

WHITEPAPER



U:NIUM

Unique & Premium NFT Platform

For YOU, THE MOST UNIQUE, PREMIUM NFT Platform

V 1.0



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01 OVERVIEW

Non face-to-face, contact-free society

With the spread of COVID-19, companies have greatly changed their existing marketing strategies. The spread of coronavirus disease has affected communication with clients and consumers, and in particular, limited opportunities to contact with consumers have suspended or postponed the progress of marketing. To curb the spread of coronavirus disease, people have been encouraged to stay home and remotely work at home, which has caused outdoor activities greatly reduced.

Furthermore, as social distancing has prolonged, chances of face-to-face marketing with consumers are significantly decreasing. In the current situation when non face-to-face, contact-free lives have prolonged due to the spread of coronavirus, online marketing activities of influencers and artists have remarkably increased. In other words, in contact-free society caused by the coronavirus where people are staying indoor longer than ever and online marketing strategies are getting more attention than ever before, online marketing market used by celebrities who have a great influence on many people including influencers and artists is expect to continuously grow.

The coronavirus has limited influencers and artists' activities for now, but in the near future of growing online marketing market, influencers and artists are expected to have their own platforms. The future of influencers and artists' producing a wide arrange of content has enormous potential for development. In accordance with such changes, U:NIUM plans to provide platforms in order that influencers and artists can communicate with their fans who want to interact with them.

This Whitepaper focuses on NFT technology, which uses blockchain technology to give digital assets a distinguished, unique and distinct value unlike existing virtual assets, making it impossible to interchange them. It also aims to use this to form its own ecosystem by combining various contents of influencers, and to provide an NFT Marketplace platform that allows ecosystem participants to actively communicate and trade content safely.



02 Existing Industry and Development Story

2-1. NFT Industry

Non-fungible Token (NFT) means literally assets that can't be interchanged with something else. NFT is a new kind of a digital asset that records its authenticity permanently as a unique bit and is stored in the blockchain, a distributed ledger system which is the foundation of cryptocurrency such as Bitcoin. There is something in common with cryptocurrency in that it has become a token (asset) using blockchain technology, but cryptocurrency can be replaced because it can be swapped by anyone like a fungible currency, but NFT has a non-fungible characteristic because each digital asset has its own recognition value. Due to such characteristics of blockchain technology, NFTs cannot be deleted or forged once created, and ownership and transaction history are listed, so they can be used as a kind of "digital note of authentication and certificate of ownership."

Since existing digital items can be easily duplicated limitlessly, it is difficult to recognize which one is original or to whom the ownership belongs. However, once an NFT is created, authentication and ownership certification are also issued for the digital item, so it becomes a "digital asset" and allows people who want to buy and sell it freely. Thanks to these technical characteristics, NFT is gaining passionate attention from artists such as painters, musicians, creators, and filmmakers who want to create limited edition digital items not just related business industries. It is also noticeable that investment in virtual economy and digital assets has increased significantly more than ever due to COVID-19 which hit 2020. Currently, the NFT market boom has been on the rise in the United States as early adopters, cryptocurrency devotees, and collectors of rare digital product try to cash in NFT according to the trend.

According to a report jointly published by NFT analysis sites NonFungible.com and BNP Paribas L'Atelier Institute, the total value (market capitalization) of assets in the NFT market is growing rapidly from \$40.96 million in 2018, \$14.55 million in 2019, to \$342 million in 2021.



2-2. Single-Person Media Industry

Due to the impact of the coronavirus, artists home and abroad have difficulties in communicating with their fans and making profits through their performance. Currently, they are unable to do what they do, and they are in a difficult situation since the existing way of releasing their new albums doesn't work in the era of the coronavirus. Now, given the situation, some artists started to utilize the single-person media to communicate and interact with their fans. With the dissemination and widespread of smart media, anyone can produce and consume content through social media, online broadcasting and others. Single-person media refers to the communication platform that individual creators can produce various content by themselves and share them with people via social network services such as Twitter, Facebook, Youtube, and Instagram. Single-person media using such platforms is now gaining attention and popularity.

2-3. Single-Persons' Use and Development of NFT

Today's remarkable development of media industry has led to digital content significantly produced and circulated. However, as the Internet prevails in the part of pop culture, violations of copyright have frequently occurred. Uploading photos or videos inadvertently is also a case of copyright violations. This attests that users are unaware of the importance of copyright, and raising awareness of copyright is neglected.

Since anyone can easily copy digital content without restraint, existing digital content has many problems to solve: it is difficult to figure out which content is original, and to whom it belongs. However, if influencers and artists' digital content are created by using NFT blockchain technology, it becomes easier to clarify whether they are authentic or not, and influencers and artists can trade more easily.

All transactions provided by the U:NIUM platform with adoption of blockchain technology will be recorded on the blockchain, managed with transparency, and ensure that all creators and users can fairly trade each other, while creating a new NFT-based digital content ecosystem using blockchain characteristics free of forgery.

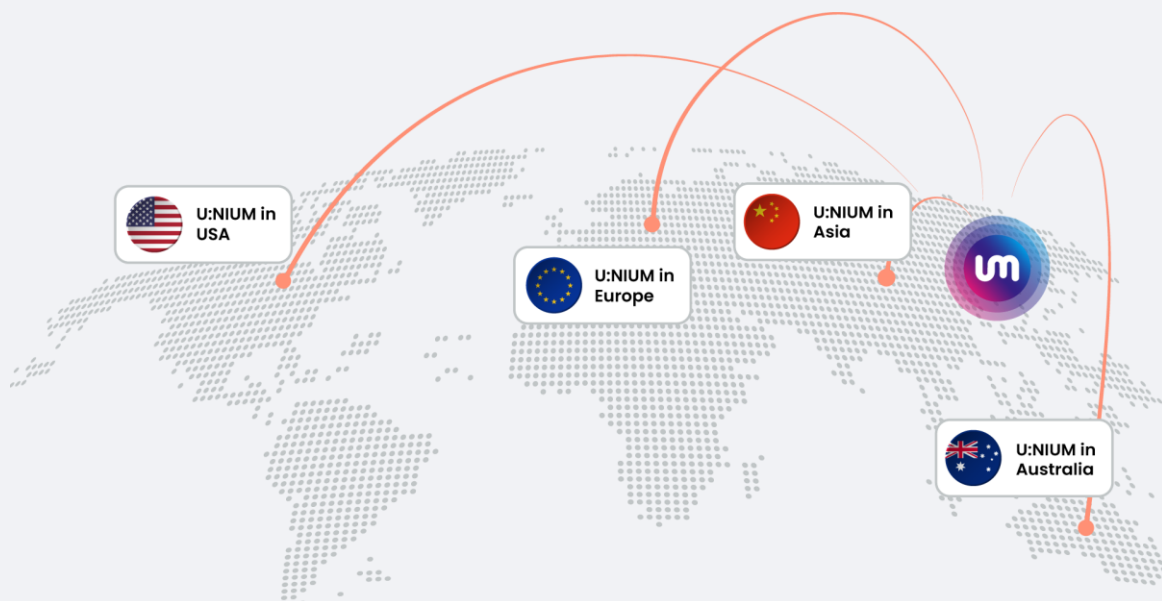


03 U:NIUM's Vision

U:NIUM is an NFT marketplace with the use of blockchain and NFT technology that connects content creators and content consumers including fans, audience and followers. Through U:NIUM, consumers can communicate with a variety of artists in each field and their fans who admire their influencers to earn rewards, and build an ecosystem where promising artists and influencers given little recognition yet can raise awareness by using their digital contents.

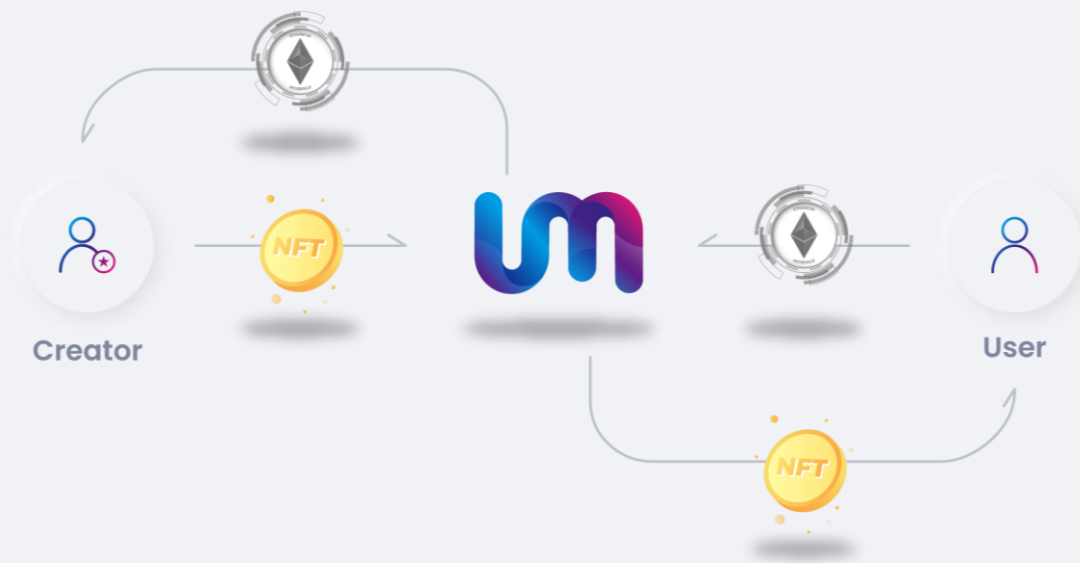
In the near future, U:NIUM will collaborate with various agencies, MCN, live streaming platforms, and hip-hop labels in order that they can produce and work on their unique and diverse digital content through U:NIUM.

By letting celebrities with influence on the society work, U:NIUM will attract many users and lay the groundwork for various celebrities in different fields including famous businessmen, sports players, and artists to globally participate not just in Asia.



04 U:NIUM Ecosystem

“U:NIUM” has a goal to give value of scarcity and uniqueness by providing a decentralized NFT Marketplace to influencers, artists, and consumers, and clarifying ownership of diverse content created by influencers and artists using blockchain technology. Such digital content can be paid with tokens of the “ETH” or “ERC20” standard provided on the U:NIUM platform.



On the U:NIUM platform, content creators can collaborate with content promoters to provide content that consumers prefer so that they can purchase collect, and resell on the U:NIUM platform. In addition, consumers can inform content promoters their needs through decentralized voting by using U:NIUM tokens.

By doing so, content creators including influencers and artists can make profits and communicate with their fans, followers, and users through various content by providing and selling various, unique content with value of scarcity. Consumers including fans and followers cannot just collect and store various content of their favorite artists through blockchain also make a profit by reselling it.



U:NIUM Content Creators

Content creators are participants who create a wide arrange of content with high quality on the U:NIUM ecosystem. Content creators includes from artists and influencers to webtoon writers, filmmakers and designers who create diverse content. Content creators can use their unique content and provide it on the U:NIUM ecosystem, and get reward and communicate with their fans and consumers.

Other NFT platforms have demerits of lack of diversity and high price based on single NFT content. Such existing NFT platform have discouraged fans who cannot afford money from giving up participating in the auction. This is inconsistent with U:NIUM's goals on creating an ecosystem where creators can actively work and communicate with their fans, and U:NIUM provides a three-class NFT system that is freely available to everyone.



Content on the U:NIUM platform is classified into three grades (Limited, Premium, Common). This structure can serve as a motivation for content creators to create high quality and various contents, and create an ecosystem where content consumers who cannot afford money can participate in purchasing through three-level classification. Various services given by creators are also available for content buyers of each grade. Unlike other NFT platforms, U:NIUM provides NFT issuance rights only to creators who have applied and verified.

"Limited" content on the U:NIUM platform is only one set available for sale on the auction. It supports an auction method in which a successful bid is made to a user who offered the highest bid price during the auction period. The volume of "Premium" content for sale is 30-50, and the volume of "Common" content is 50-100. The contents of Premium and Common are adopted with general sales method. Users can purchase on a first-come, first-served basis until contents for sale are in stock, and if the content is out of stock, the sales will end immediately. Content creators can use their unique contents to get rewards provided by the U:NIUM ecosystem, and interact and communicate with content consumers and fans.

*All contents is directly priced by the creators.

*The volume of Premium and Common contents for sale may be changed.



4-2. Content Consumers

Content consumers are important participants on the U:NIUM ecosystem. Content consumers consist of viewers, fans, and followers of content creators. U:NIUM uses various artists and influencers in each field to create digital art, and various contents such as music, video, and digital goods will be provided. Content consumers can purchase diverse contents of content creators. Purchased content may be held or resold depending on the buyer's decision. For content consumers, concrete rewards including limited-edition products, albums, handwritten signatures or services such as performance tickets, private meetings, and face time given by artists and influencer as well as NFT can be provided.

In the future, content consumers can select content or artists they want through decentralized voting using UNIUM tokens, and end buyers can receive a certain percentage of the total winning price as payback when trading with U:NIUM tokens. Various services such as mining and loans will be provided using decentralized services such as DeFi-Decentralized Finance.

4-3. Content Promoters and Mangers

Content promoters play a key role in determining the sustainability of the platform, such as recruiting famous creators as well as producing high-quality content. U:NIUM's top priority is to create an environment where creators can focus entirely on their work activities and on improving the quality of content. In the future, U:NIUM tokens will be used to select content or artists that content consumers want through decentralized voting, and content promoters will reflect these results and conduct content planning and artist contact.

Content managers consider the rights and interests of creators most important, and as a result, U:NIUM creates an environment where famous creators are treated properly and allows all users who like creators to trade transparently and fairly in a free, good environment. Using individually distinguished digital content, U:NIUM will protect the copyright of creators and create an ecosystem where content is traded at the proper price.



05 U:NIUM Marketplace



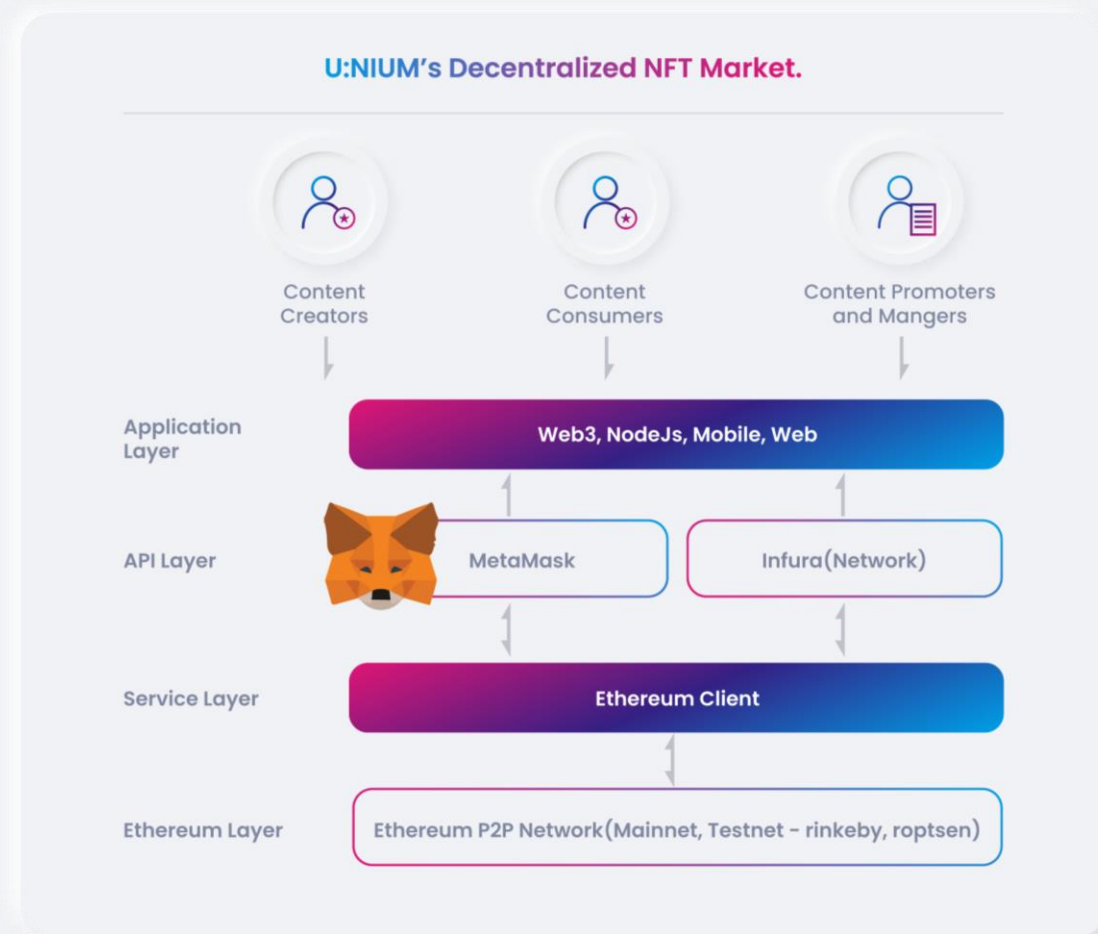
The U:NIUM Marketplace is largely implemented in two categories. It consists of decentralized marketplaces and smart contracts to support them. Each participant in the ecosystem including content creators, content consumers, content planning and managers can carry out various activities and businesses on the U:NIUM Marketplace and communicate freely with each other.

Royalty Program

Sale	Owners	Creators	U:NIUM	1 st buyers	2 nd buyers	3 rd buyer
1	Creators → 1 st buyers	98%	2%			
2	1 st buyers → 2 nd buyers	0~10%	2%	88%~98%		
3	2 nd buyers → 3 rd buyers	0~10%	2%		88%~98%	
4	3 rd buyers → 4 th buyers	0~10%	2%			88%~98%

The content creator can set up to 10% royalties when creating NFT. Royalty refers to a fee for the creator who created the NFT, and if the content is finally auctioned or sold, the creator will be provided royalties at the rate set by the creator at the end price. U:NIUM plans to maximize profits made by users and influencer with low price of platforms uses and brokerage fees.

5-1. Decentralized marketplace



U:NIUM's decentralized marketplace was established on the Ethereum blockchain network and supports the creation and transaction of NFTs using the latest standard token, ERC-1155. ERC-1155 ensures the implementation of a much more efficient and extensive NFT ecosystem because it can deal with multiply U:NIUM token (ERC-20) and U:NIUM's NFT content (ERC-721).

To use U:NIUM's decentralized marketplace, users must install Google's Chromebrowser and METAMASK Wallet, a web extension wallet, and have enough Ethereum and UNIUM tokens linked to the U:NIUM platform for transaction distribution. On NFT transactions, content information, owners' rights, and records will be permanently stored in the Interplanetary File System (IPFS), and consumers will be able to easily hold and prove the creator's content.



5-2. Smart Contract

NFTs of U:NIUM's decentralized marketplace function through smart contracts, a blockchain-based automation contract. As a result, this ensures that various contracts, including the creation, distribution, and transmission of NFTs, can work completely without third-party approval or confirmation, and most importantly, a digital environment that ecosystem participants can trust each other. U:NIUM aims to process blockchain transactions through Tatum.io, which provides blockchain API services, and examples of key codes are as follows.

U:NIUM NFT Marketplace - Mint

```
{
  "chain": "ETH",
  "contractAddress": "0x29d5897b0311aea8708ed9e42a2546cff943d337",
  "id": "1",
  "supply": "1",
  "uri": "ipfs-",
  "royaltyRatio": "1",
  "fee": {
    "gas": "217,803"
  }
}
```

U:NIUM NFT Marketplace - Open

```
{
  "chain": "ETH",
  "contractAddress": "0x9E490C44f5C10225782468d19EE060523525e3cb",
  "id": "1",
  "isAuction": "True"
  "nftId": "1"
  "volume": "1"
  "price": "20000000000000000"
  "start": "1636344000"
  "end": "1636862400"
  "fee": {
    "gas": "254,433"
  }
}
```

U:NIUM NFT Marketplace - Buy

```
{
  "chain": "ETH",
  "contractAddress": "0x9E490C44f5C10225782468d19EE060523525e3cb",
  "id": "1",
  "amt": "1",
  "fee": {
    "gas": "134,797"
  }
}
```

U:NIUM NFT Marketplace - Bid

```
{
  "chain": "ETH",
  "contractAddress": "0x9E490C44f5C10225782468d19EE060523525e3cb",
  "id": "1",
  "amount": "21000000000000000",
  "fee": {
    "gas": "83,198"
  }
}
```

U:NIUM NFT Marketplace - Cancel

```
{
  "chain": "ETH",
  "contractAddress": "0x9E490C44f5C10225782468d19EE060523525e3cb",
  "id": "1",
  "fee": {
    "gas": "86,482"
  }
}
```



06 U:NIUM DAO (Decentralized Autonomous Organization)

6-1 Purpose and role

The ultimate goal of U:NIUM is to develop into a decentralized autonomous organization (DAO) where all decision-making rights are given to platform users. The U:NIUM token held by the user serves as a medium of governance, and it is possible to influence the actual ecosystem function by holding a vote on how the U:NIUM platform will move in the future.

6-2 UNIUM token holder rights

U:NIUM token holders have rights to ecosystem functions and services as follows.

U:NIUM token holders can submit and vote on the following proposals.

- Direction of development of new functions and services of U:NIUM.
- Decentralization of governance and development of U:NIUM using U:NIUM tokens.

Most of the early votes are conducted as "advisory votes," which provide users' opinions on U:NIUM tokens that are expected to comply in most cases but are technically ineffective. Such voting often appears in the existing corporate system, and as an example, it is easy to think of executives who give opinions on salaries. U:NIUM will work with token holders to encourage more ecosystem users to vote and create a governance structure that can be implemented in a reliable way of complete decentralization.

Compensation

The University will airdrop specific content and U:NIUM tokens only to U:NIUM token holders.

Only content buyers will airdrop U:NIUM tokens.

De-Fi products will be launched in the future, and liquidity can be mined with U:NIUM tokens.

Private market

The union will open a private market, and only U:NIUM token holders will be given the right to purchase specific content in advance.

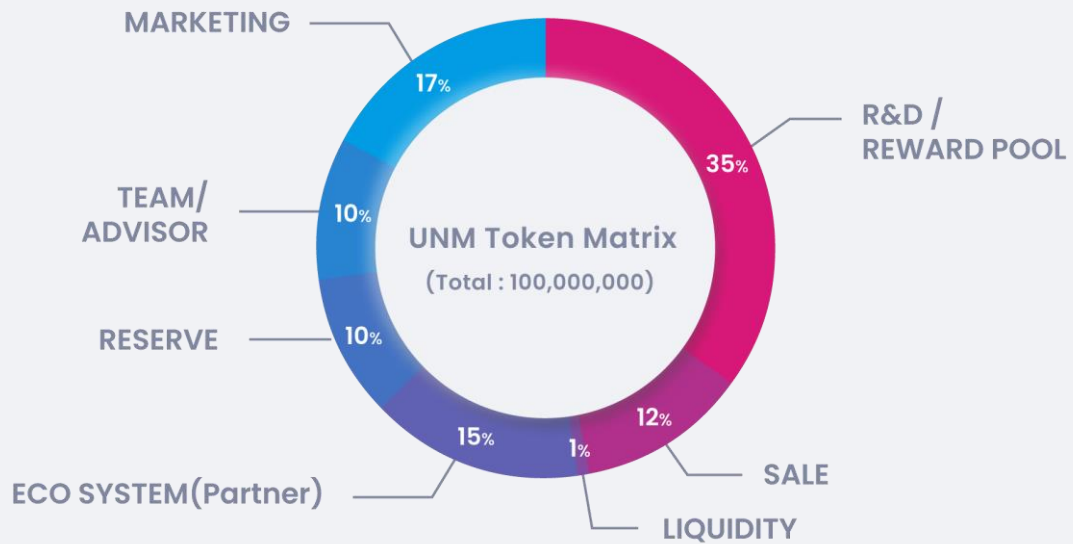


07 Token information

Overview of U:NIUM token

TOKEN NAME	UNIUM	SYMBOL	UNM
PLATFORM/TYPE	Ethereum	MAX SUPPLY	100,000,000

Distribution to each used place



Status of U:NIUM Token Distribution

	Supply	%
R&D / REWARD POOL	35,000,000	35 %
SALE	12,000,000	12 %
LIQUIDITY	1,000,000	1 %
ECO SYSTEM (PARTNER)	15,000,000	15 %
RESERVE	10,000,000	10 %
TEAM / ADVISOR	10,000,000	10 %
MARKETING	17,000,000	17 %



08 Roadmap





09 Disclaimer

Legal Disclaimers

This white paper was written to provide information on the blockchain-based NFT Marketplace platform, new business model and current status, and teams that the U:NIUM project intends to promote. This white paper is not intended to solicit investment in our platform and has nothing to do with it. In addition, the U:NIUM Team has prepared and provided this white paper as of the time of writing, and does not guarantee that any content in this white paper, including conclusions, will be accurate until future. The U:NIUM 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, the U:NIUM Team does not guarantee whether i) the white paper has been written based on legitimate rights and does not infringe the rights of third parties, ii) whether the white paper is commercially valuable or useful, iii) the white paper is suitable for the achievement of your specific purpose iv) the content of the white paper is error-free. Of course, the scope of the disclaimer is not limited to the preceding examples. When you use this white paper in your own decision-making, etc. (including, but not limited to, referring to or based on the white paper), any other result, whether profit or loss, is entirely at your discretion. In other words, please note that the U:NIUM Team will not be liable for any damages, losses, debts or other damages caused to you by using this white paper.

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(a) Certain expressions specified in this white paper contain forward-looking statements regarding the future of the project, future events, prospects, etc. These contents are not statements based on historical facts and are identified by expressions similar to words, such as 'anticipate,' 'estimate,' 'believe,' 'expect,' 'prospect.' These forward-looking statements may also be included in other public materials such as presentations, interviews, and videos other than this white paper. Forward-looking statements contained in this white paper include, but are not limited to, the future results, performance and achievements of U:NIUM and its affiliates. (b) Forward-looking statements involve various risks and uncertainties. These statements do not guarantee future performance and therefore you should not rely on them unduly. If risks and uncertainties are materialized into reality, the actual performance



and development of U:NIUM and its may differ from expectations set by forward-looking statements. Even if these circumstances change in the future, U:NIUM and its affiliates have no obligation to provide updates on forward-looking statements. If you act on the basis of forward-looking statements contained in this white paper, U:NIUM and affiliates' websites and other materials, you are solely responsible for any non-realization of the forward-looking statements. (c) As of the date this white paper was written, the U:NIUM platform is not complete or fully operational. Although the description has been prepared on the premise that the U:NIUM Platform will be completed and fully operational in the future, this should not be construed as a guarantee or promise as to the completion and complete operation of the Platform.

Anti-Money Laundering Act (AML)

Buyers must agree not to engage in any form of money laundering, illegal currency trading and other restricted activities through the U:NIUM Team's U:NIUM Token (UNM) and other related derivatives (if any). Each participant should be aware that U:NIUM Token (UNM) and other related derivatives cannot be sold, exchanged or disposed of directly or indirectly for the purpose of money laundering.

Important matters

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