smartmall

Web 3.0 intelligent application platforms and industry infrastructure

CANDYDAO • 2023

Preface

The invention of the steam engine started the industrial revolution and accelerated the development of the Western world. The introduction of the Internet opened the chapter of the Web 1.0 era and accelerated the growth of the global economy, and with the popularity of social networking applications Web 1.0 soon became history. It has played an irreplaceable role in the development of the world over the past 20 years. However, the only constant rule of the Internet is that it is constantly changing, and like Web 1.0, Web 2.0 will eventually become history, replaced by Web 3.0, which has changed and optimised Web 2.0, or to be precise, overturned the rules of Web 2.0. Compared to Web 2.0, Web 3.0 will focus more on the rights and interests of all participants, both participants and owners, and the perfection of Web 3.0 will require many applications to complete. The metaverse can be applied in areas such as learning, shopping, travel, remote work, telemedicine, sports and so on. The world of Web 3.0 will make our lives more efficient and convenient.

SmartMall is a Web3.0 smart application platform and a pioneer in building the Web3.0 era. Incubated by CANDYDAO in conjunction with SMARTMALL Foundation, SmartMall is dedicated to creating a gateway into the metaverse space and providing services such as hardware, software and technology for users who participate in the metaverse space, including metaverse application development, DID, Web3.0 needs more platforms like SmartMall, and we will continue to improve our technology and bring better experiences to our users. It is inevitable that the times will change, so let's follow this rule and move forward together.

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Chapter 1: The advent of the Web3.0 era

Web3.0 (also known as Web3.0) is a concept about the development of the World Wide Web, mainly related to blockchain-based decentralization, cryptocurrencies, and non-homogeneous tokens. In Web3.0, users interact to meet their own needs, and use blockchain technology in the interaction, so as to realize the creation, distribution and circulation of value. In this way, the whole process of user interaction and value circulation forms the Web3.0 ecology. Compared with the platform centralization characteristics of Web2.0, Web3.0 is committed to realizing the "decentralized" network ecology owned by users and jointly built by users.

1.1Web3.0: User-led network ecology

1) Web 1.0 - "Feeding mode"

With the emergence of the "WWW", people began to create various displayable information on the page, such as news, information and various pictures, etc. Through the Web, the resources on the Internet could be displayed in a web page in a more intuitive way, and the resources could be chained to each other on the web page. This was the time when many familiar companies were born, such as Google and Yahoo, who formed portals through the display of information on various web pages, and then attracted users to click on them, thus customising them for advertising and cashing in through traffic, a period we later often call Web 1.0 (from around 1991 to 2004). According to some, "In Web 1.0, there were very few content creators and the vast majority of users were simply acting as consumers of content." At the time the web was seen as a way to democratise access to information, but there was no good way to navigate it other than visiting a friend's GeoCities page.

2) Web 2.0 - the "interaction model"

When the concept of Web 2.0 was introduced, there was no such thing as Web 1.0. Web 2.0 was introduced by Darcy DiNucci in 1999 and later promoted by Tim O'Reilly and Dale Dougherty at the O'Reilly Media Web 2.0 conference in late 2004, Web 2.0 became more widely accepted. Web 2.0 became more accepted. For the sake of distinction, the previous period of web development is referred to as Web 1.0.

Web 1.0 was characterised by websites providing content and users reading the content. It was like watching television, where we could only watch what someone else wanted to show us, and we had no way of influencing what was shown on the station. However, as more and more people joined the Internet industry, some more interesting business models were born, such as the birth of blogs and the birth of the Facebook social platform, and the biggest feature of these types of websites and applications is that they allow users to generate their own content, interact with websites and others, and interconnect, which is also the feature of Web 2.0. The transition from the 'read-only' nature of Web 1.0 to the 'interactive' nature of Web 2.0 is not really a replacement process, although most Internet applications and products now belong to Web 2.0, there are still many Web

1.0 projects in operation. There are still many Web 1.0 projects running. Many Internet practitioners in Web 2.0 are also thinking about what the next step for the Internet should be, and so there are all kinds of Web 3.0 ideas.

Platforms like Google, Amazon, Facebook and Twitter have emerged to bring order to the Internet by simplifying online connections and transactions. Over time, critics say, these companies have accumulated too much power in the Web 2.0 era. these tech giants of Web 2.0 have become the big intermediaries and gatekeepers of the Internet. Most of the things we do on the Internet today, such as searching the web, connecting with people, and sharing content, are forced to rely on the proprietary, opaque service code developed by these companies that otherwise would not be able to do those things.

3) Web 3.0 - the "decentralised model"

All of this will change profoundly in the Web 3.0 era: the Web 3.0 world will be fully open and users will be able to act in it without the constraints of ecological isolation, and it can even be argued that users will be free to navigate the Web 3.0 world (based on the underlying logic); user data privacy will be protected by means of encryption algorithms and distributed storage; in the Web 3.0 world, content and applications will be In a Web 3.0 world, content and applications will be created and led by users, fully realising user co-construction and shared governance (DAO, decentralised governance), while users will share the value of the platform (protocol). In addition to a completely different Internet model and user experience, Web 3.0 will bring a new traffic portal paradigm.

The Web 3.0 technology stack can be divided into three main layers: the protocol layer, the application layer and the web infrastructure layer. This is all built primarily on the blockchain (of course the protocol layer can also have a secondary part under the chain).

From an application perspective, Web 3.0 covers DAO (and tools), privacy, applications, storage and data, gaming, economic platforms for creators, social and other areas that cover almost most of Web 2.0. Web 3.0 is an optimisation of Web 2.0, loosely labelling Web 3.0 with four labels:

- Unified Identity System

- Data rights and authorisation

- Privacy protection and censorship resistance

- Decentralised operation

Driven by the distributed technologies represented by blockchain, from decentralised peer-to-peer ledger experiments to decentralised smart contract platforms, numerous new applications (Dapps) have been created, slowly forming DeFi into a "financial service" in the digital world, while NFT accelerates the movement of assets onto the chain. We see that beyond the traditional world (online and offline), users are getting closer and closer to a digital world that is intertwined. There is a call for a new online world - a metaverse - that can credibly host individuals' social identities and assets, and where communities will have stronger ownership.

The boom in the cryptocurrency industry has been accompanied by an influx of Web 3.0 applications in the last two years, but of course, most of these applications may end up being transitional products. There are even some applications that are flaWeb in terms of economic models and solving user pain points, and do not reflect a more real need than Web 2.0. In any case, the Web3.0 ecosystem has taken shape and will be unveiled step by step in the ongoing exploration of applications.

1.2 Web3.0 ecological composition module

The diverse ecological building blocks of Web 3.0 make it possible to realise an immersive interactive network with user-centred participation: the

- User identity: users use wallets and master multiple avatars to participate in the interaction of the Web 3.0 network ecology.

- User interaction: user interaction through blockchain technology, thus enabling the creation, distribution and circulation of value.

- User organization: Users form autonomous organizations to create applications, tools, protocols, etc. for the Web 3.0 ecology in collaboration.

- Underlying support: Blockchain from the technical layer and distributed storage from the data layer work together to provide the underlying support for Web 3.0.

Users participate in the interaction of the online world through virtual social avatars. In Web3.0, the collection of virtual avatars is the user identity, which is truly owned and mastered by the user, also known as - Decentrliazed Identity (DID). Compared to the user identity of the Web 2.0 era, the user identity of Web 3.0 is very different in terms of identity control, openness, security, privacy, etc. The user identity of the Web 3.0 ecology is decentrliazed and has the following characteristics in its manifestation and usage:

- Decentralised: The DID, as a collection of user identities, is completely in the hands of the user and is not fully controlled by any one organisation. The authentication of the user's identity by any one institution is only one element of the set.

- Manifestation: The user stores the identity information issued to him by each institution on a blockchain address that is fully controlled by the user, which is often also the address of his wallet.

- Usage: Login to applications on Web 3.0 via the wallet. The experience is similar to the WeChat login in Web 2.0. The difference is that the DID is owned and controlled by the user, whereas WeChat is restricted by the platform.

In addition, the value characteristics of Web 3.0: openness, privacy and a co-constructed world, also create a theoretical basis and practical feasibility for the construction of the Internet of Value.

1) open

Users' access in "Web3.0 Application Platform" is fully free and low threshold; for example, users can access the application on the chain by using a blockchain address, without registration permission, and the operation is convenient; user behavior is not restricted by third party subjects, breaking the original so-called ecology and ecological barriers, under the principle of compound code operation logic, the application has a high degree of combination and complex.

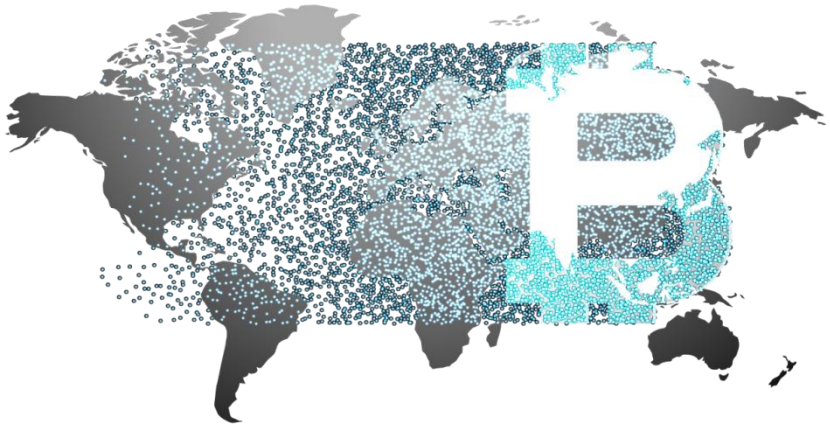
The most direct case is DeFi Lego. Any application can invoke or aggregate the underlying underlying protocols (such as DEX), as well as synthesize assets, and the platform maps real world assets to the chain (no delivery relationship), which is equal to breaking the boundary between online and offline and virtual and reality. In addition, various applications of Web3.0 can be interconnected by the

"cross-chain" protocol. Therefore, the behavior of users in multiple applications in the Web3.0 world can produce similar social relationship maps, further enhancing the potential of data value mining.(For a game application metaphor, the user can not restricted by a third party, very convenient into a game world), the user can like their role / image free into the game, and can even make the role across platform / domain action, and Web2.0 era, you can't decide the role choice of, more can't like the world of warcraft —— connected platform is not difficult, just because control is not in the hands of users. Of course, you can also trade equipment like character skins (with NFT), or even build a complex market for game equipment derivatives based on other DeFi protocols. In short, complete the Web3.0 survival mode across application platforms, virtual and reality.

2）Privacy

Transfer of data ownership and value. Data privacy has become a global focus of regulation, and current solutions:

One is to strengthen legal protection to make users realize that it is illegal to steal user data; the other is to introduce privacy computing, through the homomorphic encryption, multi-secure computing, trusted execution environment and other technologies, to ensure that the data is invisible in the process of use. In the Web3.0 era, users will tend to protect the privacy of their personal data in a more thorough way, thus triggering the transfer of data ownership and value. With the decentralization of the application and the available data on the chain, the user behavior, the data generated, and even the application protocols also need to be protected by privacy. Privacy protection is multifaceted, including basic blockchain platform privacy protection, storage data privacy (distributed storage), user private key management, anonymous protocol and other aspects.



3）DAO: an online world of joint building, co-governance and sharing of value

The construction of Web3.0 ecology, such as applications, tools, protocols, etc., is inseparable from collaboration, and the organization that makes users cooperate orderly collaboration is called DAO (Decentralized Autonomous Organization). DAO is fully called a decentralized organization, and users are organized due to common goals. They use blockchain technology and smart contract procedures to formulate and implement rules, so as to achieve a fair form of community self-governance that can be guaranteed. Users 'content creation in Web2.0 Internet applications is limited in many ways (restricted by platform review and cross-platform restrictions), and is even more restricted in community governance, thus limiting users' value capture in the economic sharing of creators. The Web3.0 openness principle will break these limitations, and the blockchain incentives will effectively feedback the value of the content economy to the creators.

Blockchain technology is the core technology foundation for the establishment of the DAO form. Organizational rules are written through blockchain smart contracts and guaranteed by the program. At the same time, rules are stored on blocks and cannot be tampered with. In the process of establishing DAO, the creation, distribution and circulation of value will also produce. DAO builds up in user interactions and consistently creates value in interactions. DAO distributes the value by issuing project tokens and NFT, so that users can enjoy the governance rights and revenue rights of DAO. DAO tokens and NFT can also circulate in DeFi. As an organizational form in the Web3.0 era, DAO is quite different from the traditional organizational forms in terms of organizational structure, organizational rules, and ownership of rights.

DAO has the following advantages: organizational rights are distributed to all organizational members through the form of organizational token, thus realizing community autonomy and rights distribution, thus greatly stimulating the participation and enthusiasm of organizational members, and playing an important role in promoting the construction of Web3.0 social projects.

1.3 The rise of the NFT market

NFT (Non-fungible Token) is not homogeneous tokens, is an inseparable and unique digital credentials, can map to specific assets, the specific rights of the specific assets, historical transaction flow information recorded in the smart contract information, and on the corresponding block chain to the specific assets generate a unable to tamper with the unique coding, to ensure that its uniqueness and authenticity. NFT realizes the asset of virtual goods, so that digital assets have tradable entities.

1) Features of NFT

- Marking the ownership of specific assets: NFT uses blockchain technology to mark the user's ownership of a specific asset and becomes a recognized tradable entity for that specific asset, while the price of NFT reflects the market's recognition of the value and scarcity of the asset it maps.

- Authenticity and uniqueness: NFTs record property rights and ensure authenticity and uniqueness by virtue of blockchain technology's tamper-evident, record-traceable features. nft can be used to represent a variety of assets such as

virtual collectibles, in-game assets, virtual assets, digital artwork, real estate, etc.

- Anchoring the value of non-homogenised assets: Compared to homogenised tokens (e.g. real currencies, virtual currencies), the essential difference between NFT and them is that NFT anchors the value of non-homogenised assets. FT anchors homogenised assets such as gold, US dollars, etc. Both have tradable properties, and the same FT value is fungible, but the value corresponding to each NFT is unique.

2) Homogenised tokens (FT) versus non-homogenised tokens (NFT)

- Homogenised tokens (FT): Homogenisation means that assets follow the same rules and are tradable and freely divisible. For example, in the crypto-digital currency Bitcoin, each Bitcoin has the same price at the same point in time, one Bitcoin can be exchanged for another Bitcoin at the same price, and Bitcoins can be split into 0.1, 0.01 or 0.0001 Bitcoins.

- Non-homogeneous tokens (NFT): Non-homogeneous means completely unique and distinct, and cannot be divided or freely exchanged between them, such as real estate, cars, passports, etc., which are common in life. Any 2 villas are not the same type, price, developer, location, property, size, etc., nor are the owners the same, and a villa cannot be split into many copies and sold to many people.

We can now clearly see that the main application areas of NFT currently include games, artwork, domain names, collectibles, virtual assets, real asset pass-through (STO) and other areas, with artwork and games in particular receiving more attention in the market. Some game props and artworks are naturally unique and non-detachable, which makes them suitable for coupling with NFT, and therefore NFT can effectively prevent counterfeiting and fraud of such items. A look at DeFi's history shows that the rise of NFT has given greater support to the market.

- Innovative experimentation: NFT is an act of experimentation between the cryptocurrency market and the connection of real-world works, giving more value to the real world and also giving the characteristics of the crypto market to real-world works at the same time, being completely private, private, secure, unique and convenient.

- Untamperable and plagiarised: NFT is a digital work that cannot be tampered with, and it solves the problem of ownership. Whereas previous digital artworks struggled with this and could be copied at will, NFT cannot be tampered with.

- Increased cognitive awareness: Popular awareness of digital assets has increased. In the traditional world, the theft of bank cards, the theft of game accounts and props have made people concerned about wanting to have absolute security and full possession of their autonomy. Under such circumstances, people will gradually increase their requirements for security and privacy. If you have the private key of the NFT token, you can fully own the NFT product. Unlike in the traditional industry, where the digital assets and the account itself are on a centralised server, the user does not have full ownership and there is no guarantee of its permanence.

Since the end of 2020, the NFT market has been experiencing rapid growth. There is growing interest from traditional companies looking for new business. In addition, more money is entering the sector as the technology continues to develop.

3) The NFT hot app market

Currently, NFT's two hot areas are: games and art collections. Specific areas within the NFT industry will drive it. Digital art, virtual land, and DeFi NFT will all see explosive growth in 2021. Digital art is in the lead and will be an order of magnitude category leader.

In the field of art collection, NFT can not only provide new programmable means for art creation, but also copy the collection of physical art, giving digital art the imprint of personality and uniqueness. In the future, the ranks of digital collectibles, including art works, will flourish. On the NFT art creation platform, artists can earn a certain percentage of the profits from all the secondary sales, which is very different from the traditional art market.

In the gaming space, the combination of NFT and DeFi plus games can create

infinite possibilities. NFT and games are the most relevant, a lot of art we are not familiar with, but many of the game equipment items we are very familiar with. The change to the whole industry will be very big, now a lot of games have not developed new things, are in remakes. For example, in some DeFi + NFT games, each character represents a user to deposit on the loan platform, and the game characters can fight, upgrade, and configure equipment. For example, zero knowledge proof is the change of the rules of the game, do not need to rely on special centralized server, can do a lot of calculation in the local area, and then do the chain to prove, this can let us on the game scale, now play any network game is thousands, tens of thousands of people online, single server only in this way. But in the future, we can see a new era of decentralized gaming with millions or even millions online, with massive NFT and huge amounts of value generated there.

In the context of global digital transformation, NFT will play an irreplaceable role in the future blockchain ecology, and may even become the key driving force and cornerstone for many industries to realize the transformation of digital economy. For exchanges, how to seize the opportunity under the new wind and promote the development of digital economy is worth thinking deeply. With the landing of more NFT applications, people can see more possibilities of blockchain technology in the future, and the market is also looking forward to the greater changes brought by blockchain technology to the public lifestyle in the future.

1.4 GameFi And SocialFi new concept empowerment

In the context of Web3.0 era, the value Internet driven by blockchain has more forms of value expression. In addition to the birth of new concepts such as NFT, GameFi and SocialFi, it has also brought deep changes to the current application network.

1）GameFi Drive the game to change

GameFi, a term first used outside of the crypto space as an innovative financial services company aiming to use fun ways to improve the efficiency of corporate employees, has been inextricably linked to the otherwise incompatible words Game and Finance since then.

GameFi refers to the presentation of financial products as games, gamifying

the rules of DeFi, such as the use of NFT equipment to boost earnings and introducing a matchmaking mode, which makes GameFi projects more interactive and fun for users than traditional liquidity mining. When the term GameFi came to the crypto space, it didn't just mean 'Game+Finance', it meant 'Game+DeFi'.

People in the DeFi world are no longer satisfied with the boring wait after pledging LPs in traditional mining projects, they have started to incorporate mining into games, lowering the barrier to entry for newcomers and bringing more fun to liquidity mining.

To summarise, GameFi is a "gamified finance" concept under the fusion of DeFi and NFT, which can be summarised as follows: GameFi = NFT + DeFi + Game. DeFi provides the underlying logic, the game provides the way carrier, and NFT takes on the equipment and props within the game.

- NFT as a variety of props, heroes and even unions in the game, providing each player with assets that may be completely different from their appearance to their attributes.

- DeFi's liquidity mining in the form of pledged tokens provides a depth of trading for the tokens, from which the pledged user benefits; GameFi also costs money to enter the game, but in another way it is more like pledging that money in the game ecosystem, which the player then needs to earn back through the game content.

- While traditional games have gone through the dominant models of buy-to-play and free-to-play, both of which are primarily for pleasure, GameFi offers a completely different perspective, where the majority of players can enter for the purpose of making money. Earning while playing is the biggest selling point of the game, as upgrading, fighting monsters and battling in the game not only gives you the pleasure of playing, but also earns you tokens and equipment, props, NFTs, etc., which can be sold in the marketplace.

In addition, the game is not owned by a particular company, players and developers work together to maintain the game, which in turn allows for fairer and more transparent revenue, completely market driven, higher heat, better experience and more and more gamers. The explosion of related projects has given rise to GameFi's new Play-To-Earn economic model, which is essentially a business model powered by blockchain technology where players can top up and play

games to gain ownership of in-game assets or tokens. Compared to models such as Free-To-Play and Play-to-Enjoy, the majority of revenue from Play-To-Earn games no longer goes to large centralised gaming companies, but to good players. By participating in the in-game economy, players can create value for other players and developers. In turn, players can be rewarded with in-game assets. These digital assets can be any crypto asset that is corroborated on the blockchain. p2e focuses more on maximising player involvement than profit.

Some of the features that the P2E model has:

- The use of DeFi's Farming solves some of the problems of upfront attraction. Some players will be attracted to the game because of the revenue, or some people who were not originally players will be attracted because of the revenue (which may or may not convert to players).

- The game is not purely a financial gamble, and NFT allows Farming to be played without creating a liquidity flood per se, but only if the game's playability and mechanics can attract a steady stream of players to the game, which would be meaningless if players were constantly lost.

- Farming revenue helps to increase player retention in games in an attempt to address the problem of over-pressing players that exists in F2P games.

- The ultimate goal of most P2Es is to achieve DAO governance, enabling the community (player guilds) to participate in the governance, voting and revenue distribution of the project.

2) SocialFi Let the social interaction have a win-win attribute

As Web3.0 social applications are mushrooming, the crypto community is comparing them to Web2.0 social applications. Web3.0 social inherits the Web2.0 social gameplay and improves on the problems exposed by Web2.0 social. the highlights of Web3.0 social are ownership, platform benefit distribution and privacy communication. These claims do not mean that Web3.0 social applications will replace Web2.0 social applications, but rather that Web3.0 social applications add encryption/blockchain technology to Web2.0 social applications, solving the latter's pain points, and that the two will co-exist and learn from each other. Current categories of Web3.0 social applications include Social Graph, Social-to-Earn Project, Social Media, Meta-Universe Social Platform, NFT Social Platform, Social

Infrastructure, etc.

The full name of SocialFi is Social Finance, which is a combination of Social as well as Finance, i.e. socialised finance. Social refers to the behavioural patterns of content creation, interaction and interpersonal relationships that we make on social media. Finance is the realisation of the value of these actions through specific channels to generate revenue.

In SocialFi, the project owner makes it possible for the average participant to connect directly by issuing specific passwords. Participants generate more pass revenue for themselves through their social connections and the influence they bring to content creation. At the same time, with the decentralised blockchain technology, the content belongs to the creators; and by creating a pass economy, value transfer can also be decentralised. The content produced by users can be directly rewarded by other audience users, while the likes, comments and retweets of audience users can also bring systematic pass rewards to the creators. Through this series of ecological interactions, there is a chance that the monopoly of Internet companies on most resources, the control of advertising revenue, and the restriction of exposure to small-traffic creators in Web 2.0 may be broken, and SocialFi will be able to help users solve their problems in three ways:

- The problem of data ownership: In traditional social platforms, all social data of users is stored in the form of fields on the server of the operator, and the data belongs to the platform; SocialFi's tamper-evident nature will help to solve the problem of user data rights.

- The problem of benefit distribution: Under the algorithmic mechanism of traditional social platforms, there is an uneven distribution of benefits between users and the platform in terms of traffic realisation, which is not conducive to protecting the rights of users; SocialFi is a way for users to gain revenue by financialising their social influence, without the problem of third party draws such as the platform.

- The problem of privacy and security: In traditional social networking, all users' accounts are authenticated by their real names, and the real information of users is stored on the backend of the operators, which can easily lead to information leakage.

1.5 Metacuniverse: the ultimate form of the Internet

In the era of Web3.0, the metauniverse will be a highly imaginative and creative network form. In the era of Web2.0, people are used to use the "virtual world" and the "real world" as the boundary between the online and offline worlds. The metauniverse based on Web3.0 will be a deep fusion of the so-called "real world" and the "virtual world". In the era of Web2.0, there are obvious ecological boundaries (this is the result of the operation of centralized companies). An Internet giant controls the core access of ecology, and cross-ecological applications are less ——, such as online payment tools across ecological restrictions, and the shielding of hyperlinks between important Internet application portals. The so-called Internet applications are actually limited to their activities within different ecological locals. In the metacosmic world of the Web3.0 era, the "gap" and the boundary of the Web2.0 era will be broken.

From Web1.0 independent computer hardware, cable network era, to the Web 2.0 mobile phone, software, cloud storage, wireless network era, to now Web 3.0 cloud computing, block chain, AI, decentralized era, every technical transition with the blessing of new technology and technology, and the Web3.0 and the integration of the universe, is widely regarded as the ultimate form of the Internet and the immersive network.

1）The origin of the meta-universe

In 1992, Neil Stephenson (Neal Stephenson) science fiction novel Avalanche (Snow Crash) was published to rave reviews."Avalanche" describes the perception and understanding of two parallel worlds by a generation of Internet people out of the real world. But neither the author nor the book reviewer predicted a shockwave from the concept of "metauniverse" (Metaverse) proposed in the book 30 years later.

The most representative definition of "meta-universe" is that "meta-universe" is a virtual space parallel to the real world and independent of the real world, is an online virtual world that maps the real world, and is a more and more real digital virtual world. In comparison, Wikipedia's description of the "meta-universe" is more

in line with the new features of the "meta-universe": a 3D virtual space with convergence and physical persistence based on the future Internet through virtual enhanced physical reality.

in other words, The connotation of the "meta-universe" in the context of 2021 has surpassed the "meta-universe" recognized in 1992: the information revolution (5G / 6G), the Internet revolution (Web3.0), the artificial intelligence revolution, And VR, AR, MR, In particular, the fruits of the virtual reality technology revolution, including game engines, To show humanity the possibility of building a holographic digital world parallel to the traditional physical world; Has led to information science, quantum science, The interaction of mathematics and the life sciences, Changing the paradigm of science; Promoted the traditional philosophy, sociology, Even a breakthrough in the humanities system; Including all of the digital technology, Including blockchain technology achievements; Enriched the transformation model of the digital economy, Integrate De-Fi, IPFS, NFT and other digital financial achievements.

Today, "the yuan-universe connected by the virtual world" has been considered by the investment community as a grand and promising investment theme, and has become a new frontier of digital economy innovation and industrial chain. Moreover, the "meta-universe" provides a new path for the human society to realize

the final digital transformation, and has an all-round intersection with the "post-human society", showing a new era with the same historical significance as the age of great navigation, the industrial revolution, and the aerospace era.

2) Core features of the metacloverse

Baszucki, the CEO of Roblox, has identified the basic characteristics of a "metaverse": identity, friends, immersion, low latency, diversity, anywhere, economic system and civilisation. Based on Baszucki's criteria, a "metaverse" = creation + entertainment + presentation + socialization + trading, where people have a deep experience in a "metaverse".

- Identity: You have a virtual identity, whether it is related to the real one or not.

- Friends: You have friends in the metaverse and can socialise, whether you know them in reality or not.

- Immersion: You can immerse yourself in the experience of the metaverse and ignore everything else.

- Low latency: Everything in the metaverse happens synchronously, with no asynchronicity or latency.

- Diversity: The metaverse offers a wide variety of content, including gameplay, props, artwork and more.

- Local: You can access the metaverse from any device and immerse yourself in it anywhere, anytime.

- Economy: Like any large, complex game, the metaverse should have its own economy.

- Civilisation: The metaverse should be a virtual civilisation.

"Beamable's founder, Jon Radoff, has identified seven dimensions to the metaverse: Expe-rience, Discovery, Creator Economy, Spatial Computing, Decentralisation, and the creation of a new metaverse. Decentralization, Human Interface, and Infrastructure.

- A meta-universe that must always exist, where play, rules, worldviews, values

and economic systems can change, but cannot disappear with the collapse of one company;

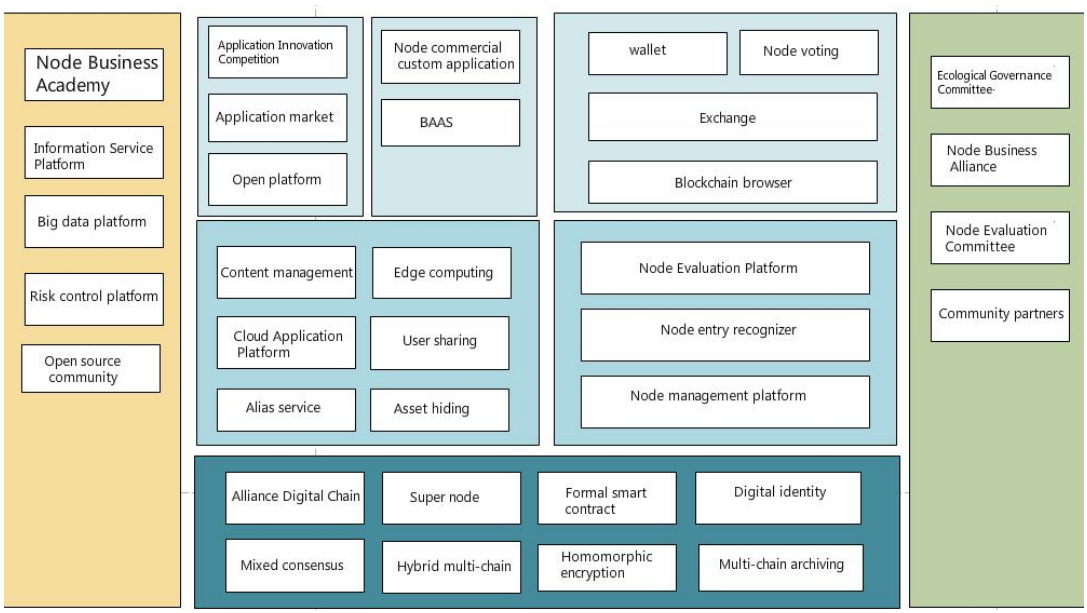
- Decentralisation: it cannot belong to just one company or one country, the creation of public chains

- ◎ Realism: the output of the economic system in the meta-universe should have some relevance to the real society and generate value, and of course it can be similar to a game with some pretend value.

Â- Technology: artificial intelligence, blockchain, cloud computing, brain machine, AR/VR, etc.

Â- Features: social collaboration, free creation, decentralized trading, fusion of reality and imagination

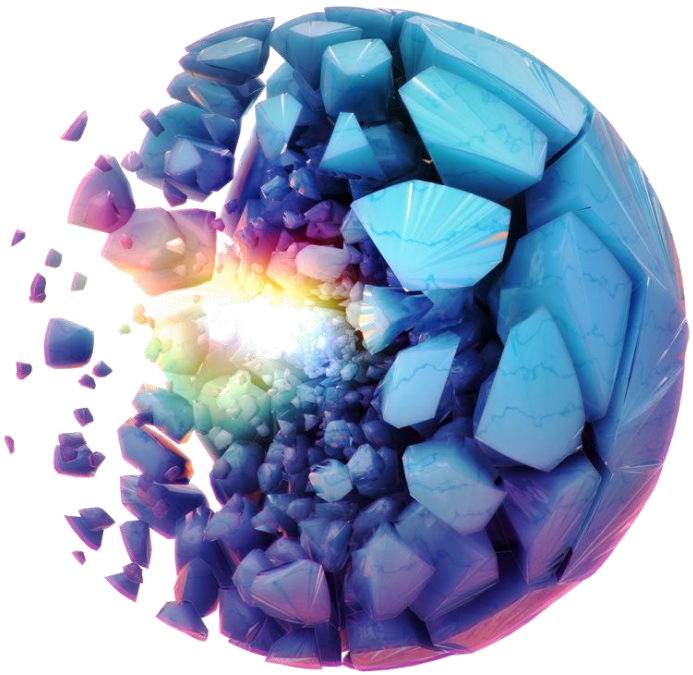
3) The ecological landscape of the metacsmoes



With the development of Web3.0, the door of the virtual world and the real world has been opened, whether from virtual to real, or from real to virtual, are committed to help users to achieve a more real experience. Although the development of the meta-universe is still in a very early stage, but through the game, cultural creation, community and other Windows, we can have a glimpse of

the virtual world open interconnection, value sharing and many other attractive places. At present, the ecological tentacles of the universe have been all over the fields.

Based on the above background, SmartMall was born, through diversified application drive Web3.0 landing ecosystem and infrastructure, as well as in the block chain technology and token economic model, occupy the market, and for the innovative DeFi application, give NFT, GameFi, Scoial-Fi, DEX, DID, DeFi, universe connotation scenarios, for the Web3.0 development.



Chapter II Project Overview

2.1 SmartMall Introduction

SmartMall was initiated by the CANDYDAO community and jointly developed by the SmartMall technical team. It is committed to building a Web3.0 intelligent application platform and industry infrastructure, serving DeFi, NFT, GameFi, SocialFi, NFT, Digital People IP, Datafi, Metaverse, etc. Diversified ecology provides basic support to build a decentralized, shared, co-created, community autonomous (DAO) Web3.0 infrastructure that can generate value exchange, and hopes to realize the intercommunication between independent ecology Build bridges between continents, allowing human beings to understand the new universe empowered by Web3.0 from a new dimension.

SmartMall Objective: To become the most influential application service provider of Web3.0 Open the first entrance to explore the meta-universe

SmartMall Related service section covers (including):

- SocialFi
- SmartDEX
- Independent Station
- Digital People IP
- GameFi
- DID
- DeFi
- DATAFI
- NFT

SmartMall is a Web3.0 application built on the underlying public chain, introducing developer incentives, NFT, ecological funds, token incentives, customised economic models and DAO governance to build a more prosperous Web3.0 ecosystem.

The SmartMall ecosystem will be built through the following stages:

- Trust building - building a decentralised Web3.0 trust foundation based on the ICPLAZA public chain's digital encryption algorithm;

- Ecological design - based on the public chain's underlying, decentralised operating concept, establishing consensus mechanisms and building a Web3.0 diversified ecological model;

- Rule making - programming smart contracts based on EVM, setting rules and rewards and punishments, and automatic enforcement of rules by the system;

- Token incentive - SMT multiple application scenarios (SmartMall, CandyDAO, SmartDEX) to provide value circulation medium, incentive model and governance;

- Ecology - access to various types of Web 3.0 applications, based on the maturity of the DeFi segment, launching - SocialFi, SmartDEX, Independent Station, Digital People IP, GameFi, DID (Digital Identity) Datafi, NFT aggregation, Smart Digital City and other ecologies, as well as continuing to provide users with functional applications such as asset trading and digital wallets.

SmartMall3.0 utilises public chain technology to establish a fair and open comprehensive Web3.0 ecosystem. It solves the trust crisis and data validation problems faced by the industry and makes the entire competitive environment fairer, more open and more efficient. At the same time, it will build a complete DAO value space for the global community and users in the Web3.0 era, and hopes that this ecology containing diversified Web3.0 can provide protection for users' free will and personal value, especially the value of time.

In the future, SmartMall will bring the blockchain's function of carrying value and transferring value to the utmost, and the equality and openness of Web3.0 to

the utmost, which will make the assets of hundreds of millions of users more free.

2.2 idea of development

SmartMall is committed to building a community-owned ecosystem with the "DeFi+NFT+GameFi+SocialFi+Metaverse" Web3.0 application, breaking through the limitations of technology and economic models. SmartMall's development philosophy is therefore as follows:

- Community Economics: Today's applications are built on economic models that for many in the industry are not sustainable in the future. smartMall will rewrite the rules and build a new type of Web3.0 economy through DAO governance, starting and ending with community ownership, engagement and growth. By rewarding subjects who contribute to the health of the web, social productivity is driven to work.

- Open and collaborative: We believe that SmartMall's communities must be inclusive, independent and interoperable. This is why we weave cross-chain and cross-platform functionality into the fabric of our network, removing any barriers to entry for community members and ensuring that our systems will continue to improve and serve the community as new protocols, tools and standards emerge.

- Compatibility philosophy: SmartMall is compatible with BSC chains, ETH chains, TRX chains ,POLYGON chainsand has a special focus on compatibility with the Ether and BSC networks.

- Progressive decentralisation: Centralised platforms inevitably create a crypto ceiling and often end up taking opportunities from the rest of the community and limiting their growth through monopolistic behaviour. As SmartMall's technology matures and its user system fractures, SmartMall works to transition to a fully decentralised system that is owned, controlled and nurtured by the entire community. By doing so, players and investors of all sizes will be able to benefit from the community economy without the need to trust a centrally managed platform.

- Community Governance: SmartMall will create a transparent, intuitive and intelligent governance framework that ensures that no individual or group can control SmartMall (the decentralised community) - the DAO - and that actions in the best interests of the larger community will be rewarded. SmartMall is working tirelessly to find the right rules and mechanisms necessary to create such an unprecedented but vital system of governance.

- Lasting innovation: We care deeply about innovation in the Web 3.0 model. That's why we're building a space that uses Web 3.0 full-scene value circulation and we will always change Web 3.0 in a positive way - using public chain technology to build a bridge between the real world and the metaverse world, providing a better economic model for liquidity creation, a new type of Web 3.0 for players incentives, and a pass-through economy of assets that benefits everyone.

SmartMall will build the long-term investment in the appropriate technology and infrastructure needed for the platform and community, rather than seeking any kind of short-term financial gain.

2.3 SmartMall[Decentralized Application Aggregation Platform] innovation

Smart mal Dedicated to using blockchain technology to build a bridge between the real world and the metacom world.

In SmartMall, users / players have the opportunity to experience is not only entertainment, etc., and the use of mobile phones or laptops and other traditional electronic devices to access virtual reality, SmartMall based on universal virtual reality, can provide more rich scenarios, users / players in SmartMall can also participate in new support, for example: learning education, profit, token incentive benefits and content to create.

1) Learning and Education

With the goal of "educating ourselves in the world of crypto", SmartMall is linked to a variety of top platforms to become an open hub for users to learn more about the crypto industry The SmartMall meta-education platform is an open hub for users to learn more about the crypto industry. Not only that, but with the virtual

reality of the SmartMall metaverse, remote sessions can be turned into interactive, virtual hands-on experiences where users/players can build buildings, business complexes, service centres, team meeting rooms and more on the SmartMall virtual land. Imagine that instead of looking at a face in front of a screen, you walk into a meeting place and meet Vitalik Buterin or other industry greats in the hall, it might even be more realistic than you can imagine.

2) Make money and profit

SmartMall will be a place where users can make money and profit, a world where all users/players can buy virtual real estate and profit from pledges, advertising and other passive income. Users will be able to trade and rent virtual properties, which will stimulate them to invest in virtual land and then resell it for profit or rent it out for passive income. In addition, when some partners place advertisements within SmartMall, the asset holder can also receive a portion of the advertising costs.

3) Pass Incentives

Pass incentives are an important part of the user/player experience, and through the SmartMall virtual reality, users/players can play in a truly immersive first-person perspective to participate in eco-building, entertain friends and build networks. The top tier will invite player users to participate and compete for platform token SMT rewards.

4) Content creation

In the SmartMall metaverse, users/players are able to access builder tools to create their own scenes, buildings, shopping streets, etc. For more experienced creators, the content creation tools can also support the building of even larger metaverse socials and apps.

With the advent of the post-epidemic era, more and more scenarios and use cases in the physical world will be done online. As people invest more and more time and energy in the virtual world, user habits will start to gradually go online, production lifestyles will change profoundly in a subtle way, and value recognition of the virtual world will grow, which in turn will prepare the ground for SmartMall from a technical and cultural level This will pave the way for the implementation of SmartMall on a technical and cultural level.

2.4 Platform resource advantage

Thanks to the advantages of continuous development and innovative technology, extensive commercial applications, and refined governance, SmartMall is competitive in the following areas:

- Technology team: SmartMall has a very mature and strong technical support, having accumulated rich industry and technical experience in various fields such as blockchain, finance, trading, NFT, meta-universe, DID, DEX, Web3.0 protocols, community autonomy, etc. It has made industry-leading breakthroughs in the development and application of underlying blockchain technology. The SmartMall team perfectly brings together senior people from multiple industries, years of practical operational experience, and deep insights into industry development.

- Industry resources: SmartMall has signed strategic cooperation agreements with top projects in target industries to provide strong support for SmartMall's entry into target scenarios, thus truly driving the practical implementation of SmartMall applications. Capital partners include: Dfund, IDG Capital, ASmartMallel Partners, Fidelity Investment Group, etc.

- Liquidity support: SmartMall has rich resources and many partners in the industry, and has reached cooperation with many international mining farms, active communities, investment funds, and professional investment institutions to provide sufficient liquidity for the ecology. smartMall has a professional team to connect to the global head exchange market depth, providing total and fragmented liquidity solutions Support high-frequency quantitative trading, adapt the API interface set for fast programmed trading. Introducing a market maker system.

- Powerful trading tools: As the market matures and the complexity of trading needs becomes greater, the previous simple buy and sell trading functions have been difficult to meet the appetite of professional investors. SmartMall, with its senior securities investment experience, combined with AI deep learning

technology, provides a richer suite of tools for professional investors, including automatic fixing tools, quantitative trading tools, strategies, etc. It also allows ordinary investors to easily access professional tools, lowering the threshold for professional investment and making blockchain investment more popular.

- Business Governance: Unlike general projects, SmartMall has a clear and definite strategic plan for the target industry, and uses the autonomous community model to continuously empower a free, fair and high-value ecological prosperity. The nature of transferring value to penetrate and rapidly gain market share in targeted industries.

- Fund Management: The management of SmartMall's funds is led by the Investor Protection Fund, which strictly adheres to the principles of fairness, impartiality and openness, with the development of SmartMall as the primary objective. All funds will be disclosed to all investors on a regular basis to ensure openness in the use of funds.

- Scope for development: SmartMall targets the trillion dollar blockchain and Web 3.0 market. The development team has ensured sustainability by drawing up a sound governance structure to effectively manage matters such as general deliberations, code management, financial management, remuneration management and privileged scope of operations.

With the support of core competencies, SmartMall has a clear commercialisation logic, with strong targeting and logical genes for each segment and organisation, and numerous modular and transformative technical solutions or mechanisms based on this.

Chapter III: SmartMall Ecological example

As mentioned above, SmartMall related services include: SocialFi, SmartDEX, Smart independent station, Digital People IP (digital person IP), GameFi, DID (digital identity), DeFi, Datafi, NFT whole industry, meta-universe, etc.

3.1 SocialFi

In SmartMall, the traditional social model will be completely overturned and an innovative SocialFi model will be built. Users can create virtual personas in SmartMall to meet up for social activities such as shopping, gaming and spending together.

Each user has a virtual identity in SmartMall, they can post content, and SmartMall will recommend users and information through AI algorithms based on their social profiles and interest graphs. Based on this, each user can establish new social relationships in the community, which is no longer a physical location "nearby", no longer aimed at "adding a friend", no longer an offline social

relationship mapping, but a higher dimensional virtual social network.

In the future, with the continued introduction of Web 3.0 related technologies, SmartMall social networking will break through the limitations of time and space and expand the scope of our friendships. In SmartMall, holographic virtual image technology can be borroWeb to achieve a huge restoration of real scenes, while borrowing some auxiliary equipment can greatly enhance the user experience and increase user stickiness. Compared to virtual social, SmartMall social user interaction advantages are more obvious, more like a combination of online social and offline social. In addition, the SmartMall team believes that SocialFi is a demonstration of individual value, and that only by empowering individual creative content and social influence can more individuals benefit from the creators' economic system and the value ecology of SocialFi can develop and expand.

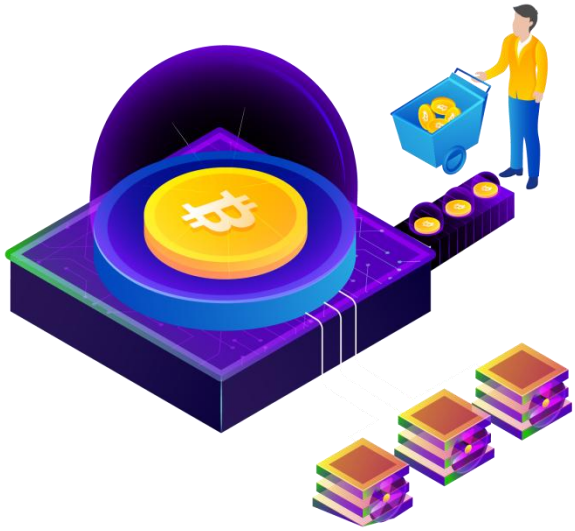
Therefore, the SocialFi social ecology supported by SmartMall has built a perfect self-negotiating economic system for users, where everyone can gain benefits through their value. Users can build their own blockchain and VR-based social ecology and can earn by creating content, making SmartMall a hybrid of social and NFT marketplaces and carrying three layers of innovative value:

- Social layer: Social to Earn, earn while following, SmartMall users first establish social connection through investment strategy subscription, based on the chain reputation is more sustainable.

- The middle tier: Play to Earn. The creator economy will stimulate a large amount of content, inevitably generating information noise and a variety of investment strategies of varying quality, SmartMall intermediate layer is designed as an interactive experience for screening investment strategies, with the aim of screening quality investment strategies and investors with cognitive ability. This is referred to as "navigators" in SmartMall.

- The core layer: Invest to Earn. Whether it's earn as you follow or earn as you invest, Invest to Earn is the most efficient way for Web 3.0 explorers, and it's the most important outcome of an investment strategy. In the core layer of SmartMall, creators will pass on their investment strategy content, not only to attract subscribers to learn the content, but also to allow followers to participate in the investment, thus providing high value to the market Liquidity, where professional investor 'navigators' are essential.

The primary incentive for SmartMall is to empower creators to continue generating high value SocialFi models, and the Web3.0 ecosystem also requires intermediate invitees to be responsible for mining, screening and matching, thereby attracting more participants to subscribe to quality SocialFi engagement strategies, from which invitees will be incentivised accordingly.



3.2 SmartDEX

SmartDEX's core functions incorporate the various advantages of DEX and will be used in building the most secure, stable and efficient digital currency value network for global users and providing the best quality digital currency AMM services. Based on the support of the underlying infrastructure of ICPLAZA public chain, we will develop our own aggregation system, which is capable of processing millions of transactions per second. In addition, to meet the diversified needs of users, we have not only developed an advanced aggregation system for coin trading, but also opened up a secure and efficient C2C trading service to build a continuous, transparent, low-friction and non-discriminatory trading environment for users using blockchain technology and the pass-through economic model.

SmartDEX will continue to upgrade the platform technology and improve the ecological system while focusing on improving the user experience, so as to accumulate distributed ecological resources and energy with scientific and efficient management and operation, and export this energy to the whole industry. This will create a trustless and highly decentralised financial infrastructure for global users.

In terms of functional design, the basic functionality of SmartDEX will be designed to

- A decentralised trading and clearing network based on an "application + protocol" model;

- Reinforcing application layer barriers to reduce the risk of bifurcation;

- Connecting and integrating the marketplaces and depth of trading on centralized and decentralized exchanges;

- Breaking the scalability bottleneck of current decentralised exchanges;

- Cross-chain interoperability with native pass-throughs compatible with multiple underlying chains;

- Built-in dark pool trading features, which can support splitting of large trading orders and independent transactions.

3.3 Digital People IP

In the SmartMall metacom universe, we will introduce Digital People IP (virtual digital person IP), introduce one-stop top AI virtual person solutions, help the industry metacom universe ecological construction. Relying on the original "virtual digital human engine", it provides virtual image generation, customization, drive and other services for all walks of life, helping enterprise customers to create more future-oriented and differentiated virtual human application products and digital assets, enabling enterprises to layout the meta-universe ecology.

SmartMall - Digital People IP will be widely used as a new medium in the new ecology of the metaverse, taking on the responsibility of information production and delivery, and a new medium for linking the metaverse "people-thing-field".

- It is a new medium for linking the metaverse "people-thing-field". It will restructure the content production model and improve the efficiency and quality of digital content production. Based on the more mature Digital People IP technology, the process from modelling, driving, rendering, editing, and film merging is gradually automated, real-time and intelligent, allowing more freedom of play than live action, releasing the scope for creative content and extension, significantly improving the efficiency of content production, and greatly reducing production costs.

- Redefining the fan economy and helping brands to spread their message quickly. The persona, words and actions of virtual idols are in the hands of brands, which is more controllable and safer than real stars, and can also be extended and applied to more diverse virtual scenarios in the meta-universe to achieve multi-circle communication.

- Digital People IP will be more and more widely used in the fields of media, education, finance, healthcare and sports, providing a new path for the digital transformation of enterprises and playing an increasingly important role in improving the quality and efficiency of their production and operation.

- Digital People IP will become the core interaction carrier and entrance to the metaverse, where everyone can enter the metaverse with a virtual avatar and immerse themselves in games, entertainment, social, education, sports and other digital contents, opening up the "second life", The Digital People IP will become the core interactive vehicle and portal of the metaverse, allowing everyone to enter the metaverse with their virtual avatars and immerse themselves in games, entertainment, social interaction, education, sports and other digital content to open up a "second life" and pursue a more realistic and ideal self.

SmartMall's self-developed Digital People IP engine, through the deep integration of computer graphics, voice recognition, semantic understanding and other AI technologies, consists of image creation capabilities, expression capabilities, intelligent interaction capabilities, covering all aspects from virtual person modelling, content production to multi-scene interactive communication. Relying on the Digital People IP engine, SmartMall can provide a full-stack Digital People IP solution including algorithms, platforms and application software and technical services for entertainment, services, social and many other fields.

3.4 GameFi

SmartMall Fully introduce GameFi into the game, creating a new gameplay in which the digital economy does not end when the game is closed, blurring the line between internal resources and real world assets. For the billions of gamers around the world, SmartMall represents a paradigm shift, an opportunity to get time and ownership back in the hands of the average player.

In SmartMall Web3.0 GameFi, all objects are represented as tokens (tokens) on the blockchain network. Thus, in the game, all items can be owned by the user or anyone, with each player being both a participant and an owner. Playing the game

well allows users to accumulate more in-game currency (platform token SMT), or NFTs (non-homogenized tokens) representing in-game assets (such as items). The key to SmartMall is that once these assets are acquired, users can convert them into other cryptocurrencies or fiat currencies in the market to generate disposable income.

Through the global landing of GameFi model, SmartMall will build a bridge between each continent, allowing human beings to understand the new world of chain tourism built by blockchain from a new dimension.

1）Play-to-earn and upgrade apps

In the SmartMall ecosystem, the Play-to-earn built up will be one of the cores of the game. Earning while playing is the biggest feature of SmartMall, where players of the game not only gain game pleasure, but also tokens and equipment, props, NFTs, etc., which can be sold in the blockchain market.

- Earning in-game tokens: SmartMall supports the project owner in issuing in-game native tokens. These tokens are used to grant governance rights to holders, to buy and sell in-game NFT props, and even for pledging. Players earn tokens as they play the game, which are then exchanged for other tokens or fiat currency through the platform, thus bringing income into the real world.

- Earning in-game NFT assets: NFT includes, but is not limited to, in-game items, characters, skills, tools, etc., which can also be other collectibles for purely decorative purposes due to their fulfilling in-game use. Players can acquire these NFT assets through the game and trade them on the secondary market to other players in need of them, to the effect of earning revenue.

2) Upgrade of the incentive model

Building on the Play-to-earn app segment, we will also continue to upgrade the SmartMall incentive model, for example

- Create to earn (C2E): As SmartMall matures, the system will no longer be a monolithic application service model, but will be expanded with a Create to earn model that brings new services to players with virtual creations. The blockchain ensures ownership of digital assets, while programmable NFT entitlements bring more economic viability to Create to earn. Each player can collect and raise NFTs that are entirely their own. Each NFT is a unique NFT based on the icplaza public chain, all securely stored on the blockchain, and the data of the constituent files are stored in the storage layer of the icplaza public chain and cannot be modified, copied or destroyed by any third party. This is the return on value that comes from creating your own NFTs.

- Pay to win (P2W): for applications the interaction of interest is a quick way to attract traffic, but playability is the basis for securing regular players, i.e. no matter how the price of tokens and NFTs changes, the application will always attract those who are willing to "pay to win". For SmartMall to improve playability, "play to earn" and "pay to win" are never the same. to win" are never two opposing concepts. "Play to earn players are motivated by a high return on investment, so they need to ensure that there will be people to take over the system in order for it to work, while pay to win players are the guarantee of taking over the system. As long as the app is fun and attracts enough people to play, there will be people willing to pay to enhance the experience. So 'pay to win' is the basis for 'play to earn', and the playability of the app is the basis for 'pay to win'.

SmartMall can provide players with a fair, just and open gaming environment with transparent data, transparent rules, and no back-end manipulation or malicious inducement to spend, and hopes that players' assets can be kept in a long-term, secure and decentralised manner. At the same time, SmartMall hopes to carry the value fission of the digital asset economic model through the GameFi

model.

3.5 DID (digital identity)

DID, or Distributed Digital Identity. Compared to the traditional PKI (Public Key Infrastructure) based identity system, the DID digital identity system built on blockchain has the characteristics of ensuring data authenticity and trustworthiness, protecting user privacy and security, and strong portability.

The advantages of DID in the SmartMall ecosystem are

- Decentralisation: based on blockchain, it avoids identity data being controlled by a single centralised authority;

- Identity autonomy and control: based on DPKI (Distributed Public Key Infrastructure), each user's identity is not controlled by a trusted third party, but by its owner, enabling individuals to manage their own identity autonomously;

- Trusted data exchange: identity-related data is anchored on the blockchain and the process of authentication does not depend on the application party providing the identity. A user's SmartMall DID digital identity consists of three components: a DID identifier, a DID document and verifiable credentials. Each DID must have a unique DID document, but can have a variable number of verifiable credentials.

- DID Identity: The digital identity is identified by a DID, which should be unique within the application and self-discoverable across applications, The SmartMall DID identifier complies with the W3C specification and consists of three main parts: the fixed prefix "did : hpc", the partition identifier "chain_id" and the unique number identifier "account_address".

- DID document: The SmartMall DID document is used to describe the characteristics of the digital identity and has a one-to-one correspondence with the DID identifier; the SmartMall DID document records the account public key, account status, authorisation to manage the account, and provides extensible fields for flexible configuration by the user according to the business scenario. The verification of transactions related to digital identity services will be based on the public key in the SmartMall DID document.

- Verifiable credentials: Verifiable credentials are used to describe the real-world identity attributes of the holder of a digital identity and will record information such as the issuer, expiry date, and attributes attested to. The verifiable credential is issued by an authority, and a digital identity can have an indeterminate number of verifiable credentials.

As the metaverse flourishes, each individual virtual reality will have a unique identity and SmartMall DID accounts are a natural fit for this scenario. Users will have a unique DID account in the SmartMall metaverse, which can contain a variety of real and valid credentials in real life, as well as a variety of authorised credentials in the virtual world, which they can choose to display or use according to their actual needs to experience the better services offered by the metaverse. At the same time, different metaverse scenarios can have different SmartMall DID account identities, which can also enable account shuttle between different metaverse and

"cross-universe" asset transactions in the future.

In summary, the decentralised SmartMall DID account system can be flexibly applied to C-side data authorisation, B-side industry supervision and G-side government processing, and can avoid the embarrassing scenario of traditional blockchain accounts losing their private keys and thus returning assets to zero; in addition, it can also build up on-chain application one-key login services and metaverse identity systems.

3.6 Datafi

With the development of blockchain, big data, artificial intelligence and other technologies, the "Information Internet era" represented by Web2.0 is also evolving towards Web3.0, that is, the "value Internet era". In this process, "data" has gradually become the core of economic development.

In this trend, it is insufficient to see data as "resource" to meet the needs of The Times; in order to promote data flow and promote the occurrence of intelligent society, data should be regarded as "assets", clarifying its ownership, use, management and distribution rights. The development of society is gradually

shifting from resource-driven economy to data-driven economy. The shift means a shift in the economic trajectory, and its effects are spreading outward, especially in areas such as the data-based Internet and blockchain.

Data asset will be the next milestone to disrupt the world and promote the development of The Times. SmartMall Follow the development of the trend of The Times, take the lead in developing the "DataFi" economic format in the blockchain field.

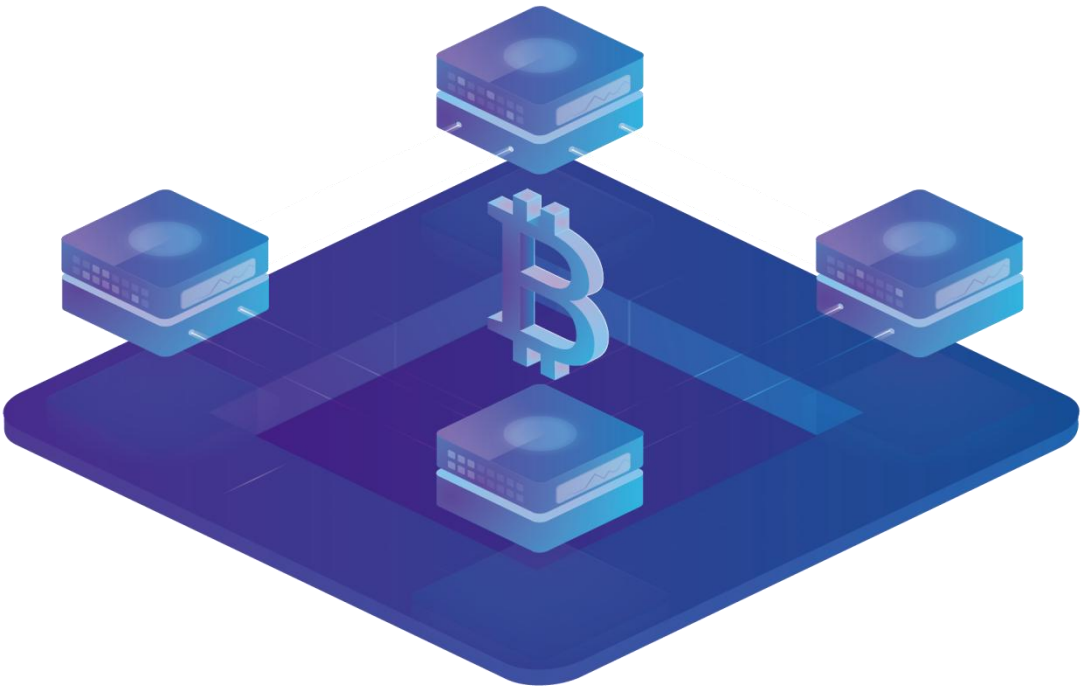
"DataFi" is the abbreviation of Data Finance data finance. In a broad sense, it refers to the financial or commercial behavior of data resources legally owned or controlled by organizations, which can directly or indirectly bring economic and social benefits with structured or unstructured data such as text, images and databases.

SmartMall Put forward "DataFi" refers to through the combination of the real world and the chain of data, with text, images, database, structured or unstructured data, such as DeFi, NFT, yuan universe chain application can directly or indirectly bring economic benefits and social benefits of financial or commercial behavior, its core is assigned to industry ecology, for the development of the chain to provide commercial high value data.

In the information age, information can be obtained anywhere and at any cost at almost no time. The blockchain field is characterized by openness and transparency, and the massive data on the chain can be obtained arbitrarily. But while information is everywhere, it is still people who make decisions, and data is overwhelmed. The software, programs, tools, computing power and algorithms all become very important. This is the era of application first, and data is only a byproduct of digital services. But now, the information age is moving towards the intelligent age.

Because the scale of data generation is so large and so fast, the scale and frequency of computer data is growing. At the same time, the data also makes the machines smarter. We should note that the whole application now starts with the data to make the system intelligent, so that it can process more data. Therefore, in the era of intelligence, data comes first, and data is the fundamental first starting point. As this concept changes, we see that the size of the data also expands rapidly. IDC predicts that by 2025, the global data will reach 175 ZB, and 90 ZB may be from the Internet of Things, and 80% of the data will be unstructured.

Let's look at the economic benefits of global data flows. McKinsey conducted an analysis showing that between 2005 and 2014, cross-border data flows led to about 3% growth in global GPD



3.7 NFT for integrated applications

In the SmartMall - Web3.0 application ecology, NFTs will take on the role of adding fun and incentive. In addition to the gameplay within the ecology, we will expand the service chain of NFTs and create an NFT integrated application marketplace to increase the value flow and realisation of NFTs after they are acquired by users in the application, thus forming a closed loop from production, rewards, auctions, trading, etc. SmartMall NFT integrated applications will not only serve platform users, but will also become a comprehensive service marketplace within the NFT marketplace.

- Building an NFT infrastructure service platform to provide transaction

support services for the pass-through of project ecological assets and the digital economy derived from NFT;

- Provide industry application solutions for NFT, and third parties can combine the actual situation of each industry to develop reasonable NFT application models.

1) NFT Creations

SmartMall will create an NFT creation space for everyone, hoping to drive the creator economy to a new level, allowing creators to enjoy perpetual royalties, revenue sharing and affordable minting fees. smartMall will provide artists and NFT institutions worldwide with cost-effective, high-performance blockchain technology support through its own innovative underlying system and cross-chain protocols. By focusing on the creation of their works, artists will be able to enjoy the ultra-high liquidity of the incremental user market to empower their NFT works and reap the full value of the NFT wave.

By linking NFT artists/institutions and users, SmartMall becomes an important channel for NFT concept popularisation, market education and liquidity expansion, and provides artists, ordinary users and professional NFT institutions with an all-in-one experience of platform empowerment, low cost coin minting, work display and sales, promoting the popularity and promotion of NFT, and jointly exploring the infinite possibilities of NFT in the field of art value and application. Let everyone become an NFT artist!

2) NFT Auction

SmartMall will create an ecology of NFT objects and value products auction services, providing a new and reliable business model and platform for artists, players, investors and collectors. SmartMall has also set up a dedicated NFT investor protection fund to provide a platform for investment and placement of top NFT platforms and works, incubate top NFT artists, provide a bridge for traditional top artists to enter NFT, sponsor art galleries, organise art exhibitions or publications, establish awards, support art creation and art criticism, and build related art collections.

3) Primary and secondary market transactions

SmartMall will help quality projects, users, investors, related institutions and others to issue, trade and circulate NFT assets at the primary level. Through SmartMall, users or players can buy NFT before it reaches the secondary market, thus gaining better access to the market or the priority to experience the project earlier. For example, users can subscribe directly to the market on the SmartMall platform in order to get a better price of entry or priority to experience the project earlier. In terms of secondary market liquidity, SmartMall's secondary marketplace will help users solve the problem of secondary market liquidity by relying on the huge traffic of our partners. In the SmartMall platform, buyers and sellers can trade freely on the NFT secondary market.

4) NFT Money Management - Fragmented Trading

Users can fragment one or more NFT assets held by themselves in SmartMall's NFT fragmentation transactions. NFT holders can create an MToken, an ERC-20 token with an issue size set by the creator, by depositing and locking their ERC-721/ERC-1155-based NFTs in a smart contract. An MToken is an ERC-20 token with an issue size set by the creator, and one MToken contains one or more collections of NFTs. A purchaser can acquire partial ownership of an NFT collection by purchasing an MToken (depending on the number of MTokens held).

NFT collectors can bid on individual NFTs in the collection and MToken holders vote on whether to accept the highest bid. When a certain percentage of votes are cast in favour of accepting the highest bid (this percentage is set by the creator when creating the MToken), the NFT is unlocked and the highest bidder can claim the NFT, with the MToken holder receiving a proportional share of the proceeds from the sale of the NFT.

MToken is essentially a governance token that gives the holder the right to vote and share in the proceeds. In order to generate more revenue, the model encourages MToken holders to actively participate in voting when bids on the NFT collection reach the expected valuation, and also gives MToken holders an incentive to promote the collection so that the NFT has the opportunity to receive higher bids.

3.9 The Smart Digital City

In SmartMall4.0 application ecology, the metacuniverse will be the core. We will build a huge immersive interactive virtual world, and third-party developers or organizations can build their own meta-universe digital city at a low cost.

1）Metuniverse virtual world

VR devices, the key to the world of virtual reality, are now becoming the best vehicle for presenting the metaverse. 5G era, cloud technology + AI provide the technical soil for virtual reality to grow indefinitely, and the immersive interactive experience brought by the metaverse will have the opportunity to change the shape of the Internet. The virtual world created by SmartMall Digital City adds more scenarios to support it.

The SmartMall Digital City will introduce the human consciousness into the virtual world, making the brain believe in the virtual world he has created. In this virtual world:

- The user/player can develop his own image, height, size and appearance;

- The user/player is the first point of view and will have the feeling of being there!

- The senses of sight, sound, touch and smell are all present and almost identical to the real world sensations.

- The user/player can do many types of activities, either relaxing and playing games, shopping, eating, dancing ..... It is also possible to work, discuss business, relax, hang out, do nothing and even do things that are not possible in the real world: fly, move instantly, etc.

2) Meta Universe Entertainment & Leisure

- SmartMall will allow different celebrities to use SmartMall to hold more virtual concerts, allowing viewers to not only chat with fans around the world through the platform, but also use virtual emoticons to influence the show's stage and interact with the performers in real time. SmartMall will use the celebrity effect for marketing purposes, attracting different users to register with SmartMall to increase the number of users and increase market share.

- Virtual cinema: SmartMall will work with film distributors of all sizes around the world to give film distributors an innovative and different channel to distribute their products, allowing our users to watch different films.

- Virtual Reality Cinema: VR is a new creative mindset and beginning, completely different from traditional cinematography, in that VR films with 360-degree panoramic views do not just tell a story to the audience, but turn the audience into part of the plot. In fact, the uniqueness of VR films lies in the free viewing perspective, immersive viewing experience and interactive feelings. There is no screen in front of the audience, as long as they wear helmets, glasses and headphones they can be in the scene and realise the interaction between people and film characters or scenes in the play, creating a three-dimensional virtual space that could not be created by previous films, and even at home they can experience IMAX-level film effects, with a traditional film lacking It has a unique charm and can expand the form of expression of theatre.

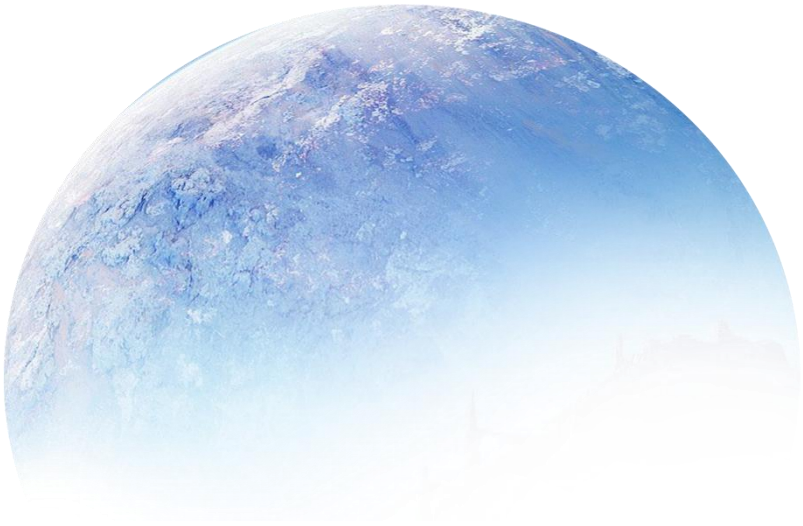
- Video platform: Create a new virtual world of audio-visual sharing and KOL live streaming platform within SmartMall. It allows different users and KOL weblebrities to use technologies such as AR (using augmented reality), VR (virtual reality) and 3D (three-dimensional technology) to shoot short videos on live streaming and life, thus giving the audience a new visual effect.

- Virtual Karaoke: SmartMall will have different themed karaoke rooms, allowing users to meet up with different friends from around the world. We also offer a private club service where users can find someone of the opposite sex to

sing with and talk to.

- Live streaming of different sporting events: SmartMall will use (AR), (VR) and (3D) technologies to broadcast live events, with VR giving the viewer a sense of immersion and participation. It brings the audience closer to the game environment and creates a live atmosphere for the audience.

In terms of economic benefits, it breaks through the limitations of live seating, broadens the viewing audience, and develops a new viewing industry with a closed-loop ecological chain of equipment provision, VR broadcast rights, and VR advertising placement, and its unique interactive approach may create new profit points for live platforms. Perhaps not for long, VR in the field of live video broadcast set off a new change will reshape the industry.



3) Meta-cosmic expansion

In the future, in SmartMall Digital City, we will also introduce more mapping to the physical industry, such as

- Consumer metaverse: traditional retail commerce models remain highly immersive, with consumers having direct access to goods and merchants actively introducing products and interacting with consumers. These traditional commerce models have huge potential to be influenced by the immersive commerce of SmartMall Digital City.

- The education meta-universe: the basic characteristic of students in SmartMall Digital City is immersion. Learning with vivid scenes and experiences is often more attractive, and this is where it excels over face-to-face education. Nowadays, human beings have entered a stage where "life is learning and learning is life", and learning has become a lifelong, all-day content.

- Real estate metaverse: SmartMall Digital City, using VR immersive experiences could become an important way for people to screen properties in the future, while at the same time displaying enhanced information related to properties in this experience.

- The travel metaverse: SmartMall Digital City, allows people to experience visiting famous sites around the world from the comfort of their own home. VR technology enables users to experience the five great ruins of Egypt. In the future SmartMall Digital City, travel is supported for multiple people to experience together, where several friends can visit a particular attraction together through a remotely presented virtual world.

- Architecture, engineering and design metaverse: creating an interoperable collaborative space where architects, engineers and designers can work together on the design of spaces on the platform. The platform can even integrate AI models of fluid dynamics and other physical libraries that simulate the real world.

- Healthcare metaverse: In the healthcare sector, SmartMall Digital City can cover potential applications such as diagnostic treatment, telemedicine, remote patient care and monitoring. Especially if it can elevate the virtual diagnosis and treatment experience from a 2D to a 3D experience, or a redefined medical revolution. The SmartMall Digital City online healthcare meta-universe is therefore smart healthcare and will also be an immersive experience with 360-degree aggregation that can encompass sight, smell, touch, hearing and more. Through the in-depth application of technologies such as artificial intelligence, big data, cloud computing and virtual reality, medical services will be made more intelligent, personalised, accurate and of high quality. In addition, SmartMall Digital City Online Healthcare will also integrate the most advanced technologies of today, holographic construction technology, holographic simulation technology, virtual reality integration technology and virtual reality linkage technology, creating the foundation for a meta-universe of medical-type applications.

- Immersive physical world: In addition to being a digital space concept, SmartMall Digital City can also be a physical space concept. The Internet of Things will mirror data, geospatially triggered content into the SmartMall Virtual City, allowing us to understand, manipulate and simulate the real world in new ways, and SmartMall will have an unparalleled augmented experience.

Chapter IV Economic Model Design of SMT Certificate

4.1 SMT Token economics

SmartMall The SMT tokens will be issued and will play various roles in governance and utility. SMT tokens will provide liquidity for SocialFi, DEX, independent stations, digital person IP, GameFi, DID (digital identity), DeFi, Datafi, NFT Aggregation, and other Web3.0 ecology, as well as future user social, games, display and trading their own NFT and other assets in the meta-Universe, by using SMT as a value carrier.

1) Token information

◎ full name ： SmartMall Token

◎ the abbreviated form of a name： SMT

◎ Issue Agreement: ERC20

◎ Consensus mechanism: proof of POP participation

2) Distribution plan

◎ Total issuance: 100 million units

◎ Mint rules:

- Initial mint: 1999940

※ Super Partner: 599,940,000 pieces

※ DEX whitelist, batch adding flow pool: 1 million pieces

- Minting generation: 9,800.0060,000

Minting mechanism: Minting SMT by eliminating GUP (GUP is SmartMall's contribution value points)

※ DAO members: 400,000 pieces

$$Sn=n*a1+n(n-1)d/2$$

※ Original mint: 10:1 start (consume 10GUP to mint 1SMT)

※ Pause minting: 1000:1 stop

※ Start minting: start minting when the circulation is destroyed to 30 million, minting difficulty is fixed at 1000:1

Pause minting: Stop minting again when the circulation volume increases to 40 million, and when the circulation volume is destroyed to 30 million

Minting starts

※ Final destruction of the remaining 21 million coins

Note: For every 1 million GUP destroyed, the minting difficulty increases by 0.1 point.

3) Deflation mechanism

◎ Destroy the SMT Casting NFT

◎ The SMT mobile trading Pool has destroyed 1% of each transaction

◎ Casting SMT combustion destruction 0.1%-3%

4) Coin application scenarios

◎ SmartMall Platform governance

◎ Smart Wallet Tokens

◎ CandyDAO Governance

◎ SmartDEX Transaction governance token

◎ Use the SMT to initiate proposals and vote

◎ Casting of the NFT was destroyed using the SMT

4.2 User incentives

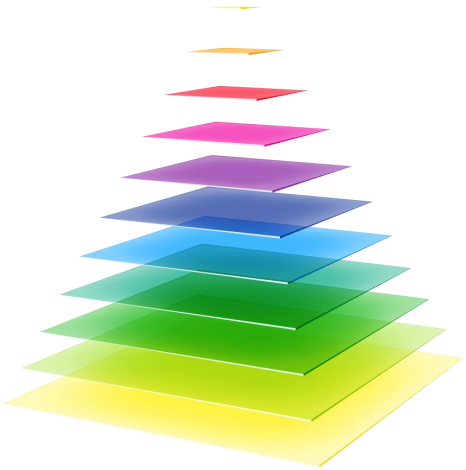
1）User incentives

By giving away GUP (credit points), to attract more fans' attention to SmartMall. Users can cast SMT by themselves, and users holding SMT tokens can enjoy commission deduction, asset appreciation income, participate in platform governance, initiate proposals, vote rewards, hold interest and other rights and interests.

SmartMall The SMT will be awarded to users who contribute through various incentives. The platform gives back to community users through the incentive mechanism and enjoys the rights by holding SMT tokens in the SmartMall platform.

2）Online activities

SmartMall At the beginning of the launch, it will promote and launch air drop activities through ol, media news, community leaders and other channels, recruit super partner activities, transaction fee reduction activities, and help the operation and construction of major communities and communities. Through the community management of opinion leaders, a full range of community promotion activities, lottery activities, quiz and gifts activities, etc.



4.3 Value mapping of the SMT

In the future, the holders of SMT tokens will enjoy many rights and interests, including SmartMall platform, SmartDEX and CandyDAO. At the same time, CandyDAO also lays out more application platforms and ecological incentive models in the world, so as to drive the point-to-point value transfer under the digital development of everything, and expand the application boundary and technology boundary of blockchain technology, so that more users around the world can feel the value of Web3.0 and the wealth benefits created by the application ecology.

1）Base value of the SMT tokens

SMT tokens are designed to fulfil a function similar to that of a currency. Generally speaking, money has four main functions: a store of value, a medium of exchange, a unit of account and a deferred payment standard. In order to meet these functions, SMT tokens are specifically designed with the following features:

- A store of value: A store of value is an asset that retains its value and does not depreciate significantly over time; SMT tokens are a medium of payment and are designed to be stable and steadily increasing in price even in volatile markets.

- Medium of exchange: A medium of exchange is anything that represents a standard of value and is used to facilitate the sale, purchase or exchange (trading) of goods or services. In SmartMall Digital City transactions, SMT tokens are used to effect transactions.

- Unit of Account: A unit of account is a standardised measure of value that is used to price goods and services. While the SMT token is not yet a standard value measure outside the blockchain, it will be used as a unit of account on the SmartMall platform, SmartDEX, CandyDAO and some partner Dapps.

2）Application value of SMT tokens

Based on the basic functional design of the SmartMall ecosystem, we can clearly see that SMT tokens will play a larger role in the areas of trading, DAO governance and investment, and in the future will also cover more aspects of:

- Trading area
- DAO governance

Investment

Pledge other crypto assets to obtain SMT tokens for NFT investment and wealth management, enjoy double appreciation of assets, NFT transaction records are stored on the blockchain, which cannot be tampered with and eliminates bookkeeping disputes, combine SMT tokens and IDO to increase revenue, and use SMT token features to develop Web 3.0-based loans, derivatives, prediction markets and other long-term that require price stability Smart contracts.

Chapter V: DAO Governance

5.1 CandyDAO

CandyDAO will create a transparent, intuitive and sensible governance framework that ensures a network that no individual or group can control. CandyDAO is working to find the right rules and mechanisms necessary to create such an unprecedented but vital governance system, and CANDYDAO will be fully decentralised and highly consensual, with 100% community self-governance.

Using SMT tokens as proof of value circulation and incentives, a smart contract is then used to determine member collaboration relationships and benefit distribution models. There is no clear identity between members, such as investors, developers, collaborators, operators, consumers, etc., all become part of the community by holding SMT tokens. The members themselves can continuously seek the shortest path through the continuous optimisation of the contract structure to maintain efficient synergy and better development direction.

In the community, all SMT token holders are entitled to participate in initiating proposals and voting. Under the basic principle of "one token, one vote", all community members will work together to create a scientific governance system to achieve DAO governance with goals, processes and results. Different users may have different voting weights, and SMT token holders can participate in the following discussions on what would be beneficial to the development of CANDYDAO:

- Community development matters

- Proposals on token economics

- Important model parameters for SmartMall

- SmartMall collaboration and development

- Marketing activities

- Communication collaborations

- Other matters related to marketing strategy

5.2 managerial hierarchy

We will set up the CandyDAO Management Committee to be responsible for the promotion of DAO affairs. Management committee members can not only contribute to the development of SmartMall, but also make additional profits through the proposal.

It is composed of core members, strategy committee members, foundation members and DAO members for joint governance. Holding governance token SMT can initiate a proposal, vote; CandyDAO decision system only agree and disagree and requires a majority, anyone can submit DAO application + referendum. This makes community decisions very straightforward and efficient. Proposal direction: ecological marketing, Web3.0 technology iteration, audit, air delivery, funding, DAOVault management and other affairs.

1) Division of membership

- Core members: core initiators, technical contributors, etc;

- Strategy Committee members: CandyDAO Super Partners can apply to enter the committee, with a limited membership of 21;

- DAO members: CandyDAO Martian NFT holders who hold a certain number of SMTs or more and who also meet the criteria to become one of the sponsors;

- Foundations: early funders and those who have made community contributions.

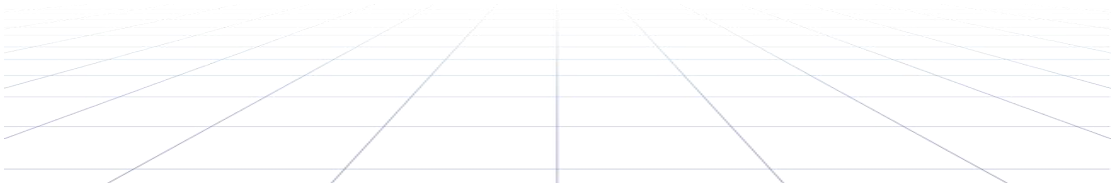
2) Voting

- Users with a position in SMT tokens, who can obtain governance voting rights by pledging

- 108 Super Partners, who receive governance voting rights;

- Users with positions in tokens of newly launched or to-be-launched projects, who can obtain voting rights through pledging;

- DAO members with a position in Martian NFT, who can obtain voting rights.



5.3 Introduce pledge mechanism

CandyDAO is still in its early stages and community members are not yet familiar with DAO governance mechanisms. Therefore, SmartMall has adopted the principle of "governance to earn" DAO in the early stages to encourage and attract

more users to actively participate in DAO governance. Before participating in DAO governance, players need to pledge a certain number of SMT tokens to gain voting rights. In return, users are rewarded for their votes and proposals.

- Users who have pledged more than a certain number of SMT tokens are entitled to initiate proposals. If half of the Staking users agree, the proposal will formally enter the DAO governance phase.

- Each user pledges a certain amount of SMT tokens at a time, with no upper limit. smartMall corresponds to the voting weight, and the proposal with the highest voting weight will prevail.

- After each round of DAO governance, the SMT tokens consumed by the successful proposal with the highest voting weight will be returned to the user who voted for that proposal. The SMT tokens consumed by the unsuccessful proposal will be equitably distributed to the users who participated in the successful proposal based on the voting weight.

- All participating users will be rewarded with a certain amount of SMT token pledges.

A parliamentary vote is used to protect DAO members and community nodes. Any community member can act as a proposer. As a voluntary, self-organised and self-managed blockchain community, CandyDAO is not a company or entity owned by a few founders and investors, but a borderless organisation owned by the people who contribute to it.

Ownership and control is in the hands of all community members, and everyone can make a difference, regardless of their abilities and experience. Every community member committed to development and a common mission is equal, and community members can initiate proposals, participate in discussions and vote.

5.4 The DAO running advantage

- Eliminate fraud: CandyDAO's funds are obtained and spent in an open and transparent manner, and the origin and destination of each fund is clear, with no underground transactions.

- Reduced communication costs: there is no room for negotiation in the implementation of decisions, only contracts and proposals voted on.

- Reduced management costs: no hierarchical structure, no management costs.

- Equality: there is no hierarchical structure, all are equal.

- No dictatorship: all people can propose proposals for the organisation and they may be used.

- Solidarity: all participants hold SMT tokens and the better CandyDAO runs, the more valuable the tokens will be. All participants will have the same goal to make the platform work better. At the same time, a certain amount of passes are consumed to make proposals as well as to vote. Therefore, voters will all take a big-picture view and genuinely work for the benefit of the platform's development.

Chapter V: Global team and project landing

6.1 Global team

SmartMall was initiated by CandyDAO and jointly developed with the

SmartMall technical team, thus bringing together industry experts in various fields such as computers, information security, communications, mathematics, chain tour, NFT, DeFi, meta-universe, social, storage, cross-chain, web development and high-frequency algorithmic trading, with expertise in blockchain underlay, distributed databases, cryptographic algorithms, use of The team has rich experience in blockchain underlying, distributed database, cryptographic algorithm, application layer construction, cross-chain technology and so on. The team not only has strong technical capabilities, but also has excellent research capabilities, and continues to make significant research breakthroughs in various areas such as distributed ledgers and cryptography.

Dr. Adrian - C language expert and blockchain technology expert, has long researched the application of blockchain technology in the financial sector. He has been involved in cross-platform porting of mining algorithms and software development management of mining machines for Bitcoin, ETH and other virtual currencies. He has extensive experience in the technical architecture of virtual digital currency wallets and virtual digital exchanges.

Stanford - Senior programmer, PhD in Computer Science from Caltech, senior expert in blockchain technology applications, DeFi application expert. He has extensive experience in big data parallel computing and distributed algorithm optimization, and has in-depth research in blockchain, cryptography, and data mining.

Bradley is a Harvard graduate with expertise in intelligent voice technologies, social networking and traceability technologies, Python, and application development. He has over 100 professional publications and over 80 core patents in the field of intelligent interaction, and he is also the author of several international standards. He provides overall consultancy services for projects and helps projects to achieve strategic support for project application implementation.

Giles - Technical Developer, Master of Computer Science from Harvard University, Python language expert and blockchain technology engineer. His research involves data mining, artificial intelligence and algorithm optimisation. He is responsible for building and optimising AI algorithms for the project.

Hubery is a program developer, a senior engineer in blockchain technology application, and has senior development experience in the field of private social network. He has 15 years of experience in the Internet industry, is proficient in

many computer languages, and is good at designing long and high concurrent architectures, and has rich experience in R&D management.

Justin - previously worked at IBM Computer Research Center. He was exposed to digital cryptography through his paper "New Directions in Cryptography", and verified the feasibility of distributed ledgers through asymmetric encryption and elliptic curve algorithms. He is also proficient in the principles and implementation of mainstream blockchain technologies such as Bitcoin, Ether, HyperLedger, etc. He has a deep understanding and rich practice in blockchain consensus mechanism, smart contracts, cross-chain technology, sidechain technology, privacy protection, etc.

6.2 Ground advantage support

1) Technical Level

- SmartMall modularises blockchain functionality, integrated into the Polygon ICPLAZA chain engine and front-end development tools, directly reaching DAPP third-party developers, infiltrating SMT tokens into SmartMall's gameplay and incentives, and reaching global users.

- SmartMall integrates technology into the back-end service logic, using node servers across the globe to provide developers on DAPPs access to the system, a fast communication solution and trusted smart contract server-side logic.

- We build a complete development toolset, documentation and development community around the meta-universe upgrade to provide the most complete and convenient developer ecology, and complete the continuous ecological upgrade through third party power.

2) Hardware level

- Interaction technology: achieve iterative updates of interaction technology with holograms and VR virtual imaging to bring immersive sensory experiences to SmartMall users.

- 3D hardware: In the future, 3D will be the presentation method developed by SmartMall to support the metaverse for interactive content and immersive experiences.

- Artificial Intelligence AI: natural language processing, intelligent speech, and machine-based learning to provide technical support for ecological applications as well as convenience optimisation.

- NETwork: the maturation of communication network technologies to guarantee the speed of data dissemination and operation.

- IoT: as a guarantee to link the virtual and the real, to manage the ecology in an orderly manner.

3) Operational level

- SmartMall will cooperate with the global application issuance team to integrate SMT token payment, NFT value-added and token circulation for global operation and expand the circulation of assets on a global scale....

- We will continue to improve the construction of DAPPs and will enter into strategic cooperation with top global media giants in the future to promote applications and products based on SmartMall's technology.

4) Incentive level

- In the SmartMall system, users can use SMT tokens to securitise, efficiently circulate and decentralise the value of assets in order to obtain a higher value in return for participation.

Supported by core competencies, SmartMall has a clear commercialisation logic and supports multiple chains and cross-chains, with strong targeting and logical genes for each technical link and organisation, and numerous modular and transformative technical solutions or mechanisms are proposed on this basis.

6.3 Landing development route

Formation of R&D team, clarification of business development needs, identification of design ideas, development of initial development and operational

plans for:

- SMT token issuance, white paper, roadmap, audit, cmc, token application model go-live, etc.;

- SmartMall platform construction completed, initial establishment of metaverse virtual reality ecology.

- SMT tokens will first go live on Uniswap, sharing the exchange's promotional channels.

- SmartMall is fully launched, folloWeb by publicity on various global media platforms, looking for more relevant companies and other partners to move in and expand the influence of the platform.

- SocialFi, SmartDEX, Independent Station, Digital People IP, GameFi, DID (Digital Identity), DeFi, Datafi, NFT Aggregation, and other applications continue to go live, allowing users to complete a smooth journey between virtual and reality;

- SMT tokens continue to go live on international mainstream exchanges (such as Coinbase, Firecoin, Euromoney, etc.), opening up distribution and deep ecological construction. As SMT tokens continue to be launched on major global exchanges and supported by supporting ecological values, SMT tokens will truly have the potential to become a mainstream coin.

- Full expansion of the platform, continued iteration of the underlying technology and construction of the technical system;

- Promotion optimization, through joint community promotion, to achieve viral marketing;

- Global publicity upgrade, joint major platforms online home page main promotion, etc., significantly increase visibility;

- Building a DAO autonomy model, approaching major global enterprises and establishing initial strategic cooperation;

- Open financing plan, plan to introduce capital globally and obtain angel investment.

Become the most influential application service provider for Web 3.0, and third party developers can also use SmartMall's system to create Web 3.0 applications easily and efficiently. Integrate many industries, organise a multilingual platform for global business synergy operations SMT tokens will continue to go live on the world's top exchanges, actively promote the fission of SMT value and enhance SmartMall's international influence.

The SmartMall development path is as follows:

Â- SmartMall 1.0

- Web3.0 base system building

- Formation of core layer with DAO governance concept

SmartMall 2.0

- Web3.0 system application upgrade

- Expansion of the core layer to allow more people to join DAO governance

Â- SmartMall 3.0

- Metaverse infrastructure build and integration

- Including hardware-software integration

Â- SmartMall 4.0

- Opening the portal to explore the metaverse

- Building a metaverse digital city belonging to SmartMall

Chapter VII Disclaimer

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Â- You acknowledge, understand and agree that Tokens may not have any value, are not guaranteed nor represented to have any value or liquidity attributes and may not be used for speculative related investments.

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