited freedom of expression
- Problematic compatibility with various devices
- Annoying models of ad-displays
- · Opaque and inaccurate royalty payment systems
- · Lack of effective monetization tools
- · Copyright issues
- · Latency and reliability issues

The WeWay Platform



WeWay is a unique entertainment ecosystem that proposes new mechanisms and entirely new means of interaction between creators and fans.

The platform provides innovative tools for increasing audience reach and monetizing content. It also gives fans the chance to connect with their favorite creators, and allows creators to receive meaningful feedback from their subscribers.

The WeWay Ecosystem

The WeWay ecosystem is part of the global Creator Economy represented by a combination of technologies, modules and products that are interrelated in terms of interaction, economics and architecture.

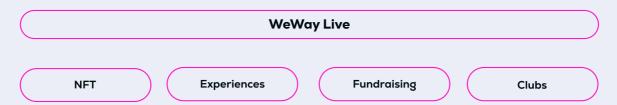
We support our creators by providing them with the tools they need to create, publish, operate and monetize a variety of content. The economy of the WeWay platform allows creators to generate additional income.



The WeWay Ecosystem • weway



Products



Marketplace

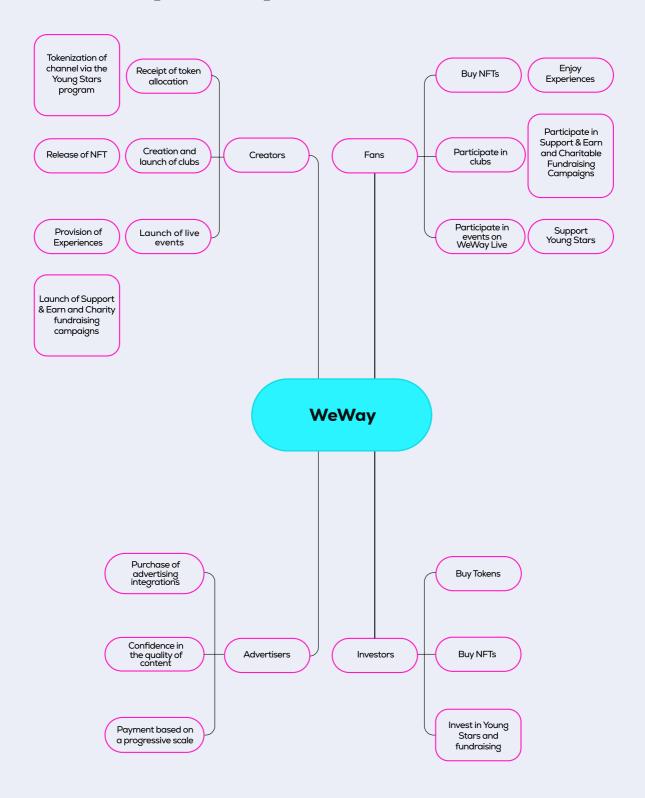
	Creator Account	User Account	Advertising Account
Modules			
		WeWay Wallet	

Technologies

Platforms Tokens	WeWay Platform Utility Token WeWay NFT Platforms)
Token Standards	RC-20 RC-1155)
File Storage	IPFS)
Blockchain Platforms	Smart Contracts BSC BTCU Ethereum)

Participants of The WeWay Ecosystem





Participants of The WeWay Ecosystem





The Creators

Are the focal point of the platform. They create new and engaging interactive content, while relying on a progressive and transparent monetization system.



The Fans

Are always eager to consume new content and want to interact with it. They are interested in engaging in new forms of interactive pastime. The participation in clubs, hosting of shows on WeWay Live together and the sense of proximity to those creating content allows online fans to mimic their interactions on the platform to offline fan tours.



The Advertisers

Are focused on Return On Investment as the main sponsor and catalysts of the Creator Economy. The WeWay platform provides advertisers with a wide range of instruments and means for scaling their businesses.



The Investors

inject liquidity into the WeWay ecosystem in hopes of receiving returns from the long-term growth of the project's capitalization. WeWay strives for high standards of project management in order to attract both retail and institutional investors, such as crypto funds, VC / PE funds and specialized investment companies to join the ranks of its native token holders.

WeWay Product Lineup • weway



The products deployed on WeWay are designed to allow members to get the most value from their interaction within the framework of the platform.

Creative NFTs

NFTs are a type of cryptocurrency tokens that are unique and cannot be exchanged or replicated.

NFTs help creators issue unique digital collections, focus on ownership of digital art, or capture unique moments.

Main Types of NFTs



DIGITAL COLLECTIBLE CARDS



DIGITAL ARTWORKS



EXCLUSIVE MEDIA CONTENT (IMAGES, VIDEO, AUDIO FILES, DOCUMENTS, 3D MODELS)



MEMORABLE MOMENTS (VICTORIES, SIGNIFICANT EVENTS, FAILURES, BATTLES)



AUTOGRAPHS

Experiences WeWay



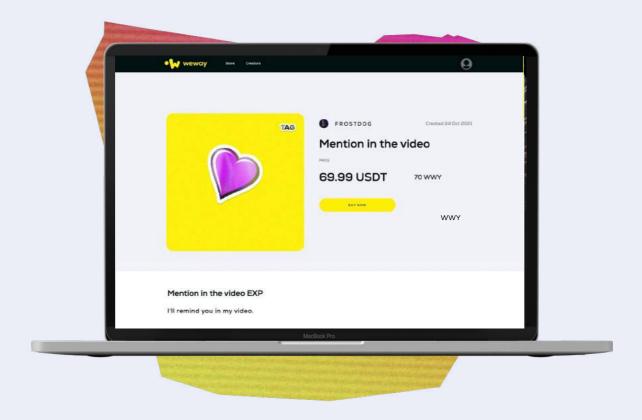
Fans can get a unique experience of communicating with influencers in the form of Experiences and various other forms of interaction. Users can get unforgettable emotions from the selected creator for a fixed price:

Exclusive private shows / meetups / gatherings

Creation of videos at the request of fans

Conducting joint training

Conducting joint games



Fundraising WeWay



The main goal of fundraising is to help creators implement their own ambitious projects. On the WeWay platform, creators can create 3 types of fundraising campaigns: "Support & Earn", "Charity" and "Young Star".

Support & Earn

This is a fundraising service that creators can launch for supporting new videos / books / creative initiatives, giving them the opportunity to receive a share of the proceeds.

The fundraising mechanism is intended for creators who want to implement their innovative ideas, but do not have sufficient financial support. It is also meant for fans who believe that a specific project will not only be interesting, but also a financial success.

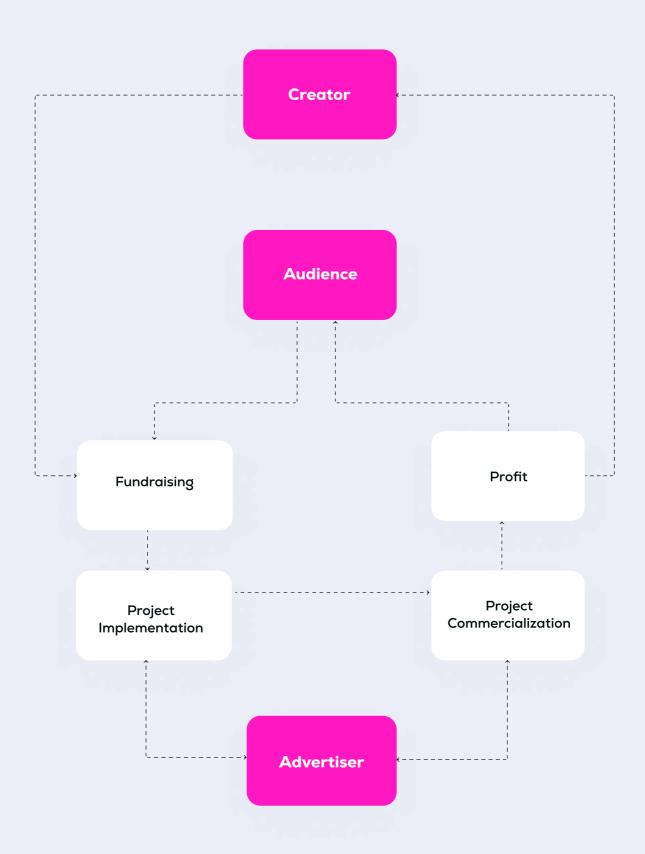
The creator puts the project up as a fundraising initiative and promises to share with the audience part of the proceeds from ad integrations that are sold through the WeWay ad account.

The use of smart contracts in combination with a progressive payment system will allow users to profit from fundraising on a monthly basis. If the project is one-off, payments will also be made once.



"Support & Earn"



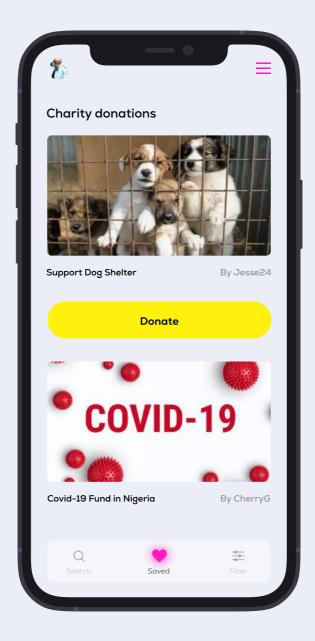


Charity



This type of fundraising allows creators to launch charity fundraising campaigns.

It is a great opportunity for the creators to not only talk about the problems that concern them, but also to take a step towards solving them. The creator launches a fundraising campaign to support a charitable cause of their choice. The audience supports the campaign. Each supporter will receive an individual NFT badge as a token of participation in such charitable donations. The creator undertakes to report on project progress or the allocation of the funds that had been donated by the audience.



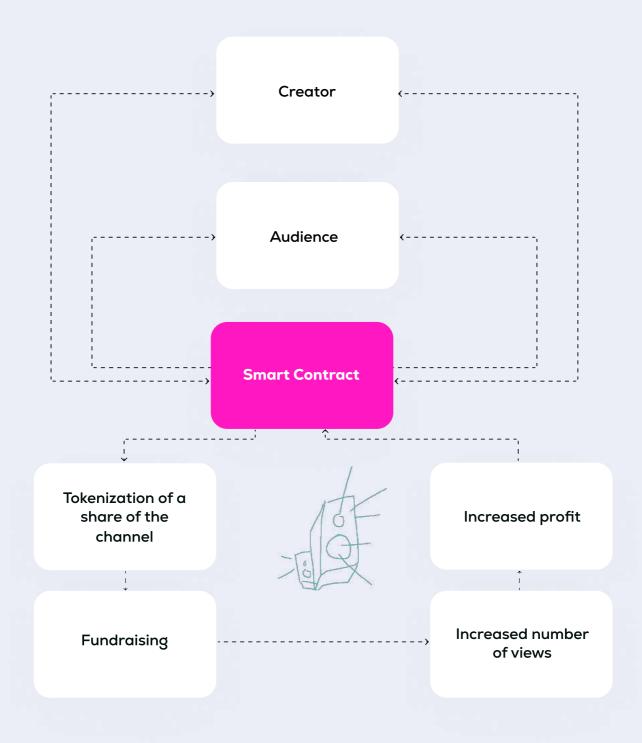
Young Stars



This is a support service for young bloggers. It is an excellent opportunity for aspiring bloggers to scale their channels to the next level.

A young creator can tokenize part of their channel, and the users will then buy the tokens in return for generated income. The blogger determines the ratio of the share of the tokens sold to the audience.

The blogger uses the proceeds to create new and better content by negotiating and signing smart contracts with advertisers on the platform. Users who have invested in a creator on the platform will be receiving returns on a monthly basis.



WeWay City (metaverse)



The Metaverse is a digital universe that moves beyond the internet everybody knows today. This vision for the future state of the web has the potential to transform social interactions, business dealings, and the internet economy at large. Right now, people have their real lives and their social media lives—the metaverse will be one step above that, like a virtual twin, doing all kinds of activities in the virtual world.

The concept of the metaverse has its own characteristics, principles and laws. The Metaverse cannot be paused, erased, or terminated. All events inside the universe take place in real time, and the actions do not depend on external factors. Live content, emotional reaction of users, interactive creator-user interaction are already a constant live process.

The Metaverse is filled with "content and experiences" created by its users, both individuals and organizations. The creative economy is a source of constant content generation, both from the side of the creator and from the side of his audience.

The metaverses have their own economy: people receive monetary rewards for the work done, own and dispose of property. WeWay's decentralized economy, the WWY token that circulates in it, as well as the tokenization of blogger channels and other economic tools and incentives, could become the basis for the WeWay metaverse economy.

Items and digital assets that are used in the metaverse have material value within the virtual world. NFTs on WeWay will have added value and use in the new metaverse of creators.

What does WeWay already have for the future metaverse?

Current WeWay platform metaverse features

Decentralized economy
Internal currency
Content ownership
Distribution of income from content creation
Fundraising
Generating income from sponsored content

Collective economic activity

Different sources of income for users (Creators, investor fans, advertisers

WeWay City (metaverse)



LIVE ASPECT	WeWay Live and Interaction Club activities Impressions NFT Auctions
ITEMS	NFT: Digital collectible cards Digital arts Exclusive media content Memorable moments Autographs

The key aim of growth is a full-fledged creative meta-universe - WeWay City, which will become a place for the creative and media life of users.

Future WeWay City features

BUSINESSES	Production companies, advertising agencies, event halls, event agencies, creative organizations, investment companies and many others will be able to conduct broader activities within the metaverse and tokenize their income.
NFT MARKETPLACE	It will become an urban market and exchange in the metaverse, where digital real estate, rights to content and income from it can be traded in addition to items. Also, on the internal exchange, you can organize the trade of tokens of companies created in WeWay City for the WWY token.
CLUBS	Clubs will become the creative center of the metaverse. Creators in constant communication with fans and other creative people will be able to create unique content, hold private events, make their clubhouse profitable through donations from fan-residents. You don't have to be a millionaire blogger to make your club. Creative people will be able to unite in clubs to share their experience and creativity in them. This will inevitably lead to the emergence of new WeWay stars who will gain popularity in WeWay City.
WEWAY LIVE	It will be transformed into a concert hall of meta-universe proportions. Live digital events, freedom of creativity and interactivity. In the galleries, users will be able to display their NFT items and discuss creativity. Great place for creative networking.
NFT REAL ESTATE	The digital assets of WeWay City will also be represented by plots of land and real estate, which will be divided into districts, streets, houses, etc., with the option of co-ownership of groups and pools of participants in the WeWay economy.

At WeWay City, creators will promote their ideas to critics, investors and producers anywhere: at an event, in a gallery, during a stream. The Metaverse will open up new networking opportunities for all parties. Young talent will know where to look for support, and experienced agents will know where to look for young talents.

WeWay Clubs



This is a club-based system of interaction with the creators. It is also a convenient forum-like venue for discussing blogger-generated content and sharing insights.

Users get access to the club by purchasing an NFT-based club membership card. The card is the avatar of the club member. It can be augmented in exchange for club tokens. The more active the fan, the higher the rarity level of their membership card.

Fans will be rewarded for active participation in club events with unique collectible NFT achievements. In addition to in-club achievements, users will also have access to other achievements that showcase their activity on the WeWay platform as a whole.

Main types of activities in the Clubs

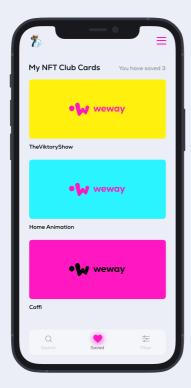
Submit proposals to the creator and vote for them

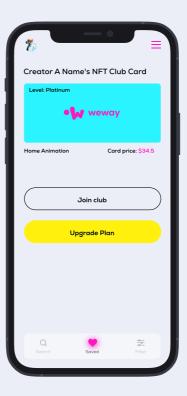
Attend club streams

Participate in discussions

Watch exclusive content

Attend offline club meetings with the creator







WeWay Live is an online streaming service where creators stream and organize interactive events to introduce new kinds of content to their audiences.

The viewers will be able to buy tickets to the streams and a corresponding amount of tokens will be transferred for the amount specified in the purchase contract. The viewers can use these tokens in a wide variety of interactions. The more expensive a venue or seat a viewer buys for a particular event, the more ways in which they can interact with the creator and the show as a whole. The creators can conduct solo performances, festivals, collaborations and more. If more seats are sold for an event than had been initially intended, the creator can conduct an additional event or even a whole tour.

Main types of activities

୦ୀ STAND-UP SHOWS	BUSINESS EVENTS
ପଞ୍ଚ GAME STREAMS	©Y ENTERTAINMENT STREAMS
TOURNAMENTS	CONVERSATION CLUBS
COOKING EVENTS	ପଞ DANCE / SPORTS
STUDY	



All types of interactions are conducted through a simple smartphone app.

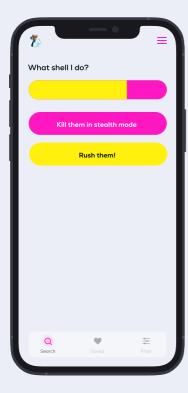
Word for token

Users can spend the tokens that they received for the purchase of the tickets to display a phrase that the creator will see. A specific sum has to be paid for guaranteeing the display of the phrase. Other phrases will be displayed in a lottery-based order, depending on the amount of tokens used on them.



Voting

A binary choice (yes / no, right / left, and so on) that viewers make on their smartphones.







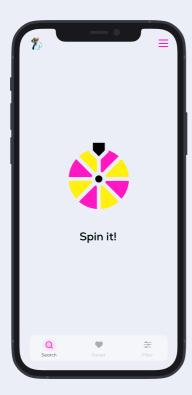


By say and vote

Users draw up an instant proposal and the audience votes on it. This is a useful feature for getting instant feedback and engaging interaction with audiences.

Entr'acte

Lotteries and contests are held in the intervals between event scenes. Gifts from sponsors are handed out and charitable gatherings are held during these breaks.



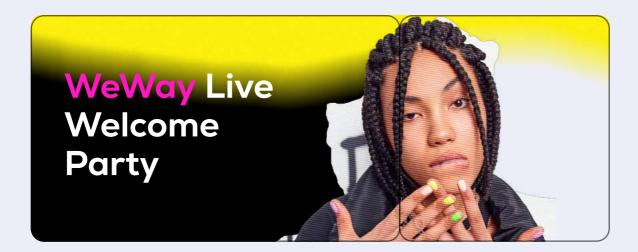






Viewers will receive NFTs, tokens and other prizes for unlocking achievements on WeWay Live. The gamification principle will also apply to specific events. The most active participants will be rewarded at the end of each event.

The tickets to the events will also be sold in NFT format.



Advertising on WeWay Live

WeWay Live invites advertisers to become event sponsors.

THE BENEFITS: Mentions in announcements of the events made in the media Branding Advertising in the media channels of the creators Interaction with the audience of the show during intermissions

The WeWay Marketplace



The WeWay Marketplace combines the capabilities of a blockchain platform, a marketplace, and an auction platform that allows its users to issue, store, sell, buy, and exchange NFTs.

Core Features of The WeWay Marketplace

The Showcase provides key information about the item up for sale, such as its title, price, a short description, visual presentation (photo, video), data on the owner, its token class (standard, blockchain), related rating and reviews, and means of purchase.

The Search System allows users to quickly and easily find the desired item by relying on keywords, categories, and filters. The categories and lists of filters applied depend on the niches and classes of the item in question, such as paintings, photos, memes, videos, animation, 3D models, video games, music, etc.

The Trading System provides the ability to buy and sell items at a fixed price and the opportunity to launch auctions.

Create an Ad involves the release of native NFTs and the creation of trade proposals. The process itself is similar to creating a shopping ad on Ebay.

Trade History. The WeWay marketplace has a section for recording all user trading histories, which can be viewed through user personal accounts. A section with a general trading history has also been implemented on the site, where anyone can view data on various items already sold, such as the name, price, date, etc.

The Notifications will inform users about important events, such as the sale of an item, a new message, a platform update, etc.

The Support Service will help users resolve any issues they may be encountering.

Marketplace Modules



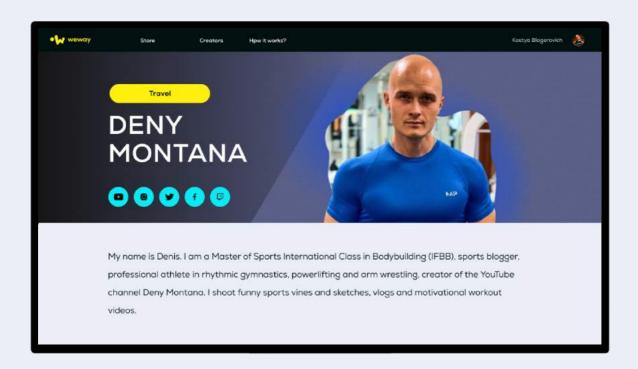
The WeWay marketplace is divided into modules that are designed to provide a maximum level of convenience while using the platform.

The Creator Profile

This is the personalized interface, which provides the tools for streamlining the creator's interaction with the platform and their fans. This page will tell the audience about the creator and their initiatives. It is the center of communication and interaction between fans and artists.

USERS WILL BE ABLE TO SEE A NUMBER OF SECTIONS ON THE CREATOR'S PAGE

- · NFTs for sale and sold
- Lists of NFT collections with descriptions
- A calendar of future events with the participation of the creator on WeWay Live
- Fundraising initiatives
- · Experiences provided
- Information about the creator's club, the club member's NFT card, and club benefits



The User Profile



This is the interface of the users and fans that contains all the tools needed for their interaction with the products of the WeWay ecosystem. The user's personal account contains all the necessary information about their activities and allows them to:

APPLICATIONS AND TRENDS

- · See their NFTs
- Use purchased experiences
- See their balance of WeWay tokens
- · Redirect to clubs

- Track the progress of active fundraising campaigns
- See profits from the "Support & Earn" and "Young Stars" fundraising campaigns
- Withdraw profits
- · See tickets to WeWay Live events



The Advertising Account • weway

This is the interface that provides advertisers with access to various types of advertising integrations in the activities of all creators available on the WeWay platform. Advertising integrations are performed using smart contracts, ensuring their security and transparency.

Brands often launch giveaways with the help of creators. NFTs and Impressions can become invaluable parts of their advertising campaigns.

For example, a soccer-themed creator channel and a sportswear brand can release an NFT collection of digital soccer jerseys to celebrate the start of a new season in a popular league.



Creators on WeWay are willing to partner with advertisers to sell ad integrations in projects that have been funded through fundraising on the platform.

The Young Stars program includes the most promising creators on the market. These creators have just received financial support and are ready to generate quality content and attract new users. By supporting a Young Star, advertisers will be able to obtain exclusive agreements on integrations of their products into creator channels.

Advertisers can also resort to WeWay Live to interact with a more active audience during streams and unique events. In addition, advertisers will be able to reward audiences online for more active communication online.

The WeWay Wallet



The WeWay Wallet is a digital wallet application that supports cryptocurrency protocols and standards, and allows platform participants to store and transfer cryptocurrencies and tokens, including NFTs. A digital decentralized wallet is an application that is embedded in browsers and is used to conduct transactions with digital assets.



MetaMask is the main supported wallet at the time of launch of the WeWay platform. MetaMask is a software cryptocurrency wallet used for interacting with EVM (Ethereum Virtual Machine) blockchains. Its main advantages include ease of use and support on numerous devices.

In Q1 2022, the team plans to launch a proprietary decentralized digital WeWay wallet, which will improve the overall user experience on the WeWay platform. The WeWay wallet will support a wider range of currencies that users can store. Moreover, the time needed to create a wallet will be halved.

Underlying Technology



WeWay is a high-tech project that uses the most innovative solutions to ensure effective interaction between platform participants.

Multichain Architecture

The WeWay platform was initially launched on the Binance Smart Chain (BSC), which is ideal for creating a broad range of decentralized applications (DApps), and is particularly suited for NFT-based solutions. All the data on ecosystem members is stored on the blockchain, which makes WeWay a secure and transparent platform.

In the future, WeWay will become a cross-chain solution. In addition to the BSC, the Ethereum and Bitcoin Ultimatum (BTCU) blockchains will be integrated.

Ethereum is by far the most successful and popular blockchain on the market, boasting a vast community of developers and users.

BTCU is the proprietary blockchain of the EHOLD group of companies – the cofounder of the WeWay project. Bitcoin Ultimatum combines the advantages of Ethereum and Bitcoin, and is an efficient and reliable blockchain platform.

The integration of several blockchains into the WeWay ecosystem will allow participants to have optimal conditions for financial interaction:

The lowest commissions for issuing NFTs

High speed of operations with the WWY token and other

cryptocurrencies

Effective execution of smart contracts

The network effect of integration with the Ethereum, BSC and BTCU blockchain ecosystems, as well as their projects and developers

Token Standards



The WeWay platform supports two of the most progressive token standards in the blockchain industry.

ERC-20 – The WWY token is issued using the ERC-20 standard, which is generally accepted in the blockchain solutions market.

ERC-1155 – The NFT component of the platform is based on the ERC-1155 standard, which is a more advanced version of the ERC-721. The main advantage of this standard is that it can be used to issue both Non-Fungible Tokens (NFT) and Fungible Tokens within a single smart contract. This provides creators with more advanced tools to monetize their content and release NFTs.

The WeWay Platform Utility Token

The WWY token is a multifunctional value carrier for financial interactions within the WeWay ecosystem. All calculations on the platform take place through the use of the token on the platform

WWY is the first global influencer token used for monetizing content and engaging with fans and advertisers

WWY token functionality:

- · Buying NFTs on the platform
- · Investing in the growth of the WeWay ecosystem
- · Rewards for fans and creators
- · Payments to creators from advertisers
- · Instant feedback during streams
- · Launch of fundraising and petitions
- · Access to creator Clubs
- · Launch of drops and draws



More details about the token and the economics of the WeWay project can be found in the Tokenomics section.

WeWay NFT Platform



The creators operating on the WeWay platform can release their own NFTs. Creators will be able to release any content in NFT format, including images, videos, audio files, documents, and even 3D models. The files will be permanently tethered to the NFT and the owner can easily prove ownership rights.

Once the file is selected, the creator will be able to provide a description of the NFT, set the royalty on its resale, and add unique blocked content that will be available to the buyer of the NFT.

The NFT will be added to the creator's wallet. It can later be sold on the WeWay Marketplace. Users will be able to buy NFTs on the Marketplace with the WWY token, or any other supported crypto, as well as fiat currencies. After the sale of the NFT, the proceeds will be transferred to the creator's wallet.

The Smart Contracts

Currently, there are many critical flaws in the processes involved in creating and launching influencer marketing campaigns. Brands allocate significant volumes of their workflows on contracting, post- verification, and payment settlement. This general inefficiency is a major problem that WeWay intends to address. To reduce the time spent on these processes, WeWay will take advantage of blockchain technologies through the use of smart contracts.

The smart contract system is at the heart of the WeWay architecture, optimizing the interactions of creators, advertisers and users. It is also responsible for all financial interactions within the platform.



Benefits of Smart Contracts



For Advertisers

No Fraud

The conditions that are acceptable to both parties are established at the very beginning of the negotiation process.

Reduced Costs

Streamline management and billing.

Automation

The rule-based algorithms reduce and eliminate the need for manual work.

• Increased Transparency

Automation of royalty payments, identification of parties to an agreement and much more.

Customer Trust

The data is immutable, transparent and timestamped.

For Creators

Authenticity

Content creators have more control over how they interact with their audience.

Reliability

The funds can be left under a guarantee until the relevant obligations are fulfilled.

Low Fees

All payments are transferred with minimal costs, and sometimes even without commissions.

• No Intermediaries

Lack of marketing agencies and consultants in the chain of launch of the advertising campaign.

Fast Transaction Processing

The payment process is simple and almost instantaneous.

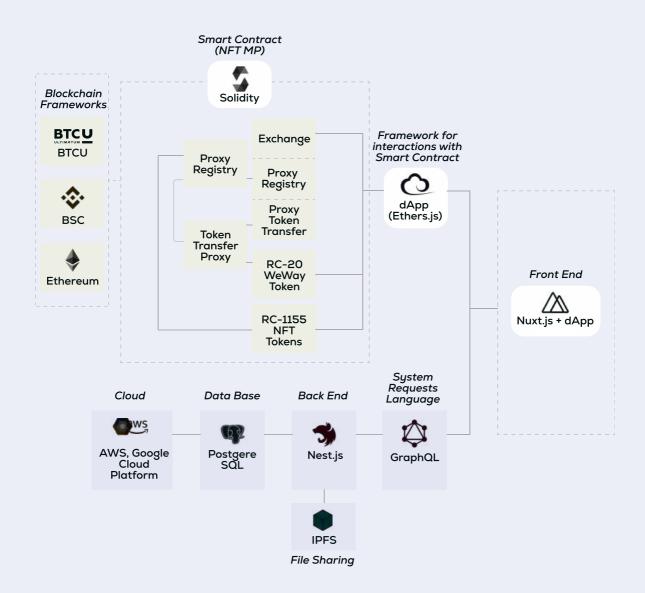
File Storage



All NFT assets used within the framework of the WeWay platform are stored on the IPFS – the InterPlanetary File System. This protocol allows data (such as files tethered to the NFTs) to be stored on a distributed network that is secure and extremely resistant to various types of attacks and hacks.

The IPFS is a peer-to-peer hypermedia protocol designed to make the internet faster, safer, and more transparent. It provides copy protection, high performance, and a distributed storage engine, while providing the ability to store files securely. The protocol offers a secure peer-to-peer content delivery system – an approach that can save millions in bandwidth costs. This helps ensure high performance and decentralized archiving.

Tech Stack



The Advantages of The • weway **WeWay Platform**



All content on the WeWay platform will be created by a native community of creators. As creators release more quality content, more fans and advertisers will be attracted to the platform. The more fans and advertisers join WeWay, the higher the engagement rate and the more attractive the platform will become.

The more fans use the platform, the more WWY tokens will be spent, inspiring creators to launch unique events and create engaging content. Such dynamics will also encourage advertisers to resort to the WeWay platform as the main tool for collaborating with creators.

Each participant of the system will benefit from their interactions within the WeWay ecosystem.

Advantages of the WeWay platform



GENERAL	FOR CREATORS	FOR FANS	FOR ADVERTISERS
Automated interaction through smart contracts.	High quality business opportunities for content monetization.	Personal communication with creators during streams and in clubs.	Audience with higher liquidity levels (NFT collectors, investors, WeWay Live visitors).
Community governance.		Unique experiences.	Audience engagement.
Transparency.	Tools and metrics for growing channels.	NFT creation.	Convenient smart contracts for interacting with creators.
Security.	WeWay Live streams for increased engagement and feedback.	Personal initiatives to influence the creator's content.	Optimization of operating costs.
Advanced financial mechanisms.	Fundraising to support important initiatives.	Support for creators through fundraising.	Interactive product listing on WeWay Live
Creation of a decentralized creator economy.	Creation and sales of NFTs.	Support of young stars to receive a portion of their income.	Instant feedback as rewards to users for active communication.
Proof of ownership via NFTs.	Creator clubs to build loyal communities.	Unique themed events on WeWay Live.	Access to influencers from all over the world.

WeWay Ecosystem Roadmap



		Q1 2022	OS 5055	O3 5055	Q4 2022	Q1 2023
Stages		Release of v1	Release of v2	Release of v3	Release of v4	Release of v5
WeWay City Metaverse	Marketplace	NFT Marketplace Experiences				
		WeWay	y Wallet			
		Contests and Lottery Mechanisms				
			Mobile ¹	Vervison		
	Clubs		Clubs Interfac	e development		
			Gamificati	ion in clubs		
			NFT Clu	b Cards		
			Club p	etitions		
	WeWay Live				Streaming Service	
				Gamification mechanism devel		ppment
					Live Events	
	NFT Real Estate			NFT Rea	I Estate	
Fundraising					Suppor	t & Earn
					Charity	
					Young	Stars
Advertising account						Advertiser's account
						Ads in Support&Earn Fundraised products
						Ads in Young Stars content
						Ads at WeWay Live
Blockchain		BSC Integration				
		Ethereum	Integration			
		BTCU In	tegration			
Smart contracts		User friendly Smart & Earn Fu	contract for Support undraising			
		User friendly Smart Contracts for WeWay Live				
				User friendly Smart integr	Contracts for ads ation	

Risk Disclosure Schedule • weway



Risk of loss

Do not transact on the WeWay Platform and do not purchase, hold or use the WeWay Tokens unless you are prepared to lose the entire amount of funds and/or assets that you use in the respective transaction. Furthermore, WeWay Tokens should not be acquired for speculative or investment purposes with the expectation of making a profit or immediate resale. The value and/or price of the WeWay Tokens, NFTs and other virtual assets may change dramatically, and may substantially drop in a short time. No promises of future performance or value are or will be made with respect to WeWay Tokens, including no promise of continuing payments, no promise of inherent value and no guarantee that WeWay Tokens will hold any particular value.

Risk of Insufficient Interest in the Project

It is possible that the WeWay Platform will not be used by a big number of people, companies, and other entities, or that there will be limited public interest in the WeWay project and related products. Such a lack of use or interest could negatively impact the development of the WeWay Platform and WeWay project, and the potential utility of WeWay Tokens, including their utility and potential uses within the WeWay Platform.

Legal uncertainty

WeWay is in the process of undertaking a legal and regulatory analysis of the functionality of WeWay Token and WeWay Platform. Following the conclusion of this analysis, WeWay may decide to amend the intended functionality of WeWay Tokens or WeWay Platform in order to ensure compliance with any legal or regulatory requirements which it is subject to. In the event that WeWay decides to amend the intended functionality of WeWay Tokens or WeWay Platform, WeWay will be under no obligation to give any notice to you or otherwise update the relevant contents of its Whitepaper.

WeWay Tokens could be impacted by regulatory action or introduction of new laws and regulations, including potential restrictions on the ownership, use, or possession of such tokens. Regulators or other circumstances may demand the mechanics and characteristics of the WeWay Token to be altered, either in whole or in part. WeWay may revise the WeWay Token functionality and mechanics to comply with regulatory requirements or other governmental or business obligations, or for other purposes.

WeWay's intended activities may be subject to various laws and regulations in the countries where it operates or intends to operate. WeWay might be obliged to obtain different licenses or other permissive documents in each jurisdiction where it intends to operate its business, therefore, WeWay's business in such jurisdictions shall always be subject to obtaining such licenses or permissive documents, if so directed by applicable laws. There is a risk that certain activities may be deemed a violation of any such law or regulation.



Penalties for any such potential violation would be unknown. Additionally, changes in applicable laws or regulations or evolving interpretations of existing law could, in certain circumstances, result in increased compliance costs or capital expenditures, which could affect the WeWay Platform, the WeWay's ability to carry on the business model, and the WeWay Token model proposed in this Whitepaper.

Risks arising from taxation

The tax characterisation of WeWay Tokens is uncertain and highly depends on the laws and regulations of the respective jurisdiction where the parties of a particular transaction are deemed tax residents. You must seek your own tax advice in connection with any transactions involving WeWay Tokens, or any transactions contemplated herein, which may result in adverse tax consequences to you, including withholding taxes, income taxes and tax reporting requirements.

Risk of theft

WeWay Intends to make reasonable efforts to ensure that all of the assets involved with the WeWay Platform and WeWay project are properly protected and remain safe. Nevertheless, there is no assurance that there will be no theft of the virtual assets or other assets as a result of hacker attacks, sophisticated cyber-attacks, fishing attacks, other third-party interruptions, distributed denials of service or errors, vulnerabilities or defects on the website, in the smart contract(s) used in connection with the WeWay Token or WeWay Platform, underlying blockchain networks, third-party scams or fraud, or otherwise. Such events may include, for example, flaws in programming or source code leading to exploitation or abuse thereof. Such events may result in partial or complete loss of the assets controlled or owned by WeWay, or assets related to the WeWay Platform, which may lead to the WeWay Tokens significantly dropping in price or losing their value at all, and/or closure of WeWay's business.

Technological risks

An open-source development comes with risks related to hacking and cyber-attacks that can cause a negative impact. To mitigate those risks, WeWay is allocating reasonable resources to perform security checks and technical audits to ensure the safety of the WeWay Platform. Also blockchain development is a relatively new technology and there will be a challenge requiring human resources with this specific knowledge. Nevertheless, there is no guarantee that the WeWay Platform or WeWay Token will be secure, error-free, reliable, available at any time, work as expected, or fit for particular purpose. Malfunctions or errors in the WeWay Platform or WeWay Token may have a material adverse effect on WeWay and its business.



Risks associated with the development and maintenance of the WeWay Platform

The WeWay Platform is still under development and may undergo significant changes over time. Although WeWay intends for WeWay Tokens and the WeWay Platform to follow the specifications set forth in this Whitepaper, and will take commercially reasonable steps toward those ends, certain changes, including material ones, might be made to the specifications of WeWay Tokens or the WeWay Platform for any number of legitimate reasons. This could create the risk that WeWay Tokens or the WeWay Platform, as further developed and maintained, may not meet your expectations, or not be in line with this Whitepaper. WeWay shall always reserve the right to pivot the WeWay Platform and WeWay project, and to make changes to the WeWay business model as it sees fit. Furthermore, despite WeWay's good faith efforts to develop and maintain the WeWay Platform, it is still possible that the WeWay Platform will experience malfunctions, unplanned interruptions in its network or services, hardware or software defects, security breaches or otherwise fail to be adequately developed or maintained, which may negatively affect the WeWay Platform and the potential utility of WeWay Tokens.

Unanticipated risks arising from the WeWay Tokens

Cryptographic blockchain tokens such as the WeWay Token constitute a relatively new and dynamic technology. In addition to the risks included in the above, there are other risks associated with the purchase, holding and use of WeWay Tokens, including those that WeWay and you cannot anticipate. Such risks may further appear as unanticipated variations or combinations of the risks discussed above.

Until the WeWay Platform is developed and released, the WeWay Token will have no uses. Furthermore, WeWay Token will unlikely have any uses outside the WeWay Platform and WeWay will not support or otherwise facilitate any secondary trading or external valuation of the WeWay Token.

Risk of alternative, unofficial projects

Following the release of the WeWay Platform and the continued development of the initial version thereof, it is possible that alternative applications could be released by third parties using the same open source code and protocol underlying the WeWay Platform and/or elements of its business model. The official WeWay Platform may compete with these alternative projects, which could potentially negatively impact WeWay, WeWay Platform and WeWay Tokens, including their value.

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