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Foreword

Blockchain continues to revolutionize the world - the creation of digital smart contracts has led to the development of various innovative applications such as decentralized finance (DeFi) and non-fungible tokens (NFT). Specifically, the NFT space has experienced enormous growth. In Q3 2021, total transactions in NFTs reached $10.7bn, which represented a 700% increase from the previous quarter. The accelerating adoption of NFTs indicates the far-reaching potential of digital asset ownership.

We believe that the entertainment industry is a key channel in which NFTs can revolutionize fans' engagement by opening up the experience into an extensive metaverse of content and engagement. Notably, Korean Pop (K-pop) is an industry where NFTs are primed to flourish. The popularity of K-pop has exploded in recent years into a global sensation with a cult-like fan following. This has resulted in the big four K-pop agencies being valued close to $20bn combined. Relevantly, NFTs can act as a medium for K-pop fans to express their support and adoration towards their favorite idols or even further, a ticket to the K-pop metaverse. Despite this, there lacks any meaningful K-pop projects in the blockchain space to date.

The vision of Seoul Stars is to create the first virtual K-pop idol, Yuna, built on the blockchain with a plethora of content including songs, albums, virtual concerts, and games. Yuna will eventually be turned into a realistic 3D virtual idol being featured in various mainstream media and metaverse platforms.

A virtual idol provides numerous opportunities for massive growth and exposure. Such idols are not hindered by scandals that may potentially disappoint fans, and are not confined by restrictions in time or location. Producers can exert full creativity into virtual idols, whereas real artists differ drastically in capability, style and consistency. Most importantly, virtual idols that exist within the blockchain allows fans to partake in the conceptual development of the artist's music, dance, fashion, and identity.

Seoul Stars aims to make Yuna unique and special by crafting a sophisticated and compelling narrative behind her journey into the metaverse. Each of Yuna's albums, produced by famous Korean producer Tommy Lee, will deliver a separate stories of the journey and build upon the universe of Yuna. In Yuna's first released single, Kiss Me Kiss Me, she asks her fans to teach her about love and help her on her journey.

Each song will portray a different chapter of Yuna's life in our universe, and Yuna's story will ultimately be conveyed via webtoon (digital cartoon) to be directed by a prominent story writer and illustrator in Korea. The webtoon will host various other characters that can potentially draw upon other virtual artists or actual K-pop artists. The diverse content backing of Yuna will create a strong identity, which will lead towards a larger fandom which will then ultimately lead to Yuna being featured in various mainstream media, social media and various metaverse platforms such as Fortnite, Roblox, Zepetto, Decentraland, etc. Seoul Stars team will create Yuna avatars for these metaverse platform and host concerts.

We want each of the Seoul Stars contributors to benefit from the development of Yuna. Hence, part of profits from Yuna's advertisement, songs, and virtual concerts will be used to buy & burn $SSTAR token. Holders of the 1st Gen Yuna NFTs will receive discounted whitelist for $SSTAR token, while 2nd/3rd Gen Yuna NFT holders will receive regular whitelist for the $SSTAR token.

In parallel with the development of virtual idol Yuna, and as part of our wider metaverse roadmap, we will plan to develop a play-to-earn Seoul Stars Game. We believe that one of the best ways to engage and expand the community is to provide an interactive medium for entertainment and engagement. At its core, Seoul Stars Game will be an online rhythm (DJ-to-earn) / karaoke (sing-to-earn) game. The unique proposition of the Seoul Stars Game lies in the utilization of the Yuna NFTs as in-game avatars and the utilization of the NFT attributes to unlock associated skills in the game. Through the game, players will be able to earn $SSTAR tokens, which will be a broader governance token, CastingTickets, which can be used to purchase random NFT boxes to acquire new Yuna NFTs, and earn YunaCoins, which will be the in-game currency for various other NFT based items. The games will have unique play-to-earn, produce-song-to-earn and sing-to-earn elements.

Our team has an unwavering conviction that Seoul Stars will provide a unique experience for fans and communities that will elevate and revolutionize the way traditional entertainment industries operate. To facilitate such radical change, content development for Seoul Stars is supported by HUMAP and Tommy Lee, a leading K-Pop artist agency and renowned music producer in Korea.

Market Opportunities
Korean content garnering global attention

The success of recent content from Korea has put a global spotlight on the country's entertainment industry. We are confident that Korea will continue to show rampant growth as an epicenter of global entertainment, attracting more people into Seoul Stars' potential market.

Recent successful international projects and entertainment from Korea include:

SQUID GAME
On track to become **Netflix's most watched series in history**
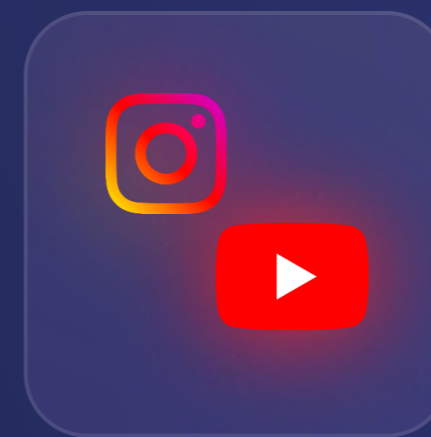
BLACKPINK
200m Instagram followers and **66.6m** Youtube subscribers (#1 global)

BTS
Continues to **top global charts**, including **Billboard** and **iTunes**

PARASITE
Won Best Picture at the **Oscars** in 2020

K-Pop Fandom

It is well known that K-pop fans go all-out in support of their favorite idols. They are seen all over social media and have infiltrated their presence across Presidential elections to mainstream pop-cul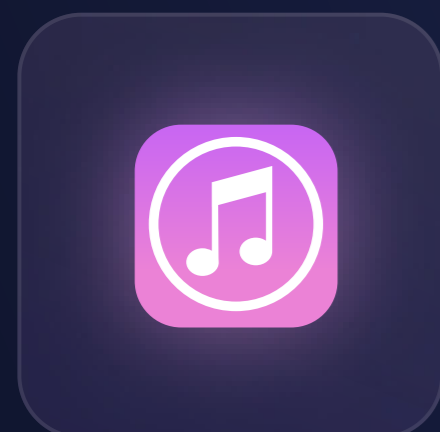ture. These fans are loyal, relentless and unforgiving, and are ultimately prime audiences to pitch a fresh and innovative star. There is a clear opportunity for monetization with traditional K-pop agencies deriving most of their revenues from idol related campaigns. In 2021, HYBE (agency for BTS) recorded $1bn in revenue from album, concerts, advertisement, merchandise, and other items. For reference, the biggest driver of K-pop agencies' revenue is physical concerts (pre-Covid era), which typically accounted for 30% of total revenue. This is closely followed by merchandise revenue (30%), album revenue (20%) and advertisement revenue (8-10%). Profitability of K-pop entertainment companies are relatively strong with operating margins fluctuating between 15-20%.

For virtual artists, there is endless potential to attract a vast global fan base across metaverse platforms that is enhanced by the removal of language barriers. The Seoul Stars team will equip Yuna with the best K-pop content backed by HUMAP Contents and producer Tommy Lee to create the most vibrant community of K-pop fandom in the NFT and metaverse space.

SEOUL STARS

Virtual Artist & Metaverse

Figure 1:
A Yuna NFT with the following NFT attributes:

- **Base: Default**
- **Tattoo: Harley K-Pop**
- **Lips: Glossy Lipstick**
- **Ears: Chandelier 24K**
- **Necklace: Titanic Pearls**
- **Hair Accessory: Polka Dot Band**
- **Hair: Chestnut Brown**
- **Clothes: Jolly Dress**

Why Virtual Artists?

Virtual artists are flourishing and its adoption by entertainment agencies is rapidly growing in many parts of the world. A recent example in Korea was Rozy, a virtual model employed by a large insurance agency within their advertisements. Despite receiving over 10m views on Youtube, most people didn't even notice that she was virtual. Rozy generated the firm over $1.2m in advertisement revenue income to date, which is significant considering that top Korean celebrities typically only generate $4-5m in advertisement income per year.

Companies are beginning to relish the inherent freedom and safety of virtual artists. Not only can such idols be created and employed in a short period of time, but can also surpass human artists in reliability and consistency. Virtual artists are free from scandals that may jeopardize brand image or fan support, while also being unbound by any limitations in time or space. From a company and agency standpoint, this will be the key selling point of virtual models in the future. Specifically, virtual idols and decentralization open the breadth of content to a new level of customization, allowing individuals to define and shape the content and style of their favourite idols. Yuna will not be limited to the portrayal of producers, but NFT holders will have a say in her capability, style, ego and identity.

Finally, virtual artists have been a prime fit to host virtual concerts in metaverse platforms. The success of virtual concerts within Fortnite has indicated the viability of this idea. It is reported that Travis Scott's Fortnite concert had over 45.8m views and generated $2.5m in sales. The opportunities that lie within virtual artists are endless, and will likely define the future of entertainment.

Figure 2:
Rozy virtual model advertisement

Introducing Yuna and Her Identity

Yuna was born in 2004 in the Yuniverse (virtual world). The world that Yuna lives in is filled with exotic colors and fantasies. However, not everything in all that it seems in the Yuniverse. Certain feelings such as love are forbidden as its creators wanted to remove the inherent feelings of sadness and sacrifice that comes with love.

Recently, Yuna has developed an innocent curiosity for the world that we live in. In particular, she has developed a keen interest in K-pop culture. She enjoyed watching and following BlackPink and Aespa's performances and appearances. Yuna often hears about love in her favorite K-pop songs and story books. Thus, as Yuna grew up, she wanted to learn about love from the world that we live in. Inevitably, Yuna has decided to break out of her world and enter ours.
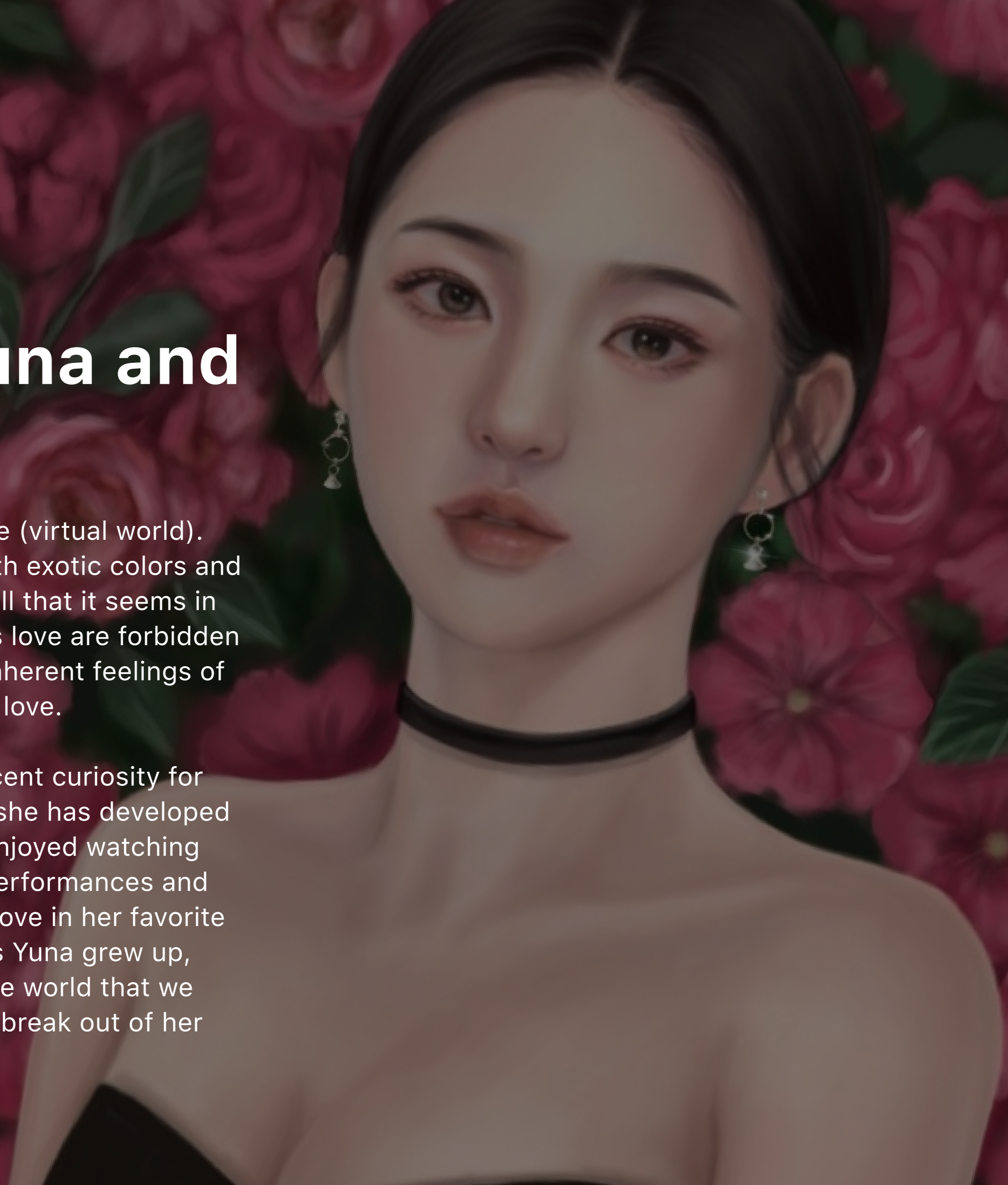
Yuna's first song Kiss Me Kiss Me, is about Yuna asking us to teach her about love by seeing her world in our eyes. She implores us to wake from our dreams to join her world. All the concepts of Yuna's songs/albums will revolve around the idea of her discovering the world that we live in and comparing it to her own Yuniverse.

Further, the Seoul Stars team will release a webtoon (digital cartoon) about the story of Yuna (both in Korean/English). The webtoon's story will expand further in detail to build upon the stories narrated by Yuna's albums and songs. Our team strives to hire top-tier webtoon scenario writers and illustrators from Korea. The success of Webtoons outside of Korea has been seen with Hell Bound, which is currently a top-rated show on Netflix based on a webtoon.

The evolution of Yuna's story through her songs and webtoons will draw our audience into her life and follow her on her journey as she lives in and experiences our world. We believe our project is special in that this is the first virtual artist project that has the ambition to melt in a strong narrative to bolster the virtual artist identity. Eventually, we believe that global audiences will be drawn to Yuna's story which will lead her to be employed in various advertisements, concerts (virtual + metaverse), TV content and social media engagement.

Figure 3:
Yuna's debut song: "Kiss Me Kiss Me"

Thriving Webtoon Market

Webtoons are essentially comics that are accessible via the web. Typically, each episode of a webtoon can be read within 5-10 minutes. This medium of content has been especially popular amongst those in the MZ generation, who make up 75% of webtoon users. The global webtoon market is expected to be around $6-7bn in size, but when taking into account the ancillary revenues derived from webtoon based movies and TV shows, the market is expected to be as big as $100bn. For instance, Hell Bound, which has been a top show on Netflix, is based on a Korean Webtoon.

The Korean Webtoon market has experienced exponential growth as of late, with the onslaught and widespread success of Korean contents into global markets. This is the reason why companies in Korea have recently spent close to $1bn to acquire stakes in global webtoon platforms such as Tapas & Radish in the US. The K-pop industry has begun to blend their idols into Webtoon characters to create a more active fandom community.

Our Seoul Stars team believes that Yuna's story is a perfect fit to be featured in Webtoons. Webtoons can be a platform to host other virtual artists and actual K-pop idols as main and secondary characters. We plan to introduce various NFT drops featuring other Webtoon characters outside of Yuna. We also have plans to use the existing Yuna NFTs' fashion in the Webtoon, creating a unique experience to existing NFT holders. In addition, by working with a top-notch storyteller and illustrator, we aim to provide a compelling story that draws global interest to Yuna's story and make her one of the most popular virtual K-pop idols in the world.

Figure 4:
The famous webtoon based Netflix show "Hellbound"

Yuna in our
Universe & Yuniverse

Yuna will eventually be transformed into a life-like 3D virtual K-pop idol. Once Yuna is transformed into a 3D virtual idol, NFT holders and Yuna's fans will be able to experience her presence in the metaverse.

Yuna's metaverse will include a wide plethora of contents for fans to engage with and enjoy. Yuna will release her own music videos alongside content videos of her singing and dancing. We aim to feature Yuna in various advertisements across TV, magazines, gaming and other metaverse projects. Lastly, Yuna will host her own virtual concert. All this content of Yuna will be shared through her official Instagram and Twitter account.

Additionally, Yuna NFT holders and Yuna's fans will be given the opportunity to experience the Yuniverse to provide the true metaverse experience and give users a closer bond with Yuna and her journey. Seoul Stars aims to utilize Yuna's avatars to host concerts in various metaverse platforms such as Fortnite, Roblox, Zepetto, Decentraland and others. We hope to provide a concert ambience that resembles the Yuniverse filled with exotic and flashy color.

Down the line, Seoul Stars team is also considering ultimately creating our own metaverse platform depending on the demand of collaboration with Yuna from other projects and companies.

Dedicated Content Team

One of the key strengths of the Seoul Star team is our established team of world-class creative producers dedicated to the development of Yuna. Yuna's music production will be led by Tommy Lee as the lead producer, who plans to release multiple songs in 2022. Yuna will have a dedicated voice that features a professional guide singer from Korea.

Tommy Lee had produced songs for some of the most popular Korean idol groups such as Girls Generation, EXO, Shinee and 4minute. Tommy has also extended his talents globally, with experience working with Teddy Riley (co-producer for Michael Jackson's Dangerous album) to co-produce songs for SM Entertainment's artists.

The development of the 3D virtual artist Yuna will be led by HUMAP Contents (HUMAP). HUMAP was founded by a young and ambitious CEO, Jameson Lee. Jameson's vision was to act as a bridge connecting Korean artists with global markets such as the US, China, and Southeast Asia. His ambition came with the experience of hosting K-Pop concerts in Hong Kong, Singapore, China, Indonesia, and Vietnam. Consequently, HUMAP's expertise has led the company to have exclusive agency rights to global K-Pop stars in the overseas market.

Seoul Stars team also plans to hire a storyteller to add richness to Yuna's identity, where the story will be narrated through songs and Webtoon episodes. Currently there are no other virtual idol projects that have such a dedicated content & identity development team, which is why we are very optimistic about Yuna's potential.

**Figure 5:
Tommy Lee
(Seoul Stars' executive music producer)**

Community Wallet and Buy & Burn of $SSTAR

A certain percentage of various profits generated by the virtual artist Yuna will be deposited into **Seoul Stars' community wallet:**

30%
of Yuna's advertisement profits

30%
of Yuna's concert profits

30%
of Yuna's album profits

30%
of Yuna's merchandise profits

80% of the funds in the community wallet will be used for **buying and burning $SSTAR tokens,** while the other 20% will be used for giveaway events to NFT holders such as event tickets, metaverse goods, merchandise, physical album and webtoon hard copies.

Holders of Yuna NFT will be given whitelist privilege for the $SSTAR token IDO (discounted whitelist for Gen 1 holder / regular whitelist for Gen 2/3 holder)

For transparency, Seoul Stars team will publish quarterly updates on revenue and profit generation of Yuna starting from Q4 2022, which is when we expect Yuna to start being featured in mainstream media and hosting virtual concerts in various metaverse platforms.

Community Wallet and Buy & Burn of $SSTAR

As a reference, **HYBE**, the agency of **BTS** in Korea, is set to generate close to **$1 billion in revenue** in 2021.

Majority (if not all) of revenue from HYBE is from BTS and close to 80% of the revenue stems from advertisement, album, concerts, and merchandise sales.

HYBE generates around **15-20% OPM**. BTS is estimated to have **7.45 million active fans**.

This implies around **$134 of spending for each die-hard fan**. Assuming Yuna generates **100k supportive fans**, this implies **$13 million** in revenue or **$11 million** ($13M * 80%) from advertisement, album, concert, and merchandise revenue.

This would then imply around **$1.9 million** in operating profits, meaning more than **$1 million** can be used for **buying & burning of $SSTAR** each year if active fan base reaches 100k fans and if the BTS case scenario is applicable to Yuna.

BTS
HYBE

$1bln revenue in 2021

- ◆ **80%** of the revenue from advertisement, album, concerts, and merchandise sales.
- ◆ **15-20%** OPM (Operating Profit Margin)
- ◆ **7.45 million** active fans
- ◆ **$134** spending for each die-hard fan

Yuna
SEOUL STARS

$950k can be used as buy & burn for $SSTAR

- ◆ Assuming **100k** active fans each spending **$134**
- ◆ **$13 million** in revenue
- ◆ **$1.9 million** OPM (Operating Profit Margin)

Furthermore, this does not include the potential revenues to be generated from concerts across metaverse platforms. For reference, Travis Scott's virtual concert in Fortnite generated **45.8 million** views and was reported to have created **$2.5 million in sales.**

Summary of NFT Benefits (Excluding Benefits from Seoul Stars Game)

SEOUL *Yuna* STARS	GEN 1 1 - 2850 Minting number	GEN 2 2851 - 10000 Minting number
Mint Cost	1.5 SOL	2.5 SOL
$SSTAR token DISCOUNTED whitelist privilege **($SSTAR token benefits from 80% of community wallet)	✓	✗
$SSTAR token REGULAR whitelist privilege **($SSTAR token benefits from 80% of community wallet)	✓	✓
Exclusive access to future giveaway events **(To be funded by 20% of community wallet)	✓	✓
Free access to Yuna's first 5 virtual concerts	✓	✓
Yuna webtoon related NFT airdrops (NFT collectibles of webtoon scenes / main characters of webtoon)	20% of holders	15% of holders
Discounted access to Yuna's digital & physical music albums	✓	✓
Discounted access to Yuna merchandise and metaverse goods	✓	✓
Exclusive access to meet Tommy Lee virtually and see song producing process (Lucky draw)	✓	✓
Exclusive access to participate in lyrics composition of one of Yuna's songs (Lucky draw)	✓	✓
Exclusive access to participate in 1 hour vocal training session with a famous K-pop producer (Lucky draw)	✓	✓
Chance to audition for Yuna's duet song	✓	✓
Exclusive channel on Discord	✓	✓

**30% of profits generated by the virtual idol Yuna (see the whitepaper for detail) will be saved in the community wallet

80% of the funds in the community wallet will be used for buying and burning $SSTAR tokens while 20% will be used for giveaway events to NFT holders such as event tickets, metaverse goods, merchandise, physical album and webtoon hard copies

Figure 6: Summary of NFT Benefits

Seoul Stars Metaverse in the Long Term

While in the short-term our virtual idol Yuna will be utilizing the third-party metaverse platforms, Seoul Stars has a long-term vision to create our own Seoul Stars metaverse platform. We envision creating a K-pop concert hall metaverse where the Seoul Stars community would be able to convene in online metaverse avatars and interact with Yuna. With your avatar, you would be able to speak and chat with other fellow avatars, and interact with the community and the platform to create ideas like a K-pop producer.

The concert hall platform will have a separate booth where you would be able to purchase songs and dance moves from amateur to professional music producers and dance choreographers (using motion-detecting technology). Obviously, you would also have the option to upload your own songs and dance moves.

There would also be another booth where you would be able to purchase fashion skins sponsored by the various existing brands, or design and list your own fashion skins.

Other than using your avatar, fashion, songs, and dance to become a creative producer, you would also be able to audition to be featured in Seoul Stars concerts. During the Seoul Stars concerts would be hosting Yuna, other virtual artists and real artists (in avatars). Should you be selected as one of the top contenders, your avatar's concert performance moments will be forever displayed in the concert hall walls like art pieces and be made into NFTs, with you becoming the owner of the songs, dance moves, and the avatar.

Essentially, we want the Seoul Stars concert metaverse to be a community of creative artists. You would be able to utilize the Seoul Stars platform to create the next "Yuna".

Lastly, we would also operate a private chat channel in the metaverse where the Yuna NFT holders would receive photos & videos & messages from Yuna that would be available exclusively to the NFT holders in this private chat channel.

To cultivate important growth in the Seoul Stars community and pivot effectively to the virtual idol metaverse in the long term, we plan to offer our community of Yuna NFT holders a key starting point - **Seoul Stars Game.**

At its core, Seoul Stars Game is an **online rhythm (DJ-to-earn) / karaoke (sing-to-earn) game**.

The differentiating factor of Seoul Stars Game lies in the utilization of the Seoul Stars Yuna NFTs as the in-game avatars and utilization of the NFT attributes to unlock associated skills in the game.

Play-to-Earn Rewards from Seoul Stars Game

1. Earning YunaCoin (in-game currency) through gameplay.
YunaCoins can be used to purchase various in-game items. Such items include Yuna and other real K-Pop idols' autographs that can be used in the single player and PvP game modes to enhance the player's rate of earning in the game.

2. Earning CastingTicket through game play.
Players need both **CastingTicket** and $SSTAR to unlock Yuna NFT Debut Card

3. Earning $SSTAR tokens (which have governance rights) through weekly leaderboard rankings. Players need both CastingTicket and **$SSTAR** to unlock Yuna NFT Debut Card

While many mechanics are subject to iterations before being implemented in the final game, the following game paper should provide the readers with a good sense of our vision and next steps to reach a finalized product.

YunaCoins

CastingTickets

$SSTAR tokens

Seoul Stars Game Overview

Seoul Stars Game will feature two game genres: **rhythm game and karaoke game**.
These games will feature songs by Yuna and other famous K-Pop songs (to be sourced by Humap Contents).


Rhythm Game (DJ-to-Earn / Produce-Song-to-Earn)

Players tap descending objects (beats) when they align at the bottom of the screen. The objects need to be 'tapped' accurately when they align at the bottom of the screen based on the rhythm of the song. Each song will have multiple difficulty levels. There will be several game modes including single player mode and PvP mode. The objective of the game is to achieve as high a score as possible.

Karaoke Game (Sing-to-Earn)

Using a microphone, players can sing along to instrumental versions of Yuna and other K-Pop artists' songs. Players will be scored based on the accuracy of their pitch, rhythm and tone, akin to the other well-known karaoke systems. There will be several game modes including solo mode, duet mode and competition mode. The objective of this game is also to achieve as high a score as possible.
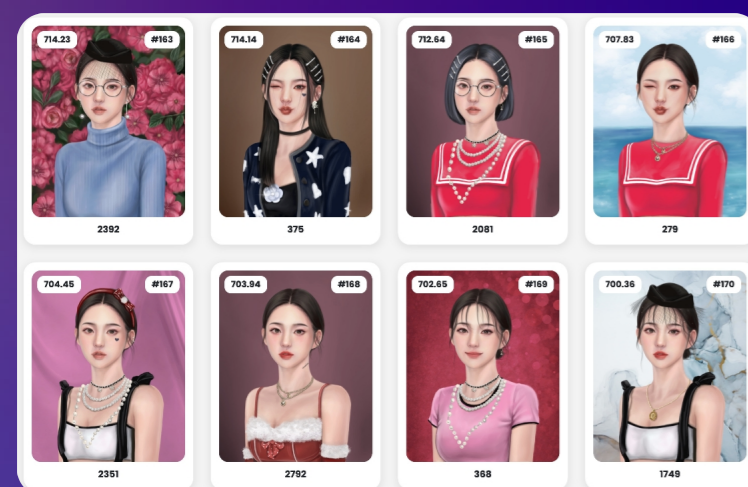
Using NFT in Seoul Stars Game

Players can still play the game and earn without an NFT. However, there will be significant benefit by owning an NFT to play the game. NFT holders will have (i) a much higher rate of play-to-earn (differs based on overall rarity of the NFT) and (ii) the ability to use skills attached to the NFT attributes (differs based on the trait and the rarity of the trait).

Other than the skills associated with the NFT attributes, there will be item elements that can be utilized to have an edge over the opponent. Depending on the number of consecutive wins (from the PvP mode for the Rhythm Game and from the competition mode for the Karaoke Game), the player will be able to earn ranking points and be classified into different ranking tiers, and the higher tier players will have a higher rate of earnings. Rankings will be maintained separately for the two games, and will be reset every 1-2 weeks.

Rhythm Game

(DJ-to-Earn / Produce-Song-to-Earn)

Single Player Mode
Gameplay and Reward

In the single player mode, there will be a leaderboard for each song (and for each level of each song), and the top ranked players for each song will be rewarded $SSTAR. The amount of $SSTAR rewarded will differ for each song based on how many players played the song (i.e., it will be harder to rank up for more popular songs so reward will be higher for high rankers) and the difficulty level of the song.

The objective of the game will be to earn as many points as possible. Point of the beat game will depend on:

◆ Accuracy of timing of the hit beat
(will be either miss, good, great or perfect for each beat depending on the timing)

◆ Consecutive successful hits
(players can get bonus points if they can match the falling objects on beat correctly and consecutively without any misses)
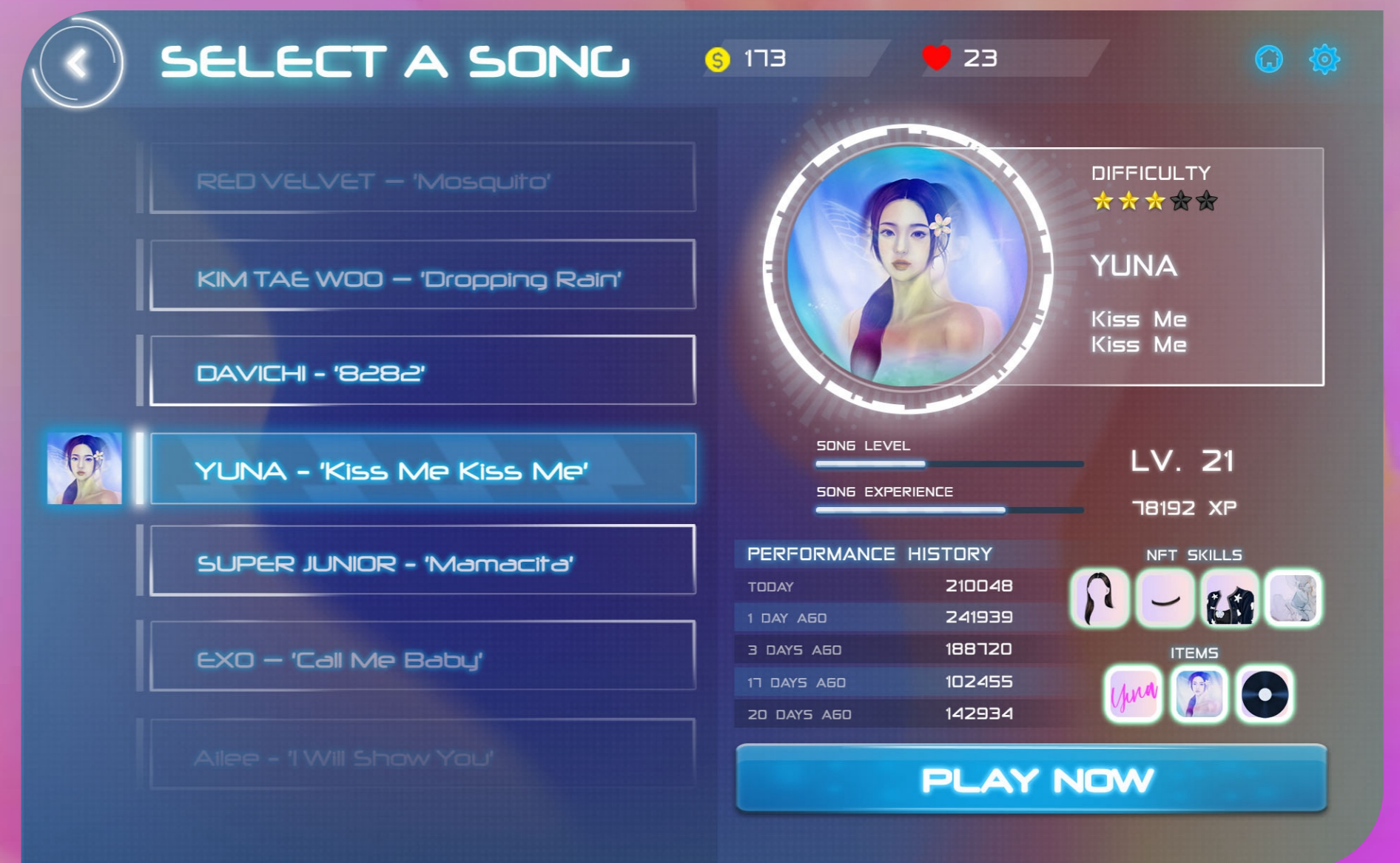
Figure 7:
Seoul Stars rhythm game (song selection screen)

Figure 8:
Seoul Stars rhythm game (single player mode)

PvP Mode

Gameplay and Reward (PvP Mode):

Players will be matched with each other based on their ranking tiers and higher ranking tier matches will have greater rewards (in YunaCoins, CastingTickets and in-game items). Players can be promoted to higher ranks after consecutive wins, but can also be demoted to lower ranks after consecutive losses.

The objective of the game is to earn more points than the opponent. The point system will be very similar to the Single Player Mode.

Figure 9:
Seoul Star rhythm game (PvP mode)

Figure 10:
"Pink Girl Group Mic" unlocked from the random box

NFT Skills & Game Items Socket System

Each player will have 7 sockets for skills (based on Yuna NFT attributes) and 3 sockets for in-game items. As the NFTs have 12 traits (face expression, clothes, hair, hair accessory, etc.) two traits will determine what one skill socket will have and the effectiveness of that skill, and there will be one secret skill based on the overall rarity of Yuna NFT

Each NFT and item can be used only once (unless there is a K-pop idol autograph engraved in the card).

7 Skill Sockets based Yuna NFT Attributes:
Depending on the attributes of the Yuna NFT (face expression, clothes, hair, hair accessory, etc.), the player will be able to use the following skills in the game. The duration of time for each skill will depend on the rarity of the NFT attributes contributing to the skill:

Single Player Mode

◆ Slow the speed of the song for a duration of time
◆ Auto-play the song for a duration of time
◆ Change the level of the song to a lower level for a duration of time
  (if the level of the song is already the lowest, randomly slow the speed of the song or auto-play the song)
◆ Higher rate of point increase for a duration of time
◆ Make every hit beat "perfect" for a duration of time
◆ Activate *fever* immediately. When fever is activated, player will earn higher points until the player misses a beat
◆ Secret skill based on the overall rarity of Yuna NFT

PvP Mode

◆ Slow the speed of the player's song for a duration of time
◆ Increase the speed of the **opponent's** song for a duration of time
◆ Autoplay the song for a duration of time
◆ Higher rate of point increase for a duration of time
◆ Make every hit beat "perfect" for a duration of time
◆ Activate *fever* immediately. When fever is activated, player will earn higher points until the player misses a beat
◆ Secret skill based on the overall rarity of Yuna NFT

3 Sockets for In-game Items:
Consumable items that can be used in the gameplay will be disclosed in the future

Produce-Song-to-Earn

◆ Users can produce their own songs and import to the Seoul Stars Game to design rhythm games using their own songs. Users will be able to design rhythm game with their produced songs either within the Seoul Stars Game or on the Seoul Stars website, depending on how the game gets developed

◆ Before the user's own song can be listed in the Seoul Stars Game, Humap Contents will do filtering to make sure there is no issue with the song (example: copyright issue)

◆ Based on the popularity of the song, the producer of the song will be able to earn YunaCoin, CastingTickets and $SSTAR

◆ Seoul Stars team will assist converting popular songs into song NFTs that the owner can trade on the Seoul Stars marketplace

Karaoke Game
(Sing-to-Earn)

Solo Mode

<u>Gameplay and Reward (Solo Mode):</u>
Overall system of the Karaoke Game will be similar to the Rhythm Game. There will be a leaderboard for each song, and the top ranked players for each song will be rewarded $SSTAR. The amount of $SSTAR rewarded will differ for each song based on how many players played the song (i.e., it will be harder to rank up for more popular songs so reward will be higher for high rankers).

The objective of the game will be to earn as many points as possible. Points in the Karaoke Game will depend on:
- ◈ Accuracy of *pitch* of the player's singing
  (will be either miss, good, or perfect for each note)
- ◈ Accuracy of *rhythm* of the player's singing
- ◈ *Tone* of the player's singing
- ◈ Consecutive successful pitches and rhythm
  (players can get bonus points if they sing at the great or perfect pitch for consecutively notes and at perfect rhythm without any misses for a duration)

<u>NFT Skills & Game Items Socket System (Solo Mode):</u>
Similar to the Rhythm Game, each player will have 7 sockets for skills (based on Yuna NFT attributes) and 3 sockets for in-game items. Details around the skills and items for the Karaoke Game will be released at a later stage.

Figure 11:
Seoul Stars karaoke game (sing-to-earn)
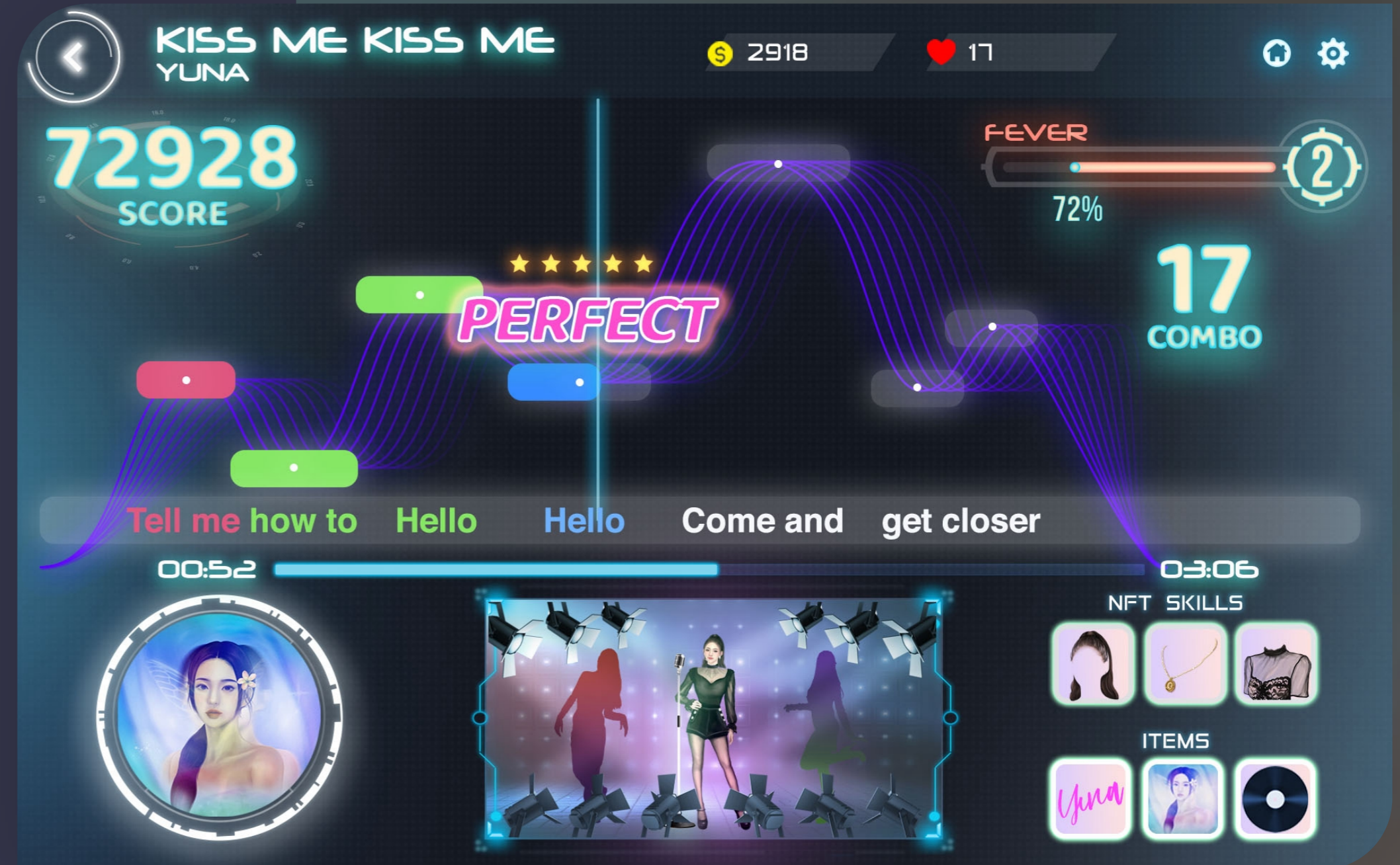
Competition Mode

Similar to the Rhythm Game's PvP Mode, players will be matched with each other based on their ranking tiers and higher ranking tier matches will have greater rewards (in YunaCoins, CastingTickets and in-game items). Players can earn ranking points after consecutive wins, but can also lose ranking points after consecutive losses.

The objective of the game is to earn more points than the opponent, and the point system will be very similar to the Solo Mode.

Character Decoration System

Figure 12:

"Epic" character card

Each player will have one Character Card and one Character Stage they can decorate with various in-game items that can be either earned through gameplay or purchased with YunaCoin (in-game currency) in the marketplace.

Character Card

The character card displays the following:

Player's Yuna NFT:
◆ Displaying the player's NFT as it is, and this cannot be altered in the game.
◆ The other decoration on the card are just additional layers on the card, and not an alteration of the NFT itself

Autographs:
◆ The Seoul Stars team will acquire handwritten autographs from various K-Pop artists. Our team will make these autographs into NFTs that can be layered onto the character card. These autograph NFTs can be purchased with $YUNA token in the marketplace
◆ There could be up to two autographs that can be layered on the character card. With each autograph, one of the skills can be used twice as opposed to once in the skill sockets

Crown:
◆ Design of the crown will be upgraded based on the player's ranking

Stars:
◆ Stars can be either earned through gameplay or purchased with StarCoin (in-game currency) in the marketplace
◆ Stars can be layered on the Yuna NFT or on the skills. If layered on the Yuna NFT, then duration of all skills will increase by a small amount. If layered on each skill, the duration of the skill will increase by a bigger amount

Skills:
◆ There could be up to 7 types of skills that a player can equip, and these will be based on Yuna NFT's traits. As the Yuna NFTs have 12 traits (face expression, clothes, hair, hair accessory, etc.) two of the traits will determine what one skill socket will have and the effectiveness of that skill and there will be one secret skill based on the overall rarity of Yuna NFT.

Character Decoration System

Stage Decoration

◆ Players can decorate Yuna's performing stage which will be displayed in both the rhythm game and the karaoke game.

◆ Players will passively have higher rate of point increases in the games based on the stage decoration.

◆ Items for stage decoration can be purchased with YunaCoin (in-game currency) in the Stage Decoration marketplace.

Marketplaces

Primary Marketplace (In-game Store):

◆ Basic level autographs, stars and items can be purchased in the in-game marketplaces using the in-game currency YunaCoin. These marketplaces are primary marketplaces where the players purchase items from the in-game stores

Secondary Marketplace:

◆ Players would be able to trade their autograph NFTs, star NFTs and various other item NFTs on a secondary marketplace with $SSTAR

Combining / Upgrading System

◆ Basic level autographs, stars and items acquired through gameplay or purchased in the marketplaces can be combined to be upgraded to higher level autographs, stars and items with higher.

◆ Higher level autographs, stars and items will have higher benefits based on the level

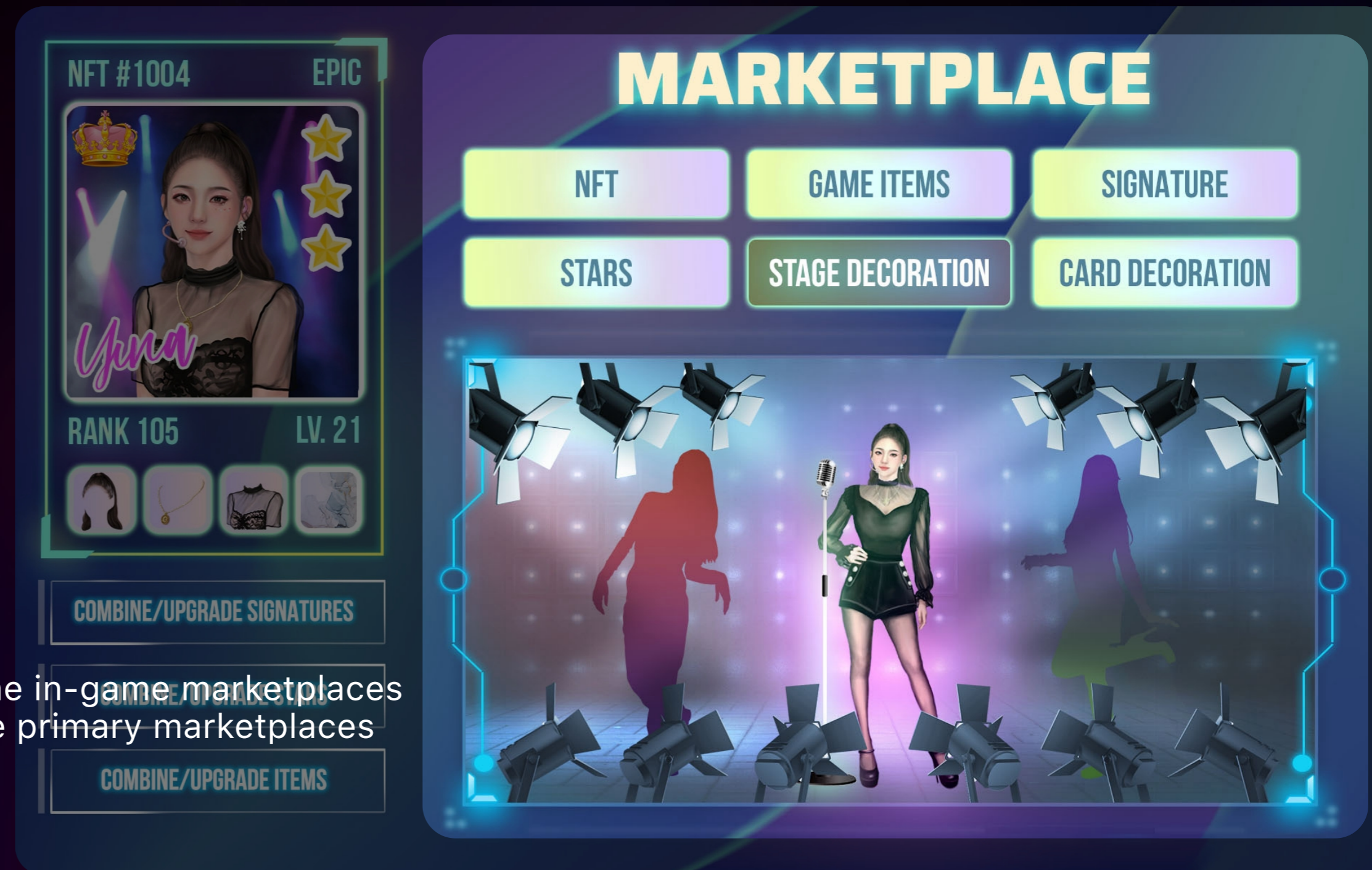◆ Combining and upgrading would require $SSTAR and YunaCoin.

Figure 13:
Marketplace and stage decoration screen

Ranking/Tier System

As players win in the PvP Mode (Rhythm Game) or in the Competition Mode (Karaoke Game) they will accumulate ranking points. Similarly, as players lose in either mode, they will lose ranking points.

The player's accumulated ranking points will determine the ranking tier of the player, and the player will be matched with players of the same tier. Higher ranking tier games will have higher rewards (YunaCoin, CastingTickets and items)

Ranking System

Novice: 0 – 99 ranking points
Bronze Medal: 100 – 299 ranking points
Silver Medal: 300 – 599 ranking points
Gold Medal: 600 – 999 ranking points
Bronze Trophy: 1000 – 1299 ranking points
Silver Trophy: 1300 – 1599 ranking points
Gold Trophy: 1600 – 1999 ranking points
Bronze Crown: 2000 - 2299 ranking points
Silver Crown: 2300 – 2599 ranking points
Gold Crown: >2599 ranking points

More ranking tiers to be included at a later stage as necessary

Weekly Leaderboard System

Weekly leaderboard system is unique to the single player mode as detailed above, and therefore separate from the ranking/tier system unique to the PvP Mode and Competition Mode.

There will be a leaderboard for each song (and for each level of each song), and the top ranked players for each song will be rewarded $YUNA. Weekly leaderboard will be reset at the end of each week.

Yuna NFT Debut Card

Users will be able to purchase a Yuna NFT Debut Card using CastingTickets and $SSTAR to acquire a new Yuna NFT. The newly acquired Yuna NFT will be part of a new generation of Yuna NFT collection separate from the original 10,000 NFTs.

These newly unlocked Yuna NFTs will also have overall rarities such as Common, Uncommon, Rare and Epic, and will also have certain attributes for clothes, hair, hair accessory, etc., but the design of the attributes will be different from the original 10,000 NFTs. The rarity and attributes of the Yuna NFT that the user will get by purchasing the Yuna NFT Debut Card will be randomly generated.
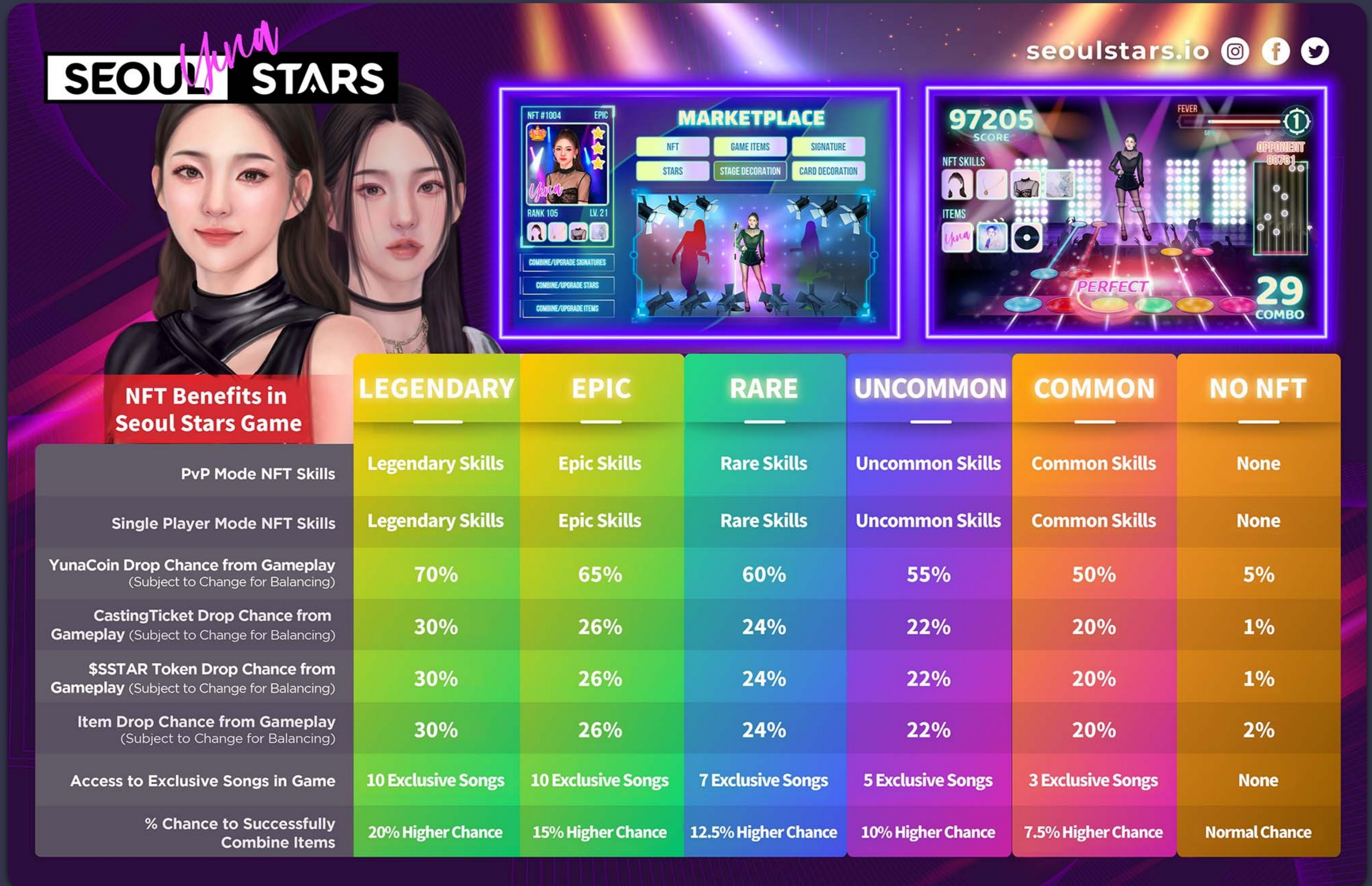
There will be four types of Yuna NFT Debut Cards (bronze, silver, gold and diamond) that the users can purchase. The higher tier Debut Card will cost more CastingTickets and $SSTAR to purchase, and the chance of acquiring a rarer Yuna NFT with better attributes will be higher for the higher tier Debut Card.

Figure 14:
NFT Debut Card store

Yuna NFT Game Benefits

NFT Benefits in Seoul Stars Game	LEGENDARY	EPIC	RARE	UNCOMMON	COMMON	NO NFT
PvP Mode NFT Skills	Legendary Skills	Epic Skills	Rare Skills	Uncommon Skills	Common Skills	None
Single Player Mode NFT Skills	Legendary Skills	Epic Skills	Rare Skills	Uncommon Skills	Common Skills	None
YunaCoin Drop Chance from Gameplay (Subject to Change for Balancing)	70%	65%	60%	55%	50%	5%
CastingTicket Drop Chance from Gameplay (Subject to Change for Balancing)	30%	26%	24%	22%	20%	1%
$SSTAR Token Drop Chance from Gameplay (Subject to Change for Balancing)	30%	26%	24%	22%	20%	1%
Item Drop Chance from Gameplay (Subject to Change for Balancing)	30%	26%	24%	22%	20%	2%
Access to Exclusive Songs in Game	10 Exclusive Songs	10 Exclusive Songs	7 Exclusive Songs	5 Exclusive Songs	3 Exclusive Songs	None
% Chance to Successfully Combine Items	20% Higher Chance	15% Higher Chance	12.5% Higher Chance	10% Higher Chance	7.5% Higher Chance	Normal Chance

Roadmap

Yuna's Official 3D Instagram And Twitter Launch

April 2022

TV Show Filming

June 2022

Dance video NFT / Song NFT

Q3 2022

Yuna AD Sponsorship and Metaverse Concerts

Q4 2022

Initial sale of Yuna NFTs

Secondary market listing

Yuna's songs, "Kiss me Kiss me, "Lonely", and "Flower"

Yuna's debut metaverse concert on ZEPETO

Accomplished To Date

IDO of $SSTAR Governance Token

May 2022

Release Of Seoul Stars Game Alpha Version

Yuna's First Album Release

July 2022

Release of Seoul Stars Game Official Version

Q3/Q4 2022

MANY MORE TO COME!

2023

Core Team Members

Our team members come from a multitude of backgrounds, experiences, and expertise to ensure the success of the project
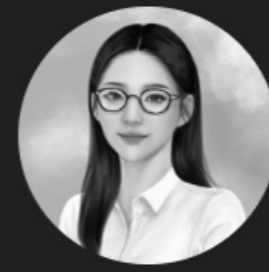
SEOUL STARS

JAMESON
Co-CEO

HANG
Co-CEO

STEVE
CFO

TOMMY
Executive Producer

DAVID
Growth Advisor

DOH
Content Lead

SONGBLY
Illustrator

JACOB
Partnerships Lead

JORDAN
Marketing Lead

TREVOR
Global Community Lead

SARAH
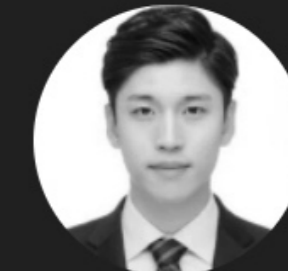Korea Community Lead

ONYX
Discord Lead

DON
Web Dev. Lead

+20 MORE QUALIFIED MEMBERS IN THE KOREAN/CRYPTO COMMUNITY

Catheon gaming

WILLIAM
Strategic Advisor

LEWIS
Strategic Advisor

JUN
Gaming Advisor

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CATHEON GAMING PAST EXPERIENCE

McKinsey & Company · Goldman Sachs · Google · BainCapital · Wharton UNIVERSITY of PENNSYLVANIA

NEXON · NC WINDOW TO THE FUTURE · KRAFTON · Smilegate · OAKTREE

Bank of America Merrill Lynch · Dungeon & Fighter · KARTRIDER · MapleStory · PUBG

POINTBLANK · AION · TERA · Houlihan Lokey · NOMURA

Closing Words

Just like Alice dived head-first into Wonderland by following the White Rabbit, K-pop idol Yuna's first single Kiss Me Kiss Me invites us to her world. In Yuna's virtual euphoria, love does not exist – yet, Yuna stumbled upon the concept of love while reading about and listening to the world that we live in.

Her intense curiosity about love has led Yuna to cross the border from her virtual world to the world that we live in, where she asks us to teach her about love. At the end of her beautiful song, she whispers "See me in your eyes" (as performed in her first song Kiss Me Kiss Me).

"See me in your eyes" is exactly the message that the **Seoul Stars** team wants to send across to the potential holders and current holders of Yuna NFTs. As a group of individuals passionate about K-Pop, the crypto space, and community-building, the Seoul Stars team strives to deliver a genuine experience of the K-Pop metaverse.

Disclaimer

Ownership and Commercial Rights of Yuna NFTs

By minting a Yuna NFT via our smart contract or buying it on secondary markets, the buyer receives complete ownership and commercial rights to the NFT and the corresponding artwork. The buyer has the right to reproduce Yuna NFT as derivative art, merchandise or sharing with third parties. However the buyer shall not use the Yuna NFT in any project or works involving any unlawful content. No refunds will be issued to any buyer upon a complete lawful purchase of Yuna NFT. Yuna NFTs buyers on the secondary market will be bound by the terms of service governing the secondary market platform.

No guarantees on future timeline and value

Although the Seoul Stars team has released a timeline regarding the Yuna project, the team cannot guarantee to accomplish every plan outlined during the pre-launching planning phase. You agree that your purchase of Yuna from our initial launch of 10,000 NFTs is all you are guaranteed upon initial purchase. Any future timeline and benefits are potential options of the purchase and buyers agree to not rely on future commitment by the Seoul Stars team upon participating in the NFT launch. Buyers also agree that Yuna NFT was created purely as collectibles, not as investment vehicles.

Class action waiver
By participating in Yuna NFT minting or purchasing in secondary markets, you agree to waive any class action status, and legal disputes around Yuna project.