

Knoknok

Bulid the largest web3 social
and game open platform



Polygon

APTOOS



BNB CHAIN



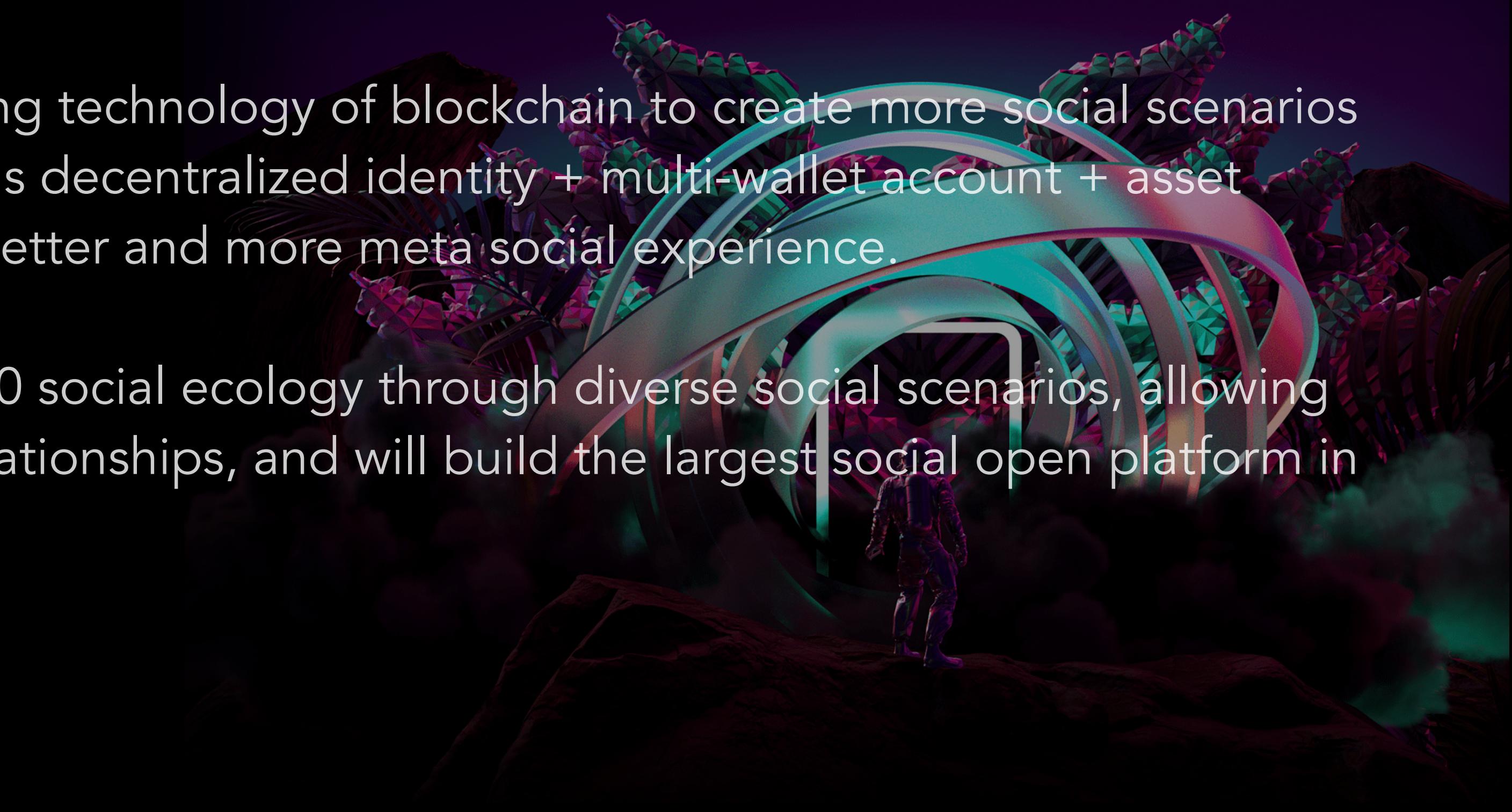
Vision and Goals

Create the largest open platform for social applications in the WEB3.0 ecosystem through multiple social scenarios

Knoknok will cut into the research and development of decentralized voice room and live broadcast scene through the combination of NFT and Token, and redefine the voice room and live broadcast business in social scene.

In the future, Knoknok will combine the underlying technology of blockchain to create more social scenarios and gameplay based on WEB3.0 ecology, such as decentralized identity + multi-wallet account + asset verification, etc., to provide WEB3.0 users with better and more meta social experience.

Knoknok is committed to cutting into the WEB3.0 social ecology through diverse social scenarios, allowing users to quickly establish decentralized social relationships, and will build the largest social open platform in the WEB3.0 ecology in the future.



Business pain points

Business pain points of traditional live broadcast or voice room

Live platform

High transaction fees for deposit/withdrawal

The cost of anchors is getting higher, the profit is lower

The cost of education in scenarios such as user gifting is too high

Income scenarios are limited

More and more players, fierce competition

Anchor and guild

Most anchors have low income and low work enthusiasm

The platform takes a cut and divides up most of the income

General user

Only emotional satisfaction, no real income

There is no desire to give gifts, and the enthusiasm for participating in the interaction is not high

Our solution

Redefine the voice room and live broadcast scene through the combination of NFT and Token

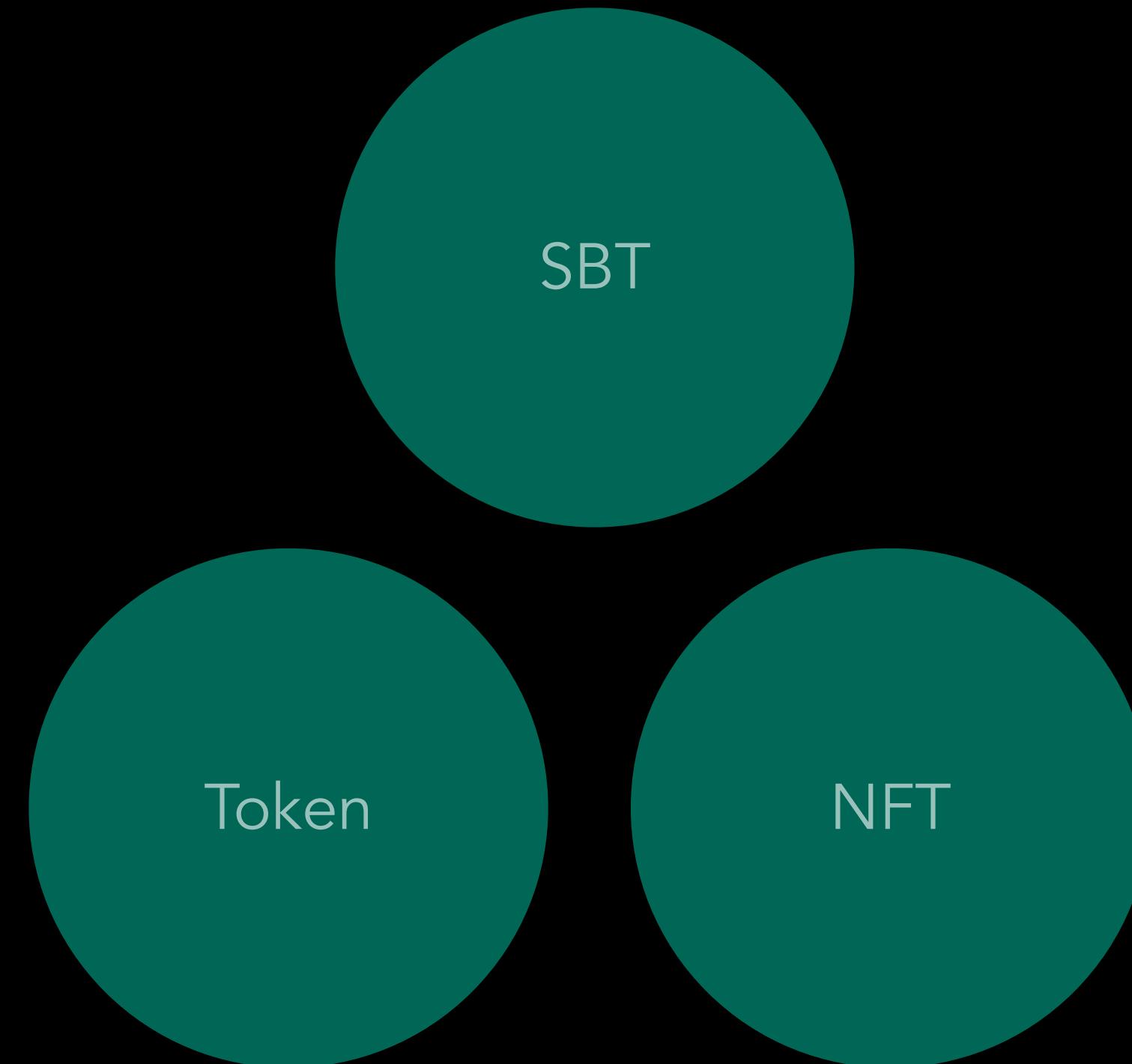
Knoknok is the first WEB3.0 social project built on the Polygon and Aptos ecosystems through the voice room and live broadcast scene. Users can earn Token rewards by participating in the voice room chat, live broadcast, and gift tips.

Users need to hold Party NFT to initiate live broadcast or voice chat, and other users only need to hold MIC NFT to participate in the chat. All users who hold NFT can earn Token rewards by creating live broadcasts, participating in chats, and rewarding gifts.



Our solution

Improve the enthusiasm of hosts and users by changing the income scenarios and benefit distribution of traditional live broadcasts



Income scenarios surrounding
the WEB3.0 ecosystem

100% of the gift reward will be distributed to the anchor and users

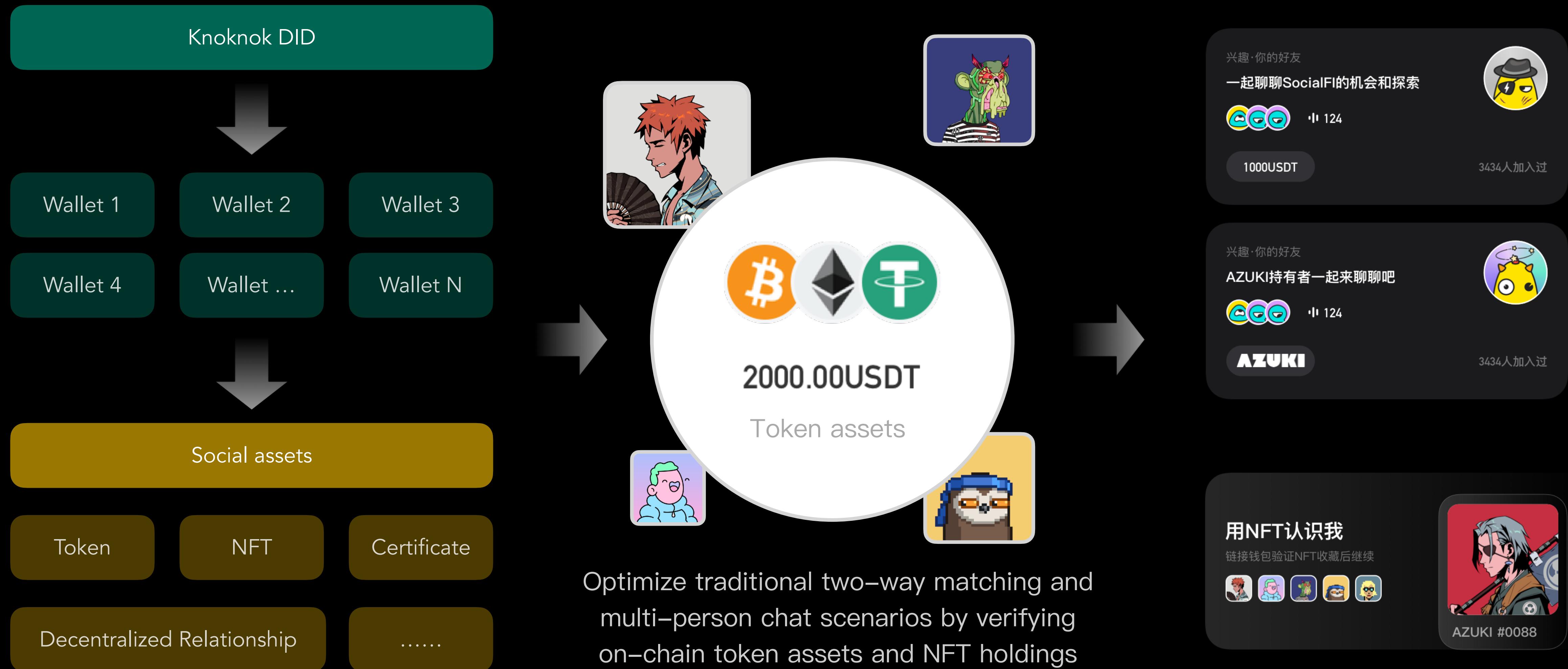
Rewarding is mining · You can earn Token rewards while getting emotional satisfaction

Digital currency payment · Free deposit and withdrawal · Lower transaction fee

A more friendly benefit distribution relationship and payment method for hosts and users

Our solution

Provide users with a better social experience by going to DID Asset verification



Our solution

Casual games and gaming games provide a more direct scenario for platform token consumption



Token economy

Knoknok Ecological Governance Token KKC Token Economic Model

	Scenes	Details
Social	Social to earn	Complete specific social behaviors in different social scenarios within the platform to earn KKC tokens for free
	Privilege/Item Purchase	Used to purchase paid privileges and props in the platform, such as super exposure in the live broadcast room, etc.
Game	Game to earn	Participate in game battles or game tournaments, defeat your opponents and win their KKC tokens
	Admission ticket	Entry tickets are required to participate in game battles
NFT	Buy or trade NFTs	KKC tokens are used to purchase digital assets such as HOST PASSCARD, Cute ELF, VIP CARD and other NFT assets
	NFT upgrade and incubation	KKC tokens are used to upgrade users' NFTs
Marketplace	trade	KKC tokens are used for all secondary trading activities in the market
Stake	Staking to earn	KKC tokens can be staked, and by providing liquidity on the Knoknok platform, token holders can earn interest on their staked tokens
DAO	Governance and Voting	KKC token holders can participate in voting on key decisions such as project roadmap, gaming and social features, prize pools, fund management, etc.

Token distribution

The total supply of 1,000,000,000 will be unlocked according to the schedule from 24 to 60 months after the public sale

Scenes	Total supply	%	Unlock time
Social and game	200,000,000	20%	Unlock over 3 years
Pledge	250,000,000	25%	Unlock over 4 years
Ecological Fund	80,000,000	8%	Unlock over 5 years
Investments and Advisors	50,000,000	5%	Unlock over 4 years
Team	220,000,000	22%	Unlock over 5 years
Public sale	100,000,000	10%	Unlocked instantly
Private sale	100,000,000	10%	Unlock over 2 years
Total	1,000,000,000	100%	/

Social scene NFT matrix

Introduction to the NFT matrix of the upcoming social scene

NFT	Introduce	Privilege	Plan
PARTY NFT	A collection of NFTs that can be obtained by the anchor character in the Knoknok ecological social scene	Get party privileges as soon as you have them Stream To Earn KKC Token	3000 50% WL 20% Pre-sale 30% Public sale Released mid-October 2022
MIC NFT	A collection of microphone NFTs available to all users in the Knoknok ecological social scene	Get rewarded mining privileges as soon as you have them Watch/Participate in Party Chat and Earn Tokens Unlock Eco-Special Membership Features	10000 50% WL 20% Pre-sale 30% Public sale Released mid-October 2022
Cute ELF NFT	Knoknok Platform Creation NFT Avatar	Chance to get social scene NFT whitelist Improve the efficiency of meeting new friends in social scenarios Join Knoknok Dao to participate in ecological co-construction	10000 50% WL 20% Pre-sale 30% Public sale Released in early October 2022

Community data and ecological development

The WEB3.0 community is growing rapidly in the past month

Community data

47.8K

Twitter

38K

Discord

Community growth in the past month

Wallet connect

1M

9.17 Launched Aptos testnet
The rapid growth of
connected wallet users

Join the ecology



Some recent partners



NFT trading market



Provide market API interface



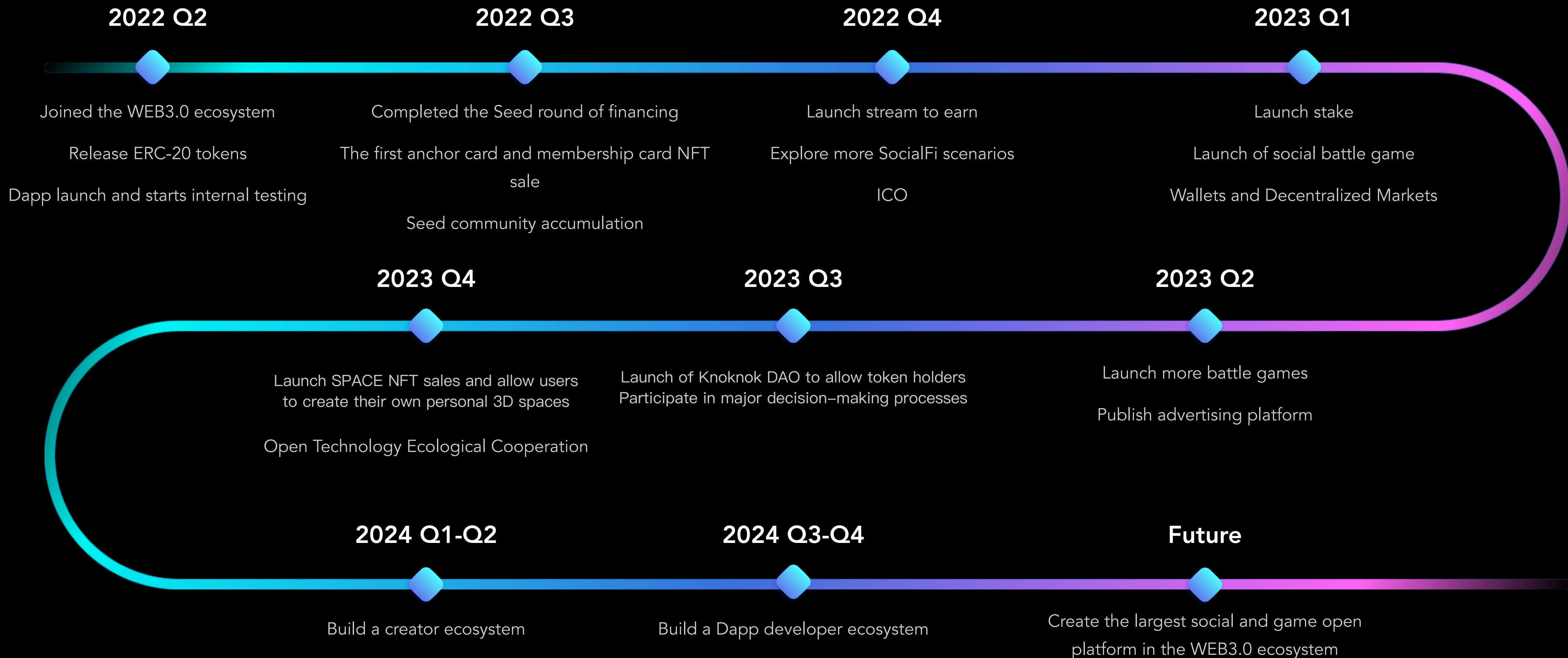
Decentralized Storage Service



Wallet partner

Road map

Build the largest open platform for social dapp in the WEB3.0 ecosystem



Core team

Experienced serial entrepreneurial team in the blockchain industry and social gaming field



Boz Wang

Founder & CEO

Boz founded Knoknok in 2020, he leads the team and is involved in all key decisions from product to marketing and manages business operations. He has been a serial entrepreneur in the social mobile industry. He joined Cheetah Mobile in 2018 and was in charge of the overseas voice social app Alu, growing DAUs from 0 to over millions. In 2019, he founded real-time messaging app Dope. Boz has extensive product to market experience and a vast network in the social mobile industry, particularly in Southeast Asia.



Tiffany Lee

Co-founder & CMO

Tiffany has been an early VC investor and serial entrepreneur in the blockchain industry since 2018. She was the VP of Investment at Ontology Global Capital and made venture investment in over a dozen blockchain projects over two years. In 2019, she was the CMO of a blockchain security project, where she led the project from 0 to listing on Bithumb, and was eventually acquired by a large crypto exchange in Korea. Currently she leads marketing and financing for Knoknok.

THANKS

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