

MetaMAFIA PROJECT

Whitepaper 2.2v (Revised on 2/Sept./2024)



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MetaMAFIA, Who or What?

In Korea and around the world, with the 4th industrial revolution, not only blockchain but also virtual assets are receiving attention as alternative currencies. Just as the final destination of any industry is culture and art, all stakeholders who have passed the transitional period of the global virtual asset boom and are currently riding the 4th industrial revolution are dreaming of the fusion of blockchain and culture and art such as NFT/metaverse.

The entertainment market, which is evaluated as having the highest added value in terms of culture and art, is a market where its influence and repercussions are most visible, although its introduction to blockchain was somewhat late. In particular, the Korean entertainment market, led by K-POP, is no longer a simple consumer product, but is showing the power to dominate the entire market without exception, including movies, dramas, and games, with rapid growth like the Hollywood market in terms of production and distribution.

Through the convergence of culture, art, and blockchain, METACOOOP saw the possibility of providing innovation in the experience of content production and distribution, as well as consumer usage, and also faced various problems in the distribution structure of such content.

In particular, in the case of various contents created and distributed by artists, the profits that should be returned are not fully returned due to the problems of the transaction structure itself, but arrive at an unreasonable level through intermediate stages, and ultimately, in order to maintain global influence along with the development of content, the current unsound distribution structure must be changed. METACOOOP also accepts this as the first prerequisite.

The MetaMAFIA project is a gathering of people who want to solve these problems, establish a transparent and fair distribution structure for content production, distribution, and profit distribution, and provide fair opportunities to all stakeholders, even if there are differences in the profits returned to them.



MetaMAFIA, Who or What?

interests among numerous categories, and each member actively expresses their opinions on those interests, and if you are qualified to become a trustworthy family of supporting content or artists, then you too can become a MetaMAFIA.

Of course, it may be difficult to pursue and lead this direction in the existing way. Therefore, METACOOOP expects to find an answer in blockchain, including NFT, for the following reasons.

- 1) The NFT field has had a strong influence in the blockchain market since 2021.
- 2) A system is needed to trade and manage new and special NFT contents that continue to appear online.

The MetaMAFIA project presents a direction in which all stakeholders, including creators, producers, and planners, can lead transparent transactions and industrial development in the cultural arts market through complete decision-making by all qualified participants.

As we can see through the typical mafia story that we are familiar with, the mafia cartel also has basic qualification requirements and a system that can grant symbols of power beyond the qualification requirements. MAFIA NFT is the fusion of the classic system called mafia and the modern system called NFT card. MetaMAFIA NFT cards, issued in limited quantities, are essential elements for deciding the organization's intentions and presenting the overall direction of the platform.

*The principle of power of the Mafia Cartel.

Just as the person with more infrastructure becomes the head of an organization, the possession of NFT cards strengthens the influence within the organization and access to the target. MetaMAFIA's NFT card system is a new blockchain platform structure presented by METACOOOP that combines the DAO system, which determines the direction of the platform through voting, and the NFT system, which has recently become a hot topic.



MetaMAFIA, Who or What?

This NFT card system, designed to operate the Mafia Cartel and applied to the platform, has a structure in which authority, influence, and benefits are differentially granted depending on the type and quantity of cards held. Since even the lowest-ranking members of the organization can enjoy basic benefits and rewards simply by holding Mafia NFT cards, MetaMAFIA will maintain the organization's sustainability.

In other words, the vision of the project that METACOOOP wants to achieve is to provide various benefits to MetaMAFIA members based on the Mafia NFT card and to create a shared economy together.

In addition, based on the blockchain system with the best security and transparency and the abundant liquidity of content transactions combining NFTs, the MetaMAFIA project is to open an influential digital asset trading market on the platform. This is the ultimate goal and mission that METACOOOP wants to achieve.



01 Overview

In this era where the 4th industrial revolution is developing rapidly, the culture/arts sector in particular has become one of the key industries that has grown rapidly over the past period.

The culture/arts sector, which includes various genres such as broadcasting, music, art, drama, and film, has established itself as a very important industry sector for human life, and other industries such as IT and manufacturing are also helping the development of the culture/arts industry, and the market size is also growing explosively compared to other industries.

In particular, the culture/arts sector has begun to show a form of combination with the virtual asset/blockchain sector. In particular, the NFT sector, which is considered the most suitable for the culture/arts industry, has achieved tremendous growth throughout 2021. In the first half of 2021, the total NFT transaction volume recorded \$2.5 billion, which is about 200 times higher than the first half of 2020, and the ownership of digital assets continues to prepare for the development of new and unique ideas and solutions. MetaCoop believes that the NFT industry combined with culture and art is a key element that can innovate and improve the overall experience of users, and in particular, believes that NFT is the most suitable way to introduce cultural content covering all fields of art to users.

Not only in Korea but also around the world, the cultural/art industry, led by K-pop culture, has recently gained explosive popularity and recorded global hits, and has established itself as the most powerful business element in terms of revenue generation. The NFT that we want to present through the MetaMafia project can serve as a medium for users of the cultural/art industry to express their enthusiasm and fandom.

However, the cultural/art industry is limited to creators, consumers, producers, investors, and other participants in related industries in various fields such as music, webtoons, movies, and games.

As the cultural/art industry grows, the role of intermediaries increases, and the brokerage fees unnecessarily paid to them are increasing, while the profits received by creators are still low.



01 Overview

Recently, the profit expansion of publishers in each distribution structure is becoming more severe, and the profit margin of creators who actually engage in creative activities is decreasing. In particular, in the case of digital assets such as digital content (music, webtoons, movies, game items), there is a problem that sales data provided by business providers (including distributors) cannot be trusted because they are in centralized transactions.

The MetaMafia project is a project that changes the ecosystem of the cultural/arts industry into a transparent and fair structure and corrects the balance of fair opportunities and profits for each participant.

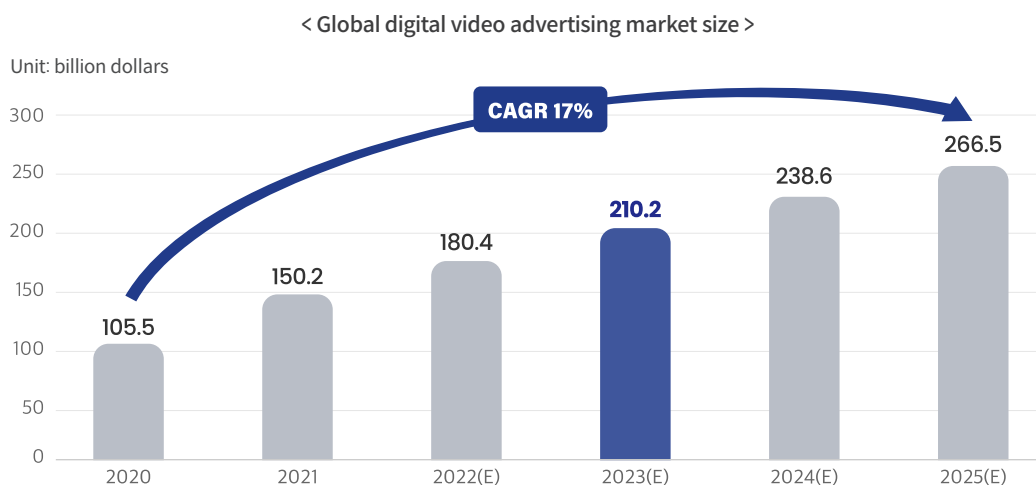
The MetaMafia project aims for transparent transactions and fair profits for industrial development among stakeholders such as creators, publishers, producers, investors, and planners in the cultural/arts market that requires various users. Each user can configure token economy and governance within the blockchain system of the creative works they have.



02 Introduction

1) Growth of the Culture/Arts Industry

In 2016, the global culture/arts (music, art, webtoons, animation, etc.) market grew by about 12% compared to the previous year, reaching a market size of 1.45 trillion dollars. This is rapidly growing due to the expansion of IT infrastructure in developing countries, the increase in wireless Internet use due to the spread of smartphones and tablets, the increase in SNS communication, the activation of the AR/VR market, and the activation of platform services by global companies. Based on this analysis, it is expected to maintain a growth rate of 10% for the next 5 years.



According to the DMC Report, the global digital video advertising market is showing significant growth every year. In 2019, it was 105.5 billion dollars, approximately 137 trillion won, and it is expected to grow by more than 200% to reach 238.6 billion dollars by 2024, showing an average annual growth rate of 17%.

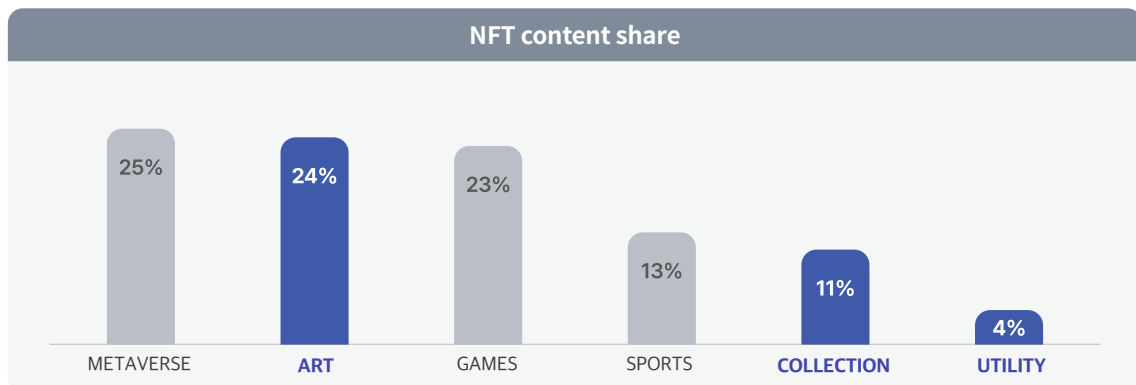
02 Introduction

2) Combination of the cultural/art industry and the NFT industry

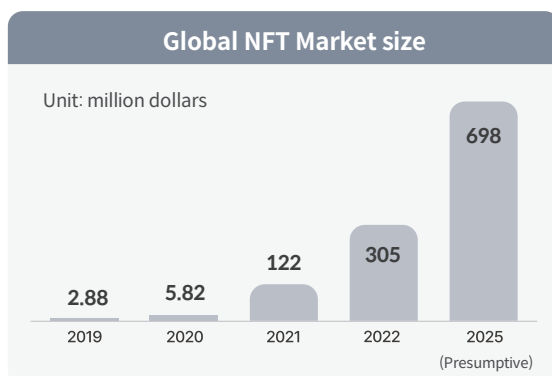
As the cultural/art industry develops and creator activities become more important, it is combining with the virtual asset/blockchain industry, and is expanding to various fields such as collectibles, games, and metaverse, centered on the cultural/art industry.

NFT (Non-Fungible Token) means a non-fungible token and refers to a digital ownership certificate that gives a unique value to digital content using blockchain technology. These NFTs have the characteristic of giving the value of 'scarcity and uniqueness' to many assets in the digital realm (digital art) that can be infinitely copied and replicated. The global NFT market size in 2022 is estimated to exceed approximately 42 trillion won, and the digital content market related to NFTs is expected to grow from 2.51 trillion dollars (approximately 3,277 trillion won) in 2020 to 3.734 trillion dollars (approximately 8,475 trillion won) by 2024.

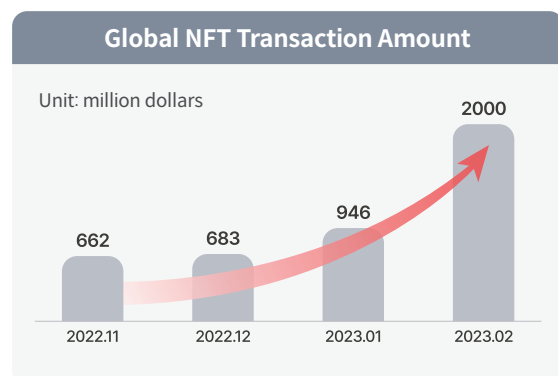
< Personal media content industry ecosystem structure >



Source:nonpungible.com,2021



Source:Statista, Jefferies Investment Bank

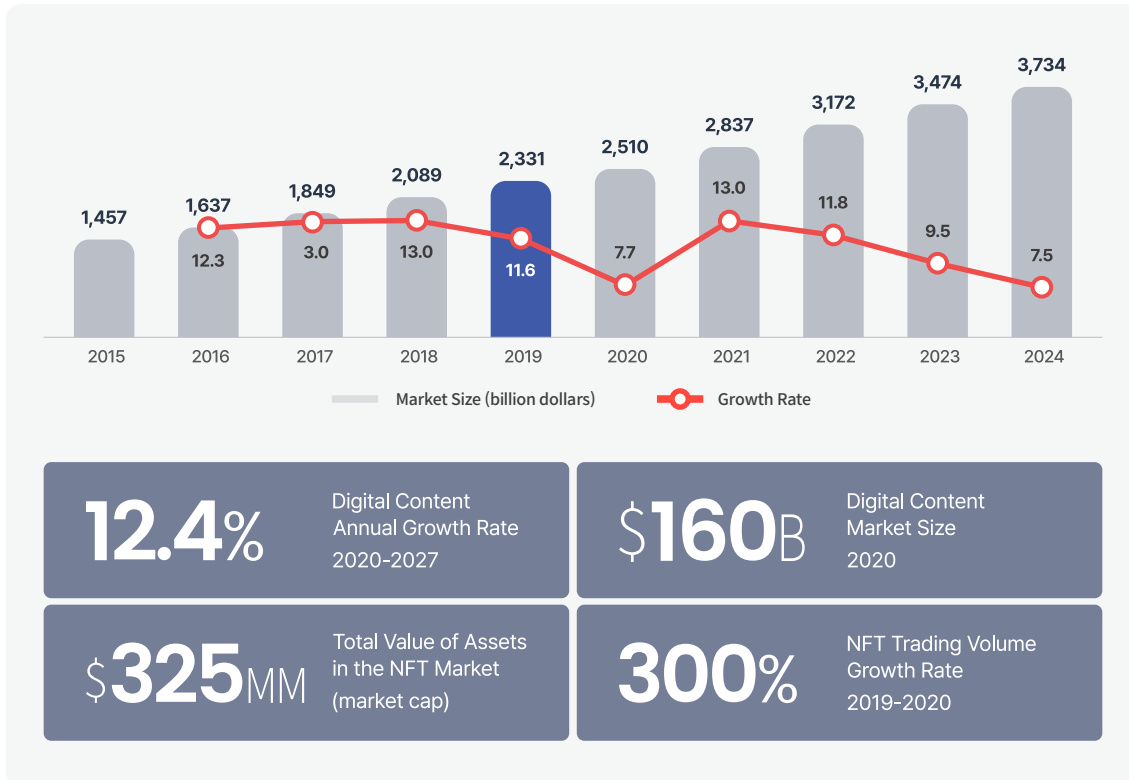


Source:DappRadar



02 Introduction

< Global Digital Content Market Size >



Source: SPRI, Software Policy Research Institute nonfungible.com

3) Problems with the NFT industry

NFTs have the advantage and disadvantage that anyone can easily issue them as long as they have “digital content (creative works), a blockchain to be issued, and a wallet for storage.” This easy accessibility has led to the proliferation of indiscriminate NFT contents and the virtual asset market being flooded with only one-time foundation establishment and sales, which has lowered the quality and credibility of the NFT industry itself, and trust in companies that handle NFTs is also disappearing. In addition, since a reasonable level of verification or certification system for NFT works has not yet been smoothly established, and the problem of information asymmetry in the market makes it difficult to measure the appropriate value, only the personal standards or wishes of NFT owners are reflected in the market price, and from the perspective of the demanders, there is no verified information, so they purchase the work



02 Introduction

without verifying the reasonableness of the price, and the reliability of the NFT price itself frequently decreases.

The world's largest NFT exchange, OpenSea, also urges caution regarding the fraudulent nature of NFT prices or the risks of purchase and possession. The issued NFT is only a proof of originality guaranteed by the original owner and seller, and the original file itself exists as a digital file, and even if it is converted to NFT, there is a blind spot in that the original file itself is not protected.

The significance of NFT itself is to prove ownership and value of the original among multiple copies, but the original listed digitally/online can be illegally accessed through hacking, etc., and if copies comparable to the original are distributed in large quantities, it is impossible to prevent the original's value from decreasing. This is also something that investors need to be careful about when investing in NFTs.

In order to preserve the value contained in NFT-ized content and prevent indiscriminate access to digital originals, the importance of methods to block access to the original file in advance and safely store and manage it is increasing. Accordingly, MetaCoop not only solves the cultural/artistic industry with NFTs, but also plays a role in communicating with stakeholders about the works they own, and guaranteeing the safety and artistic value of the NFT-ized content itself for the works listed and traded.

In addition, the lack of a space to own the work or communicate about the work/artist is also pointed out as a problem when consuming NFT creations, which are products of the cultural/artistic industry.

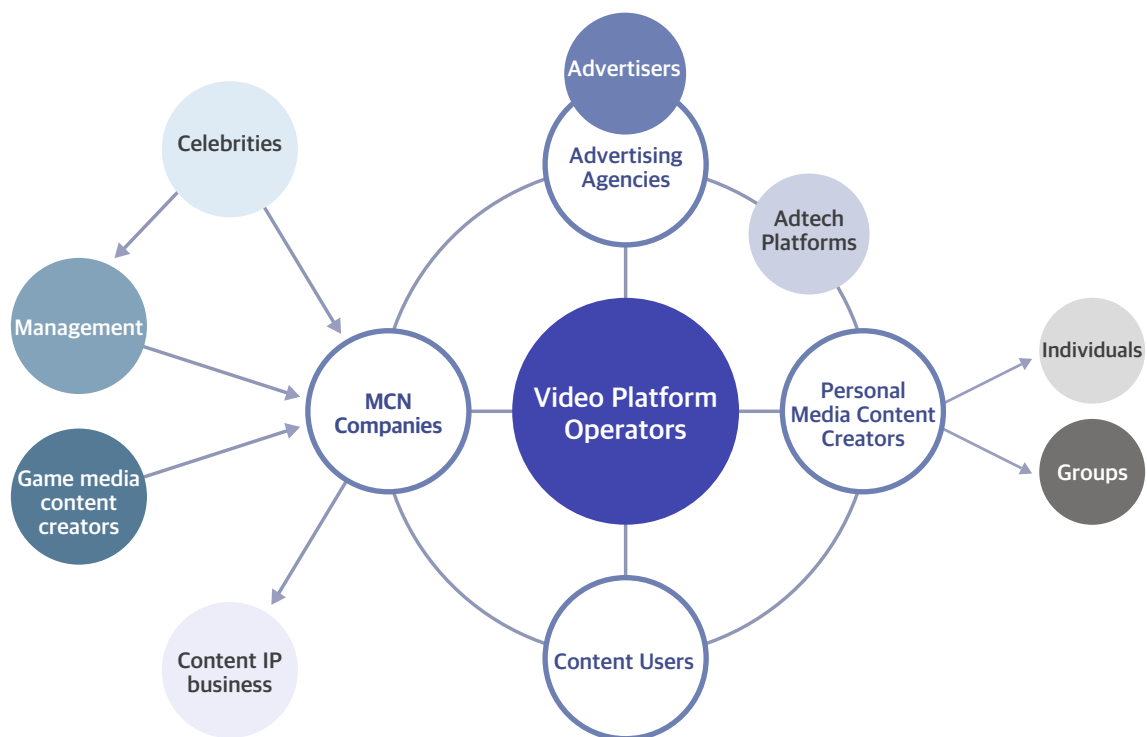


02 Introduction

4) Problems due to the limitations of individual creators

Since the proportion of workers with less than 5 employees and small businesses is high, individual creators account for a large proportion, but since they have to invest in channel promotion, costs, and time all on their own, there are limitations and it is difficult to achieve great results. In addition, since the main income depends on advertising revenue, the income structure is unstable.

< Personal Media Content Industry Ecosystem Structure >



MCN (Multi Channel Network) exists as a way to support and manage such creators and share the profits. However, existing MCNs have a practice of focusing support on star creators, which is problematic, and there is even an issue of unfair profit distribution between individual media content creators and MCNs.

03 Vision and Goals

1) Necessity of NFT-only community platform

As pointed out above, due to the proliferation of NFT-related exchanges and unverified NFT creations, the reliability and safety of NFTs in the virtual asset and blockchain market itself are being questioned.

At this time, stakeholders interested in the NFT market can be divided into two groups.

First, there are investors interested in the NFT creations themselves.

Investors interested in the NFT creations themselves are considered to have a certain level of understanding of NFT technology and the industry in general. In particular, if they invest in NFT creations, it can result in investing a higher amount than the average, and curating or safety inspection of such investors must be carried out.

Second, there are people who are interested in the blockchain industry but do not know much about NFTs, and who were attracted as the keyword NFT became a hot topic in the market.

In these cases, not only is there a lack of understanding of NFTs, but there are many cases where NFTs are simply considered as 'investment targets', so for those people, the NFTs they are investing in, the subject matter, the artist's intentions, and how they are evaluated in the market can all serve as auxiliary indicators.

The price is determined by the market. And the evaluation of countless NFTs in the market is also a necessary element in forming the price and value of NFT creations. Therefore, the need for a space where discussions about NFT creations and a kind of 'fandom' can be digested is increasing, and it is time for a special community, an NFT-only community, where people interested in special NFTs gather and work, rather than existing virtual asset-related communities.



03 Vision and Goals

In addition, existing NFT Marketplaces have various limitations. First, communication is still taking place through Twitter and Discord due to the lack of novel functions, which are the most important for forming an NFT community. In addition, since most NFT exchanges only provide simple transaction mediation, there is the inconvenience of having to resolve services such as NFT issuance and management through other sites. Recently, projects are growing by contributing to projects through community-centered voluntary participation, and the need to create communities and grow communities in a bottom-up manner is increasing.

In addition, as the digital content market has grown rapidly due to the advent of smartphones and various personal SNS platforms have become active, the individual media market has grown rapidly, and the NFT market is also changing from being centered on large corporations to being centered on creators.

However, since individual SNS channels must be operated when using existing services, community building requires a lot of time and effort, and the stage of converting creative works into NFTs is virtually impossible for individual creators or small brands to access due to low convenience.



03 Vision and Goals

2) Vision and Goals

The MetaMafia project aims for transparent transactions and fair profits for the development of the industry for each stakeholder in the cultural/art market that requires various users.

It grants ownership of all MetaMafia content including NFTs, protects various blockchain functions including rewards for increased value, transaction transparency, copyrights, etc., and improves the ecosystem of the efficient cultural/art industry.

In order to provide an “All-In-One NFT Service” that supports the launch of NFT projects through the MetaMafia project, the following service layers are configured.

① BUILD A “SMALL BRAND AND CREATOR-CENTERED” PLATFORM.

- Existing large NFT market platforms lack the convenience of promoting NFT projects for cultural/art creators due to insufficient launching services.
- To solve this, the MetaMafia project provides a space where creators can issue their own NFTs through the platform at any time, guarantee the creators’ rights, and proceed with sales. In addition, we aim to build a platform that is “centered on small brands and creators” rather than large corporations, entertainment companies, or agencies by allowing the posting and sharing of information on various cultures and arts as well as NFTs within the platform.

② The MetaMafia project aims to be a “Two-sided Platform” that satisfies both sellers and buyers.

- The MetaMafia project aims to be a “Two-sided Platform” that satisfies both sellers and buyers. For the sellers, which are artists, creators, and small brands who want to launch NFT projects, we provide differentiated functions such as NFT launchpad/automatic minting service, NFT marketplace, cartel (community) function, and Mafia TV. (community) function, and Mafia TV.

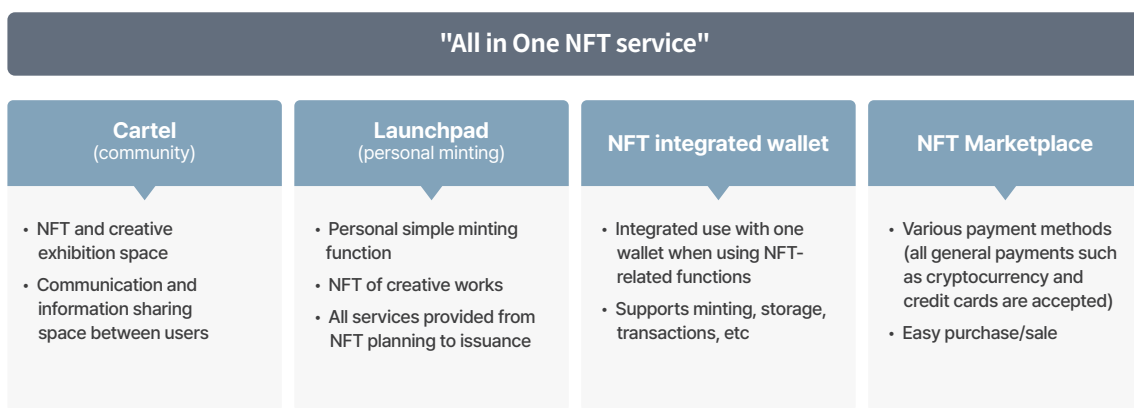


03 Vision and Goals

For buyers who are individuals interested in NFT projects and digital content subscriptions, we provide differentiated functions such as basic content viewing without membership registration, reward payment according to platform activity, virtual currency, and NFT-only wallets.

③ We support the launch of NFT projects and create value for creative works through “All-In-One NFT Service.”

- It supports project launch by simultaneously providing NFT-related services such as Wallet, Minting, and Launchpad, as well as community-related services such as Cartel and Mafia TV.
- The MetaMafia project aims to realize the vision of becoming the source of respect and permission for the entire industry that controls the NFT industry, and the goal of creating maximum value for NFT creations created together by users.
- It issues tokens and NFTs on a blockchain system with the best security and transparency, and applies content copyright information, NFT card information, etc. to the blockchain system, thereby opening a digital asset trading market with high liquidity where users can directly trade.



04 Metamafia Platform

When individual creators and small brands promote NFT projects, they face two obstacles: the fan recruitment stage and the NFT conversion stage.

In the fan recruitment stage, a lot of time and effort is required for community building, such as operating individual SNS channels. In the NFT conversion stage, it is necessary to use Launchpad, which acts as an NFT production and sales agent, or use an NFT marketplace that directly produces and sells NFTs. However, due to cost issues and low convenience, it is practically difficult to proceed.

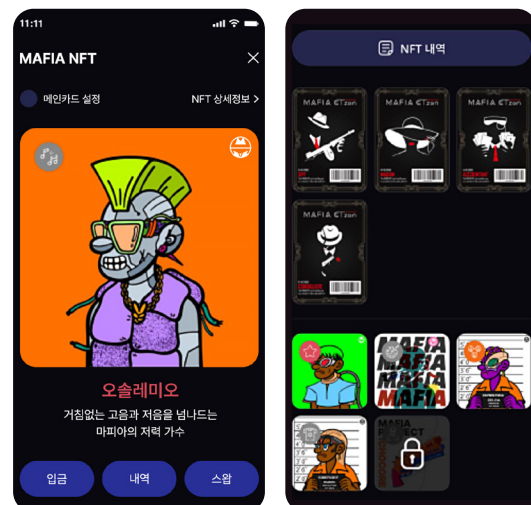
To solve these obstacles, the Metamafia project provides a space where artists can issue and sell their NFTs at any time through the platform so that they can proceed efficiently on a single platform, and provides an All-In-One NFT service platform where they can post and share information on various cultures and arts as well as NFTs within the platform.

In this way, it creates a platform that has permanence by discovering fun and rarity through information sharing and community activities and creating value through the NFT marketplace.

1) Main Services

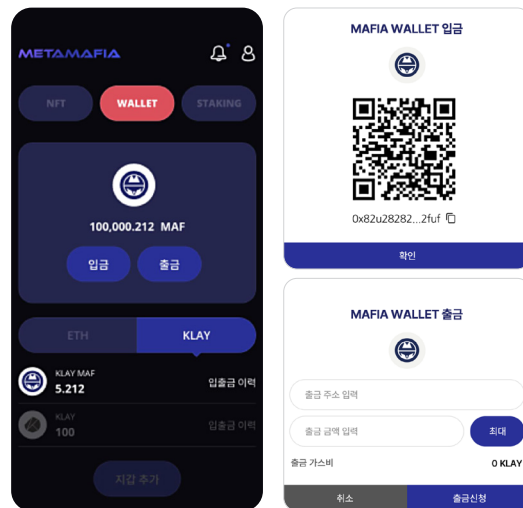
① Wallet

- Through the NFT Collection service, you can store, deposit, and withdraw NFTs supported by the platform, such as ETH, KLAY, and MATIC, and it supports swap functions and member-to-member gifting functions that do not require fees.

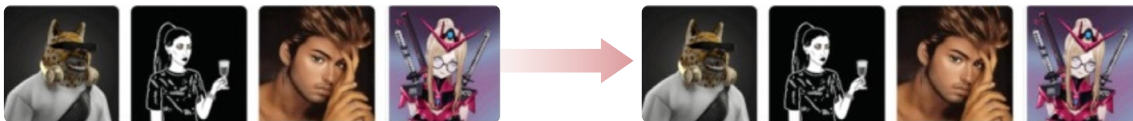


04 Metamafia Platform

- Through the WALLET service, you can store, deposit, and withdraw coins supported by the platform, such as ETH, REAP, MAF, KLAY, and MATIC.

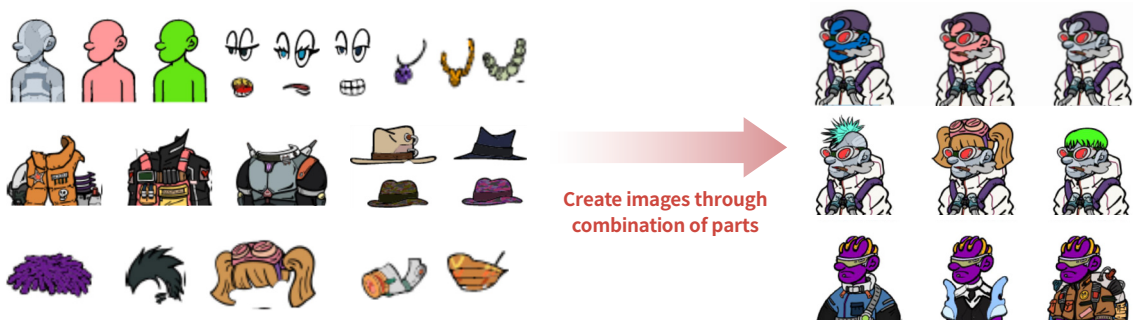


- Establish an automatic minting service so that users can directly register images through photos or images and automatically mint NFTs.
- Completed image (photo, picture) files can be converted directly into NFTs through simple minting.



Convert image files as is into NFT

- When registering individual parts through random combination minting, the parts are automatically combined to create an image, and the image can be converted into an NFT.



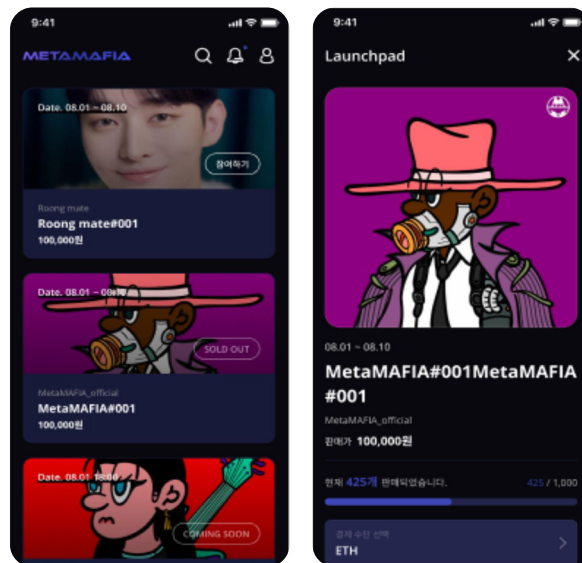
Create images through combination of parts



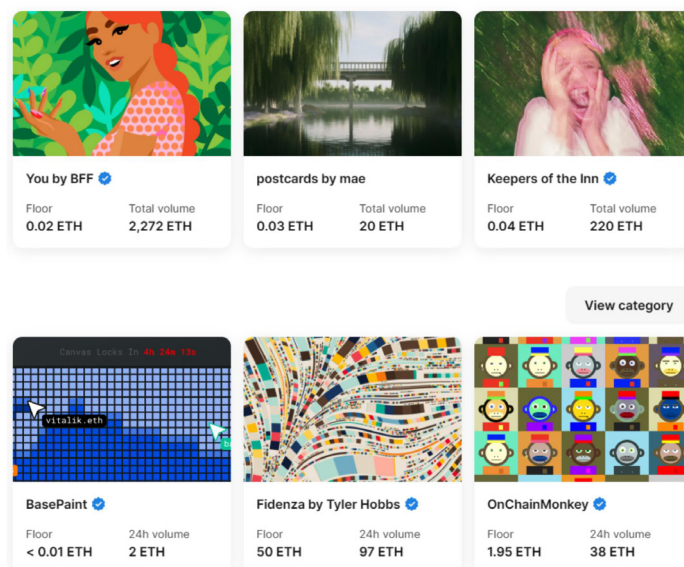
04 Metamafia Platform

③ LAUNCHPAD & NFT MARKET

- LAUNCHPAD is a service for discovering and nurturing artists, and supports the minting of NFTs such as ETH, KLAY, and MATIC for projects selected through separate screening.



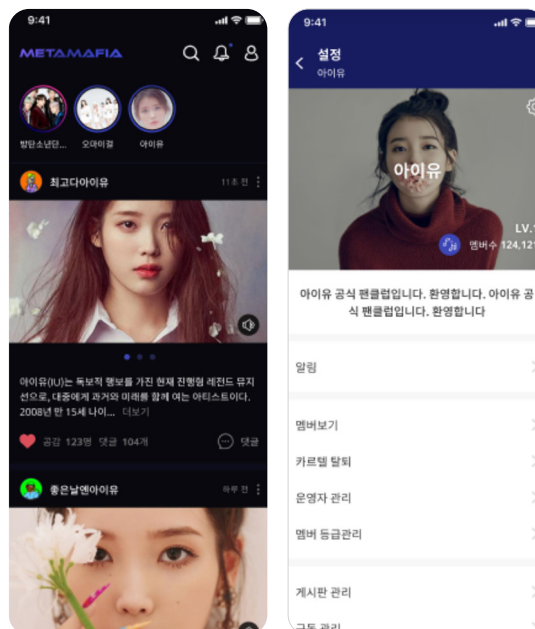
- By building a market (NFT MARKET), we support a members-only market so that NFTs that were previously only tradeable on dedicated trading platforms such as OpenSea can be traded within the MetaMafia platform.



04 Metamafia Platform

④ CARTEL

- CARTEL is a community-based platform that provides a variety of information sharing across all cultural/art fields.
- It consists of Cartel Stories, Announcements, General Bulletin Board, Subscription Bulletin Board, Voting Bulletin Board, Short Play Bulletin Board, etc., and member levels can be set to allow posting of articles, images, and videos (streaming) that match the corresponding authority.



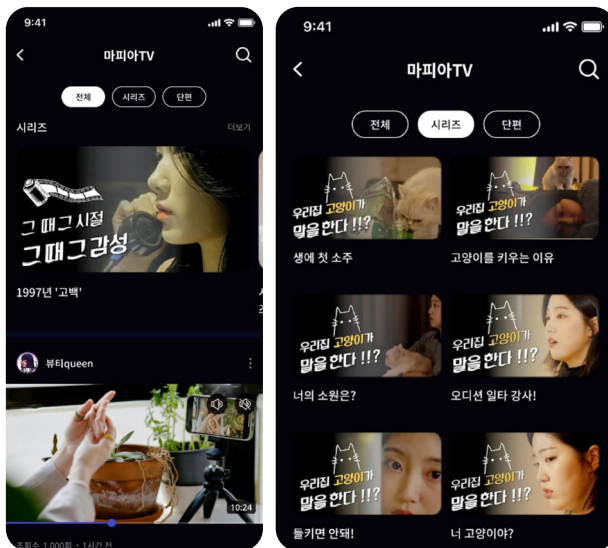
- The voting board can be used for events such as ranking selection through voting.
- The short play board allows registration of short video services of less than 1 minute.
- Real-time live chat with cartel members is possible through live chat.
- Through the subscription service, content services that are only exposed to members who have subscribed can be provided.
- Through the sponsorship service, you can charge bullets and directly sponsor the cartel of your choice.

04 Metamafia Platform

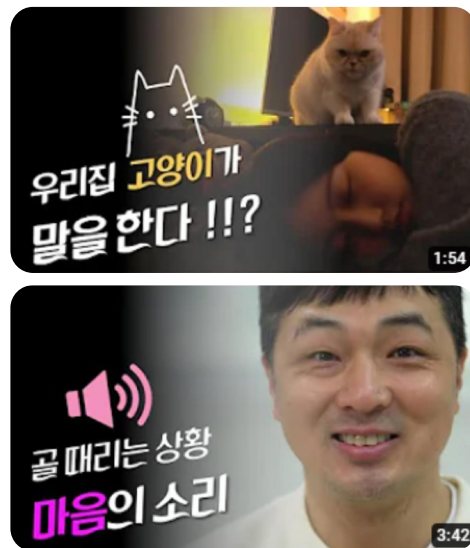
⑤ Mafia TV

- Mafia TV is a dedicated service for video content and supports the method of watching registered videos directly (streaming).
- Content is divided into series and short stories, paid and free content, and paid content can be used after charging bullets.

< MAFIA TV Main Screen >



< *Self-Produced Series >

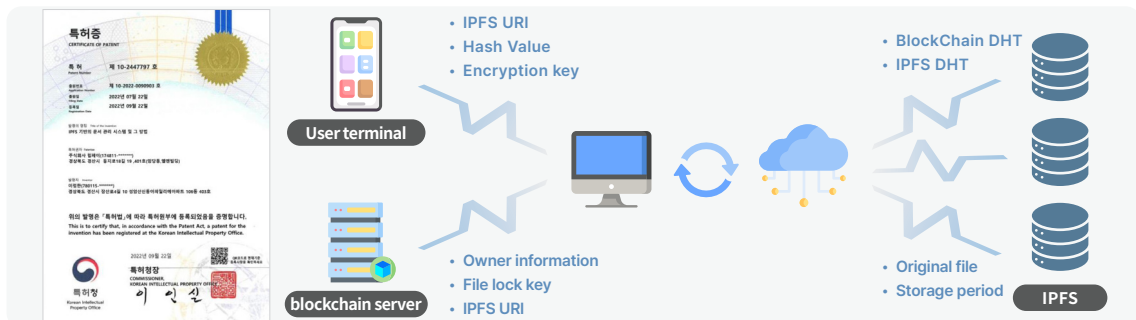


04 Metamafia Platform

2) Blockchain-based security technology

① IPFS-based document management system (patent registration completed: application number 10-2022-0090903)

- The existing Http method has the problem that it cannot be accessed when the connection to the central control server is lost, which can damage the original data, and it costs a lot to maintain security.
- The MetaMafia project uses a document management system based on IPFS(InterPlanetary File System), a protocol for storing data in a distributed file system and sharing it over the Internet, to secure security technology.
- Since the original is distributed and stored by applying IPFS technology, permanent ownership is possible, and the advantage is that security is improved through the encryption/decryption method and separate security costs are unnecessary.



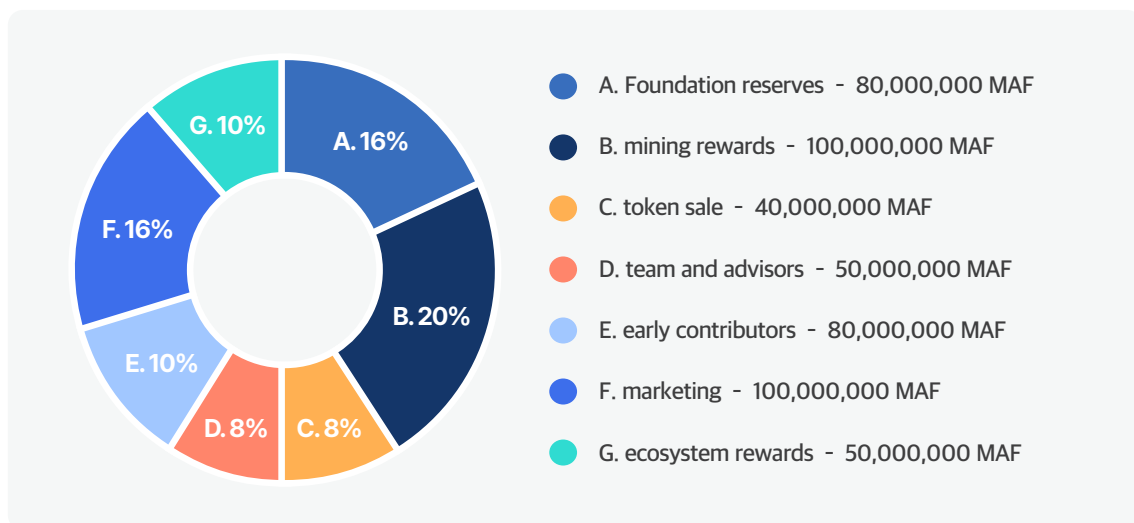
② Access restriction of NFT original data through encryption and decryption technology of Private Key

- The original data of NFTs issued through the MetaMafia platform is stored in an open IPFS node server, and can only be accessed through encryption and decryption using the user's unique Private Key.
- The Private Key is issued to the owner at the same time as the NFT is issued, and the generated Private Key is converted into a Signed Message through a unique encryption technique and then transmitted to the server. Since the transmitted Signed Message requires the same Private Key for decryption, access to the data itself becomes impossible.
- The MetaMafia platform fundamentally prevents the leakage of NFT original data through these encryption and decryption technologies.

05 MAF Token and Token Economy

1) Token Issuance and Usage Plan

The official name of the token issued by MetaCoop is MAF Token, and the abbreviation is MAF. MAF Token is the basic means of transaction and reward used on the MetaMafia platform. The total issuance of MAF Token is 500 million, and the token distribution is as follows.



A. Foundation Reserve: MetaCoop owns 16% of the total issued amount for inflation control, ecosystem supply, and incineration according to the condition of the MAF token and the operational status of the MetaMafia project and business status.

B. Mining Reward: MetaCoop has set the mining amount paid as a basic reward at 20% of the total issued amount to increase the sales of successful NFT character cards and participation and activation of the MetaMafia project.

C. Token Sale: The token sale amount for initial investors is 8% for public and private sales. It can be utilized in various ways in MAF token solutions such as exchange listing and solution payment tokens.

D. Team and Advisor: 8% of the tokens are set to be used for advisors, partnerships, and affiliates so that MetaCoop, which works to operate the platform, and the ecosystem of MAF tokens can become a more complete ecosystem. E. Early Contributors: 10% of the total issuance was allocated to early contributors who contributed greatly to the initial activation and settlement of the Mafia project, excluding the team and advisors.



05 MAF Token and Token Economy

E. Early contributors: Aside from the team and advisors, who contributed significantly to the initial activation and settlement of the Mafia project.

Early contributors were given 10% of the total issuance.

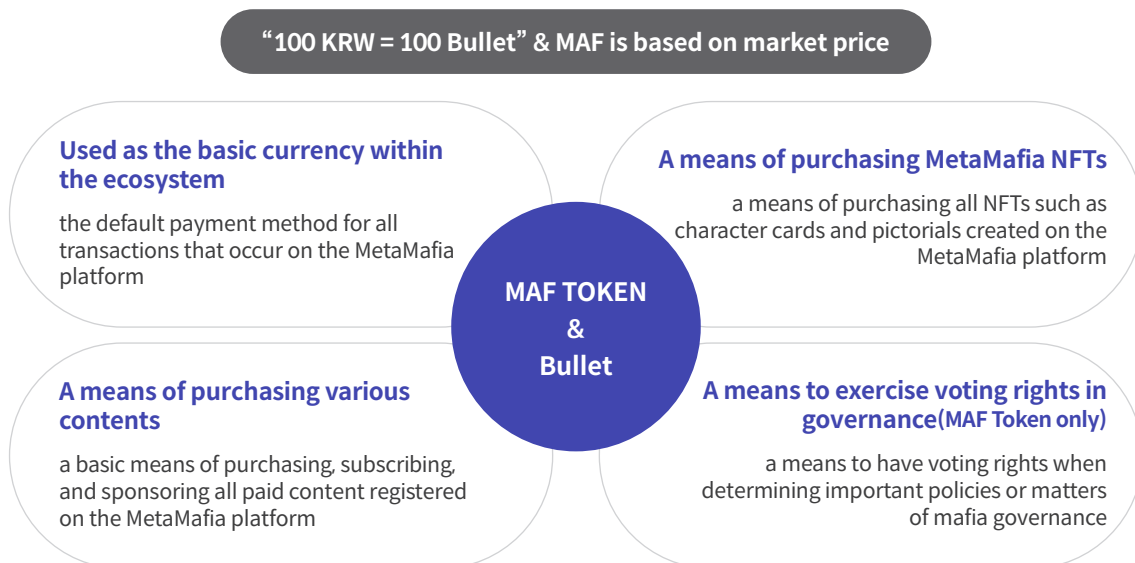
F. Marketing: 16% of the total issuance was allocated for global marketing purposes to promote the MetaMafia project. It will be used for various online/offline marketing purposes to activate the platform, such as events for users, and to increase brand awareness.

G. Activation of the MetaMafia Project Ecosystem: 10% of the total issuance was allocated as the amount to be used to support performances and creative activities to activate the cartel within the MetaMafia platform.

2) Token Economy

The basic payment methods of the MetaMafia platform are MAF tokens and Bullet.

MAF tokens are the basic tokens issued by MetaCoop, and Bullets are goods that can be charged with KRW and used within the cartel.

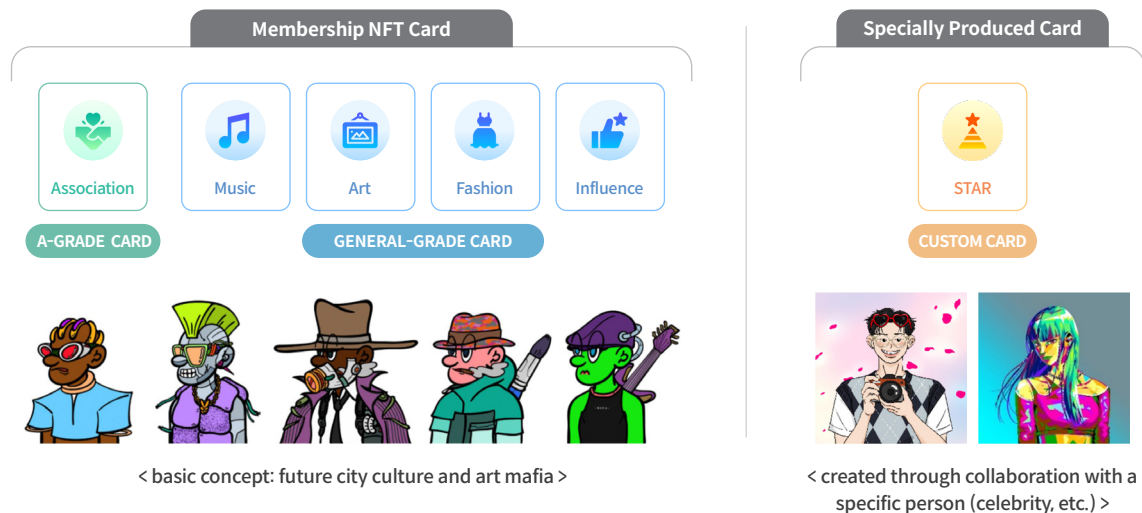


05 MAF Token and Token Economy

3) Membership NFT Issuance and Benefits

① Membership NFT - Character Card

- Character cards are used as membership for cartel activities within the MetaMafia platform.
- They are divided into Music·Art·Fashion·Influence cards, special grade A (Association) cards, and custom cards specially made for celebrities or individual cartels.
- Character cards will initially be issued in the form of 2,400 general cards for Music·Art·Fashion·Influence and 400 special grade A (Association) cards, and a total of 10,000 cards. General cards will be issued as a basic service to all members who sign up.



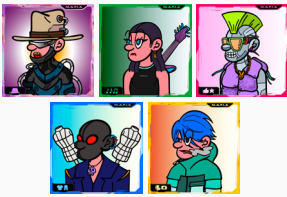
05 MAF Token and Token Economy

② Membership NFT - Support for creation and creative activities

- Character NFT card holders own the characters they own and have secondary creative rights.
- Among the initial cartel creators, a specific cartel will be selected through a separate procedure to support self-NFT issuance (minting) or initial activity funds.

Benefits 1


Ownership and secondary creation rights are allowed



*Metacoop Foundation allows holders not only ownership but also secondary creation rights to support various creative activities.

Benefits 2


Support for own NFT issuance



*some artists support issuance (minting) and sale of NFT through separate selection.

Benefits 3

Support for creative activities (or creative funding support)



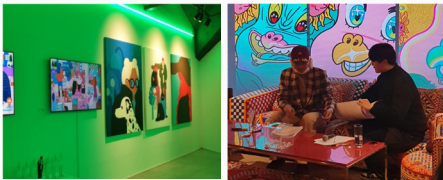
*Meta Mafia, Holder, and some cartels provide support for initial creative activities through separate selection. (subsidy type)

③ Membership NFT - Regular offline event hosting

- The MetaMafia project will support various creative activities that holders who own Mafia cards can engage in offline by hosting exhibitions, meetups, network parties, and seminars.
- We plan to support various benefits such as free admission tickets or discount coupons for purchasing NFT works for holders who own Mafia cards.

Plan 1


Hold an NFT exhibition and talk concert



*Recruiting artists who own NFT works or selecting artists through recommendations from holders

Plan 2

Hold a meetup and network party



*Invite influencers active in various fields to hold an event to discuss the field of NFT culture and arts



05 MAF Token and Token Economy

- ④ Membership NFT - Host a private DJ party exclusively for holders Membership NFT - Host a private DJ party exclusively for holders.

HOST A PRIVATE DJ PARTY EXCLUSIVELY FOR THE HOLDER, IN ITAEWON



[Main Poster]



[Ticket (Admission Ticket)]



[DJ Lineup]

ON-SITE PHOTOS



05 MAF Token and Token Economy

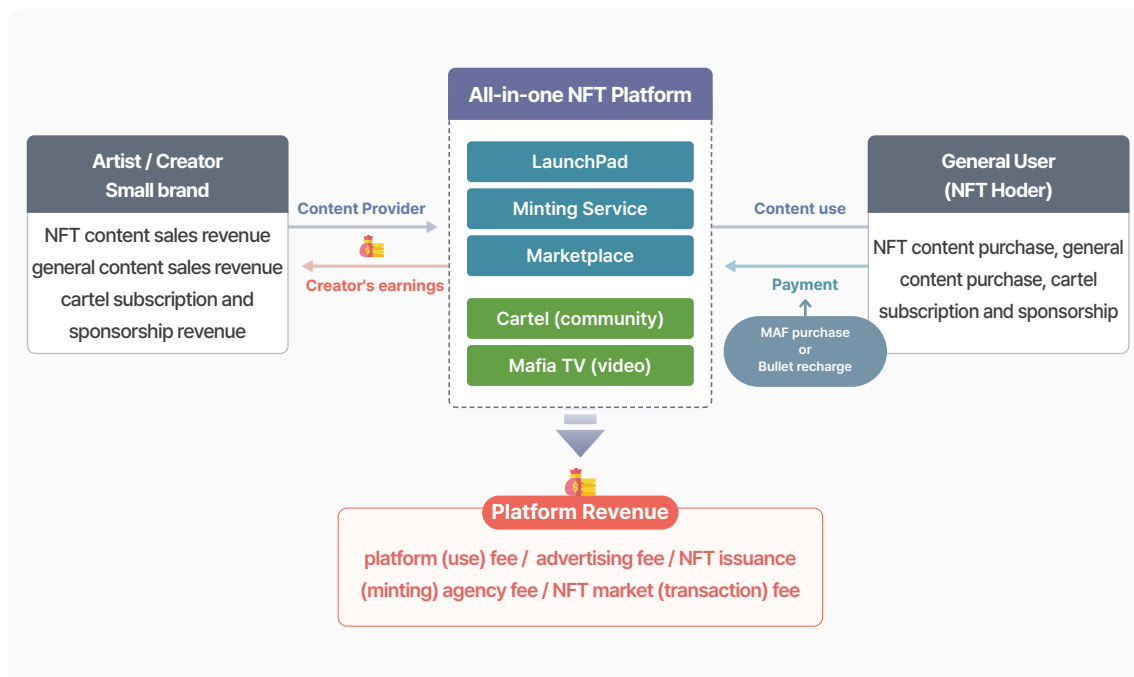
4) Payment of rewards according to community activities

① Payment of bullet rewards according to cartel activities (short-term event)

- Metamafia platform users can receive bullets as activity rewards according to their activity history.
- Cartel creators can receive bullets as activity rewards according to the number of cartel members created and content registration.
- Cartel subscribers can receive bullets as activity rewards according to attendance checks once a day, likes and comments, and content registration.

5) Business model

The main sources of revenue for the Metamafia platform are the basic fee for platform use, NFT minting agency fees, and NFT transaction fees. In the future, when the platform becomes active, advertising fees such as banners will be generated, and additional revenue can be generated through character business such as sales of goods.



06 Roadmap

2024
1Q



- MetaMap storyline and worldview reconstruction
- Team reorganization and MetaMap project renewal planning

2024
2Q



- MetaMap exclusive NFT character card reissue [10,000 issued] & distribution to existing and new subscribers
- MetaMap website renewal opening
- MetaMap app 1st renewal opening (open platform conversion / launchpad opening / Mafia TV opening)
- NFT character card sales opening – “A grade” card

2024
3Q



- Achieve 20,000 subscribers (approximately 7,000 members as of Q1)
- MetaMap launchpad enhancement / 1st opening of automatic minting (simple minting) service

2024
4Q



- 2nd opening of automatic minting (random combination minting) service / Opening of NFT exclusive market place
- Achieve 50,000 subscribers / Holder-only private party



07 Company Introduction

1) Company Status



METACOOOP VISION

“

METACOOOP provides an all-in-one NFT service platform created by artists in various fields and NFT holders, and aims to establish a stable distribution service for NFT-based digital content

”

2) Key personnel



IL SEOK IM
CEO

- MBA from Kumoh National University of Technology
- Consultant specializing in business incubation
- Peopleworks, ORIX Korea, Coinvest, With over 20 years of business strategy and planning experience at People Works, Coin Best, etc



HYUNG YUN LEE
CTO

- Department of Computer Science, Korea National Open University
- Invalubiz, Wisenut, Paymint, etc. 20 years of SW development experience



GI JEONG CHOE
CMO

- Kyunghee University Graduate School, Department of Physical Education, Ph.D. Program
- 2021 National Assembly Science, Technology, Information, Broadcasting Communications Committee Chairman's Award
- 2021 Korea Voters' Central Association News Insight Social Contribution Award
- 2018.07 8th Seosan City Council Member
- 2020.07 Seosan City Council Steering Committee Chairman



07 Company Introduction

2) Key personnel



HYEON HAN NOH
System Engineer

- Changwon National University, Electronic Engineering
- 15 years of experience in blockchain and fintech financial IT development



HANG GI MIN
System Engineer

- Baejae University, Information and Communication Engineering
- Head of Development and PM at Vernect Co., Ltd., Pinmart Co., Ltd., Cloversoft Co., Ltd., Minigate Co., Ltd.
- Developed scripts at Do&B Co., Ltd., Atree Co., Ltd., MO2 Co., Ltd., Mopix Co., Ltd.



YONG KIM
System Engineer

- Chungbuk National University Computer Engineering
- Worked as a researcher at PM Grow, Inswave Systems, and ChainSomk



MYEONG GYU HYEON
PM

- Yeongjin University Visual Design
- Jeycorp, Catax, etc.
PM experience of 13 years



07 Company Introduction

3) Advisors



Aaron Kim

- Acmé de La vie Contents Director
- J-Models Korea International Scouter
- Peaker Studio Photography Director



Design Kan

- Designer for Kokin Inc., Nicole Paris & DKNY
- Mentor of Project Runway Korea Season 1-4
- Creative Director for 'Odyssey Sport' Amore Pacific Co.,Ltd.
- Creative Director for 'Louis Quatorze' Taejin International Co.,Ltd



Cho core

- Kyewon University of Arts, Bachelor of Digital Media Design
- Berlin University of the Arts
- Google play commercial Illustration & Animation



Maljoo Kim

- Tube Studio CEO
- Awesome Magazine Publisher
- Dreamrich, I rich Korea Chief of Publishing Department



WonBin Park

- The Check Chief of New Media Team
- Sturining-star Academy Advisor
- EL_CANTINERO ChiefExecutive Officer Lafirst
- Lafirst model agency ChiefExecutive Officer Lafirst



Joel Kimbeck

- Art director and media planner for famous overseas brands such as EASTPAK X Raf Simons, Vera Wang, Jil Sander, Maison Kitsune, etc.



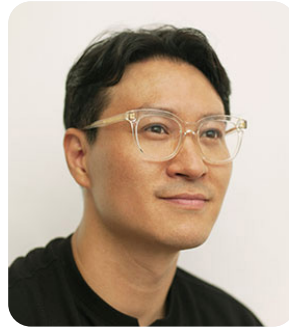
07 Company Introduction

3) Advisors



Sungyoon Kwon

- MBA from Southeastern University
American University
- MK KOREA(Merrell) CEO
- Bang Bang Apparel CEO



Ryan Yoon

- The GROUND Magazine Creative Director/
Chief Editor
- Artistic Cube Agency CEO & Photographer
- New York Model Management Image
specialist



07 Company Introduction

4) Partners



08 Disclaimer

Liability

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The Metamafia Project team reserves the right to adjust, add, or remove any data contained within this Whitepaper as deemed necessary. The Whitepaper may be equally amended as a result of new administrative and legal reviews in the relevant jurisdiction. The roadmap set forth in this Whitepaper may be revised at any time and does not guarantee a clear prediction of the future. The updated version of the Whitepaper shall be posted on our official website.

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The following explains our policies regarding the collection, use, and disclosure of your personal information when you use our Services and the options you have regarding such information.

We keep your data privacy safe and secure, and we will not disclose your details to any third-party organization unless we are compelled to do so, or if we deem it necessary to do so.

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Type: Session Cookies

Administrator: MetaMafia Project



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Administrator: MetaMafia Project

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Type: Persistent Cookies

Administrator: MetaMafia Project

Purpose: These cookies identify whether you have consented to the use of cookies on the website.

Functional Cookies

Type: Persistent Cookies

Administrator: MetaMafia Project

Purpose: These cookies allow us to remember choices you make when using the website, such as remembering your login details or language preferences. The purpose of these cookies is to provide you with a more personal experience and to avoid having to re-enter your preferences each time you use the website. For more information about the cookies we use and your choices regarding cookies, please see our Cookies Policy or the Cookies section of our Privacy Policy.



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- Contacting You: It is very important for us to contact you by electronic communication, such as push notifications on mobile applications, about updates or information related to features, products or contracted services, including security updates, where necessary or reasonable.
- To provide you with news, special offers and general information about other products, services and events that are similar to those you have already purchased or inquired about, unless you have opted out of receiving such information.
- To manage your requests: To attend to and manage your requests to us.

We may share your personal information in the following cases:

- Including Service Providers: We may share your personal information with service providers to contact you in order to monitor and analyze your use of our Services.
- In the event of a business transfer: We may share or transfer your personal information in connection with, or during negotiations of, a merger, sale, financing of our assets, or acquisition of all or a portion of our business.
- Including Affiliates: We may share your information with our affiliates, in which case we will require them to adhere to this Privacy Policy. Affiliates include our parent company and other subsidiaries, joint venture partners, or other companies controlled by or under common control with us.



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- Business Partners: We may share your information with our business partners to provide you with certain products, services, or promotions.
-
- If you share personal information with other users or interact with other users in public areas, that information will be visible to all users and may be publicly distributed to third parties. If you communicate with or register with other users through a third-party social media service, your name, profile, photo, and description of your activity may be displayed to your contacts on the third-party social media service. Likewise, other users may view descriptions of your activities, communicate with you, and view your profile.

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We retain your personal data only for as long as necessary for the purposes set out in this Privacy Policy. We retain and use your personal data to the extent necessary to comply with our legal obligations (for example, where we are required to retain your data to comply with applicable laws), resolve disputes, and enforce our legal agreements and policies.

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Your information, including personal data, is processed at the Company's operating offices and other locations where the processing parties are located. This means that this information may be transferred to and maintained on computers located outside of your state, province, country, or other governmental jurisdiction, where the data protection laws may be different than those in your jurisdiction.

Your submission of such information after agreeing to this Privacy Policy constitutes your consent to such transfer.

We take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this Privacy Policy and that your personal data is not transferred to an



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We do not sell your personal data to other organizations for commercial purposes. We also share your personal information only with your permission or in the following circumstances to provide the products or services you have requested:

We need to share information to investigate, prevent, or take action regarding illegal activities, suspected fraud, situations involving potential threats to the physical safety of an individual, violations of our Terms of Service, or as required by law.

We provide personal information to trusted businesses or individuals who process personally identifiable information and provide services on their behalf. In such cases, these parties are subject to contracts that obligate them to process such information in accordance with the parties' instructions and in compliance with this Privacy Policy and appropriate confidentiality and security measures.

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We cannot protect or enforce this Privacy Policy on information that you transmit to other users. You must not transmit any personal or identifying information to other users.



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For your safety, do not expose your personal data to other platforms and online applications that are not directly operated and owned by Metamafia Project, and avoid cases of egregious and illegal acts linked to your account.

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Right to be informed;

Right to access;

Right to rectification;

Right to restrict processing;

Right to data portability;

Right to object;

And rights related to automated decision-making and profiling

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We will notify you via email and/or a prominent notice on our Service prior to the change becoming effective and update the “Last Updated” date at the top of this Privacy Policy.

We encourage you to review this Privacy Policy periodically for any changes. Changes to this Privacy Policy will be effective when they are posted on this page.

