



Got NFTs?

The first Multi-Chain Platform
for the NFT resale market

Whitepaper

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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.

WEYU believes that the future of NFTs will be multi-blockchain accessible and available to all on a single unified platform. Accessibility in the digital space is driven by UX/UI engineering, and WEYU's obsessive-compulsive focus is on a user-first approach. 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 world's first Multi-Chain Platform designed specifically for the NFT resale market. As the tokenization of items such as collectibles, art, music, content, property, and everything in-between becomes the norm, WEYU believes that the mass adoption tipping point will come from simple-to-use platforms that cater to the average internet user. Our obsession is to create the best user experience for all NFTs across multiple blockchains that is simple and engaging for both resellers and aftermarket buyers. 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 are now available across a variety of ecosystems, allowing creators to mint a wide range of products. Platforms and blockchains such as Ethereum, Cardano, Nifty Gateway, Flow, Opensea, WAX, BSC, SuperRare, and many others are fueling the growth of NFT creation but not the overall adoption on the secondary NFT market. WEYU exists to collaborate with and support the adoption of each of these NFT ecosystem players. 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.

2. Problems in the Current NFT Market

2.1 Overview

There are several NFT marketplaces that rely on multiple blockchains, fragmenting the entire non-fungible token space. As a result, it has become exceedingly difficult for the average internet user to understand how NFTs work and where to find trustworthy and verifiable resources. Even the process of purchasing or selling NFTs is complicated. Furthermore, each platform has a unique process for the consumer. There are multiple blockchains with multiple NFT token standards, and if that isn't enough, there is currently no platform that allows you to buy and sell across multiple blockchains. That is, until now.

The NFT ecosystem is already one of the most fragmented in technology. With the launch of CryptoKitties in 2017, the NFT space regained its footing. Thousands of new projects, platforms, and even celebrities have entered this wildly exciting new ecosystem since then. The popularity and attention given to the NFT space has grown rapidly in the last six months, accelerating fragmentation and increasing complexity for the average consumer. Again, the learning curve is steep, with resources limited, resulting in a growing number of questions from new users.

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!

In the NFT space today, there are more questions than answers. WEYU's sole mission is to put an end to this confusion so that we can attain the adoption that we all want to see. WEYU exists to help everyone navigate the vast NFT universe through a unified and trusted platform where the user experience and educational resources are at the heart of it all.

2.2 The Problem Expanded

Many of the problems that both buyers and sellers face in the current NFT ecosystem are the same.

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

2.3 Why Do These Problems Exist?

The majority of NFT platforms are focused on the creation of NFTs rather than the buyer or seller's experience. As a result, there are far too many designers and far too few customers. Owing to a lack of experience designing these types of complex systems and a lack of emphasis on the user, NFT platforms often have a poor user experience. Customer support channels are poor and in some cases non-existent.

There are not many resources for new users to learn how the underlying technology works. As a result, many new users have left the space, often losing money or overpaying for their first experience. There are no platform tokens that fully appreciate the value of community through incentive-driven models of token economics. Many promising platforms have already lost traction due to stagnant community growth. Limited payment options for users are a major impediment to adoption as well.

3. The Solution WEYU Brings To The NFT Market

3.1 Overview

WEYU is on track to become the unified multi-chain platform for the NFT resale market. WEYU platform users can easily resell their NFTs regardless of which blockchain, platform, or token standard they were minted on. Buyers can then search multiple NFT standards and categories across the entire NFT market using a modern UX/UI design that includes advanced search algorithms and filters. WEYU is also committed to NFT resale market transparency and incorporates an advanced data aggregator to provide users with up-to-date information on the history of each NFT and the status of all categories within the vast NFT ecosystem.

WEYU is obsessed with user experience, which drives us to include the most robust customer service support channels in the space to let new and existing users know we are always here to help. These measures are necessary to springboard adoption, create transparency, and bolster consumer education. Along with these user experience enhancements, an advanced token economy will drive growth and incentivize hyper engagement for the WEYU community.

Finally, it is critical to recognize that many users are accustomed to traditional payment methods and processes. WEYU aims to drive adoption and inclusion by implementing a wide range of payment options and gateways in order to build the most vibrant NFT ecosystem in the industry.

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.)
- Numerous token standard listings (ERC 721, ERC 1155, TZIP-12, SA-WAX, etc.)
- Varied category listings (Art, collectibles, games, music, sports, fashion, etc.)
- Advanced customer support and user resources
- On-platform, on-demand advertising options
- Membership options through the WEYU token
- Access to the WEYU DAO and governance participation
- WEYU tokenomics 3.0 with SafeMoon smart contract to accelerate growth

WEYU Features For The Buyer

- Exceptional User Experience and User Interface
- Advanced customer support and user resources
- Historical data layer to aid accurate item prices
- A unified process for purchasing NFTs across all chains and standards
- 100% verifiable data aggregator
- Advanced search algorithms
- Access to the WEYU DAO and governance participation
- Seller reputation and historical data
- Multiple currency payment options
- Staking and membership options to lower fees

WEYU Features For Creators

We supply the multi-functioning gallery, not the canvas and brushes.

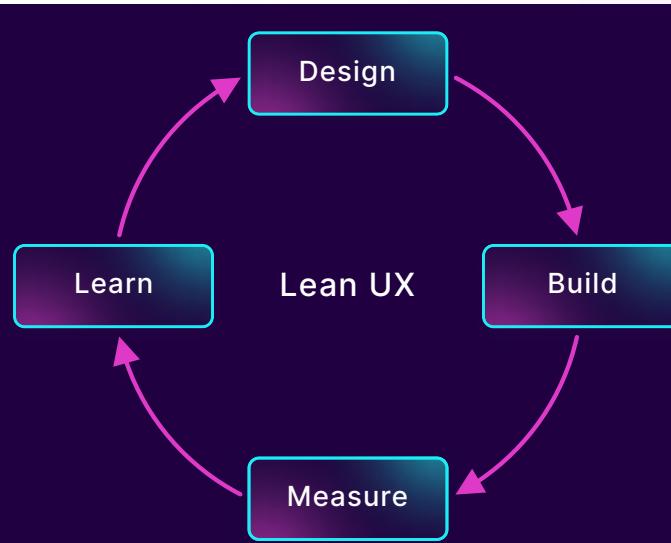
WEYU is obsessed with the NFT resale market's user experience! We will center our efforts on retail buyers and sellers in the NFT markets. We provide the multi-functional gallery, but not the canvas or brushes.

4. How Is WEYU Different?

4.1 Obsession Over User Experience

"It's all about the customer," as Jeff Bezos famously said a million times, and the customers of the WEYU platform are the buyers or sellers of NFT products. Regardless of token standard, blockchain, or NFT category, WEYU is obsessively committed to building the most user-friendly platform for all buyers, sellers, and community members at large.

WEYU is built on data-driven UX/UI. The magic is in the design, even though there are technical requirements to ship features. WEYU's UX/UI team employs the Lean UX design philosophy, which focuses on user behavior and data-driven measurements to mathematically learn from previous releases, providing the design team with the calculations to continuously build new and improved features. For additional insights, data science and rigorous A/B testing phases are added to ensure desired results are met.



The data aggregator interface is available in addition to a suite of advanced UX/UI features for sellers and progressive tools for buyers. The data layer of WEYU will be paramount, allowing the platform's user experience to shine. From researchers and academics to hedge funds and media, these tools allow for broad use-case applications.

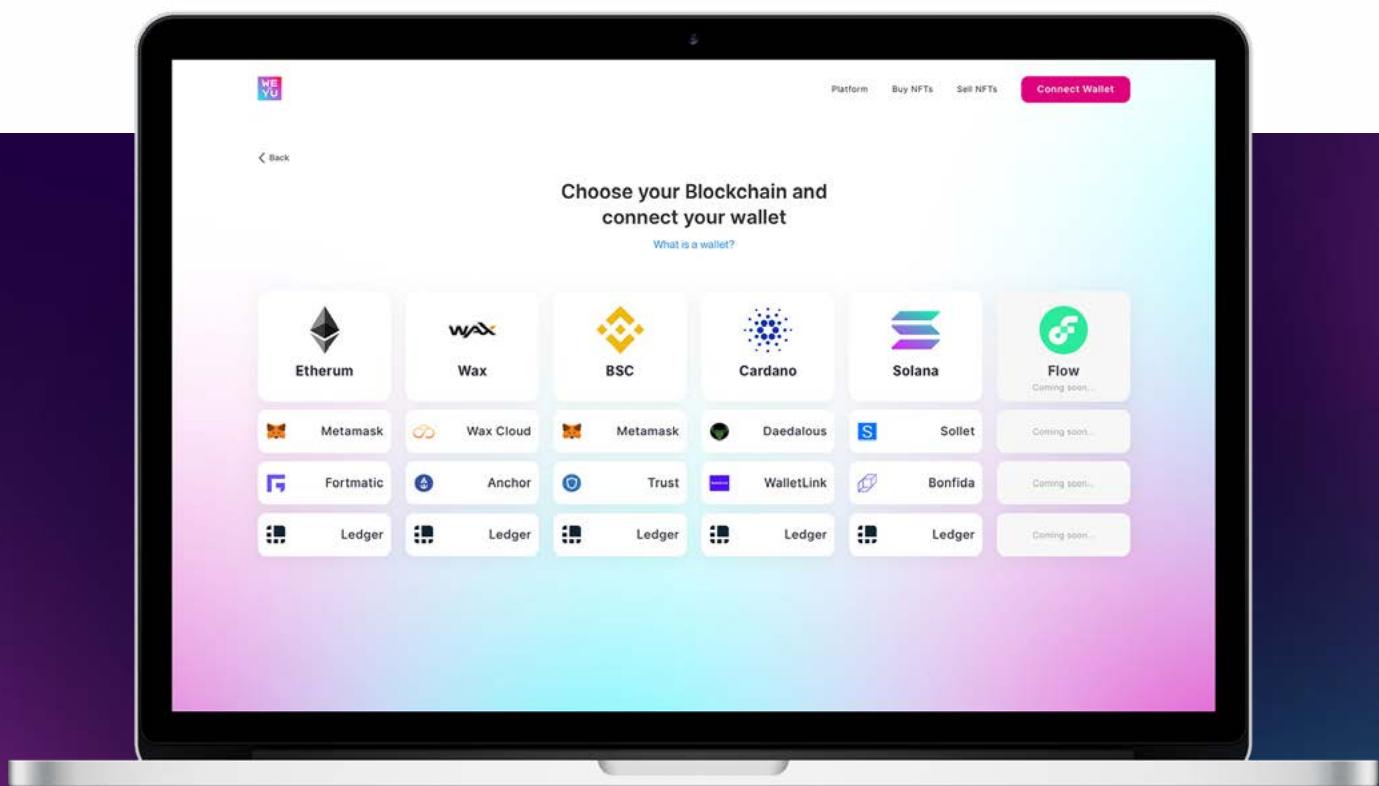
The road to adoption of any new industry starts and ends with the user. The user and their experience are central to the WEYU brand, and how we deliver on them is our secret weapon.

4.2 Multi Blockchain/Multi Token Standard Accessible

The multi-chain functionality is at the heart of the WEYU platform. These multi-chain features, combined with the WEYU user experience, will be the key to market penetration and market share.

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

With the majority of the core WEYU team consisting of blockchain engineers who have been working in the space for many years, there is a strong understanding of the challenges that come with building a multi-chain platform. This specialized team has developed a technical roadmap that allows any blockchain standard to be transferable and accessible via the WEYU protocol. WEYU will launch with advanced accessibility and will include at least 5 blockchains as well as several NFT standards.



4.3 Platform Token Economics

The WEYU token is based on tokenomics 3.0, a tried-and-true framework for analyzing multiple dimensions of token utility across a platform, its community, and business models. These modern and validated token use cases are used to encourage users, both buyers and sellers, as well as 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 that enable fee reduction and unlock exclusive rewards.
- Platform fee distribution
- Platform data validation and moderation rewards
- Referral and affiliate rewards
- Development proposal rewards through WEYU DAO

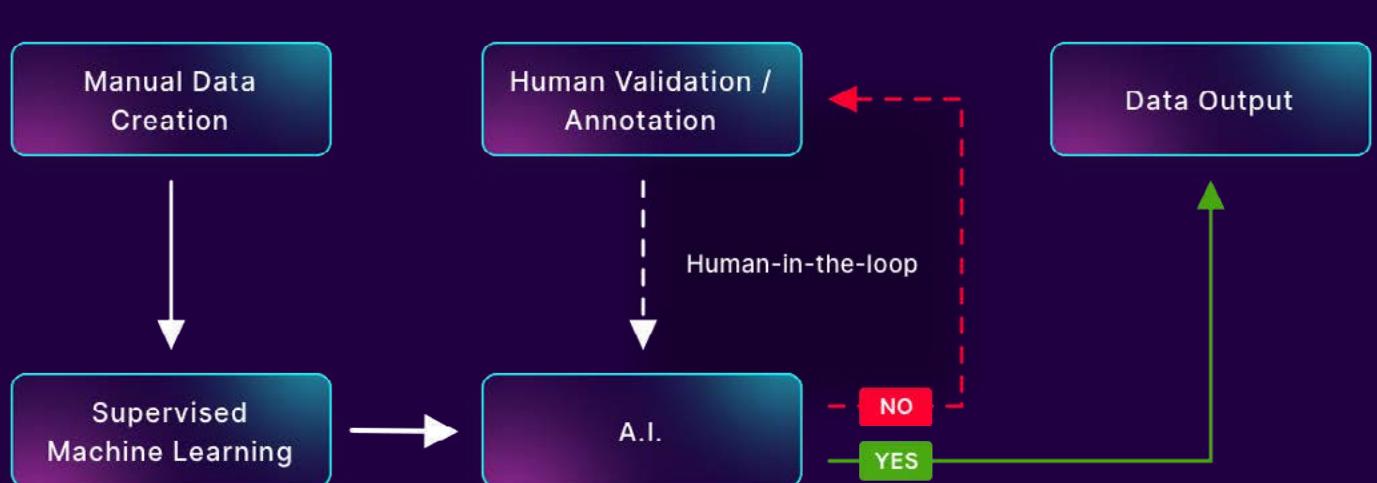
Membership Level	Black 	Gold 	Pink 	Blue 	Entry Level
WEYU staked USD	\$100k	\$25k	\$10k	\$2.5k	\$0
Seller	0%	1.25%	2%	2.5%	5%
WEYU staked USD	\$30k	\$10k	\$2k	\$500	\$0
Buyer	0%	1.25%	2%	2.5%	5%

4.4 Algorithmic Automation and Artificial Intelligence

The incorporation of automation technology in online platforms has transformed processes in a variety of online industries. Notably, advances in e-commerce algorithms have helped to accelerate customer engagement exponentially in recent years. Artificial intelligence (AI) enters the picture as a critical innovative tool to help us fulfill our obsession with putting the user experience first.

As previously stated, AI applications are advancing the customer service and user experience faster than any other solution, and it is assisting in bridging gaps in the user journey. WEYU is well underway in developing and deploying the most advanced AI elements across the WEYU platform. WEYU will begin with several elements such as product labeling, personalization, moderation of incoming content, copyright infringement detection, categorization filtering and advanced search filters.

Although the goal is to automate platform features with minimal human input, we are still a long way from full autonomy of these systems. WEYU will incorporate the AI and human collaboration revolution directly into the WEYU platform. A human-in-the-loop approach is critical for creating high-quality training data for these systems, as well as for training and validating these algorithms.



The WEYU community can assist with the simple and critical tasks of categorizing and validating the internal and external platform data in many of these features that require human input. As a community reward, all participants are rewarded in WEYU, which adds utility to the token.

5. WEYU Token Use Cases

5.1 Overview

The WEYU token economy is built on frameworks that explore multiple dimensions of token utility across the platform, community, and business models. WEYU implements a feature popularized by the SafeMoon project, in addition to many utility variables. This feature embeds a fee within the token, which rewards token holders, generates additional liquidity, and automatically burns a portion of the fees. Refer to 6.2

WEYU conducted extensive research into what makes a token **a.** valuable for a holder and **b.** the best use cases of tokens with provable outcomes to help fuel the growth of an ecosystem. Based on this research, the WEYU team discovered that successful tokens enable users to perform some action that allows them to either collect additional value (e.g. fees, rewards) or save money (e.g. discount). Furthermore, tokens in these systems are frequently destroyed or burned upon use; this burning is done with the intention of decreasing supply as demand increases, causing the token's value to rise.

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

					
	WEYU	Refinable	NBA Top Shot	OpenSea	NiftyGateway
Low Network Fees	✓	✓	✓	✗	✗
Multiple Blockchains	✓	✗	✗	✗	✗
Automatic Rewards	✓	✗	✗	✗	✗
Automatic Burns + Liquidity	✓	✗	✗	✗	✗
Multiple Categories	✓	✓	✗	✓	✓
Staking	✓	✗	✗	✗	✗
DAO	✓	✗	✗	✗	✗

5.2 Embedded Token Fee

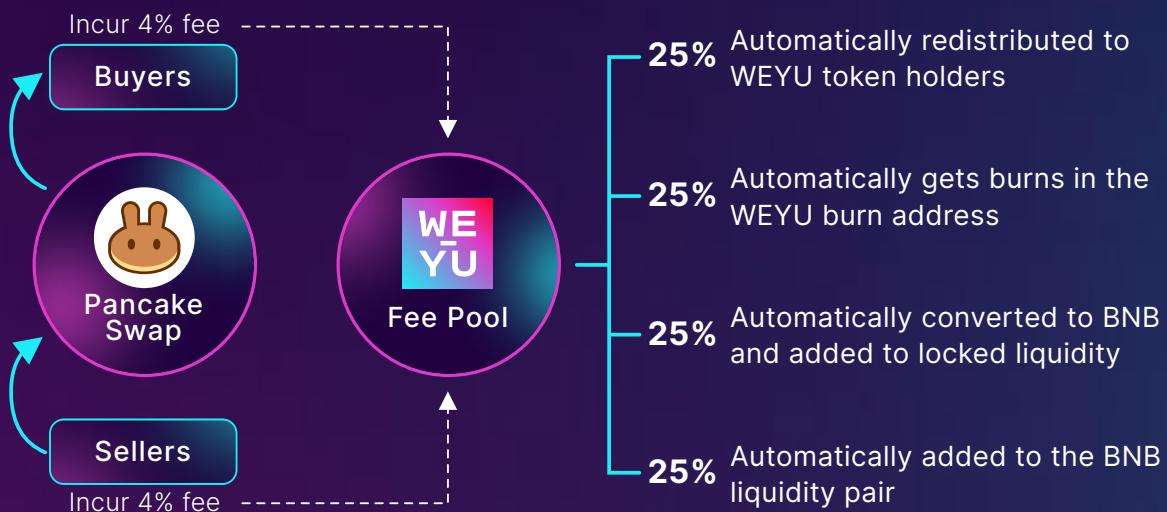
The SafeMoon team created a well-known token contract that includes a fee in every transaction. Fee embedded tokens are not new, but the SafeMoon project's success has undoubtedly fueled their popularity. A token embedded fee is a fee that is incurred by any buyer or seller of the token. The most intriguing aspect of this feature is the percentage of the fee and what the fee is ultimately used for. SafeMoon charges a 10% embedded fee. (For example, if you buy 100 SAFEMOON, you will receive 90, with ten going to the token contract.) The potential brilliance of this embedded token model is in how the fees collected can be used. SafeMoon's fees are divided into two categories. 1. Redistribution to existing holders. 2. Increased liquidity for the token. SafeMoon's tokenomics are summarized below.

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 utilize a slightly different model, but it will be based on the same principles. A 4% embedded fee will be implemented and divided into four automatic features. 4% is a much more manageable amount to ensure that all the token's additional utility features are adopted. The table below explains how the 4% fees will be applied.



The most exciting aspect of this tokenomic structure is that the earliest adopters will benefit the most from the project's success.

5.3 WEYU Memberships

A WEYU membership lowers platform fees and grants access to a plethora of additional features and rewards. To become a member, a user must stake an amount of WEYU tokens. WEYU memberships are divided into four tiers: Black, Gold, Pink, and Blue.

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 users stake WEYU on the platform, they not only benefit from lower transaction fees and fees collected with the embedded token, but they also share in the success of all platform transactions. Every month, platform fees are distributed to WEYU holders who have staked their tokens on the WEYU platform. This gives the WEYU community a piece of the unlimited upside of the WEYU platform's success. In addition to fee distribution, the WEYU team, the WEYU DAO, and WEYU partners will always provide entertaining and engaging incentives.

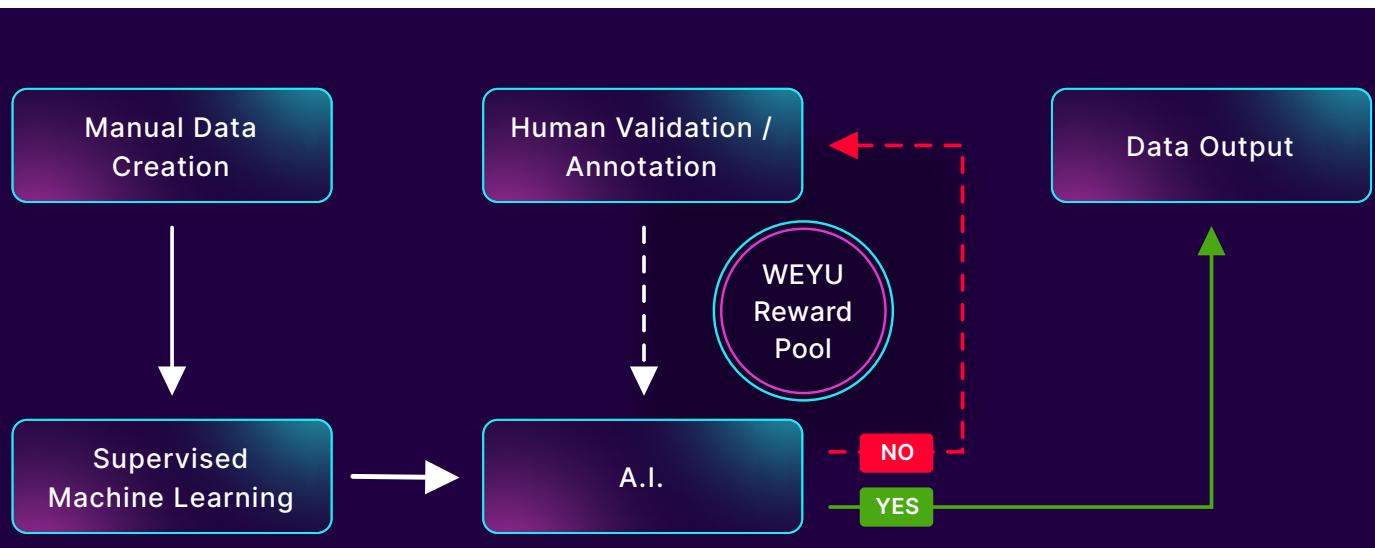


5.5 Incentive Programs

WEYU will implement a number of incentive programs over the course of the development. The first of these incentive activities will concentrate on referral and affiliate campaigns, in-platform competitions, and influencer engagement rewards.

5.6 Data Labeling and Validation Rewards

To advance our machine learning algorithms, we need human input. WEYU community members will be able to earn WEYU by using a human-in-the-loop approach to validating and structuring platform data.

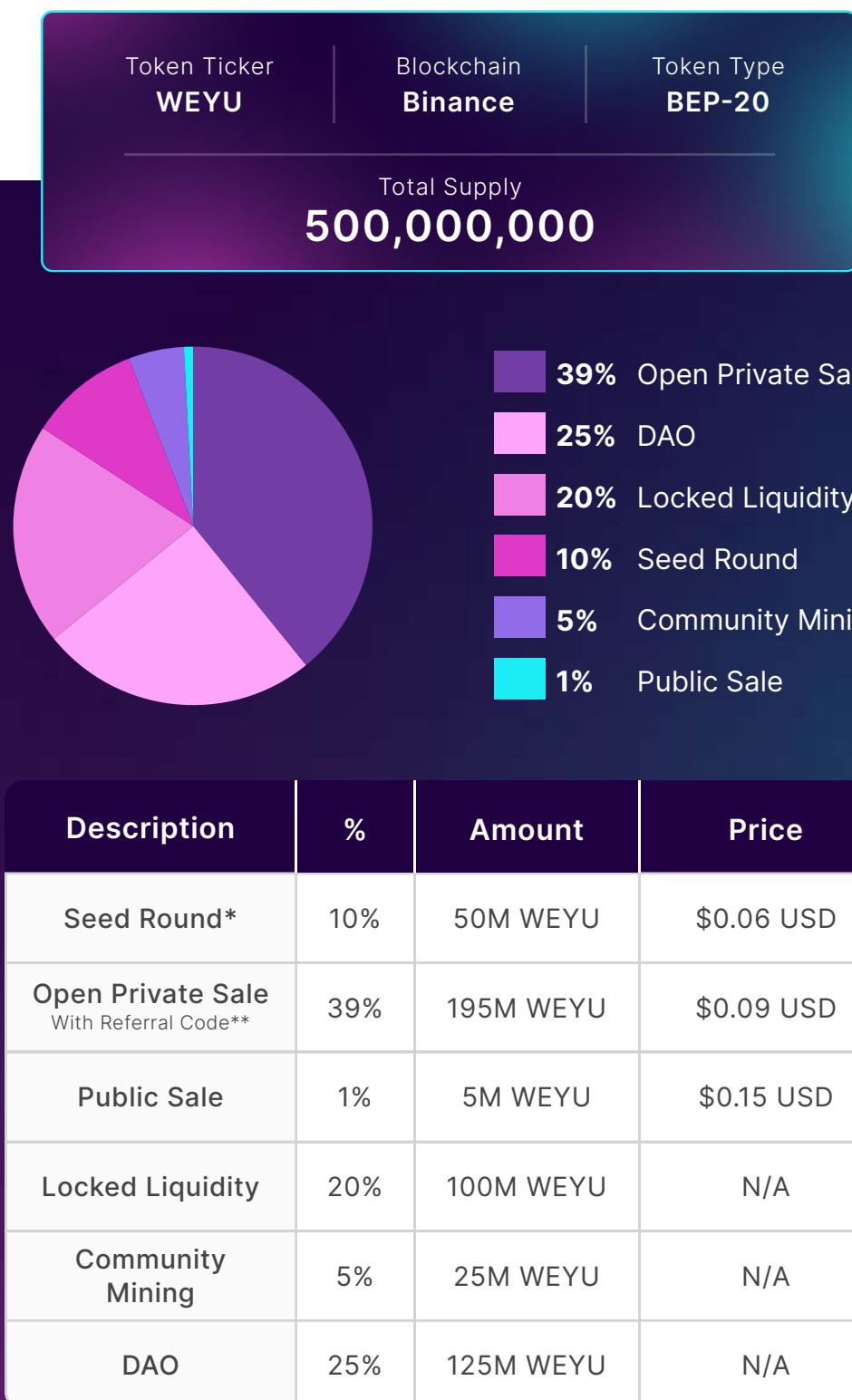


5.7 Advertisement and Promotions

Advertising and promotional use cases will provide sellers and strategic partners with direct marketing opportunities. On-demand and progressive promotional advertisement options will enable sellers to take advantage of the most user-friendly platform in the industry. Sellers utilize these services with the use of the WEYU token.

6. Token Sale And Distribution Details

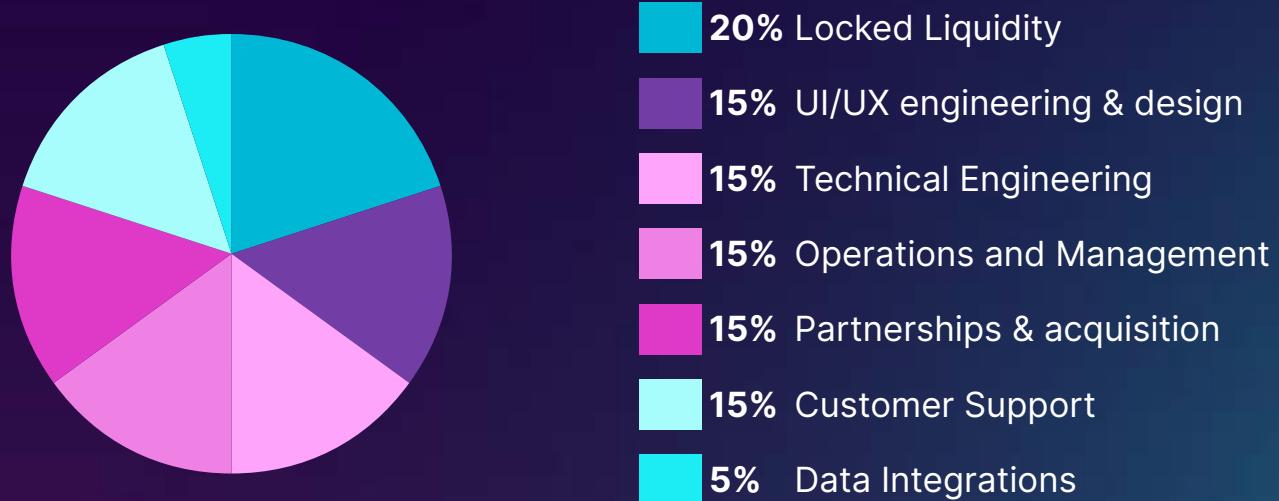
6.1 The WEYU Token Metrics



* All Partners and Influencers that participated in the WEYU Seed Round have the following vesting schedule: 50% Unlock at launch, 50% vesting over a 6 month linear unlock.

** All Partners and Influencers that participated in the WEYU Seed Round have received a unique Referral Code. To enter and qualify for the WEYU Open Private Sale you will need to have one of these unique Referral Codes.

6.2 Use Of Funds



6.3 PancakeSwap and BSC Launch

The WEYU BSC contract will go into effect on June 2, 2021. The initial WEYU liquidity pool will be launched on PancakeSwap immediately, with the WEYU foundation providing locked liquidity provisions of 20% of raised funds in BNB and 20% in WEYU. Following this event, all WEYU tokens will be distributed to token sale participants. When WEYU tokens are distributed, holders will immediately begin earning WEYU fee embedded token rewards. At this time, the automatic liquidity and burn functions will also be activated.

WEYU is well-connected in the cryptocurrency space and has enlisted the help of several network partners to support with additional listings on top-tier exchanges, which will help drive liquidity and adoption of the WEYU project.



7. Marketing

7.1 Overview

Marketing is a tool for keeping all parties informed while gradually expanding the ecosystem, and it is critical for any organization to engage its users, community, and shareholders. Nothing beats the involvement of a cryptocurrency community that is well-incentivized.

Social media platforms such as Discord, Telegram, and Twitter are essential components of healthy and engaged communities. However, as we move deeper into new ways of working together, we at WEYU believe there is strong value in thinking outside the norms and growing an ever-expanding community that is diverse and from various locations and backgrounds. Our marketing strategy is driven by online accessibility in multilingual content as well as accessible content for the hearing and visually impaired. The NFT market already brings together a diverse range of people from all over the world, and it is at the heart of the WEYU community to develop technology, products, and services that are accessible to all.

Based on the WEYU marketing philosophy, converting global community members to platform promoters or users should be simple. WEYU drives user adoption through an obsessive focus on user experience, and as a result of this focus, educational resources such as written tutorials, video explainers, and a variety of community support in multiple languages are produced.

7.2 The 4 Pillars of the Marketing Philosophy



User Experience

Your customers are the best marketers in the world. Tesla has no marketing budget and focuses its efforts solely on its products. Tesla grew exponentially through word-of-mouth. This will also be true for WEYU.



Accessibility

WEYU's accessible online content motto is "no one left behind." Digital accessibility is important at WEYU, from the multilingual platform to text-to-speech and speech-to-text for the hearing and visually impaired.



Community engagement

Civilizations have risen and fallen based on the productivity and participation of their communities. Here at WEYU, we have poured our hearts and souls into building a vibrant, engaged, self-governing, and autonomous community.



Collaboration

WEYU is essentially a protocol that encourages other organizations and their communities to collaborate. Joining forces with WEYU makes sense whether you are involved in blockchain and cryptocurrency, art and collectibles, or government and organizational duties.

7.3 Marketing Summary

The incentive mechanism of WEYU token economics, our ability to partner with anyone in the space, and our obsession with user experience simplify WEYU's marketing message. Join us now or later; all roads lead to WEYU. The majority of marketing expenditures and efforts are directed toward 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.



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