MetaMAFIA
PROJECT

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

CONTENTS

MetaMAFIA, Who or What?

CONTENTS

MetaMAFIA, Who or What?

MetaMAFIA, Who or What?

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

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

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

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

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

MetaMAFIA, Who or What?

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

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

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

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

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

*The principle of power of the Mafia Cartel.

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

MetaMAFIA, Who or What?

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

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

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

01   Overview

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

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

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

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

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

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

01 Overview

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

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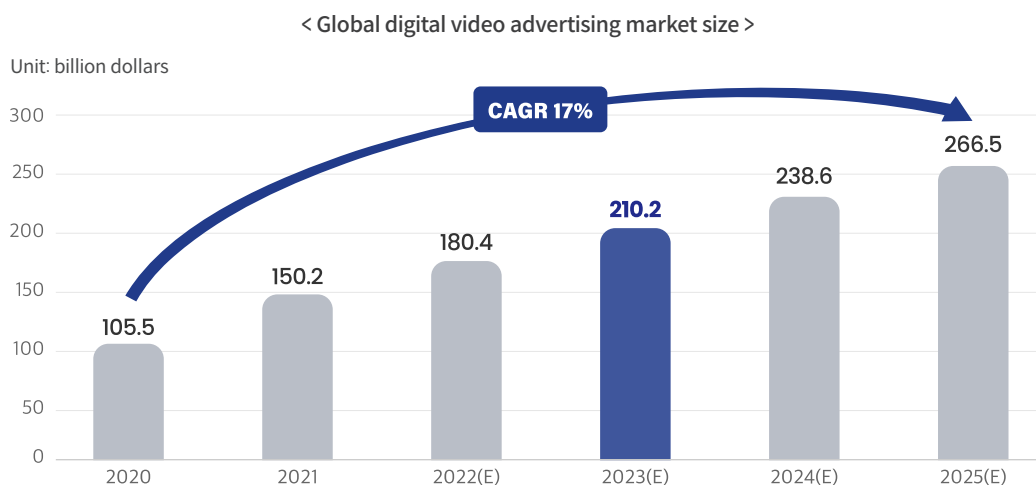
The MetaMafia project aims for transparent transactions and fair profits for industrial development among stakeholders such as creators, publishers, producers, investors, and planners in the cultural/arts market that requires various users. Each user can configure token economy and governance within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

02 Introduction

1) Growth of the Culture/Arts Industry

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

< Global digital video advertising market size >

Unit: billion dollars

105.5	150.2	180.4	**210.2**	238.6	266.5
2020	2021	2022(E)	2023(E)	2024(E)	2025(E)

CAGR 17%

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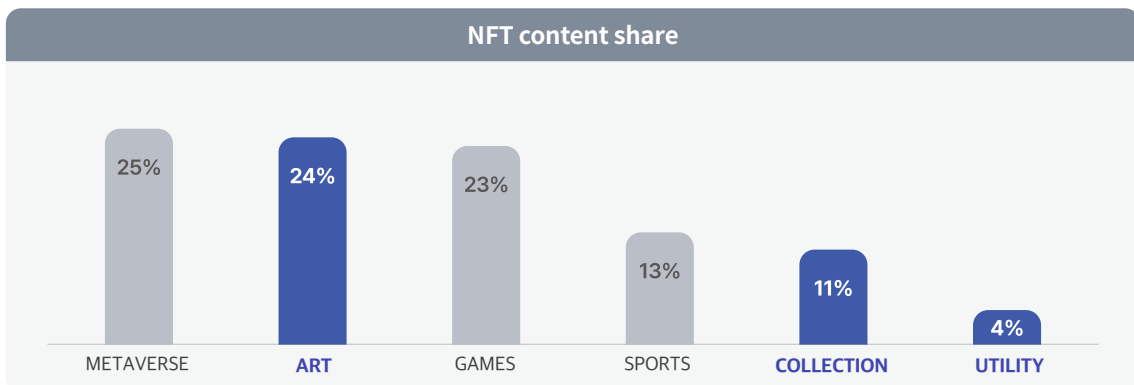
02 Introduction

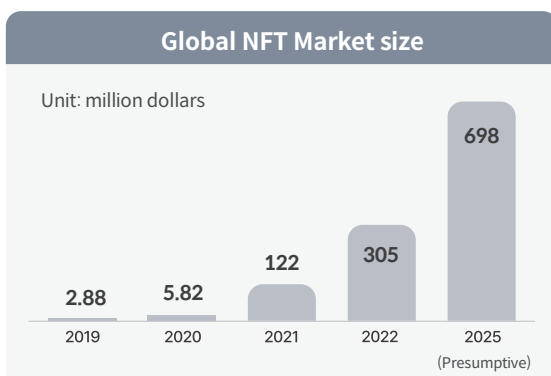## 2) Combination of the cultural/art industry and the NFT industry

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

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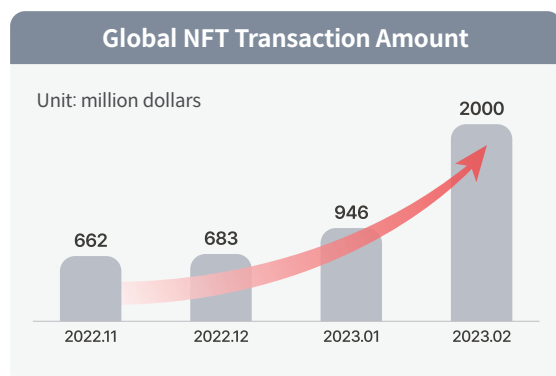
< Personal media content industry ecosystem structure >

NFT content share

METAVERSE	ART	GAMES	SPORTS	COLLECTION	UTILITY
25%	24%	23%	13%	11%	4%

Source:nonpungible.com,2021

Global NFT Market size

Unit: million dollars

2019	2020	2021	2022	2025 (Presumptive)
2.88	5.82	122	305	698

Source:Statista, Jefferies Investment Bank

Global NFT Transaction Amount

Unit: million dollars

2022.11	2022.12	2023.01	2023.02
662	683	946	2000

Source:DappRadar

02 Introduction

< Global Digital Content Market Size >

Year	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Market Size	1,457	1,637	1,849	2,089	2,331	2,510	2,837	3,172	3,474	3,734
Growth Rate		12.3	3.0	13.0	11.6	7.7	13.0	11.8	9.5	7.5

Market Size (billion dollars)   Growth Rate

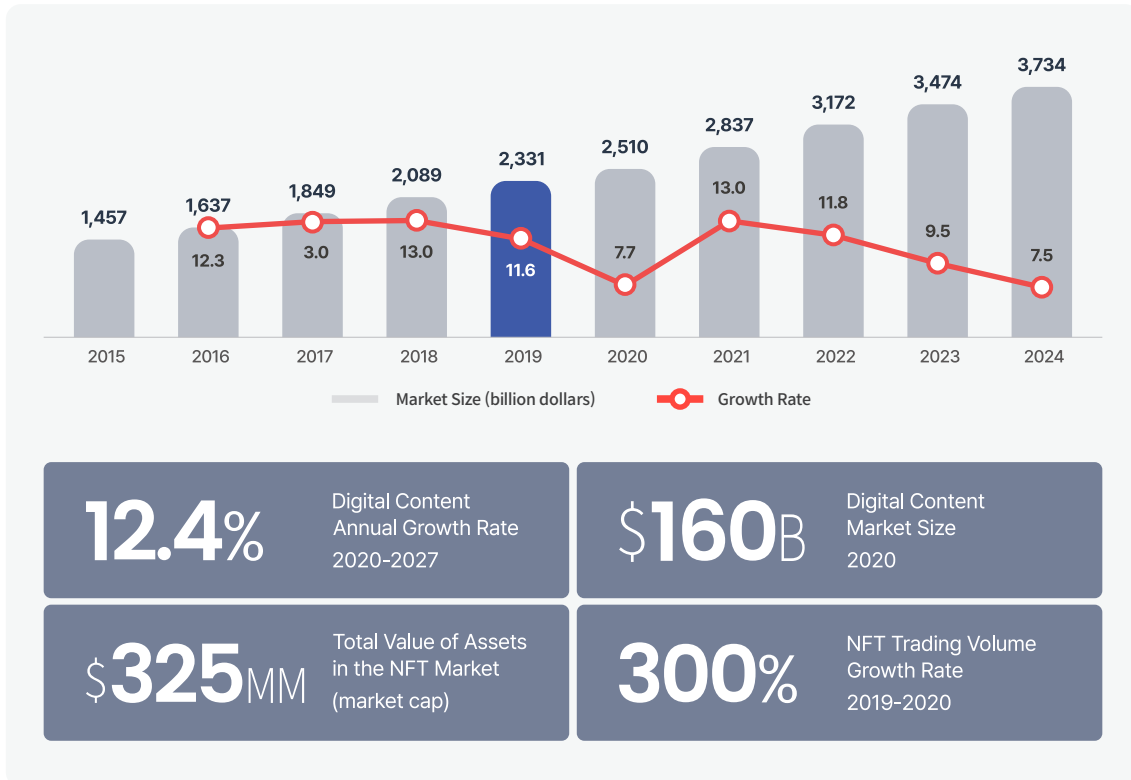| **12.4%**	Digital Content Annual Growth Rate 2020-2027	**$160B**	Digital Content Market Size 2020
$325MM	Total Value of Assets in the NFT Market (market cap)	**300%**	NFT Trading Volume Growth Rate 2019-2020

Source: SPRI, Software Policy Research Institute nonfungible.com

3) Problems with the NFT industry

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

02 Introduction

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

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

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

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

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

4) Problems due to the limitations of individual creators

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

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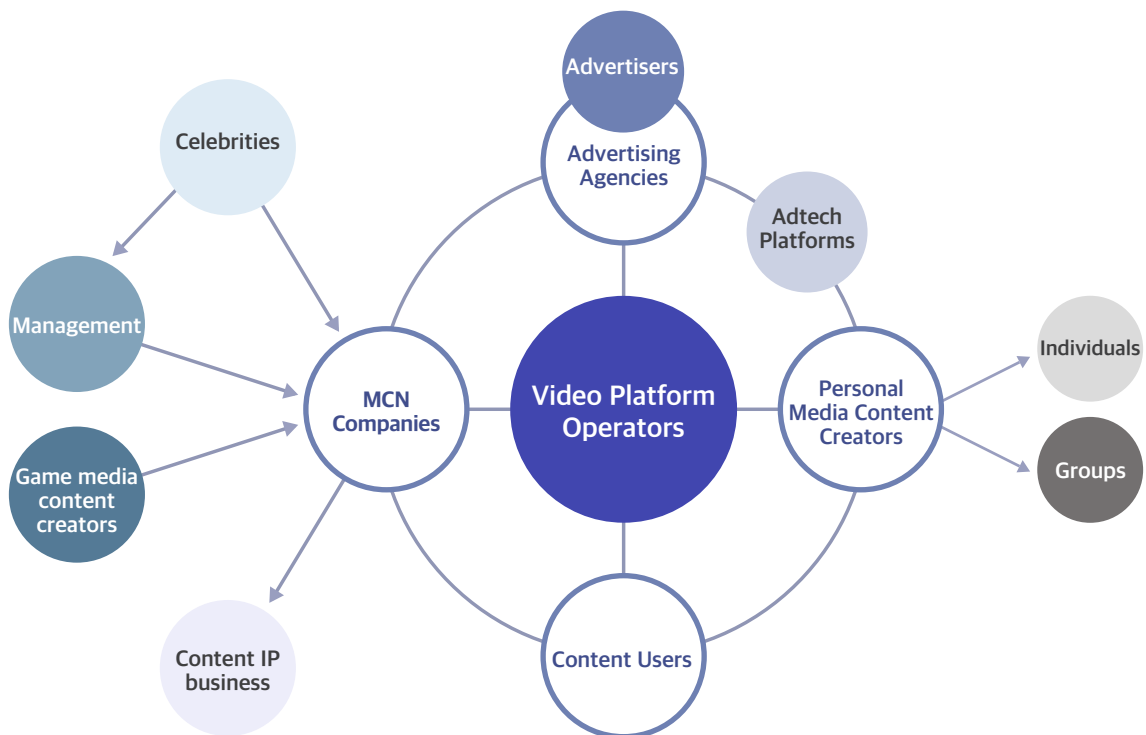
MCN (Multi Channel Network) exists as a way to support and manage such creators and share the profits. However, existing MCNs have a practice of focusing support on star creators, which is problematic, and there is even an issue of unfair profit distribution between individual media content creators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

03 Vision and Goals

1) Necessity of NFT-only community platform

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

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

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

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

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

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

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

03 Vision and Goals

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

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

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

03 Vision and Goals

2) Vision and Goals

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

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

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

① BUILD A "SMALL BRAND AND CREATOR-CENTERED" PLATFORM.

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

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

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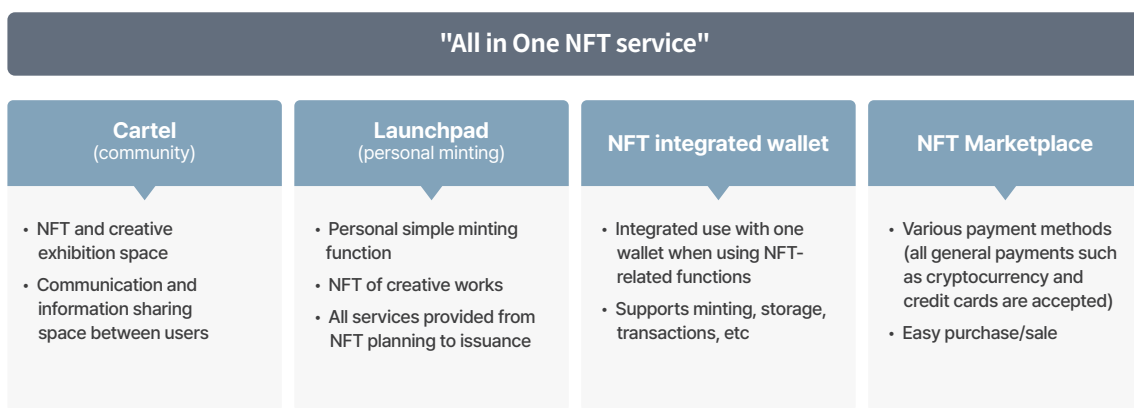
03 Vision and Goals

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

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

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

"All in One NFT service"			
Cartel (community)	**Launchpad** (personal minting)	**NFT integrated wallet**	**NFT Marketplace**
• NFT and creative exhibition space • Communication and information sharing space between users	• Personal simple minting function • NFT of creative works • All services provided from NFT planning to issuance	• Integrated use with one wallet when using NFT-related functions • Supports minting, storage, transactions, etc	• Various payment methods (all general payments such as cryptocurrency and credit cards are accepted) • Easy purchase/sale

04 Metamafia Platform

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

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

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

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

1) Main Services

① Wallet

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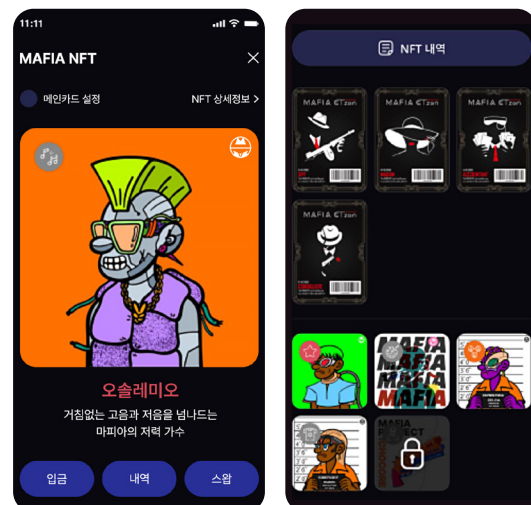
04 Metamafia Platform

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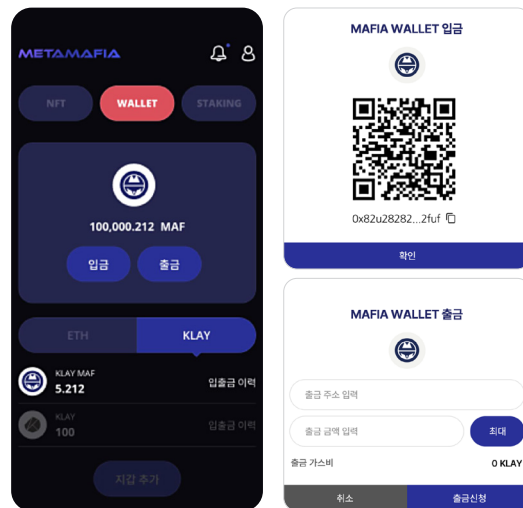

- Establish an automatic minting service so that users can directly register images through photos or images and automatically mint NFTs.
- Completed image (photo, picture) files can be converted directly into NFTs through simple minting.
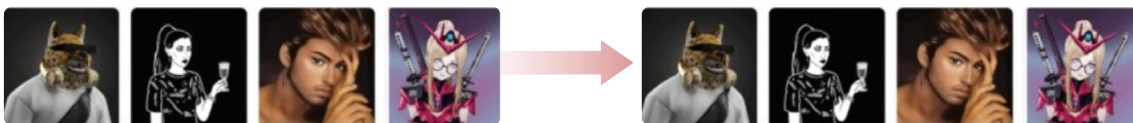
Convert image files as is into NFT

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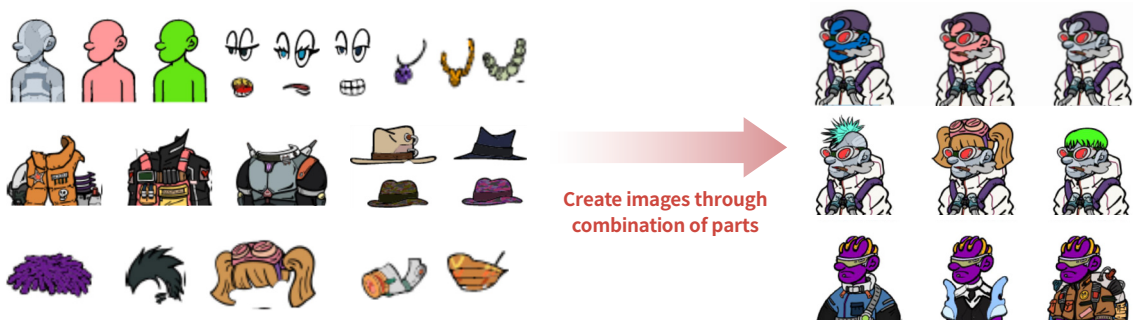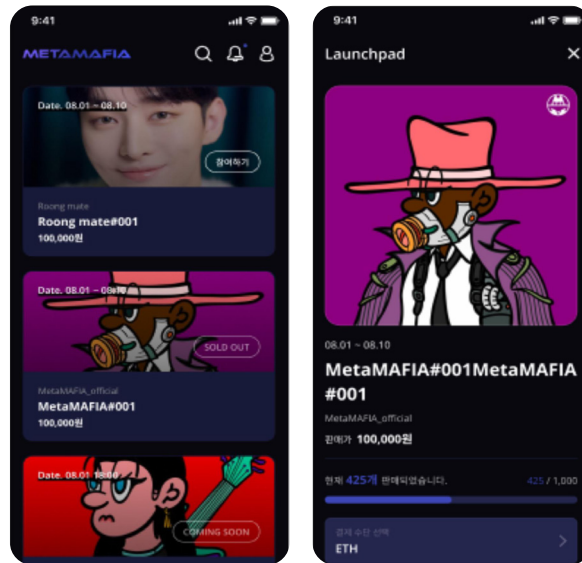

Create images through combination of parts

04 Metamafia Platform

③ LAUNCHPAD & NFT MARKET

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


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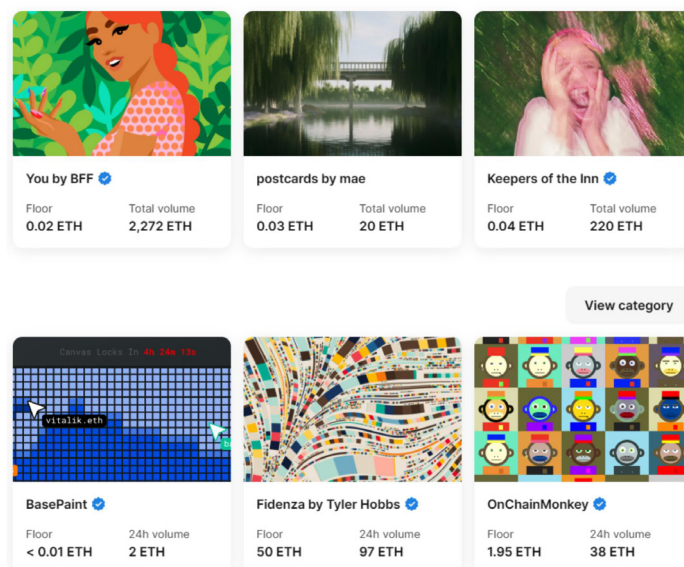
04 Metamafia Platform

④ CARTEL

- CARTEL is a community-based platform that provides a variety of information sharing across all cultural/art fields.
- It consists of Cartel Stories, Announcements, General Bulletin Board, Subscription Bulletin Board, Voting Bulletin Board, Short Play Bulletin Board, etc., and member levels can be set to allow posting of articles, images, and videos (streaming) that match the corresponding authority.
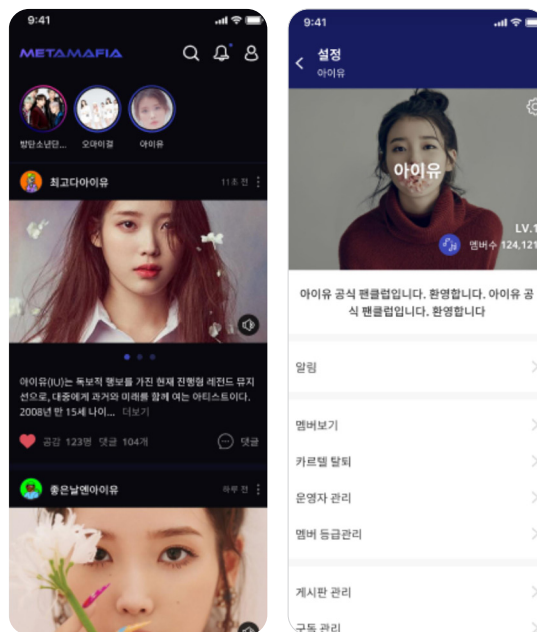
- The voting board can be used for events such as ranking selection through voting.
- The short play board allows registration of short video services of less than 1 minute.
- Real-time live chat with cartel members is possible through live chat.
- Through the subscription service, content services that are only exposed to members who have subscribed can be provided.
- Through the sponsorship service, you can charge bullets and directly sponsor the cartel of your choice.
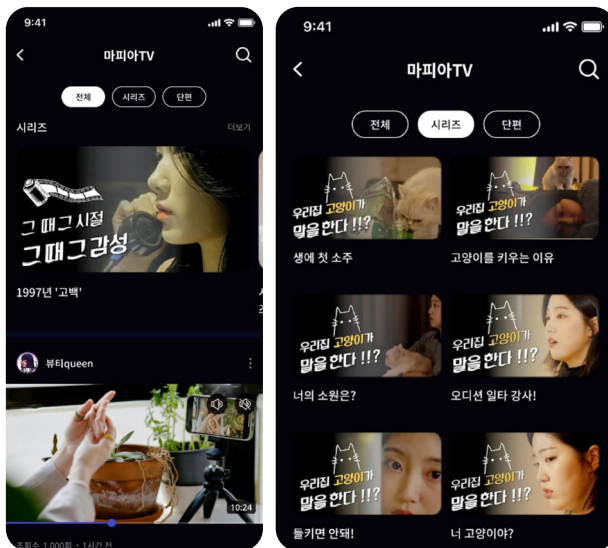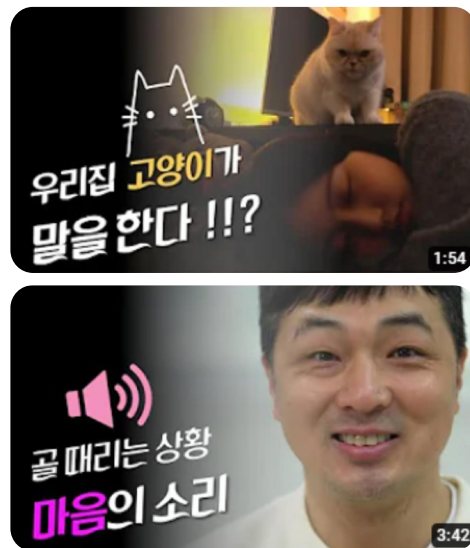
04 Metamafia Platform

⑤ Mafia TV

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

< MAFIA TV Main Screen >

< *Self-Produced Series >

04 Metamafia Platform

2) Blockchain-based security technology

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

- The existing Http method has the problem that it cannot be accessed when the connection to the central control server is lost, which can damage the original data, and it costs a lot to maintain security.

- The MetaMafia project uses a document management system based on IPFS(InterPlanetary File System), a protocol for storing data in a distributed file system and sharing it over the Internet, to secure security technology.

- Since the original is distributed and stored by applying IPFS technology, permanent ownership is possible, and the advantage is that security is improved through the encryption/decryption method and separate security costs are unnecessary.
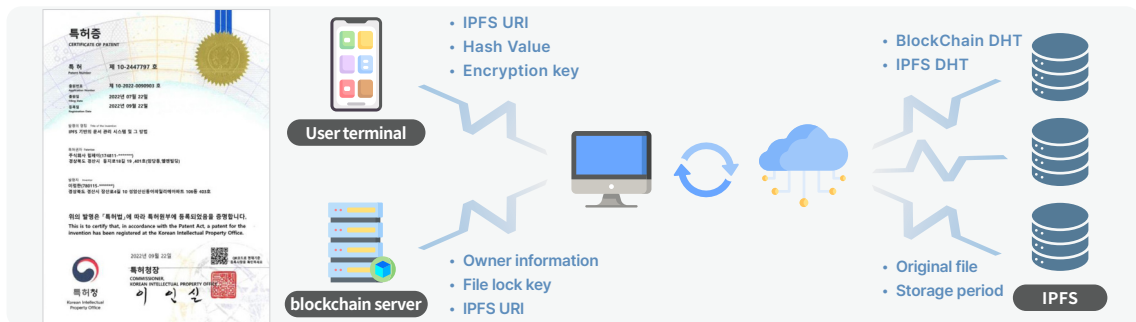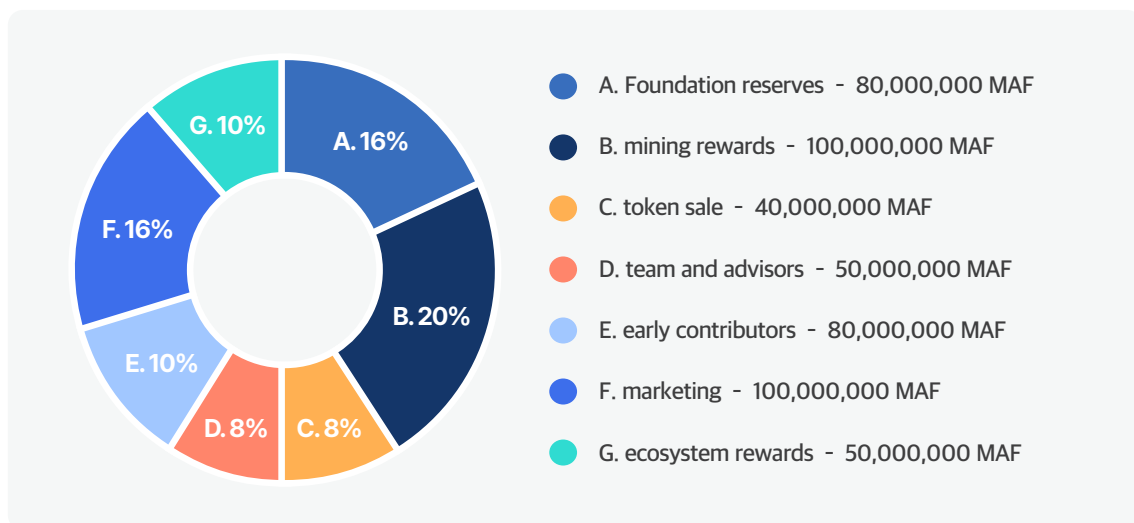

② Access restriction of NFT original data through encryption and decryption technology of Private Key

- The original data of NFTs issued through the MetaMafia platform is stored in an open IPFS node server, and can only be accessed through encryption and decryption using the user's unique Private Key.

- The Private Key is issued to the owner at the same time as the NFT is issued, and the generated Private Key is converted into a Signed Message through a unique encryption technique and then transmitted to the server. Since the transmitted Signed Message requires the same Private Key for decryption, access to the data itself becomes impossible.

- The MetaMafia platform fundamentally prevents the leakage of NFT original data through these encryption and decryption technologies.

05 MAF Token and Token Economy

1) Token Issuance and Usage Plan

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

- A. Foundation reserves - 80,000,000 MAF
- B. mining rewards - 100,000,000 MAF
- C. token sale - 40,000,000 MAF
- D. team and advisors - 50,000,000 MAF
- E. early contributors - 80,000,000 MAF
- F. marketing - 100,000,000 MAF
- G. ecosystem rewards - 50,000,000 MAF

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

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

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

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

05 MAF Token and Token Economy

E. Early contributors: Aside from the team and advisors, who contributed significantly to the initial activation and settlement of the Mafia project.
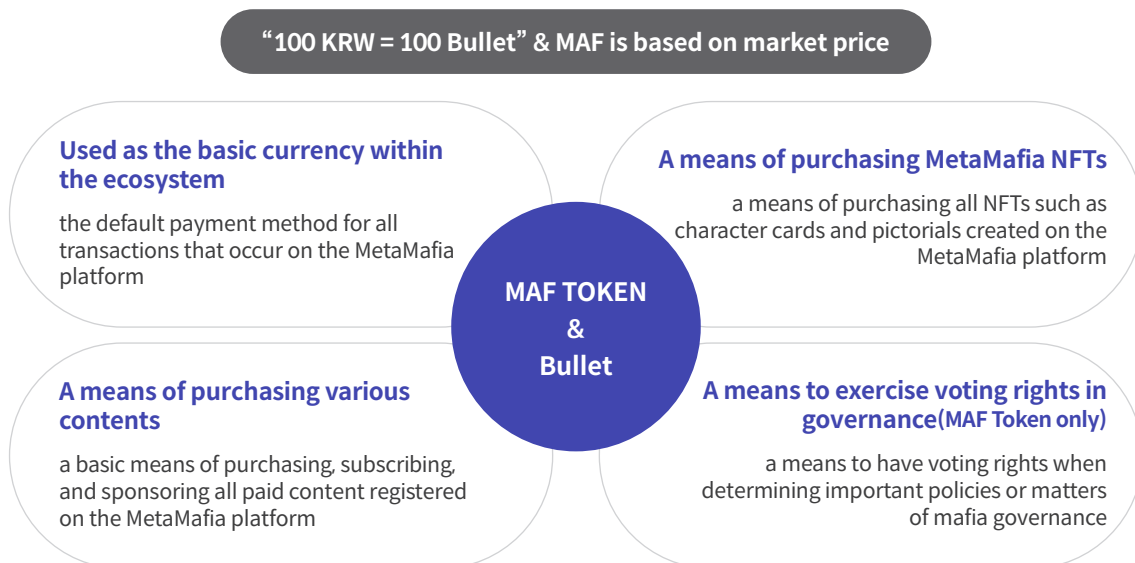Early contributors were given 10% of the total issuance.

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

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

2) Token Economy

The basic payment methods of the MetaMafia platform are MAF tokens and Bullet.
MAF tokens are the basic tokens issued by MetaCoop, and Bullets are goods that can be charged with KRW and used within the cartel.
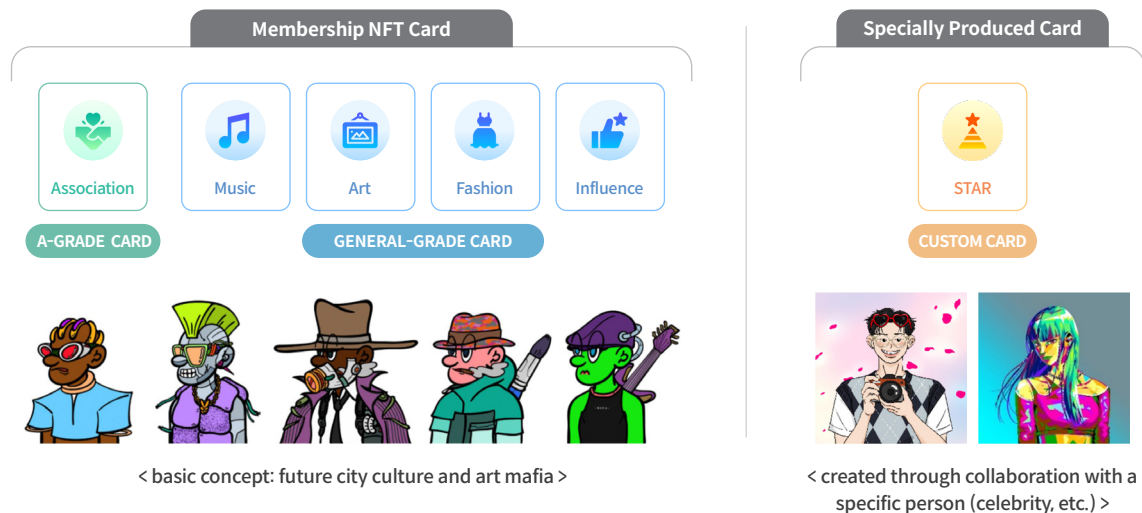
"100 KRW = 100 Bullet" & MAF is based on market price

Used as the basic currency within the ecosystem

the default payment method for all transactions that occur on the MetaMafia platform

A means of purchasing MetaMafia NFTs

a means of purchasing all NFTs such as character cards and pictorials created on the MetaMafia platform

MAF TOKEN & Bullet

A means of purchasing various contents

a basic means of purchasing, subscribing, and sponsoring all paid content registered on the MetaMafia platform

A means to exercise voting rights in governance(MAF Token only)

a means to have voting rights when determining important policies or matters of mafia governance

05 MAF Token and Token Economy

3) Membership NFT Issuance and Benefits

① Membership NFT - Character Card

- Character cards are used as membership for cartel activities within the MetaMafia platform.

- They are divided into Music·Art·Fashion·Influence cards, special grade A (Association) cards, and custom cards specially made for celebrities or individual cartels.

- Character cards will initially be issued in the form of 2,400 general cards for Music·Art·Fashion·Influence and 400 special grade A (Association) cards, and a total of 10,000 cards. General cards will be issued as a basic service to all members who sign up.

< basic concept: future city culture and art mafia >

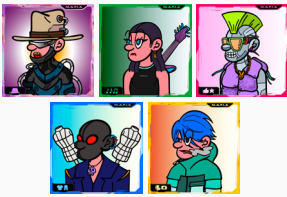< created through collaboration with a specific person (celebrity, etc.) >

05 MAF Token and Token Economy

② Membership NFT - Support for creation and creative activities

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

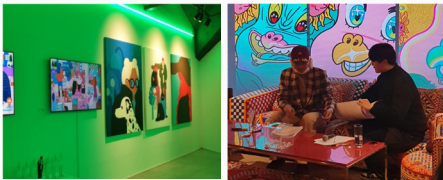| Benefits 1	Benefits 2	Benefits 3
Ownership and secondary creation rights are allowed	**Support for own NFT issuance**	**upport for creative activities (or creative funding support)**
*Metacoop Foundation allows holders not only ownership but also secondary creation rights to support various creative activities.	*some artists support issuance (minting) and sale of NFT through separate selection.	*Meta Mafia, Holder, and some cartels provide support for initial creative activities through separate selection. (subsidy type)

③ Membership NFT - Regular offline event hosting

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

Plan 1	Plan 2
Hold an NFT exhibition and talk concert	**Hold a meetup and network party**
*Recruiting artists who own NFT works or selecting artists through recommendations from holders	*Invite influencers active in various fields to hold an event to discuss the field of NFT culture and arts

05 MAF Token and Token Economy

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

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

[Main Poster]

[Ticket (Admission Ticket)]

[DJ Lineup]

ON-SITE PHOTOS

05 MAF Token and Token Economy

4) Payment of rewards according to community activities

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

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

5) Business model

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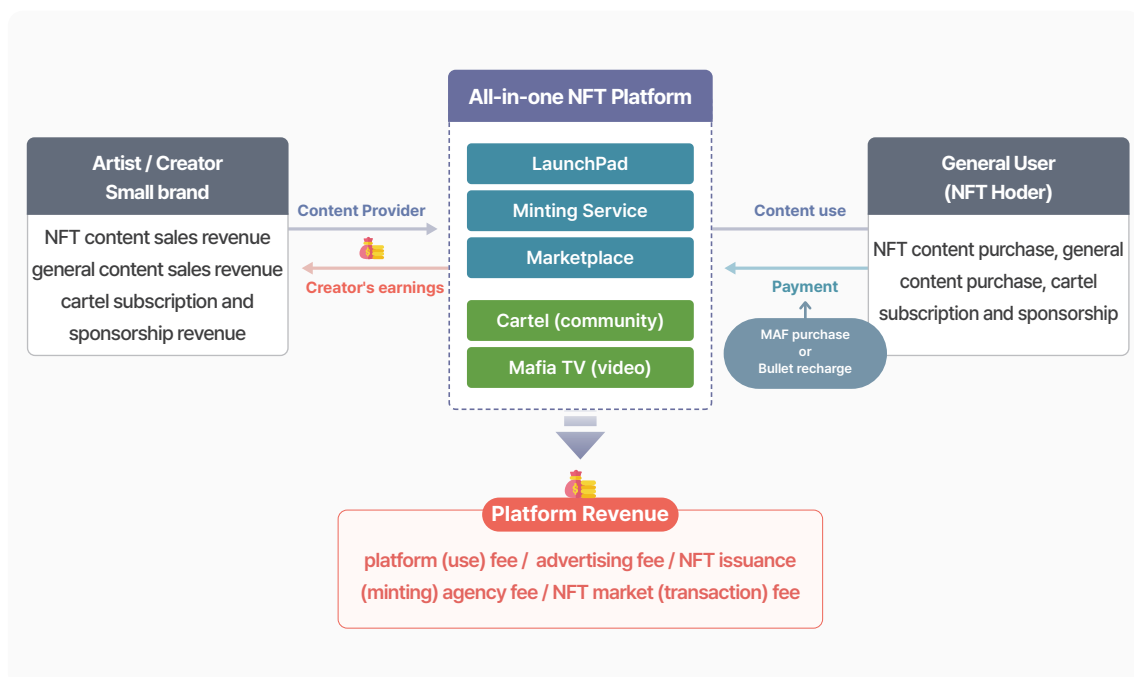
06 Roadmap

2024 1Q
- MetaMap storyline and worldview reconstruction
- Team reorganization and MetaMap project renewal planning

2024 2Q
- MetaMap exclusive NFT character card reissue [10,000 issued] & distribution to existing and new subscribers
- MetaMap website renewal opening
- MetaMap app 1st renewal opening (open platform conversion / launchpad opening / Mafia TV opening)
- NFT character card sales opening – "A grade" card

2024 3Q
- Achieve 20,000 subscribers (approximately 7,000 members as of Q1)
- MetaMap launchpad enhancement / 1st opening of automatic minting (simple minting) service

2024 4Q
- 2nd opening of automatic minting (random combination minting) service / Opening of NFT exclusive market place
- Achieve 50,000 subscribers / Holder-only private party

07 Disclaimer

Liability

This white paper is a comprehensive data log on MetaMafia, MAF tokens, and all details are linked together.

The entire information in this report is published for educational purposes only. You may not copy, create, distribute, perform, or display derivative works based on the MetaMafia project without the written permission of MetaMafia or as specified in the terms of the MetaMafia project. The MetaMafia project may not be used in any unauthorized manner.

The content of the Service and Platform is for informational purposes only. Nothing on or within the Service constitutes or should be construed as an offer of any currency, security, or financial instrument, or an investment recommendation (e.g., a recommendation to purchase or invest), an instrument by the MetaMafia project, or a recommendation for an investment strategy by the MetaMafia project. The content of this Service should not be considered sufficient information to form the basis of an investment strategy. The content of the Service is not tailored to the specific needs of any individual, company, or individual, and the MetaMafia project does not express any opinion on the currency or other expected value of the MAF token. The Project does not expressly or implicitly recommend or suggest any kind of investment strategy. The content of the Service may not be used as a basis for any financial or other product without the express prior written consent of Metamafia Project.

Indemnification

Except to the extent prohibited by applicable law, you shall indemnify, defend and hold harmless Metamafia Project and its members, managers, directors, officers, employees, partners, consultants, contractors, service providers, agents, affiliates, successors and assigns. All claims, actions, proceedings and claims (threatened or actual) by third parties and all losses, liabilities, damages, judgments, costs and expenses (including reasonable legal fees) arising out of or in connection with: (i) your use (or misuse) and access of the Service or Content; (ii) your violation of these Terms; (iii) your violation of any applicable law, rule or regulation; (d) any information you provide to Metamafia Project in connection with the Platform, including the Content, that infringes, misappropriates or violates any third party intellectual property, privacy or publicity rights; and/or (iv) any dispute you have with any third party in connection with or in connection with the Service or Content. Metamafia Project reserves the right, at its own expense, to assume the exclusive defense and control of any matter for which you are

07 Disclaimer

required to indemnify. In such event, you will assert any available defense and fully cooperate with Metamafia Project in exercising such defense.

Any individual considering purchasing MAF tokens is advised to comprehensively evaluate the risks and theories associated with investing in blockchain-based tokens. New regulations, governmental actions, or changes in the market may affect MAF tokens. Furthermore, Metacoop or our partners are not responsible for any losses resulting from market changes.

The Crypto Whitepaper is not designed to be an offering of securities in any form. The tokens operate in accordance with the current legal order and are strictly compliant with all applicable laws.

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

Terms of Use

The name, design, and ideas contained within the MetaMafia Project are the property of the MetaMafia Project, which may only be used on this website. By using this site or downloading materials from this site, you acknowledge and agree to be bound by the terms set forth in this notice. If you do not wish to comply with these terms, do not use this site or download materials from this site. The MetaMafia Project website pages or other protected content may contain other proprietary notices and copyright information that must be adhered to.

Revisions to Terms

We reserve the right to change these Terms of Use from time to time without notice or posting notice on this page prior to such change. Changes will be posted immediately unless otherwise stated. You acknowledge and acknowledge that it is your responsibility to study and carefully understand the User Agreement. Your continued use of this site constitutes your acceptance and understanding of the Terms of Use

07 Disclaimer

Third Party Sites

These links will take you to third party websites ("Third Party Websites") that are owned and operated by independent parties over which the MetaMafia Project has no control. Any links to or from Third Party Websites are at your own risk. Any use of a third-party website is subject to the terms and conditions of the third-party website, including any information you provide regarding confidentiality, data privacy, and security.

Unless expressly agreed in writing, MetaMafia Project and its affiliates (collectively, the "MetaMafia Project") are not affiliated with the owner or operator of a third-party website and assume no responsibility or liability for such website or any products or services offered in connection with such third-party website. MetaMafia Project does not warrant, represent, or make any commitments regarding the content of any third-party website.

In addition to the provisions set forth in the MetaMafia Project's Important Legal Notice, MetaMafia Project shall not be liable for any loss, damage, or other consequences arising directly or indirectly from your access to any third-party website or any information available on or through a third-party website or any transactions conducted on a third-party website, or for any errors in any information, products, or services posted or provided on a third-party website, any errors, omissions, or misrepresentations on a third-party website, or any computer virus or system failure associated with a third-party website.

Registration

There are parts of the website that are restricted to registered users, and parts that allow users to request help online by entering required personal information. You acknowledge that all data you submit to us will be complete and accurate. You will not register or impersonate another person, and you will not assume a username that the Metamafia Project deems offensive.

Copyright and Trademark

All content and materials available on the website, including but not limited to the whitepaper, website name, graphics, text, images, and code, are intellectual creations of the Metamafia Project and are governed by applicable and trademark laws. Any unauthorized use, including but not limited to the reproduction, layout, circulation, or dissemination of the content of this site, is strictly prohibited.

07 Disclaimer

Cancellation of Use

You acknowledge that we may, at our sole discretion, suspend or terminate your access to our website and other resources without prior warning. We may also terminate your account for violation of the User Agreement, suspicious activity, ambiguous or offensive behavior. Upon termination, your rights to your account will be automatically revoked.

Contact Us

You may contact our support team by clicking the "Contact Us" link on the website for any questions or concerns regarding our Terms of Use, Privacy Policy, and other policy-related materials.

Privacy

MetaCoop ("we," "us," or "our") handles the website and the Metamafia Project blockchain and DApp platform (the "Services").

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

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

If you do not agree with our policies, we strongly advise you not to participate in our Services. Otherwise, by allowing our Services and providing us with your personal data, you fully consent to and agree to our Privacy Policy.

The Policy has been developed in accordance with the General Data Protection Regulation (GDPR) for the benefit of countries located in the European Economic Area (EEA). Users have access to their personal data and can, if necessary, correct, delete or restrict their personal data. In some cases, you may have the right to data portability. You can also ask us not to send you marketing communications and not to use your personal data when profiling is performed for direct marketing purposes. You can opt out of receiving email newsletters and other marketing communications. Follow the opt-out instructions provided in these emails. Opting out of marketing communications will not affect your transactional account messages.

07 Disclaimer

1) Data Collection

We collect important data from your computer or mobile device, such as your Internet Protocol (IP) address, operating system (OS), browser type and version, length of visit to the site, date and time of visit, links clicked, and information provided when registering.
We will ask for your permission to use cookies on our website during your visit. Submitted information, such as name, contact information, and email address, will be kept private within our database for customer and technical support purposes.

Usage Data is collected automatically when you use the Services.
Usage Data may include information such as your device's Internet Protocol address (e.g. IP address), browser type, browser version, the pages of the Services that you visit, the time and date of your visit, the time spent on those pages, unique device identifiers, and other diagnostic data.

If you access the Services by or through a mobile device, we may automatically collect certain information, including but not limited to the type of mobile device you use and information unique to your mobile device.
We may also collect information that your browser sends when you visit our Services or access the Services through a mobile device.

We use cookies and similar tracking technologies to track activity on the Services and store certain information. Tracking technologies used to collect and track information, improve our services and analyses include signals, tags and scripts.
You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent. However, if you do not accept cookies, you may not be able to use some of our services.

We use both session cookies and persistent cookies for the purposes set out below.

Required/Essential Cookies

Type: Session Cookies

Administrator: MetaMafia Project

07 Disclaimer

Administrator: MetaMafia Project

Purpose: These cookies are essential to provide you with the services offered through the website and to enable you to use some of its features. They help us authenticate users and prevent fraudulent use of your account. Without these cookies, we cannot provide you with the services you have requested and we use these cookies to provide you with those services.

Cookie Policy/Notice Consent Cookies

Type: Persistent Cookies

Administrator: MetaMafia Project

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

Functional Cookies

Type: Persistent Cookies

Administrator: MetaMafia Project

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

07 Disclaimer

2) Data Usage

Use of Personal Data

The Company may use your personal data for the following purposes:

- To provide and maintain the Service, including monitoring your use of the Service.

- Account Management: To manage your registration as a user of the Service. The personal data you provide allows you to access various features of the Service that are available to you as a registered user.

- Contract Performance: To develop, comply with and perform a purchase agreement for a product, item or service that you have purchased or any other agreement you have entered into with us through the Service.

- Contacting You: It is very important for us to contact you by electronic communication, such as push notifications on mobile applications, about updates or information related to features, products or contracted services, including security updates, where necessary or reasonable.

- To provide you with news, special offers and general information about other products, services and events that are similar to those you have already purchased or inquired about, unless you have opted out of receiving such information.

- To manage your requests: To attend to and manage your requests to us.

We may share your personal information in the following cases:

- ncluding Service Providers: We may share your personal information with service providers to contact you in order to monitor and analyze your use of our Services.

- In the event of a business transfer: We may share or transfer your personal information in connection with, or during negotiations of, a merger, sale, financing of our assets, or acquisition of all or a portion of our business.

- Including Affiliates: We may share your information with our affiliates, in which case we will require them to adhere to this Privacy Policy. Affiliates include our parent company and other subsidiaries, joint venture partners, or other companies controlled by or under common control with us.

07 Disclaimer

- Business Partners: We may share your information with our business partners to provide you with certain products, services, or promotions.

-

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

Personal Data Retention

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

We also retain usage data for internal analysis purposes. Usage data is generally retained for a shorter period of time, unless this data is used to strengthen the security or improve the functionality of our Services or we are legally required to retain this data for a longer period of time.

Transfer of Personal Data

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

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

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

07 Disclaimer

organization or a country unless there are adequate controls in place to protect your data and other personal information.

3) Sharing Information

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

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

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

We provide such information to third parties who have entered into a nondisclosure agreement with us.
We provide such information to companies controlled by or under common control with the MetaMafia Project for any purpose permitted by this Privacy Policy.

We may collect, anonymize, and publish data for statistical and research purposes only. For example, we may collect and share information regarding the popularity of certain products that users track. In any event, the information will not be traced back to any individual.

Security

We take precautions to ensure the security of your personal information. We ensure that the Website is protected by reasonable security measures available to us by current technology and that all data hosts and servers are protected by similar security measures, including but not limited to firewalls. We recommend that you change your password frequently and do not use the same password on other websites.
We cannot protect or enforce this Privacy Policy on information that you transmit to other users. You must not transmit any personal or identifying information to other users.

07 Disclaimer

Retention of Personal Information

We retain information for as long as necessary to provide the services requested by you and other users, subject to any legal obligations to retain such information. Information associated with your account is generally retained until we no longer need to provide the services, you request deletion, or your account is deleted. We may also retain information from deleted accounts to comply with the law, prevent fraud, resolve disputes, troubleshoot problems, assist with investigations, enforce our Terms of Use, and take other actions permitted by law. Information retained will be treated in accordance with this Privacy Policy.

4) Data Protection

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

5) General Data Protection Regulation

If you are a citizen of any country within the European Economic Area (EEA), we value your rights as set out in the General Data Protection Regulation:

Right to be informed;

Right to access;

Right to rectification;

Right to restrict processing;

Right to data portability;

Right to object;

And rights related to automated decision-making and profiling

6) Links to other sites

Third party websites

The Service may contain links to third party websites. Any links to third party websites are at your own risk. We do not monitor or have any control over third party websites and do not assume any responsibility for third party websites. These links are provided for convenience only, to the extent we provide them, and links to third-party websites do not imply our endorsement, adoption, sponsorship, or affiliation with such third-party website.

07 Disclaimer

When you leave the Platform via a link contained on the Platform or via a web browser, mobile device, or other navigational tool, the information you see is not provided by us. Our terms and policies do not restrict your use of third-party websites. We are not responsible for, and have no control over, the content of other websites. Links to third-party websites do not imply sponsorship, endorsement, affiliation, or approval by the MetaMafia Project of the linked third-party website or of such third-party products or services.

You agree that under no circumstances will the MetaMafia Project be responsible or liable, directly or indirectly, for any goods, services, information, resources, and/or content available on or through any third-party website or service, or for any transactions or communications with or losses incurred by you as a result of or in connection with the use of or reliance on any of the foregoing or any third-party materials, content, or business practices.

Qualified Users

1) You must be at least 18* years of age to use this website or participate in the MetaMafia Project. By using this website and participating in the MetaMafia Project, you agree to the Terms and Conditions and represent that you are at least 18* years of age. You may not use the website or participate in the MetaMafia Project if 1) you do not agree to the Terms and Conditions or 2) you are under 18* years of age. The website content is not suitable for anyone under the age of 18. The intended use of this website is for anyone who is creating or learning about suicide prevention, mental illness, or bereavement materials. In addition, by using the website, you represent and warrant that you have the right, authority, and capacity to enter into this agreement. Individuals under the age of majority in their country of residence or residence generally cannot enter into a legal contract. This website is intended for use by adults in the Republic of Korea and all other countries. Any misrepresentation and/or misrepresentation regarding the age, background, felony convictions, criminal convictions, work experience, and/or employment eligibility in any country of residence of any user of this website is not the responsibility of the MetaMafia Project. The MetaMafia Project makes no representations as to whether the website, the program, or the content is suitable for viewing or downloading outside of the Republic of Korea or for use outside of the Republic of Korea. If you access this website from outside of the Republic of Korea, you are responsible for compliance with the laws of your particular jurisdiction.

07 Disclaimer

Changes to Privacy Policy

We may update our Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on this page.

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

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