

SEOUL STARS



seoulstars.io

MARKET ANALYSIS: **VIRTUAL IDOLS**

Virtual idols and idol games are already seeing global success on the internet

Virtual Idols

Virtual idols are already seeing significant success, and are taking over the entertainment industry



Idol Games

Utilising such virtual idols, game companies have seen success by **targeting the committed fans** of such stars

Virtual Idol Statistics

225%

Year-on-year increase in the monthly average viewing time of virtual idol live streams (Bilibili)

\$9.2BN

In market revenue (yen) for Hatsune Miku, a virtual idol in Japan

\$1M

In revenue generation of Korean virtual model Rozy

Success of integrated Idol Games

JAPAN



Umamusume Pretty Derby took Japan by storm from launch - with a key element of celebrities integrated within the product, the game secured a top 5 position in the gaming world for multiple months

KOREA



BTS World has propelled from the success of the Korean boy group - available as a mobile game, the project has recorded more than 10M downloads

MARKET ANALYSIS: KOREA

The growth in the Korean entertainment industry is reaching audiences globally, and is no longer restricted to Korea

The K-Pop industry is currently valued at **\$15bn**

The Korean entertainment industry is valued at over **\$30bn**

K-POP MARKET

K-Pop idol groups are gaining popularity worldwide, and breaking records in the global music industry



Over **3 billion** minutes of streaming over the world



200M Instagram followers and **66.6M** YouTube subscribers



Performed globally and topped global charts such as Billboard



The only Korean artist to chart three new albums on the **Billboard 200** in 2021

KOREAN ENTERTAINMENT MARKET

The success of recent content from Korea has put a global spotlight on the country. Korea is growing to become an epicenter of global entertainment



Over **3 billion** minutes of streaming over the world



Six nominations at the Oscars; set records for Asian films



194 Korean shows and movies listed on Netflix



Korea's gaming industry is valued at **\$12.9bn**, and is one of the largest in the world

MARKET ANALYSIS: METAVERSE

Seoul Stars will be part of a bigger metaverse by being involved in both gaming and virtual concerts

The metaverse is integral to future performances, gatherings, and interactions - individuals are easily brought together through common interests

Metaverse, Gaming, & Virtual Idols

Gaming and entertainment (virtual idols) products are all **based on IP**, technological aspects such as graphics, and interactions with users. Furthermore, virtual idol events and actions can be coordinated easily, **eliminating variables and uncertainty**

The metaverse is universal, and is not limited to a physical region or area. Simultaneous integration of a virtual idol and game within the digital space is possible, and a virtual world can be created together with the idol and fans

Metaverses can be layered, allowing multiple communities and virtual worlds to collide. The outreach, then, for a given project on the metaverse is exponential

Case Study: Concerts

Celebrities such as Snoop Dogg, The Weeknd, and Travis Scott have held events and concerts through va game's metaverse - In particular, Travis Scott's Fortnite performance garnered **12.3m** attendees

However, to create a large-scale server where an unlimited number of people can join the metaverse, the decentralised blockchain must be integrated: this is the next step of game-metaverse-virtual idol integration



MARKET ANALYSIS: GAMING

The future of P2E and blockchain are already realised, and significant advancements are being made

Blockchain gaming has a market capitalisation of **\$60.4bn**, first movers are seeing high ROI and market cap

Listing Date	Project Name	Market Cap (USDm)	ROI (from initial launch price)
20-Sep-17	Decentraland	6,498	137.4x
4-Nov-20	Axie Infinity	6,220	1,022.6x
15-Aug-20	The Sandbox	4,950	634.7x
18-Sep-20	Gala	4,137	407.6x
Total		23,986	461.6x

Already, the Play to Earn business model is validated by the capital inflow from investors with **over \$4.6bn** deployed in P2E/blockchain gaming projects



Oct 2021
US\$680m Series B
US\$4.3bn valuation
(Sep)

Market Analysis



Nov 2021
US\$93m Series B

Metaverse Game



Oct 2021
US\$82m Series B

Seoul Stars



Oct 2021
US\$50m Series B

Development



Oct 2021
US\$152m Series B
US\$2.8bn valuation (Oct)

Roadmap



Oct 2021
US\$65m Capital Raise
US\$1bn valuation (Jul)

Tokenomics



Dec 2021
US\$15m Sweed

Team

MARKET ANALYSIS: SUMMARY

When combining the metaverse, K-Pop and gaming market, the potential market penetration for Seoul Stars is staggering

Industry	Metaverse/K-Pop		Gaming		Seoul Stars
Market	K-Pop Market Size >\$30bn	Virtual Idol Market Size >\$50bn	Global Gaming Market Size >\$203bn		Addressable Market >\$300bn
Description	Virtual idols are already finding success in a metaverse-like world, and K-Pop is continually rising in prominence globally		The gaming industry continues to grow in tandem with digitalisation, and the P2E blockchain games are showing exponential growth		The Seoul Stars Game will reside in the metaverse with Yuna as the key - In Yuna's metaverse, fans will be able to access her concerts, games, and various activities in one expansive, digital world

Seoul Stars coexists in the K-Pop, metaverse, and gaming worlds. Through the development of the Seoul Stars Game, a first-mover advantage can be established in a trending market

SEOUL STARS GAME

Seoul Stars will be the first play-to-earn game to combine world famous K-Pop entertainment values with the concept of a virtual idol metaverse

What is Seoul Stars Game?

At its core, the metaverse of Seoul Stars Game has three avenues of gameplay: an **online rhythm game, Produce-to-earn, and Sing-to-earn** game modes

Yuna NFT holders will be able to **interact** with each other through the Seoul Stars Game while having ample opportunity to **voice opinions** and **invest in the future**

Gameplay Modes

ONLINE RHYTHM GAME	With single and PvP player modes, players match falling objects to the beat to climb ranks/ leaderboards for rewards
PRODUCE-TO-EARN	Produced songs can be uploaded to the online rhythm iteration to earn rewards
SING-TO-EARN	Like karaoke, fans can sing to earn rewards based on their score

What are “Rewards”

Yuna Coin

The main in-game currency, where the player can purchase various in-game items.

\$STAR Token

Governance rights to Yuna’s future developments such as her fashion, dance, song

Gameplay Preview (Early Stages)

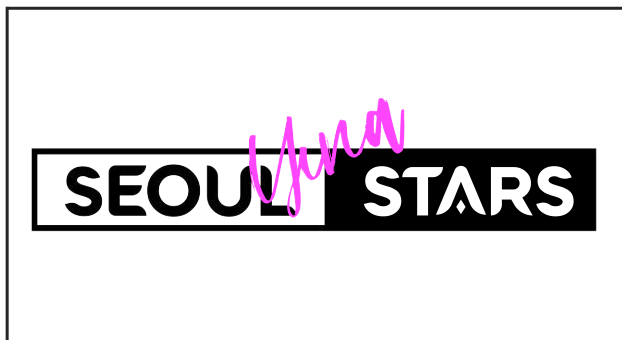




SEOUL STARS - VIRTUAL IDOL YUNA

Meet Yuna, the metaverse's first virtual K-Pop artist on the Solana blockchain

Virtual Idol Yuna's Development



The Seoul Stars project will revolve around **Yuna**, the world's first virtual K-Pop artist



Phase 1 - NFT/Music:

Sketches of unique Yuna NFTs and song release - shown to K-Pop artists and products for feedback



Phase 2 - Game:

3D graphics and release of Yuna's P2E game



Phase 3 - Metaverse:

Evolution to a virtual artist with dance videos, album releases and virtual concerts

TEAM SYNERGIES & COMMUNITY

The Seoul Stars team is backed by a leading artist agency, a renowned music producer in Korea, and have multiple endorsements from real K-pop idols

HUMAP
CONTENTS



HUMAP Contents (HUMAP) is a leading artist agency based in Korea. HUMAP's expertise has led the company to have **exclusive agency rights** to global K-Pop stars like Rain in the overseas market

Tommy Lee is a renowned music producer in Korea. He has **worked with famous idols** such as Girls Generation, IU, EXO, f(x), Mamamoo, and TVXQ. One of the most famous collaborations was with Teddy Riley (co-producer of Michael Jackson's Dangerous album) back in 2015



Yuna is backed by a multitude of **endorsements** from current K-Pop artists within the industry such as Rainbow's Go Woo-ri, Weekly's Jaehee, Sooobin, EXID's Solji, and Ninety One

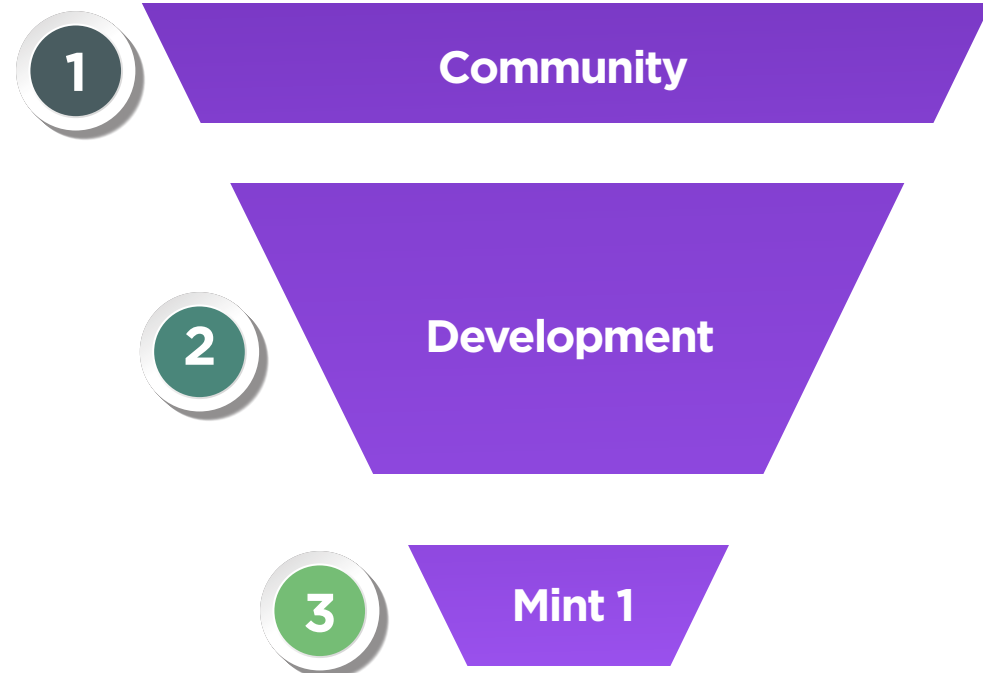


Through videos of encouragement and blessings from the endorsement idols, the Seoul Stars team is already interacting with a large group of K-Pop fans

TRACTION TO DATE - COMMUNITY

Despite the unfamiliar product offering and competitive market, Seoul Stars has grown exponentially over a short period of time

Notable Achievements



Statistics and Description

- ★ Our community has grown to over 90,000 members across twitter and discord, highlighting strong product market fit
- ★ Seoul Stars developed a 3D model for Yuna, and has partnered with FTX US and Magic Eden for the GEN 2 mint



- ★ **2,850** Yunas were minted (sold out) in the first 30 minutes, and a **50%** increase in floor price was achieved. The highest Yuna listed on Magic Eden was valued at **500 SOL** (Achieved without long term roadmap being delivered)

VIRTUAL IDOL & GAME UPDATE

Yuna’s metaverse, virtual idol development, and P2E game are continually being updated and refined



3D graphics design process of Yuna



Partnership with Zepeto, a Korean metaverse platform with a 200M+ userbase



Random box reward screen for PvP gamemode



Early game demo released for the Seoul Stars Rhythm Game

ROADMAP

Seoul Stars will follow a detailed execution plan in the next steps



Roadmap Implementation	
1.	Ideation and execution of NFT Mint of Yuna
2.	Adjustments based on community feedback and K-Pop trends
3.	Expertise on virtual technology and game development Collaborations with other K-Pop producers
4.	Development for Yuna's game integration, large-scale projects, and collaborations





SEOUL STARS TEAM

Our Seoul Stars team come from a multitude of backgrounds, experiences, and expertise to ensure the success of the project



JAMESON
Co-CEO



HANG
Co-CEO



STEVE
CFO



TOMMY
Executive Producer



DAVID
Head Of Growth



DOH
Content Lead



JUNICHIRO SHIGA
Advisor



WILLIAM
Strategic Advisor



LEWIS
Strategic Advisor



DON
Web Development Lead



JACOB
Partnerships Lead



JORDAN
Marketing Lead



TREVOR
Global Community Lead



JAE HYUN
Game Development Lead



ONYX
Discord Lead



SARAH
Korea Community Lead



JUN
Gaming Advisor



+20 MORE QUALIFIED MEMBERS IN THE KOREAN/CRYPTO COMMUNITY

SEOUL STARS TOKENOMICS

TOKEN NAME
\$STAR



TOKEN SUPPLY
1 Billion

TGE UNLOCK%
1% (Excluding Exchange Liquidity)

PRIVATE PRESALE A

PRIVATE PRESALE B

PRIVATE SEED

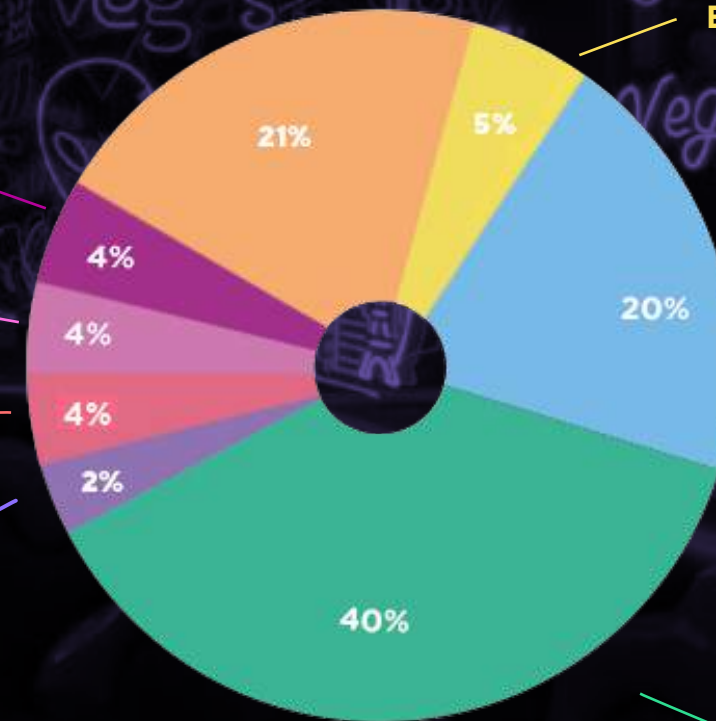
PUBLIC SALE

TREASURY / ADVISORS
& MARKETING

EXCHANGE LIQUIDITY

TEAM

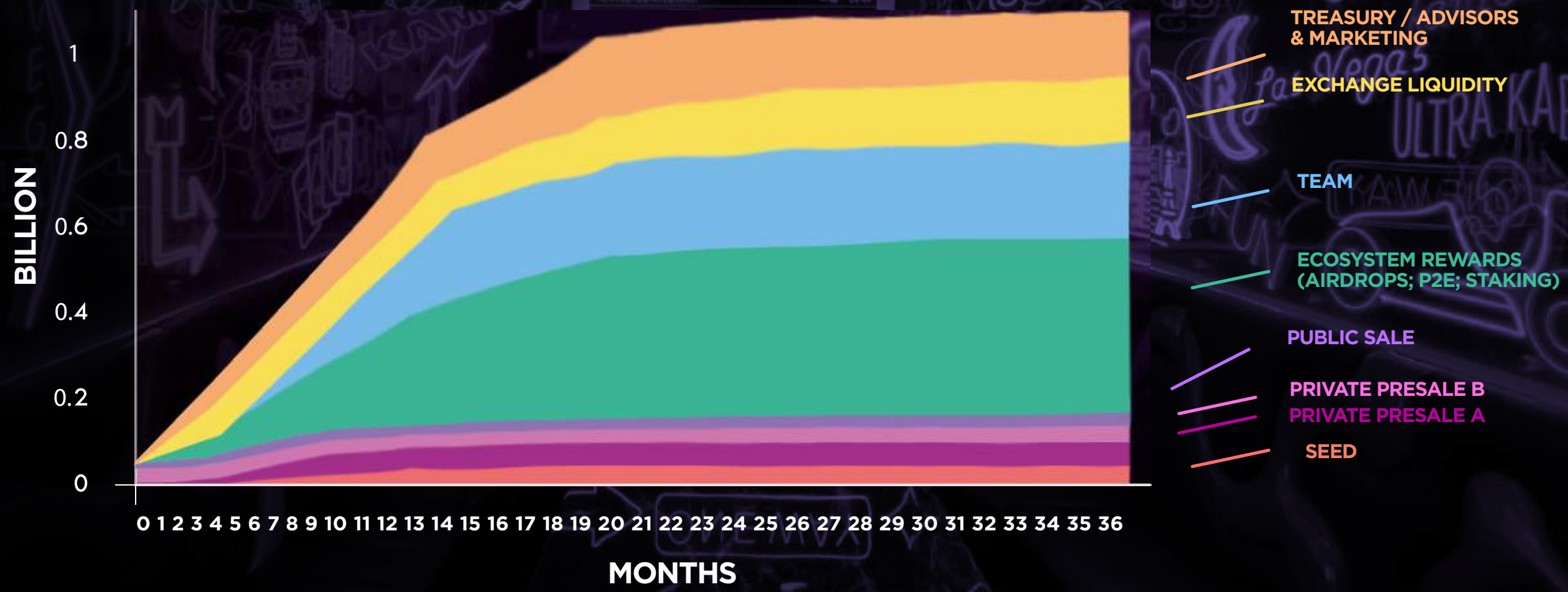
ECOSYSTEM REWARDS
(AIRDROPS; P2E; STAKING)



VESTING SCHEDULE

	TGE UNLOCK	1	2	3	4	5	6	9	12	15	18	21	27	36	
PRIVATE SEED	2.5%	CLIFF						LINEAR VEST 18 MONTHS							
PRIVATE PRESALE A	5%	CLIFF						LINEAR VEST 15 MONTHS							
PRIVATE PRESALE B	10%	CLIFF			LINEAR VEST 12 MONTHS										
PUBLIC SALE	15%	LINEAR VEST 3 MONTHS													
ECOSYSTEM REWARDS (AIRDROPS; P2E; STAKING)	2.5%	LINEAR VEST 36 MONTHS													
TEAM	-	CLIFF							LINEAR VEST 18 MONTHS						
EXCHANGE LIQUIDITY	100%														
TREASURY / ADVISORS & MARKETING	1.5%	LINEAR VEST 36 MONTHS													

CIRCULATING TOKENS



LEGAL DISCLAIMER

The information in this deck is not complete and may be changed. This is not an offer to sell or purchase securities. The securities being discussed here have not been registered under any federal or state securities laws. This deck is confidential and meant only for select accredited investors. This deck contains (and our officers and directors may make from time-to-time) forward-looking statements. Forward-looking statements can be identified by words such as: “anticipate”, “intend”, “plan”, “goal”, “seek”, “believe”, “project”, “estimate”, “expect”, “strategy”, “future”, “likely”, “may”, “should”, “will”, and similar references to future periods. Forward-looking statements are neither historical facts nor assurances of future performance. Instead, they are based only on our current beliefs, expectations, and assumptions regarding the future of our business, future plans, and strategies, projections, anticipated events and trends, the economy and other future conditions. Also, certain features and products discussed in this deck have not been developed yet. They are currently planned, but plans may be changed. Because forward-looking statements relate to the future, they are subject to inherent uncertainties, risks, and changes in circumstances that are difficult to predict and many of which are outside of our control. Our actual results, functions, features, and financial condition may differ materially from those indicated in the forward-looking statements. Therefore, you should not rely on any of these forward-looking statements.