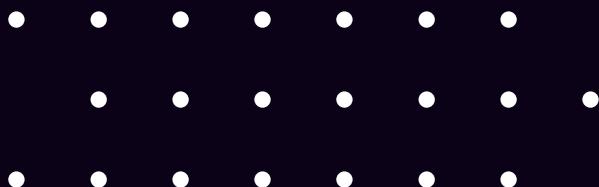


WHITEPAPER

Unifying Web 3 Platform

GENERATION

- WHITEPAPER V1.0 – May 2022



GENERATION

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01 Introduction

Unifying Web 3.0 platform

Generation platform users can create value and receive rewards through the 4th industry ecosystem, such as the data industry and metaverse, and have a new experience of getting rewards for sovereignty over their data through on/offline activities.



Gen.foundation

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1.1 GEN Outline

Generation (GEN) is an integrated Web 3.0 platform based on the Ethereum blockchain. GEN rewards users who contribute to the platform in the Web 3.0 ecosystem.

The Web 3.0 pursued by GEN provides an ecosystem where users can obtain accurate rewards for economic value through their sovereignty through various activities such as L2E (Life to Earn) and I2E (Information to Earn). Users create value and receive rewards through platform activities built within the ecosystem, and have new experiences through the connection between the virtual and real worlds.

Generation Foundation pursues the Web 3.0 ecosystem that achieves growth with its users.

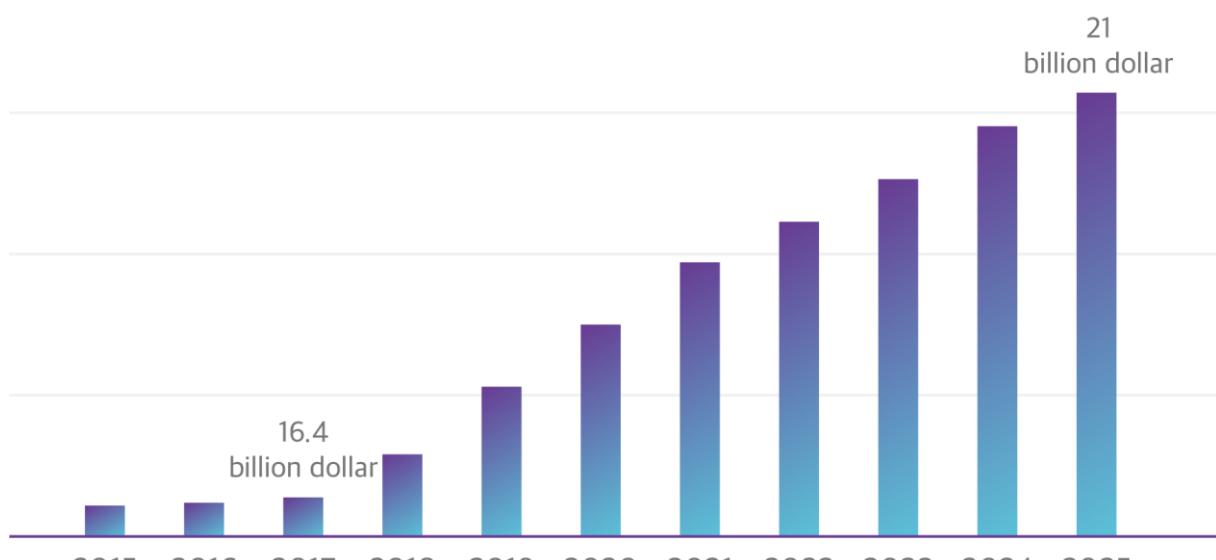


1.2 Market Analysis

Blockchain and Digital Twin Market Trends

Fortune's Business Insights shows that the blockchain technology market is growing at over 38% annually and will reach \$21 billion by 2025. The blockchain technology market size in 2017 was 16.4 billion USD and is expected to grow to 21.07 billion USD by 2025 at a CAGR of 38.4%.

Blockchain market size prospect for company

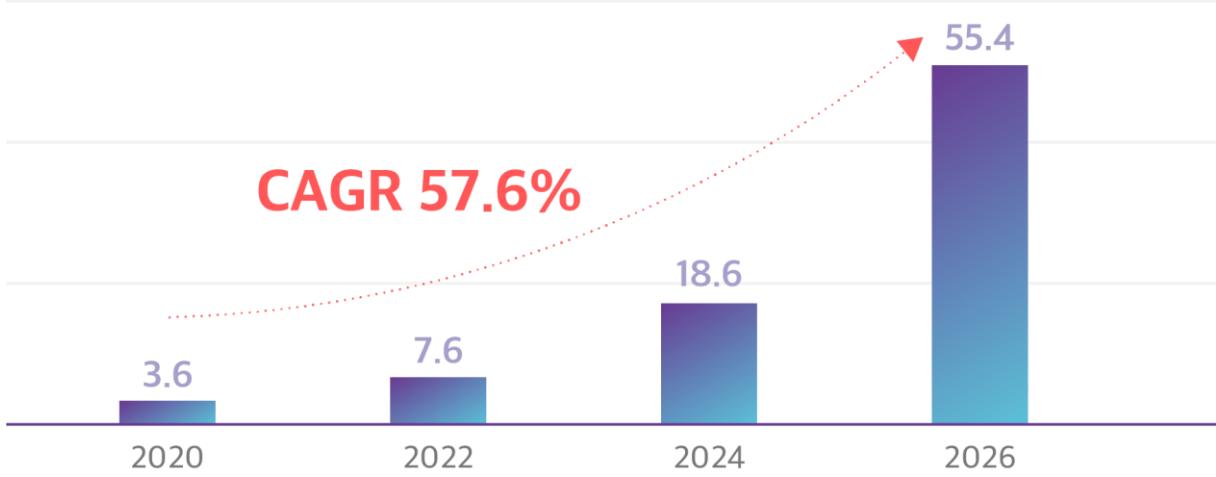


[Source : Fortune business insight]

1.2 Market Analysis

Digital twin global market prospect

(Unit trillion won)



[Source : Gartner]

Gartner, a global consulting firm, has selected Digital Twin as one of the top 10 strategic technologies for three consecutive years from 2017 to 2019. Gartner also revealed that the technology maturity will reach 'highest expectations' through the Hype Cycle, which shows the prospects for overall market expansion over the next 10 years as success stories of leading companies emerge.

According to the report, regardless of the global economic downturn caused by the spread of COVID-19, many companies around the world are increasing their investment in blockchain R&D, and R&D activation following the expansion of investment is expected to raise public awareness. It also drives partial government deregulation, accelerating the growth of the blockchain industry.

According to the research, the digital twin market has been formed in North America and Europe led by global companies and is growing at an average annual rate of 57.6%.



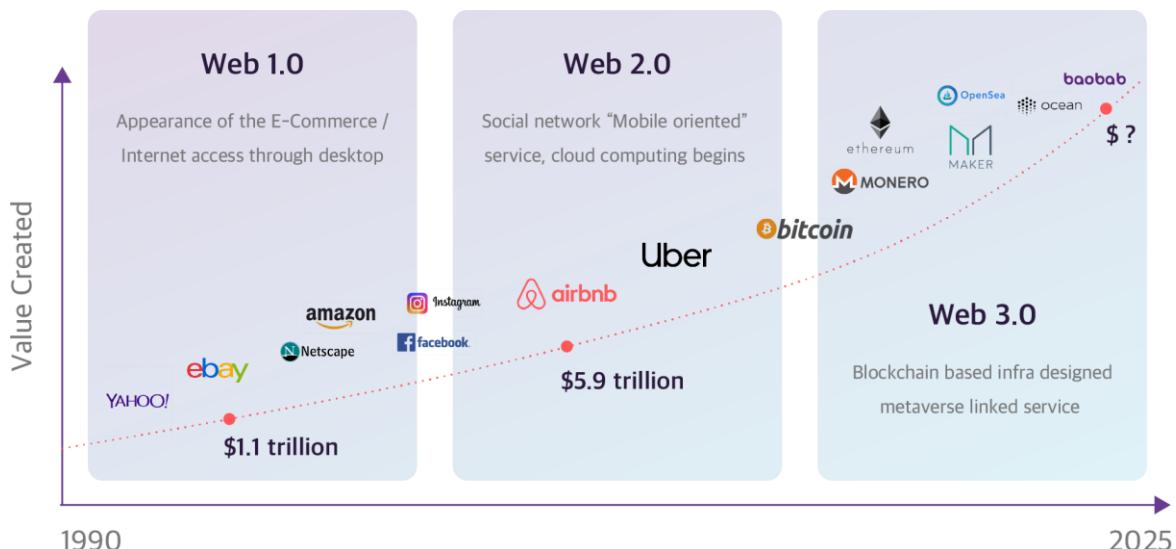
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1.2 Market Analysis

WEB 3.0, the virtual economy era

The limitations of daily life due to COVID-19 have ushered in the era of the virtual economy where various activities occur within virtual reality, accelerating the entry into the era of Web 3.0. Web 3.0 provides a metaverse-based internet environment using blockchain, AR, and VR technologies.



[Source : Internet Companies Market Cap as of 2000, Grayscale, The Metaverse]

Key Feature Web 1.0, 2.0, 3.0

Division	Web 1.0	Web 2.0	Web 3.0
Media	Text	Interactive contents	Virtual Economy
Communication	Read	Read -Write	Read -Write-Own
Key service	Search Engine	Social Platform	Blockchain Metaverse
Infra	PC	Mobile & Cloud	AR / VR & Blockchain



02 GEN Ecosystem

Get rewards through activities. L2E(Life to Earn)

In the GEN ecosystem, users of various platforms can gather and earn rewards for the economic value of their data sovereignty through various activities such as L2E (Life to Earn) and I2E (Information to Earn).

2.1 GEN Core

Rewarding the economic value of data sovereignty

Gen Core has built a new ecosystem from the term "Technological Sovereignty" from the EU Commission. Technological sovereignty is a new kind of sovereignty that is variously called technology information and data sovereignty.

By starting to recognize in terms of the traditional concept of sovereignty of geographic territory, we are using blockchain to reward users with economic value through data sovereignty in line with the Web 3.0 era.

[Data Sovereignty]

"Data sovereignty" is defined as the supreme authority of an individual with respect to a particular digital domain. In this context, authority should be understood as a right, that is, a right to be exercised and protected at the same time, not simply a force.

[Characteristics of data]

Personal data increases in value and usefulness when it is shared and combined with other people's or public data, and therefore, in order to capitalize on the potential benefits of personal data, people in sovereignty must use it through aggregation or should be able to exercise the right. In order for such cooperation to take place, shared governance or a platform promised by the market and a commitment to understanding the governance are required.



2.1 GEN Core

The main principles of the digital identity framework proposed by the European Commission on June 3, 2021 include self-sovereign data management, users control who and how they have access to their identity data, who can control their data and under what conditions. It should always be clear on how to deal with it, and it should be interoperable for implementation across the region.

It is changing in the direction of strengthening the right to self-determination so that digital personal information can be categorized as an individual's asset, self-sovereign data management can be controlled, and data flow can be controlled.

OVERVIEW

If the user-data is input through gen-core, the data can be acquired by the client. The cost required for the data acquisition is called Cost of Data (CoD), and Profit from Data (PfD) can be paid with GEN token as a reward for using the user-data. CoD should always be greater than PfD, and some portion of PfD will be allocated as the reward.

CoD > PfD



2.1 GEN Core

Core

The core is responsible for handling user registration and data input, and client registration and requested-data. The core records the user's Point and requests to send the GEN in the GEN Contract when withdrawing GEN.

user-data-in

Process:

1. If the user allows data transfer from the data source platform, the user-data is entered into the GEN DB.
2. When a client requests CoD, the core sends the query uid and required cost information to the client after calculating the cost.
3. When the client pays, the payment is confirmed with the core's bank API, and points are paid by calculating the user's PfD. Points are balances that have not yet been withdrawn to the Ethereum network, and points can be withdrawn to GEN when the amount exceeds a minimum amount. When there is a user's request, a Contract Event (transferReward) occurs and the GEN Contract sends GEN to the user.



2.1 GEN Core

PfD Measurement

n: the number of times the data was selected by the client

k: gen constant

y: reward quantity

Assume that one day, as social interest in baseball increases, the client needs user-data regarding baseball. If the user inputs 'baseball' data to the core, when the client queries with the 'baseball' parameter, the data is selected and the result value is delivered to the client. In this way, when the number of times the data is selected to the client is n, the reward for the 'baseball' data can be calculated as y by the logarithmic function. When a client requests data with three keywords: 'baseball', '30s', and 'man', the reward y is calculated as follows.

($k \geq 1$)

$$y = \log_k (n_1) + \log_k (n_2) + \log_k (n_3) + \dots$$

$$y = \log_k (n_1 * n_2 * n_3 \dots)$$

When measuring the CoD of the client, it receives a Timestamp parameter. Since the client wants the latest data possible, the old data is gradually not selected. (Data Freshness Enhanced Model) The number of Points increases as much as the PfD distributed by CoD measurement, and when it exceeds a certain amount, the user can withdraw to GEN.



2.1 GEN Core

Requested-data-out

Process:

1. When the client pays the CoD, the query result is encrypted with the private key (OpenPGP) issued to the client and uploaded to IPFS.
2. The core enters the data UID and hash value after IPFS upload by executing Contract Event (addDataUidAndIpfsHash) of gen-contract.
3. The client can check the hash value with the contract event (getRequestedDataHash) with the data UID received when paying the CoD, and receive the encrypted data with this hash value, and can obtain the data by decrypting it with the private key. This private key will expire after 24 hours.

Burn

When clients pay for CoD, 5% of the amount the Generation Foundation receives will be burned . In addition, 0.5% of the amount will be burned when a user requests a GEN withdrawal and swaps Points to GEN.

The quantity of GEN to be burned is gathered at the designated address and the burning process is executed once a month. The amount of GEN collected at the burning address can be checked with the Core Status API. Burning is executed by the burn method of GEN ERC20 Contract, and the burnt amount is recorded on the Ethereum network.



2.2 GEN Bridge

GEN Bridge is a bridge that links GEN used in DApps in the ecosystem with various networks, and is used as a connecting bridge for DApps to grow by utilizing various networks. Bridge will utilize various chains to support the expansion of the GEN ecosystem.

Process:

```
const MAINNET = { bridge: "0xAAA", peg: "0xBBB" };
const OtherChainNetwork = { bridge: "0xCCC", peg: "0xDDD" };
```

1. When a user sends Ethereum mainnet GEN token (0xBBB) to Gen Bridge contract, the amount is locked in the MAINNET Bridge contract (0xAAA).
2. The lock quantity is propagated to the EVM logging event, and the Gen Bridge that confirms this sends otherGEN(0xDDD) to the other OtherChainNetwork Bridge(0xCCC) to the address of the same user.



2.3 Wallet

GEN wallet is linked to various DApps that have entered the GEN ecosystem and will provide various functions such as Bridge, Staking, Governance, and voting.

2.4 Marketplace

GEN Marketplace will become the standard marketplace for all transactions made using Tokens in the GEN DApps.

If it is difficult for DApps to establish their own marketplace, they can trade through the GEN Marketplace, and if the DApps want to build their own Marketplace, we will provide a standard solution to help expand the platform.



2.5 NEXTERA

Web 3.0 Metaverse

NEXTERA is a metaverse platform within the GEN ecosystem.

NEXTERA is a platform that connects virtual and reality through various activities such as building trading/lease, games, advertisements, marker tools, and markets within the metaverse.

Users can receive rewards through various activities within the Metaverse platform. Unlike traditional blockchain metaverse platforms, both real and virtual assets can be used. The platform is designed for anyone, not just existing blockchain users, that anyone can utilize the Metaverse platform and have easy access to blockchain technology. NEXTERA increases access to blockchain technology to users through a variety of activities, and allows users to earn rewards for activity sovereignty in line with the market transition from Web 2.0 to Web 3.0.

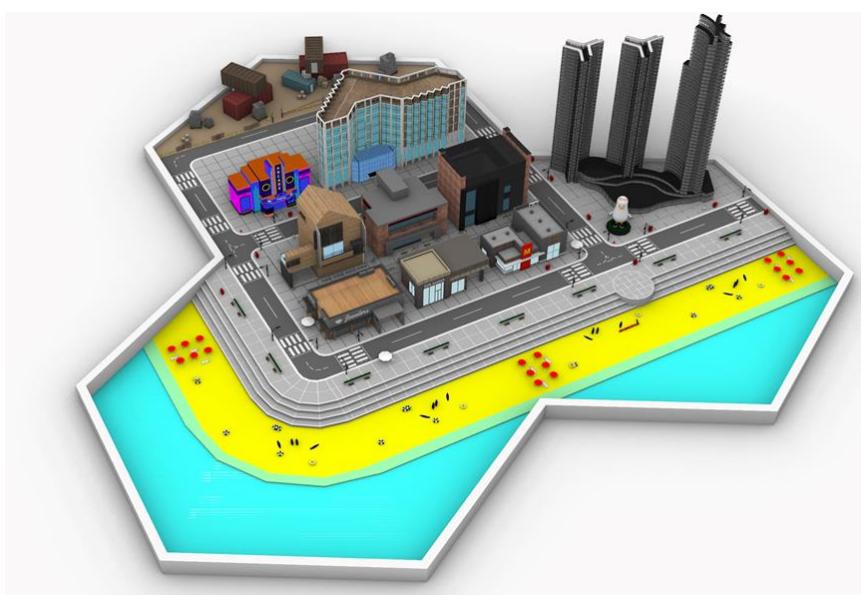


2.5.1 Land

The lands that make up NEXTERA will be unveiled with various concepts.

LAND means any land created in NEXTERA.

Initial LAND is provided on the NEXTERA platform, and in the future, users/businesses can earn profits by managing/constructing their own land through land purchase (LAND Sale, etc.).



2.5.2 Building

Become a building owner in NEXTERA

- Building

Buildings can be built on land sold for sale/rent/distribution. The building is based on the ERC-721 standard NFT and users who own the building will have access to the following utility features:

- Sale

Constructed buildings can be sold as whole buildings or floors. Ownership of a building is transferable through a real estate contract (NFT) transaction. Ownership of floors can be transferred through NFT (contract) transactions.

- Lease

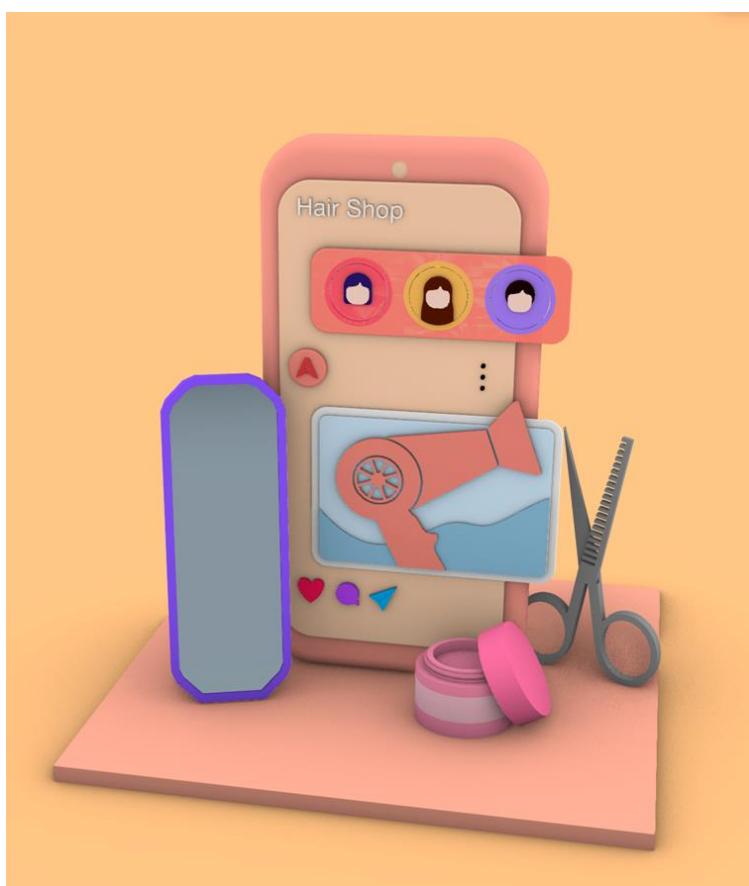
Users who own a rental building or floor can earn revenue by renting the building or floor.

- Pre-sale of buildings and floors

Users who own the land can pre-sell the floor to raise funds to provide the cost of the building.



2.5.2 Building

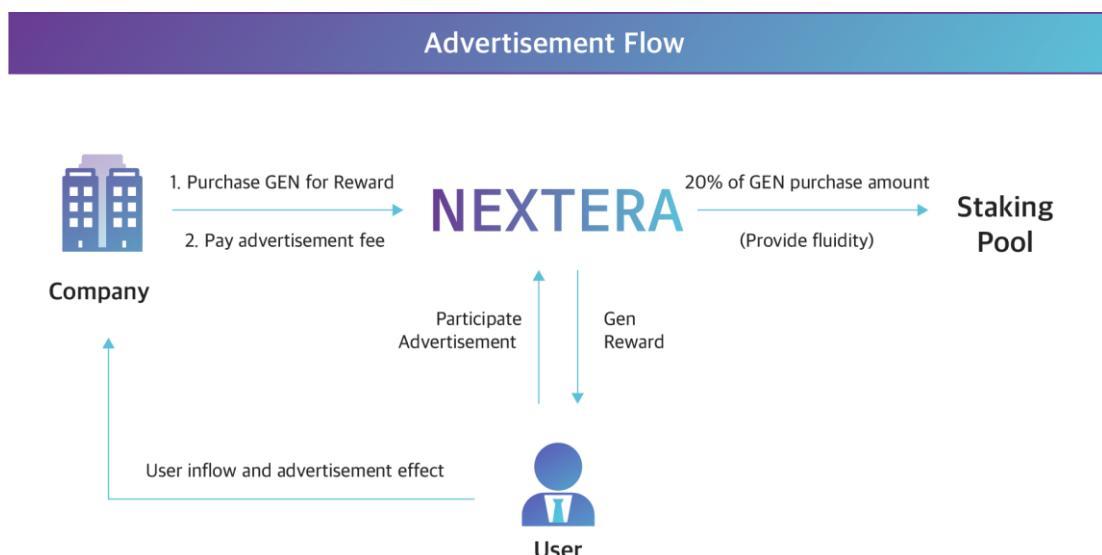


2.5.3 Advertisement

Watch ads and get rewards.

- Company
Reward points are paid to advertisement participants in Metaverse.
- Users
Receive reward points by watching advertisements, participating in NEXTERA and real life activities, and reward points can be exchanged for GEN tokens
- Advertising Media
Corporate advertising can be carried out through a variety of channels, including within NEXTERA, on the exterior walls of buildings, within buildings, through games, and through optional activities.

80% of the advertising cost goes back to NEXTERA, and 20% is exchanged for GEN as a reward for Staking Pool participants.



2.5.4 Game

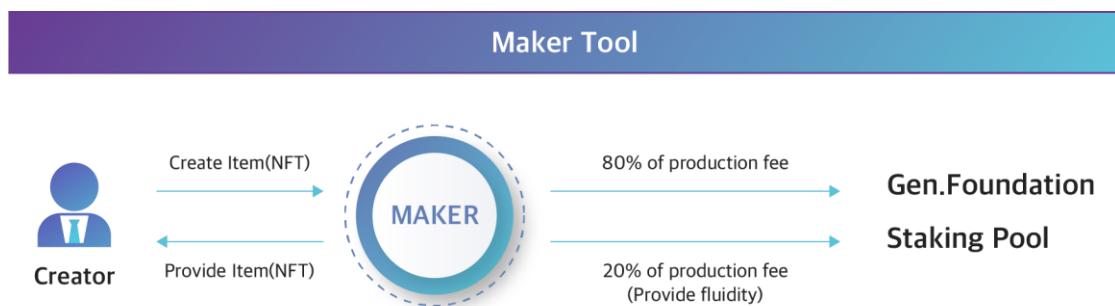
Play games and get rewards.

Enjoy a variety of games offered by NEXTERA and exchange your accumulated points for GEN.

2.5.5 Maker Tool

Become a creator

Users become producers and can create (fee may be applied) and register various NFT items in the metaverse, and when a transaction occurs, they can receive GEN.



*The creator sets the loyalty upon production, loyalty profitable for each trade



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2.5.6 Market

Trade, Exchange your items

- Market

It refers to a market that trades various items used within the metaverse, items of creators, used items of users, buildings (rent/trade/pre-sale), and other items sold on the platform.

- Transaction fee

A total transaction fee of 5% is incurred for all transactions through all cryptocurrencies within NEXTERA. 2.5% will be used for the Gen platform and 2.5% will be rewarded to Staking Pool participants. When transacting with cryptocurrencies other than GEN, rewards are provided with GEN through SWAP within the DEX. As the liquidity of DEX increases, the ecosystem is activated.

* If a transaction is made with a token other than GEN, purchase GEN distributed in the market equal to the value of the token and provide it to the staking pool

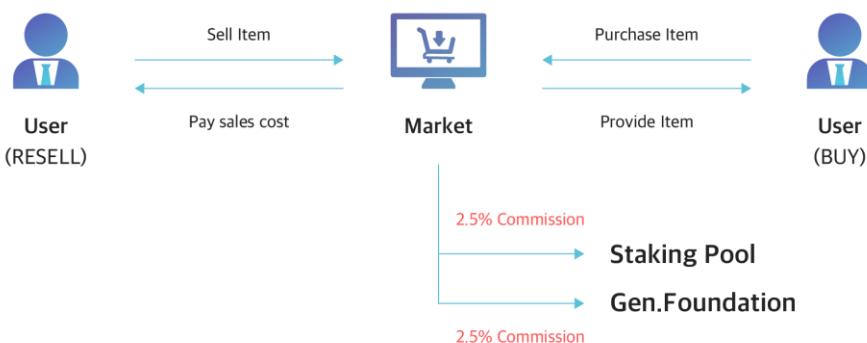


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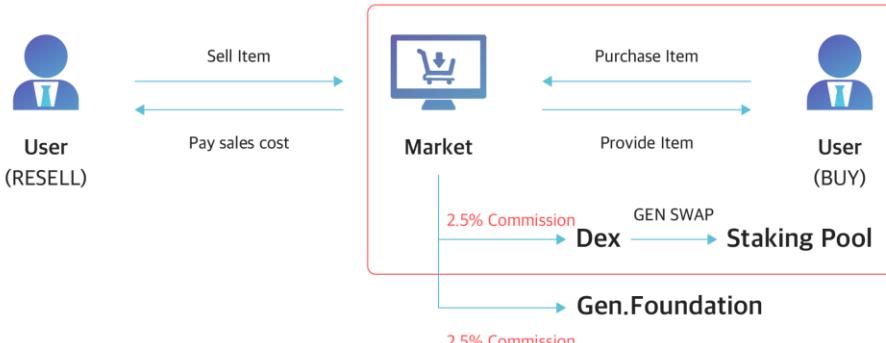
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2.5.6 Market

Market Trade Flow (GEN)



Market Trade Flow (Other Crypto)



03 Features

3.1 GEN Governance

GEN DAO(Decentralized Autonomous Organization)

GEN Governance is a decentralized governance protocol in which users collectively participate and receive rewards in various decisions such as platform development and reward planning.

Process:

Members participating in the GEN platform to enable Web 3.0 can propose and vote for on-chain governance to determine the platform's features, policies (rewards, investments), and more.

VP (voting rights) is granted in proportion to the amount of GEN Staking, and voters with higher GEN stakes have a greater influence on governance decisions. The GEN Governance Decision-Making Process will be launched at the end of 2022.



3.2 Staking

GEN Staking consists of two systems.

1. This is a method of paying staking rewards through GEN deposits.
2. By staking Gen in the GEN Staking Pool, you can participate as a validator to get rewards and participate in Governance.
3. A part of item production and transaction fees in NEXTERA Market are provided to the Staking Pool.

Staking Reward Structure

- Participate as Network Validator
- Quantity of coins staked by validators
- Active staking period
- Total amount of coins staked on the network

3.3 Reward

Earn rewards by participating in the GEN Ecosystem.

- Gen Core
- Staking
- NEXTERA
- Marketplace



3.4 Burn Mechanism

GBF(GEN Burn Fund)

GBF burns GEN that needs to be burned in the GEN ecosystem by the GEN Foundation according to the burn mechanism standards for each platform.

- Gen Core

When the client pays the Cost of Data (CoD) fee, 5% of the fee received is exchanged with GEN to raise money in GBF and burn it every month.

- Token Swap

When a [Point -> Gen] Token swap is requested on the platform within the Ecosystem, 0.5% GBF of the amount of GEN exchanged is raised and burned every month.

- NEXTERA

Maker Tool: Item production cost

Trading Fee: Item transaction fee

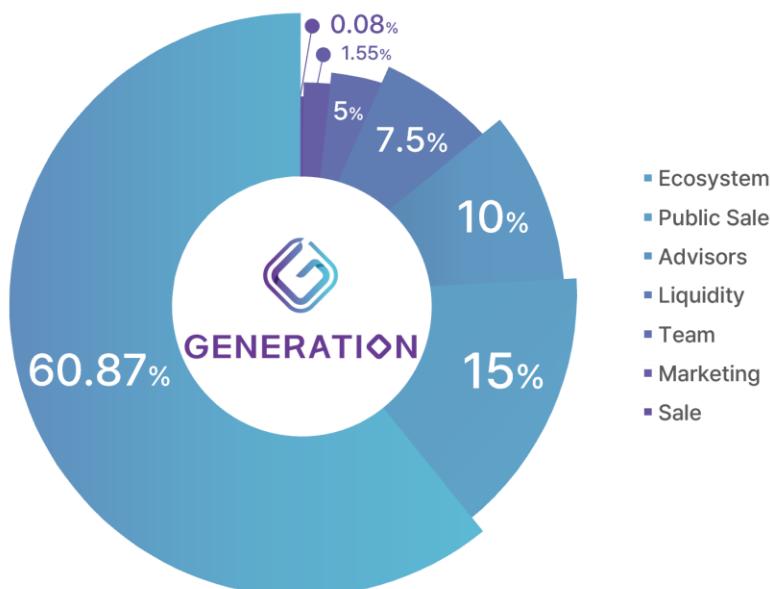
5% of GEN.Foundation's revenue generated from Maker Tool/Trading Fee is exchanged for GEN, and the exchanged GEN in GBF is burned every month.

* The detailed burn mechanism will be revealed in the future.



04 GEN Token Metrics

4.1 Token Distribution



Generation(GEN)	Token	
Token Distribution	10,000,000,000	100.00%
Ecosystem	6,087,000,000	60.87%
Marketing	1,000,000,000	10%
Team	750,000,000	7.5%
Liquidity	500,000,000	5%
Advisors	155,000,000	1.55%
Public Sale	8,000,000	0.08%



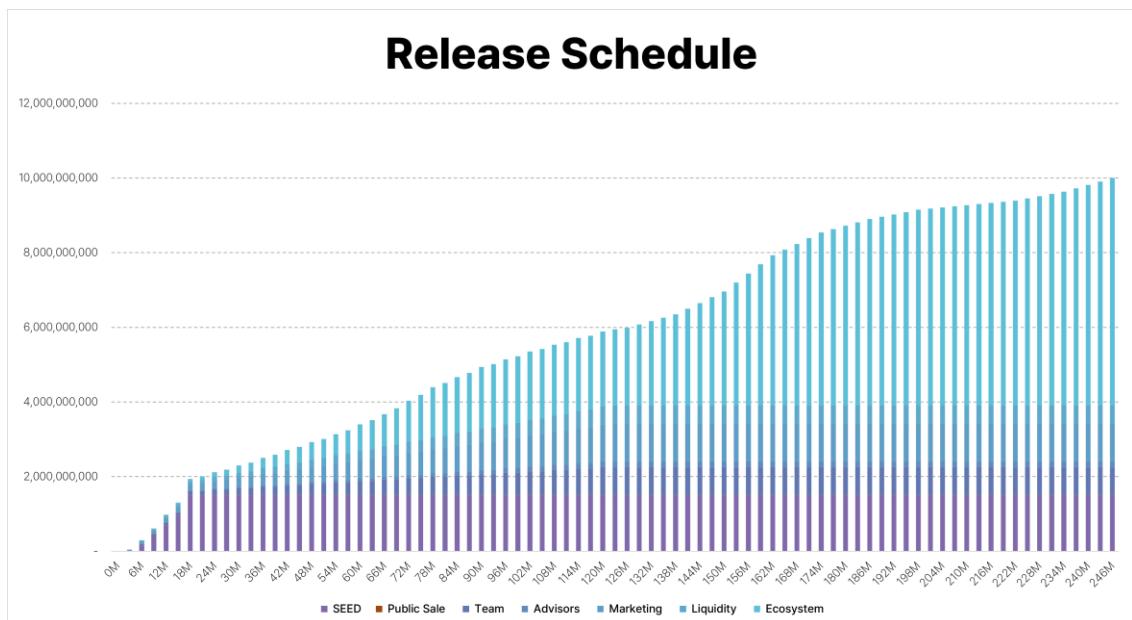
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4.2 Token Outline

Symbol	Token Name	Ticker	Total Volume	Protocol	Distribution Rate	Token type
GEN	Generation	GEN	10,000,000,000	ERC-20	100 %	Governance, Utility

4.3 Release Schedule



4.4 Release Summary

- Token Sale 5.08%

- Private Sale 5%

The private sale release schedule is as follows:

Month 6 (Sep 28, 2022): 10%
Month 7 (Oct 28, 2022): 6%
Month 8 (Nov 28, 2022): 6%
Month 9 (Dec 28, 2022): 6%
Month 10 (Jan 28, 2023): 6%
Month 11 (Feb 28, 2023): 6%
Month 12 (March 28, 2023): 6%
Month 13 (April 28, 2023): 6%
Month 14 (May 28, 2023): 6%
Month 15 (Jun 28, 2023): 6%
Month 16 (July 28, 2023): 6%
Month 17 (Aug 28, 2023): 6%
Month 18 (Sep 28, 2023): 24%

- Public : Initial sale of tokens to the public (Initial Unlock 100%)

- Team & Advisor 9.05%

- Team 7.5% : 10year vesting after 6month cliff.
 - Advisor 1.55% : 10year vesting after 6month cliff.

- Marketing 10%

As a fund to grow the ecosystem/community, the marketing budget is unlocked monthly to the marketing fund for 10 years.

- Liquidity 5%

Liquidity supply is provided in various DEX such as Uniswap, Sushiswap, Pancakeswap etc. for total 120 months.



4.4 Release Summary

- **Ecosystem 60.87%**
unlocked monthly to the Ecosystem fund over 20 years.
 - **Company Reserve 10%**
Reserve tokens are used for talent recruitment, development, etc. to build the GEN ecosystem. DAO organizations can propose and vote on platform development and use of reserve funds for Reserve tokens.
- * The lock-up schedule of the token can be changed for the stability of the GEN.



05 Roadmap

- 2021 – 2022
 - 2021 Q4 ~ 2022 Q1
 - Team Building
 - L2E, I2E Concept is Born
 - Q2
 - Community Building
 - Audit
 - NEXTERA 1st BETA OPEN
 - NEXTERA 2nd BETA OPEN
 - Exchange listings
 - Gen Core - Alpha Test
 - Q3
 - NEXTERA 3rd BETA OPEN
 - Apply L2E/I2E Module
 - Q4
 - NEXTERA GRAND OPENING
 - Governance
 - Bridge - Wrapped native tokens launched Staking
 - Gen Core - I2E Launch Additional global exchange listings
- 2023
 - Wallet Launch
 - NEXTERA 1st ~ 3rd Land Sale
 - Marketplace Launch
 - L2E Launch
 - DEX - IDO Launchpad

* The details presented above in the roadmap are not final and subject to changes in the future.



06 Team & Advisor

Here are the articles in this section:

6.1 Team

Jinbum Choi (JB) | CEO

JB uses business acumen and diverse business operations experience to control projects.

JB holds a BA in Political Science from the University of Washington. As an assistant to the Blue House Youth Generations Committee, he focused on all-round concerns and communication, including youth employment, overseas expansion, business start-ups, and education. Since then, he has experienced Blockchain Ecosystem Builder De: Business Development Team Leader at Nexo and PF business development at SK Innovation.

Based on his business and diverse experience, he currently founded Baobab Partners and led the team, making blockchain a daily routine.

[Linkedin](#)

Heejin (Serena) Choi | CSO

HJ is a leader who oversees strategic planning by utilizing business strategy establishment and execution, data analysis, and application capabilities.

HJ majored in BBA and MBA at Korea University. She has managed brands at Doosan and has various experiences as a marketing team leader at Pizza Hut. Afterward, she worked as PM at Silla Group. By joining the team, she will take an active role in introducing various strategic blockchain plans to the enterprises.

[Linkedin](#)



6.1 Team

Byung-Rae Lee (Benjamin) | CTO

Benjamin is leading the development teams of Baobab Partners Inc. We are paving the way for the convergence of web 3.0 and blockchain worlds.

Majored in Computer Science and Engineering in Korea Univ. Benjamin worked for Samsung Electronics as a Principal Engineer in Software Center and worked for development of TIZEN platform security and building the ecosystem.

He was the head of the R&D Center and the Software Team, Luxrobo - the venture company backed by KaKao.

He was a lead R&D for IoT security technologies targeting connected CE and IoT devices at LAG CNS.

Benjamin was the head of information security in Netmarble until Feb. 2022, in charge of IT infrastructure security, game services security and regulations.

[Linkedin](#)

Park Ji | CNO

Ji is the general leader in managing the entire network of the platform.

Park Ji holds a BBA in Technology Administration and Management from the University of Colorado Boulder. He will be responsible for the platform's network, with his working experience as a CiscoVoice Engineer, Principal Network Engineer, and Zoom Phone SE Manager.

[Linkedin](#)



6.2 Advisor

Lance Park

Seoul National University MBA, Ohio State University
Omada Health - Director of Strategic Finance and FP&A
Microsoft - Corporate Central Finance Team Planning

[Linkedin](#)

Jaepil Ryu

KIS Asset Valuation - Deputy Manager, Equity Derivative Pricing

[Linkedin](#)

Youngil Jang

EG Asset Valuation - IT development director

[Linkedin](#)

Wooram Sim

University of Washington - Economics Bachelor's degree
Vorasky CEO
SV investment

[Linkedin](#)

Yong Jun Kong

[Linkedin](#)

Jung June KIM

University of Michigan – EECS
(Electrical Engineering and Computer Science)

[Linkedin](#)



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