

Naughty MOAI Introduction

As of June 15, 2022

**** This white paper is a working document which may be updated from time to time to reflect the prevailing market conditions and the latest developments.**

Market Overview

Thanks to the recent successes of BoredApeYachtClub, CryptoPunks and others in the blockchain industry, the NFT market exploded. In January 2022, the investment bank Jefferies predicts the NFT market reaching more than \$80B in value by 2025.¹ The COVID pandemic that broke out in 2020 only served to accelerate the development of the entire NFT industry. According to data in DappRadar's *DAPP Industry Overview: February 2022*², NFT generated \$10.6 billions in transactions in February, surpassing numbers in December and November 2021. The following sentence from the report is the most telling:

“Despite the negative narrative provoked by the OpenSea attack and resistance from the traditional industry, NFTs are continuing to find a way to increase their value as digital assets.”

The explosion of NFT market also drove the growth in play to earn (“P2E”) games (“GameFi”), a concept combining DeFi, NFT, and gaming. Gamefi involves rewarding players with financial incentives to engage in games. This model introduced financial elements into a traditional gaming model, significantly expanding the use case of DeFi and NFT. As a result, Blockchain games accounted for 52% of Blockchain activity so far in 2022.² With increasing popularity, game dApps are widely believed to take a piece from the \$200 billion traditional game industry with 2.4 billion users worldwide. It is not surprising to see a continued inflow of capital into the sector, with \$1 Billion invested in January 2022 alone. This trend is expected to continue, if not speed up, as the global economy moves towards more digital interaction, communication, and virtual work environments.

And there is the Metaverse. Amid the COVID-19 crisis, the global market for Metaverse estimated at US\$107.1 Billion in the year 2020, is projected to reach a revised size of US\$758.6 Billion by 2026, growing at a CAGR of 37.1% over the analysis period.³ NFT lays the foundation of the Metaverse. The non-fungible nature of NFT facilitates the digital extension of physical people in virtual reality, be it your avatar or voxel assets. The value of NFT lies in its scarcity, uniqueness, and authenticity. As people venture further into the Metaverse through VR/AR technologies, NFT only helps to unlock endless possibilities and to enrich user experiences.

While Metaverse is fascinating, the merging of the real and virtual world also opens up endless possibilities. The global licensed merchandise market to reach \$380 billion by 2028⁴. The increasing adoption of Bitcoin and other stablecoins as payment method facilitates the value transfer of the two worlds. With real world brands such as Nike and Gucci increase their presence in Metaverse, new brands that are established in the virtual realm also started their voyages into the physical world. The intrinsic characteristics of NFT made it the perfect cornerstone to build the bridge that connects both worlds.

¹ <https://www.coindesk.com/business/2022/01/20/jefferies-sees-the-nft-market-reaching-more-than-80-billion-in-value-by-2025/#:~:text=The%20bank%20raised%20its%20NFT,in%20the%20report%20published%20Tuesday.>

² <https://dappradar.com/blog/dappradar-x-bga-blockchain-games-report-january>

³ <https://www.globenewswire.com/news-release/2022/02/22/2389001/0/en/Global-Metaverse-Market-to-Reach-US-758-6-Billion-by-the-Year-2026.html>

⁴ [QYResearch Group](#), February 2022



Naughty MOAI Introduction

Naughty MOAI is a Moai-themed NFT collections aimed to encourage the sharing of art, ideas and creative production. The project aims to build a sustainable and community focused ecosystem in the REAL LIFE and METAVERSE (a virtual world comprised of digital social experiences, merchandise stores and AR/VR based video games).

Mission: We embrace the endless possibilities of NFT in facilitating exchange of art, contents, and real world merchandises. We strive to provide a nurturing environment for creators and artists to display their creativities, through value sharing mechanisms that are self-sustaining and community centric.

Goal

- To develop 2D and 3D art that connect people emotionally
- To originate digital asset libraries that promote the penetration of MOAI NFTs in different use cases
- To create a metaverse underpinned by unique MOAI NFT assets and contents
- To build a merchandising network and product ranges that facilitate an adoption of MOAI brand in the real world

Codes of Naughty MOAI:

- **(M)** erging of virtual and real worlds
- **(O)** pen-minded and Community driven
- **(A)** lways naughty, always fun, never too serious
- **(I)** ndividuality and Inclusiveness as always

Basics of Naughty MOAI:

- **NFT assets and related applications, with inputs from the MOAI community**
 - Addition to the MOAI NFT family and variation of future character attributes
 - Physical collectibles with MOAI attributes to assert presence in the physical world
 - Digital applications based on MOAI NFT and assets
 - SDKs (together with APIs) to promote interoperability and composability with external partners and applications
 - Power the adaptation of MOAI NFTs in other use case scenarios in the virtual and real world
- **Strategic roadmap**
 - After minting, the project will develop premium collectibles (MOAI statue and trading cards) to reward early NFT supporters
 - MOAI asset library will be put in place to support the MOAI NFT community. Assets may include
 - Images
 - Documents

- Photos
- Presentations
- Videos
- Emojis
- Smartphone apps
- Subsequently, MOAI metaverse will be built on platforms such as Sandbox and/or Horizon Worlds, with components that may include:
 - Virtual Reality and/or Augmented Reality based MOAI social media platforms that are exclusive to the MOAI community
 - Ecommerce of digital MOAI assets and merchandises in Metaverse
 - Building out of the Easter Island in Metaverse where all MOAI lovers can hold / buy voxel assets and properties
 - Launch of MOAI tokens to facilitate transactions within the ecosystem
- Concurrently, the project will convert IP and assets created in the Metaverse into IRL items, through its connections with retail partners and channels
- Finally, in house games could be developed based on the MOAI NFT and Token assets, unlocking various NFT use case scenarios, including but not limited to, role-playing (RPG, ARPG, and others) games, puzzlers and party games, real-time strategy (RTS), and simulation game
- Every step along the way, the MOAI community vote and decide the direction of the development

Potential Utilities to NFT holders

- Access to MOAI Tokens reserved for NFT holders
- Voxel assets in the Moai metaverse
- Seniorities in VR/AR Web3 game plays
- 3D toys and collectibles
- Whitelist priority to all future drops
- Staking reward
- DAO participation
- IRL items and licensing possibilities

How is NAUGHTY MOAI different?

To stay true to its mission and orders, the Project looks to take a balanced approach in building an ecosystem and community that has reaches in the BOTH real and digital worlds

- 10% of all future revenue post offering will be set aside to sponsor projects from new artists
- Fosters partnerships with other projects and art related organisations (museums, artists, interest groups), in and outside of Metaverse
- Build a brand and platform where MOAI NFT owners can benefit from trading of MOAI brand merchandises in store and online. The user-owned IP entitled to each MOAI owner offers a wide array of possibilities, including collectibles, video game characters, and even music labels.
- Establish a distribution channel globally to drive penetrations of MOAI assets among non-blockchain users and/or non-gamers



REVENUE MODEL

The project seeks to create a value sharing model with the community through incomes from a diversified sources:

NFTs: Listing and trading of current and future MOAI NFT assets (characters, arts, virtual lands and etc.)

Merchandising: Marketing and distribution of MOAI brand assets in retail and wholesale channels globally

Licensing: Licensing revenue for collaboration with different partners from different industries (Toy, Movie, Food & Beverage and etc.)

Token Use Cases: As the project grows, more use case of MOAI Tokens will emerge and the revenue sources will continue to broaden.

Metaverse applications: Use of MOAI tokens in MOAI themed virtual applications in MOAI metaverse

PARTNERSHIP/INVESTMENT

The Project will continue to work with different investment partners to secure funding that are necessary to build out all the use cases of MOAI NFT's.

MOAI TOKEN

The governance token that supports the MOAI community and defines the future of the project. The purposes of the MOAI token may include, but not limited to:

- In-game transactions
- Marketplace settlements – virtual and physical
- Staking rewards for holders
- Community governance for the Project

An illustration of MOAI Tokenomics

- 300 million in total
- Allocation and vesting schedule (preliminary)
 - Investors: 10% 2 year straight-line vesting
 - MOAI NFT Owners: 13% 2 year straight-line vesting
 - Team: 15% 4 years of scheduled vesting
 - Marketing/Contributors: 15% 0 to 2 year straight-line vesting
 - Community Incentives: 47% To be released gradually



MOAI Development Projection

February, 2022	Naughty MOAI official website launched
March, 2022:	Official whitepaper launched and social media outlets activated
April - May, 2022	Inviting MOAI lovers and partners to join the vibrant community of Naughty MOAI and the whitelist for NFT offerings
Q2/Q3, 2022 (“L” date) :	Public Mint of Naughty MOAI NFT
L + 1 months	Initiate the built out of MOAI digital asset library and the development of MOAI metaverse
L + 2 months	Working with potential investors to secure future funding
L + 6 months	MOAI Token Launch and liquidity pool is setup
L + 7 months	3D premium collectibles and part of MOAI Tokens are distributed to MOAI NFT holders
L + 10 months	Joint discussion and development of IRL products with retail partners
L + 12 months	MOAI land is live in Metaverse and commence the development of MOAI Web3 games
L + 16 months	1 st MOAI game is ready
L + 24 months	MOAI IRL items start to pop up in physical stores around the world