



WB

Table of contents

1. Background	03
2. NFT and Metaverse Market	02
2.1 Loss of value of NFT and limitations of persistence	08
2.2 Limitations of Accessibility and Efficiency of Metaverse	09
3. WatchBird	10
4. WatchBird in the World	12
4.1 Features of WatchBird in the World	13
4.2 NFT Holder Benefits	14
5.Distribution	16
6.Incentives	17
7. RoadMap	18
8. Disclaimer	19

1. Background

The 4th Industrial Revolution is a next-generation industrial revolution with the keywords of 'intelligence' and 'connection'. In particular, decentralized blockchain technology, which recently brought about an astronomical scale of crypto economy, is attracting attention as the most important technology of the 4th industrial revolution along with IoT (Internet of Things), artificial intelligence (AI), and big data.

In the era of the Fourth Industrial Revolution, where the collection and operation of large amounts of data becomes important, blockchain technology is expected to lead the spread of the big data market by strengthening personal control over individual data as well as data security.

In this flow, an astronomical amount of liquidity around the world has gathered into a new market called the crypto economy.

Within this, as blockchain technology is used in new innovative technologies represented by Web 3.0 technology, NFT, and Metaverse, industry trends are changing rapidly.

In particular, many global companies define metaverse as the next-generation core industry and want to build metaverse platforms by utilizing their technologies and IP (intellectual property rights). This is spreading to a wider range of applications as it meets the global variable of COVID-19.

However, the NFT services that have appeared in the market so far have fundamental structural limitations that cannot create new value through NFT.

In addition, because metaverse services are used only in virtual spaces that are far from reality, these services and items are unfamiliar to the general public except those who are familiar with real digital technology, and there is a gap between real life services, limiting accessibility and intimacy.

In addition, unreasonable content structures that are not decentralized or the absence of an integrated platform between the virtual world and the real world are also challenges to be addressed.

Accordingly, the value of goods traded in the NFT market and the need to prove ownership of items in the metaverse or a proper integrated platform that can bring virtual reality users and metaverse contents together are growing.

2. NFT and Metaverse Market

NFT stands for Non-Fungible Token, a token that represents a digital asset with scarcity.

NFT is based on blockchain technology, and unlike existing virtual assets, it is characterized by the fact that it is not interchangeable because it gives a separate and unique recognition value to digital assets.

Blockchain data is open and transparent, so when using NFTs, all relevant information such as ownership and sales history is stored in the blockchain. This allows anyone to see the NFT's origin, time and number of issuance, owner history, and other information, thus making it impossible to duplicate or modify, while at the same time facilitating tracking.

In particular, since the original issuer can be verified at any time, it is not only impossible to counterfeit, but also clarifies asset ownership, so it has recently become a powerful means of digitally tokenizing existing assets such as games, artworks, and real estate.

Due to the nature of blockchain, NFT can also apply technology to IP (intellectual property) or licensing industries, including paintings, music, and videos where authenticity and ownership are important. In addition, it has the advantage of being able to be recognized for split ownership because it allows you to trade tokens in the same form as $1/n$ by recognizing ownership of the portion.

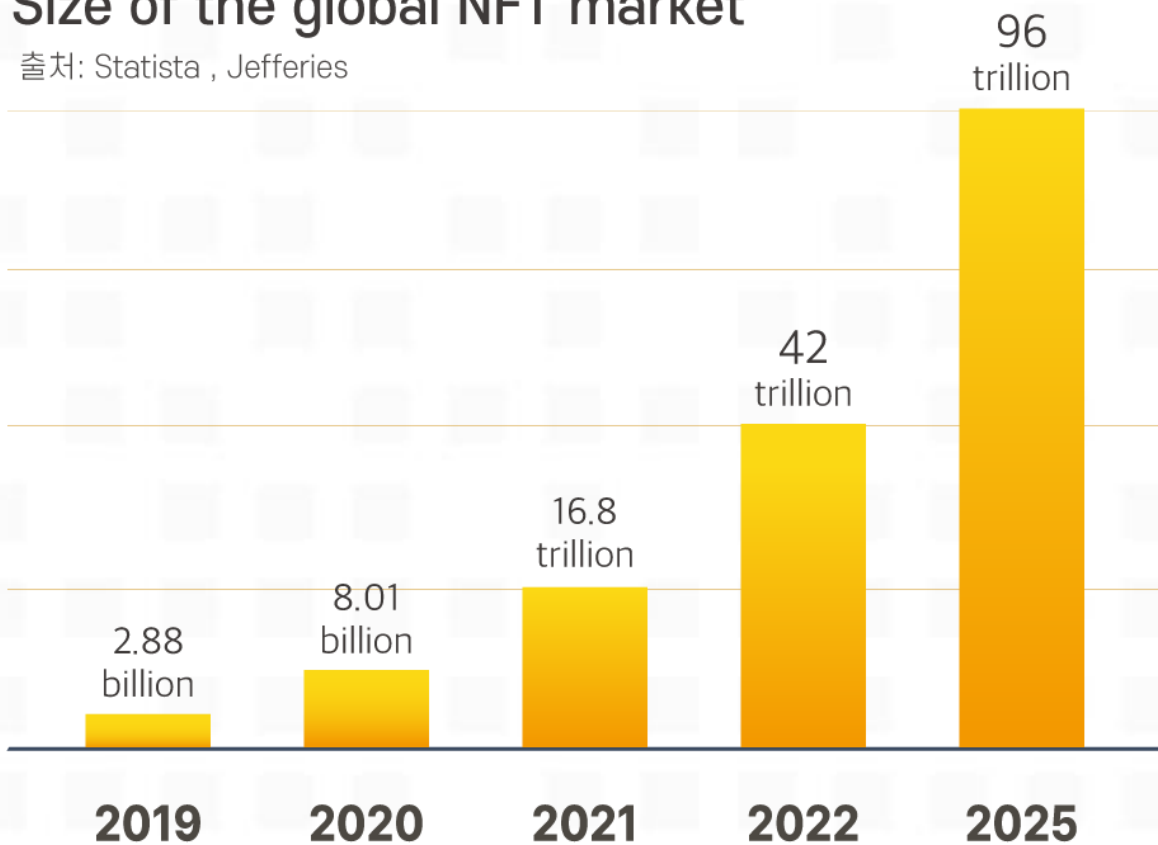
2. NFT and Metaverse Market

In order to prevent forgery/counterfeiting of products, NFT certificates (digital certificates of authenticity) containing information on the manufacturing and distribution process can be issued when purchasing luxury goods.

The global NFT market is growing exponentially. According to global market researchers Statista and Jefferies Investment Bank, the NFT market size is expected to increase from \$2.4 million (about 2.88 billion) in 2019 to \$35 billion (about 42 trillion won) in 2022, and institutions predict that the market will expand to \$80 billion (about 96 trillion won) in 2025.

Size of the global NFT market

출처: Statista , Jefferies



2. NFT and Metaverse Market

Metaverse is a combination of Meta, which means transcendence, and Universe, which means the world, and means a kind of virtual world that combines virtual and reality.

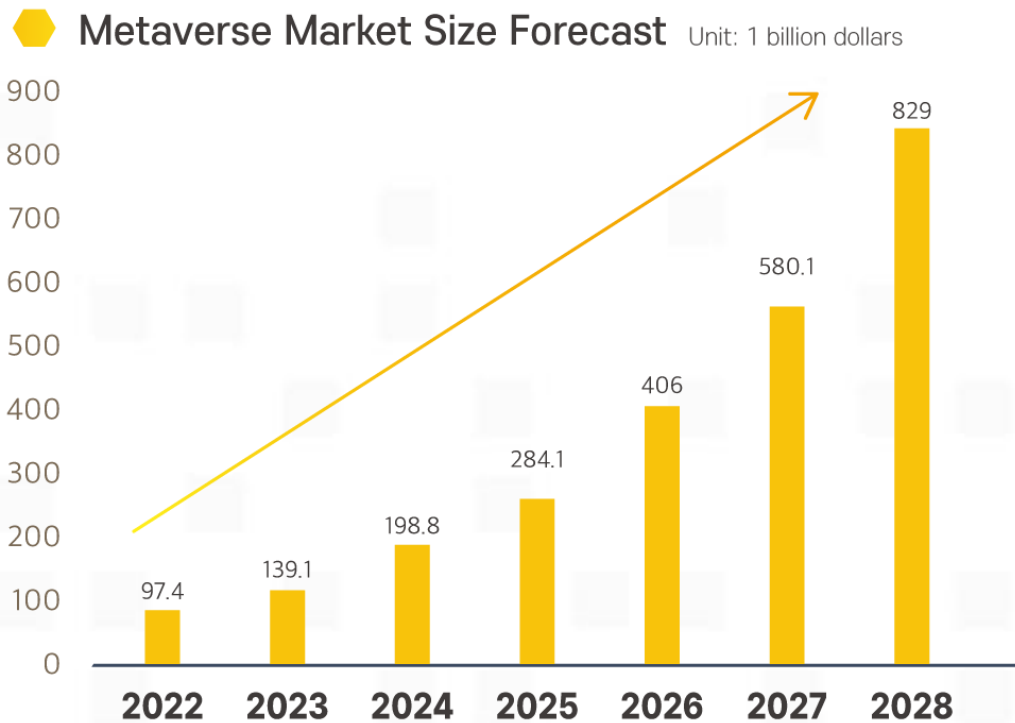
Through the development of mobile devices and network technology and convergence between industries, people can connect to the virtual world anytime, anywhere and interact with other users, and another ecosystem that transcends real time and space has emerged.

Metaverse differs from existing cyberspace in that it is a platform where users can engage in social, economic, and cultural activities in the virtual world as in reality.

Users can not only interact with other users through their avatars within the metaverse, but also earn or consume money, enjoy play, and use and distribute their own or existing contents to maintain real economic activities.

The hot interest in the metaverse is already a worldwide phenomenon. Strategy Analytics (SA), a global market research firm, predicts that the metaverse market will grow rapidly and reach approximately KRW 315 trillion in 2025. In addition, the global market research firm Emergin Research expects to reach approximately KRW 987.36 trillion in 2028.

2. NFT and Metaverse Market



Source: Emergen Reserch, Samsung Securities

2.1 Loss of value of NFT and limitations of persistence

The NFT models that have appeared in the market so far have many limitations in terms of value. This is because, fundamentally, there was no practical utility value within the structural limitations that new value could not be created through NFT.

So far, various NFT revenue models in the form of X2E (P2E, M2E, E2E, etc.) have emerged, but the user's participation was not for the fundamental purpose of X, but only for the purpose of mining E (Earn).

As a result, the community is built on holders with the purpose of returning investment rather than developing the ecosystem.

If NFT cannot be used to create new value, the total amount of the initial investment in NFT will be consistent with the amount of money taken or used by the project team and the amount of compensation returned to investors in staking, buyback, or compensation, or whatever form.

This eventually leads to secondary buyers who buy at a higher price from first-time investors thinking it's a collection and waiting for a subsequent buyer to come along to keep it for life or buy it at a higher price than they bought it. There is a high risk that this will eventually result in Ponzi finance under the mask of NFT.

2.2 Limitations of Accessibility and Efficiency of Metaverse

Since metaverse services are limitedly used only in a virtual space that is far from reality, these services or items are unfamiliar to the general public except for those who are friendly to real digital technology, or a sense of distance from real life services arises, which affects accessibility and intimacy.

In addition, the unreasonable content structure that is not completely decentralized or the lack of an integrated platform between the virtual world and the real world are challenges to be solved.

Now, with the development of the metaverse market, the need for proof of ownership for the value of goods and items traded within the market, or the need for a proper integrated platform that can bring virtual reality users and metaverse content together is growing.

3. WatchBird



WatchBird sought a virtuous cycle process that can create new value and revenue by utilizing the service to build a sustainable NFT and metaverse service.

The answer is the Web 3.0-based blockchain, in which all stakeholders, such as creators, producers, and planners, can lead transparent transactions and industry development through sound decision-making by all participants who meet certain qualifications.

Based on real value, WatchBird proposes the following direction to build an innovative metaverse service that connects the real world and the virtual world so that users can enjoy opportunities and enjoyment of continuous profit generation within the ecosystem.

3. WatchBird

It is a business model that can break away from the existing NFT investment market, which was operated only by value investment and market profit, and various asset areas based on real assets are issued as NFT, which can generate separate profits within WatchBird in the World.

WatchBird wants to connect and expand the real services we face in real life with the virtual world, creating another real world that has never existed before with the following configuration.



4. WatchBird in the World

WatchBird in the World is an e-commerce service platform and the world's first NFT marketplace where you can trade a variety of real-life contract products.

Here, users will be able to trade actual contracts of products from companies that have business partners with WatchBird in NFTs.

It will also NFTize familiar products used in reality, ranging from culture, art, game characters, fashion, and sports, to purchase and sell ownership, generate profits through joint purchases, and provide identification such as mobile tickets and certificates.



Hotel

Accommodation vouchers,
dining vouchers,
event, event invitation vouchers



Lucky Box

Random box, limited
product draw application



Golf

Field pass, lesson pass



Fashion

Various brand products,
fashion show tickets

4.1 Features of WatchBird in the World

- 1. Provides easy usability:** Anyone can easily create and sell NFTs.
- 2. Offline linkage possible:** By inserting a QR code into the NFT image, it can be linked online/offline quickly.
- 3. Composition of various products:** A variety of actual contract products such as hotel accommodation vouchers, golf vouchers, and fashion-limited products will be composed.
- 4. Acquisition of NFT users:** We will induce the inflow of existing NFT holders by partnering with major domestic NFT projects.
- 5. Metaverse connection:** It is possible to link products with metaverse services to be opened in 2024 1Q



Provides easy usability

Anyone can easily create and sell NFT



Offline connection possible

Quick linkage between online and offline by inserting QR code into NFT image



Various product composition

Possible to configure a variety of real-life contract products such as hotel accommodation vouchers, golf lesson vouchers, limited products, etc.



Acquire NFT users

Partnership with major domestic NFT projects to induce inflow of existing NFT holders



Metaverse connection

Scheduled to be linked to metabus worldview service products to be opened in 2024

4.2 NFT Holder Benefits

1. Marketplace WatchBird in the World Ratings Benefits

- Holders who bought NFT works can purchase NFTs that are mined at WatchBird in the World at a discounted price before the general public. The ratings and benefits of NFT holdings are as follows.

Sortation		NFT	Hotel	Golf
The Number	Grade	Discount Rate	Discount Rate	Discount Rate
1~4	Bird	5%	5%	3%
5~8	Hawk Bird	10%	10%	7%
9~12	Owl Bird	15%	15%	11%
13~16	Eagle Bird	20%	20%	15%

2. Using Rare Netst, a community dedicated to holders

- Receive various member benefits such as NFT airdrops and discount purchases in the holder-only community Rare Nest.

3. Lucky Box NFT Airdrop

- Lucky box NFTs containing various products are regularly airdropped to holders.

4. WB Coin Staking

- In order to continuously develop the internal ecosystem of the platform, we plan to apply the staking service to WB coin holders participating in the ecosystem.

5. Distribution

Reserves 5%

- This is a reserve amount allocated to the foundation to ensure the stability of the ecosystem.

Team & Advisor 10%

- This is the amount granted to members who contributed to the platform operation and project, such as initial developers and advisors of the WatchBird platform. This amount is 100% locked for 12 months, and 10% unlocked every quarter.

Private Sale 10%

-In the initial stage of the project, 10% was set aside to attract investment to build a platform ecosystem. This investment will be used for the development of the WatchBird platform and the development of the metaverse worldview.

Coin Sale 15%

- This is the quantity supplied to the listed exchange and market.

Marketing & Development 20%

-This is the quantity for inflow, activation, and development of the WatchBird ecosystem. It will be used for continuous influx of users, events, platform activation, and influx of partner companies.

Ecosystem 40%

- 40% of the total issuance has been set. Used for smooth balancing and evolution of the WatchBird platform.

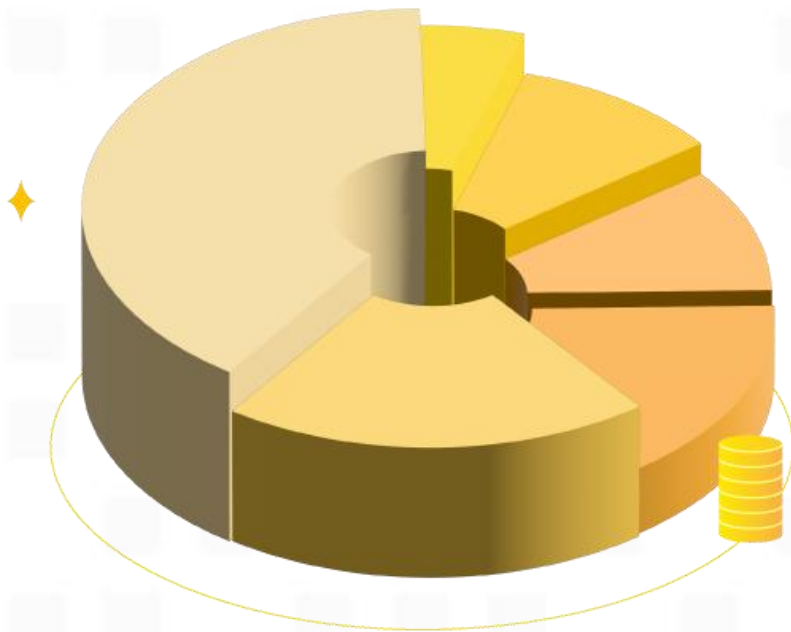
5. Distribution

Token Name: WatchBird

SymBol : WB

Protocol : ERC – 20

Total Supply : 300,000,000

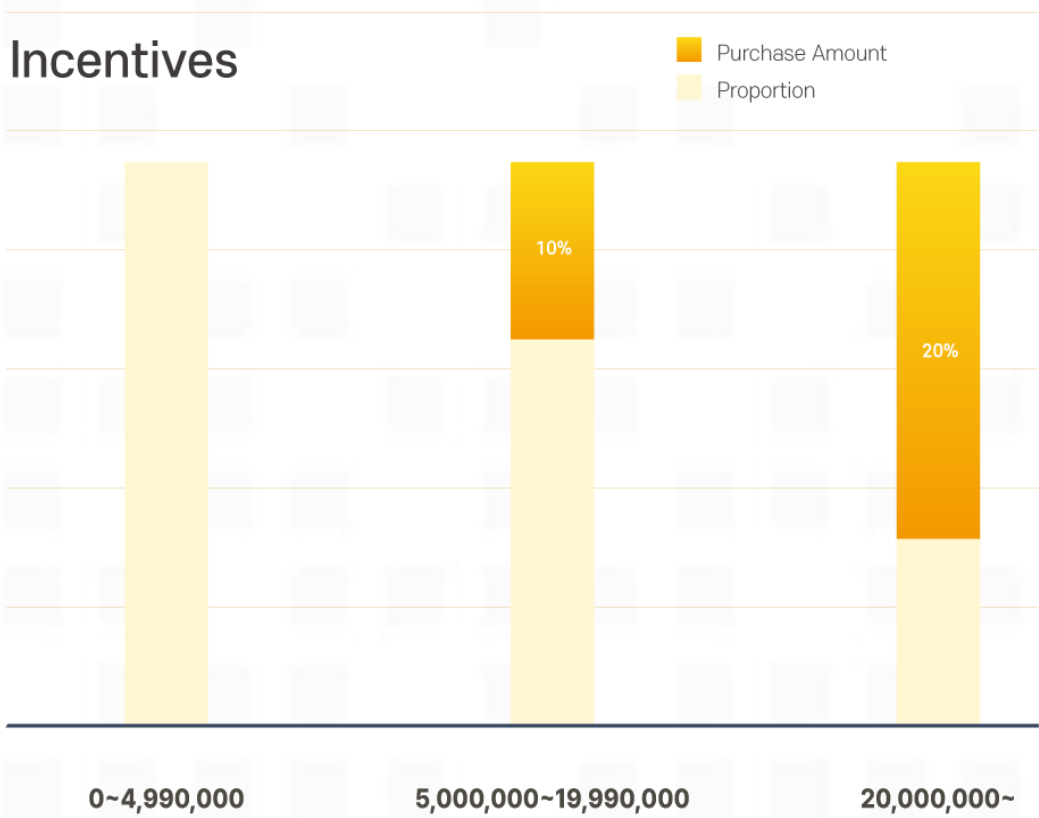


Total Supply		300,000,000
Reserves	5%	15,000,000
Team & Adviser	10%	30,000,000
Private Sale	10%	30,000,000
Coin Sale	15%	45,000,000
Marketing & Development	20%	60,000,000
Ecosystem	40%	120,000,000
Total	100%	300,000,000

6. Incentives

In the early stages of the project, an incentive system was applied for investors who participated in private sales to attract investment to build a platform ecosystem.

The investment is used to develop the WatchBird platform and to develop the metaverse worldview.



7. RoadMap



2022

✓ Q4

Building the WatchBird team and
Researching the NFT market
Planning WatchBird in the world



2023

✓ Q1

WhitePaper Disclosure
NFT character test minting
Development of WatchBird in the World begins
Listed on overseas exchanges

✓ Q2

NFT limited edition character 1st opening planned
WatchBird in the World Beta Test

✓ Q3

Metaverse Worldview Test
Additional agreements with partners are planned
Additional listing on overseas exchanges
scheduled

✓ Q4

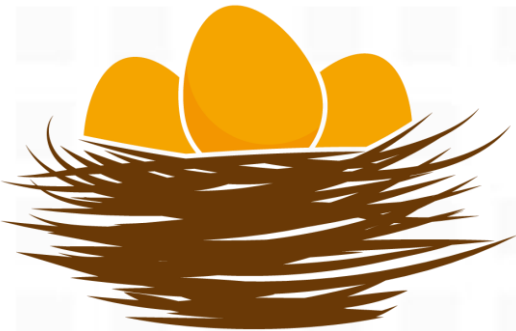
WatchBird in the world open completed
E-commerce product NFT work
Start of metaverse worldview development



2024

✓ Q1

Metaverse Worldview Test
Additional agreements with partners are planned
Additional listing on overseas exchanges
scheduled



8. Disclaimer

This white paper is a comprehensive data log on the WatchBird platform, WB Coin, and all details are interconnected.

This document does not promise or guarantee that anything contained in the document will be executed by any time in the future.

Therefore, in the process of project implementation, based on reasonable business judgment, the project-related contents described in this document may be modified, changed, added, or deleted without notice to a third party, and the actual project promotion may vary slightly depending on the business environment and progress. Please be fully aware of this point.

This project must not be used in an unauthorized manner. The content of the Services and Platform is solely for informational purposes.

Nothing on or within the Service shall constitute or construe an offer of any currency, security or financial instrument, or investment recommendation (eg, a purchase recommendation or investment recommendation).

In addition, in relation to this project in the future, there may be restrictions on the issuance and use of cryptocurrency according to the legislative direction of each government, and accordingly, some modifications of the contents specified in this document may be required.

Coins described in this document do not guarantee or imply that they have or may claim any of the above interests, shares, debentures, securities, beneficiary rights, bonds, management participation rights and other equivalent rights in the service platform business.

Therefore, the owner is not entitled to any kind of profit dividends or voting rights, including the right to demand, or to participate in, the distribution, distribution, disposal, etc. of revenue arising from or in the future from the service platform business.

In addition, it does not guarantee or imply that the platform can receive more than a certain level of quality or quantity of goods, services, services, etc.

Since the sole purpose of this document is to provide information related to the project to potential contributors, etc. for building a service platform for each project, this document does not have any form of binding force and does not impose any legal obligations on anyone.

This document is also intended to outline future development directions, and is not included in the form of a contract, and does not prescribe any data, code, or function that defines our obligations, and the contents may vary depending on various factors.

Copying or distribution of this document without permission is prohibited.