



NETZERO

**WHITE
PAPER**

NETZERO INTERNATIONAL

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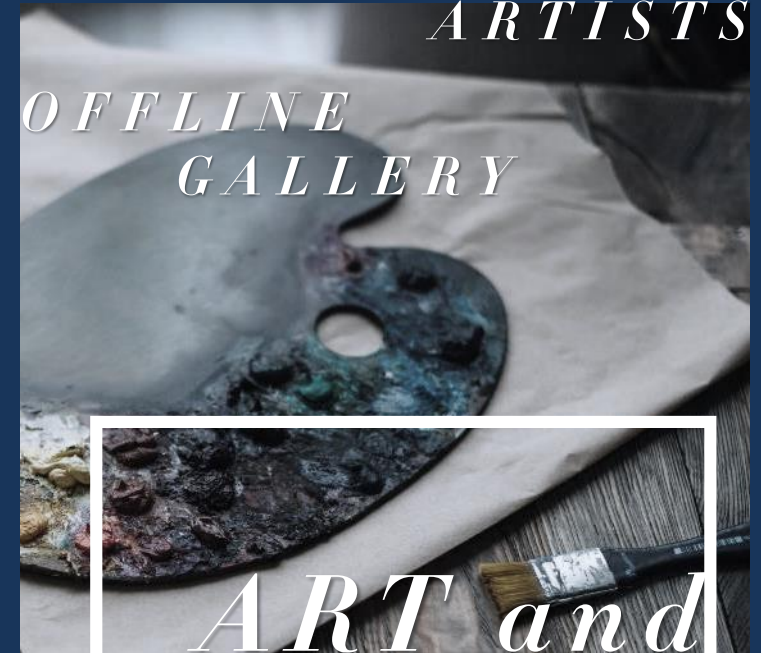
TOKEN and
LISTING

About NETZERO

NETZERO is a social platform which deals with all types of sports, culture, art and their distribution in daily life. Individuals can improve the quality of their lives through NETZERO. It is not only an ecosystem for operation of virtual asset but also is a unique culture-contents metaverse.

Once you become a member of NETZERO, you can create the values from all activities in normal daily life within the social space. Further, you'll see a unique culture contents social platform you've never experienced before in the online world in which 'Untact' is becoming the basic.

-
This NETZERO's unique service has been built safe and clear based on the blockchain technology. This is a metaverse platform in which various values can be put into NFT and be distributed.



Business Solution

Incomplete alter ego grows up in 'another reality' which resembles the real world!

You can find yourself who exists in another world through the world by which NETZERO creates. We're trying to create the lives and values of 'Myself', which is just like 'Myself', in the metaverse, which exists as another incomplete world.

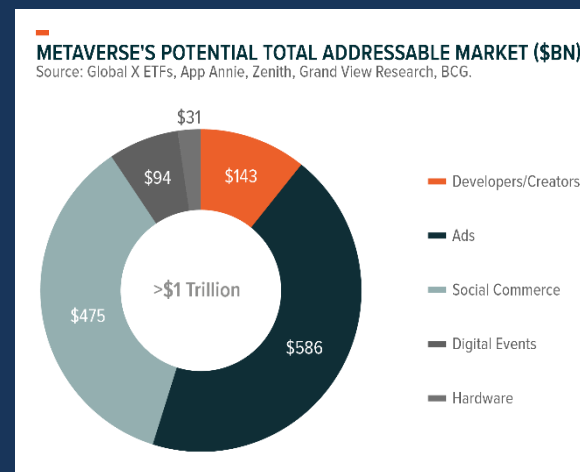
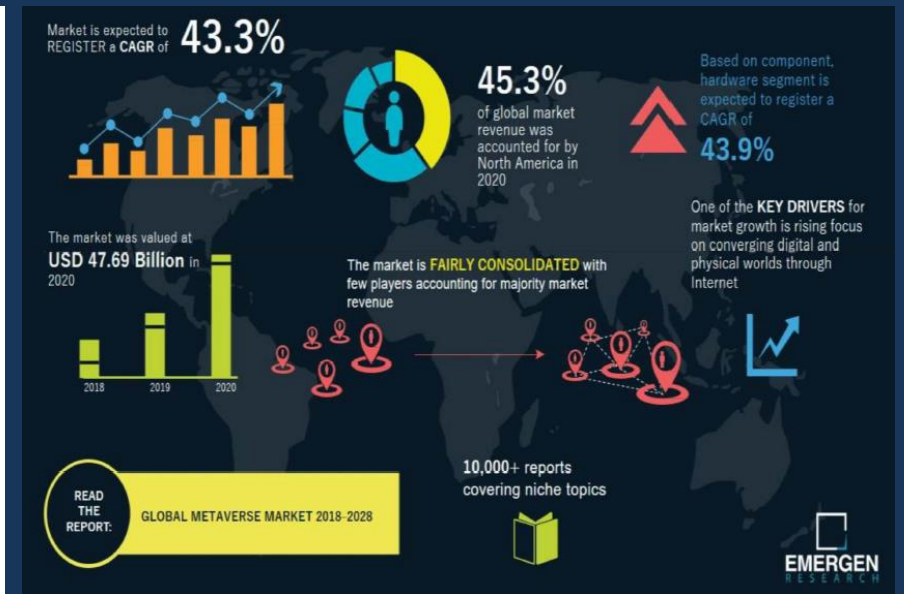
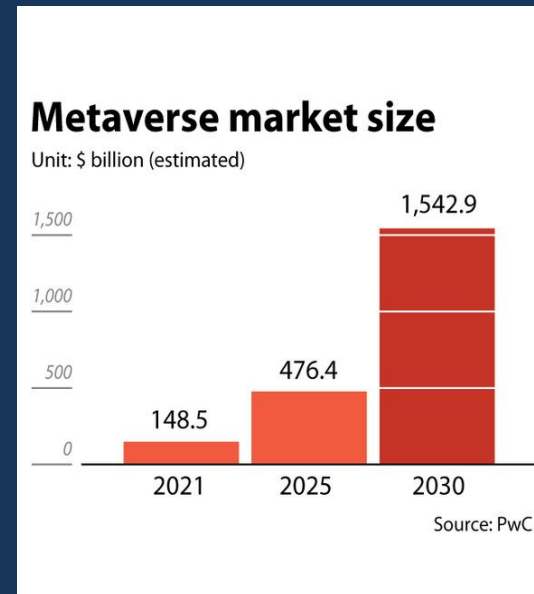


Business Solution METAVERSE MARKET GROWTH

The metaverse is the compound of 'Meta' and 'Universe', which mean virtual and world, and is a system which expands the reality to digital world to perform political, economic, social and cultural activities in the virtual world.



Is the metaverse the cloud or the future? The answer exists already here. The metaverse is the future and another world of opportunity as well. No matter what directions of evolution from social game and virtual reality, the contents required within this can be connected directly to various types of people including designer, artist and finance expert etc. The metaverse is already a reality. Are you ready for it?



5 METAVERSE STOCKS

To Consider Buying for Your Stock Portfolio

	Microsoft	ROBLOX	unity
Price-to-Sales Ratio	15x	30x	54x
Market Capitalisation	US\$2.5 trillion	US\$62.3 billion	US\$56.2 billion
Share Price	US\$336.72	US\$107.58	US\$196.65

and two more...

Seedly Reads

Business Solution

METAVVERSE POSITIONING

The Metaverse has already passed the market entrance stage and is now in the growth and competition stage. It is now facing a situation in which new killer contents are required.

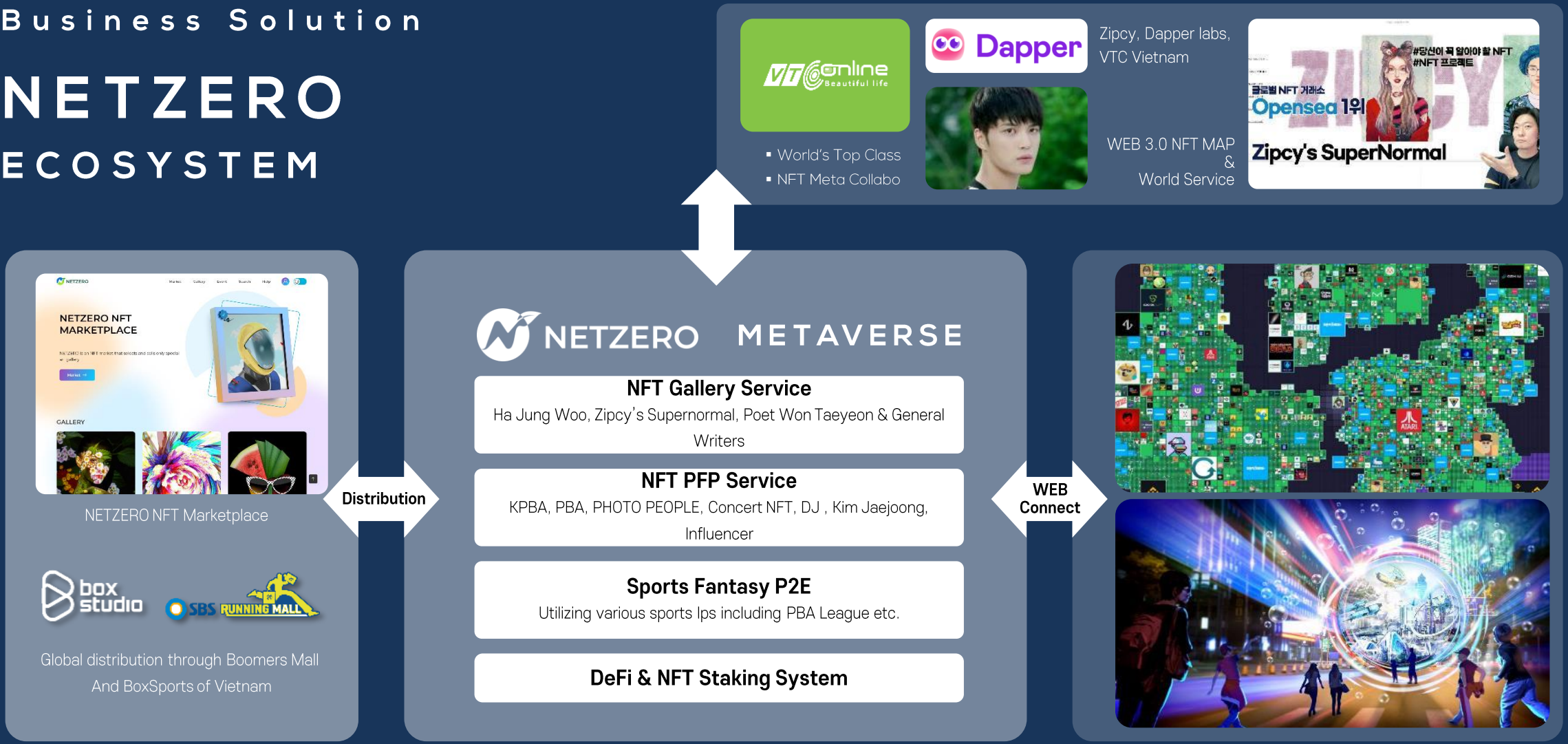
Still the majority of users do not understand the value of metaverse exactly and they're using the services provided by enterprises passively.

However, the real metaverse is the unique cultural platform by which the users build by themselves. NETZERO METAVVERSE is seeking the culture platform in which this periodical demand is reflected.



Business Solution

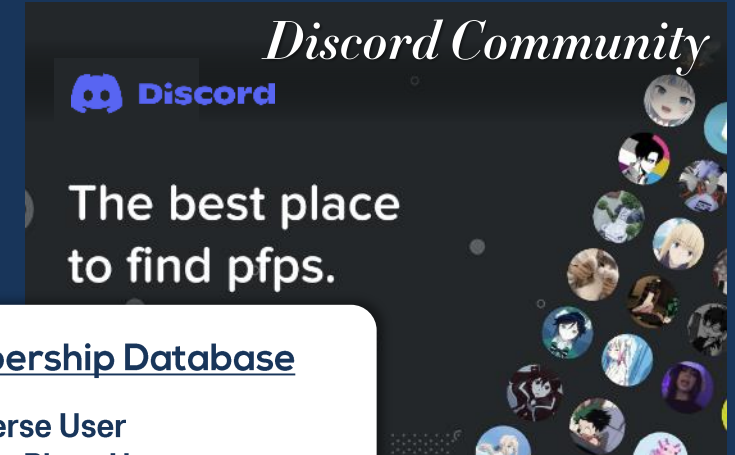
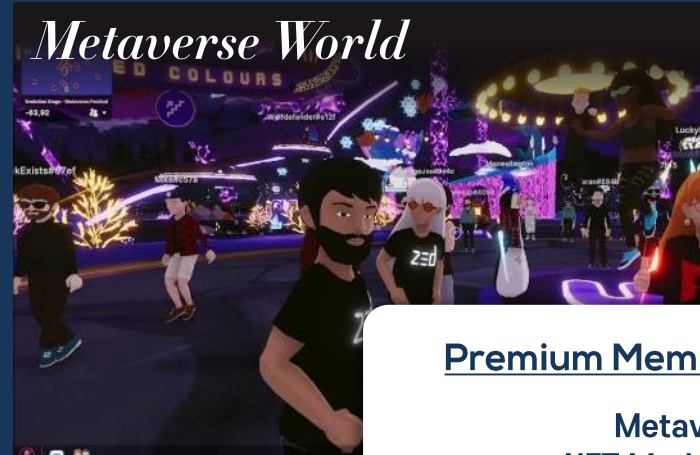
NETZERO ECOSYSTEM



Business Solution

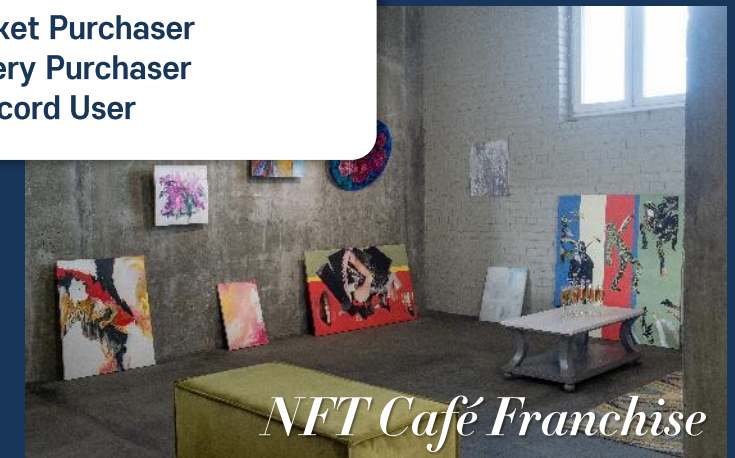
Premium Membership Database

Powerful & Massive Customer Database with real purchasing power
Operation of the unique community of NETZERO



Premium Membership Database

- Metaverse User
- NFT Market Place User
- Concert Ticket Purchaser
- Offline Gallery Purchaser
- PFP Discord User



Business part_1

SPORTS and Game



Billiard, the future sport, PBA league NFT

The PBA, the future sport, which has the value of media contents, strong infra-base, can break the walls between generations and genders. The era of Professional Billiard NFT, which can thrive the foothold for popularization of billiard and for the player development.



2B USD of Market Value

Expand the 2 Billion USD value of billiard industry into the NFT market to reorganize and to foster development of the industry



Pool K-Wave

Change the Mecca of Billiard from Europe to KOREA through providing the PBA tour experience without any restriction for the world's billiard maniacs irrespective of their nationalities and genders



Reestablishment of Culture

Improvement of the social perception on billiard through PBA NFT, execution of campaign for establishment of good culture by which all people concede



Merchandizing Planning

Production of 2 categories of products

- NFT for collection : focus on famous PBA players
- NFT for gameplay : focus on players' stat, ability(regardless of nationality, age, gender)



P2E (Play to Earn) by NETZERO

The sports game by utilizing NFT card by which the world's major football leagues and the National Basketball Association(NBA) area already providing

-

This is a platform in which highlight videos are made as cards for NFT collection, trade and sales. Mainly, sports fans participate in this, and they can enjoy games with various options according to the card classes.

Through the collective game elements including random card and showcase arrangement, the users can create their own teams or compete with other users to participate in the league based on the user's NFT.

The PBA is also to be designed to provide both real match and virtual game apart from NFT collection through link with this P2E-type game contents.



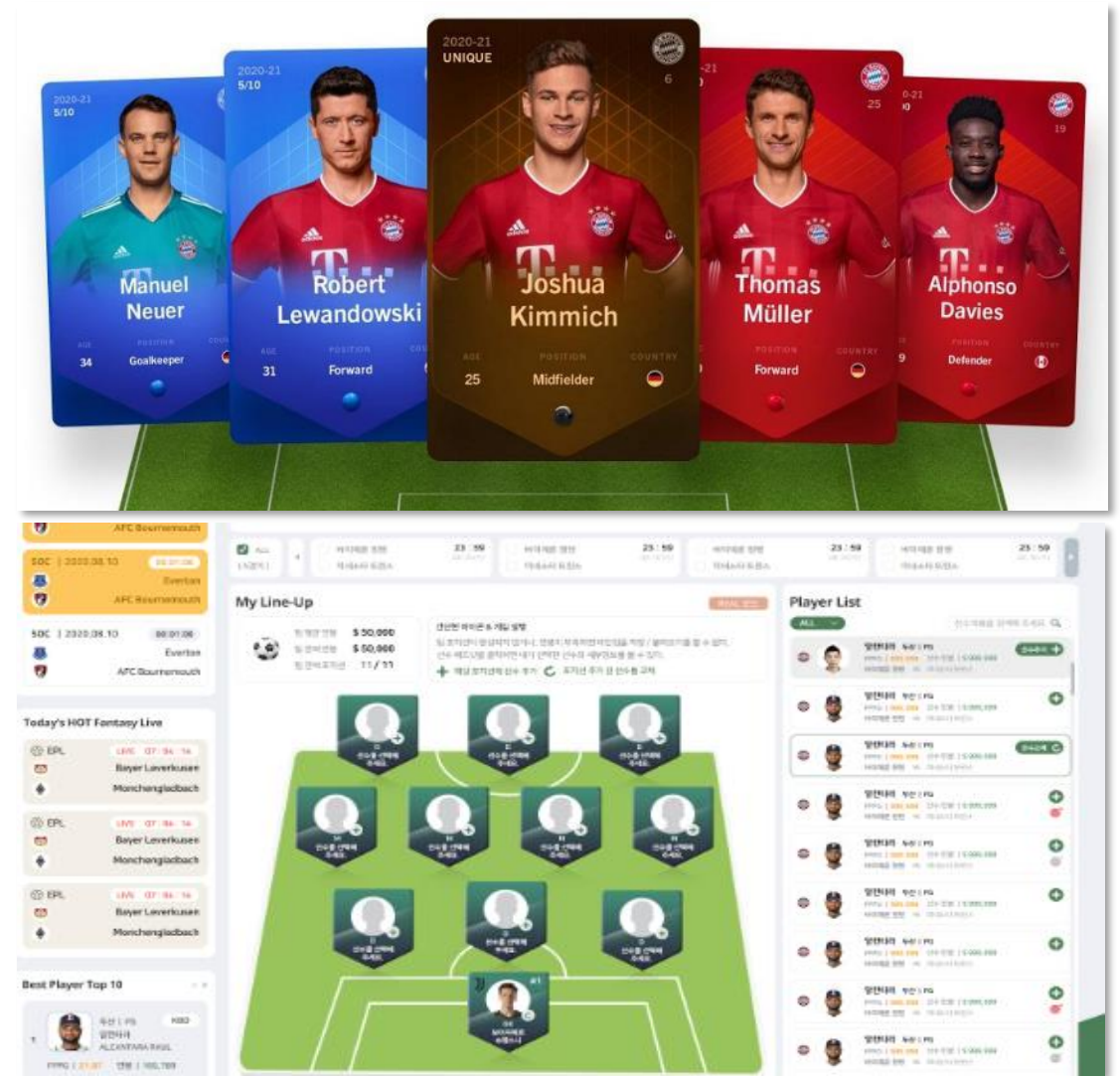
P2E (Play to Earn) by NETZERO

It is a blockchain-based sports fantasy game that participates in the game through NFT card transactions

In the case of the existing "NBA Top Shot," a system that obtains an NFT card by predicting each player's performance in the game, not in the form of a lottery that requires luck. Sports NFT cards manufactured and created based on fairness will be applied to sports universities sequentially.

Through the Sports Fantasy NFT Card, you can simultaneously satisfy the desire for ownership for sports fans and the desire for functionality of the game through the Sports Universe for gamers.

Starting with sports fantasy games, the company plans to build and apply its own "sports Universe" through collaboration with various sports game companies such as sports simulation games and sports action games.



Business part_2

ART and CULTURE



Artist : Jung-woo Ha

Introducing a wide range of artworks made by famous Korean actor Jung-woo Ha who also works as a movie director, artist and producer after the commercializing into NFT work

Harmony of pop art and expressionism



His pop artworks, which have drawn lots of attention from artwork collectors, are created by adding primary colors to the maximized figure of a still object or person's face

An artwork you can trust



He introduced his first artwork in 2010 on his private exhibition and is introducing his works every year on the domestic and abroad famous gallery. Moreover, his works are getting more and more positive feedback from the industry as time goes

Storytelling artworks



It is not about showing off his skills. His artworks contain the message, idea and conception that tell their own story

COLLABORATION(Scheduled to proceed) Zipcy's Super Normal + Artist : Jung-woo Ha

Celebchain and collaboration between the artist Jung woo Ha and Zipcy's Supernormal, an artist who draw great attention and ranked 1st in trading totals on Opensea, the world's largest NFT exchange platform, and the artist Jungwoo Ha.

Collaboration of Top and Top



A collaboration between Jung-woo Ha, an actor with guaranteed recognition and proven skills, and Zipsy, who has been recognized worldwide

An Immutable Law, Success



The meeting of two artists who created the myth of successes without failure online and offline creates a guarantee of success in the NFT world

Unique Variation



Variation of two completely different drawing styles creating another cool artwork



Production Direction

COLLABORATION : Zipcy's SuperNomral + Artist : Jung-woo Ha



Merchandizing Planning & Visualizing

2-types sourcing through product development by combining major objects within the works of the 2 artists Zipcy and Jung Woo

- ① Motion type : object moving which is combined on the base works
- ② Image type : A completed artwork after the variation



Marketing Strategy

2 channels marketing with celeb chain at the same time

Special media report(Interview is essential)

- ① Target promotion to the fandom & investors (community, buyers etc.)
- ② EDM marketing by utilizing the DB of existing client history with celeb chain

Tae-yeon Won, Again (Memory)

A legendary poet with best selling poetry in Korea

His clean and straightforward style works have been loved in many genres ranging from books, songs, musicals, and movies bringing sympathy from lots of audiences. Now, first ever in history, you can enjoy his works in digital content and share your sympathy.

Back then, the analogue sensibility



The first digital content of the work of poet Tae-yeon Won, who has preserved the memories and analog sensibility of the forgotten manuscript paper, will be released to the public for the first time.

Rediscovery of Work



Rediscovering the meanings contained in the work by tracing writer Tae-yeon Won's worries, portrayed in the manuscript full of writing and erasing traces.

Trace of Trace



The traces of hand-stained works, with the meaning of those traces, go back in time until the work of 'Poetry' was completed and reinterpreted in a current trend.

Visualizing

Motion effect in which text is engraved on the background that preserves the feel of manuscript paper



- ① Stimulate the newtro(new+retro) sensibility of the MZ generation by reinventing analog objects as digital items that is based on retro sensibility
- ② Merchandizing planning that can stimulate the nostalgia of those born in the 80s who experienced everything from the analog era to the digital era
- ③ Sell with a limited edition



세상에 착한 사람들이 많았으면 좋겠어
그럼 네가 더 많은 사랑을 받을 수 있잖아



“Cat and Cactus” <by Tae-yeon Won>

Tae-yeon Won, who worked across various fields of the genre, including poet, film director, lyricist, screenwriter, and music video director, has come back to the publishing industry after 10 years. His comeback work expresses the feelings of meeting and parting, written in plain and calm handwriting that is not exaggerated, through the characters of a cat and a cactus.

Whole new genre



We tried to create a new genre called Audio Graphic Novel with Cheol-Won Lee, the first-generation composer of electronica music, to satisfy the five senses by listening to music with texts, drawings, and sensual melodies.

Touching visual



The illustration of Ameba fish, a graphic artist famous for dreamy but realistic paintings, is added to interpret the loneliness and love of modern people beautifully like a fairy tale.

Big consolations to modern people



Digital contents of warm motion artworks that convey calm and comfort emotion through cats and cactus representing the loneliness of modern people



Merchandizing Planning

- ① Produce with a concept that gives a feeling of healing just by looking at it with calm animation and Orgel like BGM.
- ② Healing and killing time digital content for modern people
- ③ Main products with visual cats on them



Marketing Strategy

Become a digital contents parent.

The population raising companion animals show a high interest in the content of the animals they are raising, and they have no objection to spending their money on that content.

- ① To target those who are raising companion animals, promote the works by using cat as the main objet
- ② Recruit online digital parents through companion animal related social media channels
- ③ Promote it as a showing off items for 20 ~ 40 aged singles by emphasizing the feeling of relaxing



Visualizing

Use static animation with still feeling rather than splendid 3D effect



References





PHOTO PEOPLE

PHOTO PEOPLE in MY POCKET

'Photo People', a TV show that six stars who were more accustomed to standing in front of the camera now grab their own camera and brings you a photo tour. What if this TV show is introduced in digital content?

The photos that were taken by leader Jae-joong Kim and comedian Sae-ho Cho turn into NFT!

The First



Their photos that were never demonstrated before will be introduced through NETZERO for the first time.

Behind Story



Check out the NFT photos with various episodes that occurred during filming and the appearance of stars you never have imagined.

They are stars



Jae-joong Kim as a leader, comedian Sae-ho Cho, Infinite Woo-hyun Nam, Actor Tae-hwan Lee, MXM Young-min Lim, singer Sun-ho Yoo will join the team. With their strong fanbase of them, we expect big attention from the public.



Merchandizing Planning

Source the products that the artist(cast) has selected and produce a conceptual work with their own stories.

- ① Concept story line by artist and theme
- ② Product sourcing based on the level of completion such as A, B cuts



Marketing Strategy

- ① Sales of limited amount through rare marketing which aims the fandoms of the casts
- ② Making issues through both on · offline galleries through O2O marketing method
- ③ Exposure of the program through entertainment-related reporting TV show



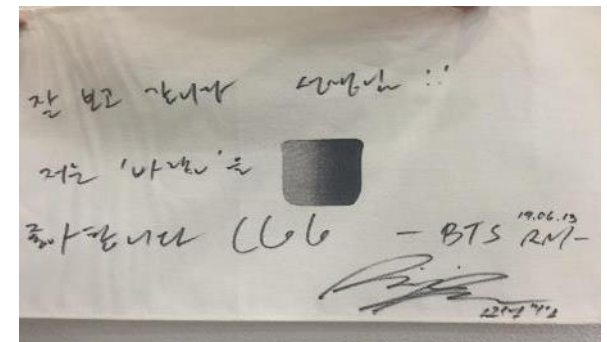
Visualizing

Insert photos in the polaroid-type frame and putting the photo information behind the frame

- ① Time and place of shooting
- ② Autograph of the photographer(casts)
- ③ A brief explanation of the photo in text



References



나는 자연인이다



주 수요일 밤 9시 50분

MC 이승윤, 윤택

NFT collaboration with MBN “I live in nature“

From modern life to primitive life. A TV show that finds and visits people who live in nature without any money or possessions but are relaxed and delighted. Product composition by digitalizing videos and materials about specific episodes that are constantly talked about through programs

Make a breakthrough for digitally vulnerable groups



It is very popular among middle-aged people who are considered digitally vulnerable age group. We can draw their attention and diversify our client base.

Big one shot!



The show has comparatively low awareness than other content, but certain episodes are constantly talked about which made it a long-run TV show

To Find Human Nature



Human beings are born, grow, and return from nature. As the digital age begins in earnest, the TV show provides inspiration by finding the forgotten primitive essence and instinct.

Merchandizing Planning



Design by turning major MCs and participants into PFP

- ① Merchandize NFT character PFP
- ② Merchandize a particular scene



Find New (Collaboration between existing and rising artists)

World of art where the synergy between publicly established artists and fresh emerging artists is maximized. A project that highly knowledgeable NFT collectors search for a next rising star artist



The Excellent harmony of Old & New

Presenting works of emerging artists who are attracting attention for their skills along with works of established artists whose paintings are already known and seen elsewhere



The World of Art through NFT

Those who are interested in painting but lack in-depth knowledge of it can appreciate and enjoy painting by various artists.



Searching for My Own Hidden Artists

Based on personal preference, we aim to let audiences to appreciate the works of artists they were not aware of.



Merchandizing Planning

Grouping of the artworks introduce sourcing artworks through special exhibition

- ① Theme & Concept
- ② Artist & Style
- ③ Object, etc.



Marketing Strategy

- ① O2O Marketing, Operate both online and offline gallery
- ② Draw collectors' attention by interviewing the artist
- ③ Promote the exhibition throw viral marketing

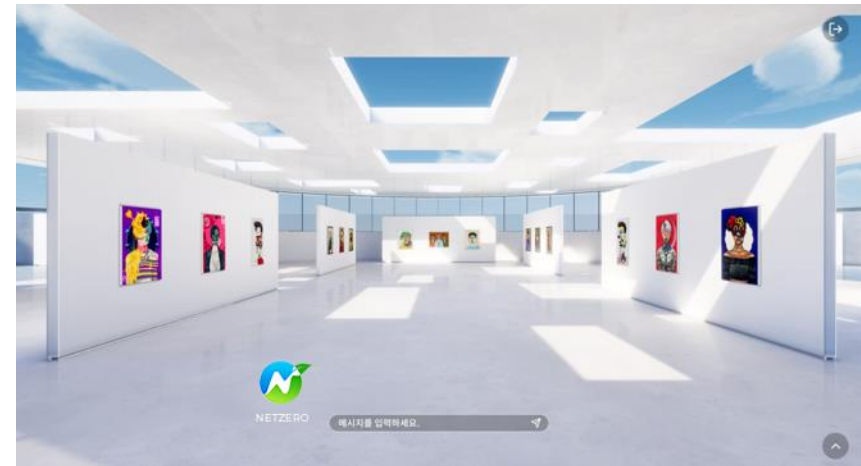


Visualizing

Maximize concentration on the artwork by utilizing the simple canvas frame



References



GALLERY in METAVERSE

'One Stop' art experience from appreciation to purchase

You can appreciate and collect all the artworks such as drawings, music, and cultural products produced by NETZERO at Metaverse Art Gallery

You can buy and sell through NETZERO NFT Marketplace.



GALLERY in OFFLINE

All five senses react to art.

It is an old-fashioned prejudice that you can appreciate and enjoy NFT only online. NETZERO's O2O marketing will break all your prejudice and guide you to a whole new place where you can see and enjoy the NFT artworks and purchase them on the spot

- **Currently planning to rent 'Stanby b' gallery and display NFT artworks**
- **Planning to operate our own NFT gallery cafe in the second half of this year**





NETZERO NFT CAFE FRANCHISE

- Planning to operate NETZERO's own premium NFT CAFE
- Everyone can take their time and enjoy NFT artworks in CAFE. Also, they can purchase the artwork and the digital frame
- Display best-selling NFT artworks so that the clients can appreciate the artwork and purchase the one they like
- The clients can also participate in various events at NETZERO Community
- You can hear the detailed explanation and investment information from the professional curator

GALLERY in OFFLINE

NFT CAFE COLLABORATION PROJECT

Improve brand recognition and NFT product sales by providing NETZERO's high-quality NFT product through Franchise Cafés

- Planning to **collaborate** with various **franchises**
- NETZERO will display and manage the product whereas the franchise will provide and manage the **spare wall area** where we can post the product and the **payment system**
- NFT sales **revenue will be shared** with the franchise
- NETZERO will collect information of the members who purchased the product into the **BIGDATA** system.





Influencer with NETZERO

A new paradigm has been formed as a social network system develops. The focus of the market has been moved from celebrity to influencer, a word for a person who can influence others.

Starting from the second half of 2010, as 'viral marketing' became active, influencers built public awareness by providing reference points for various industries through various SNS channels.

Influencers > Celebrities



Nowadays, it is harder to cast influencers than celebrities. The popularity and value of influencers got higher as they take over the activities that were considered for only celebrities.

Global Influencer



NETZERO has a casting pool with more than 1,000 influencers all over the world.

Influencers from all industries



Collaboration with influencers from various industries such as art, game, entertainment, beauty, fashion, music, etc.

Influencer with NETZERO KOREA



20 million subscribers



Influencers with NETZERO GLOBAL



Business part_3

TOKEN and LISTING

NETZERO**Singapore Foundation Profile****Mark Pamplin / CEO**

He has extensive experience in providing application services, managing a global team that supports technology solutions for companies that operate 24/7. He is an accomplished manager with a proven track record for building great customer relationships while providing process improvement in a fast-growing business environment.

- NETZERO CEO
- Shire Oak Vietnam Solar Energy Agent
- SHOEfabrik Director of IT
- Rochdale Spears Director
- Accenture Australia Service Delivery Manager

**Owain Harris / CTO**

- Tangram Software Developer
- Ink Trendz Software Developer
- Smartsoftware Solutions Pty Senior Consultant
- Deltek Customer care analyst
- Sohnar Support Manager

**Iain Monaghan / CMO**

- Orridge and Co Ltd Operations Manager
- iForce Limited Manager
- Panasonic Avionics Manager

NETZERO Singapore Foundation Profile



Bret / CSO

15+ years of Enterprise and academic experience

- Platform Business Specialist
- New York University Department of Imaging Major



Guy Thompson / NETZERO CFO

- Blockchain marketing CMO EXCO
- Blockchain CFO
- BICOMAX Exchange CFO
- Global Education Center CEO



Stefan / NETZERO Manager

- NETZERO Manager
- EXCO Blockchain marketing manager
- BICOMAX Exchange Service manager
- University of Hertfordshire



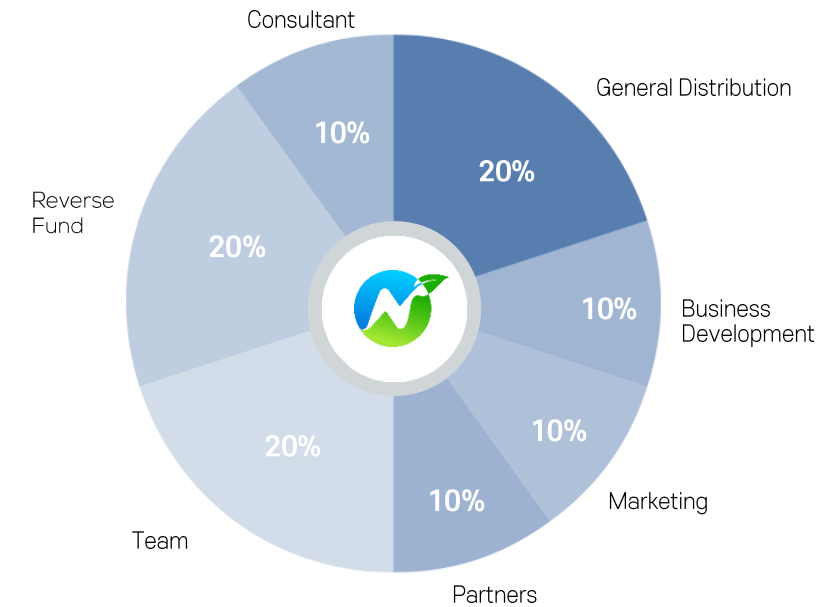
Allan / NETZERO Director

- Blockchain Service manager
- BANKO Blockchain Manager
- Global Education Center Manager

NETZERO TOKEN Issuance and Distribution

NETZERO is a token developed distinctively based on **BSC Chain**. Detailed information of the Token is as below.
The rest of the public and marketing tokens remained after the sales and block deal will be burn.

Item	Amount	%
Total Coin Issued(Coin)	1,000,000,000	100%
Public(General Distribution)	200,000,000	20%
Market Development (Business Development)	100,000,000	10%
Marketing	100,000,000	10%
Business Partners	100,000,000	10%
Team	200,000,000	20%
NETZERO Fund(Reverse Fund)	200,000,000	20%
Advisor(Consultant)	100,000,000	10%



NETZERO Roadmap

NETZERO International will develop/apply various cultural contents to its own Metaverse.

this Metaverse service will be opened by stages according to the level of service perfection and customer response.

2021. 08

- Token Build
- Private Sales

2021. 10

- Launch PR Campaign for NETZERO sales

2021. 12

- 1st Exchange listing

2022. 02

- Open Metaverse operating branch in Vietnam
- Open Metaverse operating branch in Cambodia

2022. 04

- NFT Metaverse Gallery
- NETZEROshop.com Open

2022. 05

- 2nd Exchange listing
- NETZERO Staking Service Open
- NETZERO Platform 1.0 Open

2022. 07

- Live Aid Global Concert NFT Ticket
- Live streaming shopping Platform

2022. 12

- NETZERO Metaverse Commercial Open
- Metaverse Community Open
- Multi Network Token Platform

OUR CLIENT
Service Partners



OUR CLIENT
MOU Partners



DISCLAIMER AND RISKS DECLARATION

NETZERO Team wrote this white paper as a reference that provides specific information on the NETZERO PLATFORM and COIN we are planning. The purpose of this paper is to summarize the development direction of the product to COIN owners and USERS for the establishment of NETZERO PLATFORM and is not included in the same format as the contract.

It is not our duty to provide any data, code, or function, and the investment must be responsible for the investment or purchase decision.

The launch and implementation of NETZERO PLATFORM can vary depending on a number of variables, including regulatory risk, user engagement, blockchain technology adoption, and continuous development of NETZERO PLATFORM.

This white paper is only intended to encourage you to invest in the NETZERO Team or NETZERO, and is provided based on the time of preparation, so no content in the white paper, including conclusions, is guaranteed to be accurate and valid until the future point.

It should be noted that the information in this white paper was created by a corporation or related department to develop or implement NETZERO PLATFORM and cannot be requested to take any action. NETZERO Team does not guarantee you the accuracy of any statement in relation to this white paper, nor is it legally liable. For example, it does not guarantee that the white paper is based on legitimate rights and does not infringe on the rights of third parties, whether it is commercially valuable or useful, whether the white paper is suitable for achieving your purpose, or if there is any error in the contents of the white paper. Of course, the scope of exemption from liability is not limited to the aforementioned examples.

It is entirely up to you to refer to this white paper in your own decision-making, or to the benefits or losses arising from actions based on it. In other words, the NETZERO Team is not liable for damages, losses, debts, and other damages caused by using this white paper.

This document was produced only for the purpose of delivering information and is not a means of selling shares or securities. NETZERO does not include control.

Ownership of NETZERO does not mean being the owner of the NETZERO EDU Foundation, NETZERO PLATFORM, and other services and contents or being granted property rights. Even considering accepting opinions and feedback from the NETZERO community, the NETZERO team does not grant owners the right to participate in any decision-making or participate in the development of our platform. The actual progress and the figures specified in this paper may differ and are not guaranteed. Blockchain-related technologies based on regulatory uncertainty are subject to management supervision and other international agencies' regulations.

All actions related to COIN, such as the use of NETZERO and COIN, may be illegal depending on the investor's country and region.

Some countries or regions do not allow the exclusion of certain guarantees, so some of the exclusions may not apply to you. All risk liability for investment lies with the investor himself, and no compensation can be requested from the NETZERO Team.



DISCLAIMER AND RISKS DECLARATION

These are the same in countries where legal regulations on cryptocurrency already exist, including the United States, China, Singapore, and the Republic of Korea.

Therefore, citizens and residents of the countries listed above should consider participating in COIN trading more.

The items and goals presented in this paper are what we intend to do, but everyone or organization that wants to purchase NETZERO must be fully aware of and bear the inherent risks.

As for the risk of investment loss, it should be recognized that funds collected during the COIN sales process cannot be protected through insurance. If a fund aggregated with cryptocurrency loses its value, there is no public or private insurance system to recover it.

Or, if USERS are expected to suffer damage due to ICO regulations during the NETZERO Sale, NETZERO will immediately announce the relevant information through its website and refund participants from each country.

The above will be individually notified to the e-mail address submitted when participating in the ICO, and the return procedure for the COIN paid will proceed even if USERS are objectively unable to conduct ICOs or are expected to cause damage to USERS.

NETZERO is used as a means of payment for all services provided by NETZERO, and issuance of additional NETZERO requires consent from more than 70% of NETZERO owners.

Disclaimer of Warranties

Innovative technologies such as quantum computers can cause problems with cryptocurrencies, including NETZERO. Risks or future unpredictable problems arising with the application of new technologies can arise in different forms as mentioned in this paper.

I fully understand and agree that the use of NETZERO presupposes that the user has all the responsibilities that follow, and I must indemnify the NETZERO Team from all responsibilities.

The issued NETZERO will be sent to the user without an explicit or implied guarantee of merchantability, suitability and integrity for a specific purpose, etc.

