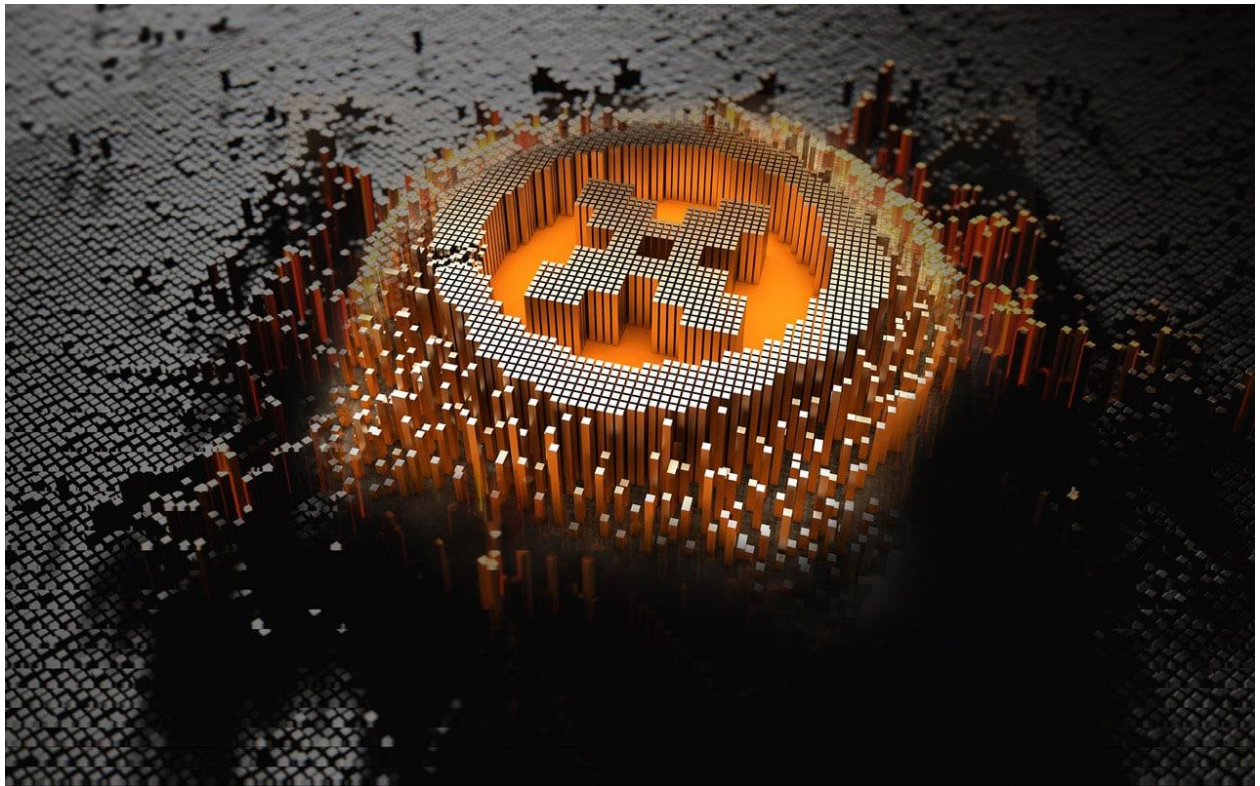


A community-driven metaverse platform where everyone can build, entertain and monetize entertainment experiences.



whitepaper

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Contents

Context	2
Opportunities	3
Blockchain and NFTs transform Entertainment Industry	3
UGC - Next big revenue maker	5
Metaverse - Future of the internet	6
Adoption	7
The enterX	8
Mission	9
Platform Foundations	10
Avatar & Wearables	10
Lands	10
The \$X Token	11
IP Protection	12
Governance	13
BuilderX - Experience Builder	14
DiscoverX - Experience Discover	14
Marketplace	15
Technology	15
Competition	19
Challenges	20
Revenue Model	21
Economy	22
Key Factors	22
Asset (NFT), Land and X token	23
Tokenomics	24
Roadmap	25
Conclusion	26
References	27



Context

The pandemic has shaped the world in many ways, including good and bad things. It is shifting life experiences from offline to online. People now stay at home, work and entertain mostly online. Once the pandemic is over, we will get back to normal but a new normal. Today's world situation already established a strong foundation for future adoption, many things could happen online naturally.

Web 3 and blockchain are transforming life. The technology foundation opens opportunities for a new economy that is controlled by the community, not central authority. The new economy where creators/builders have true ownership of their digital assets/products as NFT.

Cryptocurrency is the new oil to empower the economy's activities where everyone has opportunities to own, trade and get rewards.

The virtual world is never as valuable as it is right now and then. The virtual world is where a new economy is happening. Everyone can join, entertain and work for a living.

Opportunities

Blockchain and NFTs transform Entertainment Industry

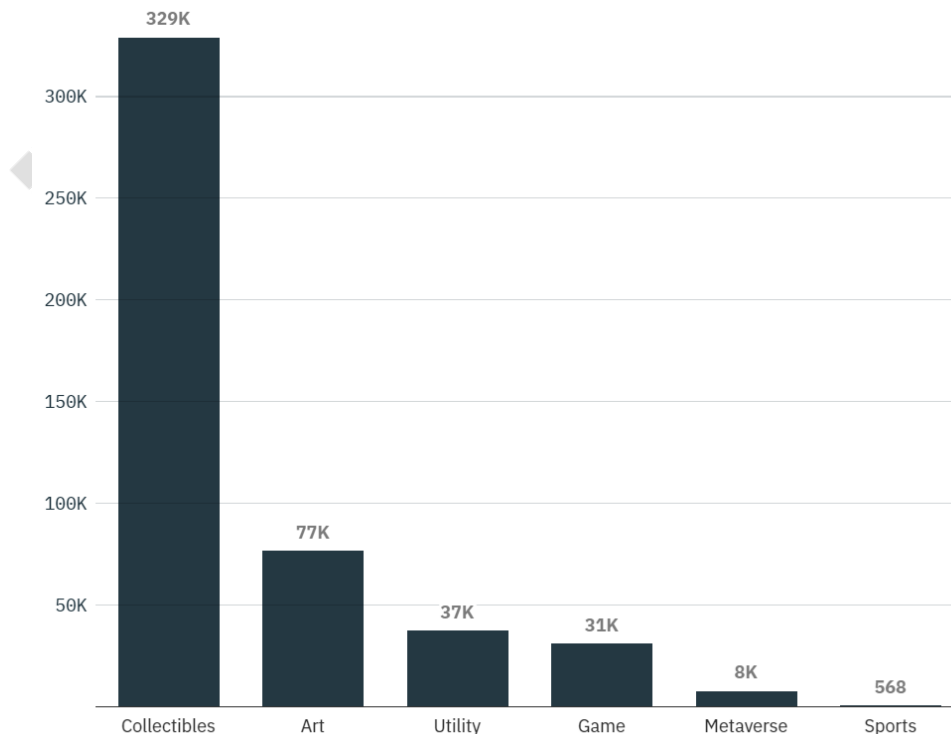
Entertainment



2021 is the year of the NFT. The craze for the technology, which verifies ownership of unique digital assets, has swept across content industries.

Most Popular NFT Categories on Ethereum

Number of NFT sales in popular categories in 30 days up to Oct. 4, 2021



FOR MORE DATA, VISIT [VIP+](#)

SOURCE: [NONFUNGIBLE.COM](#)

This picture still lacks a lot of pieces like Music, Fashion, Film, Live Performance... But lately, the diverse roster of companies, brands and artists hopping on the NFTs include Warner Bros., Disney, Lionsgate, Fox. In music, those catching NFT fever range from K-pop superstars BTS to Lil Nas X.

Besides the big brands with considerable support from their solid technical resources, independent artists with no coding knowledge still have difficulty figuring out how to convert their work to NFT and earn money.



Gaming

The global gaming market is currently worth \$180 billion — the fastest-growing form of entertainment globally. For reference, the global film industry is worth \$100 billion and all North American sports combined are \$73 billion in terms of annual revenues.

Game developers have created virtual ecosystems – multiplayer interactive games where hundreds of players can interact with each other on a single server in-game. This makes it an ideal place to start when building a viable virtual economy, which engages the masses. And blockchain is taking the virtual world of gaming to a whole new level.

UGC - Next big revenue maker

User-generated content (UGC), alternatively known as user-created content (UCC), is any form of content, such as images, videos, text, and audio, that has been posted by users on online platforms such as social media and wikis.

Why UGC is the next big revenue maker

No one can deny that UGC has had a huge societal impact. We connect, communicate and network with others using UGC. It has created a thriving creator community, including musicians, content producers, gamers, influencers and more. UGC could lead to an accessible market for both content owners and UGC platforms.



These days, UGC-based games and platforms are some of the most prominent digital properties in the world, from games like Fortnite and Minecraft (who have both adopted UGC-based strategies) to platforms like Roblox (one of the largest industry leaders with a UGC-centric business model).

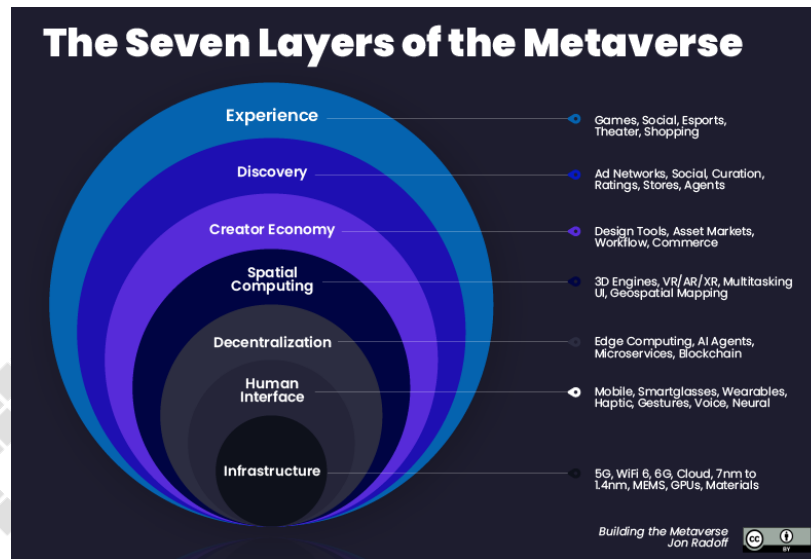
UGC in the game industry is a force to be reckoned with. Players know what they want to play, and by allowing them to create just that with ease, Pandora's box is opened.

The Mission To Decentralize

Nowadays, the major challenge of UGC is looking for decentralized platforms where they can create more easily and freely, not bound by centralized organizations like Facebook, Youtube ...

Metaverse - Future of the internet

Meta (Facebook) describes Metaverse simply: "The metaverse is a set of virtual spaces where you can create and explore with other people who are not in the same physical space as you." But in more detail, Jon Radoff's Beamable gives us a prescription — a vision for a future metaverse that is powered by creators and built upon decentralization.



The Metaverse market may reach \$783.3 billion in 2024 vs. \$478.7 billion in 2020 based on Bloomberg, Newzoo, IDC, PWC, Statista and Two Circles data. We can't deny the investment potential from the big guys that shows that Metaverse can completely become a trillion-dollar industry in the future. A space for business, entertainment, commerce and an ideal place to create.

Adoption

"... your first place is your home, and your second is your workplace, but your third place is where you encounter familiar faces and make new acquaintances" - Rebekah White.

A Metaverses platform - where all are created, owned, connected and communicated with others by using UGC will be the ideal third place we need.

- More and more entertainment activities can easily join the virtual world powered by Blockchain & Web 3 & Cryptocurrency.



- Entertainment creators can create and monetize their products with no-coding knowledge.
- Be an utterly Metaverse and UGC-based platform that focuses on providing creators a way to make experiences, games, and all entertainment activities for the metaverse.

The enterX

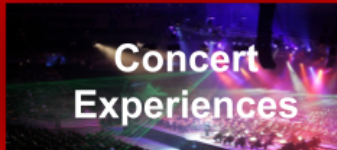
enterX is an User-Generated Content platform on blockchain where creators can create, own and monetize entertainment experiences; everyone can gather, enjoy, get rewards and have a voice on the key decisions of the platform through Decentralized Autonomous Organization (DAO).

At the first step, enterX will solely focus on building tools and ecosystems to enable Virtual Concert experiences. Later steps will be decided by the community through DAO to enable other types of experiences on the platform.



enterX

Metaverse Experiences



Future Experience
by Community

Future Experience
by Community

Platform Foundation

Avatars/Wearables
FashionX

Experiences
BuilderX

Experiences
DiscoverX

IP Protection

DAO Governance

Marketplace

Avatars, Wearables, Lands, Assets & Token Smart Contracts

Technology Foundation

Cloud Services

ERC-20/721/1155,
IPFS, Multisig,
MetaMask, Web3 &
Polygon

AR/VR, Machine
Learning

Mission

We aim to be one of the leaders in delivering high quality entertainment experiences in the metaverse by continuously adopting new technologies to advance our products for creators to simply deliver better experiences, for



entertainers to be more enjoyable and collaborative; while offering great incentives for everyone who participates in the ecosystem.

Platform Foundations

Avatar & Wearables

“Identity will be the most valuable commodity for citizens in the future, and it will exist primarily online”, according Eric Schmidt, former Google CEO.

Avatar in the virtual world is your representation. It reflects what happens in real life. You decide how you look when you are at a place. Your hair, your clothes, your watch, your necklace,... is decided by you. You decide what will be with you when you are a part of somewhere; a handbag, an umbrella, all are up to you.

In the virtual world, the platform should give you the tool so you can customize avatars that suit you. You can also buy wearables from other creators and keep them in your wallet. Wherever you are, your belongings are with you and at your fingertips.

[image: avatar customization]

Lands

In the early stage, users visit our attraction's land map to explore the slot(s) they want to buy. Buying/selling lands will happen on the secondary marketplace like OpenSea. In the later stage, land trading can happen right in our marketplace.



Experience will be hosted on single or adjacent land slots.

Land is the mechanism for the platform to capture value. Creators build entertainment experiences, deploy on the Land that they own or rent from the marketplace and monetize them.

The enterX platform plans to map the top 100 best attractions on the earth such as Sydney, Hollywood, ... to the metaverse. Each attraction will be organized as a map of lands and only allows creators to build just one experience theme such as Concert, Sport, ... decided by the community.

First theme is about the Concert which is decided by the enterX team, future themes will be the result of community voting through DAO.

[image: lands map + experiences' logo]

The \$X Token

X is an important component of the enterX platform. It is an ERC-20 utility token implemented on Ethereum blockchain to enable these aspects on the platform:

Transaction: the platform will capture all transactions in the marketplace with 2.5% fee in X token.

Premium Features: accessing entertainment experiences in the platform may be free or require subscription/entry fee to join which is decided by experience creators. Subscription/entry fee will be captured in X token.

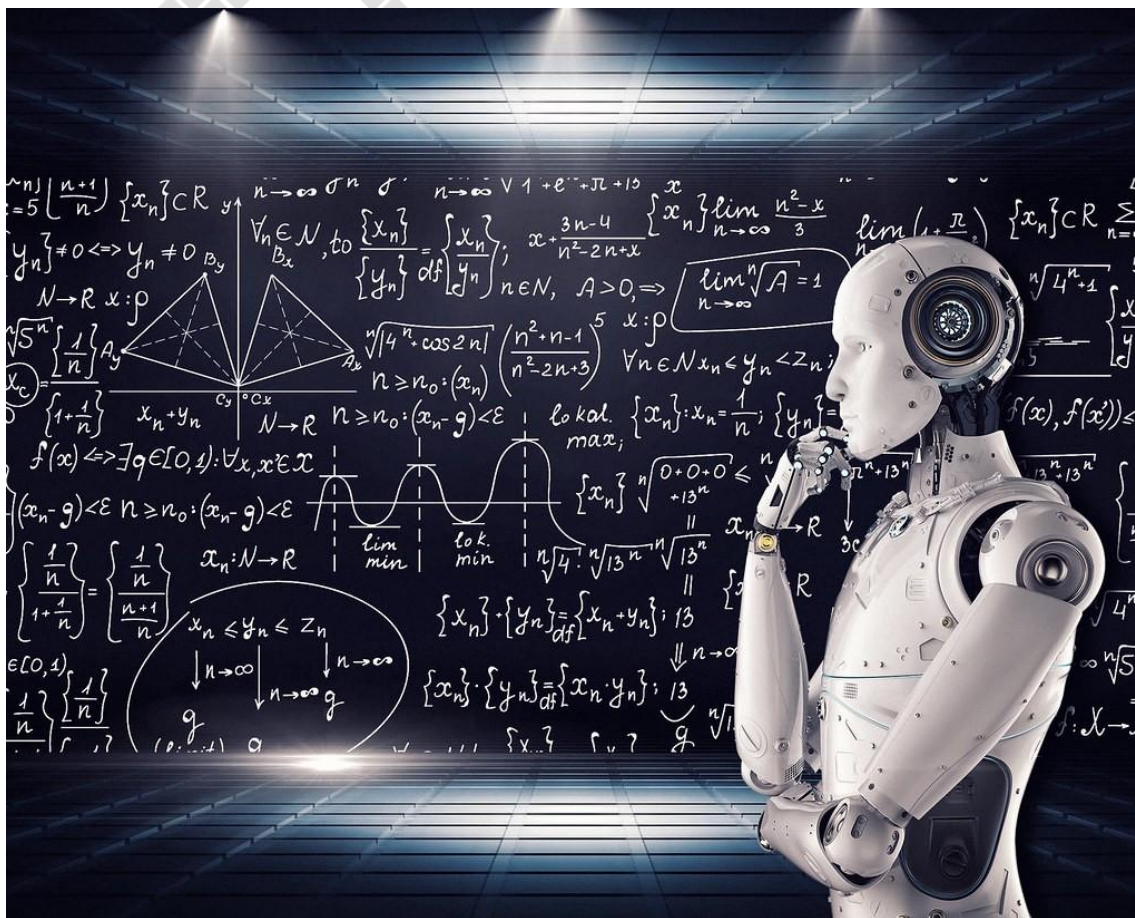
Staking: investors can get more passive revenue by staking LAND and X token.



Governance: holders of X token have the rights to vote on key decisions of the platform.

Foundation: foundation's treasury will keep X tokens loaded by the platform to fund activities that help stabilize and grow the ecosystem.

IP Protection



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Ownership of creative assets on the platform is our priority to protect. This is the foundation for creators to put their investment and efforts to bring new entertainment experiences to the platform.



Every asset will be detected if it is completely the same or very much alike to an asset already approved. This is done automatically by the platform's proprietary service with AI-enabled. If it passes the automatic checking, the second step will be manually checked by our community of reviewers to ensure the asset is a kind of entertainment-related item. For the very first assets, the enterX team will be responsible for reviewing.

Governance

Governance is one of the most critical parts of the platform to make it truly decentralized. enterX has learned a lot from successful projects in the blockchain ecosystem to put the enterX platform in the direction of fully decentralization. We will achieve that by firstly putting ourselves in the shoes of the community to learn the unknown things which are only discovered through actual operations, lately handing the decisions over to the community.

Governance in the platform includes but is not limited to the following issues:

- Upgrade smart contracts
- Decide next attraction to be launched
- Decide next features to be implemented in the platform
- Decide Land and Marketplace policies
- Decide fee for transactions on the marketplace
- Decide fund allocations
- Elect/replace members to hold multi-sign keys



BuilderX - Experience Builder

A desktop application written in C++ running on Windows/MacOS that creators use to build entertainment experiences. Traditional tools require creators and developers to collaborate to deliver experiences, our low-code builder solution will emerge the community of creators to bring entertainment experiences to our platform.

Creators use assets created using popular 3D modeling tools such as Unity, Maya, 3ds Max where a large number of creators are already familiar with. Creators submit assets to get approval as NFTs to be tradable on the marketplace.

Experience scene is built on top of assets created by creators and core assets provided by the platform.

The experience package is exported using Experience Engine which is built on top of Unreal Engine.

[image: BuilderX]

DiscoverX - Experience Discover

A desktop agent written in C++ running on Windows/MacOS. It is activated whenever users select to explore an entertainment experience. Once an experience is selected, it will be downloaded and stored on the local machine.

This approach offers the highest user experience by utilizing the robustness of full local machine resources for assets rendering.

[image: DiscoverX]



Marketplace

In the enterX world, our creators have true ownership of all assets created by them. All assets will be stored on the blockchain which is transparent to prove ownership as well as immutable to be modified. The asset meta will be stored in our smart contracts, while the asset artifacts like 3D model, audio, ... will be stored on a public decentralized files system which is also immutable to be modified.

Marketplace is where buying/selling/auctioning/renting happens. The platform will not control how much an item should be sold. Its fair price will be decided by supply and demand from our community.

The platform sets a 2.5% transaction fee for all transactions happening in the marketplace to fund its operation while our creators fully own 100% of the transaction value.

[image: Marketplace]

Technology

Principles

Right technology choice is the foundation to enable our future development. We take it deeply and thoughtfully. Our technology choice is based on principles as follows:

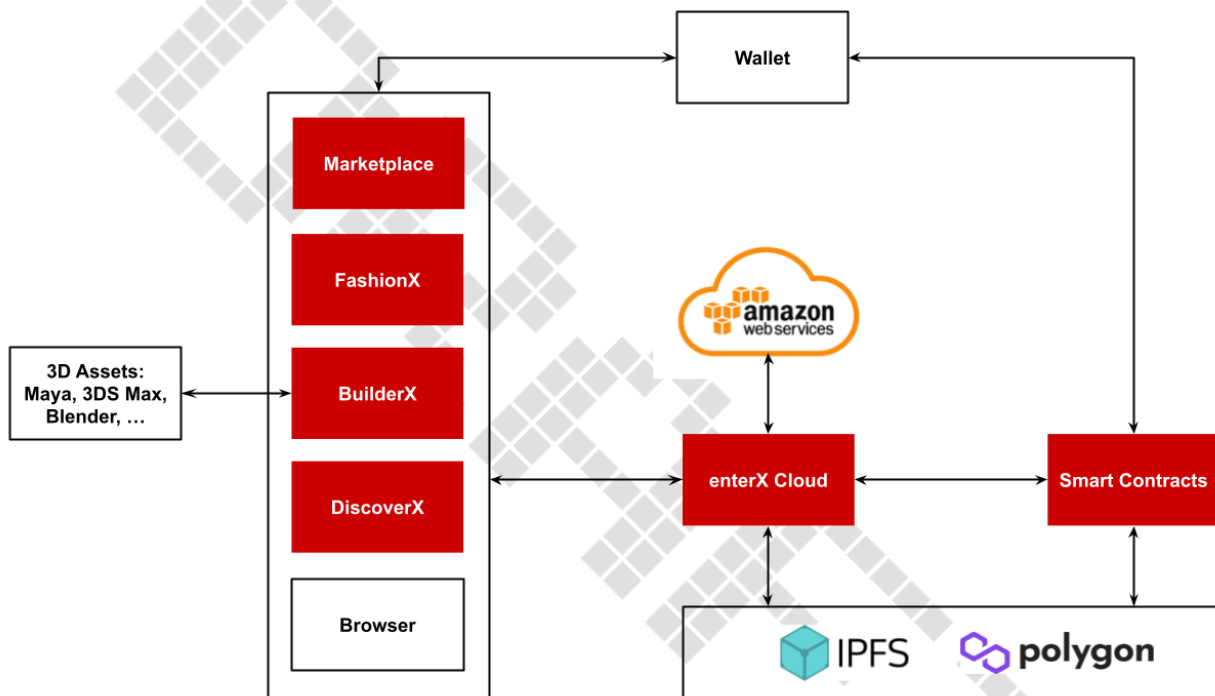
Well-adoption: mature technology with a large developers & creators community already established standards, documentations, best-practices, future roadmap, and community support.



Sustainability: open, performant, secure, easy to scale, easy to integrate, cost-effective.

Interoperability: pluggable/sharable among ecosystems.

Platform Architecture



BuilderX: creators build entertainment experiences by dragging and dropping assets, publishing them into the ecosystem. Assets include the core assets offered by the platform and creators' assets.

DiscoverX: for everyone to explore the entertainment experiences.

Browser: for users to interact with smart contracts and our platform.

3D Assets: 3D models created by software such as Unreal, Maya, 3ds Max, ...



Wallet: stores users' assets such as crypto, collectibles. Users use the wallet to sign in to the platform.

enterX Cloud: hosted on the public cloud, currently on AWS.

Smart Contracts: a set of smart contracts running on the blockchain.

IPFS: the InterPlanetary File System is a protocol and peer-to-peer network for storing and sharing data in a distributed file system. IPFS uses content-addressing to uniquely identify each file in a global namespace connecting all computing devices.

Security

The enterX platform involves different components and activities that can be converted into financial rewards. This motivates hackers to take control of some parts of the platform. We must gather the security best-practices from the industry to apply to our design and implementation.

Clients: XSS, CSRF, CSP, Clickjacking, Cookie have to be configured/enabled/handled properly.

Smart Contract: besides applying best practices to ensure security for smart contracts, we also get audited from trusted 3rd parties in the industry. In order to eliminate hackers from taking ownership of a smart contract, we use a multi-sig wallet dedicated to deploying smart contracts.

Cloud: critical services will be isolated from public access. Our APIs are microservices and serverless. We leverage AWS to protect against DDOS.



Rate-limit and authentication are used to allow only eligible requests to communicate with the platform.

Database: any action to databases that opens doors for attackers to inject to manipulate platform data will be implemented and reviewed carefully. Sensitive data will be encrypted before storing in the database, only the owner of that sensitive data can view it, even none of our staff can do so.

DAO: important decisions will be delayed in a timeframe so the committee will have a chance to revoke in case of an attack. Multi-sig wallet which requires approval of threshold key holders to execute critical decisions.

Internal environment: staff come and go just happens everywhere, we trust no individual in terms of protecting assets for our community on the platform and keeping the platform up and running. Multi-sig is the mechanism for us to handle critical decisions.

Smart Contract Standards

enterX leverages blockchain technology to record the ownership of tokens and digital assets. It allows users to own/transfer/trade without restriction. enterX adopts standards as follow:

ERC-20	The standard for Fungible Tokens. It has a property that makes each Token be exactly the same (in type and value) of another Token. For example, an ERC-20 Token acts just like the X, meaning that 1 Token is and will always be equal to all the other Tokens.
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ERC-721	The standard for Non Fungible Token (NFT). This type of Token is unique and can have different value than another Token from the same Smart Contract, maybe due to its age, rarity or even something else like its visual.
ERC-1155	<p>A standard interface for contracts that manage multiple token types. A single deployed contract may include any combination of fungible tokens, non-fungible tokens. The ERC-1155 token can do the same functions as an ERC-20 and ERC-721 token, and even both at the same time. And best of all, improving the functionality of both standards, making it more efficient, and correcting obvious implementation errors on the ERC-20 and ERC-721 standards.</p> <p>Our ERC-1155 smart contracts keep the ERC-721 interface to allow interoperability with other marketplaces.</p>

Competition

SandBox and Decentraland are the 2 biggest user-generated content platforms operating on the blockchain ecosystem. They both offer limited LANDs to build but do not bind creators on what they are allowed to build. Everyone can build whatever they want, it potentially generates a massive amount of content on the platform but at the same time, it's unable for the platform to manage the quality as it grows.

enterX takes another approach. We aim to be one of the leaders and capture some key parts of the ecosystem by focusing on one type of experience at a



time, get it to the level of maturity of well-control, hand it over to the community, then continue with the next type of experience.

At the first step, we focus on building tools and the ecosystem to deliver high quality experiences about Concert. Once we achieve that, we will move to the next types of experiences which are decided by our community.

Challenges

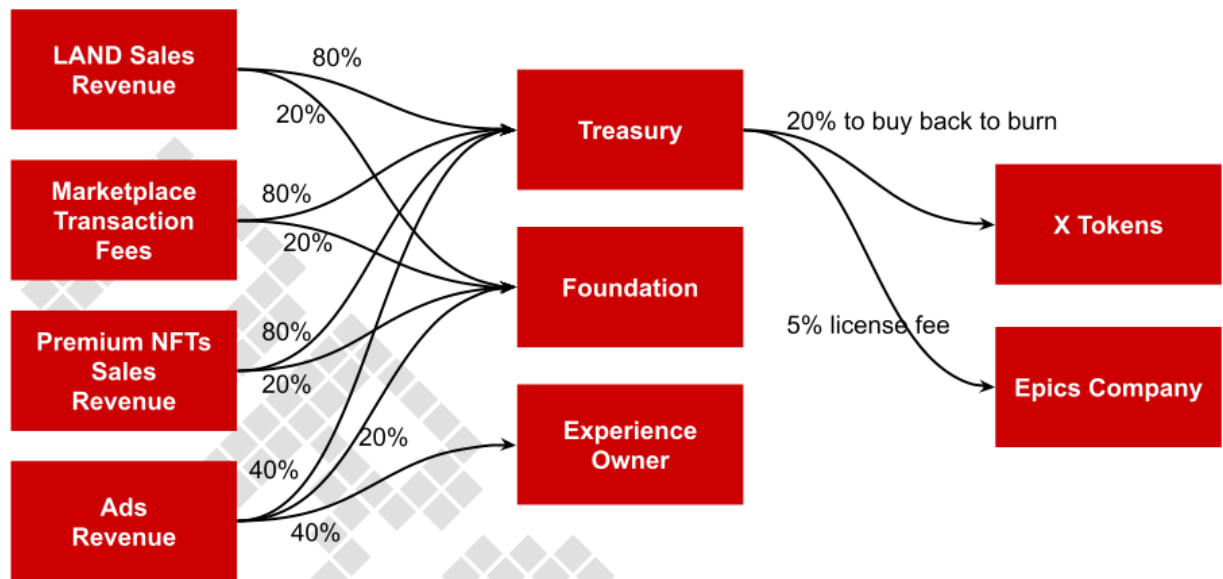
Content Maturity: as the platform grows, content on the platform may involve violence, gambling, pornography, politic, religion,... This is not easy to solve within a decentralized environment. With the help from our community through rewards mechanisms and future ideas brought up by our community through DAO could innovate good solutions for the platform to handle those types of content.

Experience Engine: we leverage one of the best game engines in the industry, Unreal Engine, to generate those experiences for users to discover on our platform. Future technology evolving, new mature leaders may take place, it may be challenging for the platform to adapt.

Infrastructure Maturity: entertainment experiences may require collaboration between physical and virtual worlds, the lag due to internet connection among sites will be the issue to enable those kinds of experiences.



Revenue Model



There are 4 main revenue streams the platform can monetize:

LAND sales: will happen in multi rounds. It depends on the demand from our community, the enterX will decide when a LAND sales round will be organized. 80% revenue will go to enterX's treasury, 20% will go to the Foundation.

Marketplace transactions fee: a fixed rate of 2.5% for all transactions (buy/sell/rent/auction) happened on the marketplace. 80% transactions fee revenue will go to enterX's treasury, 20% will go to the Foundation.

Premium NFT sales: 80% revenue of NFTs created and sold by enterX will go to its treasury , 20% will go to the Foundation.

Ads: 40% of ads revenue will go to the Experience owner, 40% will go to enterX's treasury, 20% will go to the Foundation.



Partial revenue of the platform will be shared with Epics company as we leverage their Unreal Engine to build the platform. The platform will use 20% of revenue to keep the stabilization of token X value by buying back from the market and then burning.

enterX Treasury owns X tokens, it will sell tokens to the market to fund its operations.

Foundation owns X tokens, it will be responsible for funding the community to keep platform sustainability.

Economy

Key Factors

enterX is a virtual world, designed and run by the community with earning opportunities from all different creative angles. And those entertainment-related creative opportunities present the possibility of professional positions. We're talking about not only playing but also working in enterX, a virtual job market.

[image: \$ flow in the platform]

BuilderX

Developer: both independent developer and studio who develop and organize experiences with games or entertainment platforms.

Creator: design and make assets such as artists, modelers, writers, motion-capture creators, character & items designers, composers, videographers, fashion designers and countless other forms of creativity.



KOLs: another form of creators but their opinions influence the community such as actors, musicians, streamers, vtubers, leaders ...

Entertainment Business: organize entertainment activities like music shows, fashion shows, festivals ...

DiscoverX

Beta Experienter: test new things for bugs, errors, defects or any problem that can affect our experiences before launching.

Experienter: explore and consume all entertainment experiences.

Guardian: use AI and community power to filter and clean malicious content.

Landowner: own or rent LANDs

Trader: buy or sell assets, lands or X tokens

Other participants

Factor-X: along with the development of enterX, more and more new factors will appear to diversify the platform.

Asset (NFT), Land and X token

enterX has three kinds of digital assets that govern the operations in its metaverse:

Asset (NFT): representing digital entertainment-related items in enterX such as equipment for avatars, 3D models, audio. They can be traded in enterX's marketplace.



Land: a digital piece of real-estate in the enterX world. All digital entertainment-related experiences are built on these lands, such as games, live performances.

X token - an ERC-20 token and its functionality include:

- Utilities:
 - Pay the system for processing transactions.
 - Purchase lands and assets on Marketplace
 - Participate in entertainment activities in enterX
- Governance: staking it to participate in the government and future development of the decentralized autonomous organization (DAO)

Tokenomics

Key Metrics

- **Token name:** enterX token
- **Ticker:** X
- **Blockchain:** Ethereum
- **Token Standard:** ERC-20
- **Token use cases:** Utility, Governance
- **Total Supply:** 1,000,000,000

Token Allocation

TBD

Roadmap



2021

- enterX is founded
- Draft whitepaper
- enterX website

Q1-2022

- Core 3D avatars + wearables
- 3D avatar + wearables builder, beta release
- First concert experience
- Official whitepaper

Q2-2022

- Seed round
- 3D avatar + wearables builder, official release
- Multisig wallets, NFT ERC-721/1155 smart contracts
- ERC-20 token contracts

Q3-2022

- Marketplace
- Experience to earn
- More concert experiences

Q4-2022

- DAO governance tools
- Premium concerts
- First airdrop
- First LAND presale



Q1-2023

- Experiences builder, beta release
- First partnership experience
- Second airdrop
- Second LAND presale

Q2-2023

- Official launch
- Experiences builder, official release
- Third airdrop
- TBD

Conclusion

enterX, the metaverse platform for entertainment, builds the foundation by leveraging blockchain technology / web3 / cryptocurrency / game engine to enable creators to easily build and operate entertainment experiences on the ecosystem. It establishes a new economy inside the virtual worlds where creators can build, own and monetize; everyone can gather, entertain and get rewards; a new economy where everyone can enjoy what they want and work for a living.

At the first step, enterX focuses on building the foundation for the platform to enable Concert experiences, get it to the level of maturity, hand over to the community then move to enable the next type of experience which will be decided by the community.



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