



# DuckFia DFA Project

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# 1 Summary

In this era where the 4th industry is developing rapidly, the field of culture / art, especially combined with virtual assets / block chain, has become one of the key industries that have been growing highly over the past time.

Various genres of culture/art businesses such as broadcasting, music, art, drama, and film are becoming very important industries in human life. Other industries such as IT and manufacturing are also helping to develop culture/art industries, and the market size is exploding compared to other industries.

In particular, the NFT sector, which is considered the most suitable for the cultural/art industry, has achieved tremendous growth over the past 2021 year. In the first half of 2021, total NFT trading volume increased by about 200 times to \$2.5 billion compared to the first half of 2020, and ownership of digital assets continues to prepare for the development of new and unique ideas and solutions.

Currently, not only in Korea but also in K-pop culture, the culture/arts industry around the world has recently exploded in popularity and recorded a global hit, and has established itself as the most powerful business factor in terms of generating revenue.

However, the culture/art industry field is limited to participants in related industries such as creators, consumers, producers, and investors in various fields such as music, webtoons, movies, and games.

As the culture/art industry grows, the role of intermediaries increases, the brokerage costs that are unnecessarily paid to them are increasing, and the revenue that creators receive is still low.

Recently, as the revenue expansion of publishing companies in each distribution structure is getting worse, the profit margin of creators who actually do creative activities is getting lower.

In particular, in the case of digital assets such as digital contents (music, webtoons, movies, game items), there is a problem that sales data provided by business providers (including distributors) cannot be trusted because they are in centralized transactions.

Through the DFA project, DuckFia will change the ecosystem of the culture/art industry into a transparent and fair structure, and will allow each participant to balance fair opportunities and profits.

In addition, in the cultural/art market that requires a variety of users, stakeholders such as creators, publishers, producers, investors, and planners can pursue transparent transactions and fair profits for industrial development, so that each user's creations can be transferred to the blockchain system. We will make the token economy and governance within.

## 2

# Growth of the culture/arts industry

In 2016, the global culture/art (sound source, art, webtoon, animation, film, etc.) market grew by about 12% compared to the previous year, representing a market size of 1.45 trillion dollars.

This is because the expansion of IT infrastructure in developing countries, the increase in wireless Internet use due to the expansion of smartphones and tablets, the increase in SNS communication, the revitalization of the AR/VR market, and the activation of platform services by global companies are growing rapidly.

Based on this analysis, it is expected to maintain a growth rate of 10% over the next five years and reach \$ 2.405 trillion in 2021.

NFT (Non-Fungible Token) means a non-fungible token, which means a digital proof of ownership that assigns a unique value to digital content using blockchain technology..

By giving 'scarcity and uniqueness' value to many assets in the digital realm (digital art) that can be copied and reproduced indefinitely, NFT is expanding to various fields such as games and metaverse, as well as collectibles in the culture and art industry.

# 3 The problem

## 3.1 Indiscriminate NFT Issuance and Insufficiency of Valuation System

NFT has both advantages and disadvantages that anyone can easily issue if they have "digital content (creation), a blockchain to be issued, and a wallet for storage".

As this easy accessibility is concentrated only on the creation and sale of foundations, one-off, and the virtual asset market, the overall quality and credibility of the NFT industry itself is deteriorating, and trust in NFT companies is also disappearing.

In addition, due to the lack of a reasonable level of verification or certification system for NFT works and the difficulty of measuring proper value due to information asymmetry in the market, personal standards and wishes of NFT owners are reflected in the market price.

However, from the perspective of the consumer, since there is no verified information, there are frequent cases in which the reliability of the NFT price itself is lowered as a whole, in which the work is purchased without verification of the reasonableness of the price.

### 3.2 Storage and storage issues for NFT files

The world's largest NFT exchange, OpenSea, is also cautioning against the fraudulent nature of NFT prices or the risk of purchasing and collecting them.

The issued NFT is only the original proof guaranteed by the original owner and seller, and the original file itself exists as a digital file, and even if it is NFTized, the original file itself is not protected.

The significance of NFT is to prove the ownership and value of the original among many copies, but the original registered digitally/online can be accessed illegally, such as hacking, and if copies comparable to the original are distributed in large quantities. The fact that it is impossible to prevent the depreciation of the original value is also something that investors need to pay attention to when investing in NFTs.

In order to preserve the value of NFT contents and prevent indiscriminate access to digital originals, the importance of blocking access to original files in advance and safely storing and managing them is increasing.

In addition to releasing the culture and art industry through NFT, DuckFia Ltd. will also communicate with stakeholders about works owned and guarantee the safety of registered and traded works and the work of NFT content itself.

# 4

## DuckFia Solution

As noted above, stakeholders interested in the NFT market can be divided into two categories at a time when the reliability and safety of the NFT in the blockchain market itself are questioned due to the rampant NFT-related exchanges and untested NFT creations.

First, investors who are interested in the NFT creation itself. Investors interested in NFT creations themselves are believed to have some understanding of NFT technology and the industry as a whole.

In particular, if it leads to investment in NFT creations, it can lead to the result of investing an above-average amount, and curating or safety inspections for these investors must be accompanied.

Secondly, although they are interested in the blockchain industry, they do not know much about NFT, but the keyword NFT has become a hot topic in the market and the number of people has flowed in accordingly.

In this case, not only do you lack understanding of NFT, but you often think of NFT as just an "investment target", so you should be able to see what NFTs you are investing in, what the artist's intention is, and how they are evaluated in the market.



The price of an NFT is determined by the market. And the evaluation of the myriad NFTs being transported in the market is also a necessary factor in forming the price and value of NFT creations.

Therefore, there is a need for a space to discuss NFT creations and digest a kind of 'fandom', and it is time to have a special community where people who are interested in NFT work together, not existing virtual asset-related communities.

In this regard, DuckFia Ltd. aims to realize the vision of being the source of respect and permission for the entire industry that controls the NFT industry through the DFA project, and the goal of creating maximum value for NFT creations created together with DFA members.

The DFA project is a project that supports trading and sales of digital assets through the operation of a blockchain-based NFT marketplace and SNS platform, and forms a variety of other token ecosystems.

The goal of the DFA project is to issue tokens and NFT cards on the blockchain system with the best security and transparency, apply content copyright information and NFT card information to the blockchain system, and open a highly liquid digital asset trading market.

# 5 Platform

The DuckFia platform is a platform that can share various information while working as a cultural mafia encompassing all cultural/art fields.

Users are free to discuss all forms of NFT collections as well as the DuckFia platform. When users gather to form a specific forum, it is classified as "Mafia" on the platform, and these mafias can discuss various areas of interest and NFT.

Basically, grades are classified according to the number of cards that own NFTs, and the so-called range of activities of the Mafia is classified according to the composition of the platform and community.

In this way, through the gathering of the 'mafia', where members of the platform form a community, users can enjoy collecting NFT character cards on the DuckFia platform and generate additional revenue through the increase in the value of the card.

## 5.1 Concepts and organization

The DuckFia platform can be understood as an SNS platform built on the basis of blockchain and NFT.

Including the functions of SNS such as Facebook and Instagram, etc., the user's activity area for each mafia is added on the SNS.



Users can use the NFT character card they purchased directly as their main profile. In addition, platform-specific DFA tokens are issued throughout the DuckFia platform, which can be usefully used for transactions and reward payments within the platform, and through this, stakeholders using the platform can increase convenience and transaction stability.

On the DuckFia platform, the mafia culture continues by focusing on two main themes.

The first is governance.

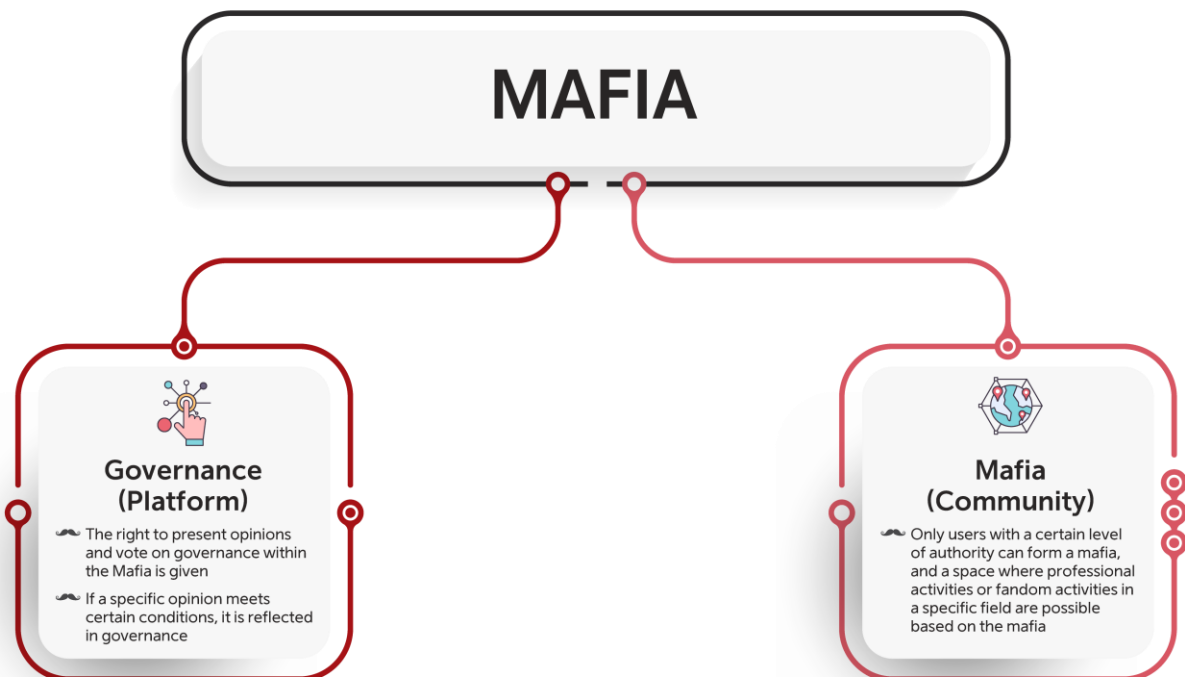
DuckFia is a solid platform sustained by the social consensus of its numerous members. Each member has the right to present opinions and vote on all issues within the governance once they have the qualifications.

If these opinions meet certain conditions, they are reflected in governance, and when consensus is reached, it becomes a promise that all users must follow.

The second is a dedicated community mafia.

The mafia, the most important element of the DPA project, is a small organization created by people with the same interests. Although it is a small organization within the platform, certain level requirements must be met to form a mafia.

Based on these mafia, professional activities in a specific field are possible, and it starts as a small organization, but as the expertise or influence in the field expands, it grows into a community organization that everyone within the platform knows.



# 6 Economy

The structure of the DuckFia platform is as follows.

## 1) General bulletin board by category

- Basically, the structure of the DuckFia platform has a structure of basic exposure of postings by category that is familiar to general platform users.

A group of members of the same interest, a post registered on the Mafia, is basically exposed to the Mafia, and you can adjust whether all mafias will be able to read this article when a member of the Mafia writes or internally only members of the Mafia.

In particular, since the articles set to be disclosed only internally are exposed so that only mafia members with the same interests can be viewed, it is designed to gain a sense of belonging among mafia members who have the same interests for each interest.

## 2) Mafia

-The Mafia is a private organization within the DuckFia platform. The Mafia on the platform acts as a dedicated space that can only be used by holders of specific topics or specific NFT cards, and various functions are provided for Mafia members.

Citizens who are ordinary members do not have access to the mafia, and the quality of the entire category is also increased because people with the same interests write and discuss.

Mafia, the most important element of the DuckFia platform, will support four major services as a community function representing the platform.

### A. Space for issuing NFT contents (including promotion and trading functions)

- First, as a space for issuing NFT contents, various forms of NFT issuance such as photos, videos, and sound sources are supported on Mafia.

In issuing a separate NFT for Mafia members or purchasing NFTs, preferential treatment such as discounts or priorities for faster purchase is granted compared to other Mafia members or citizens who have not joined the Mafia, Information on this is given priority to the Mafia.

### B. NFT Character Contest

- Secondly, it can be used as an NFT character contest space.

In addition to simply appreciating your NFT characters, you can participate in a contest with various second-processed creations based on NFT characters, and through the results of the contest, DPA tokens can be paid as rewards and NFT content issuance based on those creations can be supported at the platform level.

### C. Sweepstakes Event

- Third, Mafia can be used as a giveaway and airdrop event space.

Only Mafia members can participate in the event, which is held as an event for active Mafia, and various rewards such as prizes and DPA token airdrops can be obtained through this event.

### D. Streaming service

- Lastly, free/paid streaming service space.

We will provide a space to support communication between celebrities and mafia through real-time video chatting, and in the case of celebrities, free/paid services such as live broadcasting of performances will be provided through partnerships with the DuckFia platform or the mafia itself, which has a large fandom. In addition, as an OTT service, we plan to make various educational and lecture videos available on the Mafia quickly and conveniently.

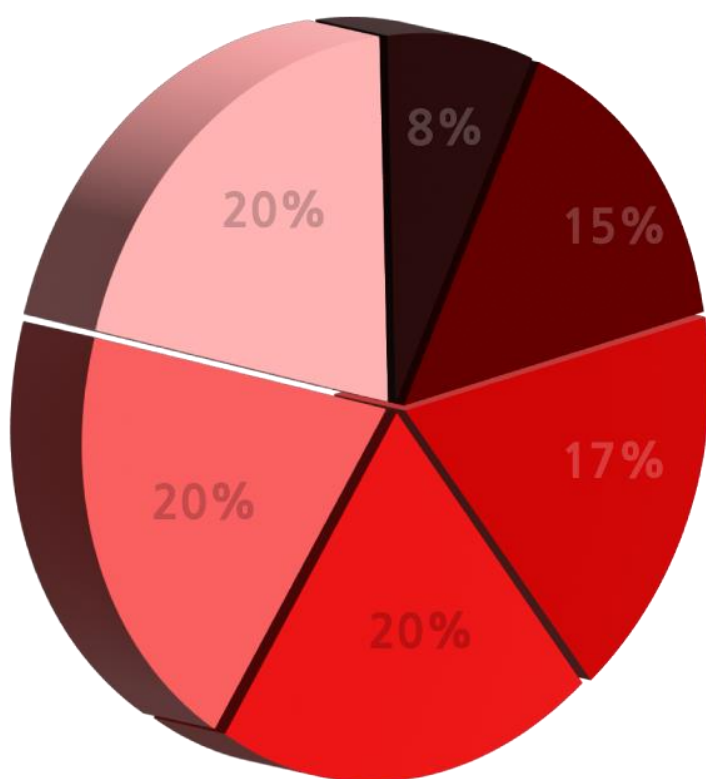
# 7 Tokenomics

Token Name: DuckFia

SymBol : DFA

Protocol : ERC – 20

Total Supply : 200,000,000



- Team & Adviser
- Reserves
- Marketing
- Development
- Pre Sale
- Token Sale



- Token Sale
- Pre Sale



## 8 DFA Wallet

It can be used to store and trade DFA tokens, which are tokens exclusively for the DuckFia platform, by linking the blockchain wallet.

We will also support the convenience of carrying around, convenience of use, and the speed of deposit and withdrawal that can minimize the hassle of making payments.

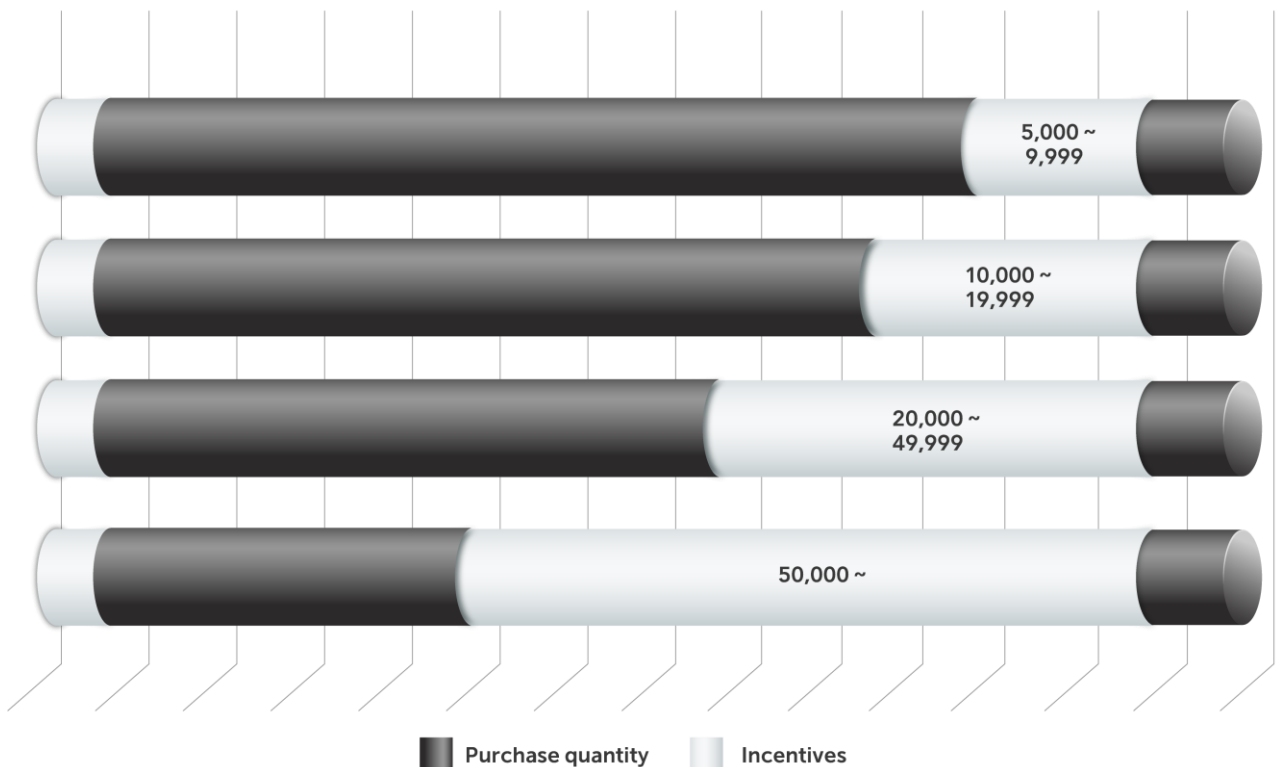
You can purchase and sell tokens on an external listed exchange.

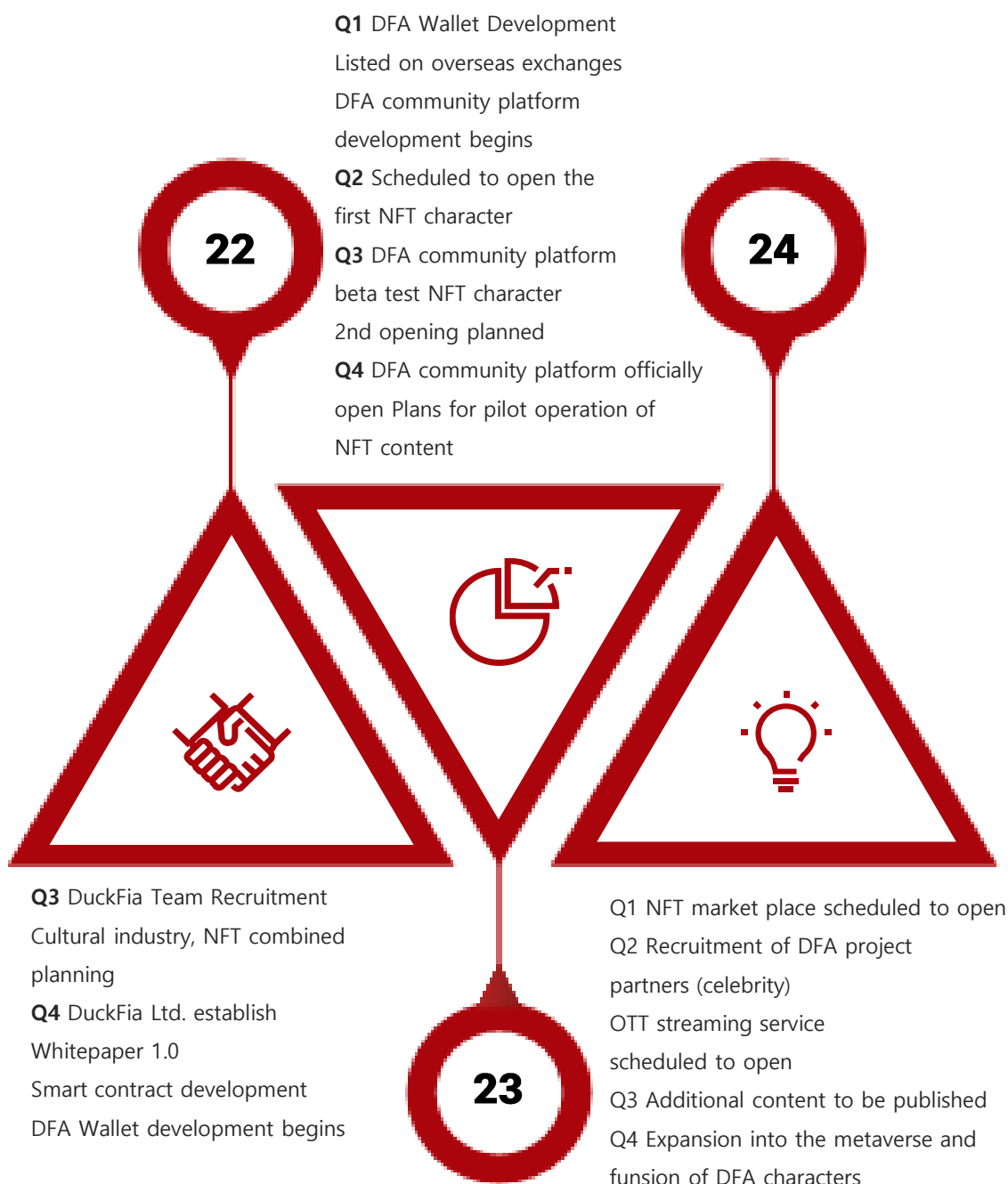


# 9 Incentives

An early investor incentive system was applied for the initial activation of the DFA project and settlement in the market.

Incentives	
Purchas Quantity	Percent
5,000~9,999	10%
10,000~19,999	15%
20,000~49,999	20%
50,000~	30%





This white paper is a comprehensive data log for the DuckFia platform, DFA tokens, and all details are co-linked.

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