FUNCH

ENTERTAINMENT NFT
SUBSCRIPTION SERVICE

FUNCH is a blockchain platform where Artists

and Fans grow together and create a new

Entertainment NFT Ecosystem.

Contents

✓ *An entertainment platform created by fans and stars*
✓ *A platform to enjoy with the world's first artificial intelligence*

✓ *A new concept platform to earn money while enjoying beauty*
   and commerce

INTRODUCTION

The FUNCH Platform is a new social entertainment ecosystem built with three most important values: artist, beauty, and commerce. FUNCH Platform started by providing and tokens that can be used in various social fields and to use them online on a simple platform . This is also an accurate way to make use transparent and directly applicable in real life. However, this token is only for the purpose of transparency, and the actual goal of the service created by the FUNCH platform is a more scalable metaverse ecosystem.

The FUNCH service we want to create is a scalable platform on which influencers and customers live together based on Blockchain. Beyond the scope of simply using an asset called Cryptocurrency, we want to build an ecosystem by stably systematizing the entire entertainment industry based on Blockchain. What makes this possible is blockchain technology, also called decentralized technology. We are building a new type of ecosystem where online broadcasting, fan service, and live shopping operate on the blockchain technology, receive feedback, and share profits with entertainment influencers and customers through decentralized finance.

INTRODUCTION

FUNCH does not have a distribution structure through simple personal broadcasting or virtual assets, but aims to create an ecosystem that can create our own ecosystem by assimilating with basic values in our daily lives.

The FUNCH Platform is an optimal metaverse blockchain platform based on NFT services for artists, performances, Live Commerce and Influencer Entertainment markets.

Through FUNCH, people can directly participate in the FUNCH ecosystem in a trusted online and offline environment, or indirectly communicate with influencers online to purchase products or obtain information. It is also a powerful user-based platform that can exchange FUNCH Token, a local currency that can actually be used.

FUNCH is a platform that can maximize the utilization of A.I. In addition to ChatGPT, face and beauty condition analysis can be performed reliably through A.I, and various guides can be proposed and guided to customers most appropriately without advertising comments.

Lastly, FUNCH is an ecosystem where everyone can enjoy and develop Live commerce, Fandom, and Entertainment with reliable blockchain data that can be managed transparently, and individuals can enjoy various experiences as a member of this metaverse ecosystem. We want to share with our members.
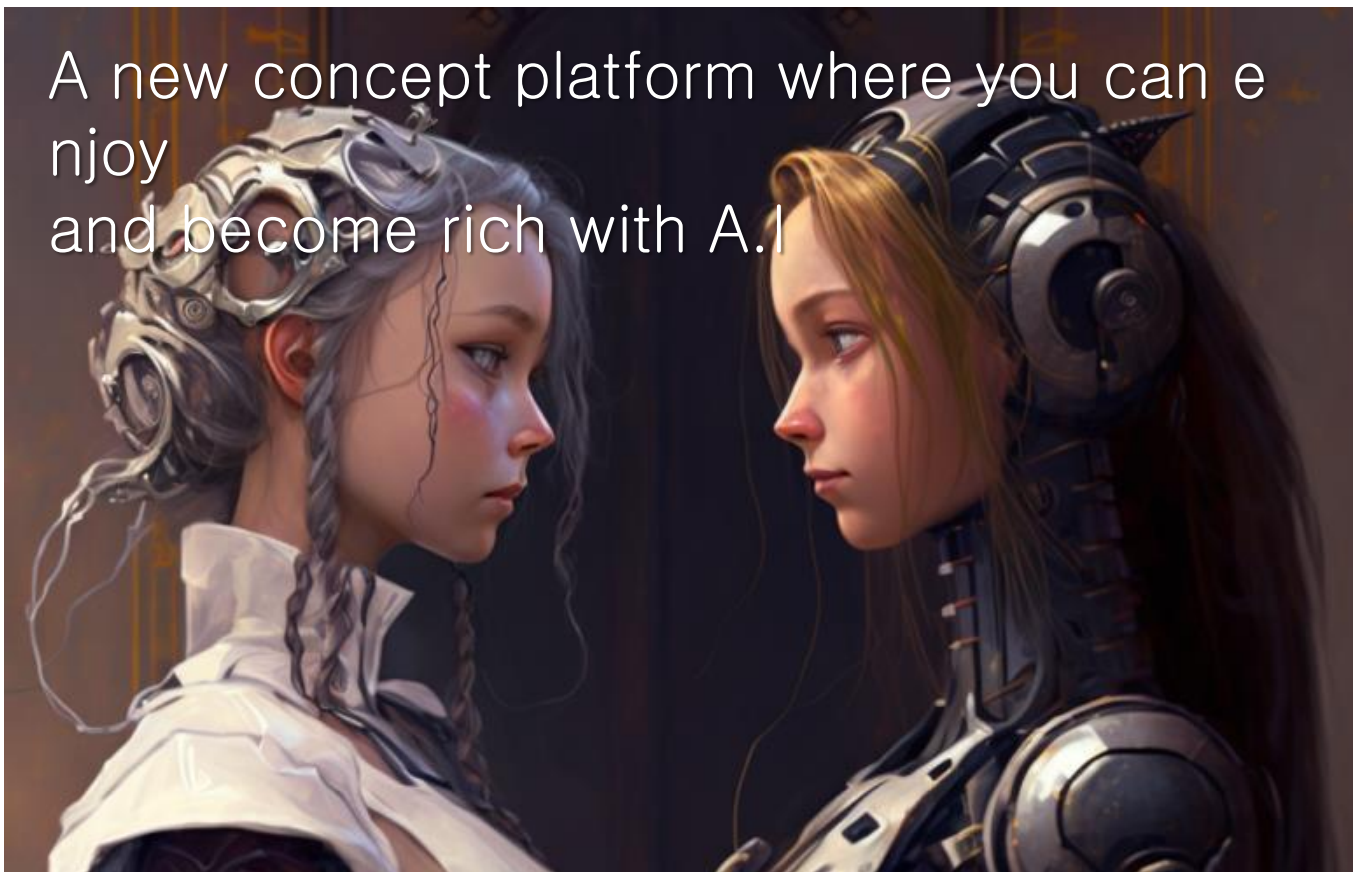
A new concept platform where you can enjoy
and become rich with A.I

A.I changes the global beauty market

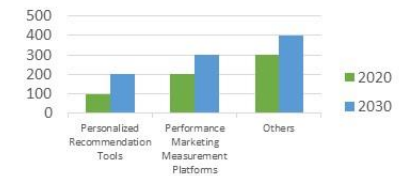Global Artificial Intelligence (AI) in Beauty and Cosmetics Market Research Report 2022

CAGR (2020-2030): 19.7%

Largest Region: North America
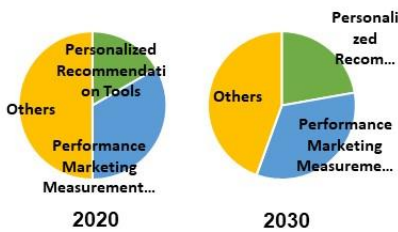
Market Size: US$ 2.70 Bn (2021)

By Service/Products:
- Personalized Recommendation Tools
- Performance Marketing Measurement Platforms
- Others
- 2020
- 2030

By Application:
- Others
- Haircare
- Skincare
- 2020
- 2030

Key Players: L'ORÉAL, Beiersdorf, SHISEIDO, P&G, Haut.AI
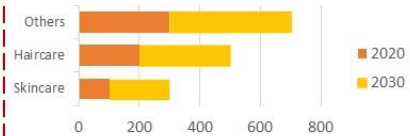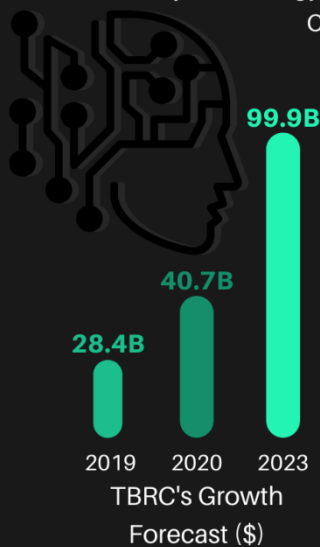
US: +1 (718) 593 4405   Email: info@insightaceanalytic.com   INSIGHT ACE ANALYTIC

Global Artificial Intelligence Market

By Technology: Machine Learning; Natural Language Processing; Context-Aware Computing; Computer Vision; Others (Image Processing, Speech Recognition)

TBRC's Growth Forecast ($)
- 2019: 28.4B
- 2020: 40.7B
- 2023: 99.9B

35% Expected Growth Rate To 2023

North America — Region With Largest Share In The Market

Automated machine learning is being implemented by many companies, which allows non-machine learning (ML) experts to use machine learning algorithms without being machine learning wizards.

online streaming transforms Commerce

Live commerce, a term used to describe the combination of streaming video and e-commerce, will revolutionize the retail industry and consumer shopping habits. Here's a summary of how live commerce is shaping up, trends in the retail space, and predictions for the future.

Evolving online industry

Offline stores have been closed for some time. However, due to the COVID-19 pandemic, store closures have gone into hyperdrive. More than 8,000 retail stores closed in 2020, confirming that 'business as usual' is no longer an option.

Today, chatbots and mobile apps facilitate online customer support. Machine learning technology provides the personalized recommendations we've all come to expect. And overnight deliveries are common.

E-commerce has already changed our daily lives. And even as lockdowns ease, physical malls will continue to crumble. However, some aspects of the in-store experience are missing when shopping in the digital world.

Shopping has traditionally been a sensory experience. Sight, touch, sound, smell and taste are all useful when evaluating what to buy. That's why Costco offers free samples, and car lots allow buyers to test drive a prospective vehicle.

As online has become the primary place for consumers to research goods and services, retailers are struggling to replicate this material aspect of shopping. Everyone now knows and enjoys the convenience that online shopping offers. But what about from an engagement perspective? Could visiting Amazon.com be as fun as a trip to Rodeo Drive?

The evolution of live commerce is so clear. Today's businesses are moving one step closer to in-person consumer experiences by merging online retail with live streaming.
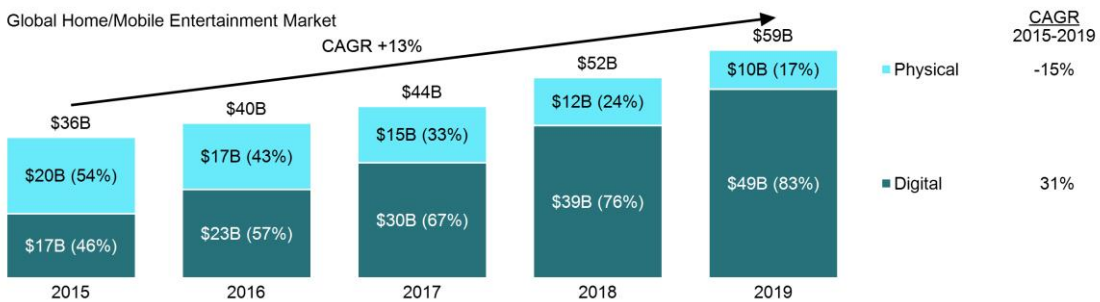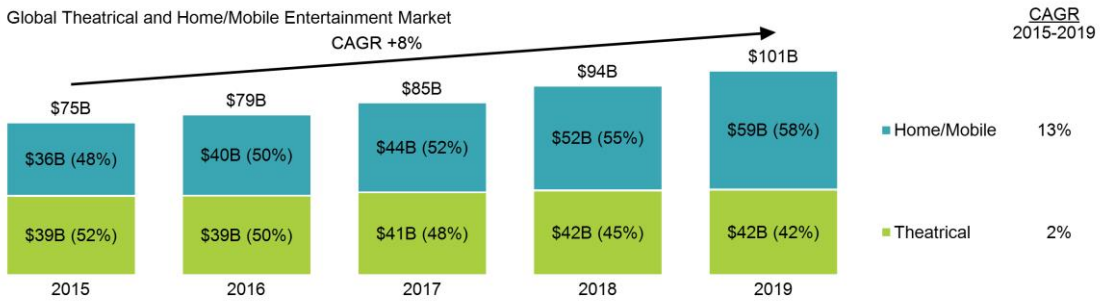
Global Influencer Marketing Market Status

IS
INFLUENCER MARKETING
THE FUTURE OF MARKETING?

shanebarker.com

MEKKO GRAPHICS

Global Entertainment Market

Home/mobile accounts for most of the growth in the $100B entertainment market. Digital has replaced physical distribution for home/mobile viewers.

Global Theatrical and Home/Mobile Entertainment Market
CAGR +8%

CAGR 2015-2019

	2015	2016	2017	2018	2019
Total	$75B	$79B	$85B	$94B	$101B
Home/Mobile	$36B (48%)	$40B (50%)	$44B (52%)	$52B (55%)	$59B (58%)
Theatrical	$39B (52%)	$39B (50%)	$41B (48%)	$42B (45%)	$42B (42%)

■ Home/Mobile   13%
■ Theatrical   2%

Global Home/Mobile Entertainment Market
CAGR +13%

CAGR 2015-2019

	2015	2016	2017	2018	2019
Total	$36B	$40B	$44B	$52B	$59B
Physical	$20B (54%)	$17B (43%)	$15B (33%)	$12B (24%)	$10B (17%)
Digital	$17B (46%)	$23B (57%)	$30B (67%)	$39B (76%)	$49B (83%)

■ Physical   -15%
■ Digital   31%

Shopping transformed by A.I and streaming

Types of Live Commerce

Just as online shopping transformed retail 20 years ago, live streaming promises to transform e-commerce today. Called live commerce, this convergence of video and shopping helps increase engagement, bridge the gap between customer and product, drive sales, and increase average selling price when bidding is involved.

Let's take a look at some of the most common formats for shoppable live media.

online marketplace

Online marketplaces from Alibaba to eBay allow users to buy and sell products without leaving their homes. However, the addition of live video streaming is critical to keeping buyers interested. why? The ability to buy online is no longer a novelty. Without a new layer of engagement, online marketplaces would be a thing of the past. By incorporating live streaming into their platforms, these marketplaces can provide the experience closest to 'being there' for those watching from their living rooms. Real-time interaction replicates the urgency of real markets, driving immediate action and enhancing community engagement.

A.I & eCommerce

The use of artificial intelligence (AI) chatbots in the customer contact area is increasing in the e-commerce industry. Introduce AI chatbot to shopping consultation work to increase customer convenience and manpower efficiency. Its usability has increased as it has evolved from the existing 'rule-based' model, which developed only set scenarios, to an intelligent chatbot that understands questions and provides necessary answers based on a natural language processing (NLP) engine. Recently, we are developing a customer response model that fits the characteristics of the platform by analyzing various customer feedback and learning related data with AI. do.
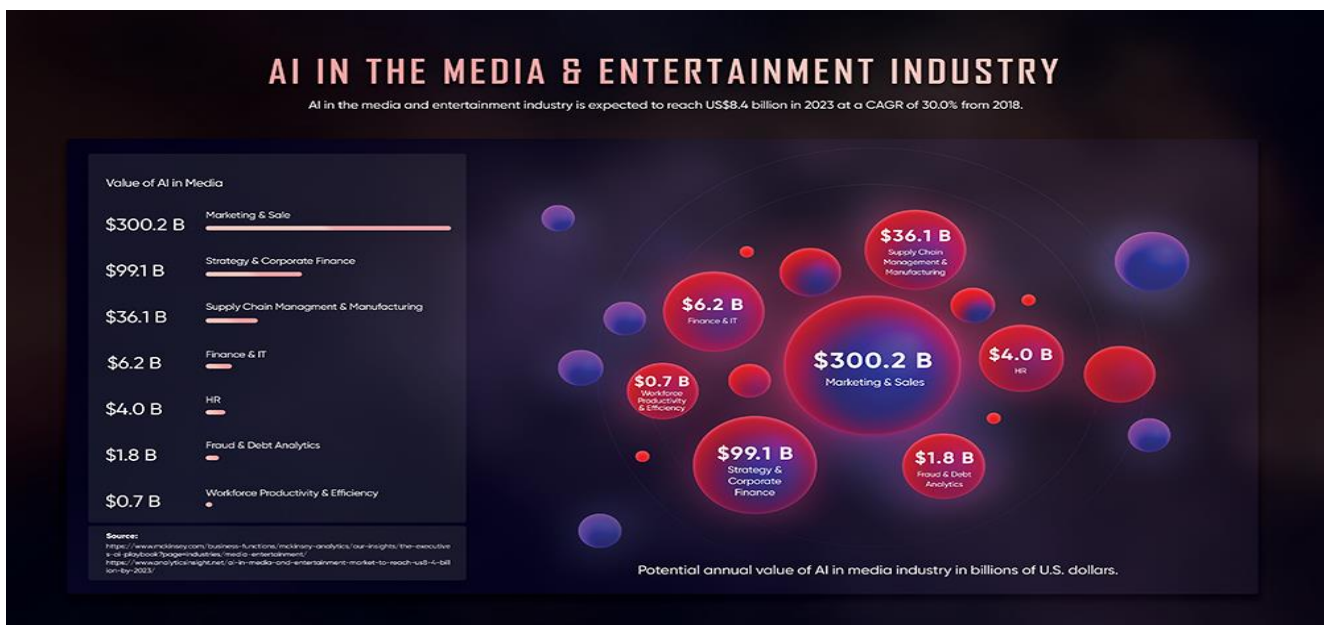
A.I and Fan Service Changes Shopping

Influencer Streaming

Today's celebrities aren't necessarily on the big screen. Reality TV has put media personalities like Kylie Jenner on the map, and more and more stars are making their mark through social media. This in turn opened up new revenue opportunities.

Influencers who already have enthusiastic audiences can use their personal brand and the power of live streaming to promote their favorite products in an interactive format. Influencer streaming started on social media, but is now common on e-commerce sites as well. This format converts the younger demographic at the highest rate. While only 26% of the general population's buying decisions are based on recommendations from social influencers, so are 44% of Gen Z.

live event

There is a lot of overlap between live events and the categories above. Nonetheless, newsworthy events such as product disposals, limited edition drops, and retail holidays such as Singles Day or Black Friday are well suited for shoppable live broadcasts.

Kohl's was an early adopter of live commerce, streaming the LC Lauren Conrad Runway show during New York Fashion Week in 2015. Available through Periscope, viewers can purchase any clothing seen on the catwalk through a dedicated portal. Today, shoppable mobile streaming allows fans to purchase items from the catwalks of Louis Vuitton and Victoria's Secret in real time.

Growth of the NFT market and FUNCH NFT

Explosive growth of NFT service
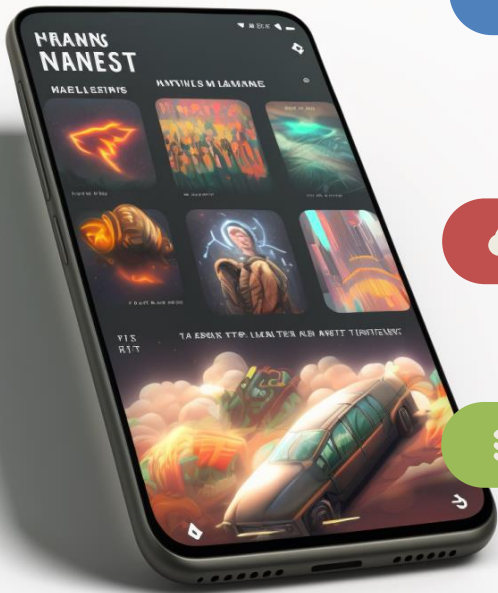
High auction price shocks the market

At Christie's New York auction on April 11 (local time), Mike Winkelmann's JPEG work called 'Beeple', 'Everydays: the First 5000 Days' sold for $69.3 million. Won the bid to Russia (approximately KRW 78.5 billion)

Expansion into various asset fields

Twitter CEO Jack Dorsey's first tweet fetched $2.5 million at auction.

Increasing NFT-based platforms

An increase in NFT-based platform services, including Cryptokitties, a game that buys and sells virtual cats, and NBA Top Shot, a trading space dedicated to NBA-certified highlight videos.

Video service, chat and NFT subscription service pursued by FUNCH

Like the YouTube channel, the video service and chat (group) function are installed in its own METAVERSE, and additionally, a space where artists' NFT assets can be displayed has been opened.

Video & chat service using METAVERSE

Automatic distribution of rewards from Subscribe Service

LIVE SERVICE for FUNCH PLATFORM

Unique Contents

- The FUNCH Platform is not a service that displays various product information and distribution information like general shopping. Communicating with customers through social media and evolving into a form of personalized shopping through live streaming. In particular, in the close relationship between influencers and customers, who are the subject of live commerce, accurate information is provided and attention is generated, so that showtime can be enjoyed together between customers and producers. The contents created in this way will be promoted globally through various social media and become a natural approach.

- ## Participatory platform for fans

- Participation platforms for customers of specialized products provide an opportunity to improve friendly relations between service providers and fans.

- FUNCH Platform supports investment and customer attraction for the development and growth of various industries for wellness.

- FUNCH Token is a safe distribution asset for building a sustainable ecosystem where all related industries can coexist.

- We will provide an open communication space so that many members who want to enjoy life can directly participate in service improvement

- ## .Unique Shop for fans

- We want to operate a unique live shopping mall as a safe use for the FUNCH ecosystem.

- A unique shopping mall supports the purchase of unique products and collectibles that cannot be obtained elsewhere.

FUNCH Win-Win Goal

Platform for Celebrities, Reward Service with Fans

A platform where celebrities can easily engage in activities and ensure communication with fans. And in that, FUNCH is a platform that breathes with fans and creates a virtual asset value ecosystem together.

Vision & Mission

In many social services, one-sided gifting ends when a fan sends coin points to an artist. However, FUNCH can issue an artist's photo or video as a digitized NFT and sell it to customers, and the customer wants to receive compensation for both the artist and the fan by using the desired artist's NFT through a subscription service. This method started out as a simple win-win principle, but it will expand to all entertainment businesses and take root.

NFT Market Share

Separately operates the NFT Market, which is operated and sold with the artist's address, to protect the artist's digital copyright and reward it with profits..

NFT Subscribe Service

By having fans subscribe to the NFT service operated under the artist's name, we build an ecosystem that coexists together..
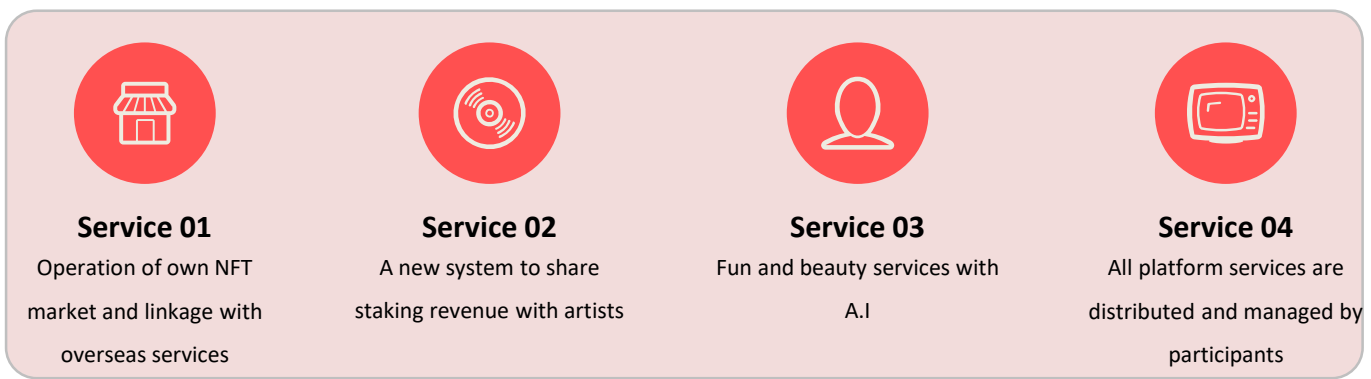
Multi Reward System

All compensation will be established to be shared between artists and fans, and all compensation structures will be transparently managed by Blockchain
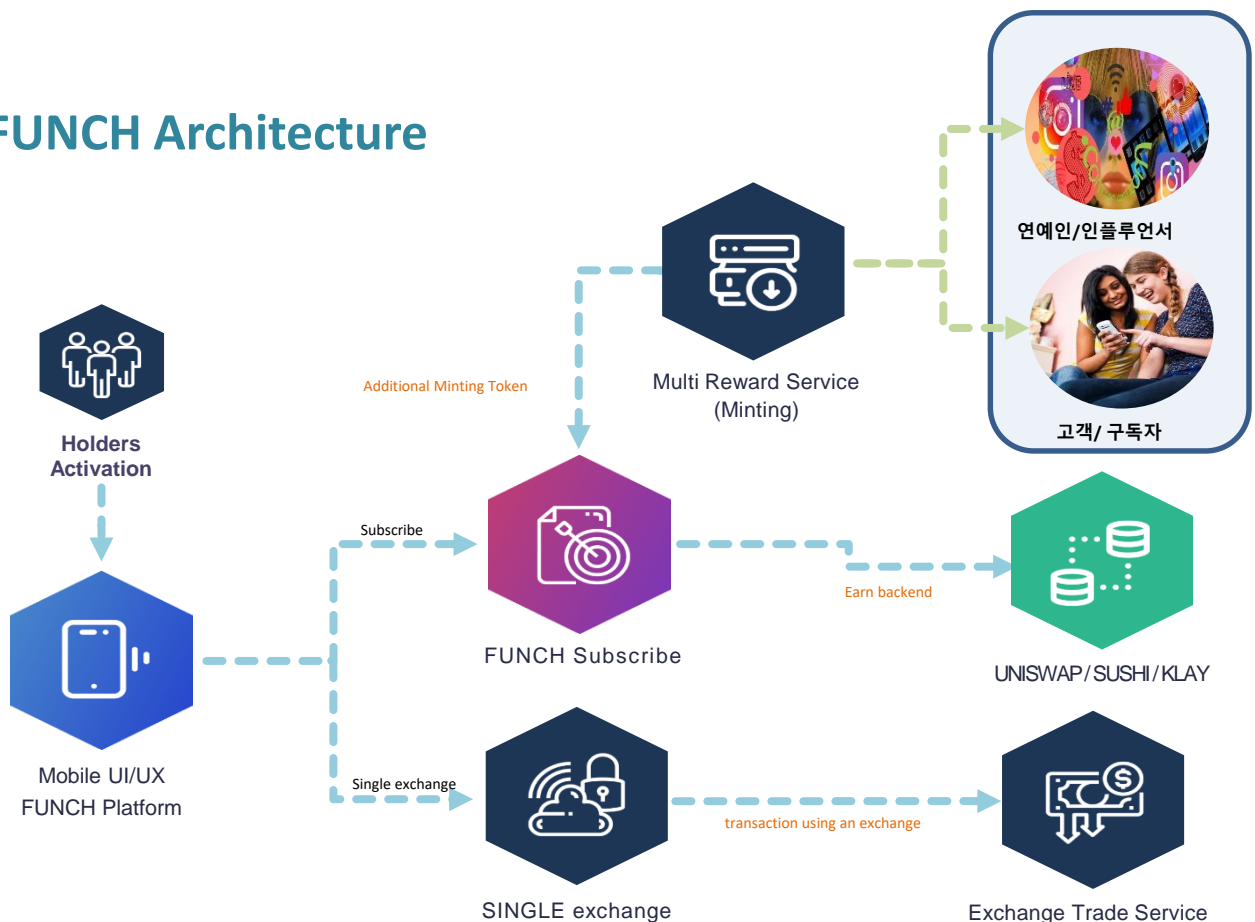
FUNCH amazing originality

Personal Subscribe & Multi - Reward System

FUNCH is the first to independently operate an NFT market for artists. And FUNCH is a support service for artists in the form of a subscription service, but in reality, it was developed to return staking and share services to ecosystem members to satisfy both artists and fans. Blockchain will be provided to transparently operate all parts of these purchases and rewards, and will be operated in a fair manner for FUNCH's ecosystem.
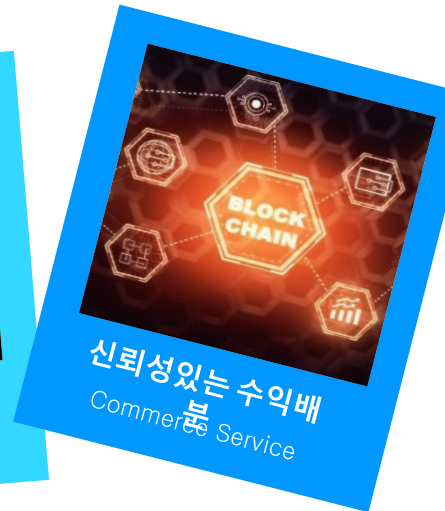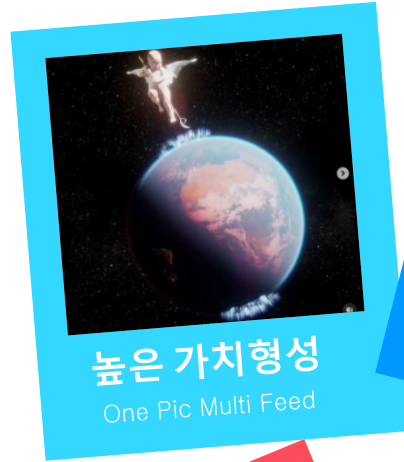
Service 01
Operation of own NFT market and linkage with overseas services

Service 02
A new system to share staking revenue with artists

Service 03
Fun and beauty services with A.I

Service 04
All platform services are distributed and managed by participants

FUNCH Architecture

Holders Activation

Additional Minting Token

Multi Reward Service (Minting)

연예인/인플루언서

고객/ 구독자

Subscribe

FUNCH Subscribe

Earn backend

UNISWAP / SUSHI / KLAY

Mobile UI/UX FUNCH Platform

Single exchange

SINGLE exchange

transaction using an exchange

Exchange Trade Service

Unique FUNCH NFT

Personal Staking & Multi - Reward System

✓ **Storytelling NFT: Even a single photo gives high storytelling to attract customers' attention.**

✓ **Collections you want to own: We have built a service that allows you to own a collection rather than a list of individual photos.**

✓ **High Value Formation: The formation of price is made in the market structure. However, in terms of commercialization, it can help form additional prices.**

✓ **Reliable profit distribution: Due to the nature of blockchain, transaction details or fees cannot be manipulated. It operates reliably according to the initially determined Smart Contract.**

높은 가치형성
One Pic Multi Feed

신뢰성있는 수익배분
Commerce Service

스토리 있는 NFT
Share social

소유하고 싶은 컬렉션
Collection

SNS 내의 NFT PFT 적용

• FUNCH PFP NFT

Now, the space of fandom should be expanded from the space of texts, images, and videos such as Facebook and Instagram to the space of virtual reality. However, due to the expensive price of PFP works and the difficult purchasing route, PFP services are not freely available. FUNCH's NFTs are provided free of charge to Subscribe customers with a variety of PFP NFT works by stars for use on various social media, and we give you the right to change your PFP every week.
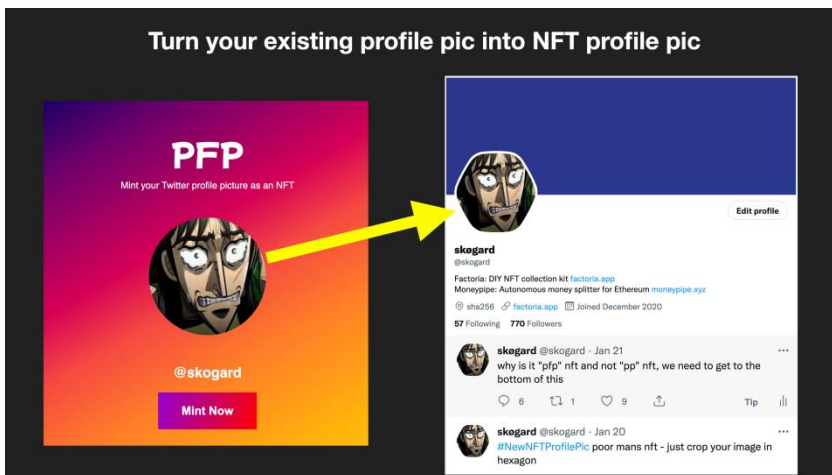
FUNCH A.I Service

A.I Beauty guide service

- ✓ **One-point guide through accurate analysis Provides an accurate beauty guide by continuously observing the customer's photo information and changing information**
- ✓ **Continuous management, not a one-time information provision Lifelong management system through continuous customer information, not a single picture.**
- ✓ **Big data on individual plastic surgery/beauty information Accumulates individual beauty use information and guide information to provide reliable big data to new customers.**
- ✓ **Reliable profit share with customers Guaranteed profit share between reliable customers and the foundation through Smart Contract.**
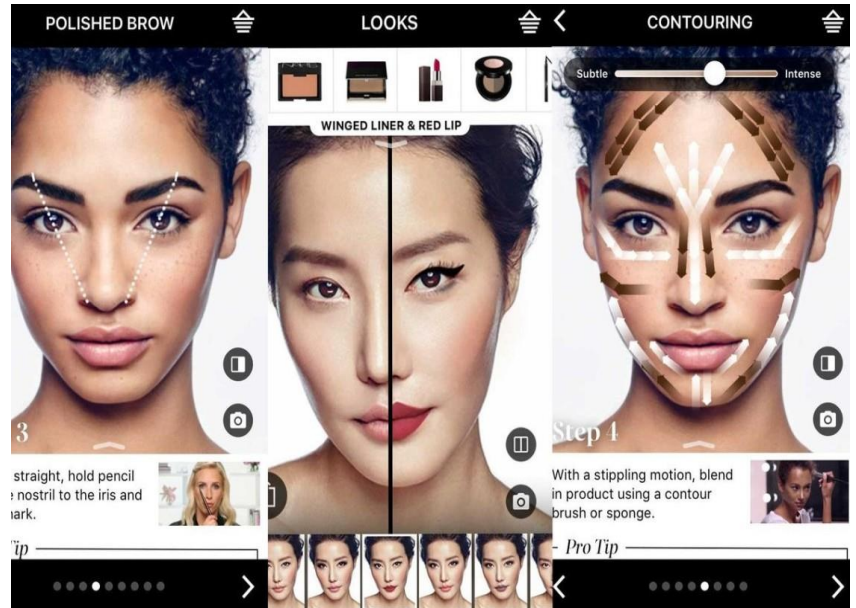
• A.I Guide

Now, the space of fandom should be expanded from the space of texts, images, and videos such as Facebook and Instagram to the space of virtual reality. However, due to the expensive price of PFP works and the difficult purchasing route, PFP services are not freely available. FUNCH's NFTs are provided free of charge to Subscribe customers with a variety of PFP NFT works by stars for use on various social media, and we give you the right to change your PFP every week.

FUNCH

FUNCH Show Queen On Air

An open audition program to realize your dreams

Spring 2023
Looking for Korea's Singderella.

Professionals are not allowed to enter
Amateurs are given preferential treatment

No debut experience, no album release experience

TV CHOSUN

iMEDIA 이안그로우미디어

for the most beautiful moment of your life

"Be a show queen!!"

FUNCH Win-Win Goal

Livestream shopping is booming in the US as more people leave brick-and-mortar stores. Online has become one of the only places retailers can connect with their customers. And even as lockdowns ease, physical malls will continue to crumble.

Instagram introduced Live Shopping in the second half of 2020, and Facebook started experimenting with Facebook Shops. Walmart, Google's Shoploop, and Shopify have all joined the party, giving users the opportunity to purchase items featured in live streams through a seamless UX. Many VC-backed companies such as NTWRK, Popshop Live, ShopShops and Moda Operandi also launched during the spread of the deadly virus.

"COVID-19 has forced retailers to step out of their comfort zone and think outside the box. With stores closed, retailers have had to find new ways to convert and meaningfully engage existing e-commerce consumers as well as those accustomed to in-store shopping."

During the 2020 holiday season, to reach out to all those who are reluctant to enter high-risk shopping centers, Walmart teamed up with TikTok to host an hour-long shoppable event. Influencers used their influence to demonstrate items to buy, and the app made it seamless for viewers to purchase items quickly. Soon, however, even micro-sellers will take advantage of the in-app purchase feature to take action.

In this market situation, the goal of FUNCH service is clear.

Live commerce using influencers right away in the distribution industry
Bringing it to the front and based on it, its own payment method
We want to create an ecosystem of FUNCH.
In particular, influencers and customers who are the main agents of live commerce
It is not just a seller and a buyer, but a win-win
Making it a target is important.
To solve this part, the FUNCH platform
The relationship between the services is like a star balloon
Avoid and find a way to share profits together
Found it. Operated by the FUNCH platform
When a customer subscribes to the Subscribe Service,
Influencers and customers share revenue together
It's taking a unique approach.

FUNCH's Philosophy

An open platform that everyone is satisfied with

FUNCH Platform intends to build a Commerce Platform that is the foundation for coexistence beyond the ecosystem of large service companies. In FUNCH's ecosystem, anyone can be a service provider and anyone can be a user. We want to become a shared ecosystem where anyone in the ecosystem registers and creates products and services, not a lure service that is unreasonably set at an ultra-low price by existing large service companies. On the FUNCH Platform, anyone can post new products and services, and it will provide a basis for fair sharing. This is to build a service that can reward certain profits to members of the ecosystem as well as sellers with commercial purposes. In this way, by providing a platform where the shopping industry, individuals enjoying wellness, and new product producers can all coexist, we want to create a background that can raise the unfair market fairly and soundly and improve the quality of the Commerce ecosystem itself.

reliable service

FUNCH Platform does not provide seller-oriented product services unilaterally. It is intended to provide only reliable products centered on service companies directly participating in the ecosystem, and we want to build a reliable profit structure where manufacturers, distributors, and customers can all coexist. This in turn enables us to provide reliable services to consumers. The platform will enable producers and distributors to increase the reliability of services and provide better services based on a system that can be evaluated and improved by consumers.

Safe Legitimate Service

The FUNCH Platform wants to make the ecosystem legal and sound, which has been illegal and expedient. When it comes to business based on blockchain, most people think of illegal and expedient businesses. However, FUNCH wants to promote its business in a legally safe form. In particular, in terms of taxation and monetization, the independent Token-based platform presents the exact criteria. Customers can transact safely without worrying about legal and tax matters.
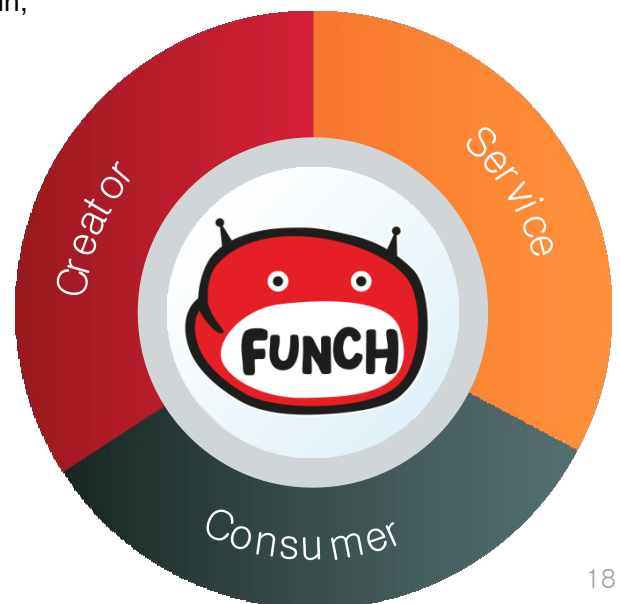
FUNCH Platform

Features of FUNCH PLATFORM

The FUNCH Platform aims to create a shared ecosystem so that people who want to use commerce can use tokens safely and effectively. Our goal is to build a next-level blockchain ecosystem where production, distribution partners and influencers jointly prepare services, manage them so that customers can use them happily and comfortably, and enjoy all of this at an affordable price. .

As expectations for home live commerce are rising around the world due to the COVID crisis, various service companies such as production distributors and marketing companies are striving to provide more diverse and safe personalized services. In particular, we are looking for better ways to collect your data and use it for optimized personal services. Existing large distribution companies are forced to utilize low-level data limited to data systems collected from their own platforms and partner platforms. The FUNCH Platform will provide an information system to all participating partners participating in the Platform so that they can develop fair and accurate customer-oriented products. This can fundamentally improve the quality of the overall product as it enhances the quality of products served to customers and enables appropriate supply management. Customers also have the advantage of knowing whether the various products and information provided here are genuine, and even the use experience is double-verified to know whether they are true or not. The FUNCH Platform is a platform with a secure and high-quality blockchain ecosystem that connects customers and retailers.

We have a typical circulation structure in which FUNCH, a blockchain asset, is issued, individuals purchase FUNCH and use it for commerce, and partner companies accept FUNCH while processing taxes and cashing it again. FUNCH Token is highly liquid compared to other cryptocurrencies and maintains its value based on demand for products and services offered by our partners. With FUNCH Token, customers and partners can pay for services with affiliates or personally use the FUNCH Subscribe Service. In addition, FUNCH Token is separately accumulated in the system when customers share information such as the frequency of using tokens or their service experience and know-how through the platform. This compensation process is designed to reduce the complexity of the processing process and have reliability by utilizing the smart contract of the block chain.

Based on the BSC chain blockchain system, we intend to conduct a worldwide live commerce hotline that we use for mutual benefit. Our partners emphasize apparent efficiency and high quality product and service innovation.

To accommodate this, new standards and technologies must be introduced, and larger partners must be prepared more quickly to compete. General users should be able to access the FUNCH Platform, easily obtain information, and conveniently and safely reserve or pay for services with their coins, thereby providing a reliable, safe, and affordable user experience. We have been researching and preparing new platform services for developing blockchain technology and improving business methods. With these efforts, we hope that the global live commerce service provided by the FUNCH Platform will break away from existing service practices and open a new path. In addition, we want to open a new win-win market so that large distributors, small distributors and influencers can coexist and anyone can engage in this commerce industry. The FUNCH Platform is directly operated by the Foundation and can be used worldwide through the platform. These services are managed anywhere, anytime, 365 days a year through the security-rated Amazon Cloud and IoT Gateway.

FUNCH PLATFORM

## FUNCH PLATFORM Advantages(Basic Structure)

- It provides new business opportunities to those who plan personal broadcasting services.
- We support anyone who wants to enjoy live commerce and shop conveniently and safely.
- It utilizes its own NFT marketplace to maximize digital copyrights of various artists as revenue.
- It contributes to saving the existing business owners' separate operating expenses and improving the quality of service.
- We will promote product service revitalization policies only with our own events, and we will support various things to enjoy and see in the form of events.
- Subscribe service dedicated to live commerce using smart contracts made with highly reliable BSC Chain-based tokens is supported.
- It is a decentralized blockchain ecosystem platform where all members of the ecosystem can share the profits.
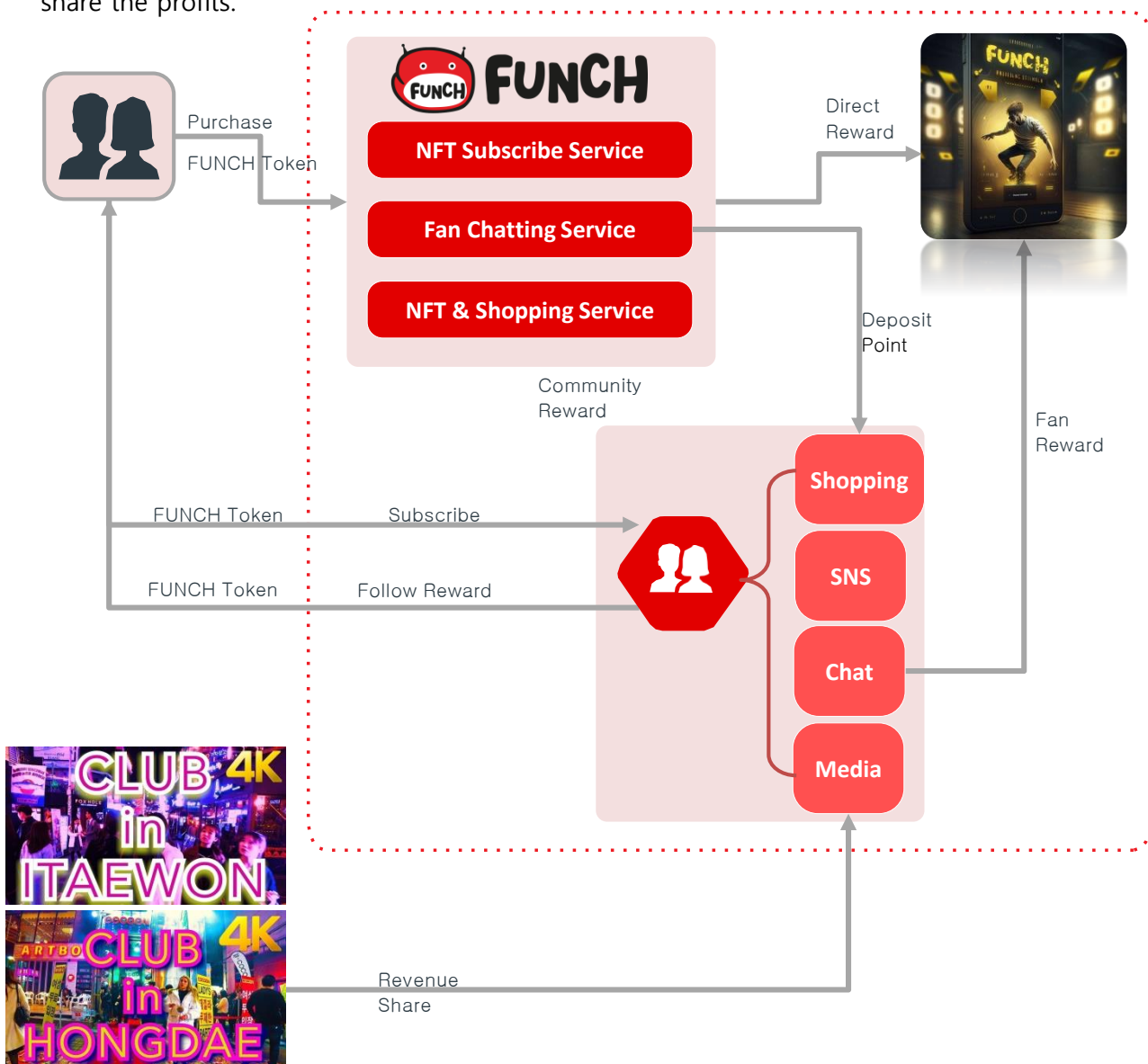
FUNCH PLATFORM

FUNCH PLATFORM Advantage (Middleware for Global Commerce)

- It can play the role of middleware for various media services around the world.
- Basic Payment Service can be acted as an agent. (Can cross countries and regions)
- You can meet various influencers around the world who are connected at once.
- You can enjoy global streaming shopping through the FUNCH-only shopping mall.
- As a single community, it is possible to exchange information in various media.
- By using FUNCH as the key currency, a simple payment structure can be shared.
- You can earn various copyright revenues such as images and broadcasting video clips by using the NFT Marketplace.
- Using the NFT Subscribe Service, various influencers and customers can receive rewards together.
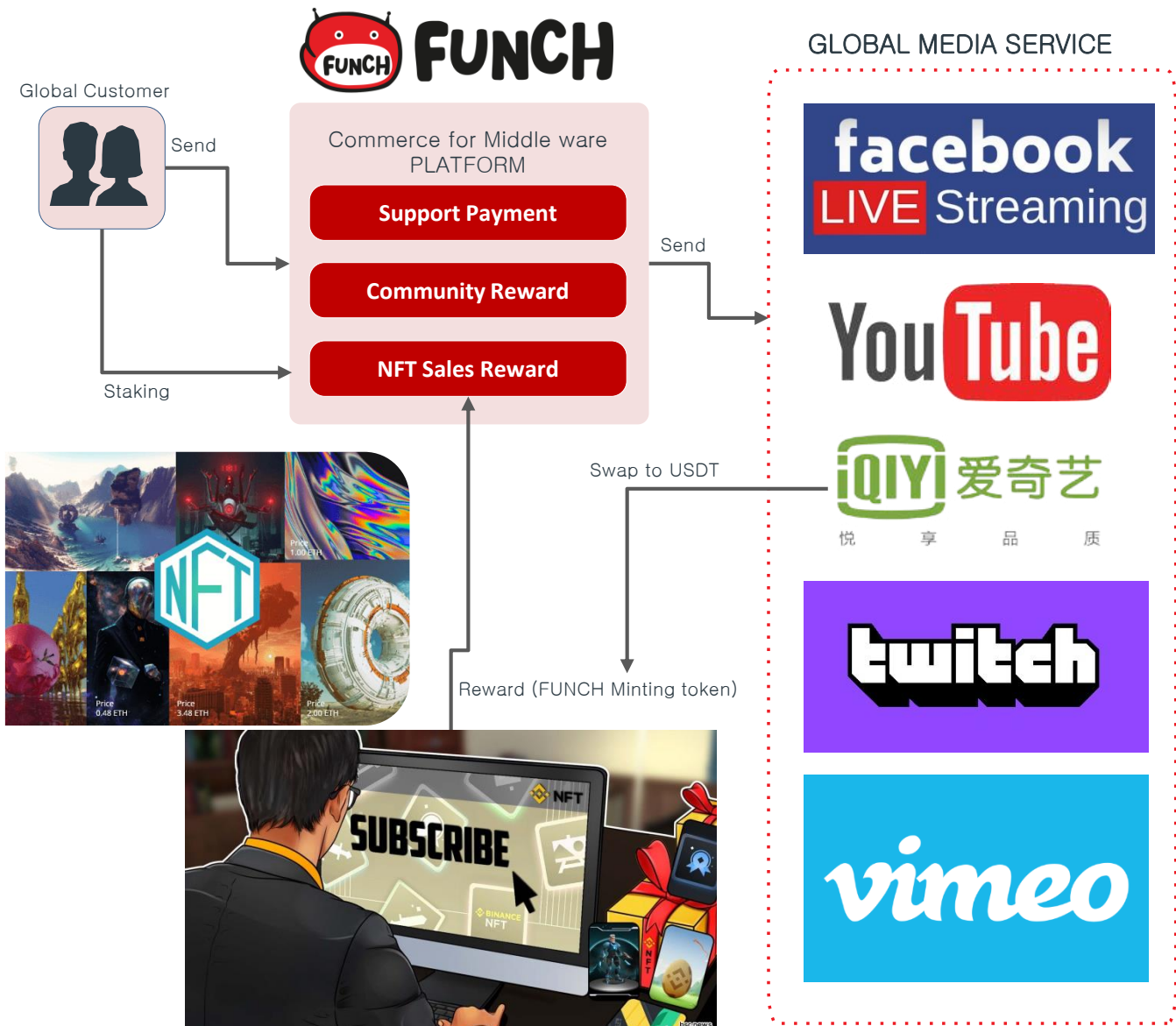
FUNCH PLATFORM

FOR Product Provider

For suppliers who plan and provide actual products, the FUNCH Platform is a very effective service that helps create customers and facilitate payment. FUNCH Platform is a powerful promotional tool and payment tool that allows anyone to easily market from the supplier's point of view, freely register serviceable products, and utilize various communities and social networks. The most important part is that suppliers who want sales services can objectively and transparently view the process of introducing their services through the FUNCH service, and increase sales accordingly. External reliability is very high because these processes are built on a blockchain basis so that they cannot be altered by someone's manipulation. The FUNCH Token that the supplier receives at this time can be used when the supplier uses a marketing tool or wants additional promotional activities.

FOR Distributor

From the standpoint of product distributors (remodeling), the FUNCH Platform can provide effective supply and demand forecasting information, and provides a structure to receive fair fees by utilizing the FUNCH Platform between distributors and customers. Accurate usage information and information on tendencies of customers can be used as data for forecasting demand for products in the next season and can be used as preparation materials for developing various new products. All of these product and customer information is stored and built as Bigdata. Therefore, as time goes by, a very powerful information-based distribution service can be deployed. The FUNCH Platform enables accurate analysis because it enables powerful A.I-based customer analysis, service, product, and customer propensity analysis, and predictive data without a separate measurement method because accurate data is possible for customer responses to the new distribution industry. Only this can help improve the constitution of the distribution industry. This platform information can provide information to proceed with new product development and can be a very powerful business tool.

FOR Customer

The shopping and streaming industry is the largest market of interest to all mankind. However, many customers were only able to experience or purchase the product through very limited information and product promotion. The FUNCH Platform has an easy and convenient streaming structure and payment method so that you can experience and enjoy products in various contents. And you can become a member of the FUNCH ecosystem within the platform, not simply using cryptocurrency. It is a new concept reward platform that allows influencers and customers to enjoy the rewards together by subscribing to the Subscribe Service instead of giving a separate gift if they like the content or influencer on the FUNCH platform. Within the FUNCH Platform ecosystem, these reward communities grow together, and you can receive reliable services with high service quality and reasonable prices in the transparency of product information. FUNCH has the advantage of being able to operate using only one FUNCH Token, an internal virtual asset, and can be used immediately by exchanging it for a FUNCH Voucher so that it can be used in offline stores or accommodations.

FUNCH PLATFORM

FUNCH Community Service
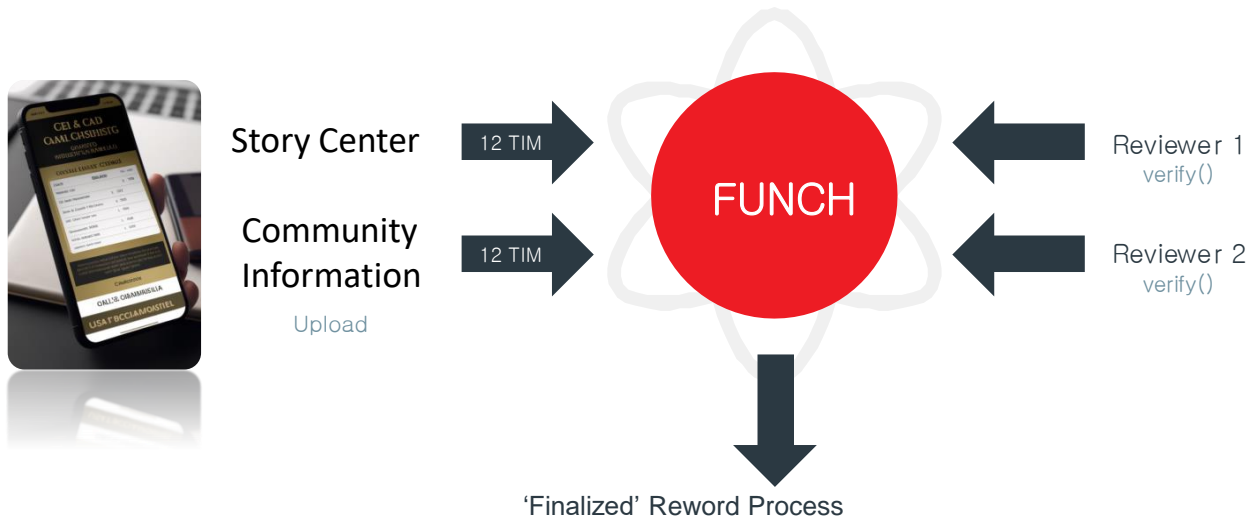
FUNCH Community Service provides a community space where you can share various product-related contents, such as product and influencer information, introduction materials, photos, and reviews, with other users. In this FUNCH Community, review points are received for photos, review information, personal writing, etc. that you have left, and the corresponding review points (likes) are mined as tokens by POI Mining and paid to the author.

If a customer organizes and uploads these reviews or data well, he or she will receive a lot of review points, which will be converted into Tokens and will have a circulation structure in which the commerce environment can be used again at a low price. In this FUNCH Community, advertising articles and marketing articles are excluded, and there is a channel that introduces products in the way of live commerce through influencers. In addition, those who want to distribute can purchase certain marketing tools with tokens. Most importantly, if you purchase a commerce room and provide content services, you can post advertisements to the entire community for free. With this marketing tool, when a customer participates in live commerce or purchases a product, tokens are deducted and the final settlement is automatically processed.

For special products among live services, users can purchase tickets with FUNCH Token, and through the auction system, the product is assigned to users who present more tokens. In addition, even in the case of bonus products or special products, you can use tokens to purchase them at a low price.

In cultural services within the FUNCH Community, music streaming services can also be provided as tokens. In addition, we plan to provide a separate video streaming service that allows you to watch domestic dramas and movies in real time overseas. Currently, most of the music market in Korea provides music from "YouTube," "Melon," and "Bucks," but FUNCH provides its own music service, allowing users traveling abroad to listen to, watch, and enjoy videos and videos on their own. We want to provide a music service. FUNCH will be the best open commerce information platform to share emotions, share information, and feel together with users through these various cultural services.

FUNCH PLATFORM SPECIFICATION

FUNCH Gateway

FUNCH Platform provides Interaction Gateway for various contents. It is provided in the form of API and SDK, and is linked with the FUNCH Platform to support the use of FUNCH among actual participants. In addition, it is possible to distribute and service content (sound source, information) tailored to the usage status and price information of the participants, and Platform A.I provides appropriate Acceleration Service.Platform API Service

- Development SDK for Device / OS (APP)
- Product A.I Acceleration
- Platform Cloud Scale service

FUNCH API

We plan to provide various modules for use by each ecosystem member. We want to provide it in the form of

a separate asset so that it can respond to OS, device, and platform.Window OS, Personal PC base Module

- Linux OS, Personal PC, Server Machine
- Mobile Base SDK, Google Play Store, iOS App Store Contents
- For Customer based Service

Exchange Service

FUNCH transactions are possible through personal wallets, but also through a separate EXCHANGE SERVICE. It can also be exchanged with other COINs without going through a separate exchange. It can be used within

content and is also available on the web in HTML5 format. Like the Home Trade System, market prices can be

provided in real time and can be used conveniently.Home Trade System (HTML5)

- Coin Prices API System (FUNCH Exchange)
- Blockchain exchange Service : API Service
- Exchange Service for Customer (QR)

FUNCH Wallet

We provide wallets for various OS so that even players who have not used cryptocurrency can use it easily.

In addition to basic wallet functions, it also provides the ability to directly receive information services acquired

within the FUNCH Platform.FUNCH Wallet Service

- Smart Exchange Wallet
- FUNCH Exchange Service

ROADMAP

2022. 11   Token Build
Private Sales

2023. 05   Open FUNCH Platform 1.0
Vietnam service office opened
Cambodia service office opened

2023. 08   Influencer Service &Marketplace Build

2023. 12   FUNCH Platform 2.0 Buile

2024. 06   FUNCH Multi Platform Open
Live commerce Platform Open

2024. 10   Global Open FUNCH Commerce
FUNCH Community Open
Cross Platform Open

The FUNCH Platform is scheduled to be fully serviced from the second half of 2023. For this service , we plan to start listing the exchange for FUNCH, and we will also officially open the platform..

FUNCH DISTRIBUTION PLAN

The FUNCH Platform has closed the 1Q Private Sale in 2023, and will be listed on the exchange without any additional sale. All tokens except for general distribution and marketing will be locked up for 1 year, and some marketing volumes may be partially distributed after public announcement.

Contents	Amount	%
Total Supply	2,000,000,000	100%
Public Sale	400,000,000	20%
Market Development	400,000,000	20%
Marketing	400,000,000	20%
Business Partners	200,000,000	10%
Team	200,000,000	10%
Fund	200,000,000	10%
Advisor	200,000,000	10%
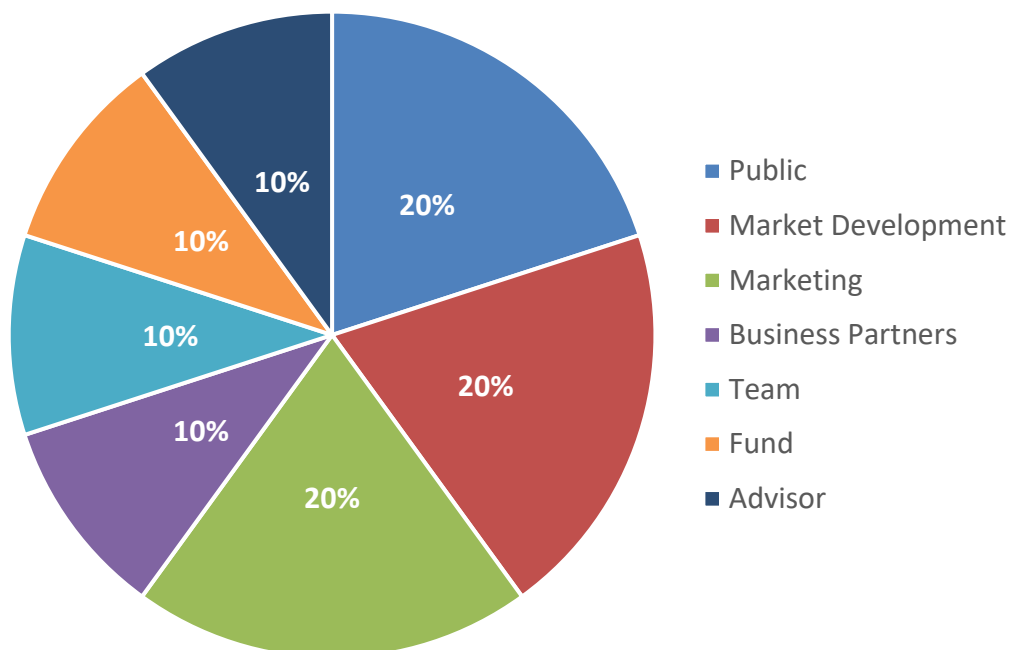
FUNCH BLOCKCHAIN

FUNCH is a token developed based on our **own BSC Chain**. The specific Token SPEC is as follows. All of the general and marketing quantities will be incinerated, except for those sold externally or block deals..

Total number of tokens	2,000,000,000 FUNCH (FUNCH)
Token available	2,000,000,000 FUNCH(FUNCH)
Nominal price	0.1 USDT
Emission rate	No Further tokens will be created
private sale	10% (Bonus up to 30%)
Public Sale	20% (pre-sale)
Soft cap	BTC 10
Hard cap	BTC 100
Token format	BSC Chain
Currency Accepted	ETH, BTC

- Public — 20%
- Market Development — 20%
- Marketing — 20%
- Business Partners — 10%
- Team — 10%
- Fund — 10%
- Advisor — 10%
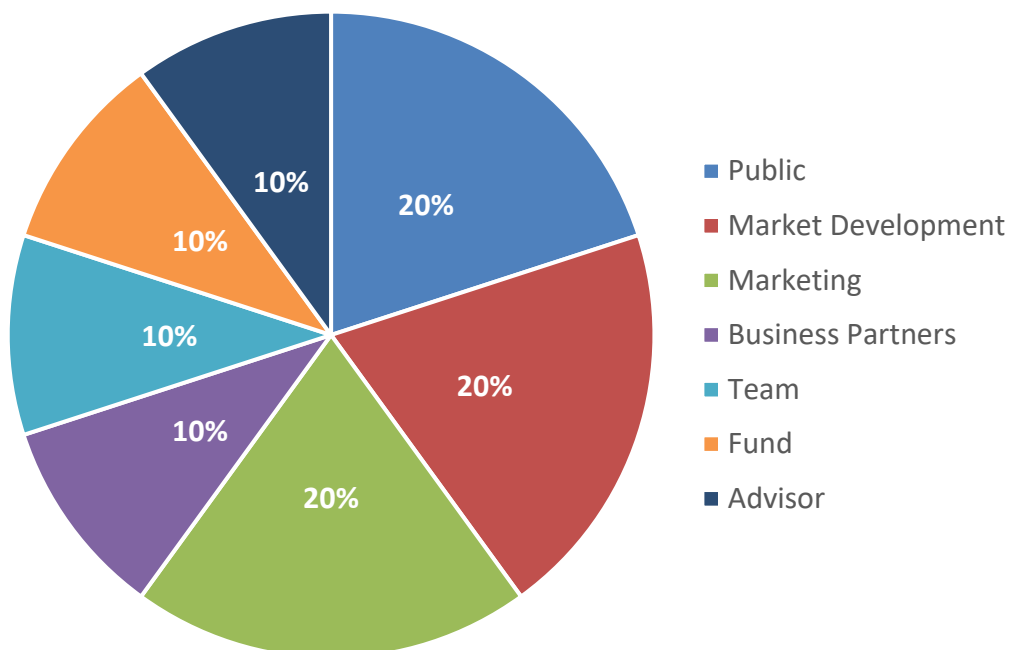
TEAM

BRET

CSO

15+ years of Enterprise and academic experience

Platform Business Specialist

New York University Department of Imaging Major

Stefan

Manager

FUNCH Manager

EXCO Blockchan marketing manag

er BICOMAX Exchange Service ma

nager

University of Hertfordshire

Guy Thompson

FUNCH CFO

Blockchain marketing CMO EXCO

Blockchain CFO

BICOMAX Exchange CFO

Global Education Center CEO

Allan

FUNCH Director

Blockchain Service manager

BANKO Blockchain Manger

Global Education Center Manag

er

ADVISOR

Sanjeev Ukhalkar

Enterprise SaaS Leader

Managed 4 Billion USD SaaS Business at Cisco Systems C-level Executive, Engineering, Architecture

30+ years Enterprise experience
Cisco Systems, Siemens, Nuffic University, Indian Institute of Technology (IIT) - Bangalore

And, his team in Silicon Valley, USA

Lake Jong

Chief Information Officer

Sysmax Production CEO

ACC Global CMD

International Federation of Beauty Culture & Art Overseas Marketing Director
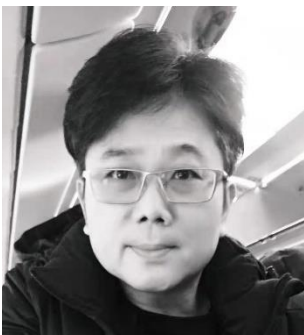
JACKY CHUN

Executive Director Shanghai

Citicommunication CEO
Ruiyue Entertainment China Director JCTworks Global CFO

Satoru Hashimoto

Majors Coperation CTO Block chain Mainnet engineer DENA
Software engineer PCPhase Corp Software engineer

ACTOR & INFLUENCER

ACTOR & INFLUENCER

인스타그램 – ID : yangmeera

게시글 2,533   팔로워 143k   팔로잉 251

Sales product – 뷰티, 다이어트, 푸드

FGF7 앰플   FGF7 광플렌져   콜라겐 물광팩   워터크림   시카 20

인스타그램 – ID : song9170

게시글 9,542   팔로워 79.4k   팔로잉 2466

Sales product – 뷰티, 다이어트, 푸드

인텐 – 큐어 앰플   샤이닝 세라마이드 워터크림   워커힐 디퓨져

ACTOR & INFLUENCER

인스타그램 - ID : J-on 은정

게시글 5,362   팔로워 8.6만   팔로잉 454

Sales product

| 썬 기획전 | 띰 헤어팡팡 | 1g 선크림 | 시카 20재생 | time face | 리프팅팩 |

인스타그램 - ID : bboseong_lee

게시글 807   팔로워 136K   팔로잉 374

Sales product - 코스매틱, 뷰티용품, 건기식

| 선스크린 & 톤업 | 헤베스테 | 띰 eye | 띰 리무버 | 히알루 C | 띰 쿠션 |

ACTOR & INFLUENCER

인스타그램 – ID : angy__unni

게시글 4,885   팔로워 147K   팔로잉 508

Sales product – 코스매틱, 뷰티용품, 건기식, 홈쇼핑

뺄랑뜨샹떼   락토페닌

인스타그램 – ID : hongparksa

게시글 10,894   팔로워 33.6k   팔로잉 792

Sales product – 푸드, 리빙, 뷰티, 유아, 패션

ACTOR & INFLUENCER
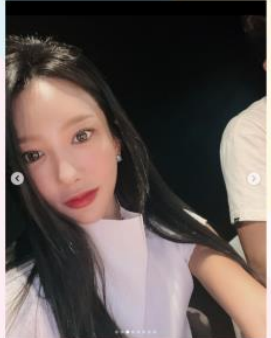
GLOBAL & INFLUENCER

mimi perkins

Sarah

Keira Rumble

SOPHIE CACHIAHI

Sayyed Arishfa Khan

ARMAAN MALIK

Zareen Khan

Suresh Raina

Moa Lee

Lee Jeong Hoon
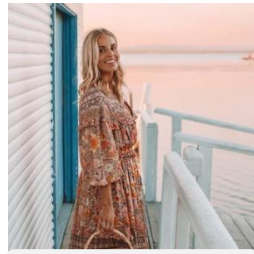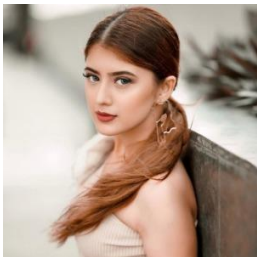

Sahila Hisyam

Sunny

1yn_oo9

koko627

morisakitomomi

yxx2227

GLOBAL & INFLUENCER

Rina

Korean Sang

잔나코리아

규태씨

cong TV

Bella Racelis

Erwan Heusaff

Kelly Cruz

Lama Alakeel

Yara Alnamlah

Jordie

Nia Amroun

拐拐 Sabrina 許采晴
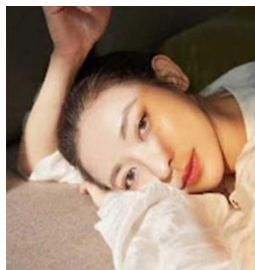
劉芒

陳敬宣 Genie

王思佳 *Sophia*

OUR CLIENTS

Tourism service partners

coex | LOTTE rent-a-car | 한국관광공사 | twitch | 한국경제TV

HLTV | bexco | KINTEX | USER TESTING | SBS Plus

SBS Golf | HYUNDAI DEPARTMENT STORE | LOTTE WORLD ADVENTURE | 신상 PLASTIC SURGERY | Jeju

MOU Partners

FUSIONICO | FREEBEX | PLAY 2 LIVE | iPCA (사)한국인터넷PC문화협회 | JENORI ENTERPRISES

STARin TV entertainment | afreecaTV | WHONEED | DEEP DIVE | MONO JAPAN

NAGAWORLD CAMBODIA | GLOBAL PLASTIC GROUP | PHOENIX BẮC NINH RESORT | K FAN | The Korea Economic Daily

DISCLAIMER AND RISKS DECLARATION

The FUNCH Team has written this white paper for reference purposes to provide specific information about the FUNCH PLATFORM and COIN that we are planning. The purpose of this white paper is to outline the development direction of the product to COIN holders and users for the construction of the FUNCH PLATFORM, and is not included in a form such as a contract.

It is not our obligation to provide any material, code or functionality, and you do so at your own risk in making any investment or purchase decisions.

The launch and implementation of the FUNCH PLATFORM is subject to several volatile factors, including regulatory risk, user engagement, adoption of blockchain technology, and continued development of the FUNCH PLATFORM.

This white paper is intended only to encourage you to invest in FUNCH Team or FUNCH, and as it is prepared and provided based on the time of writing, we do not guarantee that any content in the white paper, including the conclusion, will be accurate and valid until the future..

It should be noted that the information in this white paper is created by corporations or related departments to develop or implement FUNCH PLATFORM, and cannot be requested to take any action. The FUNCH Team does not represent or guarantee the accuracy of any matter to you in relation to this white paper, and does not assume any legal responsibility for it. For example, whether the white paper is written based on legitimate rights and does not infringe on the rights of third parties, whether the white paper is commercially valuable or useful, whether the white paper is suitable for your purpose, whether the white paper contains errors, etc. No guarantees. Of course, the scope of liability exemption is not limited to the preceding example.

Whether you refer to this white paper in your decision-making or other actions, or the results of any action based on it, are entirely at your discretion, regardless of whether it is a profit or loss. In other words, even if damages, losses, debts, or other damages occur to you by using this white paper, the FUNCH Team does not bear any compensation, compensation, or other responsibilities. This document has been prepared for informational purposes only and is not a vehicle for the sale of shares or securities. FUNCH does not guarantee control.

Owning FUNCH does not mean that you are the owner or have property rights in the FUNCH EDU Foundation, FUNCH PLATFORM, and other services and content. Even considering accepting opinions and feedback from the FUNCH community, FUNCH does not grant FUNCH owners the right to participate in any decisions or to participate in matters related to the development of our platform. Actual progress results and figures in this whitepaper may differ, and are not guaranteed results. Regulatory Uncertainty Blockchain-related technologies are subject to oversight and other global regulatory All actions related to COIN, such as bodies.FUNCH and COIN use, may be illegal depending on the country and region where the investor belongs.

Some countries or regions do not allow the exclusion of certain warranties, so some of the exclusions may not apply to you.

DISCLAIMER AND RISKS DECLARATION

And investors are responsible for all risks, and any compensation is not given to FUNCH Team.
can't ask for it. This also applies to countries where legal regulations for cryptocurrencies already
exist, including the United States, China, Singapore, and South Korea.
Citizens and residents of these countries should consider participating in COIN trading.
Although the points and goals presented in this white paper are what we intend, all people
or organizations who want to purchase FUNCH must be aware of and accept the risks.
Risk of investment loss Funds raised in the process of COIN sales cannot be protected through
insurance. If the funds raised in cryptocurrency lose value, there is no public or private insurance
to recover them.
If, during the FUNCH Sale, it is expected that users will suffer damage due to ICO regulations, FUNCH
will immediately announce the matter through its homepage and proceed with the refund process for
the participants in the country concerned.
The above information will be individually notified to the e-mail address entered when participating in
the ICO. In addition, if users are unable to proceed with the ICO objectively or if the possibility of
damage to users is expected, the paid COIN will be returned.
Proceedings are in progress.
FUNCH will be a means of payment for all services provided by FUNCH, and if issuance of
additional FUNCH is required, consent of 70% or more of FUNCH holders must be obtained.
Disclaimer of Warranties
Technological innovations such as quantum computers can cause problems for cryptocurrencies,
Including FUNCH. Risks from using new technologies or unpredictable problems in the future may
occur, and these problems and risks may occur in forms other than those mentioned in this white paper.
You fully understand and agree that using FUNCH is premised on the user taking all responsibility,
and you must indemnify the FUNCH Team from any responsibility.
The issued FUNCH will be sent to the user without any express or implied warranty of merchantability,
fitness for a particular purpose, integrity, etc.