



Alture.World

# WHITEPAPER 2021





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# Abstract

Creativity has existed since time immemorial, emphasizing a core value – Freedom. Early creative had a form of independence in their creations. This was instrumental to achievements modern creative venerate today. However, over the past few decades, the framework of the current creative outfit has been leaning towards a dire strait of restrictions either by Labels or employees. In the guise of distribution and promotional promises, most organizations rip designers, programmers, musicians, and other creative off and eliminate the essence of creativity – independence.

Most Budding creative who are still navigating the creative landscape or pulling strings – all to attain stardom, tend to experience some drawbacks, leaving them on the path of a drunken sailor. The quickest distance from point X to Y is a straight line. As opposed to treading this path, these drawbacks redefine their paths into irregular and haphazard. Even a sizable proportion of those who eventually procure the Holy Grail only get to retain it momentarily. Usually, they lose control over their creations and ultimately become mired in strange lingos and somewhat exorbitant fees.

A few years back, no significant technological development emphasized transforming how the creative industry operates relative to creative independence and profitability. As such, the awareness in this regard was even more negligible. However, the relatively recent dawning of the digital age has significantly triggered a clamour for creative freedom. The 2008 Satoshi's innovation, Blockchain, has completely disrupted and revolutionized the creative industry and transformed the previously crooked creative path into a more accessible one. Besides its decentralized and trustless structure, this innovation introduced multiple services and features, such as Coins, NFTs, etc., to further ensure that every artist, designer, photographer, and other creative get the independence they deserve while achieving success in their ventures.

# Background

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The creative sector comprises individuals with skills, talents, or the potential to generate substantial jobs and wealth using their intellectual properties. Such individuals may include musicians, artists, game developers, bloggers, graphic designers, and other fields within this umbrella. Besides the economic significance, relatively, the industry tends to take over almost every industry present today. The creative economy is thriving globally and shaping the cultural landscape of several nations.

Recent market research by Deloitte pegged the creative market value at \$3.6 trillion. This value signifies the tendency of the market profitability and the sizable influence of this industry globally.

However, while creatives are at the core of this industry, the current industrial landscape has considerably sidelined them, making them the more negligible unit of the creative outfit. Creatives now find it challenging to lead a successful creative life independently .



# What is Alture.World?

Alture.World was founded on the belief that every creative has the right to be independent and free in their journey to attaining stardom. We believe decentralization of the creative economy holds the key to empower creatives globally to gain complete and better control over their creative content. We are the first innovation to leverage the distributed ledger framework to enable fair remuneration and engagement of every creative content and service, irrespective of the niche or target audience, through the ownership of our cryptographic Coin, \$TOON.

We are establishing a unique and entirely different world for where creatives, such as musicians, game developers, influencers, artists, and every scope that falls within this umbrella, can access their exclusive worlds and spaces to express, connect and show the world what they've got. The preliminary part of this world is a progressive web application, PWA, birthed with contemporary web technologies, following the fundamental web standards. As the project progresses, it will further extend to a d'app available on the primary application stores.

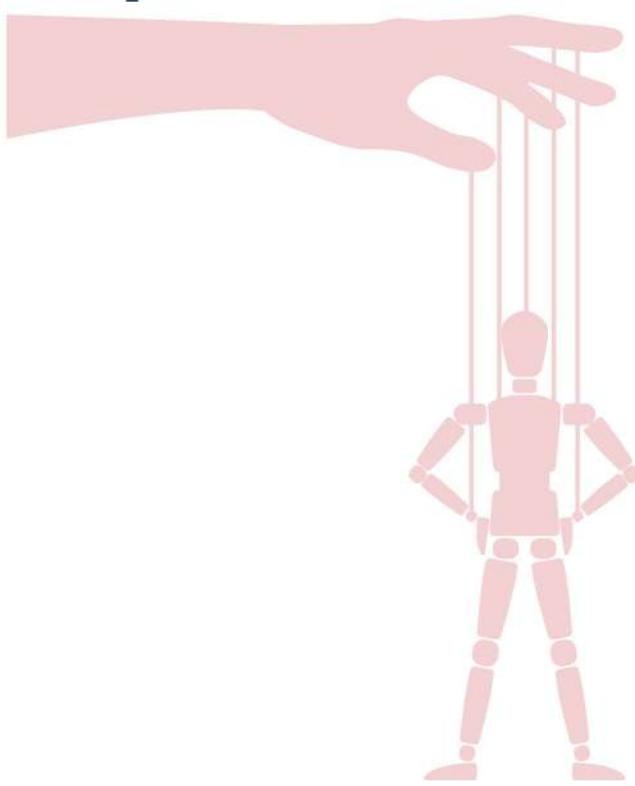
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**Using the Binance smart chain as our primary blockchain alongside the BEP20 \$TOON, our users can expect:**

- A high performing, cohesive, and progressive ecosystem
- Fast transactions with meager fees
- A completely decentralized, secure, and supportive ecosystem

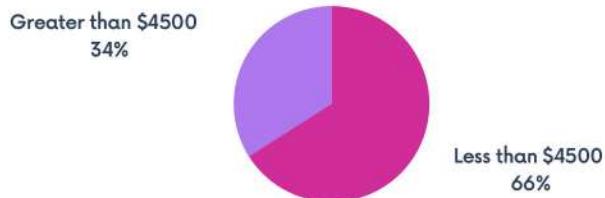
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# Undue Creatives' Exploitation



In a recent survey that featured over 2000 visual artists, Freize pegged the average income of these artists at £16 150, of which 35% comes from their creative works. Several other artists earn lesser than this, with 2/3 of the sample space making less than £4500 from their pieces and a negligible 5% earning over £25,000. Also, these artists highlighted a massive discrepancy and difference between the amount their arts generate and the amount they receive.

Artists income per annum



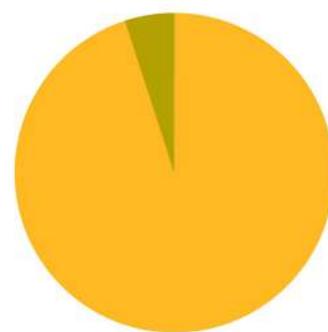
Everyone would agree that the landscape of the current creative economy has served as a breeding ground for creative exploitation. Considering this, Sustaining a living in the creative economy has become an almost impossible feat for all, except for a few high-profile players in the ecosystem.

Besides, the unfair financial remuneration for creative labour is a tragic truth governing the contemporary creative world with cold heart sympathy. Yes, this sounds exaggerated and hyperbolic. However, it's the dark reality. Thus, the desperation to be successful in the industry has pushed many creatives into agreeing to contractual terms that can ultimately hurt them for a long time.

We've studied the stories of multiple creative before establishing a ground in this. An instance is the viral Twitter thought of the London-based artist Tai Shani. Here is an artist who is relatively established in the creative industry. She recounted her experience in 2018 when she exhibited internationally at prominent art galleries in Nottingham, Leeds, and Glasgow. In her words, "I made almost no money." Despite the revenue her exhibitions generated, her label prevented her from making sufficient income from her art. According to the study earlier referenced, Shan's account is not far-fetched in the current creative landscape. So many artists, designers, programmers, musicians, and other creative experience similar situations, battling in the quest for survival even as their works feature in prominent stages and platforms.

**Greater than \$20000**

**5%**



**Less than \$2000**

**95%**

# Centralization of the Creative Industry

While this is a uniform trend in the creative industry, it is more prevalent globally. As of 2021, three record labels dominate 88.5% of the music scene worldwide; Warner music group, universal music group, and Sony music entertainment. Thus, these labels can dictate market rules that align with their profit-making objectives. Since artists primarily depend on these labels, they have no choice but to obey. Revenue and power centralization among labels and music distributors has resulted in the horrific abuse of emerging streaming platforms.

In sum, the present revenue-sharing model adopted by the music industry is not fair to musicians. As such, precisely, potentially inimical for nascent creative in the industry. Considering the revenue share contracts between streaming platforms and labels, a sizable percentage of the revenue goes into the pockets of intermediaries, and musicians are often neglected and excluded from the discussions. Moreover, since the industry is centralized, there is very little that the average creatives could do. Thus, they must play by those rules.

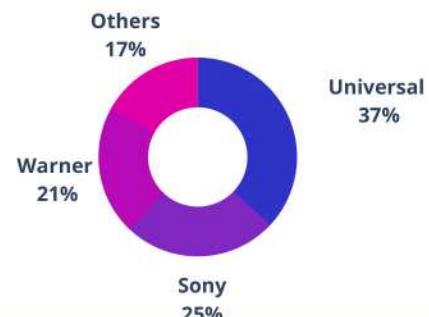
## Contractual Limitations

Limiting creative decisions to the decisions of non-creative before creating a creative piece is not creativity. Primarily, labels operate as businesses, and as such, they prioritize generating revenue over everything, including creativity. As a result, these labels and organizations will do anything to get the maximum profits off creatives tied to their contracts, which is not entirely fair.

In essence, they place restrictions and limits on creativity. Instead, they focus on creating a product they believe will generate more income, eliminating the importance of genuine creativity, which is creative freedom and control. Creatives should work with inspirations and ideas, not force or duress.



“ Labels prioritize money over creative freedom



Market Share of the Music Industry

“ Three record labels dominate 88.5% of the music scene worldwide; Warner music group, universal music group, and sony music entertainment

## Copyright Issues

While every creative wants to break out in the creative scene, just a few are aware of how cruel and unfair the industry is. Labels push creative to sign abusive contractual agreements where a large chunk of royalties are lost between several involved parties. Concurrently, the nascent intermediaries such as YouTube or Spotify aren't doing any better to already underpaid creatives. As if this wasn't enough, the prevalence of illicit reproductions and copyright infringements keeps emerging at a steadily advancing pace resulting in pile-ups of legal lawsuits. Per Transverse Legal, copyright infringement is an action that can leave significant adverse effects on creative earnings. Yet, its pursuit of claim only costs about \$1 500 – \$3 000.



# Our Strategy

To address the issues raised above, we are helping creatives, regardless of location, experience, or skill level, break out of the shells of the traditional creative scene by offering a solution that cuts across three fundamental verticals:

-  **Creative independence and freedom**
-  **Effective content distribution and engagement**
-  **Creative collaborations**

Our strategy is to leverage the relatively nascent NFT space, blockchain technology, and our cryptographic coin, \$TOON, to set up a standard. In this unique and conducive ecosystem, everyone in the creative economy: game developers, influencers, artists, musicians, etc., can access their exclusive creative worlds, where they can express, connect and show the world what they've got.



# Mission

To disrupt the creative economy with blockchain technology and the \$TOON token

We believe that by leveraging blockchain technology, we can help accelerate the journey to stardom for every creative by:

- Providing complete control over creations and assets
- Safeguard their data
- Independence to create while accessing their funds anywhere and anytime

# Vision

Creative independence and freedom

In our journey to achieve this freedom, we are:

- Restructuring how revenues are shared and allocated to creatives for their content
- Creating a unique Decentralized universe and ecosystem, where creatives and users co-exist under a symbiotic and mutually beneficial system.

# Our Solution

BlockChain

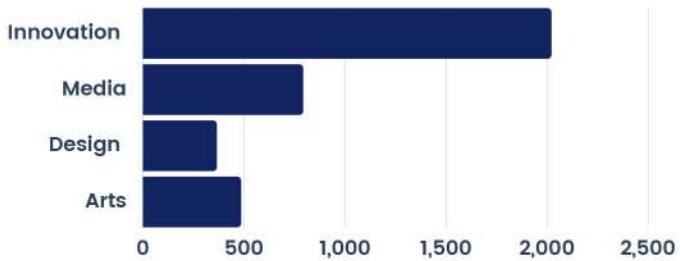
NFTs

PWA

The industry has adversely evolved into a place where creatives have to be tied to inconsiderate contractual agreements before actualizing their dreams. When they do, it is usually short-lived – riddled with legal proceedings and unfavorable terms.

Analyzing the creative market, we identified five fundamental problems surrounding the ecosystem. With the \$TOON cryptographic token, we aim to proffer solutions to these issues and ultimately facilitate creative control and independence.

#### The market value of the creative industry in \$B



“  
The average modern independent creative is a jack of all trades.  
”

In the traditional creative world, independent creatives are the only ones responsible for their creations. For instance, in the music industry, labels pay promoters, advertisers, engineers, managers, etc., to undertake necessary tasks. They even go as far as hiring dedicated managers for their social media platforms to fine-tune their brand. However, this comes at a cost – creative independence. Thus, as we know it, a jack of all trades ends up being the master of none.

For contemporary independent creatives, however, getting noticed or heard is an uphill task. Artwork sales barely exist, streaming doesn't pay enough, relevant developers are unaware of nascent developers, and most creatives cannot afford a promotion team. Thus, they take it upon themselves to undertake these tasks while managing to code, write, produce, or carry out other creative tasks. Consequently, these shifts the focus of creatives and prevent them from honing their craft and building their creativity. This translates into a shortcoming for many creatives.



# Why will this solution work for you?

Recall, we emphasize helping creatives maintain independence on the road to stardom. NO innovation focuses on this idea. Alture.world seeks to incorporate every creative individual on an innovative platform; designers, photographers, artists, musicians, and a vast range of other creative. We are multi-niche and possess every necessary feature and option to propel creative content and ideas into a solid project that will ultimately open creatives to their deserved profitability.

Thanks to Toon World Coin, \$TOON, as a creative, you can access every necessary feature relative to distribution and content engagement, right on a single platform, empowered by blockchain technology.

A unique innovation and never been made before.

## Roles

The Alture.world platform consists of two sections – one dedicated to the users and the other to creatives. Simply put: creatives get to focus on putting out high-quality content as NFTs, and the users get to engage, purchase, collect and utilize their creative content to customize their world.

Besides, users have the freedom to export these contents to external sources and import collectibles as NFTs as our creatives keep creating.

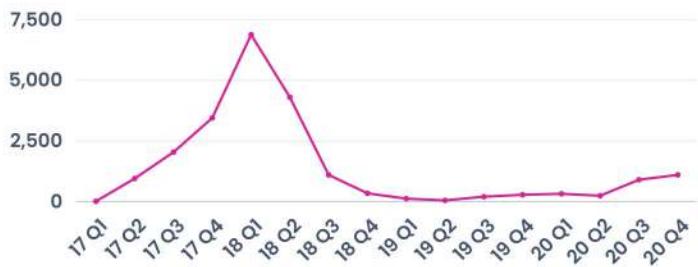


# How will we make innovation happen?

World development. To support every creative globally, we also need support. Thus, we decide to conduct an ICO (initial coin offering) to initiate Alture. Using the initial funds, we can establish a thriving community that benefits both creatives and users, with \$TOON at the core of it all.

## Initial Coin Offering

As of 2019, just with about 1200 completed ICOs, ICOs raised \$11.4 billion, according to Fundra. This indicates that the average ICO generated about \$10 million, even though this is pretty insignificant compared to previous years.



Still, ICOs cannot be successful without a supportive and solid community. And Alture.world is no different. We will be offering the \$TOON cryptographic coin to interested investors, who will help us establish a thriving community framework before the innovation is fully implemented. The proceedings of this process will be geared towards developmental and innovative efforts to kickstart the project and actualize the dreams of countless creatives with \$TOON. This will usher the project into the V1 phase, as will be explained in the project roadmap.

## Primary reasons we opted in for the ICO model

World development. To support every creative globally, we also need support. Thus, we decide to conduct an ICO (initial coin offering) to initiate Alture. Using the initial funds, we can establish a thriving community that benefits both creatives and users, with \$TOON at the core of it all.

### Community-centric

Onboarding creatives to create their world, generating the content that users can come in to see and interact or engage, connect with the creatives, and become an integral part of their world.

### Sense of belonging

The community we will establish during the ICO will serve as the core of the global database of the platform. Early investors and adopters will get to access rewards for their trusts in the days of humble beginnings.

Anyone can buy a \$TOON coin during this event, and the purchases are kept Anonymous and secure. We have no blocks or intermediaries, thereby offering an opportunity for global investors to be a part of this promising dream.

# Tokenomics

TOON is a utility, BEP-20 Binance Smart based built Fungible Coin created especially for the Alture.world ecosystem. Coins built on Binance Smart Chain allow a standard and uniform set of rules that determine how they function and behave on the blockchain. Thus, this is critical for enhanced stability and cohesiveness in the network.

## TOON USAGE

This Coin will be available for five primary uses, which are:

### Transactions on the creative world

The framework of this innovation emphasizes a community of creative content creators and users who engage their brand on their journey to stardom. To facilitate and actualize this concept, a fund is necessary to validate and carry out transactions. On the Alture.world platform, the TOON Coin takes up a similar role.

Holders of the Coin can sell and purchase creative content/pieces. Web template codes, fonts, music, artworks, and other creatives assets are accessible from anywhere globally and anytime, either for communication, entertainment, or creative teams usage.

### Partnering with other creatives

To position Alture.world as a global creative ecosystem, interactions between creatives and partnerships are essential. Considering the current traditional creative outfit landscape, the creative collaboration is a significant upside that we have decided to amplify. TOON will be the focal point and primary driver of this idea.

As a holder, you can interact and collaborate with partners on projects ranging from design, recording, mobile developments, and other creative efforts.

### Rewards and Loyalty

We have laid down plans to set up Projects that reward TOON coin holders for their support. To support both creatives and users, we can establish a thriving ecosystem for the \$TOON token. In addition, we are working to develop engaging events, games, and milestones that will further expand the use cases of the TOON Coin.

TOON will be used to reward creatives and audiences after attaining specific milestones or qualify for some bonuses.

### Staking

Simply put, staking is a lesser resource-intensive alternative to mining. Owners of TOON can hold funds in their wallets to support the operations and security of the platform and Binance Smart Chain alike. In return, using a set of algorithms, they qualify for rewards that are paid in TOON. Essentially, users can stake on favorite creatives, support them, and earn rewards while doing so. It is worth keeping in mind that staking on Alture.world is relatively safe. Besides its tendency to help users earn passive income on assets, we have a dedicated team of experienced professionals and protocols to shield users from bugs and other malware.



# \$TOON swap

To expose users of Alture to a vast range of options, we are incorporating features that will facilitate the direct exchange of select coins for an equivalent value of \$TOON. Essentially, anyone who holds the following token can swap it for \$TOON

Bitcoin (BTC)

Ethereum (ETH)

Binance (BNB)



## The reward for HODLing \$TOON

We will set aside 4.5% of every transaction and redistribute them anytime hodling \$TOON in the form of \$BNB. However, holders are mandated to wait for seven days before they can access these rewards. In addition, if holders keep adding over 2% of their overall \$TOON balance within the waiting duration, the waiting duration automatically accumulates with the cycle. Let's put this in perspective: suppose on the first day of the cycle, a holder adds over 5% \$TOON. In that case, the holder must wait for an additional 8.4 hours (5% of seven days) alongside the previously highlighted seven days.

Selling has no effect on the cycle. However, if a user collects over 2 BNB, 15% will be set aside to buy back \$TOON at market price and subsequently burn. This is a practical approach to tackle inflation and keep the token value stable in the long term.

The total \$BNB in the reward pool determines the amount accessible for holders. Thus, rewards vary with available \$BNB.

## Anti Whale/ Anti Snipe strategy

Buy/Sell and transfer orders that worth over 0.05% of the total supply will not be approved by the platform. This is our approach to protecting holders of the token and prevent the penetration of crypto whales whose only objective is exploiting profits off a project and dumping.

In addition, we will charge whales who perform transfers of over 0.05% of the overall supply within two wallets, 3 BNB. This penalty will be directed towards the BNB reward pool.

## Zero balances and our approach

In a bid to encourage that people hold, at least a percentage of their \$TOON, as opposed to selling it all, we made a few exceptions to the reward duration. When a holder sells all their \$TOON and buys back again, the next reward duration will be after a period of 25 years.

# Token Distribution

With plans for changes as the project progresses, we will issue a total of

1 000 000 000 000 000  
1 Quadrillion **TOON** Coins

**PRE SALE PRICE: \$0.00000001 USD = 1\$TOON**

TOON distribution will cover platform funds, tradable circulations, management funds reinvestment funds, pre-sale funds, creatives world, a portion for burning, and charity funds.

The percentage Coin distribution with equivalent value, according to our intents, will be as follows.

## 200T \$TOON (20%): Circulation

This amount of TOON Coins will be publicly available and circulating in the market. With this, holders can trade on multiple exchanges, such as PancakeSwap, UniSwap, DexTools. As the project progresses, we plan to keep applying for and integrating other deals.



## 50T \$TOON (5%): Marketing

For this project to attain its maximum potential, we must scale up our marketing efforts. Taking this into account, this allocation will be directed to the marketing team, who will then draft necessary approaches to amplifying the reach of the project, and consequently, onboarding more creatives and users who will find their creative products engaging.

## 200T \$TOON (20%): Creatives world fund

One of the most critical elements of this project is developing the platform itself. Since our platform is geared towards bridging the gap between creative independence and attaining stardom, the team must have sufficient capital to spend on projects dedicated to enabling creatives globally.

This fund will also be used to establish the required framework, UI, and reward creatives with bonuses for staking and reaching specific milestones.

## 100T \$TOON (10%) Alture World Reinvestment

This will be a locked portion. We will lock this fund away for one year and let it grow before exploring potential investment options. The reinvestment fund will be primarily directed to reinvesting other equity for growth and building strength into the Toon World Coin (TOON). For instance, liquidate to portion purchase BTC, gold, stocks, real estate (commercial venues to host events and further create freedom for creatives), even purchase other businesses relevant to improve the platform and provide more free tools to creatives expand their horizon.

In essence, this is set aside to support, encourage and work towards the independence of creatives and profitability of the platform and users alike. Furthermore, we want to ensure transparency in the community; thus, there will be open access to the portfolio.

## 100T \$TOON (10%) Pre-Sale

Ahead of the initial coin offering, we intend to sell the \$TOON to interested parties. Thus, this fund is set aside for this intention. The pre-sale will cover the seed phase, pre-sale, extending until the public release of the token. Therefore, every excess will be burnt alongside the 5% burnt management/ownership funds immediately.

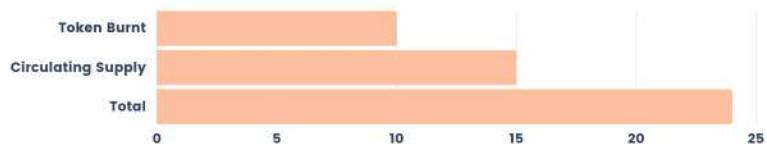
The pre-sale will only remain open until the allocated token is exhausted. This could be the first day or the fifth week. Hence, please bear it in mind if you intend to invest later.

## 200T \$TOON (25%) Management/Ownership fund + 50T (5%) burnt portion

The 25% management Fund is primarily set aside for the platform's ownership and management teams. It will serve as funds to further pursue further integrations that will ultimately benefit the platform.

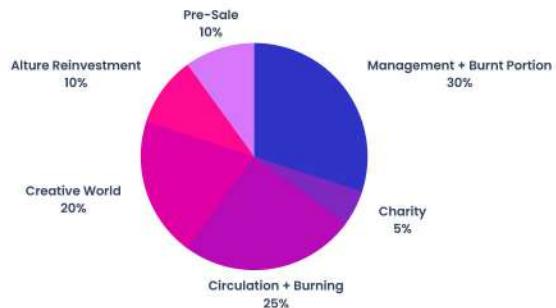
In addition, we will lock a portion, i.e., 20% of the overall fund for two years. This indicates our commitment, focus, and emphasis on developing Alture.world and propelling it towards the best version it can attain.

To slow down the inflation rate by optimizing the total circulating supply of \$TOON, we will burn 5% off the total fund allocated to management while leaving 20% locked securely.



### \$ Toon circulation fund allocation

We will listen to creatives and users, open discussion, and provide charitable support to wildlife projects, the environment, and humanity. However, before users vote to decide on the appropriate charities, we will lock this fund away securely.



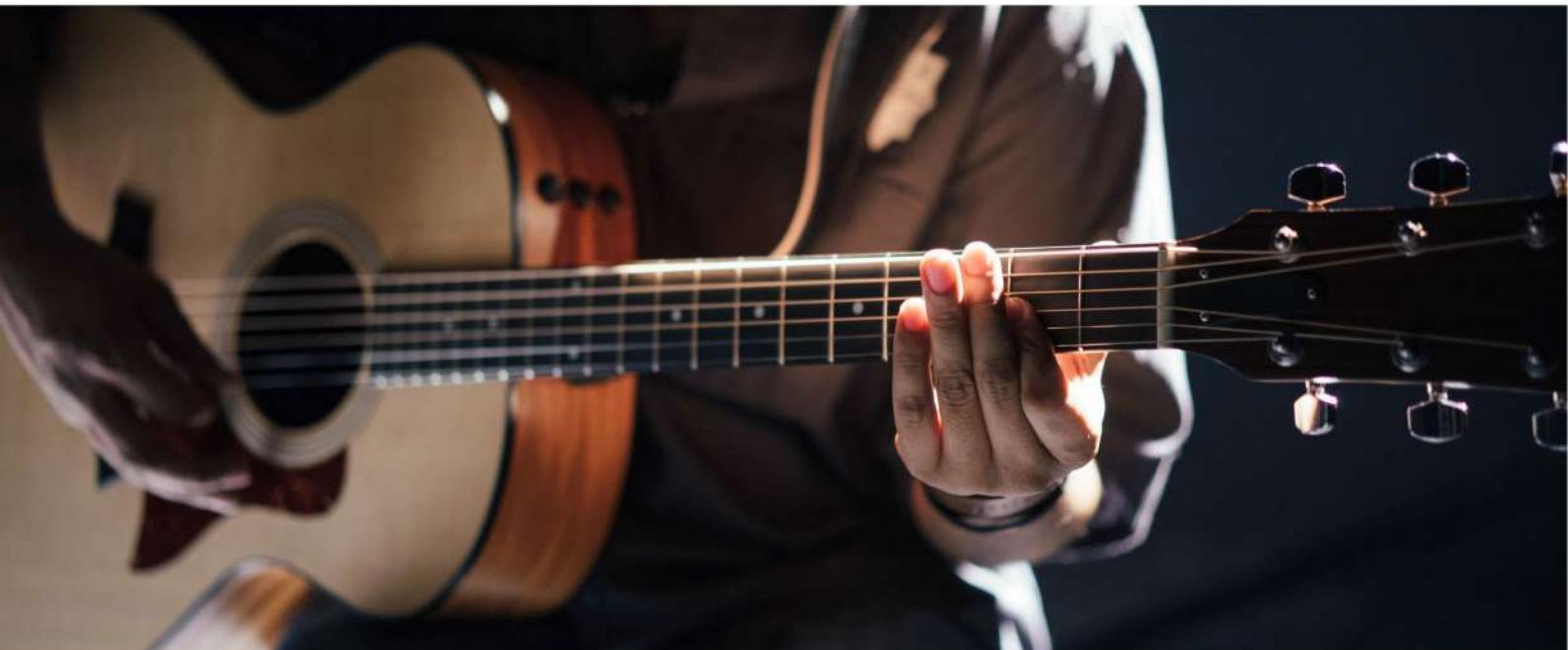
### 1 Quadrillion \$TOON Allocation

## 50T \$TOON (5%) Charity Fund

Alture.world will constantly integrate the charity aspect in our use cases as a community created around creativity. Therefore, this percentage of the fund is primarily targeted at non-profit organizations relevant to the creative industry, environmental and eco conservations.

### Fees

Users' experience and creative freedom are our primary priorities. Thus, for project sustainability and further improving the platform, we will only charge a meager percentage for transactions carried out using the \$TOON token.



# Business Model

## Revenue Model

### Fees

In a bid for sustainability and maintenance of the platform with actions such as staff payments, etc., we charge meager fees from users and creatives. This fee is significantly lower compared to our competitors around. Even at this rate, the platform will operate faster than anyone available today. Besides, creatives get to retain full ownership of content while getting paid what they deserve.

### Reinvestment Fund

- Reinvesting funds will help us access compound gains in various assets, commodities, and cryptocurrencies.
- Creative deals, which will allow top creatives to negotiate investment offers that will mutually benefit both parties
- Investment in macro studio
- Reinvestment in venues

### AD Revenue

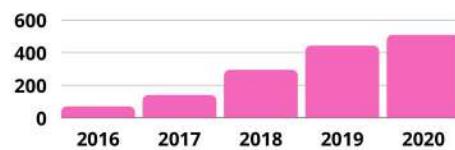
As the platform generates sizable traffic, AD revenue will grow to be a significant source of income. We still hope that creatives will be a part of the earning sharings. AD revenues will be available to creatives, and to further ensure transparency, the distribution after expenses goes thus: 20% reinvestment, 20% for team management, and 60% for creatives reinvestment on bonuses and projects.



## Network Potential

### Apple Wallet Functionality

A recent Apple job posting indicated that the multi-billion dollar company might be ready to delve into the world of cryptocurrency and Blockchain. Apple posted a vacancy for a business development role, enabling it to create partnerships with alternative payment platforms such as crypto payment providers. This role needed experience in digital wallets, and qualified employees will get to work with the iPhone wallet team and apple pay. Hence, this is an indication suggesting that Apple intends to add crypto payments into its wallets.

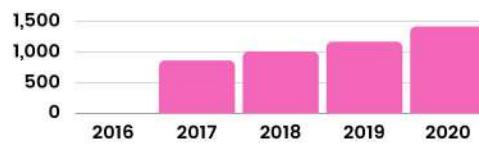


Apple Wallet Users in Millions, 2017 – 2020

Apple wallet has a large dedicated community of users. Thus, this is a welcome development as it will further help us integrate this innovation into real-life utility.

### PayPal Support

Again, PayPal will enable customers to withdraw funds in the form of cryptocurrency. In addition, it will come with a feature of "checkout with crypto." This new feature will allow its users to transfer crypto from and to the PayPal platform and other wallets. Jose Fernandez, PayPal's blockchain lead, made this public at a recent conference.



Apple Wallet Users in Millions, 2017 – 2020

These opportunities are indications that the blockchain industry is about to experience an even more extensive use case. Thus, we have set up infrastructures and relevant means to explore this space accordingly. With plans for future integrations, both creatives and audiences can transfer their TOON directly into real-life utility without using exchanges.

### Decentralized Applications

Nowadays, D'apps are at the center of almost every blockchain discussion. Thus, it is only logical to tap into this space. Unlike traditional applications, it doesn't require intermediaries to connect developers to users, emphasizing the core value of this project, decentralization. There are over a thousand dApps only on the Ethereum blockchain, excluding others such as the BSC. Hence, we are setting up plans to create a Decentralized application for the project, which will be available on various application stores. As this project progresses, we will keep identifying profitable and necessary integrations to grow creatives and users alike, establishing a conducive ecosystem to launch the Alture.world V2.

# Blockchain Technology

To paint a better picture of this project, we must first understand the concepts of blockchain technology, PWA, and NFTs; what they are, what they do, and how they work.

In 2008, an anonymous entity, or group, by the pseudonym Satoshi Nakamoto, introduced the concept of blockchain technology in a whitepaper. Primarily the innovation aimed at transferring economic values from a party to another in a Decentralized manner. However, its use case has extended to several other purposes and intent. For example, everyone can purchase almost anything for the first time, ranging from arts, game credits, music, etc., trustlessly and with complete decentralization.

Blockchain operates by utilizing cryptography to ensure the security of transactions in a distributed ledger. As a result, it is trustless, and as such, its users do not even need to know each other. Besides, it is decentralized. Thus, it doesn't need a central authority to dictate, regulate, authorize or govern fractions on the network. This feat is achievable due to a concept called consensus. Consensus is an algorithm that aims to find a standard agreement that will benefit the entire network.

Essentially, think of Blockchain as an openly distributed global database or large spreadsheet. Anyone can get into it and see what is going on without intermediaries. Thus, it requires no established institutions for transaction authentication or settlements. This signifies that Blockchain can record any structured data that no one can hack, copy or manipulate. Today this innovation has transformed and disrupted modes of transactions in terms of financial services. It is entirely independent and created on core principles of trust and truth.

Relative to the creative industry, Blockchain has a massive potential to revolutionize how creative work and receive payments, guaranteeing that their intellectual values can attain their maximum potentials in a transparent, independent, and less complicated approach. In essence, it could redefine the need for intermediaries between creative and their target audiences. Thus, this technology serves as the cornerstone to how Alture.world operates, stores, and shares information and how we transfer value using our cryptographic Alture.world Coin, \$TOON.

## Emergence of NFTs

Although relatively recent, it's no secret that NFTs tend to disrupt almost every industry today, including the creative economy. NFTs or Non-fungible tokens are unique digital assets stored using blockchain technology. In simple terms, it signifies a digital file – can be an artwork, a song, or anything – that anyone could keep on the blockchain as a unique asset. It is one of a kind, and it cannot be deleted, copied, or faked.

Combining the benefits of the Binance Smart Chain and NFT space, we will help creatives secure their assets and contents while offering the experiences that traditional industry has deprived them of. However, to integrate both solutions in an ecosystem, there must be a ground for them to function, which is where our Alture.world Progressive web application, PWA comes into play. Besides the PWA, the platform will be available on mobile apps, both Android and iOS users. The mobile app will also replicate the features the PWA offer, and both versions will be in sync. Ultimately, users' choices will be based on personal preferences, as both options will offer almost equally excellent and efficient functionalities.

## Alture PWA

Using several dedicated technologies with the best standard trends, we are setting up a system that incorporates the benefits of both a native app and a web app, right on a single platform.

Web apps hold a high reputation relative to visibility and discoverability as opposed to native apps. On the other hand, native apps work better in operating systems, offering a more seamless experience to users. How about a blend of both? Sublime! This is why we are opting for the progressive web app model for the ecosystem—considering both benefits, Alture.World will be a breeding ground to help creatives propel their content and amplify it. In contrast, users and creatives can operate seamlessly and securely within the ecosystem.



# Architecture and Protocols

How will we implement the functionality of the Alture PWA? We are considering four fundamental technical elements:



## Transport Layer Security (TLS) Protocol

This protocol will be our standard of robust and secure data exchange as we integrate other platforms into the ecosystem. This creates a sense of security and trust for the platform. Being a secure decentralized platform is not only the best practice, but it will also position us as a trusted site for users seeking trust and avoiding cyberattacks on their data and wallets.

## JSON Web App Manifest

Elementally, this is a JSON file that gives our platform its native app appearance. Using this component, we control how the app is displayed to users and ensure that every user enjoys the best possible user experience. This element feature meta-information about the platform such as the icon, background colors, platform name, and every other sub-element that facilitate an ease-of-use.

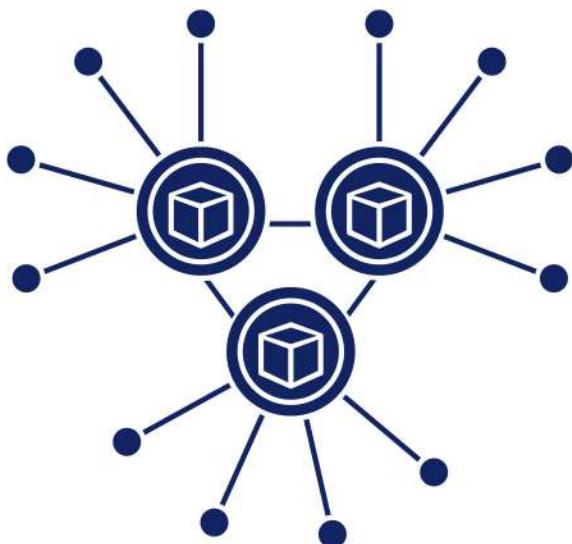
## Service Worker

We use this component to support our offline work mode, push notifications, background syncs, and several other features typical for native applications. It is a JavaScript file, which we will run separately from the website. Service worker helps us respond swiftly to users' interactions, including network requests from our page.

## App Shell Architecture

We are leveraging this framework to build and maintain the PWA by separating the dynamic from static pages. This shell entails core design elements that offer superior efficiency, especially for Javascript-heavy apps.

Besides this solution, we aim to further integrate our solutions into various platforms and Decentralized applications that will be made available on multiple app stores.



# Alture.World E C O S Y S T E M

## Overview



Fundamentally, the creative industry features three primary units.

- 1. Creator**
- 2. Users**
- 3. Revenue**

Intermediaries are insignificant, and we want them to remain so. Therefore, we consider these components and establish relevant protocols that protect user's and creatives' rights and funds. Thus, Alture.world acts as a global creative platform that helps creative artists express their ideas, create content, and engage users independently. In return, these users help them achieve their dream of attaining stardom by purchasing and engaging their content with the BEP-20 Coin, \$TOON (Toon World Coin).

It is a new age platform that has never been seen before, focusing on creative control, creative independence, and helping creatives attain the heights which the traditional creative economy has deprived them of.

# Users' Expectations

With the framework and architecture we are leveraging, what can users expect?

## Responsiveness

Alture.world is responsive and, at the same time, working perfectly on any screen size. The range of content we will offer will adapt comfortably to alterations in viewport and screen sizes.

## Performance

The world is fast-paced, and the attention span keeps reducing daily. As a result, no one gives an ear to a slow website. Alture.world will be a website that starts fast and runs fast while maintaining optimum user experience.

## Offline functionality

We strive as much as possible to help users retain as many functionalities as possible when offline.

## Browser capability

The platform will support all browsers. Leveraging feature-detection capability, we have set up dedicated systems which we can adopt to account for browser features upon release.



# High level overview of the roles

CREATIVES are individuals who upload and sell their original creative content as NFTs on the Alture.world Platform. This includes designers, freelancers, developers, artists, or other creative individuals intending to expand, grow or rise to fame independently.

Using the Alture.world platform, creatives only need a profile, a wallet, and the \$TOON Coin to enjoy every functionality required to amplify and propel the creative piece into a profit-generating avenue. It's a simple process; creatives get to focus on expressing their creativity, being themselves, and engaging users while generating sizable and deserved revenues and maintaining full ownership of their content. We put their content out for the community members and users, who, in turn, can purchase and engage such content using the Toon World Coin. In addition, users can also earn from other featured passive income avenues – such as staking, attaining milestones, etc., right on the Alture.World.



# Creatives

## Create

This is the primary role of creatives. They can create, offer, and sell creative assets such as design, codes, artwork, music, and more, both digitally as NFTs and physically.

## Consume

For the sustainability and longevity of the project, we must strike a balance. Thus, to scale and speed up the features and processes; creatives can be consumers of other creative content and purchase them for instant consumption or further refinement via creative collaborations.

## Crypto value holder

Usually, transaction fees take a sizable percentage of assets – especially with numerous monthly transactions. However, the Toon World Coin, TOON, allows creatives to control their funds quickly, easily, and secure transactions at meager and negligible fees. Besides, leveraging our custodial and non-custodial wallets will enable them to invest or stake the \$TOON to access rewards and earn passive income.

## Community membership

Creatives can interact with other creatives and as well as other members of the community. They can discuss ideas, show leadership and creativity by offering something even more important, and support the community.

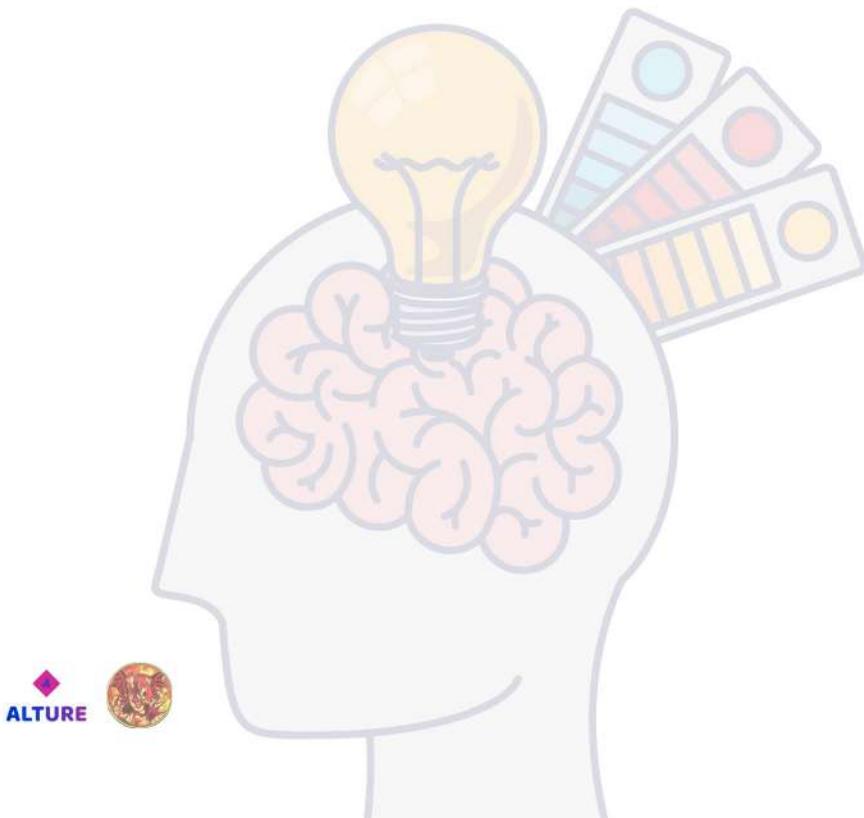
# Users

Altureworld is an ecosystem, and as such, maintaining equilibrium is paramount. Users are there to strike a balance with the creatives. They interact with the content and creatives, and when interested, they purchase their preferred creative piece – music, arts, codes, etc.

## Essentially, users have the option to

- Support creative projects and content
- Engage in rewards and bounty programs
- Purchase creative assets from the Altureworld
- Send and Receive TOON Coin from and on their custodial or non-custodial wallets, respectively
- As a user, creatives will also participate in various activities and regulate or define the creative world.

Anyone can register as a user or a creative; both the creatives and non-creatives.



# Potential Benefits

## Alture.World Custodial Wallets

- This will be shared with the platform, and we will provide additional security with the available tools. In addition, balances of earnings will be displayed on this wallet.
- This is where we provide payouts for our users and creatives.
- No significant effect if you lose your private key

## Alture.World Non-custodial wallet

- A secure wallet that users can utilize to keep \$TOON for easy management and transactions.
- Only users can access this wallet.
- You cannot access your wallet if you lose your private key.

\*Note: we do hold the responsibility for the non-custodial wallet when lost or stolen. However, we have specialized systems to ensure that users stay updated with the ecosystem's best security, backup, and storage practices.

Custodial wallet payouts include, but not limited to:

- Earnings
- Bonuses
- Milestones
- Objectives accomplishment
- Collaboration revenues
- Staking rewards

## Wallet UX

The Alture.world DeFi wallet was created for every level of cryptocurrency users. We will find onboard beginners seamlessly with dedicated guides and instructions. In contrast, the experienced users will see a sizable difference in this wallet compared to the features offered by others.

## Commitment to compliance and security

Establishing a sense of trust serves as the cornerstone of our commitment to our creatives and users, and as such, we believe that relevant compliances and security are the foundation to establish an innovation positioned for longevity and sustainability. Thus, we are working towards obtaining relevant compliance relative to the space we intend to explore. Besides, we have a range of dedicated protocols and systems that primarily focuses on securing users' assets, data, wallet, and creative content on Alture.World.

## Dedicated customer's service

Perhaps one of the most critical but neglected aspects of a successful DeFi project is the ability to respond and cater to customers' needs effectively. We are redefining this perspective! With our dedicated customer service team, we are set to show our users and creatives that we care!

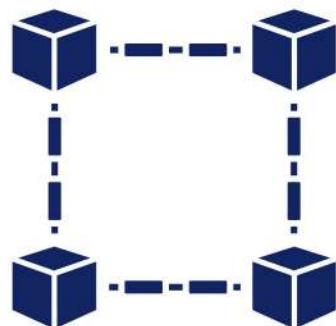
# ALTURE.WORLD

# DEFI WALLET

To take a step toward helping creatives and users achieve their dreams while safeguarding their funds, data, and identity, we will launch the Alture.World DeFi wallet features custodial and non-custodial wallets that will help creatives and users claim full ownership of their assets.

At Alture.world, our priorities emphasize safeguarding creatives and users' funds on the platform. Thus, we utilize the latest relevant protocols and technologies to protect the platform against cyberattacks and hacks. As a result, irrespective of the chosen wallet, users will enjoy the ease of sending and receiving their assets.

**Essentially, with either option,  
the wallet users get to enjoy:**



## Decentralization

Users get complete control over their private keys

## Flexibility

Transactions are dynamic with options to customize formation speed.

## Security

wallets are secured with encryption of private keys, combined with 2-factor authentication and biometrics.

## Convenience

easy access to multiple use cases right on the platform, with the potential to extend into real-life utilities as the project progresses.

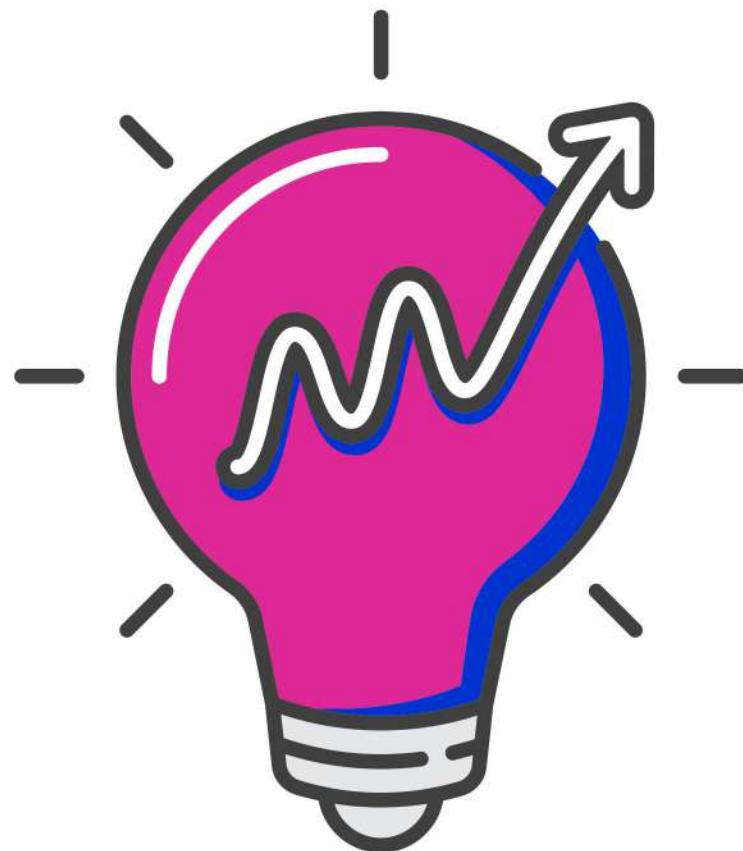
# Projected phases/sections.

## Phase 1:

Onboarding creatives to create their world, generating the content that users can come in to see and interact or engage, connect with the creatives, and become an integral part of their world.

## Phase 2:

Users can also create their worlds with their favorite creatives' creative content and pieces.



# Development Roadmap

October – November 2021

# ALTURE WORLD v1.0

Alture.World will be set into motion with early invites of some selected creatives, who will kickstart beta testing and early onboarding of the platform. Here is the genesis of a huge revelation in the blockchain, crypto, and creative economy, and this will serve as our preparatory endeavors to prepare the project for a live launch. Meanwhile, additional development will be in work for iOS and Android.

Accepted creatives on the platform will then receive a special gift, which is a unique emblem that opens them to added benefits that include but not limited to:

- Early access to new creative tools and widgets
- A unique status
- Extra bonuses and milestone boost
- Early access to potential and future integrations on the platform.
- First-year launch project-based macro budget, depending on the type of creativity (Additional benefits reserved until acceptance or agreements)

# Legal Disclaimer

## Information Published in The White Paper

Owners and contributors of this white paper are in no way responsible for decisions, actions, behaviours, or steps taken or not, relying on this whitepaper. The white paper contains generic information relative to the project. Thus, you are not authorized, neither should you depend on it for legal or business advice. Actions taken in reliance on the content of the white paper are at your risk. Whether you decide to act or not, seek the advice of a licensed attorney in the relevant jurisdiction.

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## Views on Alture.World

The opinions and views represented in the whitepaper are ours and ours only. As such, do not represent the official policy of any governmental positions, authority, or public organization, encompassing but not limited to regulatory bodies present in any given jurisdiction. Thus, this whitepaper has not been subject to reviews from any regulatory body.

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References to \$ refer to the United States dollar; if not, it is otherwise stated.

## Graphics

The graphics added to this whitepaper are intended for illustrative intents only. For example, suppose a graphical representation appears with price references; these do not translate to actual price information or data.

## Professional Advice

Do well to consult an accountant, tax professional, lawyer, or other relevant expert advisory options as they are necessary to help you decide whether to purchase the TOON or not.