

PROJECT CLIP en

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Building a Sustainable World

Many have heard of "ESG" and "SDGs", but even when people come across these words, it may be difficult for them to imagine "what" it is and "how" we should godo about it.

In a world where only such "words" are flying around, it is necessary to visualise specific initiatives for SDGs and create mechanisms for realising a sustainable society through user participation. Moreover, it is vital that these actions are "enjoyable".

Our project, Clip, aims to build a new worldview centred around "eco".

Introduction

Promoting Eco-Friendly Activities through Idols

Idols provide a source of daily comfort for fans and are icons with significant social influence.

We will collaborate and promote eco-friendly activities, taking advantage of the social influence that only idols have.

Despite the considerable limelight idols have received, the reality is that they gradually fade into obscurity after a certain period.

Through environmental activities, we aim to target idols in their early stages to those after graduation, and build a sustainable world in the idol industry too.

In this project, we focus on the sustainability of blockchain technology and aim to create a user-participatory sustainable economic sphere by introducing it to environmental actions and projects, and idol activities.

Engaging with Various Eco-Friendly Activities

Our project aims to contribute to the expansion of activities involving both new technological developments and existing resource conservation efforts.

While reducing CO2 emissions is crucial, we also recognise the significance of forest conservation activities which absorb CO2, and in particular, we are focusing on afforestation efforts.

In addition, we are collaborating with projects that are developing new-generation batteries (storage batteries) which improve energy efficiency.

Furthermore, through our platform, we will facilitate collaboration and support for organisations involved in biomass power generation, aiming to generate clean energy, and other environmental protection initiatives.

Immutability of Blockchain Technology - Creation of User-Driven Economic Sphere Using Tokens

Blockchain, often referred to as the "second internet", represents a groundbreaking technology that addresses problems inherent in traditional systems.

By leveraging blockchain, it becomes possible to prevent data-tampering and permanently record various activity histories. This technology underpins cryptocurrencies (tokens) such as Bitcoin and Ethereum.

Project Background

The word "SDGs" is being thrown around without context- Clarification of what individuals should focus on at a personal level

The SDGs consist of 17 goals, as advocated by the United Nations.

As you can see, the SDGs are wonderful in that they cover a wide range of themes. However, many people may feel confused about what actions they should take at the individual level.

We aim to make it easier for individuals to engage with the SDGs through setting themes that are more accessible for them.

Additionally, by utilising tokens and NFTs, we will build a mechanism that enables individuals to contribute consistently while having fun.



Technology

Blockchain and Standards

The utility tokens and NFTs issued in this project will utilise the Arbitrum One chain.

Arbitrum One is a layer 2 blockchain of Ethereum, which is the largest community in the blockchain ecosystem.

Its main feature is the low transaction fees (gas) required for transactions on the blockchain, leading to its adoption by many enterprise companies and Web3 projects.

Arbitrum One, the flagship chain of Arbitrum, was launched in 2021. In August 2022, Arbitrum One was upgraded to the Arbitrum Nitro stack, increasing its scaling capabilities by 7 to 10 times.

Currently, the Arbitrum One chain is operated by the Arbitrum DAO, and decisions regarding the Arbitrum One protocol are made within the DAO.

Reasons for Selection

In the case of Ethereum, which is an L1, only around 20 to 40 transactions are allowed per second. Once this limit is reached, users pay higher transaction fees to have their transactions prioritised. As a consequence, fees tend to soar.

However, Arbitrum utilises the Optimistic Rollup technology, where transactions are halted only when fraud is detected. In general, this mechanism prevents transactions from being stuck. Consequently, transaction fees are kept low, and the time required for transactions is minimised.

For these reasons, considering the potential for a high volume of transactions in this project, we have decided to adopt the Arbitrum One Chain.

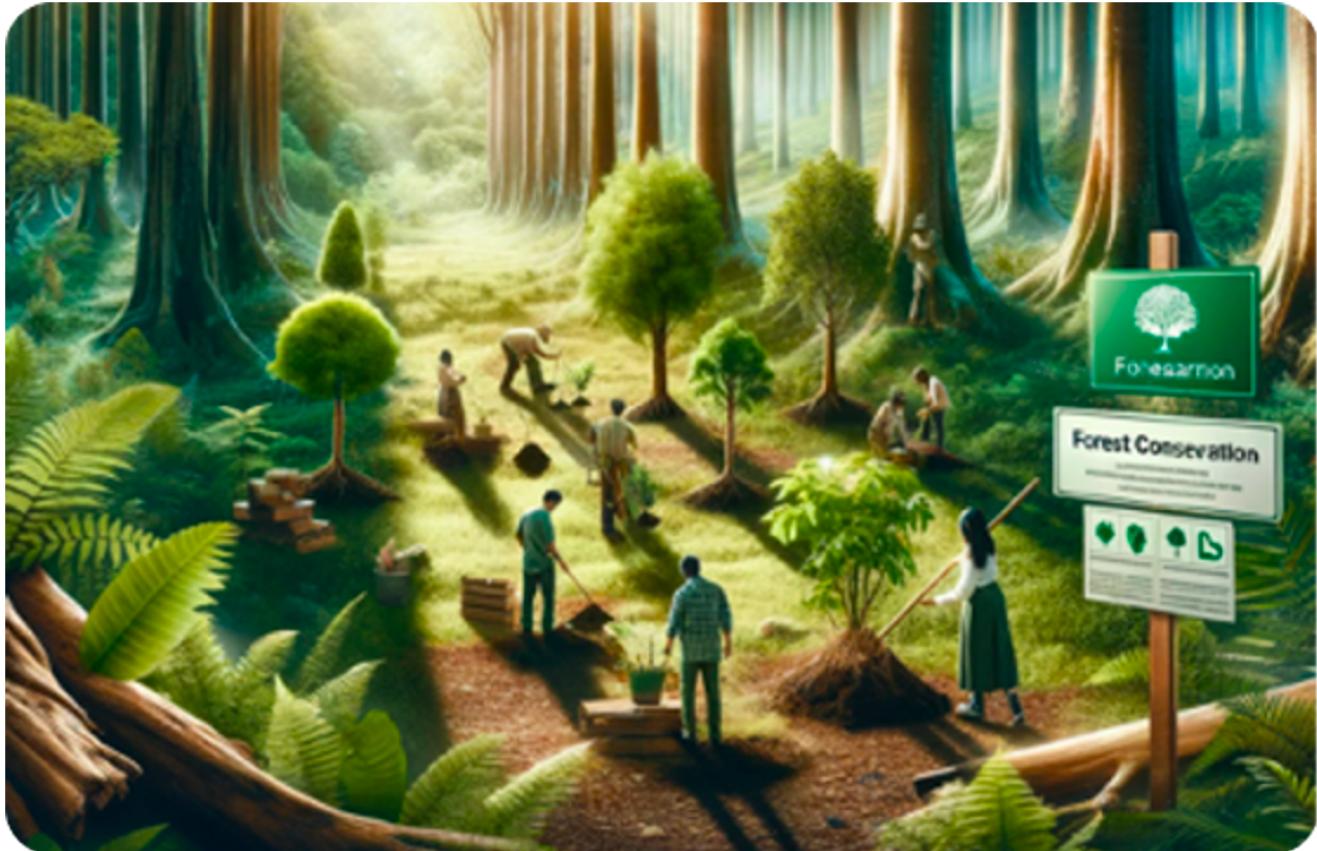
Ecosystem

By using Clip Token, the utility token issued in this project, it will be possible to participate in various activities on the Clip Platform.

This includes purchasing Eco-Project NFTs, making donations, participating in vote systems to determine the direction of projects. In addition, they can participate in member elections in idol projects and purchase their NFT merchandise.

Moreover, owning Clip Token and NFTs allows participation in real-world events related to various projects, granting rights to participate in environmental activities and idol concerts.

ECO Tree planting



The world's forest area is approximately 3.99 billion hectares, covering 30.6% of the total land area. However, global forests continue to diminish, with an annual loss of 3.3 million hectares.

The reduction is particularly significant in tropical forests in regions such as South America and Africa. Conversely, some countries, mainly in Asia and Europe, have seen an increase in forest area. There is regional disparity in forest area changes.

Various factors contribute to deforestation and degradation of forests.

Major causes include land-use conversion to agriculture including plantation, illegal logging which hinders sustainable forest management, non-traditional slash-and-burn agriculture without consideration for natural regeneration, excessive harvesting of fuelwood, and forest fires.

In order to counter deforestation, we must proactively promote tree planting.

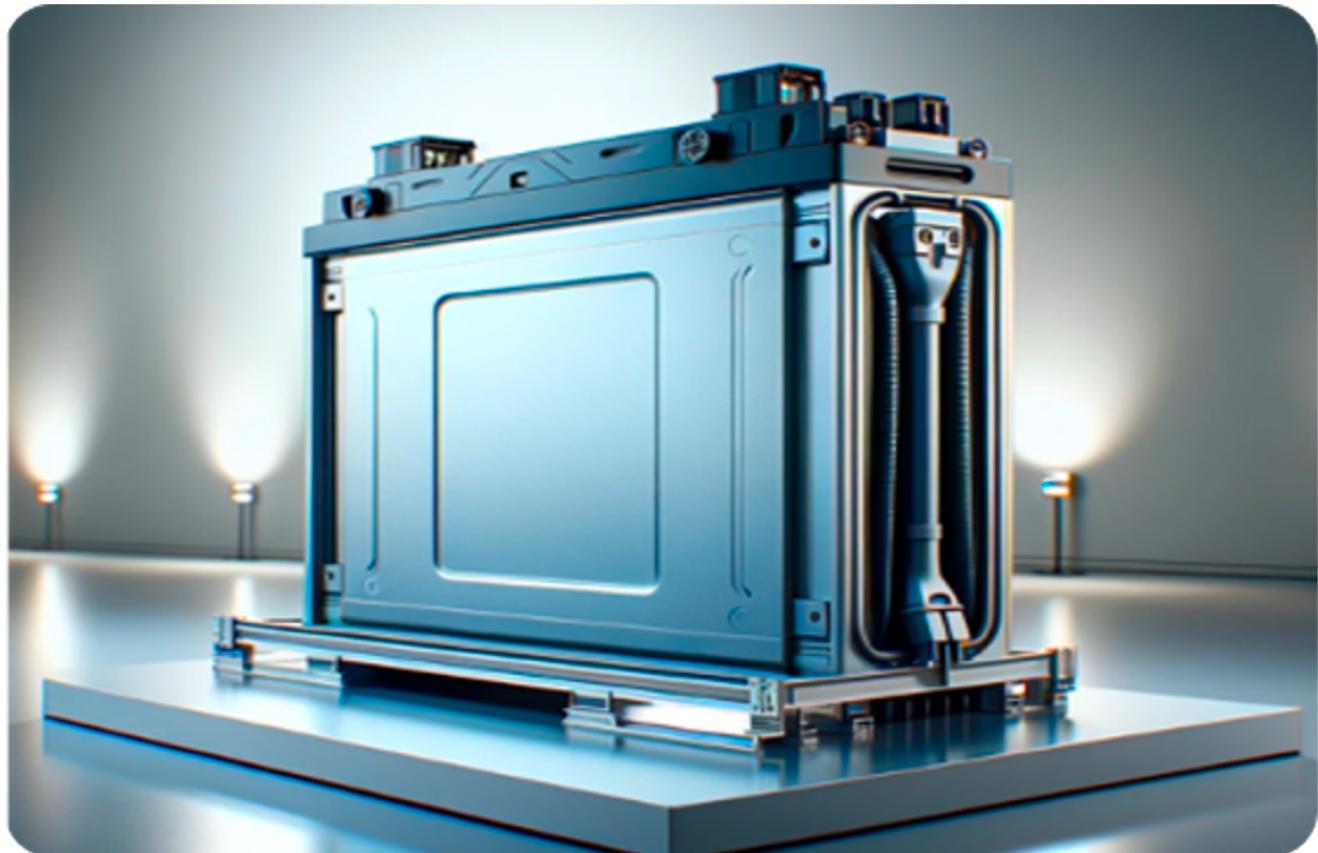
We support tree planting projects in Southeast Asia, where the impact of deforestation is severe, and conduct quantitative assessments of forests in Thailand, Indonesia, and Malaysia.

We regularly monitor each forest plot in these regions, record forest volume information on the blockchain for each area, calculate the equivalent amount of CO₂ absorbed, and issue this information as NFTs.

These forest NFTs can be purchased using Clip Token, virtually granting ownership of forest protection and carbon credits to buyers.

In the future, we aim to make forest NFTs tradable by collaborating with the carbon credit market, and connect them with land in the metaverse.

ECO EV battery



Ever since the negative environmental impact of gasoline cars has been scrutinised, strict regulations have been implemented worldwide. For example, the European Commission has decided to ban the sale of new gasoline cars after 2035.

Electric vehicles (EVs) have gained attention and production as an alternative to gasoline cars. However, it is crucial to note that the manufacturing of batteries and the generation of electricity used in EVs can result in significant CO₂ emissions.

For instance, if the electricity powering EVs is generated from fossil fuels, CO₂ is emitted during combustion. As such, from the perspective of Life Cycle Assessment (LCA), which evaluates CO₂ emissions throughout the entire lifecycle, EVs initially have higher CO₂ emissions than gasoline cars at the point of 0-kilometre travelled distance.

As the distance travelled increases, relative CO₂ emissions from EVs gradually decrease, and it is only after surpassing a certain distance that EVs start emitting less CO₂ than gasoline cars.

Therefore, measures to produce batteries with lower CO₂ emissions from the manufacturing stage and visualisation of reduction efforts are required.

In a project we support, EV batteries with high energy efficiency are manufactured in Dubai. By charging EVs with these batteries at specific EV stations, users can receive tokens corresponding to the amount of electricity consumed.

These tokens serve as evidence of contributions to CO2 reduction compared to gasoline cars, and we aim to enable trading them in the carbon credit market in the future.

Furthermore, we are planning to engage stakeholders involved in EVs (EV battery suppliers, manufacturers, users, power companies, and reuse companies) to quantify the amount of CO2 emissions they have produced and record them on the blockchain.

This will visualise where and how much CO2 is emitted in the EV lifecycle and identify particular points where CO2 emissions should be intensively reduced, enabling accurate assessment of reduction effects as achievements.

ECO Biomass



Currently, the majority of the world's electricity is generated from fossil fuels, primarily oil and coal.

As these fossil fuels emit high volumes of CO₂, there has been an acceleration in investment towards clean energy which utilises low-carbon technologies and produces lower carbon emissions.

One of the clean energy technologies gaining attention is biomass power generation. Biomass power generation utilises heat from the combustion of materials such as wood chips or waste to generate electricity. The waste heat produced after electricity generation can be effectively utilised for heating and hot water in surrounding areas, making it an ideal clean energy source.

We collaborate with projects related to biomass power plants globally, which conduct monitoring of the electricity output supplied by these plants.

This allows for the visualisation of the reduction in CO₂ emissions compared to fossil fuels, which can be quantitatively calculated as carbon credits.

At the start, we plan to issue and collaborate on NFTs that recognise the monthly electricity generation of these power plants. In the future, we aim to issue tokens representing the amount of carbon credits, which can be exchanged with Clip Token.

Idle

Idle



Clip Token owners will have the opportunity to participate in the management of the idol group produced in this project. In particular, this includes involvement in the production of the idol group and participation in in-person concerts and charity events, and selected users will be granted the right to collaborate in creating new songs for the idol group.

Produce

Clip Token holders participate in the audition and selection process leading up to the formation of an idol group



Enjoy

Participate in idol group concerts depending on the amount and period of Clip tokens you own



Create

Involved in the creation of songs by idol groups by owning Clip Token holding amount, period, and posession of specific NFTs



Idol Members in This Project



Atsuko Maeda

Coming soon

Coming soon

Coming soon

Tokenomics

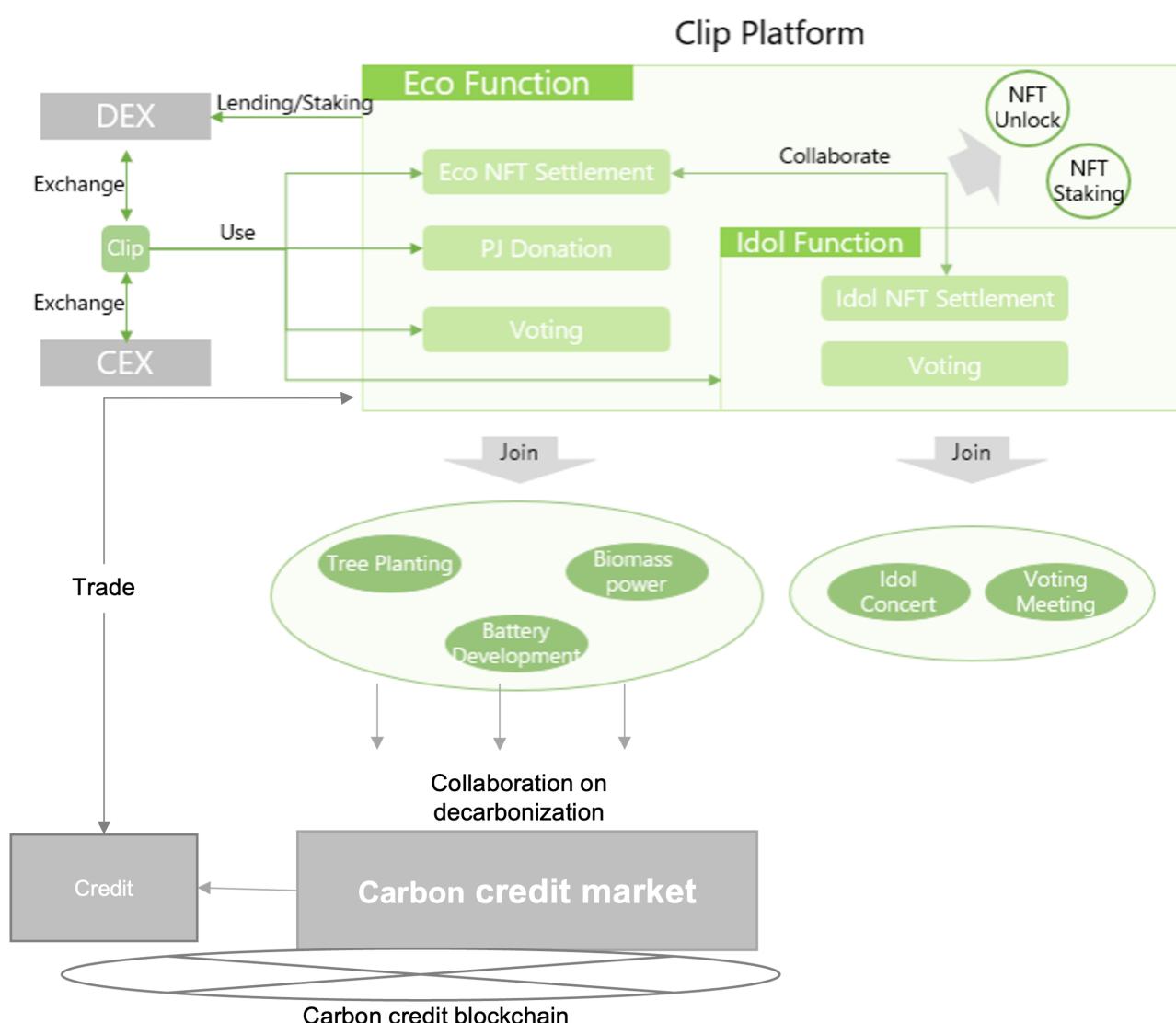
Future Worldview

The common factor among the reforestation, EV battery, and biomass power generation projects, which are currently being collaborated on, is the "creation of carbon credits".

As a roadmap for the future, there are plans to develop a dedicated blockchain in this project to connect to the carbon credit market.

Credit tokens that command carbon credits will be issued on this blockchain, and they will be connected and sold on the Clip Platform.

As a result, trading carbon credits will become possible with Clip Token, allowing individuals at the general level to contribute to a low-carbon society.



Clip Token

By utilising the utility token, Clip Token, issued in this project, participants will be able to engage in various activities on the Clip Platform.

This includes purchasing Eco-Project NFTs, making donations, participating in vote systems to determine the direction of projects. In addition, they can participate in member elections in idol projects and purchase their NFT merchandise.

Moreover, owning Clip Token and NFTs allows participation in real-world events related to various projects, granting rights to participate in environmental activities and idol concerts.

NFT

By purchasing and holding NFTs, participants can obtain proof of participation in environmental and idol activities, and as their holding period increases, they can receive rewards. In addition, by staking NFTs, they can receive more advanced NFTs.

Clip Token

Item	Content
Token name	Clip Token
Symbol	CLIP
Max supply	100,000,000
Contract address	0x51D28a6d96424938dd96A5B592852800c3228a41
Standard	ERC-20
Chain	Arbitrum One

Utility

Participation in Ecosystem

Clip token holders will have the opportunity to participate in environmental and idol activities.

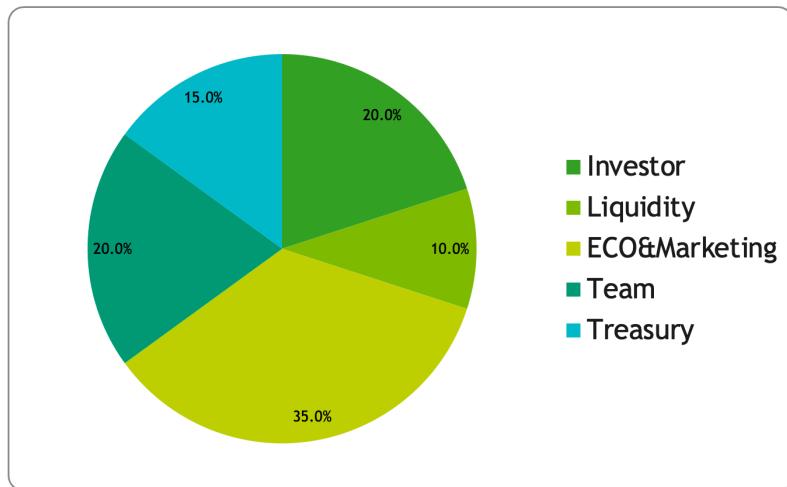
- Determination of sites for reforestation activities
 - Participation as testers for clean-energy-related technologies under development
 - Assistance for supporting endangered species
 - Attendance at idol concerts
 - Voting rights for member elections of next-generation idol groups
 - Social tipping at "Idol x Eco" events
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- Purchase settlement for various NFTs

Staking

In instances where cryptocurrency exchanges offer staking services, Clip token holders will have the opportunity to receive associated rewards by participating in staking through services they provide.

Token allocation&distribution

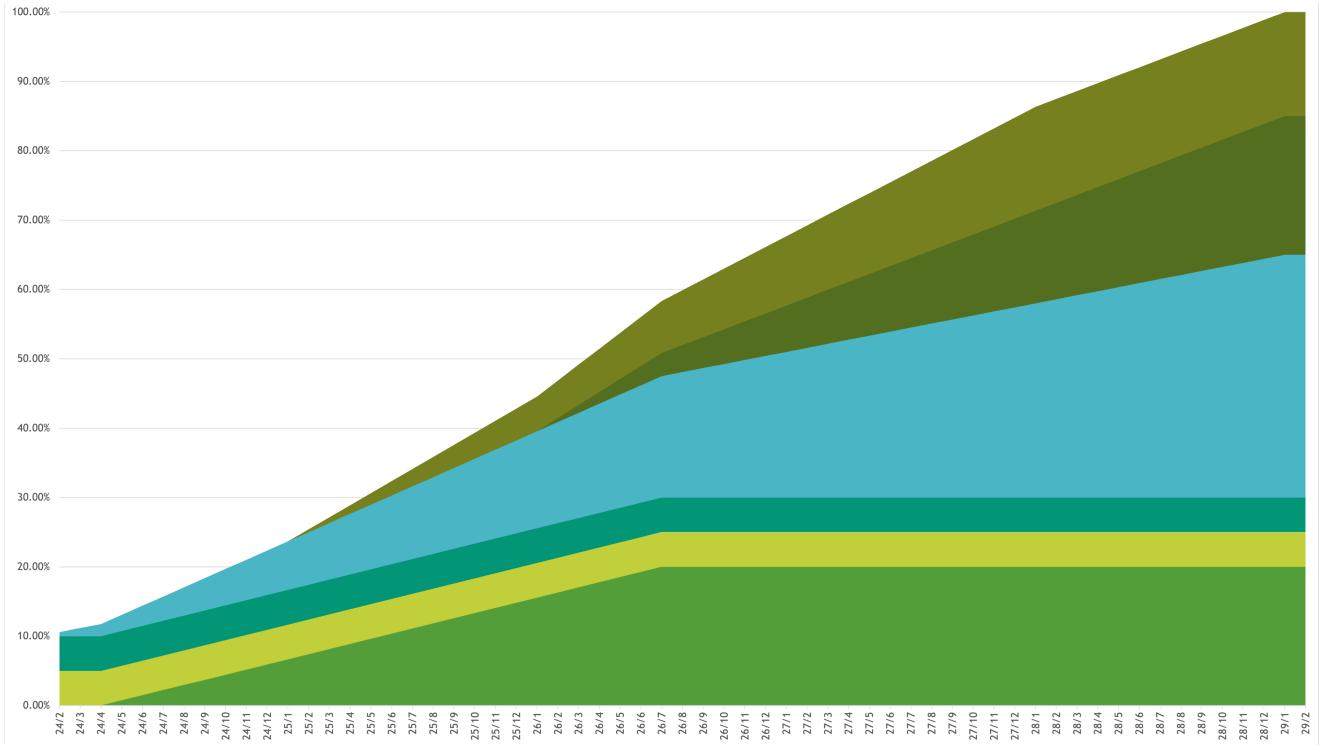
Token allocation



No.	Token amount	Total Supply	%
1	Investor	20,000,000	20.0%
2	Liquidity	10,000,000	10.0%
3	ECO&Marketing	35,000,000	35.0%
4	Team	20,000,000	20.0%
5	Treasury	15,000,000	15.0%
	Total	100,000,000	100.0%

item	amount	allocation	cliff	vesting
Investor	20,000,000	20%	3 month	27 month
Liquidity	10,000,000	10%		24 month
ECO&Marketing	35,000,000	35%		60 month
Team	20,000,000	20%	24 month	36 month
Tresury	15,000,000	15%	12 month	36 month
TOAL	100,000,000	100%		

Token distribution schedule



Road map



Links

Media	URL
Company HP	https://www.clip-e.co/
X	coming soon
Telegram	coming soon
Discord	coming soon

Disclaimer

Disclaimer

Token Regulation Risks

Governments around the world continue to work on setting regulations regarding cryptocurrencies as a means of payment in trade. Governments opposed to the widespread use of cryptocurrencies in regional commerce may issue laws or regulations that deem the use of cryptocurrencies as regulated activities. As a consequence, without further regulatory compliance by our company, token holders may potentially be unable to use the tokens in the future. This project, its affiliated companies, and the Clip team are aware of the overall framework and vision of Clip.

Risks Associated with Use of Clip Platform

The cryptocurrency exchange industry is complex and requires stringent qualification requirements. There is no guarantee that developers can successfully create a system that enables payment for services using global cryptocurrencies. Failure to establish a network may result in reduced liquidity of tokens as payment currency within the Clip platform.

Risks Associated with Token Sale

Clip Token is not an investment product. Clip Token provides specific functions within the platform and serves as a means to access and use it. Without Clip Token, individuals cannot access the platform. Additionally, acquiring Clip Token does not guarantee future profits. For these and other reasons, we believe that the sale of Clip Token does not constitute a public offering of securities. However, regulations regarding the sale of tokens are constantly changing, and regulatory authorities may seek to expand the scope of regulation for token sales in the future. This could potentially subject the sale of Clip Token to registration requirements in various jurisdictions. If the sale of Clip Token becomes subject to registration requirements, the proposed sale of Clip Token may be indefinitely delayed or postponed.

Taxation Risks

The use of tokens as a form of payment currency may or may not be subject to taxes on local income, capital gains, or other forms of taxation. Due to the uncertainty in tax laws, both sellers and customers may be exposed to the potential impact of unforeseen future taxes related to the use of tokens as payment currency and/or transactions of tokens for the purpose of capital gains.

Capital Control Risks

In many jurisdictions, stringent regulations are imposed on the cross-border flow of capital. Token holders may be subject to these regulations and/or arbitrary enforcement of such regulations at any time. This could result in the transfer of tokens from local jurisdictions to overseas exchanges becoming illegal, potentially exposing token users to government fines or other regulatory sanctions.

CFT and AML Regulations

Many jurisdictions have implemented regulations to combat terrorism financing and money laundering activities. The use of cryptocurrencies by malicious actors may violate such regulations. If tokens are used for illicit purposes, it could have a significant impact on the global reputation of the Clip platform. Such events could trigger scrutiny by CFT and AML regulatory authorities, potentially causing significant disruption to the circulation of tokens on the Clip platform.

Blockchain Risks

There is a risk that tokens may be subject to confiscation and/or theft. Hackers and other malicious groups/organisations may attempt to interfere with tokens in various ways, including but not limited to malware attacks, consensus-based attacks, Sybil attacks, smurfing, and spoofing. Tokens associated with the blockchain adopted by the Clip platform may not possess desirable or valuable features. Additionally, technology is constantly evolving, which may cause the Clip platform and its tokens to be outdated. The regulatory status of cryptocurrencies and blockchain technology is unclear or unstable in many jurisdictions. Therefore, it is difficult to predict how government authorities will regulate such technologies, or whether or not they will do so. Similarly, it is difficult to predict what impact government authorities will have, or in what ways they will do so. In particular, existing laws, regulations, and rules that affect cryptocurrencies, blockchain technology, and their applications may be changed. Such changes, including the decision to regulate tokens, could potentially have an adverse impact on the Clip platform and/or its tokens in various ways. In the event where changes in regulations designate tokens as a regulated financial product which requires registration, we may suspend the distribution of such tokens. If the continued development of the platform becomes illegal or commercially undesirable due to government measures, we may also suspend operations within the jurisdiction.

Business Risks

Our main competitors have more capital than what we are capable of utilising, potentially putting them in a favourable position to attract talent and start new businesses. Whether or not we can maintain our competitiveness, in part, depends on our ability to develop newly enhanced products or services and introduce them in a timely and cost-effective manner. Additionally, the introduction or enhancement of products or services, or the use of other technologies by our competitors may result in decreased sales or loss of market acceptance of our existing products or services. There is no guarantee that we will successfully select, develop, or market new products or services, or enhance existing products or services. Failure to do so could adversely affect our business, financial condition, and performance. The industry in which we operate our business is new, and changes in regulations may subject the industry to investigation and scrutiny. There is no guarantee that government authorities will not investigate our operations or take enforcement actions against our company. As a consequence, we may potentially be subject to judgments, settlements, fines, or penalties, or required to restructure our operations and activities or discontinue certain products or services, damaging our reputation and increasing operation costs. This could have a significant adverse impact.