



**THE
MOMENT 3!**

Mini Whitepaper

Version 2
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Preface: Every moment is non-fungible

Life is a fleeting moment, much like a frame in a movie.

A person's life, when viewed in its entirety, is a vibrant and colorful story.

However, if we pause and focus on any given moment, it becomes a delicate and worth-revisiting scene.

This moment could be the decisive swing in a baseball championship, a moment of glory. It could be the first-time earning money from a holiday job and using it to reward oneself with a long-desired gift, a moment of independence.

It could be the culmination of years of hard work with entrepreneurial partners, resonating the sound of success in the halls of Nasdaq, a moment of achievement.

These moments are experiences, or choices.

The difference between life and a movie lies in the fact that only the individual can truly taste the joys and sorrows of their own life. Each person's time cannot be replicated.

Each person becomes a unique individual precisely because they make their own choice at each fleeting moment.

Every Moment is Non-Fungible.

All Your Moments Come Together to Create the Unique Life.

The Moment3! advocates for using NFTs to capture every precious moment and make them eternal on the blockchain.

The Moment3! will engage with community members periodically and collectively choose a theme about moments.

We will use this theme to rally together individuals, teams, communities, or businesses who share similar values and also cherish the importance of emotional connections with each individual.

Together, we will serve the community members and work towards realizing our vision.



Chapter 1

What is The Moment3! and who are we?

The Moment3! is the first NFT project initiated by Team CeXplore, with its core principle being "capturing every precious moment with NFTs." Unlike traditional NFT PFP (Profile Picture) projects, The Moment3! goes beyond collaborating with world-class artists for each series. It also establishes connections with the physical world and adds commercial value to each NFT collection. We believe that NFTs should not only serve as collectibles but also act as a medium that fulfills the overall needs and aspirations of individuals, bridging the physical and spiritual world.

As a community, The Moment3! will release series of works with associated themes, such as shopping moments, romantic moments, or inspiring moments, etc. We aim to provide global community members with emotional connections and exclusive benefits related to each specific moment. We will listen to every community member's voice fairly and respectfully through a transparent and open organizational approach, and respect every proposal, to achieve the goal of "community serving the community."

The founding team, Team CeXplore, was established in late 2022. The core team members consist of experts from traditional internet, branding, and financial fields, bringing with them extensive cross-domain knowledge and project operation experience. What sets Team CeXplore apart is its deep understanding of business and the recognition that traditional approaches fail to address the fundamental pain points of users or brands—information sovereignty. In our brand resources, we have identified many outstanding teams that share our value of cherishing users. Together with these teams, we are committed to creating The Moment3! community, guided by the principles of "returning value to users, empowering users to manage and exercise their rights, and providing users with better experiences." We understand that long-term success is determined by the value of our users.



Chapter 2

Mission & Vision & Proposition

Mission

Cherish every individual, connect with physical commerce, and collectively empower individuals with value.

Vision

Create a utopian community of The Moment3!, a place of tranquility and abundance.

Value Proposition

Community collaboration, informed decision-making; creating value and sharing achievements.



Chapter 3

Differentiations of The Moment3!

Commonalities

Excellent blue-chip projects are built upon their own beliefs in creating their community and equity.

Current blue-chip NFT projects such as CryptoPunks, Bored Ape Yacht Club, Azuki, and others have their uniqueness in that they are not just PFP (Profile Picture) assets, but rather a means of self-expression and value transmission, breaking the limitations of traditional collectibles. They all have distinct beliefs and visions, dedicated to creating their own community. In these worlds, community members not only acquire digital artworks but also gain unique community rights and experiences in social interaction. For example, CryptoPunks community members can obtain different voting rights and opportunities for community governance based on the ownership of different CryptoPunks NFTs. Bored Ape Yacht Club has established a community forum and organizes offline gatherings, providing community members with more opportunities for social interaction. The success of these projects also highlights the potential and significance of digital assets in the future of physical commerce.

Differentiation

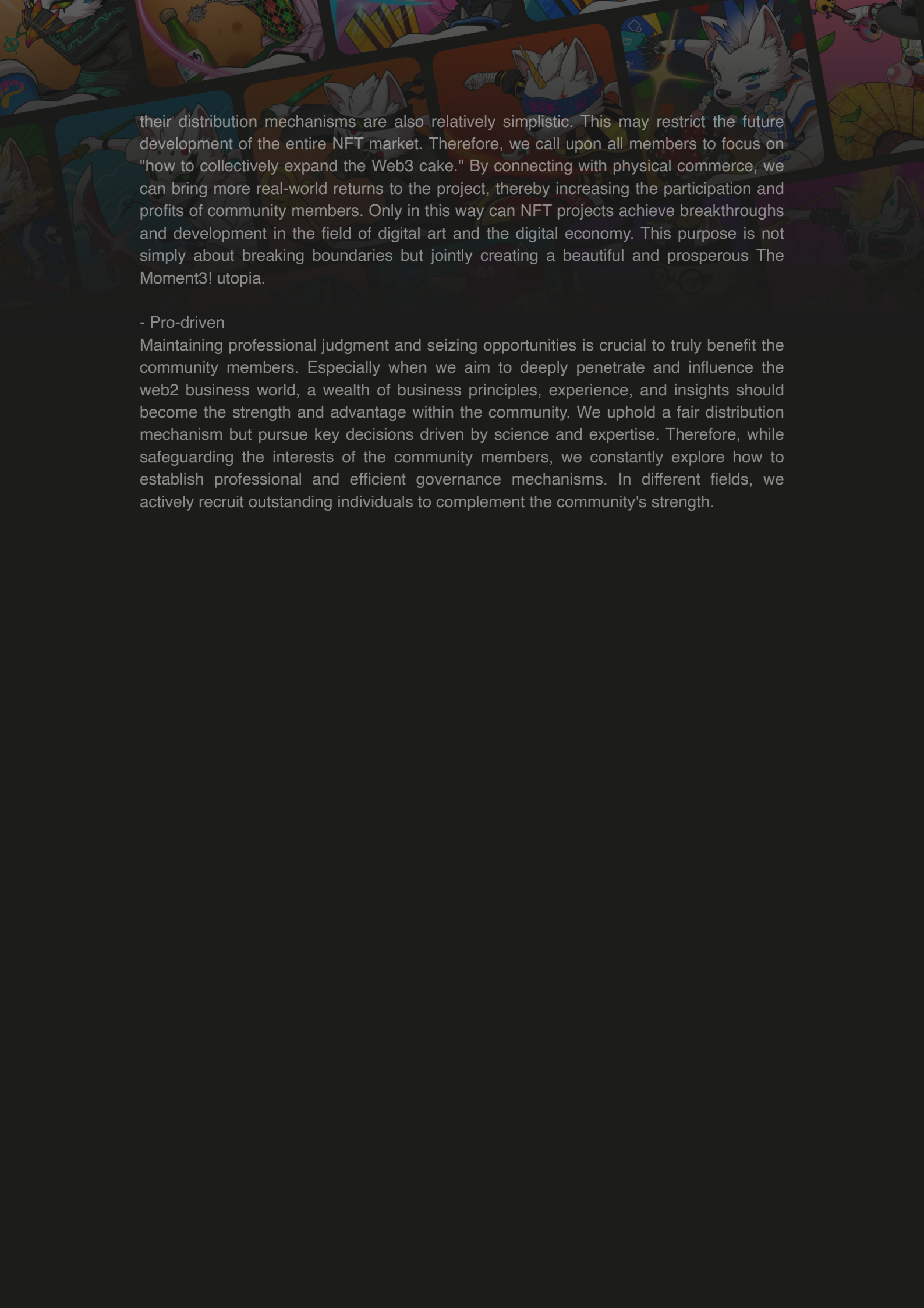
The Moment3! aims to expand Web2 influence and embrace positive externalities.

- From Web3 to Web2

In our previous business experiences, we have collaborated with many enterprises, organizations, or associations. However, we have never seen a community as passionate, cohesive, and dynamic as the Web3 community. It is surprising and regrettable that Web3 has not fully penetrated the global business landscape. Upon careful consideration, we believe that it is not impossible, but the problem lies in the approach. Most communities seem to focus on user base rather than user engagement. There is constant discussion on how to bring more Web2 users into Web3, but no one has designed a solution that allows the revenue and profits generated from Web2 user engagement to overflow into the Web3 world without migrating users (zero user friction). The reason why this concept is viable is that each Web3 user is, in fact, a stronger node. We should transform the influence of these super nodes into commercial value and bring it back to the community.

- Benefits sharing

When our community profoundly influences physical commerce and brands, it will bring actual revenue to the NFT project. It will also provide tangible business returns to every NFT collector, such as commission rights, which entitle them to share in the benefits of physical commerce. For example, the champion team of the League of Legends World Championship receives a share of the sales revenue from future champion skins. So why can't NFT collectors share in the associated revenue from physical commerce? In contrast, the current income sources of most NFT projects are extremely limited, and



their distribution mechanisms are also relatively simplistic. This may restrict the future development of the entire NFT market. Therefore, we call upon all members to focus on "how to collectively expand the Web3 cake." By connecting with physical commerce, we can bring more real-world returns to the project, thereby increasing the participation and profits of community members. Only in this way can NFT projects achieve breakthroughs and development in the field of digital art and the digital economy. This purpose is not simply about breaking boundaries but jointly creating a beautiful and prosperous The Moment3! utopia.

- Pro-driven

Maintaining professional judgment and seizing opportunities is crucial to truly benefit the community members. Especially when we aim to deeply penetrate and influence the web2 business world, a wealth of business principles, experience, and insights should become the strength and advantage within the community. We uphold a fair distribution mechanism but pursue key decisions driven by science and expertise. Therefore, while safeguarding the interests of the community members, we constantly explore how to establish professional and efficient governance mechanisms. In different fields, we actively recruit outstanding individuals to complement the community's strength.



Chapter 4

Season One – Shopping Moment With AliExpress

"The Moment3!" has chosen the theme of "Shopping Moment" for its first season and has initiated a strategic partnership with AliExpress. The reason for selecting this theme is that we believe shopping moments are often memorable moments. For example, it could be the moment when someone receives their first paycheck and buys travel tickets for their family or the moment when they finally purchase their long-awaited electronic product. These moments are worth capturing and sharing.

AliExpress, as a globally renowned e-commerce platform, offers a wide range of products with millions of options. They are also actively exploring new ways and experiences in shopping. Aligning perfectly with the principles of "The Moment3!", we have decided to collaborate to create a differentiated interactive and experiential shopping experience for users. Each product has its own origin and story, and users' significant shopping experiences can be recorded and shared. The consumers' shopping journeys will continue to illuminate the entire global landscape.

Through the collaboration between "The Moment3!" and AliExpress, we aim to enable users to engage more deeply in the shopping experience and to experience the charm of physical commerce.

The NFT visual design for this project features the handsome image of Jindo-gae as the theme. By combining the image of Jindo-gae with the moment of consumption, it can capture the joy, excitement, or other emotions experienced during the act of shopping. In the selection of accessories and elements, we also pay tribute to different industries and professions. Each element and accessory represents a different occupation or character. For example, a watch represents business professionals, glasses represent intellectuals, hats represent fashion enthusiasts, and so on. We have placed great emphasis on skillfully integrating these elements in the design to present a diverse and personalized image.

Starting from June 25th, 2023, users can visit The Moment3! official website or log in to AliExpress to complete the limited-time game activity and get a free mint eligibility; the official release time is UTC+9, July 6th, 2023. For more information, please browse through the official website.



Chapter 5

Future

Step one

Use a strategic cooperation approach to successfully land in a business in a country.

1. Prove the effectiveness of NFT as a tool for user engagement to real-world businesses.

- a) Our NFT holders represent a high-quality user group with strong purchasing power, professional judgment, and excellent execution ability.
- b) The task mechanism of NFT design maximizes gamification to make it easier for users to participate, resulting in more efficient conversion rates.

2. Allow real-world businesses to truly return value and revenue to users.

- a) Users who can contribute to the key objectives of a business will receive reasonable value feedback.
- b) Holding an NFT not only provides governance rights, voting rights, etc. in the community but also serves as a dividend voucher for real-world businesses.

Step two

Obtaining benefits from pan-tokenization, with profits not limited to digital tokens.

Redefine the sources of "income and value" - The Moment3! believes that distribution should not only be in digital tokens but also in fiat currencies, commodities, and other assets. When project revenue is not solely generated from a single source (NFT price appreciation) or from passive equity participation (NFT's pass card function), The Moment3! will introduce real-world businesses and jointly create new revenue opportunities (including but not limited to co-releasing peripheral products).

Step three

Utilizing the professional influence of the community to influence the future planning of real-world businesses.

Step four

Unlimited replication.