

Global blockchain Comic platform

MEME TOON

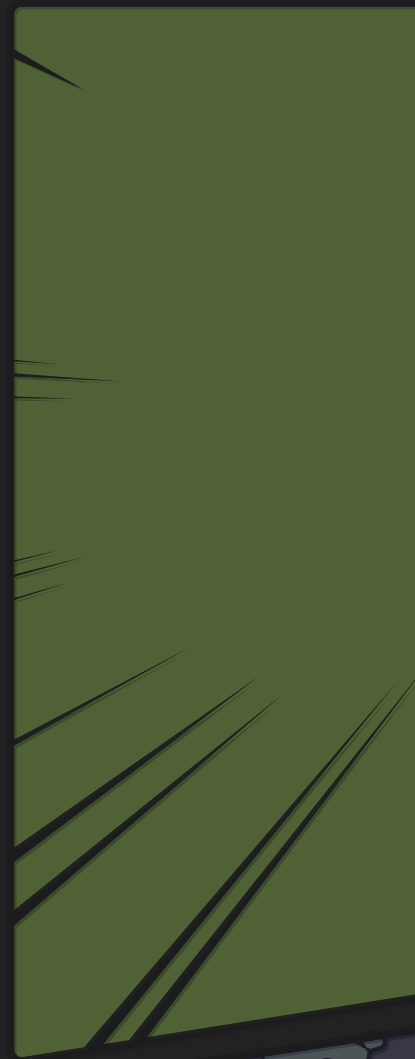
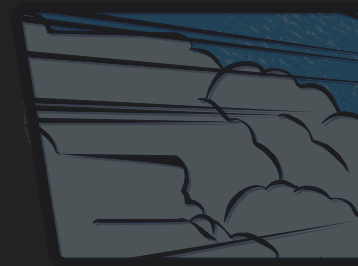


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Global Blockchain Comic Platform
MEMETOON

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00. Declaration

Promise from MEME and MEME TOON

As a platform that prioritizes writers, we greatly value the collaborative community of writers and encourage mutual communication and cooperation.

We respect the creativity and artistic inspiration of writers, and we will spare no effort to make them proud and satisfied with their own works.

We will wholeheartedly strive to better convey outstanding works to participants, actively supporting their creations, not only within the domestic market but also achieving recognition and growth in the global market.

We are committed to assisting writers in achieving success and collectively moving forward. We will do our utmost to allow participants to freely appreciate the works of high-quality writers.

Through different stories and genres, we will present new experiences and emotions, promoting valuable communication and interaction between writers and participants.

"MEME & MEME TOON" is a project platform centered around writers, always placing writers in the forefront and unwaveringly pursuing the original goal.



We are dedicated to transcending traditional paradigms, leading industry innovation and development. We introduce blockchain and artificial intelligence technology to protect the rights and works of writers, establishing a systematic copyright protection system. Through this innovative approach, we support writers' creative activities and open up new possibilities.

"MEME & MEME TOON" will never lose sight of its original intention. As a project platform for writers, we always prioritize writers and do our utmost to help them achieve their dreams and goals. Finally, "MEME & MEME TOON" will together with writers envision the future of works. We will always remember our current objectives and continuously strive for the success and satisfaction of both writers and participants.

MEME & MEME TOON

A decorative illustration at the bottom of the page featuring stylized, light purple clouds. A shooting star with a long, curved tail is depicted in the upper left corner, pointing towards the right.

01. Abstract

The MEME project will utilize the Polygon Mainnet to provide a platform for artists, namely the MEME TOKEN (MEME) and MEME TOON.

While artists continuously present exceptional works to the world through their creations, the challenges and inconveniences they face are often overlooked. The MEME project aims to address these issues, focusing on the construction of a platform that prioritizes artists.

The MEME TOON application actively leverages blockchain tokens, staking, and NFT technology with the aim of disrupting the traditional paradigm of content industries. This platform will offer convenient access and support for South Korean web comics and related content, even providing overseas participants with opportunities to enjoy their favorite works and engage in subsequent creative activities.

The MEME project plans to progressively roll out its services, where participants will experience innovative offerings and new experiences during Phase 1 through Phase 3. (*Please note that due to the nature of evolving technological developments, the development plans or content of Phase 3 may undergo changes or replacements.)

All participants engaged with MEME and MEME TOON, designed for artists, will collectively experience a new realm of artistry enriched with greater enjoyment.

MEME & MEME TOON

Chapter One

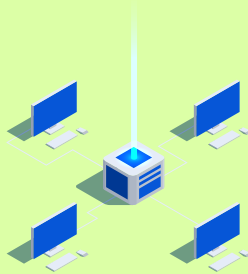
MEME TOON Application



Tokens & MT
& Staking

Chapter Two

MEME TOON NFT & Big Data



Various Membership
Plans Support and
Sponsorship
Participation Benefit
Sharing Function-based
Support Invitations and
Activities

Chapter Three

MEME TOON Artificial Intelligence



Various Work Support
Audio Effects for Works
Language Functionality



02. Background

Recently, webcomic works have been adapted into movies, enjoying popularity worldwide, and the original webcomics are once again gaining attention. However, not all works can seize these opportunities, and all artists struggle in the pains of creating their works. Webcomic creators operate within a more challenging environment than one might imagine, facing various difficulties such as wages, contracts, and copyrights.

Despite these challenges, the webcomic market continues to receive enthusiastic responses, yet the MEME project finds itself in a predicament. The global market for comics and webcomics grows each year, and the processed content market is expanding gradually. Nevertheless, creators work laboriously on their creations, akin to machines in a factory. In such harsh conditions, a considerable number of webcomic creators are even deprived of legal labor rights.



These creators overcome the hardships of reality with their passion for their craft, deriving satisfaction and happiness from their creative endeavors, and continue to create.

The MEME project aims to make their work more convenient and improve their conditions through service support and blockchain technology. We aspire to foster superior works in a better environment, pursue innovative paradigm shifts, and effectively deliver high-quality creations to market consumers or participants.

Currently, most platforms monopolize market revenue, and the usage of digital services is on the rise. The proportion of paid content purchases occupies a significant share across various age groups and continues to grow. However, the market faces challenges; unless domestic products can enter foreign markets, overseas participants will find it difficult to freely utilize domestic products. Consequently, creators are trapped, unable to actively engage in creative work, subsequent creations, and additional content processing activities. The MEME project seeks to ameliorate this situation.

A "meme" is a replicable social unit that conveys an idea or belief within a person or group, a popular "cultural element" on the internet. The MEME project utilizes service support and blockchain technology to provide convenience for creators, improve their conditions, and strive to create a better environment to nurture better works. This endeavor holds the potential to deliver higher-quality creations to market consumers or participants.

03. Executive Summary

MEME is a platform with the primary goal of prioritizing the improvement of the artist environment. It is also committed to conveying the artist's environment more deeply to participants and aims to deliver high-quality works as a platform for artists. The MEME TOON platform application aims to create a healthy culture and industry, addressing the inconveniences of artists and participants, and providing a space to meet each other's needs. This application is not only used for browsing webcomics but also for participating in protecting and processing works, sharing the benefits of ecosystem participants, and providing convenience.

MEME actively supports and encourages prominent individuals and rapidly growing industries that adapt to the progress of information technology and embrace continuous change. However, there are still shortcomings in services within the webcomic and content industries, leading to potential interruptions in serialization based on the artist's environment or the inability to further develop subsequent works or processed content, often receiving attention only later.



As a service oriented toward artists, MEME extends beyond just webcomics. It supports artists and participants in participating in the serialization and development of works, as well as establishing a communication system. Activities and information data will be recorded through blockchain, which can be used for the benefit sharing of big data services, advertising, and other related activities. Additionally, the use of blockchain tokens will provide convenience for global participants, alleviating the burden of internal content usage on the platform and allowing for greater benefits through participation in the ecosystem.



Basic activity rewards for participants of MEME & MEME TOON are as follows:

1MT = \$0.1

- | | |
|-------------------------|---|
| ▪ MEME TOON app rewards | 500 MEME tokens for registration
(limited to 10,000 users who have passed KYC verification) |
| ▪ MEME TOON app rewards | 10 MT points for check-ins |
| ▪ MEME TOON app rewards | 1 MT point for activity participation |

- Up to 10 MT points can be earned for activities such as commenting, rating, and recommending.
- The following reward program is applicable from October 2023 to April 30, 2024, and may be subject to adjustments based on the relationship between future user growth and token issuance. Detailed information will be communicated through blogs or the application.

04. About the MEME TOON App

"MEME TOON" is set to be released in November 2023 (domestic version) as an online comic and content processing ecosystem participant system. The system is divided into Chapter 1 to Chapter 3, with the main features and content outlined as follows: Chapter 1: Blockchain Tokens and Staking, User Interface/User Experience (UI/UX)

Chapter 1.

Block Chain Token & Staking, UI / UX

I. Tokens and MT (Points)

In order to use MEME tokens on the MEME TOON platform, you need to exchange them for MT (Points). You can use the converted MT to access the services provided by MEME TOON. When exchanging MT for tokens, the minimum exchange amount will be set at the standard 1000.

II. Accessing Web Comics and Processed Content

You can use MT (Points) or NFTs (Chapter 2) to access the web comics and processed content offered by MEME TOON. All information will be recorded on MEME TOON or blockchain data to provide benefits for participants.

III. Individual Star Ratings

MEME TOON provides services for the development of works and collects information. Based on participants' preferences, we offer the functionality to individually rate and review authors and their works with star ratings and comments. You can provide brief feedback. Based on the respective ratings, we will offer MT (Points) rewards.

IV. Author and Work Sponsorship

Participants can use MT or MEME tokens to sponsor authors or works. Sponsorship funds will be divided according to purposes such as supporting individual authors, supporting other creations by the author, and facilitating the continuation of the work.

V. Referral Code

All registered users of the MEME TOON App will receive an ID CODE. Other users, when registering on the MEME TOON App for the first time, can enter this ID CODE in the referral field. Upon entering, the referrer will receive a 10% reward from the MT usage of the newly registered user. It's important to note that the identity of the rewarded individual and whether they used MT for payment will not be disclosed publicly; this information can only be viewed through the MT distribution log. Additionally, if a newly registered user doesn't log in within 6 months, the entered ID CODE information will be removed, and the account will be set to dormant status.

- VIP NFT will be awarded when recommending 50 users, and VVIP NFT will be awarded when recommending 100 users.
- If the NFT is sold out early, the distribution of NFTs may be terminated even if you have participated in the event.





VI. Staking

Participants can stake MEME TOKEN and receive a certain amount of guaranteed income based on the staking duration. Staking durations are available for 30 days, 90 days, 200 days, and 365 days, each with corresponding income and quantity specifications. The minimum staking quantity is 100,000 tokens, and the maximum is 100 million tokens.

TIME	30days	90days	200days	365days
Earnings	0.5%	2%	5%	10%
Available Staking Quantity	Minimum		Maximum	
	100,000 units		100 million units	

Total of 20%, 20 billion in total; 550 million per month, first come, first served, for a duration of 36 months (remaining will be carried forward).

VII. UI / UX

banner				
User Information and Search, etc.				
By Week	Popular Sorting	Newest Sorting	Sort by Type	Completed Works
Web Comics and Processed Content, etc., Other Categories				
Navigation Bar				
Categories	Home	Announcements	Preferences and Activities	MY



VIII. Service Support / Introduction in Chapter 1 or Chapter 3

We plan to offer translation services for creative works and processed content in various languages from around the world (initially Korean, English, Chinese). This feature will be applied to address legal rights issues related to creative works. Through this approach, we will translate the works and processed content into multiple languages, enhancing global user accessibility, promoting widespread promotion and consumption of the works.

IX. Introduction of Anti-Scanning Technology for Safeguarding Legal Rights of Works:

We will introduce anti-scanning technology to prevent infringements on the legal rights of works (such as unauthorized screenshots and recordings). Through this technology, we will deter unauthorized or unpermitted actions that violate legal rights, ensuring continuous monitoring and relevant information collection to protect the legal rights of works. In this manner, we will address unlawful leaks and infringement of works, providing users with a secure environment.

X. Token Payment Upon Contract Signing

When serializing an author's work on the MEME TOON application, we will make additional token payments as appropriate.

XV. Monthly and Annual Outstanding Works

MEME TOON will select outstanding works on a monthly or annual basis, showcasing them publicly on MEME TOON platform and providing various rewards such as MEME tokens, MT, and more, based on the situation..

Chapter 2.

NFT

I. Work Subscription-Related Membership Plans

By purchasing membership NFTs with MT or tokens, the information for the membership NFT is as follows:

Fees	The one-time subscription fee is 10MT.	X 40 = 400MT
Usage Rights	Subscription Service Usage	Allows for 50 Subscriptions
Unlimited Duration	100%	Allows for 50 Subscriptions
Durability Decreases After Each Use	2%	Additional Subscription Granted with Purchase of 4 Subscriptions
Ability to Restore After One Re	2.5% (10MT)	
Minimum Repair Instances	20次	50%~

II. Art Collection NFT

Differing from subscriptions, art collection NFTs can be acquired using MT or tokens. The information is provided below:

Fees	The one-time subscription fee is 10MT.	X 15 = 150MT
Utilizing Discounts	Distribution of Collected NFTs	Complete Collection + Special NFT
Overall Durability	100%	250Shares
One-time Use Reduces Durability	0.4%	10MT
Minimum Repair Instances	Once	1%~
Special Abilities	Once	1,000 MT or Event

Upon completing the entire collection, a Special NFT will be gifted. (The Special NFT will be distributed upon the completion of the full collection. However, once the Special NFT is obtained, the possessed Collection NFTs will have their special abilities disabled until their restoration. Even if all Collection NFTs are gathered through transactions among participants, the Special NFT will not be issued until the special abilities are restored.) *The restoration of special abilities may sometimes be achieved through lottery, 100 MT, or events. The Special NFT will confer certain privileges in Special NFT events, activities, merchandise distributions, and other scenarios in the future.

III. Various Support NFTs According to Negotiations with Artists

III-I. Artist Support NFTs supporting the artist's new creations

III-II. Subsequent Works by the Artist NFTs supporting the subsequent works of artists whose creations have been serialized

III-III. Processed Artwork NFTs supporting processed content derived from the serialized works of artists

III-IV. Artist Interaction NFTs designed for artists and fans who wish to engage with artists in communication

- Common Matters Participants who wish to apply for support for the content can do so using tokens or MT. When applying, they need to specify the details of the support they are seeking and its scope. Applications can be made in increments of 250 MT, and applicants can choose whether or not to receive related NFT rewards based on their preferences.

IV. Various Support NFTs According to Negotiations with Artists

- Common Matters If supporting participants wish to receive NFTs, an additional deduction of 50 MT (NFT issuance cost) will be made during the initial support.
- The initial durability of NFTs obtained by supported participants is 0%. Using 250 MT can restore the durability to 10,000%. NFTs that have been fully restored can be enhanced, becoming NFTs of a new level (benefits to be determined). (NFTs associated with support will experience a monthly durability decrease of 1%. When the announced target is reached, all related NFTs or their durability may disappear or transform into commemorative NFTs.)
- The actual goals for supporting artists will be determined based on the NFT's level and the restored durability. Support will be accepted according to the artist's objectives. Depending on the specifics of each support, the proportion of the subsequent activity support announcement and the overall participation support will determine the corresponding amount of MT you can receive. (However, the proportion may vary depending on the NFT's level.)

Type	Payment Application	NFT	Payment Application	Goal Achievement
Goal Achievement	Deducting 50MT	0%	0%	Disappear or Change
Benefits and Features	Refer to each content			
Overall Durability	-	10,000%	10,000%	Disappear or 0%
Disappear or 0%	Disappear or 0%	Disappear or 0%	Disappear or 0%	Activity
Recharge once, restoration ability	-	250MT	450MT	Activity
Minimum Repair	Once	Once	Once	Once

V. Artist Profile NFT

Artists can apply for exclusive artist and artwork NFTs, which can include their profile, work introduction, page logos from serialized works on MEME TOON, and may also feature signatures for sharing or selling with interested participants.

VI. Ensuring Original Creator's Earnings through Artist NFT Transactions

During the creative process, royalties can be set using blockchain technology. As per the negotiated and desired rates, a set percentage will be paid to the original creator from each transaction amount when the corresponding NFT is resold.

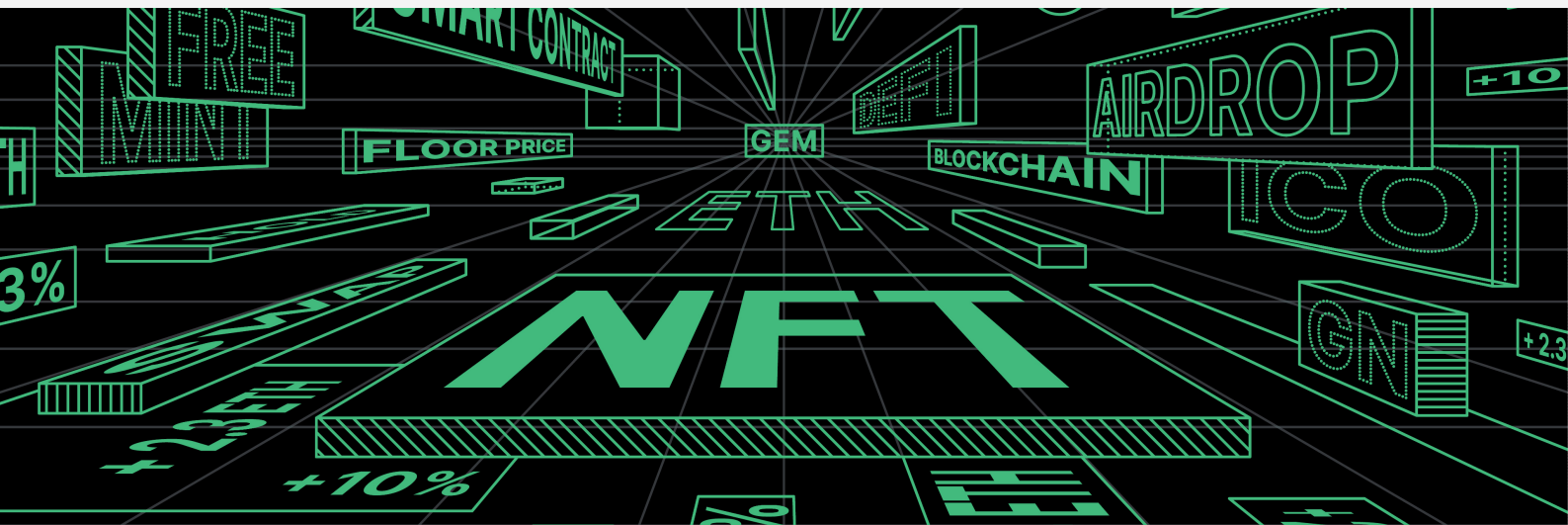
VII. Participation in Various Events NFTs

VII -I. VIP NFT VIP NFT is an NFT that allows participation and invitation to VIP-related events organized by MEME. Essentially, it offers the effects of a subscription NFT.

VII -II. Premium NFT Similar to VIP NFT, the basic content is the same, but it also allows additional participation and invitation to events organized by MEME for artists. Essentially, it offers the effects of a subscription NFT.

VII -III. Special NFT Similar to VIP NFT and basic content, this NFT enables additional participation and invitation to events organized by MEME in collaboration with partner companies, facilitating communication. Essentially, it offers the effects of a subscription NFT.

VII -IV. Event NFT Similar to VIP NFT and basic content, this NFT is related to MEME's events and can be used as participation-targeted NFTs based on the event's context.



Chapter 3.

Service Support

I. Translation / Also to be Introduced in Chapter 1 or Chapter 3

We plan to offer translation services for copyrights of works and processed content in various languages across the globe (original language, English, Chinese). This feature will be applicable to works where legal rights issues are resolved. Through this functionality, we will translate the works and processed content into different languages, enhancing global user accessibility, contributing to widespread promotion and consumption of the works.

II. Creative Assistance

We plan to utilize artificial intelligence technology or human support to assist in creating content, including serialized novels, illustrations, and more. In the future, we will collaborate with renowned authors and other experts to expand our support scope, covering areas such as storytelling and consultation.

III. Work Interpretation Support

As the comic series progresses, significant plot points accumulate, making it quite challenging to remember all the crucial details. We will introduce a feature to log and interpret important content detected by artificial intelligence, guiding readers in answering questions. This will facilitate a better understanding of the work for readers.

IV. BGM and Sound Effects Support

To enhance the immersion of the works, we will not only provide background music (BGM) and sound effects but also support comprehensive story narration through narration and other means. This will contribute to elevating the immersion, focus, and overall quality of the works.

Interface

I. Membership Registration (KYC)

II. User Categories (Administrators, Writers, Participants)

III. Announcements

IV. Artwork Collection (Favorites)

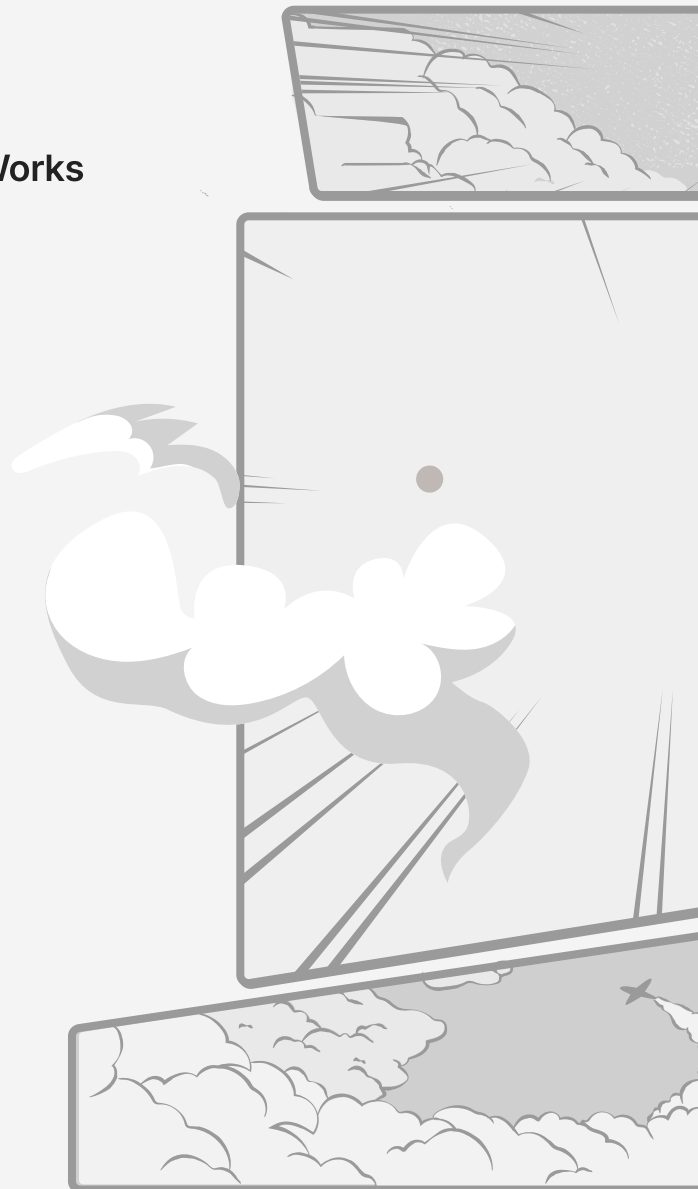
V. Activity Log (Comments, MT, Tokens, Exchanges, Activity Participation and Results, etc.)

VI. Free Token Events (Tasks)

VII. Work Recommendations

VIII. Monthly and Annual Outstanding Works

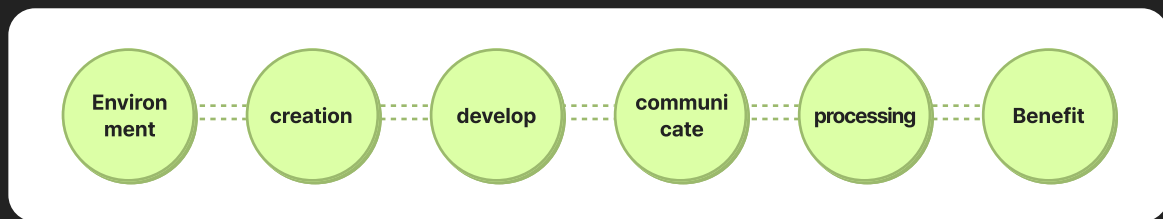
IX. And others (abbreviated)



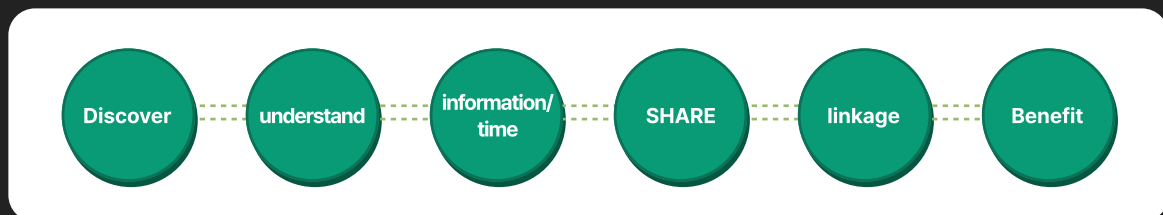
05. Problem & Solution

MEME aims to address challenges within the realm of writer activities and environments, propelling them towards the creation of more diverse and high-quality processed content. Consequently, in order to establish an ecosystem that enables a wide range of participants to access superior works and processed content, MEME strives to tackle the following existing market issues: By addressing these challenges, MEME seeks to initially create an ecosystem that empowers diverse participants to access superior works and processed content.

I. writer



II. participant



I. Writer Issues and Solutions

I-I. Environment Despite improvements in writers' compensation to a significant extent, many writers, apart from well-known ones, still face relatively unfavorable environments in terms of creating and serializing works (wages and contract conditions, minimum guarantees, etc.).

I-II. Creation A writer's creative process is the culmination of countless contemplations until inspiration strikes. Through these arduous musings, writers embrace an explorative spirit and courage, embarking on the adventure of serialization. While some works have a solitary author, collaborative creations involve numerous writers. However, opportunities for writers to connect, acquaint, and collaborate with others who share their creative values are somewhat limited.

I-III. Market Entry Even when a work is brilliantly crafted, navigating it into the right market proves to be a significant challenge. In other words, achieving successful creation and suitable market positioning entails substantial hurdles.

I-IV. Communication The works created by writers, upon entering the market, encounter various consumers and participants, each with different circumstances ranging from age to preferences, and even the amount of time they can invest. In the environment where writers and participants intersect over the works, communication is crucial beyond the understanding of the works themselves, but this is considerably challenging in reality.

I-V. Processing Once a work gains recognition and success in the market, it often extends into sequels, movies, and other processed content. Regrettably, not all outstanding works receive sufficient processing, and a lack of communication in this process is a significant issue.

I-VI. Interests In order to focus more on creating better works, writers need to leave not only their creations but also their interests. Establishing a mechanism that integrates interests with the living environment can be a turning point for new perspectives and considerations, impacting both the quality of writers' lives and the quality of their works.

II. Participant Issues and Solutions

I-I. Discovery There is an abundance of exclusive serials on various platforms, making it quite challenging to find high-quality works that suit one's preferences.

I-II. Comprehension Participants are able to grasp the author's intentions, the settings of the work, and the worldview, deriving engaging stimulation. However, understanding the work itself is not necessarily easy.

I-III. Information and Time Beyond just understanding the work, there is a need for information and time regarding news, directions, relevant details, and activities related to both the author and the work.

We believe that our role extends beyond merely appreciating the works; we also aim to address informational or communicational aspects. These are the services we endeavor to provide.



I-V. Interconnection While encountering beloved works is joyful, it can also trigger some dissatisfaction, such as the conclusion of a work or the termination of a serialization. In order to connect the culmination of a work with new beginnings, facilitating further development into sequels, movies, and other processed content, both MEME and MEME TOON will jointly support and encourage such endeavors.

I-VI. Benefits Writers garner recognition, participants experience joy through the works, which play a positive role in creative endeavors. However, such creative activities and engagement come with consumption. Depending on the participants' context and the scope and quantity related to the works, this could impose certain burdens. In light of this, both MEME and MEME TOON are committed to alleviating the participants' burdens, providing support for them to acquire benefits, and striving to ensure that the writers' environment remains unaffected by market contraction.

The challenges faced by demand-side participants can potentially impact suppliers, resulting not only in market stagnation but also in varying degrees of contentment among every member within the market. This also signifies support for aspiring writers in the future. For the betterment of authors, participants, the market, and the industry, we are committed to putting forth our utmost efforts. Through diligent research and dedication, we are prepared to address these issues by leveraging blockchain technology, namely MEME, and the platform ecosystem known as MEME TOON. Our aim is to achieve a focus on sustained creativity rather than transient creation. While it may not be possible to immediately resolve all challenges, we will approach this in a phased manner and continue to progress through ongoing refinements. We seek increased participation and support to realize these objectives.

06. Vision



The vision of our MEME team is to address what we perceive as challenges for writers and participants, and to transform the conventional paradigms of participant satisfaction within the context of the "Webcomics and Blockchain" industry, thus establishing a new paradigm. When discussing our vision, it seems that our collective efforts and the support from writers, participants, administrators, partners of MEME, and MEME TOON, as well as our shared commitment to progress, can collectively be referred to as our vision.

To serve as a solution, we believe in the significance of openness and transparency in our chosen approach, which is why we have opted for blockchain technology. In pursuit of our goals, we have initiated this project and aim to derive both enjoyment and trust from it, aligning with our objectives.

We will not chase endless commercial gains and benefits, nor will we endure in a ruthless ecosystem and operation. We hope to maintain this mindset and continue progressing through ample communication and reflection.

The issues inherent in traditional webcomics can be partially addressed by MEME TOON, and for those that MEME TOON alone cannot resolve, blockchain-powered MEME will serve as the solution. If we believe that problems have been suitably resolved, the initial writers and participants, as well as webcomics represented by MEME TOON and the successful application case of blockchain, MEME, will stand as excellent examples.

Some projects might grow weary from the long journey, and tears may even be shed. We will stay true to our original intentions, maintain communication, and silently work toward our goals—this is our greatest vision. Furthermore, we will continue to strive, not only to address various challenges but also to create exemplary use cases, advancing resolutely.



07. Market

In addition to the webcomics market, the overall content market is of considerable scale. Starting from 2021, driven by the spread of COVID-19, the expansion of contactless industries, and the convergence of ICT technology and content based on digital initiatives, the industry paradigm has undergone a dramatic transformation. Due to this rapidly changing social environment, there has been an increase in the uncertainty of market forecasts within the content industry, and different sectors have experienced contrasting changes.

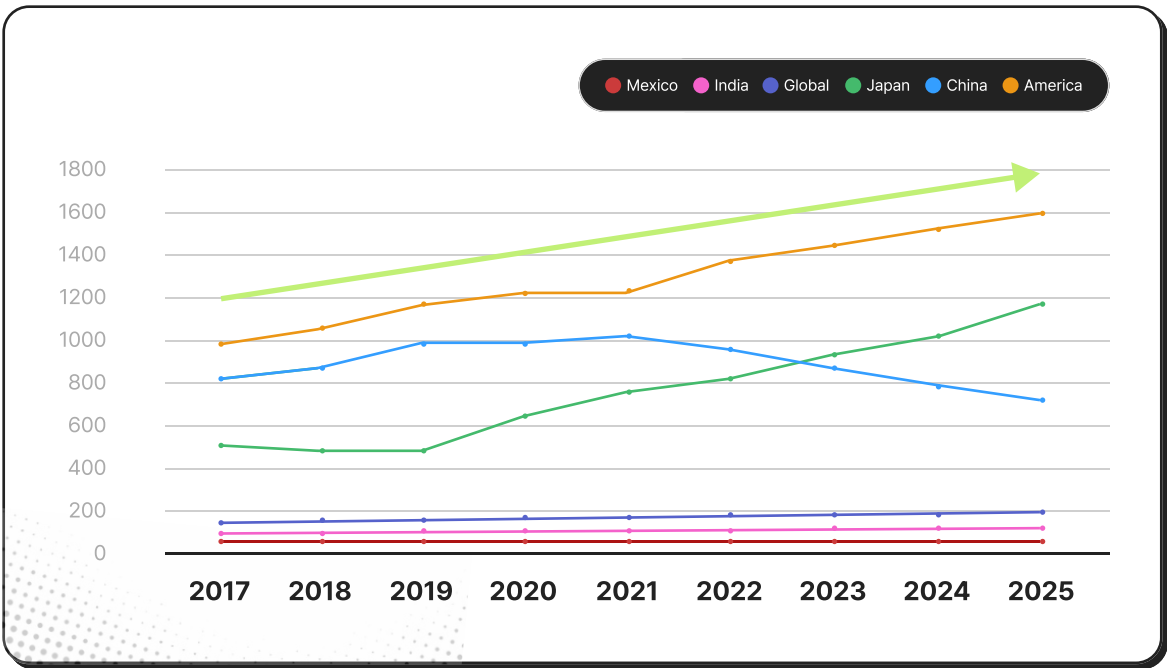
Under the impact of COVID-19, the sales revenue of South Korea's content industry decreased by 0.5% in 2020 compared to the previous year, reaching approximately 126 trillion Korean won. The export volume, however, continued to exhibit a growth rate of 6.3% in 2020, surpassing previous years' rates, and reaching approximately 1.08 billion US dollars (Ministry of Culture, Sports and Tourism, 2021). Notably, sectors such as gaming, film, and "webcomics" within the realm of non-contact consumption played a dominant role, significantly influencing the growth rate.



Based on the overall assessment of the global content market size and prospects, it is projected that by 2022, the content market size will reach \$263.01 billion, and it will continue to grow at an average rate of 4.98%, expected to persist from 2020 through 2025.

In other words, the content market across various countries globally is substantial, with the comic or webcomic sector already holding a significant share. Leveraging the intellectual property (IP) of comics or webcomics to create additional content expansions can lead to market growth in untapped segments. Cases such as "Together with the Gods" and "Chaebol's Youngest Son" serve as examples of utilizing comic or webcomic IPs to drive market expansion into previously unexplored domains.

The comic market’s scale and prospects.



sort	unit	%
Global	成员	9.33
America	1 million US dollars	5.48
China	1 million US dollars	-5.46
Japan	10 million US dollars	12.3
India	1 million US dollars	6.52
Mexico	1 million US dollars	5.36

Based on the purchasing ratios of paid content such as comics or webcomics and the ratios of character merchandise purchases, the proportions of different age groups ranging from 10 to 60 years old for paid content purchases vary between a minimum of 27% and a maximum of 57%. In terms of character merchandise purchase ratios, the minimum is 31.6%, and the maximum is 53.7%, indicating a relatively high level of engagement.

	Paid content purchasing ratio for Korean comics In 2022	Reader proportion for purchasing character merchandise Korean comics In 2021
10~19	49.9%	53.7%
20~29	57%	38.4%
30~39	55%	40.1%
40~49	44.4%	41.6%
50~59	32.2%	32.2%
60~69	27.6%	31.6%

The vastness of the market implies a significant amount of participation and consumption activity, making the market operation and engagement dynamic. In other words, there is a well-fulfilled balance between demand and supply, where consumption is achieved through active participation. This underscores the importance of consumer capacity. In mature markets, by pioneering new paradigms through differentiated technological capabilities and service strategies (such as blockchain, webcomics, artificial intelligence, etc.), conquering and sharing the benefits of the market becomes a collective endeavor with participants. This allows creators' works to be presented to users with minimal burden, free from the constraints of consumer capacity. It guides the market and brings the joy of creative works to participants, providing authors with a deeper sense of creative satisfaction.

Operated by MEME, MEME TOON undoubtedly emerges as an innovative platform that leads the way in creating these new paradigms.



08. MEME Token

Platform for Authors, Combined Service Support and Blockchain Technology for Authors and Participants, Ranging from Webtoon to Processed Content, MEME and MEME TOON:

Classification	content
symbol	MEME
type	ERC-20
Circulation	100,000,000,000
value	MEME is not guaranteed by specific assets or specific prices, There are no guarantees, only potential value. It is the owner himself who is responsible for the value of holding MEME tokens.

MEME tokens do not represent ownership or rights to MEME TOON.



MEME & MEME TOON serve as platforms for authors, safeguarding their copyright rights and driving innovative new paradigms in the Webtoon market. The basic activity rewards for participants for the period from October 2023 to April 30, 2024, are as follows:

1MT = \$0.1

2023년 10월 ~ 2024년 4월 31일 까지를 기준으로 한 보상

- MEME TOON app rewards **500 MEME tokens for registration**
(limited to 10,000 users who have passed KYC verification)
- MEME TOON app rewards **10 MT points for check-ins**
- MEME TOON app rewards **1 MT point for activity participation**

- Up to 10 MT points can be earned for activities such as commenting, rating, and recommending.
- Please note that the above reward details may be subject to change due to factors such as user growth rates. In the event of changes, notifications will be provided in advance, at least 30 days prior, through the MEME TOON application, the MEME official website, or a blog post.

Platform for Authors, Service Support, and Integration of Blockchain Technology for Authors and Participants, Spanning from Webtoon to Processed Content, MEME and MEME TOON:

benchmark	Destruction quantity	Remark
MEME TOON	award	January 1, 2025 at 00:00
registered member compared to last year 10% growth rate if not achieved	10% of total	Based on 20 members
	(10,000,000,000)	January 1, 2025 at 00:00
	The fund currently holds	The number of members is 21 (destroyed)
	1% burn	The number of members is 22 (not destroyed))

The following is a translation of the provided content:

"The initial phase from August 2023 to December 31, 2024, does not apply to destruction. Destruction will commence on January 1, 2025, based on membership data from January 1, 2024 (previous year) for comparative assessment, and decisions for destruction will be made accordingly.

The details of the aforementioned destruction may be subject to changes due to factors such as circulation and liquidity. In case of any changes, advanced notice will be provided through the MEME TOON application, MEME official website, or blog at least 30 days prior to the change.

Considering the circulation and liquidity generated from participation in the MEME & MEME TOON ecosystem, to prevent any insufficiency in the quantity of MEME tokens for the ecosystem, rewards, or staking, profits from the MEME TOON application will be used for token repurchases via cryptocurrency exchanges. This repurchase (Buy Back) will not involve token holders.

Additionally, token holders cannot request to use their tokens for purchases. The tokens obtained through repurchases will be exclusively used for participation rewards or activities. Furthermore, during the repurchase of MEME tokens, if there are more buy requests than sell requests, this may lead to an unexpected surge in MEME token prices. Therefore, repurchases will be conducted based on the following criteria.

Information regarding MEME token destruction is presented in the table below."

benchmark	time to buy	Remark
The maximum limit of single-day purchase will not exceed 5% of the transaction volume of the previous day	The disclosure of information such as purchases will be kept confidential based on reasons such as price surges, token prices, and liquidity confusion	Purchases will be made through exchanges, but not through token holders, as a reason for buybacks.

The content regarding the aforementioned token repurchases may be subject to changes due to factors such as circulation and liquidity. In the event of any changes, advanced notice will be provided through the MEME TOON application, MEME official website, or blog at least 30 days prior to the change.

To prevent negative behaviors such as token counterfeiting, other mainnet tokens (e.g., BEP-20) will be issued and immediately destroyed. Information pertaining to the destruction of these other mainnet tokens will be promptly disclosed through various channels such as media and blogs.

09. Token Economy & Business Model

The platform provided for writers integrates service support with blockchain technology, covering a range of offerings from Webtoons to refined content. This ecosystem is represented by MEME & MEME TOON.

MEME is the token within the MEME TOON ecosystem, denoted as MT. With a limited supply, the ongoing distribution of tokens to global participants may raise concerns about sustained token scarcity. However, MEME can generate revenue across multiple domains in the operation of MEME TOON.

I. Exchange of MT (Points) Used in MEME TOON Application:

As detailed in section 4 of this directory, MT (points) can be exchanged for various offerings provided by MEME TOON, such as Webtoon subscriptions, and might find extended applications in future offerings.

II. Advertising Revenue:

Considering the global participants, MEME TOON application may choose to introduce advertisements in order to generate advertising revenue in the future.

III. Big Data Business:

By analyzing user activity statistics in an anonymized manner, revenue can be generated through big data business operations, without involving personal user information.

IV. Events or Product Sales Related to Works:

Collaboration with authors and linking works to subsequent products or events can lead to additional revenue through agreements during activities or other product sales.

V. Copyright Protection and Related Activities for Authors:

In the realm of safeguarding authors' rights, income can be earned through agreements related to copyright infringement fees or protection efforts.



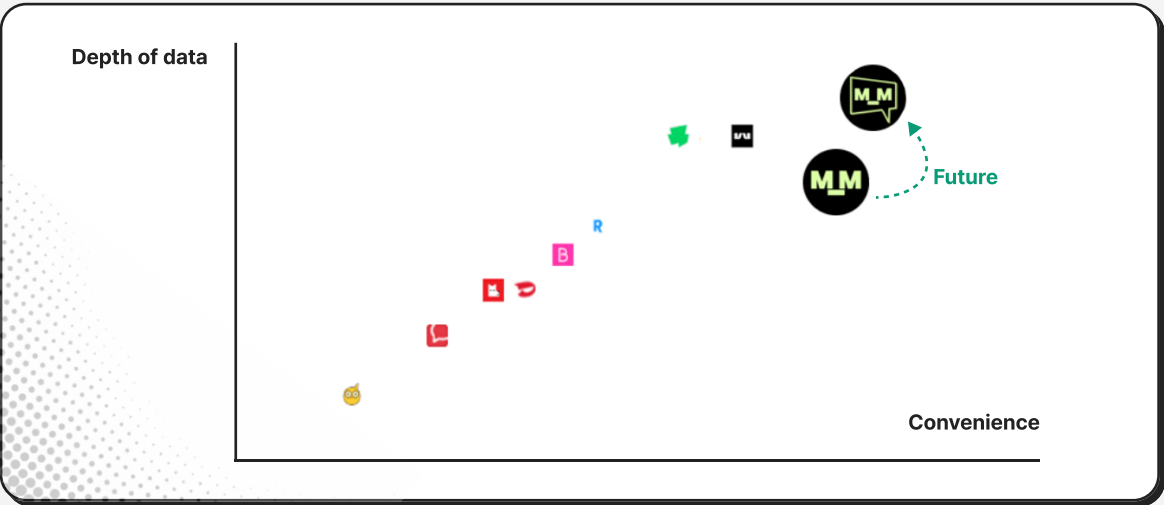
10. Competitive Analysis

The platform provided for writers integrates service support with blockchain technology, encompassing everything from Webtoons to refined content. MEME & MEME TOON possess competitive advantages across multiple aspects.

Competitor Feature Comparison

Service	Meme	Naver	Kakao	Toptoon	Lezhin	Bomtoon	Ridibooks	Ktoon	Toomics
Category	Webtoon	Webtoon	Webtoon	Webtoon	Webtoon	Webtoon	Webtoon	Webtoon	Webtoon
Webtoon	○	○	○	○	○	○	○	○	○
Novel	○	×	○	×	×	×	○	×	×
Subscription	○	×	×	×	×	×	×	×	×
Sponsorship Participation	○	△	△	×	×	×	×	×	×
Translation	○	△	△	△	△	×	×	×	×
Support	○	△	△	×	×	×	×	×	×
Blockchain	○	×	×	×	×	×	×	×	×
Big Data Provision	○	×	×	×	×	×	×	×	×

Positioning Map



As depicted in the chart, we hold advantages across various aspects among our competitors, much like a map where we currently occupy a favorable position. In the future, we will strive to advance even further to attain a more competitive edge.

11. Roadmap

2023
3Q



Conceptual Organization
and Planning

V Completed

Project Planning



Whitepaper
Writing

V Completed

Whitepaper
Compilation



Website
Development

V Completed

Website Development



MEME Token Launch

V Completed

MEME Token Launch



MEME TOON App 1.0

Commencement of
Development



Token listing on the
exchange

Exchange Listing



NFT Minting

Minting Preparation

**2023
4Q**



MEME TOON App 1.0

Development
Completion



Legal Review of MEME &
MEME TOON

Domestic Legal Review



NFT Marketplace Platform

NFT Marketplace Platform
Commencement of Development



Medium-Scale
Exchange Launch

Exchange Launch

**2024
1Q**



NFT Marketplace Platform

NFT Marketplace Platform
Development Commencement



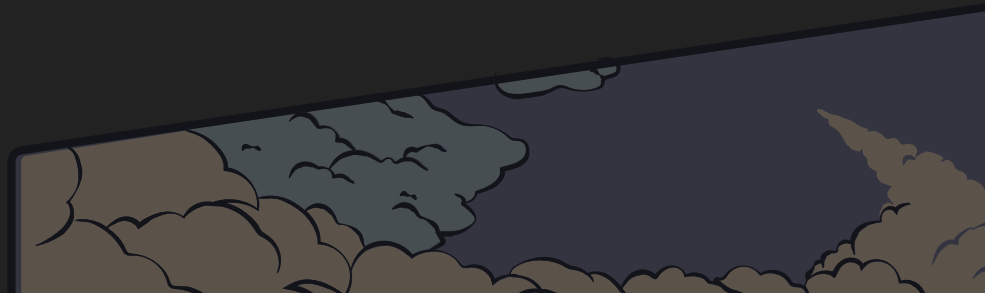
MEME TOON App 2.0

Development Initiation



Medium to Large-Scale
Exchange Launch

Exchange Launch



**2024
2Q**



MEME TOON App 2.0

Development
Completed



External Project Evaluation

Internal Token
Evaluation



MEME TOON App 3.0

Development Initiated



Token listing on the
exchange

Exchange Launch

**2024
3Q**



MEME TOON App 3.0

Development
Completed



Global Expansion of
MEME & MEME TOON

Commencement of
Global Expansion



MEME TOON App 4.0

Development Initiated



Launch of Medium to
Large-Scale Exchange

Exchange Launch



**2024
4Q**



MEME TOON App 4.0

Development
Completed



Third-Party Custodianship

Third-Party Custodianship for
Token Circulation



Launch of Medium to
Large-Scale Exchange

Exchange Launch



Over 200,000+

Achieve 200,000+
Downloads



Host Year-End Event

-

**2025
1Q**



Launch of Large-Scale
Exchange

Exchange Launch



-

-



-

-

12. Token Allocation

Token Allocation

article	volume of issue	Remark
Foundation	20,000,000,000(20%)	48-month lock-up period
Token Sale	10,000,000,000(10%)	36-month lock-up period
R & D	10,000,000,000(10%)	48-month lock-up period
Team	5,000,000,000(5%)	48-month lock-up period
Adviser	5,000,000,000(5%)	48-month lock-up period
Marketing	5,000,000,000(5%)	48-month lock-up period
Staking	20,000,000,000(20%)	36-month lock-up period
Reward	10,000,000,000(10%)	36-month lock-up period
Ecosystem	15,00,000,000(15%)	36-month lock-up period
TOTAL	100,000,000,000(100%)	

I. Foundation

(A total of 48 months of lockup, with 48-month vesting schedule (Unlocked amount: 416,666,667)) This allocation is for company operations, including the operation of the MEME TOON App and MEME's operations, constituting 20% of the total supply.

II. Token Sale

(A total of 36 months of lockup, with 36-month vesting schedule (Unlocked amount: 277,777,778)) This allocation is for the initial operational funds of the company, constituting 10% of the total supply.

III. Development

Development (A total of 48 months of lockup, with 48-month vesting schedule (Unlocked amount: 208,333,333)) This allocation will be used for the research and development of the MEME TOON App and MEME token project, to facilitate continuous development and optimization. These tokens will be utilized for compensating the development team or development costs.

IV. Team

(A total of 48 months of lockup, with 48-month vesting schedule (Unlocked amount: 104,166,667)) Allocated at 5% of the total supply, this portion will be distributed to core team members of the project for its operation and advancement.

V. Marketing

(A total of 48 months of lockup, with 48-month vesting schedule (Unlocked amount: 104,166,667)) Representing 5% of the total supply, this allocation will be used for the global project's marketing campaign budget.

VII. Staking

(Total lock-up period of 36 months, with a monthly lock-up and a 36-month unlocking period, unlocking quantity: 555,555,556) A 20% reward has been set for participants in the staking function.

According to a first-come, first-served principle, approximately 500 million tokens will be released each month as staking rewards, and the remaining staked tokens will be deferred. The total staked tokens amount to 20 billion. When the allocated 20 billion MEME tokens are nearly depleted, rewards will be distributed through a buyback mechanism.

-
- MEME TOON app rewards

500 MEME tokens for registration

(limited to 10,000 users who have passed KYC verification).

VIII. Rewards

(Total lock-up period of 36 months, with a monthly lock-up and a 36-month unlocking period, unlocking quantity: 277,777,778) Rewards are provided to participants using the MEME TOON App, as well as activity rewards that may be considered as burn under specific conditions. When the allocated MEME tokens are nearly depleted, rewards will be distributed through a buyback mechanism.

IX. Ecosystem

(Total lock-up period of 36 months, with a monthly lock-up and a 36-month unlocking period, unlocking quantity: 416,666,667) A 15% reward has been set for exchange requests and other activities between MT and MEME tokens. When the allocated MEME tokens are nearly depleted, rewards will be distributed through a buyback mechanism.



13. Disclaimer

Please carefully read the following disclaimer, as this portion of the content is of utmost importance. By agreeing to the terms and the project outlined in this whitepaper, it is essential to have a full understanding of its contents. The purpose of this whitepaper is to provide accurate information regarding MEME & MEME TOON. Furthermore, all content is solely for informational purposes. Under no circumstances should this whitepaper be used to provide financial, advisory, or legal counsel, and it should not be construed as being created for the purpose of providing financial, advisory, or legal advice. Before making any decisions regarding the tokens, thorough investigation should be conducted, and the individual is solely responsible for the analysis and choices made. MEME & MEME TOON have made efforts to ensure accurate descriptions in this whitepaper and on the website, but individuals reading this whitepaper must consult financial and legal professionals for advice and verify the information contained herein. Should the decision be made to purchase MEME & MEME TOON tokens, it is imperative to fully ascertain whether there are any legal sanctions pertaining to virtual asset transactions in one's country. MEME & MEME TOON bear no legal responsibility for the information contained in this whitepaper and on the website, nor do they offer legal guarantees. MEME & MEME TOON do not provide any advice or recommendations regarding MEME token transactions. Virtual asset prices, including the MEME project (whether successful or unsuccessful) and token value, are highly volatile. The MEME project (regardless of success or failure) and token value are unrelated to the project. The act of purchasing and trading MEME tokens through this whitepaper does not guarantee purchase costs and returns. There are risks of full or partial loss associated with purchase costs and returns, and all risks described in this whitepaper are fully borne by the holder. MEME project, responsible for executing your transactions and holding activities, is not liable for any losses. Once again, please note that the disclaimer section is highly crucial; kindly read it attentively.



MEME TOON

MEME TOKEN & Webtoon Platform APP

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