

Web3 Technology-Based Global Fandom Community
& Entertainment Platform

Cloverse

Whitepaper



V1.0 2022.10

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Entertainment business models limitations and global fandom's need

After the Covid-19 pandemic, the entertainment and media (E&M) sector is currently recovering, and in 2026, it is anticipated that the global E&M market would be close to \$3 trillion (3.88 Trillion KRW). Due to the success of K-dramas, K-movies, and K-pop, the K-culture business is expanding quickly, necessitating the formation of a community where artists and international fans may interact and exchange ideas without regard to time or place. Despite the entertainment industry's expansion, a restrictive casting structure, etc. makes it impossible to find new talent and offer possibilities for a variety of appearances. The entertainment business is experiencing a vicious cycle as a result of the closing of the agency because the small and medium-sized entertainment agencies' economic models, which rely heavily on artist sales and a profit-sharing structure, are deteriorating.

Entertainment business models
limitations and global fandom's need



The exchange of ideas and information
between artists and fans worldwide



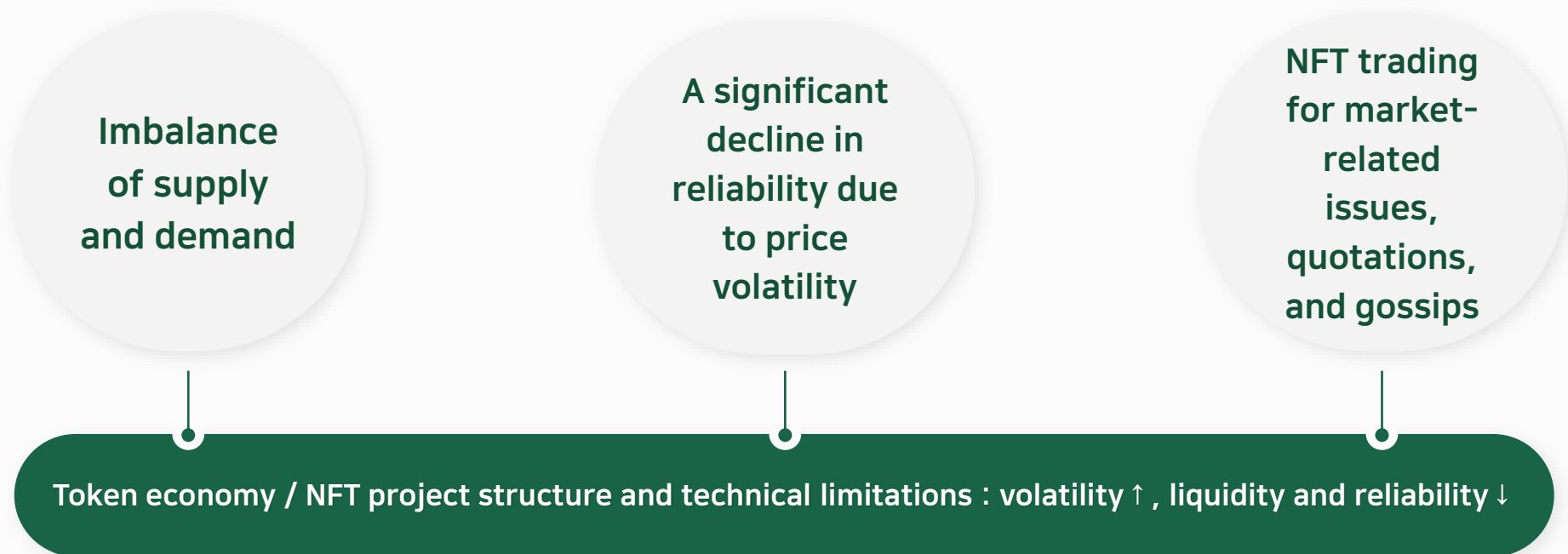
Finding new artists and getting
different appearance opportunities



Declining business strategies of small
and medium-sized entertainment
companies

Flaws in the Token Economy's Structure and NFT Projects limitation

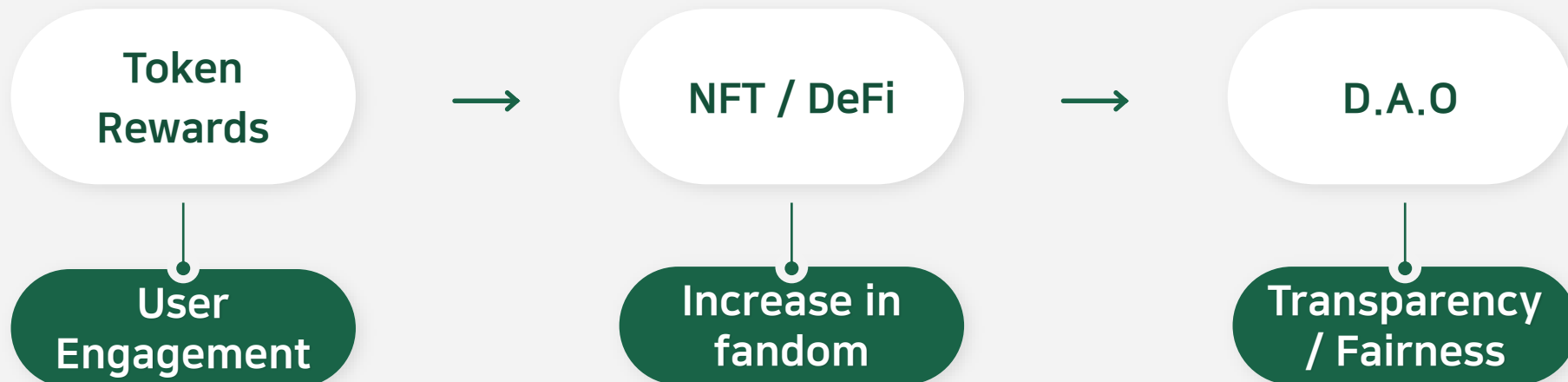
With the advancement of blockchain technology and the dramatic rise in demand for digital assets, the non-fungible token (NFT) market has experienced significant growth. Investor losses are common, due to things like structural flaws in NFT projects and a decline in dependability brought on by abrupt price volatility. This is due to the structural flaw in the token economy architecture and the way the NFT project was operated, which focused on market issues, selling prices, and rumors about well-known artists.



Entertainment tech Web 3.0, a game changer that will change the entertainment market

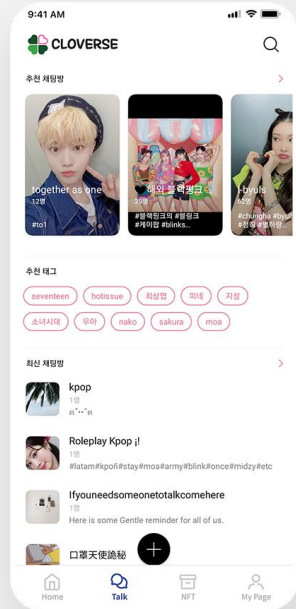
The entertainment market will shift as a result of Entertainment tech Web 3.0 technologies. Due to information asymmetry, a lack of interpersonal networks, and financial constraints, the majority of artists are unable to fulfill their potential. There aren't many options for connection that can grow a localized fandom into a worldwide fandom. Due to the decline in profits of small and medium-sized entertainment agencies, management assistance is being withdrawn. Through NFT, Entertainment tech Web 3.0 technology spreads fandom, allows users to become fans directly, rewards fan sponsorship actions, fosters a community atmosphere that is focused on artists and fans, and allows users to make money through various activities. The entertainment market will adopt a new paradigm as a result of profit model upgrades.

The Effect of Blockchain Technology in Web 3.0 on the Entertainment Market



Cloverse uses Web3.0 blockchain technology to build a new entertainment ecosystem.

A web 3.0 blockchain-based global fandom community and entertainment platform focused on artists and fandoms is called Cloverse. By offering cultural and artistic incentives to address the issues with the closed and unfair entertainment market, building a healthy community for fans and artists by enhancing effectiveness and transparency, and supporting various appearance opportunities for long-term growth with fans, we create a new entertainment ecosystem.



FANTALK
(Web 3.0 Global Fandom
Community Service)



CLOVERSE NFT AUCTION
(Cloverse Avatar NFT Creative)



CLOVERSE CUBE, CLOVERSE STAGE
(Entertainment Management Portfolio,
Avatar NFT's Metaverse World)

"I will be your fan too!"

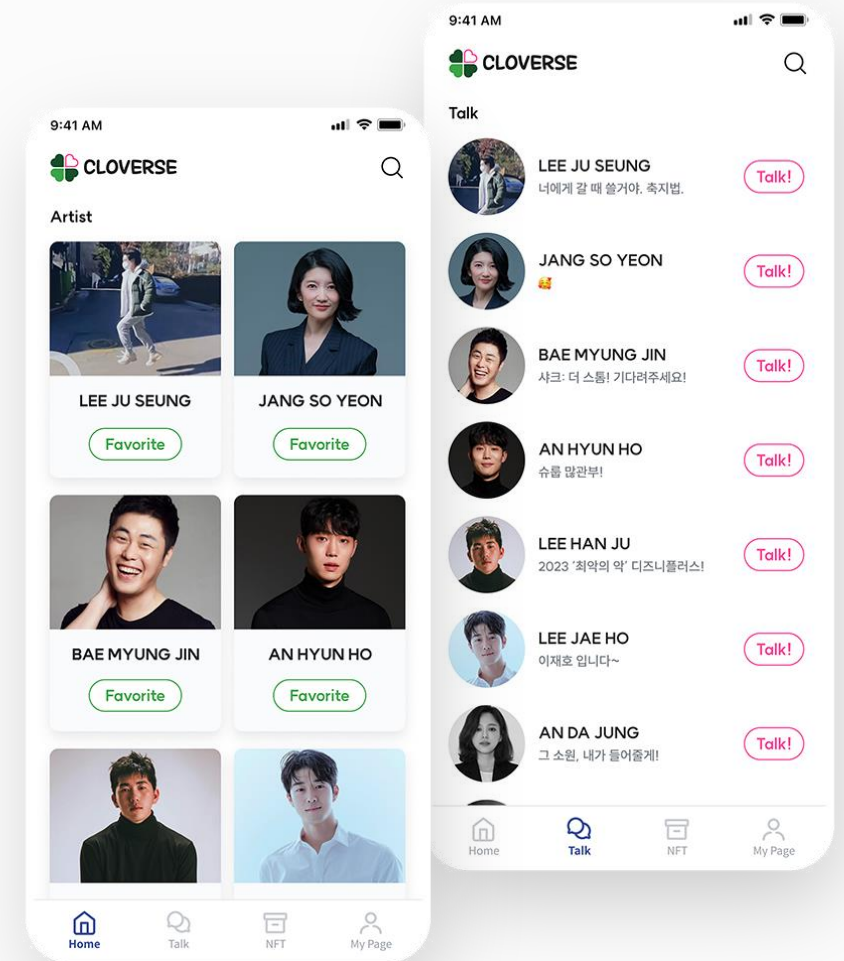
We offer a healthy environment that is based on artists and fans.

The ecosystem and blockchain technologies offered by Cloverse are best suited for the entertainment sector.

We use NFT and an enlarged token economy based on Web 3.0 blockchain technology, cultural and artistic values to overcome problems such as the closed artist casting process, exchanges and contact with international fandoms, and difficulties in varied appearance opportunities.

Instead of being a web 2.0 centralized service, Cloverse is a web 3.0 blockchain environment where users directly become fans, fan sponsorship actions result in rewards, and artists and fans are at the core.

By offering user rewards, sponsorship through NFT and fanbase growth, fandom expansion, management support through fair casting, and user compensation, Cloverse fosters a healthy ecosystem where artists flourish alongside their followers.



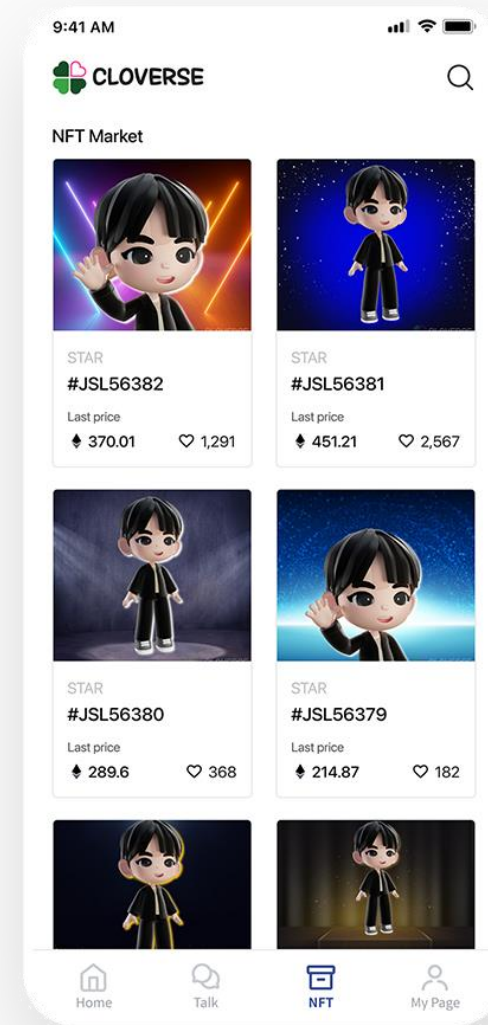
We create a sustainable ecosystem that is connected to the entertainment industry through the token economy.

With the use of Web3.0 blockchain technology, the profit model for the entertainment industry is enhanced, and a sustainable ecosystem with a growing token economy connected to the entertainment industry.

The enhanced protocol ensures the longevity of the Cloverse ecosystem, which links the entertainment industry, and gives users the chance to make a profit by utilizing the Cloverse token.

Users can directly fund artists, become fans of their work, and get involved in service decisions and governance in the Cloverse ecosystem.

All projects and services are managed by a decentralized autonomous organization (DAO) global community, creating a healthy and active ecosystem.



"Choi Ae" and my private story

"FANTALK," a Web 3.0 community service for fans

Cloverse's primary service is "FANTALK," a global fandom community platform built on web 3.0 blockchain technology. Through their skills and content, artists build a small fanbase. They then use NFTs with cultural and artistic values to grow the community and offer chances that are fair and open to the fandom and community. The "FANTALK" service is a fair, open, and innovative worldwide fandom community service powered by Cloverse tokens that allows users to directly sponsor their favorite artists through a blockchain network.

The Cloverse ecosystem is built upon a real entertainment industry. All player actions that support artists using the "FANTALK" service result in rewards.

A web 3.0 service called "FANTALK" unites artists and fans and helps them grow into a global community. The Cloverse token will be used by artists and the global fandom to establish a new economic structure and a sustainable ecosystem.



International artists and fans are drawn to "FANTALK" immediately and fiercely.

All users are instantly Cloverse Members, allowing them to choose and directly support their favorite artists, take part in casting recommendations for works and commercials that fit the artist, interact with Choi Ae in the community, and promote the artist. Strong Cloverse token incentives drive the various activities of service users in order to swiftly and effectively connect and influx artists and followers.

Through Avatar NFT, artists who have developed a specific fandom within the service are cast and given the chance to reach a wider audience. Fans receive IP opening and membership perks through Avatar NFT, and fans fund their favorite artists. Artists are contacted by managers and entertainment agency representatives, who help them get roles in top-notch shows (dramas, movies, web series, performances, advertisements, etc.).

The "FANTALK" service is intended to function as a web 3.0-based decentralized DApp, in contrast to the web 2.0-based fandom community service. Using Avatar NFT, a variety of user actions are offered as compelling token incentives and disseminated to the worldwide fans community. This builds a powerful and sustainable user-centered governance ecosystem based on artistic and cultural values.



"I am going to become your fan"

With the support of fans, the support index for "Choi Ae" has gone UP! Use various ways to support such as "like" and "support comment"

Infinite support with Clover

Obtain clover through various activities, and, with limitless assistance and support, to build an "Avatar NFT"



Which work suits your star?

Direct fan voting for star-worthy productions and commercials with "Good casting"

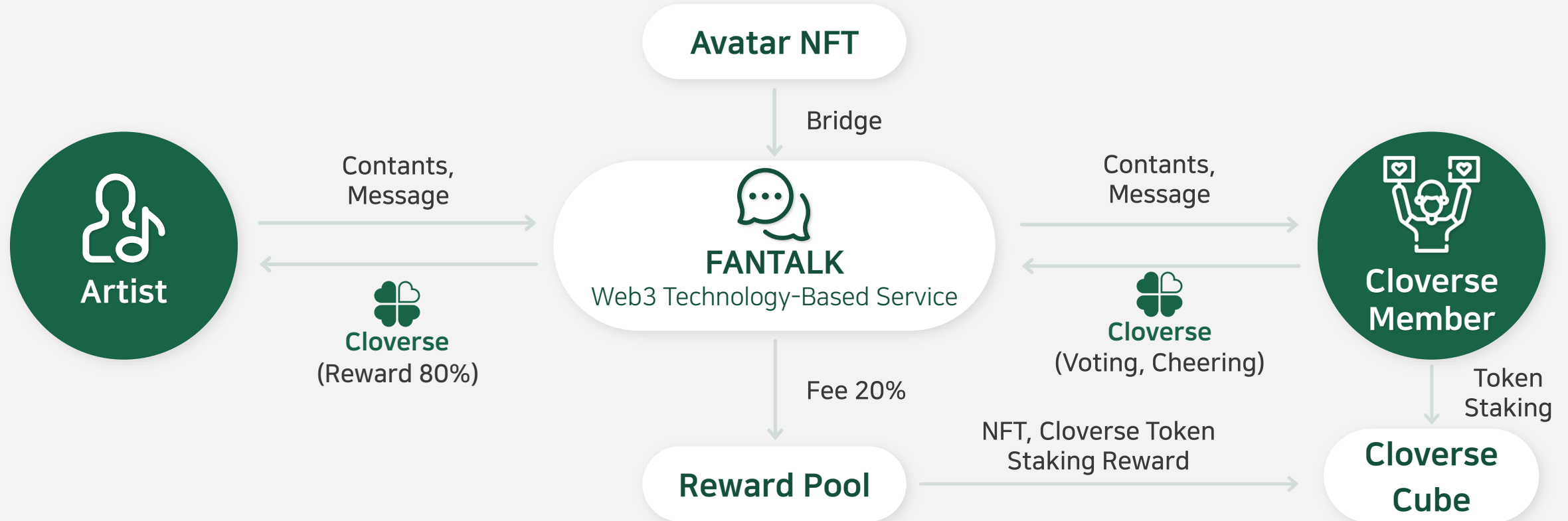
Choi ae's daily story

Choi Ae calls my name and share your special daily stories with your fans!



FANTALK Ecosystem

When Cloverse Members participate in various activities inside the "FANTALK" service, Cloverse Tokens offer token rewards in the form of votes and support for their preferred artists. 80% of the fanbase rewards go to the artists, and 20% of them are collected as a reward pool as a service charge and used as a reward source for the "Cloverse Cube" NFT/token staking service.



The Avatar NFT is used to communicate and expand the global fandom community

Cloverse is issued, distributed, and exchanged in the form of PFP (NFT Profile) membership for artist-fan engagement and community growth, in contrast to other NFT projects that focus on market issues and gossip. By providing fans with numerous benefits, they foster a community where they can develop alongside the artist, and through Avatar NFT, you may experience a unique sense of intimacy and belonging through interaction with community members.

Through NFT Creator, artists with a small fandom build avatar NFTs, and users become fans to support and assist artists in their development. It expands across the worldwide fandom community to preserve the value of Avatar NFT and is based on a thriving cultural and artistic community.

To build a sustainable environment, 30% of the revenue from NFT sales is utilized for NFT creation and Cloverse token reward finance, with the remaining 70% going to artists and the worldwide fandom. This process is transparent and fair.

Support
artist
50%

Fan
meetings,
item events
20%

Token
reward pool
20%

NFT creative,
Development
10%



- Artist 3D Avatar Collection -

Owners of Avatar NFTs can benefit from a range of memberships and economic benefits.

Cloverse token reward

Extended protocol "Cloverse Cube" reward for Cloverse tokens

Cloverse token reward

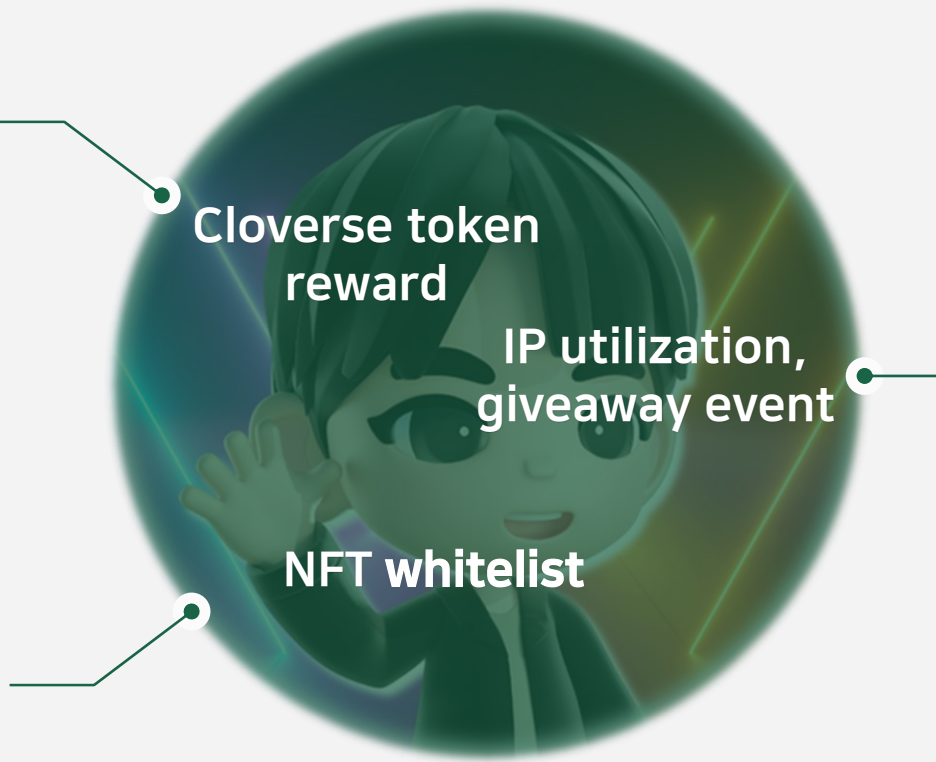
IP utilization, giveaway event

IP utilization, giveaway event
Secondary commercial use rights for IP on the metaverse platform,
Exclusive access to giveaways such as fan meetings, events and goods

NFT whitelist

NFT whitelist

Future NFT Minting Whitelist
Membership Discount events

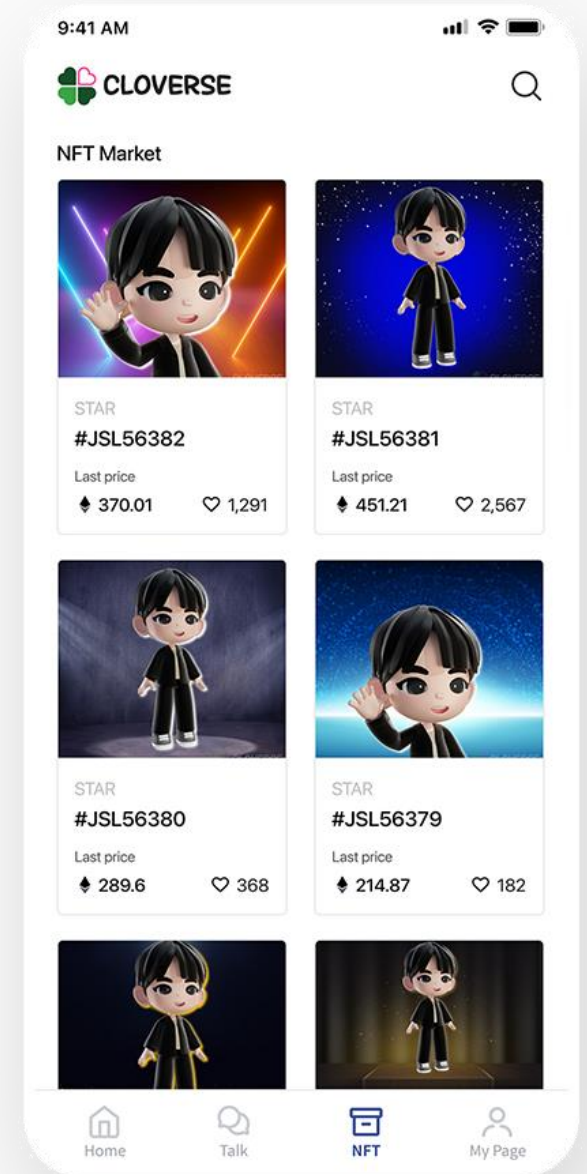


Through the simple and convenient Cloverse NFT auction market, we are extending the Cloverse ecosystem.

The Cloverse NFT auction market for secondary trade will commence in the first half of 2023, and the Cloverse Avatar NFT minting will begin sequentially in 4Q 2022. Through the Cloverse NFT Auction, users who have the Cloverse Avatar NFT can easily make further NFT transactions.

From the artist's PFP (NFT profile) NFT to singers, entertainers, and influencers, Cloverse NFT Auction facilitates the transaction of NFT materials for a variety of artists and can sell genuine goods, items, fan meetings, performance tickets, etc.

By developing payments and using Cloverse tokens, Cloverse NFT Auction grows the entire Cloverse ecosystem. Additionally, 20% of the fee produced by Cloverse NFT Auction is credited to the reward pool, supporting the ecosystem.



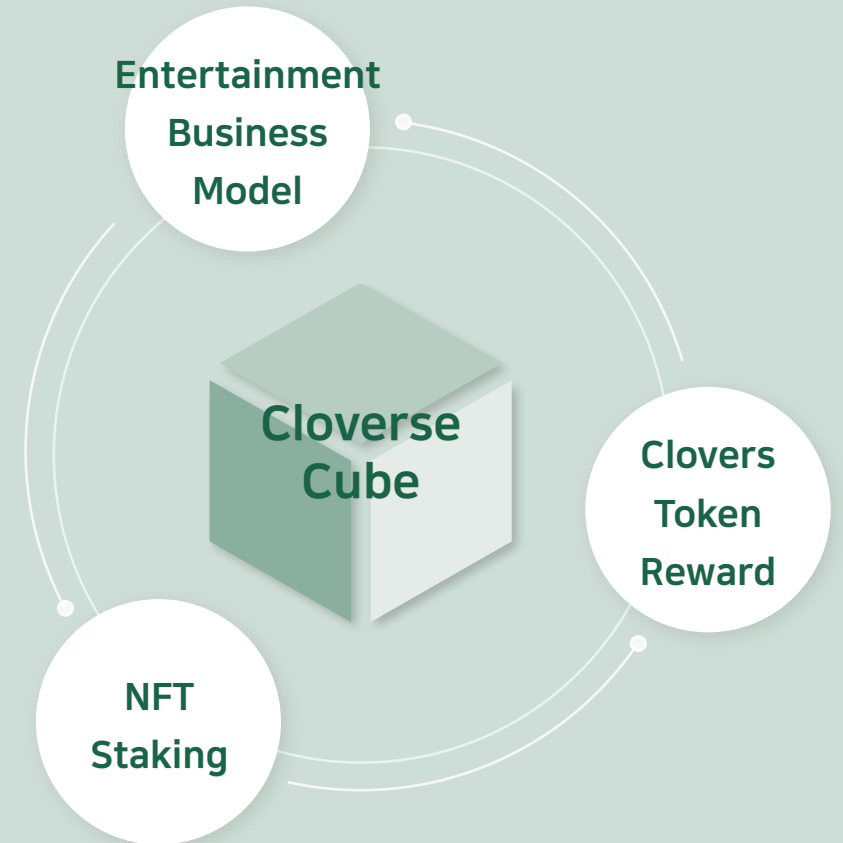
Cloverse Cube is a staking method that is linked to the real entertainment business.

Through real entertainment-based enterprises, Cloverse Cube helps artists and avatars maintain sustainable growth in the blockchain ecosystem.

By staking in Cloverse Cube, users who already own Avatar NFT or Cloverse tokens can continue to earn Cloverse tokens.

By naturally integrating with the business model of traditional entertainment, NFT staking, and Cloverse token rewards, Cloverse Cube enhances the offline economic system and asset liquidity of NFT holders and sustains the token ecosystem.

Through periodic burning, up to 10% of entertainment revenues are allocated to the burning pool and support the token ecosystem. Due to the protocol used to expand each profit model, Clovers Cube establishes a robust and sustainable ecosystem.



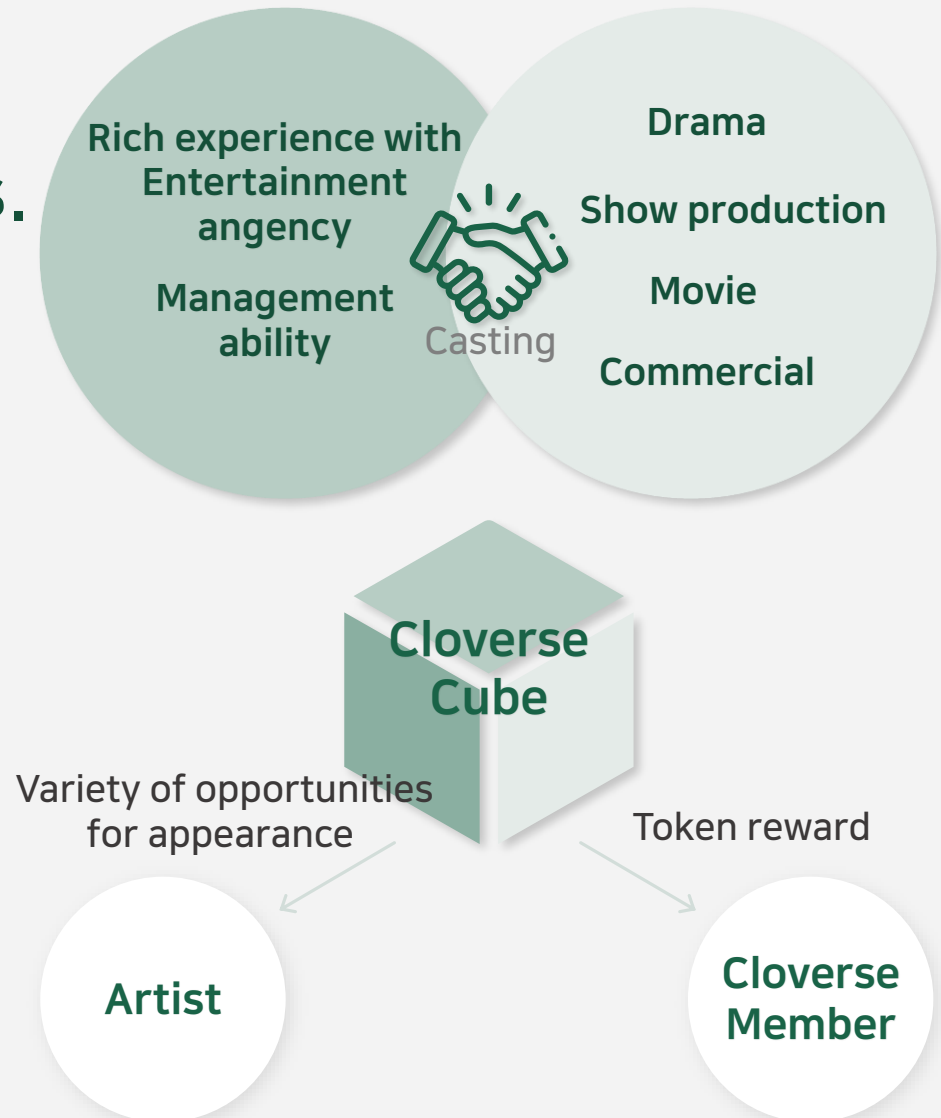
Clover Cube fosters the development of artists while also creating a special environment of community to followers.

The value of the token is directly correlated with the entertainment business capabilities in addition to the service function because our token ecosystem is based on the real entertainment industry.

On the basis of the vast experience of entertainment agencies and the management skills that have produced well-known artists, our team is maximizing the growth and revenue generation of artists through partnerships with not only block chain projects but also drama, movie, performance planning and production companies.

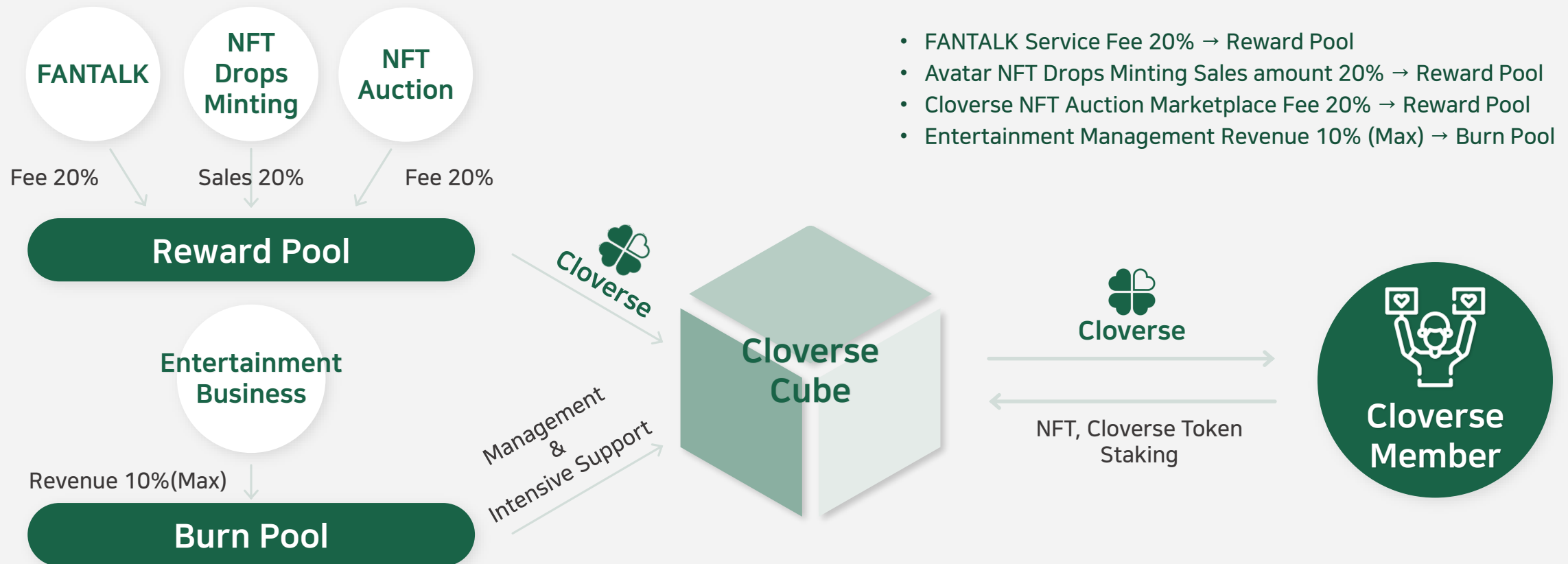
By heavily mentoring artists, Cloverse Cube offers a variety of opportunities for actors to appear in dramas, movies, musicals, performances, advertisements, web series, and other media. It also fosters a community for fans and generates ongoing income through token rewards based on activity contribution.

The Cloverse team anticipates seeing artists that are a part of the Cloverse ecosystem get featured in mainstream media and have a variety of appearances. Starting in Q2 2023, the Cloverse team will provide quarterly updates on monetization and buyback burn in the interest of transparency.



Cloverse Cube ecosystem

In Cloverse Cube, a new staking service, the enlarged protocol allocates Cloverse tokens to each pool for rewards and burning resources. By encouraging the ownership of Avatar NFT and Cloverse tokens and maintaining the value of tokens in an ideal manner, Cloverse Cube establishes a beneficial return cycle inside the Cloverse ecosystem.



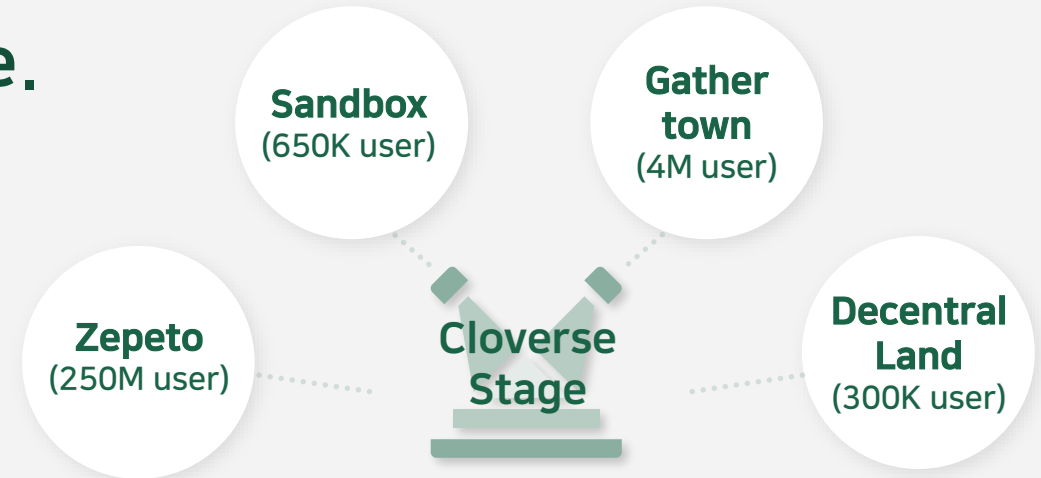
The goal of Clover Stage is to have Avatar NFT in every metaverse universe.

Metaverse that belongs to the artist's avatar NFT and dreams are fulfilled on the Cloverse stage. With the help of the audience, this stage was also made to be a dream space.

When Cloverse Avatar NFT development is finished, NFT owners and fans will be able to participate in a variety of events like fan gatherings and performances with their idols in the metaverse. Cloverse Avatar NFT is being created as a 3D virtual artist.

In the virtual world of Avatar NFT, there will be a variety of content available for fans to interact, share, and enjoy. It seeks to be used across a number of metaverse platforms, including Zepetto, Gather Town, Sandbox, Decentralland, and 2nd Block, in order to give artists and fans a real metaverse experience that allows for communication and connections without regarding time or space.

A global fandom will grow as a result of Cloverse Avatar NFT's connections to multiple metaverses and increased usage, providing real artists more chances to perform on different stages and generate income.



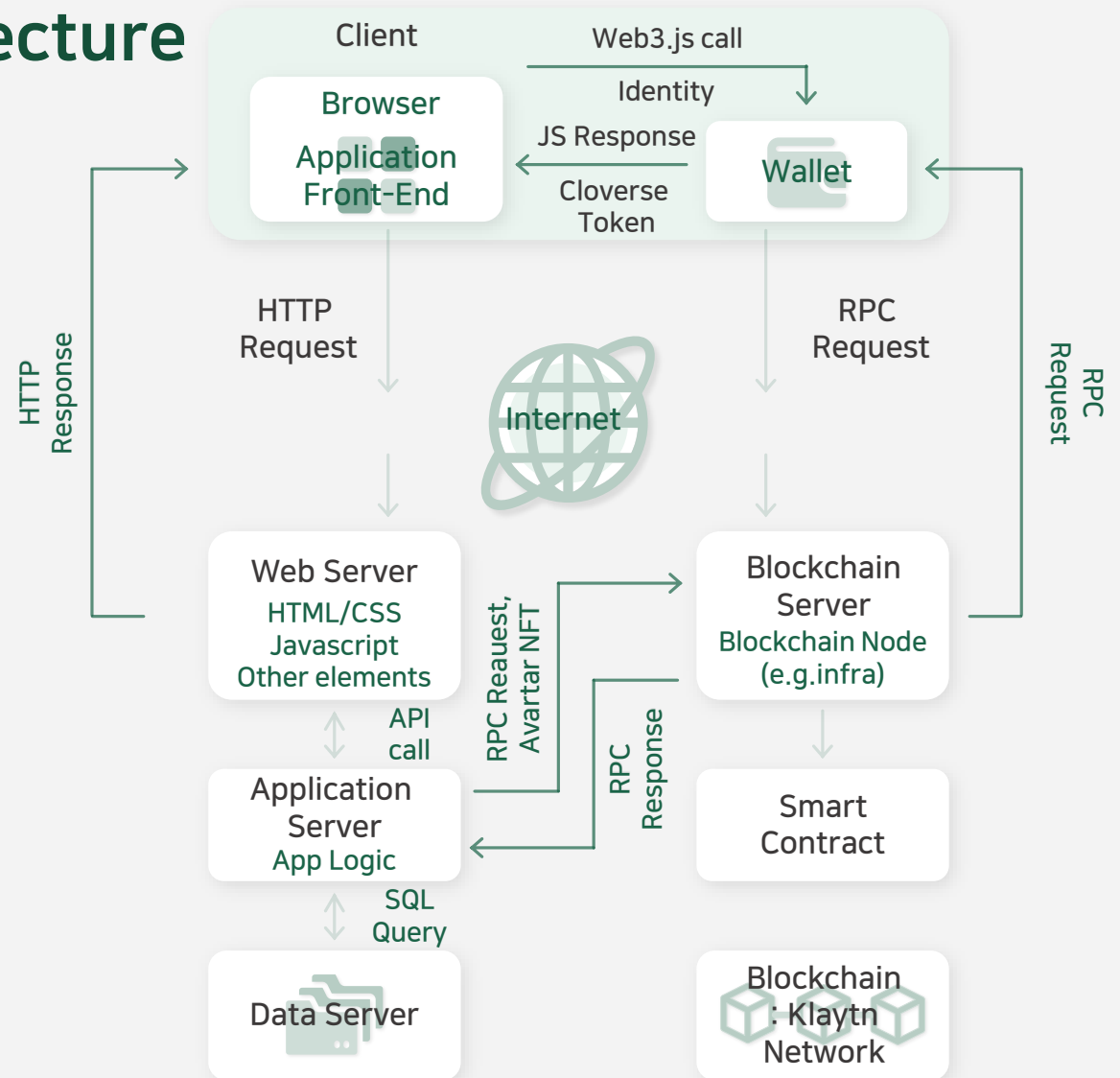
Web 3.0 Service Blockchain Architecture and Cloverse's Chain Structure

The Cloverse token is a Klaytn Compatible Token ("KCT") based on the Klaytn blockchain. The high gas fee and slow transaction speed are solved by Klaytn technology, which makes it suited for boosting the effectiveness of Web 3.0 services.

It is a decentralized blockchain with outstanding performance that supports a number of DApps (Decentralized Applications) in addition to staking.

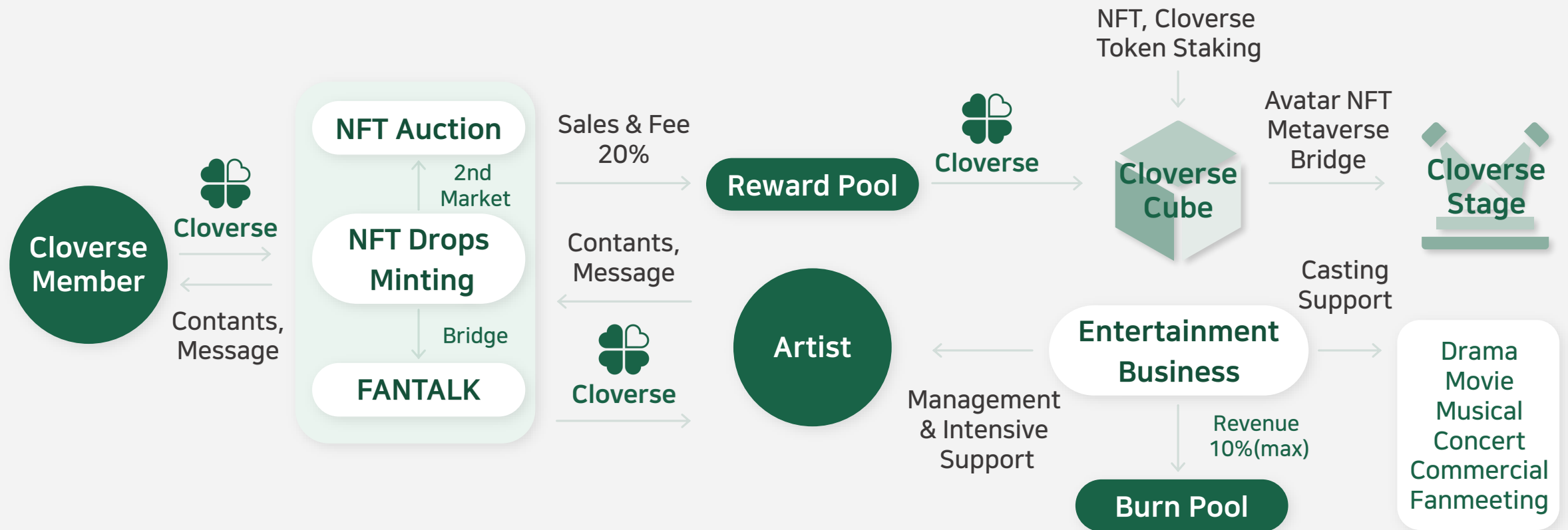
Solving the issue of the blockchain mainnet's poor performance (low TPS) and high gas fees are important for the stable support of the Cloverse token and Avatar NFT ecosystem for a large global user base.

It enhances the efficiency of Web 3.0 services and resolves the issues with smart contract activities efficiently.



The main currency in the Cloverse ecosystem is the Cloverse token.

The ecosystem supporting Cloverse Tokens is sustainable and reliable. A new staking service based on real entertainment called Cloverse Cube, FANTALK, a global community service that links creators and fandoms, the Cloverse NFT Auction for secondary transactions involving avatar NFT, and Metaverse space Through the new Cloverse STAGE experience, expand the ecosystem in which user involvement and suitable rewards are exchanged.



Creating a sustainable Cloverse ecosystem.

Cloverse tokens are used to buy, trade the artist's NFT, goods, and tickets. and pay incentives based on the web3 service participation rate. 20% of the NFT sales price, transaction fee, and Fantalk service fee will be used as a reward source, and up to 10% of entertainment sales will be burnt on a regular basis. Users that help activate the services offered by Cloverse can receive rewards. Due to the increased usage of the expanded protocol Cloverse Cube, which links Avatar NFTs to other metaverse platforms, users from all over the world actively participate in the Cloverse ecosystem.

<Three options for sustainability>

● Participant-centric

Web 3.0 service-based a global fandom community
Service artist and global fandom-focused customer discovery

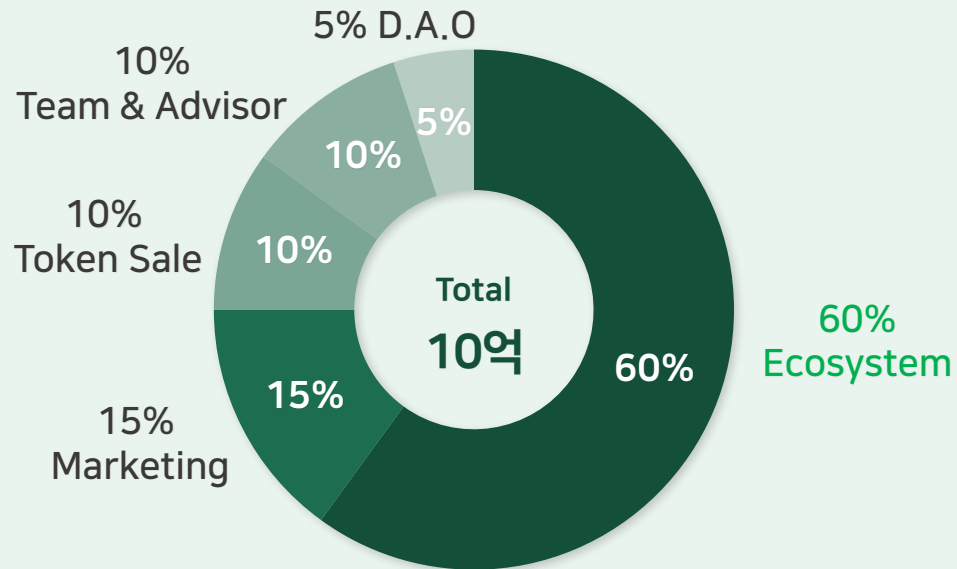
● Buyback & Burn model

Entertainment management portfolio, NFT commission on sales, Service usage fee
Introducing a model of periodic buying and burning

● NFT Liquidity and Increase in usage

By using the Cloverse Cube model to provide NFT liquidity, we will increase the utilization of connections to the Metaverse platform in addition to token rewards and basic membership benefits.

Cloverse token(CLOV) issuance / distribution plan



| Inflation

Inflation is a strategy used by the Cloverse token ecosystem to grow and maintain a stable ecosystem. Around 3.5% yearly inflation is anticipated. Long-term ecosystem stabilization is achieved by the introduction and activation of users. The operations of Cloverse Token Burn & Buyback are controlled so as not to disturb the ecosystem's delicate balance of supply and demand.

| Ecosystem

It involves providing user incentives and helping every user who uses the staking system in order to activate the ecosystem over the long run.

| Marketing

To activate the user participation ecosystem, it is used for a variety of activities, including media, community, and event promotion.

| Token Sale

It is distributed taking into account securing beginning operation costs, establishing strategic alliances, and scaling future partners.

| Team&Advisor

It is designed to reward team members, including staff, who have made contributions to the development, implementation, activation, and assistance of the blockchain ecosystem.

| D.A.O Reserve

There are also incentives to revive the ecosystem of global community governance.



Uncirculated volume management

By signing a contract with a company that provides digital asset custodial services for the third-party storage of uncirculated volumes, Cloverse tokens keenly control and manage the circulation.

Team & Advisor



Teaho An
CEO, Founder
Clover Company CEO



Sungsu Pi
COO, Co-Founder
Clover Company Director



Suan Yu
Producing Director
Yoomediaworks, CEO



Danie Jung
Global Casting Director
DK Casting Director, Global



Sooyeon Lee
Casting Director(kr)
Clover Company, Team



Jongbeom Kim
Blockchain Developer
NEXT IB, Blockchain Lab



Junhwan Yu
Web3 & NFT Director
Crypto Rabbit CEO



Miae Kim
UX/UI Designer
UWA Design Team



Minsik Kim
Communication Lead
KyungHee University MBA



Jeongjun Park
Product Advisor
NEXT IB, Blockchain Lab



Jason Jung
Web3 & NFT Advisor
UPROOT, NFT Creative Lab



David Kang
Global Casting Advisor
DK Casting, CEO

Mainnet



A blockchain platform created
by Ground X, a Kakao
subsidiary company
<https://www.klaytn.foundation>

Partners



Global casting agency group
<https://www.dkcasting.com>



Comprehensive celebrity
management agency
https://www.instagram.com/cre_company



Global entertainment company
<https://www.wayzcompany.com>



YooMediaWorks
Multimedia production agency
www.yoomediaworks.com



Next Generation Intelligent Blockchain
Blockchain-based digital auction
platform company
<http://www.nextib.co.kr>



NFT production, Digital Asset
Solution Company
<https://bitsaving.kr>



Digital asset custody company
<https://cardo.kr>



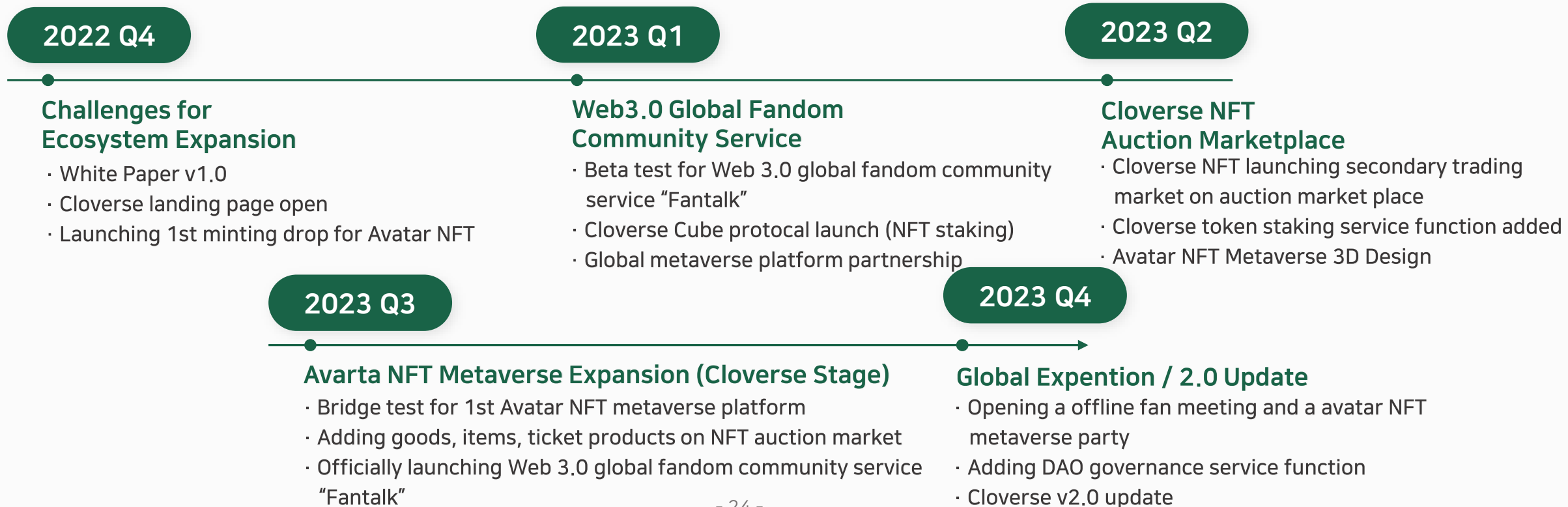
Blockchain technology audit
and research company
<https://hexlant.com>



Law firm specialized in IP, IT,
fintech, and blockchain
<https://minwho.kr/intro/greeting.html>

One Team, Best Service, Digital Innovation

The Cloverse Company, an entertainment agency founded in 2014, a global agency, and block chain technology experts collaborated to form Cloverse Co., Ltd., a development and operator of the Cloverse Project. The goal was to create a digital entertainment platform using Web 3.0 technology. We are successfully managing the Clover project based on our vast experience in the entertainment industry and blockchain technology skills, and we will innovate the entertainment industry by continuously executing the roadmap and handling the needs and concerns of artists and worldwide fandoms.



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5-3. Based on the date this whitepaper was written, Cloverse project and Cloverse platform are not completed or completely in operation. The material was written under the premise of the Cloverse project being completed and completely operated, but this fact should not be interpreted as a guarantee or a promise about the completion and complete operation of the platform.

6. Potential Risks

6-1. Before deciding on the purchase of or the participation in CLOV Token, we recommend reading the contents below carefully and understanding and analyzing the related elements and risks fully. The risks include but are not limited to the lists below.

- (i) The risks related to the fault of the purchaser on the storage (corresponds to CLOV Token), such as the restriction in the access of CLOV Token due to lost identification, the loss of the required private key related to the digital wallet that stores the CLOV Token, etc..
- (ii) The risk of value fluctuation due to the global market and economic condition after publishing the Cloverse coins. Cloverse may not be able to support the funds required for the development of Cloverse ecosystem or maintain the Cloverse ecosystem in the originally intended direction due to the uncertainty of the value of the token.
- (iii) The changes in politics, society, and economy, changes in the stock market or cryptocurrency market, changes in the regulatory environment in the country where Cloverse and other related companies operate the business, and the risks related to the changes of ability where Cloverse and other related companies can survive or compete under these environments. A certain jurisdiction can apply a preexistent/new regulation related to blockchain technology, which might be served unfavorably to CLOV Token, and therefore lead to substantial changes in the Cloverse ecosystem and project, such as abolition/loss of CLOV Token.
- (iv) The changes in the future capital needs of Cloverse and the related companies, and the risks related to the capitals, and the changes in the possibility of financing to fulfill them. The insufficiency of funds can impact the development of the platform through the Cloverse project, the use of CLOV Token, and other potential values.
- (v) Cloverse's activity can be interrupted, lead to the dissolution of the organization, or suspension of launching plan due to various reasons including the unfavorable change in the value of CLOV Token, failure in a business relationship, the assertion of the intellectual property right, by the competitors amid development/operation, etc., which can negatively impact the Cloverse ecosystem, CLOV Token, and potential utilization of CLOV Token.
- (vi) Risks are caused by the absence of interest from the companies, individuals, and other organizations related to the platforms and services developed through Cloverse project, or the limited interest from the public about the generation and development of the distributed application program. This absence of interest can limit financing and have an impact on the development of Cloverse platform, utilization of CLOV Token, and other potential values.
- (vii) Risks that apply to big changes in the main functions and specifications of CLOV Token or Cloverse platform before launching or realizing Cloverse project or Cloverse ecosystem. Although Cloverse intends the functions of CLOV Token and Cloverse project to accord with the details of the whitepaper, these changes can be applied.
- (viii) The competition risk with other platforms that are prone to have a bad influence on CLOV Token and Cloverse platform. (ex. not being able to result in a commercial success or have poor economic prospects due to competitors)
- (ix) A risk of the third party or other individuals intentionally or unintentionally interfering with the utilization of the Cloverse platform infrastructure and CLOV Token by pushing hazardous and malignant code on the Cloverse platform. These are the potential risks on the operation of the platform and the related service, as the blockchain used in the platform is also vulnerable to these attacks.
- (x) The business operation and other uncontrollable factors of Cloverse and the related companies may be impacted by disastrous events, such as irresistible force, natural disaster, etc. Events such as mining attacks, hackers, or other attacks by individuals, may generate robbery or loss of CLOV Token sales profit, robbery or loss of CLOV Token, hindrance of Cloverse ecosystem development ability, etc..
- (xi) CLOV Token and other cryptocurrencies are new technologies that have yet to be verified and are continuously developing. The complete function of CLOV Token has not been finished and there is no guarantee for the completion. The development in encoding technology and method, changes in consensus protocol and algorithm, etc., which will be followed by the evolution of technology, can be risk factors in CLOV Token, sales of CLOV Token, Cloverse project, Cloverse ecosystem, and the utilization of CLOV Token.

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(xii) CLOV Token does not grant any discretion to other agents regarding the Cloverse project, Cloverse ecosystem, Cloverse, etc. Cloverse has discretionary powers on all decision makings, including the suspension of Cloverse product, service, Cloverse project, or Cloverse ecosystem, etc., additional generation and sales of the CLOV Tokens utilized in the Cloverse project ecosystem, disposal and settlement of CLOV Token, etc..

(xiii) The method of processing tax and accounting is uncertain and may be different by jurisdictions. One may be negatively impacted in the tax processing by purchasing the CLOV Token and we recommend getting an independent tax consultation. There might be some risks that Cloverse and the related companies could not predict other than the ones stated above. Also, unpredictable combinations or modified versions of risk might also appear.

6-2. If the risk or uncertainty stated above develops into a real situation, the business, financial status, operation result, prospect, etc. of Cloverse and the related companies may be substantially and negatively impacted. In this case, one may lose the entire or a part of the CLOV Token.

7. No Additional Information or Update

No one has the authority to provide information/explanation on the topics other than the ones stated in the whitepaper about CLOV Token, Cloverse, and the related companies, business, and operation, even if the information/explanation is provided, it does not mean that Cloverse or other related companies have granted the authority to do so and is representative of Cloverse and the related companies.

8. No Consultation

No information from this whitepaper is considered as business, finance, or tax affairs advice for CLOV Token, Cloverse, or other related businesses. We recommend having professional advice for legal, finance, tax affairs, and other expertise in regards to the business and operation of the CLOV Token, Cloverse, and other businesses. The financial risk for purchasing the CLOV Token may be applied indefinitely

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