

Content Shopper Token

Platform for Copyright Management

2022

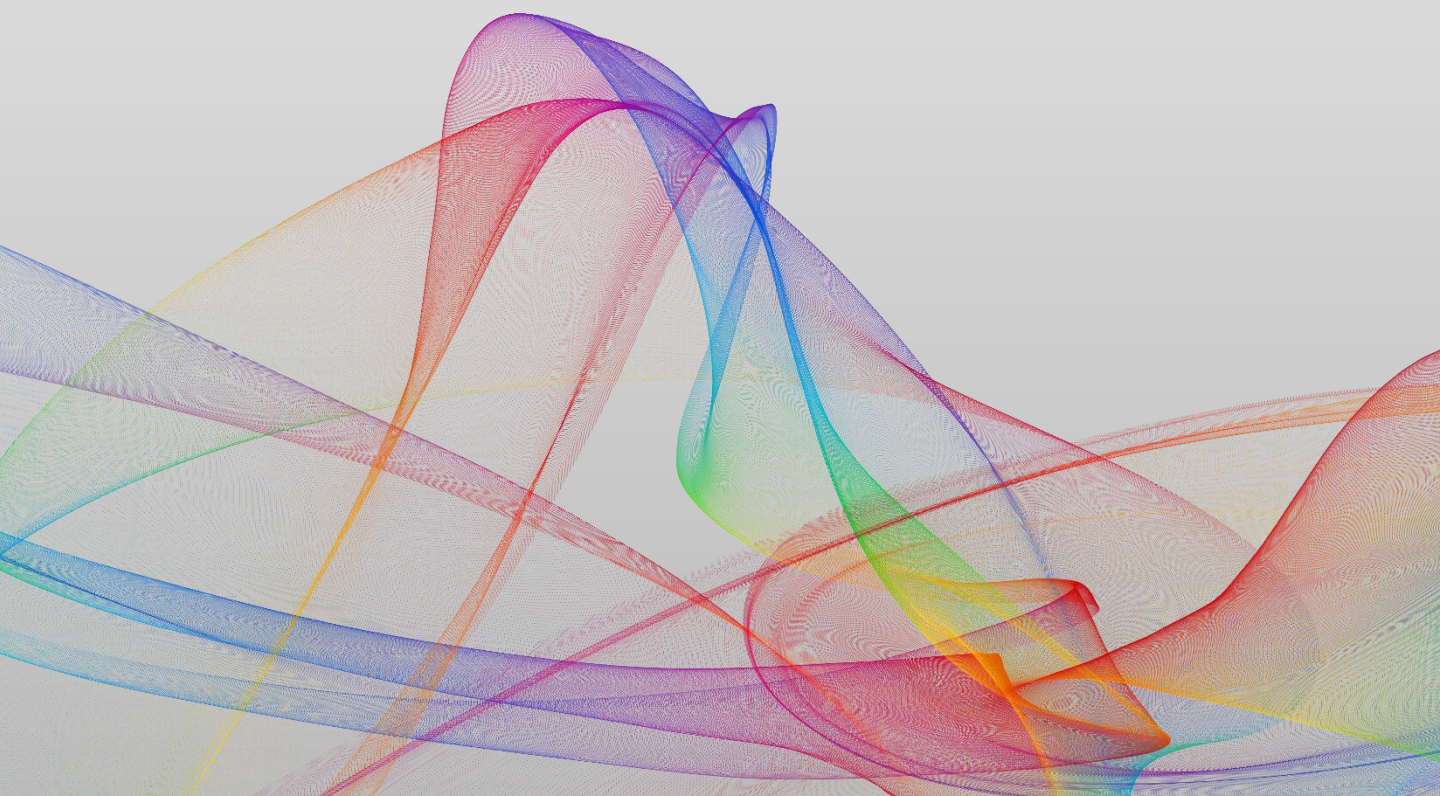


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What is Contents Shopper Token



What is Content Shopper

An intellectual property management and trading platform that can be used worldwide with a single disclosure

Content Shopper is the name of a platform that makes it easy for anyone to manage and sell their digital source assets, and CST means the utility token used on this platform.

The goal of Content Shopper is to disclose and NFTize everything that is subject to digital source assets, such as not only works of art, but also music, novels, poetry, ideas, and know-how through the disclosure function of the blockchain, which cannot be forged or altered, so that anyone can easily manage and trade their digital source assets.

Since the blockchain is an information system that can be inquired from anywhere in the world, there is no need to register or manage digital source assets in each country, and since NFTized digital source assets are not affected by the national policy of each country and transferred on the blockchain without additional documentation, which enables transfers, so this makes it easier to manage and trade than existing digital source assets.

In particular, through the Content Shopper, it becomes possible to disclose creations made through artificial intelligence that were not protected because of the blind spot in the existing digital source assets. This will serve as a window to protect the rights of creations using artificial intelligence, which is on a rise.

Content delivered through a commercial-ready core engine

Neighboring right

The second content of Content Shopper is neighboring right. Neighboring rights are often not protected even though they are derivative rights of copyright. Content Shopper is designed to protect such neighboring rights by allowing individuals to NFTize them.

In addition to this, we will continue to expand verifiable credentials and items of digital source assets through NFT.



The biggest difference between content shoppers

Trading strategy NFT

The first content of these content shopper will be systematized by traders' trading know-how and provided for the general public to use.

In the traditional financial markets, individual investors have found it difficult to make a profit due to insufficient time, trading skills, lack of judgment and determination compared to professional traders.

To compensate for this imbalance, users can shop around the know-how of professional traders and complete their own automated trading by purchasing their favorite strategic NFTs. In particular, content shopper is competitive and differentiated in that they are not just white papers like many existing projects, as CoinButler, a platform capable of auto-trading, is already completed.

Content shopper will help individual investors avoid the burden and stress of their investment, while professional traders will be able to earn a stable return other than trading.



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Background



Background

NFT market status

Appeared in 2017 and showed slow growth until 2019, then started to grow explosively from the second half of 2020.

- According to the “Cryptocurrency Trend Report for the first quarter of 2021” released by CoinDesk, the NFT transaction volume increased by 25 to 26 times from \$9.3 million in December 2020 to \$226 million in March 2021
- The trading volume of NFTs traded in the first quarter of 2021 has already exceeded the sum of the total trading volume in 2020
- DappRadar, a global exchange, announced that “NFT transaction volume by the first half of 2021” is ‘2.5 billion dollars’

Examples of NFT applications in Korea and overseas

Various contents such as Hunminjeongeum, WWW (World Wide Web) original source code, and the 4th record of the go match between Lee Sedol 9 dan and AlphaGo have been published in NFT

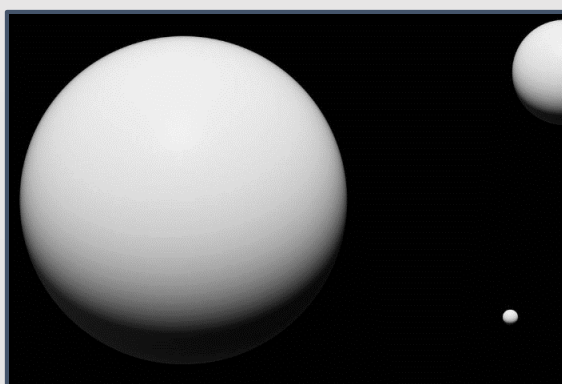
- The Haerye edition of “Hunminjeongeum,” Korean National Treasure No. 70, will be made as NFTs and sold – as the first case of a Korean National Treasure appearing in the NFT market, the Kansong Art Museum, which stores the actual copy of the Hunminjeongeum Haerye, is planning a project to issue NFTs and will be sold to a total of 100 people as a limited edition.
- 1 NFT will be sold at 100 million won, and a total of 10 billion won will be issued, the cloud address and purchase information where the Hunminjeongeum image file is stored will be stored in blockchain and issued as NFTs.



Background

NFT Market Growth

Market size increased 262 times in 2021 compared to 2020



<Price #1 NFT 'Mergers'>



<Price #2 NFT 'First 5000 Days'>

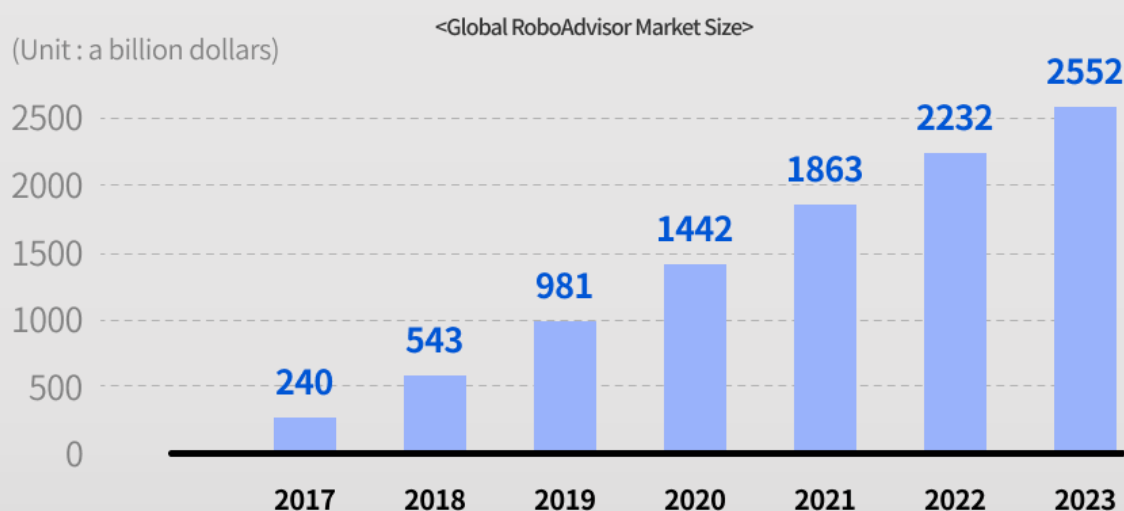
- NFT market rises 262 times in 2021 compared to 2020
- The highest-priced NFT is a digital artwork created by an anonymous digital artist named The Merge Pak. December 6, 2021 NFT Distributed Market Nifty Gateway Sold for \$91.8M
- Everyday: The First 5000 Days is an NFT work by Michael Winkelmann, a digital artist known as . The final result is \$69 million for the work completed on February 21, 2021



Background

RoboAdvisors Market

RoboAdvisor market continues to grow as consumers seek stable asset management
Content Shopper is equipped with RoboAdvisor system that enables stable investment management



- RoboAdvisor is applied to the asset management field through efficient customer analysis based on technologies such as artificial intelligence (AI), robot process automation (RPA), and machine learning
- Based on big data analysis, RoboAdvisor provides a comprehensive service that identifies the customer's risk propensity, investment propensity, and financial situation to organize, rebalance, and operate a customized portfolio
- According to Statista, the global robo-advisor market is expected to grow from \$543.2 billion in 2018 to \$2.5523 trillion in 2023
- Robo-advisors will become increasingly popular, and the financial environment is also likely to increase volatility in the asset market due to the beginning of the pressure of rising interest rates in the future
- Content shopper has a RoboAdvisor system that enables stable investment management



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Blockchain & NFT NFT & Contents



Blockchain & NFT

Utilities optimized for intellectual property management

– blockchain and NFT

While there are rights that can be recognized only after registration, such as patent rights and trademark rights, there are rights that are naturally recognized for creations without separate registration, such as copyrights and neighboring rights. However, it is difficult to prove that something is one's own creation when a dispute arises, so rights must be managed by copyright registration, etc.

The reason why they need to be registered with the Copyright Commission or the Korean Intellectual Property Office is that they can verify with public confidence when and what kind of creative work the copyright holder registered. The goal of this project is to have the blockchain, which is difficult to falsify, take over the role monopolized by these centralized institutions by using the encrypted distributed ledger, and this is the most appropriate topic for the basic philosophy of the blockchain.

In particular, NFTs have the characteristics of non-fungible tokens, which are very similar to the characteristics of digital source assets. This is because digital source assets recognized for creations have irreplaceable characteristics like NFTs.

In addition, since NFTs are created based on blockchain, transactions are possible regardless of the limitations of time and space, and management is possible without the risk of forgery or falsification.

The digital original asset I created is registered as content shopper NFT – NFT & Contents

The picture I drew, the picture I took, the writing I wrote. All of this is called digital assets, and the original is called digital assets. The digital original assets created in this way are issued by the content shopper as NFT.

The content shopper believes that even if it is not a specific technology, the first digital original asset I have produced has one value in itself.

We ourselves are producers who produce content, consumers who consume content, and all the processes of production and consumption are identified by blockchain. This is the flow of NFT.



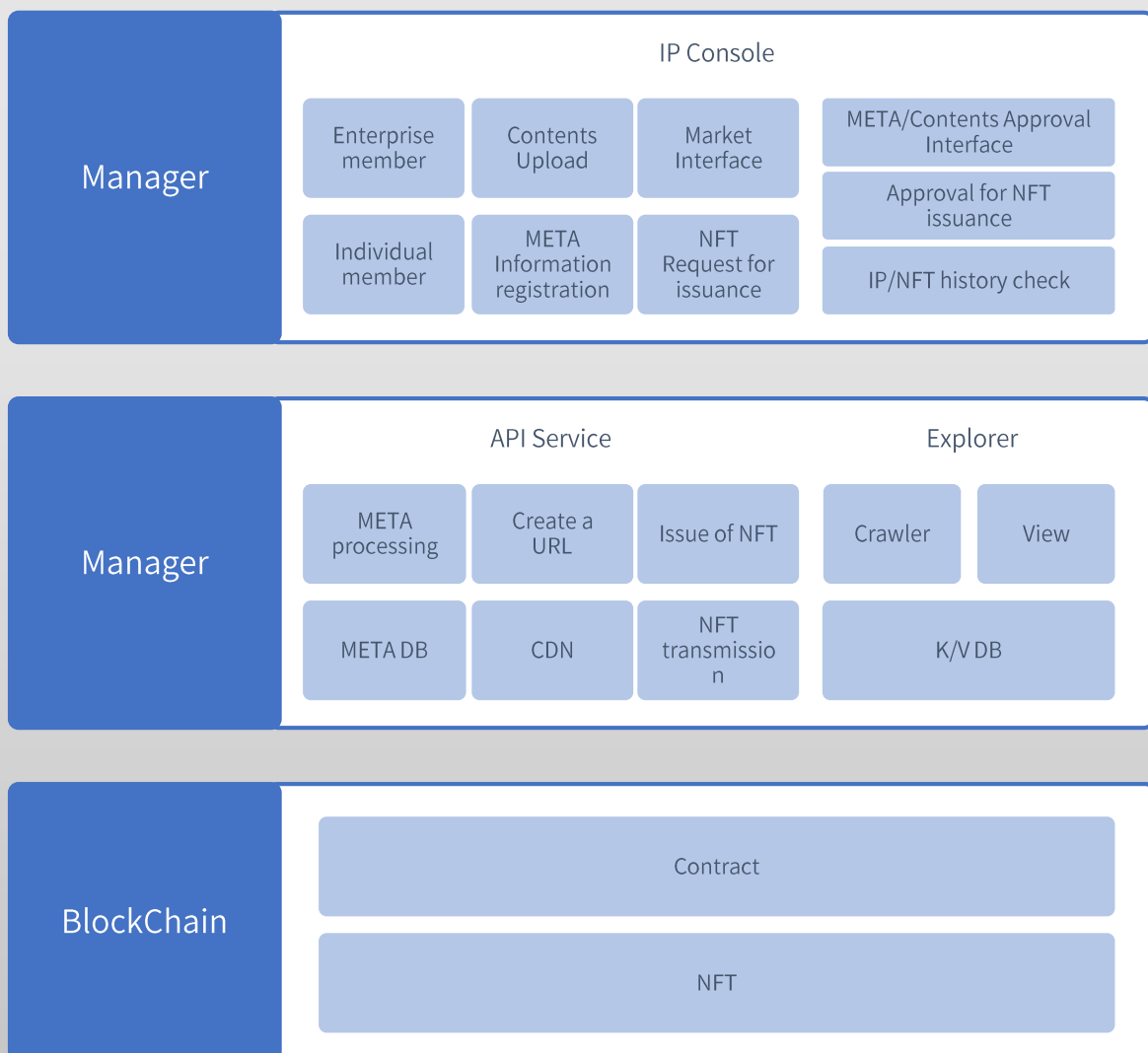
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Project Preview

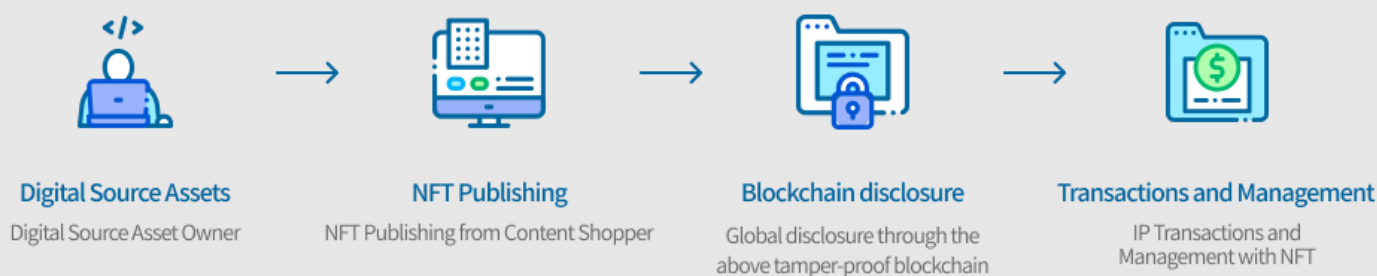
04 Project Preview - Content Shopper

Content Shopper is designed to make it easy to purchase, manage, and use not only art, music, images, but also other people's know-how, ideas, and copyrights.

Existing NFT platforms required excessive gas fees to issue NFTs, but Content Shopper will lower gas fees so that anyone can issue NFTs without burden and thereby have their rights.



<Platform architecture>



<digital source assets management process through Content Shopper>



<Intellectual property registration processor>



Project Preview – Content Shopper RoboAdvisor System

The content shopper's robo-advisor system is also called 'Coin Butler'. View the value of NFT, backtest, and create and sell your purchase and sales strategies.



<'Trading Strategy NFT' sales processor>



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Content Shopper's Mission and Vision



Content Shopper's Mission and Vision

Content shopper can easily sell their digital original assets and sell their own investment strategies. This will be the entrance for both investors and investment strategists to make a profit. Content shopper will take the lead in valuing and monetizing these digital source assets as well as their investment strategies.

Mission

- Anyone should be able to easily NFTize and manage their digital original assets.
- Revenue should be made through the sale of digital original assets (NFTs).
- It is necessary to prove the value of digital original assets as well as investment strategies.
- It must be demonstrated that it is efficient to use the digital original assets of the investment strategy.

Vision

- Anyone can easily turn digital original assets into NFTs.
- Various contents should be traded through NFT.
- Build a world that can make life easier and richer by easily purchasing and using digital original assets of investment strategies.



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Tokenomics



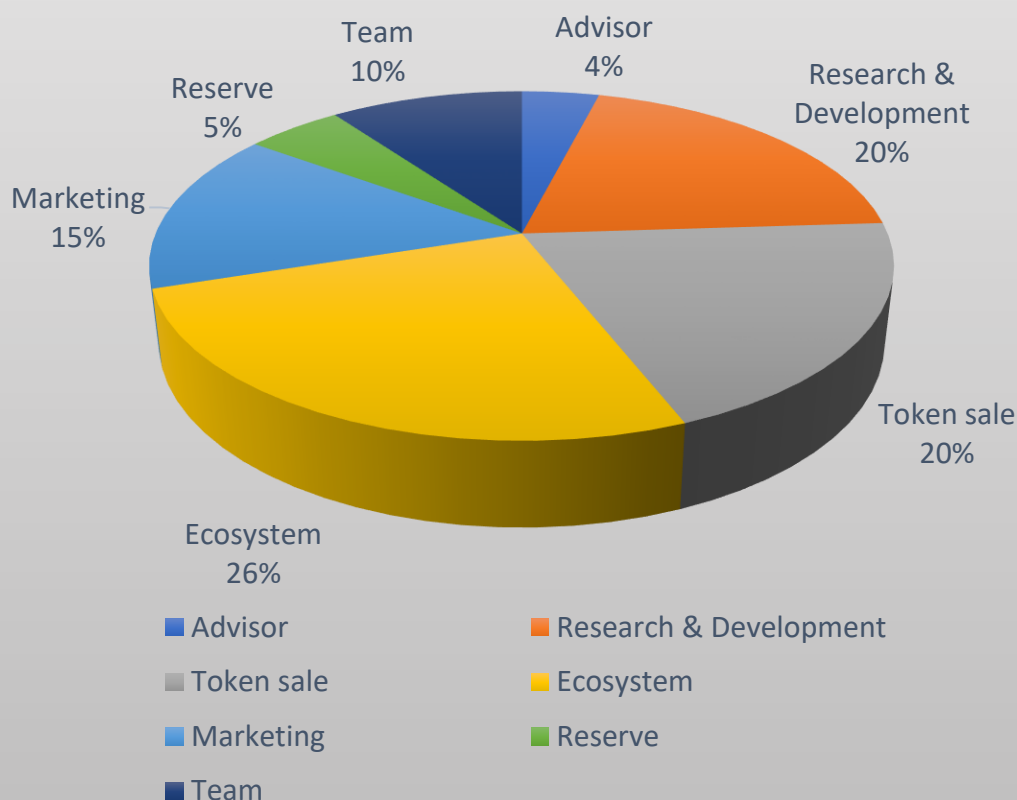
Tokenomics

SUMMARY

- **NAME** : Content Shopper Token
- **TYPE** : BSC (Binance Smart Chain based token)
- **SYMBOL** : CST
- **CONTRACT ADDRESS** : 0x0E_____
- **DECIMALS** : 18
- **NFT** : ERC721 , BEP721, ERC 1155 based
- **MAX SUPPLY** : 1,000,000,000
- **TOTAL SUPPLY** : 1,000,000,000 (max supply - burned tokens)

CST Token Metrics

Token Distribution





Tokenomics

Token Emission Schedule

- **Development** : 12month lockup, 48month vesting afterwards
- **Token sale**
 - Early Backers : lock for 6 months, and then monthly vesting for another 12 months
 - Private sale A : lock for 3 months, and then monthly vesting for another 12 months
 - Private sale B : 10% unlock, 90% monthly vesting for another 12 months
 - Public sale : 100% unlock at day 0
- **Ecosystem** : 50% 12month lockup, 48month vesting afterwards
- **Marketing** : 50% 12month lockup, 48month vesting afterwards
- **Reserve** : evenly distributed over 48 months
- **Team** : 12month lockup, 48month vesting afterwards
- **Advisor** : 12month lockup, 48month vesting afterwards



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More Detail About ‘Trading Strategy NFT’ (NFT Trading RoboAdvisor)

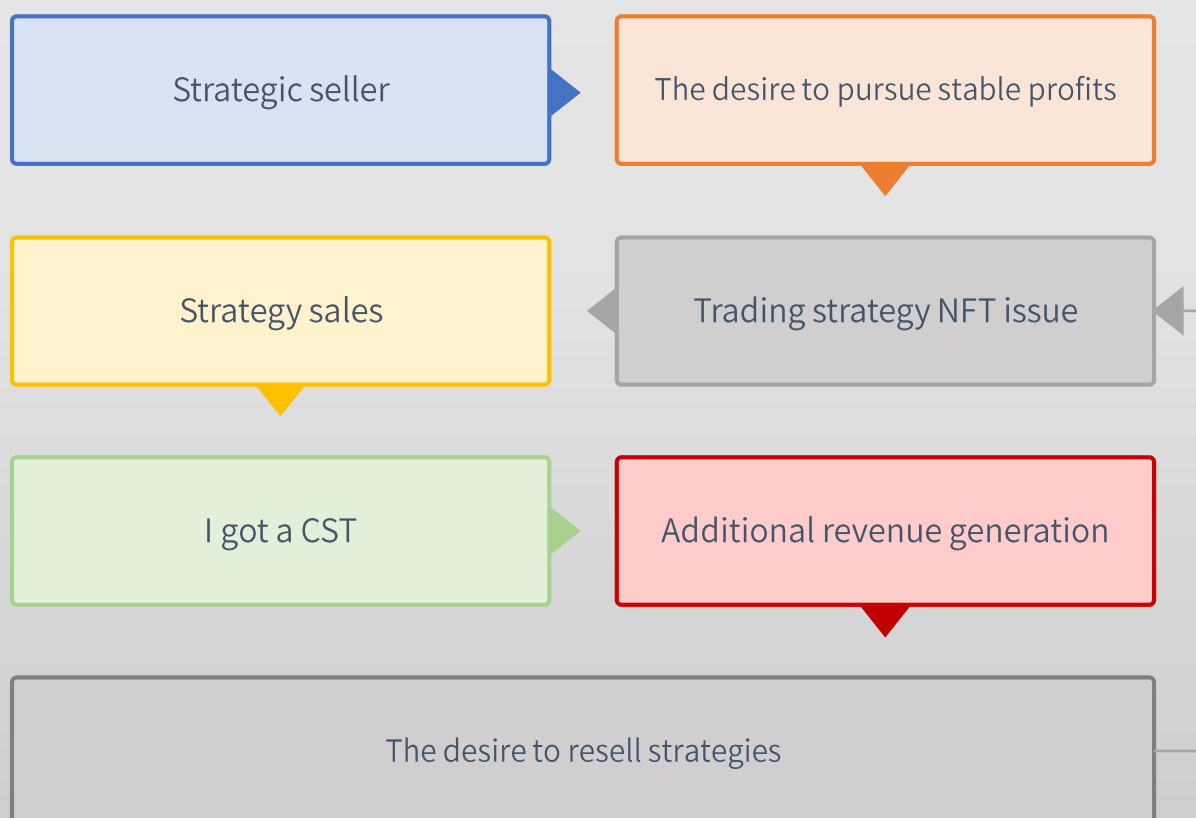


More detail about 'Trading strategy NFT(NFT Trading Rovoadvisor)'

Trading Strategy NFT has been created to satisfy two types of people.

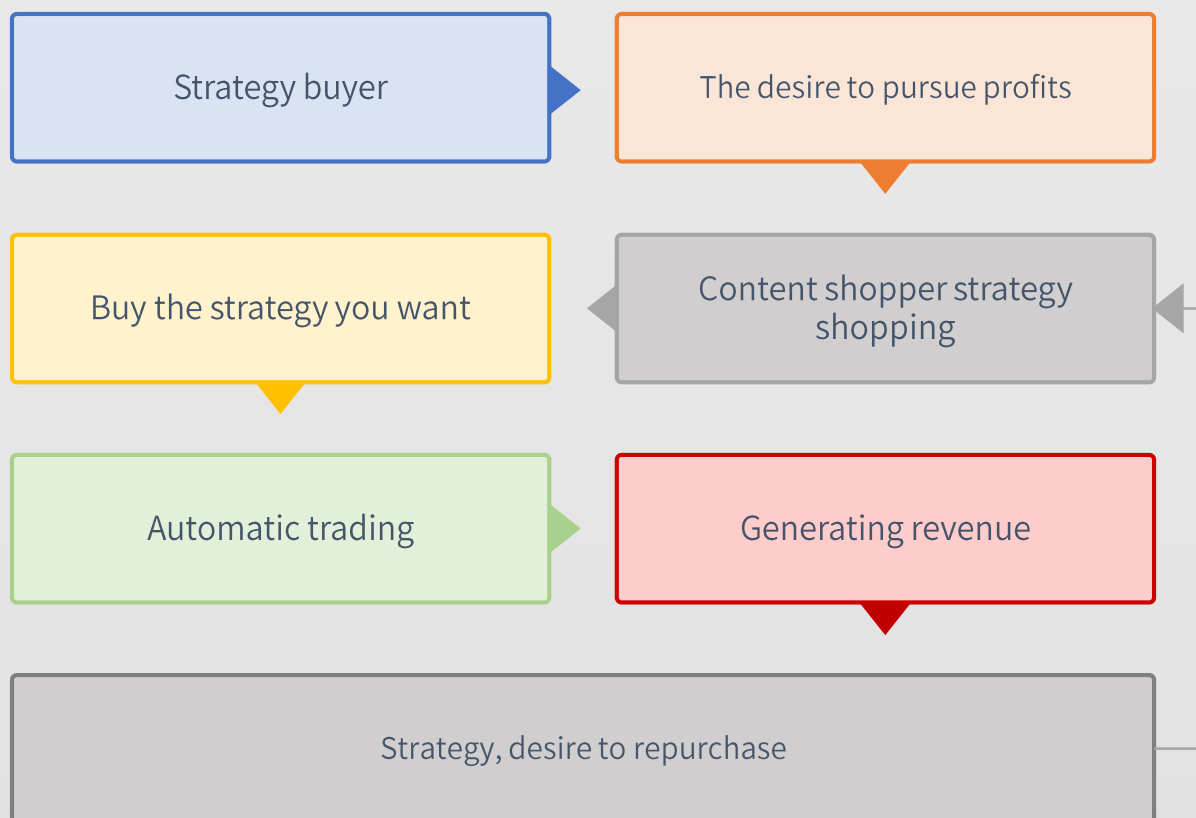
Provider

- Traders who want to sell their trading know-how as NFTs and obtain stable and additional profits through them



Consumer

- People who want to complete their own automatic trading system by purchasing a trading strategy NFT with expert trading know-how
- People who need an automatic trading system for work life balance
- Those who wish to obtain additional financial income in addition to earned income



Sustainable Ecosystem

- Ecosystem with a virtuous cycle structure where continuous purchase and sale can occur because it is possible to realize profits in different directions
- Even beginners can complete their own automatic trading system by using the expert's know-how just by purchasing the trading strategy NFT.
- You can live your own daily life without being tied up to trading
- Reliability is secured because reputation management for strategy is managed through blockchain
- Barriers to entry are low, as there are no additional costs for establishing automatic trading other than the cost of purchasing a strategy

Reselling Ecosystem

1. Fast cycle resell ecosystem

- Supports 'reselling', a commerce ecosystem familiar to both suppliers and buyers. NFT buyers of the past took a long time to prove the factors that increase the value of the NFT they purchased, and it was difficult to actually feel the reality until the value was judged. Trading strategy NFT allows buyers to execute the strategy immediately after purchase, and can check the return in real time due to the nature of the virtual asset market that operates 24 hours a day. Buyers can feel the value of NFTs based on this confirmed rate of return and resell them to spread the effect to additional buyers.

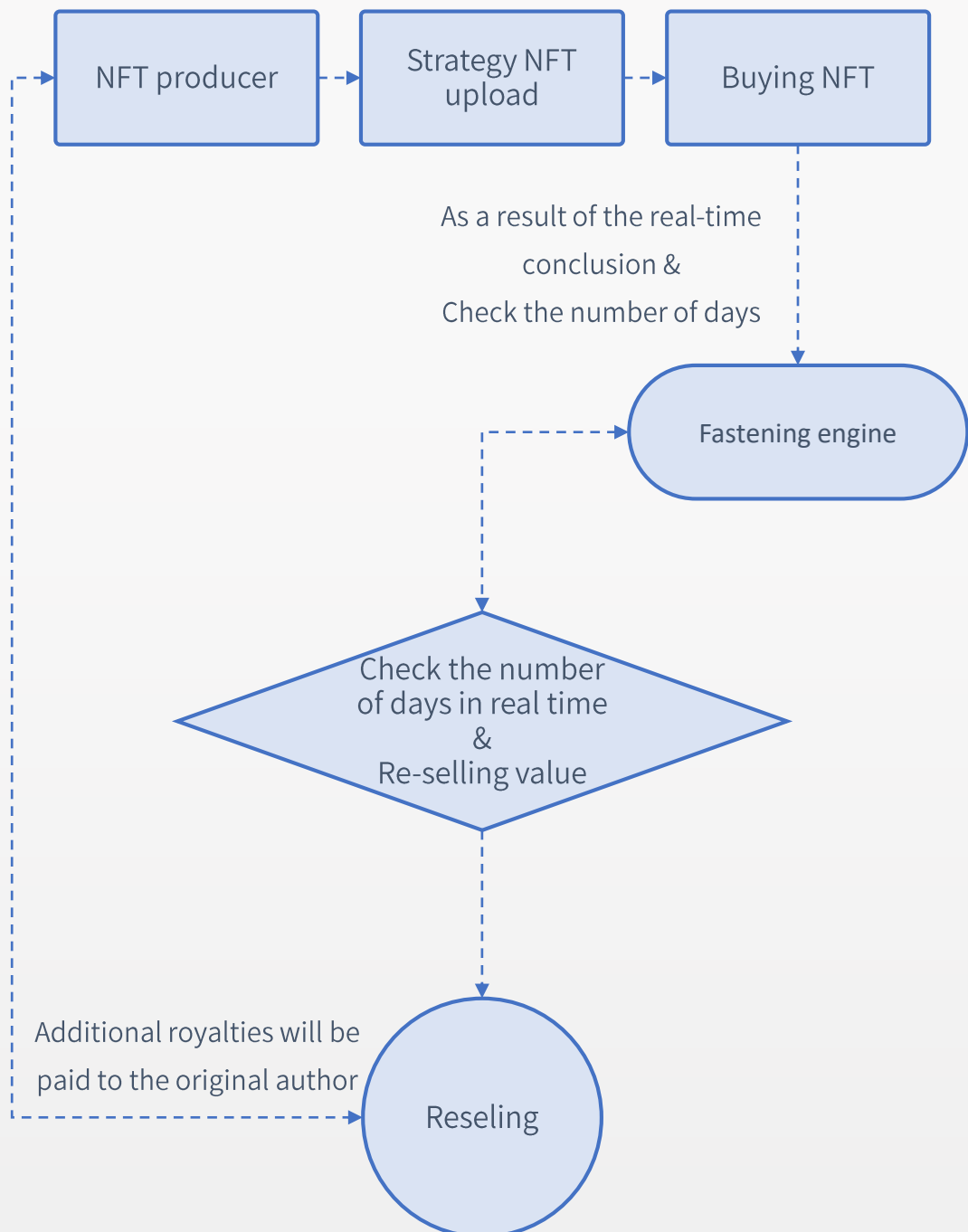
2. NFTs are capable of increasing in value

- Strategic NFTs with the value proven by resellers are more reliable products for customers looking to repurchase. Based on the proven value (rate of return) of the reseller, the strategic NFT will be resold through an auction, in which case the participants will be able to price the auction based on their assets under management and the rate of return. In this ecosystem, professional resellers may emerge to revitalize the market.
- A strategy NFT with a proven 10% return is worth \$100 to someone who manages \$1,000, but is worth \$1,000 to someone who manages \$10,000. Because of these differences, NFTs whose strategies have proven to be effective can increase their value gradually.

3. Create high-quality strategic NFTs

- Once created, a well-created strategy will continue to increase in value through the reselling ecosystem and provide additional royalties to the original author each time it is resold. Through this, the original author can

expect continued profits. Through the above ecosystem, the original supplier can receive royalties instead of piracy, which enables the original author to maintain dignity and copyright protection at the same time.





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Roadmap

08 Roadmap





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Team

09 Team



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Founder

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Representative Director of SDYL Co., Ltd.



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gift certificate commerce, text mining,
etc.



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Legal Disclaimer



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Terms and Conditions - Indemnification

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