

Gamified NFT distribution through content marketing

Lite Paper v0.12
Last Update: August 8, 2021

FUFU's mission is to help brands use non-fungible tokens (NFT) and decentralized finance (DeFi) to successfully deploy their digital advertising campaigns.

Combining the powers of effective content marketing and blockchain technology (NFTs and DeFi elements) enables a more efficient lead generation marketing campaign. Distributing NFTs via content marketing lays a solid groundwork of a highly engaged user base to a brand's product and services as well as viral brand awareness opportunities.

Decentralized Finance (DeFi) provides massive financial opportunities as brands and users can become lenders, creditors and liquidity providers earning financial rewards for indirectly contributing to the success of campaigns.

Both NFTs and DeFi capabilities are in the early stages and new innovation and use cases are being developed in a matter of weeks. This allows potentially unlimited applications and financial benefits to all parties in the ecosystem that can be implemented.

FUFU is an utility token that is the currency of transactions, utility and actions on the content marketing platform UwUFUFU and any other future ecosystem services and partners. FUFU holders also directly benefit from the success of the UwUFUFU platform and other products and services developed in the FUFU ecosystem.

The total supply of FUFU has been fixed at 1,000,000,000 tokens.

Archived copy · cryp2nova.com

Introduction

We believe combining NFT and DeFi capabilities with viral content marketing will enable a new age of lead generation marketing and allow brands to effectively deploy their massive digital advertising budgets.

Brands and corporations face difficulty deploying ad spend to market their brands effectively with the new media channels.
The big shift from TV/print ad spend to digital has been going on for nearly 20 years, but brands have to keep up with the latest trends, and always looking for new ways to successfully reach the customer. The digital advertising market is worth $356 billion globally. New media channels such as live streaming, YouTube, Instagram, Snapchat, Tik Tok, all have their unique strengths, but brands have a hard time identifying which creators to use, and how to deploy their money to maximize returns.
They are still stuck settling for banner ads on Google and Facebook distribution network but end up competing against each other for consumers' increasingly limited attention using these over saturated advertising mediums. Ad-blockers, banner blindness, and lack of 'authentic' influencer brand promotions mean much of the advertisers' budgets are wasted on ineffective strategies. They want a direct way to lead to real users, not paying for CPMs and CPCs.

A growing segment in the digital advertising budget is influencer marketing. Influencer marketing is on pace to become a $8 billion industry in 2020 and expected to grow to $15 billion by 2023[1]. However, brands are having difficulty deploying and successfully utilizing this new segment. Over 93% of current influencer marketing campaigns are on Instagram[2], and we expect further growth to come over to YouTube and Twitch. Gaming influencers are a part of the massive influencer market.

The Gaming Industry is massive on its own right, valued at $151 billion in 2019 and expected to grow +14.9% CAGR until 2027[3]. Gamers are active in content consumption and are a key demographic for marketers.
Gaming and esports consumers are very hotly sought out demographic for brands. They are young, well-educated, relatively affluent and very tech savvy. They are mostly early adopters open to testing out new products and services. They have also positively adopted digital voting, polling, crowd solutions as well as other real time engagements with creators and services.

Game companies themselves spent $5 billion in advertisement spending in 2020[4] to secure potential players of their games, and with increasing competition, that number is expected to continue to grow.

[1] https://www.businessinsider.com/influencer-marketing-report
[2] https://99firms.com/blog/influencer-marketing-spend/#gref
[3] https://www.grandviewresearch.com/industry-analysis/video-game-market
[4] https://www.statista.com/statistics/238140/global-video-games-advertising-revenue

Archived copy · cryp2nova.com

NFT sales and trade volume growth has been exponential, and we are witnessing rapid rate of innovation in the space. Mainstream brands and companies such as the NBA, MLB have already adopted NFTs and deployed them to the masses. NFTs have the potential to disrupt all the major content industries, from Music ($70B+ a year), Fine art sales ($60B+ a year), Video Games ($140B+ a year) and the collectibles market ($370B+ a year) as well as many other industries.

NFTs have overtaken DeFi on Google trends, and is the key to bringing blockchain technology and use cases to the mainstream consumer and corporates.
DeFi in its own right is enabling investors and lenders to earn yields of 10-20% which is 10-100 times higher than what is offered by traditional banking systems. But more than a traditional lender and borrowers' sense, we feel that utilizing DeFi capabilities of providing credit and liquidity to content marketing campaigns, allows them to earn their rewards by contributing to its success.

FUFU token is the payment method for brands to efficiently allocate their digital advertising budgets by minting Non-Fungible Tokens (NFTs) and distributing them via viral social quizzes. NFTs function both as a digital collectible enabling brands to tokenize their brand value, as well as an access key to future marketing campaigns. Participants in DeFi capabilities gain financial benefits as well as rewards in the form of NFTs or FUFU tokens.

CRYP2NOVA

Archived copy · cryp2nova.com

UwUFUFU Platform

FUFU ecosystem's flagship NFT creation and distribution platform is UwUFUFU. A content marketing platform in the form of viral quizzes. Launched in early 2020, after several iterations, it is being used by thousands of users and content creators.

Quizzes
UwUFUFU utilizes quizzes as a form of content marketing. The first type of quiz is the 'Ideal Type World Cup'. A simple bracket style tournament where users choose their favorite choice. There are several categories, from favorite female K-Pop artist, favorite type of hamburger, to even best movie of all time. Users are organically playing these quizzes and sharing their results on social media, inviting their friends to play the quizzes. They are also members of the community the particular quiz pertains to. As an example, for the best female K-Pop artist world cup, users choose their favorite from a pool of over 128 artists from more than 30 groups. Fans of each K-Pop group in the tournament, are talking about it in the various community sites and platforms to not only try this cool quiz, but to rally the fandom to get their favorite artist to the top of the rankings.

All our quizzes are user generated, and therefore the traffic is also user generated. Car fanatics are making car related quizzes and spreading it in the car communities bringing in traffic. Anime enthusiasts are making Anime related quizzes and spreading it in those respective communities.

With this organic traffic and interest-based usage, we are naturally accumulating good indications of trends and massive amount of user interest data.

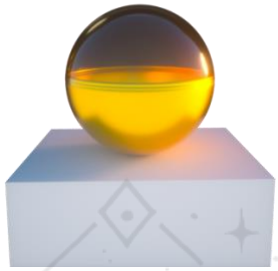
Content creators are also playing a huge part on the platform. They too are members of the community of a particular interest, and using as a novel content idea, they are playing the quizzes on their channels with their viewers. From K-Pop reactors playing the best K-pop artist world cup on their YouTube, to Twitch streamers playing favorite female Twitch streamer world cup live on their stream with their viewers in real time. This network effect is further expanding the reach and proving content creators are a very effective distribution network. And all this activity is happening organically, without rewards, and with just one quiz type. Several new types of quizzes are in development and will provide users more options and types of content to enjoy with their friends and communities.

That is where blockchain technology comes in. We are adding a system where the participants are rewarded for their organic activity. We will do this by distributing loot balls containing NFTs and FUFU tokens as a reward.

UwUFUFU's NFT distribution and staking will redefine lead generation marketing and content marketing campaigns.

Archived copy · cryp2nova.com

Loot Balls
Users and content creators receive loot balls as rewards for creating and playing the quizzes and sharing them. The loot ball is like a Pokeball, the familiar pachinko balls from vending machines with toys or goodies in them.



Loot ball drop rates depends on the action on the platform. Users can receive loot balls the following ways:

Quiz Creation: 1 Loot ball per 1,000 unique quiz plays
Play Quizzes: 1 Loot ball per 10 quizzes completed
Content Creators: 1 Loot ball per 5 video uploads

To allow brands to take advantage of the viral nature of these quizzes, we will allow Brands to create paid quizzes. Much like paid or sponsored posts you see on Facebook or Instagram, Brands will be able to create their own quizzes, and users who play the paid quizzes will get a boost to loot ball drop rate.

Loot balls may contain NFTs, FUFU tokens, or if unlucky, nothing at all.
All FUFU tokens received as rewards have a 6 month lockup with daily vesting.
A Maximum of 10% of remaining reward pool can be distributed annually via loot balls.

The NFTs in the loot balls can be minted by anybody, but mainly Brands who want to lay the groundwork for future marketing activities will be the ones to mint and distribute the NFTs. We have signed a partnership agreement with Enjin to utilize their technology, network and explore joint marketing opportunities.
The NFTs have several utilities.

NFTs that are redeemable for offline goods
Brands can distribute NFTs that can be redeemable for offline goods and services. NFTs that represent physical offline goods can be authenticated on the blockchain enabling brands to issue NFTs that are both certifiably scarce and representative of valuable physical items.

Archived copy · cryp2nova.com

The exchangeability of the NFTs that entitles the holder with the rights to redeem the NFT for the physical item. The redemption for the item can happen at any point in the future, therefore people can just hold the NFTs with the hopes these items appreciate in value and don't need to take physical delivery and can simply sell the NFT representing the items and gain a profit from the appreciation in the value.

This brings huge benefits to marketing campaigns and shifts the flow typical flow of brands actively marketing to users to buy their products when the value appreciation of the NFTs adds to the campaign narrative.

NFTs that are access key to future marketing campaigns and events
Brands do not have all their future marketing campaigns planned out; it is constantly evolving. NFT technology also features the verification aspect, allowing the holders to gain a sort of membership quality. Holders of the NFTs likely are interested in the brands product and services, therefore are ideal target for future marketing campaigns and events.

Future offerings to only holders of the NFTs provide value and gives them VIP type exclusivity. Thus, making the NFTs more desirable. Different tiers of NFTs can also give brands more options in deploying different level of marketing campaigns. Sort of different tiers of memberships at hotels or country clubs.

NFTs that access digital content
Much like the access to future marketing campaigns and events, the membership-like qualities also can help brands' digital marketing endeavors. For example, brands can replace paywall subscriptions with NFT ownerships. Users that hold the NFTs via purchase or UwUFUFU can unlock premium articles, unreleased music, premium video content, or special features. The options are unlimited, and again, reverses the typical marketing flow where brands launch campaigns seeking target users. Instead engaged users seek to own the NFTs to gain access to the brands marketing campaigns and products and services.

NFTs that are collectibles
The limited-edition-like qualities of NFTs is what has captured the early headlines in the NFT space. Artwork being sold for thousands of dollars, the first tweet, first videos. Holders of the NFTs can gain access to benefits as mentioned above, bringing value to the NFT. But the scarcity of the NFT itself gives it value, and if a brand can successfully digitize their product of service as a collectible NFT, this too is a huge boost to brand image and awareness.

For example, a limited-edition platinum tier NFT gains the holder access to future events, but the image or video itself was a collaboration with a famous designer. The NFT itself is a piece of art, and there will be people who would want to own it regardless of the potential future benefits they gain access to.

Genesis NFTs

Archived copy · cryp2nova.com

The initial NFTs to be distributed through the loot balls will be our very own NFTs. There are 5 different tiers of NFTs and holders of the NFTs will get a boost to loot ball content odds.
Holders of the Genesis NFTs will also gain access to any future event or drops.

Staking
Stakers of FUFU token earn a portion of the rewards as well as other benefits.
Brands that stake FUFU token gain access to discounts to any paid services on the platform. From NFT minting fees to paid quiz creation on top of the rewards they receive as yield for staking.
Players who stake FUFU token earn faster rate of loot ball drops depending on the staked amount on top of the rewards they receive as yield.

Token Utility

UwUFUFU provides the first reference for how FUFU tokens can be used in the ecosystem, with any new product or service added to the ecosystem adding value and utility to the broader FUFU ecosystem and the token itself.

FUFU token is used to for all paid services on the UwUFUFU platform as well as the currency of reward.
When minting NFTs, the fees are paid in FUFU and a portion of the fees will be locked in with the NFTs to serve as an underlying asset to give true value to the NFTs.

Holders of FUFU token will also have voting rights to governance proposals. However not everyone can submit governance proposals. People who create quizzes will gain reputation points as people play their quizzes. Monthly and Quarterly leaderboards will show the reputation points earned and people need reputation points to submit governance proposals.

An example of a governance proposal that can be submitted is to amend the amount of FUFU tokens that can be distributed via loot balls.

Voting will be a quadratic voting system. Quadratic voting is based upon market principles, where each voter is given a budget of vote credits that they have the personal decisions and delegation to spend in order to influence the outcome of a range of decisions. The simplified formula on how quadratic voting functions is

cost to the voter = (number of votes)^2.

Archived copy · cryp2nova.com

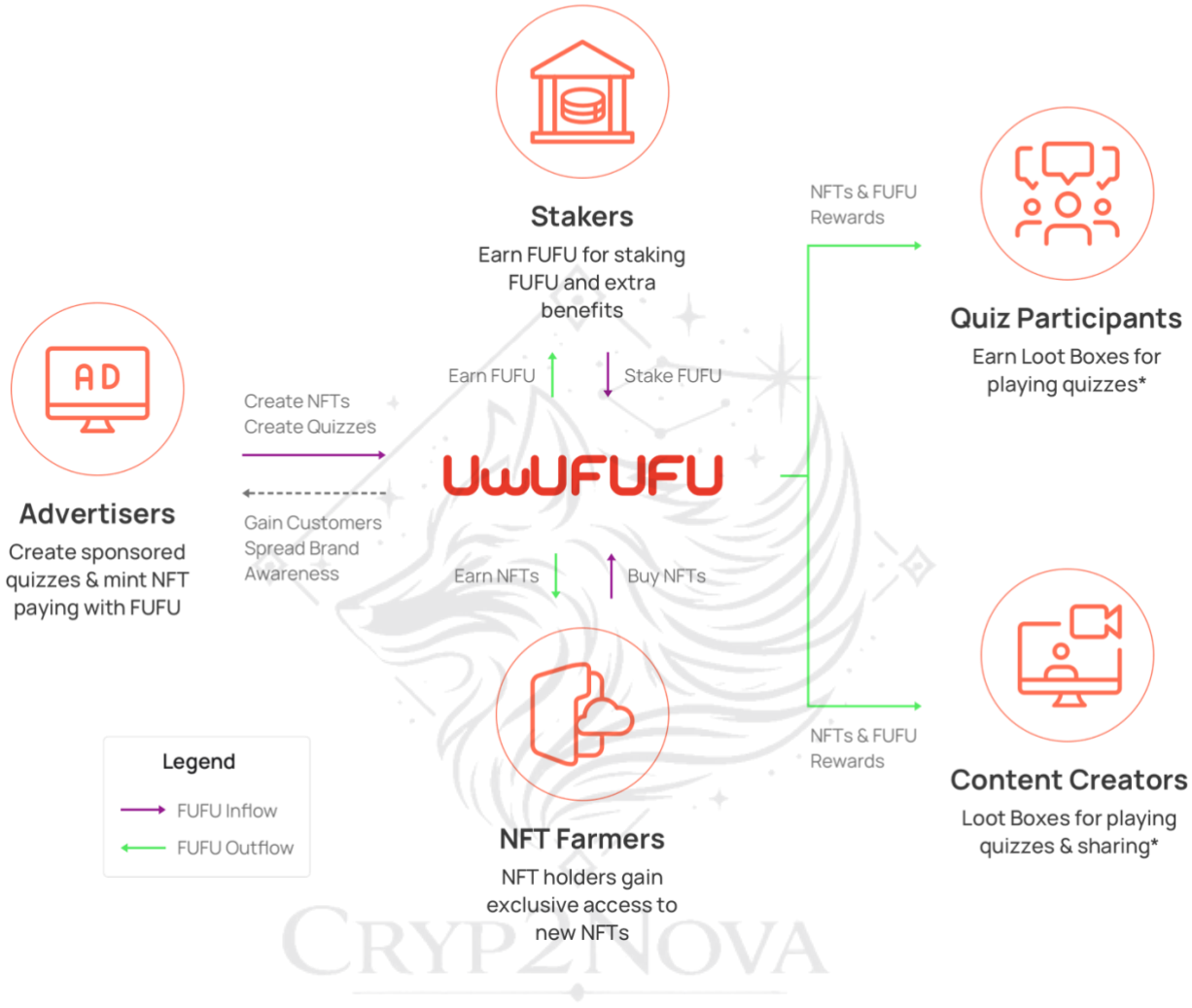
Vote pricing example	
Number of votes	**"Vote credit" cost**
1	1
2	4
3	9
4	16
5	25

CRYP2NOVA

Archived copy · cryp2nova.com

Ecosystem

Powered by the FUFU Token which serves as the primary method of payment for all transactions, staking, and rewards in the ecosystem



Founding Team

FUFU was founded by Charlie Rhee and HK Ahn, two entrepreneurs who have built multiple products in the esports and content creator space. The entire team has a strong background and experience in the gaming industry.

Archived copy · cryp2nova.com



Charlie Rhee CEO

5+ years developing monetization & engagement tools and communities for gaming companies and content creators.
10+ years in Finance, Merrill Lynch, UBS, Hyundai Securities, KIS
NYU Stern School of Business, BS Finance & Accounting.



HK Ahn CTO

5+ years developing monetization & engagement tools and communities for gaming companies and content creators.
7+ years in Gaming, NCSoft, Riot Games, Smilegate
Sungkyunkwan University, BS Physics.



Joong Kim Head of Business

Former Blizzard Manager Community Development and eSports. 8+ years in Gaming, Riot Games, Molten Games, Blizzard, Superplay. Based on his experience he can lead product development and business development.
UC Irvine, BS Computer Engineering



MG Jung Back-end Dev

4+ years developing monetization & engagement tools and communities for gaming companies and content creators.
AI and blockchain enthusiast, avid gamer.
Server side developer.
Yonsei University, BS Computer Science



MJ Kim Front-end Dev

5+ years developing monetization & engagement tools and communities for gaming companies and content creators.
Mobile and web based developer, CSS master. Capable of coding and design, gaming enthusiast.
Yeongsung University, BA Visual Design



JY Kim UI/UX Designer

4+ years developing monetization & engagement tools and communities for gaming companies and content creators.
7+ years in Gaming, mobile and web based.
Game design aspects into UI/UX design & Product Management.
Suwon Womens University, BA Graphic Design

CRYP2NOVA

Archived copy · cryp2nova.com