



Got NFTs?

The first multi-chain platform
for the NFT resell market

Whitepaper

Content

1. Executive Summary	3
2. The Problem In The NFT Market	4
2.1 Overview	4
2.2 The Problem Expanded	5
2.3 How Did These Problems Happen?	5
3. The Solution WEYU Brings To The NFT Market	6
3.1 Overview	6
3.2 The Solution Expanded	7
3.2.1 WEYU Features For The Seller	7
3.2.2 WEYU Features For The Buyer	7
3.2.3 WEYU Features For Creators	7
4. How WEYU Will Change The Game?	8
4.1 Obsession Over User Experience	8
4.2 Multi Blockchain/Multi Token Standard Accessible	9
4.3 Platform Token Economics	10
4.4 Algorithmic Automation And Artificial Intelligence	11
5. WEYU Token: Use Cases	12
5.1 Overview	12
5.2 SafeMoon Tokenomics (Fee Distribution, Automatic Liquidity, Burning)	13
5.3 WEYU Membership	14
5.4 Staking And Platform Fee Distribution	14
5.5 DAO	15
5.6 Data Validator Rewards	15
5.7 Platform Advertising And Promotions	15
6. Token Sale And Distribution Details	16
6.1 The WEYU Token Metrics	16
6.2 Usage Of Funds	17
6.3 PancakeSwap And BSC Launch	17
7. Marketing Plan	18
7.1 Overview	18
7.2 The 4 Pillars To The Marketing Philosophy	19
7.3 Marketing Summary	19
8. Roadmap	20

1. Executive Summary

WEYU is founded by a team of individuals experienced within smart contract development, web development, user experience engineering, business development and global operations. WEYU's mission is to push forward the mass adoption of Non-Fungible-Tokens to the everyday internet user.

At WEYU, we believe the future of NFT's is multi-blockchain accessible and available to everyone on a single unified platform. Accessibility in the digital space is driven by UX/UI engineering and a user-first approach is WEYU's obsessive compulsive focus. The WEYU mission is to make sure everyone can easily participate in this revolutionary technology that NFT's bring into the world. Our vision is a future where all roads lead to WEYU.

WEYU is the first multi-chain platform specifically for the NFT resell market. As the tokenization of items such as collectables, art, music, content, property and everything in between becomes the norm, we at WEYU believe that the mass adoption tipping point comes from easy-to-understand platforms that cater to the most common internet user. Our obsession is to create the best user experience that is so simple and engaging for both the resellers and after-market buyers of all NFT's across multiple blockchains. Creating the most user-friendly software combined with transparency and decentralized systems will give WEYU a firm market position to absorb a significant share of this already booming NFT market. Great projects and platforms now exist across a wide range of ecosystems to allow creators to mint a wide variety of products. Platforms and blockchains like Ethereum, Cardano, Nifty Gateway, Flow, Opensea, WAX, BSC, SuperRare and so many others are fueling the growth of the creation of NFT's but not the overall adoption which exists in the secondary NFT market. WEYU exists to support the adoption of each of these NFT ecosystem players and collaborate with them all. The WEYU protocol layer integrates API endpoints to aggregate real-time data for the WEYU community while connecting all of these platforms, blockchains and marketplaces into one unified place for all your NFT after-market needs.

In addition to building the WEYU marketplace will be the launch of the WEYU token at the core of the protocol. The WEYU token is engineered to drive adoption, reward the community and fuel the overall success of WEYU. WEYU employs tokenomics 3.0 which incorporates several token use cases and utility. WEYU will also feature a fee embedded within the token, similar to the model made very popular by the SafeMoon project. **If you liked SAFEMOON you'll love WEYU!**

2. The Problem In The NFT Market

2.1 Overview

There are several NFT marketplaces and counting on multiple blockchains, making the entire Non-Fungible-Token space very fragmented. This makes it overly complex for the average internet user to understand how NFT's work and where to find trusted and verifiable resources. Even the process of buying or selling NFT's involves a steep learning curve. Furthermore, with every platform comes a different process for the consumer. There are multiple blockchains with multiple token standards for multiple categories of NFT's, and if that's not enough, there is currently no platform out there that enables consumers buy and sell across various blockchains. Until NOW.

The NFT ecosystem is already one of the most fragmented spaces in all of tech. The NFT space got its legs back in 2017 with the launch of Cryptokitties. Since then, we have seen thousands of new projects, platforms and even celebrities enter this wildly exciting new ecosystem. The popularity and attention of the NFT space has accelerated rapidly in the last six months, adding to the fragmentation and growing the complexity for the average consumer. Again, the learning curve is steep, and the resources to learn are scarce, resulting in new users asking a growing number of questions.

Where do I buy? • Which wallet do I need? • How do I buy?

Where do I hold? • Where do I sell?

Which platform can I trust?

Is what I am buying overpriced? • Is it authentic?

How do I... I give up!

There are more questions than answers today in the NFT space. The sole mission of WEYU is to stop this confusion in its tracks so we can achieve the adoption we all wish to see. WEYU exists to help everyone navigate this vast NFT universe in a unified and trusted platform where user experience and educational resources are at the heart of it all.

2.2 The Problem Expanded

Both the buyer and seller in the current NFT ecosystem face many of the same issues.

Poor user interface and experience	Non-transparent fee structures
Poor customer support	Lack of verification of authenticity
Multiple token standards	Inferior search algorithms
NFT marketplaces are confusing	Limited data
Multiple NFT platforms	Lack of transparency of fees
	Limited payment methods

2.3 How Did These Problems Happen?

The majority of NFT platforms are focused on the creation of NFT's and not the consumer experience of the buyer or seller. This has led to too many creators and not nearly enough consumers.

NFT platforms commonly have poor user design due to inexperience in building these types of complex systems and a lack of focus on the user.

Customer support channels are incomplete and in some cases non-existent.

There is a lack of resources for new users to get familiar with how the underlying technology works. This has led to many new users not only leaving the space but often losing funds or over paying for their first experience.

There are no platform tokens that fully grasp the power of community through the incentive driven models of token economics. Poor community growth has already seen many promising platforms lose traction.

Limited payment options for users is a major barrier for adoption.

3. The Solution WEYU Brings To The NFT Market

3.1 Overview

WEYU is set to be the unified multi-chain platform for the NFT resell market. Users of the WEYU platform can easily resell their NFT's regardless of which blockchain, platform or token standard they were minted on. In turn, buyers can seamlessly search multiple NFT standards and categories across the entire NFT market through modern UX/UI design with advanced search algorithms and filters. WEYU is also committed to the transparency of the resell NTF markets and incorporates an advanced data aggregator to give users up-to-date information on the history of each NFT and the status of all categories within the vast NFT ecosystem. User experience is our obsession and this drives WEYU to encompass the most robust customer service support channels in the space to let new and existing users know WEYU is always here to help.

These measures are necessary to drive the adoption, transparency and education to the average consumer. In addition to these user experience measures are an advanced token economy that will drive community growth and incentivise hyper engagement in the WEYU community.

And lastly, it is important to understand that many users are accustomed to traditional ways of payments and processes. WEYU wants to drive adoption and inclusion by implementing many payment options and gateways to create the most flourishing NFT ecosystem in the space.

3.2 The Solution Expanded

WEYU Features For The Seller

Exceptional User Experience and User Interface
Multiple listing options (Buy now, reserve price, auction, etc.)
Multiple taken standard listings (ERC 721, ERC 1155, TZIP-12, SA-WAX, etc.)
Multiple category listings (Art, collectables, games, music, sports, fashion, etc.)
Advanced customer support and user resources
On platform, on-demand advertising options
Membership options thought the WEYU token
Access to the WEYU DAO and governance participation
WEYU token rewards for all activity

WEYU Features For The Buyer

Exceptional User Experience and User Interface
Advanced customer support and user resources
Historical data layer to help price items accurately
A unified process for purchasing NFT's across all chains and standards
100% verifiable data aggregator
Advanced search algorithms
Access to the WEYU DAO and governance participation
History and reputation data of sellers
Multiple currency payment options
Staking and membership options to lower fees

WEYU Features For Creators

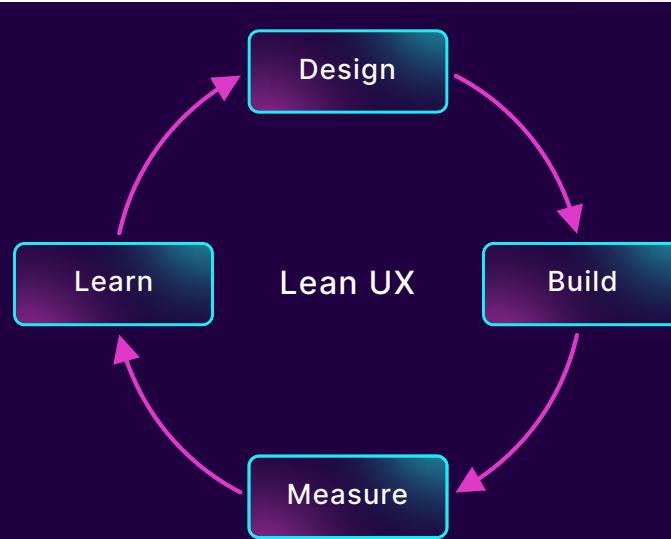
WEYU's obsessive compulsive focus is on the user experience of the NFT resell market! We supply the multi-functioning gallery, not the canvas and brushes.

4. How WEYU Will Change The Game?

4.1 Obsession Over User Experience

In the famous words that Jeff Bezos repeated a million times, “It’s all about the customer”, and the customers on the WEYU platform are any Buyer or Seller of NFT products. Regardless of token standard, blockchain or category of NFT, WEYU is committed, with an obsessive focus, to build the most user-friendly platform for all buyers, sellers and community members at large.

Data-driven UX/UI is at the heart of WEYU. Though there are technical requirements to ship features, the magic is in the design. WEYU UX/UI team uses the Lean UX design philosophy that focuses on user behavior and data-driven measurements to mathematically learn from previous releases giving the design team the calculations to build new improved features continually. Data science and vigorous A/B testing phases are added for additional insights to ensure desired results are met.



In addition to a suite of advanced UX/UI features for sellers and progressive tools for buyers is the data aggregator interface. From researchers and academics to hedge funds and media, the data layer of WEYU will be a major area where the user experience of the platform will shine.

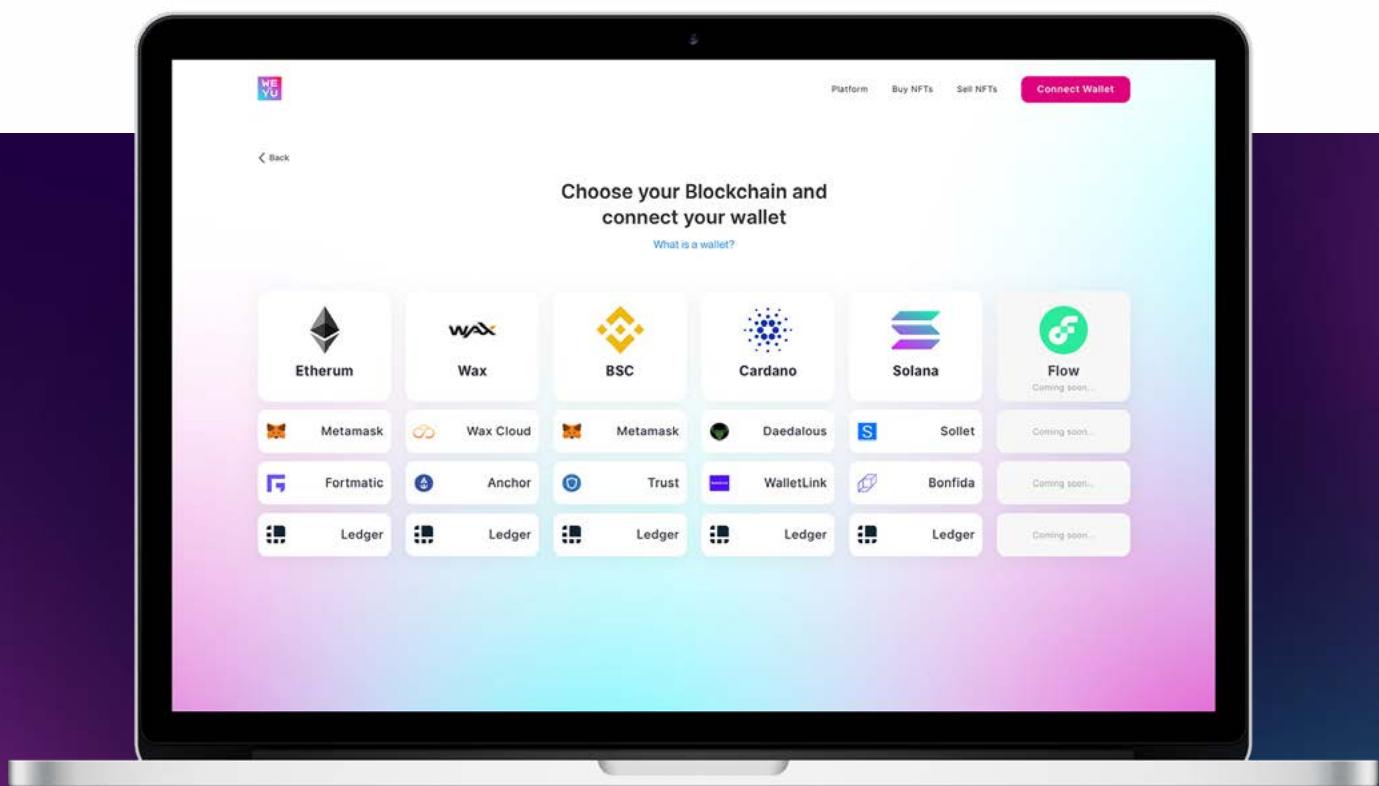
The road to adoption of any new industry starts and ends with the user. The user and their experience is at the core of the WEYU brand, and how we implement it is our secret weapon.

4.2 Multi Blockchain/Multi Token Standard Accessible

At the heart of the WEYU platform is the multi-chain functionality. These multi-chain features along with the WEYU user experience will be the secret sauce to market penetration and market share.

The importance of interoperability between blockchains is a common discussion in the crypto space. The inability to transact across multiple blockchains has caused fragmented technology, tribalism between ecosystems and barriers to adoption. WEYU is solving these issues for the NFT space and is committed to bringing everyone together regardless of where they came from or how they want to participate.

With most of the core WEYU team being blockchain engineers and working in the space for many years, there is a great understanding of the challenges presented in building a multi-chain platform. The WEYU team has already engineered a technical road map to incorporate any blockchain standard to be transferable and accessible through the WEYU protocol. WEYU will launch with advanced accessibility and incorporate at least 5 blockchains and several NFT standards.



4.3 Platform Token Economics

The WEYU token is based on tokenomics 3.0, a proven framework that dives multiple dimensions of token utility throughout a platform, its community and its business model. These modern and proven token use cases are employed to encourage users, both buyer and seller, and community members to actively engage with the WEYU ecosystem, platform, and products.

Token Use Cases And Features:

Token fee redistribution, automatic liquidity and burning

Memberships for fee reduction and exclusive rewards

Platform fee distribution

Platform data validation and moderation rewards

Referral and affiliate rewards

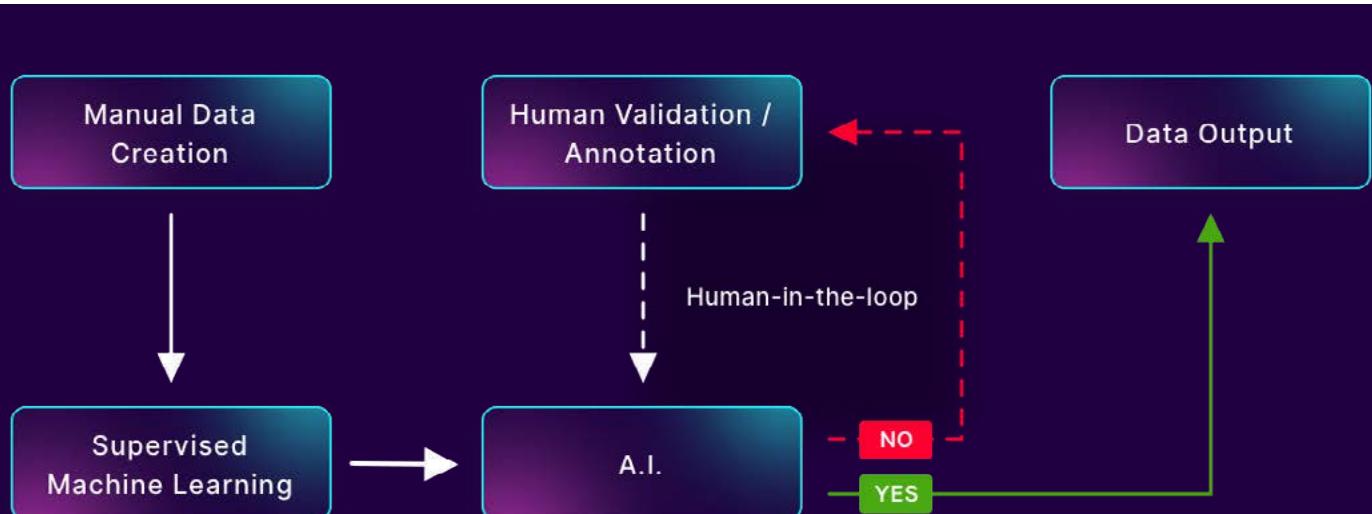
Development & governance proposal rewards through WEYU DAO

Membership Level	Black 	Gold 	Pink 	Blue 	Entry Level
WEYU staked USD	\$100k	\$25k	\$10k	\$2.5k	\$0
Seller	0%	1.25%	2%	2.5%	5%
WEYU staked USD	\$30k	\$10k	\$2k	\$500	\$0
Buyer	0%	1.25%	2%	2.5%	5%

4.4 Algorithmic Automation And Artificial Intelligence

The incorporation of automation technology in online platforms have reformed processes across many online industries. Notably, the advancements in algorithms in e-commerce have helped to accelerate customer engagement exponentially over the last few years. Artificial Intelligence (AI) comes on board as an essential innovative tool to serve our obsession with a great user experience to put the user first. As mentioned, customer service and user experience AI is advancing more rapidly than any other AI application and is helping bridge the gaps in the user journey. WEYU is well underway in developing the most modern AI elements across the WEYU platform. We begin with several elements such as product labelling, personalization, moderation of incoming content, copyright infringement detection, categorization filtering and advanced search filters.

Although it is the goal to automate features of the platform with minimal human input, we are still far from full autonomy of these systems. The AI and human collaboration revolution is one that WEYU will incorporate directly in the WEYU platform. A human-in-the-loop approach is a critical element in creating high-quality training data for these systems. Helping train and validate the algorithms.



In many of these features where human input is required, the WEYU community can help with these simple and vital tasks of categorizing and validating the internal and external platform data. All participants are rewarded in WEYU which creates an additional utility to the token as a community reward.

5. The WEYU Token

5.1 Overview

The WEYU token economy is based on frameworks that dive multiple dimensions of token utility throughout the platform, the community and its business models. In addition to many variables of utility, WEYU implements a feature made popular by the SafeMoon project. This feature embeds a fee within the token that rewards token holders, creates additional liquidity and automatically burns a portion of the fees. Refer to 6.2

When engineering the WEYU token systems and use cases, WEYU conducted deep research into **a.** what makes a token valuable for a holder and **b.** what are the best use cases of tokens that had provable outcomes to help fuel the growth of an ecosystem. Based on this research compiled from various sources, the WEYU team have found that successful tokens all enable users to perform some action that either allows them to collect additional value (e.g. fees, rewards) or save money (e.g. discount). In addition, tokens within these systems are often destroyed or burned upon use - this burning is performed with the intention of decreasing supply as demand increases, causing the value of the token to rise.

Most projects implement one or a combination of a couple of these valuable use cases. WEYU will launch with several of these successful metrics that have been found to make a token useful and in turn, valuable.

5.2 SafeMoon Tokenomics (Fee Distribution, Automatic Liquidity, Burning)

The SafeMoon team has made a very popular token contract that embeds a fee on every transaction. Fee embedded tokens are not new but the driving force of their attention is certainly due to the success of the SafeMoon project. A token embedded fee is a fee that any buyer or seller of the token will incur. The percentage of the fee and what the fee is ultimately used for is the most interesting part of this feature. SafeMoon employs an embedded fee of 10%. (e.g. you buy 100 SAFEMOON and you will get 90 and 10 will go to the token contract). The potential brilliance in this embedded token model is how the collected fees can be used. SafeMoon has 2 features for their fees. 1. Fee distribution to holders. 2. Additional liquidity for the token.

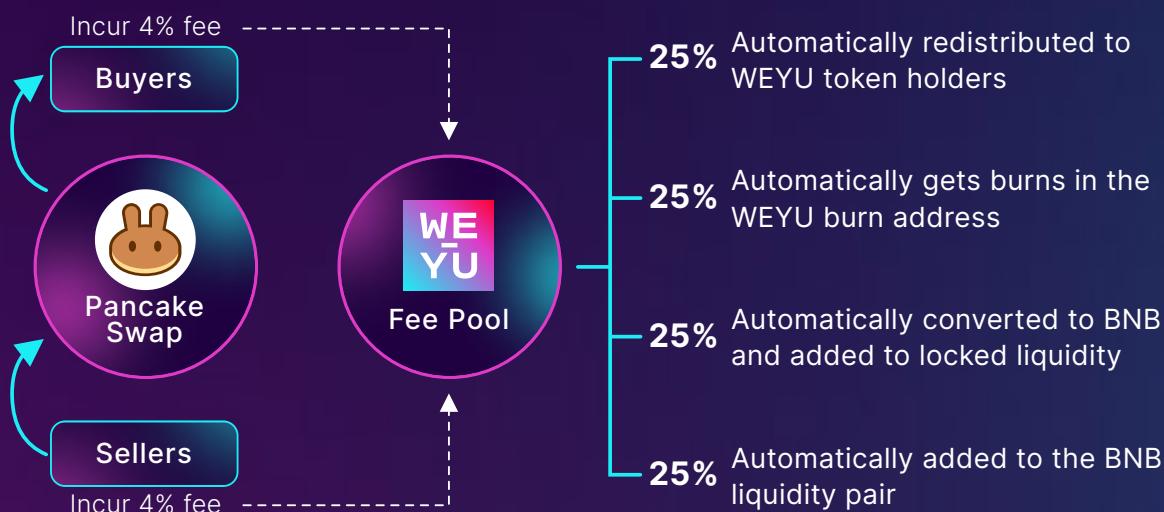
The simple tokenomics of SafeMoon:

5% fee = redistributed to all existing holders

2.5% fee = sold by the contract into BNB

2.5% fee = paired automatically with the previously mentioned BNB and added as a liquidity pair on PancakeSwap.

WEYU will deploy a slightly different model but based on the same principles. A 4% embedded fee will be implemented and broken down in 4 automatic features. 4% is a much more absorbable amount to ensure all the additional utility features the token will be embraced. The infographic below explains how the 4% fees are used.



The most exciting part of this tokenomic structure is that the earliest adopters get the most upside of the success of the project.

5.3 Membership Program

Becoming a member requires a user to stake an allocation of WEYU tokens. A WEYU membership reduces platform fees and unlocks many additional features and rewards. WEYU memberships are based on 4 tiers: Blue, Pink, Gold and Black.

Membership Level	Black 	Gold 	Pink 	Blue 	Entry Level
WEYU staked USD	\$100k	\$25k	\$10k	\$2.5k	\$0
Seller	0%	1.25%	2%	2.5%	5%
WEYU staked USD	\$30k	\$10k	\$2k	\$500	\$0
Buyer	0%	1.25%	2%	2.5%	5%

5.4 Staking and Platform Fee Distribution

When staking WEYU on the platform, not only do users get the benefit of reduced transaction fees and the fees collected with the embedded token but users also get a share in the success of all of the platform transactions. Every month, fees collected from the platform are distributed to WEYU holders who have staked their tokens on the WEYU platform. This gives the WEYU community a share in the unlimited upside of the success of the WEYU platform. In addition to fee distribution there will always be fun and engaging incentives brought forth by the WEYU team, the WEYU DAO and partners of WEYU.

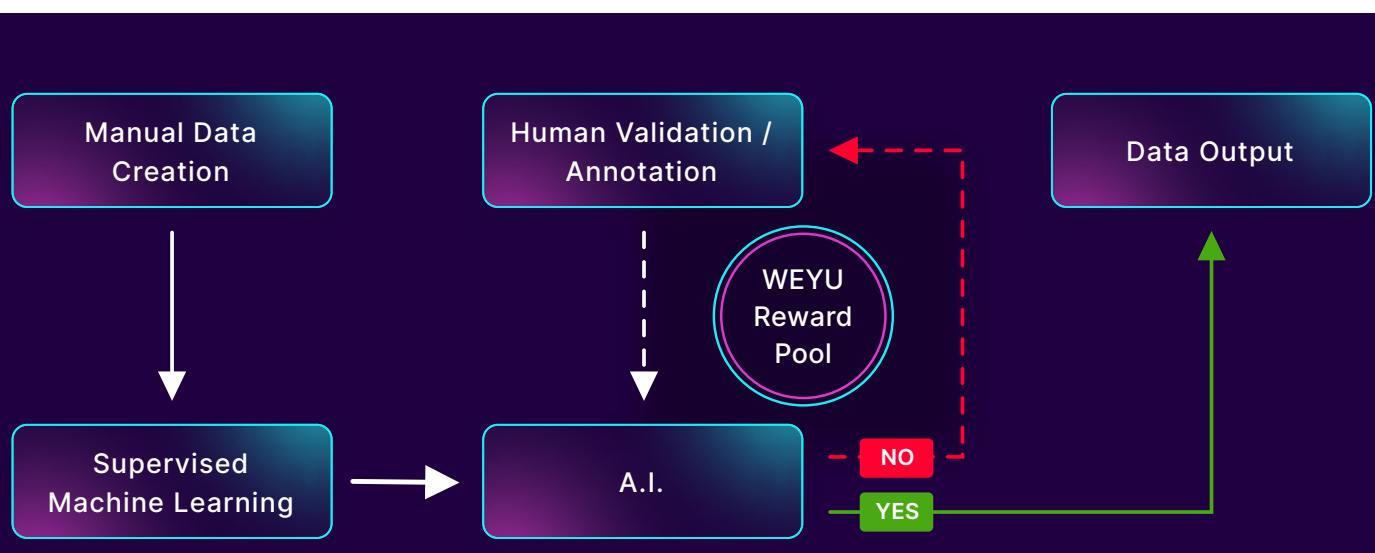


5.5 Incentive Programs

WEYU will implement multiple incentivization programs throughout the life of the development. Initial incentive activities will revolve around referrals and affiliate campaigns, in-platform competitions and influencer engagement rewards.

5.6 Data Labeling And Validation Rewards

Human input is required to advance the WEYU Machine Learning algorithms. A human-in-the-loop approach to validating and structuring platform data will give WEYU community members a way of earning additional WEYU tokens for supporting the network.

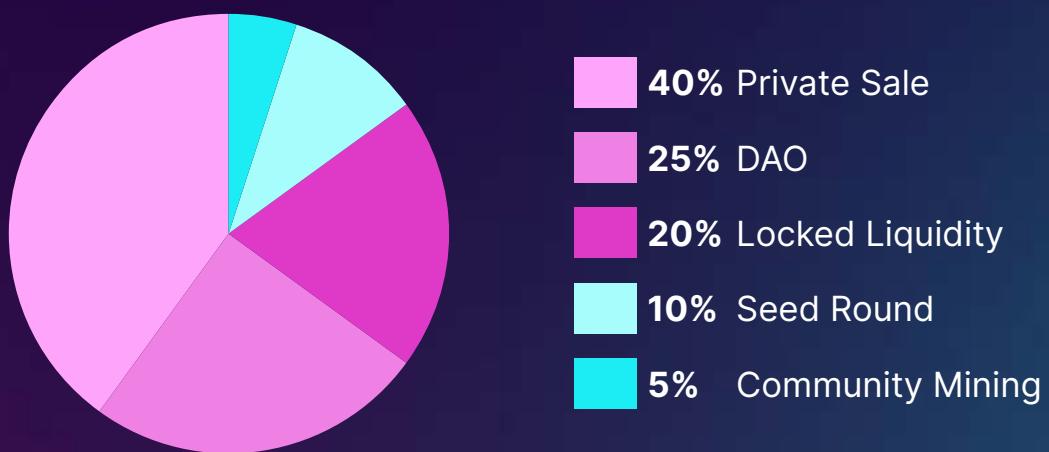


5.7 Advertisement And Promotions

Sellers can advertise their listings for a fee paid with the WEYU token. Through advertising and promotional use cases will offer direct marketing opportunities to sellers and strategic partners. The cost for this service will be calculated when factors such as ad placement, size and type are considered.

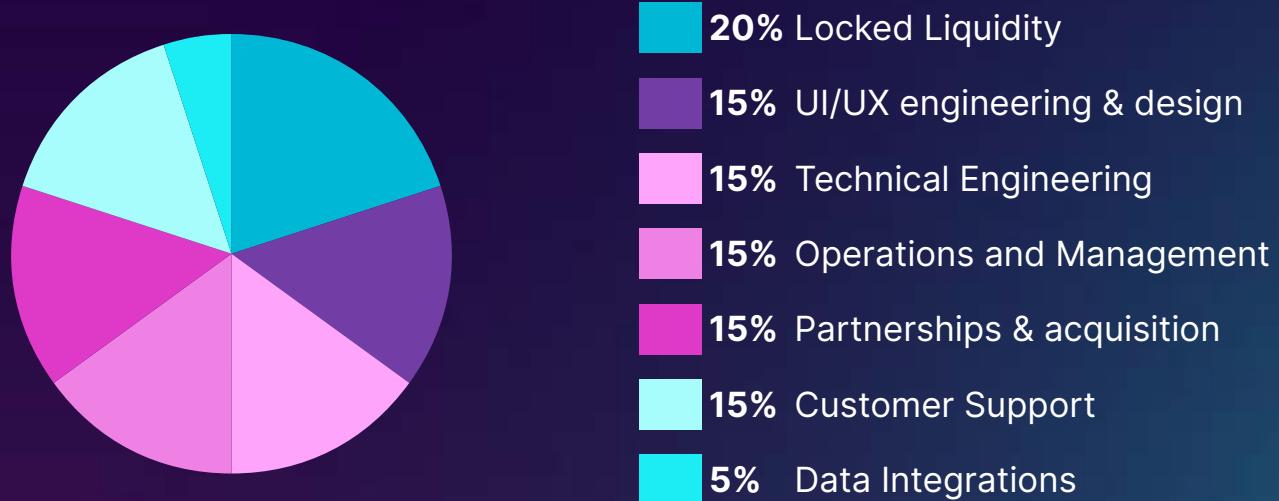
6. Token Sale And Distribution Details

6.1 The WEYU Token Metrics



Description	%	Amount	Price
Seed Round	10%	50M WEYU	\$0.06 USD
Private Sale	40%	200M WEYU	\$0.10 USD
Public Sale	N/A	Unsold from Private Sale	\$0.15 USD
Locked Liquidity	20%	100M WEYU	N/A
Community Mining	5%	25M WEYU	N/A
DAO	25%	125M WEYU	N/A

6.2 Usage Of Funds



6.3 PancakeSwap And BSC Launch

On May 23, 2021 the WEYU BSC contract will go live. Instantly, the initial WEYU liquidity pool will launch on PancakeSwap with the locked liquidity provisions supplied by the WEYU foundation of 20% of raised funds in BNB and 20% in WEYU. This event will be coupled with the distribution of all WEYU tokens to token sale participants. Once WEYU tokens are distributed, holders will immediately be earning the WEYU fee embedded token rewards. This will also mark the initiation of the automatic liquidity and burn functions.

WEYU is highly connected throughout the cryptocurrency space and has tapped into several network partners to aid in additional listings on top tier exchanges to further drive liquidity and adoption of the WEYU project.



7. Marketing

7.1 Overview

It's important for any organization to engage its users, community and shareholders and marketing is a tool to keep all parties informed while expanding the ecosystem over time. There is nothing like the engagement of a well incentivised cryptocurrency community.

Social media platforms like Discord, Telegram and Twitter are cornerstones to healthy and engaged communities. But as we move deeper to new ways of working together, we at WEYU feel there is strong marketing value to think outside the norms and grow an ever increasing community that is diverse and from multiple locations and backgrounds. Online accessibility in multilingual content, for the hearing and visually impaired are driving forces of the marketing strategy. The NFT market already brings together a wide variety of people across the world and it is at the core of the WEYU community to produce technology, products and services that are accessible to everyone.

The conversion of global community members to platform promoters or users should be an easy one based on the WEYU marketing philosophy. WEYU drives user adoption through an obsessive focus on user experience and the byproduct of this user experience focus is educational resources such as written tutorials, video explainers and a variety of community support to help in the new user journey in multiple languages.

7.2 The 4 Pillars To The Marketing Philosophy



User Experience

The best marketing in the world comes from your customers. Tesla has a “\$0” marketing budget and pours their primary efforts into the product. Tesla was built from word-of-mouth. This will be true for WEYU too.



Accessibility

No person left behind is the WEYU moto for accessible online content. From the multilingual platform to text-to-speech and speech-to-text for the hearing and visually impaired, digital accessibility matters at WEYU.



Community engagement

Civilisations have risen and fallen based on community productivity and participation. We at WEYU have poured our hearts and souls into creating a vibrant and engaged community that is self governed and autonomous.



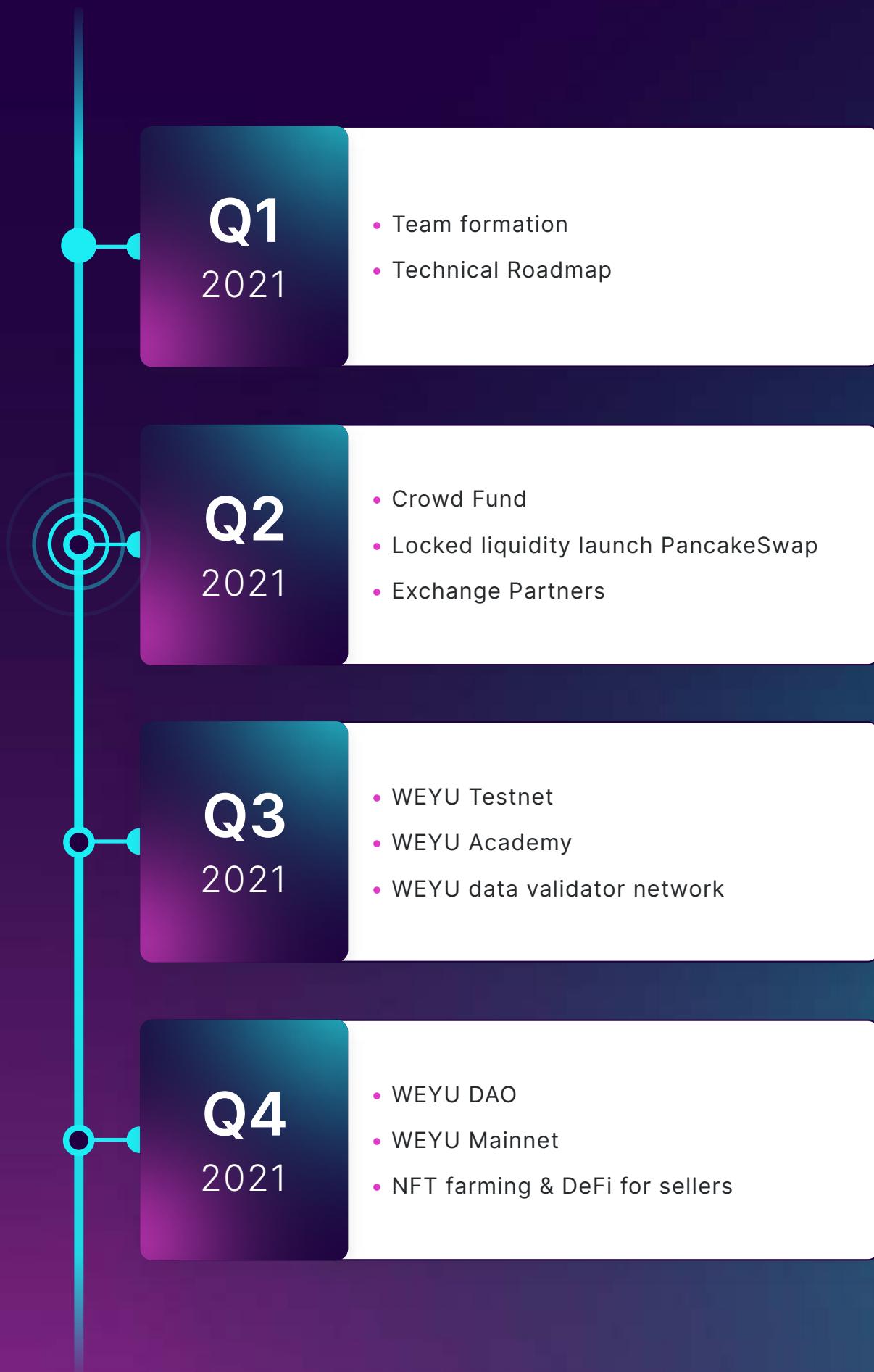
Collaboration

At the essence of WEYU is a protocol that incentivises and encourages other organizations and their community to join forces. Whether you are blockchain and crypto related, art and collectable related or governmental and organizational related, it just makes sense to join forces with the WEYU platform, its technology and its brand.

7.3 Marketing Summary

The incentive mechanism of the WEYU token economics, our ability to partner with everyone in the space and our obsession with user experience makes the marketing message for WEYU simple. **Join us now or join us later because all roads lead to WEYU.** The majority of marketing expenditures and efforts fall within these core marketing pillars.

8. Roadmap



Thanks For Reading!

To stay informed on the progress and developments of WEYU,
please subscribe to our newsletter and join us on social media.



Contact:

team@weyu.io

website:

weyu.io

