



MAD

stands for
Multiverse Artist Defender

Whitepaper

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About

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MAD stands for Multiverse Artist Defender. It is a NFT platform for both real world and digital collectibles where the value and provenance of the artist and creator is protected on the multiverse.



Abstract

MAD is a groundbreaking blockchain project that utilizes a DAO mechanic, NFT (non fungible token) technology and NFC (near field communication) technology to transform products, businesses, and industries by merging the digital and physical experiences. Through the project, we hope to add value to the existing products and marketplaces, democratize the creator ecosystems, and empower brand marketers to have direct access to IP owners through a branded digital experience.

The native token of MAD is known as UMAC. It is the initial step to realize our ambitious goal since it transforms digital and physical assets into NFT (Non-fungible tokens), resulting in the establishment of an entirely different artwork trading ecosystem that benefits more creators and collectors.

As more digital assets are produced as NFTs it is becoming more difficult and complex to verify and protect original creation and thereby its true value. MAD proposes a DAO mechanism to ensure that authentic creators are independently verified and validated.

Vision

As a forward-thinking business, we envision a world where the digital and real-life experiences will be merged to give a second life to all objects, businesses, and industries. Through the new wave of NFT blockchain technology, we envision a revolution in diverse industries where creators will be able to reinvent the products or services, reconnect with the fast-evolving world, re-engage with loyal collectors, and realize new business opportunities. With the cutting-edge technology, we envision a seamless integration between the digital and physical world.



Mission

Through MAD, we are striving to inspire people with the new experience of integrated digital and physical worlds. With the introduction of NFT blockchain technology, combined with the crossover between digital and physical experiences, we will transform businesses, industries, and economies.

Our NFT blockchain marketplace provides users with digital NFT assets or a bundle of physical and digital NFT assets. For creators, we will offer them a new market value on their digital and physical commodities, adding a second life to their products, extending the shelf-life for what were disposable or fad-sensitive collectibles, thereby maximizing the appeal. For collectors, we will provide them with effortless access to the crypto artwork trading market, while removing the high barrier of entry.

Background of Blockchain, NFT, and MAD

Blockchain

Blockchain is a technology that has taken the world by storm through Bitcoin, which was introduced in 2009 at the peak of the financial crisis.

Apart from the first use case of cryptocurrencies, a broader range of applications emerged in later stages. They are known as smart contracts which allow parties that do neither know nor trust each other to securely perform transactions on blockchain. The most widely recognized suite of protocols is Ethereum. To foster interoperability, the community agreed on multiple application-level standards – so-called Ethereum Requests for Comments (ERCs).

The most well-known standard, called ERC20, denotes a standardized interface for fungible tokens which have been widely used to provide holders with certain access or governance rights, and to facilitate ICOs, a novel form of crowdfunding.

Tokens based on the ERC-20 standard are categorized as fungible tokens. The term fungible refers to the interchangeability of each unit of a commodity with other units of the same commodity, i.e. two parties could swap the same amount without any gain or loss.



Non-fungible tokens

On the other hand, a new class of tokens was introduced in late 2017 with the ERC-721 standard which specifies a standardized interface for non-fungible tokens (NFTs).

Simply put, non-fungible tokens are a new type of unique and indivisible blockchain-based tokens.

Non-fungibility refers to the fact that every token is distinguishable and thus also cannot be divided or merged. NFTs were created for a specific purpose – to represent ownership over digital or physical assets. This is because each NFT has a globally unique ID and needs to be tracked separately.

A major benefit of NFTs is representing uniqueness better than any other blockchain-based instruments. They can help to make assets programmable and enhance liquidity and security. Even for assets with certain fungible aspects, a better differentiation can be achieved if NFTs are used rather than fungible tokens.

MAD: New Use Cases of NFT

MAD will level up NFT technology through the tokenization of digital and physical goods.

Firstly, tokenization of digital goods is a perfect fit for NFTs as they can guarantee authenticity and uniqueness. Artworks could be considered as a bundle of rights and thus the tokenization of rights in general could be considered a viable use case for blockchain-based systems and specifically NFTs as well.

Secondly, NFTs are ideally suited to represent physical assets in the digital sphere. It helps to improve existing products, businesses, and industries in the real world. It allows people from around the world to access the assets beyond geographical, economic, and social boundaries.



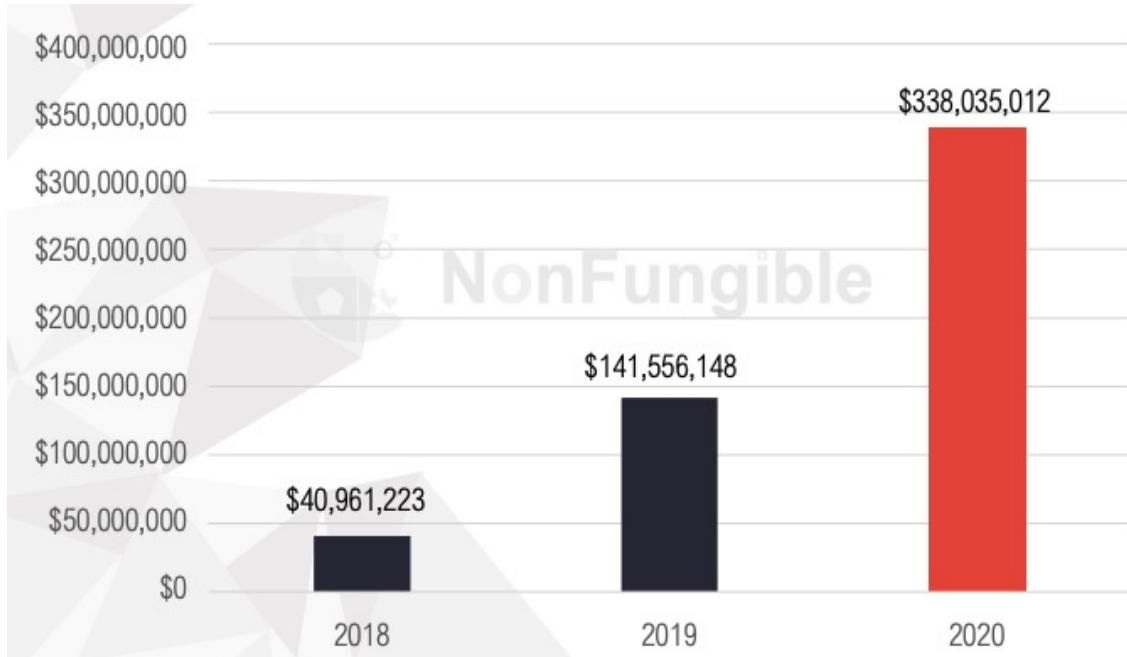
Current Landscape

The NFT market tripled in 2020. The total transaction volume has increased by ~300% compared to 2019*, from \$62,862,687 to \$250,846,205.

The market activity has also significantly increased: the number of active wallets transacting NFTs has increased from 112,731 in 2019 to 222,179 in 2020 (~97% increase). Similarly, the number of buyers and sellers rose from 44,644 to 74,529 and 25,264 to 31,504, respectively.

| | 2018 | 2019 | 2020 |
|----------------|---------------|--------------------------|------------------------|
| Active Wallets | 110 551 | 112 731 +1.97% | 222 179 +97.09% |
| Buyers | 51 861 | 44 644 -13.92% | 74 529 +66.94% |
| Sellers | 27 877 | 25 264 -9.37% | 31 504 +24.7% |
| USD traded | \$159 142 527 | \$62 862 687* -60.52% | \$250 846 205 +299% |

* NonFungible.com - NFT Yearly Report 2020



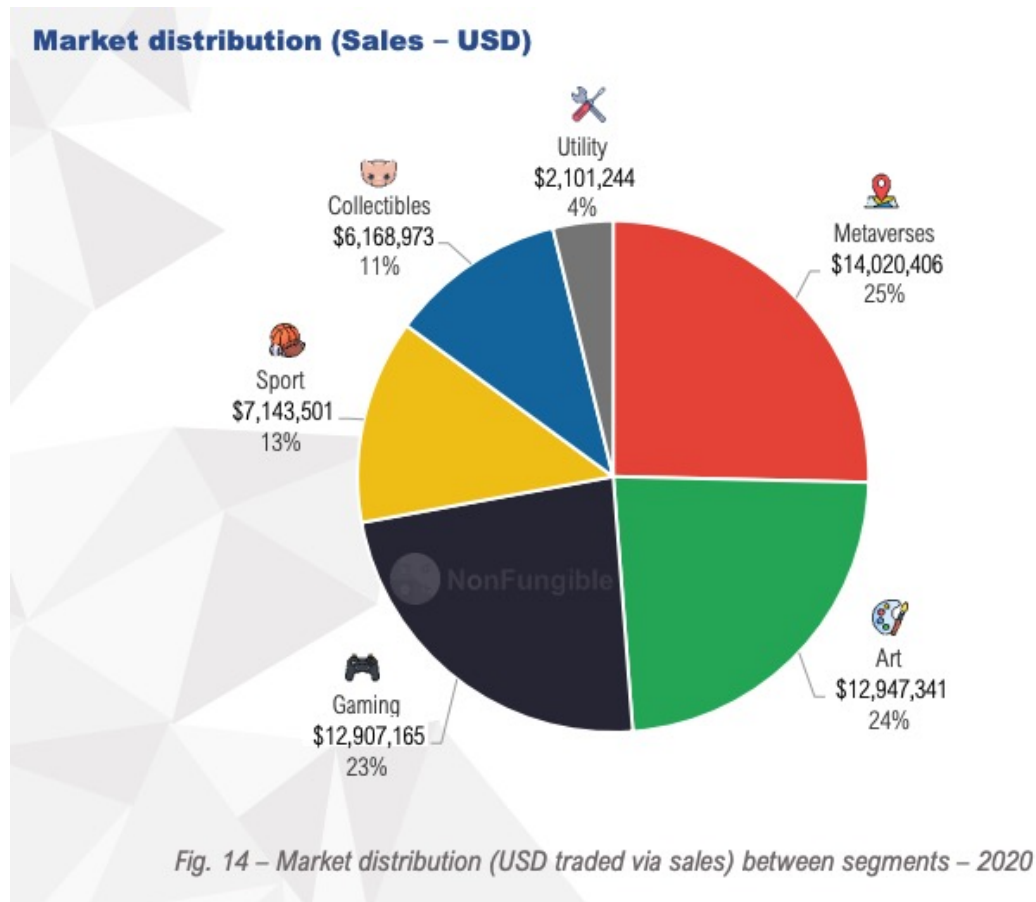
The number of active wallets accelerated at an unprecedented pace: in 2020, Q4's total growth was twice Q3's, and three times that of Q2.

Since Beeple sold an NFT of his work for \$69 million, the NFT craze has gone into another level. From February 23rd to March 24th, the trading volume alone at NBA Top Shot - a blockchain based platform which allows the buying and selling of official NBA videos - reached \$272M, which exceeded the total volume combined across all NFT platforms in the year of 2020.

Big names are entering the NFT space, offering lucrative goods and services. The fashion brands include LVMH, Dior, Burberry, Breitling, and Nike; sports brands like MLB, NBA, F1, Real Madrid and PSG are creating NFT games and products; production brands such as Warner Music, Paramount, BBC, Ubisoft, and Atari are launching games and collectibles; and of course, tech companies like IBM, AMD, and Samsung are also catching up with new NFT services.

The market capitalization of NFTs is also having an exponential growth. It suggests that NFTs are being more widely adopted, and at the same time, their values are being recognized by more and more users.

Art, collectibles and gaming have contributed almost 60% of sales in the NFT space. See













Even for the sports market, gamification is often implemented in the NFTs. The four market sectors contributed over 70% of sales in the space in 2020.

Meanwhile, the numbers are still growing and there is still a lot of potential for NFTs to be leveraged in these markets.



What's Lacking in the Industry

Currently, the art, collectibles and sports markets are dominated by only a few marketplaces, namely NBA Top Shot, OpenSea, Rarible. Among them, NBA Top Shot holds the largest 30-day trading volume of \$272M, contributed by approx. 250,000 traders*.

| MARKETPLACES | | | |
|--------------|---|--------------------|----------------------|
| MARKET | | TRADERS | VOLUME |
| 1 |  NBA Top Shot | 247,979 262.73% | \$272.06M 98.71% |
| 2 |  OpenSea | 43,838 236.52% | \$139.14M 93.19% |
| 3 |  CryptoPunks | 947 10.24% | \$106.01M 74.81% |
| 4 |  Rarible | 16,899 184.45% | \$34.67M 124.69% |
| 5 |  Sorare | 11,933 204.57% | \$28.64M 356.74% |
| 6 |  Aavegotchi | 2,446 — | \$12.69M — |
| 7 |  Foundation | 3,632 845.83% | \$9.54M 1148.19% |
| 8 |  Axie Infinity | 7,449 157.75% | \$9.4M 152.14% |
| 9 |  AtomicMarket | 19,940 16.36% | \$2.9M 69.71% |
| 10 |  CryptoCats | 122 2950.00% | \$2.45M 39106.18% |

All of the platforms share one common attribute - the NFTs that are bought or sold are linked to a digital item. For example, NBA Top Shot facilitates the trades of the short videos of NBA plays, OpenSea and Rarible allows users to upload their artwork in NFT and sell to buyers, while CryptoPunks offers an 8-bit characters NFT collectibles.

However, there is not a popular platform that is tokenizing real-world assets, and allows users to buy, sell and trade them efficiently while reducing the probability of fraud.

* NonFungible.com - NFT Market Overview



The Solution

This is why we are proposing MAD, a platform and ecosystem that allow NFTs to cohere with its tokenized real-world asset.

MAD allows users to transform real-world assets into digital tokens, representing the irrefutable proof of ownership. At the same time, moving the real world assets to the blockchain opens up infinite possibilities such as trading efficiently. Not only does it create an easily accessible world that allows anyone to transact, but also empowers safe, quick, and transparent trades.

Moreover, by leveraging NFT and blockchain technology, we no longer need third-party brokers for trading, plus any fraud attempts are eliminated with blockchain's immutable nature.

Verified Art Protection Mechanism

Digital art represented by NFTs made a spectacular arrival in March 2021 with the \$69.3 million (in Ether) auction sale by Christie's of a digital artist Beeple. The entire crypto community had divided views on it, but mostly positive. Regardless of the varied reactions to NFTs, it seems inevitable that the newly minted NFT-linked art collections will be utilized as collateral as they contain high value.

To protect artists in the multiverse, MAD has a decentralized autonomous organization (DAO) of appraisers who evaluate NFT pieces. MAD DAO is comprised of both MAD team and UMAD token holders. Reputable art and NFT organizations including Metakovan, Animoca, etc., are also invited to the DAO to elevate its trustworthiness and to ensure all NFT pieces are well-evaluated.

All the token holders can raise proposals to the DAO for voting but they have to own a certain amount of UMAD to have the right to vote. Besides, the number of votes agreed must exceed the disagreed for NFT pieces to pass the collateral mechanism.



To participate in the voting process, all DAO members must stake their MAD tokens into the MAD platform. The more tokens they stake, the higher voting power they possess.

Together with a collateral mechanism, the independent and community-driven DAO guarantees artists and collectors the value of their art pieces - the collectors will be able to collateralize their NFT to borrow UMAD, maximizing their capital efficiency at the same time. This mechanism ensures the artwork is of a certain value and does not fluctuate due to uncontrollable variables.

The NFT token (art) value is preserved and it can provide the following benefits:

a. Transparency and Traceability

NFTs are based on blockchain technology. If the concept of transparency and traceability is at the basis of the blockchain, at least in the broadest and most theoretical sense of the statement, then NFTs based on smart contracts are supposed to regulate and make transparent and traceable every transaction and relationship of ownership of a digital artwork or otherwise. The traceable nature assures accurate accounting purposes.

b. Longevity

The life and longevity of digital content has depended on its ability to spread. NFTs bring code and culture together to create a form of control that doesn't rely on the law. They create a unique kind of "authenticity" in an otherwise shareable world. They are a certificate of record and ownership protected by blockchain technology.

c. Provenance

As NFTs are traceable through blockchain technology, users can always trace back to discover the history of the NFT art piece. This allows users to validate the true ownership and origination of the NFT.



d. Intellectual Property

Ownership of an NFT as a unique token versus ownership of the content that such NFT may be associated with is a critical distinction. When someone purchases an NFT tied to a piece of content, they have not automatically purchased the underlying intellectual property rights in such piece of content. A copyright owner has certain exclusive rights to reproduce, prepare derivative works of, perform, display, and distribute the copyrighted work. As a general rule, the purchase of a piece of art does not transfer all copyright in such work to the buyer. Collectors are owning an NFT as a unique token only.

e. License

When someone buys an NFT tied to a creative work, it is often questioned what rights he is actually buying. In fact, the NFT license clarifies that the buyer of the NFT receives (i) a personal license to use and display the art associated with the NFT, as well as (ii) a commercial license to make merchandise that displays that art associated with the NFT.

To conclude, artists and their unique, of-the-moment artworks are protected through the above five nature of blockchain and NFT technology.

How to Add Value to the Protection Mechanism?

a. Permanence of the Art

MAD will store all digital media using a multitude of technologies including IPFS (InterPlanetary File System.) Cryptographic hashes that identify and authenticate media will be stored on-chain as part of the NFT itself. This enables us to guarantee the preservation of all works created through the MAD platform for up to 1,000 years. Creators are free to create without worrying about the permanence of their work, and collectors not worrying about their NFTs turning into 404 pages.



b. IPFS Technology

In addition, all media in MAD will be stored using a technology called InterPlanetary File System (IPFS). IPFS is a distributed storage solution like blockchain technologies in that it is decentralized, trustless, and immutable. It accomplishes this through a combination of distributed peer-to-peer file system storage and Merkle data structures that enable versioned file systems to communicate. As it addresses data by hashes, this provides integrity and distributed persistence in MAD artworks. Moreover, immutable data storage and offline data access are helpful to some artists who are in low-connectivity environments with weak infrastructure.

c. UMAC Token Holders

UMAD token holders have the right to vote for governance proposals in the MAD DAO. To own UMAC, MAD holders can stake their NFT to borrow UMAC, maximizing their capital efficiency and achieving democracy within the MAD ecosystem. They can vote to influence the long-term development of the MAD ecosystem, changing our future directions, setting up more nodes, and adding values to our art marketplace.



MAD NFT Decentralized Registry

Coinmarketcap and Coingecko are currently the most popular websites to keep track of the market capitalization of cryptocurrencies and most importantly to get an overview of the existing legit currencies or marketplaces. It allows crypto enthusiasts to check the legitimacy of contract address, token IDs, and other metrics, etc.

This crypto business idea has inspired us to build a NFT Registry. First-ever in the market, it allows NFT enthusiasts to review the contract address, NFT token IDs, and other metrics of the legit NFT tokens in the registry including meta data analysis, history, file storage, and interoperability index (which is a Metadata aspect). The registry will be powered by a DAO with companies such as Animoca, [IP Lawyers], uJenny being members of the DAO. New NFT projects can make registrations and MAD will conduct in-depth examinations before approving and listing them in the registry for public view.

We can foresee that the NFT Central Registry will be a real milestone in NFT history, empowering people to check the legitimacy of NFT tokens, artists or marketplaces, and thereby encouraging them to conduct more NFT transactions or create new collections. It will surely accelerate the NFT industry into a new height.

Cross-Platform Integration

MAD will integrate cross-platform technology to allow MAD artworks to be displayed on across NFT platforms. This is achieved through embedding meta-data in smart contracts and transferring true and permissionless data. In this way, NFTs can exist across different multiverses. The participating cross platforms include Animoca, Ucollex, Chargespot, etc. All their projects and metaverses will integrate with MAD to allow artwork display across platforms.



Multi-Chain Technology

Introducing multi-chain technology

MAD supports multi-chain technology which is also known as cross chain technology. In Layman terms, a multi-chain technology is an emerging technology that seeks to allow transmission of value and information between different blockchain networks. It allows for interoperability by offering a platform that lets various blockchains interact with one another, and in essence function as a single chain. At the same time, cross chain could enhance scalability by leveraging the combined respective throughputs of existing blockchains.

Importance of blockchain interoperability

The success of blockchain technology will come down to how different blockchain networks can interact and integrate. For that reason, interoperability between blockchains is the concept by which different blockchains communicate with one another all in the effort of enabling smooth sharing of information.

Multi-chain technology seeks to solve all this by enhancing interoperability between blockchains. Interoperability is essentially the ability to see and access information across various blockchain systems.

Reasons of adopting multi-chain technology

MAD understands that the lack of appropriate inter-blockchain communication will put a strain on the mainstream adoption of blockchain applications. We will adopt the technology thereby supporting multiple blockchains to grow the MAD ecosystem and concurrently benefit the MAD token holders.



Introducing The MAD Ecosystem

The Platform is a newly fashioned business model consisting of mutually beneficial relationships between three parties: the NFT creators, collectors, and the holders of UMAD.

For NFT Creators

Through the new ecosystem, MAD is bringing multiple benefits to creators. By leveraging NFT technology, we are introducing a whole new level of product uniqueness brought by the ability to cross-collaborate with digital and physical experiences. The creators will be able to produce artworks that are one-of-a-kind by holding the NFT (each NFT represents a unique digital item and can be tracked on their underlying blockchain) The NFTs have the possibility to prove product authentication via blockchain, as they can prove the historical ownership and the authenticity of the artwork as long as it contains the NFT information.

Creators can access a completely new sales channel and market online in the blockchain industry. There are a lot of limitations in the traditional artwork industry, like geographic boundary, high barriers to entry, etc. With NFT technology, all the existing problems vanish. The artwork trading industry will be accelerated to the next level. We believe this will be appealing to creators around the world.

Collectors

Aside from being the world's first blockchain platform to combine digital and physical experiences, NFT technology will be of powerful appeal to collectors. Since the NFT will be limited in quantity, the finite supply will generate highly competitive demand on the market. They provide collectors with proof of ownership, giving them the recognizable right to the NFT. Meanwhile, as the UMAD will be the primary pairing token to the purchase of the NFTs, it will create a high liquidity and popularity driven by the active trading and purchasing of the NFTs. Finally, the blockchain nature will provide a full audit trail on the historical NFT ownership and trade information, ensuring that these collectibles are authentic and untampered with for the collectors.



For UMAC Holders

It is estimated that as more creators participate in the ecosystem and incorporate their designs by issuing the NFT through MAD, we will attract more and more collectors and enthusiasts for MAD, thereby creating a storm in the industry and driving up the MAD demand. UMAC is the primary currency for NFT trading and collection in the ecosystem. Holders of this currency will be able to freely participate in the MAD economy. We predict that the high demand for UMAC will further expand the ecosystem, making UMAC a crucial aspect in every participant's daily lives.

Features

Core Feature: Digital Art Battle – Limits

The key feature of MAD is digital art battle “Limits”, which is the world's largest digital art battleground. Digital artists from around the world compete for grand prizes which are worth millions. In each round, contestants are given 20 minutes to complete their artwork according to a designated theme, using limited equipment. The live audience will vote and decide the winner.

MAD will tokenize the artwork of the winners and also the historic moments the artists demonstrate their accomplished skills for the championship. Keepsakes of the artwork will also be available for purchase and they will come with an NFT as a digital identity.

The digital art battle “Limits” will bring limitless quality artists, who are rigorously tested amongst contestants from around the world. Their extraordinary artwork will be featured exclusively on MAD.

Limits will be at the core of MAD's ecosystem as we believe that the ongoing digital art battles can help acquire more artists, minting more NFTs, and driving the NFT values eventually. We are sure that this groundbreaking feature will drive organic growth to the platform at the end.

Toy Art Marketplace: Ucollex

Ucollex is a toy marketplace that offers the artwork from celebrity artists including DC and Marvel comic artists Pat Lee and Dan Fraga. Unlike traditional toys online stores, Ucollex includes the options of purchasing digital or physical copies of the toys. They will also adopt NFT technology and embed an NFC chip into the collectibles for identification.

The chip contains the NFT token ID so that it can be scanned through the mobile MAD app. Once it is scanned, the MAD app will show the physical product's NFT ID from the MAD NFT Central Registry.

Moreover, the chip can track the 'trusted recycling or disposal' of disposable or fad-centric collectibles, giving collectors piece-of-mind that toys and other items are disposed of in a sustainable and environmental way.

Not only will MAD collaborate with celebrated artists through Ucollex, there will also be exclusive media interview / behind the scenes videos which will be produced as NFTs. With MAD, collectors can collect the physical and digital copies of the toy, and also the story behind the toy.

Asset Management Metaverse: Chargespot, AR & VR

MAD is striving to build the perfect platform where both creators and collectors can display their collections. We provide the best available experience in the industry by creating a gallery for users in both the physical and digital worlds.

Chargespot

Chargespot is the world's leading power bank rental service provider, available in Japan, Hong Kong, United States, Singapore, Taiwan, Thailand, Indonesia and Malaysia. It has over hundreds of thousands of rental stands across different countries and each comes with a huge interactive display. These displays will act as a digital gallery for showcasing the NFT art (both digital and real-world) featured on MAD, bringing NFT art closer to reality.

The artwork will be exposed to over millions of people daily via the rental stands, and they will be able to search and surf the MAD marketplace with the interactive display.



At MAD, we are striving to create a wider market for creators by letting them adopt NFT technology and merging the digital and physical experiences. We hope that all creators embrace their own existence and the extended intrinsic value attached to their artworks.

AR & VR

MAD is infusing the experience of augmented reality (AR) and virtual reality (VR) into the creation, minting, and the showcasing of NFT.

Creators can create a gallery where they can invite friends and collectors to visit and see their collection of artwork. Collectors can also create and share the joy with others about their distinct collections with the AR & VR experience. The gallery creation (GaaS) is free of charge.

Augmented reality adds digital elements to a live view often by using the camera on a smartphone. On the other hand, virtual reality implies a complete immersion experience that shuts out the physical world. Using VR devices such as HTC Vive, Oculus Rift or Google Cardboard, users can be transported into a number of real-world and imagined environments such as the middle of a squawking penguin colony or even the back of a dragon.

Tokenized Media NFT

MAD will conduct interviews with artists from time to time and post the interview videos on the 'Media' page. In this way, we allow artists to share their idea of the artwork with collectors and as a way of promotion.

The most surprising feature here is the tokenization of the interview videos. MAD will tokenize all videos and collectors can trade their favourite artists' videos to show their continual support. We highly recommend collectors to purchase the artist's artwork and interview simultaneously.



NFT Tokenization of Digital and Physical Assets

A Rising Need to Digitize Physical Assets

Without doubt, the DeFi industry is one of the most crucial and booming sectors in the world of blockchain, with a wealth of new decentralized applications jumping into the game. It plays a key role in the transformation of the financial field, creating many benefits (open source, interoperability, and transparency) and application scenarios (loans, lendings, passive income, tokenization). The goal of DeFi, at its core, is to provide a borderless financing infrastructure and bridge the gap between real-world assets and cryptocurrencies, which is why asset tokenization becomes a necessary part in the DeFi space.

The Implication of Asset NFT Tokenization

Simply put, asset tokenization refers to the process of switching the ownership of a real-world asset into a digital NFT token. It denotes that the assets are transformed into digital NFTs with irrefutable proof of ownership. In a common understanding, tokenization can be referred to transforming and placing real world assets onto the blockchain for diverse purposes such as trading. What's better, it helps create an environment of unparalleled liquidity that facilitates secure and fast transactions. By representing physical assets with digital tokens on a blockchain, we can trade NFTs without the need for third-party agents. Instead, blockchain's immutability prevents any fraud attempts.

MAD's NFT Minting System

MAD aspires to provide users with a transparent, fair, and interconnected decentralized NFT trading ecosystem. Since its launch, MAD has provided users with a carefully designed NFT marketplace, and a comprehensive MAD ecosystem, thus, MAD's NFT Minting System was born.



MAD's Use of Tokenization

One may question why tokenization immerses into MAD's NFT Minting System. Actually, tokenization is the initial step in realizing the project since it helps to transform real world assets into NFTs. Real-world physical assets such as fine art pieces are notoriously illiquid and exorbitant to trade in, while tokenization can add value by allowing real-world assets to be easily transacted in ways that were not previously possible.

Tokenization of real-world assets perfectly fixes the top issue in the creative industry, illiquidity. It has enabled the permissionless and borderless access to artwork investment using blockchain. Through MAD's NFT system, the ownership of the artwork is now represented by the ownership of the token, and transaction costs are now reduced to just the gas required to send the NFT over to another address dependent on blockchain.

MAD NFT Trading Marketplace

It is worth noting that every NFT is unique into itself, implying that each has potentially infinite market value and collectible appeal to traders and collectors. NFT holders will be able to trade it with other traders in the NFT Marketplace with UMAD. The trading of the NFT will be exclusively available on the MAD NFT Marketplace, ensuring that all transactions of NFT will be accounted for, protecting the creators and creating values for their works.

Our Marketplace comprises two sectors. The first one is for all digital NFT collectibles where creators will produce artworks solely based on digital means. They create the artwork, mint the token, and then can start selling on the platform. The second one is for physical and digital collectibles where creators may produce digital collectibles based on the popularity of their physical works. We hope that by combining the digital and physical experiences, we can empower a second life to all products, businesses, and industries.

At the initial phase, UMAD will be positioned as the main cryptocurrency for the trading of the NFTs on the NFT Marketplace. Pairing with other crypto assets will be gradually launched upon the second phase.



Gamification Model

The Blind Box Model

Traders or collectors can purchase NFT on the MAD marketplace. We are utilizing the Blind Box gamification model for this purpose.

Blind Box means you do not know which specific design from a series you might be receiving. The virtual boxes are sealed, and we don't know which NFT is inside them. Random Assortment usually means there are a ton of variations and the platform will choose one at random for you. If you order multiple pieces, the platform will try to make sure you don't receive duplicates.

Mission of the gamification

MAD is not only the business of artworks, digital and real life experiences, but also the business of surprise. We aim to bring out the inner child in collectors. "Life is like a box of chocolates. You never know what you are going to get." We believe the hidden surprise will induce a sense of fulfillment to our collectors.

Aside from that, in the information age as people become more and more distant from one another, we hope that the blind box gamification will help people to make friends with others through sharing your collections and thus they will find a sense of belonging.

Benefits of the gamification

MAD regards the Blind Box gamification model as a key turning point for our success. In the physical world, a number of businesses have proven to be huge successes by selling surprises in blind box. The leading example is Pop Mart.

Pop Mart is a Chinese toy maker that has doubled its shares and has a market capitalization of more than USD 10 billion through the business idea of Blind Box.

It released the first series of toys in August 2016. The 200 pre-sale tickets for the product had sold out in only 4 seconds on Popmart's Tmall online store. Since then, Pop Mart's sales began to skyrocket, reaching total revenue of CNY158 million in 2017, then more than doubled it to CNY514 million in 2018, and doubled its revenue again CNY1.68 billion in 2019.

The growth of the company's net profit was also astonishing. The net profit was only CNY1.6 million in 2017, but it reached CNY451 million in 2019, which increased more than 200 times in only two years.



Compared to the traditional artwork trading market, the digital artwork trading market is much more flexible without geographical, economic, and social boundaries. We can access a much wider range of creators and collectors. Therefore, MAD firmly believes that with Blind Box gamification, we can reach new heights like Pop Mart did, and even beyond that.

What MAD will deliver

MAD understands that the charm of blind boxes lies in the delivery experience: collection, surprise, and social engagement.

Collection

The digital NFT assets will be sold on the MAD website. To play with the mysterious side and generate more curiosity of customers, for some of the NFTs we will offer limited time collection.

Surprise

Every NFT will be categorized into their respective areas like artworks, written content, etc. However, all of them will be delivered without any prior description on the specific product attributes. We want to make sure that collectors are not only buying the NFT, but also the emotional satisfaction.

Social Engagement

MAD will create a community platform that allows collectors to share what they have collected. We aim to create a sense of belonging and a place where people can make friends with people who share similar interests.



Introduction to MAD Token



Token Mission

Collectibles are no typical assets. They represent values, trust, and cultures. In other words, collectors must have the faith that what they own is something beyond assets or monetary values, which can be passed down from generation to generation while appreciating in value.

The hidden values include family and emotional meaning, connection to childhood, knowledge and learning, cultural appreciation, pleasure and enjoyment, social interaction, investment purpose, etc.

Hence, MAD is introducing the UMAD Token, the official governance token of the MAD community. Its mission is simple: to connect generations and add a second life to all objects, businesses, and industries through empowering values to digital assets, and transforming physical assets into digital ones. In simpler words, life influences life.

Token Overview

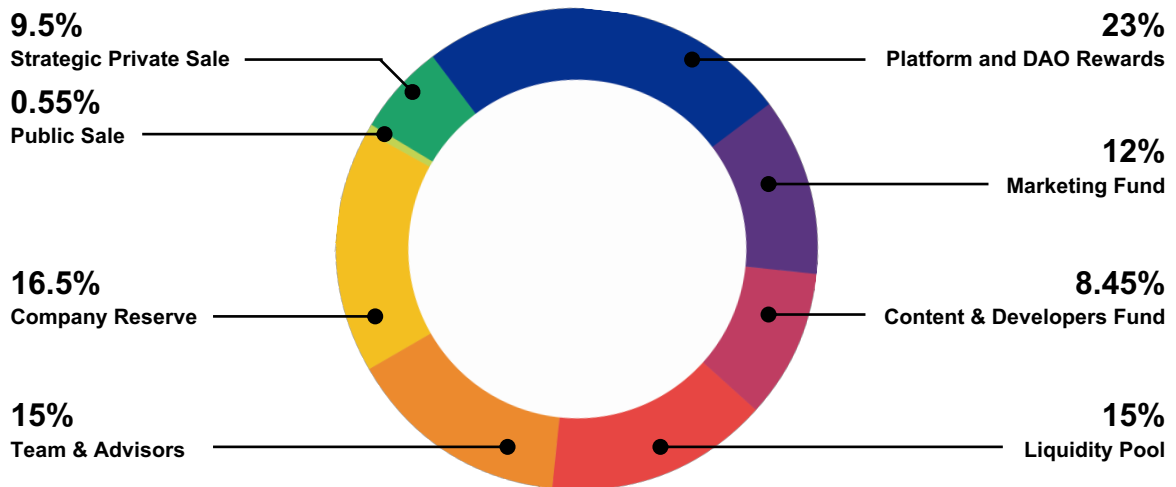
UMAD is the governance token of MAD. UMAD empowers creators and collectors on MAD to vote for platform upgrades and participate in curation and moderation.

UMAD can be earned by using the MAD platform - buying and selling of NFTs, tokenizing real-world assets etc. This allows active users who value the platform most to have more governance power over it.



Token Allocations & Unlock Schedule

The total supply of UMAC is fixed, which are 10,000,000,000 tokens minted at one time. No other minting or burning capabilities are authorized. Thus, the total supply of UMAC will always be 10,000,000,000, unchanged.



| Allocation | Supply | Supply % | Unlocking Mechanism |
|---------------------------|-----------------------|----------|---|
| Platform and DAO Rewards | 2,300,000,000 | 23% | 48-month linear monthly vesting; issuance starts Q4 2021 when platform launches |
| Marketing Fund | 1,200,000,000 | 12% | 48-month linear monthly vesting; 2-month cliff after TGE |
| Content & Developers Fund | 845,000,000 | 8.45% | 48-month linear monthly vesting; 2-month cliff after TGE |
| Liquidity Pool | 1,500,000,000 | 15% | 10% unlock after TGE |
| Team & Advisors | 1,500,000,000 | 15% | 24-month linear monthly vesting; 3-month cliff after TGE |
| Company Reserve | 1,650,000,000 | 16.5% | Locked |
| Public Sale | 55,000,000 | 0.55% | Unlocked |
| Strategic Private Sale | 950,000,000 | 9.5% | 24-month linear monthly vesting; 3-month cliff after TGE |
| Total | 10,000,000,000 | | |



Tokenomic Design

An inside look at UMAD.

Platform and DAO rewards

Rewards for fostering future demand, not simply short-term liquidity.

MAD adopts the 'Platform and DAO rewards' mechanism as the tokenomic design. The Platform and DAO rewards allocation represents 10% of the total MAD supply. All active collectors are eligible to participate in this mechanism as long as they buy any collectible on MAD. However, only the top 50 spenders can earn this token through this mechanism.

To unlock these tokens, eligible collectors must perform certain community-building activities designed to cultivate short-term and long-term demand. These include:

- Top Buyers
- Depositor Referrals
- Offers Participation
- Online Conventions
- Market Ambassadors

As a result, the Platform and DAO rewards allocation of the UMAD token is carefully designed to over-indexing on incentives for short-term trading, or so-called wash trading. Artificial increases to short-term trading volume will eventually produce bad effects on the long-term sustainability of a collectibles marketplace.

Tokens earned via Platform and DAO rewards will be distributed on a monthly basis in proportion to each eligible collectors' activity for that previous month.



Governance

Driving the platform forward through giving empowerment back to the community, UMAD holders have the right to influence over the platform's development. MAD is a platform that is built for the community - its development shall also be decided by the community through voting.

Platform & Functionality

- New platform features
- New blockchains for NFT minting
- Platform curation rules

Business & Operations

- Advanced functionality
- Transaction fees of buying, selling, tokenizing items
- Future decentralization and governance
- Community moderation rules

Supply, Design, and Production

- New IP and brands for partnerships
- Number of set releases per licensed IP and subject
- Production ranges for approved sets

Purchase Utility

Buying and selling with UMAD.

For the 25% allocation to Platform and DAO rewards. Token holders that are active collectors on the platform are empowered to buy and sell collectibles using UMAD.

Beginning from Q4 2021, MAD will expand the supported currencies in its Cash Account wallet to include UMAD.



Marketing and Content & Developer Funds

An instrument to incentivize new programs.

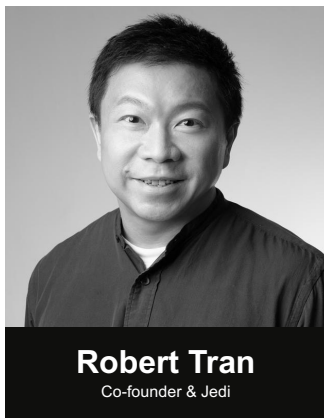
The Marketing and Content & Developers Funds allocations represent a combined 22% of the total UMAD supply.

With input from advisory votes of the community-based token holders, the MAD team will carefully allocate UMAD to numerous third-party partners to accelerate the development of the MAD ecosystem. This may include:

- **Licensing Agreements:** grants of UMAD to media firms, sports leagues, and Internet KOLs in return for licensing rights to produce officially-licensed digital collectibles.
- **Publishing Partnerships:** grants of UMAD to existing physical collectibles firms to prompt publishing partnerships by which third-parties issue their officially-licensed collectibles into the MAD ecosystem.
- **Third-Party Micro-Sites:** grants of UMAD to developers for the creation, hosting, and management of off-site micro-sites, designed to tackle rare collectibles applications and experiences outside of the team's core marketplace.
- **Retail Partnerships:** grants of UMAD to retail partners for integration and distribution of core MAD ledger, inventory, and merchandising technology to third-party sites and communities.
- **Local or Regional Distributors:** grants of UMAD to partners in global markets to incentivize local releases, including securing relevant local collectibles content, language localization, operational localization, and go-to-market.

The residual 53% allocation of UMAD, following the Platform and DAO rewards and Marketing and Content & Developers Funds, will be distributed across a Liquidity Pool, the Team & Advisors, a Company Reserve, a Public Sale, and a Private Sale.

Team



Mr. Tran is the Chairman, CEO & Co-founder of Ucollex, an extension of Mr. Tran's D2C success a rising star blockchain project.

Mr. Tran is also the co-founder of UNDONE, the world's leading direct-to-consumer customizable watch brand. Prior to UNDONE, Mr. Tran co-founded iClick Interactive in 2009 and led the leadership team to list on Nasdaq in 2017 (Nasdaq: ICLK), one of the biggest data-driven programmatic marketing technology platform in Asia Pacific with over access to over 960 million internet consumer data. Having a solid and long-standing experience in the field of data, he was the Regional Director and VP for Experian Asia Pacific (LON stock code: EXPN), as well as the former Regional Director for Sybase Inc (ERT stock code: SAP).

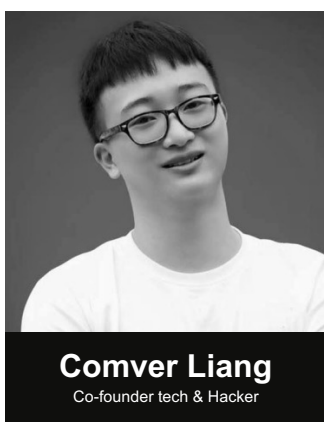
Robert graduated from Boston University with a B.S. degree in Manufacturing Engineering.



Raymond has spent the last 25 years in the IT and high-tech industry, serving different roles and corporations. His experience spans startups, e-commerce and high-tech enterprises.

For more than 10 years, he spent his time with Microsoft as the Head of Windows and Surface business groups. Before that he also held different roles in a number of high-tech enterprises such as Sybase, HP and IBM. Raymond has been CTO of UNDONE since 2014.

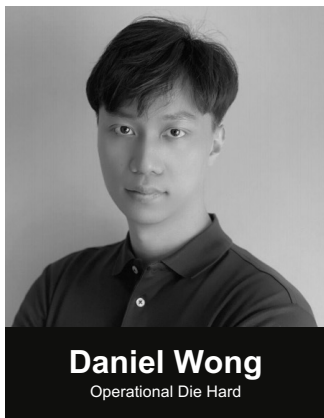
Raymond's latest blockchain project, "Revv x Undone" NFT auction, cohere NFT with physical merchandise, has made a record by raising US140k in a 3-days auction.



Mr. Liang is a serial entrepreneur, tech geek, and expert on e-commerce and artificial intelligence. Having started coding at a very young age, he became a distributed content expert with more than 15 years of coding experience in social media and e-commerce system architecture plus design.

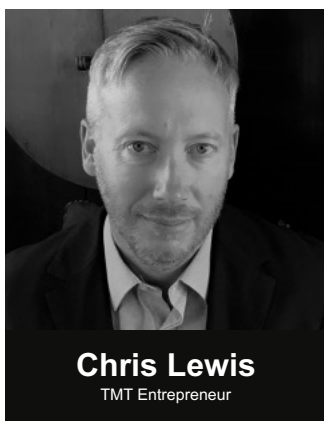
In the past few years, he led a team and grow into one of the senior IT development and solution vendor of industry giants such as Richemont, Movado(NYSE: MOV), Ctrip(NASDAQ: TCOM), China Telecom(0728.HK).

Team



Daniel Wong is the Head of Business Development and part of the core founding team at Bitwork, responsible for developing new market opportunities and forming strategic partnerships. With the strong background in managing multiple NFT projects, he is currently the Lead Product Designer at DigiCol, providing directions in the NFT product features, tokenomics, etc.

As a seasoned blockchain and cryptocurrency expert, he has over 8 years experiences in crypto trading and 4 years experiences in NFT collection. He enjoys working in the fast-paced technology sector, contributing to the humanity advancement. Previously, he was the Marketing Manager at X-MED Chain, and had over 6 years experiences in the E-sports industry. Daniel holds a Bachelor of Commerce, Accounting from Macquarie University.



Mr. Lewis has had a long career in building businesses by leading product, marketing and business development teams across an array of TMT segments. He was Head of Strategy & BD at Skype in Asia and led the Skype business there until just after the acquisition by eBay.

After Skype he joined as Partner of boutique consulting firm Exicon Global focused on leading digital transformation and ecosystem development projects at large TMT clients. Following this, he joined the founding team of M800 / MaaiConnect as CSO of this International Telecom Carrier in preparation for its Hong Kong IPO. Mr. Lewis now focuses his time on building partner eco-systems and new digital lines of business at IoT market leader Schneider Electric. He is an investor / advisor with several start-ups including; scraping-bot.io, yieldbooking.com, Panmeta (WeTalk) and others.



Jeremy has 20+ years of experience in the tech industry across both the United States and the Greater China Region. In the past 8 years, he has led more than 10 successful digital transformation projects and product launches within the Industry 4.0, 3D Printing, IoT, and IT infrastructure sectors.

Prior to his consulting endeavors, he led a team of senior and principal engineers in managing all of Microsoft's research and development datacenters worldwide. In addition to Microsoft, he served as the Director of IT at Imagekind, Inc. During his time with Imagekind, he was instrumental to its exit when it was acquired by Cafepress, Inc. Before Imagekind, Jeremy was the Technical Services Manager for a US based security solutions provider, where he managed the IT infrastructure and network-based enterprise security management systems in both production and development environments; a product used by the FBI, US Navy, WSDOT, Global Crossing, Pemco Insurance, and Holland America.

Jeremy began his career during the "IT bubble" in the 90's focusing on computer networks and integrated systems. He holds a BS in Informatics, a BA in Economics, and a certificate for Information Assurance & Cyber Security from the University of Washington.

Team



Mr. Manly Liu has been serving in the financial market for over 20 years. Mr. Liu has worked for well-known investment banks, Morgan Stanley, Citi Private Bank, CCIB Asset Management Limited, CITIC Capital. Mr. Liu is an investment management professional specializing in trading in fixed-income, equities and currencies related capital market products globally.

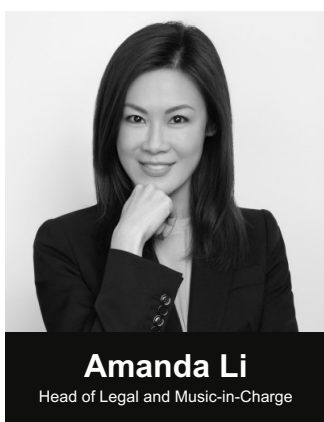
Mr. Liu was awarded a number of distinguished academic honors, including a Guggenheim Merit Fellowship at Princeton University. He holds a MSc. in Aeronautical & Astronomical Engineering from Massachusetts Institute of Technology. He is also a certified Financial Risk Manager (FRM) and Chartered Alternative Investment Analyst (CAIA) designation.



Jordan is a multi-award-winning marketer working at the crossroads of tech and media providing marketing and growth strategy consulting services to a wide range of clients, from multinationals to start-ups.

With nearly 15 years' experience, he has launched and built internet platforms, content production studios and worked with international communications networks such as Omnicom and WPP. He's provided strategic consulting for some of the world's most influential brands including Volkswagen, Nike, L'Oréal, and TikTok throughout Asia and North America.

Jordan has also been active in the cryptocurrency sector since 2016 as an investor and using his platform development experience to advise projects on product development and go-to-market strategies.



Amanda Li is a legal practitioner with 16 years of experience in a full range of corporate transactions including takeovers, mergers and acquisitions, joint ventures arrangements and IPOs on the Hong Kong Stock Exchange. Prior to joining her current role as Senior Consultant at boutique firm CFN Lawyers, Amanda had been a key member of the Investment Products Division of the Securities and Futures Commission, in charge of authorizing and overseeing regulatory compliance of collective investment schemes and structured products. Ms. Li is presently leading a team of senior legal specialists to advise on pre-listing strategic investments, restructuring and private equity funds. Since 2020, she has also taken up the role of Head Legal Counsel for the Hong Kong arm of Dentsu Limited, the Tokyo-based global digital marketing group.

Prior to her current engagements, Ms. Li founded her legal practice with US and international law firms - Sidley Austin and DLA Piper. Amanda graduated with a Bachelor of laws degree from University of London and a Bachelor of Commerce degree from University of British Columbia.

Team



Gin Takashi Mizuoka is a serial entrepreneur who looks to build brands collaborated with Japan and global; he co-founded Undone Japan (a customisable watch brand) , CTO and co-owner of Coinbook (registered crypto exchange specialized in NFT).

NFT trading card with SKE48, a famous Japanese idol group was one of the first successful case in Japan. He is also a Founder and CEO of CRM company and serving for many Japanese listed companies.



Peter is a crypto enthusiast with a unique background. He has spent the last 7 years of his career playing professional rugby in the UK whilst simultaneously co-founding a cider company.

Since moving to Hong Kong 10 months ago, he has worked for the investment bank, Societe Generale. When presented with the opportunity to get into the crypto world officially, he jumped at the chance.

Peter is young, hungry and excited to utilize his entrepreneurship and skillset gained from his atypical experience to contribute towards the team and ensure its success.

Advisors



Yat Siu
Japan Lead – The Sake man



Arnold Concepcion
Animoca Brands



James Ho
Animoca Brands



Andy Cheung
AC Ventures



Terukazu Ikeda
P.A.I.N.T. Inc.



Chris Li
Asset Management



Roberto Grande
Tier Zero Agency



Michael Young
UNDONE



Motoki Tani
Investor / Capital Markets



Chris Lewis
TMT Entrepreneur



Hideki Sasaki
JIEDO



Pat Lee
Illustrator / Artist



Nicola Formichetti
Designer / Director



Ali Gursoy
Digital Entrepreneur



Royce Shih
Cision / PR Newswire



Penny Law
Bitwork



Strategic Investors and Partners of MADworld

