

Cisum Verse

Revolutionizing the Music & Arts Industry with Web3

Introduction

Music and arts are foundational to human civilization, yet the industry suffers from longstanding challenges deeply rooted in traditional and Web2 structures:

- **Centralization:** Data and assets are controlled by centralized platforms, resulting in concentrated power, manipulation, and high fees for creators and fans.
- **Lack of Transparency:** Opaque data flows and restricted access to information about asset ownership and value growth often lead to users' and creators' interests being compromised.
- **Low Efficiency:** Web2 architectures impose excessive borders, hindering payment, settlement, and global reach for both artists and audiences.
- **Inequitable Value Distribution:** Major intermediaries maximize their profits at the expense of creators and fans, stifling innovation and sustainability across the industry.

Vision

Cisum Verse envisions a borderless, transparent, and equitable ecosystem for music and the arts, powered by Web3 technology. By leveraging blockchain, smart contracts, and decentralized governance, we empower artists and their communities to create a sustainable, vibrant, and collaborative future.

As a pioneering platform, **Cisum Verse** transforms emerging artists into global stars. Through Web3, we foster authentic connections between artists and their fans, driving engagement, shared success, and limitless creative possibilities.

Strategy

Cisum Verse harnesses Web3 and AI technologies to empower young artists to achieve stardom through three core strategies:

1. **Tokenizing everything**

Cisum Verse transforms assets and opportunities into digital tokens, enabling seamless investment, ownership, and governance.

Token	Type	Usage/Privileges/Benefits	Ways to acquire
CISUM	FT	A platform-level token to incentivize ecosystem contributors and believers	via private sales or DEX/CEX

Token	Type	Usage/Privileges/Benefits	Ways to acquire
CVSBT	NFT	A soul-bound token that measures holders overall contribution	via spending within the platform and ecosystem
GRAB	NFT	Used to grab a free ticket in platform organized ticket-rush sessions	via account registration or inviting other to register on-chain
STAR NFTs	NFT	Used as credit points for spending in services/contents/products, unique for each artists community	via burning CISUM to mint or PoE activities
Badge NFTs	NFT	Membership levels denoted by Common/Silver/Gold/Platinum etc. badge types	claimable when the quantity level of CVSBT reaches
Ticket NFTs	NFT	Each show has a unique set of ticket NFTs	via ticket-rush sessions or direct purchase

[!NOTE] In addition to its potential for appreciating financial value, CISUM token holders gain governance rights, participating in platform-wide decision-making through voting processes organized by the Cisum Foundation. The ultimate goal for CISUM is to become the settlement medium for music and arts industry and transfer music/arts fans from consumers to shareholders, producers and DAO governors.

2. Mining everything

Cisum Verse enables users to earn rewards through diverse mining mechanisms powered by Web3. From account creation to engagement, payments, and staking, every action generates value in the form of CISUM or STAR tokens, fostering a vibrant ecosystem for artists and fans.

Mining Type	Description
Proof of Head(PoH)	CISUM tokens worth of \$20 will be newly minted upon each new account registration
Proof of Engagement(PoE)	Whichever artists or projects engagement activities for mining STAR tokens.
Proof of Payment(PoP)	Payers will be rewarded with newly minted CISUM tokens worth of 10% of the paying amount.
Proof of Stake(PoS)	Stakers of CISUM tokens will be rewarded with a fixed APY of interest based on their selected locking period duration. The interest rewards are newly minted CISUM tokens

[!NOTE] Example PoE activities include but are not limited to the following:

- daily sign-in to an artists community
- inviting others to join an artists community
- posting/sharing artists events in social medias
- Playing artists music

- Sharing artists music with others
- purchasing artists related items

3. Fans investing in artists

Fans can become investors and shareholders in their favorite artists by participating in fundraising for short-term projects (e.g., live events), medium-to-long-term ventures (5–10 years, supporting artists' rise to stardom), or lifelong initiatives (e.g., 3D Digital Autonomous AI Agents serving online or on-chain communities). By investing, fans receive NFT tokens representing shares, earning CISUM equivalent to 10% of the project's revenue. Additionally, NFT holders can vote in governance decisions for their invested projects.

Ecosystem overall architecture

Below shows the high-level diagram of interaction flows between artists, fans and the platform with exhibition of various mining mechanisms:

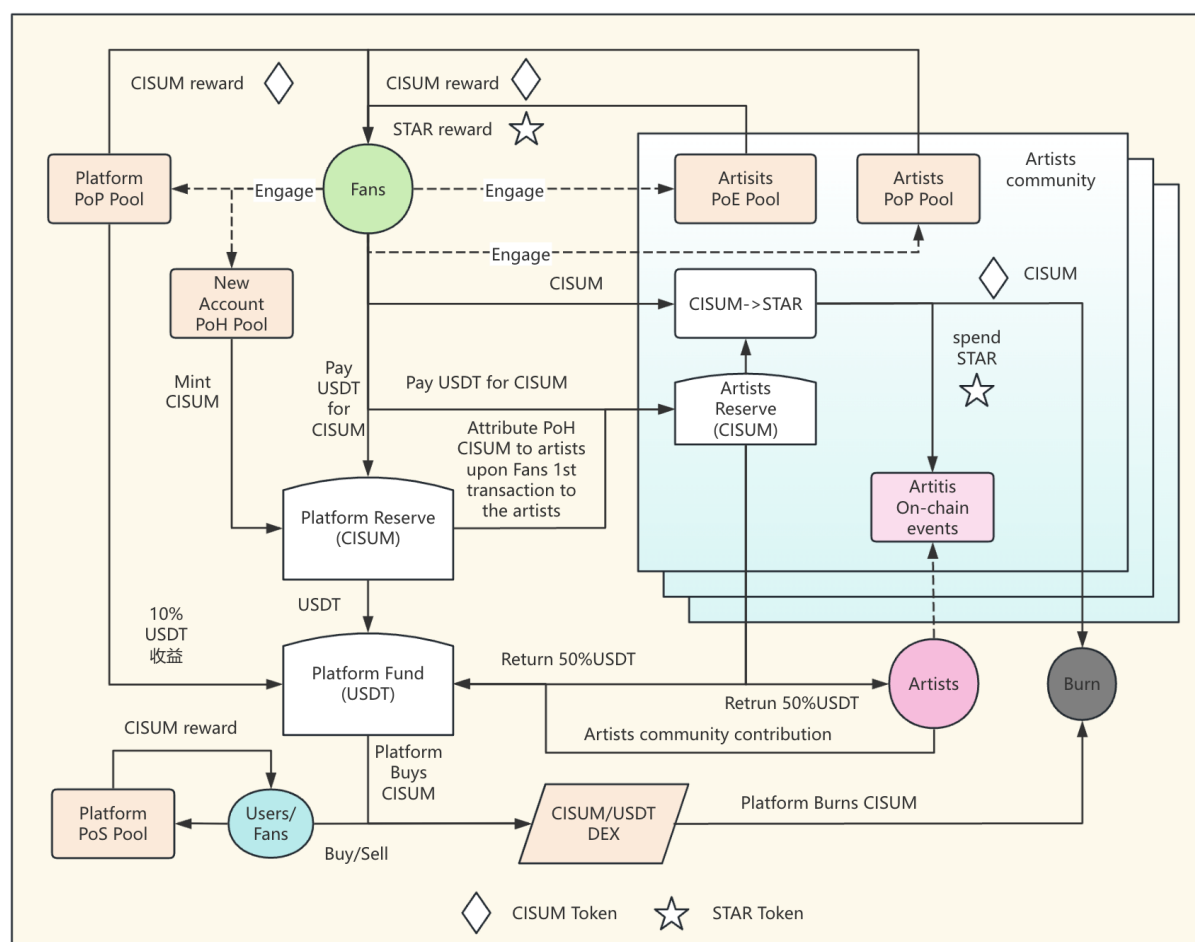


Figure-1: CISUM Ecosystem Architecture Diagram

[!NOTE]

1. There can be as many artists communities as possible as the platform grows to reach the global markets.
2. Each artists community is required to put aside 10% of their platform income as contribution to the platform fund.

3. The platform is required to use the platform fund to buy back and burn CISUM tokens to create continuous deflation effect to CISUM.

Token distribution

The total supply of CISUM is 10 billion, 55% of which has to be mined through ecosystem activities. Following diagram shows the overall distribution of the platform token.

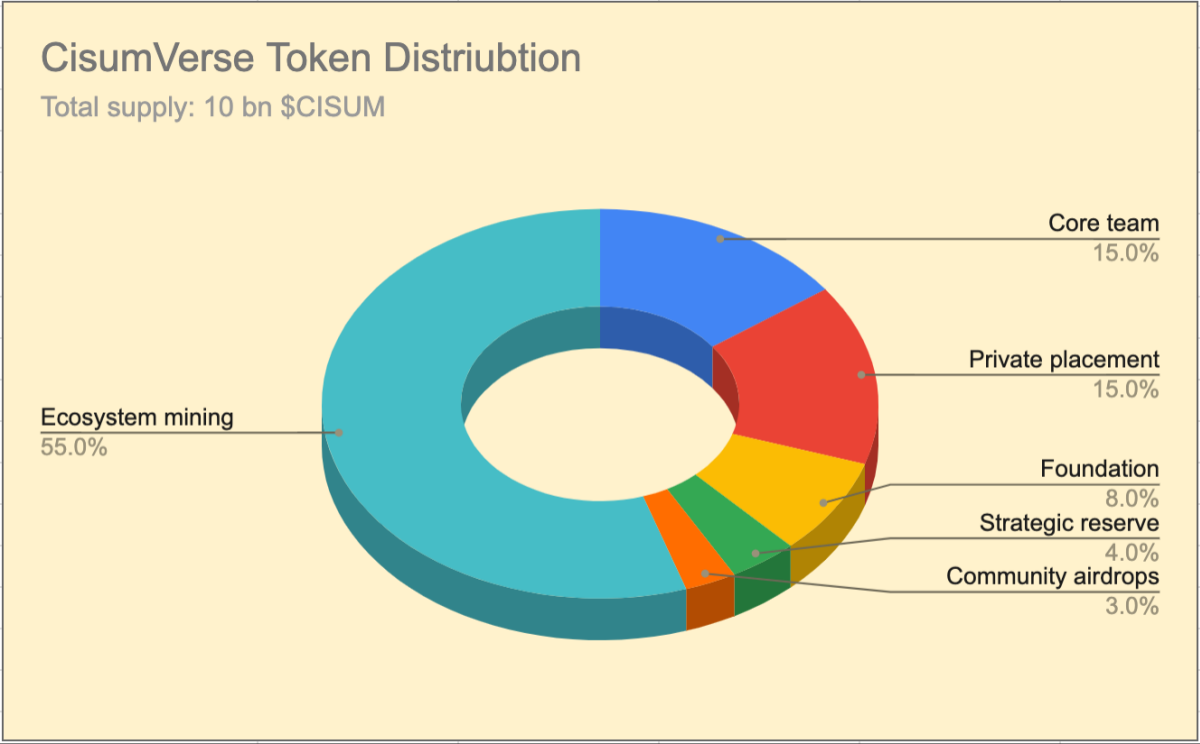


Figure-2: CISUM Token Distribution Diagram

CISUM Token Distribution Schedule

Allocation Category	Percentage	Token Amount	Vesting Plan	Description
Core Team	15%	1,500,000,000 CISUM	18-month cliff, 36-month linear unlock	Reserved for founding members, subject to vesting schedules to ensure long-term alignment.
Private Fundraising	15%	1,200,000,000 CISUM	18-month cliff, 18-month linear unlock	Allocated to early investors from private sales, with vesting to prevent market dumping.
Foundation	8%	800,000,000 CISUM	N/A	Used for platform development, research, and community initiatives governed by the foundation.

Allocation Category	Percentage	Token Amount	Vesting Plan	Description
Strategic Reserve	4%	400,000,000 CISUM	N/A	Held for unforeseen opportunities and platform stability measures.
Community Airdrops	3%	300,000,000 CISUM	N/A	Distributed to early users and community members to encourage platform adoption and engagement.
Ecosystem Mining	55%	5,000,000,000 CISUM	N/A	Mined via Proof of Head, Payment and Stake to incentivize participation and ecosystem development.

CISUM Token Circulating Schedule

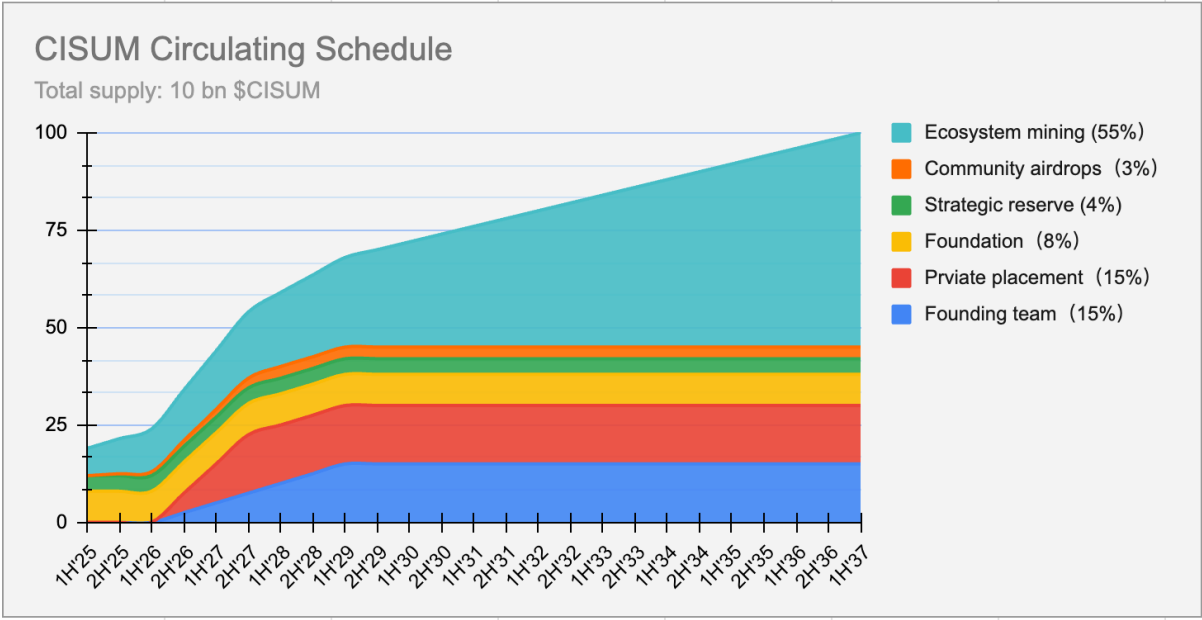


Figure-3: CISUM Circulating Schedule

Technology

Employment of Blockchain and Smart Contract technology

Cisum Verse has selected [FullOn Network](#), a high-performance Layer-1 public blockchain, as its application platform due to the following advantages:

- **Ultra-low gas fees:** Transactions cost less than \$0.0001, ensuring affordability.
- **High performance:** Supports 10,000 TPS, with an architecture scalable to 1 million TPS.
- **Low latency:** Achieves 0.5-second block intervals and 1-second finality for rapid transaction processing.
- **Interoperability:** Seamlessly connects with other blockchains in a secure and efficient manner.

Furthermore, FullOn Network supports both EVM and WASM smart contract technologies, enabling **Cisum Verse** to implement a highly decentralized solution tailored to its needs.

Employment of A.I. technology

Cisum Verse collaborates with leading AI technology providers to create virtual content and autonomous 3D digital agents for artists, building virtual concert spaces that engage global audiences. These AI-powered 3D agents represent artists in online and on-chain ecosystems, interacting with fans, hosting virtual events, and generating revenue for NFT investors, fostering lasting artist-fan connections.

Team

Founding partners

- **STAR NEST:** The music promotion and trading platform in Asia, founded by Zorror Xu.
- **ZENITH Entertainment Group:** K-pop pioneer, former SM Entertainment CEO, has nurtured over 10 top K-pop groups, with a fanbase exceeding 50 million.
- **INQ:** Largest independent music company in Vietnam, signed 7 artists, with over 10 million fans.
- **About Capital Management:** Focused on private equity investment, owns Huobi Global Exchange, providing asset management services in the Asia-Pacific market.
- **FullOn Blockchain:** The technical foundation of **Cisum Verse**, supporting on-chain issuance and circulating and trading of **Cisum Verse** tokens and implementing the tokenomics via a suite of governing smart contracts.

Strategic partners

- **United Entertainment Group:** Tencent Music Entertainment Group's brand responsible for artist, concert, and music festival investment management.
- **Kazakhstan OZEN XO LLP:** Central Asia's largest copyright trading platform, distributing works for over 600 independent musicians.
- **CAPITAL Theater:** A renowned independent music venue in Vietnam, with a capacity of 2,000 people, hosting over 100 performances annually, and attracting more than 100,000 attendees.
- **Hong Kong SATELITE Electronic Music Label:** Founded by Janva Tam (Tan Shu Zhong), co-founder of Lane Crawford Group, who has organized over 100 global events for LVMH. SATELITE hosts over 100 electronic music parties annually, with a fan membership exceeding 100,000.

Leadership team

- **Dow:** Strategy and Finance, financial investment expert.
- **Zorro:** Artist discovery and content planning, former regional president of Warner Records.
- **Jun Kang:** Artist training and copyright promotion, former CEO of SM Entertainment.
- **Michael Choi:** Artist development and copyright production, renowned British music producer.
- **Thor:** Technical architecture, founder of the FullOn blockchain.

Governance Model

- **Initial Governance (2025-2028):** The Cisum Foundation (registered in the Cayman Islands) oversees strategic planning, token issuance, and ecosystem management to ensure compliance and initial stability.

- **Transitional Governance (2028-2029):** Gradually shifts to decentralized governance under Fans DAO, with fans participating in decision-making through CISUM staking and a badge system.
- **Fully Decentralized Governance (2029 onward):** Fans DAO fully takes over, with fans and artists collectively deciding platform development, artist signings, and revenue distribution, building a true community co-governance ecosystem.

[!TIP] All parameter values presented in this paper are subject to future DAO governance to adapt to a dynamically changing market environment.

Conclusion: The Future of Music with CISUM

CISUM represents a transformative vision for the future of the music industry. Through technological innovation and community governance, we aim to build a fair, transparent, and sustainable ecosystem, propelling global music into the Web3 era. Join us in shaping the future of music.