

RACY

RACY Coin



WHITE PAPER Ver 0.93.

RACY

SOCIAL MEDIA CONTENT PLATFORM



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PREFACE

Since the early 2000s, with the development of the Internet called 'Web2', numerous IT companies and venture companies have been created, and businesses that provide professional services such as portals and websites have been successful. Even within 10 years from it, transitioning to the mobile era of a computer in the palm beyond the times that use the internet by computer, it has become an era communicating through SNS such as Twitter, Facebook, YouTube, and Instagram.

Web2 made innovative services such as SNS and e-commerce platforms settled into our lives. Communication between people and the communicating way between providers and beneficiaries of information has completely changed, goods and services can be accessed more closely in daily life, and P2P communication has become possible worldwide.

However, in most of the existing Internet communication, there is a middleman (or middleman) who does not know each other and is difficult to trust between the two parties 'A' and 'B'. Although some platforms have built an amazing P2P economy and provide useful content, they have problems such as collecting customer data and occurring limit in P2P transactions.

In this situation, the blockchain-based 'Web3' distributed technology revolution will act as a driving force that will lead mankind to the next generation of the Internet. Blockchain along with the decentralized web (or Web3) will enable truly middleman-free, creator-centric, peer-to-peer transactions for mankind, and Bitcoin has shown for years that this is possible.

A true P2P content economy that excludes intermediaries such as car sharing without Uber, home sharing without AirBNB, and social media without Facebook or Twitter is coming into our lives, and creators who provide various and interesting contents are starting to appear, breaking away from the information, media, and show programs that were exclusively provided by media and broadcasting companies.

As the income generated by one creator is higher than that of a typical small and medium-sized business, and as creators no less than celebrities continue to appear, the popularity of creators has risen significantly.

Services provided by creators have become more and more diverse with an increased number of social media and streaming sites supporting these initiatives. Also, the emergence and wide spread availability of hardware and software for the production of photo or video, have enabled creators with the ability to create high quality content, giving them a very firm positioning and quality.

In particular, in an existing situation where only a specific agency or production company could create an image or video, anyone can now create it, and creators and influencers who communicate with a unique concept across all industries such as fashion, games, travel, music, and media, not just a sensational concept are gaining popularity all over the world.

Based on this market trend, we are starting a new project in parallel with existing projects such as entertainment, management, performance planning, and drama production investment.

We aim to expand business to various business fields such as fashion, games, travel, and media by developing a new platform that allows creators and influencers with the ability to share their own original content, connect with their fans, and monetize their creative passions. Empowering the one-person media creator.

Based on this project, we will provide registration, sales, and settlement systems for creators to easily enter various markets, and provide a content—specialized social media platform that can sell various live broadcasts and their own content. Therefore, we want to preoccupy a new market by combining various businesses such as IP business, sale of goods, and franchise.

In addition, along with 'Web3', the future-oriented worldview of the metaverse and the living and technological environment are overwhelming mankind.

We are realizing that we have entered an era where mankind transcends(Meta) the reality(Universe) and leads a new lifestyle based on the virtual world.

Now, the metaverse is a huge flow following the emergence of the Internet in the past, and is leading a Copernican transformation. Not only the method of connection, but also the object of connection is expanding, and a world where humans and artificial intelligence (AI) coexist is approaching beyond the relationship between humans and humans.

With the development of core technologies such as AI, Big Data, 5G, VR/AR/MR/XR, etc., as human immersion is maximized, the weight from reality to the virtual world will shift, and the impact on the overall industry will increase explosively.

By tying the incomplete link between the real world and virtual reality, the RACY platform aims for an Equilibrium of interaction between creators and users of entertainment services based on metaverse content such as webtoons and games, and the business ecosystem through NFT.

The RACY platform is planned and developed by RACY LTD., based in Gibraltar. However, people living in countries that prohibit the sale and distribution of a specific category content and the sale and distribution of cryptocurrency cannot subscribe to or use the RACY platform service.

BUSINESS BACKGROUND

1. Changes in Content through Social Media

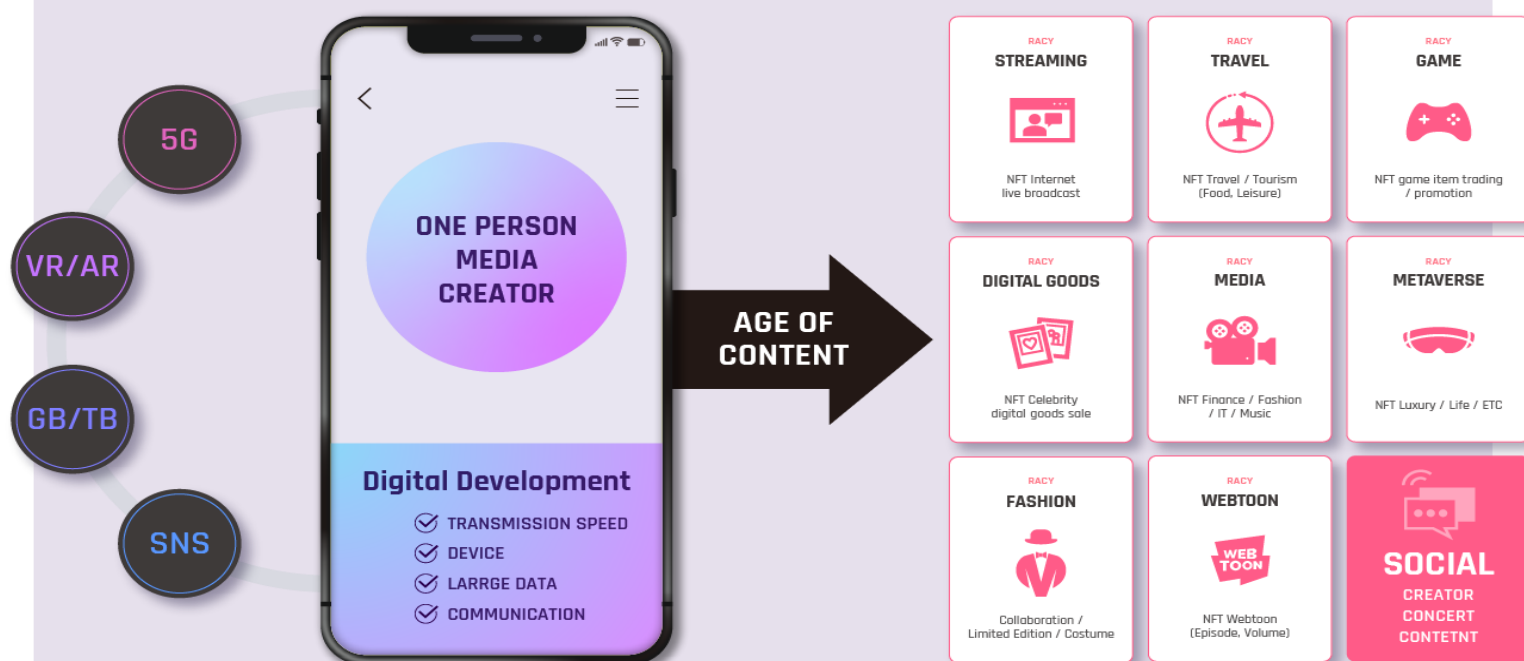
Until now, the content goods and services industry has shown continuous and significant growth, and the rapid increase can be attributed to the increase in the capacity and speed of the Internet and the increase in mobile. Around 2010, various social media and streaming apps such as Twitter, Facebook, and YouTube appeared, and the content industry has also been changed.

In particular, in the field of sexy content, if production companies or agency produced highly exposed content before, now it has developed into a form of showing and selling content with a sexy concept where creators and influencers communicate with customers to their fans.

The contents produced in this way do not violate laws, religion, ethics, etc., and it is not just sexual culture, but it is developing while interlocking with the fashion industries such as swimwear, underwear and lingerie, the cultural industries such as travel, movies, plays, and the various industries such as models of products and goods, games, metaverses, etc.

In particular, as professional social media and streaming platforms in each industry appeared by benchmarking YouTube, Instagram, and Facebook, numerous creators who produced their own content by appealing to their sexiness or individuality appeared, and these creators is connected with each industry to create a special content industry called a sexy influencer. Although it is not possible to classify these fields as an industry or provide statistics, it is developing in a completely different direction from the existing adult content industry.

As creators produce content themselves, the basic number of followers such as YouTube, Instagram, and Twitter is 100,000 to 200,000, and creators with 1 million or more than 10 million subscribers have already appeared. Creators are already branding themselves based on this fandom, and it is also common for large companies and general advertisers to use creators with a large fandom as their advertising models.



[Figure 1: New Market – Social Media Creator]

One-person media, one creator and one influencer such as YouTuber who plays a game with a unique concept, a blogger who introduces travel destinations in swimsuits, an influencer who makes fashion videos wearing lingerie, and a writer who creates webtoons with a sexy concept, have already become a trend, and even now, countless people, both men and women, who are trying to move in this direction are constantly increasing.

This phenomenon breaks away from the existing culture of TV, movies, and dramas, and allows you to see the fun and unique images of creators, and if you have only watched such as models and movie actors the images in one direction in the past, you can now directly communicate with the main character in the image.

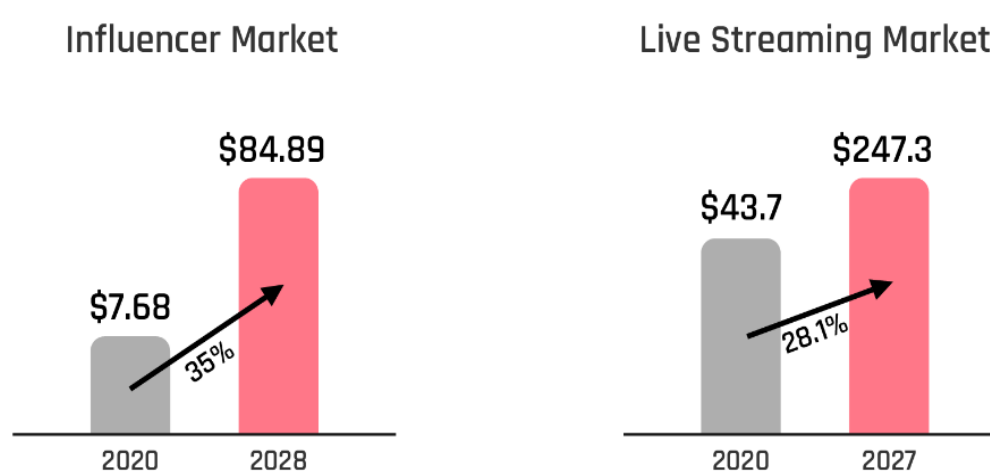
All of this is possible because of the development of internet speed and the development of communication technology that allows users to directly view content by creating content with their own various concepts in combination with various platforms such as SNS, content media, and streaming.

2. Size of Influencer and Live Streaming Market

An Influencer is a person who influences others, it includes YouTubers, bloggers, and Instagrammers who we know very well today. In the early days, influencer was not a marketing tool, but simply delivering information on videos and articles that they liked. With the emergence of social media such as Facebook, Instagram, and Twitter, it has now become part of marketing through storytelling that drawing a logically emotional response from fans and followers.

Global Influencer & Live Streaming Market size / USD(Billion)

(Market forecast to grow at a CAGR)



[Figure 2: Global Influencer & Live Streaming Market Size]

1. [Global Influencer Marketing Platform Market Size, Share & Trends Analysis Report by Application (Campaign Management, Search & Discovery), by Organization Size, by End-use, by region, and Segment Forecasts, 2021-2028] / GVR(Grand View Research) ; May / 2021

2. [Global Live Streaming Market Research Report: By Component (Platforms and Services), By End-User (Media & Entertainment, Esports, Events, Education, Retail, Government and Others) - Forecast till 2027] / MRF(Market Research Future) ; August / 2020

3. Modify Image; VSTRO

According to the [Global Influencer Marketing Platform Market Size, Share & Trends Analysis Report by Application (Campaign Management, Search & Discovery), by Organization Size, by End-use, by region, and Segment Forecasts, 2021-2028] released by Grand View Research (GVR) in May 2021, the global influencer market size is expected to grow from \$76.8 in 2020 to a 35% annual CAGR of \$848.9 billion in 2028.

Currently, the influencer market has grown impressively. There are no markets that it does not enter, such as fashion, lifestyle, food, entertainment, sports, and fitness, and influencers have reached a position to change the future of the marketing and advertising industries.

In particular, influencer Alexis Ren (USA), famous for her sexy image and appeal, has 14.4 million Instagram followers alone, working as a model and influencer, while Mathild Tantot (France) sells sexy swimsuits through e-commerce and has 10 million followers. Sommerray in the United States has 22 million followers and is engaged in influencer activities with swimsuits, lingerie, and cosmetics products as content.

According to the HyperAuditor report, the average monthly income of influencers using Instagram accounts is \$2,970, while mega influencer (more than 1 million followers) earns \$15,356 per month. However, this is only Instagram. Famous influencers are known to earn more than \$100,000 per month on platforms such as YouTube, live streaming sites, photo shoots and advertising simultaneously.

The size of the live streaming market is even larger. According to [Global Live Streaming Market Research Report: By Component (Platforms and Services), By End-User (Media & Entertainment, Esports, Events, Education, Retail, Government and Others) - Forecast till 2027] released by MRF (Market Research Future) in August 2020, the market size of live streaming is expected to grow from \$43.7 billion in 2020 to 28.1% annual CAGR and to \$247.3 billion in 2027.

As such, the influencer market and the live streaming market have grown rapidly with the development of Internet and social media. The market can be predicted to develop further as the technology of social media platforms is expected to shift from 5G to 6G around 2030 and to the stable streaming VR, AR, and 360° videos.

3. Social Media Creator Platform



[Figure 3: OnlyFans - Social Media Platform]

Only Fans is perhaps the most famous content creator platform today, a subscription-based social media platform where anyone can create and sell their content. It consists of a monthly subscription service that allows users to access creator content and a system that allows users to purchase premium content.

OnlyFans was established in 2016 and has grown into a very successful creator platform it even has very well-known celebrities joining the platform. As of 2021, the number of members has reached about 120 million.

The problem is that the production and distribution of social media content through social media such, which was a communication channel for conversations with fans, has emerged as a social problem, and as it has been exposed to various media, it is rather noise marketing and has the effect of attracting people. OnlyFans tried to ban pornography in October 2021, but withdrew again because of the company's profits.

OnlyFans started as a social platform that enables creators to sell their content to their fans and followers, but today it has been transformed into a platform that generates pornographic content. Nevertheless, subscription-based social media platforms, even if they are not pornographic, will be able to generate revenue for creators with general content and unique concepts. It is possible to create a new content creator platform that eliminates illegal activity, and enables new business models and services.

4. Metaverse & NFT

The expansion of the metaverse industry is projected through several market studies. The metaverse market is expected to reach \$280 billion (about KRW 315 trillion) by 2025 as a result of the forecast of global market research firm Strategy Analytics. In addition, according to the analysis of securities companies, the case of VR field is expected to reach about \$1.92.4 trillion in 2030.

Major technology companies are all at once defining metaverse as a new opportunity for the future, developing and introducing various platforms and products. As of January 2021, Microsoft recently acquired ZeniMax Media and released 'HoloLens 2', a virtual reality-related device. Nvidia has launched Omniverse, a collaboration platform where people can collaborate in a virtual office. Facebook also announced 'Facebook Space' and 'Horizon', which are virtual space social communities. In Korea, Naver recently introduced 'ZEPETO', a platform that allows people to create and enjoy avatars and virtual worlds using facial recognition and augmented reality, and to create and trade items such as clothing.

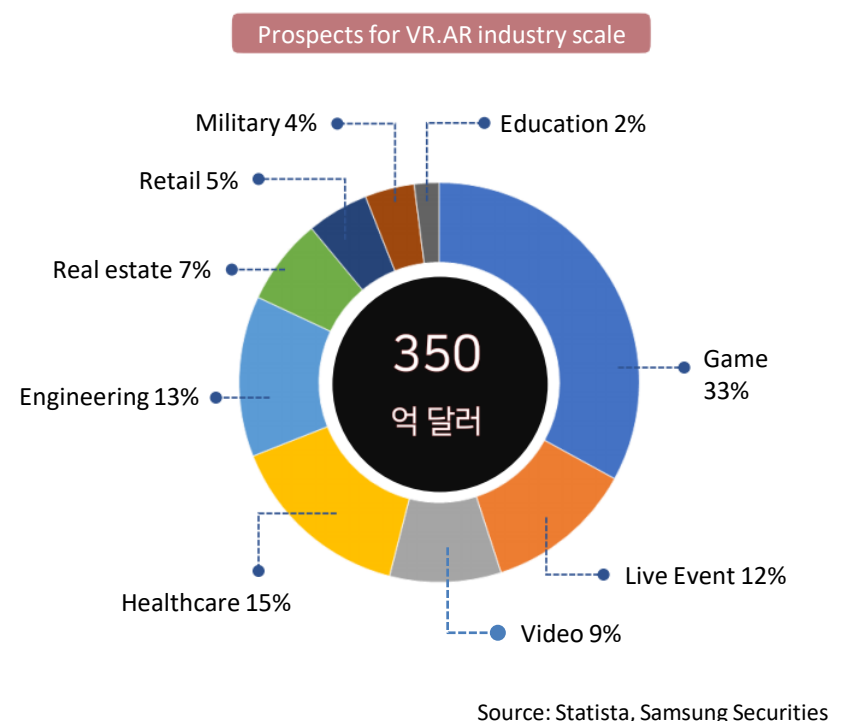
Among them, Roblox, the most representative metaverse platform, is a game platform based on the concept of a virtual world. Roblox is a Lego-shaped personal avatar that allows users to enjoy the game, and not only chatting and calling between users, but also making their own games. As of the end of last year, Roblox had 32.6 million daily active users and 50 million games created within Roblox, making it very popular among students and children under the age of 16 in the US.

One of the important reasons to pay attention to the metaverse is Generation Z. They are already familiar with the use of digital devices and activities in the virtual world. You can see this well by looking at the major age groups of representative metaverse games. The proportion of teenage users of ZEPETO (200 million cumulative subscribers) is 80%. Roblox is signed by 55% of Americans under the age of 16.

After all, as time goes by, the metaverse-related market is highly likely to snowball. Strategy Analytics (SA) predicted that the metaverse market size by 2025 will be \$280 billion, which is more than six times the current size. The global ripple effect of XR predicted by PwC will reach 476.4 billion dollars as of 2025.



[Figure 4: Prospects for the metaverse market]



[Figure 5: Prospects for VR.AR industry scale]

NFT (Non-Fungible Token, non-fungible token), which has become a hot topic recently, is driving a tsunami in the entire blockchain industry. NFT is different from existing tokens all of which have the same value. NFTs represent specific assets on the blockchain. Each item has a unique address, so it is possible to prove authenticity and ownership.

After all, NFT is an item for tokenizing scarce products on the blockchain. This is because economic activity within the metaverse also takes an affect the value of assets by scarcity as in reality.

In the future, the use of NFTs as currency values in the metaverse economy will be expanded. Above all, it has good compatible. This is because if the utility token in the game is used, the utility of the participants can be increased without going through a central administrator. Already, blockchain-based metaverse games such as Decentraland and The Sandbox featuring NFTs have appeared and are drawing a response from users.

The global NFT transaction amount was only \$250 million last year, but the market size has rapidly increased to \$340 million per month in February 2021. In fact, it is a famous anecdote that Christie's and Sotheby's, the world's largest art auction companies, entered the NFT auction market and sold Christie's digital artist Bipple's work for \$70 million.

As for the proportion of transactions by field of NFT works, art and collectibles accounted for 35%, metaverse 25%, and games 23%. In addition to digital art transactions, Metaverse real estate and game item transactions are on the rise, and the expected transaction amount this year is expected to reach \$5 billion.

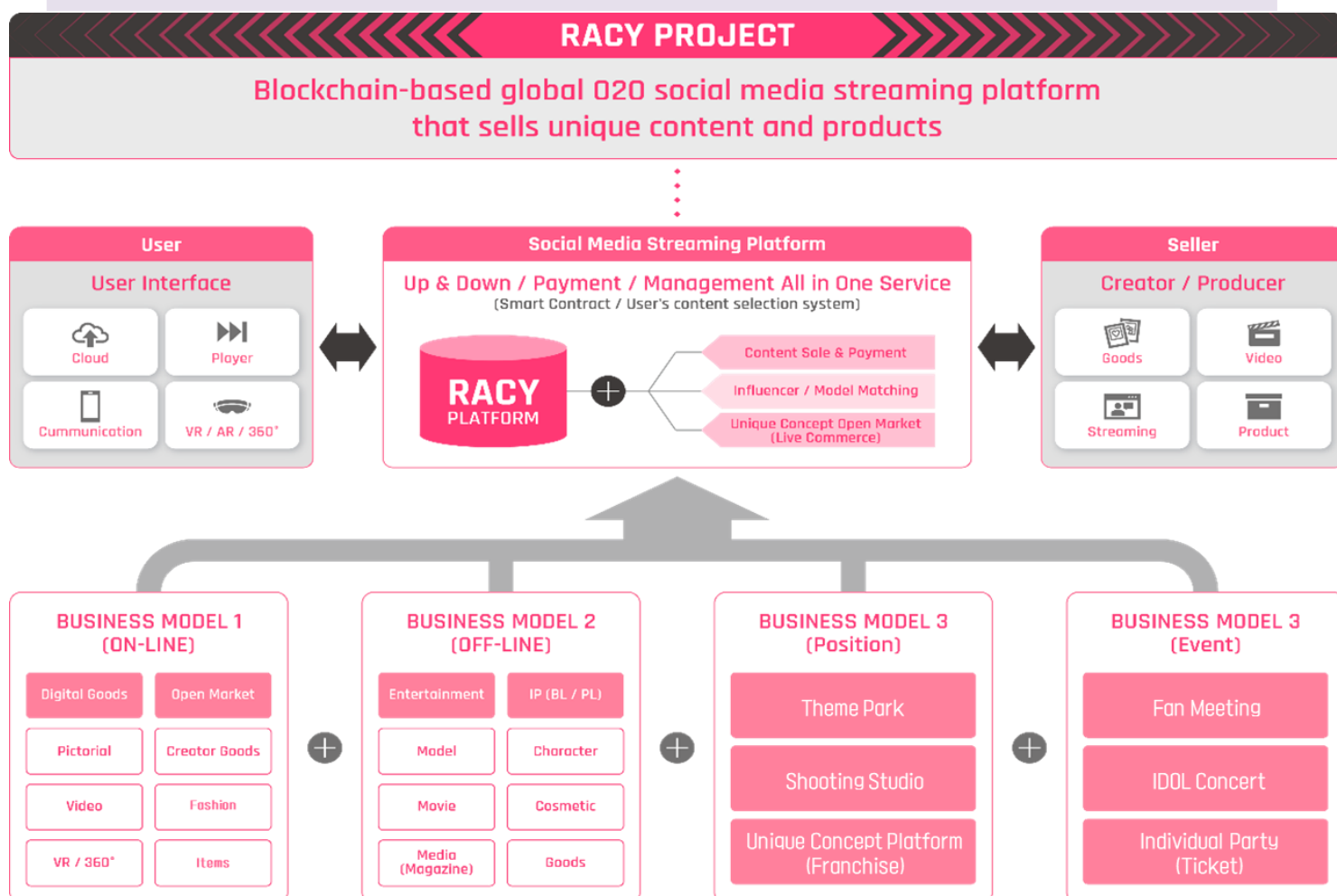
1. RACY PROJECT

The RACY project team has been engaged in the management business for talents, movie stars, YouTubers, creators, etc. for a long time, the collaboration in drama production, performances, concerts, etc., and the development of content for movies, broadcasting stations, platforms, and IPTV. And the team has experience in collaboration and agency for production and PSY Seoul performances, ASIA Festival in Seoul, JYJ Asia Tour performances, and VIP GATHERING concerts in Guangzhou, Chengdu and Wuhan of China. Current projects include investment and co-production of movies and dramas, and an exhibition called 'Yesterday, Today and Tomorrow' of BTS, famous for IDOL group.

In addition to these businesses, we are producing digital content applications that produce and sell pictorials and videos by signing contracts with creators of sexy concepts on Instagram and YouTube. Although the basic concept, design, and photo shoot for the application have already been completed, the system is being further developed to enable social media and live streaming services throughout the system while expanding and converting the business direction to the global market. In addition, the name of the application is also changed to Secret Jenny, and the final work for launching is in progress, and contracts are continuously being made with each creator and model.

The purpose of creating this application is to secure content and various creators and models to create a social media platform based on sexy content that can be serviced in the global market and to develop the technology supporting VR / AR / 360° video within the platform and various communication solutions for communication between creators and users. Through this, we will show their own content to numerous influencers and creators with a sexy concept in various fields such as fashion, games, travel, metaverse, and media, and conduct various businesses such as securing your own fandom, advertising and linking models.

In the future, through this social media platform, we plan to create a professional platform oriented toward a unique concept by linking with various O2O-based business models.



[Figure 6: RACY PROJECT]

Our project goals:

1. Establishing a social media streaming platform where creators and producers around the can create various content such as fashion, games, travel, and dating with a unique concept, and communicate with fans through their accounts and earn profits from this content.
2. Create a cryptocurrency payment system that does not require currency exchange in global services.
3. Build an influencer advertisement and model contract system that can connect creators and business owners who need a unique concept advertisements and models.
4. Launch a marketplace where various content can be registered and sold directly as an O2O business.
5. Create original, NFT's with influencers.
6. After activating the platform, connect offline businesses such as concept theme parks, filming sites, and bars, as well as various performance businesses such as fan meetings and concerts.

Through this, we will present a paradigm of a new content culture combined with various cultures.

2. Metaverse Economy and NFT Community

The RACY team try to provide a decentralized game using blockchain technology and metaverse platform based on an NFT asset and to solve the problems of other projects, to inspire the innovation in the metaverse market.

1) Metaverse Economy

It should be noted that the economy paradigm of the metaverse era is to the virtual fusion economy. Metaverse exceeds the concept of technology evolution, resulting in innovative changes throughout the socio economy, and the virtual fusion economy, the economic strategy of the metaverse era, is an economy that creates new experiences and economic values by expanding the economic activity (work, leisure, communication) space from reality to virtual convergence space by using general-purpose technologies such as content communication technology and blockchain.

In this way, it is possible to deliver differentiated experiences with complex general-purpose technology in the RACY metaverse space, which will enable the design of new experiences that transcend time and space.

2) Metaverse Platform

In the RACY metaverse platform, there is an essential difference in that users create virtual assets with their own ideas to generate profits, and various social and cultural exchanges such as performances with other users are made.

It will evolve into a growth engine for the spread of the global metaverse platform by securing platform competitiveness, such as providing a clear revenue model for platform participants and targeting global subscribers.

3) RACY NFT Community

RACY NFT Community is a platform where you can trade various items in virtual reality. There are items provided by the RACY team by default in the platform, and the developer can sell the items developed by himself. In addition, users can create their own items by requesting a developer as needed. In RACY NFT Community, NFT (Non-Fungible Token) technology that can protect the value and ownership of custom-made items in addition to the basic items is utilized.

NFT means that items are tokenized to protect the value and ownership of items developed by developers themselves. Since each item has different properties, it becomes a non-fungible token, which proves ownership and makes it possible to trade. All properties of an item are recorded on the block chain, and the transaction history and owner of the item are also recorded on the block chain. RACY provides convenient UI/UX so that anyone can tokenize developed items.

In other words, it serves to build an efficient ecosystem where users can receive reliable payment data from metaverse through the advanced RACY Network, and to lead them to collaborate. To this end, it eliminates the risk of data forgery and falsification through a network based on advanced blockchain technology.

In addition, by utilizing smart contracts, users can obtain rewards corresponding to their contributions without complicated processes, thereby laying the foundation for a healthy ecosystem. This provides an environment where each participant can focus on their own purpose and build a new interconnected virtual reality world.

RACY PLATFORM

“Social Media Content Platform”



SOCIAL MEDIA CONTENT STREAMING PLATFORM & OPEN MARKET

where creators & production companies freely produce their own videos, photos, goods, etc.

Blockchain based Platform & RACY TOKEN

SYSTEM	PLATFORM	Business
<ol style="list-style-type: none"> 1. Content membership and single product purchase system 2. Sales system that links influencers with product and PR for company 3. Provision of revenue management system such as registration/sales/settlement 4. Construction of mobile app and SNS messenger interface 	<ol style="list-style-type: none"> 1. A social media streaming platform that freely provides content 2. Global social media content open market (videos, photos, goods, etc.) 3. Linking product sales and promotion models through influencer connection 4. Creation of NFT market specialized for social media (API linkage / separate business) 	<ol style="list-style-type: none"> 1. Operation of social media content platform and open market (fee revenue) 2. Sales of self-made digital products and physical products (sales revenue) 3. Platform advertisement registration and marketing revenue (advertising revenue) 4. Development of integrated membership products and distribution of profits (recruitment of members)

[Figure 7: RACY PLATFORM]

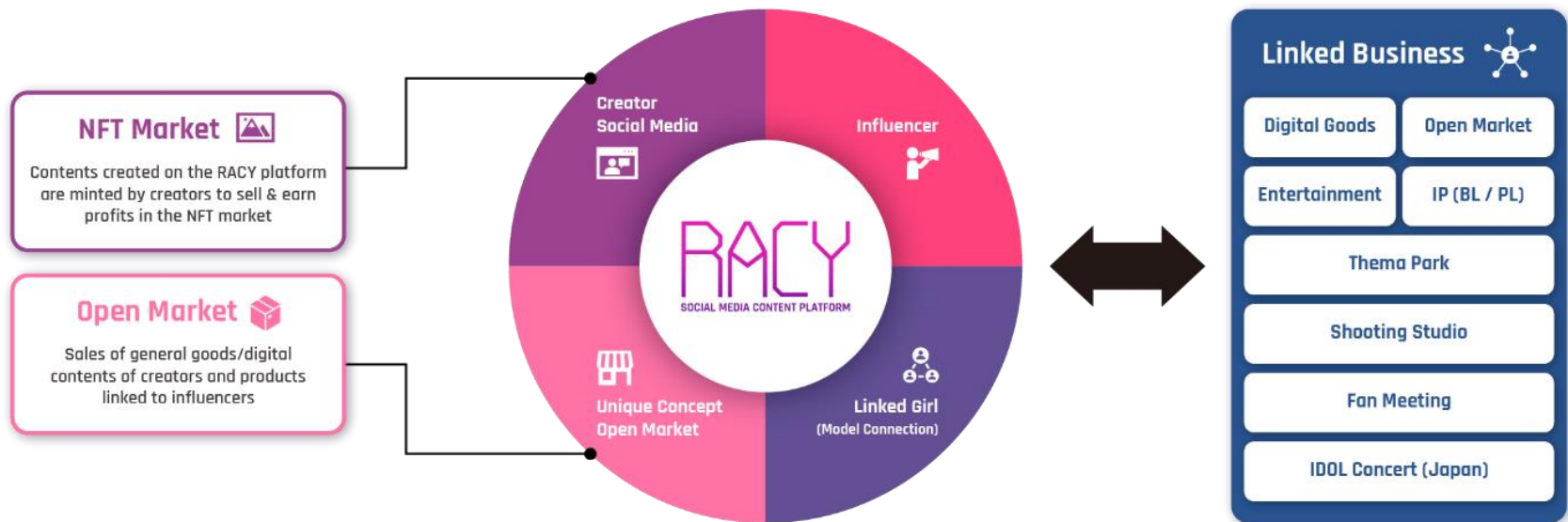
The RACY platform is a social media content streaming platform that provides social media and streaming services for creators, enabling them to create and chat through the platform. It consists of an open marketplace that commercializes the creator content and sells it as goods, it provides a simple blockchain-based payment system to allow users to purchase content, products and services.

The name of the token to be used on the RACY platform is RACY an ERC-20 smart contract. RACY can be used for all transactions for services provided on the platform.

Anyone, including creators, influencers, individuals, agencies, and production companies, can create an account and post live streams, recording streams, and photos through their own social media. And they can set the monthly subscription amount of their account and they can also set the price of individual product, service or content.

Users can pay RACY to creators as a sponsorship for such live streaming, and since creators are ranked according to the amount of RACY paid, users can participate in various events prepared by creators. And they can use social media and streaming from the creators they choose for a monthly fee as well as purchase single content. .

1. Platform Configuration



[Figure 8: RACY PLATFORM Configuration]

As mentioned in the RACY project, in addition to the RACY platform, various businesses such as NFT market, entertainment, IP business, and theme parks are being developed as separate businesses, and the RACY platform plays the most important role in linking them.

Therefore, the platform model consists of four business models that support it.

A. Creator Social Media



[Figure 9: Creator social media service]

Creator social media generates their own social media by creating accounts on the RACY platform for creators, influencer, planners, and producers.

Through this, you can upload your own content in the form of live streaming, recording streaming, photos, and blogs, and communicate with your fans through chat windows and comments.

In Creator social media, creators can produce content in a total of four forms.

First, anyone can search on a public blog and view content registered by the creator, and the creator can upload his/her updates, content, events, and announcements in text, images, and videos.

Users can view the creator's information posted in this way and get information about registering for a monthly fee and purchasing single content, and creators with a weak fanbase in the beginning can register various content through open blogs to inform themselves.

Second, image content can be profitable by being posted in photos and photo shoots by creators, and monthly users and single content buyers can download them.

The creator can open and disclose samples for each content as desired for the influx of single buyers and general users.

Third, creators can choose to open a streaming service for a monthly fee or free of charge, and can run their own content live or sell their digital goods or products linked to influencers in a live commerce format.

In addition, they can edit their own video and upload it like YouTube, and register a short cut video of about 15 seconds.

Fourth, as for the user-requested production video, a fan who likes a creator can request a video production for himself or herself for a birthday, graduation, anniversary, etc., or a video for a gift from the creator.

There's also a concept that allows users to deliver phrases and concepts they want from the creator, and the creator can produce videos of about 20 to 30 seconds to the user.

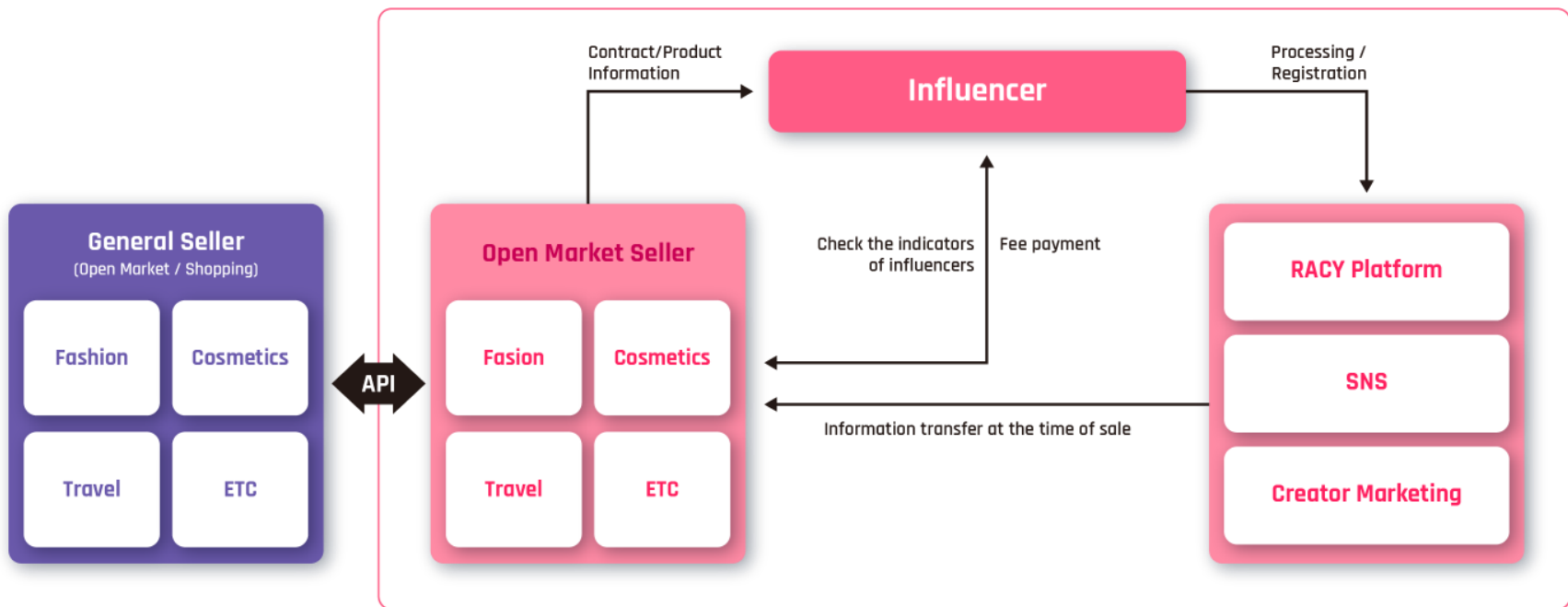
Creators can earn a variety of profits through monthly services that allow them to secure fans through Creator social media services and access their accounts on a monthly basis, single content sales, social media sponsorship, influencer sales, and user-requested video production.

In addition, in the NFT market linked to the RACY platform, you can mint your videos and images with NFT and sell them or sell licenses. You can earn separate profits through model links through the Influencer and Linked Girl described below.

Creators can set their content prices for everything related to this, and users can check this price and use the creator's content.

We will also develop multimedia players that support VR, AR, and 360° in relation to videos so that creators can provide more diverse content to users.

B. Influencer



[Figure 10: Influencer]

Influencer Marketing means that a creator who fits the concept of a product among creators on the RACY platform is registered as an influencer in order for a seller to market and sell his or her product.

Sellers can see the creator brand indicators provided by the RACY platform and sign a contract to register creators that fit their products as influencer. The contract is automatically concluded as a smart contract. Creators can start promoting the product after signing the contract and apply the link value of the product information provided by the seller and the ID of influencer generated from the contract to promote it through various marketing methods such as RACY platforms, YouTube, Instagram, and blogs.

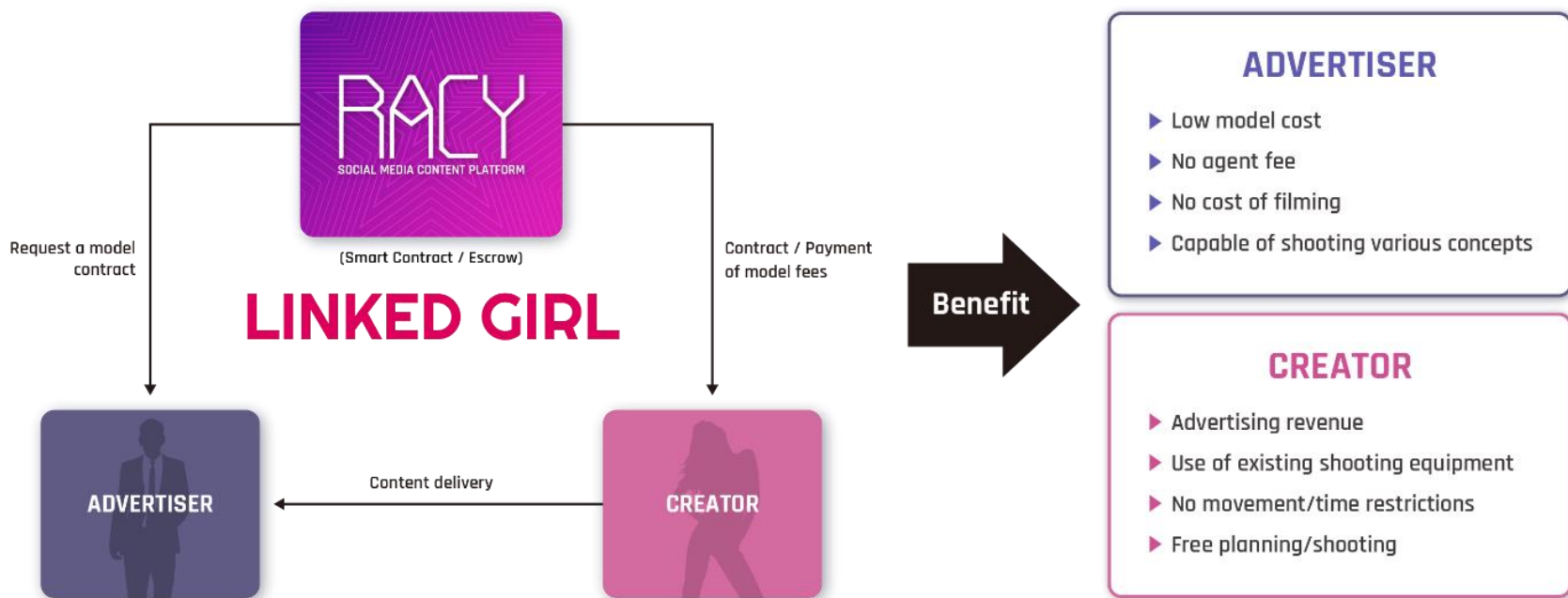
Creator brand indicators are open to everyone. Items in brand indicators can be searched for various items such as content types, monthly subscribers, downloads, and views on creators such as fashion, travel, games, and cosmetics.

Of the total amount of goods sold through influencer, fees are automatically paid to influencer by smart contracts, and the remaining amount is paid to the seller.

Creators can set the fees they want within the range of commission rates set by the RACY platform policy, and the contract period can also be registered in advance. The seller can check all of this and register the creator he or she wants as influencer.

This allows sellers to reduce marketing costs and increase practical sales, and from the creator's point of view, it can be used as part of content and can win-win between sellers and influencer who can make profits.

C. Linked Girl (Model Connection)



[Figure11: Linked girl]

Linked Girl is a model-linked system in which advertisers select creators (models) suitable for their products, content, and brands from the RACY platform and sign contracts.

There are various types of model contracts, such as a fashion-related fitting model, a model promoting a product and brand in streaming format, and a concept model for a print advertisement, in which the creator takes a picture and sends it back to the advertiser.

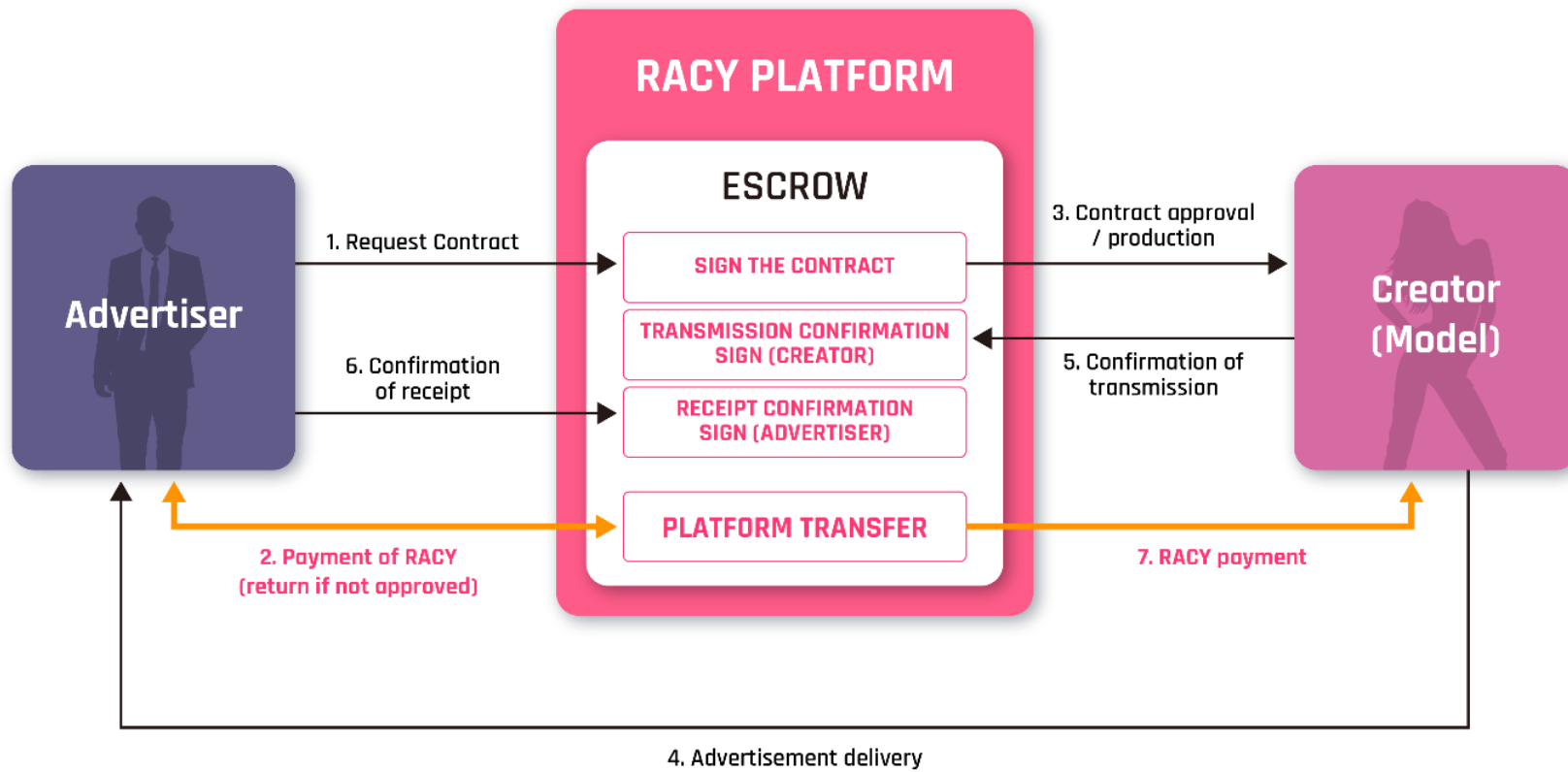
From the advertisers' point of view, they can check the creator's content quality and content in advance and select a model you like. Advertisements can be made at a very low cost without agent costs for general model shooting and manpower for model shooting.

Creators can easily shoot using the same camera as their previously uploaded content, and they can provide advertisers with content of the concept they want without moving or extra costs and earn profits.

The advertising contract system is selected by the advertiser according to the cost registered by the creator and the quality of the content, and the concept they want is registered. Creators can sign a contract after checking all the conditions, and advertisers must deliver materials to the creator so that they can shoot the content they want, or send the product to the address set by the creator.

In principle, advertisers pay 100% in advance, and all advertising costs are locked by platform escrow. Afterwards, when the advertiser approves the receipt confirmation after receiving the final content, the platform pays the creator a locked RACYS by escrow. However, if the creator does not approve or sign the contract within 7 days, the RACYS will be deposited back to the advertiser.

Advertisers can receive up to three photos and videos of the desired concept, and creators must produce them according to the advertiser's opinion.

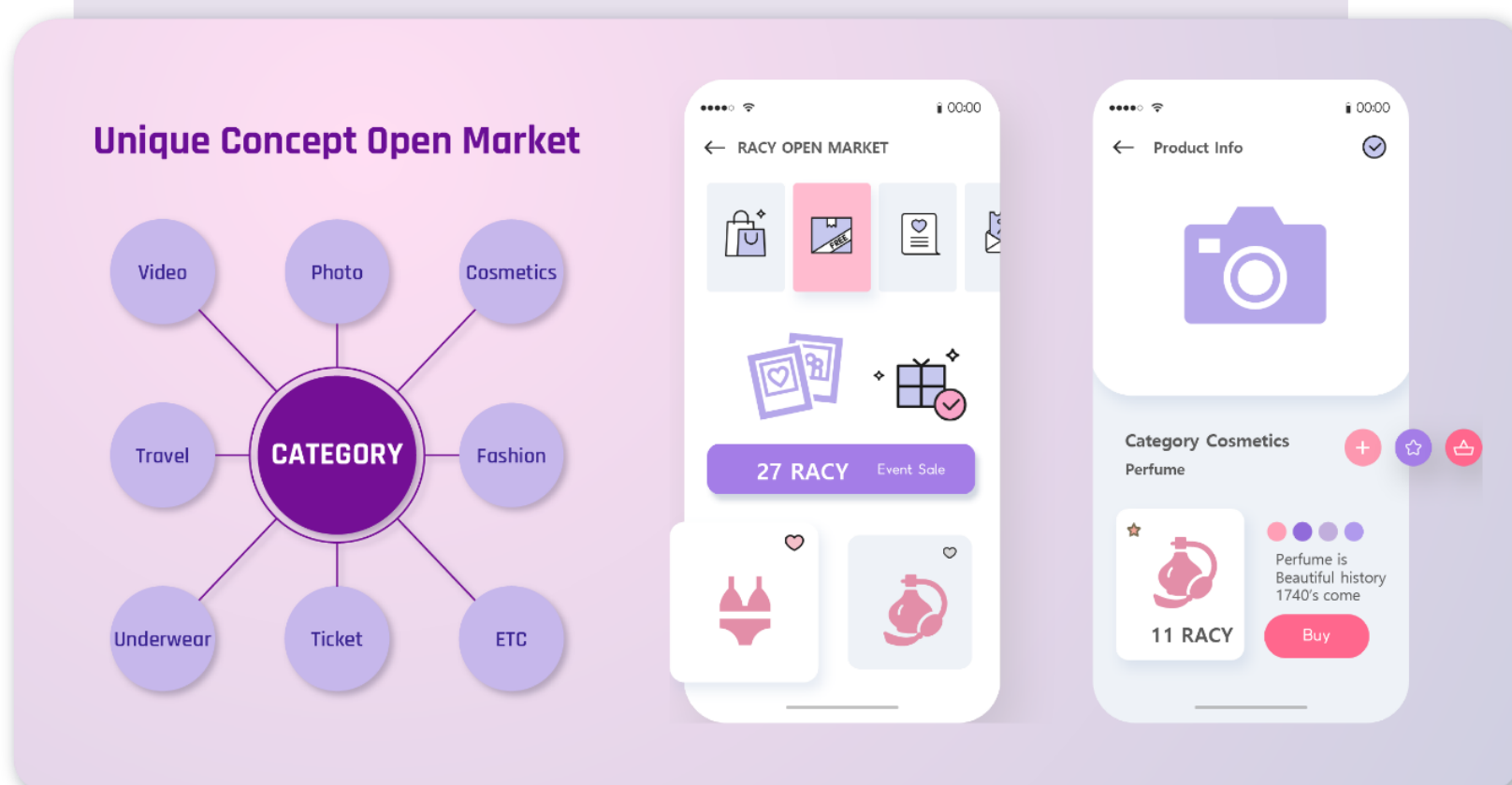


[Figure12: Platform Escrow System]

Since Linked Girl does not have a professional model or shooting team, advertisers must check the creator's content, photos, and videos in advance to find a creator that suits their concept. If a creator creates and sends content of lower quality than the previous work, the advertiser may rate the creator badly through comments.

Therefore, creators should well understand the concepts that advertisers want and provide it to them because the more positive reviews they have from advertisers, the more model profits they can earn.

D. Unique Concept Open market



[Figure13: Open Market]

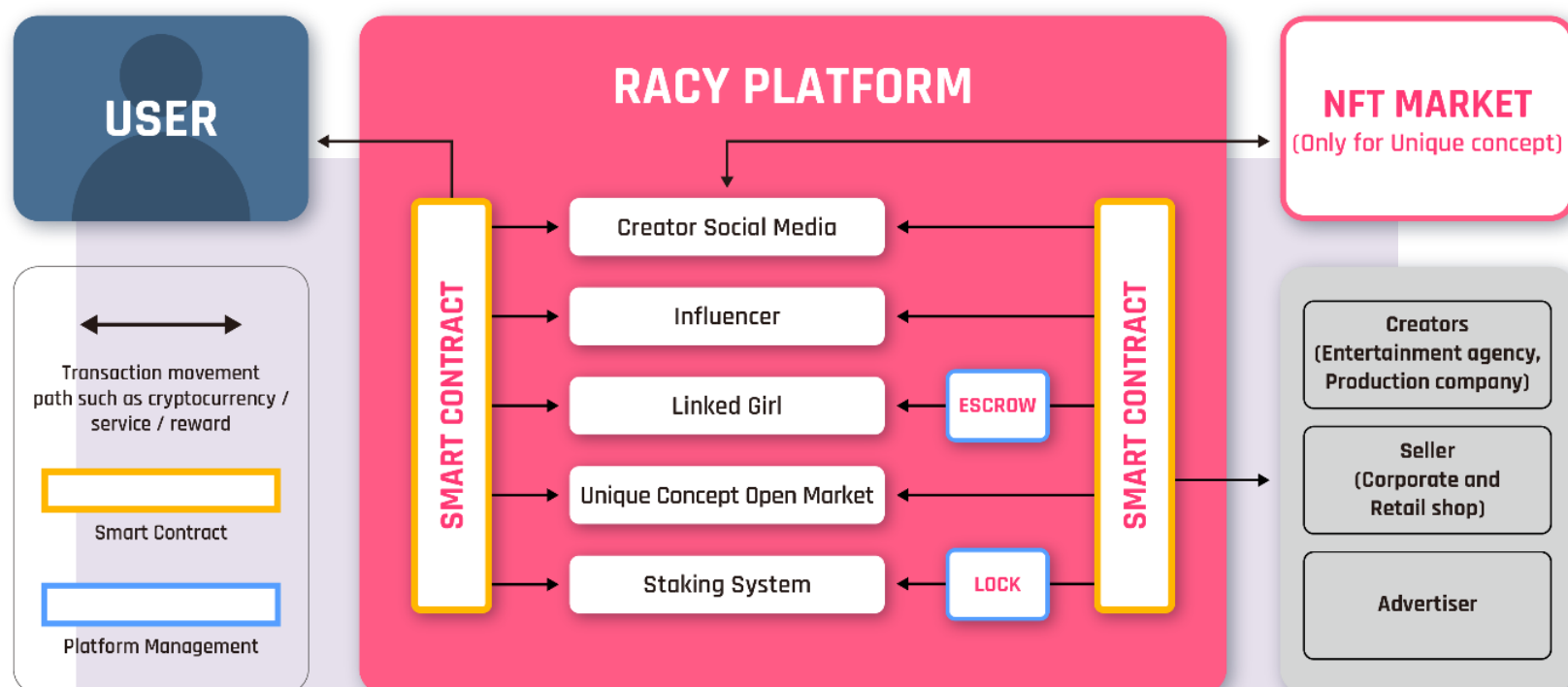
In the Unique Concept Open Market, creators can register and sell goods and digital goods they create, and influencers can sell products sold through companies and live commerce affiliated with them.

The product consists of underwear, general products related to creators and influencers, fashion, cosmetics, and digital goods (photos, videos, pictorials, etc.), and can be registered based on categories according to the open market policy.

The basic system is the same as the general open market, and it is a direct transaction system between sellers and buyers, and the RACY platform only provides a trading place and is not responsible for mutual transactions. Therefore, the buyer must purchase after reliably recognizing the seller's information and reviews in the same way as the general open market.

In addition, even if the product sold is not in the category, the product must be registered in the influencer category when selling through influencer. If it is difficult to register the product, an API program related to influencer must be installed within the RACY platform to link it with the open market.

2. Platform Structure



[Figure14: RACY PLATFORM Structure]

The platform structure is based on the four business models are automatically paid and settled by smart contract.

Creators, sellers, advertisers, can create their own content accounts to create their own content, influencer contracts, model connections, and sell products. Users can purchase services and products they want.

All of this is done with smart contracts and uses RACY, a platform token.

In addition, each business model may manage its own account, content, and revenue by each management system.

As explained in RACY PROJECT, the part that links with the NFT Market will be linked with the NFT Market of a separate business model so that creators' content can be sold as NFTs through easy NFT creation.

3. Platform Service Fee

Category	Product	Price / Service	Creator (Fees)	Platform (Fees)	Content
Service Fee	Monthly amount	\$5-50	-	10%	Fee for each creator's monthly access cost (monthly free use)
	Single content amount	\$5-20	-	10%	Download fee for each content
	User requested content amount	\$50-200	-	5%	Download fee of content by made-to-order (congratulations, birthday, coloring, phone ring, etc.)
Live Streaming	Creator Sponsorship	\$1	-	20%	Sponsoring creators during live broadcasting of creators / 20% of the amount of support
Commerce fee	Live Commerce	By product	-	5%	Fees for product sales when selling products through live broadcasting
	Video Commerce	By product	-	5%	Fees for product sales when selling products through live rebroadcasting and recorded broadcasting
	Influencer Commerce	By product	5%	5%	Fees for product sales when selling products through linkage with advertisers, sellers and influencers
Open Market	Creator digital goods	By product	-	5%	Fees for the sale of products that have been registered with the creator's pictorials and videos in the open market
	Retail goods	By product	-	8%	Fees from sales of products registered by companies linked to influencers

[Figure15: Service fee Policy]

Platform fee policies may vary depending on the situation, but the initial basic policies are as follows.

A. Service fee

The service fee is a fee for accessing and downloading content sold on the creator's social media, and consists of a monthly fee, single content download, and user-requested content.

10% of revenue for monthly payment and single content download and 5% of revenue for user-requested content should be paid as platform fees.

B. Live streaming (Sponsorship)

During live broadcasting, the user can sponsor the creator directly with RACY token. The platform fee must be paid 20% of the amount of RACY sponsored as a fee.

C. Commerce fee

Creators must pay a 5% commission to the platform when selling their products through live streaming, rebroadcasting, and recorded broadcasts within the platform. When a product is sold through an influencer contract with a seller, the seller must pay a 5% fee to the creator and a 5% fee to the platform.

D. Open market

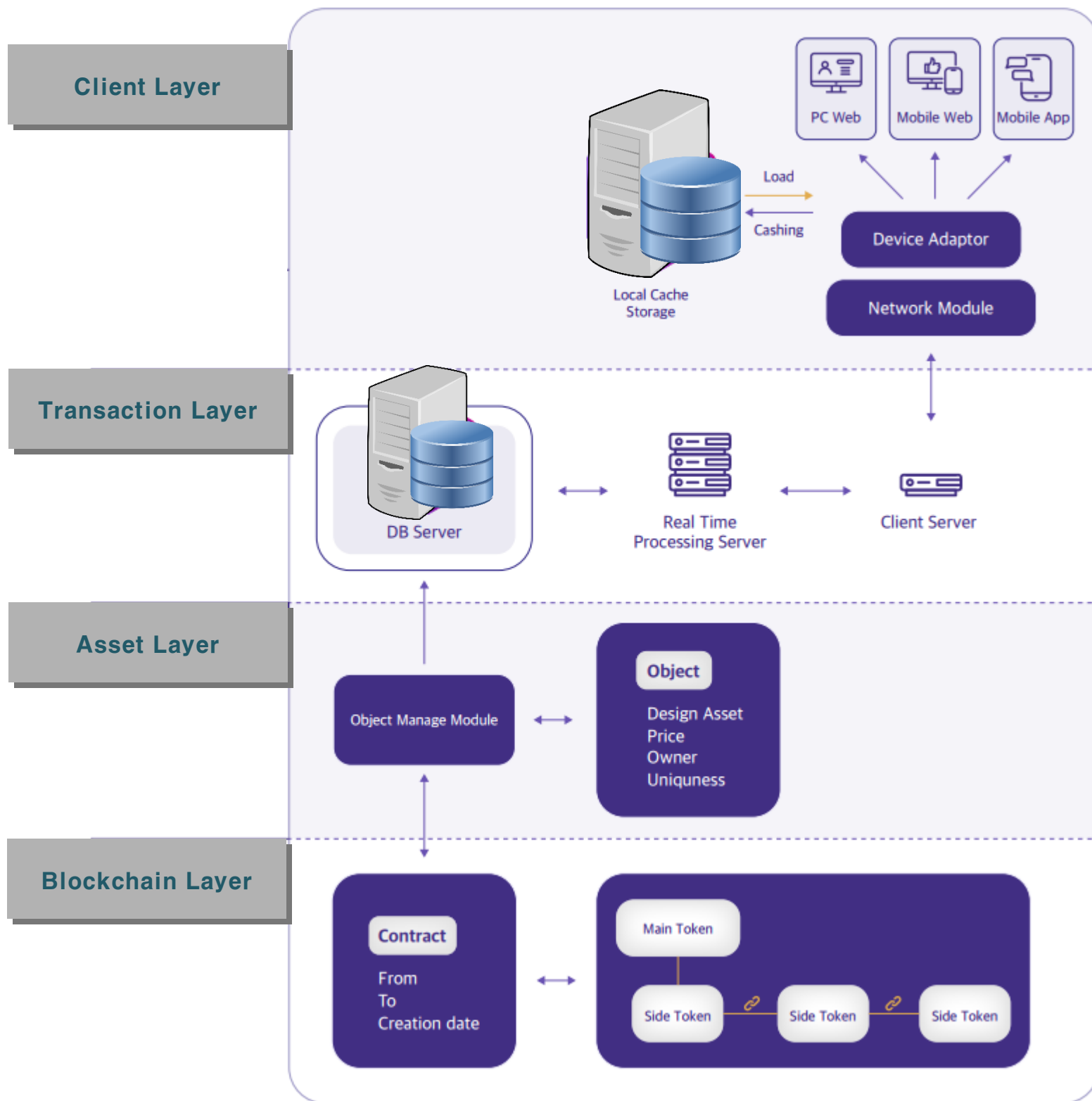
The open market is divided into a market for digital content produced by creators and a market for products sold by companies contracted with influencers. There is a 5% fee for digital content and 8% fee for general products paid to the platform on all transactions.

The above policy is set cheaper than general open markets and social media platforms. It may vary depending on platform policies and circumstances, and Linked Girl will provide free service until the platform ecosystem operates smoothly.

In the table above, various fees are indicated in UDS, but this is an example for better understanding, and as described above, payment is made only with RACY tokens within the RACY platform. Therefore, the service cost that must be paid to use the RACY platform must also be paid with RACY tokens. When the platform is opened, the pricing and the fees policy for each service will be displayed officially based on RACY tokens.

Users must purchase RACY tokens from an exchange where RACY tokens are listed in order to use the RACY platform. Exchange of RACY tokens to fiat will also be possible only through exchanges.

4. System Architecture



[Figure16: System Architecture]

Client Presentation Layer

It is a layer composed of modules in charge of areas and functions that users can actually experience.

The Device Adapter module performs Display Quality Control (3D/2D, VR Support/Unsupport, Video Resolution) according to the user's device environment and provides an environment that the user can smoothly navigate the RACY metaverse regardless of the type of device the user is connected.

Transaction Layer

Client Server is a server that processes requests to obtain objects from clients and collects actions that occur while a user performs an action in the client.

The Real Time Processing Server is a server to process the interaction of users connected to the RACY platform, and consists of a group of servers with the highest processing power.

The DB Server manages the CRUD of all object data in the platform and delivers this object data to the Real Time Processing Server as needed.

Server-to-Server communication is configured using the following technologies. REST API: To reduce communication cost
SHA256 Hashing algorithm : Data Encryption

https protocol : Secure Communication Protocol

OAuth 2.0 : Bi-directional Authentication Key

Asset Layer

All objects within the RACY platform are managed as one independent asset. Each object has a design asset to express within the platform and a price value used when trading within the platform. In addition, all objects, including NPCs and Base Objects, are marked with their owners.

In the RACY platform, the concept of NFT is also applicable, and uniqueness for this is described in Object.

Blockchain Layer

All objects in the RACY platform can be traded without restrictions. All transactions are managed by Smart Contract of Blockchain in order to secure trust in the transfer of owners and transactions.

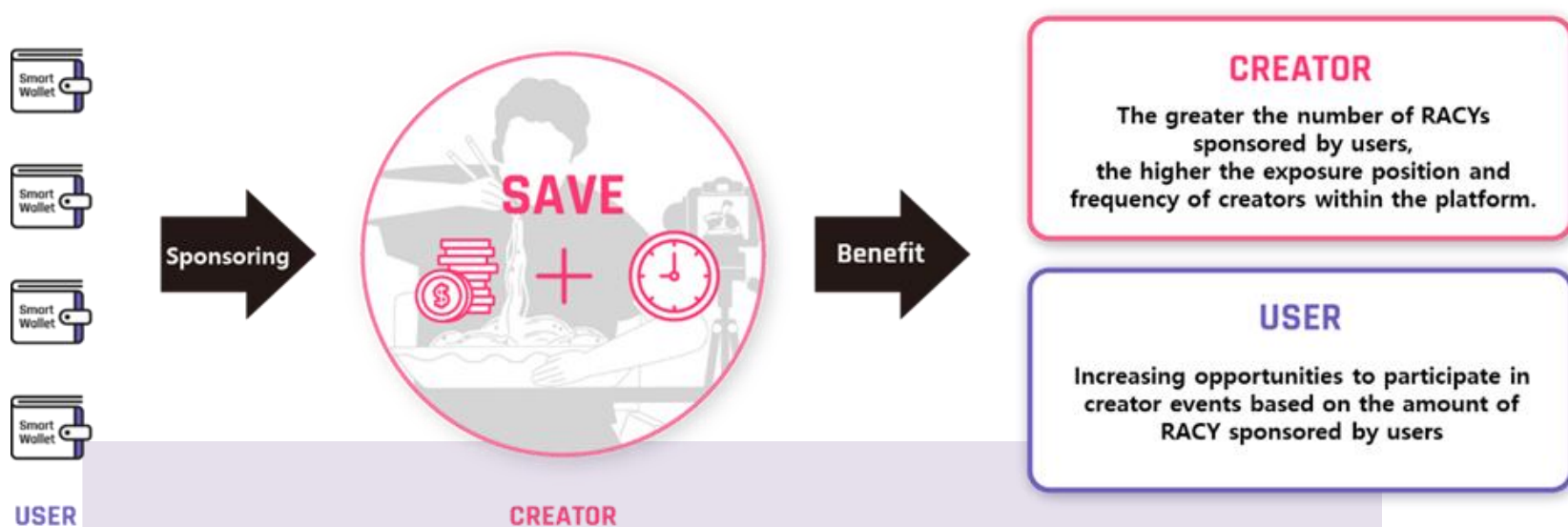
All transactions within the platform generate Gas fees due to the nature of the Smart Contract. In order to burden less users with fees for frequent transactions, all transactions are created using a private blockchain. Through this, we support for users to trade safely and burdenless on platform by providing the solution that ensures reliability and reduces transaction fees.

TOKEN ECOSYSTEM

As explained so far, RACY has a wide variety of uses, including services that can subscribe, download, and request creator content, digital goods sales, influencer linked sales, and open markets.

In addition, as part of fanbase culture, we intend to introduce a new program that benefits each other when users trade or use tokens for their creators.

1. Sponsoring system



[Figure17: Sponsoring system]

The RACY platform provides a system where users can strengthen the bond between creators and users through a system that sponsor their favorite creators with RACY.

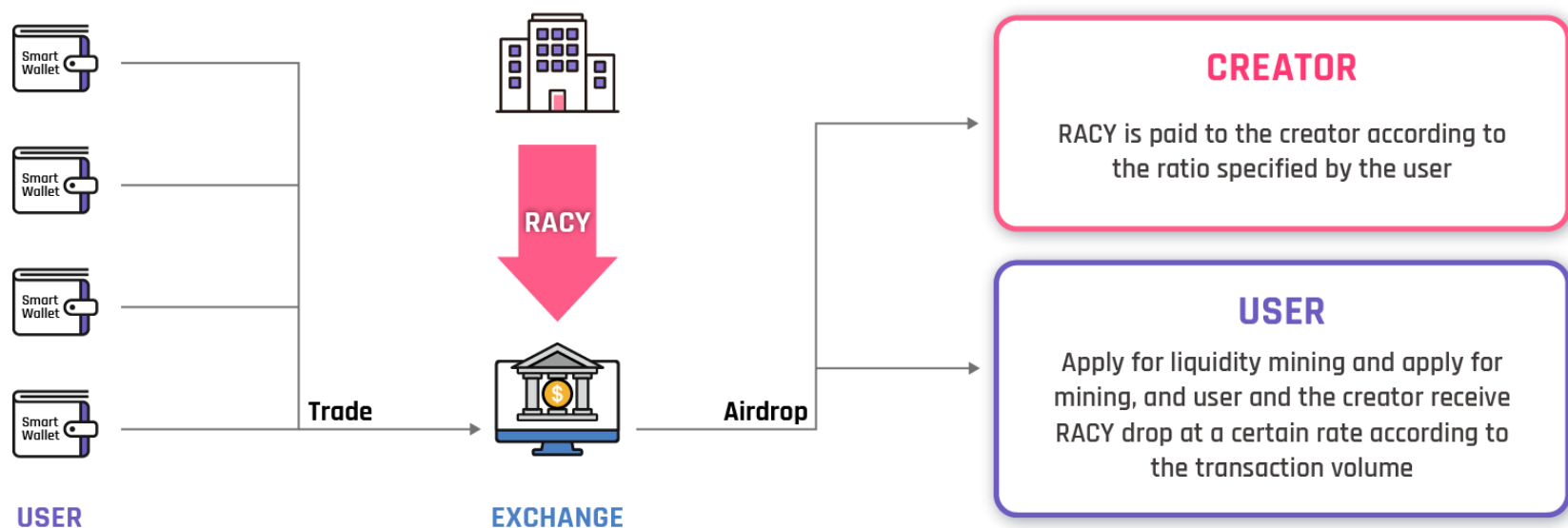
When users sponsor their favorite creator with their RACY, the creator is ranked based on the amount of RACY supported, raising the creator's rank to the high rank or increasing the number of exposures.

The more fans a creator has, the greater the number of RACys supported will increase. To this end, creators must gather fans through various marketing methods through high-quality content and their social media to increase their fans, and provide various events for sponsored pens.

Accordingly, the user will get the benefit of participating in various events of the creators sponsored by them.

Of course, creators (influencers) will be able to plan and operate various events to receive more support. However, lump compensation events for sponsorship or compensation events proportional to the amount of sponsorship are against the purpose of 'sponsorship by fans' and are therefore prohibited by the terms and conditions, and if caught by monitoring, they will be removed from the platform.

2. Liquidity Mining system



[Figure18: Liquidity Mining system]

The liquidity mining system awards RACY to users with high trading volume on crypto exchanges where RACY is listed as part of marketing. Users can receive RACY rewards if they register for Liquidity Mining. Users can automatically donate a certain percentage of the RACY tokens they receive to the creator they designate. Through this, users can receive airdrops with their favorite creators, and creators with a strong fandom can receive more airdrops the more people apply for Liquidity Mining.

The minimum percentage paid to creators starts at 10%, and from then on, users can decide as much as they want.

The airdrop is automatically terminated after payment according to the contracted period and quantity, and will be continuously operated at certain points thereafter.

In addition, we plan to continuously create a system in which rewards are paid to creators the stronger the fandom, such as the number of subscriptions, views, and downloads.

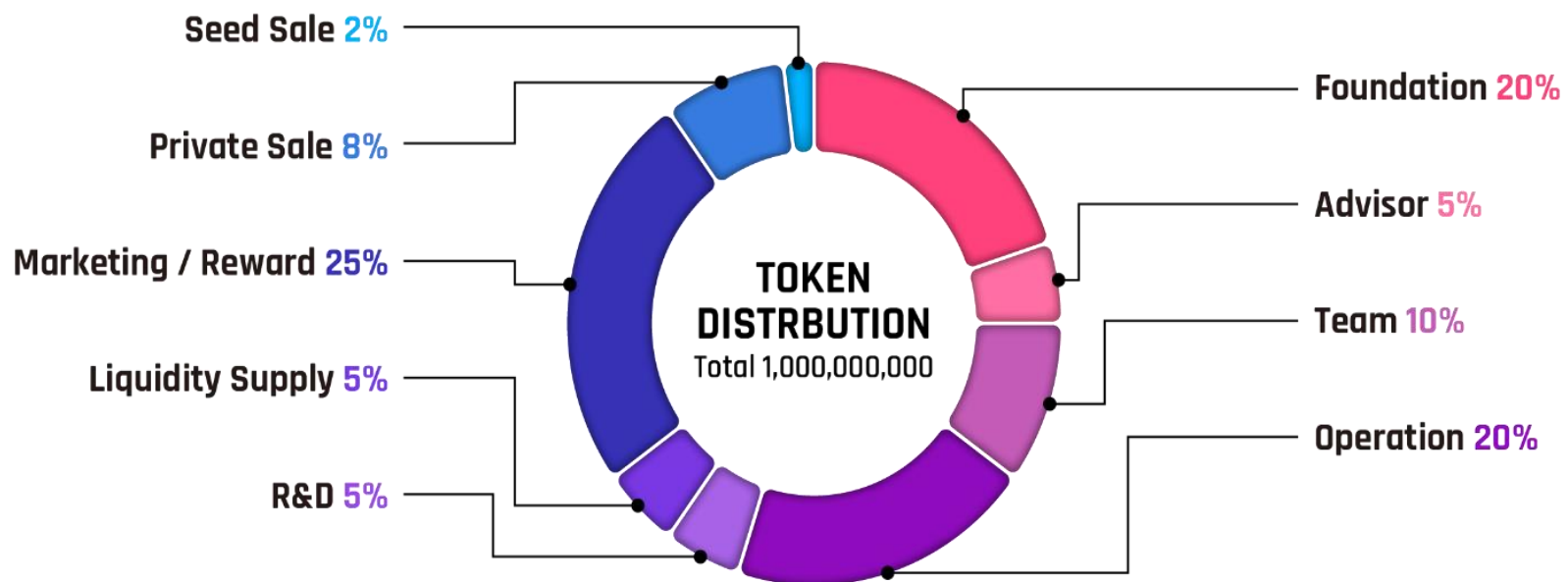
TGE PLAN

1. Overview

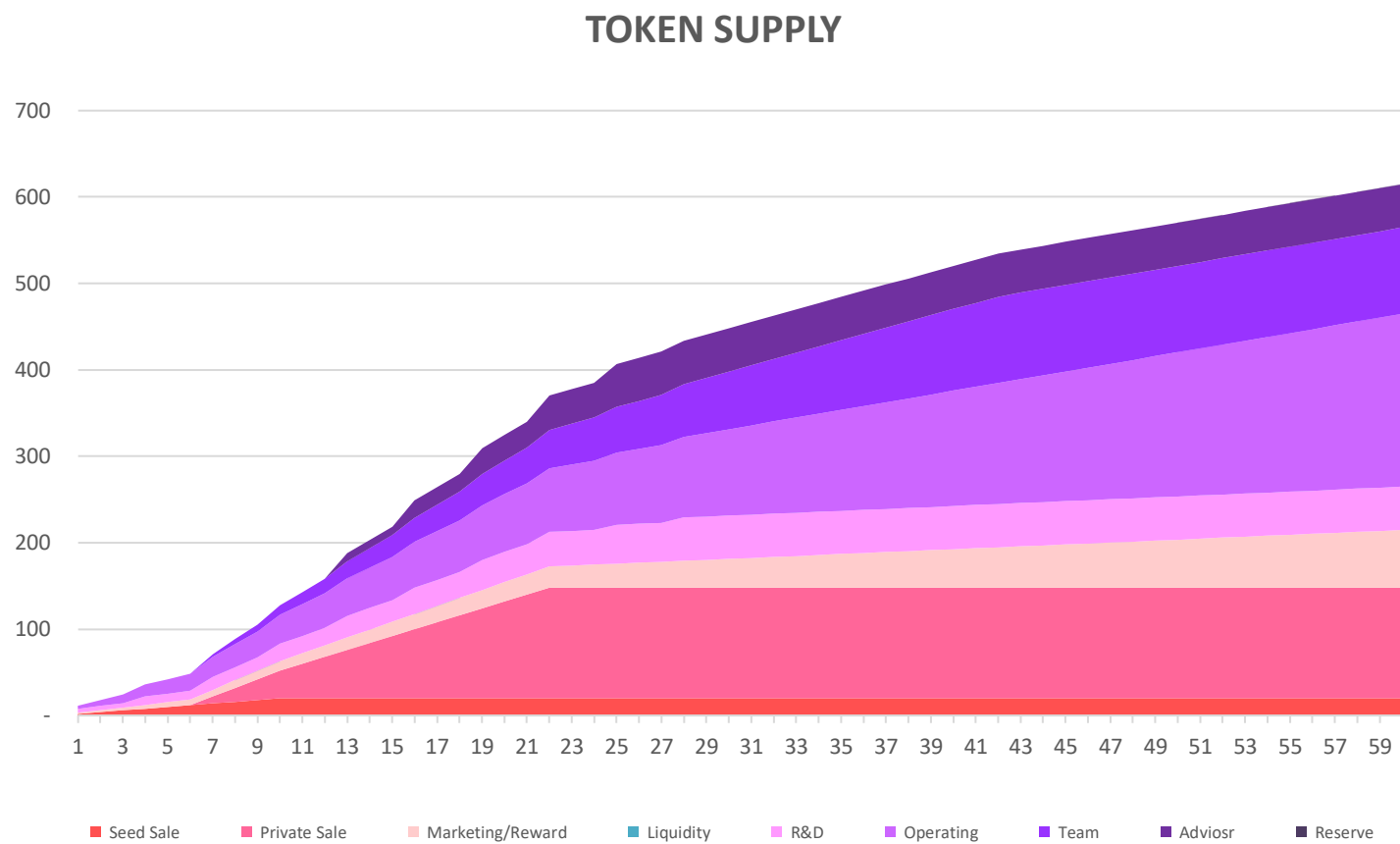
Division	Content
Project Name	RACY Platform (Social Media Creator Content Platform)
Token Name (Ticker)	RACY (RACY)
Symbol	
Concept	A new concept social media platform business that allows anyone, including creators and influencers based on fanbase culture, to sell content and products
Goal	Establishment of independent status as the world's No.1 social media content creator platform within 5 years
Project Launch	Starting in November 2021
Total Supply (EA)	1,000,000,000
Methods of participation	BTC / ETH
Operating Entity	RACY Ltd.

RACY token, which will play a key role in operating and participating in RACY PLATFORM, can be acquired through pre-sale and private sales. RACY tokens are Ethereum ERC-20 smart contracts. When the RACY PLATFORM is launched RACY will be utilized on the platform and will be used in linked businesses.

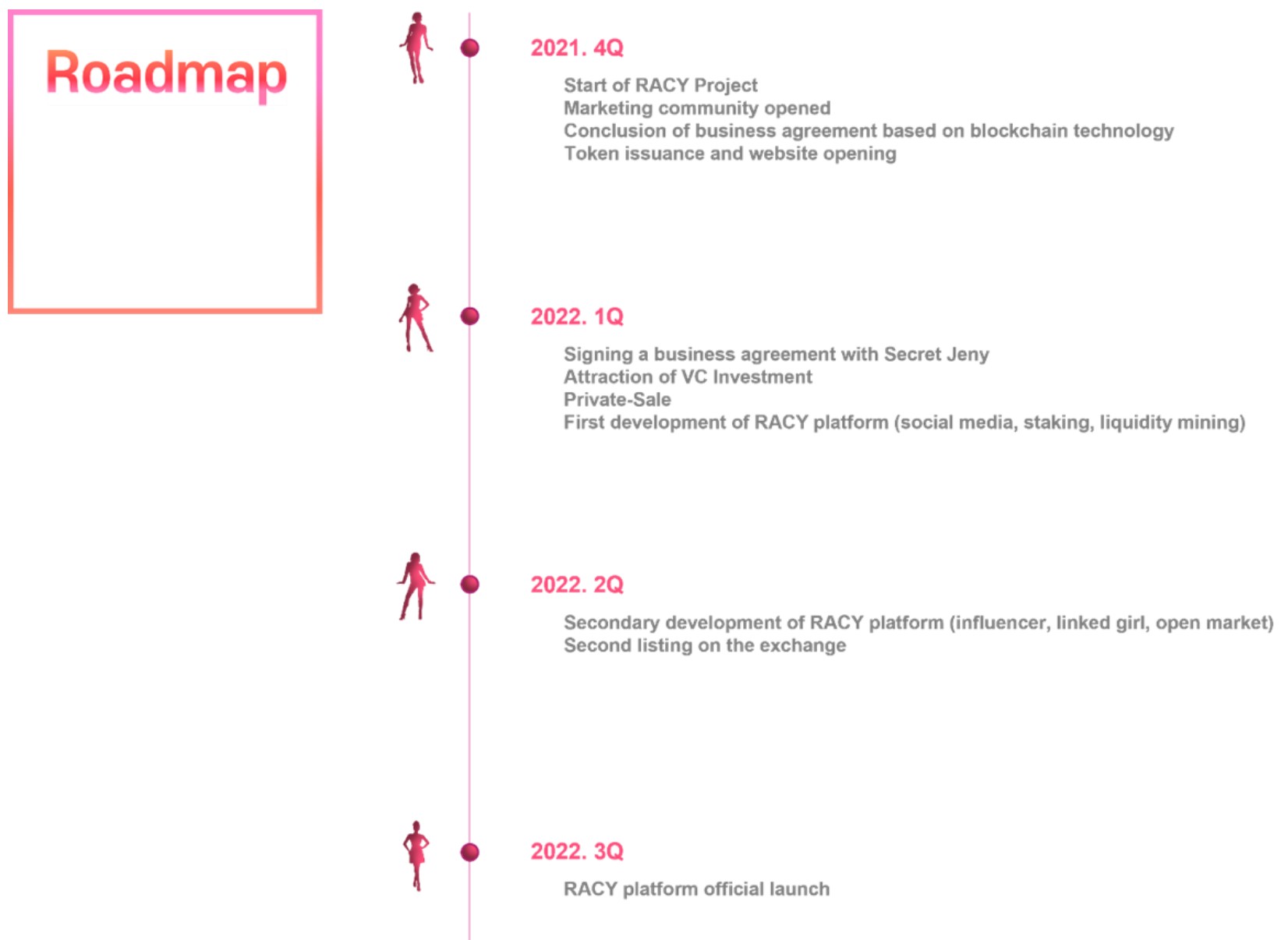
2. Token Allocation



Category	Proportion	Amount	Discription
Seed Sale	2%	20,000,000	10% unlock each month after distribution
Private Sale	8%	80,000,000	Lock for 6 months and unlock each 10% every month after distribution
Marketing/ Reward	25%	250,000,000	Unlock 1/180 per month
Liquidity supply	5%	50,000,000	Unlocked
R&D	5%	50,000,000	10% unlock every 3 months
Operation	20%	200,000,000	Operating expenses to maintain the token ecosystem. Unlock 1/60 per month
Team	10%	100,000,000	Lock for 6 months from TGE, after that unlock 1/36 monthly
Advisor	5%	50,000,000	Lock for one year, and 20% unlock every 3 months
Foundation Reserve	20%	200,000,000	After locking for 3 years, reset lock policy according to market conditions
Total	100%	1,000,000,000	



3. Roadmap



TEAM & ADVISOR

1. Team



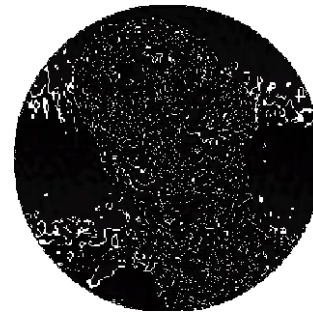
Soenja Lammers
CEO

Senior Manager, Sir Anthony
Ritossa's Global Family Office
Investment Summits
Founder, SensePlay Ltd.
Team Member, Cryptonite
Founder&Designer, EVOLOVE
Founder, Cosmos Smart Fashion
Neuropsychology, Tilburg University



Mehmet Akif Cinko
CTO

CTO, Casper Technology.
Web Specialist, Akser Bilizim
Technology
Crypto Technology & Source
Researcher



Dale D. Yoon
Creative Team Leader

Producer, Blackbird Interactive,
Producer, Truly Social Games
Producer, Social Point
Consultant, Nerdvox GmbH
Lead Producer, Goodgame
Studios,
Consultant, Electronic Arts(EA)
Producer, Crytek
Art & Design, Emily Carr University



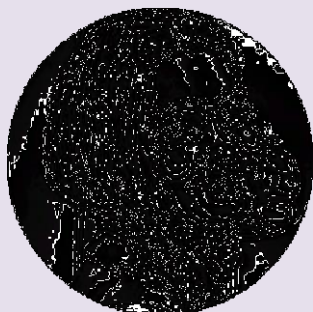
Christina Timoshenko
Dev. Team Leader



Nikolai Oleshko
Developer



Denis Kolmakov
Developer



Marina Prihodko
Developer



Darya Ivanova
Creative Team

2. Advisor



Doron Segev

Global Strategic Partnership

Global Shaper, Global Shapers Community
Co-Founder & COO, Dropsicle, Ambassador, Edmon de Rothschild Foundation (Israel)
Strategic Partnerships Consultant, Kin Ecosystem
International Relations and Affairs, Draper University



Jamie Stepanek

Business Development

Business Development & Strategic Partnerships, Google
Business Development Manager, Samsung SDS
Strategist, Samsung Electronics
Account Executive, IBM
MBA, Northwestern University
Business Economics, Miami University



Jieun Segal

Digital Marketing & Sales

VP Sales & Marketing, Major Tom
Senior Account Executive, Sheng Li Digital
Sponsorship/Partnership Director, LCU Nightlife Promotions
Sr. Manager, Business Development, Search Engine People
MBA, British Columbia Institute of Technology



Gabe Greenberg

Advertisement, Media and Marketing

CEO, Octillion Media
CEO & Co-Founder, GABBCON
Founder, LA TV & Innovation Week
Managing Partner & Founder, Creativity By Design
Marketing, Kellogg Graduate School of Management
Applied Science, The College of New Jersey



Amelia Zheng

Corporate FX & Global Payment

National Account Manager / Canada & China Specialist, Western Union
Founder, The Guild CN
Key Account Director, Ebury
Director, Coinsquare Wealth
Commercial & Contracts Manager, FTG
Business Law, Universite de Montreal
International Business Law, East China University