Whitepaper

ENGLISH

WOOZOO
MUSIC

Meet a Singer in a Virtual Reality World

WZM Foundation

BLOCKCHAIN X MUSIC X METAVERSE

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Ver. 2.0
(MAY. 2022)

VR Music Platform Based on Blockchain Technology

WOOZOO MUSIC

WOOZOO Music (WZM) is a project for Music & Singers in a Virtual World (VR). Currently, we have beliefs that depend solely on real things and real facts. Through Metaverse, a virtual augmented technology of the 4th industrial technology; it summons all the musicians who can meet in the real world. Build a transparent and reliable trust protocol ecosystem through blockchain technology.

WZM social media

follow us

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Content

Background

**Advent of
WooZoo Music**

1.1 The Industrial Ecosystem of the Rapidly Changing Digital Music Market

In 2020, the scale of the global music industry grew to $47.72 billion, an increase of 1.3% over the previous year. The global music market, where the first wave of digital download has passed and the wave of the second music industry, which is a streaming service, is rushing, relocates the size of the record, performance, MP3, offline store record market, which had led the industry in the past, to the previous industrial structure market. It went far beyond the combined scale. Record companies and music performance companies are trying to escape from excessive competition and reduced profits while actively advancing into emerging markets. In particular, in the case of artists and record companies, interest in performances increased due to the impact of the ever-decreasing physical record sales, leading to an expansion of the music performance market.

Ref. 1-1-1 2011~2020 Global Music Industry Market Scale (Source : PwC)
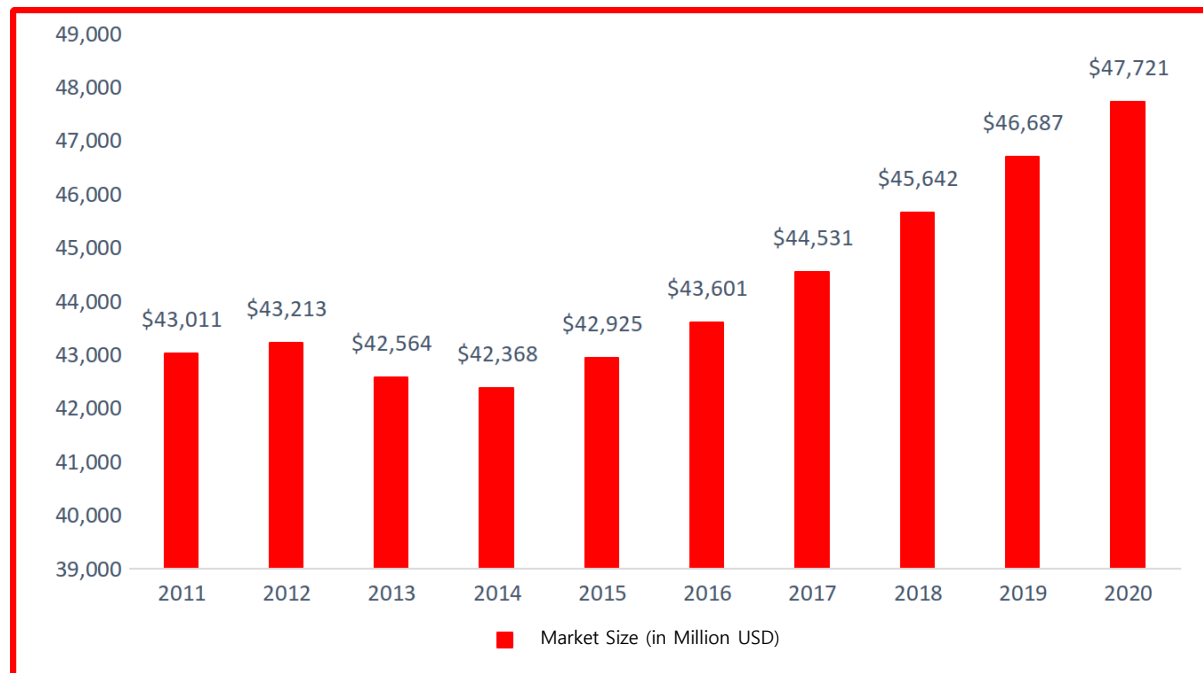
The record market, which occupied 30.5% of the global music market in 2011, continued to shrink due to the expansion of the digital music source and music performance market. In particular, the streaming music service market, which was only 2.1% in 2011, has expanded to the 50% range of the global music market as the spread of smart devices and the change in consumer usage patterns from ownership to consumption began in earnest.

In the global music industry, the US occupies 35.4% of the total market, and remains the world's No. 1 market, followed by Japan, the UK, Korea, Germany, and France. In particular, Japan, which was the second largest market in the world after the United States, is remaining in the fourth place in the world as the record market, which occupies more than 60.0% of its own music market, continues to decline.

In addition, China's digital music service quality and competitiveness of its own companies are increasing based on the huge consumption market and capital power, and the streaming music service market has grown at a very fast pace as efforts to prevent illegal copying at the national level are in full swing. It is the sixth largest market in the world after France. As such, the music market has a large industrial structure, and any country or nation enjoys music. How to approach such a large music market brings another opportunity.

Ref. 1-1-2 Changes in music industry trends according to the industrial revolution (Source: Daemun)

1st Revolution	2nd Revolution	3rd Revolution	4th Revolution
Steam-Powered Mechanization	Mass production based on electric energy	Computer & Internet-based knowledge information	Advanced technology revolution such as artificial intelligence/IoT
Sheet Music Industry	Record Industry	Digital Industry	Smart Industry

The music industry is a representative content market that has grown together with the development of the times. In particular, it can be seen as a case where the music industry has also developed along with related technologies from the 1st industrial revolution to the current 4th industrial revolution.

The First Industrial Revolution, which began in the middle of the 18th century, has three influences in the music world. Music production still belongs to the middle class, but consumption extends from royalty, nobility, and churches to bourgeois. Having secured its position through the French Revolution and the Industrial Revolution, The Bourgeoisie chose classical music as the content that symbolizes their class. Mendelssohn resurrected Bach, who had shown no interest for 79 years. Classical music remained at the center of the music industry until the 2nd Industrial Revolution. Another change brought about by the first industrial revolution is the initiation of the sheet music distribution market as seen in the case of Beethoven. Until the invention of recording technology, the most important distribution market in the music industry was the music score market. Composers were able to produce their own works without relying on sponsorship. For musicians, if the classical music and sheet music publishing market has been in a new shape, innovation in the industry is a boom in the piano industry. At the time, the piano industry was a huge industry comparable to the current smartphone market. With the expansion of the empire, the supply and demand of cheap and high-quality timber was smooth, and with the development of the steel industry, it has a solid body and good sounding strings. In Europe, the new continent and the newly pioneered Asian markets, grand pianos sold more than 50,000 units per year. Along with classical music, the piano becomes a symbol of bourgeois culture.

WOOZOOMUSIC

If the first industrial revolution was possible by steam engines, the electric technology that led the second industrial revolution brought revolutionary changes in the music world. The birth of the so-called record industry made music fully established as an industry. The beginning was focused not on the record industry, but on the phonograph industry. The phonograph, invented by Edison in 1877, added playback functionality to the French phonautograph which was invented 20 years earlier. Edison, who got the idea from the phone, was more interested in the recording machine, rather than the recording of sound. The phonograph entered the mass production system from 1889. However, the phonograph at this time was not a machine for music. It was an office machine capable of recording and reproducing sounds.

The invention of the phonograph did not drive the music industry in earnest. However, with the idea of playing music through a gramophone, music content evolves into an industry. In fact, when the first album was planned, no one expected that the music industry would be huge. On April 11, 1902, in Room 306, Hotel Milano, Italy, tenor singer Enrico Caruso, who was a rookie at the time, was preparing to record a historical record. Before the invention of the microphone was invented, he recorded 10 arias for two hours on the trumpet. Caruso received 100 pounds for the recording that day. The album breaks everyone's expectations and sells a whopping 15,000 pounds. The first album came from the idea of Gaisberg, director of recording at Gramophone, UK. But Gramophone executives opposed it. It was also uncomfortable to send out to listen to music on a gramophone, and was extremely critical of its success as an industry. However, the record was a huge success, and as the sales of phonographs increased, the record industry became a cultural industry symbolizing the 20th century. Subsequently, as microphones and amplification devices were invented, electrical technology led to the development of not only the record industry but also the performance industry. In particular, the development of popular music including jazz was remarkable, and black music became popular music with the advent of electric guitar.

Ref. 1-1-3 The connection of virtual reality (VR) technology and reality, the metaverse music industry

As mentioned earlier, as the 4th Industrial Revolution is in progress, various future technologies are being introduced. Among them, the technology that is causing the biggest issues in the entertainment industry and music industry is 'Metaverse'. Metaverse technology is a cutting-edge technology that connects virtual and reality, and is emerging as the hottest technology due to the non-face-to-face environment caused by the corona crisis. It is one of the areas where the culture and arts world, centered on the performance industry, has been hit hardest by a new coronavirus infection. Due to the nature of the viewing genre, where an unspecified number of crowds are inevitable, face-to-face schedules were canceled and postponed, causing the industry to collapse. Now, a year after the Corona era, the industry is opening up new possibilities by redefining the concept of "on-site" and "reality" with ideas that incorporate cutting-edge technologies. By introducing Metaverse technology, which refers to a three-dimensional virtual world, we have found another opportunity to take a leap in the era of non-contact. If an online concert is an attempt to overcome the physical constraints of space, the Metaverse can be said to be a strategy with infinite expandability of utilization by breaking down the boundaries between reality and virtual. In a situation where uncertainty still remains, both online and offline attacks will inevitably be highlighted, and the spread of Hallyu (Korean Wave) content using realistic technology is expected to accelerate further in conjunction with the 4th Industrial Revolution.

In addition to Metaverse, a method of providing live performance video using multi-screen and sound technology through video streaming is also recently being introduced. In this way, infinite value can be created through the synthesis of advanced technologies and contents that lead the industrial revolution. In particular, the technology of Metaverse will bring about another revolution in the music industry.

1.2 Market size and necessity of 3D virtual world, Metaverse

In the global investment market, the "Metaverse" is emerging as a new trend. Metaverse is a compound word of Meta, which means fictitious and abstract, and Universe, which means the real world. As one of the key keywords in the era of 3D networks, Metaverse-related companies come into limelight in domestic and overseas stock markets.

Ref. 1-2-1 Metaverse Growth Prospects (Source: Samsung)

(in 100 Million USD)

SA 2025 Metaverse Market Size

2,800

PwC 2025 XR Global Spin-off Analysis
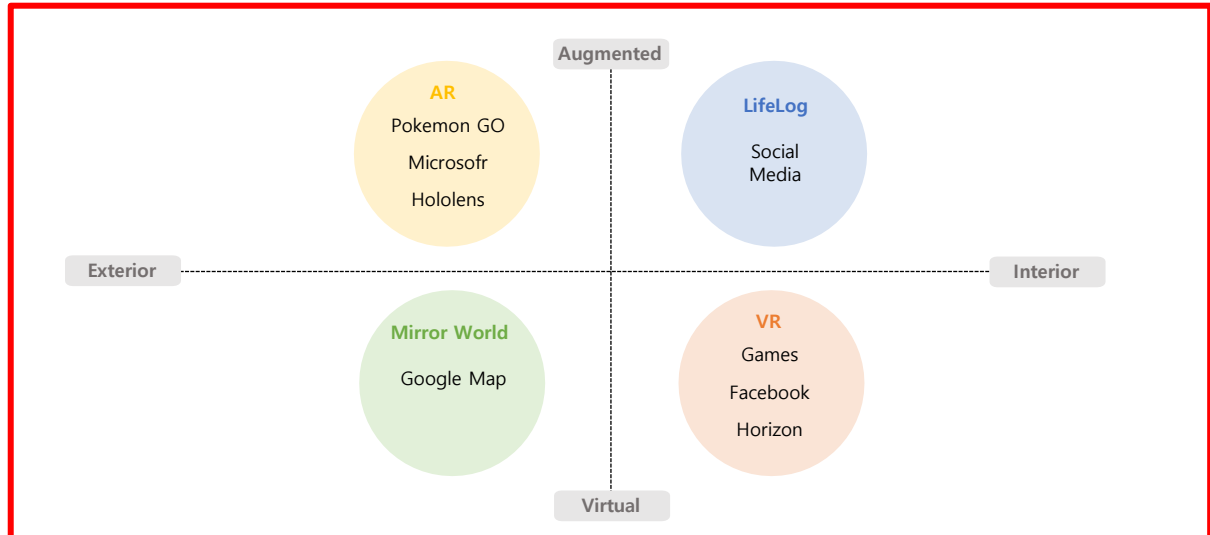
4,764

IDC 2025 Global AR VR Expenditure Forecast

728

The Metaverse industry, which suddenly emerged since 2020, is rapidly growing in scale. The forecast of the Metaverse market in 2025 is estimated to be about 280 billion dollars, and the market ripple effect is expected to reach about 480 billion dollars.

The Metaverse is not a vague future. We are already experiencing an early stage Metaverse through games. The most well-known example of the public is Fortnite. Although it is a first-person shooter (FPS) game, it is dreaming of evolving into a new Metaverse by strengthening community functions. The first release of the music video for the song 'Dynamite' by BTS, and the virtual concert of Travis Scott (12 million simultaneous viewing and 20 million dollars in profits) are representative examples. The game industry basically has favorable conditions to evolve into a Metaverse. This is because there are game characters (avatars) that replace users themselves, and as they gather and play together, a community forms spontaneously. One of the important reasons to pay attention to the Metaverse is Generation Z (born 1995-2000). They are already familiar with using digital devices and working in the virtual world. Giving up Metaverse means giving up a certain generation of customers. This fact is well revealed by looking at the major age groups of the representative Metaverse games. ZEPETO (200 million cumulative subscribers) accounts for 80% of the top 10 users. Roblox is enrolled in 55% of those under the age of 16 in the United States. Considering the arduous costs (money, emotions) of the real world, the younger generations are more attractive. Building your own digital community and the power created in it will be a new force to fight the imbalance between generations. This is a big trend that will continue even after Generation Z.

Metaverse's technology application is particularly active in the music and entertainment content markets. This is why the meeting between the fans and the stars transcends time and space. This is because the most intuitive, closest, and fastest way is the introduction of Metaverse technology.

Ref. 1-2-2 Metaverse Classification (Source: Samsung)

Augmented

AR
Pokemon GO
Microsofr
Hololens

LifeLog
Social
Media

Exterior   Interior

Mirror World
Google Map

VR
Games
Facebook
Horizon

Virtual

One of the big changes in the Metaverse era is the shift from consumption to creation. Anyone can create their own content and monetize it. It is predicted that such a great transformation of the times will be experienced only when the Metaverse is reached through the Internet and YouTube. The box office success in the content sector is also worth paying attention to. 'Half Life: Alyx' is the case. The title of VR games reached 43,000 concurrent users at the time of its launch in March 2020.

This is an overwhelming number considering that Boneworks, which previously had the highest number of concurrent users among VR games, had a record of 8700, and the representative VR game Beat Savor had the highest concurrent users record of 4500. Even if it includes general PC and console games, it is included in the top 25 of the day's visitor rankings, and was very excited. The Metaverse is a new paradigm itself. The virtual world connected to reality is a huge category. It covers most industries that have recently become issues such as games, VR, AR, and artificial intelligence (AI). Rather, it may be quicker to find an unrelated stock. As it constitutes a huge value chain, the timing and momentum of the emergence of beneficiaries by industry also vary widely. In the end, the bottom-up approach is effective. The top priority is the timing, intensity, and persistence of beneficiaries. The faster the better. The more diverse it is, the better in the long run.

Ref. 1-2-3 Leading Enterprises of Metaverse (Source : hankyung)	
Roblox(RBLX US)	Roblox is a gaming social platform heavily preferred by Gen Z. Not only users can enjoy various games with a Lego-shaped avatar, but they can also monetize by uploading games they made without coding. It is a kind of game version of YouTube. They can socialize via their social media features(functions) as well.
Unity Software(U US)	Unity Software is a third-party game development software company known for its Unity game engine. Although it started as a game engine, Unity's solution is not limited to the game industry, but can be applied to creating three-dimensional (3D) contents within various industries. The changing trends in the game industry and expectations for expansion of the non-game industry are still valid.
Microsoft(MSFT US)	Microsoft entered the Metaverse market by acquiring Minecraft in 2014. Minecraft is the best-selling video game of all time, with monthly active users exceeding 100 million. In addition, it is expected to benefit from various fields such as MR glass HoloLens and cloud platform Azure.
Facebook(FB US)	Facebook has shown extraordinary interest in Metaverse starting with VR. It built a long-term roadmap, dreaming of synergy with the SNS business and an independent ecosystem that deviated from the existing operating system (OS). As the hardware strategy represented by Oculus has begun to bear fruit, the expansion of the software (Horizon, Infinite Office) ecosystem is expected to accelerate.
Paysafe(unlisted)	It is a global payment company specialized in the field of i-gaming and online games. The business structure consists of e-wallets, e-money, and payment processing, with e-wallets ranked second in the world and e-money ranked first in the world. Its' partners are expected to increase.
NAVER(035420 KS)	In 2018, Naver launched the Korean version of the multiverse platform 'Zepeto' for teens. It is growing rapidly, with nearly 200 million global users within two years after release. Profitability is also expected to be improved this year as the company plans to expand its profit model in earnest, including item sales and brand advertisement sales.
BigHit(352820 KS)	BigHit expanded into the metaverse area with the release of a music video through Fortnite's 'Party Royal', investment in Naver Z, which provides AR avatar service, and the release of the artist's avatar character. It is expected to further strengthen its position in the market and continue to increase profits by expanding the platform influence of 'Weverse' on the strong artist lineup.

1.3　The era of smart protocols, the collaboration of the blockchain x music market

Among the 4th industrial revolution technologies, what is the relationship between blockchain and cryptocurrency, which are understood as integrity security technologies, with music? It has a surprisingly large number of links. Regardless of the future success or existence of this technology, it is worth paying attention to the possibility and future potential of this blockchain system that is connected to the music or art market. In the case of overseas, especially the United States, a music service model in which cryptocurrency is used in a specific form has been commercialized in terms of business, and academic research on the subject to create a new ecosystem of the music industry by applying a block chain system is also being actively conducted. In the case of Korea, there is currently no part that is clearly visible from the perspective of business to the extent that it is comparable to the central industrial market, but it is recognized that perception is taking place through the future strategic announcements and movements of major music service companies.

Ref. 1-3-1 The introduction of the world's #1 music platform blockchain (Source: spotify)

Spotify, a streaming service that has the largest number of users in the world, officially acquired the blockchain technology company Mediachain Labs in April 2017. Media Chain Lab is developing a system that uses blockchain technology to share information on music creations and provides appropriate compensation for both content creators and copyright holders. Spotify has been struggling with royalties due to the lack of sufficient information on the composition and lyric ownership of the music.

As a result, there is a case where a settlement amount of about 30 million dollars was paid in a legal dispute with the American Music Publishers Association (NMPA). This acquisition seems to be an effort to solve the problem of the royalty payment and compensation system for lyricists and composers that Spotify has not been able to solve by using blockchain technology in the future.

Mediachain Lab reveals that its mission is to create a more connected world for creators. Inspired by the blockchain technology behind Bitcoin, creators can make music more music through next-generation blockchain and open peer-to-peer (P2P) protocol. It is expressing its position that it will endeavor to make it easier to reach consumers and help them receive profits justly. The loyalty issue of real music sources is one of the biggest headaches for streaming service companies. In fact, the fact that Apple had difficulty solving the sound source loyalty problem while preparing the iRadio service, and attempts to adjust the sound source loyalty reduction with the record label became an issue. YouTube, which provides free music streaming services as advertising revenue, also paid about 2 billion royalties, but the International Music Record Industry Association (IFPI) said that the amount was insufficient for many musicians. The core of this sound source royalty problem lies in the fact that the distribution of profits is not properly achieved due to the existence of an intermediary distribution company between the creator and the consumer, and the copyright information is opaque. Spotify is paying attention to the fact that the core of this problem can be supplemented through blockchain technology.

There is also a music service site called Feedband that combines music curating and crowdfunding services. For a moment, we need to pay attention to the fact that despite the growing industry scale of music streaming services used by many users such as Spotify, Apple Music, and SoundCloud, the profits of musicians and creators have not increased significantly. Artists can upload music to the platform for free, and users can freely select music and listen to the uploaded music and vote. The musician with the most favorable response through voting is selected for the album production, and the album is produced by receiving funding for the selected musician. In addition to the songs previously heard through streaming, this album contains unreleased songs, so it can be seen that it is possible to secure enough buyers to some extent. In addition, a strategy to sell goods such as T-shirts and hats related to the selected musicians is also carried out. Anyone who wants to use this site can freely listen to music and participate in voting for a monthly subscription fee of $4. In addition, you can pay $25 to purchase selected albums each month, and $45 to purchase albums and T-shirts as well.

As such, the convergence of the blockchain and the entertainment industry can create a more rational and transparent content market. Without intermediary intervention, p2p transactions and original copyrights of creators are protected by the smart contract's automation protocol. Taking advantage of these timely industry and technology opportunities, the WooZoo Music Foundation kicks off the project.

Outline

**Stars and Fans,
"Meet in Virtual Reality"**

Outline

Metaverse World
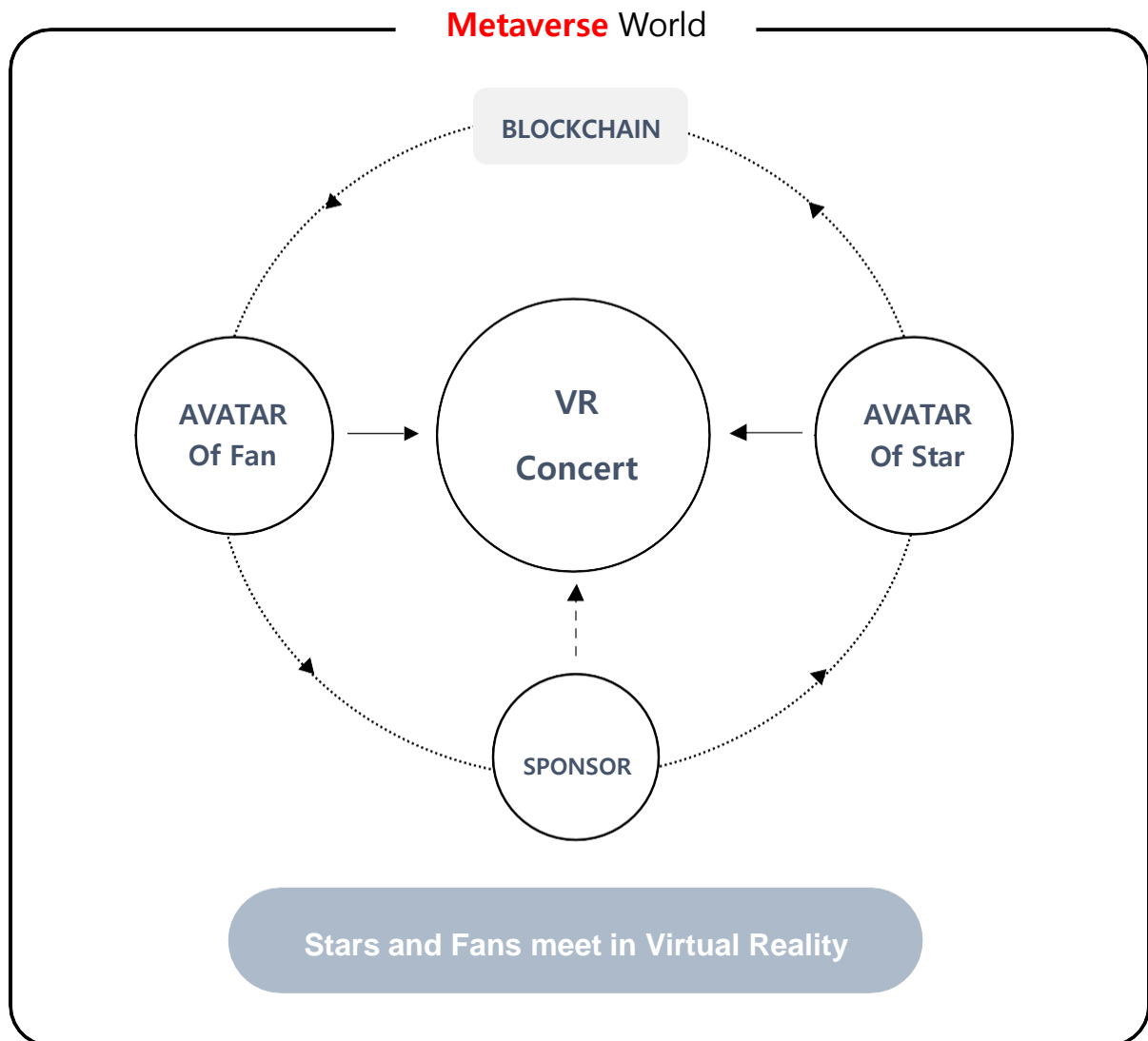
In short, WooZoo Music (WZM) is a platform that connects stars and fans based on metaverse and blockchain technology. Stars and fans are the most important participants of WooZoo Music, and they can communicate in various ways through the WooZoo Music protocol and form multi-faceted relationships. In addition, advertisers are also one of the participants of WooZoo Music and are responsible for building the basic economy of the platform.

The basic components of WooZoo Music's ecosystem are 1) Content Producer (CP): Singer, Sound Source 2) Content Consumer (CC): User, Fan 3) Advertiser (SPONSOR). These three basic components are the absolute requirements for designing the foundations of the WooZoo Music platform.

The basic components of WooZoo Music's system are: 1) Metaverse: VR virtual reality is realized, and users are avatarized and projected onto the virtual world. 2) Blockchain: Protects the original copyright of the content creator's creative products, deals with virtual assets in the platform with cryptocurrency, and applies a transparent and reasonable reward system. These two system components are based on the reliability of a core state-of-the-art technology.

The vision of the WooZoo Music platform is **"To build a new non-contact industrial culture in the entertainment market and to complete a rational reward system for creators".** By achieving this vision, we will become a more transparent culture leader platform by creating a new music culture.

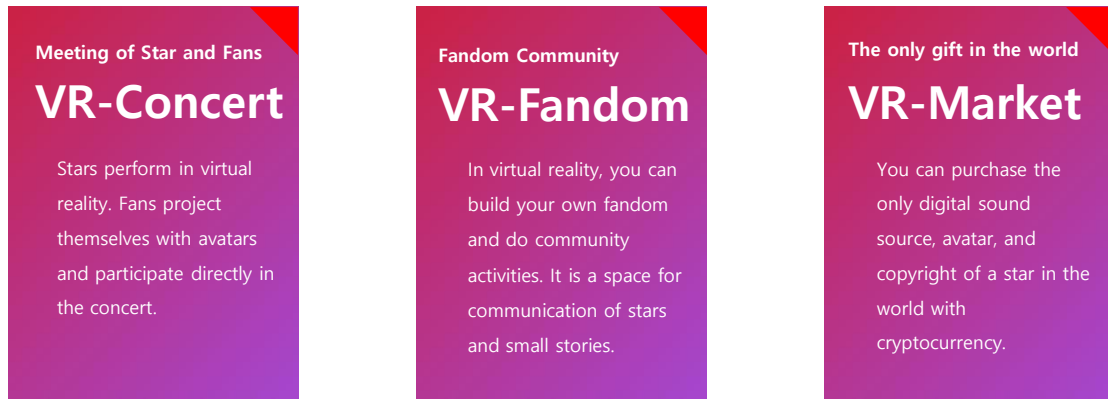## Reunite with their Avatars. Legendary Stars,

Platform

WooZooMusic

3.1　Main Features of the WZM Platform

Meeting of Star and Fans

VR-Concert

Stars perform in virtual reality. Fans project themselves with avatars and participate directly in the concert.

Fandom Community

VR-Fandom

In virtual reality, you can build your own fandom and do community activities. It is a space for communication of stars and small stories.

The only gift in the world

VR-Market

You can purchase the only digital sound source, avatar, and copyright of a star in the world with cryptocurrency.

3.1.1　VR-Concert

The VR concert provides a direct spot between stars and fans such as performances, meetings, and conversations. Stars' performances are held every day, and through fan meetings, virtual reality becomes possible with social non-contact technology. By providing a public space, you can create your own avatar. The talker and the listener can communicate through real-time streaming transmission.

3.1.2　VR-Fandom

VR Fandom builds fandom for categories such as by singer and genre, and provides open social media functions. It provides reality that can lead the story of the stars, and enables active communication between avatars. Personalized virtual space expresses one's talent and characteristics.

3.1.3　VR-Market

VR Market is a marketplace that provides fans with a variety of goods, such as stars' cherished items, stars' avatar bodies, and performance tickets. It is a space where items are sold and various items whose ownership is protected are traded, and users can actively appeal and attract market products through voting. Purchased goods are commonly paid with cryptocurrency.

The WooZoo Music protocol is launched for those mentioned above. A system that allows participants of the platform to receive additional rewards from the platform just by faithfully performing their role is installed. Participants in the new virtual reality ecosystem contribute to building a more efficient virtual reality network through content production, provision, and experience, and earn rewards.

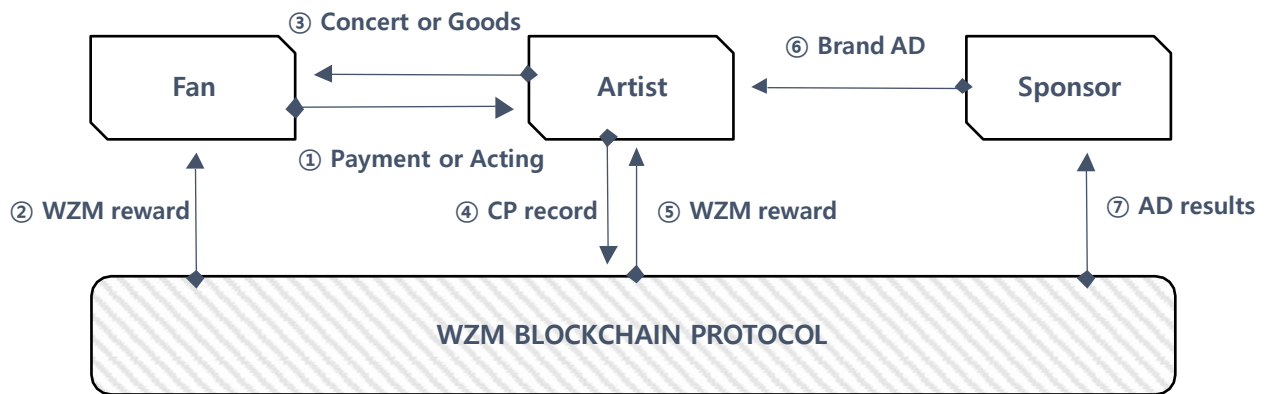| VR Rock Festival Concert prototype	VR Classic Concert prototype
VR Celebrities Entrance prototype	VR Outdoor Concert prototype

3.2 System Flow of the WZM Platform

WooZoo Music (WZM) platform service starts with fans and stars producing and consuming content within the platform. All activities are differentiated and provide reasonable token rewards by analyzing users' activity details in detail under the WZM protocol. Advertisers can use the traffic of interacting activities, request ads to the platform, and customize AI ad branding by WZM protocol. All advertising activity details are also recorded on the blockchain, so you can receive transparent and reliable advertising effect feedback.

The artist (content producer) decides whether to record the data on the WZM protocol. You can choose not to upload any data, or you can upload the entire data. You can also delete some data and upload it. WZM protocol can realize consumer's data ownership by thoroughly giving users the right to choose data. Even if the user decides to upload part or all of the payment data, the user's personal information is not exposed through anonymization or encryption. The WZM platform will induce more content production and activities by paying WZM tokens as rewards when users upload payment data to the blockchain. WZM tokens paid to users are paid from the WooZoo Music pool secured through the inflation of the blockchain itself.

The user's activity data stored in the blockchain for sponsors will be mainly used for advertising execution. Advertisers can process publicly available activity data, classify consumers that meet the purpose of advertising, and conduct advertisements on the WZM network targeting them. In most cases, it may be difficult for advertisers to directly operate data, and in this case, it can be adjusted or changed using a pool of intermediary advertising companies (partner companies).

Fans and artists, who form the user base, can use the WZM token returned as a feedback on the results of the aforementioned content production and consumption, and can be used in three areas. First, 1) WZM tokens can be converted into cash through listed exchanges. 2) Participation in governance through a certain proof of stake (POS) in the VR-market and voting for artists or product candidates to be registered in the market is possible. Through this exercise of voting rights, users can assume the role and responsibility as a democratic parliamentary representative in the WooZoo Music digital society. Lastly, 3) WZM tokens can be used to purchase products on the marketplace or pay for copyright division acquisition. This is also the core of the token ecosystem, which is most important to the platform.

3.3   WZM Copyright Protection
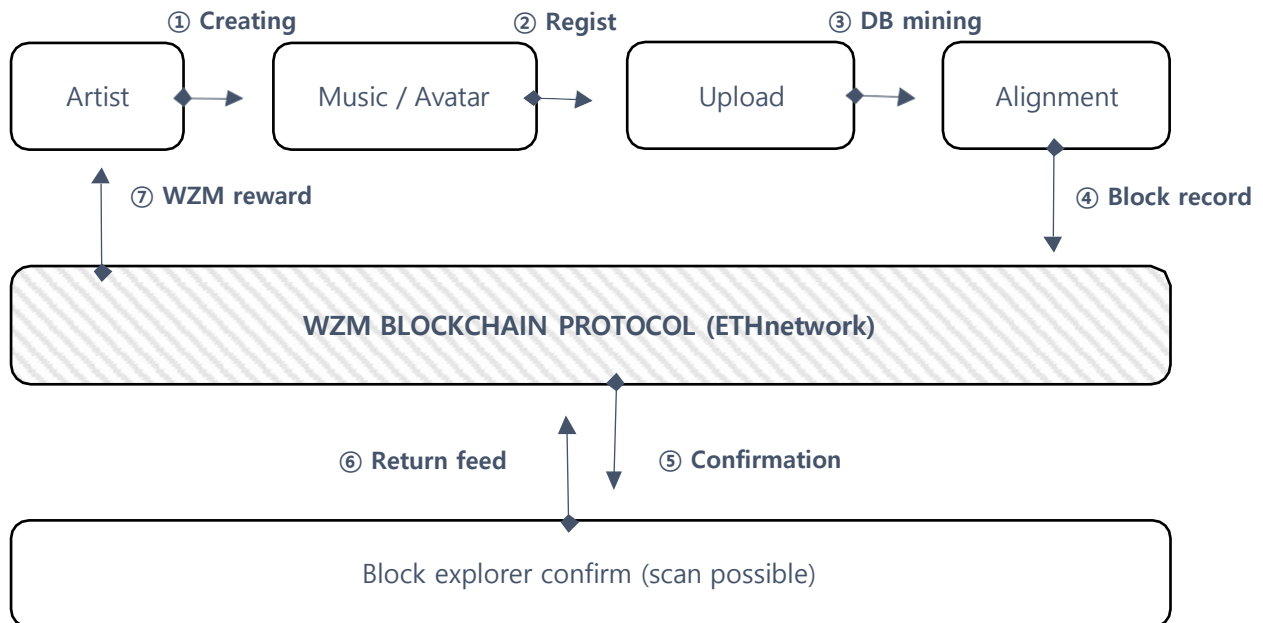
The rights of the sound sources and avatar contents created in the new virtual reality contents ecosystem of the WooZoo Music platform are protected by smart contracts. When a CP (content producer) creates his or her avatar or produces and registers a sound source, the required items to be recorded in the blockchain are rearranged through the WZM database. The DB details that have been rearranged are transmitted to Polkadot Network through the WZM blockchain protocol, and the records are put in a pending state in preparation for recording the next block to be created, and the records are put in a waiting and parked state.

The fee for the records generated at this time is processed and supported by the WZM platform as a payment. After that, the next Polkadot block is created and the details of the related work are recorded, and in order to check the final state of the recording, the Polkadot scan confirms whether the block is recorded or not and the final state of the contract. After the final recording is completed, if the WZM platform measures the CP's contribution and immediately provides rewards with WZM tokens, one copyright protection cycle is finalized.

In the WooZoo Music (WZM) network, anyone participating in the ecosystem can become a VR content producer, and continuous revenue generation is possible through smart contracts. Consumers can rent or purchase content permanently. In order to create a healthy virtual reality-related market ecosystem by using blockchain, it protects copyrights related to content production while encouraging content producers to produce more content, thereby supporting the entire VR industry to become a virtuous cycle.

3.4   Initial Token model : ERC20 Standard

3.4.1   WZM Smart Contract

The WooZoo Music (WZM) Foundation implements two token models. Tokens are issued based on the Polkadot mainnet, which has good scalability and transaction speed, and various functions of the WooZoo Music platform can be used through smart contracts provided by the platform. Through smart contracts, content producers can acquire rewards to meet the needs of various types of activities. We plan to continuously implement various functions using smart contracts. On the other hand, the entity who wants to use the smart contract (mainly CP) 1) deposit or hold a certain amount of WZM on the platform, or 2) pay WZM as a usage fee for each smart contract use. If you deposit or hold a certain amount of WZM as in No. 1, the WZM platform guarantees the use of a certain level of smart contracts according to the amount of deposit, but if it exceeds that level, you must pay the usage fee as in No. 2. Because the use of smart contracts is that it uses the resources of the WZM platform as much, and costs are consumed. In addition, this method can also play a role of defending against attacks (abusing, DDoS attacks, etc.) have. The usage fee per smart contract will be set at a higher price than the opportunity cost of the WZM deposit amount, and through this, we intend to induce users and advertisers to deposit more WZM.

3.4.2   WZM Token

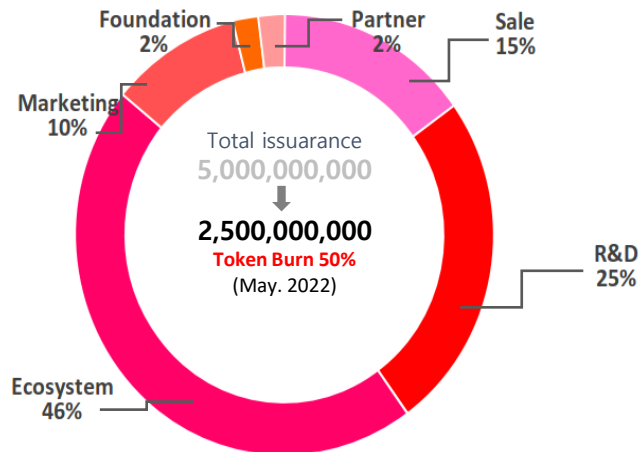**WZM (WooZooMusic token)**

ERC-20 / BEP-20

*   Inter-Participants P2P transmission

*   Compensation for Platform Activities

*   WZM Staking pool reward

*   Contents and Items Payment

*   AD compensation

WZM is a ERC20-based utility token, a digital asset that can be used in the new virtual reality content ecosystem of the WooZooMusic platform. WZM tokens can be purchased on digital asset exchanges, and can be obtained as rewards on the network. Ecosystem participants can secure their own space in the virtual reality world by purchasing and staking tokens. Payment for items to purchase or produce new content in the virtual reality world is made with tokens between participants.

Participants can receive tokens through advertising contributions. In addition, it can be exchanged through P2P transmission between participants. WZM ecosystem participants can receive various benefits by holding tokens. Content producers, providers, consumers, advertisers, etc. will contribute to the increase and maintenance of the value of WZM tokens and form a virtuous cycle through economic activities that produce, provide, and participate in content in the networked virtual reality ecosystem.

3.4.3 WZM Token Distribution

A total of 5,000,000,000 WZM tokens will be issued. The distribution ratio is as follows.

Foundation 2%
Partner 2%
Sale 15%
Marketing 10%
R&D 25%
Ecosystem 46%

Total issuarance
5,000,000,000
↓
2,500,000,000
Token Burn 50%
(May. 2022)

3.5　Irreplaceable NFT Token Ecosystem

The WZM project plans to convert to a non-replaceable token NFT in the future. We are preparing a plan to convert to the WooZooMusic NFT market place based on Polkadot's Parachain, and the advantages of Polkadot's cross-chain scalability and network parallel connection are quite high, so we decide to introduce it first. The reason for the transition to WZM's NFT is that it is best suited to the nature of not being able to duplicate the original creation and the same content itself. We plan to apply NFT to all contents that exist only in the world, such as the original sound source, the singer's voice, and the artist avatar's body in the marketplace.

RoadMap

**Strategic Plan for
WZM Project**

4.1 Marketing to Acquire Customers

Customer Acquisition is the most important step as well as a continuing goal to build a successful business. However, in the current era of infinite online competition, it is becoming increasingly difficult for customers to stand out. Customer acquisition is, in fact, the only factor in the business that can drive sales. The WooZoo Music (WZM) project implements 7 effective marketing strategies to acquire more customers.

4.1.1 Dominating the first page of Google search with powerful content and SEO

80% of people who search on Google usually ignore paid ads and are more interested in organic search. Moreover, 75% of these people do not scroll down beyond the first page. Therefore, you need to dominate the first page of Google search for keywords that your customers might look for. In particular, if you are exposed through a backlink obtained from an authoritative site in the industry, you can get a higher search ranking.

4.1.2 Use of internal links to promote websites and applications

Web document authority is sent from one page to another in order to rank pages directly related to consumers, such as pages containing related core content such as service pages or market pages within the platform. To do this, we use an internal link. These actions can increase traffic by more than 250% of organic searches on the desired page.

4.1.3 Focus on followers (new customers) following industry influencers

First, identify influencers who already have audiences related to metaverse and blockchain. They actively use them to turn their audience into customers. It secures momentum to acquire new customers quickly. On average, influencer marketing shows 6 times higher ROI than investment. Social media mentions, guest blogging, link building, collaboration events, and press releases, etc. will be used to attract followers of influencers to attract more customers.

4.1.4 Induce customers with "referral" system

The '2-sided referral' tactic is to induce customers to make referrals to their friends in exchange for rewards for participation. This is so effective because people are four times more likely to buy when they are recommended by friends than those who are not. In fact, research shows that 65% of new transactions, most of them, come from such customer referrals. If you use it actively, you will be more likely to participate and recommend it to your friends.

4.1.5 Content Marketing Focused on Sales

Content marketing is not always used to increase brand awareness. If you have created content such as product introduction videos, specs, and FAQs, it will help customers make purchasing decisions more easily. 61% of customers say they feel comfortable buying products from companies that provide this kind of content, and these tools will help you achieve your sales goals successfully.

4.1.6 E-mail marketing for effective and automated marketing

Email marketing has always been regarded as the most effective marketing channel. Email marketing, which is relatively inexpensive, is expected to yield a whopping $44 on average per $1 budget execution. Above all, email marketing to target audiences further enhances its performance by automating the lead nurturing process. Such marketing automation can increase revenue by 10% or more within 6 to 9 months.

4.1.7 Analyze to identify channels with the highest conversion rates

It is very important to measure marketing ROI. In fact, 50% of businesses have a hard time figuring out how much the performance of their marketing campaigns directly affected the sales. Analyzing marketing channels using analytics tools like GA can help solve this problem. In addition, you will be able to figure out which marketing channels are most effective and use this data to create new media mix strategies to increase ROI.

4.2   Competitor Analysis
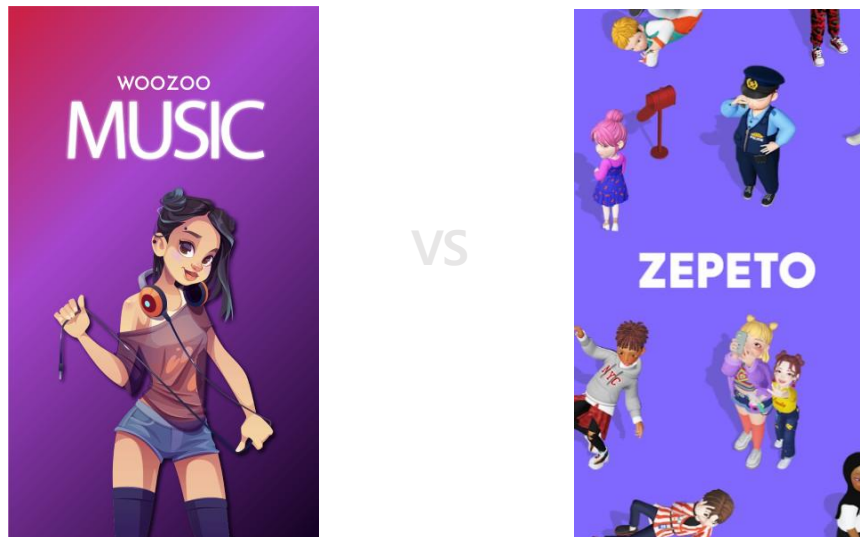
The rival of WooZoo Music (WZM) is 'Zepeto', a 3D avatar based on Multiverse. Zepeto is an app that has recorded 3 million global downloads within two months of its launch, and ranked first in the free download rankings in 35 countries around the world, including the United States, Japan, and Korea. Zepeto goes beyond just creating 3D avatars. You can create a video as well as a nice 3D avatar image and share it easily on social media. In addition, it has built a platform where you can play with a large number of friends and avatars within the app, which is similar to sharing content with friends visiting Cyworld's mini-room in the past. Another feature is that users call each other within the app to encourage avatars to meet each other. Zepeto's biggest attraction to Generation Z is that it projects them from a first-person perspective in a unique way in virtual reality. However, these platforms have weaknesses as well. WooZoo Music, a follower, will be able to achieve the No. 1 in the Multiverse virtual reality industry.

4.2.1 The world of avatars where I am the main character VS the World where stars & fandoms coexist

The biggest feature and weakness of Zepeto is that users themselves are the protagonists. The trait that "I" am the center of may turn into a rather bad situation. As the selfish perspective stands out, the platform's ecosystem is gradually fading due to a lot of abusive language and mutual criticism within the platform. On the other hand, WooZoo Music contains the message of support and harmony rather than criticism because it supports a viewpoint that "I" participate in the event with my idol star as the starting point. These advantages create a brighter and more pleasant virtual reality play culture.

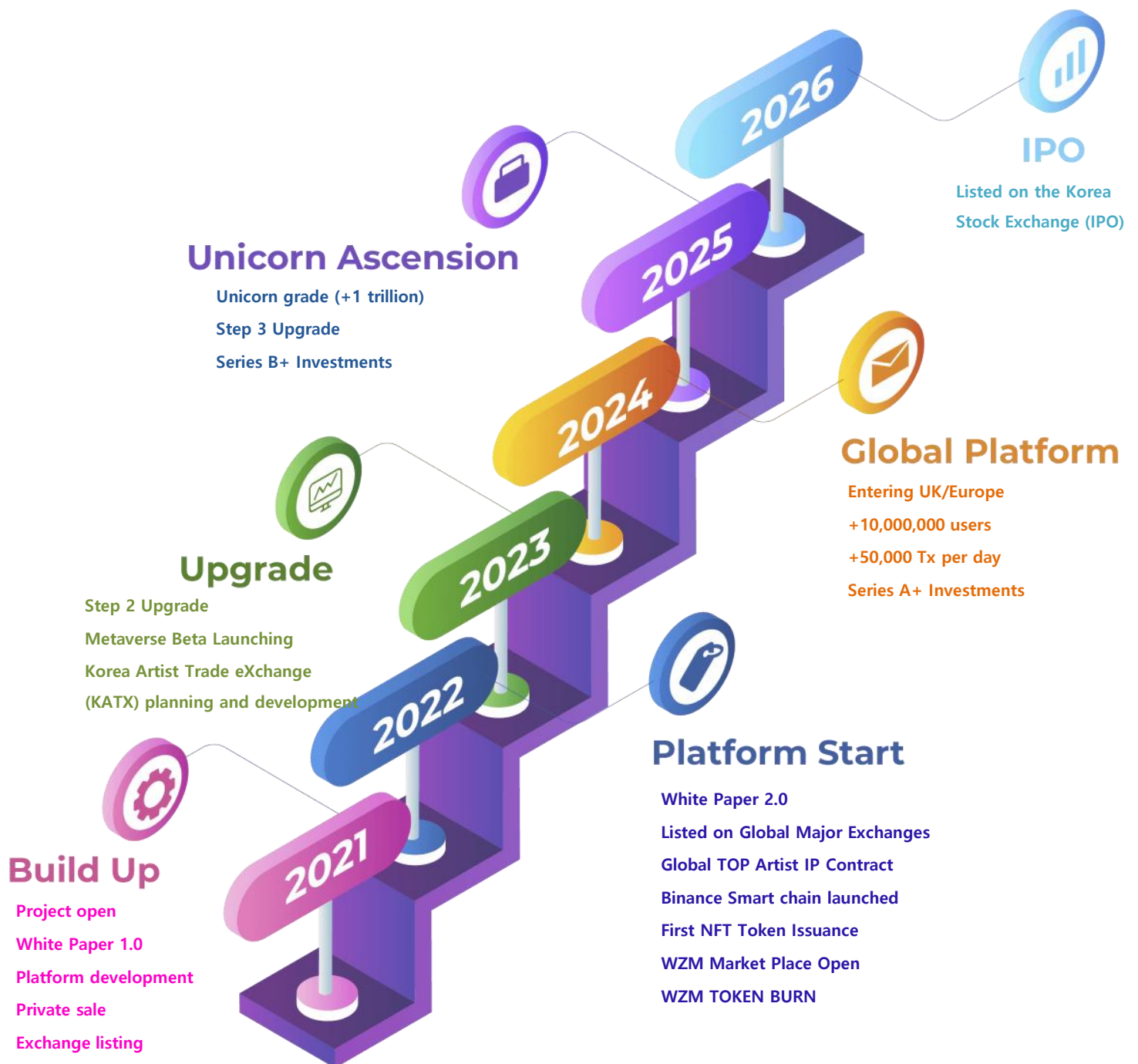### 4.2.2 Stable Point VS Cryptocurrency Utility Token

Zepeto is an economy of item purchase and settlement through fiat currency charging. In addition, like a ready-made dating app, the induction of item payment is severe, and the price of the item is not reasonable. The compensation for the point-collecting effort is so underestimated, considering the amount paid by the user, making it difficult to receive fair compensation. This part may not have an impact at the beginning, but as the platform grows gradually, the negative influence of users will adversely affect the platform growth.

WooZoo Music provides transparent and reasonable rewards based on the blockchain's cryptocurrency ecosystem. In addition, WooZoo Token (WZM) can be acquired and used through legitimate avatar development and event participation, and it does not conduct business for inducing excessive payment.

4.2.3 Heavy DB Platform VS Light DB Platform

Zepeto causes a lot of errors and delays in 3D modeling data, camera, and audio linkage. This is because heavy data design causes excessive data bottlenecks in the user interface. WooZoo Music is developed not to interfere with users using the platform by minimizing the occurrence of traffic at the frontend through a decentralized DB design. The WooZoo Music server can also be continuously expanded and further optimized to reduce DB bottlenecks.

WooZooMusic
RoadMap

WZM WOOZOOMUSIC

2026

2025

2024

2023

2022

2021

IPO
Listed on the Korea
Stock Exchange (IPO)

Unicorn Ascension
Unicorn grade (+1 trillion)
Step 3 Upgrade
Series B+ Investments

Global Platform
Entering UK/Europe
+10,000,000 users
+50,000 Tx per day
Series A+ Investments

Upgrade
Step 2 Upgrade
Metaverse Beta Launching
Korea Artist Trade eXchange
(KATX) planning and development

Platform Start
White Paper 2.0
Listed on Global Major Exchanges
Global TOP Artist IP Contract
Binance Smart chain launched
First NFT Token Issuance
WZM Market Place Open
WZM TOKEN BURN

Build Up
Project open
White Paper 1.0
Platform development
Private sale
Exchange listing

Team

![WOOZOOMUSIC logo]

Woosoo Choi
CEO

- 2009 Knote online CEO, entertainment,
- JYJ Producing, Suuper starK online DAUM
- Marbling ENM, Joint Representative Director, Entertaniment

Woongjo Chae
COO

- Graduated from Kyunghee University, College of Music, Piano
- Munich Music Conservatory, Detmold State Higher Conservatory of Music, Germany
- Former CEO of GM United
- Former CEO of LDICE
- Former CEO of GREATDUST

Richard Yoon
CTO

- HANYOU KOREA.CO.,LTD CEO
- PSL Limited Co-Founder
- ANIVERSE Project CTO
- DGAMES Project CTO
- Korea Blockchain Contents Association Advisor
- Korea Mobile Game Association China President

Myungjin Jeong
CMO

- Needmall - Owner / Wholesale and Retail
- Simcoms Co.,Ltd. - Director / web hard marketing and administrative control
- Sejintech Korea Co., Ltd. - CEO / Supply of flood prevention equipment to Seoul City
- J Company - Owner / Overseas trade, Wholesale and Retail E-commerce
- Marbling E&M Co., Ltd. - Director / Entertainment

Jongjin Kim
CMO

- 1995, Won Mi-yeon 4th album Don't leave each other's place
- 1995, WHITE 2nd album producer, 7ears of love
- 1996, WHITE 3rd album producer, square dream
- 1997, New singer The fan producer celebirty
- 1998, WHITE 4th album producer
- 1999, producer of White bank with singer bank jeung siro

I-han Park
PRODUCER

- Song Title - step forward bravely
- perfomer - GALA BAND
- Tokopidea indonesia online retailers No.1 Music director
- TWICE , SECRET NUMBER , BLACK SWAN
- Gong Minzy , K-tiger Zero , Marvel Entertainment
- BoA , China TF BOYS

Lucy
Lyricist

K-Pop
- Secret number - Who Dis
- Berry good - Mellow Mellow
- Berry good - One step closer
- Berry good - Tme for me
- K - tigers zero - The starry night
- Busters - pinky promise
- Rania- Over & over

Game music
- Marvel Future fight_Luna snowl - Really wanna
- Marvel Future fight_Luna snow - Fly away
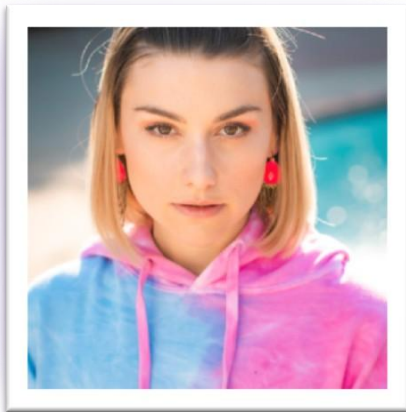
Cf
- Samlip SPC Cafe snow - vocaal

WOOZOOMUSIC

EXO – Love Me Right

Monsta X - Dramarama

IZ*ONE – Bloom

NCT Dream – Candle

Andreas Oberg

BLACKPINK - Bet You Wanna

BTS - Boy With Love

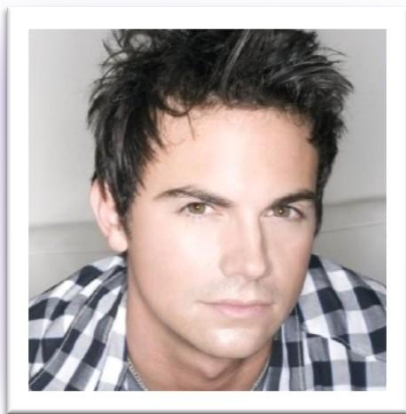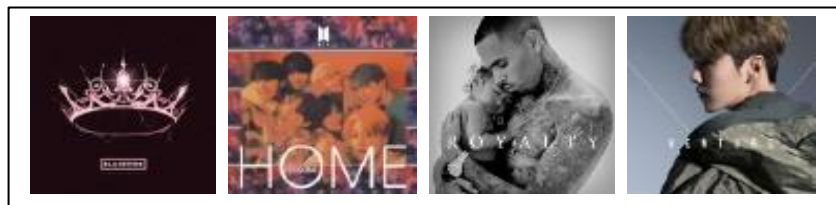BTS ft. Sia -On

Dua Lipa - Good In Bed

Melanie Fontana

BTS - Home

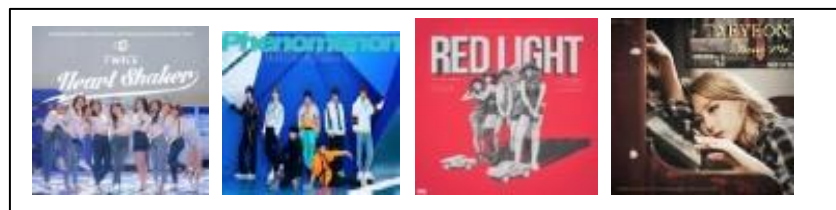BLACKPINK - Love to Hate Me

Chris Brown - Zero

Luhan - Roleplay

Tushar Apte

Twice - Heartshaker

Monsta X - Chaotic

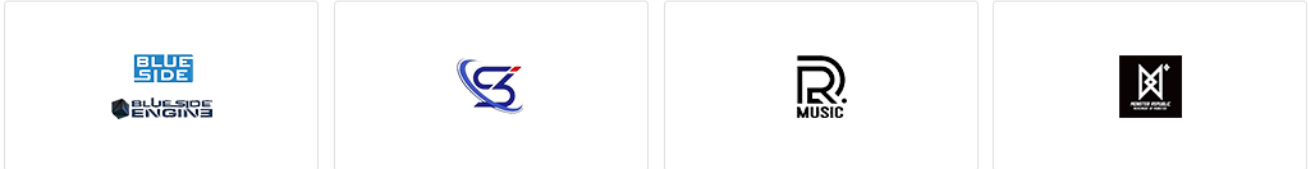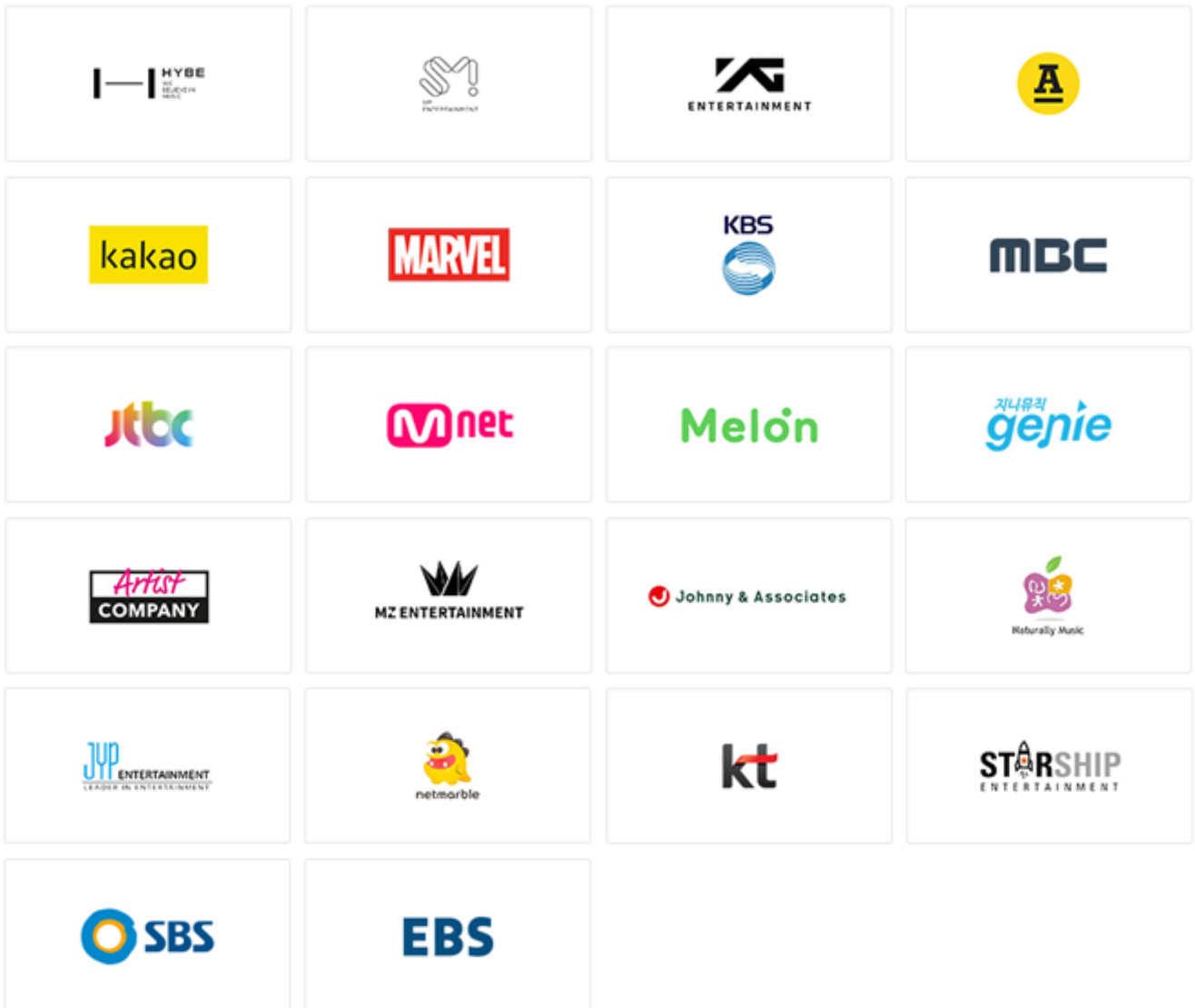F(x) - Sunmer Love

Taeyeon - Rescue ME

Sean Alexander

Partners

WZM Foundation and Members

Backers

BLUE SIDE / BLUESIDE ENGINE	CS	R. MUSIC	MONSTER REPUBLIC

Partners

HYBE	SM ENTERTAINMENT	YG ENTERTAINMENT	A
kakao	MARVEL	KBS	MBC
jtbc	Mnet	Melon	genie
Artist COMPANY	MZ ENTERTAINMENT	Johnny & Associates	Naturally Music
JYP ENTERTAINMENT	netmarble	kt	STARSHIP ENTERTAINMENT
SBS	EBS		

THANK YOU.