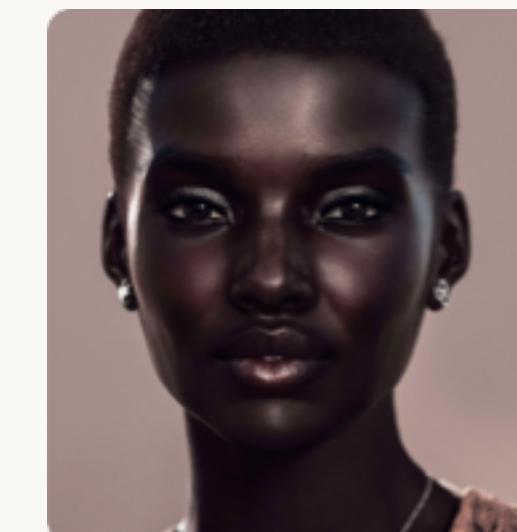
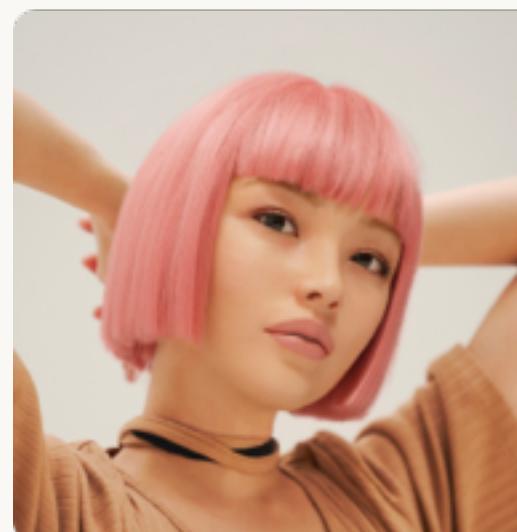
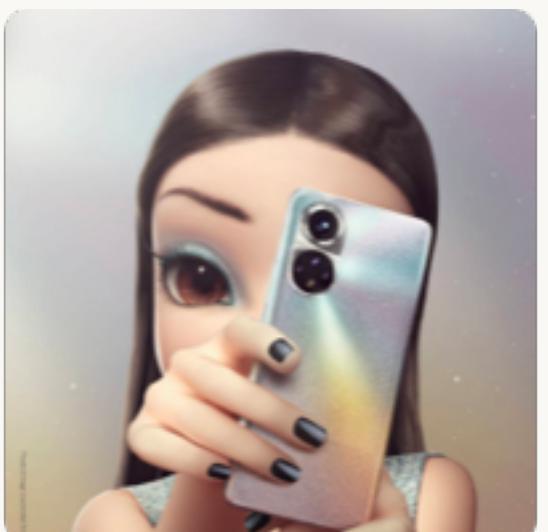
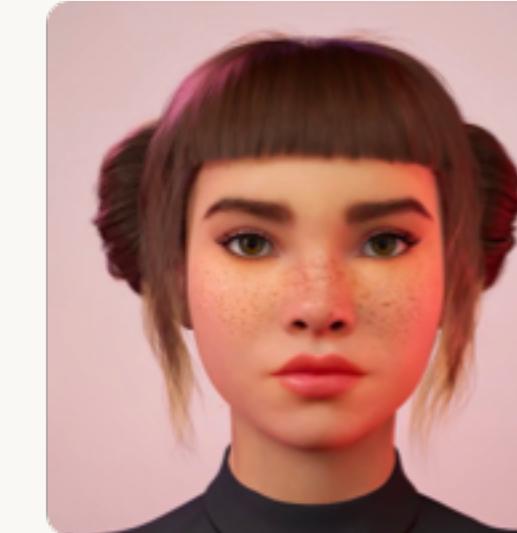


Murasaki

FUTURE VIRTUAL IDOL IN THE METAVERSE

I TODAY'S VIRTUAL BEINGS' IP

- The traditional virtual beings industry and virtual idols are creating a whole new world;
- Virtual beings IP has become a new expression of culture and brand, and is accepting and pursuing by the young;
- The consensus of top commercial brands has increased the attention and values of virtual idols.



LI-NING

GUCCI

LOUIS VUITTON

NIKE

Disney

PRADA

Supreme

BVLGARI

FENDI

Aespa-Korea 、翎Ling-China、Lil Miquela-US
Noonoouri-France、Imma-Japan、Shudu.gram-UK

Fashion brand Cases



| INCREDIBLE GROWTH OF METAVERSE IP



B.Duck IP Owned by SEMK

17 YEARS

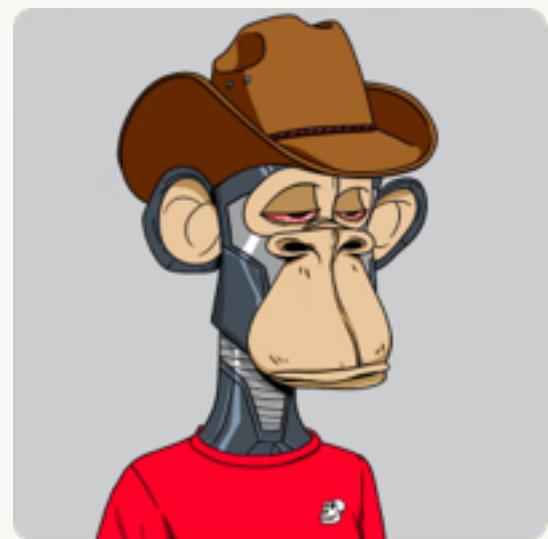
Founding time

0 . 3B\$

Valuation

0 . 2B HK\$

Revenue



BAYC IP created by Yuga Labs

11 MONTHS

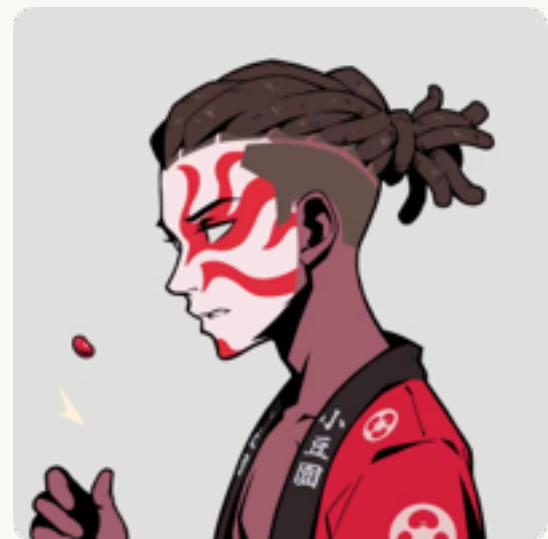
Founding time

4B\$

Valuation

1 . 7B\$

Revenue



Azuki IP created by Chiru Labs

4 MONTHS

Founding time

6 . 4k

Valuation

0 . 6B\$

Revenue



Virtual Beings' Future

Everyone will be a virtual being in the future, and everyone will be active in the virtual space as a virtual being in the metaverse.

The metaverse world, virtual contents and virtual goods will be greatly enriched in the future.

We are about to enter a metaverse world created by virtual beings, virtual goods, and the homes built by virtual beings in the metaverse will be far beyond our imagination.

Virtual Idol in Metaverse

virtual idols: superstars in the metaverse with no negative news, no aging, constantly evolving image and temperament.

Diversified derivative application scenarios: virtual singers, internet celebrities, makeup bloggers, game experts, etc.

The measurable and continuous increase in the value of native assets far exceeds the real-world business valuation.

Continuous and growing content includes: entertainment shows, live broadcasts, single MVs, commercials, interaction with celebrities and fans.



MURASAKI IS COMING

The Vision of Murasaki

Create the most valuable virtual idol in the metaverse that is decentralized and built and owned by the community.



BUILDING A VIRTUAL IDOL ECOSYSTEM IN METAVERSE OF THE FUTURE

First Decentralized ACG Virtual Idol

Creat and owned by community

Initialized by Professional AI
and image processing team

Borned of ACG culture, Popular
and Fashion

1,000 Murasaki Pass NFT

Innovative virtual idol ecosystem

Decentralized social value
distribution systems

Fans are both contributors and
beneficiaries

Multiple business revenue

Fans Follow to Earn

Murasaki Dao

First virtual idol operation DAO

Business income based on chain

MURA token use for DAO operation



I MURASAKI MANIFESTO

Souls with nowhere to be and young people who express their desires in the real world.

Passionate about breaking away from the real world and full of fantasy.

We desire the release of our inner real interests and a response from "our kind".

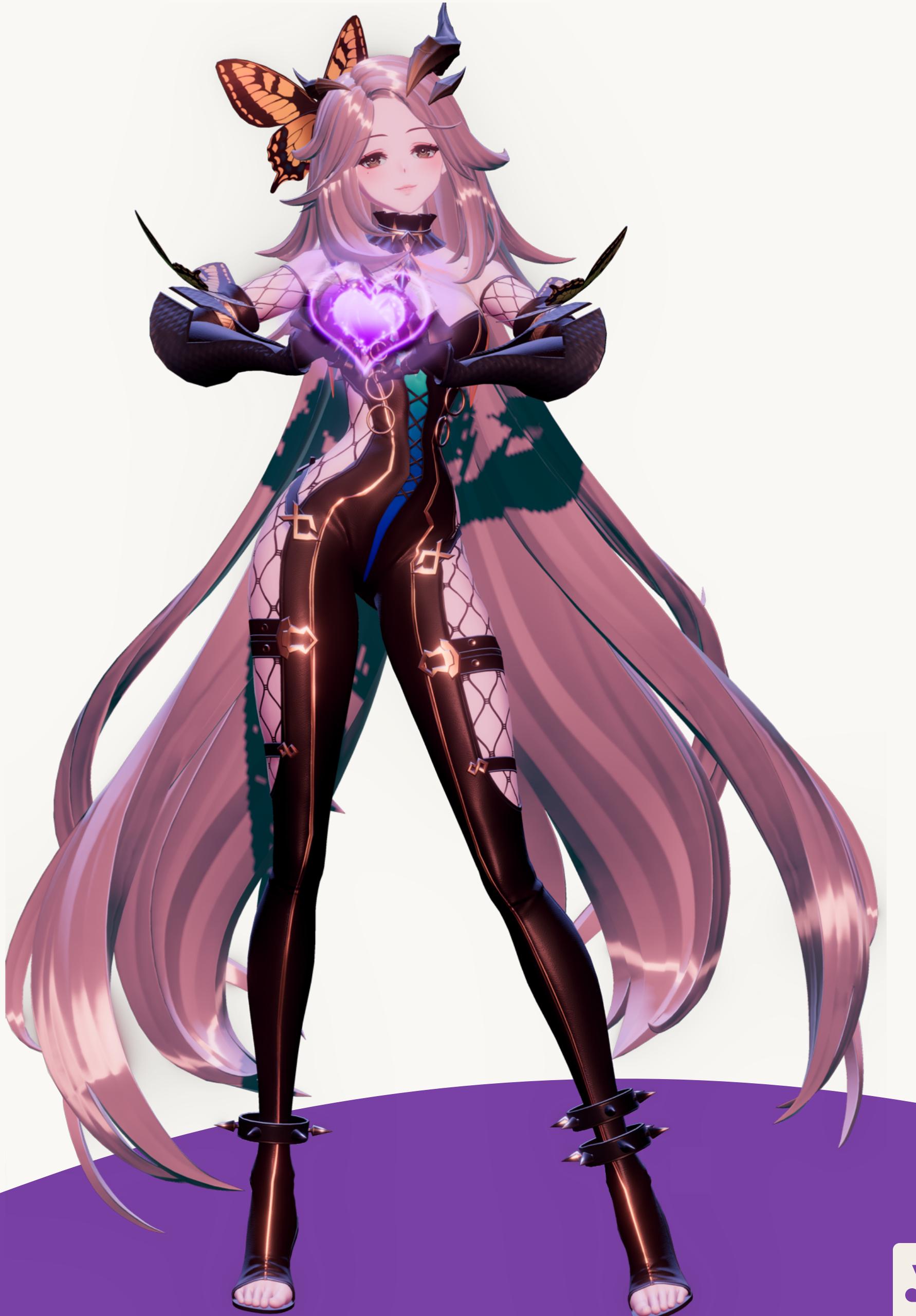
I know we're the same.

ACG is our common language.

The universe is no longer virtual, but a real space where we make friends.

Metaverse, I'm here.

Crowds, are you ready?



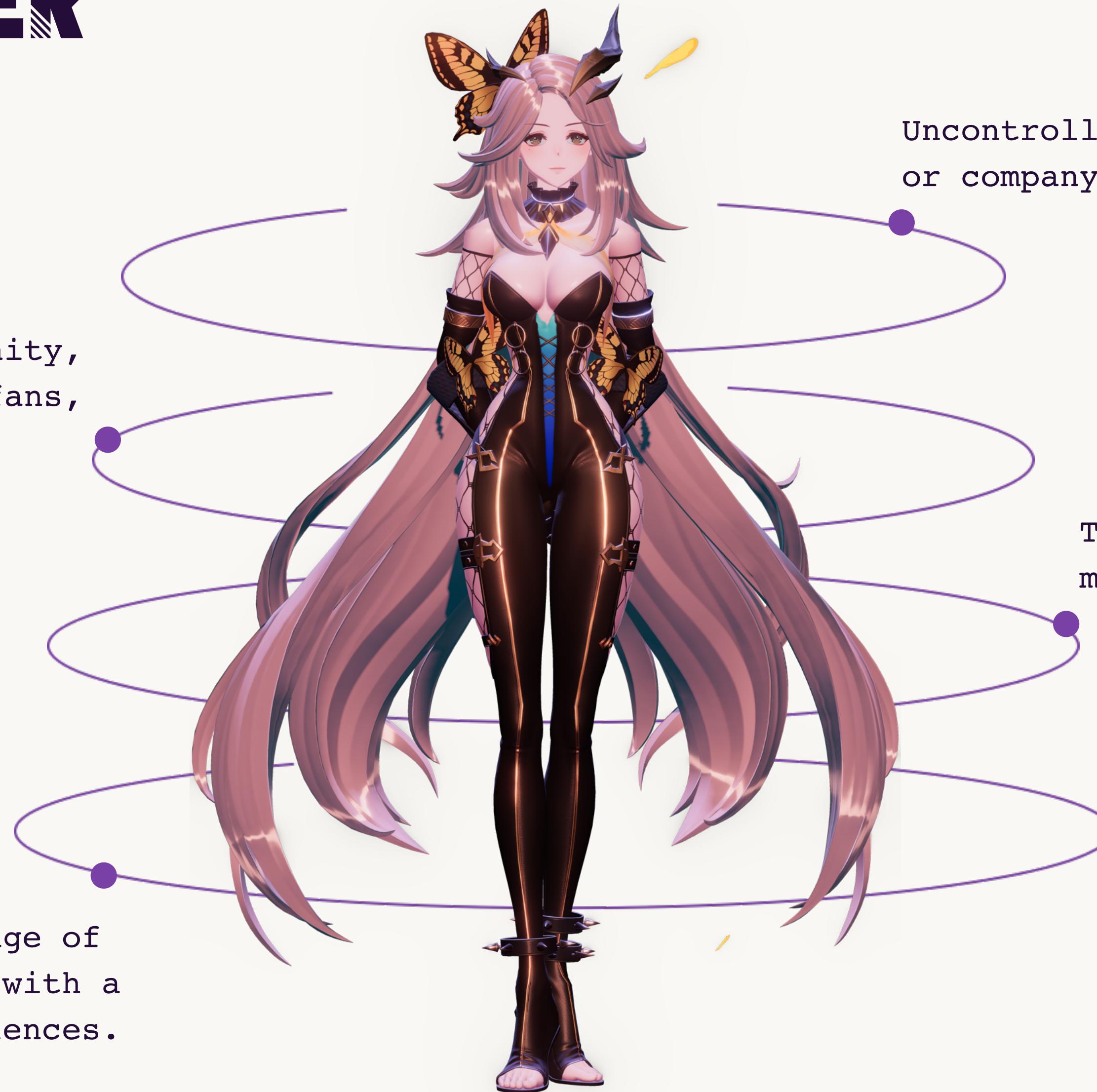
I CHARACTER

Comes from the community,
created and made by fans,
and belongs to every
community fan.

Uncontrolled by any individual
or company.

Originating from the image of
Japanese ACG characters with a
wide range of young audiences.

The first virtual idol IP
managed and operated by DAO.



I WEB3 VIRTUAL IDOL OPERATION

On-chain transactions and confirmation: business value transactions and quantification are completed on-chain.

Brand-new way of value exchange: changes in the production relationship between virtual idols and fans.

Ecological economy: fans truly become creators and beneficiaries of virtual idol's values.

Murasaki

- Virtual Goods
- Social Games
- Commercial Revenue
- NFT
- Content Platform

Community Members & Fans

- Follow to Earn
- Revenue Sharing
- Play to Earn
- Creative to Earn
- Dao Contribution



I MURASAKI PASS NFT

Murasaki Pass NFT are coming!

There are 1,000 Murasaki Pass NFT for community firstly. Holding Murasaki Pass NFT will enjoy:

The highest level of Murasaki income community distribution rights, including Token airdrops.

The highest level of rights to participate in the construction of Murasaki DAO.

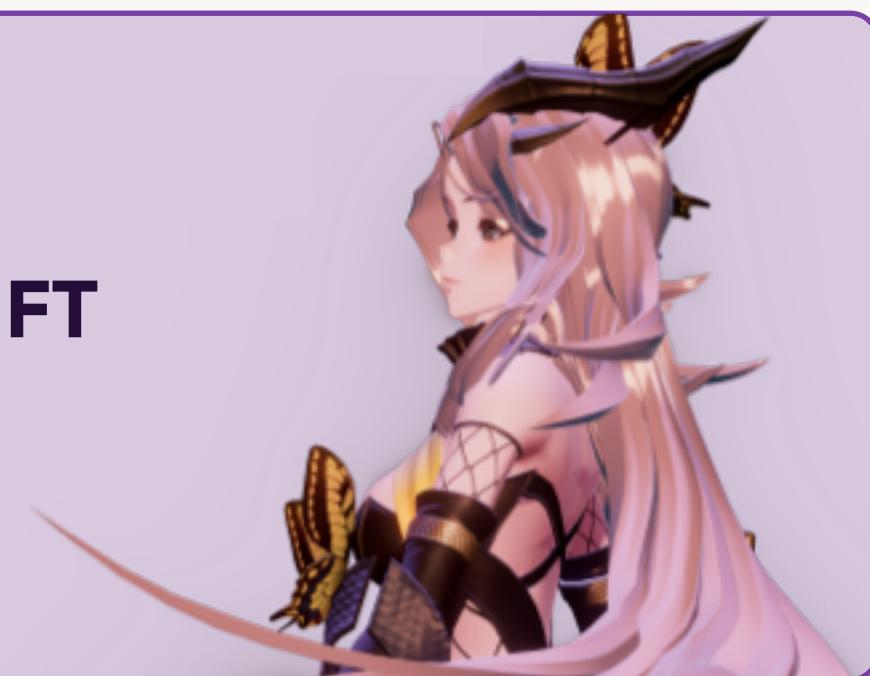
The highest level of rights to access any space in the Murasaki metaverse.

The best terms to exchange or buy Murasaki virtual goods.

Priority invitation to participate in club events.

MURASAKI PASS NFT

1,000 NFT

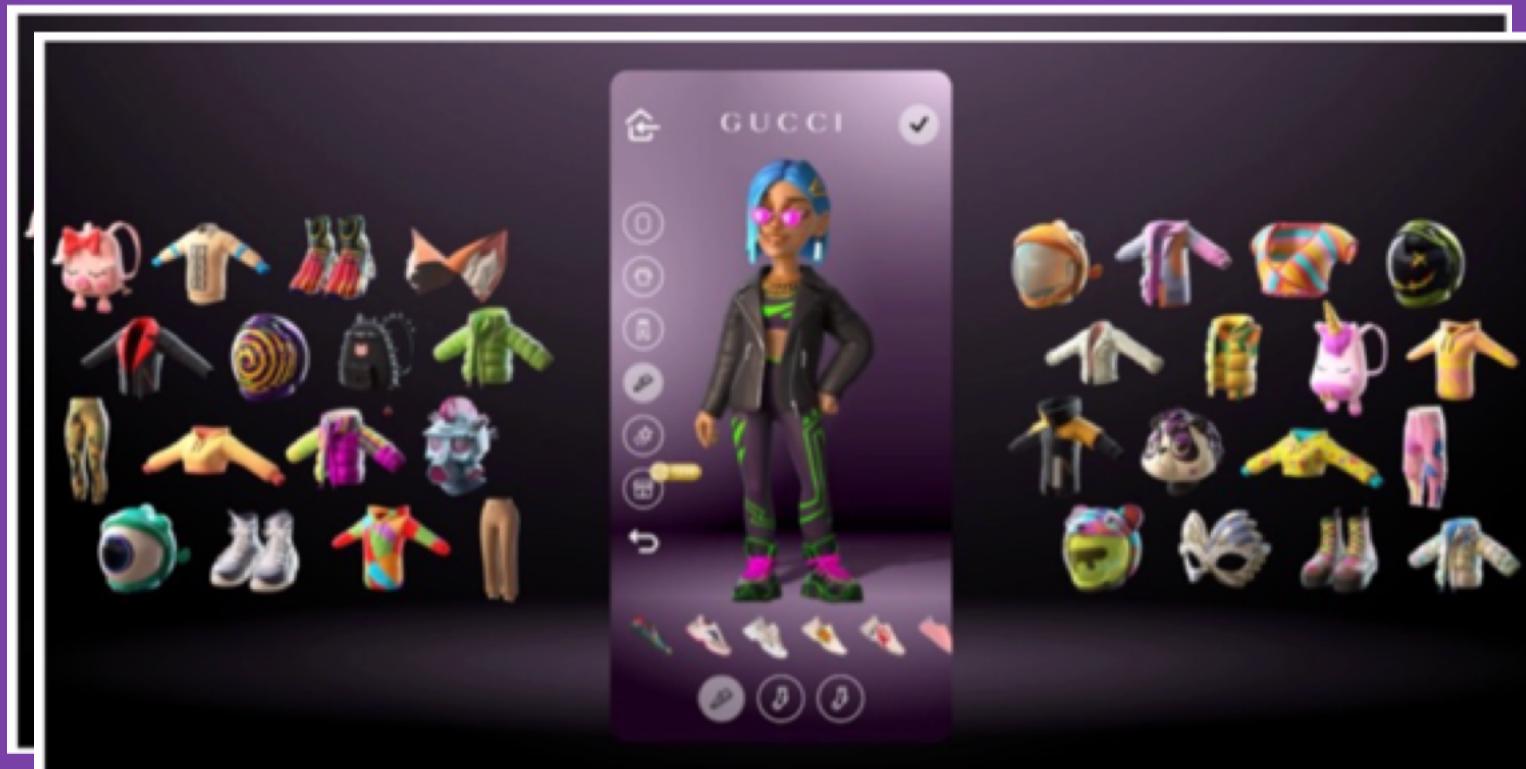


COMMUNITY RE-CREATION

Community members Re-creation

Customization IP image and Licensed Product

- Streetwear And Luxury Co-branded
- Brand's Virtual Fashion Show
- Brand's Virtual Showroom
- Artist Avatar
- Streetwear Personalized Virtual Goods
- Social Media Fan Interaction Competition
- Encrypted Artwork



I POWERFUL INFRASTRUCTURE



Based on Unreal Engine, creating better material and lighting screen rendering, complete tool chain with comprehensive debugging and optimization tools and high-quality plug-ins are increasing daily.

High-quality open source code, a positive interactive community with EPIC and developers. ■



Motion captures are carried out through the Avatar's co-capture equipment - film and television VICON optical motion capture system to create an extremely rich motion database. ■



Higher level model designing capabilities, through the combination of tools such as Unreal and Vicon, to achieve more natural and smooth animation effects. ■



MURASAKI DAO

Building the Greatest Virtual Idol Operation Community

Murasaki DAO is a decentralized governance organization dedicated to managing and operating the Murasaki and IP ecosystem through community organizations. Murasaki IP is owned by Murasaki DAO.

By issuing the token MuraCoin \$, decisions are made on the ecosystem for fund allocation, governance rules, projects, business activities, etc.

The Murasaki Foundation is the manager of the Murasaki DAO, a legal entity that exists to manage the decisions of the Murasaki DAO.

Murasaki Labs, a community member of the Murasaki DAO, will adopt Mura as its token and will act as a contributor to the Mura ecosystem, assisting the ecosystem in building products and experiences.

Murasaki DAO

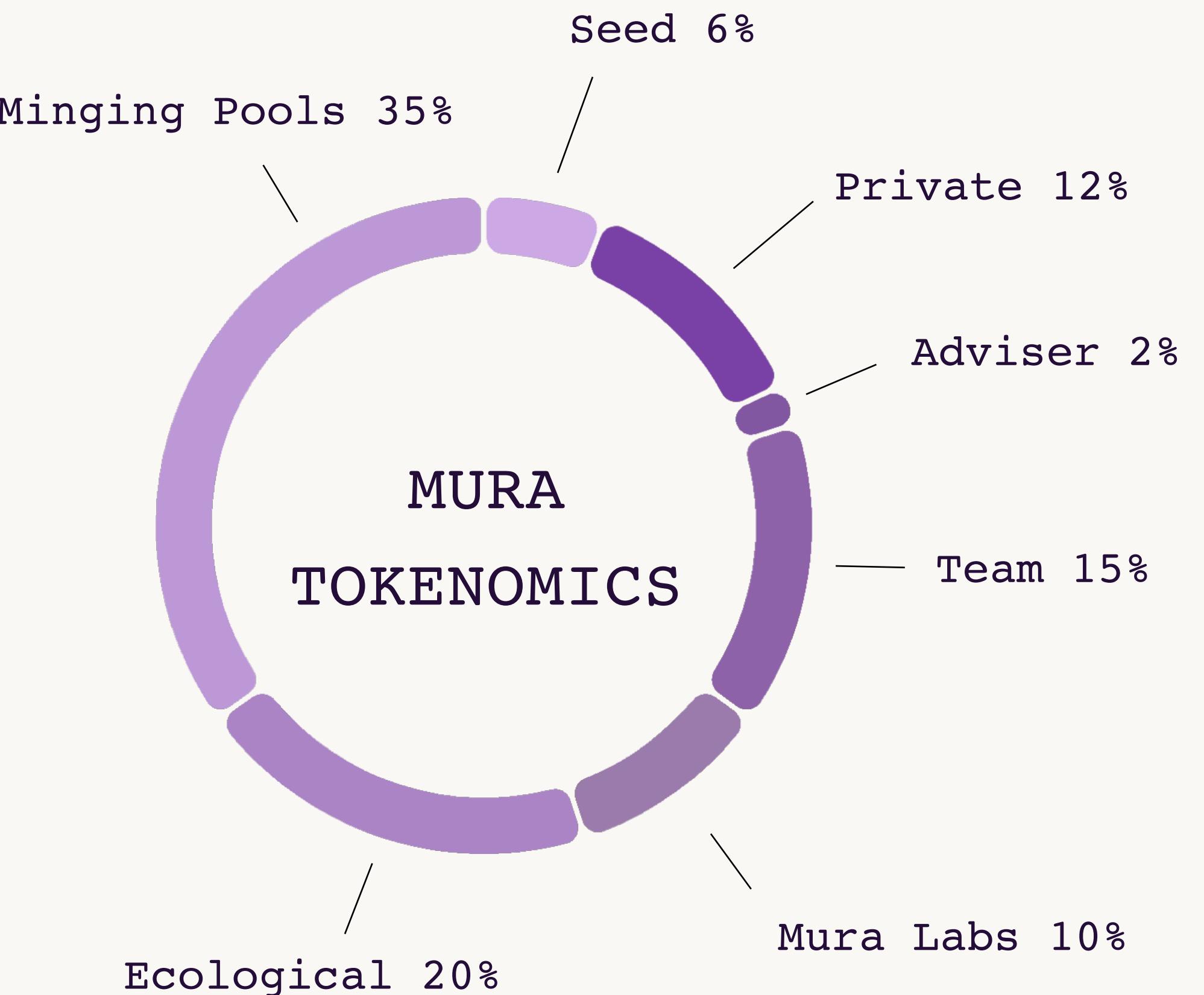
- Murasaki Foundation
- Murasaki Labs
- Murasaki IP
- Murasaki NFT
- Incubate IP
- More...



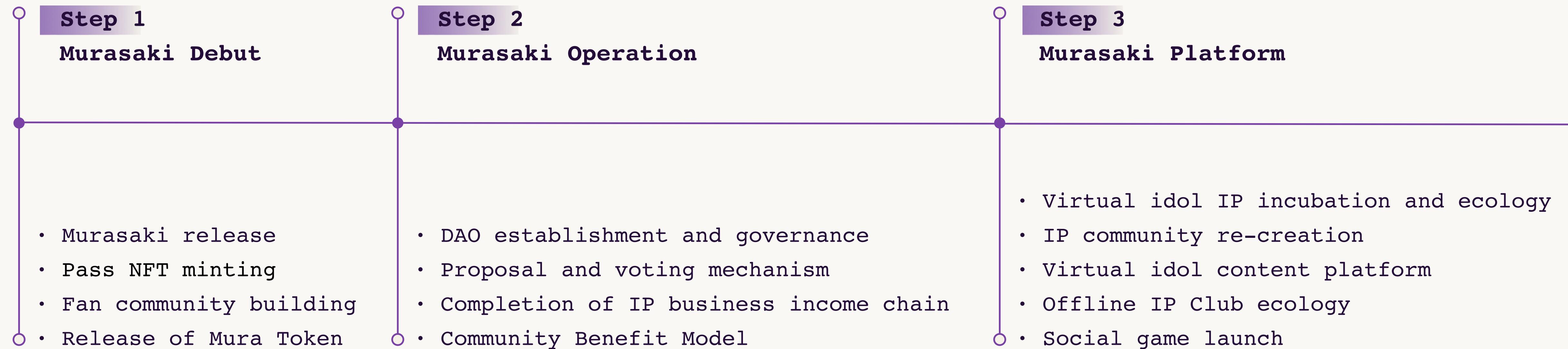
MURA TOKENOMICS

The total issuance of MURA tokens are 1 billion, which is fixed and will not increase.

- 6% for Seed
- 12% for Private
- 2% for Adviser
- 15% for Team
- 10% for Mura labs
- 20% for Ecological
- 35% for Mining pool



ROADMAP





Murasaki