

LeisureMetaverse

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1. Background

1.1 The Changes Ahead

■ New Era of The Internet : Web 3.0

From the advent of the Internet, people started to express their thoughts and desires in the form of digital information such as texts, images, soundtracks, and videos. The current internet, Web 2.0 is where the content is consumed by people and created infinite value.

The key value of the Web 2.0 is data. However, data is currently stored in the server which is managed by central entities. Now people recognize the true value of data and the vulnerability of the data in the centralized system. A new internet, Web 3.0 is required for a sustainable world with data sovereignty.

■ Stay-at-home Era

On March 11th, 2020, the World Health Organization, WHO announced that COVID-19 outbreak is a pandemic. The era of the New-normal, generated by the COVID-19, had made quarantine measures ordinary, such as having social distancing and contactless lifestyle. Face-to-face communications has been minimized leading the overall infrastructure of the society to be reorganized based on a contactless communication. The stay-at-home culture has become the new standard of living with pioneering of the various digital platforms such as video conferencing, distance learning, telemedicine, etc. The online environment became an indispensable tool and at the same time forced everyone into the online environment itself.

■ Metaversification

The Era of Web 3.0 will be a super-intelligent society where everything is connected by the internet. Human beings will become digital entities with multiple identities and will live in numerous parallel worlds. Metaverse will be a core infrastructure of such a hyper-connected, super-intelligent society that connects, interacts, produces, and exchanges value anytime, anywhere.

The outbreak of the COVID-19 has forced people to adapt changes that otherwise would have been introduced gradually over time. The digital infrastructure of the contactless era has partially metaversified ourselves. An era of metaverse, where there is no need to distinguish between offline and online, is where we live now.

1.2. The Reorganization for the Digital Economy

The development of Web 3.0, rise of the stay-at-home culture, and the advent of the Metaverse are a consistent herald of the transition to a new digital economy. The transition does not simply mean a change in part of our lives, but a reorganization of our values and perception. This means that we, human beings, are to be reborn as digital beings, and a new community of digital humans will be born.

The new digital community, triggered by the transition, must secure individual's separate ecology while having organized connections among them. Also, the decision making of the community should be progressive and transparent while respecting and accepting opinion of all participants. In addition, the value created by the community should be fairly distributed according to their contribution.

However, it is difficult to fully embrace all the possibilities of the new digital community within the existing system, given our level of awareness which has just recognized the New-normal, the trend of the era, and our consumer economy system. A new digital community accompanied by organized connection of individuals, direct and transparent decision making, and fair incentive model design according to the contribution, requires an equivalently extensive foundation.

1.3. The Rise of the Decentralized Autonomous Organization

DAO is a new form of organizational structure in which decisions are transparently made, respecting opinions of every participant. DAO started its history with the Bitcoin, the platform with no intermediaries in the financial transactions. Since the maturity of the smart contract using Ethereum, DAO has been developed into various projects.

The decentralized decision making towards a common goal, without the centralized management entity, is the reason for DAO's growing attention. DAO participants can engage in community operation based on the consensus algorithm. This process is executed unprejudicedly and transparently by the smart contract. This allows DAO participants to trust the system and the fairness of rewards for their contribution. Since DAO is the only system that every participant can trust and join the governance, DAO will be a future of community. Consequently, the future metaverse will become a coordination of numerous DAOs.

The DAO is the key of Web 3.0. In many ongoing DAO projects, however, the governance has been monopolized by a few early investors or development team. This is against the basic philosophy of the blockchain technology. It is time to construct a new DAO ecosystem, where every participation can equally join the governance and can be rewarded based on their contribution.

2. LeisureMetaverse Platform

2.1. The Mission of LeisureMetaverse

Leisure can be interpreted as any form of creative activity apart from work and duties. As the rise of the digital economy is near, more people will invest their time on creative activities. LeisureMetaverse is a digital community platform for this new era where leisure is the lifestyle and the economic activity.

The digital community of LeisureMetaverse aims to 1) guarantee human respect and free will, 2) provide trust and cooperation, and 3) create incalculable value with the creativity of members. LeisureMetaverse will actively adopt functionalities of blockchain to ensure trust among its members. This is because blockchain technology is to overcome the barriers of trust between unspecified individuals. LeisureMetaverse members will create numerous interactions including transaction, based on the trustlessness of blockchain.

LeisureMetaverse will utilize DAO governance and incentive design to derive voluntary cooperation between its DAO members. Community on the self-developed LeisureMetaverse blockchain, the transparent decision-making and contribution-based fair token incentives, on their own, will elicit its members to prioritize cooperation over competition.

LeisureMetaverse project will be phased to make its mission more achievable. The first stage of the project is an NFT marketplace platform to build a cryptocurrency-based ecosystem to form the basis of the digital economy. The second stage is the building of DApp ecosystem for the members of LeisureMetaverse. The third stage is the construction of a metaverse city based on LeisureMetaverse world and the NFTs in LeisureMetaverse. Final stage is the realization of a blockchain based city in the real world, where the digital life and real life co-exist. The "Blockchain TwinCity" is the ultimate goal of LeisureMetaverse project and is to create a new horizon that combines virtual dimension and real dimension to beyond the boundaries of both.

2.2. Sustainable DAO Protocol

As a digital economic platform, LeisureMetaverse will organize its members in the form of a decentralized autonomous organization (DAO) to ensure their dignity, free will, trust and cooperation among them. The DAO of LeisureMetaverse is not just an economic unit that transact its token, but a living entity that acts autonomously sharing value of the member.

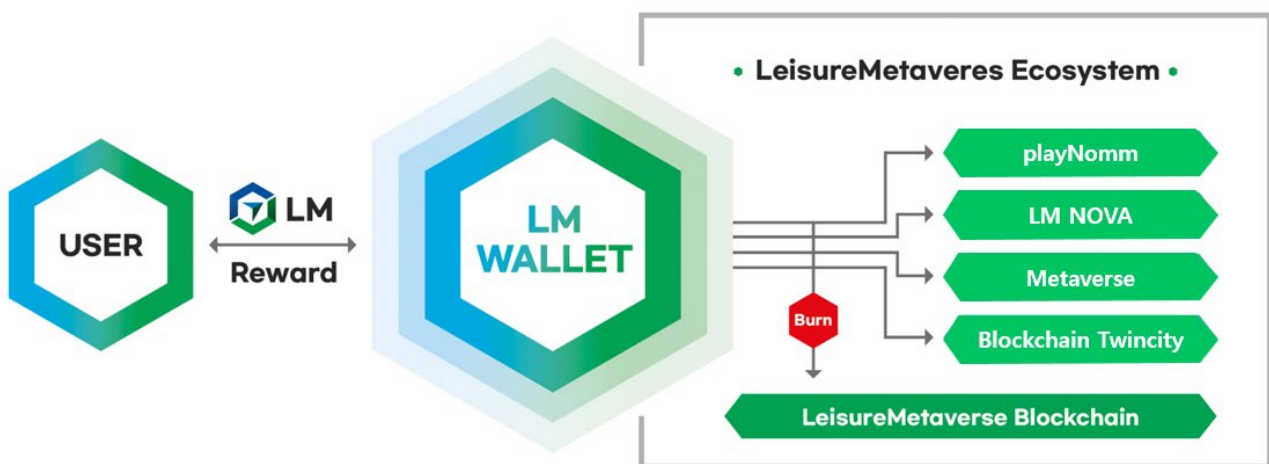
LeisureMetaverse platform builds an incentive model using LeisureMeta token (hereafter LM token) to promote spontaneous activities of DAO members. In the early stage of the platform, every DAO is governed by the common rule set by the foundation DAO consist of team members and advisors. Later, as the data is accumulated over a period, the governance will be gradually transferred so that each DAO can governs itself by setting its own rules. The goal of LeisureMetaverse is to make every DAOs to be a self-regulatory organization.

Due to the incentives and operating rules provided by LeisureMetaverse, its DAO members will create social values along with their common value. LeisureMetaverse returns the value created by DAO to its contributor using LeisureMetaverse blockchain. Based on this idea, gaining the trust and cooperation of members, to make LeisureMetaverse a success case of DAO model and a sustainable digital community is the goal of LeisureMetaverse.

2.3. LeisureMeta Token Economy

LeisureMetaverse issued its own utility token, 'LM' to motivate trade and increase usability. LeisureMetaverse operates its own blockchain, but the LM token on LeisureMetaverse and the ERC20 LM token on Ethereum are interchangeable through LeisureMetaverse - Ethereum gateway.

Some of the user activities on LeisureMetaverse requires small amount of fee. The fees paid by user will be burned by the system. The burn-and-mint equilibrium (BME) model will prevent inflation keeping the ecosystem healthy. Based on LM token, LeisureMetaverse serves as a bridge between the virtual economy and the real economy, to build a transparent and safe economic ecosystem that can be used online/offline anytime, anywhere.



[LM Token Circulation Model]

Users of LeisureMetaverse will be rewarded with LM tokens for the activities they participate (Activity Reward), and for collecting NFT (Transaction Activation Reward). Basically, it can be divided into 'activity rewards' and 'transaction activation rewards.' Activity rewards are for individual user activities, and each user is rewarded based on their contribution and rewarded according to the contribution ratio. Transaction activation rewards are given to users who collect NFT assets traded in the marketplace and metaverse, defined as users who have collected a certain number of NFTs above a certain score, and who have contributed to transaction activation by registering their NFTs on the LM chain without moving them to other blockchains.

Once the unlocking of DAO allocation begins, the amount of Activity Reward tokens is calculated according to the total user activity score. As a result, the amount of DAO rewards increases as the user activity increases, and decreases when there is a lack of activities.

When the Rewards reach its maximum limit, the halving of Activity Rewards is applied and decreases rewards by 50%. By the halving of reward, the DAO rewards system is semi-permanent.

■ Activity Rewards

Users of LeisureMetaverse receive rewards according to their activities. At the initial stage, the users receive the LM tokens by 1) interacting with NFT contents 2) interacting with other users in LeisureMetaverse. The coverage of Activity Reward is subject to change as the project develops and the ecosystem expands. The initial reward policy established by the development team will gradually transfer to the DAO.

■ Transaction Activation Rewards

The act of collecting NFTs on the leisure metaverse platform is a direct contribution to the leisure metaverse ecosystem. The platform rewards users who have collected NFTs with tokens, considering that they have contributed to the activation of trading. All NFTs in the leisure metaverse have an NFT collection score based on their rarity. Additionally, registering NFT trades on the leisure metachain helps maintain diversity and promotes trading. These rewards can be allocated to users who own NFTs with a total collection score higher than the standard score set by the platform, proportionally to their score. They can also be distributed to users who have contributed to trading activity on the platform.

3. The Moon Labs Platform

3.1. The Vision

The Moon Labs' vision is to become a core infrastructure for the digital economy as a Web 3.0 enabler and present a new normal for the social, cultural, and economic communities. The redefinition of labor, reorganization of the economic structure, and adjustment of the industrial order brought about by the technological revolution require consideration and alternatives from a macro perspective. Challenges to the coexistence of technology and humanity are expected in the utopia that mankind has dreamed of, and The Moon Labs intends to make experimental attempts. To become a sustainable modern society, social capital of trust and cooperation is necessary, and blockchain technology can enforce trust, so it will become a powerful infrastructure asset if its social acceptance is expanded through institutionalization.

We propose a new type of job and income source through a blockchain-based web 3.0 community, or DAO, and want to present a community new normal where human respect and free-will are realized based on this passive income. The Moon Labs has a special sense of calling to create a global standard through the success of the Leisure Metaverse project. The Moon Labs has dualized and focused business and management strategies, and its core businesses are "LM NOVA", a Web 3.0 community, "playNomm", an NFT marketplace 2.0, and "LM Wallet", a reward wallet. Through these efforts, The Moon Labs will realize our vision, become an enabler and guide of Web 3.0, and present a new economic paradigm.



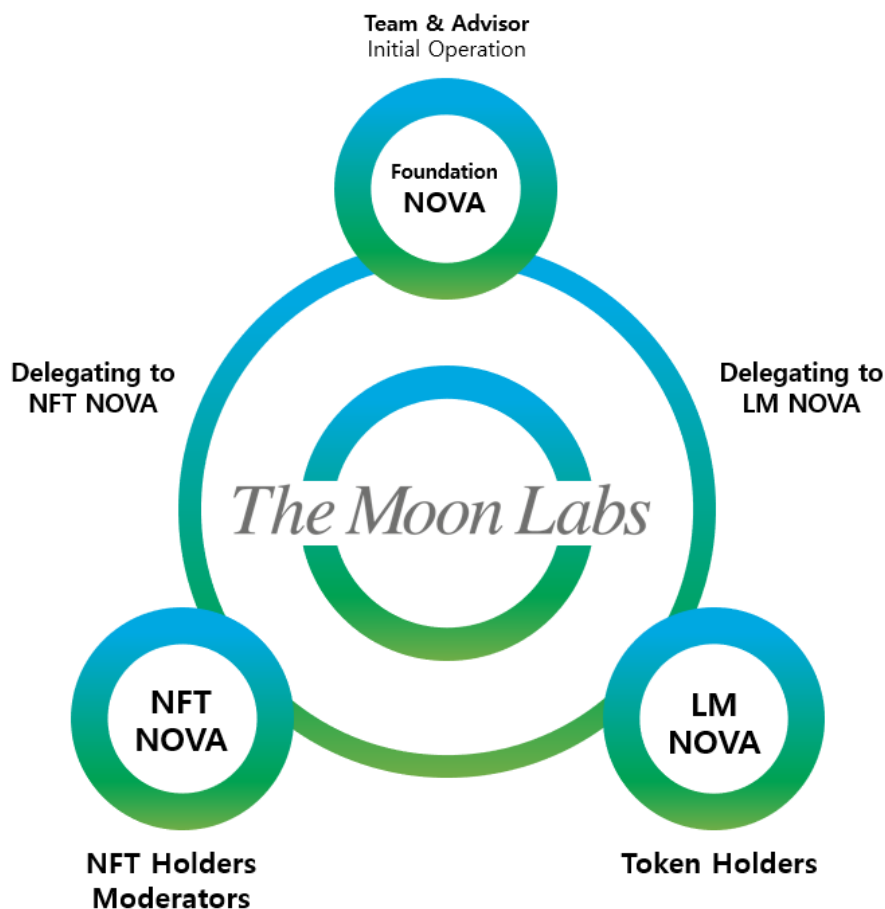
[The Three Representative Services in The Moon Labs]

3.2. LM NOVA

LM NOVA is a decentralized autonomous organization (DAO) community that realizes the value of Web3.0. Main users, representing content producers and digital gig workers, interact in LM NOVA by topic based on their interests and earn LM rewards based on Act to Earn (A2E).

In short, LeisureMetaverse will incorporate users into the reward system so that they can voluntarily generate continuous interaction within LM NOVA, and users will be rewarded according to the reward system set by LeisureMetaverse for activities that contribute to the activation of the community. Total amount of reward will be determined accordingly to the DAO member's activity participation.

In addition, the service will be provided in the form of an App/Web with an optimized user interface so that users can easily use governance functions such as referencing and voting on blockchain-based data. For each DAO, moderators are selected among the NFT owners and receives additional incentives. A detailed DAO initial operation policy will be drafted by the operation team to be posted on playNomm service website. As moving forward, each DAO shall establish own policy through member's votes.



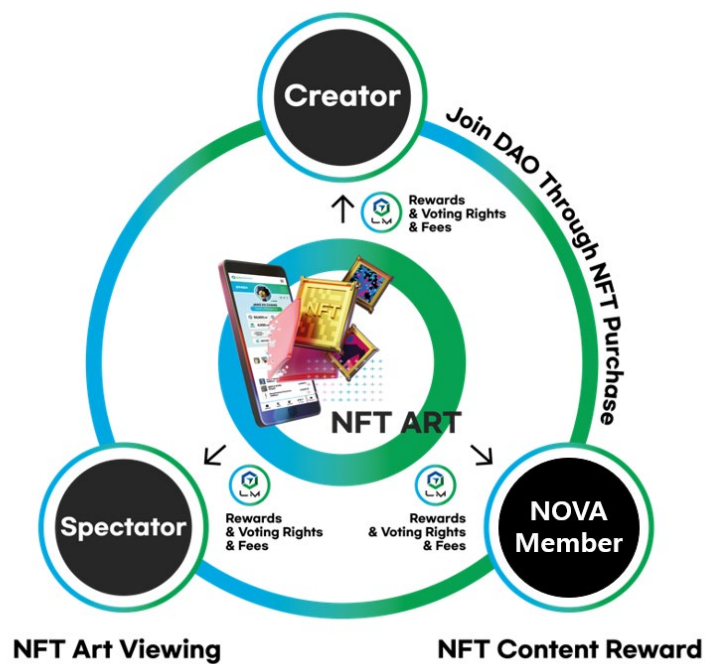
[The Moon Labs NOVA Structure]

3.3. playNomm

In playNomm, any entities can easily mint a NFTs using their creative contents. Every owner of NFTs will become a member of DAO and will be rewarded by playNomm token economy. By its community driven reward structures and its own deflationary token, playNomm gives price certainty to its NFTs. This will systematically induce a spontaneous trade of NFTs between users, solving the limitation of the liquidity in NFT Market.

When a creator, with a certain number of fans, uploads the contents and project roadmap, NFT is minted through DAO agreement. NFT minted contents are sold to the individual users through methods such as auctions and etc,. The NFTs sold are displayed in the platform's gallery and are registered on the markets for secondary transactions. Users who contribute to transaction activation in this way receive rewards based on their level of activity.

User can trade NFT contents they have. When the ownership is transferred to another owner, the new owner will receive the rewards afterwards. Unlike existing NFTs where the value of the NFT is uncertain, the price of NFT on playNomm is determined by the number of LM tokens rewarded. The users can assess the value of the NFT through the amount of reward it earns, thus, trade of NFTs will occur more voluntarily in playNomm.



[playNomm Service Flow Diagram]

The Service of playNomm facilitates the minting of any entities with fans. It is a service that mediates trading of NFT between users while simultaneously boosting the value of NFTs by its community driven reward structure. For that reason, we have adopted a simple, yet luxurious gallery-type design and an intuitive user-friendly UI.

3.4. LM Wallet

In the cryptocurrency-based ecosystem, where the only evidence of existence can be found through an address in the network, the two most important elements in this ecosystem is the management of the address or corresponding private keys, and the management of the assets transacted to the address. In general, a cryptocurrency wallet refers to a service that provide both features at the same time.

LeisureMetaverse wallet (hereafter LM wallet) is a service provided to manage addresses and assets within LeisureMetaverse ecosystem. A user can safely manage their assets anytime through LM wallet. Based on the multiple key pairing system of LeisureMetaverse blockchain, LM wallet allows its user to manage private keys and generate digital signature safely without the help of any plug-ins.

LM wallet will be the gateway to all the services in LeisureMetaverse ecosystem. Through LM wallet, users will be rewarded according to the activities and value they create within LeisureMetaverse ecosystem.

■ Multichain Bridging

Multichain bridging is a technology that connects LeisureMetaverse blockchain and any other blockchain networks through two-way-pegged gateway. Multichain bridging allows LM tokens to be switched to any supported standard within the network. Through multichain bridging and gateways, users will be able to use LM tokens for all supported networks.

LM token already exists in two different formats, on Ethereum and LeisureMetaverse blockchain. To mediate utilities and values over the numerous existing blockchain networks, LeisureMetaverse will expand the boundaries of LM token to more networks and standards. LM tokens will have new usages through the interaction with the new DApp services on the newly bridged blockchain network.

■ Decentralized Identification (DID)

As a gateway to LeisureMetaverse ecosystem, LM wallet will adopt OAuth protocol to increase accessibility of DApps without any additional identification process. In LeisureMetaverse, an address is not just a location where personal assets are gathered, but a string of letters to verify an existence or a hash functioned result of an identity or, ultimately, an avatar expressed by digital assets.

4. The Metaverse City

4.1. A Metaverse Based Digital City

The metaverse city (hereafter TMC) is a project where the citizens of LeisureMetaverse can join together as DAO while building communities on the metaverse. In metaverse, the perceptual limitations where the physical city has will become pointless, such as readability, accessibility, utility and convenience. Within the TMC, free from the limitations of the physical city, members of LeisureMetaverse will be accommodated in a non-face-to-face manner within a wider information-metabolism range. LeisureMetaverse will provide an infrastructure where the members can radiate their creativity in the blank space where they can create infinitely.

4.2. A Metaverse Based Entertainment Platform

TMC will benchmark user-familiar social game structures to help the users to quickly adjust to its environment. Within TMC, the users will enjoy community activities as a form of game.

TMC is simply divided into 2 zones, downtown and village. Downtown is the center of Metaverse where the core facilities of TMC, such as, NFT showroom and members lounge where users can experience and make reservation for service and utilities are located.

Village is where the members of each DAO can own a space and create a town in the TMC. The village zone is to have 100 distinct villages surrounding Downtown, and each and different village means different DAOs. Users can purchase NFT from playNomm and parcel out a space and decorate the space to their taste. Like playNomm, user activities in TMC will be rewarded as activity reward determined according to their activities.

LeisureMetaverse will co-work with Skonec entertainment (<http://www.skonec.com>), a KOSDAQ listed company and a partner, to reach the best level of completion of TMC.

5. Blockchain TwinCity

5.1. Co-existence of Metaverse and Real World

Blockchain TwinCity is the ultimate goal of LeisureMetaverse project as the intersection between the metaverse city, TMC, and the real city. The Blockchain TwinCity will provide a place to allow the real use of the digital assets. Digital assets of LeisureMetaverse in Blockchain TwinCity will meet the real world and will create a whole new value.

Blockchain TwinCity is an herb where the citizens can get the real-life services. To make this happen, we will build infrastructures within Blockchain TwinCity such as leisure, shopping, education, medical services and entertainment. Blockchain TwinCity will absorb groups of people related to digital economic system such as startups, content creators and this will help building the community's economic moves in the metaverse world.

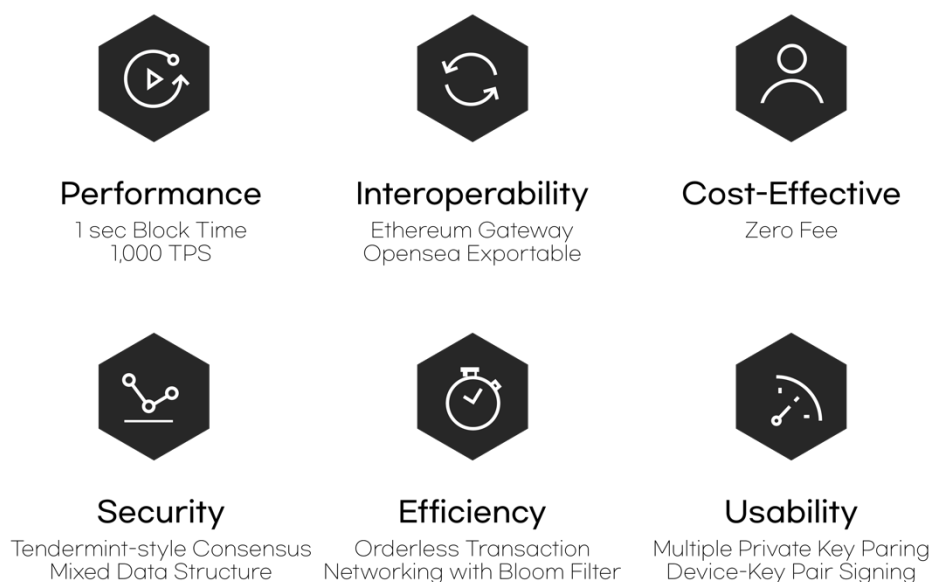


[A Digital Ecosystem Illustrated LeisureMetaverse]

6. Technical Specifications

6.1. LeisureMetaverse Blockchain

LeisureMetaverse platform is designed to overcome limitations of existing blockchain platforms such as scalability, gas fee and awkward UX. Using Tendermint-style proof of stake (PoS) based Byzantine Fault Tolerant (BFT) consensus algorithm, LeisureMeta chain has attained 1,000 TPS and transaction finality at once. The Bloom filter is used to distinguish known transactions between individual nodes to enhance the efficiency of networking by transmitting unknown transactions only. With multiple private key pairing system, the UX was improved by assigning individual private keys for user's each device. LeisureMeta blockchain reduced the block time to 1 sec with Conflict-free Replicated Data Type (CRDT) structure to eliminate the ordering between intra-block transactions. Consequently, the computing power required for blockmaking process has been significantly minimized.



[The Six Features of LeisureMetaverse Blockchain]

Due to the extensive size of their network, existing public blockchains have several difficulties in maintaining a service on it, such as long networking latency, large block time and significant transaction fees to incentivize the whole nodes. Therefore, to maintain its services at the practical level, LeisureMetaverse blockchain will initially operate as permissioned blockchain that allows only authorized participants to create blocks and will be turned to a public blockchain in the future. This is a compromise to implement the most practical decentralized services within the boundaries of current technology level.

6.2. Technical Challenges

LeisureMetaverse platform is a blockchain-based platform where thousands of users will interact each other while transmitting massive amount of data in the form of multimedia. Although Ethereum is the most widely used blockchain platform and the best value creating platform for NFT, Ethereum is not suitable for launching and operating a full-size social networking service.

This is because the service will be restricted due to the nature of the existing public blockchains with limited throughput, costly transaction fees and desperately low data storage capability. Therefore, to provide existing web service level application onto the blockchain, these technical challenges must be overcome.

■ Finality of Transaction

The first requirement is the finality of the transaction. In a typical service we use, a transaction is executed as soon as we press a payment button on web services, and completed transactions are usually irreversible. However, the transactions in the Ethereum are not completed at the time of block creation, but rather probabilistically over time. Due to the PoW (proof of work) based consensus algorithm of Ethereum, the reorganization of chain could happen. Chain reorganization deactivates the transactions in the old chain that are no longer part of the history of the blockchain. To prevent such problems far beyond common sense, transaction must be completed at the same time as block is created. This is known as the Instant Finality.

■ Scalability

The second requirement is to have enough throughput. The playNomm platform aims to become a social media service with hundreds of thousands of users interacting with one another. The data traffics inside the system of this size will correspond to several hundred transactions per second. It is almost impossible to achieve this numbers with sufficiently large number of nodes in the existing public blockchains.

■ Minimal Fee

The third requirement is a minimal fee. The playNomm platform continuously mints and trades the NFTs, and the activities of DAO social users must be recorded. In the blockchain, where all data must be written by transaction, frequent data input refers that many transactions and corresponding fees. In the case of public blockchains, however, nodes must be incentivized to maintain the network, resulting in relatively high fees.

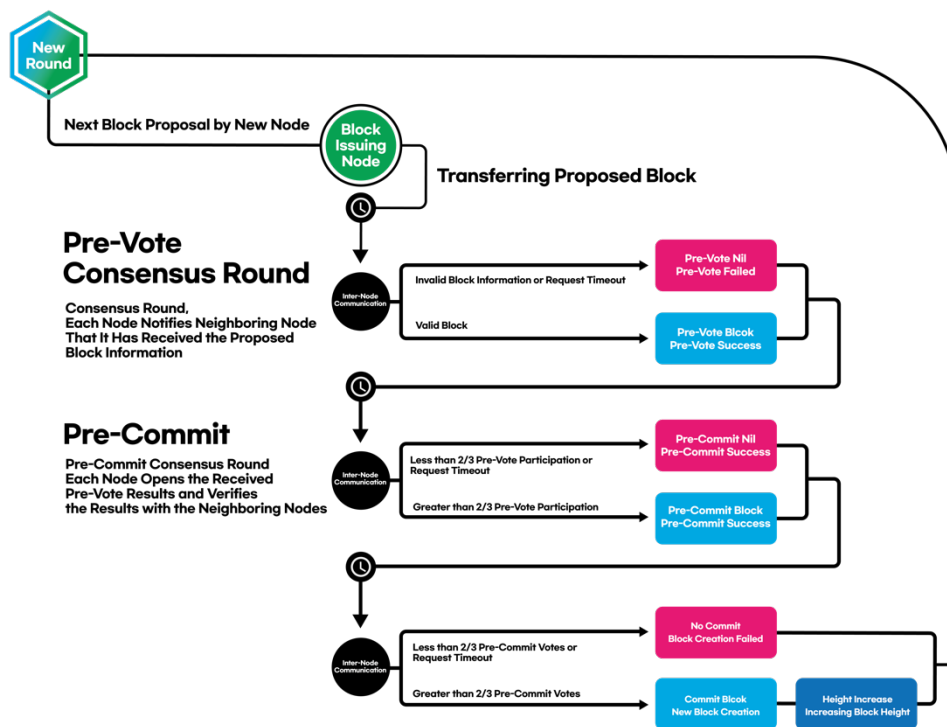
6.3. Solutions of LeisureMeta Chain

■ Tendermint Style Hybrid Blockchain

LeisureMetaverse Blockchain (hereafter LeisureMeta Chain) is a blockchain platform developed to stably operate playNomm services. LeisureMeta Chain will be operated as a private blockchain with a Tendermint-like proof of stake (PoS) based Byzantine Fault Tolerant (BFT) algorithm to provide a sufficient performance level for service operation.

Although LeisureMeta Chain is a private blockchain, all the data is transparently accessible in the Block Explorer. It means that LeisureMeta Chain is a hybrid blockchain in the mixed form of permissioned consensus and publicly auditable data.

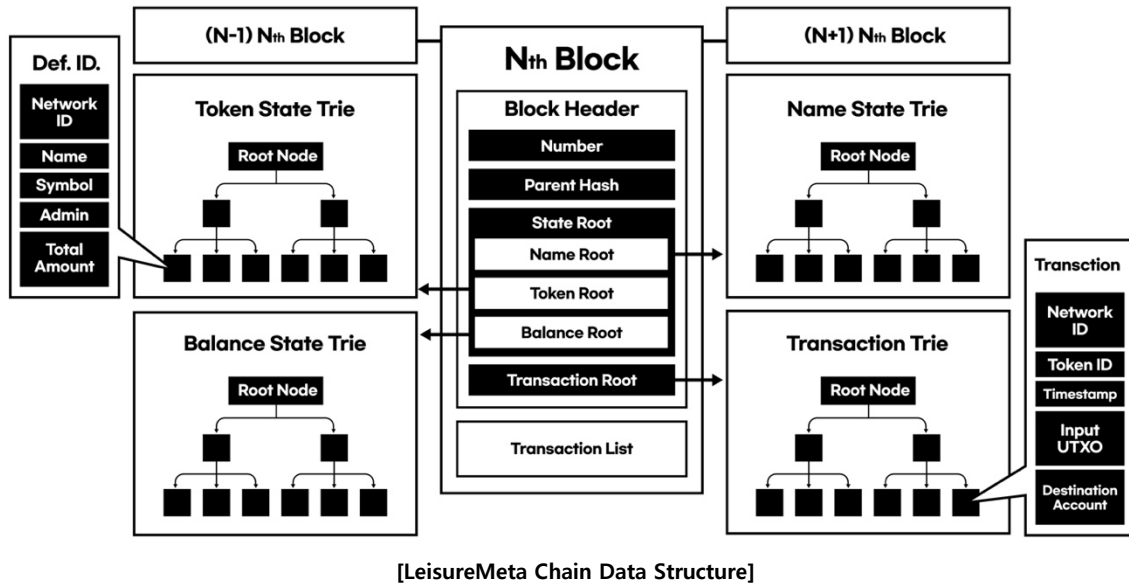
Schematic Diagram of Tendermint Consensus Algorithm



[Schematic Diagram of Tendermint Consensus Algorithm]

Mixed Data Structures

LeisureMeta Chain uses a mixed data structure that combines the UTXO structure of Bitcoin and the account structure of Ethereum. The proposed structure basically uses a UTXO style remittance method like Bitcoin. However, just as Ethereum uses Modified Merkle Patricia Trie (MPT) to record the balance of each account, the UTXOs of all the accounts are indexed in the form of MPT inside the block. It means that LeisureMeta Chain always has a snapshot of the latest state of the blockchain.



Single Block Verification and Fast Synchronization

By comparing the cryptographic signature recorded of the UTXO in the latest block with already known signature, LeisureMeta Chain can verify new transaction request without synchronizing the old blocks.

Similarly, the validity of the whole new block can be verified with the latest verified block data only. As a result, in LeisureMeta Chain, new nodes can participate verification of a new block immediately after synchronizing the latest block data.

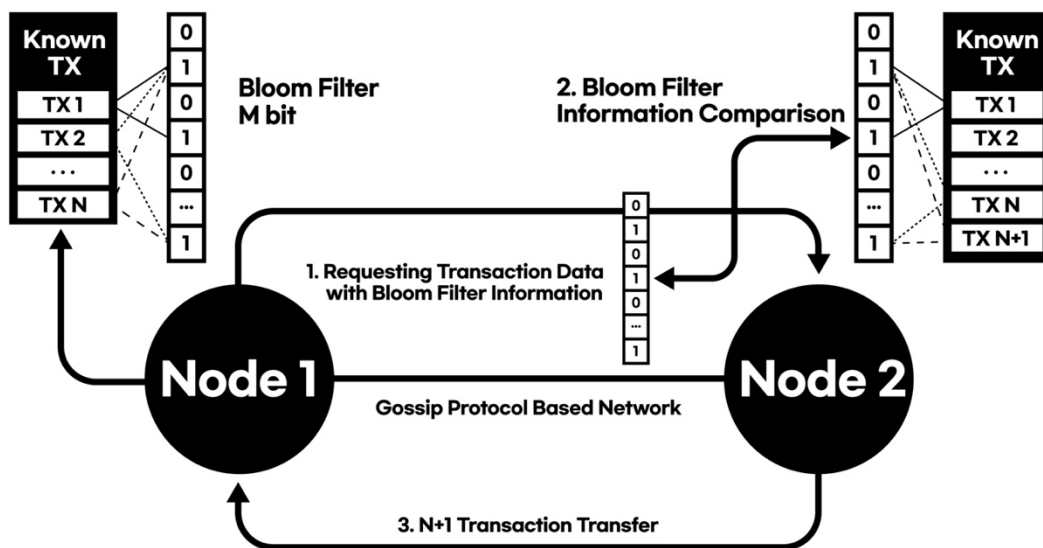
In LeisureMeta Chain, nodes do not need to download whole block data sequentially from the genesis block, as nodes in the other existing blockchains do, because nodes in LeisureMeta Chain can verify the block data from the UTXO snapshot inside the block. Thus, faster synchronization of blockchain data is made possible by parallelly downloading past block data among different nodes in the network. Even if a node in LeisureMeta Chain goes down due to a failure, the node can quickly participate in the network with its fast synchronization and single block verification functions.

Orderless Transaction

Generally, transactions in the blockchain must be ordered to avoid double-spending. The ordering of intra-block transactions requires a substantial level of computational power, exacerbating the performance bottlenecks. LeisureMeta Chain reduced the block time as much as possible and eliminated the ordering between transactions in the block. To avoid double-spending, an account can only make a single transaction within a block. However, there is no inconvenience in use or a bottleneck in transaction creation because UTXO-based LeisureMeta Chain allows a transaction with multiple receivers.

Bloom Filter-Based Data Transmission

In LeisureMeta Chain, the performance bottleneck is more affected by network latency than the computation power for block making. To reduce the bottleneck caused by network latency, nodes of LeisureMeta Chain exchange the list of known transactions through the Bloom filter. Based on the Bloom filter, each node can quickly verify what the unknown transactions is and efficiently transmit filtered transactions only.

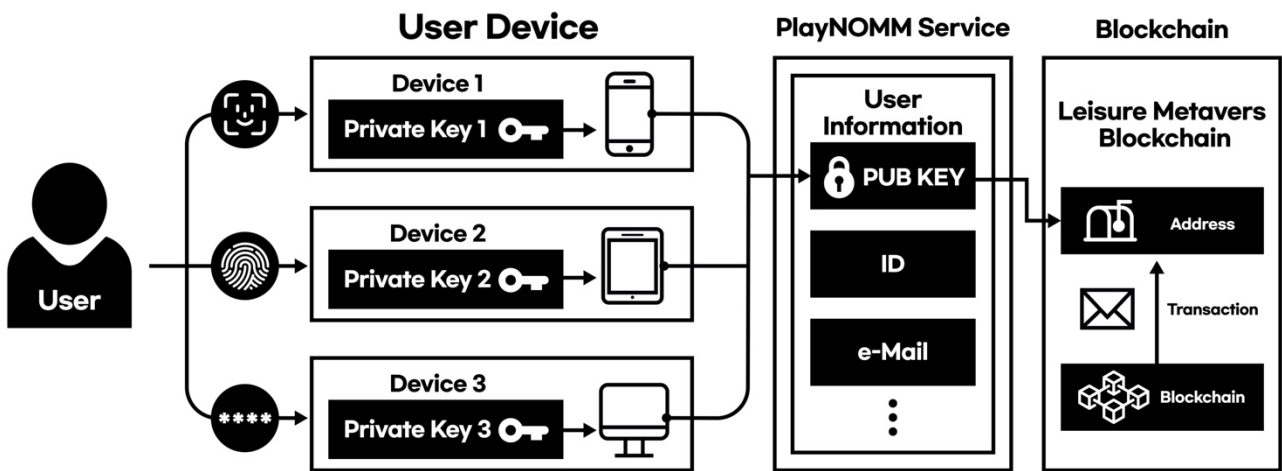


[Overview of Bloom Filter-Based Networking Process]

Multiple Key Pairing

Private key management significantly degrades the usability of the blockchain. In LeisureMeta Chain, a user can generate multiple private keys interlocking with a single address. Each private key corresponds to the individual device being used by the user.

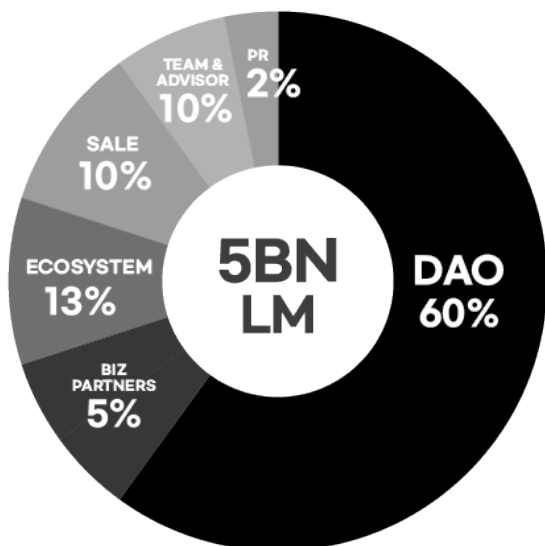
All private keys are encrypted and stored in a non-exportable form inside the device. When the service requires user's digital signature, the encrypted private key is activated by entering pre-set PIN code. In conclusion, a user in LeisureMeta chain can safely manage their private keys without all the hefty effort.



[LeisureMeta Chain's Multiple Key Pairing System]

7. Token Economics

7.1. Token Information



Token Information			
Name	LeisureMeta	Standard	ERC-20
Ticker	LM	Issuance	5,000,000,000 LM
Address	0x7BEC98609cB6378D6F995e8f8097Ee78376fbec9		

7.2. Token Allocation and Vesting

The total of 5 billion LM token is distributed according to the allocation above 1) to assist stable launch of LeisureMetaverse, 2) to establish a well-organized LeisureMetaverse ecosystem, 3) to secure the voting rights of users of LeisureMetaverse. Except for the 2% allocated for PR, the 98% of the token is locked at the early stage and be vested as time passes. D-day here means the day LM token will be listed on a major level exchange.

For the token allocated for the DAO rewards, 1.67% (1/60 of total) will be vested on the 30 days after D-day, then vest additional 1.67% every 30 days.

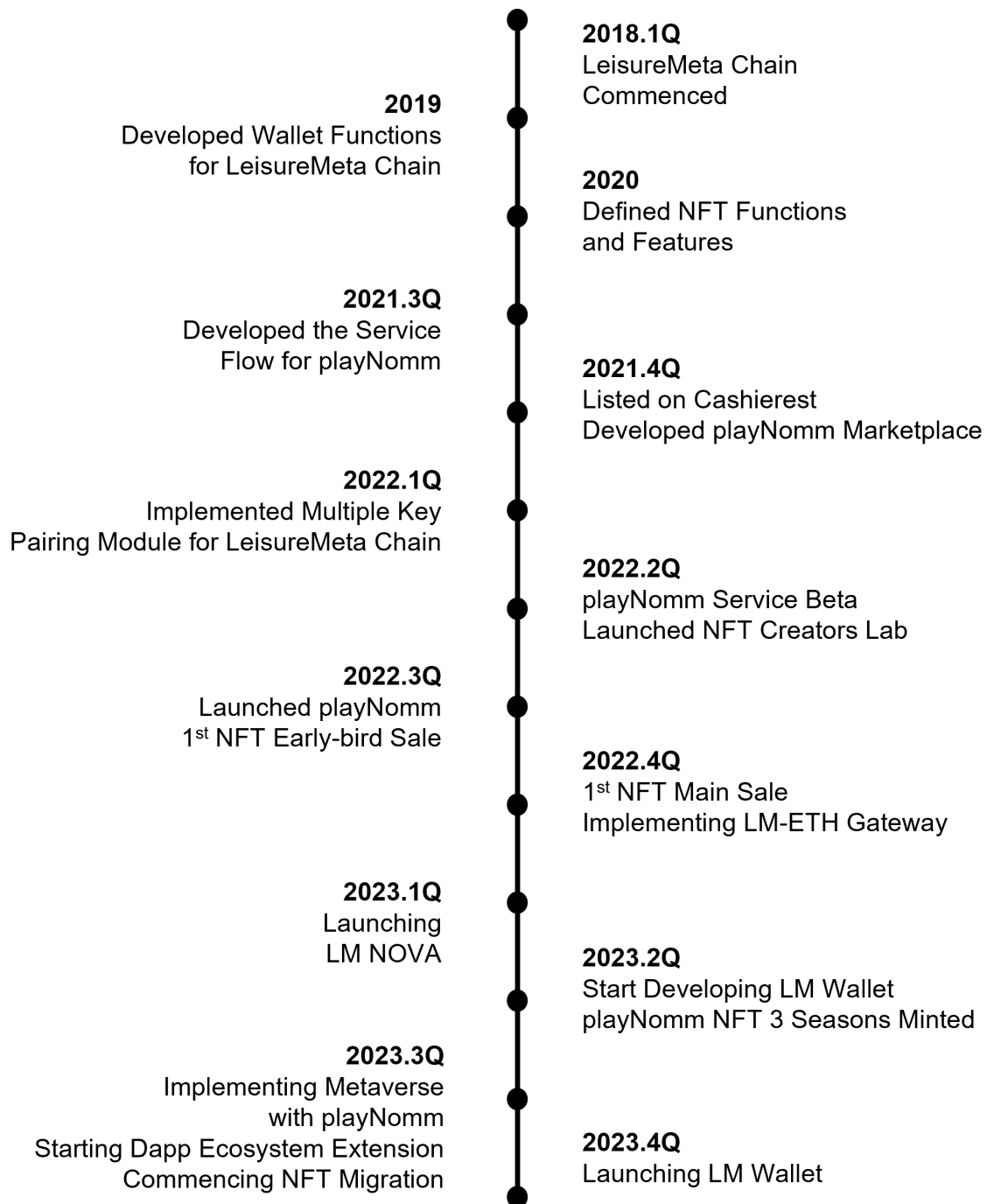
For the token allocated for sales, 1% of the token will be unlocked on the D-day, then 9% unlocked on the d+30 day. After that, 10% of the allocated tokens will be unlocked every 30 days, for 10 months.

The token for ecosystem, Team and Advisor and Business Partners will be unlocked after 181 days from listing, 5% of the tokens allocated are vested every 30 days.

The remaining 2% tokens are allocated for PR, which can be used for the activation of the playNommm platform prior to listing and can be used for liquidity supply for listing.

The vesting schedule may be adjusted according to the business plans or status of exchanges.

8. Roadmap



9. Team & Advisor

9.1. Team Members



Sung Uk Moon
CEO

Former Executive Advisor of Skonec Ent.
Former CEO of Future EV
Former Member of the Science, ICT,
Broadcasting and Communication
Committee at National Assembly of the
Republic of Korea



Dong Cheri Han
CTO

Former Director of Security at Rathon
Tech
Former Director of Smart Business at
UNUS



Sung Sik Park
CCO

Former Account Executive Leader at SK
Planet
Former Account Executive Leader at
TBWA Korea



Harry Kim
CSO

Former Director of Business Strategy at
Ollefarm



Hun Lee
CIO

Former Head of Asset Management at Alpha
Asset Management
Former Head of Asset Management at KDB
KIAMCO
Former Senior Researcher at Korea
Ratings



Sung Bum Bong
CRO

Former Member of Strategic Planning
Committee at Yeouido Institute
Former Head of Central Cooperation
Division at the City Government of
Incheon



Heungjin Kim
Director of Blockchain Research

Blockchain Development at YosemiteX
Robo-Advisors Development at iRobo



Phil Joong Lee
Management & Operation Lead

Two Decades of Experience in the
Business Planning, Financing and
Accounting



Deuk Li Kong
Technical Strategy Lead

Service Planning at BaaS Store
Service Planning at Scoutchain



Olivia Lee
Business Strategy Lead

Global Marketing at Scoutchain
LLM, Dayton School of Law



Jake Kim

Strategic Research Lead
Former Staff of GALA Korea DAO
Founder of Filgen, Filecoin Mining
Company



Rachel Jang

Business Development Lead
Strategic Planning Lead at Traum
InfoTech
Senior Consultant at VFP
Senior Consultant at H&Consulting



Jade Kim

Marketing Operation Lead
Branding Expert
Brand Marketing Expert



Hee Yong Sung
Lead Developer

Developed Location Based Social Service
Developed Flying Candy, AR Based
Service



Jong Keun Kim

Lead Security Engineer
PM at BC Card Paybooc, Blockchain
Voucher Project



Hee Chul Jeong
Data Scientist

Recommendation System Development
at KT



Min Young Lee
Service Planning Lead

Crypto Trading System Development
Big Data Platform Development



Seong Pil Bae
Blockchain Developer

Ethereum Hardfork Development
NFT Token Development



Yun Hee Han
Marketer

Advertising Expert
Copywriter



Kii Chang Jang
Marketer

Advertising Expert
Art Director

9.2. Advisors



Abdul Hamid M. Juma

Former UAE Govt. Official

Former Chairman of Dubai International Film Festival

Former Deputy Director General of Dubai Creative Clusters Authority
Former CEO of Dubai Media City



Jimmy Cha

Professional Go Player

Chairman of Casino International Group
Former the Head of the Korea Go

Players Association

Former Managing Director of Korea Tourism Org.

Champion of Amarillo Slim's Superbowl of Poker



Tae Won Seo

Journalist

Director of Business Administration at Dnews

Former Chief Editor at Dnews



Hyun Ki Baek

Journalist

Former Chief Editor at The Hankyoreh
Founder of The Hankyoreh Newspaper



Min Ki Kim

Journalist

Former Advisor of the Korea Communications Standards Commission



Guh Jong Lee

Documentary Producer

Former Director of Video Production at Korean Broadcasting System

9.3. Technical Advisors



John Wainwright

Computer Scientist

CTO of Mirinae, Inc
Former CTO of Collective Technology
Former Consultant at Autodesk
Former Chief Architect at Kaleida Labs
Principal Architect for Script X & MaxScript Language



Keun Ho Rew

Professor

Professor at Hoseo University
Former Chairman of International Robot Olympiad Organizing Committee
2017 Minister of Trade, Industry and Energy Award Winner

9.4. Creative Advisors



Sang Gyu Han

Marketing Director

CEO of Commtogether
Former Creative Director at HAHNIN Communications



Chul Jung

Copywriter

Visiting Professor, School of Communications, Dankook University



Soon Jong Ock

Professor

Adjunct Professor, Dept. Media and Communication, Yonsei University



Jong Woo Park

Documentary Photographer

CEO of Production Indivision



Jong Ok Seo

Writer

Travel Writer, TV Dramatist

9.5. Legal Advisors



Yoo Sik Jang

Lawyer

Representative of Law Firm
Dongseo South and North



Jae Yoon Kim

Accountant

Partner at Samil PWC

10. Partners

