

# RED TOKEN ECONOMY PROJECT

RED° TOKEN ECONOMY PROJECT

WHITE PAPER VER.1.1



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|          |   |           |
|----------|---|-----------|
| <b>1</b> | <b>Project Introduction</b> .....           | <b>03</b> |
|          | 1.1 RED° TOKEN ECONOMY Project              |           |
|          | 1.2 TOKYO ESPORTS GATE Business Development |           |
| <b>2</b> | <b>Project Outline</b> .....                | <b>03</b> |
|          | 2.1 Problems and Solutions                  |           |
|          | 2.2 Real-world Facility Development         |           |
|          | 2.3 Metaverse Development                   |           |
|          | 2.4 RED° TOKEN ECONOMY Overview             |           |
|          | 2.5 Use Case                                |           |
|          | 2.6 Log Aggregation and Visualization       |           |
| <b>3</b> | <b>Roadmap</b> .....                        | <b>19</b> |
| <b>4</b> | <b>Project Members</b> .....                | <b>20</b> |
| <b>5</b> | <b>Company Overview</b> .....               | <b>21</b> |



## 1.1 RED TOKEN ECONOMY PROJECT

# To create the RED TOKEN ECONOMY where the whole world gets excited about Japan

The RED° TOKEN ECONOMY project was launched by FIDA, Inc. and TOKYO ESPORTS GATE, Inc.

This project aims to provide an unprecedented entertainment platform that crosses over the real and the digital, and implement new “fun” into people’s lifestyles.

We propose a new ecosystem where the “passion for fun” of entertainment fans around the world circulates by utilizing the RED° token and NFTs.

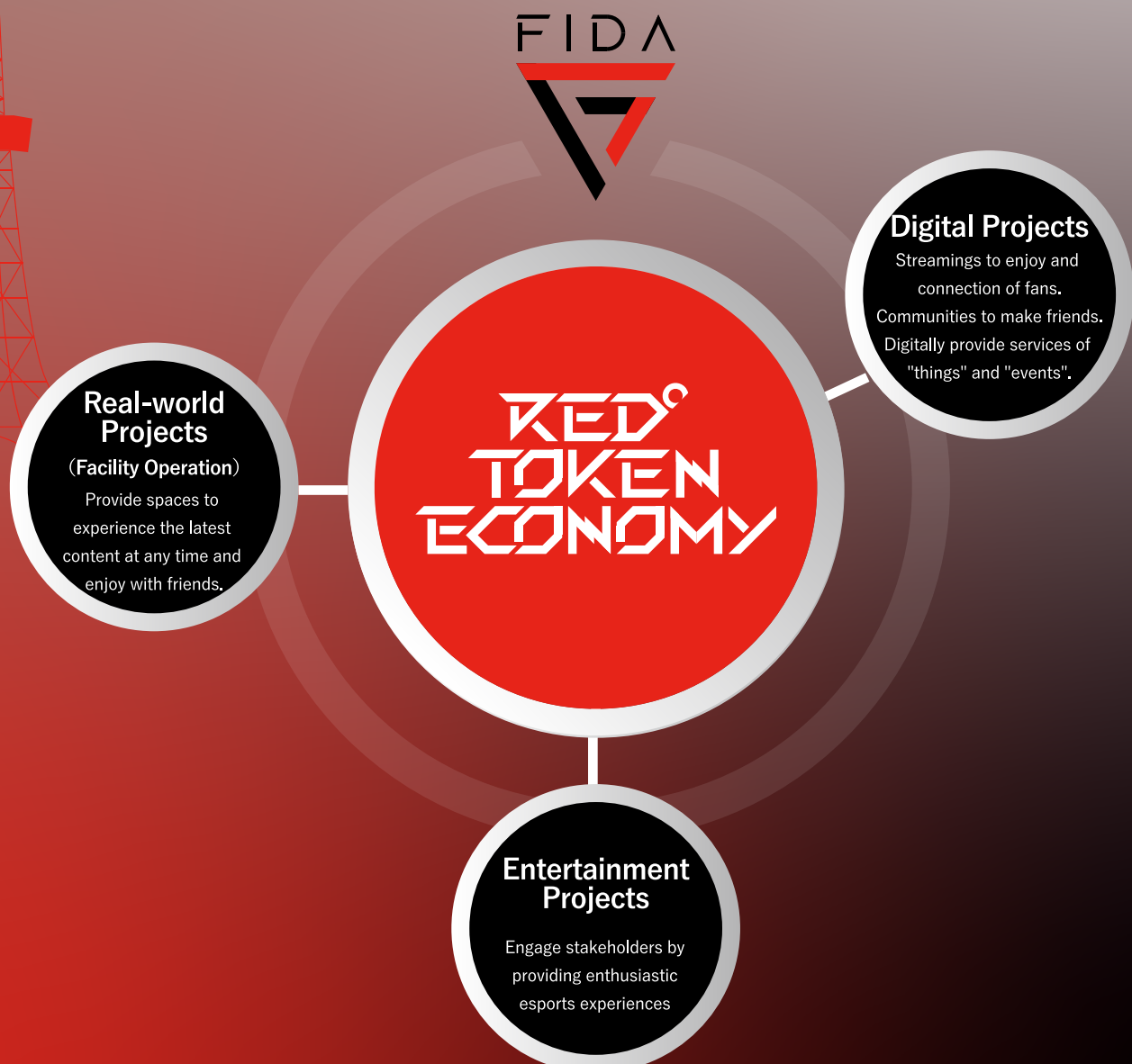


## 1.2 TOKYO ESPORTS GATE Business Development

TOKYO ESPORTS GATE, Inc., which operates RED° TOKYO TOWER, develops business in three areas: real-world projects, digital projects, and entertainment projects.

For digital projects, we will develop a metaverse with global creators that will become the foundation for global communication, and provide entertainment experiences in virtual space connected to the real world.

For entertainment projects, we will hold events such as festivals that cover food, music, and fashion crossing over the real and the digital. These projects and the RED° TOKEN ECONOMY organically combine to form the RED° platform.



## 2.1 Problems and Solutions

In 1958, the world's first video game, "Tennis for Two", was developed at Brookhaven National Laboratory in the United States.

Starting with the release of "TV Tennis Electroteniss" by Epoch Co. in 1975, Japan has built on the foundation of powerful hardware such as Nintendo's Family Computer (NES) and Sony Computer Entertainment Playstation to create globally renowned content including "Super Mario Bros." and "POKÉMON". They have expanded beyond games including anime and manga, giving Japan a firm position as a source of content that is loved across the world.

However, as we entered the 2000s, the money spent on content creation has continued to drop, due to the delay in responding to the gaming environments that do not depend on specific hardware and the shrinking gaming population caused by the lack of interest in eSports, which is becoming the mainstream overseas.

As a result, Japan's presence in the global content industry has declined, and the country is struggling to create the great content that once fascinated the world. The fact that people cheered for Japan's prime minister of the time, Shinzo Abe, dressed up as Mario at the closing ceremony of the Rio de Janeiro Olympics, exemplifies that the world still desires Japanese content. However, the system to deliver these content and environment to meet the world's demands are yet to be developed.

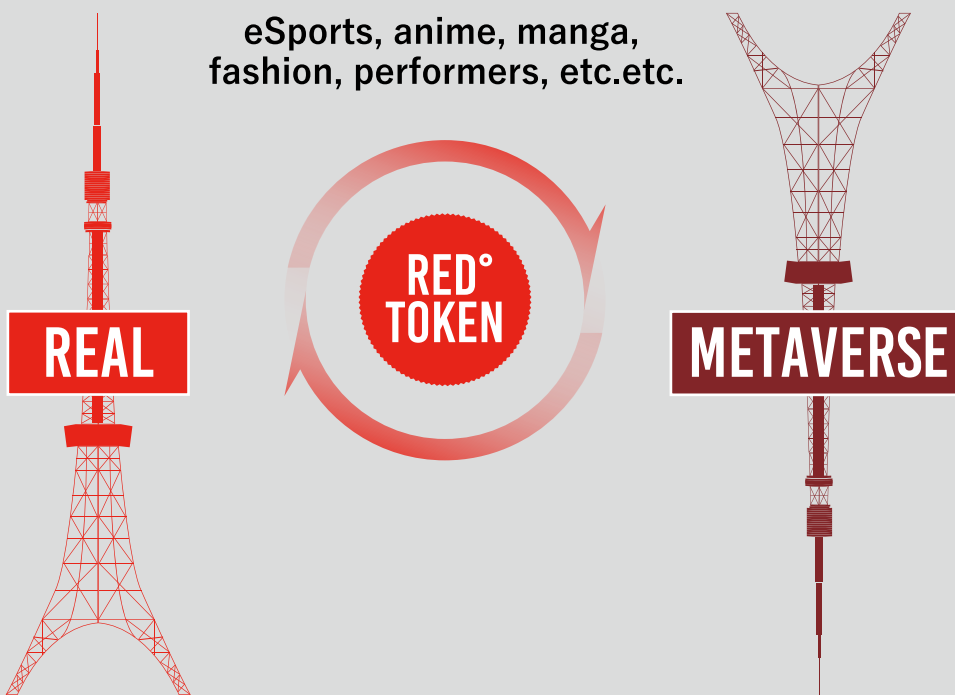
In order to overcome this situation, the best of Japan's content will be gathered at RED° TOKYO TOWER, the real platform. At the same time, joint content experiences with top developers and celebrities as guests will be broadcast from the metaverse, the digital platform, and this will create an environment to reach fans and users across the world.

The excitement and achievements of the event will be measured in terms of "calorific value," and the tokens will be used as a medium to communicate with each other to re-energize Japanese content through a platform that encourages all participants to be active.

We propose a new concept of "fun" through the RED° platform as a new structure that allows the whole world to enjoy high quality and interesting content produced in Japan.

### Bringing together Japanese high-quality content through the attraction of Tokyo Tower/RED° TOKYO TOWER.

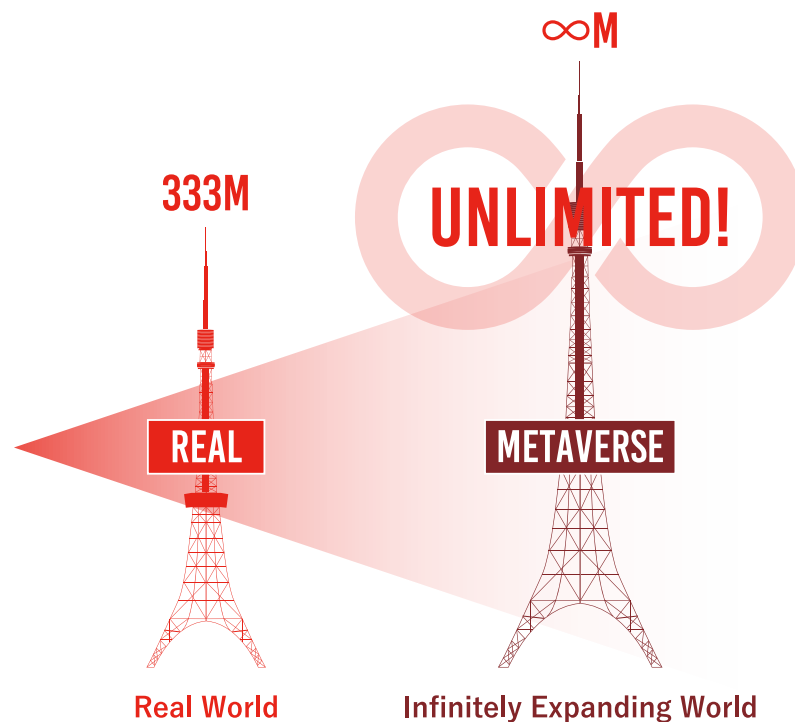
eSports, anime, manga, fashion, performers, etc.etc.



## RED° TOKYO TOWER

We will be building RED° TOKYO TOWER in the metaverse along side the real world. Tokyo Tower in the real world is 333m, but the RED° TOKYO TOWER in the metaverse expands infinitely, and there is no limit to its potential.

"persistence" and "sustainable growth" are our platform key words.



We strongly remember how enthusiastic we were to the story lines of FINAL FANTASY and DRAGON QUEST, but also to the mini-games provided in the works.

Looking back, each mini-game itself was very simple.

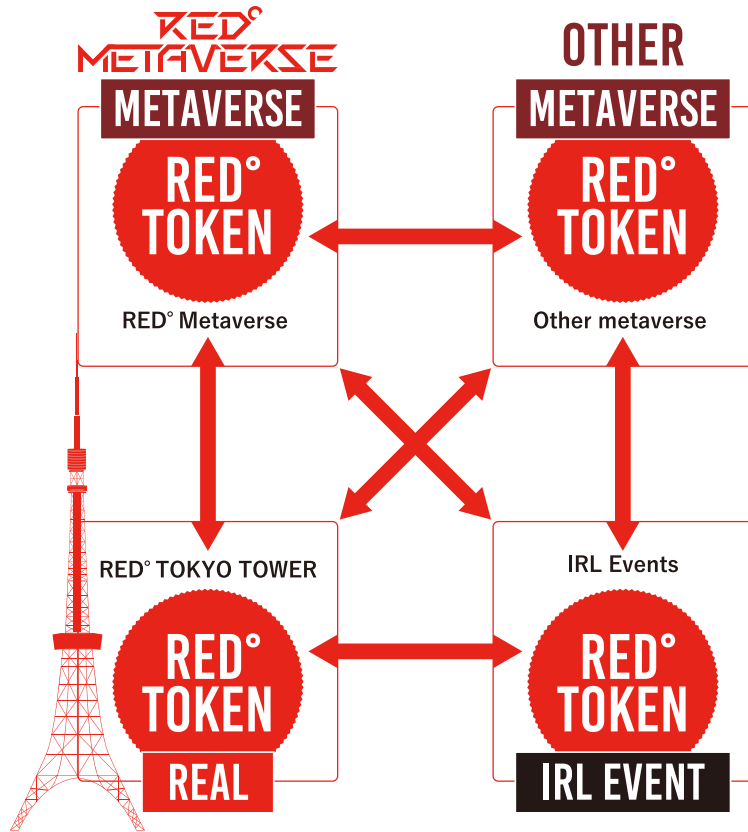
We enjoyed the experience of playing these mini-games and taking the items we won in the mini-games into the main story to use them.

Therein lies the prototype of the platform we envisioned. The value was in the continuity.

Users can freely explore the RED ° TOKYO TOWER in the metaverse, interacting with other users and enjoying games. The tokens earned there can then be taken to other companies' metaverses and vice versa. You can even use them in RED° TOKYO TOWER or events in the real world.

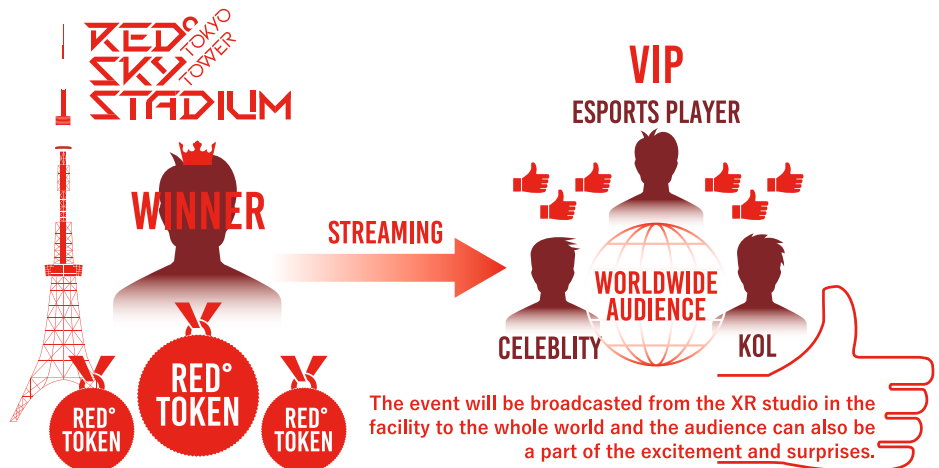
Our platform is based around our core competence, entertainment providing "continuity" and "sustainable growth" to the digital and real worlds through the use of tokens.

The use of RED° Tokens provide "continuity" and "Sustainable growth" to the digital and real worlds.



For example, a gaming tournament will be held inside RED ° TOKYO TOWER in the metaverse, and a limited number of qualifiers will be invited to the real world RED ° TOKYO TOWER to play the finals in the presence of VIPs (eSports players, celebrities and KOLs). The event will be broadcast to the entire world from the facility's XR Studio, and the audience can also be a part of the excitement and surprises.

The winner will receive a huge amount of RED ° tokens and get a chance to join exclusive communities through interactions with VIPs in the real world.



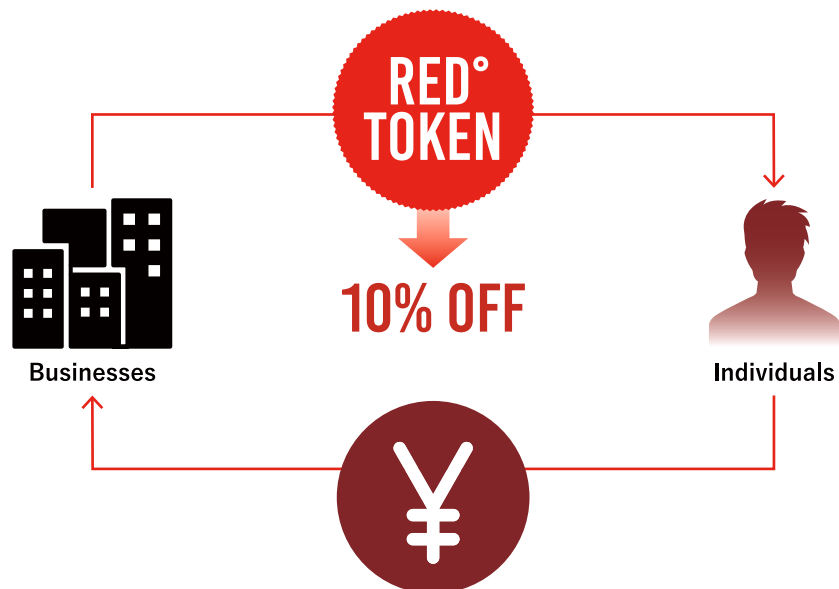
The event will be broadcasted from the XR studio in the facility to the whole world and the audience can also be a part of the excitement and surprises.

The winner will receive a huge amount of RED° tokens and get a chance to join exclusive communities through interactions with VIPs in the real world.

## Deflation Mechanism

In the RED° TOKYO TOWER in the metaverse, we will develop original games. Also, existing renowned game makers and new age developers can use the SDK we provide to develop their pavilions to offer games and EC services by locking RED° tokens.

The users will be able to lock their RED° tokens to add avatars, motions, and participate in beta tests of games in pavilions under constructions.





## 2.2 Real-world Facility Development

In the real world, RED ° TOKYO TOWER will have its grand opening on April 20, 2022, and RED ° E-SAUNA UENO will open on April 29.

RED ° TOKYO TOWER will be one of the largest eSports parks in Japan with approximately 5,660 square meters of space in FootTown directly below Tokyo Tower, and is expected to attract approximately 800,000 visitors annually.

Under the concept of “providing entertainment experience of another dimension” , RED ° TOKYO TOWER pursues a new dimensional space packed with fun for every occasion, from playing the latest games to enjoying tournaments and events in a stadium equipped with the world’ s cutting-edge XR technology.

We will build a space where developers across the world can deliver their content, and players and fans can experience unprecedented entertainment with their content.

In addition to RED ° TOKYO TOWER and RED ° E-SAUNA, we are also planning to expand the project to airports and other major cities in Japan.

### RED ° TOKYO TOWER Facility Overview

Facility Name : RED ° TOKYO TOWER

Address : Tokyo Tower FootTown 1F, 3F-5F, Nihon Denpatou Building, 4-2-8, Shibakoen, Minato-ku, Tokyo, Japan

Operating Company : TOKYO ESPORTS GATE, Inc.

Business Hours : 10:00 ~ 22:00 \*Follows Tokyo Tower's business hours. Closed irregularly.

### Facility Images

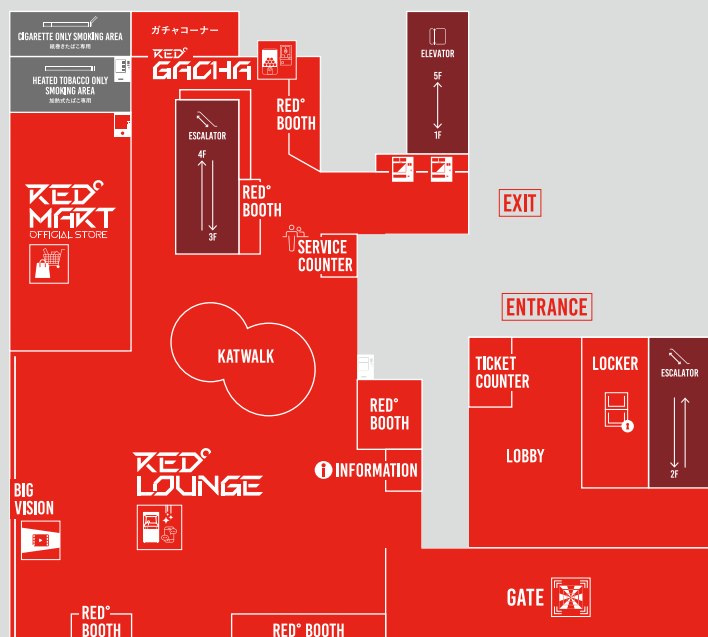
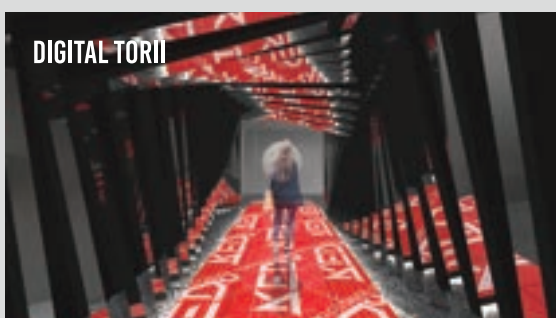
#### 3F INSPIRATION ZONE

The starting point of RED ° surrounded by the world of eSports.

After passing through the entrance, visitors will enjoy an extraordinary experience with a state-of-the-art digital show.

They can also get RED ° exclusive merchandise at the official store.

## 3 INSPIRATION ZONE

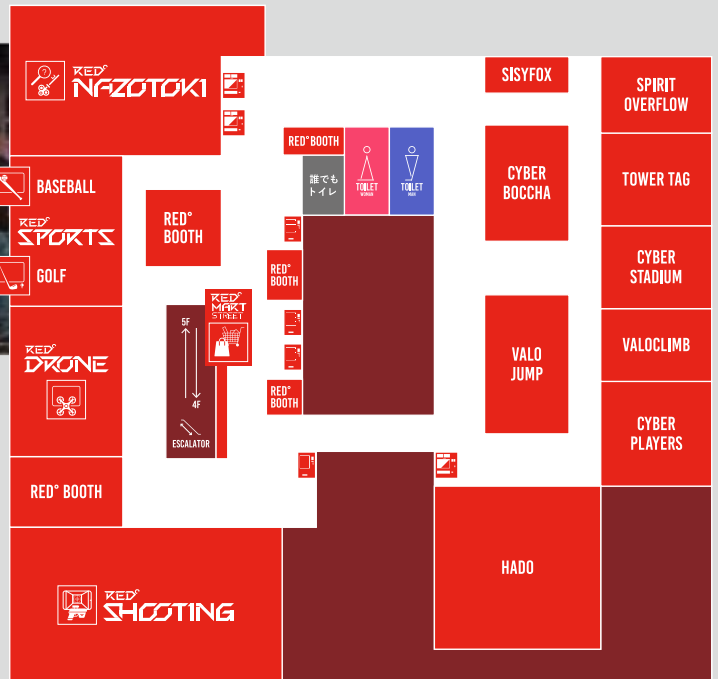


## 4F ATTRACTION ZONE

This floor is full of hands-on content from superhuman sports to drone competitions. In addition to the diverse lineup of physical eSports, there will also be puzzle-solving attractions tying up with popular game/anime content where challengers use their brains as well as their bodies.

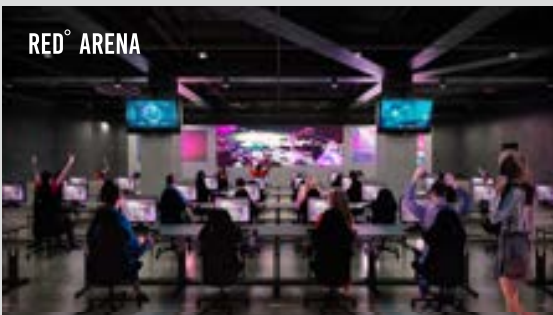


## 4 ATTRACTION ZONE

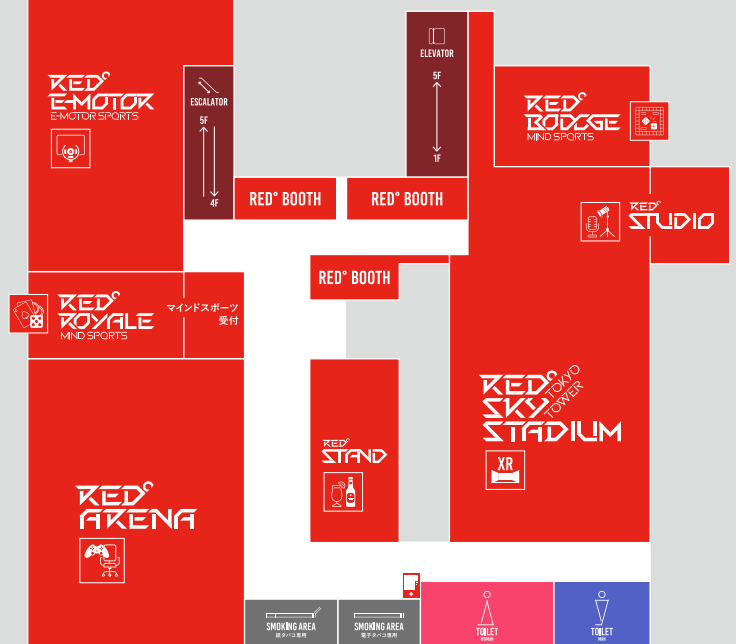


## 5F ULTIMATE ZONE

Two next generation arenas, e-motorsports simulators, and cafe/bar are on this floor. Centering on e-motorsports, this floor will deliver a new enthusiasm through stadium events and mind sports such as poker and board games.



## 5 ULTIMATE ZONE



# Entertainment experience of another dimension

Japan' s largest x Tokyo Tower x New eSports experience

An eSports park on an unprecedented scale where anyone, regardless of age and gender, can enjoy all year round.

Play the latest games or enjoy tournaments and events at the stadium equipped with the world' s cutting edge XR technology.

Enter a space of another dimension filled with fun of every aspect.

“RED° TOKYO TOWER” is the new hub of fun in Japan that will expand the entertainment scene in this country and even change your lifestyle.

The forefront of eSports ‘ evolution into a national culture is here!



## 2.3 Metaverse Development

The metaverse is a space where people can freely express and enjoy themselves without the constraints of real space such as distance and time difference.

Meta Platforms, Inc. and other big companies around the world are working on creating metaverse, but this is a new area where standards are yet to be established. We believe it is important to provide consumers with experience value that takes advantage of the features of the metaverse.

We have placed the metaverse as one of the central components of the RED° platform to create a space more comfortable than ever. At the same time, we will create and provide experience value to the consumers.

There, players and fans across the world can take advantage of the RED° tokens and NFTs to join gaming and other communities and find friends, take lessons from professionals, and enter tournaments for a special experience. These activities will be reflected in the users' avatars and galleries in the metaverse as NFTs, which will allow them to participate in more special events and find friends they get along with, providing players and fans with even better experiences.

RED  
METAVVERSE  
PROJECT

We plan to develop supporting features that would help creators and businesses make effective use of the metaverse.

For example, we will provide communication, marketplace, and supporting features to help activate and monetize the community.

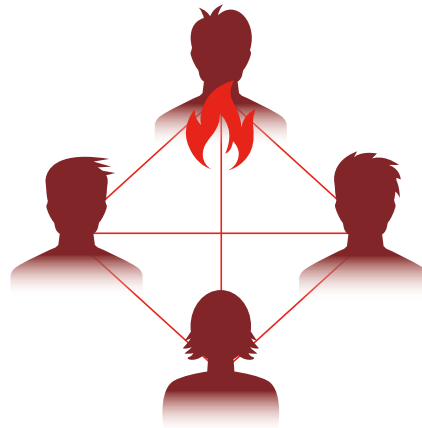
\*These content, including whether it will be implemented or not, is subject to change as it is still under development.

## Communication Features

### CLUBHOUSE

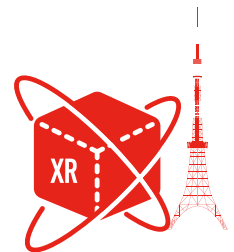
Creators create their own clubhouse spaces and fans join by purchasing membership NFTs. It will be a closed community space for communication, various exclusive events, merchandise sales and other activities.

This is not just a one-way communication between creators and fans as in the past, but also an interactive community service taking advantage of the metaverse where creators and fans can work together to build and operate a clubhouse or meet an unspecified number of fans, etc.



### XR EVENT

XR events within the metaverse liked to RED° SKY STADIUM.



### NFT GALLERY

XR events where you can show your work and activity records.



### GAMES

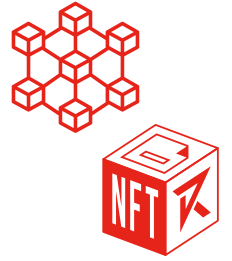
XR events of play-to-earn games that increases user' s dwell time and let them enjoy themselves



## Marketplace Features

### TICKET

A ticketing system that utilizes blockchain/NFT technology to prevent counterfeiting and resale, while making it easy for everyone to issue digital tickets for events.



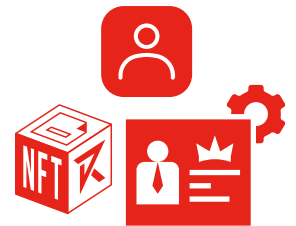
### EC • LIVE COMMERCE

In addition to the usual EC features, live commerce utilizing the metaverse will provide new sales opportunities for creators.



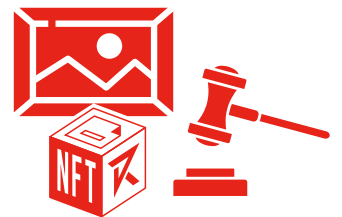
### NFT MARKETPLACE

A marketplace where creators can sell items they create. Various NFTs from avatar items to memberships can be displayed and sold.



### NFT AUCTION

NFT auction in the metaverse. It can also be linked to real-world auctions.



## Supporting Features

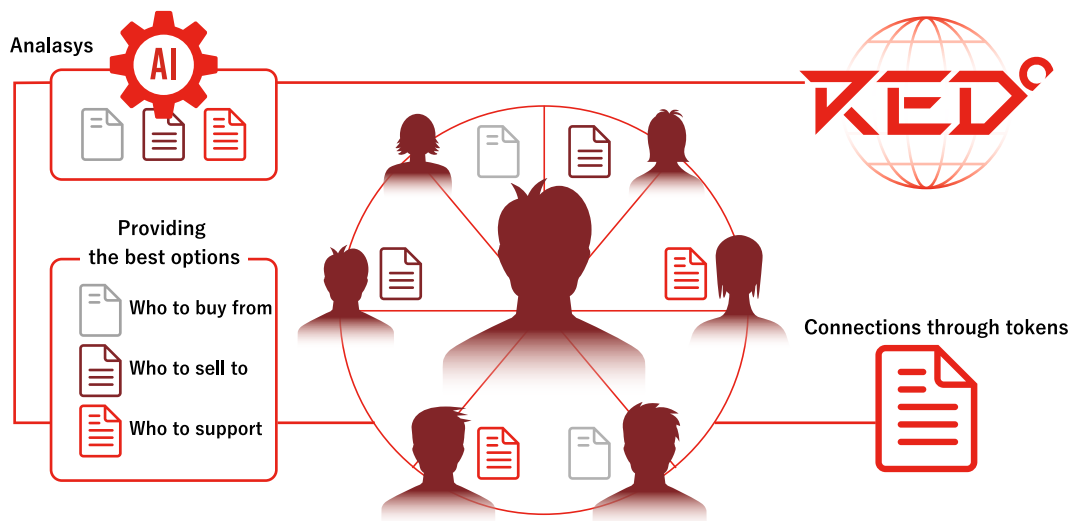
### QUEST MARKETING

Gain fans with quest marketing that rewards tokens.



### TOKEN GRAPH MARKETING

Matching fans with similar interests and tastes by utilizing the TOKEN GRAPH.



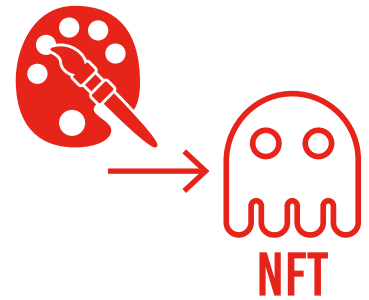
### FAN RANK

Support loyalty marketing based on the ranks of fans visualized by the TOKEN GRAPH.



## NFT CREATION AI TOOL

An AI tool that allows everyone to easily create NFT collections. Adjust rarity by setting the appearance rate for the shape and color of each part.



## BALANCE MANAGEMENT

A BI dashboard for automatic tabulation of income and expenditure, making it easier to plan measures to maximize sales and process accounting.



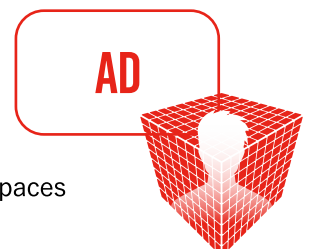
## INVESTOR MATCHING

Matching creators and investors to create a win-win relationship between creators who need budgets and investors who want to make profits.



## SPONSORED ADS

Provides a means of monetization by displaying advertisements in spaces unique to the metaverse.





## 2.4 RED° TOKEN ECONOMY Overview

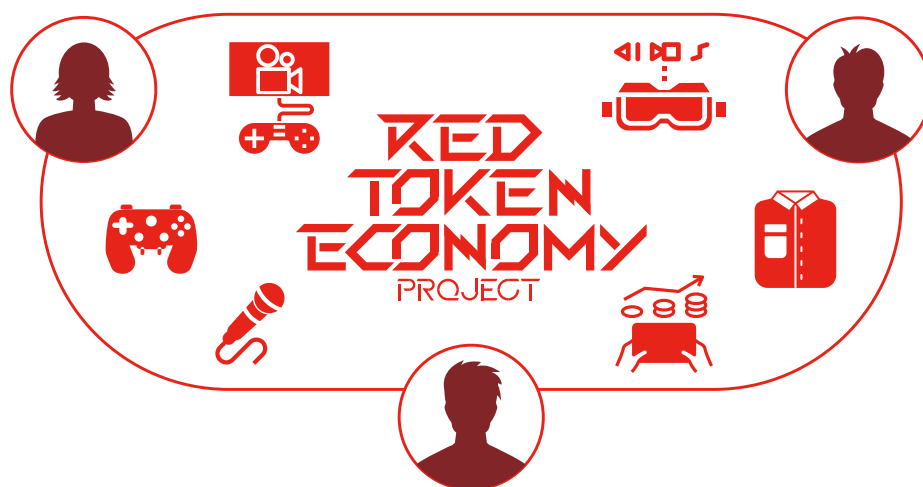
Seeking to realize a new entertainment ecosystem fusing the real and the digital, the “RED° TOKEN ECONOMY PROJECT” provides a digital platform utilizing blockchain technology perfectly linked to “RED° TOKYO TOWER” that multilaterally develops entertainment business centered in Tokyo Tower.

The RED° platform connects real and digital experiences and makes entertainment experience even more attractive. By utilizing the blockchain to record user experiences at the events in the facilities and the linked content, communities, and the metaverse, we will "visualize" the “passion for fun” and certify the individual users’ passion for entertainment experience.

The RED° TOKEN ECONOMY will also actively encourage the participation of third-party businesses. By providing a structure for events and sales using RED° tokens, not only gaming IPs but also businesses of all sorts will be able to brand, promote, and sell products/service.

**In the RED° TOKEN ECONOMY project entertainment ecosystem, all "things" and "events" belong to the individual.**

### Entertainment Ecosystem



## 2.5 USE CASE

RED° tokens will allow people across the world to participate in events on the RED° platform.

Users will buy specified NFTs using RED° tokens to enter events.

Players will gather at a certain location in the metaverse at the time of the event to conduct the tournament. Open preliminaries will be held several times in each area, and the top players will advance to the next race. The finalists will gather at RED° TOKYO TOWER for the finals.

The champion and the top few players will receive RED° tokens and NFTs as prize. The prizes will be funded by platform revenues and sponsors.

Of course, users will also be able to participate in events as fans. In addition to watching the game, they can communicate with the players both in real and digital worlds. They will receive NFTs that certify their participation and airdrops from players in return for supporting them.



In addition to participating in events, players can also use their RED° tokens for various activities in both the real world and the metaverse.

For example, they can take professional lessons to hone their skills, purchase NFTs that have special features in events, or save up on RED° tokens to unlock restricted features that give them favorable terms in tournaments.

The value of the NFTs are backed by the high quality content on the RED° platform. The attraction of the content increases the value of the NFTs that enable users to enjoy the content. In addition, the metadata of such NFTs will be stored in the ultra-long term by using services such as IPFS and Arweave, enabling their semi-permanent use.

The RED° tokens used to purchase these NFTs will be accumulated as reserves for the platform, which will be the main source of funds used for prizes and events.

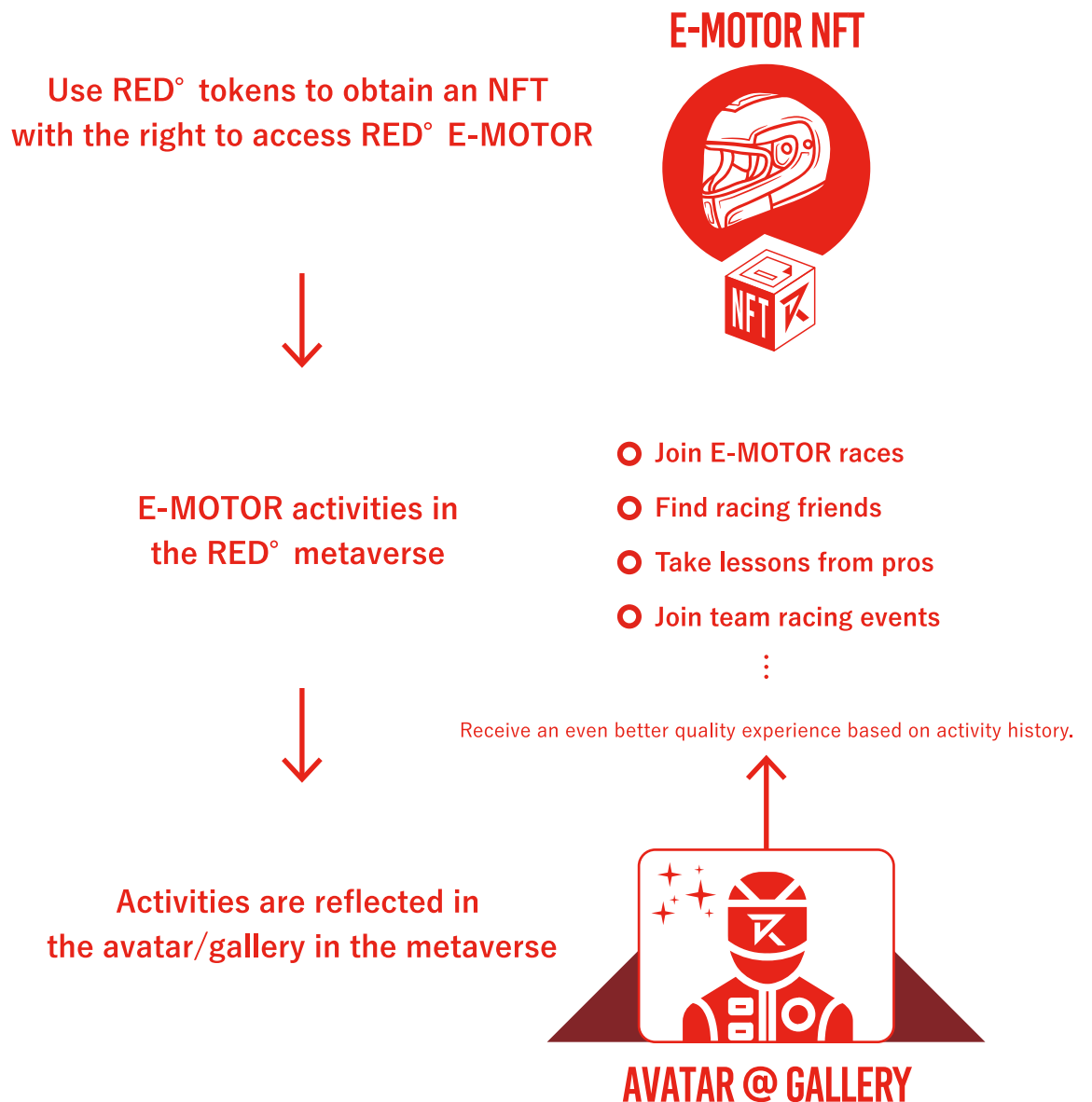
As the player skills improve in the tournaments and the variety of strategies increase through the use of tokens, the quality of the content offered on the RED° platform will be further enhanced.

Enhanced content quality will attract more fans, players, and third-party businesses around the world, leading to not only more participants, but also higher platform revenues, and larger prize pools.

Third-party businesses will also be able to accumulate RED° tokens to improve their promotions on the RED° platform.

Each participant proactively accumulates RED° tokens, which reduces the circulating supply of RED° tokens in the market, and increase their value.

\*These content, including whether it will be implemented or not, is subject to change as it is still under development.



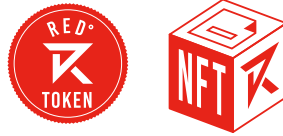
## 2.6 Log Aggregation and Visualization

Activity history on the RED° platform and related services is aggregated in the user's ID and can be viewed by anyone.

### DID (DECENTRALIZED IDENTITY)

#### TOKEN GRAPH

Activity history based on RED° tokens and NFTs



#### External Accounts

Linking data with external social media and game

### DID (Decentralized Identity)

It is a decentralized ID assigned to the user, in this case, the wallet address. The activity history, achievements, and results of the user in various “things” and “events” such as services and events provided by the RED° platform are linked to this ID. For example, it could be the results of games played at a facility or through the network, the number of times you cheered and the passion of your support at eSports events, or the rewards for completing a quest. Since the DID belongs to the individual, even if the RED° TOKEN ECONOMY changes, the recorded “passion for fun” will remain semi-permanently with the individual.

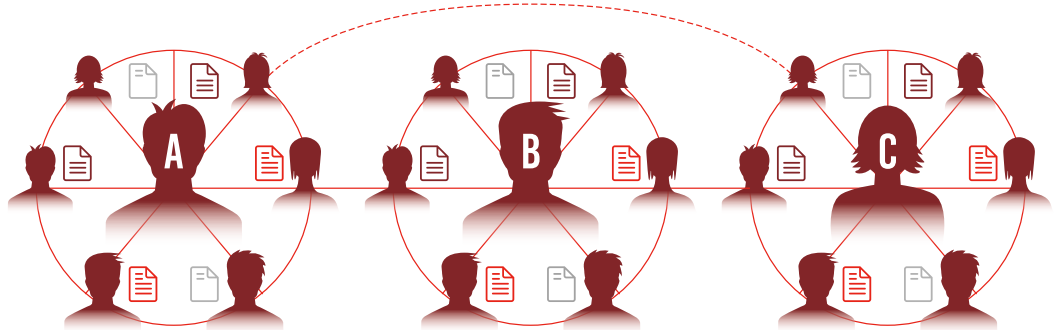
In addition, accounts from external services such as PlayStation and Nintendo Switch game accounts can be linked to the DID, and records and scores from playing popular eSports games such as “Assetto Corsa Competizione” , “LEAGUE of LEGENDS” , and “FIFA” can be fetched by API and represented as NFTs on the RED° platform.

By linking various information to the DID, players can showcase their achievements and interests without effort. This encourages communication with fans, helps matching users, and allows third-party businesses to plan events, products, and services from a specific angle.



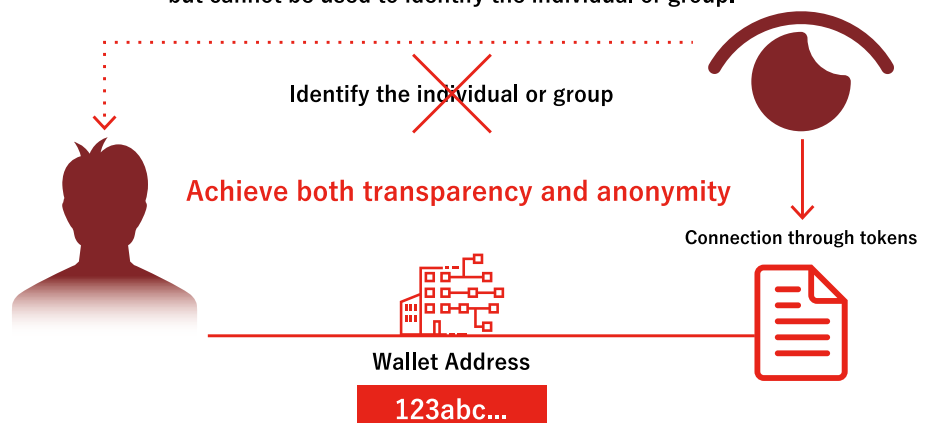
Match users with similar interests and tastes, create comfortable communities, and take people's relationships to the next stage.

- A and B who have similar graphs have a high chance to get along with each other.
- Since A and B, B and C, get along with each other, A and C may have common interests.



Although "visualized" information such as accounts of external services linked to the DID and the TOKEN GRAPH can be seen by other users, it is not possible to identify individuals or organizations from such information. The person can be identified if he or she claims the ownership of a certain DID. However, this is no different from anonymity on the internet.

The information visualized by the TOKEN GRAPH is available to everyone, but cannot be used to identify the individual or group.



The design and development of the RED° token began in the fall of 2021. The community will be established in April 2022, this white paper will be released, and RED° tokens are scheduled to be distributed in the summer of 2022.

Subsequently, RED° token related events will be held not only at RED° TOKYO TOWER but also linked with the digital world. The development and tests for the metaverse will start in 2022, and after 2023, RED° TOKYO TOWER, RED° tokens, metaverse, events, all the elements necessary for the ecosystem will be ready and we will begin the full-scale development of the RED° token ecosystem.

**RED° TOKYO TOWER**  
**February 2022:** Pre-opening  
**April 2022:** Grand opening  
**After June 2022:** 1F area opening

**Metaverse**  
**2022:** Begin development and tests  
**2023:** Release (TBC)

**RED° Token**  
**Fall 2021 - March 2022:** Basic design  
**April 2022:** Establish community, release white paper  
**After summer 2022:** Release wallet/quests/NFT features (TBC)  
**After summer 2022:** Start RED° token distribution (TBC)  
 Functional updates and additional development as needed thereafter.

**Events**  
**Fall/winter 2022:** Test event in Tokyo Tower  
**After 2023:** Event with the real and digital world interlinked  
**2023:** Large scale event in Minato-ku (TBC)

**Other real-world facilities**  
**April 2022:** RED° E-SAUNA Opening  
**Planned facilities:** RED° NFT GALLERY, Airport facilities, etc.

\* Please note that the system and business development is a fluid process and the implementation schedule may change. Any significant changes or delay will be announced to the community as soon as possible.

# RED TOKEN ECONOMY

## Representative



原 康雄

Worked in human resource planning and new business development at Recruit. Later, after serving as the representative of a company involved in facility development/operation, ranging from investment, development, and asset management, established TOKYO ESPORTS GATE Inc. in 2021. Based on his experience in new business development in both real and digital, leads the RED ° project to promote Japan's eSports/entertainment culture to the world. Also serves as the representative of the blockchain startup FIDA Inc. that issues the "RED ° token", aiming to build a unique RED ° ecosystem.

## Project Leader



秋山 大

After working at Toppan Printing in business strategy and Toppan Idea Center in charge of new business planning and creation in the digital domain, joined Accenture's strategy consulting division to work on topline improvement projects for leading manufacturing and retail companies, mainly using digital/analytics. Later, after serving as the head of strategy for a VR startup, started an independent business mainly providing XR solutions to the real estate industry, consults major companies starting new businesses, and gives strategic advice to startups.

## Business Strategic Advisor



山崎 直久

Since joining Recruit, consistently worked in the HR business, engaging in consulting, business planning, management planning, sales planning, and product planning. After serving as manager and general manager, became an executive officer of Recruit Career and Recruit Jobs in 2014, and has held positions such as head of placement business, general manager of corporate management, general manager of agency management, and general manager of sales division. COO of Tryfunds Group Inc.

## RED ° TOKEN ECONOMY Design



川本 栄介

Has been involved in internet business since the dawn of broadband in Japan. Mainly worked on new businesses at DMM, Rakuten, CyberAgent, Sler, and startups. At DMM, was the head of online salon and blockchain business. Representative director and token economy evangelist of Atonoy Co., a blockchain tech company "creating a society and economy where all things and events belong to the individual."

## Digital Business Development



野村 悠貴

After working in consulting sales, developed and implemented digital marketing strategies for numerous clients at CyberAgent. Later, starts an independent business in Singapore, developing and releasing a digital platform for the ASEAN region. After selling the media company and returning to Japan, has been promoting service development and overseas expansion as a business manager at DMM.com, utilizing abundant experience in business development and driving force.

## Global Alliance Promotion



大塚ゼナ

Involved in the entertainment industry for over 20 years. With the experience of interviewing over 500 actors, actresses, and artists, both domestic and international, she established Zena Style Inc. to provide casting and management services for Japanese actors, actresses, and artists for film, drama, and music productions across the world. Also, a co-founder and director of Japanew Inc.

## Global Alliance Promotion



熊谷 操

After working as a flight attendant for Singapore Airlines, serves as the representative of Jackie Chan Japan Office from its establishment for 4 years. Since then, has been involved in the entertainment business between Japan and Asia, casting and producing Hong Kong and Taiwanese stars for Japanese movies and TV commercials, as well as casting many Japanese actors for Asian movies. Currently, the Japanese representative of Media Aisa (Hong Kong), the largest entertainment group in Asia, and aims to promote cultural exchange across borders through films.



## FIDA

We promote the "RED TOKEN ECONOMY" interlinking with the "RED ° brand". We are a blockchain startup with token issuing as our main business, working to expand a new ecosystem to the world through next generation entertainment experiences with cutting-edge technology of NFTs and metaverse.

|                    |  |
|--------------------|--|
| Company Name       | <b>FIDA Inc.</b>   |
| Representative     | <b>Yasuo Hara</b>  |
| Address            | <b>TOKYO TOWER FootTown 4F, 4-2-8, Shibakoen, Minatoku, Tokyo, Japan</b> |
| Establishment Date | <b>November 9, 2020</b>  |
| URL                | <b><a href="https://fida-tokyo.com/">https://fida-tokyo.com/</a></b>     |



## TEG

Under the slogan of "To become the epicenter of NEXT JAPAN," we seek to elevate Japan's diverse culture into entertainment and deliver it to the world. Based in Tokyo Tower, an icon of TOKYO/JAPAN, we promote offline facility and digital platform development under the "RED ° " brand. We established this company with the desire to become a "GATE" to provide diverse experiences that will expand people's lifestyles by combining Japan and the world, discovery and excitement.

|                        |  |
|------------------------|--|
| Company Name           | <b>TOKYO ESPORTS GATE Inc.</b>   |
| Representative         | <b>Yasuo Hara</b>  |
| Address                | <b>TOKYO TOWER FootTown 4F, 4-2-8, Shibakoen, Minatoku, Tokyo, Japan</b>                 |
| Establishment Date     | <b>December 8, 2020</b>  |
| Affiliate Organization | <b>JeSU (supporting member)</b>  |
| Backing                | <b>Association for Resilience Japan</b>  |
| Corporate Website      | <b><a href="https://tokyo-esports-gate.co.jp/">https://tokyo-esports-gate.co.jp/</a></b> |
| RED° Brand Website     | <b><a href="https://red-brand.jp/">https://red-brand.jp/</a></b>                         |



# RED TOKEN ECONOMY PROJECT

## CONTACT US

[info@tokyo-esports-gate.co.jp](mailto:info@tokyo-esports-gate.co.jp)

# TEG

TOKYO ESPORTS GATE, INC.

### TEG Corporate Website

<https://tokyo-esports-gate.co.jp>

# RED°

### RED° Brand Website

<https://red-brand.jp>

# RED° TOKYO TOWER

### RED° TOKYO TOWER Official Website

<https://tokyotower.red-brand.jp>