



CharaTics

CharaTics CRTS

Character industry being
revolutionized by Blockchain!



Contents



1. What is the global character NFT market status like?
2. CharaTICS, why we need this now?
3. CharaTICS applied blockchain technologies and planned applications
4. CharaTICS Ecosystems contributors and benefit for each
 - Character NFT creator
 - Company that uses character products
 - Character commodity trading personal and institutional collectors
 - Character Commodity Launch NFT Exchange
5. CharaTICS short term business expansion plan
6. CharaTICS Wallet
7. Tokenized Budget allocations Plan
8. RoadMap
9. Discliamers



1. What is the global character NFT market status like?

The international character NFT market is gaining huge popularity globally. The character market is used in various industries such as animation, comics, movies, and video games, and is growing in various aspects, including character products, licensing, and maker communities.

Here are some key trends in the growth of the international character NFT market

● an increase in demand

The character market is in great demand worldwide. Especially in Asia, there is a high demand for character products due to the popularity of Japanese animations and cartoons. Also, the emotional charm of the characters and the passion of the fans are driving the market growth.

● Multiple licensing and collaboration

Characters are used in products, advertisements, and events through collaboration with various industries and brands. There are also many cross-media projects using character IP in movies, animations, and games.

● Digital Characters and Virtual Reality (VR)

The development of digital characters and virtual reality technologies is expanding the environment where you can interact with characters without being restricted to the real world. In virtual reality games and augmented reality apps, users can enjoy their experiences with characters more realistically.

1. What is the global character NFT market status like?

● The Influence of Social Media Platforms

Social media platforms play a role in facilitating communication and interaction between characters and fans. Contents related to characters are easily shared and communities with fans are being formed through YouTube, Twitter, and Instagram.

● Global Market Expansion

The international character market is expanding globally as the export of character products and overseas licensing increase. The demand and popularity of character products are increasing in Asia, North America, and Europe.

Due to these factors, the international character market continues to grow steadily and is expected to develop in more diverse forms in the future.



2. CharaTICS, why we need this now?

The character online NFT market is an area that offers a variety of opportunities. For example, the online market for characters can provide a good opportunity for the following reasons

● Global NFT market accessibility

The online platform is globally accessible, so the character NFT online market offers a great opportunity to enter the global market.

There is a growing demand for characters around the world, and online platforms can provide products to global fans.

● Direct NFT consumer connectivity

The online market enables a direct connection between character creators and consumers. It has the advantage of collecting feedback on the product and responding quickly to consumer needs, and can build brand loyalty through interaction with customers.

● Various NFT revenue models

There are many different revenue models available in the online marketplace. In addition to selling products, revenue models such as live streaming, subscription models, and fandom community formation can be introduced to generate diversified revenue.

2. CharaTICS, why we need this now?

● Target Marketing and Data Analysis

The online platform enables accurate target marketing
Use digital marketing tools and data analytics to understand consumer behavior and preferences, and to align and improve strategies based on that information.

Freedom to develop and experiment with creative products: The online marketplace offers the freedom to develop and experiment with new characters and products.

For this reason, full-fledged entry into the character NFT market could be a high-yielding business in the long run



3. CharaTICS applied blockchain technologies and planned applications

We design a trading platform through ERC721 technology, which is most commonly used to implement NFTs for trading, generating, and minting various character NFT works. When implementing the technology through design completion, the CharaTICS business platform will be implemented as a platform with various advantages and strengths.

1.The platform allows individual creators to freely create and mint character NFTs

Based on ERC721 technology, the ability to mint and automatically share various character products on the Ethereum network will be implemented, making it easier and freer than ever for creators to submit works and promote global scale.

2. The ability to share produced NFT works with global users and trade with each other regardless of time and place

ERC721 technology will set prices for works and implement various trading methods so that they can trade in a way that is necessary and appropriate for each international market.

3. CharaTICS applied blockchain technologies and planned applications

3. The ability to select character NFT works that are in high demand through the DAO method and trade them in various trading methods

Users' favorites, likes, trading volume, and minting rates will be comprehensively analyzed for the character products being traded, and it will greatly expand their character choices and diversify their products by recommending them as excellent characters in each field



4. CharaTICS Ecosystems contributors and benefit for each

● Character NFT creator

You can release NFT works of various themes on the Ethereum-based NFT platform, exchange information with many users, and freely promote your works internationally, thereby quickly increasing your awareness and ensuring stable work creation through the sale of works and the income of indefinite resale royalties.

● Company that uses character products

The demand for popular works among characters tends to continue to expand over time. Character products that were previously traded through general online brokerage media are now moving to blockchain-based NFT exchanges. Individual and institutional collectors will be able to collect works, buy character series by theme, and resell them again, thereby securing a fairly high and stable resale revenue.

● Character commodity trading personal and institutional collectors

Commercialized NFTs will also be an attractive opportunity for wholesalers who purchase them in wholesale form and release them in bundles at other international NFT marketplaces, and collaborate through the launch of separate collections in the international NFT trading market.

4. CharaTICS Ecosystems contributors and benefit for each

● Character Commodity Launch NFT Exchange

Securing various commercial characters in the exchange leads to the influx of customers, which contributes greatly to the exchange's long-term income and recognition. By securing a variety of enterprise characters, it can have the effect of increasing transaction fee income through agreements with corporate customers and increasing sales of NFT products.



Global
NFT market
solutions providers



NFT
Characters producers



NFT Character
consuming companies



Individual and
institutional
collectors

5. CharaTICS short term business expansion plan

In the case of character products with unique personalities, securing a fandom that loves and supports these works is the most important factor in determining success or failure.

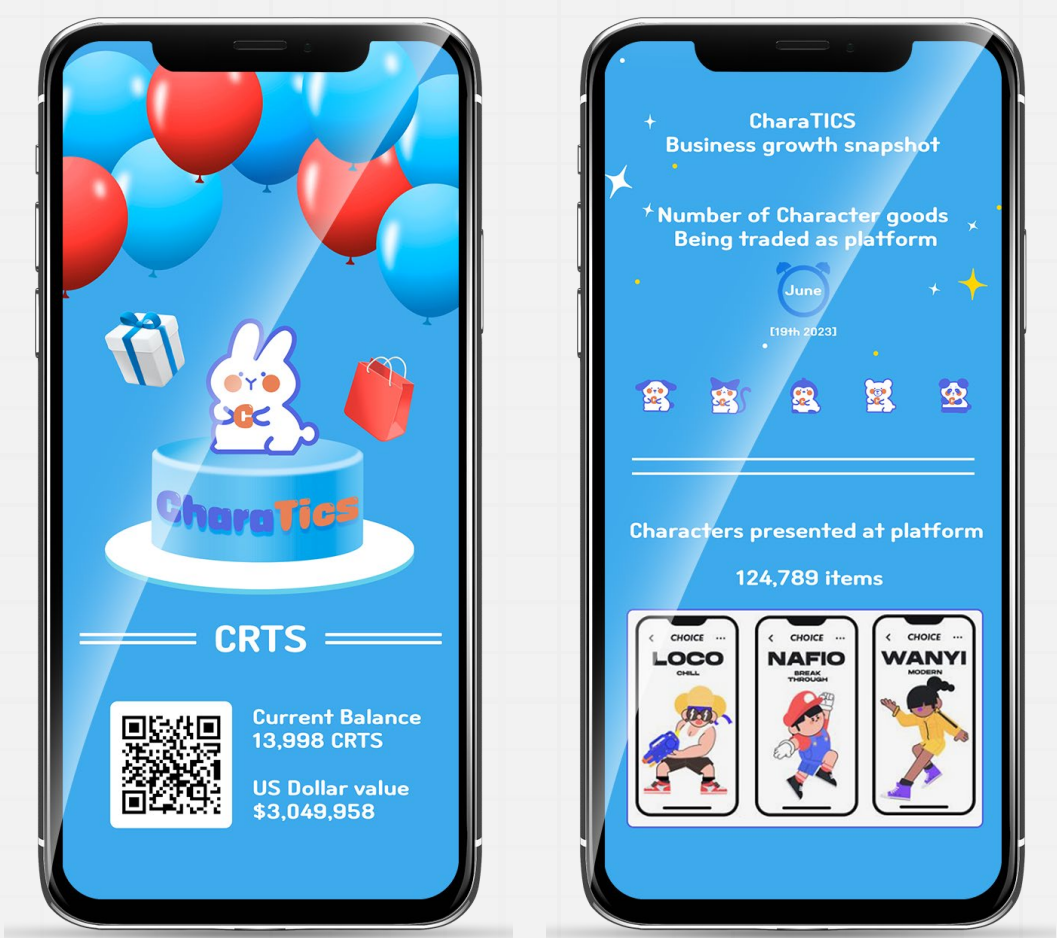
Unlike simple character products, commercialization characters are one of the keys to securing market awareness in the early stages, increasing market awareness, increasing exposure to as many companies as possible, and establishing a strong character product line-up.

To achieve this goal, we will increase awareness in the early market of the business and create a loyal user base by assigning additional incentives to the amount of coins purchased to create a rapid recognition in the market.

Purchahsed Qty	Incentive Rate
5,000~9,999	10%
10,000~19,999	15%
20,000~49,999	20%
50,000~	30%

6. CharaTICS Wallet

The web 3.0 wallet is designed to provide entertainment to enthusiasts and make it easier for companies in need of character products by presenting the types of character NFT products currently available, as well as the vision and status of revitalizing the platform market.

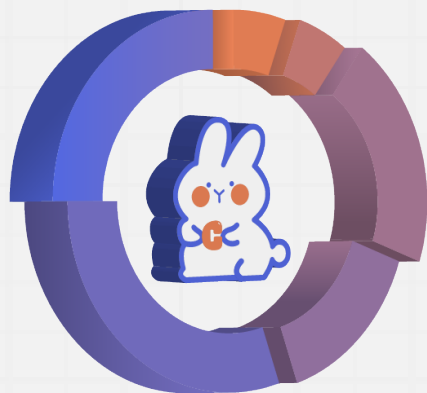


7. Tokenized Budget allocations Plan

In the case of character products with unique personalities, securing a fandom that loves and supports these works is the most important factor in determining success or failure.

Unlike simple character products, commercialized characters are one of the keys to securing market recognition in a short period of time, increasing market recognition, and increasing exposure to as many companies as possible to build a strong line-up of character products.

To achieve this goal, we focus on recruiting competent character production creators in the early stages of the business, introducing advanced AI character production tools, and professional global marketing to raise awareness of the corporate market..



Coin Name : CharaTICS
Ticker: CRTS
protocol: ERC721
Total supplying Quantity:
500,000,000

Total Supply		500,000,000
Team and Advisor	5%	25,000,000
Operation reserve budget	5%	25,000,000
Token Sale	20%	100,000,000
Recruitong NFT artists and AI production tool purchase	15%	75,000,000
Production of NFT business platform	30%	150,000,000
Global corporate target marketing	25%	125,000,000
Total Supply	100%	500,000,000

8. Roadmap

2023

Q1

CharaTICS BUSINESS
STARTED

Q2

International Character
NFT Product Market
Survey

Q3

Character NFT web 3.0
Wallet Launch
- First Listing on the
International Exchange

Q1

Participate in the
International Character
NFT Online Exhibition

Q2

SECOND LISTING ON
INTERNATIONAL
EXCHANGE

Q3

Launch of Business
Platform

Q4

Expands NFT Exchanges
to Expand International
Markets

2024

9. Discliamers

1.This white paper is designed to guide CharaTICS' business, and the schedule and detailed plan may change due to changes in market conditions, and this will not be notified in advance.

2.The version of this white paper is based on the version indicated at the bottom of the document and reflects only the business direction and progress of this white paper, so it may be changed without notice even after production is completed and distributed.

3. This white paper is not prepared for the purpose of raising funds or receiving investment, and no one can raise funds or attract investment based on this white paper, and the act of sending this white paper does not imply an investment proposal.

4. This white paper is not intended to propose an investment or recruit investors, and should not be interpreted as an investment proposal or an act of recruiting investors under any geographical or environmental circumstances.

5. The distribution of CharaTICS coins is contracted through a separate contract with this white paper, and the terms of the contract are as specified therein. If the contents of this white paper do not match or conflict with the contents of the contract, the contents of the contract shall be applied first.

6. The contents of this white paper prohibit the reproduction, modification, and distribution of all or part of the relevant business in countries or regions where it is illegal. In addition, if people in countries and regions who make this white paper illegal recognize and invest in this white paper, such investment is at their own risk and the CharaTICS Foundation has no legal responsibility for it. CharaTICS as defined in this white paper shall not be construed as a financial investment instrument in any case, such as bonds, stocks, securities, options, derivatives, etc., and shall not be claimed in any case.

9. Discliamers

7. CharaTICS does not guarantee interest income or principal under any circumstances, and CharaTICS buyers should not interpret CharaTICS' purchase behavior as an investment and profit-generating act, and no one should understand or recognize it as an entity that can earn financial income such as investment income and interest.
8. CharaTICS is fully functional from the moment you send the token to your wallet.
9. This white paper does not guarantee the completeness of CharaTICS' projects, and Contracting Parties who wish to use CharaTICS may use CharaTICS' services only to the extent specified in the white paper.
10. The content of this white paper is not responsible for any errors or delays in the delivery and development of the service, nor can anyone be held responsible for any delays in the schedule and related matters.
11. This white paper was prepared based on a plan for future plans and based on the realization of the plan. However, the implementation of the plan is not guaranteed, and the contents of this white paper do not guarantee the integrity of future developed services.
12. The contents of this white paper cannot be interpreted as legal, financial, accounting, tax advice, etc. In the process of purchasing and using CharaTICS, separate legal, financial, accounting, and tax situations may occur according to each country and region's policies and laws. Purchases and users of CharaTICS may need additional advice, and CharaTICS is not responsible for this.
13. The implementation of the business model may be delayed or other tangible or intangible losses may occur due to unintended reasons by CharaTICS, such as system attacks from third parties, natural disasters, and force majeure reasons.
14. CharaTICS cannot be held responsible for the buyer's risk due to the loss and leakage of the buyer's private key.



9. Discliamers

15. It is not free from all risks, including falling coin values and changes in the market environment, uncertainties, political risks, competition with competitors, which may disrupt development of CharaTICS or change service direction and business execution plans, which may not be notified in advance.

16. CharaTICS is a technology currently under development, so changes in technology that may occur during the development of technology may negatively affect CharaTICS.

17. CharaTICS does not delegate or transfer all decisions, including ecosystem operation policies and suspension, to others, and all business-related decisions are subject to the autonomy of CharaTICS Foundation and participants.