



# WatchBlock

Concept of possession of  
watches, now revolutionized  
by blockchain.

**WCBL**

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# 1. Size of the International Luxury Watch Trading Market

It is analyzed that the global luxury watch market has exceeded 100 trillion won.

According to the Boston Consulting Group (BCG), the global luxury watch market grew from \$75 billion (about 99 trillion won) in 2021 to \$79 billion (about 104 trillion won) last year.

Of the \$79 billion in luxury watch transactions last year, new products amounted to \$55 billion and used products (resell) worth \$24 billion, and both new and used products are on the rise.

As time goes by, demand for high-end luxury watches is increasing, but supply is short, and the luxury watch market is expected to be \$101 billion (\$66 billion for new products and \$35 billion for used products) by 2026, according to BCG.

This growth of global luxury watches, coupled with income growth in emerging Asia, the desire of the MZ generation to show luxury goods on social media, and the growth of the market that makes profits through reselling, is showing higher growth than ever.

This growth of the market, coupled with the above global trends, is expected to remain robust for more than a few decades to come.

조선경제 > WEEKLY BIZ

## 글로벌 명품시계 시장 규모 100조원 넘어섰다

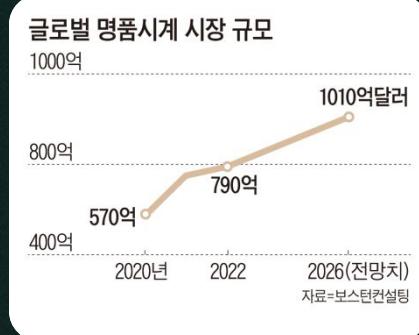
[WEEKLY BIZ] Market Data

손진석 기자  
업데이트 2023.04.21. 17:06

스위스 제네바의 시계박람회의 롤렉스 부스에 진열된 시계들 / 로이터 뉴스1

Source : Chosun daily paper  
Date: June. 10<sup>th</sup>. 2023

[https://www.chosun.com/economy/weeklybiz/2023/04/13/JBY2TOL4BRE7HL5MWUUVNW5KFM/?utm\\_source=naver&utm\\_medium=referral&utm\\_campaign=naver-news](https://www.chosun.com/economy/weeklybiz/2023/04/13/JBY2TOL4BRE7HL5MWUUVNW5KFM/?utm_source=naver&utm_medium=referral&utm_campaign=naver-news)



## 2. WatchBLOCK, , why market needs us now?

The luxury watch market, which is showing such rapid growth, is rapidly increasing the desire and need for NFT products as much as the spot market. For the following reasons, the combination of blockchain and luxury markets is opening the optimal market for the growth of the NFT product market.

### ● Global NFT market accessibility

Because the online platform is globally accessible, the luxury watch NFT online market provides high accessibility for anyone to enter the global market. With the worldwide demand for luxury NFT watches rising significantly, the demand for business platforms that can meet the international needs of these markets is greater than ever.

### ● Explosive Demand For Online NFT Commodity Trading

The demand for luxury watch spot goods was originally quite large, but the recent joining of the MZ generation has led to a surge in demand for NFT products in the payable range rather than expensive spot goods.

### ● Securing a loyal customer base for watchmakers

Expectations for the market are high as it is well coupled with the need of watchmakers to further strengthen their mania by supplying NFT-type products to consumers who are unable to buy actual watches, leading to the most profitable in-kind sales.



### **3. WatchBLOCK Introduction Blockchain System and Business Application Method**

A market that reflects the transparency, irreversibility, low cost, and instantaneous transaction characteristics of blockchain is being formed. We will use these distinct strengths to implement the trading functions required by the market.

#### **1. The ability to NFT and mint and release spot products from watchmakers through the platform**

Based on ERC721 technology, we will provide services to watch manufacturers to produce watch NFTs with various designs and functions to meet the needs of companies.

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

The characteristic of this market is reselling. It will attract high attention from market participants as it can be implemented in a way that not only holds watch NFT works, but also generates profits by reselling and repurchasing the same as in the spot trading reselling market.

### 3. WatchBLOCK Introduction Blockchain System and Business Application Method

#### 3. Implementation of functions such as recommendation and promotion for watch NFT products incorporating DAO method

The goal is to automatically analyze users' preferences, purchase frequency, satisfaction, and real-time inquiry numbers without the manager promoting the product separately to the NFT product being traded, and to activate the transaction by exposing the most popular product to buyers.



## 4. WatchBLOCK , Each stake holder and benefit to the parties

- **Luxury Watch NFT Commodity Maker**

You can release luxury watch NFT works of various themes on the Ethereum-based NFT platform, and freely promote your works internationally while exchanging information with many users, so you can quickly increase your recognition.

- **Company with Luxury NFT Copyright**

All works will be based on recognizable spot watch products, allowing companies with ownership and copyrights to monetize the 'infinite resale fee' and NFT merchandise sales in addition to the profits from existing spot goods sales.

- **Luxury Watch NFT Trades Private And Institutional Collectors**

Commercialized NFTs are thought to have many international transactions, and the resulting high participation of individual and institutional collectors is expected.

This is expected to create synergy with the NFT platform, which has higher accessibility and international scalability than traditional offline markets, resulting in explosive transactions.

## 4. WatchBLOCK , Each stake holder and benefit to the parties

- a secondhand dealer in luxury watches

It is expected to have a positive impact on sellers' participation in the market and increase profits as it can achieve diversification of the sales product group, which is one of the difficulties of used spot dealers.

Individual and institutional investors



NFT distribution channel



Luxury watch makers



Luxury NFT market service providers



**WATCHBLOCK**

## 5. WatchBLOCK , short term awareness plan

Luxury watch NFT products that offer luxury beauty with unique personality will have a significant impact on early business performance by informing existing spot goods holders and investors of the start of the business as soon as possible and gaining fast recognition within the market.

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.

WATCHBLOCK short term awareness promotion	
Purchased Qty	Additional giving away
5,000~9,999	10%
10,000~19,999	15%
20,000~49,999	20%
50,000~	30%

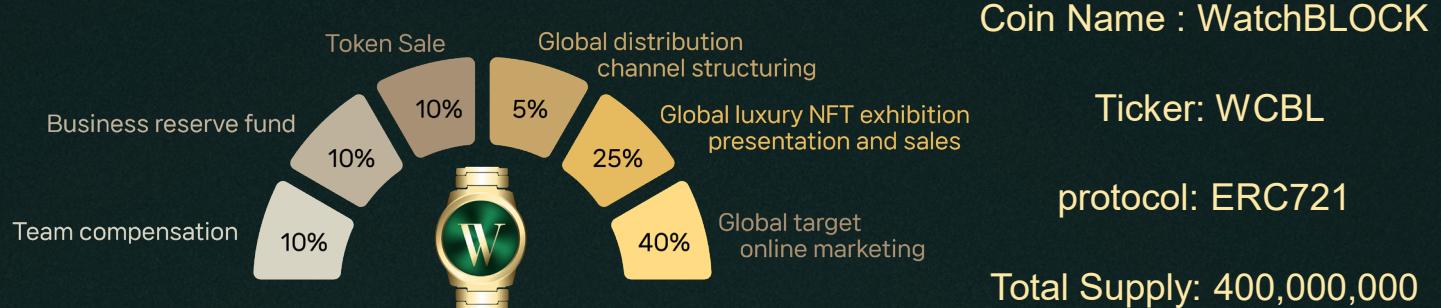
## 6. WatchBLOCK Wallet

It is designed to develop into a participant-oriented platform that allows participants to voluntarily and actively participate in the market by introducing luxury watch NFT products to be listed, promoting products using DAO functions, and voting for popular products.



## 7. Tokenized Budget allocations Plan

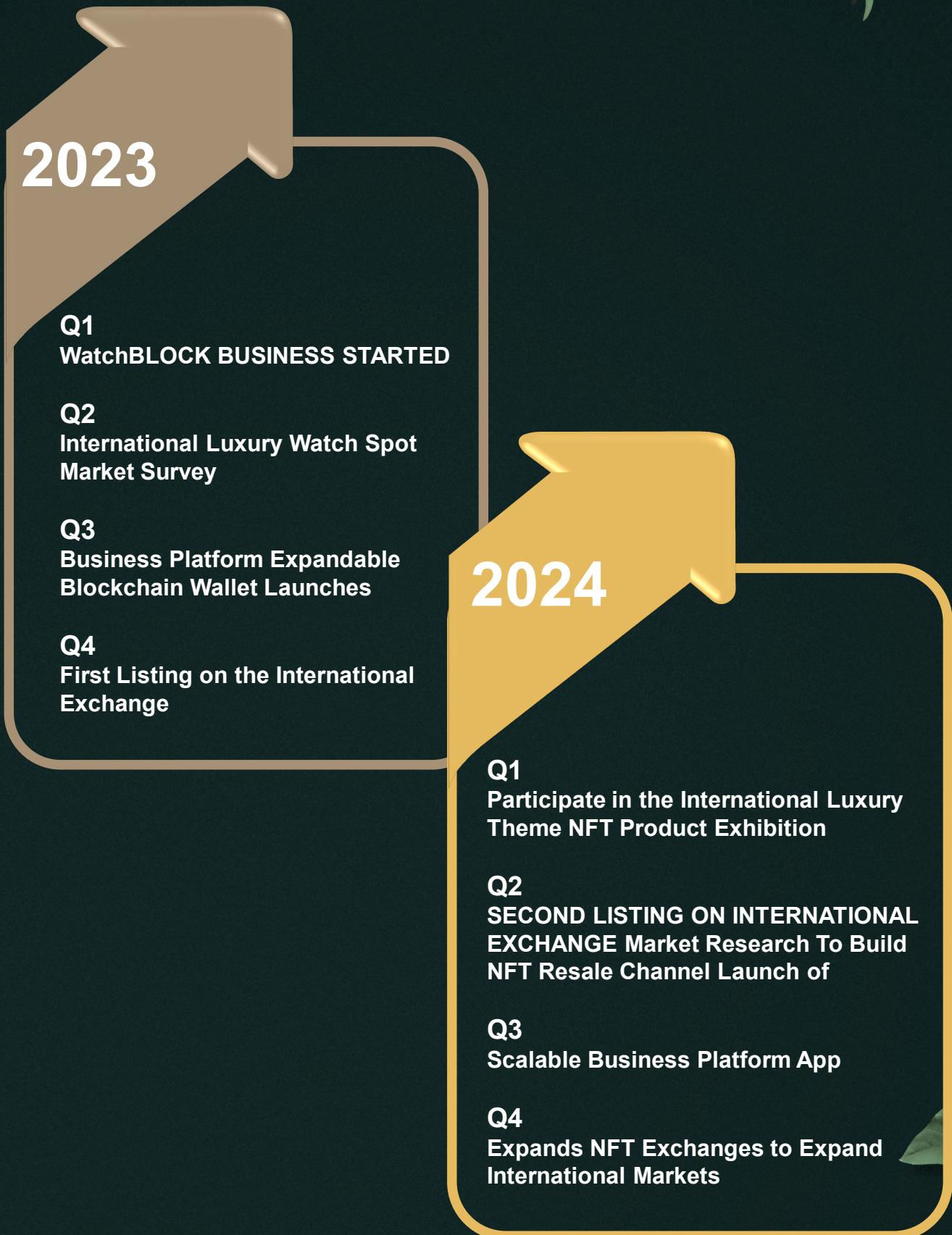
For luxury watch products with a unique personality, raising awareness to existing luxury brand owners and institutions/private collectors as soon as possible will determine early success or failure.



Total Supply	400,000,000
Team compensation	10% 40,000,000
Business reserve fund	10% 40,000,000
Token Sale	10% 40,000,000
Global distribution channel structuring	5% 20,000,000
Global luxury NFT exhibition presentation and sales	25% 100,000,000
Global target online marketing	40% 160,000,000
Total Supply	100% 400,000,000

Like the existing spot market commodity trading market, expanding the reselling market by securing many second-hand watch traders greatly helps defend the second-hand price, as well as establishing a distribution network in the existing global NFT reselling market and international NFT trading market

## 8. Roadmap



## 9. Disclaimers

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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.
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## 9. Disclaimers

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14. WatchBLOCK cannot be held responsible for the buyer's risk due to the loss or leakage of the buyer's private key.
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17. WatchBLOCK 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 the WatchBLOCK Foundation and participants..