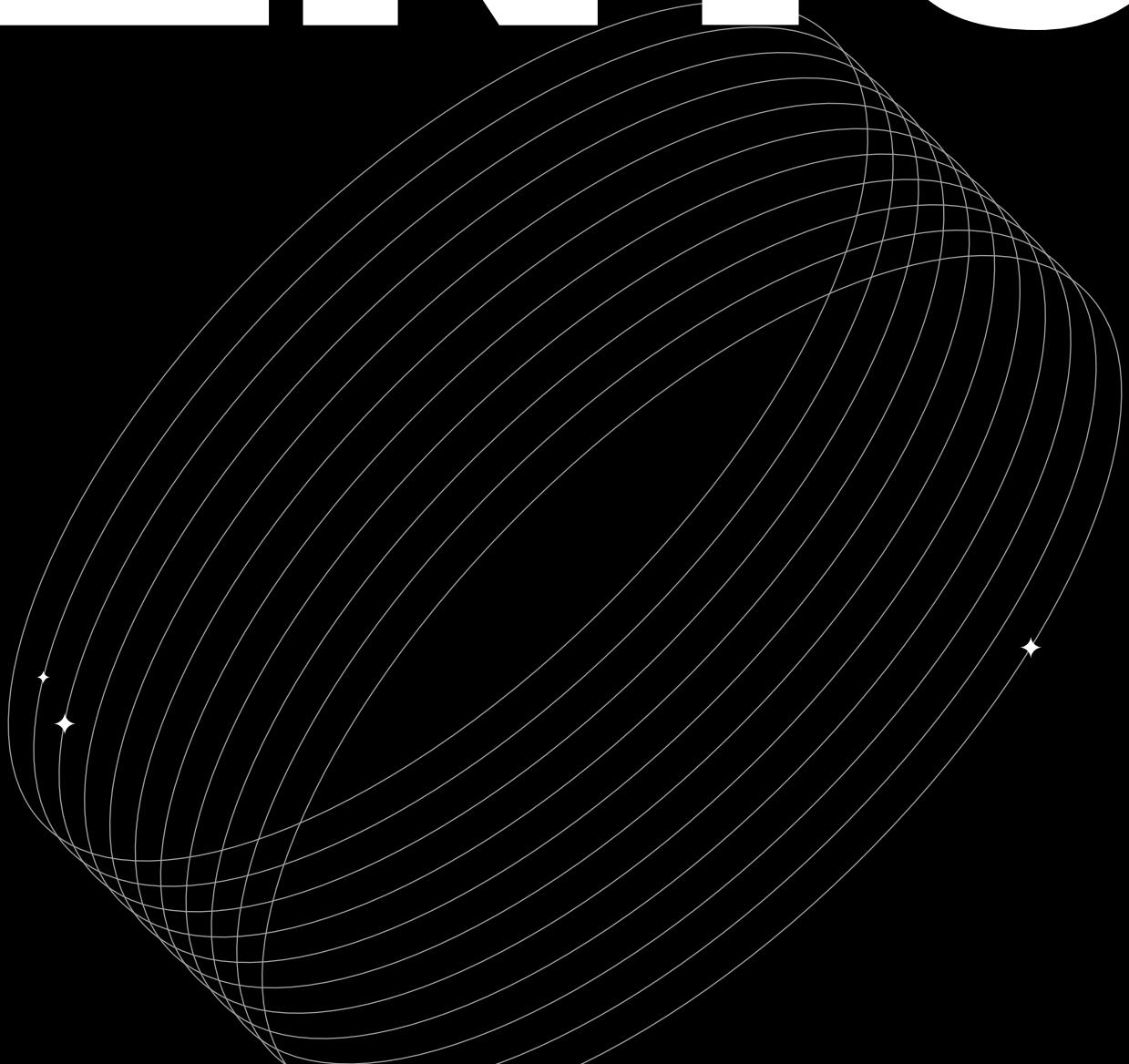


ENTERBUTTON

ENTC



NEW UNIVERSE

Connecting Reality and Metaverse,
And Beyond, Reshaping Our Lives.

ENTERBUTTON

2024 Whitepaper

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ENTERBUTTON

> Overview

We have an innate desire to escape from reality, a desire that has been proven throughout human history. For example, in the 1930s, the United States experienced the historic economic depression, causing people to suffer. To escape from this hardship, people turned to entertainment, which not only helped them forget the pains of reality but even played a healing role. However, entertainment has evolved beyond mere visual stimulation. Recently, content utilizing virtual reality (VR), augmented reality (AR), and mixed reality (MR) technologies has emerged, stimulating our senses and providing experiences beyond mere reality replacement. These technologies offer opportunities for us to actively design and participate in our experiences.

Furthermore, the combination of blockchain and entertainment offers a new form of escapism. Blockchain technology provides users with a more fair and transparent environment through decentralized transaction systems. For instance, it can be used to track and manage ownership of digital content. Additionally, blockchain facilitates direct interaction between creators and consumers, enabling more efficient distribution of rewards for creative works.

This new form of escapism holds the potential to offer us a true utopia. No longer are we merely spectators or consumers; we can become the masters of our experiences, actively shaping and sharing them. This fusion of entertainment and blockchain opens up new horizons in reality, presenting the possibility of realizing true utopia.

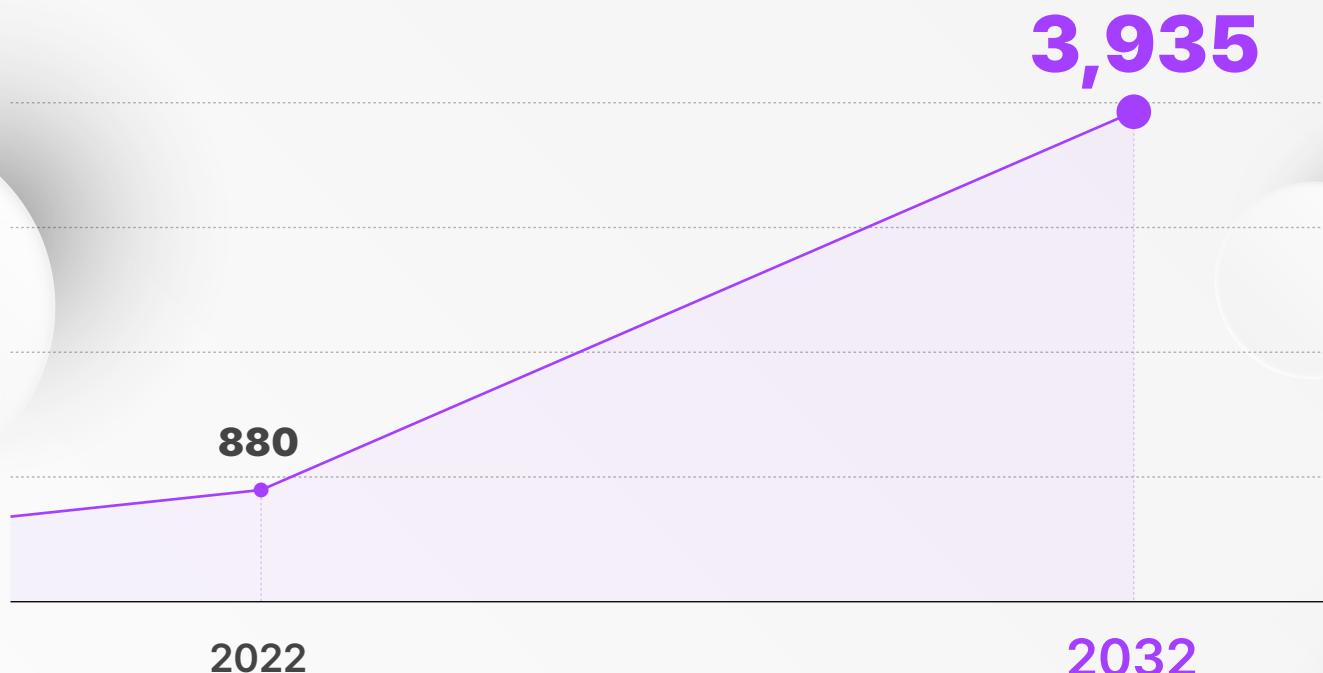
ENTC establishes the ultimate space of escapism through the fusion of entertainment and blockchain technology. To realize the utopia they've long dreamed of, ENTC utilizes theLIVE platform and the XENT main net to offer a unique experience that encompasses both virtual and real worlds. Users can consume entertainment content through this platform and participate in economic activities using the NFT marketplace. These experiences enable users to achieve and find satisfaction in ways that are impossible in reality, while ENTC Town brings the ideal virtual life to reality. Ultimately, the ENTC universe enables a truly utopian life through a metaverse where virtual and real worlds converge.

The Metaverse is _____
Not a Separate Virtual Space,
But an Extension of Reality

Metaverse Market

The global metaverse market recorded a size of \$88 billion in 2022 and is estimated to reach \$393.5 billion by 2032, growing at an average annual rate of 46.4% from 2023 to 2032 (Source: TECH42).

↑ **average annual growth rate 46.4%** (Unit : Hundred million Dollar)

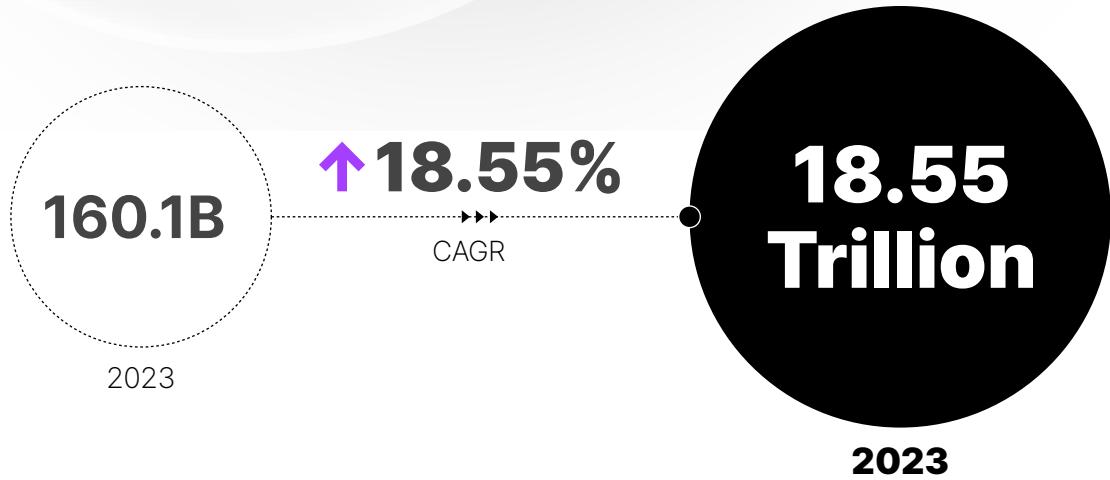


This significant growth is evident in the metaverse market, an essential part of the digital industry focused on the development, integration, and application of virtual and augmented reality through digital avatars. The market is experiencing substantial growth due to increased demand for online games, advancements in virtual reality (VR) and augmented reality (AR), and the development of user-friendly metaverse platforms.

With the continuous growth of the digital world, the metaverse market holds even more promise for the future. Trends in online gaming, blockchain technology, and personalized digital experiences are shaping market dynamics, offering numerous opportunities for growth and innovation in the coming years. This emphasizes the high potential of the metaverse industry.

NFT Market

In 2023, the impressive revenue of \$1.61 billion USD and an expected Compound Annual Growth Rate (CAGR) of 18.55% by 2027 make the NFT industry a beacon of modern technological potential. **This growth is anticipated to peak at a market size of \$160.1 billion USD by 2023 and an expected CAGR of \$18.5531 trillion USD by 2027.**



Taking a closer look at the year ahead, it is important to explore the top NFT trends shaping this dynamic market. User growth and market penetration in the NFT space are experiencing significant expansion, with an estimated surge in the number of users engaging with NFTs to 19.31 million by 2027. The user penetration rate is projected to increase from 0.18% this year to 0.24% by the end of 2027 (Source: ASOWORLD).

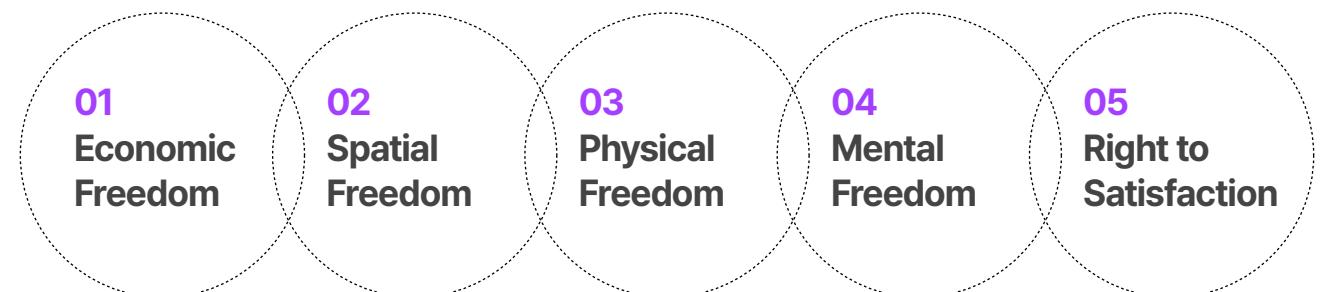
Particularly noteworthy among these trends is the convergence of AI artistic algorithms and NFTs. The integration of AI algorithms is utilized to create unique digital art and animations, which are subsequently tokenized as NFTs. The allure of AI-generated artwork lies in its unpredictability and originality, garnering high acclaim in the digital art world.

In 2024, the NFT (Non-Fungible Token) market is expected to expand and grow across various sectors. It is predicted that industries such as art, gaming, sports, and entertainment will utilize NFTs to create new business models.

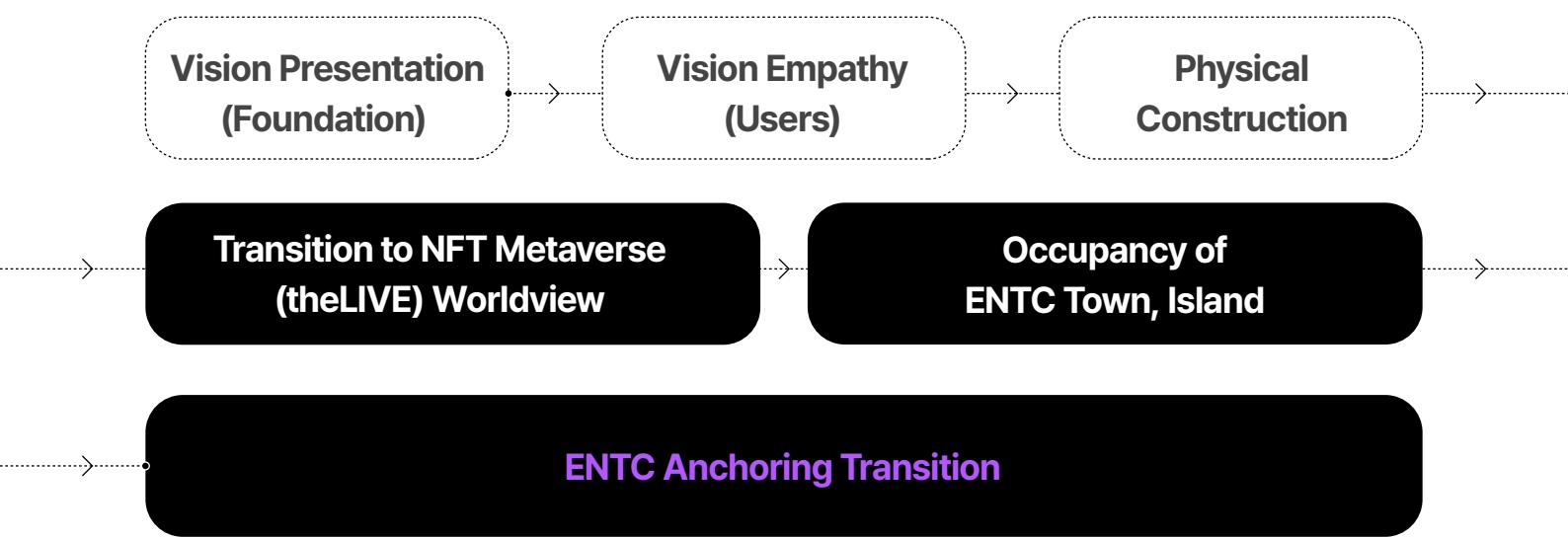
Global corporations are expected to further explore ways to integrate NFTs into their business strategies. Various new business models such as marketing, advertising, and product sales utilizing NFTs are expected to emerge, and with the growth of the NFT market, infrastructure improvement and standardization will become necessary. Infrastructure for stable and efficient transactions will be established, and standardized protocols and regulations are likely to be introduced. Additionally, considering concerns about environmental issues, the NFT market is expected to adopt environmentally friendly blockchain technology. High energy efficiency blockchain technology will be emphasized, and research and development in this area are expected to be actively pursued. Lastly, education and awareness about the NFT market are also expected to increase. As the public gains a better understanding of the concept and uses of NFTs, the market is projected to become healthier and continue to grow sustainably.

FIVE Mission

We have **five missions** to achieve the ultimate goal of the ENTC ecosystem:



To realize these missions, we will proceed with the **project in the following sequence**:



The vision finds true meaning only when it receives empathy and support from users. ENTC clearly understands this and presents the goal it seeks to achieve. We will build the utopia of reality as the first step of the Utopia Project, receiving sufficient support from users. Subsequently, we will tokenize all resources and human interactions occurring offline and transfer them to the metaverse platform as NFTs. Through the ongoing integrated metaverse platform, theLIVE, we aim to create ENTC Town and ENTC Island as real-world spaces, bringing the utopia of the metaverse back to the real world. Finally, the foundational currency in the ENTC world will be unified as ENTC, and users holding ENTC tokens will have access to all services needed in the town and island immediately. Our foundation exists as long as there are users. To ensure that many users and ENTC holders empathize with our vision, ENTC will continuously create and evolve the utopia of reality and virtuality.

ENTC NEW UNIVERSE

The combination of the entertainment industry and blockchain technology

The entertainment industry is undergoing continuous change and innovation, and the recent emergence of blockchain technology is providing new opportunities in this field. The transparency, security, and decentralized nature of blockchain technology enable innovation in various aspects of the entertainment industry. Therefore, through market analysis and future prospects regarding the combination of the entertainment industry and blockchain technology, we highlight the long-term value and growth potential of the project.

Market Analysis

The global entertainment and media market is expected to grow at an average annual rate of over 4% from 2022 to 2025. Particularly, with the increasing demand for digital content, online streaming services, virtual reality (VR), and augmented reality (AR) experiences, new business models and revenue generation opportunities utilizing blockchain technology are emerging.

Blockchain technology clarifies ownership of digital assets, simplifies copyright management, and enables direct transactions between creators and consumers. This improves the compensation structure for creative works and ensures secure transactions without intermediaries.

Future Outlook

The integration of blockchain technology will bring about the following key changes in the entertainment industry:

NFTs and Digital Art

The emergence of Non-Fungible Tokens (NFTs) allows artists and creators to uniquely authenticate their work in digital form and gain opportunities to sell globally. This will stimulate the growth of the digital art and collectibles market.

Digital Rights Management

An efficient digital rights management system through blockchain can reduce copyright infringement issues and ensure fair distribution of revenues for creative works.

Fan Participation and Reward Systems

Blockchain-based platforms provide new ways for fans to directly participate in the creative process and support creators. This rewards fans and strengthens the relationship between creators and consumers.

Metaverse and Virtual Experiences

Blockchain enables asset ownership and transactions within virtual worlds, innovating economic activities and interactions within the metaverse. Users can participate in various activities such as purchasing virtual real estate, customizing avatars, and participating in events using blockchain-based tokens within the metaverse. This will substantially increase the economic value of virtual worlds.

The combination of the entertainment industry and blockchain technology has tremendous potential and is poised to fundamentally change the creation, distribution, and consumption of creative works. These changes will provide new opportunities to stakeholders both within and outside the industry, particularly granting creators greater autonomy and revenue-generating opportunities. Through blockchain technology, the entertainment industry can become more transparent, accessible, and evolve into an interconnected global network.



ENTERBUTTON ECOSYSTEM

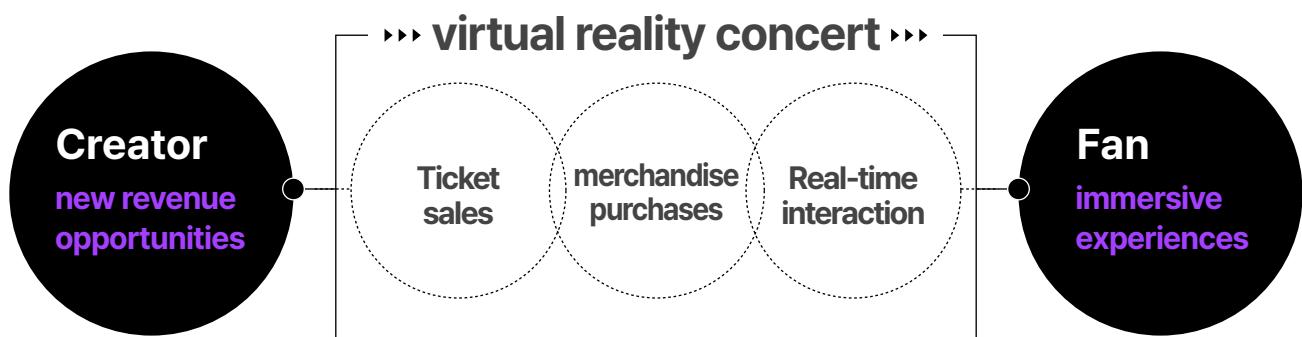
: ENTERBUTTON ECOSYSTEM

EnterButton (ENTC) aims to secure a solid capital base through the LIVE service, which combines NFTs and block-chain, and build the ENTC ecosystem on this foundation. Initially, within the LIVE platform, we plan to support the sale and exchange of NFT assets. NFT assets based on physical assets will be permanently stored in ENTC Town, while other NFT assets will be used for various purposes within the ENTC metaverse. Additionally, starting with the Cross Entertainment XENT main net, which connects all entertainment, the business model that combines the LIVE platform, NFT market, ENTC Metaverse, and ENTC Town forms a unique ecosystem for ENTC.

theLIVE Platform

The LIVE platform, developed by ENTC (EnterButton), serves as the core of the next-generation entertainment ecosystem, aiming to shift the paradigm of the traditional entertainment industry. This platform enables direct interaction between creators and consumers, providing a user-driven entertainment experience. The LIVE platform introduces innovation to the creation and consumption of content through unique features that allow users to create and trade NFTs based on entertainment IPs. **This provides creators with new opportunities to showcase and monetize their work globally while offering consumers a platform to participate in the creation process and enjoy personalized entertainment experiences.**

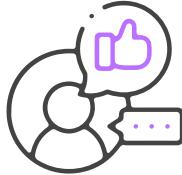
potential use cases of the LIVE platform



In particular, the potential use cases of the LIVE platform include enabling artists and fans to directly communicate and interact, providing a new entertainment experience where global fans can experience live performances in real-time, such as virtual reality concerts. These performances strengthen the connection between creators and fans through ticket sales, merchandise purchases, and **real-time interactions, offering new revenue opportunities for creators and immersive experiences for fans.**



Also, providing differentiated value through various features and characteristics, such as



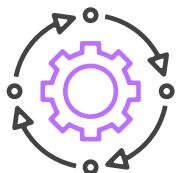
01. User-driven content creation

Users can propose projects, such as concerts by their favorite artists, and collect tokens to support them. This governance participation mechanism allows fans to participate in and share the results of content creation processes, enabling a new form of entertainment experience.



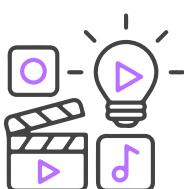
02. NFT minting and trading

The LIVE supports the minting and trading of NFTs based on entertainment IPs. This allows artists and creators to convert their works into digital assets and directly trade with fans worldwide. Additionally, the platform offers the ability to easily swap ETH and ENTC within the platform, enhancing users' trading experience.



03. Creating a sustainable ecosystem

The LIVE platform fosters a sustainable ecosystem through community pool supply, token burning, and resupply mechanisms. These mechanisms maintain the economic value of the platform and provide continuous rewards to participants, promoting long-term growth and development.



04. Encouraging participation of artists and creators worldwide

The LIVE is an open platform that allows unrestricted participation from artists and creators worldwide. This provides consumers worldwide with new entertainment experiences by offering entertainment content of various cultures and genres.

In conclusion, the LIVE platform aims to redefine the entertainment experience and provide valuable opportunities to all participants through creative content creation and sharing, promoting interaction between users, and global expansion of the entertainment industry.



OTT SHORT FILM on theLIVE

The relationship between blockchain and the film industry is evolving, utilizing transparency, security, and decentralization to innovate in content creation, distribution, and ownership. Blockchain enables direct interactions between creators and audiences, fostering a fairer ecosystem without intermediaries. Platforms like theLIVE offer unique opportunities for users to actively participate and distribute content beyond mere consumption. This integration promises significant innovation, potentially transforming how films are financed, produced, and enjoyed, making the industry more accessible and rewarding for creators and audiences alike.

TheLIVE platform thereby plans to focus on producing and distributing OTT short films with ENTC's backing, showcasing them through user interaction. Unique moments from these films can be minted as NFTs for permanent user ownership, providing an unprecedented OTT experience and opportunities for user participation in film production via blockchain technology. This approach aims to redefine the relationship between blockchain and the film industry, realizing a new paradigm of creation and consumption.



Cross ENT

Main Net XENT (Cross ENT)

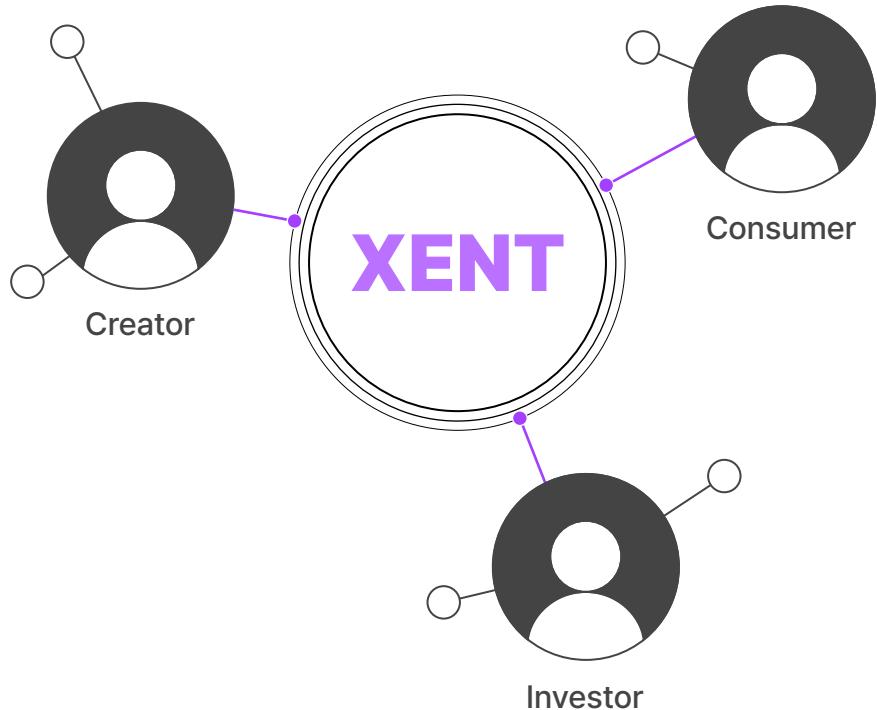
The XENT Main net (Cross ENT) is an innovative concept that connects all elements of the entertainment industry, providing a new dimension of utility and scalability to the entertainment industry. Serving as a symbol of XENT that unifies the global entertainment ecosystem, it aims to overcome the limitations of the existing Ethereum network and achieve enhanced utility.

The transition to the XENT Main net will occur after validation through the circulation of the LIVE platform and the ENTC ecosystem, with the additional goal of achieving a decentralization ratio of over 50% for tokens. Upon reaching this goal, the transition to the Main net is planned, significantly enhancing the value of the ENTC token and the sustainability of the ecosystem. The official launch of the XENT Main net is scheduled for January 1, 2025, with ENTC tokens set to be swapped for XENT tokens at a 1:1 ratio. Tokens previously blacklisted during this process will be burned, enhancing network stability and trustworthiness.

Following the Main net transition, a portion of the network fees generated from all transactions will be burned, while the rest will be redistributed to the community pool. This will further enhance the sustainability of the ENTC ecosystem and activate trading and interactions within the platform. Additionally, by recording and storing entertainment content on the blockchain, the XENT network will provide direction for NFTs, significantly improving the persistence and accessibility of entertainment content.

After achieving the Main net transition and decentralization, the project's operational governance aims to transition to a Decentralized Autonomous Organization (DAO). This will enable community members to directly participate in shaping the project's future direction and decisions, with proposed decisions executed in a form continually supported by the foundation. This approach will increase transparency and participation in the project, promoting community-driven development.

Overall, the XENT Main net will play a central role in realizing the mega-vision of ENTC to build a more comprehensive and sustainable ecosystem within the entertainment industry.



It opens up new possibilities beyond the technical limitations of the entertainment industry, forming a robust network connecting creators, consumers, and investors. This will foster an environment where entertainment content can be created, shared, and traded worldwide, accelerating the global expansion and innovation of the entertainment industry. The successful implementation and operation of the XENT Main net are poised to redefine the future of the entertainment industry and provide richer and more diverse value to all participants in the ENTC ecosystem.



ENTC **NFT ✨** **Market**

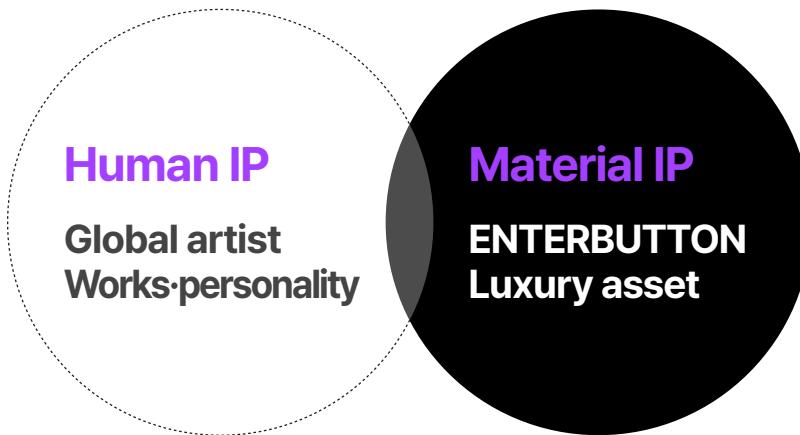
Building on theLIVE platform and XENT, ENTC sets a new direction towards the fusion of digital assets and entertainment. This combination propels the NFT market forward, enabling users to discover and exchange unique digital collectibles, each with its own story and value within the ENTC UNIVERSE. This process emphasizes our goal and commitment to creating an extensive, interactive environment where technology and creativity meet.

ENTC NFT Market

The ENTC project aims to maximize monetary usability within the entertainment industry using innovative blockchain technology. The goal is to provide both users and creators with new value creation and evolved experiences, particularly through the utilization of staking, offering perks, and leveraging scarcity items through future 3D modeling and game partnerships.

Center of the NFT Ecosystem, ENTC

ENTC supports transactions of both personal and physical intellectual properties (IPs), operating its own NFT market based on this. Personal IPs refer to works of global artists or personalities issued as NFT IPs, while physical IPs denote NFT IPs of all luxury assets owned and stored through the ENTERBUTTON platform. Such diverse NFTs exert strong appeal to the massive fandom within the entertainment industry.



◆ Staking and Perks

Users can earn additional rewards through staking ENTC tokens and NFTs, which serves as a key element in incentivizing participation and activity within the platform. Moreover, specific NFT owners are provided with perks such as exclusive content access, event participation opportunities, and special production items, enhancing the scarcity value of NFTs and fostering interaction within the community.

◆ 3D Modeling and Game Partnerships

ENTC explores the potential utilization of NFTs for 3D modeling and as scarcity items within games. This elevates ENTC NFTs beyond mere digital assets, giving them tangible value and utility within virtual worlds. Particularly, through game partnerships, ENTC NFTs can be used as scarce items in various games, simultaneously driving the expansion of the ENTC ecosystem and the appreciation of NFT value.

◆ Evolution of Monetary Usability:

The ENTC project presents a new standard of monetary usability within the entertainment industry through various strategies. The utilization of staking, perks, 3D modeling, game partnerships, and more promotes essential usage of ENTC tokens and the NFT market, enabling new value creation and evolution of user experiences through the combination of the entertainment industry and blockchain technology.

ENTC Legendary Record Collection

In January 2022, ENTC launched the ENTC Legendary Record Collection.

The ENTC Legendary Collection issues only one NFT per month, combining historical and cultural value in both personal and physical IPs. The collection will evolve from records to various forms such as film, artwork, music, videos, etc., ultimately activating the ENTC NFT market and leading to the ENTC Metavision.

The physical items used in creating distributed NFTs will be permanently preserved at the NFT Art Center within the ENTC headquarters. NFT owners will have various uses for their owned works, such as exhibiting them or operating museums, through the Metaverse.

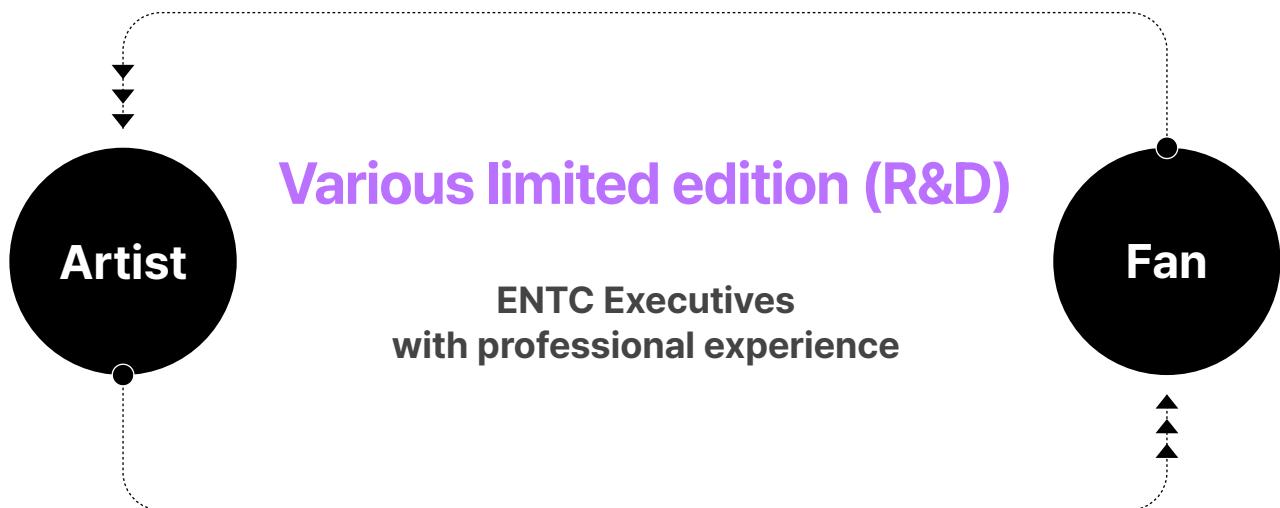
Bidders will obtain ownership of historical and culturally valuable artifacts rather than simply trendy NFTs.

NFT Digital Music

The global music market has now transitioned from physical albums to digital music. However, conventional digital music, although helpful in securing listenership after release, has the drawback of not fully meeting the needs of core fandoms since anyone can enjoy it. Utilizing blockchain technology, NFT digital music, with its unique identification, becomes a rarity, thus becoming "digital music that only I can own." Its value naturally increases due to its rarity. Leveraging its connections and infrastructure within the entertainment industry, ENTC, along with its affiliated artists and major entertainment planning companies through MOUs, will create various digital music NFTs, thereby establishing a business model.

NFT Entertainment Goods

Devoted fans crave special connections with artists, but fulfilling such connections has not been easy due to various technological and practical limitations. However, the NFT entertainment goods that ENTC will launch will provide the perfect means to satisfy fans' desires for uniqueness. As NFTs are inherently non-replicable, an NFT purchased by a fan is inherently unique, making it an extremely limited edition available only to one person worldwide. Exclusive goods from artists that only one person can possess will undoubtedly appeal to many fans. Therefore, leveraging its influence and experience in the entertainment industry, ENTC will conduct research and development to present various goods to fans and the public. Additionally, with executives who have extensive experience in the K-POP industry, ENTC possesses a unique advantage in understanding which goods have mass appeal and how they should be produced, making it expected to set an unparalleled standard in NFT entertainment goods production.



ENTC NFT Market

THE ABRAHAM

ENTC NFT COLLECTION - THE ABRAHAM

"**The Eyes of Abraham**" showcases the image of an artist where the focus is on the eyes, often referred to as the window to the soul. No matter how hard one tries to conceal, emotions are vividly revealed through the gaze. Artists across cultures have created numerous works revolving around the symbolic meaning of these "eyes." For instance, Russian literary giant Tolstoy, in "Anna Karenina," penned a beautiful passage: "His eyes seemed to be saying that he was trembling with the same joy of love that filled his heart. His eyes began to shine more and more brightly, blinding his gaze with the light of love." Similarly, in the poem "Gyeonja" by Korean poet Park Yong-ha, the phrase "The eyes of a person contain their heart" encapsulates the profound meaning of eyes.

Beyond their physiological function, eyes not only allow individuals to experience life fully but also serve as a genuine means of communication with others. They candidly reveal one's past, present, and future. While the physical function of eyes may deteriorate over time, the life depicted through them retains an irreplaceable value, deserving of eternal preservation.

With this perspective in mind, ENTC focuses on the artist's "eyes." The intensified imagery of the artist's eyes serves as the optimal means to reflect upon the journey the artist has undertaken. Furthermore, the NFT illustration holds a timeless value that future generations can appreciate. Therefore, buyers of the ENTC NFT COLLECTION - THE ABRAHAM not only possess the artist's artistic legacy but also gain transparent insight into his life.

REMEMBER ME

ENTC "Remember Me" Collection is a PFP (Profile Picture) collection that records and commemorates the beauty and charm of numerous influential artists. The collection transforms artist images, depicted with hyperrealism, into graphic designs optimized for NFTs. Going beyond a simple PFP, it bestows a surreal identity, permanently etching itself into everyone's memory. Like "The Abraham," this collection is also available for sale on the OpenSea marketplace and aims to issue 100-999 editions per collection, including hidden numbering. Additionally, the physical exhibition of these NFTs can be experienced at the Seoul ENTC NFT ART CENTER.



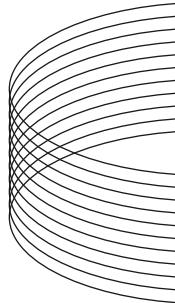
NFT VIP Showcase

NFT VIP Showcase

ENTC regularly hosts showcases at its Seoul headquarters to publicly introduce and highlight the finest NFT artworks curated by the platform. The purpose of these showcases is to present the most esteemed works to VIP individuals, with only selected attendees granted entry. During these showcases, the creators or artists of the NFTs are given the opportunity to personally introduce their works. While audience interpretation is integral to art appreciation, having the artist themselves explain the meaning of their artwork, along with the hidden details, in their own voice without any interference, elevates the audience's understanding and appreciation of the artistic value to a higher level. Following this presentation, a question-and-answer session allows for an exchange of thoughts and insights, fostering a deeper understanding and potentially sparking new interpretations of the artwork through mutual understanding between the artist and the audience.

Ultimately, the goal of these showcases is to provide attendees with the opportunity to meet ENTC-affiliated artists, grasp the profound philosophy behind their NFT artworks, and engage in meaningful discourse that enriches their understanding and appreciation of art.

ENTC **NFT** **Market**



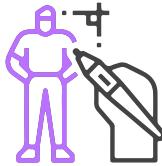
NFT RISING NEW ARTISTS' AGENCY & NFT COMPETITION

ENTC recognizes the importance of nurturing students and emerging artists who will become the future leaders in the expanding NFT market, believing that they will play a crucial role in shaping the next generation of digital art. To provide these individuals with new opportunities, ENTC has initiated several NFT competitions, including the 1st and 2nd ENTC NFT competitions in 2022 and 2023, respectively. These competitions have successfully discovered numerous talented emerging artists.

In 2024, ENTC plans to hold the 3rd ENTC NFT GRAND competition in the third quarter, aiming to uncover even more fresh ideas and innovative perspectives. Through these competitions, ENTC looks forward to fostering a creative environment where emerging artists can thrive. Moreover, winners of these competitions will receive support for collaborating with famous celebrity artists on NFT projects, as well as various training opportunities. As exclusive artists under the ENTC umbrella, they will engage in diverse activities during the contract period and receive a share of the revenue generated from the sale of their NFT artworks on platforms like OpenSea or EnterMarket.

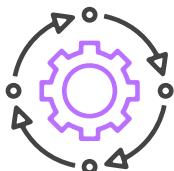
Additionally, ENTC is actively scouting and casting NFT emerging artists through various channels, aiming to cultivate students and emerging talents to become top-tier artists. To achieve this goal, ENTC has initiated partnerships and collaborations with various educational institutions through Memorandums of Understanding (MOUs). This proactive approach underscores ENTC's commitment to supporting and nurturing the next generation of NFT artists.

Evolution of the ENTC Project



Beauty Customizing NFT

The ENTC project pursues innovative changes by combining blockchain technology with the entertainment industry, surpassing the goals set in the existing roadmap and whitepaper. In particular, with the additional release of Beauty Customizing NFTs, we aim to inherit and evolve various NFT achievements, including this. The Beauty Customizing NFTs, released through collaboration between ENTC and Yerang Production, represent a new form of digital art born from the convergence of human creativity and technological advancement. These NFTs apply the aesthetics of special makeup and makeup to real models, creating completed works through 3D storage techniques via layer division. This innovative approach raises expectations for various applications such as game customization in the future, redefining the artistic and practical value of NFTs.



theLIVE Platform and Ecosystem Circulation

Following the successful launch of the LIVE platform, ENTC is focusing on developing self-use cases for tokens and building a circulating ecosystem. This platform is scheduled to sequentially introduce community swap pools using Ethereum and Entertoken, token governance for attracting artist concerts, VOD viewing, and watermark download functions. Through this, the ENTC project will transfer and advance its identity from existing platforms to its own platform, gaining recognition for the functionality of blockchain technology and the rationality of the ecosystem.



Partnerships and Project Expectations

Partnerships with leading companies in the industry, including Yerang Production, as well as prominent artists domestically and internationally, further enhance expectations for the ENTC project. Such collaborations will play a crucial role in establishing the NFT market and platform of ENTC as a core hub providing various contents and user experiences. These strategies and efforts of the ENTC project enable evolution beyond the initial goals, pioneering new paths towards a sustainable future through the fusion of the entertainment industry and blockchain technology. ENTC aims to inject new value into the entertainment industry through innovative ideas like Beauty Customizing NFTs, building a platform that provides richer and more diverse experiences for both users and creators. In this process, the ENTC project maximizes the potential of blockchain technology, striving for sustainable development and innovation in the entertainment industry. Ultimately, the efforts of the ENTC project aim to accelerate the digital transformation of the entertainment industry, redefine the value of creative works, and elevate user engagement to new dimensions. Through this, ENTC solidifies its position as a leading player in shaping the future of the entertainment industry, opening infinite possibilities for global artists and users.

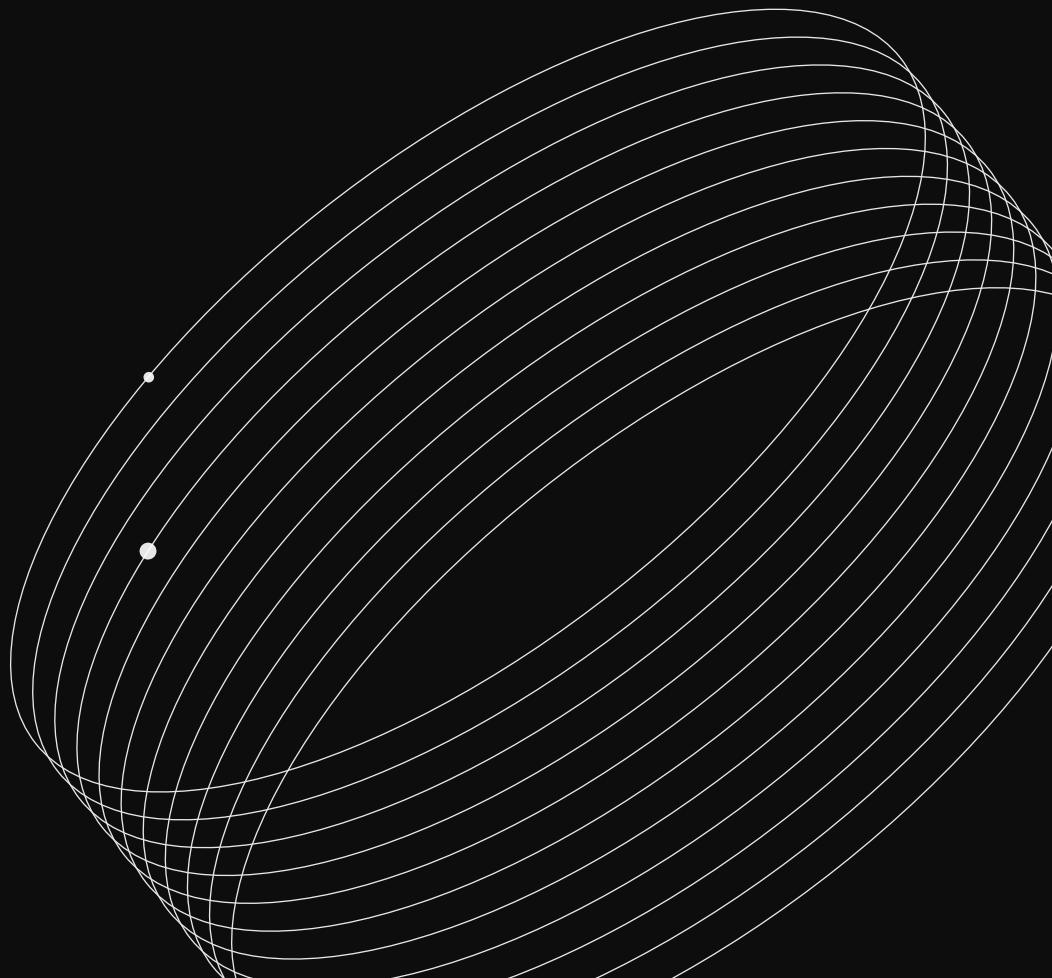
ENTC TOKEN

Token Distribution Model

Blockchain is a technology based on DLT (Distributed Ledger Technology), a decentralized system where ledgers are distributed across millions of computer networks, and transaction information is recorded on each network. Additionally, nodes cannot be arbitrarily deleted or modified by users, and information about the blockchain is encrypted and protected from third parties. Smart contracts are a type of digital contract where code is automatically generated and contract terms are executed when specific conditions are met. This feature of being unable to change contract conditions at the time of deployment inherently prevents tampering. Therefore, all ENTC tokens provided by ENTERBUTTON are distributed through smart contracts. Furthermore, data generated through smart contracts is permanently recorded within the blockchain, securely and transparently storing all transactions within the XENT main net.

ENTC tokens are compatible with ERC-20 and play a crucial role in the expansion of the theLIVE platform and the XENT ecosystem. If the Ethereum platform is deemed unsuitable to support the advancement of the ENTC platform, ENTC will transition to develop and thrive around the XENT mainnet. The XENT mainnet serves as the core of the ENTC platform, and any transition to a new platform will occur within the XENT mainnet. Consequently, ENTC tokens will be issued on the XENT mainnet, while existing ERC-20 ENTC tokens will be exchanged for ENTC tokens issued on the new platform. The XENT mainnet is pivotal infrastructure for the stability and progression of the ENTC platform.

The utility of ENTC tokens within the free main net XENT and the theLIVE platform will accelerate the integration of the entertainment industry's blockchain, overcoming the limitations of existing networks in terms of transaction speed, cost, and security. XENT serves as a blockchain solution specialized for the entertainment industry, innovating user experience through gas fee savings, transaction speed improvements, and more.



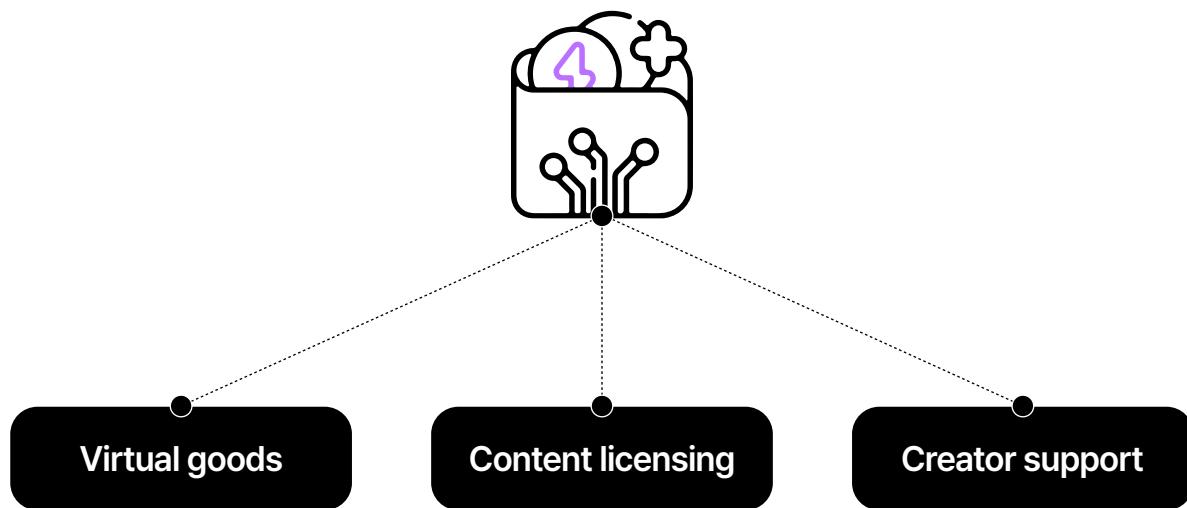
ENTC TOKEN USAGE

- ◆ **Staking Rewards**
Liquidity providers are rewarded through token staking, receiving a portion of transaction fees generated within the ENTC ecosystem. The reward amount is differentiated based on the staking amount and duration.
- ◆ **Transaction Fees**
Token holders pay transaction fees in ENTC tokens when purchasing NFT assets within the entire ENTC ecosystem, including the theLIVE platform.
- ◆ **Payment Method**
ENTC tokens are utilized as a means of payment for all services within the ENTC ecosystem, including the theLIVE platform.
- ◆ **Donation Instrument:**
ENTC tokens serve as a means of donating hope to organizations and individuals worldwide in need of assistance.
- ◆ **Exclusive Membership**
Liquidity providers staking over 1,000,000 ENTC tokens as of 2024 are granted membership benefits, which are extended annually.
- ◆ **NFT Creation**
ENTC tokens are used as a means of price disclosure during the NFT creation process for physical and virtual assets.
- ◆ **NFT Auction Participation Opportunity**
Users holding a certain amount of ENTC tokens can participate in NFT auctions free of charge.

ENTC TOKEN UTILITY

In the utility sector, the ENTC platform serves as a central currency facilitating various economic activities across the entire entertainment industry. By providing the ability to exchange all entertainment-related costs such as production expenses and royalties without geographic constraints, it enables efficient economic interactions between creators, suppliers, and consumers. This contributes to the activation of the global entertainment industry beyond borders and promotes the production of more diverse and creative content by breaking down the boundaries between creation and consumption.

various forms of transactions through the ENTC utility token



In particular, various forms of transactions such as virtual goods, content licensing, and creator support will be facilitated through the ENTC utility token. Additionally, utilizing transparent transaction records and smart contracts based on blockchain will build trust between creators and consumers and foster a fairer and more efficient trading environment.

The transition to the XENT mainnet aims to address the persistent issues of high gas fees in the Ethereum network and foster an environment for utility-based usage, thus promoting the activation of on-chain transactions. This increases the efficiency of transaction verification and provides users with a more affordable and faster transaction experience. Furthermore, these changes significantly enhance accessibility to the services and content provided by the ENTC platform, leading to increased economic activity within the platform.

ENTC (XENT) is expected to play a role as a foundational currency in various virtual spaces, including the future ENTC Town. This establishes the foundation for transactions and economic activities in virtual worlds and strengthens the linkage between virtual and real-world economies. Additionally, it will be used as a foundational currency for the further development and utilization of AR and metaverse content, making it easier to purchase and trade new virtual experiences. This will provide users with richer and more immersive virtual experiences and contribute to expanding the economic potential of virtual worlds.

ENTC Project and Monetary Utility

The ENTC project is at the forefront of blockchain technology, leading innovation in the entertainment industry and focusing deeply on monetary utility. This stems from the goal of providing both users and creators with enhanced experiences and new opportunities. The following is a summary of how ENTC implements monetary utility and aims to create new value within the industry.

Key Use Cases of ENTC Currency

Creator Support and Rewards

The ENTC token serves as a means for creators to receive appropriate rewards for their work and efforts. This ensures economic stability for creators and allows them to focus more on their creative activities.

Facilitation of Consumer Participation

Users can use ENTC tokens to gain access to content or purchase special experiences and products. This enriches user experience and is a crucial factor in increasing engagement.

In-platform Transactions

Within the ENTC ecosystem, such as the theLIVE platform, ENTC tokens are used for transactions involving various goods and services. This activates economic activity within the platform and increases token liquidity.

By focusing on these aspects of monetary utility, the ENTC project aims to drive innovation in the entertainment industry, providing tangible benefits for both creators and consumers while fostering economic activity within its ecosystem.

Creating Value through Monetary Utility

The ENTC project aims to create new value within the entertainment industry through monetary utility as follows:

Expansion of Economic Opportunities

The use of ENTC tokens expands economic opportunities for both creators and users. Creators can generate direct revenue through their work, while users can receive rewards for their investments and participation.

Enhancement of Trust and Transparency

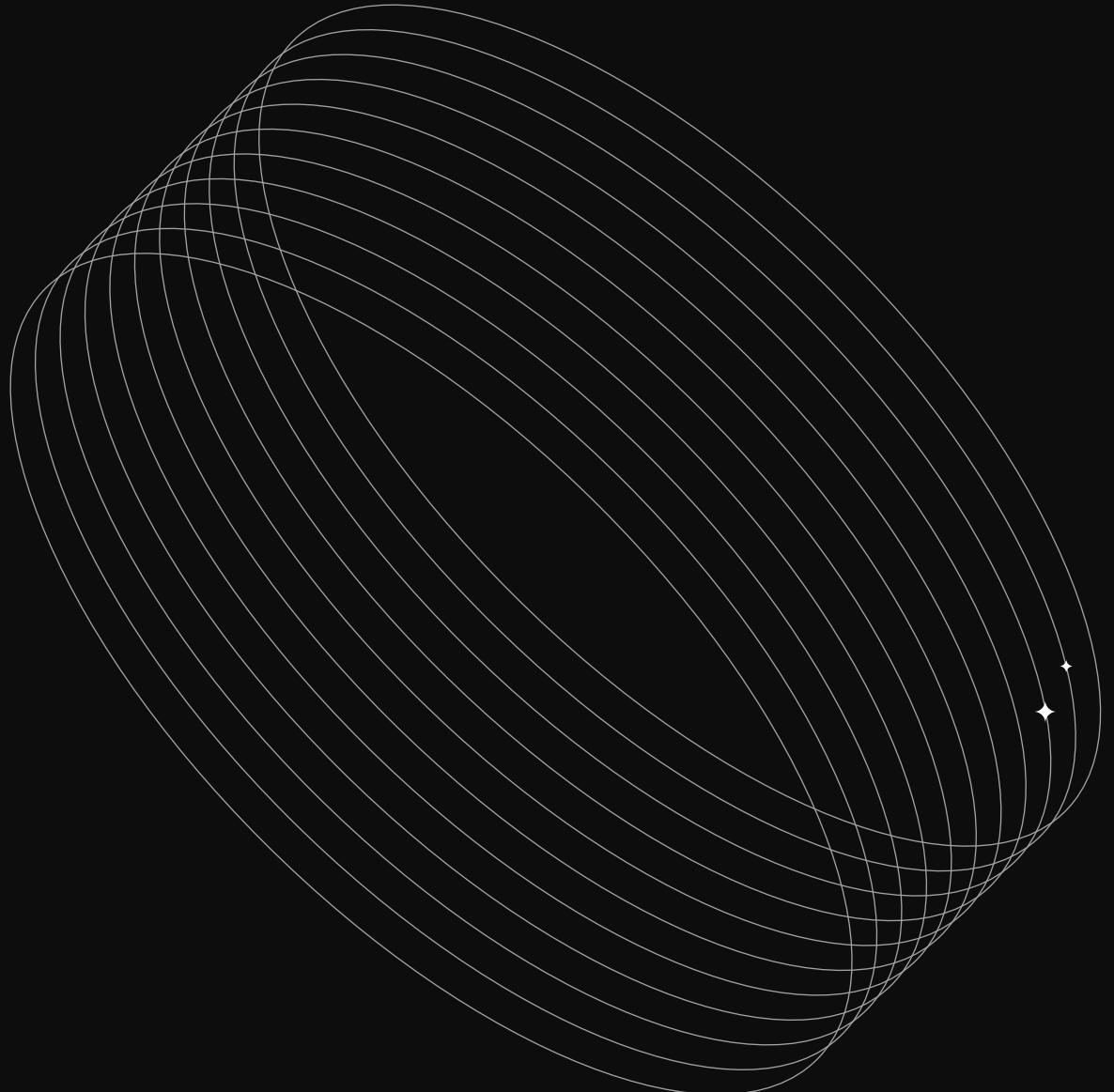
The blockchain-based ENTC ecosystem ensures transparency and reliability for all transactions. This builds trust between users and creators and ensures the security of transactions.

New Ways of Creation and Consumption

The economic model utilizing ENTC tokens presents new ways of creation and consumption. This allows the entertainment industry to experience the production and consumption of more diverse and creative content.

Focusing on the monetary utility of the ENTC project not only brings innovative changes to the entertainment industry but also provides better economic opportunities and participation experiences for both creators and users. This approach aims to promote sustainable growth in the entertainment industry and implement new value creation models suitable for the digital age. Therefore, the ENTC project is shaping the future of the entertainment industry using blockchain technology and moving forward in a direction that positively impacts all stakeholders.

In summary, the utility of the ENTC platform enhances economic exchanges within the entertainment industry and serves as a central axis supporting economic activities in virtual spaces. It is expected to significantly contribute to the development of the entertainment industry and virtual economy.



ENTC
VISION

ENTC NFT VISION

The ENTC project aims to create a new dimension of digital experiences through the fusion of blockchain and the entertainment industry. One of the core objectives of this project is to achieve NFT milestones. Through this, ENTC aims to be a leader in ENTER-NFT, targeting true value creation through the combination of the entertainment industry and NFTs.

By the end of 2024, a total of 30 unique collections and over 50,000 NFT artworks are planned to be issued. ENTC plans to showcase creative and diverse collections on the theLIVE platform through collaborations with various artists. This marks the first step for ENTC in exploring new possibilities for NFTs within the entertainment industry and expanding the boundaries of digital art.

Construction of ENTC Town and Introduction of Metaverse

In 2025, with the commencement of the construction of ENTC Town, the introduction of the metaverse will lead to the establishment of the ENTC UNIVERSE. This space will not only support the exhibition and issuance of NFT collections but also enhance interaction and participation among users.

By hosting various NFT-based events and exhibitions within the metaverse, we plan to emphasize the artistic value and scarcity of digital content. ENTC Town will break down the boundaries between the digital and physical worlds, serving as a key element in realizing the value transfer to the metaverse. Through these initiatives, the ENTC project is at the forefront of pioneering digital experiences, leveraging blockchain technology to redefine the entertainment industry and usher in a new era of digital creativity and interaction.

ULTIMATE VISION: Leading the Way in ENTER-NFT

ENTC aims to create true value through the fusion of entertainment and NFTs, utilizing artists' personal IPs. The goal is to pass down the artistic value and scarcity of NFTs to future generations. To achieve this, ENTC plans to collaborate with trusted artists, selecting works with "true value" within the NFT market and introducing them to a wider audience through the metaverse.

ENTC's NFT milestone strategy focuses not only on technological innovation but also on preserving cultural heritage and artistic value. Through this approach, ENTC seeks to redefine the future of the entertainment industry and digital art, setting new standards in the NFT market. Emphasizing the cultural and artistic messages and values that these assets can convey, ENTC aims to demonstrate that NFTs can be recognized not just as investment commodities but as true works of art, preserving historically significant cultural heritage in digital form.

In the first quarter of 2024, alongside the successful launch of ENTC's flagship project, theLIVE, ENTC Town and the metaverse play crucial roles in realizing this vision. These spaces provide platforms for artists and creators to exhibit and sell their works while offering new ways for users to experience and own these artworks. NFT exhibitions and transactions within the metaverse break down the boundaries between digital art and entertainment, enabling a more diverse and dynamic experience.

Furthermore, ENTC aims to expand the global artist network through NFT milestones, supporting creators from diverse cultural backgrounds to showcase their works on a global stage. This fosters cultural diversity worldwide and provides opportunities for artists and audiences to communicate across borders.

In conclusion, ENTC's NFT milestones will play a crucial role in shaping the future of the digital art and entertainment industries. Through technological innovation, the preservation of cultural heritage, and new ways of connecting artists and audiences, ENTC will realize the creation of "true value" NFTs and the transfer of value to the metaverse. These efforts will not only establish ENTC as a leader in the ENTER-NFT field but also promote sustainable and comprehensive development across the entertainment industry as a whole.

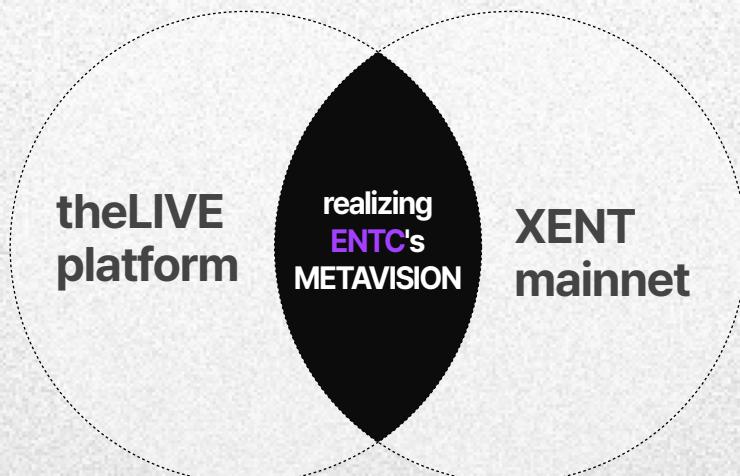
ENTC METAVISION

ENTC's METAVISION is built by combining theLIVE platform and the transition to the XENT mainnet. This METAVISION aims to connect the real world and the virtual world and provide new experiences through the fusion of the entertainment industry and blockchain technology.

theLIVE platform The theLIVE platform is one of the core elements in implementing ENTC's METAVISION. This platform provides a blockchain-based digital ecosystem centered around entertainment content. Users can enjoy various entertainment activities, form communities, and share experiences in virtual spaces through the theLIVE platform.

XENT mainnet transition The XENT mainnet plays a crucial role in expanding and strengthening ENTC's ecosystem. It supports safer and more efficient transactions based on blockchain technology and supports ecosystem activities through smart contracts and decentralized consensus mechanisms. Additionally, the XENT mainnet provides a foundation for expanding and upgrading ENTC's ecosystem.

The combination of the theLIVE platform and the XENT mainnet is a crucial step in realizing ENTC's METAVISION. Through this, ENTC can connect the real and virtual worlds through the fusion of entertainment and blockchain technology, while also building a safer and more transparent ecosystem.

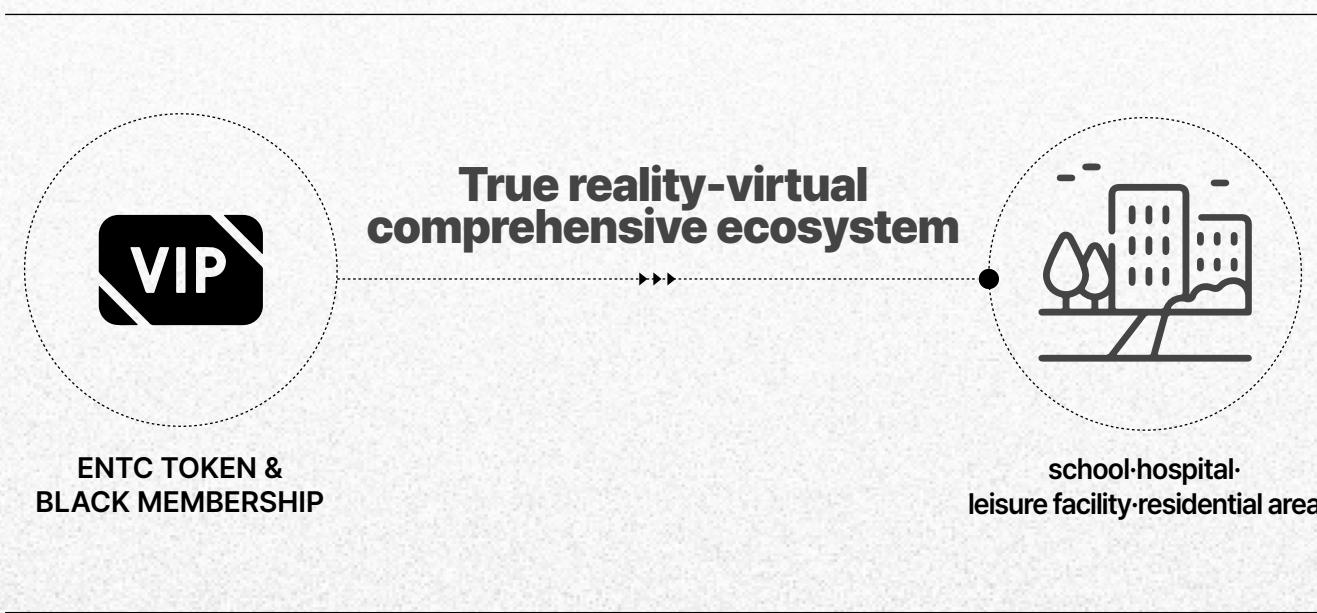


ENTC's MEGAVISION, which includes the construction of towns and islands in the future, offers benefits only to Black Membership members in the real world. However, the ENTC Universe implemented within the METAVISION is accessible to anyone worldwide who is an ENTC user. Furthermore, if you are a current owner of ENTC NFT collections, you can engage in various derivative businesses and participate in economic activities to further acquire ENTC.

ENTC MEGAVISION

Our MEGAVISION is the ultimate vision that ENTC ultimately pursues. This vision focuses primarily on the construction of theLIVE platform based on ENTC and the development of islands using XENT.

The theLIVE platform serves as a market to gauge market response before launching the ENTC Island project and resembles a blockchain smart city. The ENTC Town distinguishes itself by utilizing ENTC as the base currency and employing it in all aspects of daily life.



ENTC Town is a fully equipped area with schools, hospitals, leisure facilities, and residential areas. Access and usage opportunities are granted only to users holding ENTC Black Memberships, and continuous spending of ENTC tokens is required to access all services. However, ENTC Black Membership users can continuously receive ENTC through self-staking, allowing them to enjoy all services freely without additional labor or capital investment. Upon confirming the ecosystem's circulation through ENTC Town, we aim to expand our vision to ENTC Islands. ENTC Islands will be an expanded space from the town, where all infrastructure is established on islands owned solely by ENTC, and only users meeting specific qualifications from around the world will have the opportunity to reside.

The island operates independently like a country and is a self-sustaining space. Users can live their entire lives benefiting from this space according to their wishes. For example, individuals with physical discomfort can receive medical benefits provided by ENTC Islands while enjoying a life liberated from physical disabilities within the metaverse, allowing them to enjoy mental and physical freedom.

ENTC tokens aspire to become the first virtual asset to provide the Island vision. ENTC aims to realize each vision regardless of public opinion, elevate user trust by gradually bringing each vision to life, and reward users by establishing a true reality-virtual fusion ecosystem that has never existed before anywhere.

ENTC MEGAVISION

ENTC BLACK MEMBERSHIP

The highest tier benefits offered by ENTC are provided to Black Membership holders. The issuance criteria for the new 2024 ENTC Black Membership card are met by staking 1,000,000 ENTC and can be extended annually. Staking cannot be revoked during the card ownership period, but continuous asset growth through ENTC DeFi is possible. Black Membership users can later use it at ENTC buildings and partner establishments worldwide, and benefits such as lounging can be used without limitations. As ENTC's vision is realized, its value will surpass imagination, and the quantity of 1,000,000 ENTC required for Black Membership will remain fixed. Therefore, users who quickly resonate with the vision will receive tremendous benefits throughout their lifetime with just one Black Membership.

ENTC CENTURY MILESTONE

The ENTC Century Milestone plan aims to embrace technological innovation and the evolution of the entertainment industry. Beyond the launch of theLIVE platform in the first quarter of 2024, it seeks to redefine user experiences through pioneering the exploration of new values and possibilities. This involves not only the establishment of the XENT Mainnet and the creation of a metaverse but also the expansion of global networks beyond office buildings and the innovation of Play-to-Earn (P2E) games through NFTs. This long-term vision reflects ENTC's deep commitment to pioneering change in the entertainment and blockchain industries, aiming to create a new paradigm that transcends the boundaries between entertainment and technology.

Milestone

2020

- ◆ **Q2**
 - Initial setup of Black Membership (BM)
 - Global investment attraction
 - ◆ **Q3**
 - Issuance of test tokens
 - Token swap testing
 - Press release
-
- ◆ **Q1**
 - Establishment of main token ENTERBUTTON (ENTC) ecosystem
 - Business market research
 - ◆ **Q3**
 - July 5: Issuance of main token ENTERBUTTON (ENTC)
 - September 24: Listing on BW.com exchange
 - ◆ **Q4**
 - October 30: Listing on Coinsbit.io exchange
 - December 10: Opening of offline store ENTERBUTTON SEOUL

2021

-
- ◆ **Q1**
 - Official launch of PAYBUTTON app
 - Rebuilding of ENTC website
 - Rebuilding of ENTC whitepaper
 - Release of ENTC Legendary Record Collection NFT
 - World Investing AMA
 - Release of ENTC NFT collections
by Baek A-yeon, god Kim Tae-woo, SS501 Kim Hyung-jun
 - ENTC token code audit
 - ◆ **Q2**
 - Release of ENTC NFT collections
by Chungha, Jung Sang-soo, Dreamcatcher, Kim Min-kyu
 - Release of ENTC NFT collection for The Ark's music
 - Exchange trading support for ENTC token (LBank, ZBG, MEXC)
 - Partnership agreement with Sing Again 2 Top 6 teams for music NFTs
 - Support for ENTC token payment services
(Ban & Ban, Jung Sung-chan, Coffee Effect)
 - Xangle crypto evaluation
 - Hosting of ENTC x Mindspace emerging artist NFT exhibition

2022

- ◆ **Q3**
 - ENTC 88 Airdrop event
 - Pool party for ENTC celebrities and users at Banyan Tree
 - Release of virtual human NFTs "Starvata"
by SS501 Kim Hyung-jun and Baek A-yeon
 - Contract signing for NFT content supply (MetaStudio)

2022

- ◆ **Q4**
 - Expansion of NFT partnership agreements
 - Publication of detailed roadmap for ENTERBUTTON MEGAVISION

2023

- ◆ **Q1**
 - Launch of ENTC NFT marketplace "EnterMarket"
 - Relaunch and integration of PAYBUTTON with EnterMarket
 - Hosting of exhibitions for established and emerging NFT artists
- ◆ **Q2**
 - Expansion of ENTC token payment adoption
 - 3D modeling of ENTC virtual human NFT "Starvata"
 - Publishing of in-house OTT (Over-the-Top) content
- ◆ **Q3**
 - Launch of ENTC virtual human NFT "Starvata" service
 - Organization of ENTC NFT artist collaboration concerts
- ◆ **Q4**
 - Development and testing of ENTC the LIVE platform
 - Update of 2024 milestone roadmap

2024

- ◆ **Q1**
 - Official launch of ENTC the LIVE 1.0
 - Whitepaper update
 - Website update
- ◆ **Q2**
 - Final major upgrade to ENTC the LIVE 2.0
 - Activation of community pool
 - Activation of NFT staking pool
 - Release of additional NFT artworks
- ◆ **Q3**
 - Achieving over 50% token decentralization
 - Hosting live performances within ENTC the LIVE platform and ecosystem activation
 - Organization of the 3rd GRAND NFT CONTEST by ENTC
- ◆ **Q4**
 - Full on-chain integration of all features within ENTC the LIVE platform
 - Transition to DAO (Decentralized Autonomous Organization)
 - Preparation for XENT (Cross ENT) Mainnet support

Key Members



ALLEN KIM
Founder·CEO

- 2008~** Member of the group 'U-KISS'
2011~ CEO of EB Financial Co., Ltd.
2018~ Director at CL International Co., Ltd.
2018~ CEO of Paranox Co., Ltd. (Japan)
2018~ CEO of SDKB Co., Ltd.
2020~ CEO of ENTC
-



KIM-HYUNG-JUN
Artist·Director

- 2005~** Member of the group 'SS501'
2016~ Member of the group 'SS301'
2018~ Director at SDKB Co., Ltd.
2020~ Director at ENTC Board of Directors
-



JONATHAN
Chief Advisor
Officer

Harvard University, MA
CEO of N:CRYPT
Lecturer of cryptocurrency

DISCLAIMER

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6.It is entirely the responsibility of ENTERBUTTON token purchasers to determine the legal feasibility of matters such as the acquisition and disposition of ENTERBUTTON tokens, including income tax and other disposal and overseas remittance issues, within their legal jurisdiction.

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Investment Risks

The ENTERBUTTON team informs buyers of various risks, including the risk of significant loss of the purchase price of ENTERBUTTON tokens. The accuracy of the information regarding the risks and uncertainties written below is not guaranteed. By purchasing ENTERBUTTON tokens, buyers are considered to have agreed to acknowledge the risk burden as it is, without any form of guarantee for ENTERBUTTON tokens.

1.Blockchain Risk: Transactions may be delayed or invalidated due to congestion in the blockchain system. In particular, the smart contracts responsible for the issuance and distribution of ENTERBUTTON tokens are based on Ethereum blockchain technology. The Ethereum protocol may have weaknesses and vulnerabilities, leading to various bugs, including bugs resulting in the loss of ENTERBUTTON tokens. Additionally, problems with the Ethereum blockchain may cause material damage to the ENTERBUTTON team and ENTERBUTTON token buyers.

2.Privacy Risk: User's personal information is required for the distribution and control of ENTERBUTTON tokens in the buyer's electronic wallet. Therefore, if personal information is leaked, ENTERBUTTON tokens in the buyer's electronic wallet may also be leaked. Furthermore, third parties may steal ENTERBUTTON tokens by accessing the buyer's electronic wallet due to the leakage of personal information.

3.Security Risk: Like all other cryptocurrencies, Ethereum is vulnerable to mining attacks such as 'double spend attacks' or '51% attacks'. Hackers or other malicious groups may attack the ENTERBUTTON team or ENTERBUTTON tokens through such attack methods, causing significant damage to ENTERBUTTON token transactions and ENTERBUTTON tokens.

4.Wallet Compatibility Risk: To purchase or store ENTERBUTTON tokens, you need to use an electronic wallet that is technically compatible with ENTERBUTTON tokens. If you use a different wallet, you may not be able to access and view the ENTERBUTTON tokens you purchased.

5.Force Majeure Risk: ENTERBUTTON is still under development, and the ENTERBUTTON team will strive to develop and maintain ENTERBUTTON as described in the whitepaper. However, changes may occur due to various reasons such as legal, design, technical, administrative regulations, etc. If there is a decrease in the value or loss of ENTERBUTTON tokens and liquidity due to force majeure factors such as changes in regulatory frameworks, required permits and licenses, changes in taxation policies, emergence of platforms or open sources that are detrimental to the ENTERBUTTON team or ENTERBUTTON, lack of market interest, and similar events, all liability for compensation resulting from such events is exempted. These risks should be carefully considered by potential buyers before purchasing ENTERBUTTON tokens.