

# MUDI PLATFORM

Blockchain Based Service Platform

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# MUDI BM DESIGN

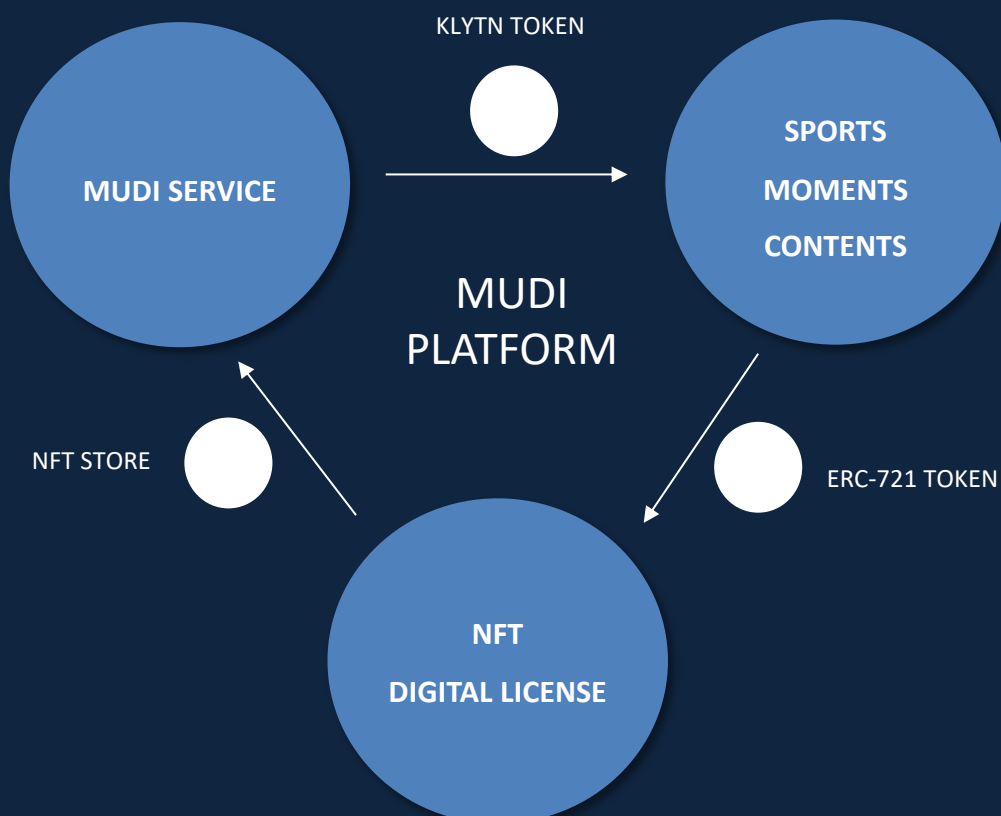


## ABSTRACT

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The global sports game platform market has become popular. In fact, this has brought online and offline game players into the digitalized online market, providing tremendous potential. It is one of the fastest growing fields in the world, and as the digital revolution is fully fledged, the sports game online industry is constantly undergoing changes, expanding existing markets and leaping into new markets. The MUDI project provides transparent services by applying and discovering these global emerging businesses and blockchain technologies, obtaining legitimate licenses for the marketplace of high-potential online game platforms, and reflecting them as NFT. Through this, MUDI will create a new concept TOTAL GAME PLATFORM ECOSYSTEM that integrates ON-OFF LINE.

All users who enjoy MUDI GAME can purchase and consume items in GAME through direct purchase of MUDI TOKEN, or earn a certain amount of exchangeable value TOKEN earned by playing games. MUDI PLATFORM aims for a Multi-Game Platform Service that provides a blockchain-based innovative game solution that can create a variety of sharing economy at In-Game Insight.

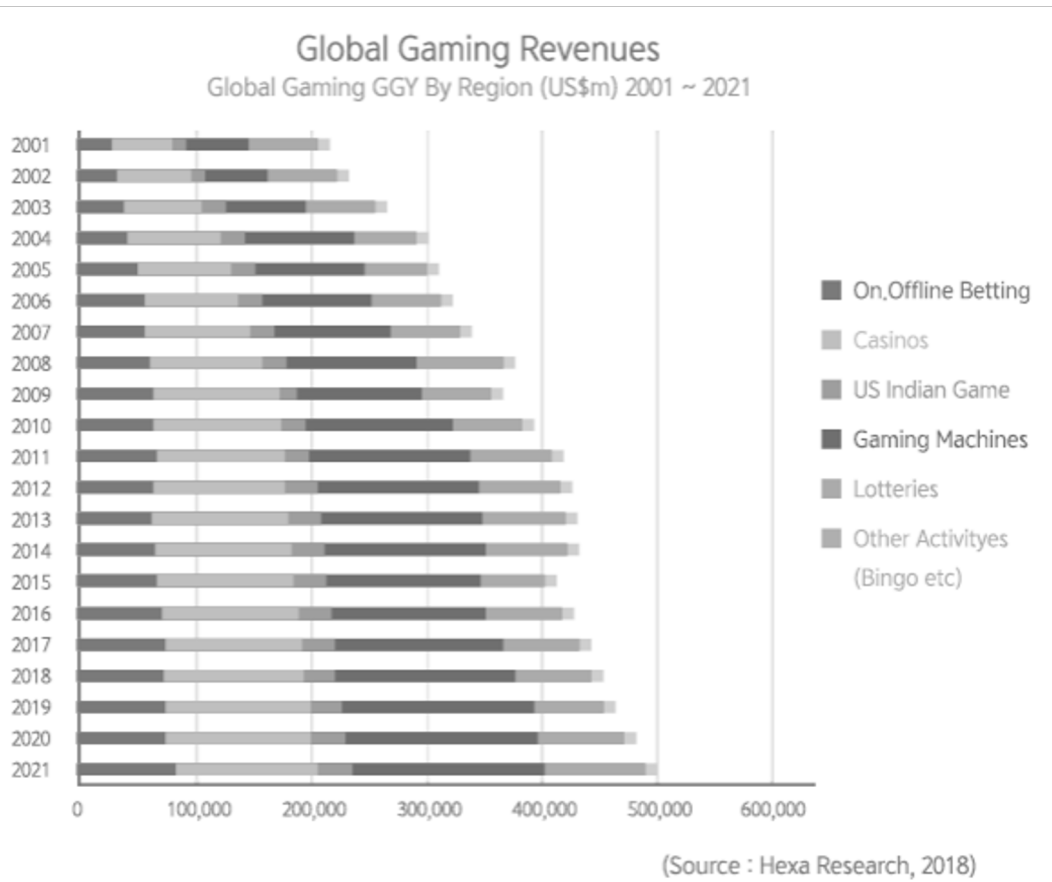




**PART 1.0**  
**MARKET**

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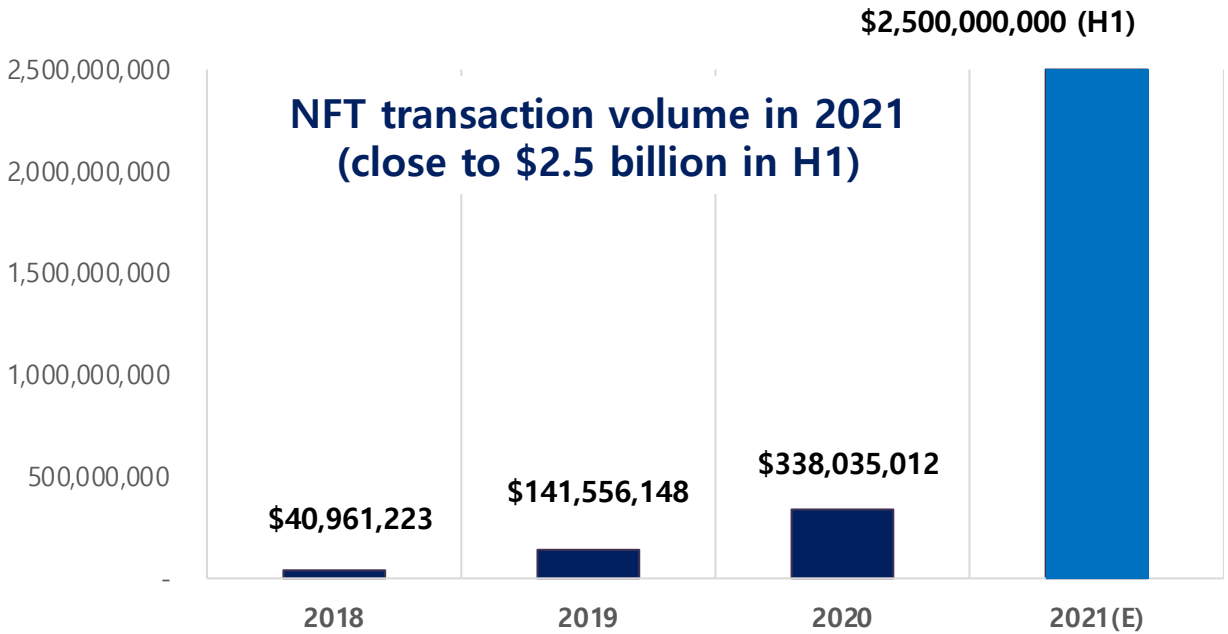
# 01. Market



- According to HEXA RESEARCH, the global on/offline gambling market will reach about \$500 billion in 2020. Globally, the total amount fell briefly in 2015 due to China's record of sector performance, and casino sales in Macau also fell.
- However, as of 2016, it started to rise again, and betting, online casinos, etc. continued to account for 50% of the total gambling market size. The easy-to-access environment due to the spread of the Internet and the popularization of smartphones, changes in the gambler orientation, the use of cash alternatives for gambling, easy payment and penetration of credit and debit cards, and the growth of female users have contributed to the growth of the online gambling market.

# 01. Market

[Global NFT Market Capitalization]



(Source : Nonfungible.com, DappRadar)

- The NFT market, which acts as a kind of 'digital certificate' that cannot be copied online content, is expanding further. NFT is a kind of virtual asset and has the characteristic that one token cannot be replaced with another token. According to a report jointly published by NonFungible.com, a specialized NFT analysis site, and L'Atelier BNP Paribas, the total value (total capitalization) of assets in the NFT market worldwide is soaring to \$40.96 million in 2018, \$141.55 million in 2019, and \$338.03 million in 2020, and above all, it is already close to \$2.5 billion in the first half of 2021.
- NFT is like a digital certificate that certifies the owner of a particular asset. Tokens created by NFT are proven by blockchain that each token is genuine, thereby proving ownership. NFT Token is a blockchain technology used in virtual currencies such as Bitcoin and contains all the details such as work creator, work sale date, and work purchaser. Anyone can view images or listen to sound sources of the work online, but only the purchaser of NFT of the work can claim its ownership.

**PART 2.0**  
**SERVICE**

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땀 없이 투사





## 02. Service(Back Ground)



Blockchain service has opened various DAPP services through its own currency reform. From 2021, various services that combine NFT, another active ecosystem based on blockchain, Metaverse, and on/offline digital content are pouring out. Starting with Crypto Kitty, cases of applying NFT to card collectible fields such as NBA have begun abroad, and related services are also being activated one after another in art, collectibles, and creator works.

This type of NFT service that stimulates the desire to collect fits well with the nature of the game. In the case of **L game of N**, the value of an item has already been traded from \$100K to \$1million in the game. Users who have already experienced this before the introduction of blockchain are very active and good at the activities they consume in the game. This is because the market for items from large label game companies has already been formed, and customers have become so natural when it comes to trading, selling, and consuming items from NFT GAME, which is an expanded concept. In the meantime, many blockchain games have started in light genres, but in the case of WISHMADE in Korea, with the active introduction of Crypto, they are making successful services by connecting the goods of items with tokens. As such, the activation of games and blockchain is leading to the perfect combination and popularization, and is expanding into de-neutralization services that guarantee value and ownership.

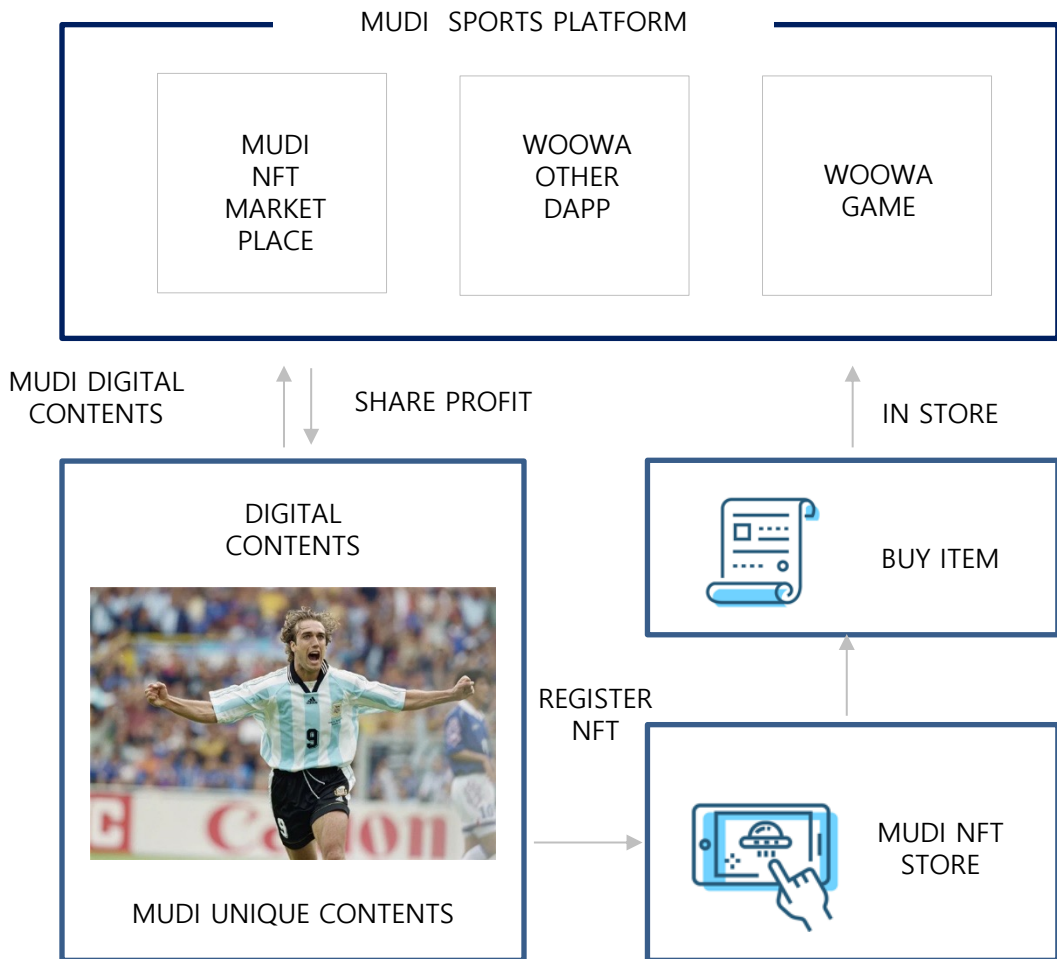
## 02. Service

MUDI Platform serves as a diverse revenue channel based on sports, and MUDI users can be connected to activities that generate significant revenue within this economic structure. The revenue model provided in a more advanced form from the existing sports platform delivery to users in various forms. WOOWA's goal is to create the following DISTRIBUTION MUDI ECONOMY. It is a new platform-type game service that allows users to introduce this economy model to a wide range of sports, starting with football matches, and to make use of the sports scenes of creators to generate revenue through the MUDI NFT Marketplace. Users enjoy various sports and can freely sell and purchase by putting the value of unique scenes in digital content. Users can also acquire or exchange MUDI TOKEN within the Marketplace and use it to purchase content.

The weekly HG scenes of MUDI NFT are of tremendous value, and all the transfer (transmission) histories of NFT sold and resold remain on the blockchain. In other words, it is a structure in which different issuance and transaction information of each NFT with different serial numbers are transparently disclosed, so that ownership and authenticity become clear. NFT is innovative because it has economic value like sports highlights, but WOOWA has 66 other apps, including travel, meditation, tourism, and dating apps, as well as numerous items that can be combined with NFT such as coupons, mileage, and game characters. In other words, the number of playgrounds and the continuous creation of a new play culture is WOOWA's greatest strength.

The MUDI Reward System leads to rewards for the consequences of the user's actions. For example, users can be active on the platform for a certain period of time or receive tokens as a reward through MUDI EVENT, or users can upload their valuable digital content items to MUDI STORE for sale. This represents a more economically extended concept different from simply enjoying existing sports platforms.

## 02. Service



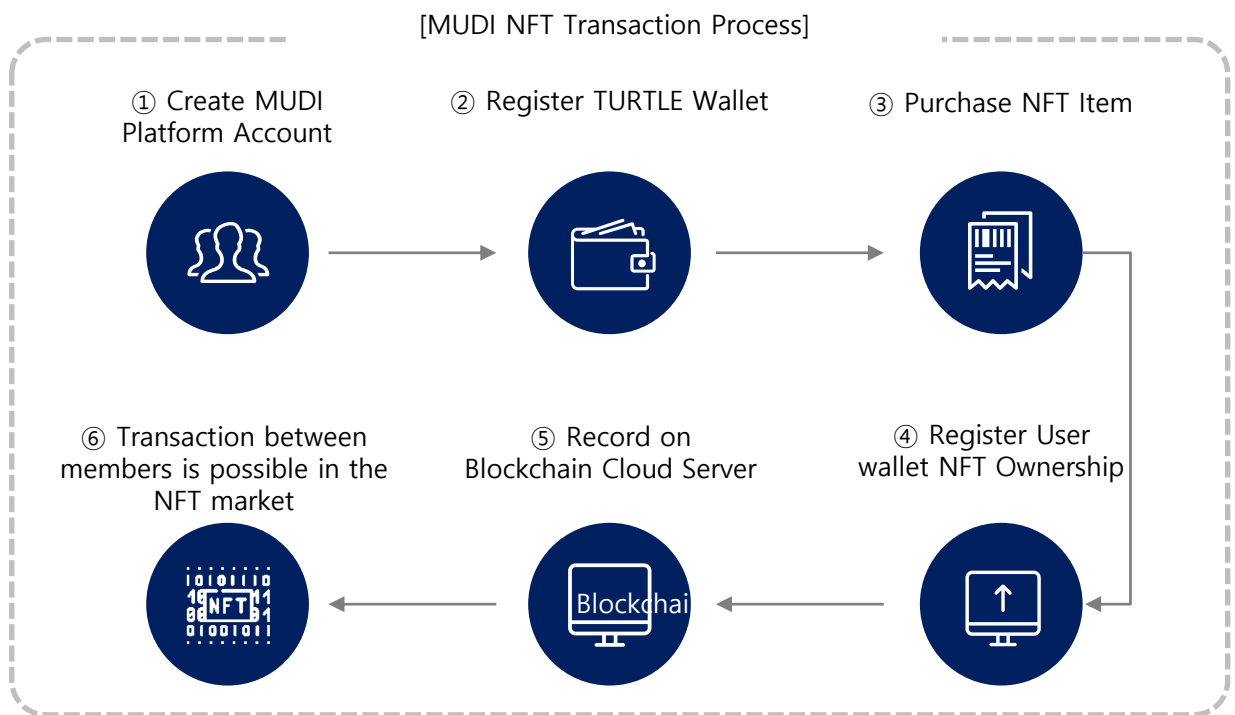
WOOWA begins its voyage by incorporating unique digital files NFT into the sports, and as a form of token (coin) that can be issued on the blockchain, NFT inside the WOOWA has a unique number, which is different from traditional Bitcoin. WOOWA shows world's big 4 soccer matches (Spanish La Liga, EPL, Bundesliga, Serie A) every week, cuts HG (Hot Goal) highlight scenes (within 8 seconds), combines them with NFT, and publishes only 88 copies every week.

Since each of the 88 HG video NFT issued has a different serial number, it is easy to verify that WOOWA is the issuer and first owner of NFT as it is issued on a blockchain that cannot be forged even if the scene in the video is the same.

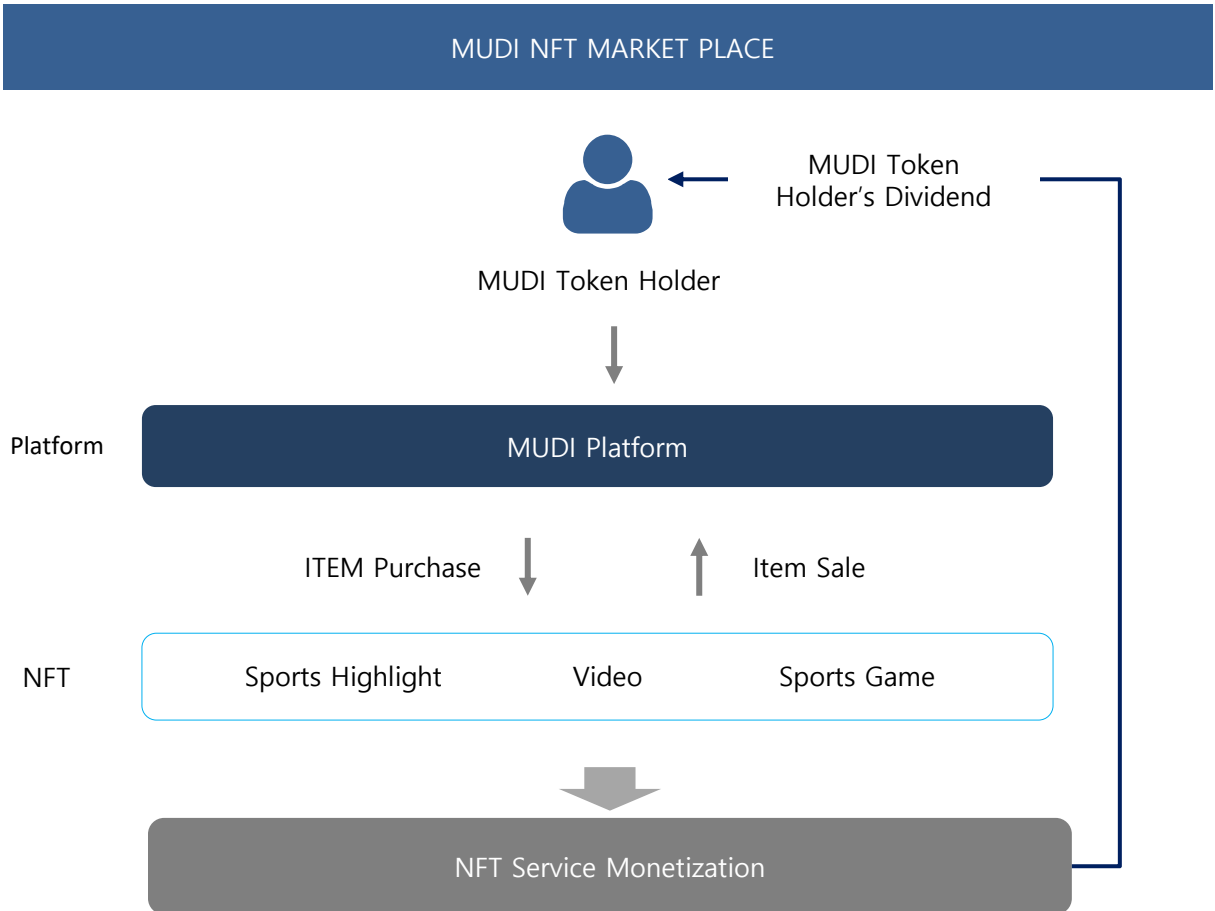
## 02. Service

Users sign up for a membership on MUDI PLATFORM and log in to the linked NFT service. In NFT, users can purchase snapshot digital content of any sport they want with MUDI tokens. Purchased NFT tokens (sports items, etc.) can then be connected to the seller and the purchasing agent in MUDI PLATFORM (marketplace) for P2P NFT transactions and B2C NFT transactions.

When users select desired characters or game items in the MUDI Metaverse Game and purchase NFT tokens, they will permanently own the NFT and can trade within the MUDI Platform.



## 02. Service



MUDI NFT Service constitutes two key aspects made possible by integrating blockchain technology.

1) All NFT contents, such as digitals, objects, and personal contents, are distributed and stored through IPFS and include smart contract characteristics synchronized with the blockchain. All of these objects can be represented as classical NFT and can be linked to assets operating in any marketplace.

2) NFT in MUDI collectibles have additional advantages over regular NFT. For example, users who hold MUDI NFT in their accounts receive royalties (if rules are followed) and register video, media, and photos to earn additional income, while NFT holders of MUDI collectibles are distinguished by exclusive and prominent items. and may retain the scarcity of value.

**PART 3.0**

**TECH**

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## 03. Tech

Blockchain is a platform that distributes and stores distributed data based on links in the form of a chain created by small data, called user transaction data, based on the P2P method. It is a ledger management technology based on distributed computing technology that can be stored on a distributed storage infrastructure and cannot be modified arbitrarily by anyone, and its transaction results are viewable to anyone always. Blockchain is a form of distributed data storage technology in a storage environment that is designed to make it impossible for operators of distributed nodes to manipulate continuously changing data on all participating nodes. The three important elements that make up the MUDI blockchain ecosystem are governance, token economy, and technology.

Governance represents the policy aspect, token economy represents the economic direction, and technology represents the direction of the knowledge element of the blockchain. These three elements complement each other to constitute MUDI. The token economy is a key substructure of the ecosystem of the blockchain, and determines the direction of the knowledge element and governance. Governance and token economies can also be established only through blockchain technology. Key features of the MUDI blockchain include:

- 1) Able to trade digital content between users in a distributed network (P2P) environment without having a separate trusted third party
- 2) Operate decentralized MUDI NFTPLATFORM service and reduce maintenance costs
- 3) Implement MUDI Essential Logic (game creation, operation, result) through the smart contract
- 4) Affiliates and third parties can connect and extend services through MUDI API
- 5) MUDI SYSTEM

All data records can be disclosed and checked

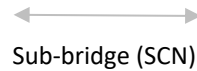
- 6) Transaction information is jointly owned by all network participants, preventing MUDI data manipulation and ensuring the integrity
- 7) No single point of failure due to the distributed network structure

### 03. Tech

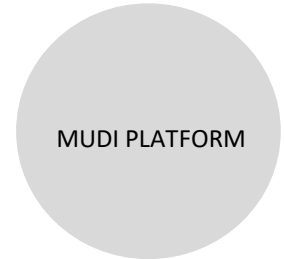


KLAYTN

Main-bridge (EN)

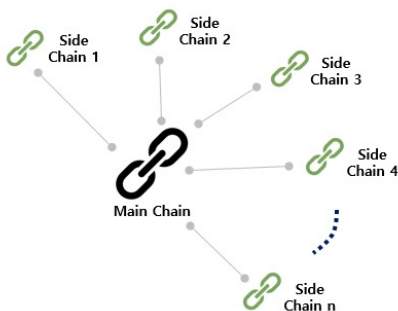


Sub-bridge (SCN)



The MUDI platform is composed of a KLAYTN-based blockchain, a main chain data that operates public data, and a side chain that is a private blockchain for operating private data. If different side chains are required to process one transaction, it is processed through the main chain, and if it does not affect another chain, the side chain processes it quickly.

Based on MUDI blockchain, KLAYTN is responsible for the entire operation in one main network and provides a connectable API interface to the side chain. Based on this, it supports the configuration of a service chain network (SCN) for each independent service. By operating the main chain and service chain simultaneously through the interface configuration, sharing of sensitive information is excluded as much as possible, and by configuring a network for public sharing, it provides a structure that can expand and connect various services.



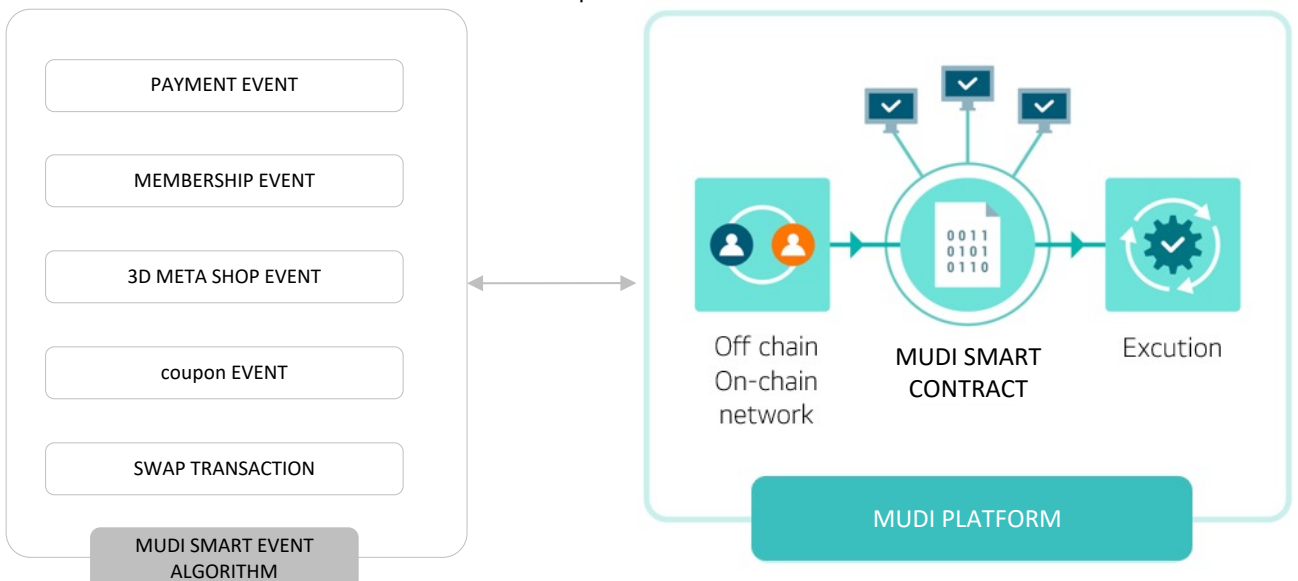
Benefits of KLAYTN Blockchain  
 1) Possible to present the rationale for the payment transaction and point use area,  
 2) KLAYTN management ownership and stability guaranteed  
 3) Secure encrypted data and key value for storage and transaction on a block  
 4) Token and pay swap structure for low fee for KLAYTN transactions



### 03. Tech

MUDI Platform is built as a blockchain-based platform to build a Crypto-TO-Pay (DB POINT) payment system, and considers the stability and scalability of marketing services. It maintains USER EXPERIENCE, but registers on the blockchain based on data collected from marketing, reward, and content ranking systems. In the future, it will upgrade to a big data system to help customers and affiliates establish individual customized information and marketing plans. It is difficult to record everything on the blockchain because the amount of data acquired in seconds is huge. MUDI addresses the technical architecture by introducing on-chain and off-chain approaches.

- ① Validate reward and payment transactions and guarantee integrity through smart contracts
- ② On-chain transactions are the completeness of transactions that occur in the blockchain that is reflected in distributed traffic information
- ③ Update the entire blockchain network through verified or authenticated transactions through events
- ④ Transactions generated by the blockchain guarantee transaction verification by network participants who operate multiple nodes called miners.
- ⑤ After the first validation with consensus on the transaction feasibility, the transaction details are recorded in the block, distributed to network participants. and all information is shared



## 03. Tech

### 1) MUDI Protocol

The MUDI Protocol conforms to the Google Protocol Buffers, which are language-neutral, platform-neutral. It is defined as a serialized and scalable data structure design for use in TRON communication protocols and data storage.

### 2) Protocol Buff

The MUDI Proto Buff consists of a flexible, efficient, and automated mechanism for structured serialization. Although similar to JSON and XML, MUDI Buff is designed with a much simpler structure. With the official code generator associated with TRON, Golang, and Objective-C languages, implementation of various third-party is scalable to be used in many other languages.

### 3) MUDI Client

The MUDI client incorporates the NFT API definition and optimizes data transfer. Various third-party clients can use the API. Proto is integrated via automatically generated code from MUDI's protocol storage. Proto buff creates easy-to-use data access classes for affiliated developers.

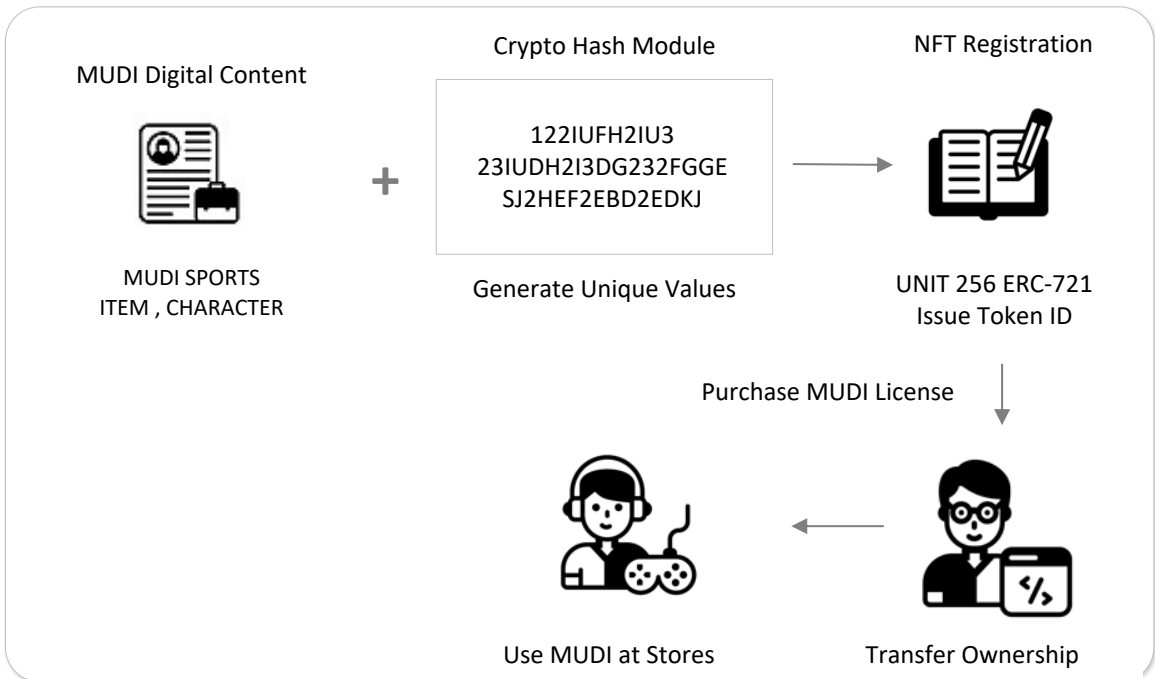
### 4) HTTP

Because MUDI Protocol provides and shares REST API for Proto Buff API, HTTP-based API can be easily used by JavaScript clients.

### 03. Tech

MUDI NFT service will be designed based on Ethereum. MUDI NFT is built with ERC-721, which defines a standard interface for non-certainty tokens, following the standard API implementation of smart contracts. These standard APIs provide basic capabilities for tracking and transmitting NFT. The standard interface also enables the wallet and various application layers of DAPP to work with Ethereum's various NFT.

In tracking identifiable assets, NFT identifier is identified by an ID inside the unit256 ERC-721 smart contract, and a pair of CONTRACT ADDRESS and UINT 256 TOKEN IDs become globally unique and complete ownership identifiers. MUDI NFT standardizes secure transmission capabilities and enables authorization of stronger digital licenses through NFT owners, approved addresses of NFT, and authorized operators of current NFT owners.



# PART 4.0

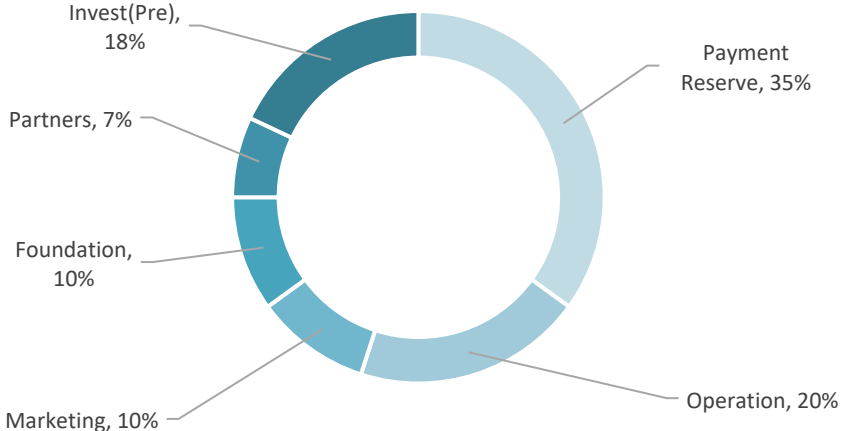
# DISTRIBUTION

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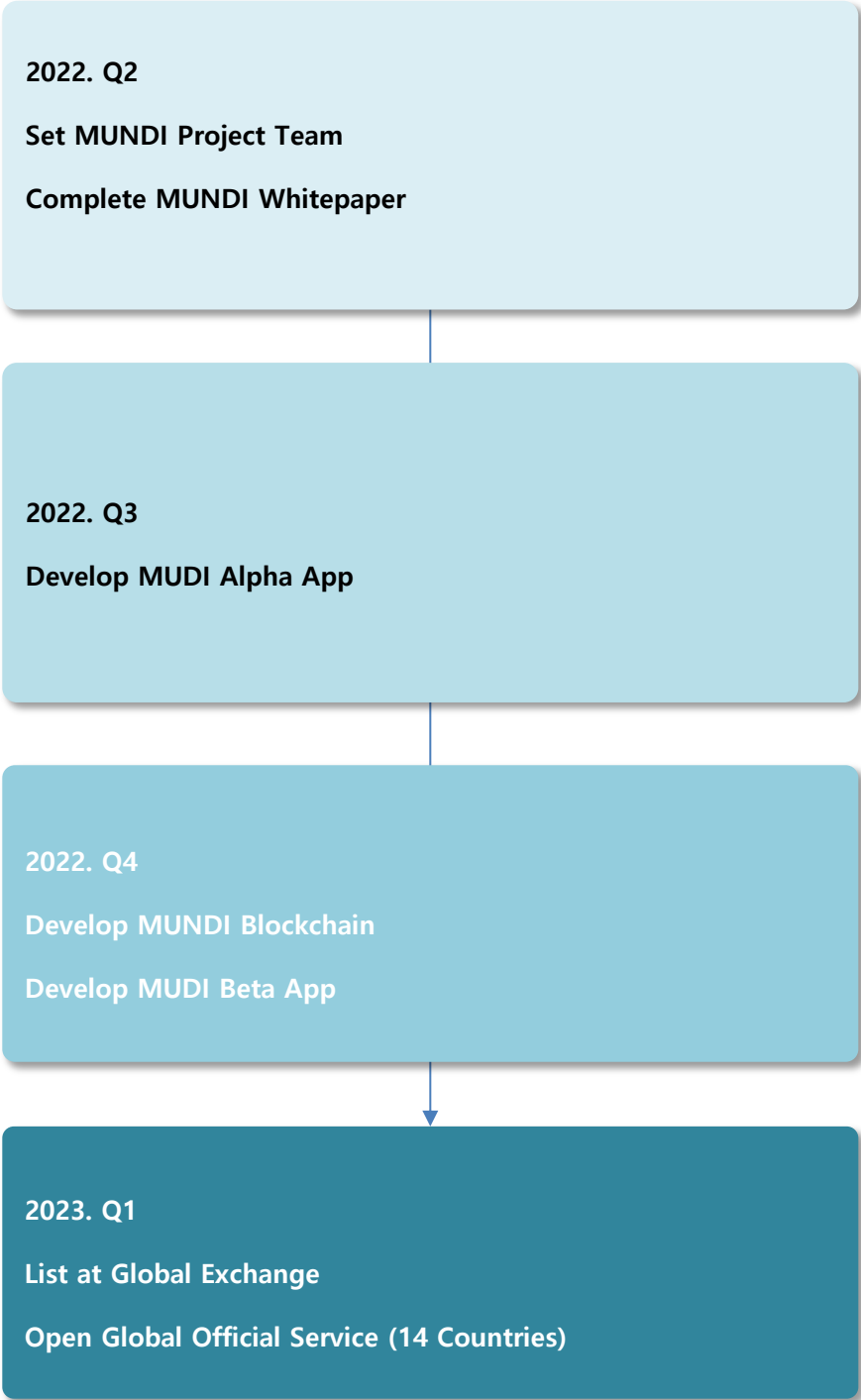
# 04. Policy

|                              |         |
|------------------------------|---------|
| Role of Token                | Utility |
| Blockchain                   | KLAYTN  |
| Token supply                 | -       |
| Distributed in the crowdsale | -       |
| Symbol/Ticker                | MUDI    |
| Decimals                     | 18      |
| Initial value                | -       |

### ❖ Token Allocation



# 04. Policy



## 04. Policy

### LEGAL

The purpose of this overview (hereinafter referred to as the "white paper") is to provide information on the project models and utility coins planned by MUDI Foundation (hereinafter referred to as "Foundation") and use cases of the utility coins ("MUDI TOKEN"). The information contained herein white paper may be incomplete, non-binding, and does not construct any contracts.

The MUDI TOKEN purchases involve specific risks, especially risks associated with purchasing any token. Each reader of the company's document shall make a personal assessment of the potential value of the content and decide whether to participate in the MUDI TOKEN sale. For greater certainty, this white paper reflects information about the project proposed by the company and clearly not recommends a financial investment.

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## 04. Policy

(i) relying on any information contained in this white paper (ii) any errors, omissions or inaccuracies in such information, or (iii) any actions that occur due to such information

The specific information contained herein whitepaper, but not limited to these, constitutes forward-looking statements through events, or the things the company predicts that may or may not happen in the future, the development including functions and services related to MUDI TOKEN, and statements regarding user adoption, experience, context, company's project strategy, objectives and goals, and future plans based on current internal expectations, projections, prospects, estimates or convictions that may be inaccurate, including executive evaluation, that may be provided by MUDI TOKEN.

The forward-looking statements often include "may," "will," "could," "would," "anticipate," "believe," "expect", "intend", "potential", "estimate", "budget", "scheduled", "plans", "planned", "forecasts", "goals", or similar expressions. The forward-looking statements were based on a number of factors and assumptions made by the management and were considered reasonable at the time the information was provided. Forward-looking statements include known or unknown risks, uncertainties and other factors, such as actual results, achievements, or performances, that are substantially different from those expressed or implied by the forward-looking statements.



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