



Cultiplan (CTPL)
WHITE PAPER

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Contents

01. Legal Disclaimer

02. Overview

03. Ecosystem

04. Market & Vision

05. Road Map

06. Coin Allocation

07. Team & Advisor

08. ETC

09. Contact Us

01_Legal Disclaimer

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02. Overview

“Culture & Travel, armed with Blockchain.”

During the past six years ever since Bitcoin emerged and became commercial in the world, numerous ideas have emerged in the market. Although many of these ideas have gone through the eye-catching and basic process, massive newly-emerging blockchain-based companies are rapidly growing into business models that combine novel planning and technology. Attracting considerable attention, the market is gradually getting hotter to carry on the Internet boom of the early 21th century. Blockchain technology is fundamentally a "decentralization" technology and an "account book" technology. Therefore, blockchain is a technology that can maximize its efficiency when applied into proper business situations, but not an omnipotent technology that can be easily applied into all business.

Profitable companies are designing or developing models that optimize the nature of blockchain technology. Influential companies are evolving the existing business fields by incorporating financial system into their own business. However, because the combination with such financial models involves enormous development costs, marketing, and public relations, it creates high entry barriers for small/mid-sized or start-up companies.

Since 2017, the Cultiplan team has been conducting several blockchain and cryptocurrency related projects (cryptocurrency mining, blockchain business model development, cryptocurrency issuance, exchange registration, etc.). The team has been researching on the efficiency and suitability of blockchain-based business structure for quite a while. For the success of blockchain-based business, the combination with the essence of finance should be achieved first. Such business models should be rather accessible to general customers; issued coins should be operated as a means rather than a final end. In addition, small/middle-sized companies, ones like Cultiplan without large capitals or large companies on the background, can focus on efficient business fields through sequential development based on continuous

profit creation as they enter the market. Accordingly, Cultiplan conducts a study on a model by which this project could gradually expand its impacts.

In such efforts, Cultiplan aims at the "Culture & Travel" market. In general, "culture" refers to the major behavioral models or symbolic system of a society. The past develops unique forms of "Culture" from region to region according to differences in worldview, social ideology, value, behavior, etc.. Unlike the past, "Culture" in "Cultiplan" is close to the modern "Pop Culture."

As state-of-the-art technology is continuously applied, transportation is highly developed and Internet is accessible anytime anywhere. Thanks to such renovations, Korean popular culture, such as K-movie, K-drama, and K-food, is rapidly growing worldwide through global platforms, such as YouTube, Netflix, Amazon, LINE, etc.. On the other hand, as the pandemic spread of Corona 19, which started in early 2020, has prolonged, the world's travel industry has actually fallen into a deep recession due to strict entry measures for each country in the world. Fortunately, vaccination is spreading and the travel industry is expected to gradually enter into a recovery phase.

"Blockchain Point and Digital Card Platform in Culture & Travel"

"Point" has been recognized as an additional service that provides rewards to customers who use the services of airlines, credit card companies, telecommunication companies, and e-commerce. However, as points can be used like cash with various services increasingly combined into electronic payment and financial fields, the marketing utilization of points is continuously increasing. It is easy to secure long-term loyal customers by accumulating points. Therefore, Points' importance is enlarging as an effective marketing method at relatively low cost.

In particular, as smartphones are being used by everyone, mobile reward services are diversified and appear in various forms based on novel ideas and technologies. Points are accumulated

according to consumers' behaviors; the accumulated points can be used within the platform. Specifically, points can be awarded according to various activities: for example, activation or unlocking of the phone screen, step number measuring, receipt upload, participation in questionnaire, winning a quiz show within limited time, watching Ads in Apps, etc..

These mobile reward points can easily elicit responses from users and can be applied in various ways to achieve marketing goals such as increasing membership and social sharing. In particular, it is reported that the proportion of female users is about 52%, which is higher than that of males; points are mainly used by people in their 30s and 40s. The reason is that women in their 30s to 40s respond more sensitively to benefits such as discounts/coupons than other age groups. Recently, rewards are given according to the number of subscriptions and subscribers on YouTube and TikTok. As such services increase, people in their teens and 20s are showing much interest in such an easy way to cash out various rewards, items, and points.

Recently, rewarded points are widely issued and accumulated in various forms and fields. The fields and forms are diverse and wide, from fields—such as aviation, lodging, performances, concerts, and sports—to points issued through finance. This means that for business without large capital background, the rewarded point method facilitates small/mid-sized companies or individuals or organizations to target and enter into new markets. The key to business growth is to guarantee the reliability of points and various services that can be exchanged with those points; moreover, the key is to achieve platformization by making the users realize that points are cash.

However, despite these positive aspects, few existing users in fact regard points as cash. The reason is that different points are provided by each service platform, and they are not compatible with each other except special cases. Besides, points may expire after certain a period according to the agreement. For example, when a credit card is written off, the accumulated points expire as well. Accordingly, in most services, when a membership withdraws or the contract is terminated, the points expire. In other words, the recognition that points are cash could not be achieved.

Based on the aboved conclusion, Cultiplan proceeds with a project that constitutes an ecosystem of issuance, distribution, and consumption of new points issued based on the so-called "evolved form" of blockchain technology. Fundamentally, the evolved blockchain points can be used conveniently by consumers on a global level regardless of region, and will be treated as transparent and reliable asset, just like cash, thanks to the nature of blockchain technology. In addition, it provides convenience that can be used easily in real life by supporting not only existing payment methods such as cash and credit cards, but also cryptocurrency or integrated payment within the service platform.

In particular, in the Cultiplan ecosystem based on the "Culture & Travel" area, evolved points support customer participation in the services of each Alliance that are derived into various forms. At the same time, it will act as a key factor in expanding the business structure of culture-related businesses. On that basis, Cultiplan will encompass participants worldwide who enjoy "Culture & Travel," and complete and expand the business structure of digital card platform that facilitates business settlement.

Cultiplan's digital card, which can store and use blockchain points, stores transaction details included in 'Block', which is the managed data that occurs while users use various services. Such methods secure transactions and contracts. Cultiplan can develop diverse digital cards incorporating blockchain technology. In the near future, users around the world could use NFT tickets, NFT lodging vouchers, and NFT celebrity cards based on blockchain points on the Cultiplan platform. Cultiplan aims at such an ambitious project.

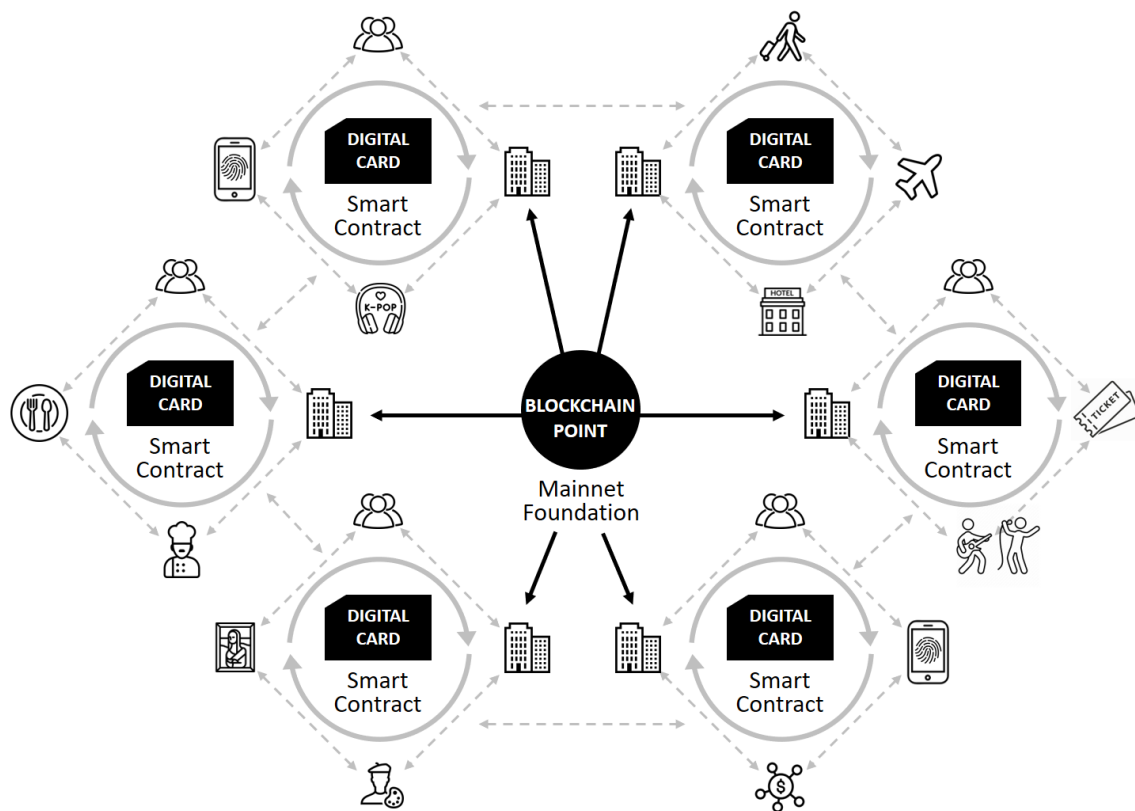
Cultiplan platform will continue to strengthen its functions and create a real "Culture & Travel" ecosystem. The platform will be organically driven by an Alliance System network in which individuals, organizations, and companies in various fields can participate.

03. Ecosystem

The titanic structure, one that forms the core of Cultiplan Ecosystem, is operated by a Foundation and a Platform Alliance System: the Foundation issues "Digital Point"; the Platform Alliance System is based upon "Digital Point Card." The core theme is mainly about "Culture & Travel" field and the "Life-Culture Contents" field that is derived from and operated based on "Culture & Travel" field.

"Digital cards" with "blockchain points" are included within the Alliance System's contained fields. Users can share "CTPL COIN" and "Blockchain Point" with each other anywhere in the world. This provides a stable and reliable system through smart contracts and can improve work efficiency and user convenience.

< Figure 1. Basic structure of Cultiplan Culture & Travel Ecosystem >



1) Definition of Blockchain Point and Digital Card

Blockchain Point is defined as follows.

Blockchain Point refers to "digital assets that can afford various services, such as performance tickets, admission tickets, and purchase tickets, with points within integrated membership application services." "It is a type of digital property with 'cash function' and 'exchange value' that can support specific platform-based services."

Digital Card in Cultiplan Ecosystem is defined as follows.

Digital Card in the Cultiplan Ecosystem is a wallet card with payment function worldwide in the form of software that can use blockchain points.

In other words, Cultiplan Ecosystem contains the general form that is commonly thought and used as "earning points". Cultiplan Ecosystem further extends "earning points" into the concept of "blockchain point" by blockchain-based issuing and adding reliable asset value. That is, if the exchange value for services and products is secured and trusted publicly as exchange method with payment function, it is possible for users to recognize Digital Card as an asset through the platform within Cultiplan Ecosystem.

"Digital Card" in Cultiplan Ecosystem is a user-centered digital means that allows users to use "blockchain points" in various real-life environments for simple QR payment, store payment, online mall payment and service verification, and membership authentication. Users can earn points or receive items with various benefits provided by services of various Alliances. It is also a reward system that allows "Digital Card" users to earn profits through participation in various programs provided within the platform.

In particular, in "Culture & Travel", the main theme of Cultiplan Ecosystem, "Culture" fields cover existing music concerts, musicals, movies, sports; in these fields, "Digital Card" will be used as

NFT tickets. The NFT ticket combines with “blockchain points” and “digital cards” to expand its use range, and to continuously increase its utility value. In addition, new types of digital works, sources, and sound sources are also included. “Travel” fields cover a variety of travel products, dining out, lodging, air, train, ship, vehicle sharing, etc. In the service platform, “blockchain points” will be used as a highly effective payment method.

However, there are three important requirements for such a “digital card” to function normally: “online card issuing system”, “confidentiality, integrity, availability of the security” and “convenient and accurate payment system.” “Digital Card” can be defined as a kind of cryptocurrency wallet and means of payment that store legitimate commodity (tangible/intangible). It is developed to highlight efficiency/stability according to the payment mechanism for targeted commodity. Besides, it is operated on an intuitive user interface according to the accurate process.

Therefore, “Digital Card” in the Cultiplan ecosystem is systematically a blockchain-based “platform product, storage means, and storage medium.” In addition, it supports various payment methods, provides a device for “payment guarantee” in value, and embodies the “blockchain point life ecosystem within the Cultiplan system.”

2) Value and function of Cultiplan cryptocurrency

The indispensability of "cryptocurrency" in blockchain-based business is still controversial today. One of the biggest reasons lies in the question: what value and function are contained within the "cryptocurrency" issued by each camp in the business ecosystem.

Simply calculatedly, the issued "cryptocurrency" secures a large number of users and functions widely as a means of value exchange in real life, so it has high value. However, in order to achieve such a stage with a large number of customers. Corresponding funding, alliances, advertisement support and infrastructure are indispensable (for example, the mainnet-based cryptocurrency, developed by Kakao's blockchain subsidiary Ground X and published in 2018, has the potential to achieve the above goals based on its enormous capital and the large number of existing customers). In business situations where billions of dollars are not accessible, it is very risky and far-fetched to secure the usage of "cryptocurrency."

In fact, many "cryptocurrencies" are issued based on simply-calculated plan during 2016-2019. However, due to the lack of follow-up supporting funds, many are stuck in difficulty and impossible to be applied in real life. In addition, the revenue model that makes profit by excessively increasing cryptocurrency price facilitates arbitrary speculation without regard to basic business models (feasibility and objectivity), in fact causing lots of loss problems.

For this reason, Cultiplan has taken a very cautious attitude toward issuing "cryptocurrency" from the initial stage, and will not hastily issue "Cultiplan cryptocurrency" (hereinafter referred to as CTPL COIN) unless its value and function are accurately determined through a full review process. As such, CTPL COIN is not issued solely for the purpose of enlarging customer number and payment channels, or making profits by rising prices.

CTPL COIN aims to achieve the following two goals, and will follow the market economy principle for the rest. First, CTPL COIN aims to generalize "Digital Card" as a payment method and to popularize real-life "blockchain points" issued for the growth of "Culture & Travel"

ecosystem. CTPL COIN is a Mainnet-based ERC-20 token that has been verified with high security and reliability, and can be used as a payment method for certain products or services in the market. However, the value of listed CTPL COIN on the coin exchange is expected to be highly volatile depending on the transaction volume. Moreover, it is true that CTPL COIN has its own limitations as a real-life coin due to the rather slow TPS (Transaction Per Second). In order to solve these fundamental problems, "Blockchain Point" will be used as an asset for stable payment and a real-time exchange method in the Cultiplan ecosystem.

In other words, "Blockchain Point" acts as a more accurate and stabilized method for value in a complex distribution structure. The processing speed in payment should be fast; the storage and growth of assets should be safely and accurately processed.

However, it should be noted that CTPL COIN is not used just as a means of exchange for "Blockchain Point". When it comes to transactions within a small area or low value recognized by small-scale customers, CTPL COIN is less required. When it comes to transactions involving widely-recognized value of trade and goods within a large area, CTPL COIN plays a more significant role. "Blockchain Point" plays an important role in Cultiplan ecosystem, while CTPL COIN will be given a significant role in general financial market. The general financial system has established and utilized a "endorsing credit system" as a financial form by using a method called "escrow", but the scope of application is also limited. CTPL COIN issued by Cultiplan will serve as a medium of "payment guarantee" in a more simplified form for the public and companies by using such an "endorsing credit asset."

Second, CTPL COIN will be linked with the "digital card" used as a means of "contract" and "exchange" that occurs in the distribution of various services and products in the Cultiplan ecosystem. It is a "token" that can grant value to a commodity in a new way, and has the property that the act of "contract" automatically attaches the actual exchange. CTPL COIN will play an important role in affording "Digital Card" the function of service. Namely, it acts to identify the official "contract" for voucher and payment linked with external system and loaded function in "Digital Card," the digital form of membership.

For other purposes, CTPL COIN secures stronger transparency and reliability against threats that may occur in distribution through blockchain's "smart contract" function. Besides, CTPL COIN contributes to reducing social indirect costs by resolving issues such as different exchange rates and languages. In particular, CTPL COIN will help organically connect "Blockchain Points" and "Digital Cards," the core service constituents of the Cultiplan ecosystem. Moreover, CTPL COIN can exchange with "Blockchain Points," in this way people worldwide can freely use, pay, and get rewarded.

< Table 1. Overview of CTPL COIN >

Title	Subject Matter	Remark
Coin name	CTPL COIN	Symbol of Cultiplan Coin
Algorithm	ERC 20	Ethereum Request for Comment 20
Total number of issues	3 billion	Refer to Chapter 06 "Coin Allocation" for details.
Listed on the exchange or not	Listing on the Korean Exchange	Website reference (www.cultiplan.com)

As such, CTPL COIN is issued to achieve two purposes, and is not issued solely for the purpose of making profits or raising funds. Therefore, CTPL COIN is operated by pre-mining method rather than mining or certificate method, and applies very strict rules for control and restriction. This avoids the waste of worthless power resources in such mining method as the existing 1st-generation Bitcoin and 2nd-generation Ethereum. Rather, it expands the consumer base by providing various reward to users in the system, and attracts more Alliances to participate.

3) Cultiplan and Digital Card Ecosystem

Digital Card acts as the basic elements of "Cultiplan Economy" based on "CTPL COIN" and "Blockchain Point." At the same time, the Cultiplan business will be based in specific products,

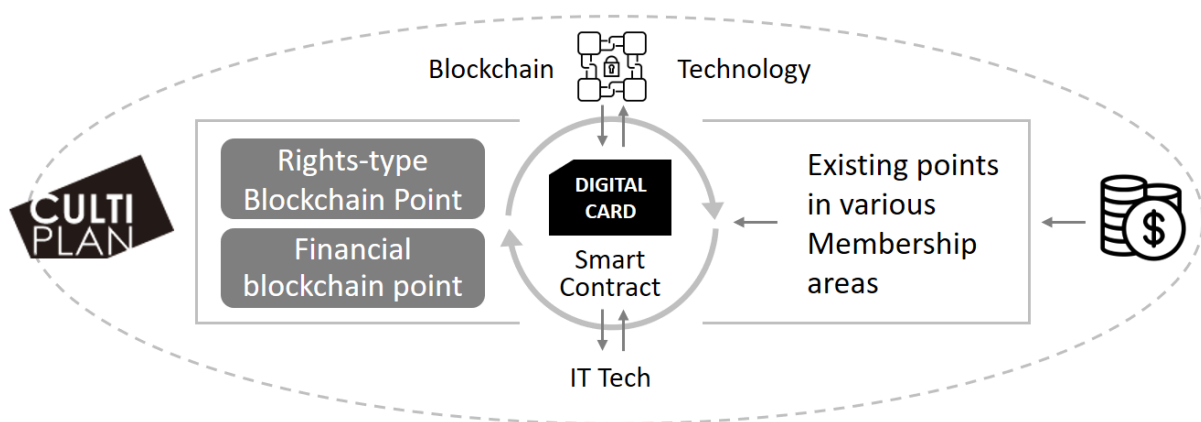
concrete platform, and feasible "Digital Card" ecosystem.

"Digital Card" is functionally based on the cryptocurrency wallet that stores, pays, and exchanges "CTPL COIN" and "blockchain points". "Digital Card" is a tool that supports the issuance of NFT tickets, coupons, certificates, and vouchers. Market-leading "new products and services" of the Alliance and various derivative financial services are efficiently attached into the "Digital Card," so that users can intuitively and conveniently use them.

"Digital Card" is divided into "existing point concept," digital assets and application service bound with "existing ticket, coupon, gift certificate, credit card concept," products and online tools that can apply them. The "Digital Point" in the Cultiplan ecosystem has two types of point structure: "right-type digital points" and "financial digital points." "Right-type digital points" can be exemplified by NFT tickets, and "financial digital points" can be exemplified by the purchase of real-life goods through the simple QR payment method.

However, as will be mentioned later, the main role of the Cultiplan is an organization and system that supports Alliances from various fields to rapidly participate, adapt to, and succeed in business ecosystem. In summary, Cultiplan plays a role in helping Alliances to successfully grow their business in the ecosystem by including CTPL COIN, Blockchain Points and Digital Cards into an entire platform.

< Figure 2. Cultiplan and Digital Card Ecosystem Structure >



3-1) Digital Card - Membership Benefits

In general, membership refers to the fact, qualification, or status that one is a member of a certain organization or service platform, but it is not easy to define "membership" as one word. Therefore, it seems that the meaning of membership can be summarized as "members' credentials".

Membership is already general in daily life; take the membership card of a mobile telecommunication company or a large distribution company as a representative example. Such a membership system is used to confirm the identity or status of users, and functions to induce the users to continue using the products or services of the company. Company in modern society is a marketing device to increase consumption by identifying its users as members and providing discount benefits.

As Korean Wave grows popular now around the world, strategic alliances are increasing between entertainment companies and IT & content platform companies to secure differentiated competitiveness in the global market. In particular, in mid-2020, the affiliate of NAVER and SM Entertainment announced the plan to expand the fan club service called 'Fanship'

into a global platform. And Big Hit Entertainment, the agency of BTS, announced its plans to further grow the membership community "Weverse" for global fan clubs into a global comprehensive platform through collaboration with NAVER.

Meanwhile, in the distribution field, Amazon, world's largest e-commerce company, provide unlimited viewing service of original drama or movie content through the paid membership model "Amazon Prime." Starbucks provides differentiated benefits to its members through "Starbucks Cards," a rechargeable prepaid membership. In addition, numerous successful membership models are growing in various fields.

Cultiplan has designed a blockchain-based digital card by analyzing the characteristics and

success cases of membership as described above. In particular, Cultiplan sets the “Culture & Travel” market as the core of business, and builds an evolved global contents ecosystem by incorporating various ideas into “Digital Card” that is based on membership in the core asset “Digital Point.” Therefore, the Cultiplan will open a new way that has evolved more than one step in the “business ecosystem of the existing membership area.” It is worth noting that Cultiplan aims for “proper improvement” that is friendly to the existing distribution ecosystem and more global, rather than “surprising innovation” through novel services.

3-2) Blockchain Point - A Key Element for Membership

Basically, “membership points” mean a kind of service-attached asset that is composed of “points” commonly recognized and used by everyone at present. For example, in addition to carrier points, department store points, and airline points, it takes a limited form as a compensation method for goods or services purchased at each online shopping mall. Its use is subject to the rules set by each company's service platform and shopping mall. In other words, the point market as a whole is inconsistent, mainly at the level of receiving a slight discount when purchasing goods or services. There are restrictions on use, and points expire after a certain period.

For example, according to a 2017 survey by the Korea Consumer Agency, 59.3% of membership points are not used and expire. However, each company is strengthening the membership point system by designating a rating system according to the member's purchasing performance, and differentiating the percentage of points payment, because the membership point system has a great effect on enhancing customers' purchasing power and loyalty.

The strengths of the “Culture & Travel” area in Cultiplan Ecosystem are “consumer concentration,” “ease of entering the global market” and “flexibility of entering the capital market.” “Culture & Travel” contents, which is based upon a long history, has the core characteristics of creating joy, healing and happy stories for people on a global level. Therefore, the history of

representative cultural activities has been accompanying the history of mankind. Prehistoric painting murals, beautiful Greek architecture and sculptures, Renaissance art works, and various music of the classical era, and so forth have been continuously developing, and their impact as popular culture in modern society is great. In particular, it is now a society of mass production and mass consumption that are based on the improvement of living standards, the spread of education, and the development of mass communication. Moreover, with the innovative development of transportation, travel industry is rapidly developing.

< Figure 3. Existing composition strategy of "Culture &Travel" market business in Cultiplan>

60%	20%	20%
Commercialization support	Service/idea	Technological innovation
<ul style="list-style-type: none"> • Support for alliance commercialization in various fields (store, online, funding design, sales plan, marketing, system, etc.) • Expanding the infrastructure for using digital points worldwide (strengthening alliance solidarity, increasing sales, securing customer base) • Discovery and application of new services (development of various services incorporating existing services into the ecosystem) • Realization of ecosystem ONE TOP strategy through world wide promotion and marketing 	<ul style="list-style-type: none"> • Device preparation, idea design and implementation for coexistence with product and service providers • Increasing customer participation services (especially securing customer loyalty through increased participation in the content field) • Worldwide language pack support and cross payment system support service • Providing various benefits for digital point and cryptocurrency payments 	<ul style="list-style-type: none"> • Technological support for Digital point and cryptocurrency payment (providing diversity of payments = increasing customer convenience) • Secured reliability and transparency in transaction details by using digital point card payment system and blockchain technology for payment details (protection of customer rights = increase in reliability) • Applying blockchain technology to settlement system (protection of supplier's rights = increase in reliability)

Therefore, the theme of "Culture & Travel" is a subject of constant interest to modern people, and it is a huge industry that continues to grow as a means of behavior. As the field of "Culture & Travel" continues to expand, Cultiplan is targeting a large number of enthusiasts and fandoms

with very high purchasing power and special consumers.

As for “Cultural Contents,” represented by performance, movies, music, etc., the production of new “star” and “popular contents” is easier than that of other contents. Accordingly, only small capital is needed to enter the market. This also means that it is easier in distribution than other fields. On the other hand, due to the same feature massive companies come in and out of the market. Thus, there is still no One Top or 3 Market Leader Structure or similar monopolistic global enterprise at present.

By utilizing the technical method provided by Mainnet Foundation, Cultiplan uses various business supporter strategies through blockchain technology, “Blockchain Point” distribution, and “Digital Card” type platform. In addition, the ecosystem is effectively constructed around the “Culture & Travel” field to enter the vast service field, and gradually expands to other fields when “Culture & Travel” field is saturated.

Inheriting the advantages of the existing point system, Cultiplan attaches blockchain technology and proper benefits to the existing “membership point.” Based on such technology and infrastructure, Cultiplan will enter the market soon, and actively facilitate joined Alliances to adapt to and grow in Cultiplan Ecosystem.

Namely, Cultiplan’s “business in blockchain membership point” can act as a “Base Camp” to enable customers to freely participate in and enjoy various benefits and services. Cultiplan will build a real membership system of the time that allows both customers and Alliances to participate in production, distribution and growth.

3-3) Blockchain Point business ecosystem for a new membership system

Blockchain Point business ecosystem for a new membership system will become a blockchain-

based global platform that newly evolves with both existing and emerging convenient services. In this new ecosystem, everyone will use a payment method called “digital card” that allows “blockchain points” to be used easily, and the scope of use will be expanded into a global network.

< Figure 4. Emerging composition strategy of “Digital Point” market business in Cultiplan >

15%	35%	40%
Commercialization support	Service/idea	Technological innovation
<ul style="list-style-type: none"> Promotion and marketing of new business products and services with Alliance (various notification strategies to overcome the chasm of new customers) 	<ul style="list-style-type: none"> Planning for the application and spread of a platform that facilitates access to new products and services Areas of new products and new service groups (application of financial and rights types) Commercialization of rights-type/financial-type point cards (planning and implanting diverse service ideas into Digital Card) Linking rights-type/financial-type Digital Card with existing platforms and markets (expansion of customer entry routes) 	<ul style="list-style-type: none"> Realization of rights generation/protection/distribution through the use of blockchain technology for rights-type Digital Cards Applying blockchain tech into financial Digital Card and implementing cryptocurrency interlocking Increase in “technical maturity and marketability of digital point and token economy” through the use of new types of algorithms and technologies Design implementation for easy customer entry of middleware and service groups Patent/right protection progress

Cultiplan is based on fast and accurate technology with effective AI technology applied to popularize the “blockchain point” ecosystem. The blockchain-based “token economy” environment will create new standards for future business. In particular, it will overcome the difficulties in real-life use due to the slow transaction speed per second (TPS), pointed out as a problem of the blockchain, and the severe volatility of the coin value. Ultimately, anyone in

the world will be able to use it conveniently. (For a supplementary explanation, bitcoin (BTC) is 7TPS, Ethereum (ETH) is 20TPS, and EOS (EOS) is about 1,000 TPS per second.)

As a business ecosystem, it consists of "new services and products" based on "culture & travel business area" and "life-culture service platform" derived from "cultural contents business area." In other words, while the "Existing Membership Point" in Cultiplan ecosystem acts as transaction asset to secure business stability and sustained sales, "Digital Card" is used as a convenient means to contribute to business expansion.

The new "Digital Card" provides "Blockchain Points" targeting the so-called "mania and fandom" layer that creates active consumption in the "culture-life area." In addition, new concepts and functions that used to be unimaginable in the past will be added to the existing membership points. "Digital Card" will be a digital certificate of rights and a multifunctional channel that accompanies value as an asset.

"Digital Card" in "life culture" field is evolved from the existing financial service model, and provides "Blockchain Points" based on "Token Economy." Cultiplan is based upon "Token Economy" that centers on "CTPL COIN" and "Blockchain Point." In particular, "CTPL COIN" will be listed on coin exchanges around the world for investment and payment guarantee. By doing so, a new type of "token-based blockchain point economy service" that can be used based on the "bonds/debt" characteristics of "Blockchain Points" is built.

The above introduces the business background, "Blockchain Point," "Digital Card," and "CTPL Coin," while the following chapters is going to present the structure and implementation of the Cultiplan business ecosystem in detail.

4) Structure and implementation of Cultiplan business ecosystem

Cultiplan's business ecosystem is organically linked and operated by five components. "Mainnet Foundation" from the top level is responsible for policy making, overall control, and systematic supporting of subordinate organizations. Sub-organizations include "Asset Management," "Application System," and "Cultiplan." "Asset Management" plays the role in managing funds involving fund lending, supporting, and financial investment in Alliances' business. After setting up a fund and entrusting sales to a vendor to gather investors, besides fund setting, sales entrusting, investor gathering, the fund will be operated to make profits and distribute the profits to investors regularly. In particular, the fund management in "Culture & Travel" field will be the main focus. "Application System" develops and distributes technical systems. It supports Alliances to effectively set up their business, and offers technical supports to secure stable and efficient growth. "Cultiplan" is an organization that supports culture & travel-based alliances from the planning stage to the details of their business success. "Alliance" is a collaborative organization, company, group, or individual participating in the Cultiplan ecosystem, and can set up and grow a Dapp-based business centered on the Digital Card system.

In Cultiplan Ecosystem, the "Mainnet Foundation", "Asset Management", and "Application System" organizations can expand business under their own brands in the future. We build a system based on the win-win philosophy with "Alliances," sets each detailed step, and changes progressively. It plans on a model that can be used in parallel between each part to promote overall business.

Besides the current projects, Cultiplan ecosystem establishes a roadmap to consistently develop mid/long-term projects, and will unswervingly stick to the roadmap.

< Table 2. Cultiplan Ecosystem and Main Roles >

Components	Main Roles	Specific Platform & Asset	State
Mainnet Foundation	Monetary policy, mainnet establishment, Blockchain point creation and distribution	- Mainnet - Blockchain Point	Planning
Asset Management	Financial business such as business fund loan and support, fund management, etc.	- Physical and intangible assets	Proceeding
Application System	Platform development and operation, Technical support for Cultiplan's requirements	- Platform Development - Technical Support - Digital Card System	Developing
Cultiplan	General supporter for the Alliance's entry into the ecosystem	- Alliance Support Admin - CTPL COIN (ERC-20 based)	Proceeding
Alliance	Companies, groups, and individuals in "Culture & Travel" Dapp ecosystem	- Dapp - Digital Card Service	Proceeding

4-1) Mainnet Foundation

A. Terms and features

The mainnet is a network that actually launches and operates a blockchain project. As an independent platform, the mainnet constitutes an ecosystem that includes a cryptocurrency exchange, personal cryptocurrency wallet, and transaction contract (definition of the mainnet is quoted from Wikipedia).

However, the nature of Cultiplan's mainnet is to construct an independent ecosystem that mainly creates "blockchain points" and "point cards" rather than cryptocurrencies (tokens) and wallets. Therefore, it is different from the existing mainnet, and for detailed information on the mainnet, please refer to the Whitepaper for Mainnet Foundation to be released separately in the future.

Mainnet Foundation's IO software is designed to enable vertical and horizontal expansion of decentralized application, and builds a digital-point-centered blockchain architecture. It provides accounting, authentication, database, asynchronous communication and application scheduling across multiple CPU cores or clusters. The resulting technology can ultimately scale to hundreds of thousands of transactions per second, eliminate user fees, and efficiently deploy and maintain decentralized applications in the context of a controlled blockchain.

In particular, Mainnet Foundation provides an API to build an easy and stable service environment for Alliance's Dapp. It facilitates practical support, and instruction "Application System" and "Cultiplan" to execute orders.

B. Background

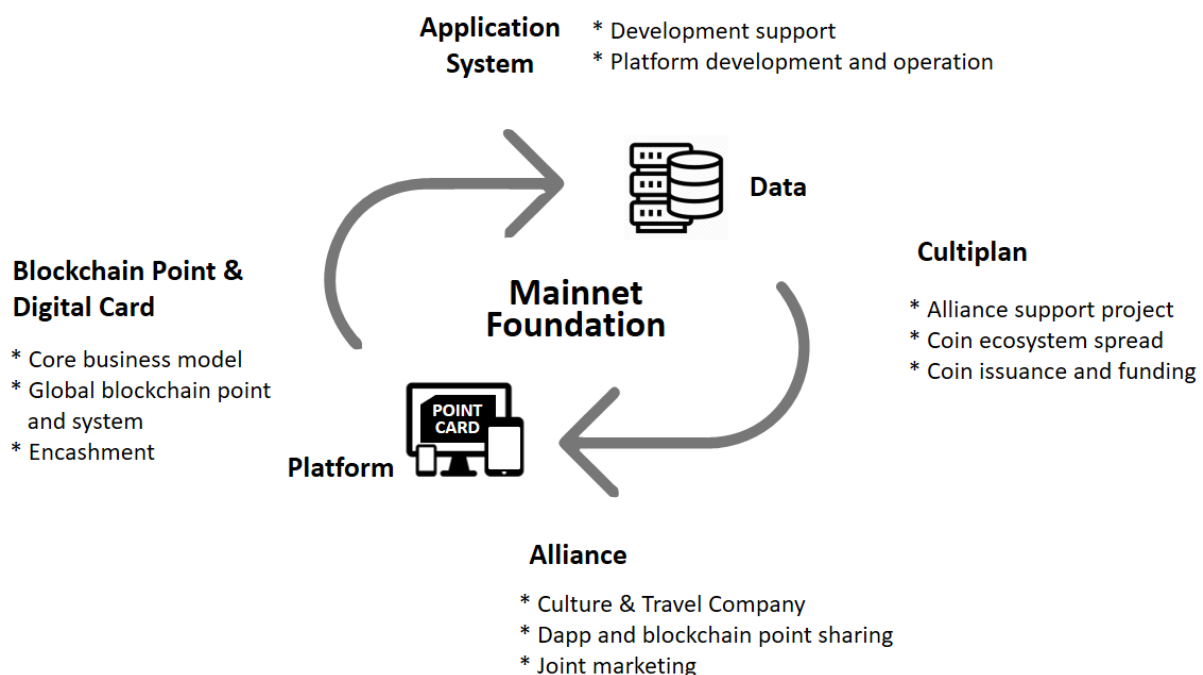
Since Bitcoin was born with blockchain technology in 2008, many blockchain platforms have supported functionally decentralized applications. As of early 2021, many mainnet-based Dapp and Token ecosystems are rapidly growing and expanding. However, the fee per transaction is ridiculously expensive, and the speed is too slow to be applied in real life. What's more problematic is the severe volatility of the value, which makes it rather difficult to apply into reality. As an alternative, stablecoins such as Tether, TrueUSD, Gemin Dollars, De-Fi, and Terra are emerging. Cryptocurrencies designed to minimize price volatility are being made, but they are still not feasible in reality due to various problems.

The Mainnet Foundation team is a group of experts and technical experts who have been working on countless projects in the "Culture & Travel" area for decades. Over the years, we have devised a specific business model while planning and implementing a blockchain-based platform. As a result, we were able to implement a Blockchain Point and Digital Card business model that anyone can easily and safely enjoy culture & travel based on the emerging Korean Wave worldwide.

C. Role

WWW (WorldWideWeb), which first appeared in 1969, is the world's first web browser and a Wiziwick HTML editing program; it brought in an information revolution that connects the whole world together. Until now, it has evolved into various forms due to the participation of massive people around the world, and it has revolutionized today's world. The blockchain technology, which first appeared in 2008 due to Bitcoin, is rapidly evolving. However, although various experiments are being conducted on such a decentralized network, there seems to be a long way to go to the stage of real-life application and public participation. Many experts believe that this technology will open up a brighter future with a decentralized world.

< Figure 5. Mainnet Foundation's main role >



Then, why has the technology of decentralization not yet penetrated deep into real life? We have already worked on several projects over the years, and have come to understand the mechanism through numerous trial and error. Based on such experience and know-how, we

have set practical standards, and is devising a Mainnet with fast transmission speed and feasible plan. However, the Mainnet project needs more detailed planning and design from a long-term perspective. Therefore, we will implement alliance support projects such as Cultiplan as a top priority, and expand the system by applying into specific business fields according to the Bottom Up strategy.

4-2) Asset Management

A. Terms and features

Asset management refers to the professional management of various types of securities (stocks, bonds, etc.) and assets (real estate, etc.) in accordance with the investment objectives determined for the benefit of investors. Investors can be institutions (pension funds, companies, etc.) or individual (in the form of collective investments such as investment contracts or mutual funds).

Asset management is an important pillar of the global financial industry and manages trillions of dollars of assets. Asset management services, which are part of financial services, are provided by some of the world's best companies.

Fund managers (called Investment Advisors in the United States) refer to both companies that provide asset management services and individuals who manage assets. (Definition of asset management is quoted from Wikipedia)

Our team has an asset management part separate from the Cultiplan. In the future, this part will act as an independent asset management company to partner with Cultiplan and the ecosystem. The main purpose of the fund manager is to provide fund loans and systems to those with great growth potential in global "Culture & Travel" environment: startups, existing companies, organizations, and individuals. After that, we will help them keep the business going. It is based on the experience and system of coin economy and existing asset management industry. Our asset management company aims at discovering and growing small/mid-sized innovative companies with a win-win philosophy, and will faithfully fulfill the social role together with Cultiplan. For detailed information on the asset management company, please refer to a whitepaper that will be separately disclosed by Asset Management team in the future.

B. Background

Our model is Grameen Bank, a micro-loan bank and social enterprise for the poor that was founded in 1983 by Muhammad Yunus. Citizens of Bangladesh had to pay most of the money they earned from working all day for the interest on money borrowed from moneylenders. As a result, most citizens could not escape from poverty. Noticing this, the economist Muhammad Yunus went to a Bangladeshi bank and asked, "Why don't you lend money to the poor?" The bank official replied that it was impossible to lend money without collateral. After hearing this, Yunus founded his own bank in 1976. The condition was to allow loans of less than \$150 to only the bottom 25% of people without collateral and identity guarantees. It was a small long-term credit bank that lent money at low interest and allowed its loanees to pay off over a long period of time. (Contents source: Wikipedia)

Highly developed science and technology such as artificial intelligence, robots, IoT, and IT are bringing labor-free production innovation to numerous companies. Accordingly, the employment rate of young people is decreasing as time goes by, and social problems involving unemployed young people are becoming a major concern worldwide. In such a modern society, we will provide young people with a financial system that can reduce trial and error and increase their chances of success.

C. Role

Accordingly, our asset management company makes micro-loans and raises funds for worldwide young people or future entrepreneurs who are dreaming of starting a business in "Culture & Travel." Therefore, our asset management company aims to become an alternative model that can grow together with Application System and Cultiplan.

4-3) Application System

A. Terms and features

The Application System team is an organization that devises a feasible business model to arm business with technology. In the modern world, blockchain, Internet, AI, IoT, robots, and nanotechnology are bringing technology and service innovations to various fields.

In particular, through the decentralization of blockchain technology, those who participated in a peer-to-peer (P2P) network rather than a specific server can directly participate in the network to secure transparency, create rational protocols for new issues, and receive economic rewards. However, the perfect combination of blockchain technology and the Internet will create new innovations. Blockchain, a major technology in the 4th industrial revolution in the near future, will be demonstrated as a platform-based application that anyone can use in real life.

B. Background

As giant platform companies such as Amazon, Google, Netflix, and Coupang dominate markets in various fields such as distribution, advertising, and content around the world, the platform business is drawing more and more attention, and the competition is getting fierce beyond imagination. The reality is that many companies that are financially and technically vulnerable are threatened by dinosaur platforms, and are actually disappearing without a sound. As the Internet environment is highly developed, centralized global platforms result in the winner-takes-all social problem.

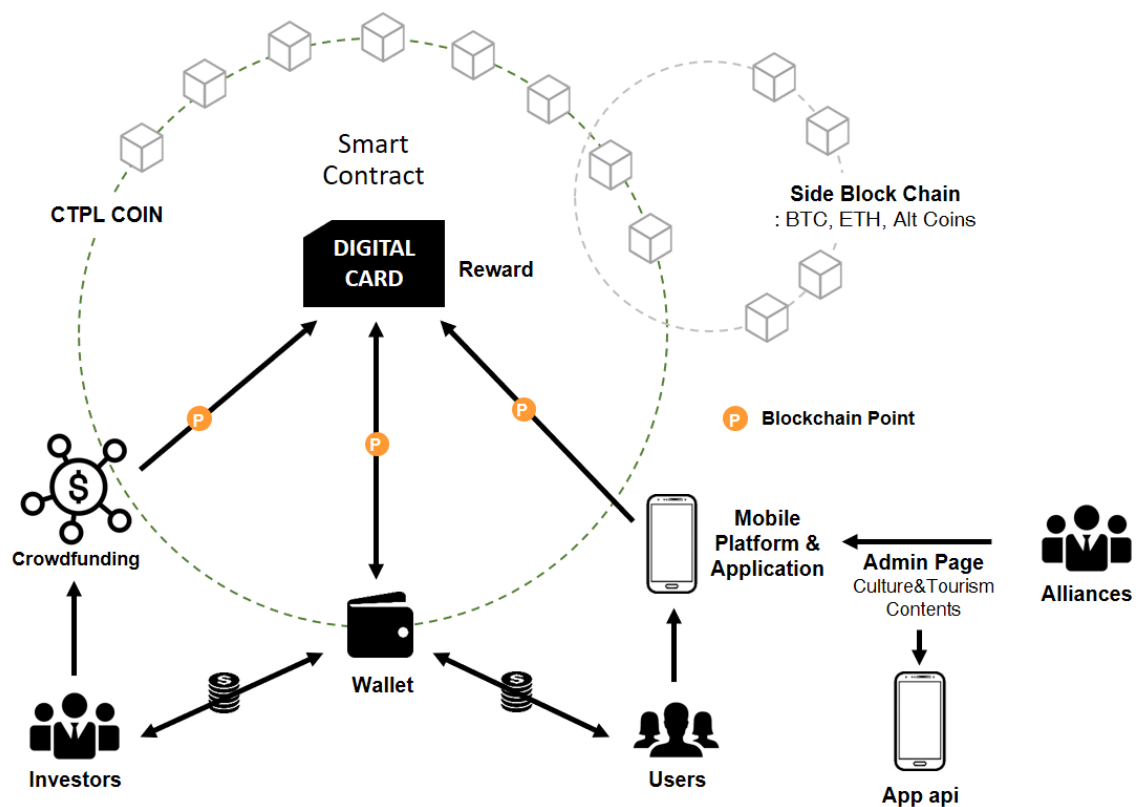
Blockchain, an alternative technology that can break such imbalance and create a market with many people directly participating, is attracting attention. However, a blockchain-based platform that directly penetrates into real life has not yet emerged. Our team has long been contemplating a new concept of business platform through trial and error. And in a very positive way, we want to present a platform in the form of Digital Card based on blockchain's philosophy

of decentralization.

C. Role

Membership services are being introduced to vitalize the business in both large companies and small/mid-sized companies. In fact, membership service that provides "mileage, point accumulation, price discount," etc. turns out to be rather lucrative for companies. In particular, membership applications are constantly increasing in importance as a customer contact service where user experience occurs due to the growth of service industry and the expansion of mobile wallet.

< Figure 6. Main configuration of Application System in the economic ecosystem >



Therefore, the Application System team is confident to create a new market by overcoming the limitations of existing companies' membership point systems with blockchain technology.

Accordingly, the service platform and digital card service, an element of the core business, will realize a new, original, brand-oriented economic ecosystem with Alliance for the world.

4-4) Cultiplan

A. Terms and features

Services and products are diverse according to their characteristics. Although their unique characteristics can easily secure the volume, a flexible system is required to facilitate multifaceted methods of applying them. Alliances in the "Culture & Travel" field should provide a wide range of customer-targeted services to improve customer satisfaction and performance. By providing a variety of options and experiences, Cultiplan can increase satisfaction and at the same time effectively build a supplier network of service and product. Therefore, Cultiplan's support and consulting program will be the best opportunity for Alliance.

Cultiplan will provide a payment system (cryptocurrency payment system) in which the "smart contract" of the blockchain is basically performed according to the service and technical characteristics of the Alliance. An additional payment system that can use existing money or cards is provided as a supplement. In addition, for the convenience of the cryptocurrency payment method, the cryptocurrency can be charged on the "platform" itself, exchanged for "blockchain points" and stored and used in the "Point Card." An additional price notification system is provided for customers to recognize the volatility of cryptocurrency. After the first service, "CTPL COIN exclusive wallet and application" will be continuously reinforced at alliance stores, theaters, online malls, etc.. Through such a process, customers can use "digital cards" more easily to manage services, purchase cryptocurrency, exchange and remit money.

With special functions, the platform provides services for win-win. In addition to the tangible commodity value, cultural products have intangible values, depending on the characteristics of the product. Therefore, unlike general products, customers subjectively evaluate the value of cultural products. In such a manner, a special consumer layer called "mania" is formed. Cultiplan's "blockchain point distribution platform" takes into account these characteristics and develops into a win-win model through customers' participation in various ways involving product suppliers.

Our platform adds a magazine service including NFT products, allowing customers to create contents together by directly participating in publicity and communication based on performance-related backstory and customer questions. In addition, systems such as pre-purchase (early bird) provided by the platform will increase customer interest in pre-launch contents and contribute to producers' funding and sales. At the same time, customers and producers get closely connected when customers partially participate in production.

B. Background

On average, more than 90% of global corporations are SMEs. Although a large number of corporations are small and medium-sized enterprises, it is difficult for them to establish a consulting organization or to receive high-quality consulting at a cost. Each country has a variety of programs and budgets to support SMEs, but it is true that SMEs have many difficulties in reality.

Management consulting is defined as a professional service to identify and solve various problems in corporate management by offering practical solutions, necessary funding, and labor services.

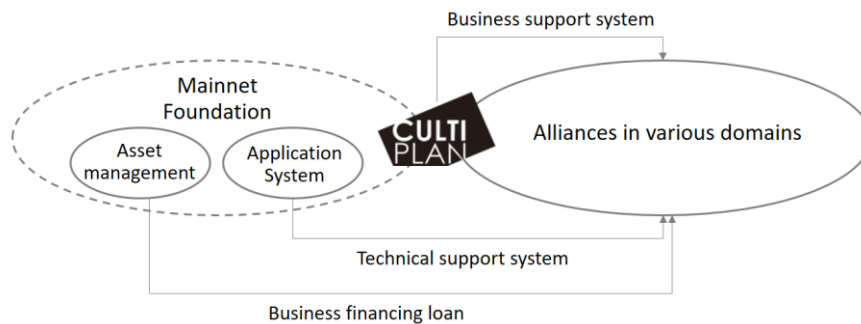
Besides simple funding and systematic support, Cultiplan is to set up a joint project with SMEs participating as Alliance. And Cultiplan is actively and systematically supporting its Alliances as its main business. The mainnet-based blockchain service platform that we are building does not only serve as a technical infrastructure, but prioritizes its Alliances and continue to develop and improve technical support, hardware and software to adapt to actual situations. The reasons are that our ecosystem grows with the SMEs in the "Culture & Travel" field and that both our team and Alliances need each other.

C. The role of Cultiplan

Cultiplan, which plays a supporting role in the ecosystem, will continue to expand the scope

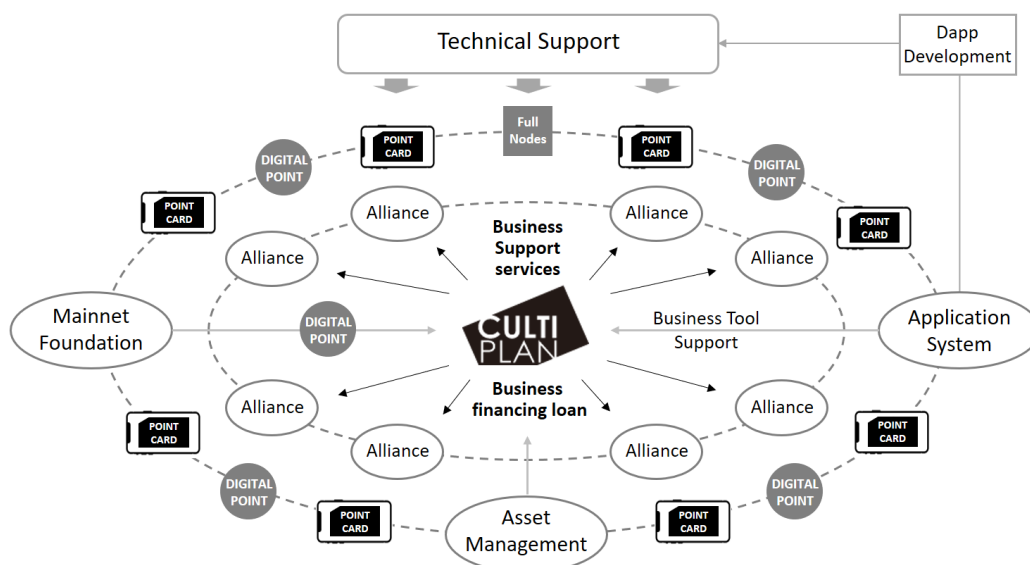
of use of the newly formed "Digital Card" while actively accepting the convenient and necessary parts of the existing membership points. In the system of "Mainnet Foundation", Cultiplan will serve as an intermediary for Alliances to support the funding, provided "Asset Management," and technical infrastructure, provided by "Application System" in "Mainnet Foundation" system.

< Figure 7. The role of Cultiplan >



For Cultiplan's smooth support role, "Blockchain Point" supported or loaned by the Mainnet Foundation, and "Digital Card," the technological infrastructure service of the Application System, will be organically combined with each business. Through such a process, we will exert a strong competitive edge in the coin economy.

< Figure 8. Relationship structure and service linkage of Cultiplan and Alliance >

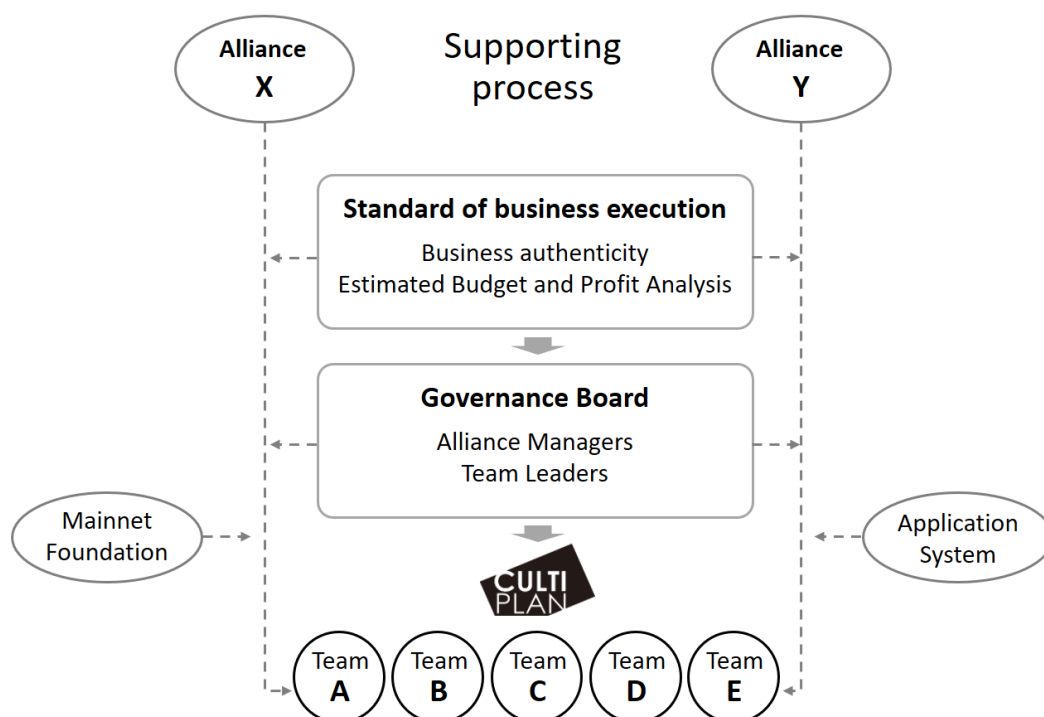


4-5) Alliance

A. Terms and features

"Alliances" in Cultiplan's support program are different from those in the existed start-up support programs of national and large corporations. The biggest difference is that beyond the concept of simple support, Alliance and Cultiplan will strive to coexist as an independent organization. In order to both increase sales, the two organizations must work together like a single company. Another characteristic is that a blockchain-based "cryptocurrency payment and blockchain point system" is applied as a medium for mutual cooperation, thereby securing the reliability and transparency of transaction details through smart contracts (When paying with cryptocurrency). To this end, digital tools are to be supported so that cryptocurrencies can be charged between each other within the "Application," and multi-functions of the ecosystem that will be continuously improved and applied will be shared in the future.

< Figure 9. Support process of Cultiplan's Alliances >



As shown in the figure above, according to the Alliance support process, the Alliances in each field will primarily examine whether they can expand their business together in accordance with the Standards of Business Execution. Then, the common goal is achieved according to the procedures of the Governance Board. However, in the state of insufficient resources, it is necessary to stipulate that all stakeholders can make responsible and transparent decisions, and complete the preparation process for full-scale implementation. After that, the individual teams required for each Alliance will be finally matched, and Cultiplan's support work and Alliance business will be carried out in earnest. For reference, Cultiplan goes through the stages of stabilizing sales of Alliances' services and the settlement of Alliances' stores (antenna shops) and online malls, which are previously promoted to support the newly joining Alliance. In principle, Cultiplan will provide support until after such a stage the Alliance can independently pursue the business. However, in the event of a crisis or changes in various environments during the commercialization process, the Cultiplan team may additionally join for support after going through a verification process of the support process.

For example, the performance magazine service creates a magazine space or category in the "Application." It shares the system directly with magazine webs and Apps, and creates other contents, such as interviews with the cast, press articles, behind-the-scenes stories, and information. So, they get information that can't be obtained from other channels, enable them to engage in direct or indirect communication with producers or cast members, and help those new ideas come true. Thus, such a magazine service offers users direct/indirect chances to communicate with the casts or producers by collecting exclusive information, and facilitates new ideas to come true. However, what is important in Cultiplan's support is the premise that an analysis process is necessary to see what synergy or sales improvement is conducive to.

B. Background

Historically, humanity has formed collective labor organizations to work jointly. Especially in the field of agriculture, the trend is stronger. Even in modern society, various types of cooperatives have been formed voluntarily in each country and are active. In the current high-tech society

represented by the Internet, cooperative movements are active even online, but they are in a state of being subordinate to a huge platform. In the era of blockchain, it is expected that more democratic and voluntary business activities that can share a lot of things will be possible. It could suggest a new type of sharing economy business model called blockchain platform cooperative.

Therefore, our team is determined that Cultiplan's support program will be able to present new possibilities, and accordingly, we are preparing voluntarily according to our roles.

C. Role

Cultiplan and Alliance are not a subordinate relationship, but a cooperative or collaborative relationship. The two organizations face realistic problems such as the lack of funds, skills and experience. Such a collaborative relationship can facilitate a synergistic effect and thus easily build up diverse infrastructure and networks necessary for business development.

However, each organizational culture is different, and each organization can be selfish. Such selfishness could incur difficult situations or even the loss of the greater opportunities. These difficult situations can range from practical problems such as conflict over profit distribution and management rights, dissatisfaction with the division of positions and duties, funding issues, expense expenditures and responsibilities, to personal problems such as personality discord and differences in work promotion styles.

The collaboration between Alliance and Cultiplan is a nourishment for each other's growth. To become reliable partners, the two need to focus on bigger opportunities for growth regardless of the pain of failure. For example, Korea's LG, GS, and LS Groups have a successful partnership where they grow and share business together for decades. In other words, although the collaboration between Alliance and Cultiplan will be a form of short-term collaboration rather than eternally binding each other, it should be based on a management philosophy that each other's growth is the key to the business success. Such a relationship is not forever disconnected

after the support program has ended. It will be a sustainable relationship, such as a relationship between friends, seniors & juniors, and teachers & students.

5) Value Chain of Cultiplan Business Ecosystem

Cultiplan Ecosystem is largely composed of five organizations: "Mainnet Foundation," "Asset Management," "Application System," "Cultiplan" and "Alliance." As a means for the business ecosystem, there are "Blockchain Point," "Digital Card," and "CTPL COIN". "Mainnet," "E-wallet" and the involved service & payment systems will be continuously developed and operated to fully support these organizations. All of this will be done according to the short/mid/long-term roadmap.

The basic components of Cultiplan Ecosystem target the characteristics of users (customers), and as a whole move to different stages as users'(customers') consumption patterns evolve and change. An ongoing network comes into being with the deepening of use. It is designed with the concept of "Value Chain" that provided products and services are changing and supplied properly based on practical situations.

The linkages of each core organization have entry and exit (EXIT) paths between each other through a scenario that analyzes the customer's behavior pattern based on the "Blockchain Point." In this manner, the company will be able to secure continuous exposure of the ecosystem and CTPL COIN (cryptocurrency).

The most distinctive factor from other systems is that the exposed elements are configured to enable easy selection and access as they meet the customer's purpose. It is based on "Blockchain Point," a universal medium, and the probability of access by customers with clear purpose will be high. This will allow customers to use and experience the services of "Blockchain and Ecosystem" naturally without inconvenience, and will bring in more holders and participants.

5-1. Value chain and customer access scenario

In the "Cultiplan Ecosystem," general customers will have high access to application-based services. However, there are differences in the approach process here. Alliance's own operation policy should be followed in the Alliance's own channel (web or app), while Cultiplan's operation policy should be followed in Cultiplan Ecosystem. However, it is a principle to share blockchain points in the Alliance's own channel.

"Digital Card," the core business item of Cultiplan Ecosystem, is composed of three access scenarios.

First, general customers access the application, purchase products and services, and then easily accumulate the rewarded "Blockchain Points." With "Blockchain Points," the customer can receive discounts on products or services in the future, and can consider the return on investment after exchange for "CTPL COIN." The customer can use Blockchain Point as a revenue model at any time in Cultiplan Ecosystem according to various reward programs.

Second, it is the case that one is invited to participate in Cultiplan Ecosystem by an acquaintance (someone on the relation network). In this case, the access is based on a service that allows an existed user to present his rewarded Blockchain Points to anyone through Cultiplan's SNS services possible within any affiliated place. Therefore, a device that allows someone who has already participated in the ecosystem to easily provide blockchain points as a gift to anyone who does not know the ecosystem will be supported. This offers newly-exposed customers an opportunity to directly experience the convenience and reliability of Cultiplan Ecosystem.

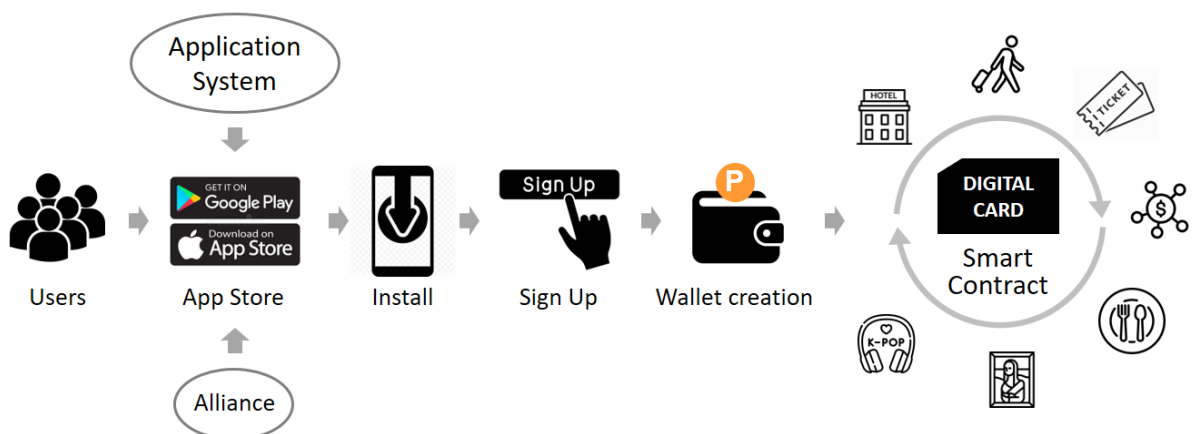
Third, if information about the blockchain point system is acquired by oneself from a distribution channel close to one's favorite or life, the blockchain point system will also implement various benefits and events in offline partnership according to its policy. In this sense, it can be regarded as the third case that the customers voluntarily participate in Cultiplan

Ecosystem.

All of these actions will be possible around the world beyond limited areas.

Through the above access methods, customers could finally connect with all Alliance services, and evolve into a more active customer base with sustainable and high purchasing power. Alliances' services are operated to facilitate customers to participate in a multi-channel method that is centered on "Digital Card." Through such a process, "Cultiplan Ecosystem" will arise gradually by targeting "a wide range of life culture customers" and "small but powerful enthusiast customers".

< Figure 10. Customer access to Cultiplan Ecosystem with developments integrated >



By installing an application that acts as a gateway registered in the app store for each OS, the customer can get access to the integrated service of the lower level conveniently. Systemically, when signing up as a member, a dedicated wallet for each corresponding ID is automatically created. Through the wallet, various economic activities such as charging, remittance, and payment of Blockchain Point and CTPL COIN can be performed.

Digital Card also includes a smart contract function, so users can conveniently use all "Culture & Travel" services in Cultiplan Ecosystem: for example, simple contracts, various reservations,

and history management. In particular, Blockchain Point and CTPL Coin with asset value are not limited to use, but can serve as a revenue model through various types of reward programs.

04. Market & Vision

The “Culture & Travel” market, which is in direct contact with the Cultiplan Ecosystem, is a field where technology and content converge like other fields, and is flourishing worldwide. With the recent popularity of blockchain technology, a financial system is inevitably incorporated into technology and contents, and a brand-new business form has been coming into being. And above all, the recent pandemic of Corona 19 is putting the world economy into low growth, and the economic recovery is expected to take a lot of time. In this crisis, many companies are reducing unnecessary investments for survival and growth, and securing cash and cryptocurrencies in preparation for the upcoming economic recovery. The fact that blockchain-based cryptocurrencies are secured not only by individuals but also by companies means a lot. In addition, Digital Transformation and Non- contact are spreading across the economy and society; investments and innovations to find business opportunities in a new environment are continuing.

In particular, Cultiplan's core theme “Culture & Travel” has a considerable merit. With Korean Wave growing worldwide, Cultiplan has been equipped with considerable technology and reference, as it has been continuously engaged in large theater operation and content planning since its inception in 2013. Accordingly, Cultiplan has a vision to create an innovative market by commercializing a global service platform that combines “CTPL COIN,” “Blockchain Point” and “Digital Card.”

Therefore, we intend to gauge the commercialization of the vision by analyzing the current market trends and the actors that are directly related to Cultiplan Ecosystem.

4-1) Definition of Related Market

What is important in Cultiplan Ecosystem will be the Alliance's Contents that will grow across the entire platform. In other words, Cultiplan will be a structure that operates various business models centering on a huge contents market based on the "entertainment," "fan club," and "travel products and services."

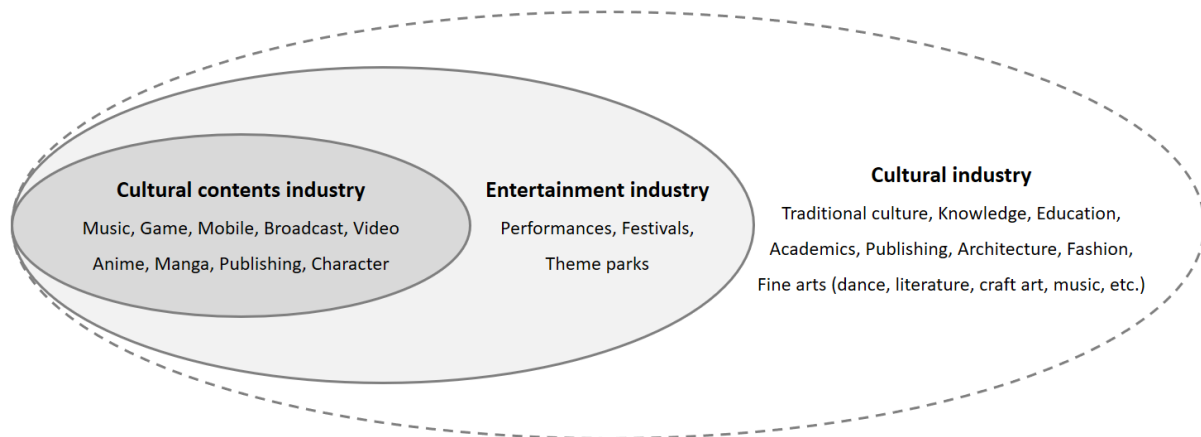
In addition, Cultiplan's business market is basically targeting the world. This is because there are no regional restrictions due to the nature of blockchain, and because the characteristics of products created based on such technology target people around the world. Blockchain technology and business models are still in their infancy. Due to the limitations of the surveyed data, it is not possible to examine the market situation in a specific region in detail. However, the point is that Cultiplan Ecosystem essentially has no choice but expand into the global market.

4-2) Entertainment market

As of 2021, with the worldwide popularity of the group 'BTS', the movies 'Parasite', and 'Minari,' 9 out of 10 Koreans recognize that Korean entertainment industry has won global prestige. In fact, people all over the world are enjoying the peculiar phenomenon of the Korean Wave, and its influence is rapidly spreading. Therefore, fierce competition is intensifying both domestically and internationally to secure entertainment contents.

The Corona 19 pandemic is radically changing the way people enjoy life, work, and leisure. In 2020, the number of new OTT video streaming users is expected to increase by 24% compared to the previous year, reaching about 288 million. According to an analysis, the market size of OTT services from \$46.2 billion in 2019 is expected to nearly double to \$86.8 billion in 2024.

< Figure 11. The scope of cultural and contents industry (Samsung Economic Research Institute 2000) >



As such, while OTT service is growing as a strong player in the entertainment industry, the field where NFT encryption technology can be applied is also attracting attention. The NFT market, formed in 2017, is rapidly growing in the world of online games and digital art in 2021, including images, videos, music, text, and even tweets. In other words, anything that can be recorded in a digital world can be an NFT. As blockchain technology proves the scarcity value of 'there is only one in the world', NFT art works and rare collections are being traded more actively.

The 'Metaverse', which has been receiving hot attention recently, leads to the optimal space where NFTs can be actively distributed. In a virtual world where "meta," meaning transcendence, and "universe," meaning the space, are combined, certain items or assets are traded through NFT.

In the future, it is expected that music albums will be actively provided in the form of NFT, or that tickets for musicals and concerts will also be combined with NFT technology. As such a combination of emerging blockchain technology and entertainment industry become popular, a world that is distinct from the past will open.

Entertainment is generally recognized as drama, POP music, movies, and games, but now its meaning is expanding to food, travel, traditional culture, etc. As entertainment is combined with blockchain technology, more big changes are expected. Therefore, the "Culture & Travel" market, the theme of Cultiplan Ecosystem, encompasses diverse fields globally popular among the public: music, movies, animation, broadcasting, food, traditional culture, fashion, etc.. Cultiplan Ecosystem, together with its Alliances, will lead global innovation in cultural life and Korean Wave through a "Digital Card"-centered application that applies blockchain technology.

4-3) Fan Club market

Fan Club, which should be uniquely dealt with in the theme of "Culture & Travel," is composed of the core customer base in Cultiplan Ecosystem. Fan club members can develop from "general customers" to "mania" at any time in the future, so their tendency can be an indicator of business. Fan clubs are organized in various forms around the world, so it is difficult to grasp their exact trends.

However, the so-called "Korean Wave" market, which is leading a Korea-centered trend and market worldwide, has a very organized fan club culture. Now, this culture is encouraging the "organization of Korean Wave fan clubs" that targets global fans. Therefore, grasping the market size of "Korean Wave" and examining the precious data of fan clubs together is meaningful in analyzing the market directly or indirectly.

Recently, the record-breaking success of BTS is made possible by a fan club, "Army," who enthusiastically cheers them on. BTS has a strong fan base not only in Korea, but also in various regions around the world, such as the Americas and Asia. Because of these fans, they are able to rise to the top of the Billboard charts and grow into world-class stars, even though they are non-English-speaking singers. In addition, such Fandom phenomenon involving BLACKPINK, EXO, ATEEZ, actor Lee Min-ho, actor Hyun Bin, etc. is getting bigger.

The Fandom phenomenon, which derives from idol culture, is spreading and being applied to diverse fields; it is evolving and creating new culture and economic value. Fandom is a compound word of Fanatic's fan, meaning fanatics, and the suffix "dom" meaning manor. It refers to a celebrity or a person who passionately immerses in a specific field and falls into it.

In fact, the Fandom phenomenon is contributing to the formation of a strong relationship between the subject of innovation and fans, and between users and producers. Such a relationship goes, beyond the form of purchasing products from the perspective of simple followers.

A. Korean Wave contents and Fan Club

The Korean Wave contents market can be strongly influenced by the structure and utility of organized fan clubs. This results from the occupation strategy of contents market that serves as a format used by each agency to secure artists' success and create issues for Korean Wave. Each agency is actively using fan platforms such as YouTube, Netflix, Instagram, and Weverse to spread the Korean Wave and organize fans.

< Figure 12. Korean Wave Artists' Success Process >

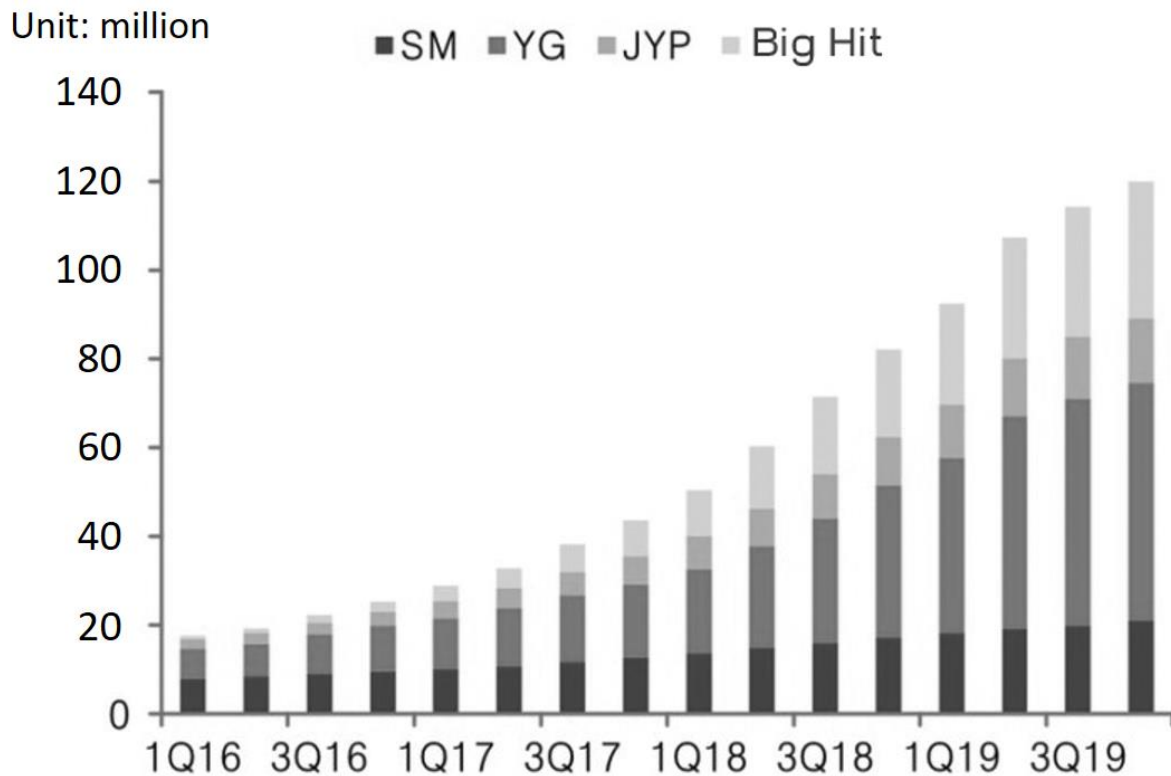


*. Hyundai Motor Securities Data (2018)

One of the biggest factors that increases "Fandom" in the above process is that fan club's organizational activities are supported. Therefore, the sales trend of Korean Wave becomes an indirect indicator of the fan club's consumption power and size.

The sales trend of the four entertainment companies, which lead the Korean Wave in Korea, is rapidly rising from about 3 billion won in 2016 to about 343.7 billion won (predicted) in 2021.

< Figure 13. Total YouTube Subscribers of 4 Entertainment Companies >



Source: Socail Blade, Yuanta Securities Research Center

Our team is paying close attention not only to the growth of sales generated by the Korean Wave, but also to the increase of fans that support it, the size of the organized fan clubs, and their activities. Fan clubs are structurally very organized, but contain many irrational/unreasonable factors in their management, operation, and protection of rights. Particularly at stake is the protection of fan club membership rights, the formal membership process, the transparent use of the collected funds, and the existence value of a trustworthy club. It also includes the consolidation issue for global fans, which are subdivided into various groups. Based on such data, we will provide a system for Fan Club to operate in an evolved way in Cultiplan Ecosystem.

The service that Cultiplan focuses on is to solve the problems in the Fan Club market, such as authentication of “official Fan Club/Fan Club Member,” by introducing blockchain technology to support it.

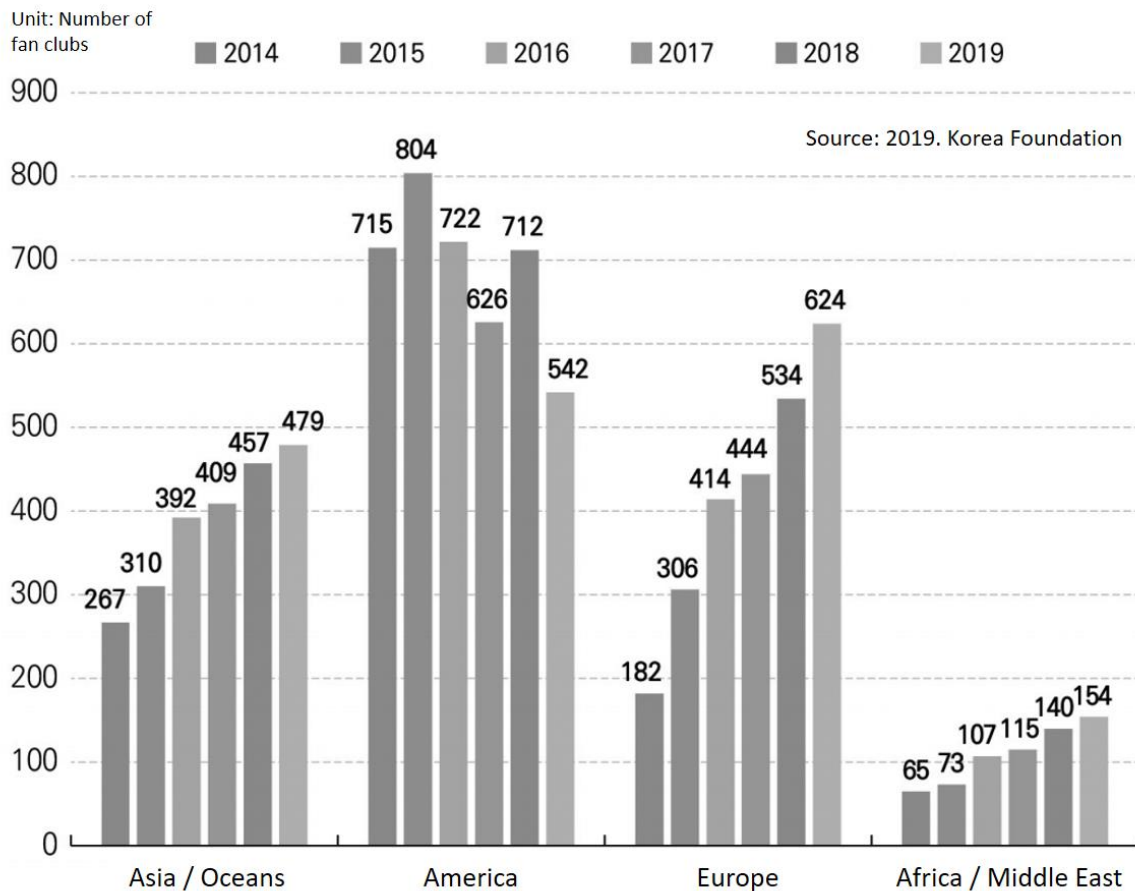
B. Fan Club Activity Media

More specifically, based on the trend of fan club activities related to Korean Wave, as of December 2018, the number of Korean Wave clubs around the world is estimated at 1,843, and the number of members is estimated at 89.1 million. Considering the increasing trend, it is expected to exceed about 100 million people by 2020.

It is worth noting that there are two phenomenon. The first is the annual increase and decrease trend of such fan clubs. Looking at the current situation from 2015 to 2018, the number of fan clubs and members has been somewhat stagnant in some regions, but overall, it is showing a steady rise. This is very different from the pessimistic view of the Korean Wave, which was once evaluated as a short-term fashion. In particular, the birth of BTS, a world-class boy group, has brought in rather positive estimation of Korean Wave. BTS has been selected as the best-selling artist in 2020 by the International Music Record Industry Association (IFPI), and ranked No.1 on the Billboard Chart for the first time, thereby surprising the world. In addition, the girl group Black Pink and new K-POP groups are emerging. Korean Wave films are also surprising the world, especially when director Bong Joon-ho's Parasite and Jeong Isaac's film Minari are sweeping awards at international film festivals.

Korean Wave is growing beyond imagination in all cultural fields. The foundation of this is the active support of the fan club's media activities. In other words, the biggest reason why Korean Wave fan clubs are expanding rapidly around the world is the role of the media. We need to pay special attention to that.

< Figure 14. Current status of the increase or decrease of Korean Wave clubs (2014~2019) >



The second phenomenon is that, in addition to these superstars in Korean Wave, small/mid-sized fan clubs targeting non-famous celebrities either domestically or overseas are created and operated in a very organized manner. There are about 27,547 fan clubs operating on the portal site "NAVER", and the number is enormous if small/mid-sized fan clubs of worldwide services platforms (Facebook, Instagram, etc.) are included. And even now, the number is increasing rapidly. What is important is that unlike in the past, new stars are nurtured and discovered through fan clubs according to the organizational trend of fan clubs.

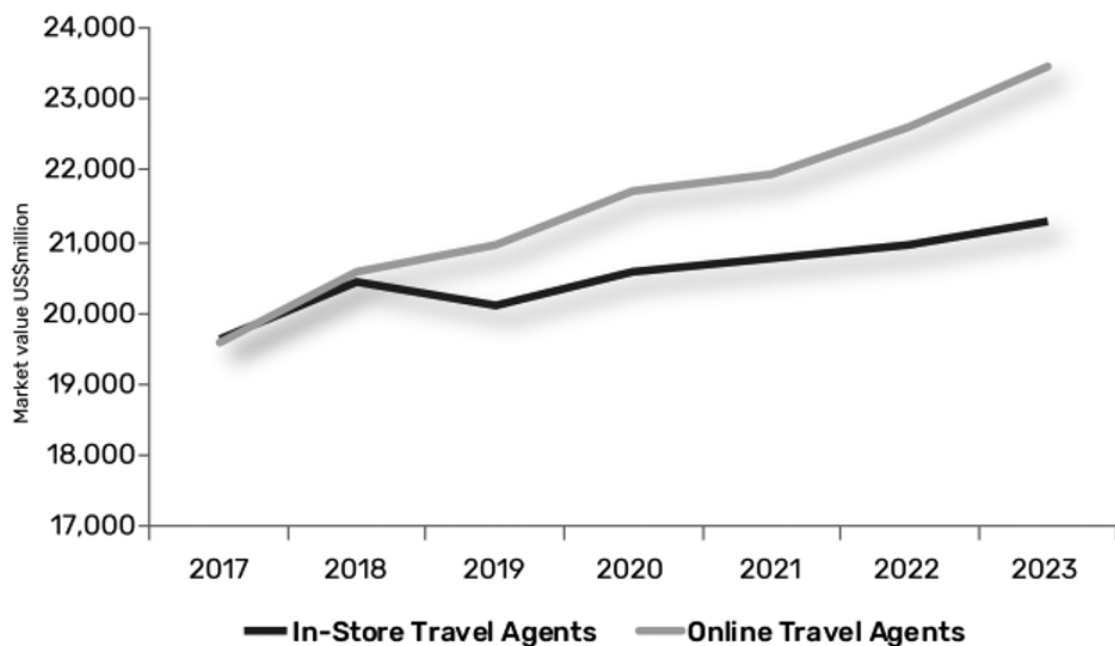
Cultiplan Ecosystem will contribute to the transparency and reliability of Fan Club's operation and right protection for small and medium-sized fan clubs. In addition, Cultiplan Ecosystem will provide Fan Club members with total services and opportunities to "sponsor" and "donate"

to artists through cryptocurrency, receive "Blockchain Point," and so on.

4-4) Travel products and services market

With the technological advancement following the 4th industrial revolution, the 'growth and structural changes of the online travel platform business' is accelerating in the travel field as well. The impact of Corona 19, which began in early 2020, has a serious blow to the global travel industry, but it is expected that the travel industry will grow rapidly again sooner or later.

< Figure 15. Market value of travel agents across the UK, 2017-2023 >



Source: GlobalData Travel and Tourism Intelligence Center

Travel within Cultiplan Ecosystem is expected to establish itself as another travel business model as it is combined with a blockchain-based "Digital Card".

4-5) Cultiplan Ecosystem, market and vision

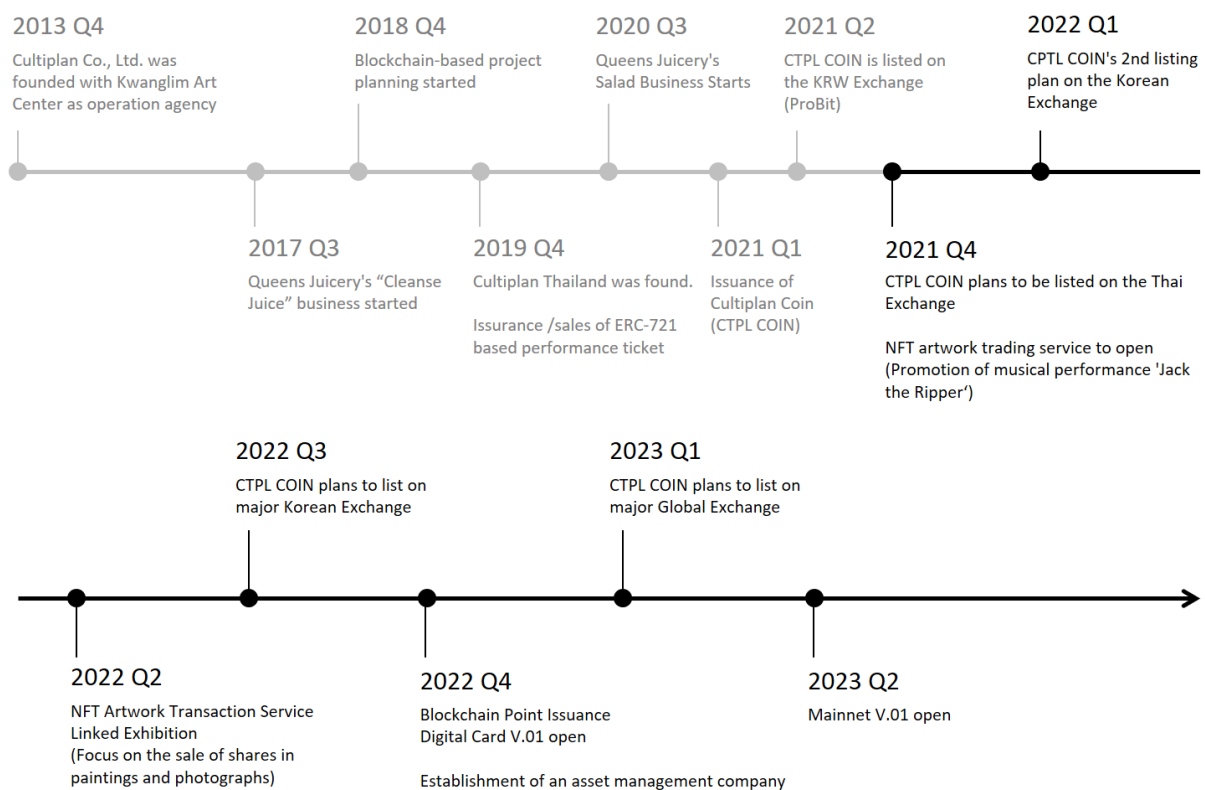
One of the most important factors for business success is the "customer." Blockchain technology is a very innovative idea and technology in certain fields, but again, it is also impossible to succeed as a business without customers. "Cultiplan Ecosystem is created with customers", which is the vision of the business.

The company provides the services that customers need in the right place, and must prepare for changes and evolution of customers through various devices so that customers can use the service for a long time. Cultiplan has studied and focused on customer behavior patterns in Culture & Travel field for a long time. We ponder on how a customer is doing economic activities to satisfy himself/herself and how to change customers' thoughts on a certain business product. We want to provide a very good model for this. And we are confident that Cultiplan can create a higher synergy effect by using blockchain technology.

Our customers will understand and participate in Cultiplan Ecosystem where they can enjoy the culture and actively join in acquaintances to become enthusiasts (fans) in the end. We target customers with such a pattern that they strive to harmonize economic and cultural life: growing customers in their teens and 20s, diligent customers in cultural life in their 30s and 40s, and customers at leisure in their 50s and 60s. These customers are a source of strength to potential young artists and sincere creative contents creators who invest their time and endeavor to become stars, and are supporters who can deliver healthy and good messages. Our Cultiplan team will grow together with people with great dreams in the field of "Culture & Travel."

05. Road Map

Since 2013, Cultiplan has been conducting know-how and practical business in related fields through direct contents planning and operation of performance theaters, and an overseas subsidiary for global business was established at Q4 2019. With the issuance of CTPL COIN from Q1 of 2021, a full-fledged blockchain-based project has begun, and our team will continue to list CTPL COIN on a number of coin exchanges around the world. And by developing the first version service platform by 2022 Q4, the true "Digital Card" business is expected to begin in earnest.



* Subject to change depending on the company's internal and external environment and business progress.

06. Coin Allocation

6-1) Coin issuance and details

CTPL COIN, which serves as the standard currency of “Token Economy” in Cultiplan Ecosystem, has been wholly mined through the pre-mining method, and can be obtained through announced SALES or through listed exchanges. The details are as follows.

Division		Distribution	Ratio(%)	Purpose of use	Payment method
Listing Event	1st	150,000,000	5.00	Secure seed money for initial business setting	Sell on the first listed exchange
	2nd	30,000,000	1.00		
Team Members		270,000,000	9.00	Founder 3 years, team members 2 years CTPL transfer, sales limit set	Physical lock-up
Advisors		60,000,000	2.00	Set limits on transfer and sales for 2 years from the date of contract	
Marketing(Business alliance & stabilization)		410,000,000	13.67	For strengthening collaboration with other companies/institutions/teams and business expansion	Alliance Operating Rules
System Rewards		700,000,000	23.33	Application of various compensation systems within the customer service platform	System operating regulations
Social Contribution Projects		150,000,000	5.00	Financial support (cash donation) and non-financial support (in-kind donation, volunteer work, facility support, etc.)	Support after selling CTPL on listed exchanges
Point Conversion		230,000,000	7.67	For conversion (customer service activation), such as collecting points operated within the system	For use within the platform only
Exchange Sales		1,000,000,000	33.33	Purpose of revitalizing domestic and overseas business (50,000,000 CTPL sales annually) 20 years of exhaustion	On listed exchanges sell
총합계		3,000,000,000	100.00		

07. Team & Advisor

Team & Advisor is largely divided into a founder, a team, and an advisor. Detailed information can be referred to on the representative website.

08. ETC

8-1. Operation of official channels

Cultiplan operates the official media and community on its representative website, CTPL Telegram Channel, CTPL Facebook, and CTPL Kakao Talk Channel.

- 1) Company website : <http://www.cultiplan.com>
- 2) CTPL telegram channel : <https://t.me/joinchat/W4-HX2hRWtc4MTFI>
- 3) CTPL Facebook : <https://www.facebook.com/CTPLcoin>
- 4) CTPL Kakao Talk Channel : https://pf.kakao.com/_bxosRs
- 5) Q&A for other performances/events/events: website for each project

09. Contact Us

Official Cultiplan companies are located in Thailand and Korea, and the locations of the companies are as follows.

9-1. Contact method and guidance

- 1) Cultiplan Thailand Company (คัลติแพลน) :
 - Role: Issuing Cultiplan's CTPL COIN together with Cultiplan Korea, and conducting overseas business
 - Address : 26/107 M.1 Plutaluang, Sattahip, Chonburi 20180
- 2) Cultiplan Korea Company :
 - Role: Development and operation of Cultiplan Ecosystem, and execution of marketing work
 - Address: 2nd floor of Yegrina Building, 62, Bangbae-ro 13-gil, Seocho-gu, Seoul

CULTIPLAN

WHITEPAPER

VERSION 1.2

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