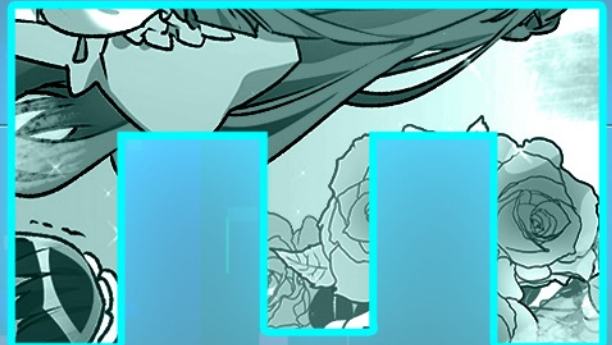


HYPE

HYPETOON White Paper Ver. 1.0



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01. Overview

Alongside OTT services like Netflix, various international TV series are being released simultaneously in different regions across the globe, leading to a significant increase in the demand for online content services. In particular, the webtoon market has already surpassed traditional novels and comic books. As major platforms such as those operated by Kakao and Naver (Piccoma, Wattpad, Naver Webtoon, Tapas Media, etc.) emerge, webtoon services are now being operated in most regions.

With the advancement of these platforms, the barriers of geographical boundaries and cultural differences are disappearing in the context of content globalization. For instance, despite being local content, Spain's "Casa de Papel" (Money Heist) and Korea's "Squid Game" are loved worldwide and are successful cases of content.

However, despite the globalization of such content, individuals living in developing countries are still unable to overcome the barriers of geographical boundaries and cultural differences. This is due to a variety of reasons, including lack of infrastructure, inadequate online payment gateways, and lack of local translations. For these reasons, individuals living in developing countries naturally do not become readers, and they cannot easily access global content that includes their culture and stories.

On the other hand, content creators increasingly rely on centralized services like Netflix, Naver, and Kakao under the guise of globalization. Most of the profits from the content generated on these platforms are taken by the platforms. Despite the globalization of content, creators and studios are not sufficiently compensated for the value derived from the content they produce, causing discord in today's webtoon market.

The Hypetoon webtoon platform aims to solve these problems by creating a content ecosystem that meets the needs of creators and users. The initial production costs of webtoons are made through crowdfunding in which users can participate. The value created from content can be shared with artists and users, who are the most important parties in the ecosystem, and artists can freely act on their content without restrictions.

Hypetoon webtoon platform plans to provide localized webtoon content to users in Africa, the Middle East, and Southeast Asia. It supports local talents to create webtoons based on their stories, and AI-based webtoon production programs and professional production teams help users grow into professional webtoon writers.

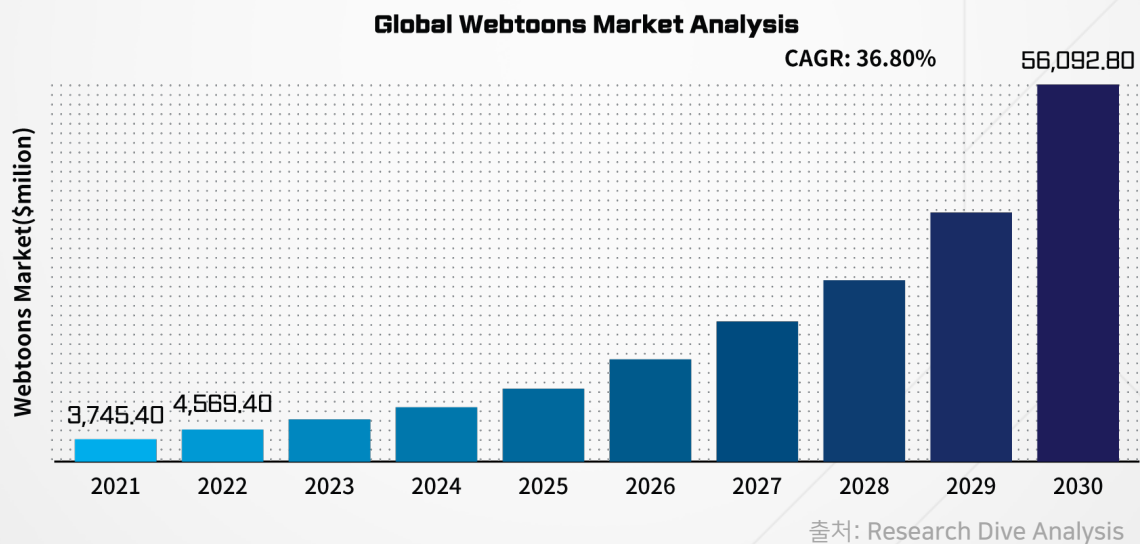
Hypetoon plans to build an ecosystem through partnerships by expanding affiliations to other forms of content and entertainment such as games, TV series, and live streaming. It will become a Web 3.0 blockchain webtoon platform where both users and creators can enjoy the Hypetoon ecosystem through various honest activities.

02. Hypetoon Project Background

2.1 Changes in the Webtoon Market

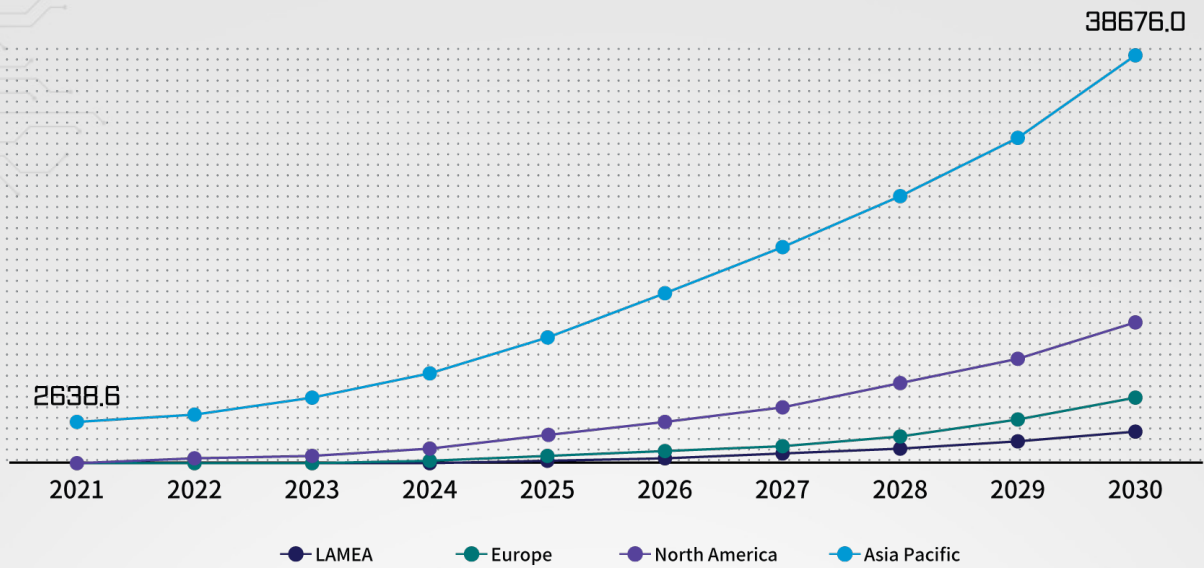
The global comic market, led by the top two markets, Japan and the United States, is generating about \$12 billion in annual sales. Over the past decade, the paperback format of content has rapidly transitioned to a digital version, webtoons, and more users are enjoying comics online.

The digital transformation from novels and comics to webtoons not only shifted the existing reader base but also expanded the market size with a new webtoon content format. Over the last decade, the webtoon market grew at a near-annual average of 50%, reaching a scale of \$3-5 billion, and it is expected to surpass the current global comic market size, growing at 36.80% (CAGR), and become a market of \$56 billion.



Webtoon content has the characteristics of OSMU (One Source Multi-Use). Webtoons are used as a resource to drive value in various derivative markets, such as toys, games, and adapted content (TV series, animation, movies). In particular, in the Korean market where such OSMU format first emerged, webtoons play a crucial role as the root content of many popular TV series and movies.

Global Webtoons Market Size & Forecast, by Region, 2021 - 2030 (USD Million)



출처: Research Dive Analysis

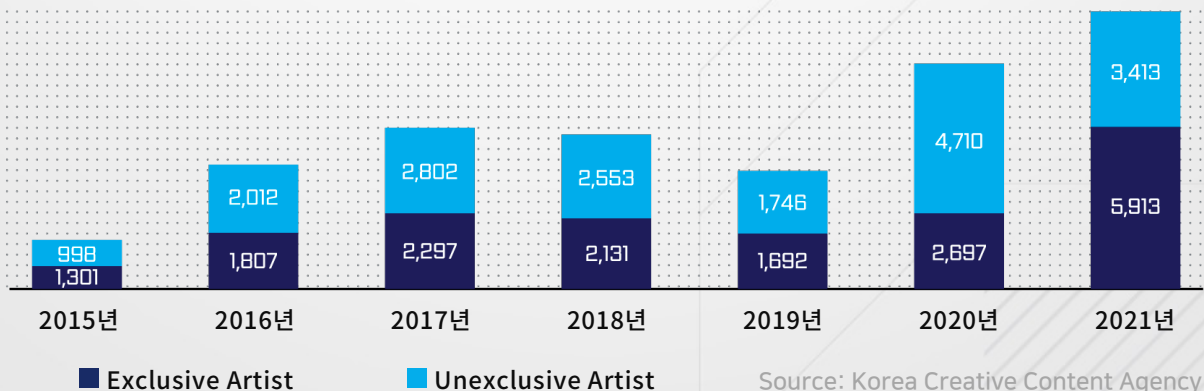
Webtoon platforms have gained explosive popularity especially across Asia, and top webtoon apps gather more than 70 million users per month and record over 100 billion views per year, increasing the number of digital comic readers and driving the growth of the industrial market. As a result, the Asia-Pacific webtoon market is predicted to grow at an annual rate of 36.70% until 2030, and it is expected to become the most significant market.

Korean webtoons are playing a leading role in the global entertainment market through successful innovation. In this context, the global webtoon market is expected to expand far more than currently, so we plan to activate Hypetoon(\$HYPE) so that anyone can enjoy various genres of webtoons, including comedy, romance, and fantasy, that we own.

2.2 The Rise of the Creator Economy and Fandom Culture

In the digital age, ushered in by the development of the internet and social media, the creator economy and fandom culture have made remarkable advancements. While there was no concept of a 'creator' in the past, now anyone can create and share their own content through online video platforms, social media, and streaming services.

Year-by-year Korean webtoon author status



Source: Korea Creative Content Agency

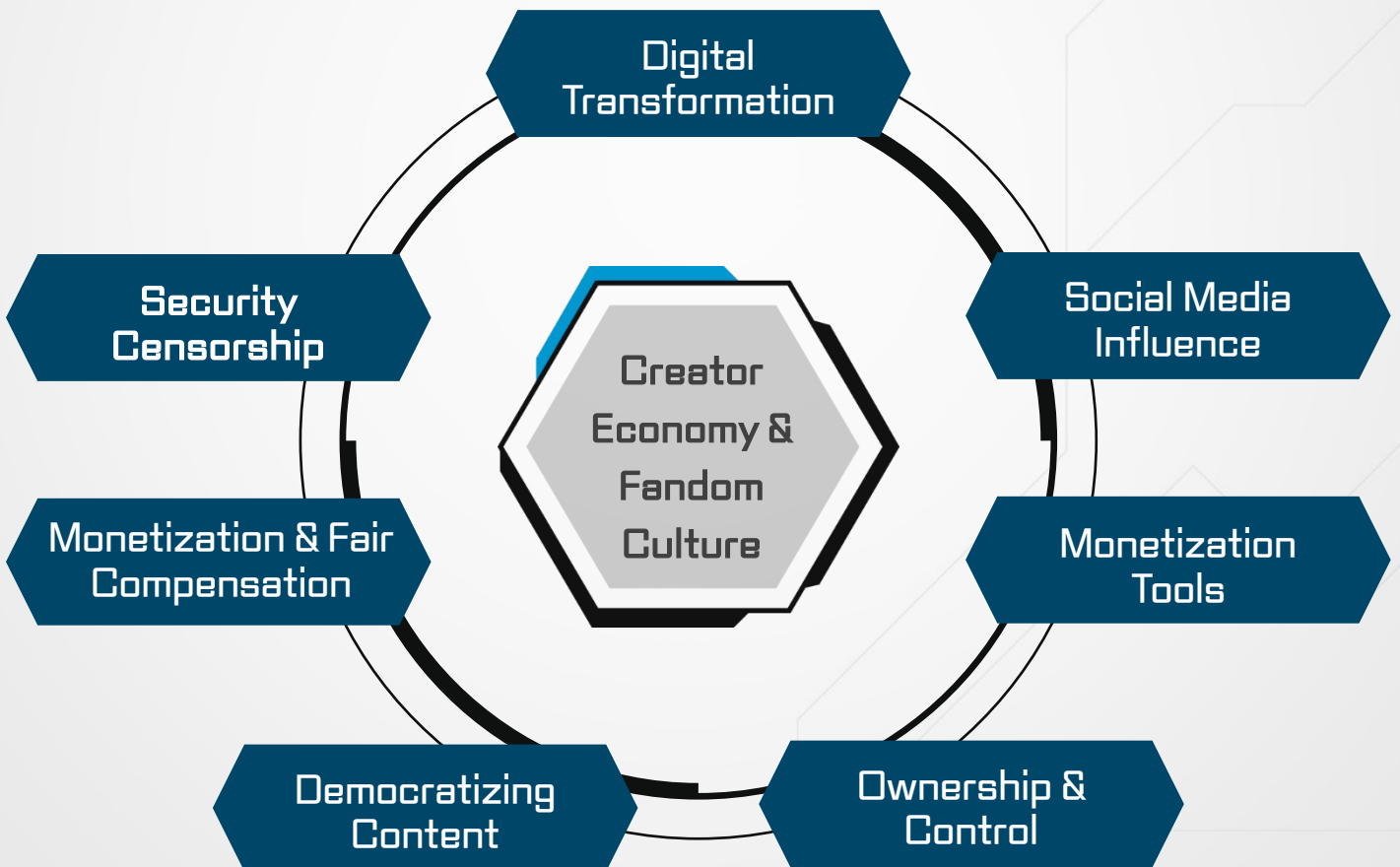


Such changes have given birth to a new economic ecosystem known as the creator economy. Creators can generate income through their content, and profits can be made in various ways such as advertising, sponsorships, merchandise sales, and fandom donations. This represents an innovative economic model that challenges traditional broadcasting, movie, and music industries.

Fandom culture is singled out as a crucial element at the center of the creator economy. Fans have a passion and attachment to creators, forming and maintaining relationships with them. Through this, creators can secure a larger fan base, and fandoms form their own identities and sense of belonging through the creators. Fans express their affection in a variety of ways, such as offline meetups, fan art creation, and activities on social media.

The creator economy and fandom culture have formed a new economic and cultural ecosystem through collaboration and interaction that transcends simply the production and consumption of content. This emphasizes values such as the transfer of authority from individuals and groups, the importance of participation, and the emphasis on creativity.

The creator economy and fandom culture, phenomena born out of the current digital age, are greatly influencing our society and culture. They call for a re-establishment of new economic models and cultural values and propose a new paradigm where creators and fans grow and cooperate together in a constantly changing world.



2.3 Hypetoon Project Vision

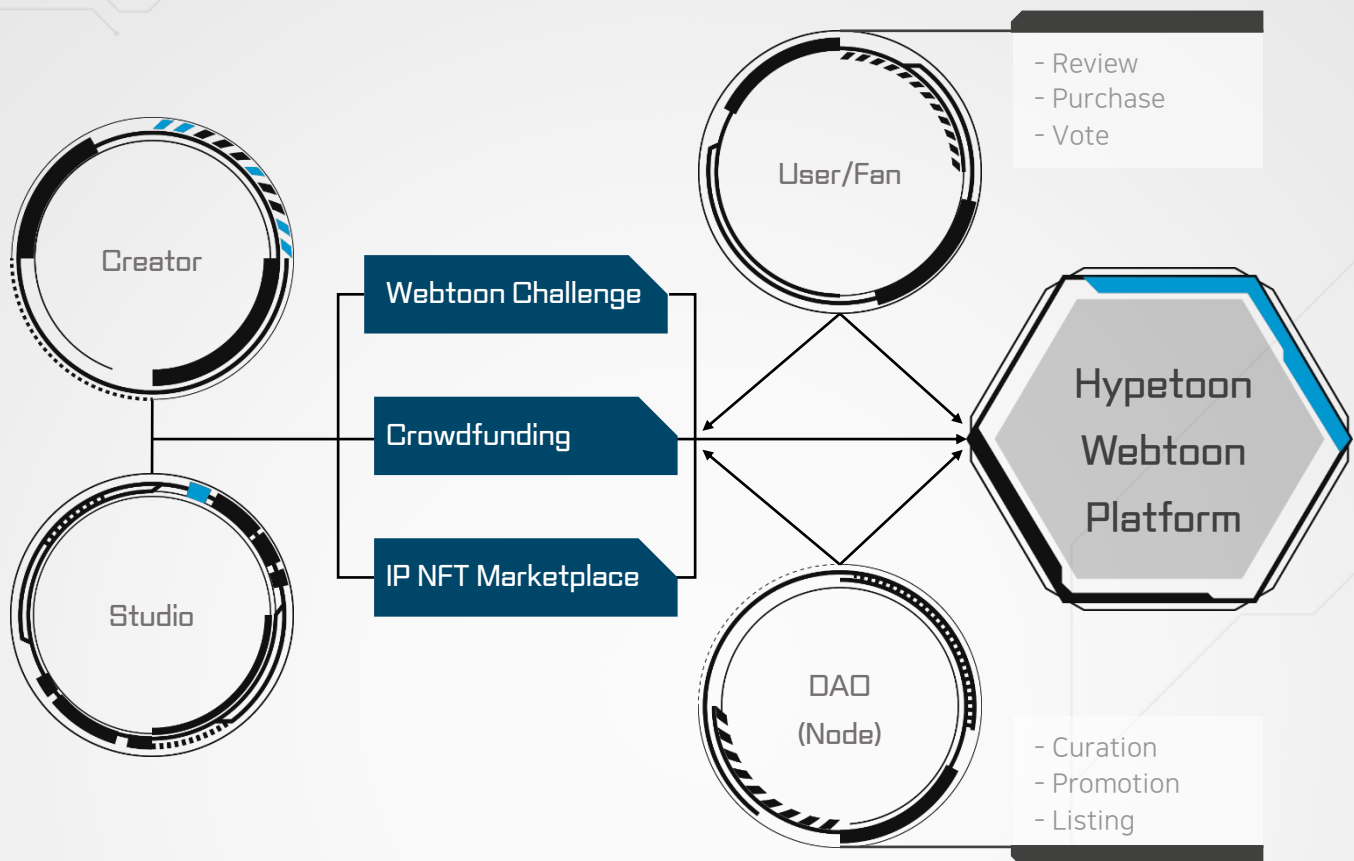
Decentralized Webtoon Platform

The Hypetoon project aims to build a decentralized webtoon platform. The vision of this project is to create an inclusive and autonomous ecosystem for creators and users so that the creation, distribution and consumption of webtoons can take place in a decentralized ecosystem. To this end, it aims to operate the platform by utilizing blockchain technology and DAO (Decentralized Autonomous Organization).

This project is building a decentralized webtoon platform operated by DAO for the following reasons. First, it provides an environment where creators can freely own and control their content, away from a centralized platform. Second, through community governance, decision-making rights are guaranteed to users and creators who have invested the most in the success of the platform. This allows you to make decisions that align with the needs and interests of the community. Third, by using DAO, the platform guarantees creative freedom to creators and encourages diversity of content without interference from central authorities or third parties.



03. Web 3.0 Webtoon Platform, Hypetoon



3.1 System Architecture

There are several key components involved in creating a decentralized content platform that promotes interaction between creators and users and builds a shared ecosystem.

Blockchain Layer

The foundation and source of the platform's decentralization. It maintains and manages a distributed ledger for all transactions, content, and interactions on the platform. Ethereum or similar smart contract platforms could form the foundation here.

Smart Contracts

Programmable contracts placed on the blockchain that execute tasks automatically when specific conditions are met. It can be used to manage content ownership, revenue generation, voting mechanisms for DAO governance, and so on.

Curation Node

Curation node serves as both IPFS and CDN server. Together, they decide whether to list a specific webtoon on the platform or not, providing a driving force to the ecosystem.

In addition, a distributed storage system such as IPFS (InterPlanetary File System) can be used to store actual webtoon content. IPFS makes the platform more resilient and robust by eliminating the need for a central point of control and failure.

DAO Layer

It is the governance layer of the platform, allowing creators and users to vote on major platform decisions. The DAO layer handles rules for new content submission and voting, and platform operation changes.

Token Layer

The platform either holds its own tokens or uses existing tokens and facilitates transactions on the platform.

User Interface (UI) / Webtoon Platform

The UI is the interaction point between creators/users and the platform. It may include a web interface or mobile app that makes it easy for users to consume content and for creators to upload their work. The UI could also include features to promote community interaction, like forums or chat features.

API

The API facilitates interaction between the underlying layers, including blockchain and distributed storage, and the UI. It provides a way for the frontend and backend to communicate and allows for extensibility and integration with external platforms.

AI-based Webtoon Creation Program

Helps creators develop webtoons more efficiently. It supports user content search and can adjust recommendations based on individual preferences and behavior.

Creators can directly upload their content to the platform, and users can directly interact with this content. All transactions, such as content upload, user interaction, or voting in the DAO, are recorded on the blockchain, ensuring transparency and security.

3.2 User-Creator Interactive Webtoon Service

Webtoon Service

Hypetoon is launched as the first webtoon content platform operated by creators and users. Except for some special features, it will have all features similar to other webtoon platforms in the market. First of all, the contents of the Hypetoon platform are selected and promoted by the curation node. It is the curation node operated by the users of the ecosystem that determines which webtoons will be listed and published on the platform. Anyone can become a creator through the Webtoon Challenge, where they upload their work to receive feedback and review from the public. Users can select a winner through voting, and through this activity, Hypetoon's content system is built and operated by users.



Content Curation Node / API

Hypetoon is committed to building a content ecosystem supported and operated by creators and users. The most important part of a content platform is the content. The direction of the platform depends on the content you choose. In Hypetoon, content is selected by curation nodes, and users source content. This curation process is conducted through node management services and APIs. Whatever content a node wants to upload must be proposed through this service, and the decision will be voted on by other nodes. Nodes can also use tokens to promote their content.

Crowdfunding

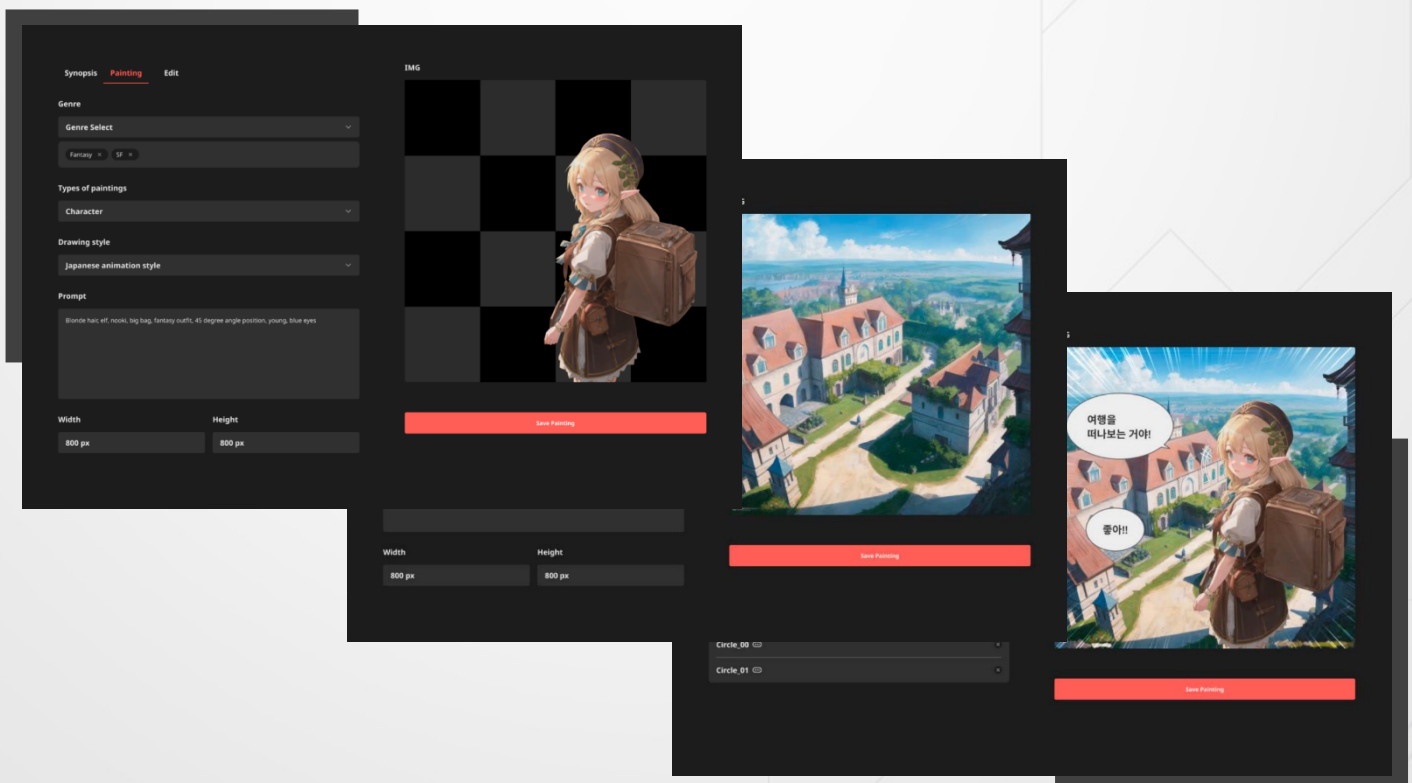
Users of the Hypetoon content ecosystem are very different from users of other content platforms in that they have governance rights over the content and platform. Users on the Hypetoon platform are not passive users who simply enjoy what the platform offers, but actively seek and nurture content with the next potential, becoming the strongest supporters and fans of the content they enjoy.

Webtoon Challenge

The Webtoon Challenge serves as a gateway for novice creators dreaming of becoming webtoon artists. In the Webtoon Challenge, creators can upload their webtoons and users can evaluate the works uploaded by creators. Top-ranked webtoons in the challenge are given the opportunity to sign a contract with Hypetoon and officially listed on the webtoon platform.

AI-based Webtoon Creation Program

The Hypetoon team believes that technology can solve many inefficiencies in the current webtoon production process. Therefore, the Hypetoon team intends to create a webtoon production program that allows creators to streamline the production process with the help of AI technology that supports ChatGPT. The AI-based webtoon creation program will help increase productivity and save time and labor in completing tasks.



3.3 Hypetoon DAO

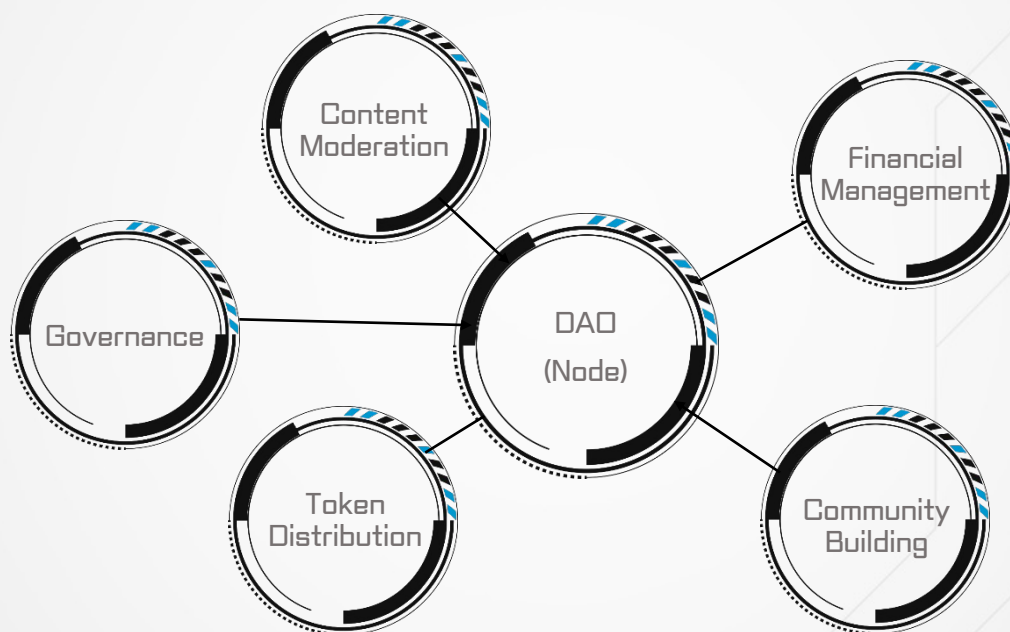
Hypetoon plans to decentralize the platform management organization, allowing ownership of the Hypetoon platform through Hypetoon tokens (\$HYPE). To this end, it plans to launch the Hypetoon DAO (Decentralized Autonomous Organization) to promote the growth of the Hypetoon platform.

Hypetoon DAO's Vision

Hypetoon DAO is a decentralized organization that assists in the stable operation of the Hypetoon webtoon platform. Hypetoon DAO aims to become an organization that supports the globalization of content through the formation of fandom culture through communication with users, while presenting a new economic model that protects the creator economy of the Hypetoon webtoon platform.

Hypetoon DAO's Role

The ultimate goal of Hypetoon DAO is to expand the ecosystem of the Hypetoon platform through its stable operation and it performs the following duties:



- a. **Governance:** The DAO is responsible for making key decisions about the platform. This may include decisions about the platform's rules, policies and development roadmap. Each member of the DAO (including artists, users and other stakeholders) has the right to propose and vote on changes.
- b. **Token Distribution:** The DAO can oversee the distribution of tokens on the platform. This may include setting and adjusting rules for how Tokens are acquired (e.g. based on the popularity of a creator's content) and used (e.g. access to premium content).



c. **Content Management:** The DAO can decide on the rules about what types of content are allowed on the platform and act as a content manager dealing with disputes or reports about content that violates these rules. This mediation process may involve community voting or a designated group of arbitrators elected by DAO members.

d. **Financial Management:** If there are funds (e.g., from token sales) on the platform, it is the DAO's responsibility to manage these funds. This can include decisions about investments, expenditures, or funds.

e. **Community Building:** The DAO may also strive to grow and strengthen the platform community. This can include organizing events or initiatives, overseeing communication channels, or setting the direction for the platform's community strategy.



04. Hypetoon Token Economy



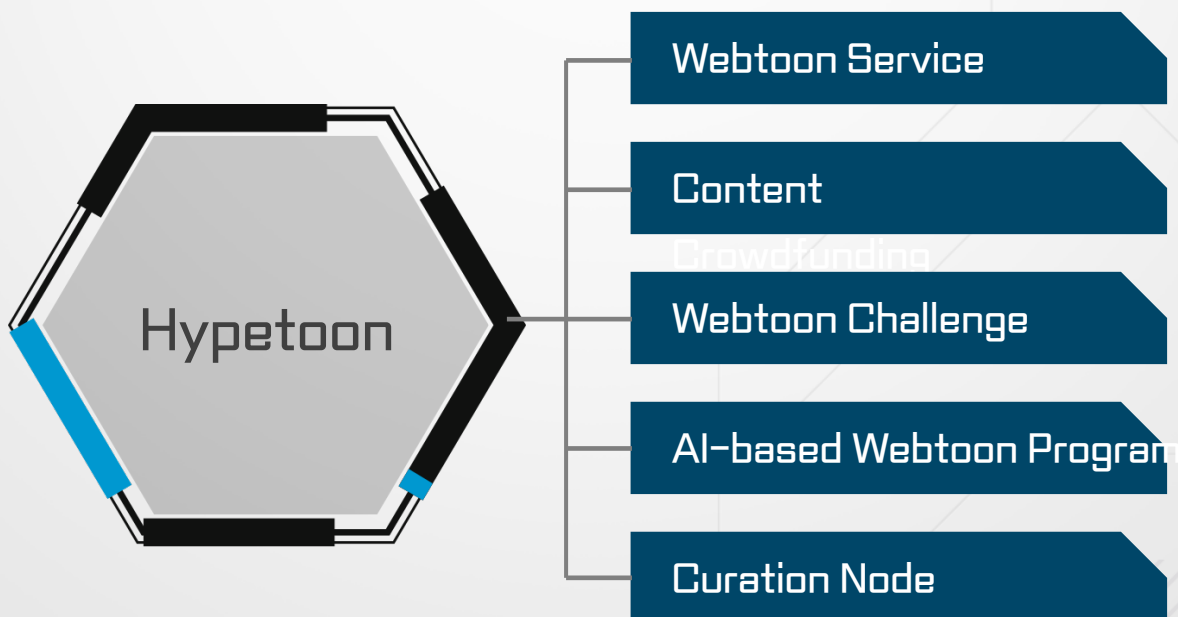
Hypetoon (\$HYPE) tokens are used for communication between creators and users in the platform ecosystem, and the purpose of issuance is to activate the Hypetoon webtoon platform by using payment fees and purchases for webtoon contents and derived contents.

Users participate as members of the token economy by using tokens for various services provided by the platform.

The smooth flow of tokens is the most important factor in sustaining the blockchain-based application ecosystem. It will provide an environment where users can use Hypetoon (\$HYPE) tokens to consume various services and goods within the platform, and it will be designed for active distribution.

4.1 Hypetoon Ecosystem

The webtoon service of Hypetoon, content crowdfunding, webtoon challenges, AI-based webtoon program and curation nodes require \$HYPE. The cases where \$HYPE is used in the ecosystem are as follows:



Webtoon Services

- Premium membership subscription
- Paid payments

Content Crowdfunding

- Staking required for allocation
- Usable as funding currency

Webtoon Challenge

- Staking needed for voting
- Staked tokens can be used to support creators

AI-based Webtoon Program

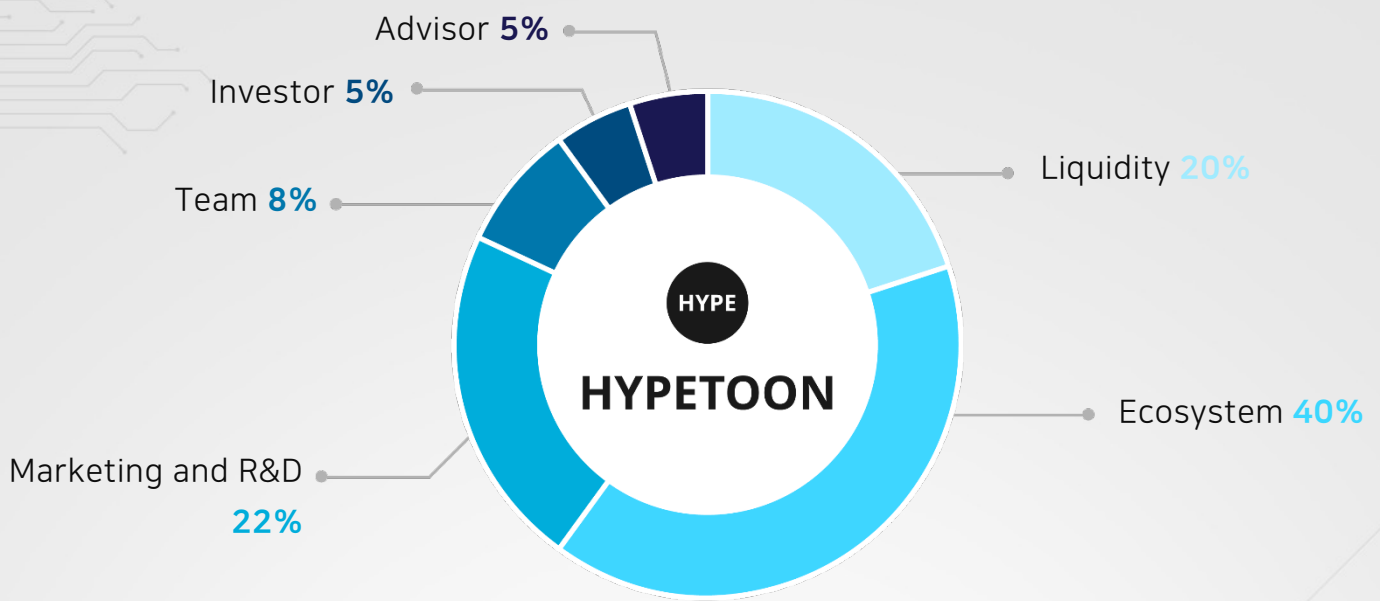
- Premium subscription
- Recurring fees

Curation Nodes

- Staking needed to create a node
- Token yield for node operation
- Staked tokens can be used for promotion costs of selected content

4.2 Token Distribution

Category	Governance Token
Ticker	\$HYPE
Total Supply	2,000,000,000 (Fixed)
Supply Model	Dynamic Emission Adjustment System
Utility	Webtoon Service, Crowdfunding, Curation Nodes, Webtoon Challenge, NFT Marketplace, Platform / Ecosystem Governance



Liquidity 20%

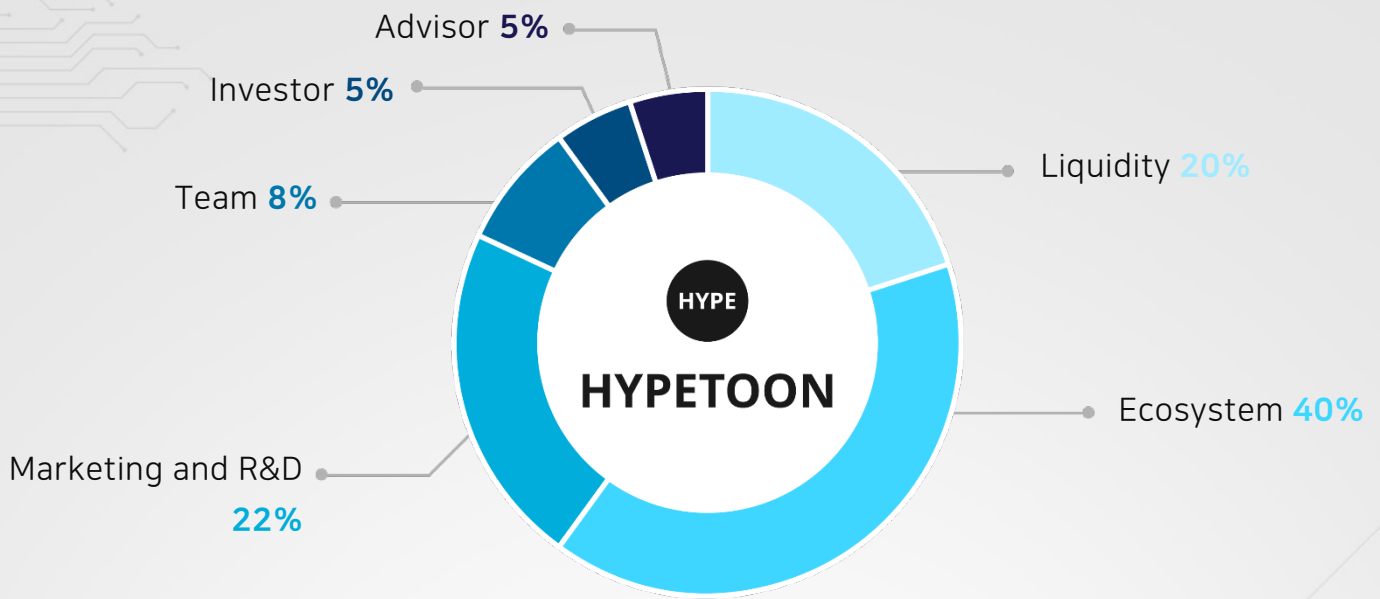
Typically, a certain percentage of tokens is allocated to provide liquidity to the exchange. This allows users to freely buy and sell tokens, which is essential for the token's utility within the platform and its value outside the platform. Hypertoont provides liquidity for platform trades held through this pool via AMM/DEX liquidity pools. This can temporarily increase or decrease, but the volume is maintained and is not distributed externally.

Ecosystem 40%

It is used to incentivize platform participation and is used for content creation, curation, user engagement and other valuable contributions to the ecosystem, and supports anyone who wants to participate in the HYPE ecosystem through the ecosystem pool.

Marketing and R&D 22%

Tokens can be used to support marketing activities such as promotional events or campaigns to attract new users, partnerships, or airdrops. This pool is held by the foundation to support long-term operation/development of the HYPE platform and marketing funds for HYPE community growth. (Development and operation - launch and marketing - legal and accounting consulting)



Team 8%

A portion of the tokens is typically distributed to the team behind the project as compensation for their work. This usually includes a vesting schedule to incentivize the team to continue working towards the project's long-term success through the success and long-term vision of the Hypertoontoon ecosystem.

Investor 5%

Tokens are often sold to initial investors to raise funds for project development. These sale terms can vary but often include a vesting period to align investor interests with the project's long-term success.

Advisor 5%

Tokens can be allocated to advisors who provide expert knowledge and guidance on the project. Like the team allocation, this typically includes a vesting schedule. This pool rewards industry experts and key opinion leaders who help build a robust and executable service/economy.

4.3 Token Lock-up Plan

Pool	Allocation	Allocated Token	내용
Investor	5%	100,000,000	Project Investor Pre-sale
Team	8%	160,000,000	Project Team Incentive
Advisor	5%	100,000,000	Expert & KOL Contribution Reward
Marketing and R&D	22%	440,000,000	Promotion Event and Project Development
DAO Treasury & Ecosystem	40%	800,000,000	Reward for Participating User and Governance Management
Liquidity	20%	400,000,000	Stimulating Platform Transactions

Pool	Lock-up Period
Investor	3 months lock-up, Monthly unlock 4%
Team	3 year lock-up, Monthly unlock 3%
Advisor	2 year lock-up, Monthly unlock 3%
Marketing and R&D	3 year, Monthly unlock
DAO Treasury & Ecosystem	3 year, Monthly unlock
Liquidity	3 year, Monthly unlock

※ The lock-up period can be extended for Team and Advisor volumes according to the Foundation situation.

※ Token lockup plan can be changed by DAO.



Emission Mechanism (Dynamic Emission Adjustment System)

The HYPE team believes that linear vesting is not an ideal approach for an economy. Unless the economic growth is systematically fixed, this model is likely to become problematic in the long-run. To avoid this, we wish to implement a stable and sustainable ecosystem with a token supply model that can solidify our intentions. In respects to the most dynamic factors in the HYPE ecosystem, the token supply will be based off the following function:

$$\text{Dynamic Token Supply} = W\Delta\alpha + W\Delta\beta + W\Delta\gamma$$

Metrics for Dynamic Emission Adjustment System

Classification	Formula	Units
α : HYPE Platform Fee per Active Users	HYPE Platform Fee / # of UAW	Change in quantity or percentage
β : Market Cap per HYPE Platform Fee	Market Cap / HYPE Platform Fee	Change in quantity or percentage
γ : Transaction per Active Users	# of transaction / # of UAW	Change in quantity or percentage

Other Metrics

Dynamic emission can also refer to indicators such as new user growth rate, NFT transaction volume, and market capitalization relative to UAW (Unique Active Wallets), in need of more refined adjustments, in addition to the indicators described above.



05. Roadmap

Q3 2023

- Launch Webtoon Service in Indonesia
- List more than 50 webtoon titles

Q4 2023

- Launch Webtoon Service in one more region in SEA and Africa
- List more than 100 webtoon titles

Q1 2024

- Launch Webtoon Challenge
- Launch Webtoon Service in more than 5 countries in SEA and Africa
- List more than 300 webtoon titles
- Select first 3 winners of the Webtoon challenge for listing

Q2 2024

- Launch Crowdfunding
- List more than 500 webtoon titles
- First Hypetoon Original Webtoon listing

Q3 2024

- Launch Curation Nodes
- AI Powered Webtoon Creation Tool MVP
- Partnership with Local Webtoon Studios in SEA and Africa
- Select 5 more winners for the Webtoon challenge for listing

Q4 2024

- Launch IP License NFT Marketplace
- List more than 1000 webtoon titles
- AI Powered Webtoon Creation Tool Beta
- Initiate Incubation Program for Potential Creators
- First 10 Webtoon IP License to trade in the Marketplace

2025

- AI Powered Webtoon Creation Tool Alpha
- Launch HYPE Voting System
- More than 10 Hypetoon Original Webtoon Listed
- First 50 Webtoon IP License traded in the Marketplace
- First Hypetoon Original Webtoon with Local Studios

2026

- Launch HYPE DAO
- More than 30 Hypetoon Original Webtoon Listed
- More than 100 Webtoon IP license traded in the Marketplace
- More than 10 Hypetoon Original Webtoon with Local Studios
- First Secondary License Deal of Original IP

06. Disclaimer



The information and materials provided in this white paper are intended solely for the purpose of assisting understanding of the project, and should not be construed as legal, investment, or financial advice. We do not guarantee the accuracy of any information, statements, opinions or other matters related to the project described in the white paper. Individuals are advised to consult with a relevant expert to determine what is best for their needs.

The Hypetoon (\$HYPE) project does not guarantee or promise any results, and decisions should be made after consulting with a financial advisor and conducting your own research and review. Within the legally permissible range, we bear no legal responsibility even if certain information, reviews, analysis, opinions, advice, and recommendations prove to be inaccurate, incomplete, or unreliable, or cause financial damage. The content provided through the Hypetoon (\$HYPE) project's website or related web pages, apps or social media channels is not legal advice or consultation, and is intended to help understand related content, and does not form a client confidentiality relationship with an attorney.

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