

CISUM

Revolutionizing the Music and Arts Industry with Web3 and A.I. Technology

Abstract

CISUM is the world's first Web3 platform dedicated to the full-lifecycle incubation of music artists, built on the high-performance FullOn public blockchain. It issues the utility ecosystem token **CISUM** along with a series of supporting tokens. Through an innovative four-stage artist incubation model, diversified mining mechanisms, and a dual-token economic system, **CISUM** provides functional value exchange tools for global music ecosystem participants, driving the music industry toward decentralization and community-driven development. As the native token of the **CISUM** platform, **CISUM** integrates Web3 and A.I. technologies to create a transparent and fair music economic ecosystem, empowering emerging artists to become global stars and transforming fans from consumers into investors and co-governors.

Additionally, **CISUM** efficiently connects artists and fans by minting **Real World Assets** (RWA) for artist growth, copyright distribution, performances, and artist IP, enabling intelligent full-lifecycle management.

[!NOTE] Important Disclaimer: **CISUM** is a utility token designed for functional applications and service payments within the ecosystem. It does not represent any company equity, debt, or investment contracts and does not have securities attributes.

1. Introduction

1.1 Structural Challenges in the Music Industry

The traditional music industry has long faced structural issues such as unequal value distribution, high intermediary costs, and minimal artist profits. While existing Web3 music platforms have introduced decentralization, they commonly encounter the following pain points:

- **Overemphasis on Decentralization**: Ignoring artist belongingness and fan loyalty, which are core elements of the music industry.
- **Singular Business Model**: Primarily reliant on NFT speculation, lacking sustainable revenue models.
- **Poor User Experience**: High technical barriers make it difficult for ordinary users to participate.
- **Insufficient Token Value Support**: Lack of practical use cases and value anchoring.

1.2 CISUM's Solution

CISUM addresses the core pain points of traditional Web3 music platforms through a four-stage artist incubation model, blending Web2 best practices with Web3 technological innovation. As the world's first Web3 platform focused on the full-lifecycle incubation of music artists (**CISUM Artist Incubation Platform**, CAIP), it integrates A.I. analytics, artist growth RWA, copyright distribution RWA, performance RWA, and artist IP RWA, providing end-to-end support from artist discovery to metaverse expansion:

- **Rebuilding Artist Belongingness**: Establishing deep ties between the platform and artists through a signing model.
- **Enhancing Fan Loyalty**: Improving fan loyalty through diverse interactions and profit-sharing mechanisms.
- **Diversified Revenue Models**: Integrating subscriptions, advertising, merchandise, and performances.
- **Practical Value Support**: A revenue-binding mechanism ensures token value is backed by real income.

The core process includes artist discovery and selection (Web2 methods + AI analysis), artist cultivation and development (investment and financing + training + offline tours + RWA), star achievement and commercialization (global tours + brand collaborations + merchandise sales), and digital superstar and metaverse expansion (IP RWA + virtual concerts + blockchain games).

1.3 CISUM's Three Core Strategies

CISUM leverages Web3 and A.I. technologies to empower young artists to achieve their dreams of stardom through three core strategies:

1. Tokenization of Everything

Token	Type	Use/Rights/Revenue	Acquisition Method
CISUM	FT	Platform-level token for incentivizing ecosystem contributors and supporters	distribute through private sale or PoH
NESTAR	FT	Credit points for service/content/product consumption, usable for free ticket access	Minted via staking CISUM or participating in PoE activities
Badge NFTs	NFT	Membership levels (e.g., Regular, Silver, Gold, Platinum)	Claimed when NESTAR consumption reaches specified thresholds
Ticket NFTs	NFT	Unique NFT collections for each performance	Obtained through ticket grabs or direct purchase

2. Mining of Everything

CISUM offers multiple mining mechanisms through Web3, enabling users to earn rewards. From account creation to participation, payments, and staking, every activity generates value in the form of **CISUM** or **NESTAR** tokens, creating a vibrant ecosystem for artists and fans.

Mining Type	Description
PoH : Proof of Registration	Each new account registration will mint \$20 worth of CISUM tokens and 100 NESTAR points.

Mining Type	Description
PoE: Proof of Engagement	Participating in artist or project interactions to mine NESTAR tokens
PoP: Proof of Payment	Payers receive newly minted CISUM tokens equivalent to 10% of payment amount
PoS: Proof of Stake	CISUM token stakers will receive interest rewards with a fixed annualized yield based on the selected lock-up period, with rewards in newly minted CISUM tokens or NESTAR points.

[!NOTE]

1. PoH registration uses the RWID technology on the FullOn public blockchain, which binds on-chain accounts to mobile phones or other social factors to simplify user account creation and ensure real users are linked to on-chain accounts, effectively preventing Sybil attacks and arbitrary releases.
2. The amount of CISUM equivalent to \$20 is calculated based on the current price obtained from the DEX provided by the platform within the FullOn blockchain ecosystem.
3. The platform's reserve pool stores newly minted CISUM from PoH activities. Users can purchase directly at the current DEX price without > fees, while purchases on the DEX incur transaction fees.

3. Fans Investing in Artists

Fans can become investors and stakeholders in their favorite artists by participating in short-term projects (e.g., live performance events), medium-to-long-term careers (5-10 years, supporting artists to become stars), or lifelong projects (e.g., 3D digital autonomous A.I. agents serving online or on-chain communities). Through investments, fans receive NFT tokens representing shares and earn **CISUM** equivalent to 10% of project revenue. Additionally, NFT holders can vote on governance decisions for their invested projects.

1.4 CISUM’s Positioning and Vision

CISUM is a pure ecosystem utility token with core value in:

- Serving as a functional tool and value exchange medium within the music ecosystem.
- Incentivizing contributions and creative activities of ecosystem participants.
- Facilitating direct value connections between artists and fans.
- Enabling decentralized governance and community co-building functions.

CISUM is committed to building a borderless, transparent, and fair music and arts ecosystem. Through blockchain, smart contracts, and decentralized governance, we empower artists and their communities to collaboratively create a sustainable, vibrant, and collaborative future. As a pioneering platform, **CISUM** helps emerging artists become global stars. Leveraging Web3 and A.I. technologies, we foster authentic connections between artists and fans, promoting interaction, shared success, and unlocking infinite creative possibilities.

2. Ecosystem Architecture

The following high-level diagram illustrates the interaction process between artists, fans, and the platform, showcasing various mining mechanisms:



Figure-1: CISUM Ecosystem Architecture

[!NOTE]

- 1. As the platform expands to global markets, an unlimited number of artist communities can be established.
- 2. Each artist community must contribute 10% of its platform revenue to the platform fund.
- 3. The platform uses the platform fund to buy back and burn CISUM tokens, creating a continuous deflationary effect.

3. CISUM Token Distribution

3.1 CISUM Token Distribution Chart

The total supply of CISUM is 10 billion, with 51% allocated for ecosystem mining activities. The following chart shows the overall token distribution.



Figure-2: CISUM Token Distribution

3.2 CISUM Token Release Schedule

Allocation Category	Percentage	Token Amount	Vesting Schedule	Description
Core Team	15%	1.5B CISUM	18-month lockup, 36-month linear unlock	Reserved for founding members, with vesting to ensure long-term alignment.
Private Sale	15%	1.5B CISUM	18-month lockup, 18-month linear unlock	Allocated to early private investors, with vesting to prevent market dumps.
Foundation	12%	1.2B CISUM	None	Used for platform development, research, and community governance activities.
Strategic Reserve	4%	400M CISUM	None	Reserved for unforeseen opportunities and platform stability measures.

Allocation Category	Percentage	Token Amount	Vesting Schedule	Description
Community Airdrop	3%	300M CISUM	None	Distributed to early users and community members to promote adoption and engagement.
Ecosystem Mining	51%	5.1B CISUM	None	Mined through registration, payment, and staking proofs to incentivize participation and ecosystem growth.

3.3 CISUM Token Circulation Schedule



Figure-3: CISUM Circulation Schedule

[!NOTE] 1H = First half of the year. E.g. 1H'25 refers to the first half of 2025. 2H = Second half of the year. E.g. 1H'25 refers to the second half of 2025.

4. Technical Architecture

4.1 Application of Blockchain and Smart Contract Technology

CISUM is built on the [FullOn Network](#), a high-performance Layer-1 public blockchain with the following advantages:

- **Ultra-Low Fees:** Transaction costs below \$0.0001, ensuring affordability.
- **High Performance:** Supports 10,000 transactions per second.
- **Low Latency:** Achieves 0.5-second block intervals and 1-second finality for fast transaction processing.
- **Interoperability:** Seamlessly connects with other blockchains in a secure and efficient manner.

Additionally, FullOn Network supports EVM and WASM smart contract technologies, enabling CISUM to implement highly decentralized solutions tailored to its specific needs.

4.2 Application of Artificial Intelligence Technology

CISUM collaborates with leading A.I. technology providers to create virtual content and autonomous 3D digital agents for artists, building virtual concert spaces that attract global audiences. These A.I.-driven 3D agents represent artists in online and on-chain ecosystems, engaging with fans, hosting virtual events, and generating revenue for NFT investors, fostering lasting connections between artists and fans.

5. Team

5.1 Founding Partners

- **STAR NEST:** Asian music promotion and trading platform, founded by Zorror Xu.

- **ZENITH Entertainment Group:** K-pop pioneer, former SM Entertainment CEO, having developed over 10 top K-pop groups with a fanbase exceeding 50 million.
- **INQ:** Vietnam's largest independent music company, with 7 signed artists and over 10 million fans.
- **About Capital Management:** Focused on private equity investments, owns Huobi Global Exchange, providing asset management services in the Asia-Pacific region.
- **FullOn Blockchain:** The technological foundation of CISUM, supporting on-chain issuance, circulation, and trading of CISUM tokens, with a series of governance smart contracts to implement token economics.

5.2 Strategic Partners

- **United Entertainment Group:** A brand under Tencent Music Entertainment Group, 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 2,000-person capacity, hosting over 100 performances annually, attracting over 100,000 attendees.
- **Hong Kong SATELITE Electronic Music Brand:** Founded by Janva Tam, co-founder of Lane Crawford Group, organizing over 100 global events for LVMH. SATELITE hosts over 100 electronic music parties annually, with a fan membership exceeding 100,000.

5.3 Leadership Team

- **Dow:** Strategy and Finance, Investment Expert
- **Zorro:** Artist Discovery and Content Curation, former Warner Records Regional President.
- **Jun Kang:** Artist Training and Copyright Promotion, former SM Entertainment CEO.
- **Michael Choi:** Artist Development and Copyright Production, renowned UK music producer.
- **Thor:** Technical Architecture, founder of FullOn Blockchain.

6. 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 early stability.
- **Transitional Governance (2028–2029):** Gradual shift to decentralized governance led by a Fan DAO, where fans participate in decision-making through CISUM staking and badge systems.
- **Fully Decentralized Governance (2029 Onward):** The Fan DAO fully takes over, with fans and artists collectively deciding platform development, artist signings, and revenue distribution, establishing a true community-governed ecosystem.

[!TIP] All parameter values presented in this whitepaper are subject to future DAO governance adjustments to adapt to dynamic market conditions.

7. Conclusion: Co-Creating 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 are committed to building a fair, transparent, and sustainable ecosystem, propelling global music into the Web3 era. Join us to shape the future of music.